Table 1
Q1 - How much, if anything, do you know about each of the following politicians? - Summary table

Base: All adults aged 18+ in Great Britain

	Robert Jenrick	Kemi Badenoch	Keir Starmer	Kamala Harris	Donald Trump
UNWEIGHTED BASE	1117	1117	1117	1117	1117
WEIGHTED BASE	1117	1117	1117	1117	1117
(5) A great deal	55	56	204	123	272
	5%	5%	18%	11%	24%
(4) A fair amount	192	214	510	374	542
	17%	19%	46%	33%	49%
(3) Not very much	353	352	287	379	212
	32%	32%	26%	34%	19%
(2) Heard of them but know nothing about them	188	194	75	146	64
	17%	17%	7%	13%	6%
(1) Never heard of them	299	262	29	77	14
	27%	23%	3%	7%	1%
Mean	2.56	2.64	3.71	3.29	3.9
A great deal/ fair amount (NET)	247	270	714	497	814
	22%	24%	64%	45%	73%
Not very much/heard of know nothing/never heard of (NET)	839	808	391	601	290
	75%	72%	35%	54%	26%
Heard of them (NET)	788	816	1076	1022	1090
	71%	73%	96%	91%	98%
Don't know	31	39	11	19	13
	3%	3%	1%	2%	1%

Table 2
Q1 1 - How much, if anything, do you know about each of the following politicians? - Robert Jenrick

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	16%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(5) A great deal	55	55	37	17	8	18	14	-	5	10	26	14	15	13	27	5	10	10	12	11	10	8	3	47	8	34	20	26	29	40	15	44	11	33	15	7	10	17	11	17	25	30
	5%	5%	7% b	3%	7%	9% fah	8% f	-	3%	4% f	8%	4%	3%	7% ik	9%	2% no	3% no	4%	4%	4%	7%	15% ooru	3%	5%	5%	5%	5%	7% A	4%	6%	3%	5%	8%	5%	4%	5%	3%	5%	5%	7%	8% N	4%
(4) A fair amount	192	184	119	71	15	34	25	29	37	52	49	54	89	31	43	49	69	47	46	37	35	9	17	167	26	127	65	86	106	125	67	171	20	122	58	12	37	71	45	39	63	130
	17% b	17%	22% b	13%	13%	18%	14%	16%	21%	20%	16%	15%	20%	17%	14%	19%	19%	18%	16%	15%	23%	17%	18%	17%	16%	20% y	13%	24% A	14%	18%	16%	18%	15%	19% H	17% H	8%	13%	19%	21%	17%	19%	16%
(3) Not very much	353	332	182	164	28	39	49	77	59	101	67	126	160	39	77	96	141	85	85	81	55	16	30	293	59	198	155	115	238	203	150	316	36	202	94	57	97	131	61	64	82	270
	32%	31%	34% b	29%	24%	21%	27%	41% cde	33% d	38% cde	22%	34% i	36%	21%	25%	37% lm	38% lm	32%	29%	32%	36%	29%	32%	31%	36%	31%	32%	32%	31%	29%	35%	33%	26%	32%	28%	37%	34%	35%	27%	27%	25%	34% M
(2) Heard of them but know nothing about them	188	174	85	99	20	28	18	26	38	58	48	45	96	34	32	43	79	47	53	45	23	8	11	165	23	115	73	49	139	104	84	162	21	93	54	40	58	69	28	32	43	144
	17%	16%	16%	18%	17%	15%	10%	14%	21% e	22% e	16%	12%	21% j	19% m	10%	17%	21% m	18%	18%	18%	15%	15%	12%	17%	14%	18%	15%	14%	18% z	15%	20%	17%	16%	15%	16%	26% K	21%	18%	13%	14%	13%	18%
(1) Never heard of them	299	293	105	192	40	61	68	50	42	37	100	119	80	57	112	63	66	72	86	75	25	13	28	257	41	140	159	77	222	195	104	255	43	157	107	36	75	83	69	72	100	199
	27%	27%	19%	34% a	35% h	32% h	37% gh	27% h	23%	14%	33% k	32% k	18%	31% o	37% no	24%	18%	27% s	30% s	29% s	16%	24%	29% s	27%	25%	22%	33% x	21%	29% z	28%	24%	26%	31%	25%	32% A	23%	27%	22%	31% J	31% J	31%	25%
Mean	2.56	2.55	2.81 b	2.3	2.37	2.55	2.42	2.46	2.58	2.77 cef	2.49	2.44	2.69 ii	2.47	2.46	2.56	2.67 m	2.53	2.45	2.45	2.89 oor u	2.85	2.51	2.55	2.6	2.68 v	2.4	2.81 A	2.43	2.57	2.54	2.56	2.51	2.64	2.45	2.44	2.45	2.65 J	2.54	2.53	2.59	2.54
A great deal/ fair amount (NET)	247	238	156	88	22	52	40	29	42	62	74	69	104	44	70	54	80	57	59	48	46	18	20	213	34	162	85	112	135	165	82	215	31	155	73	19	47	88	57	56	88	159
	22% b	22%	29% b	16%	20%	27%	22%	16%	23%	24%	24%	19%	23%	24%	23%	21%	21%	21%	20%	19%	30% r	32%	21%	22%	21%	26% v	17%	31% A	18%	24%	19%	22%	23%	25%	22%	12%	16%	23% i	26% i	24%	27% N	20%
Not very much/heard of know nothing/never heard of (NET)	839	798	371	455	87	128	136	153	139	196	215	289	335	131	220	203	286	204	225	202	102	37	70	716	124	452	387	241	598	502	337	733	100	451	256	132	231	283	157	168	225	614
	75%	75%	69%	81% a	77% d	67%	74%	83% d	76%	75%	71%	78% i	75%	71%	73%	78%	77%	77% s	77% s	79% s	66%	68%	73%	75%	76%	72%	79% x	67%	79% z	73%	79%	75%	73%	72%	76%	86% FG	81% KL	74%	71%	73%	70%	77% M
Heard of them (NET)	788	744	422	351	70	119	107	132	139	221	189	239	360	117	178	193	299	189	197	174	123	42	62	672	116	474	314	276	512	472	315	692	88	450	222	116	202	288	145	152	214	574
	71%	70%	78% b	62%	62%	63%	58%	71%	76% e	84% cde	62%	65%	81% cdef	64%	59%	74% lm	81% lm	71%	68%	68%	80% aru	76%	64%	70%	71%	75% s	64%	77% z	68%	69%	74%	71% A	64%	72%	66%	76%	71%	76% KL	66%	66%	66%	72%
Don't know	31	29	12	19	3	10	8	3	1	5	14	11	6	9	13	3	6	4	8	7	6	-	7	25	6	15	16	7	24	21	10	25	6	20	9	1	6	9	8	8	11	20
	3%	3%	2%	3%	3%	5% a	4%	2%	1%	2%	5% k	3%	1%	5% no	4%	1%	2%	2%	3%	3%	4%	-	7% o	3%	3%	2%	3%	2%	3%	3%	2%	3%	4%	3%	3%	1%	2%	2%	3%	3%	3%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - c/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

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

Table 3
Q1_1 - How much, if anything, do you know about each of the following politicians? - Robert Jenrick

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	FAVOURABLE	UNFAVOURABLE	FAVOURABLE	UNFAVOURABLE	FAVOURABLE	UNFAVOURABLE	DONALD TRUMP	KAMALA HARRIS	DONALD TRUMP	KAMALA HARRIS	CARE GREAT DEAL/ FAIR AMOUNT	DON'T CARE VERY MUCH/AT ALL
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(5) A great deal	55	8	20	4	9	6	24	16	27	23	32	12	26	17	29	19	21	28	48	6
	5%	5%	6%	4%	6%	6%	6%	4%	13% i	3%	7%	6%	9% m	4%	9%	5%	9% q	5%	9% s	1%
(4) A fair amount	192	32	72	18	27	23	90	67	56	116	107	41	72	60	63	68	48	107	133	56
	17%	19%	22%	19%	19%	22%	23%	16%	27% i	16%	22%	19%	26% m	15%	19%	17%	21%	18%	24% s	11%
(3) Not very much	353	60	109	33	47	27	126	155	53	234	155	69	92	132	98	138	65	206	180	164
	32%	35%	33%	36%	33%	25%	32%	38%	26%	33%	32%	32%	33%	34%	29%	35%	28%	34%	33%	32%
(2) Heard of them but know nothing about them	188	39	55	21	22	16	65	73	20	137	78	23	37	60	50	68	30	115	79	96
	17%	23%	17%	23%	16%	15%	16%	18%	10%	19% h	16%	11%	13%	15%	15%	17%	13%	19%	14%	18%
(1) Never heard of them	299	28	66	16	33	33	90	89	48	191	93	69	51	113	88	91	63	140	99	184
	27%	17%	20%	17%	23%	31% abc	23%	22%	23%	27%	20%	32% j	18%	29% l	26%	23%	27%	23%	18%	36% r
Mean	2.56	2.72	2.77	2.7	2.69	2.56	2.73	2.62	2.98 i	2.49	2.8 k	2.56	2.94 m	2.5	2.68	2.63	2.7	2.61	2.91 s	2.22
A great deal/ fair amount (NET)	247	40	92	21	36	30	114	83	84	140	139	53	98	78	93	88	69	135	181	63
	22%	24%	28%	23%	26%	28%	29% g	20%	40% i	20%	29%	24%	35% m	20%	28%	22%	30%	22%	33% s	12%
Not very much/heard of know nothing/never heard of (NET)	839	127	229	70	102	76	281	317	121	561	327	161	181	305	236	298	159	461	358	444
	75%	75%	70%	76%	72%	72%	71%	78%	58%	79% h	68%	74%	64%	78% l	71%	75%	69%	76%	65%	86% r
Heard of them (NET)	788	139	255	75	105	73	305	312	157	510	372	145	228	270	240	294	164	455	440	322
	71%	82% e	78%	82%	75%	69%	77%	76%	76%	72%	78% k	67%	81% m	69%	72%	75%	71%	75%	80% s	62%
Don't know	31	3	4	1	3	-	2	8	2	12	11	3	2	8	5	9	4	11	8	12
	3%	2%	1%	1%	2%	-	*	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%

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

Table 4
Q1_2 - How much, if anything, do you know about each of the following politicians? - Kemi Badenoch

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	REGION NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC (D)	ETHNIC MINORITY (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	306	303	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
(weighted %)	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(5) A great deal	56	56	44	12	7	17	15	2	6	8	25	17	14	12	28	8	8	15	9	10	7	12	3	47	8	36	19	27	29	42	14	50	5	33	14	9	13	13	10	19	25	31
	5%	5%	8%	2%	7%	9%	8%	1%	3%	3%	8%	5%	3%	7%	9%	3%	2%	6%	3%	4%	4%	21%	3%	5%	5%	6%	4%	7%	4%	6%	3%	5%	4%	5%	4%	6%	5%	4%	4%	8%	8%	4%
(4) A fair amount	214	204	116	93	19	25	26	41	38	64	44	68	102	32	38	62	81	49	54	41	45	6	20	184	30	145	69	99	115	136	78	178	35	137	60	17	40	87	51	35	68	146
	19%	19%	21%	17%	17%	13%	14%	22%	21%	25%	14%	18%	23%	18%	13%	24%	22%	18%	18%	16%	29%	10%	20%	19%	19%	23%	14%	27%	15%	20%	18%	18%	26%	22%	18%	11%	14%	23%	23%	15%	21%	18%
(3) Not very much	352	332	165	182	24	41	60	72	48	106	66	132	155	37	89	88	138	89	79	92	47	19	26	300	52	194	158	119	233	206	146	317	34	196	98	59	100	124	59	69	88	264
	32%	31%	31%	32%	21%	22%	33%	39%	26%	40%	22%	36%	35%	20%	30%	34%	37%	34%	27%	36%	31%	35%	27%	31%	32%	31%	32%	33%	31%	30%	34%	33%	25%	31%	29%	38%	35%	33%	27%	30%	27%	33%
(2) Heard of them but know nothing about them	194	181	100	90	20	30	24	28	39	52	50	52	92	30	45	42	78	46	55	45	21	7	20	166	28	103	91	46	147	110	84	171	19	97	60	37	58	67	37	32	44	150
	17%	17%	19%	16%	18%	16%	13%	15%	22%	20%	17%	14%	21%	16%	15%	16%	21%	17%	19%	17%	14%	12%	21%	17%	17%	16%	19%	16%	19%	16%	20%	18%	14%	16%	18%	24%	21%	18%	17%	14%	14%	19%
(1) Never heard of them	262	255	99	161	38	55	49	40	50	29	93	89	80	62	80	57	63	63	86	58	23	10	21	225	38	128	135	58	204	166	96	221	39	138	92	31	68	79	52	63	79	184
	23%	24%	18%	29%	34%	29%	27%	22%	28%	11%	31%	24%	18%	34%	27%	22%	17%	24%	30%	23%	15%	18%	21%	24%	23%	20%	28%	16%	27%	24%	23%	23%	28%	22%	27%	20%	24%	21%	24%	27%	24%	23%
Mean	2.64	2.63	2.82	2.45	2.42	2.52	2.63	2.65	2.5	2.89	2.48	2.64	2.73	2.44	2.6	2.69	2.71	2.64	2.45	2.6	2.94	3.03	2.58	2.63	2.64	2.77	2.46	2.97	2.48	2.66	2.59	2.64	2.62	2.71	2.52	2.58	2.54	2.7	2.66	2.62	2.73	2.6
A great deal/ fair amount (NET)	270	260	160	105	26	42	42	43	44	73	69	85	116	45	66	70	90	64	63	52	52	17	22	231	39	182	88	125	145	178	92	229	41	169	74	26	53	101	61	55	93	177
	24%	24%	30%	19%	23%	22%	23%	23%	24%	28%	23%	23%	26%	24%	22%	27%	24%	24%	22%	20%	34%	31%	23%	24%	24%	29%	18%	35%	19%	26%	21%	24%	30%	27%	22%	17%	19%	27%	28%	24%	29%	22%
Not very much/heard of know nothing/never heard of (NET)	808	768	364	433	83	127	133	140	138	188	210	273	326	128	214	188	278	198	220	194	91	36	68	691	117	425	384	224	585	482	326	710	91	431	251	127	227	270	149	163	210	598
	72%	72%	68%	77%	73%	67%	72%	76%	76%	71%	69%	74%	73%	70%	71%	72%	75%	75%	76%	76%	59%	66%	71%	72%	72%	68%	79%	62%	77%	70%	76%	73%	67%	69%	74%	83%	80%	71%	67%	70%	65%	75%
Heard of them (NET)	816	773	425	377	71	114	126	143	131	231	185	269	363	111	200	201	305	199	197	188	120	43	69	697	119	479	337	291	525	495	322	718	93	462	232	122	212	292	157	155	225	590
	73%	72%	79%	67%	62%	60%	69%	77%	72%	88%	61%	73%	81%	60%	66%	77%	82%	75%	68%	73%	78%	79%	72%	73%	73%	76%	69%	81%	69%	72%	75%	74%	68%	74%	69%	79%	75%	77%	71%	67%	69%	75%
Don't know	39	38	15	24	4	21	9	1	1	3	25	10	3	11	23	1	3	3	8	10	11	2	6	32	7	22	16	11	28	28	11	34	5	26	13	*	4	9	12	14	20	19
	3%	4%	3%	4%	4%	11%	5%	1%	1%	1%	8%	3%	1%	6%	8%	1%	1%	1%	3%	4%	7%	3%	6%	3%	4%	4%	3%	3%	4%	4%	2%	3%	4%	4%	4%	*	1%	2%	5%	6%	6%	2%

Table 5
Q1_2 - How much, if anything, do you know about each of the following politicians? - Kemi Badenoch

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(5) A great deal	56	8	23	3	8	6	26	17	24	28	28	18	24	18	30	18	22	28	43	12
	5%	5%	7%	3%	5%	5%	7%	4%	12% i	4%	6%	8%	8%	5%	9% o	5%	10% q	5%	8% s	2%
(4) A fair amount	214	30	76	18	40	28	110	74	59	138	120	49	75	71	70	83	56	123	151	61
	19%	18%	23%	19%	28%	27%	28% g	18%	28% i	19%	25%	23%	27% m	18%	21%	21%	24%	20%	28% s	12%
(3) Not very much	352	68	110	41	40	29	123	160	56	242	175	60	95	128	97	141	63	213	192	152
	32%	40%	34%	44% de	28%	27%	31%	39% f	27%	34%	37%	28%	34%	33%	29%	36%	27%	35%	35%	29%
(2) Heard of them but know nothing about them	194	41	48	18	19	24	75	69	23	133	79	22	49	64	43	71	23	115	75	108
	17%	24% b	15%	19%	14%	23%	19%	17%	11%	19% h	17%	10%	17%	16%	13%	18%	10%	19% p	14%	21% r
(1) Never heard of them	262	21	65	12	30	19	60	83	42	157	67	59	36	99	83	73	58	116	78	165
	23%	12%	20%	13%	21%	18%	15%	20%	20%	22%	14%	27% j	13%	25% l	25%	19%	25%	19%	14%	32% r
Mean	2.64	2.78	2.83	2.8	2.83	2.79	2.92 g	2.68	3 i	2.64	2.92	2.74	3.01 m	2.59	2.75	2.74	2.82	2.72	3.01 s	2.29
A great deal/ fair amount (NET)	270	38	99	21	48	34	136	91	83	166	148	68	99	89	100	101	78	151	194	72
	24%	23%	30%	23%	34%	32%	34% g	22%	40% i	23%	31%	31%	35% m	23%	30%	26%	34% q	25%	36% s	14%
Not very much/heard of know nothing/never heard of (NET)	808	130	222	70	89	72	258	312	120	532	321	141	179	291	224	286	145	443	345	426
	72%	77% d	68%	77%	63%	68%	65%	76% f	58%	75% h	67%	65%	64%	75% l	67%	72%	62%	73% p	63%	82% r
Heard of them (NET)	816	147	257	79	107	87	334	320	161	540	402	150	243	281	241	313	165	479	461	333
	73%	87% d	79%	86%	76%	82%	84%	78%	78%	76%	84% k	69%	86% m	72%	72%	79%	71%	79% p	84% s	64%
Don't know	39	1	4	1	5	*	3	5	4	14	8	8	3	10	9	8	9	12	8	20
	3%	1%	1%	1%	3%	*	1%	1%	2%	2%	2%	4%	1%	3%	3%	2%	4%	2%	1%	4% r

