

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Right direction (1)	179 16%	122 22% C	55 10%	76 24% EF	43 11%	61 13%	122 19% H	57 11%	55 21% KN	44 15%	30 12%	33 21% KN	7 13% *	9 9% *	93 25% P	86 11%	124 18%	55 13%	25 12%	35 12%	48 17%	61 22% ST	135 14%	43 28% W
Wrong direction (-1)	702 62%	317 58%	374 65% B	148 47%	248 66% D	306 68% D	368 58%	334 67% G	152 57%	194 65%	172 65%	89 56%	33 61% *	61 64% *	199 54%	503 65% O	418 60%	285 65%	121 57%	201 70% SUV	170 60%	160 58%	620 64% X	77 50%
Neither (0)	177 16%	75 14%	102 18%	65 21% F	57 15%	56 12%	102 16%	75 15%	35 13%	49 16%	42 16%	22 14%	11 20% *	18 19% *	55 15%	122 16%	109 16%	68 16%	43 20% T	35 12%	48 17%	38 14%	146 15%	26 17%
Don't know	81 7%	35 6%	41 7%	25 8%	29 8%	27 6%	47 7%	34 7%	26 10% J	11 4%	19 7%	13 8%	3 6% *	8 8% *	19 5%	62 8%	51 7%	29 7%	23 11% U	17 6%	14 5%	16 6%	71 7%	8 5%

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

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

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

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

	Total		General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK									
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Right direction (1)	179	18	119	13	6	9	104	36	44	106	150	13	95	17	83	30	47	103	138	13	91	16	50	102	105	16	43	94	29	94	53	108	88	38	8	52	102	86	6	131	47	154	25	118	58	103	70	129	42	114	58	56	96
Wrong direction (-1)	702	135	158	58	132	79	255	291	160	400	75	501	142	285	149	272	237	313	56	529	138	236	227	324	30	501	119	318	125	266	166	434	88	393	117	453	17	394	411	272	580	96	349	334	369	292	395	241	333	281	357	249	
Neither (0)	177	14	73	16	5	13	71	38	25	92	75	37	42	27	62	22	14	102	64	40	39	26	16	108	41	39	14	79	6	79	23	121	35	50	16	117	15	21	107	57	129	33	91	72	77	69	99	54	81	71	69	60	
Don't know	81	4	24	9	-	8	24	16	3	45	27	14	22	14	27	9	6	46	26	16	17	7	7	50	17	15	4	34	1	27	12	50	17	26	10	48	6	7	42	28	48	27	36	38	22	41	32	28	33	20	25	32	

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Columns 1-20: (A) A, (B) B, (C) C, (D) D, (E) E, (F) F, (G) G, (H) H, (I) I, (J) J, (K) K, (L) L, (M) M, (N) N, (O) O, (P) P, (Q) Q, (R) R, (S) S, (T) T, (U) U, (V) V, (W) W, (X) X, (Y) Y, (Z) Z, (a) a, (b) b, (c) c, (d) d, (e) e, (f) f, (g) g, (h) h, (i) i, (j) j, (k) k, (l) l, (m) m, (n) n, (o) o, (p) p, (q) q, (r) r, (s) s, (t) t, (u) u, (v) v, (w) w, (x) x, (y) y, (z) z
 Columns 21-40: (A) A, (B) B, (C) C, (D) D, (E) E, (F) F, (G) G, (H) H, (I) I, (J) J, (K) K, (L) L, (M) M, (N) N, (O) O, (P) P, (Q) Q, (R) R, (S) S, (T) T, (U) U, (V) V, (W) W, (X) X, (Y) Y, (Z) Z, (a) a, (b) b, (c) c, (d) d, (e) e, (f) f, (g) g, (h) h, (i) i, (j) j, (k) k, (l) l, (m) m, (n) n, (o) o, (p) p, (q) q, (r) r, (s) s, (t) t, (u) u, (v) v, (w) w, (x) x, (y) y, (z) z
 Minimum Base: 30 (** Small Base: 200*)

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Political Pulse Week 2
Adults aged 18+ in GB

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?														
	Keir Starmer, Prime Minister and Leader of the Labour party	Rachel Reeves, Chancellor of the Exchequer and Labour MP	Kemi Badenoch, Conservative party	Nigel Farage, the Reform UK party	Ed Davey, Leader of the Democrats	Donald Trump, President of the United States of America	Joe Biden, President of the United States of America	Elon Musk	Rupert Lowe, MP for Reform UK	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Very favourable (2)	70 6% BCG	38 3% 3%	34 3% 3%	118 10% 5%	54 5% 10%	109 10% 4%	47 4% 10%	78 7% 5%	56 5% 10%	109 10% 5%	58 5% 4%	49 4% 4%	68 6% 10%	118 10% 10%
Fairly favourable (1)	214 19% BCFH	156 14% HI	146 13% I	182 16% CFHI	230 20% BCDFGHKN	145 13% I	182 16% HI	117 10% HI	105 9% BCFH	218 19% BCFH	174 15% CHI	253 22% BCDFGHKN	253 22% BCDFGHKN	187 16% CFHI
Neither favourable nor unfavourable (0)	220 19% FH	278 24% ADFHKN	317 28% ADFHKN	203 18% F	415 36% ABCDFGHKN	142 12% N	346 30% ABDFHKN	267 15% F	207 18% ADFHKN	207 18% F	215 19% FH	419 37% ABCDFGHKN	406 36% N	211 18% FH
Fairly unfavourable (-1)	205 18% DFHKN	188 17% DFHKN	212 19% DFHKN	117 10% DEHKN	151 13% D	130 11% ABCDFHLMN	257 23% ABCDFHLMN	164 14% DFHKN	133 12% DFHKN	204 18% DFHKN	240 21% BCDFHLMN	173 15% DFHKN	143 13% DFHKN	118 10% DFHKN
Very unfavourable (-2)	393 35% CEGLM	383 34% CEGLM	313 27% EGLM	467 41% ABCDFGHLMN	154 14% ABCDFGHLMN	582 51% ABCDFGHLMN	250 22% ELM	556 49% ABCDFGHLMN	334 29% EGLM	360 32% EGLM	404 35% CEGLM	171 15% E	191 17% E	445 39% BCDFGHLMN
Don't know	37 3% ADFGHKN	95 8% ADFGHKNLMN	117 10% ADFGHKNLMN	52 5% AF	135 12% ABCDFGHLMN	31 3% N	57 5% AFJ	53 5% AF	245 22% ABCDFGHKNLMN	40 4% AF	49 4% F	74 7% ADFHKN	79 7% ADFGHKN	61 5% AFJ
Net: Very/Fairly favourable	284 25% BCGHK	194 17% BCGHK	180 16% BCGHK	300 26% BCGHK	384 25% BCHI	254 22% CI	229 20% I	195 17% I	161 14% ABCDFGHK	227 20% CI	223 20% BCFGHK	302 26% BCFGHK	321 28% BCFGHK	304 27% BCFGHK
Net: Very/Fairly unfavourable	598 52% CEGLM	571 50% EGLM	525 46% ELM	584 51% CEGLM	305 27% ABCDFGHLMN	712 63% ABCDFGHLMN	507 44% ELM	720 63% ABCDFGHLMN	466 41% ELM	565 50% EGLM	644 57% BCDFGHLMN	344 30% E	333 29% E	564 49% ELM
Net Difference	-314 -28%	-377 -33%	-345 -30%	-284 -25%	-21 -2%	-458 -40%	-278 -24%	-525 -46%	-305 -27%	-238 -21%	-412 -36%	-42 -4%	-13 -1%	-259 -23%
Mean	-0.58 BFH	-0.69 FH	-0.61 FHK	-0.58 FHK	-0.12 ABCDFGHKN	-0.84 H	-0.45 ABCCHK	-0.92 FH	-0.65 ABCCHK	-0.45 ABCCHK	-0.70 FH	-0.15 ABCDFGHKN	-0.13 ABCDFGHKN	-0.54 BFHK