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

Overlap formulae used. * small base

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

Table 6

Q1 3 - How much, if anything, do you know about each of the following politicians? - Keir Starmer

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-64 (g)	AGE 65+ (h)	AGE 18-34 (i)	AGE 35-54 (j)	AGE 55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(5) A great deal	204	199	125	77	20	41	36	28	23	56	61	65	79	35	62	43	64	47	36	44	43	18	15	177	28	122	82	87	118	133	71	172	32	101	66	37	59	57	54	35	70	134
	18%	19%	23%	14%	18%	22%	20%	15%	12%	21%	20%	18%	18%	19%	21%	16%	17%	18%	12%	17%	28% par	33% oqru	16%	19%	17%	19%	17%	24% A	16%	19%	17%	18%	23%	16%	20%	24% F	21%	15%	24% jL	15%	22%	17%
(4) A fair amount	510	479	240	255	35	62	75	96	103	139	97	171	242	53	119	131	207	121	146	116	63	24	40	429	81	298	212	158	352	311	199	460	46	317	134	59	112	199	95	104	129	381
	46%	45%	46% b	45%	31%	32%	41% cd	52% cde	56% cde	53% cde	32%	46% i	54% i	29%	39% l	51% lm	56% lm	46%	50%	45%	41%	43%	42%	45%	50%	47%	43%	44%	46%	45%	46%	47% E	34%	51% GH	40%	39%	40% M	52% IK	43%	45%	40% M	48%
(3) Not very much	287	275	119	161	32	51	51	51	49	53	83	102	102	53	81	72	81	72	82	63	33	10	27	245	42	147	140	86	201	176	111	253	31	149	96	42	87	91	52	58	78	210
	26%	26%	22%	29% a	28%	27%	28%	27%	27%	20%	27%	28%	23%	29%	27%	28%	22%	27%	28%	25%	21%	18%	29%	26%	26%	23%	29%	24%	27%	26%	26%	26%	23%	24%	28%	28%	31%	24%	23%	25%	24%	26%
(2) Heard of them but know nothing about them	75	73	32	42	14	20	14	7	8	12	34	21	20	25	23	11	15	19	17	18	10	3	8	69	6	42	33	18	56	41	34	58	16	35	26	14	17	21	15	21	29	46
	7%	7%	6%	7%	12% fgh	11% fh	8%	4%	4%	5%	11% jk	6%	4%	14% mno	8%	4%	4%	7%	6%	7%	6%	5%	8%	7%	4%	7%	7%	5%	7%	6%	8%	6%	12% D	6%	8%	9%	6%	6%	7%	9%	9%	6%
(1) Never heard of them	29	29	9	20	11	10	5	1	-	3	21	6	3	16	10	1	3	4	8	11	4	-	3	25	4	13	16	7	22	20	9	20	9	18	10	1	7	10	3	10	14	16
	3%	3%	2%	4%	9% efgh	5% fgh	3%	*	-	1%	7% jk	2%	1%	9% mno	3% no	*	1%	2%	3%	4%	2%	-	3%	3%	3%	2%	3%	2%	3%	3%	2%	2%	6% D	3%	3%	1%	2%	3%	2%	4% N	4%	2%
Mean	3.71	3.71	3.84 b	3.59	3.36	3.56	3.68 c	3.79 cd	3.77 c	3.89 cde	3.49	3.73 i	3.84 i	3.36	3.68 l	3.79 l	3.85 lm	3.72	3.64	3.65	3.87 o	4.04 par u	3.61	3.7	3.76	3.76	3.64	3.84 A	3.65	3.73	3.68	3.73	3.57	3.73	3.66	3.77	3.71	3.72	3.82 L	3.59	3.67	3.73
A great deal/ fair amount (NET)	714	678	374	332	55	103	111	125	126	195	158	236	321	87	181	174	271	168	182	161	106	42	56	605	109	421	294	245	469	444	270	632	78	418	200	97	171	255	148	140	199	515
	64%	64%	69% b	59%	49%	54%	61%	67% cd	69% cd	74% cde	52%	64% i	72% ii	47%	60% l	67% l	73% lm	64%	62%	63%	69% u	76% u	58%	63%	67%	67% v	60%	68% y	62%	65%	63%	65%	57%	67% G	59%	63%	60%	67%	67%	60%	62%	65%
Not very much/heard of know nothing/never heard of (NET)	391	377	161	223	57	81	71	59	57	68	138	129	125	94	114	84	100	95	106	92	46	13	38	339	52	202	189	111	280	237	154	332	56	202	133	57	110	122	71	89	120	271
	35%	35%	30%	40% a	50% fgh	43% fh	38% h	32%	31%	26%	45% jk	35%	28%	51% mno	38% o	32%	27%	36%	37%	36%	30%	24%	40%	36%	32%	32%	39% z	31%	37% z	34%	36%	34%	41%	32%	39%	37%	39%	32%	32%	38%	37%	34%
Heard of them (NET)	1076	1025	526	535	101	173	176	182	182	261	275	359	443	166	285	257	368	260	280	242	148	55	91	919	157	609	467	349	727	661	415	943	126	602	322	152	275	368	215	219	306	770
	96%	96%	97%	95%	89%	91%	96% h	99% cd	100% cde	99% cd	91%	97% i	99% i	90%	94%	99% lm	99% lm	98% r	96%	94%	96%	100%	95%	96%	96%	97%	96%	97%	96%	96%	97%	97% E	92%	96%	95%	99%	97%	97%	97%	94%	95%	97%
Don't know	11	11	4	7	2	6	2	2	-	-	8	3	2	2	7	2	-	1	3	3	2	-	2	10	2	6	5	3	8	7	4	9	2	6	5	-	2	3	3	3	4	8
	1%	1%	1%	1%	2% h	3%	1%	1%	-	-	3% k	1%	* o	1% o	2% o	1%	-	* r	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 7
Q1_3 - How much, if anything, do you know about each of the following politicians? - Keir Starmer

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(5) A great deal	204	22	87	17	22	21	97	61	61	123	116	56	75	84	77	81	55	118	145	58
	18%	13%	27% ad	18%	16%	19%	24% g	15%	29% i	17%	24%	26%	27%	21%	23%	21%	24%	19%	26% s	11%
(4) A fair amount	510	89	166	44	76	58	191	227	93	348	237	99	131	175	160	198	107	306	277	219
	46%	52%	51%	48%	54%	55%	48%	55%	45%	49%	50%	45%	47%	45%	48%	50%	46%	50%	51% s	42%
(3) Not very much	287	48	61	23	34	21	82	101	36	182	101	40	60	101	62	92	49	141	93	174
	26%	28% b	19%	25%	24%	20%	21%	25%	17%	26% h	21%	18%	22%	26%	19%	23%	21%	23%	17%	34% r
(2) Heard of them but know nothing about them	75	9	8	4	5	6	19	16	11	44	18	16	12	25	26	15	12	35	24	42
	7%	5%	2%	5%	4%	5%	5%	4%	5%	6%	4%	7%	4%	6%	8% o	4%	5%	6%	4%	8% r
(1) Never heard of them	29	2	3	2	2	1	6	2	5	13	5	6	2	6	9	8	7	8	7	22
	3%	1%	1%	2%	2%	1%	2%	*	2%	2%	1%	3%	1%	2%	3%	2%	3%	1%	1%	4% r
Mean	3.71	3.71	4 acd	3.77	3.8	3.87	3.89	3.81	3.94 i	3.74	3.93	3.84	3.94	3.78	3.81	3.83	3.83	3.81	3.97 s	3.48
A great deal/ fair amount (NET)	714	111	253	61	98	79	288	288	154	471	353	155	206	259	236	279	163	423	421	276
	64%	65%	78% a	67%	70%	74%	73%	70%	74%	66%	74%	71%	73%	66%	71%	71%	70%	70%	77% s	53%
Not very much/heard of know nothing/never heard of (NET)	391	58	72	30	41	28	108	119	52	240	124	62	75	131	97	115	69	183	125	238
	35%	35% b	22%	32%	29%	26%	27%	29%	25%	34%	26%	29%	27%	34%	29%	29%	30%	30%	23%	46% r
Heard of them (NET)	1076	167	322	89	137	106	389	404	201	698	472	211	278	384	324	386	224	599	539	493
	96%	99%	99%	97%	97%	99%	98%	99%	97%	98%	99%	97%	99%	98%	97%	98%	97%	99%	99% s	95%
Don't know	11	-	1	1	1	-	1	2	1	1	-	-	-	1	1	-	1	-	1	4
	1%	-	*	1%	1%	-	*	1%	*	*	-	-	-	*	*	-	*	-	*	1%

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

Table 8

Q1_4 - How much, if anything, do you know about each of the following politicians? - Kamala Harris

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
(5) A great deal	123	123	71	51	26	30	25	10	11	20	56	36	31	37	45	19	22	28	27	20	26	13	9	106	18	81	42	58	66	90	34	93	29	69	35	18	27	32	33	32	53	70
(5) A great deal %	11%	12%	13% fah	9%	23% fah	16% fah	14% f	6%	6%	8%	19% ik	10%	7%	20% no	15% no	7%	6%	11%	9%	8%	17%	23%	9%	11%	11%	13% A	9%	16% A	9%	13% C	8%	10%	22% D	11%	11%	12%	9%	8%	15% j	14% j	16% N	9%
(4) A fair amount	374	362	190	178	30	55	56	79	62	92	85	135	154	53	88	104	130	75	95	78	71	16	39	317	56	230	144	151	223	246	128	328	42	211	111	52	88	137	83	66	105	260
(4) A fair amount %	33%	34%	35%	32%	26%	29%	30%	43% cde	34%	35%	28%	37% i	35%	29%	29%	40% lm	35%	28%	33%	30%	46% pqr	29%	40%	33%	35%	37% y	29%	42% A	29%	36%	30%	34%	31%	34%	33%	34%	31%	36% l	37% l	29%	33%	34%
(3) Not very much	379	349	187	185	34	51	57	64	56	117	85	120	173	48	94	75	162	108	102	93	33	16	28	323	55	203	175	109	270	217	162	344	33	213	114	52	104	132	61	82	85	294
(3) Not very much %	34%	33%	35%	33%	30%	27%	31%	35%	31%	45% cdeg	28%	33%	39% i	26%	31%	29%	44% lmn	41% s	35% s	36% s	21%	30%	29%	34%	34%	32%	36%	30%	36% E	32%	38%	35% E	24%	34%	34%	34%	37%	35%	27%	35%	26%	37% M
(2) Heard of them but know nothing about them	146	140	55	90	14	29	20	20	39	24	42	40	64	24	39	44	40	33	40	41	11	6	14	130	16	74	72	24	122	80	66	130	15	79	42	25	40	52	29	26	41	105
(2) Heard of them but know nothing about them %	13%	13%	10%	16% a	12%	15%	11%	11%	21% efh	9%	14%	11%	14%	13%	13%	17%	11%	13%	14%	16% s	7%	12%	15%	14%	10%	12%	15%	7%	16% z	12%	15%	13%	11%	13%	13%	16%	14%	14%	13%	11%	13%	13%
(1) Never heard of them	77	73	29	47	8	14	21	10	14	10	23	31	23	18	26	16	18	18	23	21	11	2	3	65	12	30	47	14	63	45	32	63	14	42	29	6	22	25	13	18	31	46
(1) Never heard of them %	7%	7%	5%	8%	7%	8%	11% h	5%	7%	4%	7%	8%	5%	10% o	9%	6%	5%	7%	8%	8%	7%	4%	3%	7%	7%	5%	10% x	4%	8% z	7%	7%	6%	10%	7%	8%	4%	8%	6%	6%	8%	10% N	6%
Mean	3.29	3.31	3.41 b	3.18	3.46	3.32	3.25	3.32	3.1	3.34	3.38	3.29	3.24	3.38	3.3	3.26	3.27	3.24	3.23	3.14	3.6 pqr	3.58	3.30	3.29	3.33	3.42 y	3.13	3.6 A	3.14	3.6	3.14	3.38	3.16	3.27	3.43	3.34	3.3	3.25	3.34	3.21	3.26	3.43
A great deal/ fair amount (NET)	497	485	261	229	56	85	81	90	74	112	141	170	185	89	133	123	152	103	123	98	97	29	47	423	74	312	186	209	288	335	162	421	72	280	146	71	114	169	115	99	158	339
A great deal/ fair amount (NET) %	45% b	46%	48% b	41%	49%	45%	44%	48%	40%	42%	47% k	46%	42%	49%	44%	47%	41%	39%	42%	38%	63% par	52%	50%	44%	45%	50% A	38%	58% A	38%	49%	38%	43%	52%	45%	43%	46%	40%	44%	52% i	43%	49%	43%
Not very much/heard of/know nothing/never heard of (NET)	601	562	271	321	56	94	97	94	109	151	150	191	260	89	158	135	219	159	164	155	54	25	45	518	83	307	294	147	454	342	259	537	63	334	185	83	166	208	102	125	156	445
Not very much/heard of/know nothing/never heard of (NET) %	54%	53%	50%	57% a	50%	50%	53%	51%	60%	57%	50%	52%	58% k	48%	52%	52%	59%	60%	56%	61% lu	35%	45%	47%	54%	51%	49%	60% x	42%	60% z	50%	61% B	55%	46%	53%	55%	54%	58%	55%	46%	54%	48%	56% M
Heard of them (NET)	1022	974	504	503	103	166	157	174	169	253	269	331	422	161	265	243	353	244	264	232	141	51	89	877	145	589	433	342	680	632	389	896	120	572	303	148	258	352	205	206	284	738
Heard of them (NET) %	91%	91%	93% b	90%	91%	87%	86%	94% de	93%	96% de	89%	90%	95% j	87%	88%	94%	95% lm	92%	91%	91%	94%	94%	93%	92%	89%	94%	89%	95% A	92%	92%	88%	92%	90%	92%	91%	96% G	92%	93%	92%	89%	88%	93% M
Don't know	19	19	7	12	2	10	5	1	-	*	12	6	*	6	11	1	*	3	4	4	3	1	4	12	6	9	9	4	15	11	7	14	2	12	6	-	4	3	4	8	9	9
Don't know %	2%	2%	1%	2%	2%	5% fgh	3% h	1%	-	*	4% k	2%	*	3% no	4% no	*	*	1%	1%	1%	2%	2%	4%	1%	4% v	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	-	1%	1%	2%	3% j	3%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 9
Q1_4 - How much, if anything, do you know about each of the following politicians? - Kamala Harris

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REFERENDUM 2016 VOTE REMAIN (f)	LEAVE (g)	OPINION OF DONALD TRUMP FAVOURABLE (h)	UNFAVOURABLE (i)	OPINION OF KAMALA HARRIS FAVOURABLE (j)	UNFAVOURABLE (k)	OPINION OF JOE BIDEN FAVOURABLE (l)	UNFAVOURABLE (m)	LIKELY TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (n)	KAMALA HARRIS (o)	PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (p)	KAMALA HARRIS (q)	PERSONAL CARE ABOUT WHO WINS THE ELECTION CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(5) A great deal	123	13	49	6	10	17	60	33	43	70	76	27	55	39	48	53	36	75	101	20
	11%	8%	15% a	7%	7%	16%	15% g	8%	21% i	10%	16%	12%	20% m	10%	14%	13%	15%	12%	18% s	4%
(4) A fair amount	374	52	131	38	40	38	162	120	72	263	220	76	119	128	114	166	79	242	247	122
	33%	31%	40%	41%	29%	36%	41% g	30%	35%	37%	46% k	35%	42% m	33%	34%	42%	34%	40%	45% s	24%
(3) Not very much	379	71	106	35	60	28	123	164	64	240	146	67	90	136	106	132	74	210	151	214
	34%	42% e	33%	38%	42% e	27%	31%	40% f	31%	34%	31%	31%	32%	35%	32%	33%	32%	35%	28%	41% r
(2) Heard of them but know nothing about them	146	27	29	9	18	15	36	58	19	96	28	30	13	62	40	36	21	63	34	101
	13%	16% b	9%	10%	12%	14%	9%	14% f	9%	14%	6%	14% j	5%	16% l	12%	9%	9%	10%	6%	19% r
(1) Never heard of them	77	5	10	2	10	7	12	30	8	43	3	16	4	25	25	6	18	14	13	54
	7%	3%	3%	3%	7%	7%	3%	7% f	4%	6%	1%	7% j	1%	6% l	7% o	2%	8% q	2%	2%	10% r
Mean	3.29	3.24	3.55 ad	3.4	3.18	3.4	3.57 g	3.17	3.6 i	3.31	3.71 k	3.32	3.75 m	3.24	3.37	3.57 n	3.4	3.5	3.71 s	2.91
A great deal/ fair amount (NET)	497	65	179	44	51	55	223	154	115	333	296	103	174	167	162	219	114	317	348	143
	45%	39%	55% ad	48%	36%	52% d	56% g	38%	56%	47%	62% k	48%	62% m	43%	49%	56%	49%	52%	64% s	27%
Not very much/heard of know nothing/never heard of (NET)	601	104	145	47	87	51	171	252	91	380	177	113	106	223	170	174	114	287	197	369
	54%	61% b	45%	51%	62% b	48%	43%	62% f	44%	53% h	37%	52% j	38%	57% l	51%	44%	49%	47%	36%	71% r
Heard of them (NET)	1022	164	314	89	128	99	381	376	198	669	470	200	277	365	308	386	210	591	533	458
	91%	97%	97% d	97%	91%	93%	96% g	92%	96%	94%	99% k	92%	99% m	94%	92%	98% n	91%	97% p	97% s	88%
Don't know	19	*	1	1	3	-	3	2	1	-	4	*	-	*	1	2	3	2	2	7
	2%	*	*	1%	2%	-	1%	1%	*	-	1%	*	-	*	*	*	1%	*	*	1%