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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	(A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	70 6%	49 9%	20 4%	29 9%	16 4%	25 6%	50 8%	19 4%	21 8%	10 3%	14 5%	21 14%	2 3%	1 1%	42 11%	28 4%	54 8%	15 3%	8 4%	10 3%	24 8%	26 9%	46 5%	21 14%	
Fairly favourable (1)	214 19%	132 24%	79 14%	83 26%	66 18%	66 15%	133 21%	81 16%	52 20%	56 19%	43 16%	33 21%	7 13%	22 23%	77 21%	137 18%	147 21%	67 15%	34 16%	55 19%	56 20%	58 21%	179 18%	33 22%	
Neither favourable nor unfavourable (0)	220 19%	90 16%	124 22%	79 25%	87 23%	54 12%	141 22%	80 16%	41 15%	64 22%	47 18%	36 23%	16 30%	15 16%	93 26%	127 16%	155 22%	66 15%	33 15%	51 18%	61 22%	54 19%	185 19%	33 21%	
Fairly unfavourable (-1)	205 18%	94 17%	107 19%	49 16%	68 18%	88 19%	112 18%	93 19%	55 21%	48 16%	51 19%	17 11%	14 25%	19 20%	54 15%	150 19%	109 16%	95 22%	39 18%	60 21%	39 14%	49 18%	177 18%	25 17%	
Very unfavourable (-2)	393 35%	177 32%	212 37%	56 18%	128 34%	210 47%	180 28%	213 43%	91 34%	111 37%	105 40%	42 26%	15 28%	30 31%	92 25%	301 39%	216 31%	177 41%	83 39%	106 37%	93 33%	85 31%	355 37%	33 22%	
Don't know	37 3%	7 1%	30 5%	18 6%	11 3%	8 2%	22 4%	15 3%	8 3%	8 3%	5 2%	7 4%	1 1%	9 9%	8 2%	29 4%	21 3%	16 4%	15 7%	6 2%	7 3%	4 1%	29 3%	8 5%	
Net: Very/Fairly favourable	284 25%	180 33%	100 17%	112 36%	81 22%	91 20%	183 29%	101 20%	74 27%	66 22%	57 22%	55 35%	9 16%	24 24%	119 32%	165 21%	201 29%	83 19%	43 20%	65 23%	79 28%	84 31%	225 23%	54 36%	
Net: Very/Fairly unfavourable	598 52%	272 49%	319 56%	104 33%	197 52%	297 66%	292 46%	306 61%	146 54%	159 53%	155 59%	59 37%	29 53%	49 51%	146 40%	451 58%	325 46%	273 62%	122 57%	166 58%	132 47%	134 49%	532 55%	58 38%	
Net Difference	-314 -28%	-91 -17%	-220 -38%	7 2%	-115 -31%	-207 -46%	-109 -17%	-205 -41%	-72 -27%	-93 -31%	-98 -37%	-4 -2%	-20 -37%	-26 -27%	-28 -8%	-287 -37%	-124 -18%	-190 -43%	-79 -37%	-101 -35%	-53 -19%	-50 -18%	-307 -32%	-4 -3%	
Mean	-0.58	-0.41	-0.76	-0.06	-0.62	-0.89	-0.39	-0.82	-0.54	-0.67	-0.73	-0.16	-0.62	-0.62	-0.22	-0.75	-0.42	-0.84	-0.78	-0.70	-0.45	-0.40	-0.65	-0.11	

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ColumnMeans (S%): A-S/C/U/E/P-G/H/J/O/R/U/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

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

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	38 3%	24 4%	14 2%	13 4%	11 3%	14 3%	26 4%	12 2%	13 5%	3 1%	7 2%	12 7%	2 3%	3 3%	23 6%	15 2%	27 4%	11 2%	8 4%	3 1%	14 5%	12 4%	26 3%	12 8%	
Fairly favourable (1)	156 14%	94 17%	56 10%	63 20%	40 11%	53 12%	104 16%	52 10%	35 13%	41 14%	34 13%	29 19%	5 9%	11 12%	71 19%	85 11%	113 16%	43 10%	31 14%	32 11%	45 16%	39 14%	128 13%	26 17%	
Neither favourable nor unfavourable (0)	278 24%	140 25%	137 24%	107 34%	100 27%	71 16%	167 26%	111 22%	60 22%	74 25%	61 23%	43 27%	15 25%	25 24%	93 25%	185 24%	192 27%	87 20%	43 20%	73 25%	59 21%	81 29%	226 23%	49 32%	
Fairly unfavourable (-1)	188 17%	84 15%	100 17%	44 14%	66 18%	78 17%	114 18%	74 15%	44 16%	43 15%	52 20%	21 13%	13 24%	14 15%	63 17%	125 16%	106 15%	82 19%	34 16%	49 17%	35 13%	57 21%	171 18%	17 11%	
Very unfavourable (-2)	383 34%	174 32%	205 36%	40 13%	124 33%	220 49%	181 28%	202 40%	92 34%	113 38%	92 35%	41 26%	16 29%	29 30%	93 25%	290 38%	201 29%	182 42%	78 37%	100 35%	103 37%	75 27%	348 36%	29 19%	
Don't know	95 8%	33 6%	62 11%	47 15%	34 9%	14 3%	46 7%	49 10%	25 9%	23 8%	18 7%	11 7%	4 7%	15 16%	24 6%	72 9%	63 9%	33 7%	18 9%	31 11%	24 8%	12 4%	72 7%	21 14%	
Net: Very/Fairly favourable	194 17%	119 22%	69 12%	75 24%	51 14%	68 15%	130 20%	64 13%	48 18%	44 15%	40 15%	41 26%	6 12%	14 14%	94 26%	100 13%	140 20%	54 12%	38 18%	35 12%	59 21%	51 19%	154 16%	38 25%	
Net: Very/Fairly unfavourable	571 50%	258 47%	305 53%	84 27%	190 51%	297 66%	296 46%	276 55%	136 51%	156 53%	145 55%	62 39%	30 54%	43 44%	155 42%	416 54%	307 44%	264 60%	112 53%	149 52%	138 49%	131 48%	519 53%	46 30%	
Net Difference	-377 -33%	-139 -25%	-236 -41%	-9 -3%	-139 -37%	-230 -51%	-166 -26%	-211 -42%	-88 -33%	-112 -38%	-104 -39%	-21 -13%	-23 -42%	-29 -30%	-61 -17%	-316 -41%	-167 -24%	-210 -48%	-74 -35%	-114 -40%	-79 -28%	-80 -29%	-366 -38%	-8 -5%	
Mean	-0.69	-0.56	-0.84	-0.13	-0.74	-1.00	-0.54	-0.89	-0.68	-0.81	-0.77	-0.34	-0.74	-0.67	-0.38	-0.84	-0.53	-0.94	-0.74	-0.82	-0.65	-0.54	-0.77	-0.19	