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

Table 10

Q1_5 - How much, if anything, do you know about each of the following politicians? - Donald Trump

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	306	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(5) A great deal	272	265	152	115	32	56	50	35	35	64	88	85	99	50	88	53	81	56	60	55	55	23	23	228	44	164	108	121	150	177	94	231	38	141	85	47	69	92	57	53	89	183
	24%	25%	28% b	20%	28%	29% f	27%	19%	19%	24%	29%	23%	22%	27%	29% n	20%	22%	21%	21%	22%	36% pqr	41% pqru	24%	24%	27%	26%	22%	34% A	20%	26%	22%	24% A	28%	22%	25%	30%	24%	24%	26%	23%	28%	23%
(4) A fair amount	542	515	270	265	46	74	92	108	89	133	120	200	222	72	140	143	186	133	141	134	62	25	48	461	81	315	227	169	374	336	216	488	53	317	164	61	128	197	97	120	146	396
	49%	48%	50%	47%	41%	39%	50%	58% cd	49%	51% d	40%	54% i	50%	39%	46%	55% l	50%	50%	48%	52%	40%	45%	50%	48%	50%	50%	47%	47%	49%	47%	50%	50% E	39%	51% H	49%	40%	45%	52%	44%	52%	45%	50%
(3) Not very much	212	197	83	125	22	34	24	31	51	51	56	55	101	37	43	50	82	53	73	39	22	4	21	185	27	100	112	48	164	128	84	186	25	121	58	33	62	68	48	34	49	164
	19%	18%	15%	22% a	19%	18%	13%	17%	28% ef	19%	18%	15%	23% j	20%	14%	19%	22% m	20%	25% rst	15%	15%	8%	21%	19%	17%	16%	23% v	13%	22% z	19%	20%	19%	19%	19%	17%	21%	22%	18%	22%	15%	15%	21%
(2) Heard of them but know nothing about them	64	61	26	38	7	13	12	9	8	15	20	21	22	10	22	10	21	16	12	20	9	3	3	57	7	32	32	14	50	37	27	50	13	30	20	13	20	17	15	12	25	39
	6%	6%	5%	7%	6%	7%	7%	5%	4%	6%	7%	6%	5%	6%	7%	4%	6%	6%	4%	8%	6%	6%	3%	6%	4%	5%	7%	4%	7% x	5%	6%	5%	10% D	5%	6%	9%	7%	4%	7%	5%	8%	5%
(1) Never heard of them	14	14	4	10	3	6	3	2	-	1	9	5	1	6	5	2	1	2	4	5	3	-	-	11	2	10	4	4	10	12	2	11	3	11	3	-	2	6	1	5	7	7
	1%	1%	1%	2% a	2%	3% h	2%	1%	-	*	3% k	1%	*	4% no	2%	1%	*	1%	1%	2%	2%	-	-	1%	1%	2%	1%	1%	2%	2%	*	1%	2%	2%	1%	-	1%	2% L	*	2%	2%	1%
Mean	3.9	3.91	4.01 b	3.79	3.89	3.88	3.95	3.91	3.83	3.93	3.88	3.93	3.89	3.84	3.95	3.91	3.88	3.87	3.83	3.85	4.03	4.21 pqr	3.96	3.89	3.98	3.95	3.84	4.09 A	3.81	3.91	3.88	3.91	3.84	3.88	3.92	3.92	3.87	3.92	3.9	3.91	3.9	3.9
A great deal/ fair amount (NET)	814	781	423	379	78	129	142	143	124	197	208	285	321	122	228	197	267	189	201	189	117	47	70	688	125	479	335	290	524	504	310	718	91	458	249	107	197	289	155	173	235	579
	73%	73%	78% b	68%	69%	68%	78%	77%	68%	75%	68%	77% i	72%	66%	75% l	76%	72%	72%	69%	74%	76%	86% o	73%	72%	77% v	76%	69%	81% A	69%	73%	72%	74%	67%	73%	74%	70%	69%	76%	70%	75%	73%	73%
Not very much/heard of/know nothing/never heard of (NET)	290	272	113	173	31	53	40	41	58	66	85	80	125	54	71	62	103	71	89	64	35	8	23	253	36	142	148	66	224	177	113	247	41	161	82	46	84	91	63	51	81	209
	26%	26%	21%	31% a	28%	28%	22%	22%	32%	25%	28%	22%	28%	29%	23%	24%	28%	27%	31% t	25%	22%	14%	24%	27%	22%	23%	30% x	18%	30% A	26%	26%	25%	30%	26%	24%	30%	30%	24%	29%	22%	25%	26%
Heard of them (NET)	1090	1039	532	542	107	177	179	182	182	262	284	361	445	169	294	257	370	258	285	249	149	55	94	930	159	611	479	351	738	668	421	954	130	609	328	153	279	374	217	220	308	782
	98%	97%	99% b	96%	94%	93%	98%	99% d	100% cd	100% cd	94%	98%	100%	92%	96%	99%	100% lm	98%	98%	97%	96%	100%	98%	98%	98%	97%	98%	98%	98%	97%	98%	98%	95%	97%	97%	100%	98%	98%	98%	95% L	95%	99% M
Don't know	13	13	3	10	4	7	1	1	-	-	11	2	-	8	4	1	-	5	1	3	3	-	2	12	1	8	6	4	9	8	5	7	4	7	6	-	3	5	-	3	7	5
	1%	1%	1%	2%	3% gh	4% gh	1%	1%	-	-	4% jk	1%	-	4% mno	1%	*	-	2%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% D	1%	2%	-	1%	2%	-	1%	2% N	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

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

Table 11
Q1_5 - How much, if anything, do you know about each of the following politicians? - Donald Trump

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(5) A great deal	272	28	107	18	38	30	131	81	81	166	153	66	100	97	111	94	75	159	203	63
	24%	16%	33%	20%	27%	28%	33%	20%	39%	23%	32%	30%	36%	25%	33%	24%	33%	26%	37%	12%
			ac			a	g		i				m		o				s	
(4) A fair amount	542	87	153	57	70	62	185	219	106	361	242	107	136	191	165	214	110	313	274	248
	49%	51%	47%	62%	50%	58%	47%	54%	51%	51%	51%	49%	48%	49%	50%	54%	47%	52%	50%	48%
				b																
(3) Not very much	212	42	46	12	32	11	55	92	15	140	63	29	37	78	34	74	30	111	49	152
	19%	25%	14%	14%	23%	11%	14%	23%	7%	20%	13%	14%	13%	20%	10%	19%	13%	18%	9%	29%
		be			e			f		h				l		n				r
(2) Heard of them but know nothing about them	64	13	15	3	1	3	22	15	4	38	14	12	5	21	21	8	15	19	12	45
	6%	8%	5%	3%	1%	3%	6%	4%	2%	5%	3%	6%	2%	5%	6%	2%	6%	3%	2%	9%
		d												l	o					r
(1) Never heard of them	14	-	3	-	-	1	3	-	1	4	2	3	-	3	1	4	2	3	3	9
	1%	-	1%	-	-	1%	1%	-	*	1%	*	1%	-	1%	*	1%	1%	*	1%	2%
Mean	3.9	3.76	4.07	4	4.02	4.1	4.06	3.9	4.27	3.91	4.12	4.02	4.19	3.92	4.09	3.98	4.04	4	4.22	3.6
			a		a		g		i				m						s	
A great deal/ fair amount (NET)	814	114	260	76	108	92	316	300	187	527	395	173	236	288	276	308	185	472	478	311
	73%	68%	80%	82%	76%	86%	80%	73%	90%	74%	83%	80%	84%	74%	83%	78%	80%	78%	87%	60%
			a	a		a			i				m						s	
Not very much/heard of know nothing/never heard of (NET)	290	55	64	15	33	15	80	107	20	182	79	44	42	102	57	85	47	133	65	205
	26%	32%	20%	17%	24%	14%	20%	26%	10%	26%	17%	20%	15%	26%	17%	22%	20%	22%	12%	40%
		bce								h				l						r
Heard of them (NET)	1090	169	321	91	141	106	393	407	206	706	472	214	278	387	331	390	230	602	539	508
	98%	100%	99%	99%	100%	99%	99%	100%	100%	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	98%
Don't know	13	-	2	1	-	-	1	1	-	2	3	-	2	1	1	1	-	1	5	2
	1%	-	1%	1%	-	-	*	*	-	*	1%	-	1%	*	*	*	-	*	1%	*

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

Table 12
Q2 - Do you have a favourable or unfavourable opinion of the following US politicians? - Summary table

Base: All adults aged 18+ in Great Britain

	President Joe Biden	Former President Donald Trump	Vice President Kamala Harris
UNWEIGHTED BASE	1117	1117	1117
WEIGHTED BASE	1117	1117	1117
(2) Very favourable	50	98	136
	4%	9%	12%
(1) Fairly favourable	231	109	341
	21%	10%	31%
(0) Neither favourable nor unfavourable	412	171	341
	37%	15%	31%
(-1) Fairly unfavourable	200	158	83
	18%	14%	7%
(-2) Very unfavourable	190	554	134
	17%	50%	12%
Mean	-0.23	-0.88	0.25
Favourable (NET)	281	207	477
	25%	19%	43%
Unfavourable (NET)	390	712	217
	35%	64%	19%
Don't know	33	27	82
	3%	2%	7%

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

Table 13
Q2_1 - Do you have a favourable or unfavourable opinion of the following US politicians? - President Joe Biden

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very favourable	50	50	35	15	4	18	9	10	6	3	22	19	9	9	22	14	4	14	12	6	9	3	5	42	7	31	19	27	23	43	7	40	9	22	22	6	16	4	13	16	25	25
	4%	5%	6%	3%	3%	9%	5%	5%	3%	1%	7%	5%	2%	5%	7%	6%	1%	5%	4%	2%	6%	5%	5%	4%	4%	5%	4%	7%	3%	6%	2%	4%	7%	3%	7%	4%	6%	1%	6%	7%	8%	3%
			b			h		h			k	k			o	o										A		C							j		j		j	j	N	
(1) Fairly favourable	231	220	108	115	22	42	40	33	35	60	64	73	94	40	63	45	82	60	46	57	32	14	22	194	37	148	83	108	123	149	82	207	24	138	57	36	57	83	42	49	71	161
	21%	21%	20%	21%	20%	22%	22%	18%	19%	23%	21%	20%	21%	22%	21%	17%	22%	23%	16%	22%	21%	26%	23%	20%	23%	24%	17%	30%	16%	22%	19%	21%	17%	22%	17%	23%	20%	22%	19%	21%	22%	20%
																										y		A				C										
(0) Neither favourable nor unfavourable	412	386	180	230	43	67	67	56	70	109	110	123	179	68	109	83	152	83	121	93	54	19	42	350	62	231	181	109	303	246	166	360	50	228	133	51	110	151	75	76	112	300
	37%	36%	33%	41%	38%	35%	37%	30%	38%	41%	36%	34%	40%	37%	36%	32%	41%	32%	42%	36%	35%	34%	44%	37%	38%	37%	37%	30%	40%	36%	39%	37%	37%	36%	39%	33%	39%	40%	34%	33%	35%	38%
				a													o												z													A
(-1) Fairly unfavourable	200	192	90	107	18	23	31	34	37	57	41	65	94	30	41	51	78	48	51	53	21	11	16	167	34	117	84	67	134	109	92	180	20	116	52	32	53	77	37	32	44	156
	18%	18%	17%	19%	16%	12%	17%	19%	20%	22%	13%	18%	21%	16%	14%	20%	21%	18%	17%	21%	14%	21%	17%	17%	21%	19%	17%	19%	18%	16%	21%	18%	15%	18%	15%	21%	19%	20%	17%	14%	14%	20%
										d			i				m														B											M
(-2) Very unfavourable	190	186	115	74	23	28	33	45	30	32	50	78	62	27	57	57	50	47	53	38	35	8	9	168	22	85	105	42	148	121	69	158	31	100	65	25	40	54	47	49	60	130
	17%	17%	21%	13%	20%	15%	18%	24%	16%	12%	17%	21%	14%	15%	19%	22%	14%	18%	18%	15%	23%	15%	9%	18%	13%	14%	22%	12%	20%	18%	16%	16%	23%	16%	19%	16%	14%	14%	21%	21%	19%	16%
			b					dh				k				o					u			x			B		z										j	j		
Mean	-0.23	-0.24	-0.27	-0.2	-0.31	*	-0.21	-0.4	-0.29	-0.21	-0.12	-0.31	-0.24	-0.14	-0.16	-0.36	-0.24	-0.2	-0.3	-0.24	-0.27	-0.16	-0.03	-0.24	-0.16	-0.13	-0.37	0.03	-0.36	-0.17	-0.33	-0.22	-0.29	-0.22	-0.25	-0.23	-0.16	-0.25	-0.3	-0.22	-0.14	-0.27
						df						k				o											v		A													
Favourable (NET)	281	269	143	130	26	60	49	43	41	62	86	92	103	50	85	60	86	75	58	63	41	17	27	237	44	179	102	134	146	192	88	247	33	160	79	42	73	88	55	65	95	186
	25%	25%	26%	23%	23%	32%	27%	23%	22%	24%	28%	25%	23%	27%	28%	23%	23%	28%	20%	25%	27%	31%	28%	25%	27%	28%	21%	37%	19%	28%	21%	25%	24%	25%	24%	27%	26%	23%	25%	28%	29%	23%
																		o								v		A														
Unfavourable (NET)	390	378	204	181	41	50	64	79	67	89	91	143	156	57	98	108	128	94	104	91	56	20	25	335	56	202	189	109	282	229	161	338	51	216	117	57	93	131	85	81	104	286
	35%	35%	38%	32%	36%	27%	35%	43%	37%	34%	30%	39%	35%	31%	32%	42%	34%	36%	36%	36%	36%	36%	26%	35%	34%	32%	39%	30%	37%	33%	38%	35%	37%	35%	35%	37%	33%	34%	38%	35%	32%	36%
								d				i				l											z		C													
Don't know	33	33	12	20	4	12	4	6	4	3	16	10	7	10	10	9	5	12	8	9	2	-	2	32	1	17	16	8	26	20	13	28	3	23	8	3	7	10	7	9	12	21
	3%	3%	2%	4%	3%	7%	2%	3%	4%	1%	5%	3%	2%	5%	3%	3%	1%	5%	3%	3%	1%	-	2%	3%	1%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	2%	3%	3%	3%	4%	4%	3%
						h					k			o																												

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 14
Q2_1 - Do you have a favourable or unfavourable opinion of the following US politicians? - President Joe Biden

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REFERENDUM 2016 VOTE REMAIN (f)	LEAVE (g)	OPINION OF DONALD TRUMP FAVOURABLE (h)	UNFAVOURABLE (i)	OPINION OF KAMALA HARRIS FAVOURABLE (j)	UNFAVOURABLE (k)	OPINION OF JOE BIDEN FAVOURABLE (l)	UNFAVOURABLE (m)	LIKELY TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (n)	KAMALA HARRIS (o)	PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (p)	KAMALA HARRIS (q)	PERSONAL CARE ABOUT WHO WINS THE ELECTION CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very favourable	50 / 4%	8 / 5%	25 / 8% d	5 / 6%	2 / 2%	4 / 4%	30 / 8% g	11 / 3%	22 / 11% i	25 / 3%	46 / 10% k	2 / 1%	50 / 18% m	- / -	15 / 4%	27 / 7%	10 / 4%	32 / 5%	40 / 7% s	10 / 2%
(1) Fairly favourable	231 / 21%	30 / 18%	89 / 27% d	33 / 36% ad	10 / 7%	36 / 34% ad	123 / 31% g	62 / 15%	45 / 22%	170 / 24%	182 / 38% k	5 / 3%	231 / 82% m	- / -	52 / 15%	115 / 29% n	33 / 14%	176 / 29% p	160 / 29% s	67 / 13%
(0) Neither favourable nor unfavourable	412 / 37%	70 / 42% de	121 / 37% d	31 / 34%	33 / 24%	29 / 27%	142 / 36%	140 / 34%	29 / 14%	271 / 38% h	166 / 35% k	21 / 10%	-	-	97 / 29%	147 / 37% n	50 / 22%	246 / 41% p	176 / 32%	210 / 41% r
(-1) Fairly unfavourable	200 / 18%	39 / 23%	54 / 17%	15 / 17%	33 / 24%	19 / 18%	59 / 15%	92 / 23% f	20 / 9%	152 / 21% h	62 / 13%	51 / 23% j	-	200 / 51% l	55 / 17%	69 / 17%	38 / 16%	112 / 18%	93 / 17%	96 / 18%
(-2) Very unfavourable	190 / 17%	20 / 12%	32 / 10%	5 / 6%	60 / 42% abce	16 / 15%	39 / 10%	96 / 23% f	89 / 43% i	86 / 12%	18 / 4%	137 / 63% j	-	190 / 49% l	110 / 33% o	33 / 8%	96 / 41% q	34 / 6%	75 / 14%	113 / 22% r
Mean	-0.23	-0.19 d	0.06 ad	0.2 ad	-1	-0.07 d	0.12 g	-0.5	-0.53	-0.15 h	0.37 k	-1.46	1.18 m	-1.49	-0.59	0.09 n	-0.77	0.1 p	-0.01 s	-0.47
Favourable (NET)	281 / 25%	38 / 22%	114 / 35% d	39 / 42% ad	12 / 8%	40 / 37% ad	153 / 39% g	73 / 18%	67 / 32%	195 / 27%	229 / 48% k	7 / 3%	281 / 100% m	-	66 / 20%	142 / 36% n	43 / 19%	209 / 34% p	200 / 37% s	77 / 15%
Unfavourable (NET)	390 / 35%	59 / 35%	86 / 26%	21 / 22%	93 / 66% abce	35 / 33%	97 / 25%	188 / 46% f	108 / 52% i	238 / 33%	81 / 17%	188 / 87% j	-	390 / 100% l	165 / 49% o	102 / 26%	133 / 58% q	146 / 24%	168 / 31%	209 / 40% r
Don't know	33 / 3%	2 / 1%	4 / 1%	1 / 1%	3 / 2%	2 / 2%	4 / 1%	8 / 2%	2 / 1%	8 / 1%	2 / 1%	* / *	-	-	5 / 2%	4 / 1%	5 / 2%	6 / 1%	3 / 1%	23 / 4% r