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

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Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	34 3%	22 4%	12 2%	19 6% EF	7 2%	8 2%	21 3%	13 3%	5 2%	5 2%	12 5%	7 4%	2 3%	3 3%	20 5% P	14 2%	28 4% R	6 1%	3 1%	5 2%	13 5%	13 5%	24 2%	9 6% W	
Fairly favourable (1)	146 13%	73 13%	69 12%	43 14%	44 12%	58 13%	80 13%	65 13%	32 12%	54 18%	30 11%	18 11%	7 12%	5 6%	58 16% P	87 11%	94 13%	51 12%	24 11%	28 10%	41 15%	44 16%	117 12%	25 16%	
Neither favourable nor unfavourable (0)	317 28%	124 23%	190 33% B	79 25%	105 28%	133 30%	181 27%	137 27%	73 27%	79 27%	74 28%	54 34%	23 41%	14 15%	91 25%	227 29%	193 28%	124 28%	48 23%	75 26%	91 32%	78 29%	271 28%	47 30%	
Fairly unfavourable (-1)	212 19%	127 23% C	82 14%	54 17%	73 19%	86 19%	123 18%	89 18%	43 16%	59 20%	60 23%	26 16%	8 15%	16 17%	64 18%	148 19%	126 18%	86 20%	43 20%	67 23%	43 15%	50 18%	190 20%	20 13%	
Very unfavourable (-2)	313 27%	166 30%	140 24%	65 21%	110 29% D	137 30% D	178 28%	135 27%	84 31%	70 24%	65 25%	41 26%	10 18%	43 44% IKLJM*	105 29%	208 27%	184 26%	129 29%	66 31%	77 27%	73 26%	66 24%	273 28%	38 25%	
Don't know	117 10%	37 7%	79 14% B	53 17% EF	36 9%	28 6%	55 9%	62 12%	31 12%	31 10%	22 8%	12 8%	6 11%	15 15%	27 7%	89 12%	76 11%	40 9%	29 14%	36 13%	20 7%	24 9%	97 10%	15 10%	
Net: Very/Fairly favourable	180 16%	96 17%	81 14%	62 20%	52 14%	66 15%	102 16%	78 16%	37 14%	59 20% N	43 16%	24 16%	8 15%	9 9%	78 21% P	101 13%	123 17%	57 13%	26 12%	33 12%	54 19%	57 21% ST	140 14%	34 22% W	
Net: Very/Fairly unfavourable	525 46%	293 53% C	222 39%	119 38%	183 49% D	223 49% D	301 47%	224 45%	127 47%	129 43%	125 47%	67 42%	18 33%	59 61% IKLJM*	170 46%	355 46%	310 44%	215 49%	109 51%	144 50%	116 41%	115 42%	463 48% X	58 38%	
Net Difference	-345 -30%	-198 -36%	-141 -25%	-57 -18%	-132 -35%	-157 -35%	-199 -31%	-146 -29%	-91 -34%	-70 -24%	-82 -31%	-42 -27%	-10 -18%	-51 -52%	-91 -25%	-254 -33%	-187 -27%	-158 -36%	-83 -39%	-111 -38%	-62 -22%	-58 -21%	-322 -33%	-24 -16%	
Mean	-0.61	-0.67	-0.55	-0.40 EF	-0.69	-0.68	-0.61	-0.61	-0.71 N	-0.51 N	-0.56 N	-0.53 N	-0.36 N*	-1.10 *	-0.52	-0.66	-0.55	-0.71	-0.80	-0.73	-0.47 ST	-0.44 ST	-0.65	-0.38 W	