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

Table 15
Q2 2 - Do you have a favourable or unfavourable opinion of the following US politicians? - Former President Donald Trump

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	673	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very favourable	98	97	73	24	11	30	23	17	7	10	41	40	17	18	47	20	13	25	26	13	22	6	7	86	12	42	56	35	63	80	18	80	17	55	34	9	13	21	28	36	51	47
	9%	9%	14%	4%	10%	16%	13%	9%	4%	4%	14%	11%	4%	10%	15%	8%	4%	9%	9%	5%	14%	11%	7%	9%	7%	7%	11%	10%	8%	12%	4%	8%	12%	9%	10%	6%	5%	6%	13%	15%	16%	6%
(1) Fairly favourable	109	108	63	45	16	34	18	16	16	9	50	34	25	27	40	20	21	32	21	28	21	2	5	102	6	55	54	37	71	84	25	91	17	69	33	7	14	38	26	30	49	59
	10%	10%	12%	8%	14%	18%	10%	9%	9%	3%	16%	9%	6%	15%	13%	8%	6%	12%	7%	11%	14%	3%	5%	11%	4%	9%	11%	10%	9%	12%	6%	9%	13%	11%	10%	5%	5%	10%	12%	13%	15%	7%
(0) Neither favourable nor unfavourable	171	167	85	82	24	47	36	20	22	21	71	56	43	45	62	26	37	32	47	43	32	7	10	143	27	92	79	39	132	116	55	140	28	91	67	13	38	49	44	39	66	105
	15%	16%	16%	15%	22%	25%	19%	11%	12%	8%	24%	15%	10%	25%	20%	10%	10%	12%	16%	17%	21%	12%	11%	15%	17%	15%	16%	11%	17%	17%	13%	14%	20%	14%	20%	9%	14%	13%	20%	17%	20%	13%
(-1) Fairly unfavourable	158	142	67	90	20	20	21	29	25	42	40	51	67	29	33	41	56	42	49	39	7	8	12	134	24	80	78	46	112	100	58	140	17	94	44	20	39	55	32	33	42	116
	14%	13%	12%	16%	18%	10%	12%	16%	13%	16%	13%	14%	15%	16%	11%	16%	15%	16%	17%	15%	4%	15%	13%	14%	15%	13%	16%	13%	15%	15%	13%	14%	13%	15%	13%	13%	14%	14%	14%	14%	13%	15%
(-2) Very unfavourable	554	525	240	305	39	50	80	96	111	178	88	177	289	60	109	147	239	126	141	129	69	32	57	465	89	346	208	196	359	291	264	500	53	299	153	102	175	209	87	84	106	448
	50%	49%	44%	54%	34%	26%	44%	52%	61%	68%	29%	48%	65%	32%	36%	57%	64%	47%	48%	51%	45%	58%	60%	49%	55%	55%	43%	54%	47%	51%	62%	51%	39%	48%	45%	67%	62%	55%	39%	36%	33%	56%
Mean	-0.88	-0.86	-0.64	-1.11	-0.54	-0.14	-0.66	-0.96	-1.2	-1.42	-0.29	-0.81	-1.33	-0.48	-0.4	-1.08	-1.32	-0.83	-0.91	-0.97	-0.53	-1.06	-1.18	-0.85	-1.09	-1.03	-0.69	-0.94	-0.86	-0.65	-1.25	-0.93	-0.55	-0.84	-0.76	-1.31	-1.25	-1.05	-0.57	-0.45	-0.33	-1.11
Favourable (NET)	207	205	136	68	27	64	41	33	23	19	91	74	42	45	87	40	35	57	47	41	43	8	12	189	18	97	110	72	135	164	43	172	34	124	67	16	27	59	54	66	100	106
	19%	19%	25%	12%	24%	34%	22%	18%	13%	7%	30%	20%	9%	24%	29%	15%	9%	21%	16%	16%	28%	15%	12%	20%	11%	15%	23%	20%	18%	24%	10%	18%	25%	20%	20%	11%	10%	16%	24%	28%	31%	13%
Unfavourable (NET)	712	667	307	396	59	69	102	126	136	220	128	228	356	88	142	188	295	168	190	169	75	40	70	598	114	426	286	242	470	391	321	640	71	393	197	122	214	264	118	117	148	564
	64%	63%	57%	70%	52%	36%	55%	68%	75%	84%	42%	62%	80%	48%	47%	72%	79%	63%	65%	66%	49%	73%	73%	63%	70%	68%	59%	68%	62%	58%	75%	66%	52%	63%	58%	80%	75%	69%	53%	50%	46%	71%
Don't know	27	26	11	15	3	10	5	5	1	3	13	10	4	6	12	5	4	9	7	4	4	-	4	23	4	14	13	7	20	17	10	20	4	19	7	1	4	8	5	10	10	18
	2%	2%	2%	3%	2%	5%	3%	3%	1%	1%	4%	3%	1%	3%	4%	2%	1%	3%	2%	2%	3%	-	4%	2%	3%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	1%	2%	2%	2%	4%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 16
Q2_2 - Do you have a favourable or unfavourable opinion of the following US politicians? - Former President Donald Trump

Base: All adults aged 18+ in Great Britain

| | TOTAL | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | OPINION OF DONALD TRUMP | | OPINION OF KAMALA HARRIS | | OPINION OF JOE BIDEN | | LIKELY TO WIN THE US PRESIDENTIAL ELECTION | | PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION | | PERSONAL CARE ABOUT WHO WINS THE ELECTION | |
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very favourable	98	8	26	6	32	3	26	44	98	-	32	55	32	59	80	9	85	8	68	29
	9%	4%	8%	7%	23% abce	3%	7%	11%	47% i	-	7%	25% j	12%	15%	24% o	2%	37% q	1%	12% s	6%
(1) Fairly favourable	109	24	23	8	23	10	23	53	109	-	38	44	35	49	69	20	77	20	61	47
	10%	14% b	7%	9%	16% b	9%	6%	13% f	53% i	-	8%	20% j	12%	12%	21% o	5%	33% q	3%	11%	9%
(0) Neither favourable nor unfavourable	171	25	33	6	29	4	32	53	-	-	24	31	18	42	64	36	52	29	52	108
	15%	15% e	10%	7%	20% bce	4%	8%	13%	-	-	5%	14% j	6%	11%	19% o	9%	23% q	5%	9%	21% r
(-1) Fairly unfavourable	158	35	38	7	23	11	42	75	-	158	41	25	19	63	36	67	12	90	43	105
	14%	21% bc	12%	8%	16%	10%	11%	18% f	-	22% h	9%	11%	7%	16% l	11%	17% n	5%	15% p	8%	20% r
(-2) Very unfavourable	554	78	201	63	30	78	270	177	-	554	340	62	176	175	79	261	5	456	320	214
	50%	46% d	62% ad	68% ad	21%	73% ad	68% g	43%	-	78% h	71% k	28%	63% m	45%	24%	66% n	2%	75% p	59% s	41%
Mean	-0.88	-0.9 e	-1.13	-1.23	0.03 abce	-1.42	-1.29	-0.71 f	1.47 i	-1.78	-1.31	0.03 j	-0.97	-0.63 l	0.11 o	-1.4	0.97 q	-1.6	-0.89	-0.85
Favourable (NET)	207	31	49	15	55	13	50	98	207	-	70	99	67	108	149	29	162	29	129	76
	19%	18%	15%	16%	39% abce	12%	12%	24% f	100% i	-	15%	46% j	24%	28%	45% o	7%	70% q	5%	24% s	15%
Unfavourable (NET)	712	113	239	70	53	88	313	252	-	712	381	87	195	238	115	328	17	545	364	319
	64%	67% d	73% d	76% d	38%	83% ad	79% g	62%	-	100% h	80% k	40%	69% m	61%	35%	83% n	7%	90% p	67%	62%
Don't know	27	-	4	1	4	1	3	6	-	-	3	*	1	3	5	1	*	4	2	15
	2%	-	1%	1%	3%	1%	1%	1%	-	-	1%	*	*	1%	2%	*	*	1%	*	3% r

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

US ELECTIONS
18TH-21ST OCTOBER 2024
PUBLIC
IPSOS

Table 17
Q2_3 - Do you have a favourable or unfavourable opinion of the following US politicians? - Vice President Kamala Harris

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	135	263	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	29%	71%
(2) Very favourable	136	133	54	79	17	20	19	27	29	23	37	46	53	24	33	39	41	29	31	35	19	9	14	113	23	82	54	57	80	86	50	123	12	81	35	20	29	39	38	31	46	91
	12%	13%	10%	14%	15%	10%	11%	15%	16%	9%	12%	13%	12%	13%	11%	15%	11%	11%	10%	14%	12%	17%	14%	12%	14%	13%	11%	16% A	11%	13%	12%	13%	9%	13%	10%	13%	10%	10%	17%	13%	14%	11%
(1) Fairly favourable	341	320	156	180	29	51	51	48	50	112	80	98	162	51	80	64	146	78	83	73	49	17	41	285	56	228	113	149	192	208	133	295	45	193	97	51	97	128	53	63	91	240
	31%	30%	29%	32%	25%	27%	28%	26%	28%	42% cdef e	26%	27%	36% ij	28%	26%	24%	39% lmn	30%	28%	29%	32%	31%	43% pqr	30%	34%	36% v	23%	41% A	25%	30%	31%	30%	33%	31%	29%	33%	34%	34% j	24%	27%	28%	31%
(0) Neither favourable nor unfavourable	341	320	175	162	33	65	54	48	66	75	98	102	141	57	95	82	107	86	98	78	42	13	23	293	48	167	173	80	261	208	133	304	34	195	101	45	93	113	68	67	91	250
	31%	30%	32%	29%	29%	34%	29%	26%	36%	28%	32%	28%	32%	31%	31%	32%	29%	33%	34%	31%	27%	24%	24%	31%	30%	27%	36% x	22%	34% z	30%	31%	31%	25%	31%	30%	29%	33%	30%	31%	29%	28%	32%
(-1) Fairly unfavourable	83	80	47	34	12	15	21	13	6	16	27	34	21	17	31	15	19	15	25	22	9	6	5	74	9	44	39	26	57	55	28	74	9	45	27	11	15	33	16	19	27	56
	7%	7%	9%	6%	11% #	8%	11% #	7%	3%	6%	9% k	9% k	5%	9%	10% o	6%	5%	6%	8%	9%	6%	12%	5%	8%	6%	7% x	8%	7%	7%	8%	6%	8%	6%	7%	8%	7%	5%	9%	7%	8%	8%	7%
(-2) Very unfavourable	134	133	83	51	14	19	26	33	20	22	32	59	42	18	41	42	34	29	33	28	27	7	11	119	15	65	69	31	103	82	52	110	23	67	52	16	41	38	33	34	41	93
	12%	12%	15% b	9%	12%	10%	14% dh	18% dh	11%	8%	11%	16% k	10%	10%	14%	16% o	9%	11%	11%	11%	17%	12%	11%	12%	9%	10%	14%	9%	14% z	12%	12%	11%	17%	11%	15%	10%	10%	10%	15%	15%	13%	12%
Mean	0.25	0.25	0.1	0.4 b	0.23	0.23	0.09	0.13	0.37	0.4 ef	0.23	0.11	0.38 j	0.28	0.12	0.17	0.41 mn	0.26	0.2	0.27	0.16	0.29	0.45 pqr	0.23	0.41 v	0.37 y	0.1	0.51 A	0.13	0.25	0.25	0.27	0.11	0.25	0.12	0.34	0.31	0.28	0.23	0.17	0.25	0.26
Favourable (NET)	477	453	210	259	46	71	70	75	80	135	117	145	215	75	112	102	187	107	113	108	67	26	54	398	79	310	167	205	272	294	183	418	57	274	133	71	125	168	91	93	137	340
	43%	43%	39%	46% a	41%	38%	38%	41%	44%	51% def	39%	39%	48% ij	41%	39%	39%	51% mn	41%	39%	42%	44%	48%	57% pqr	42%	49%	49% x	34%	57% A	36%	43%	43%	43%	42%	44%	39%	46%	44%	44%	41%	40%	42%	43%
Unfavourable (NET)	217	212	130	85	26	33	47	47	26	38	59	94	64	35	72	57	53	44	57	51	36	13	16	192	25	109	108	57	160	137	80	184	32	111	79	27	44	71	49	53	68	149
	19%	20%	24% b	15%	26%	18%	25%	25%	14%	14%	19%	25% k	14%	19%	24%	22%	14%	17%	20%	20%	23%	24%	16%	20%	15%	17%	22% z	16%	21%	20%	19%	19%	24%	18%	23%	17%	16%	19%	22%	23%	21%	19%
Don't know	82	80	25	55 a	9	20	12	15	10	16	29	28	26	18	23	18	24	27	22	19	9	3	2	71	11	42	40	17	65 z	49	33	66	13	46	25	11	21	28	14	18	28	55
	7%	8%	5%	10% a	8%	11%	7%	8%	6%	6%	9%	8%	6%	10% u	8%	7%	6%	10% u	8%	7%	6%	5%	3%	7%	7%	7%	8%	5%	9% z	7%	8%	7%	10%	7%	7%	7%	8%	7%	7%	8%	9%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 18
Q2_3 - Do you have a favourable or unfavourable opinion of the following US politicians? - Vice President Kamala Harris

Base: All adults aged 18+ in Great Britain

	TOTAL	CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very favourable	136	12	70	15	5	18	84	26	21	112	136	-	87	19	19	92	12	119	114	21
	12%	7%	22% ad	16% ad	4%	17% ad	21% g	6%	10%	16%	29% k	-	31% m	5%	6%	23% n	5%	20% p	21% s	4%
(1) Fairly favourable	341	61	139	41	18	31	155	118	49	269	341	-	141	62	68	172	34	286	222	111
	31%	36% d	43% de	45% de	13%	29% d	39% g	29%	24%	38% h	71% k	-	50% m	16%	20%	44% n	15%	47% p	41% s	21%
(0) Neither favourable nor unfavourable	341	52	75	25	47	29	90	134	34	199	-	-	37	103	94	103	55	161	111	209
	31%	31%	23%	27%	33%	27%	23%	33% f	16%	28% h	-	-	13%	26% l	28%	26%	24%	27%	20%	40% r
(-1) Fairly unfavourable	83	16	21	4	14	7	25	36	30	38	-	83	5	57	47	12	39	15	34	45
	7%	9%	7%	5%	10%	7%	6%	9%	15% i	5%	-	38% j	2%	15% l	14% o	3%	17% q	2%	6%	9%
(-2) Very unfavourable	134	12	13	4	46	15	30	62	69	49	-	134	2	131	88	12	84	8	57	74
	12%	7%	4%	5%	33% abce	14% b	7%	15% f	33% i	7%	-	62% j	1%	34% l	26% o	3%	36% q	1%	10%	14%
Mean	0.25	0.3 d	0.73 ade	0.66 ad	-0.6	0.3 d	0.63 g	0.03	-0.38	0.54 h	1.29 k	-1.62	1.12 m	-0.59	-0.37	0.81 n	-0.67	0.84 p	0.56 s	-0.09
Favourable (NET)	477	74	209	56	23	49	240	144	70	381	477	-	229	81	87	264	46	404	336	132
	43%	44% d	64% ade	61% ad	16%	46% d	60% g	35%	34%	53% h	100% k	-	81% m	21%	26%	67% n	20%	67% p	62% s	25%
Unfavourable (NET)	217	28	34	8	61	22	54	97	99	87	-	217	7	188	135	25	123	23	91	119
	19%	16%	10%	9%	43% abce	21% b	14%	24% f	48% i	12%	-	100% j	3%	48% l	40% o	6%	53% q	4%	17%	23% r
Don't know	82	16	7	2	10	7	13	33	4	46	-	-	7	19	18	3	9	18	9	59
	7%	9% b	2%	2%	7%	6%	3%	8% f	2%	6% h	-	-	3%	5%	5% o	1%	4%	3%	2%	11% r

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

Table 19

Q3 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Summary table

Base: All adults aged 18+ in Great Britain

	Donald Trump is elected president	Kamala Harris is elected president
UNWEIGHTED BASE	1117	1117
WEIGHTED BASE	1117	1117
(2) Very positive	103	185
	9%	17%
(1) Fairly positive	113	323
	10%	29%
(0) Would make no difference	218	338
	19%	30%
(-1) Fairly negative	219	73
	20%	7%
(-2) Very negative	362	90
	32%	8%
Mean	-0.62	0.44
Positive (NET)	216	508
	19%	45%
Negative (NET)	582	163
	52%	15%
Don't know	102	108
	9%	10%

Table 20

Q3_1 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Donald Trump is elected president

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GENERATION GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	REGION NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	SOCIAL GRADE ABC1 (x)	C2DE (y)	EDUCATION GRADUATES (z)	NON GRADUATES (A)	WORKING STATUS WORKING (B)	NOT WORKING (C)	ETHNICITY WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARITAL STATUS MARRIED /LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	NUMBER IN HOUSEHOLD 1 (I)	2 (J)	3 (K)	4+ (L)	CHILDREN IN HOUSEHOLD YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very positive	108	103	80	23	17	26	23	15	12	9	44	38	21	24	42	21	16	32	24	15	17	9	6	97	6	42	61	34	69	84	19	86	18	57	35	12	19	19	29	36	49	54
	9%	10%	15% b	4%	15%	14%	13%	8%	7%	3%	14% h	10%	5%	13% o	14%	8%	4%	12% r	8%	6%	11%	16%	6%	10% w	4%	7%	12% x	10%	9%	12% C	5%	9%	13%	9%	10%	8%	7%	5%	13% ll	15% ll	15% N	7%
(1) Fairly positive	113	111	69	42	14	34	27	13	10	15	48	40	25	26	49	19	19	24	29	27	26	2	5	99	14	67	46	38	75	74	39	96	15	72	37	4	14	37	28	34	58	55
	10%	10%	13% b	8%	12%	18% fgh	15% fgh	7%	5%	6%	16% k	11%	5%	14% no	16% no	7%	5%	9%	10%	11%	17% tu	4%	5%	10% r	9%	11% x	9%	11%	10%	11% H	9%	10%	11%	12% i	11% i	2%	5%	10%	13%	15% N	18%	7%
(0) Would make no difference	218	206	102	110	26	48	31	37	34	41	74	68	75	46	59	46	66	47	63	52	27	7	21	185	32	124	94	60	157	147	70	185	29	122	75	21	44	89	42	42	66	151
	19%	19%	19%	20%	23%	25% h	17%	20%	19%	16%	24% k	19%	17%	25%	20%	18%	18%	18%	22%	20%	18%	13%	22%	19%	20%	20%	19%	17%	21%	21%	16%	19%	21%	19%	22%	14%	16%	23%	19%	18%	20%	19%
(-1) Fairly negative	219	206	115	103	26	25	33	30	35	71	51	63	105	32	52	43	93	52	64	55	23	7	18	191	28	122	97	75	145	123	96	190	30	124	67	29	62	74	38	45	50	170
	20%	19%	21%	18%	23% def	13%	18%	16%	19%	27%	17%	17%	24% k	17%	17%	17%	25% mn	19%	22%	21%	15%	12%	19%	20%	17%	19%	20%	21%	19%	18%	22%	20%	22%	20%	20%	19%	22%	19%	17%	20%	15%	21% M
(-2) Very negative	362	350	151	205	25	42	49	72	78	95	67	121	174	44	73	110	135	77	91	88	42	26	38	294	68	220	142	134	229	207	156	331	30	196	101	65	115	124	67	57	75	288
	32%	33%	28%	37% a	22%	22%	27%	39% cde	43% cde	36% cd	22%	33% i	39% ij	24%	24%	43% lm	37% lm	29%	31%	34%	27%	47% pos	40%	31%	42% v	35%	29%	37% A	30%	30%	36% E	34%	22%	31%	30%	43% FG	41% JKL	33%	30%	24%	23%	36% M
Mean	-0.62	-0.6	-0.36 b	-0.88	-0.26 fu	-0.13 fu	-0.36 fu	-0.79 h	-0.93 h	-0.98 h	-0.18 ik	-0.58 k	-0.96	-0.26 no	-0.23 no	-0.85	-0.95	-0.5	-0.62	-0.74 ru	-0.35	-0.78	-0.87	-0.56 w	-0.92	-0.72	-0.49	-0.69 C	-0.58	-0.47	-0.87	-0.66 E	-0.32	-0.58 H	-0.52 H	-1.02	-0.95 KL	-0.72 ll	-0.41 ll	-0.25	-0.14 N	-0.81
Positive (NET)	216	214	150	65	31	60	50	28	22	24	92	78	47	50	92	40	35	56	53	42	43	11	11	195	21	109	107	73	143	158	58	181	33	129	72	15	33	56	58	69	107	109
	19%	20%	28% b	12%	28% fgh	32% fgh	27% fgh	15%	12%	9%	30% k	21% k	10%	27% no	30% no	15%	9%	21%	18%	16%	28% ru	19%	12%	20% w	13%	17%	22%	20%	19%	23% C	14%	19%	24%	21%	21%	10%	12%	15%	26% ll	21% ll	33% N	14%
Negative (NET)	582	556	266	308	51	67	82	102	113	166	118	184	279	76	125	153	228	129	155	143	65	33	57	486	96	342	239	209	373	330	251	521	59	320	168	94	177	198	105	102	124	457
	52%	52%	49%	55% a	45%	35%	45% cd	55% cde	62% cde	63% cde	39%	50% i	63% ij	41%	41%	59% lm	62% lm	49%	53% s	56% s	42%	59%	59%	51%	59% ru	54% w	49%	58% A	49%	48%	59% B	54% E	43%	51%	50%	62% FG	62% JKL	52%	47%	44%	38%	58% M
Don't know	102	91	22	78	5	14	20	18	13	32	19	38	44	13	27	20	42	33	20	19	19	5	6	88	14	53	49	18	84	53	49	86	16	56	23	23	30	37	17	18	26	76
	9%	9%	4%	14% a	5%	7%	11%	10%	7%	12% c	6%	10%	10%	7%	9%	8%	11%	12% q	7%	8%	12%	9%	7%	9%	9%	8%	10%	5%	11% z	8%	11% B	9%	12%	9%	7%	15% G	10%	10%	7%	8%	8%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 21

Q3_1 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Donald Trump is elected president

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REFERENDUM 2016 VOTE REMAIN (f)	LEAVE (g)	OPINION OF DONALD TRUMP FAVOURABLE (h)	UNFAVOURABLE (i)	OPINION OF KAMALA HARRIS FAVOURABLE (j)	UNFAVOURABLE (k)	OPINION OF JOE BIDEN FAVOURABLE (l)	UNFAVOURABLE (m)	LIKELY TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (n)	KAMALA HARRIS (o)	PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION DONALD TRUMP (p)	KAMALA HARRIS (q)	PERSONAL CARE ABOUT WHO WINS THE ELECTION CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very positive	103 9%	15 9%	25 8%	6 7%	31 22% abce	3 3%	25 6%	46 11% f	91 44% i	5 1%	29 6%	56 26% j	30 11%	60 15%	89 27% o	8 2%	97 42% q	5 1%	69 13% s	33 6%
(1) Fairly positive	113 10%	19 11% c	33 10%	3 3%	28 20% bce	4 4%	36 9%	41 10%	58 28% i	17 2%	34 7%	35 16% j	28 10%	45 11%	65 19% o	27 7%	63 27% q	26 4%	62 11%	44 9%
(0) Would make no difference	218 19%	50 30% bce	35 11%	14 15%	29 21% b	11 10%	35 9%	95 23% f	34 17%	94 13%	58 12%	48 22% j	29 10%	76 20% l	68 20%	56 14%	42 18%	75 12%	46 8%	159 31% r
(-1) Fairly negative	219 20%	28 17%	76 23%	16 17%	22 16%	29 27%	86 22%	86 21%	8 4%	192 27% h	107 22%	33 15%	59 21%	78 20%	48 14%	96 24% n	9 4%	153 25% p	104 19%	111 21%
(-2) Very negative	362 32%	39 23% d	141 43% ad	49 54% ad	15 10%	57 53% ad	195 49% g	102 25%	6 3%	351 49% h	234 49% k	32 15%	129 46% m	100 26%	50 15%	188 48% n	6 3%	314 52% p	239 44% s	114 22%
Mean	-0.62	-0.38 bce	-0.89 e	-1.12	0.3 abce	-1.29	-1.03	-0.42 f	1.11 i	-1.31	-1.04	0.24 j	-0.83	-0.31 l	0.3 o	-1.15	1.08 q	-1.3	-0.73	-0.5 r
Positive (NET)	216 19%	34 20% e	58 18% e	9 10%	59 42% abce	7 6%	61 15%	87 21%	149 72% i	22 3%	63 13%	91 42% j	59 21%	105 27%	153 46% o	35 9%	159 69% q	30 5%	131 24% s	77 15%
Negative (NET)	582 52%	67 39% d	218 67% ad	65 71% ad	37 26%	85 80% abd	282 71% g	188 46%	14 7%	544 76% h	342 72% k	65 30%	188 67% m	178 46%	97 29%	284 72% n	15 7%	467 77% p	343 63% s	225 43%
Don't know	102 9%	18 11% be	14 4%	4 4%	16 11% b	3 3%	19 5%	39 10% f	9 4%	52 7%	14 3%	12 6%	5 2%	31 8% l	14 4%	20 5%	15 6%	34 6%	27 5%	57 11% r

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

Table 22
Q3 2 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Kamala Harris is elected president

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very positive	185	178	74	108	17	25	34	34	40	35	42	68	75	24	52	54	56	43	48	37	28	11	18	158	27	125	60	79	106	123	62	163	20	101	60	24	48	57	47	33	51	134
	17%	17%	14%	19% a	15%	13%	19%	19%	22%	13%	14%	19%	17%	13%	17%	21%	15%	16%	17%	14%	18%	20%	18%	17% v	16%	20%	12%	22% A	14%	18%	14%	17%	15%	16%	18%	16%	17%	15%	21%	14%	16%	17%
(1) Fairly positive	323	306	158	160	31	56	42	51	50	92	88	93	142	51	79	66	127	69	75	80	40	22	37	270	53	197	126	126	197	200	123	292	31	188	83	51	88	117	55	63	87	236
	29%	29%	29%	28%	28%	30%	23%	28%	27%	35% e	29%	25%	32%	27%	26%	25%	34% mn	26%	26%	31%	26%	40%	38% pq	28%	33%	31%	26%	35% A	26%	29%	29%	30%	23%	30%	25%	34%	31%	31%	25%	27%	27%	30%
(0) Would make no difference	338	325	177	157	34	63	60	54	55	73	96	114	128	58	98	81	100	76	104	73	42	15	27	281	57	173	165	98	240	203	135	291	43	191	109	38	83	118	64	73	107	231
	30%	30%	33%	28%	30%	33%	33%	29%	30%	28%	32%	31%	29%	32%	32%	31%	27%	29%	36%	29%	27%	28%	28%	29%	35%	28%	34%	27%	32% A	29%	31%	30%	31%	30%	32%	25%	29%	31%	29%	31%	33%	29%
(-1) Fairly negative	73	70	43	30	9	19	14	14	6	11	28	28	18	21	21	15	17	17	15	20	14	1	6	65	8	42	32	17	57	47	26	57	16	52	18	3	9	20	17	28	35	38
	7%	7%	8%	5%	8%	10% h	8%	8%	3%	4%	9% k	8%	4%	12% o	7%	6%	4%	6%	5%	8%	9%	1%	6%	7%	5%	7%	7%	5%	7%	7%	6%	6%	12% D	8%	5%	2%	3%	5%	8%	12% lJ	11% N	5%
(-2) Very negative	90	90	59	31	16	17	10	14	17	17	33	23	34	19	23	23	24	24	28	18	12	3	5	82	8	38	52	18	72	61	29	79	9	37	41	12	23	25	22	20	24	66
	8%	8%	11% b	5%	14% eh	9%	5%	7%	9%	6%	11% k	6%	8%	10%	8%	9%	7%	9%	9%	7%	8%	5%	6%	9% x	5%	6%	11% x	5%	9%	9%	7%	8%	7%	6%	12% F	8%	8%	7%	10%	9%	7%	8%
Mean	0.44	0.42	0.28	0.59 b	0.22	0.3	0.48	0.47	0.53	0.51 c	0.27	0.48	0.52 i	0.23	0.42	0.47	0.54 l	0.4	0.37	0.42	0.41	0.75	0.59	0.42	0.54	0.57 y	0.25	0.68 A	0.31	0.44	0.44	0.46	0.3	0.47	0.33	0.57 F	0.52	0.48	0.43	0.28	0.35	0.47 M
Positive (NET)	508	484	233	267	48	81	76	86	90	127	129	162	217	74	131	120	183	113	123	118	67	33	54	428	80	322	186	205	303	323	185	455	51	289	143	76	136	175	102	95	138	371
	45%	45%	43%	48%	42%	43%	41%	46%	49%	48%	43%	44%	49%	40%	43%	46%	49% l	43%	42%	46%	44%	60%	57% pq	45%	49%	51% y	38%	57% A	40%	47%	43%	47%	37%	47%	42%	49%	48%	46%	46%	41%	42%	47%
Negative (NET)	163	160	102	60	25	35	24	28	24	28	60	51	53	40	44	39	41	40	43	39	26	3	12	147	16	80	84	35	128	108	55	136	25	89	60	15	31	45	39	48	59	105
	15%	15%	19% b	11%	22%	18%	13%	15%	13%	11%	20% k	14%	12%	22% o	15%	15%	11%	15%	15%	15%	17%	6%	12%	15%	10%	13%	17%	10%	17% z	16%	13%	14%	19% D	14%	18%	10%	11%	12%	18%	21% lJ	18% N	13%
Don't know	108	97	27	78	7	11	24	17	14	35	17	41	49	12	29	20	47	35	21	26	18	4	4	97	11	54	54	21	87	54	54	90	17	57	26	25	33	42	17	16	21	87
	10%	9%	5%	14% a	6%	6%	13% cd	9%	8%	13% cd	6%	11% i	11% i	6%	10%	8%	13% ou	13% ou	7%	10%	12%	6%	4%	10%	7%	9%	11%	6%	11% z	8%	13% B	9%	13%	9%	8%	16% FG	12%	11%	8%	7%	6%	11% M

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 23

Q3_2 - Do you think the following outcomes of the US presidential election would have a positive or negative impact on the UK's relationship with the US, or would they make no difference? Kamala Harris is elected president

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very positive	185	22	88	22	9	22	108	46	18	161	171	2	97	36	22	119	8	174	148	35
	17%	13%	27%	24%	6%	21%	27%	11%	8%	23%	36%	1%	35%	9%	6%	30%	4%	29%	27%	7%
			ad	ad		d	g			h	k		m			n		p	s	
(1) Fairly positive	323	50	118	39	22	35	142	113	39	250	216	17	121	66	77	169	39	260	201	117
	29%	30%	36%	43%	16%	33%	36%	28%	19%	35%	45%	8%	43%	17%	23%	43%	17%	43%	37%	23%
			d	d		d	g			h	k		m			n		p	s	
(0) Would make no difference	338	66	78	20	37	33	89	133	54	191	69	68	45	126	105	86	66	131	106	219
	30%	39%	24%	21%	26%	31%	22%	33%	26%	27%	14%	32%	16%	32%	31%	22%	29%	22%	19%	42%
		bc						f				j		l	o					r
(-1) Fairly negative	73	8	18	3	13	5	19	25	26	29	8	43	7	49	42	8	36	10	28	42
	7%	5%	6%	3%	10%	5%	5%	6%	13%	4%	2%	20%	3%	13%	13%	2%	16%	2%	5%	8%
									i			j		l	o		q			
(-2) Very negative	90	6	12	2	41	4	17	41	61	19	4	75	2	78	71	3	71	2	41	46
	8%	3%	4%	3%	29%	4%	4%	10%	29%	3%	1%	35%	1%	20%	21%	1%	30%	*	8%	9%
					abce			f	i			j		l	q		q			
Mean	0.44	0.49	0.8	0.87	-0.45	0.66	0.81	0.27	-0.37	0.78	1.16	-0.84	1.11	-0.19	-0.21	1.02	-0.55	1.03	0.74	0.12
		d	ad	ad		d	g			h	k		m			n		p	s	
Positive (NET)	508	72	205	61	31	57	250	159	57	412	387	19	218	102	98	287	48	433	350	152
	45%	43%	63%	67%	22%	53%	63%	39%	28%	58%	81%	9%	78%	26%	30%	73%	21%	71%	64%	29%
			ad	ad		d	g			h	k		m			n		p	s	
Negative (NET)	163	14	30	5	54	9	36	67	87	48	12	118	10	127	114	11	107	11	70	87
	15%	8%	9%	6%	38%	9%	9%	16%	42%	7%	3%	54%	3%	33%	34%	3%	46%	2%	13%	17%
					abce			f	i			j		l	o		q			
Don't know	108	18	12	6	19	8	22	50	9	62	9	12	8	36	16	11	11	31	22	61
	10%	10%	4%	6%	13%	7%	5%	12%	4%	9%	2%	5%	3%	9%	5%	3%	5%	5%	4%	12%
		b			b			f				j		l						r