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

ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total (A)	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties												Favourable to politicians												Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK				
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)						
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475			
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	134	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very favourable (2)	34	19	8	1	4	1	9	18	23	2	13	19	7	11	8	10	15	10	11	19	8	11	16	9	10	19	34	-	7	10	19	9	14	14	20	12	7	16	26	8	30	3	23	9	22	10	27	5	18	12	17	10
Fairly favourable (1)	146	51	34	7	32	3	45	74	101	27	37	98	48	54	35	64	83	38	36	96	51	52	85	34	31	94	146	-	53	35	76	56	33	81	62	62	25	76	108	36	126	15	95	49	92	47	106	31	91	44	83	46
Neither favourable nor unfavourable (0)	317	64	90	27	34	17	98	125	64	110	68	141	71	68	69	83	75	113	58	154	69	58	83	122	31	156	-	47	70	63	179	48	126	44	169	22	123	169	133	242	58	147	156	148	138	178	109	150	120	141	108	
Fairly unfavourable (-1)	212	22	72	23	36	20	84	74	21	152	63	115	56	71	53	68	56	120	56	117	53	71	53	126	32	116	-	212	31	94	41	146	37	105	34	150	17	78	144	62	186	22	113	93	116	84	130	65	122	75	94	96
Very unfavourable (-2)	313	6	152	30	22	59	191	64	3	307	116	143	94	118	136	85	41	251	107	159	97	105	40	340	87	147	-	313	20	349	32	266	84	139	20	276	49	104	268	102	252	54	183	124	108	141	181	104	161	127	122	155
Don't know	117	9	20	7	16	8	27	26	17	47	20	49	26	23	20	23	34	31	14	53	6	8	22	32	4	39	-	3	9	23	57	12	41	15	52	3	32	39	63	76	29	31	72	35	53	33	51	19	52	48	23	
Net Very/Fairly favourable	180	70	41	8	36	4	54	92	126	29	50	116	55	64	43	75	99	47	48	115	59	63	101	43	41	114	180	-	60	45	95	65	48	95	82	74	32	92	133	43	156	18	119	58	114	57	133	36	109	56	100	56
Net Very/Fairly unfavourable	525	28	224	53	58	79	274	138	25	459	189	258	150	188	189	153	97	372	164	276	150	176	93	386	119	263	-	525	51	342	73	412	121	244	54	426	67	182	390	164	438	75	296	217	274	224	311	169	283	202	217	250
Net Difference	-345	-41	-182	-45	-22	-75	-220	-46	-102	-430	-139	-141	-95	-124	-146	-70	2	-324	-116	-161	-60	-113	8	-343	-78	-150	-180	-525	8	-208	22	-347	-73	-149	27	-162	-35	-60	-217	-121	-382	-58	-177	-168	-161	-168	-128	-133	-124	-145	-117	-195
Mean	-0.61	0.33	-0.92	-0.84	-0.31	-1.32	-0.94	-0.26	0.56	-1.23	-0.82	-0.51	-0.66	-0.72	-0.91	-0.49	-0.09	-1.06	-0.79	-0.55	-0.65	-0.70	-0.06	-1.08	-0.81	-0.52	1.19	-1.60	-0.03	-1.17	0.04	-0.92	-0.66	-0.59	0.15	-0.92	-0.64	-0.45	-0.61	-0.63	-0.60	-0.72	-0.60	0.63	-0.55	-0.71	-0.53	-0.74	-0.59	-0.69	-0.48	-0.82

Column Headers (1) to (A): C, D, E, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, ar, as, at, au, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mm, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qq, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tt, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	118 10%	62 11%	55 10%	28 9%	31 8%	59 13%	44 7%	73 15% G	28 11%	37 13%	28 10%	16 10%	4 7%	4 5%	30 8%	88 11%	71 10%	46 11%	21 10%	27 10%	32 11%	29 10%	107 11%	10 7%
Fairly favourable (1)	182 16%	105 19%	74 13%	54 17%	59 16%	69 15%	80 13%	102 20% G	37 14%	60 20%	38 14%	22 14%	7 13%	19 19%	53 14%	129 17%	119 17%	63 14%	33 15%	43 15%	43 15%	58 21%	150 15%	29 19%
Neither favourable nor unfavourable (0)	203 18%	98 18%	103 18%	64 21%	64 17%	76 17%	110 17%	93 19%	50 19%	52 18%	52 20%	29 18%	13 24%	8 8%	69 19%	135 17%	132 19%	71 16%	32 15%	42 15%	59 21%	51 18%	166 17%	33 22%
Fairly unfavourable (-1)	117 10%	61 11%	53 9%	42 13%	40 11%	36 8%	77 12%	41 8%	21 8%	34 11%	27 10%	12 7%	17 14%	8 17%	40 11%	77 10%	67 10%	50 11%	19 9%	31 11%	31 11%	29 10%	101 10%	13 8%
Very unfavourable (-2)	467 41%	211 38%	249 44%	101 32%	166 44%	200 44%	303 47%	164 33%	121 45%	104 35%	108 41%	70 44%	23 42%	42 43%	164 45%	303 39%	282 40%	185 42%	91 43%	130 45%	107 38%	103 37%	403 42%	59 38%
Don't know	52 5%	13 2%	38 7%	24 8%	16 4%	12 3%	25 4%	27 5%	12 4%	11 4%	11 4%	9 6%	1 1%	8 8%	11 3%	41 5%	30 4%	22 5%	17 8%	14 5%	9 3%	7 2%	42 4%	9 6%
Net: Very/Fairly favourable	300 26%	167 30% C	129 23%	82 26%	90 24%	127 28%	124 19%	175 35% G	65 24%	97 33%	65 25%	38 24%	11 20%	23 24%	82 23%	217 28% O	191 27%	109 25%	54 25%	70 24%	75 27%	87 31%	258 27%	39 26%
Net: Very/Fairly unfavourable	584 51%	271 49%	303 53%	143 46%	206 55% D	235 52%	379 59% H	205 41%	141 53%	138 46%	136 51%	81 52%	30 55%	58 60%	204 56% P	380 49%	349 50%	235 54%	110 52%	161 56%	137 49%	131 48%	505 52%	72 47%
Net Difference	-284 -25%	-104 -19%	-173 -30%	-61 -19%	-116 -31%	-108 -24%	-255 -40%	-29 -6%	-76 -28%	-40 -14%	-71 -27%	-43 -28%	-19 -35%	-35 -36%	-122 -33%	-163 -21%	-158 -22%	-127 -29%	-56 -26%	-91 -32%	-62 -22%	-45 -16%	-247 -25%	-33 -21%
Mean	-0.58	-0.47 C	-0.69	-0.46	-0.70	-0.57	-0.84	-0.25 G	-0.66	-0.37 N	-0.60	-0.66	-0.70 *	-0.81 *	-0.72	-0.52 O	-0.55	-0.64	-0.65	-0.70	-0.51	-0.44	-0.58	-0.56