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

Overlap formulae used. * small base

Table 24
Q4 - And who do you think is most likely to win the US Presidential election in November?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-64 (g)	AGE 65+ (h)	AGE 18-34 (i)	AGE 35-54 (j)	AGE 55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	306	303	259	265	288	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
Donald Trump	333	327	212	114	43	73	63	55	48	51	116	119	99	68	111	75	79	84	76	78	49	14	32	293	40	183	150	104	229	231	102	283	47	196	105	32	64	103	76	90	123	211
	30%	31%	39%	20%	38%	38%	35%	30%	26%	19%	38%	32%	22%	37%	37%	29%	21%	32%	26%	30%	32%	25%	33%	31%	25%	29%	31%	29%	30%	34%	24%	29%	35%	31%	31%	21%	23%	27%	34%	39%	38%	27%
			b		h	h	h	h			k	k		o	o															C										l		N
Kamala Harris	395	372	174	216	43	62	56	65	67	101	105	121	168	66	96	90	143	100	97	85	55	19	39	326	69	218	176	134	260	239	155	350	44	224	114	56	101	145	78	71	104	291
	35%	35%	32%	39%	38%	33%	31%	35%	37%	38%	35%	33%	38%	36%	32%	35%	39%	38%	33%	33%	36%	34%	41%	34%	42%	35%	36%	37%	34%	35%	36%	36%	32%	36%	34%	36%	36%	38%	35%	30%	32%	37%
				b																											C									I		N
Neither/someone else	52	52	21	31	13	11	12	8	7	1	24	20	8	17	18	14	3	6	21	16	8	1	*	45	7	23	29	12	40	38	15	39	13	26	25	*	14	17	6	15	22	30
	5%	5%	4%	6%	11%	6%	6%	5%	4%	*	8%	5%	2%	9%	6%	5%	1%	2%	7%	6%	5%	2%	*	5%	5%	4%	6%	3%	5%	5%	4%	4%	9%	4%	8%	*	5%	4%	3%	7%	7%	4%
				a	fah	h	h	h	h		k	k		o	o	o			qu	u											D			H	H							
Don't know	337	315	132	200	14	44	52	56	60	110	58	108	170	33	78	81	146	74	97	78	42	21	24	290	47	204	133	109	228	180	157	301	33	180	92	65	105	115	62	55	75	262
	30%	30%	24%	36%	13%	23%	28%	30%	33%	42%	19%	29%	38%	18%	26%	31%	39%	28%	33%	27%	38%	26%	30%	30%	29%	33%	27%	30%	30%	26%	37%	31%	24%	29%	27%	42%	37%	30%	28%	24%	23%	33%
			a			cdef	c	c	c	cdef		i	ij				lm				o							B								FG	L					M

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

US ELECTIONS
18TH-21ST OCTOBER 2024
PUBLIC
IPSOS

Table 25
Q4 - And who do you think is most likely to win the US Presidential election in November?

Base: All adults aged 18+ in Great Britain

| | TOTAL | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | OPINION OF DONALD TRUMP | | OPINION OF KAMALA HARRIS | | OPINION OF JOE BIDEN | | LIKELY TO WIN THE US PRESIDENTIAL ELECTION | | PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION | | PERSONAL CARE ABOUT WHO WINS THE ELECTION | |
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
Donald Trump	333	51	88	21	61	29	88	139	149	115	87	135	66	165	333	-	182	87	164	165
	30%	30%	27%	22%	44%	28%	22%	34%	72%	16%	18%	62%	24%	42%	100%	-	79%	14%	30%	32%
					abce			f	i			j		l	o		q			
Kamala Harris	395	66	149	40	33	35	168	136	29	328	264	25	142	102	-	395	24	345	245	147
	35%	39%	46%	44%	23%	33%	42%	33%	14%	46%	55%	11%	50%	26%	-	100%	10%	57%	45%	28%
		d	de	d			g			h	k		m			n		p	s	
Neither/someone else	52	2	11	4	2	5	15	10	6	25	9	13	7	17	-	-	3	9	9	41
	5%	1%	3%	5%	2%	5%	4%	2%	3%	4%	2%	6%	2%	4%	-	-	1%	1%	2%	8%
												j								r
Don't know	337	51	77	27	44	37	126	124	22	244	117	44	66	107	-	-	23	166	129	165
	30%	30%	24%	29%	31%	35%	32%	30%	11%	34%	25%	20%	24%	28%	-	-	10%	27%	24%	32%
										h								p		r

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

Table 26
Q5 - And who would you prefer to win the US Presidential election in November?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	306	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
Donald Trump	232	230	156	74	28	58	49	35	33	30	86	84	63	41	93	49	49	63	50	43	43	17	16	210	22	114	118	68	164	171	61	197	35	131	77	24	43	72	60	56	95	136
	21%	22%	29% b	13%	24% h	31% fah	27% h	19% h	18%	11%	28% k	23% k	14%	22% o	31% no	19%	13%	24% or	17%	17%	28% or	30%	17%	22% w	14%	18%	24% x	19%	22%	25% C	14%	20%	25%	21%	23%	15%	15%	19%	27% N	24%	29% M	17%
Kamala Harris	606	572	267	329	51	78	78	104	112	184	129	182	296	85	122	152	248	132	157	147	71	31	70	508	99	380	226	223	384	351	255	549	55	336	168	102	177	230	99	101	134	472
	54%	54%	50%	59% a	45%	41%	43%	56% de	62% cde	70% cdef	42%	49%	66% ij	46%	40%	59% lm	67% lm	50%	54%	57%	46%	56%	73% pqrs	53%	60% w	60% y	46%	62% A	51%	51%	60% B	56% E	41%	54%	50%	67% FG	62% KL	60% KL	45%	44%	41%	60% M
Neither/someone else	136	127	70	65	18	19	29	26	21	23	37	55	44	27	39	34	36	32	42	35	16	4	7	118	18	68	67	30	106	81	54	107	28	71	53	12	36	32	27	41	49	87
	12%	12%	13%	12%	16%	10%	16%	14%	12%	9%	12%	15%	10%	15%	13%	13%	10%	12%	14%	14%	10%	7%	7%	12%	11%	11%	14% z	8%	14%	12%	13%	11%	20% D	11%	16% H	8%	13%	8%	12%	18% j	15%	11% M
Don't know	143	136	45	94	17	35	28	20	16	27	52	48	43	31	49	25	39	38	43	31	24	4	3	119	24	66	77	39	104	85	58	120	19	87	40	16	27	46	36	34	46	97
	13%	13%	8%	17% a	15%	19% gh	15%	11% h	9%	10%	17% k	13%	10%	17% no	16%	10%	10%	14% u	15% u	12% u	16% u	7%	3%	12%	15%	11%	16% x	11%	14%	12%	14%	12%	14%	14%	12%	10%	10%	12%	16%	15%	14%	12%

Table 27
Q5 - And who would you prefer to win the US Presidential election in November?

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
Donald Trump	232	32	50	12	69	13	52	106	162	17	46	123	43	133	182	24	232	-	127	101
	21%	19%	15%	13%	49%	12%	13%	26%	78%	2%	10%	57%	15%	34%	55%	6%	100%	-	23%	19%
					abce			f	i			j	l		o		q			
Kamala Harris	606	99	229	66	36	71	287	200	29	545	404	23	209	146	87	345	-	606	369	224
	54%	59%	70%	72%	25%	67%	72%	49%	14%	77%	85%	10%	74%	37%	26%	87%	-	100%	67%	43%
		d	ad	d		d	g			h	k		m			n		p	s	
Neither/someone else	136	19	27	9	14	14	34	58	8	92	11	59	11	72	46	15	-	-	30	102
	12%	11%	8%	10%	10%	13%	9%	14%	4%	13%	2%	27%	4%	19%	14%	4%	-	-	5%	20%
								f		h		j		l	o					r
Don't know	143	19	20	5	22	8	24	44	8	58	16	13	18	39	18	11	-	-	21	91
	13%	11%	6%	5%	16%	7%	6%	11%	4%	8%	3%	6%	6%	10%	5%	3%	-	-	4%	18%
					bc			f												r

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

Table 28
Q6 - To what extent, if at all, do you personally care about who wins the US election on Tuesday, 5 November?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GENERATION GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	REGION NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	SOCIAL GRADE ABC1 (x)	C2DE (y)	EDUCATION GRADUATES (z)	NON GRADUATES (A)	WORKING STATUS WORKING (B)	NOT WORKING (C)	ETHNICITY WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARITAL STATUS MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	NUMBER IN HOUSEHOLD 1 (I)	2 (J)	3 (K)	4+ (L)	CHILDREN IN HOUSEHOLD YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	306	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(4) Care a great deal	200	196	108	92	11	35	32	40	31	50	46	72	82	25	54	58	64	43	37	40	48	14	18	163	38	137	63	104	97	133	68	176	23	114	59	27	53	72	40	36	61	139
	18%	18%	20%	16%	10%	18%	17%	22% c	17%	19% c	15%	20%	18%	13%	18%	22% l	17%	16%	13%	16%	31% par q	26%	18%	17%	23%	22% v	13%	29% A	13%	19%	16%	18%	17%	18%	17%	18%	19%	19%	18%	15%	19%	18%
(3) Care a fair amount	347	334	162	175	45	67	59	45	43	86	113	104	129	68	104	64	111	89	80	84	43	17	33	298	49	208	139	127	220	212	135	304	41	188	112	47	86	114	74	73	111	236
	31%	31%	30%	31%	40% fg	36% f	32%	24%	24%	33%	37% jk	28%	29%	37% n	34% n	25%	30%	34%	28%	33%	28%	31%	34%	31%	30%	33%	28%	35% A	29%	31%	31%	31%	30%	30%	33%	31%	30%	30%	33%	32%	34%	30%
(2) Don't care very much	345	320	153	186	37	46	52	62	62	86	81	114	148	52	83	86	124	85	105	71	33	17	33	297	48	178	167	82	263	209	136	307	36	194	100	51	81	112	70	81	92	253
	31%	30%	28%	33%	32%	24%	28%	34%	34%	33%	27%	31%	33%	28%	27%	33% s	33% s	32%	36%	28%	21%	32%	34%	31%	29%	28%	34%	23%	35% z	30%	32%	32%	27%	31%	30%	33%	29%	30%	31%	35%	28%	32%
(1) Don't care at all	174	166	95	78	12	31	28	30	38	35	43	58	74	26	44	42	61	39	58	42	18	6	11	153	21	77	96	32	142	98	76	148	25	105	47	23	50	62	30	33	47	127
	16%	16%	18%	14%	11%	16%	15%	16%	21%	13%	14%	16%	17%	14%	15%	16%	17%	15%	20%	16%	11%	12%	11%	16%	13%	12%	20% z	9%	19% A	14%	18%	15%	18%	17%	14%	15%	18%	16%	13%	14%	15%	16%
Mean	2.54	2.55	2.55	2.53	2.53	2.6	2.56	2.54	2.39	2.59	2.57	2.55	2.51	2.53	2.59	2.55	2.49	2.53	2.34	2.52	2.86 par q	2.71	2.61	2.52	2.66	2.67 v	2.36	2.88 A	2.38	2.58	2.47	2.54	2.5	2.52	2.58	2.53	2.52	2.54	2.58	2.5	2.6	2.51
Care a great deal/fair amount (NET)	547	530	271	267	57	102	91	86	74	137	159	177	211	93	157	122	175	132	117	125	91	31	51	461	86	345	202	231	316	345	202	480	64	302	170	74	139	185	114	109	172	375
	49%	50%	50%	48%	50%	54% #	50%	46%	41%	52%	53%	48%	47%	51%	52%	47%	47%	50%	40%	49%	59% o	57%	53%	48%	53%	55%	41%	64% A	42%	50%	47%	49%	47%	49%	50%	48%	49%	49%	51%	47%	53%	47%
Don't care very much/at all (NET)	519	486	248	264	49	77	79	92	100	121	126	171	221	78	127	128	185	124	163	113	50	24	43	450	69	255	263	114	404	307	212	454	62	298	147	74	131	174	99	114	139	380
	46%	46%	46%	47%	43%	41%	43%	50%	55% d	46%	41%	47%	50%	42%	42%	50%	50%	47%	56% s rs	44%	33%	43%	45%	47%	42%	41%	54% x	32%	53% A	45%	49%	47%	45%	48%	43%	48%	46%	46%	45%	49%	43%	48%
Don't know	51	50	21	31	8	10	13	7	8	5	18	20	13	13	18	9	11	8	11	18	12	-	2	43	8	28	24	15	37	37	14	38	11	25	20	6	13	21	9	9	13	39
	5%	5%	4%	5%	7% h	6%	7% h	4%	4%	2%	6%	5%	3%	7% o	6%	4%	3%	3%	4%	7%	8%	-	2%	5%	5%	4%	5%	4%	5%	5%	3%	4%	8%	4%	6%	4%	5%	5%	4%	4%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 29
Q6 - To what extent, if at all, do you personally care about who wins the US election on Tuesday, 5 November?

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(4) Care a great deal	200	22	79	28	19	27	116	51	52	138	146	26	94	52	62	95	45	148	200	-
	18%	13%	24% ad	31% ad	13%	25% a	29% g	12%	25%	19%	31% k	12%	33% m	13%	19%	24%	19%	24%	37% s	-
(3) Care a fair amount	347	59	123	33	34	32	143	114	77	226	190	65	106	116	102	150	82	221	347	-
	31%	35%	38% d	36%	24%	30%	36% g	28%	37%	32%	40% k	30%	38%	30%	31%	38%	36%	37%	63% s	-
(2) Don't care very much	345	62	84	22	59	27	101	147	59	216	118	70	60	135	118	116	76	179	-	345
	31%	37% b	26%	25%	42% bce	26%	26%	36% f	29%	30%	25%	32%	22%	34% l	35%	29%	33%	29%	-	66% r
(1) Don't care at all	174	24	34	5	24	16	30	84	17	103	14	49	16	74	47	32	25	45	-	174
	16%	14%	10%	6%	17% c	15%	8%	21% f	8%	14% h	3%	23% j	6%	19% l	14% o	8%	11%	7%	-	34% r
Mean	2.54	2.47	2.77 ad	2.94 ad	2.35 d	2.68	2.88 g	2.33	2.8 i	2.58	3 k	2.32	3 m	2.39	2.54	2.78 n	2.65	2.79	3.37 s	1.66
Care a great deal/fair amount (NET)	547	81	202	61	53	59	258	164	129	364	336	91	200	168	164	245	127	369	547	-
	49%	48%	62% ad	66% ad	37%	55% d	65% g	40%	62% i	51%	71% k	42%	71% m	43%	49%	62% n	55%	61%	100% s	-
Don't care very much/at all (NET)	519	86	118	28	83	43	131	231	76	319	132	119	77	209	165	147	101	224	-	519
	46%	51% bc	36%	30%	59% bce	41%	33%	57% f	37%	45%	28%	55% j	27%	53% l	50% o	37%	44%	37%	-	100% r
Don't know	51	2	5	3	5	4	7	13	2	29	9	7	4	14	4	2	4	13	-	-
	5%	1%	2%	3%	4%	4%	2%	3%	1%	4%	2%	3%	1%	3%	1%	1%	2%	2%	-	-

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

Table 30

Q7 - Do you think XXX would do a good job or a bad job, if either, if they were Prime Minister of the UK? - Summary table

Base: All adults aged 18+ in Great Britain

	Donald Trump	Kamala Harris
UNWEIGHTED BASE	1117	1117
WEIGHTED BASE	1117	1117
(2) Very good	103	118
	9%	11%
(1) Fairly good	139	315
	12%	28%
(0) Neither good nor bad	131	270
	12%	24%
(-1) Fairly bad	129	82
	12%	7%
(-2) Very bad	527	129
	47%	12%
Mean	-0.81	0.23
Good (NET)	242	433
	22%	39%
Bad (NET)	656	211
	59%	19%
Don't know	88	203
	8%	18%

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

Table 31

Q7 1 - Do you think Donald Trump would do a good job or a bad job, if either, if they were Prime Minister of the UK?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	135	263	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very good	103	100	75	27	15	24	25	15	10	13	40	41	23	19	46	21	17	31	28	15	16	7	6	92	10	40	63	29	73	77	26	90	13	53	37	13	15	31	29	27	41	62
	9%	9%	14%	5%	13%	13%	14%	8%	5%	5%	13%	11%	5%	10%	15%	8%	5%	12%	10%	6%	10%	12%	6%	10%	6%	6%	13%	8%	10%	11%	6%	9%	9%	8%	11%	8%	5%	8%	13%	12%	13%	8%
(1) Fairly good	139	138	84	55	22	46	27	16	16	12	67	43	29	42	53	23	22	28	21	37	36	7	11	130	9	87	52	53	86	108	31	112	25	75	56	8	26	32	40	41	61	78
	12%	13%	15%	10%	19%	24%	15%	9%	9%	5%	22%	12%	6%	23%	18%	9%	6%	11%	7%	14%	23%	12%	11%	14%	5%	14%	11%	15%	11%	16%	7%	12%	18%	12%	17%	5%	9%	9%	18%	18%	19%	10%
(0) Neither good nor bad	131	126	62	66	22	30	22	23	23	11	52	45	34	36	38	26	31	26	43	28	22	4	8	117	14	72	59	32	99	96	35	103	28	90	36	6	15	39	29	48	57	74
	12%	12%	12%	12%	19%	16%	12%	12%	12%	4%	17%	12%	8%	19%	13%	10%	8%	10%	15%	11%	14%	8%	9%	12%	9%	11%	12%	9%	13%	14%	8%	11%	20%	14%	11%	4%	5%	10%	13%	21%	18%	9%
(-1) Fairly bad	129	123	52	76	20	22	17	17	18	36	42	34	53	25	34	22	48	35	48	23	15	1	9	102	27	72	58	36	93	80	49	107	21	80	34	15	28	51	26	24	42	87
	12%	12%	10%	14%	18%	12%	9%	9%	10%	14%	14%	9%	12%	14%	11%	9%	13%	13%	16%	9%	10%	1%	9%	11%	17%	11%	12%	10%	12%	12%	11%	11%	15%	13%	10%	10%	10%	13%	12%	10%	13%	11%
(-2) Very bad	527	496	239	279	32	48	72	97	109	168	81	169	277	53	100	147	227	119	131	128	59	31	58	441	85	319	208	187	340	279	247	484	40	281	153	93	172	199	83	74	94	433
	47%	47%	44%	50%	29%	25%	39%	52%	60%	64%	27%	46%	62%	29%	33%	57%	61%	45%	45%	50%	38%	57%	61%	46%	52%	51%	43%	52%	45%	41%	58%	50%	29%	45%	45%	61%	61%	52%	37%	32%	29%	55%
Mean	-0.81	-0.79	-0.58	-1.04	-0.29	-0.14	-0.51	-0.98	-1.14	-1.39	-0.2	-0.75	-1.28	-0.29	-0.33	-1.05	-1.3	-0.77	-0.85	-0.92	-0.44	-0.88	-1.11	-0.76	-1.15	-0.92	-0.67	-0.88	-0.78	-0.59	-1.19	-0.87	-0.4	-0.8	-0.66	-1.25	-1.23	-1.01	-0.45	-0.35	-0.29	-1.03
Good (NET)	242	239	159	82	37	70	53	31	26	25	107	84	51	61	99	44	38	59	50	52	52	13	17	223	19	127	115	83	160	187	57	202	38	128	93	21	41	63	69	69	103	140
	22%	22%	29%	15%	33%	37%	29%	17%	14%	10%	35%	23%	12%	33%	33%	17%	10%	22%	17%	20%	33%	24%	18%	23%	12%	20%	24%	23%	21%	27%	13%	21%	27%	20%	28%	14%	15%	17%	31%	30%	32%	18%
Bad (NET)	656	619	291	355	53	70	89	113	127	204	123	203	331	78	133	170	275	154	178	151	74	32	67	544	112	390	266	223	433	359	297	592	61	361	187	108	200	250	109	98	136	520
	59%	58%	54%	63%	46%	37%	49%	61%	70%	77%	40%	55%	74%	43%	44%	65%	74%	58%	61%	59%	48%	58%	70%	57%	69%	62%	57%	62%	57%	52%	69%	61%	45%	58%	55%	71%	70%	66%	49%	42%	42%	66%
Don't know	88	83	27	58	2	19	20	6	23	23	21	37	29	9	32	20	27	26	21	26	6	5	4	70	18	39	49	22	66	48	40	75	10	48	22	19	28	28	14	18	28	60
	8%	8%	5%	10%	2%	10%	11%	4%	9%	9%	7%	10%	7%	5%	11%	8%	7%	10%	7%	10%	4%	10%	4%	7%	11%	6%	10%	6%	9%	7%	9%	8%	7%	8%	6%	12%	10%	7%	6%	8%	9%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

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

Table 32
Q7_1 - Do you think Donald Trump would do a good job or a bad job, if either, if they were Prime Minister of the UK?

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very good	103	14	20	5	39	2	18	50	89	6	25	67	19	73	89	9	93	6	71	30
	9%	8%	6%	5%	28% abce	2%	4%	12% f	43% i	1%	5%	31% j	7%	19% l	27% o	2%	40% q	1%	13% s	6%
(1) Fairly good	139	24	33	8	30	11	35	54	78	21	45	50	39	54	72	37	79	31	83	55
	12%	14%	10%	9%	22% bce	10%	9%	13%	38% i	3%	9%	23% j	14%	14%	22% o	9%	34% q	5%	15%	11%
(0) Neither good nor bad	131	24	35	8	10	4	29	44	23	35	34	20	22	33	49	29	34	38	35	87
	12%	14% e	11%	8%	7%	4%	7%	11%	11% i	5%	7%	9%	8%	9%	15% o	7%	15% q	6%	6%	17% r
(-1) Fairly bad	129	28	32	4	20	8	37	57	9	98	41	24	22	56	32	55	13	78	43	85
	12%	16% c	10%	5%	14% c	8%	9%	14%	4%	14% h	9%	11%	8%	14% l	10%	14%	6%	13% p	8%	16% r
(-2) Very bad	527	73	191	64	29	75	262	170	4	511	324	46	174	142	77	253	5	437	305	204
	47%	43% d	59% ad	70% ad	21%	71% ad	66% g	42%	2%	72% h	68% k	21%	62% m	36%	23%	64% n	2%	72% p	56% s	39%
Mean	-0.81	-0.76 bce	-1.09 e	-1.29	0.23 abce	-1.43	-1.28	-0.65 f	1.17 i	-1.62	-1.27	0.33 j	-1.06	-0.39 l	0.2 o	-1.32	1.08 q	-1.54	-0.8	-0.82
Good (NET)	242	38	53	13	69	13	53	104	166	27	70	117	59	127	160	46	172	37	154	85
	22%	22%	16%	14%	49% abce	12%	13%	25% f	80% i	4%	15%	54% j	21%	33% l	48% o	12%	74% q	6%	28% s	16%
Bad (NET)	656	101	223	68	49	84	299	227	13	610	365	70	195	198	109	308	18	515	348	288
	59%	60% d	68% d	75% ad	35%	79% ad	75% g	56%	6%	86% h	76% k	32%	70% m	51%	33%	78% n	8%	85% p	64% s	56%
Don't know	88	7	14	3	12	6	15	34	4	41	8	10	5	32	15	11	7	16	10	59
	8%	4%	4%	3%	8%	5%	4%	8% f	2%	6%	2%	4%	2%	8% l	5%	3%	3%	3%	2%	11% r

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

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

Table 33
Q7_2 - Do you think Kamala Harris would do a good job or a bad job, if either, if they were Prime Minister of the UK?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AGE 18-34 (i)	35-54 (j)	55+ (k)	GENERATION GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	REGION NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	SOCIAL GRADE ABC1 (x)	C2DE (y)	EDUCATION GRADUATES (z)	NON GRADUATES (A)	WORKING STATUS WORKING (B)	NOT WORKING (C)	ETHNICITY WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARITAL STATUS MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	NUMBER IN HOUSEHOLD 1 (I)	2 (J)	3 (K)	4+ (L)	CHILDREN IN HOUSEHOLD YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Very good	118	116	47	68	14	22	22	24	21	15	36	46	36	22	36	33	27	29	28	21	24	8	8	107	11	79	39	53	65	89	29	106	11	68	35	14	27	32	35	24	45	73
	11%	11%	9%	12%	13%	11%	12%	13%	12%	6%	12%	13%	8%	12%	12%	13%	7%	11%	10%	8%	15%	14%	8%	11%	6%	13%	8%	15%	9%	13%	7%	11%	8%	11%	10%	9%	9%	8%	16%	10%	14%	9%
				h				h	h			h				o					v					A		C				N							j		N	
(1) Fairly good	315	297	150	159	29	50	46	52	55	83	79	98	138	51	74	69	121	64	85	71	41	19	35	256	59	197	118	113	202	187	128	275	40	184	84	47	81	120	56	58	79	236
	28%	28%	28%	28%	25%	26%	25%	28%	30%	32%	26%	27%	31%	28%	24%	26%	33%	24%	29%	28%	26%	35%	36%	27%	36%	31%	24%	31%	27%	27%	30%	28%	29%	29%	25%	31%	29%	32%	25%	25%	24%	30%
													m				m						p		v	y		y														N
(0) Neither good nor bad	270	259	135	133	38	51	42	41	38	60	89	83	98	58	73	56	83	76	68	52	36	7	31	231	39	142	128	77	193	164	106	232	38	164	86	20	51	95	52	72	85	185
	24%	24%	25%	24%	33%	27%	23%	22%	21%	23%	29%	23%	22%	31%	24%	22%	22%	29%	23%	20%	24%	13%	33%	24%	24%	23%	26%	21%	25%	24%	25%	24%	27%	26%	25%	13%	18%	25%	24%	31%	26%	23%
					fgh						k			t									rt																	I		
(-1) Fairly bad	82	79	47	33	15	13	17	6	15	16	28	24	31	19	26	17	20	16	21	19	18	4	5	71	11	46	37	26	56	47	35	67	15	44	31	8	21	27	12	23	28	55
	7%	7%	9%	6%	13%	7%	9%	3%	8%	6%	9%	6%	7%	10%	9%	6%	6%	6%	7%	7%	12%	8%	5%	7%	7%	7%	8%	7%	7%	7%	8%	7%	11%	7%	9%	5%	7%	7%	5%	10%	9%	7%
					fh		f																																			
(-2) Very bad	129	127	87	42	9	24	20	29	25	22	33	49	47	13	41	37	38	31	33	32	24	4	5	117	12	52	78	31	98	90	39	113	14	65	48	17	30	40	36	23	38	91
	12%	12%	16%	7%	8%	13%	11%	16%	14%	8%	11%	13%	11%	7%	13%	14%	10%	12%	11%	13%	15%	8%	5%	12%	7%	8%	16%	9%	13%	13%	9%	12%	10%	10%	14%	11%	10%	11%	16%	10%	12%	11%
			b					h							l	l											x															
Mean	0.23	0.22	0.05	0.41	0.24	0.2	0.22	0.24	0.2	0.27	0.21	0.23	0.24	0.31	0.15	0.21	0.27	0.21	0.23	0.15	0.16	0.52	0.43	0.21	0.34	0.4	0.01	0.43	0.13	0.24	0.22	0.24	0.16	0.24	0.1	0.31	0.26	0.24	0.23	0.18	0.24	0.23
				a																		s	s		v	y		A														
Good (NET)	433	413	197	227	43	72	68	76	76	98	115	144	173	73	110	102	148	93	113	92	64	27	42	363	69	276	156	166	267	276	157	381	51	252	119	62	108	152	91	82	124	309
	39%	39%	37%	40%	38%	38%	37%	41%	42%	37%	38%	39%	39%	40%	36%	39%	40%	35%	39%	36%	42%	49%	44%	38%	42%	44%	32%	40%	37%	39%	37%	39%	37%	40%	35%	40%	38%	40%	41%	35%	38%	39%
																										A		A														
Bad (NET)	211	206	135	75	23	38	37	35	41	37	61	73	78	32	67	54	59	46	54	51	42	9	9	189	23	97	114	57	154	138	74	179	29	108	78	25	50	68	47	46	66	146
	19%	19%	25%	13%	21%	20%	20%	19%	22%	14%	20%	20%	17%	17%	22%	21%	16%	18%	19%	20%	27%	16%	10%	20%	14%	15%	23%	16%	20%	20%	17%	18%	21%	17%	23%	16%	18%	18%	21%	20%	20%	18%
			b																		u			s			u															
Don't know	203	188	72	127	9	29	37	32	28	68	38	68	96	21	54	47	81	49	56	61	12	12	13	171	32	114	90	60	143	111	92	180	20	102	54	46	74	66	31	32	49	154
	18%	18%	13%	23%	8%	15%	20%	17%	15%	26%	13%	19%	22%	12%	18%	18%	22%	19%	19%	24%	8%	22%	13%	18%	20%	18%	18%	17%	19%	16%	22%	19%	14%	16%	16%	30%	26%	17%	14%	14%	15%	19%
			b			c				cdfg			i				l			s		s		s							B					FG	JKL					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - o/q/r/s/t/u - v/w - x/v - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

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

Table 34

Q7_2 - Do you think Kamala Harris would do a good job or a bad job, if either, if they were Prime Minister of the UK?

Base: All adults aged 18+ in Great Britain

| | TOTAL | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | OPINION OF DONALD TRUMP | | OPINION OF KAMALA HARRIS | | OPINION OF JOE BIDEN | | LIKELY TO WIN THE US PRESIDENTIAL ELECTION | | PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION | | PERSONAL CARE ABOUT WHO WINS THE ELECTION | |
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Very good	118	11	55	21	5	13	65	30	21	89	109	3	76	13	17	83	12	102	100	17
	11%	6%	17%	23%	4%	13%	16%	7%	10%	13%	23%	1%	27%	3%	5%	21%	5%	17%	18%	3%
			ad	ad		d	g				k		m			n		p	s	
(1) Fairly good	315	56	125	28	18	31	150	102	40	244	233	13	118	73	68	173	42	259	208	105
	28%	33%	38%	31%	13%	29%	38%	25%	20%	34%	49%	6%	42%	19%	20%	44%	18%	43%	38%	20%
		d	d	d		d	g			h	k		m			n		p	s	
(0) Neither good nor bad	270	43	75	19	28	22	76	91	46	152	88	33	47	82	87	91	54	128	105	156
	24%	25%	23%	20%	20%	20%	19%	22%	22%	21%	18%	15%	17%	21%	26%	23%	23%	21%	19%	30%
																				r
(-1) Fairly bad	82	9	30	3	12	13	26	35	17	48	6	44	6	51	45	15	26	23	26	52
	7%	5%	9%	3%	9%	12%	6%	9%	8%	7%	1%	20%	2%	13%	13%	4%	11%	4%	5%	10%
						c						j		l	o		q			r
(-2) Very bad	129	17	11	3	50	9	27	64	71	37	3	107	6	107	84	12	85	6	60	68
	12%	10%	3%	4%	36%	8%	7%	16%	35%	5%	1%	49%	2%	27%	25%	3%	37%	1%	11%	13%
		b			abce			f	i			j		l	o		q			
Mean	0.23	0.25	0.62	0.81	-0.75	0.3	0.59	-0.01	-0.4	0.52	1	-1.2	1	-0.51	-0.36	0.8	-0.6	0.83	0.53	-0.12
		d	ade	ad e		d	g			h	k		m			n		p	s	
Good (NET)	433	66	181	49	23	44	215	132	61	333	342	16	194	86	86	255	54	361	308	123
	39%	39%	56%	54%	16%	42%	54%	32%	30%	47%	72%	7%	69%	22%	26%	65%	23%	60%	56%	24%
		d	ade	ad		d	g			h	k		m			n		p	s	
Bad (NET)	211	26	41	7	62	22	52	100	88	86	9	151	12	158	129	28	112	29	86	119
	19%	15%	13%	7%	44%	21%	13%	24%	43%	12%	2%	70%	4%	40%	39%	7%	48%	5%	16%	23%
					abce	c		f	i			j		l	o		q			r
Don't know	203	34	29	17	28	18	52	85	11	141	38	17	29	65	32	21	12	88	48	121
	18%	20%	9%	19%	20%	17%	13%	21%	5%	20%	8%	8%	10%	17%	9%	5%	5%	15%	9%	23%
		b		b	b	b		f		h				l				p		r

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

Overlap formulae used. * small base

Table 35
Q8 - Do you think XXX would do a better or worse job than the current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?