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	54 5%	38 7% c	16 3%	16 5%	10 3%	28 6% e	38 6%	16 3%	16 6%	12 4%	16 6%	7 4%	*	3 3%	20 5%	35 4%	36 5%	18 4%	8 4%	17 6%	12 4%	14 5%	46 5%	8 5%
Fairly favourable (1)	230 20%	115 21%	111 19%	47 15%	76 20%	107 24% d	149 23% h	81 16%	46 17%	65 22%	51 19%	38 24%	14 26%	16 17%	93 25% f	137 18%	135 19%	94 22%	30 14%	65 23% s	53 19%	66 24% s	201 21%	28 18%
Neither favourable nor unfavourable (0)	415 36%	188 34%	222 39%	126 40%	133 35%	155 34%	223 35%	192 38%	101 32%	94 32%	96 36%	57 36%	22 40%	45 46% j*	129 35%	286 37%	263 37%	152 35%	86 40%	96 33%	109 39%	95 34%	358 37%	56 37%
Fairly unfavourable (-1)	151 13%	88 16% c	61 11%	47 15%	42 11%	63 14%	93 15%	58 12%	29 11%	45 15%	47 18%	19 12%	4 8%	8 8%	49 13%	103 13%	86 12%	66 15%	30 14%	40 14%	34 12%	38 14%	134 14%	17 11%
Very unfavourable (-2)	154 14%	80 15%	72 13%	23 7%	63 17% d	68 15% d	66 10% g	88 18% g	43 16%	40 13%	32 12%	22 14%	8 15%	10 10% *	43 12%	111 14%	97 14%	57 13%	34 16% t	26 9%	42 15%	41 15%	127 13%	24 15%
Don't know	135 12%	40 7%	92 16% b	53 17% f	52 14% f	29 6%	69 11%	66 13%	33 12%	42 14%	23 9%	15 10%	6 11% *	15 15% *	33 9%	102 13% o	84 12%	51 12%	25 12% v	43 15%	30 11%	22 8%	106 11%	21 14%
Net: Very/Fairly favourable	284 25%	153 28%	127 22%	63 20%	86 23%	135 30% de	188 29% h	97 19%	62 23%	77 26%	67 25%	45 29%	15 27% *	19 31% p	113 22% p	171 22%	171 24%	113 26%	38 18%	82 29% s	65 23%	80 29% s	247 25%	35 23%
Net: Very/Fairly unfavourable	305 27%	168 31% c	132 23%	71 23%	104 28%	131 29%	160 25%	146 29%	72 27%	84 28%	79 30%	40 25%	12 22% *	18 18% *	92 25% *	213 28%	183 26%	122 28%	64 30%	67 23%	76 27%	78 28%	260 27%	41 26%
Net Difference	-21 -2%	-15 -3%	-5 -1%	-8 -2%	-18 -5%	5 1%	28 4%	-49 -10%	-10 -4%	-8 -3%	-12 -5%	5 3%	3 5%	1 1%	21 6%	-42 -5%	-12 -2%	-10 -2%	-26 -12%	16 5%	-11 -4%	1 1%	-13 -1%	-5 -3%
Mean	-0.12	-0.11	-0.13	-0.06	-0.22	-0.08 *	-0.28 h	-0.16	-0.14	-0.12	-0.07	-0.10 *	-0.07 *	-0.01 p	-0.18	-0.12	-0.12	-0.27	0.03 s	-0.16	-0.10	-0.11	-0.16	