Base: All adults aged 18+ in Great Britain

	Donald Trump	Kamala Harris
UNWEIGHTED BASE	1117	1117
WEIGHTED BASE	1117	1117
(2) Much better	163	158
	15%	14%
(1) Slightly better	134	226
	12%	20%
(0) About the same	195	379
	17%	34%
(-1) Slightly worse	117	87
	11%	8%
(-2) Much worse	385	54
	34%	5%
Mean	-0.43	0.38
Better (NET)	297	384
	27%	34%
Worse (NET)	502	142
	45%	13%
Don't know	123	212
	11%	19%

Table 36
Q8_1 - Do you think Donald Trump would do a better or worse job than the current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-64 (g)	AGE 65+ (h)	AGE 18-34 (i)	AGE 35-54 (j)	AGE 55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED/LIVING AS (F)	SINGLE (G)	WID/DIV/SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	137	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Much better	163	161	105	56	13	39	26	29	27	28	52	56	55	22	57	40	44	44	38	38	25	8	10	144	19	73	90	48	115	114	49	151	10	93	52	19	25	54	50	35	47	116
	15%	15%	19%	10%	11%	21%	14%	16%	15%	11%	17%	15%	12%	12%	19%	15%	12%	16%	13%	15%	16%	14%	11%	15%	12%	12%	18%	13%	15%	17%	12%	16%	7%	15%	15%	12%	9%	14%	22%	15%	15%	15%
			b			ch									o												x			C		E							IJ			
(1) Slightly better	134	128	78	55	17	36	26	17	15	23	53	43	38	32	47	23	33	34	31	30	24	6	9	113	21	73	61	45	89	97	37	108	24	75	44	15	29	38	31	36	55	79
	12%	12%	14%	10%	15%	19%	14%	9%	8%	9%	17%	12%	9%	17%	16%	9%	9%	13%	11%	12%	16%	11%	9%	12%	13%	12%	13%	12%	12%	14%	9%	11%	18%	12%	13%	10%	10%	10%	14%	16%	17%	10%
			b			fgh					k			no	no						u			v						C			D								N	
(0) About the same	195	187	90	103	33	36	26	38	30	32	68	64	62	48	47	45	55	44	56	41	35	8	11	174	21	108	87	48	147	134	61	164	31	108	68	19	50	56	36	53	72	123
	17%	18%	17%	18%	29%	19%	14%	21%	16%	12%	23%	17%	14%	26%	15%	18%	15%	17%	19%	16%	23%	14%	11%	18%	13%	17%	18%	13%	19%	19%	14%	17%	23%	17%	20%	13%	18%	15%	16%	23%	22%	16%
					egh			h			k			mo							u			z																	N	
(-1) Slightly worse	117	110	49	66	20	17	23	21	14	21	37	44	36	28	32	27	30	34	36	22	12	2	12	100	18	67	50	32	85	66	52	92	24	75	28	14	20	39	20	38	46	72
	11%	10%	9%	12%	18%	9%	13%	12%	8%	8%	12%	12%	8%	15%	11%	10%	8%	13%	12%	9%	8%	3%	13%	10%	11%	11%	10%	9%	11%	10%	12%	10%	17%	12%	8%	9%	7%	10%	9%	16%	14%	9%
					dgh						o																						D							IJK		N
(-2) Much worse	385	365	168	211	25	38	59	56	83	123	63	115	207	41	82	96	167	80	97	88	46	27	46	320	65	249	136	159	227	213	173	354	30	216	106	63	119	151	65	51	70	315
	34%	34%	31%	37%	22%	20%	32%	30%	46%	47%	21%	31%	46%	22%	27%	37%	45%	30%	33%	35%	30%	50%	48%	34%	40%	40%	28%	44%	30%	31%	40%	36%	22%	34%	31%	41%	42%	40%	29%	22%	22%	40%
			a				d	d	cdef	cdef		i	i			lm	lm					pqs	pqrs		v			A			B		E				L	L				M
Mean	-0.43	-0.41	-0.2	-0.65	-0.26	0.13	-0.39	-0.35	-0.66	-0.83	-0.02	-0.37	-0.76	-0.2	-0.13	-0.5	-0.74	-0.31	-0.48	-0.42	-0.2	-0.68	-0.85	-0.4	-0.61	-0.61	-0.19	-0.63	-0.33	-0.27	-0.7	-0.45	-0.33	-0.44	-0.31	-0.67	-0.74	-0.57	-0.09	-0.16	-0.12	-0.56
			b			ce fgh	h	h	cdef	cdef	ik	k	ii	o	no	lm	lm	u	u	u				v		x		z			C		E		KL	KL			IJ	IJ	N	M
Better (NET)	297	289	183	111	30	75	52	46	42	51	105	99	93	54	104	63	77	78	69	68	49	14	19	257	40	145	151	92	204	211	86	259	34	167	95	34	53	92	81	71	103	194
	27%	27%	34%	20%	26%	40%	29%	25%	23%	19%	35%	27%	21%	29%	34%	24%	21%	29%	24%	26%	32%	26%	20%	27%	25%	23%	31%	26%	27%	31%	20%	27%	25%	27%	28%	22%	19%	24%	37%	30%	32%	24%
			b			cefh					k			o	no			o									x			C									IJ	IJ	N	
Worse (NET)	502	475	218	277	46	55	82	77	97	145	101	159	242	69	114	123	197	114	134	110	57	29	58	420	83	316	187	191	312	278	224	447	53	291	134	78	139	190	85	89	115	387
	45%	45%	40%	49%	40%	29%	45%	42%	53%	55%	33%	43%	54%	38%	43%	47%	53%	43%	46%	43%	37%	52%	61%	44%	51%	50%	38%	53%	41%	40%	52%	46%	39%	46%	40%	51%	49%	50%	38%	38%	36%	49%
			a				d	d	cdef	cdef		i	ii			lm	m						pqrs		v			A			B						KL	KL				N	M
Don't know	123	116	48	71	5	24	23	23	13	35	29	46	47	14	38	29	42	29	32	37	12	4	8	103	19	59	63	28	94	66	57	103	18	60	40	22	41	43	19	19	34	89
	11%	11%	9%	13%	5%	13%	13%	7%	13%	13%	10%	13%	11%	8%	13%	11%	11%	11%	11%	14%	8%	8%	8%	11%	12%	9%	13%	8%	12%	10%	13%	11%	13%	10%	12%	15%	15%	11%	9%	8%	11%	11%
					c		c	c		c																																

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

Table 37

Q8_1 - Do you think Donald Trump would do a better or worse job than the current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Much better	163	23	26	12	65	4	25	95	110	21	39	92	25	108	114	30	118	23	89	73
	15%	13% e	8%	13% e	46% abce	4%	6%	23% f	53% i	3%	8%	42% j	9%	28% l	34% o	8%	51% q	4%	16%	14%
(1) Slightly better	134	38	32	7	21	6	37	59	61	50	43	36	37	60	66	31	60	42	61	70
	12%	23% bce	10%	8%	15%	5%	9%	14%	29% i	7%	9%	17% j	13%	15%	20% o	8%	26% q	7%	11%	14%
(0) About the same	195	46	41	12	11	19	37	77	19	113	67	25	39	52	45	67	27	90	76	111
	17%	27% bcd	13%	13%	8%	18% d	9%	19% f	9%	16% h	14%	12%	14%	13%	13%	17%	12%	15%	14%	21% r
(-1) Slightly worse	117	19	36	5	10	17	49	37	8	92	48	25	29	41	37	61	13	73	48	68
	11%	11%	11%	5%	7%	16% c	12%	9%	4%	13% h	10%	11%	10%	11%	11%	15%	5%	12% p	9%	13% r
(-2) Much worse	385	26	175	52	13	55	221	96	*	378	261	25	139	90	49	193	1	346	250	121
	34%	15%	54% ad	57% ad	9%	51% ad	56% g	24%	*	53% h	55% k	12%	49% m	23%	15%	49% n	*	57% p	46% s	23%
Mean	-0.43	0.09 bc e	-0.98	-0.89	0.97 ab ce	-1.1	-1.09	0.06 f	1.37 i	-1.16	-0.98	0.71 j	-0.82	0.15 l	0.51 o	-0.94	1.29 q	-1.18	-0.59	-0.22 r
Better (NET)	297	61	57	19	86	10	62	155	170	71	82	128	61	167	180	60	178	65	150	143
	27%	36% bce	18%	21%	61% abce	10%	16%	38% f	82% i	10%	17%	59% j	22%	43% l	54% o	15%	77% q	11%	27%	28%
Worse (NET)	502	45	212	57	23	72	270	134	8	469	309	50	167	131	86	254	14	419	297	190
	45%	26%	65% ad	62% ad	16%	68% ad	68% g	33%	4%	66% h	65% k	23%	60% m	34%	26%	64% n	6%	69% p	54% s	37%
Don't know	123	18	15	5	21	5	27	43	9	59	19	15	14	40	22	14	13	32	23	76
	11%	11% b	5%	5%	15% be	4%	7%	10%	4%	8%	4%	7%	5%	10% l	7%	3%	6%	5%	4%	15% r

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

Overlap formulae used. * small base

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

Table 38

Q8 2 - Do you think Kamala Harris would do a better or worse job than the current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?

Base: All adults aged 18+ in Great Britain

	TOTAL	TOTAL 18-75	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	GEN Z (l)	MILLENNIALS (m)	GEN X (n)	BABY BOOMER (o)	NORTH (p)	MIDLANDS (q)	SOUTH (r)	LONDON (s)	WALES (t)	SCOTLAND (u)	URBAN (v)	RURAL (w)	ABC1 (x)	C2DE (y)	GRADUATES (z)	NON GRADUATES (A)	WORKING (B)	NOT WORKING (C)	WHITE ETHNIC GROUP (D)	ETHNIC MINORITY GROUPS (E)	MARRIED /LIVING AS (F)	SINGLE (G)	WID/ DIV/ SEP (H)	1 (I)	2 (J)	3 (K)	4+ (L)	YES (M)	NO (N)
UNWEIGHTED BASE	1117	1067	539	562	132	195	184	208	115	283	327	392	398	205	306	254	352	269	288	256	150	52	102	937	180	714	403	590	527	691	426	944	164	656	322	139	258	386	222	251	357	760
WEIGHTED BASE	1117	1066	539	562	114	190	183	185	182*	263	303	368	446	184	303	259	371	265	291	256	154	55*	96*	954	163	628	489	360	757	688	429	973	153	626	338	153	284	380	222	232	324	793
	100%	95%	48%	50%	10%	17%	16%	17%	16%*	24%	27%	33%	40%	16%	27%	23%	33%	24%	26%	23%	14%	5%*	9%*	85%	15%	56%	44%	32%	68%	62%	38%	87%	12%	56%	30%	14%	25%	34%	20%	21%	29%	71%
(2) Much better	158	146	84	72	15	16	29	31	27	39	31	60	67	20	40	40	58	38	41	33	23	7	15	138	20	81	77	45	113	95	63	140	16	81	50	27	49	42	40	28	45	112
	14%	14%	16%	13%	13%	8%	16% d	17% d	15%	15%	10%	16% i	15%	11%	13%	15%	16%	14%	14%	13%	15%	13%	16%	14%	12%	13%	16%	12%	15%	14%	15%	14%	12%	13%	15%	17%	17% j	11%	18%	12%	14%	14%
(1) Slightly better	226	214	98	121	24	43	35	32	34	57	68	67	91	44	59	46	77	58	48	54	31	16	19	185	41	128	98	74	152	143	83	195	30	141	63	22	45	87	46	49	70	156
	20%	20%	18%	22%	22%	23%	19%	17%	19%	22%	22%	18%	20%	24%	19%	18%	21%	22%	17%	21%	20%	30% q	19%	19%	25%	20%	20%	21%	20%	21%	19%	20%	22%	22%	19%	15%	16%	23%	21%	21%	22%	20%
(0) About the same	379	373	198	179	39	72	55	68	79	67	111	123	146	67	98	97	117	86	109	81	54	22	27	322	57	213	167	118	261	250	129	337	41	218	121	41	78	138	74	88	110	270
	34%	35%	37%	32%	34%	38% h	30%	37% h	43% eh	25%	37%	33%	33%	37%	33%	37%	31%	33%	38%	32%	35%	40%	28%	34%	35%	34%	34%	33%	35%	36%	30%	35%	30%	35%	36%	27%	28%	36%	34%	38%	34%	34%
(-1) Slightly worse	87	83	49	38	13	17	23	6	3	25	31	29	28	15	39	8	25	17	24	19	17	2	9	79	9	60	27	39	48	48	39	71	15	54	24	9	17	30	12	28	35	53
	8%	8%	9%	7%	12% fg	9% fg	13% fg	3%	2%	9% fg	10%	8%	6%	8%	13% n	3%	7%	6%	8%	7%	11%	4%	9%	8% y	5%	10% A	6%	11%	6%	7%	9%	7%	11%	9%	7%	6%	6%	8%	5%	12% ik	11%	7%
(-2) Much worse	54	53	33	21	13	10	6	12	5	8	23	18	14	14	14	15	10	10	13	13	10	*	7	49	5	24	30	16	38	38	16	42	12	28	24	2	14	12	17	12	18	37
	5%	5%	6%	4%	11% eeh	5%	3%	6%	3%	3%	8% k	5%	3%	8% o	5%	6%	3%	4%	5%	5%	6%	1%	8%	5%	3%	4%	6%	4%	5%	5%	4%	4%	8%	4%	7% D	1%	5%	3%	8% j	5%	5%	5%
Mean	0.38	0.36	0.32	0.43	0.16	0.23	0.39	0.44 c	0.5 c	0.49 cd	0.2	0.41 i	0.49 i	0.25	0.28	0.42	0.52 lm	0.46	0.34	0.38	0.29	0.59	0.33	0.37	0.47	0.36	0.41	0.32	0.41	0.36	0.41	0.41	0.21	0.37	0.32	0.62 FG	0.48	0.38	0.42	0.26	0.33	0.41
Better (NET)	384	360	182	193	40	59	64	63	62	96	98	128	158	64	98	86	135	96	90	87	53	24	34	323	61	209	175	119	265	237	146	335	47	222	113	49	94	129	85	77	115	268
	34%	34%	34%	34%	35%	31%	35%	34%	34%	37%	32%	35%	35%	35%	32%	33%	36%	36%	31%	34%	35%	43%	35%	34%	37%	33%	36%	33%	35%	34%	34%	34%	31%	35%	33%	32%	33%	34%	38%	33%	36%	34%
Worse (NET)	142	136	82	59	26	28	29	17	9	33	53	47	41	30	53	24	35	27	37	32	27	2	16	127	14	84	57	55	87	86	56	113	27	82	48	11	31	42	29	40	52	89
	13%	13%	15% fgh	11%	23% g	15% g	16% g	9%	5%	12%	18% k	13%	9%	16% no	18% no	9%	9%	10%	13%	12%	17% t	4%	17% t	13% N	9%	13%	12%	15%	11%	13%	13%	12%	20% D	13%	14%	7%	11%	11%	13%	17% j	16% N	11%
Don't know	212	197	77	131	9	32	34	36	33	67	41	71	101	23	53	53	84	56	55	56	20	7	18	182	31	123	90	68	144	115	97	187	22	104	56	52	81	72	33	27	46	166
	19%	18%	14%	23% a	8%	17% c	19% c	20% c	18%	26% cd	13%	19% l	23% l	12%	17%	20%	23%	21%	19%	22%	13%	13%	19%	19%	19%	20% B	18%	19%	19%	17%	23% FG	19%	16%	17%	17%	34% JKL	28% L	19%	15%	11%	14%	21% M

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q/r/s/t/u - v/w - x/y - z/A - B/C - D/E - F/G/H - I/J/K/L - M/N
Overlap formulae used. * small base

US ELECTIONS
18TH-21ST OCTOBER 2024
PUBLIC
IPSOS

Table 39
Q8_2 - Do you think Kamala Harris would do a better or worse job than the current Prime Minister Keir Starmer if they were Prime Minister of the UK, or would they do about the same?

Base: All adults aged 18+ in Great Britain

	TOTAL	GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		OPINION OF DONALD TRUMP		OPINION OF KAMALA HARRIS		OPINION OF JOE BIDEN		LIKELY TO WIN THE US PRESIDENTIAL ELECTION		PREFERENCE TO WIN THE US PRESIDENTIAL ELECTION		PERSONAL CARE ABOUT WHO WINS THE ELECTION	
		CONSERVATIVE (a)	LABOUR (b)	LIBERAL DEMOCRATS (c)	REFORM UK (d)	OTHER (e)	REMAIN (f)	LEAVE (g)	FAVOURABLE (h)	UNFAVOURABLE (i)	FAVOURABLE (j)	UNFAVOURABLE (k)	FAVOURABLE (l)	UNFAVOURABLE (m)	DONALD TRUMP (n)	KAMALA HARRIS (o)	DONALD TRUMP (p)	KAMALA HARRIS (q)	CARE GREAT DEAL/ FAIR AMOUNT (r)	DON'T CARE VERY MUCH/AT ALL (s)
UNWEIGHTED BASE	1117	163	354	104	112	109	438	356	205	724	523	202	316	372	324	409	216	637	596	471
WEIGHTED BASE	1117	169	325	92*	141*	106*	396	408	207	712	477	217	281	390	333	395	232	606	547	519
	100%	15%	29%	8%*	13%*	10%*	35%	37%	19%	64%	43%	19%	25%	35%	30%	35%	21%	54%	49%	46%
(2) Much better	158	35	37	15	23	21	53	73	30	112	102	8	60	52	35	86	30	112	94	62
	14%	21%	11%	17%	16%	20%	13%	18%	14%	16%	21%	4%	21%	13%	10%	22%	13%	18%	17%	12%
		b									k		m			n				s
(1) Slightly better	226	40	70	21	19	25	79	91	44	150	137	23	78	58	68	101	40	159	127	97
	20%	24%	22%	23%	14%	24%	20%	22%	21%	21%	29%	11%	28%	15%	20%	26%	17%	26%	23%	19%
											k		m					p		
(0) About the same	379	53	128	28	63	24	131	136	84	223	156	93	80	144	122	148	100	185	194	176
	34%	31%	39%	31%	44%	23%	33%	33%	41%	31%	33%	43%	28%	37%	37%	37%	43%	31%	35%	34%
			e		e				i			j		l			q			
(-1) Slightly worse	87	7	35	4	10	7	43	21	18	55	24	38	20	40	39	22	23	38	47	39
	8%	4%	11%	4%	7%	6%	11%	5%	9%	8%	5%	18%	7%	10%	12%	6%	10%	6%	9%	8%
			a				g					j			o					
(-2) Much worse	54	3	14	3	8	7	19	18	23	26	7	38	4	42	34	9	26	12	21	32
	5%	2%	4%	3%	5%	6%	5%	4%	11%	4%	1%	17%	1%	11%	10%	2%	11%	2%	4%	6%
									i			j		l	o		q			
Mean	0.38	0.69	0.29	0.61	0.33	0.56	0.32	0.53	0.2	0.47	0.71	-0.37	0.7	0.11	0.1	0.64	0.11	0.63	0.47	0.29
		bd		b				f		h	k		m			n		p	s	
Better (NET)	384	75	108	37	43	47	132	164	73	262	239	32	137	109	102	187	69	271	221	159
	34%	44%	33%	40%	30%	44%	33%	40%	35%	37%	50%	15%	49%	28%	31%	47%	30%	45%	40%	31%
		bd									k		m			n		p	s	
Worse (NET)	142	11	49	6	17	14	62	39	41	81	31	76	24	83	73	30	49	50	68	71
	13%	6%	15%	7%	12%	13%	16%	9%	20%	11%	6%	35%	9%	21%	22%	8%	21%	8%	12%	14%
			a				g		i			j		l	o		q			
Don't know	212	31	41	21	18	22	72	70	9	146	51	16	40	55	36	29	14	100	64	113
	19%	18%	13%	23%	13%	21%	18%	17%	4%	21%	11%	8%	14%	14%	11%	7%	6%	17%	12%	22%
				b						h								p		r

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

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