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	109 10%	73 13% C	35 6%	41 13% F	35 9%	34 8%	56 9%	53 11%	27 10%	26 9%	23 9%	26 16% JKN	4 7%	4 4%	42 11%	68 9%	76 11%	33 8%	19 9%	20 7%	34 12%	31 11%	87 9%	21 14%	
Fairly favourable (1)	145 13%	99 18% C	44 8%	57 18% F	54 14% F	34 8%	77 12%	68 14%	33 12%	42 14%	28 10%	24 16%	6 12%	11 12%	56 15%	89 11%	109 15%	36 8%	17 8%	33 11%	34 12%	52 19%	110 11%	33 22% W	
Neither favourable nor unfavourable (0)	142 12%	56 10%	83 14%	52 17% EF	40 11% EF	49 11%	68 11%	73 15%	31 12%	31 10%	36 14%	25 16%	7 13%	11 11%	37 10%	104 13%	87 12%	54 12%	22 11%	30 11%	39 14%	34 12%	106 11%	32 21% W	
Fairly unfavourable (-1)	130 11%	51 9%	78 14% B	33 11% B	44 12% B	53 12% B	73 11% B	57 11% B	35 13%	38 13%	28 11%	14 9%	4 7%	11 11%	41 11%	89 12%	80 11%	51 12%	22 10%	33 12%	36 13%	33 12%	122 13%	6 4% X	
Very unfavourable (-2)	582 51%	265 48%	308 54%	115 37% D	197 52% D	270 60% D	350 55% H	232 46% H	133 49%	154 52%	142 54%	66 42%	33 60%	54 56%	186 51%	396 51%	329 47%	253 58% Q	121 57% V	161 56% V	131 47%	123 45%	518 53% X	58 38%	
Don't know	31 3%	6 1%	25 4% B	15 5% E	7 2% E	10 2% E	14 2% E	17 3% E	10 4%	7 2%	7 3%	2 1%	1 1%	5 5%	3 1%	28 4%	21 3% D	10 2%	11 5% V	10 4% V	6 2%	2 1%	29 3%	3 2%	
Net: Very/Fairly favourable	254 22%	172 31% C	79 14%	98 31% EF	88 23% F	68 15% F	133 21% F	121 24% F	60 22%	68 23%	51 19%	50 32% KN	10 19%	15 16%	98 27% P	156 20% P	185 26% R	69 16% R	36 17% R	53 18% R	68 24% R	83 30% ST	197 20% ST	54 35% W	
Net: Very/Fairly unfavourable	712 63%	315 57% B	386 67% B	148 47% D	241 64% DE	323 72% DE	422 66% H	290 58% H	168 63%	192 64% L	170 64% L	81 51%	37 67%	65 67% L*	228 62% L*	484 63% L*	409 58% L*	303 69% Q	143 67% V	194 68% V	167 60% V	156 57% V	640 66% X	64 42% X	
Net Difference	-458 -40%	-143 -26% C	-307 -54% B	-51 -16% EF	-152 -40% F	-255 -57% D	-289 -45% H	-169 -34% H	-108 -40% I	-124 -42% J	-119 -45% K	-30 -19% L	-26 -48% M	-49 -51% N	-130 -35% O	-328 -43% P	-224 -32% Q	-234 -54% R	-106 -50% S	-142 -49% T	-99 -35% U	-73 -26% V	-443 -46% W	-10 -6% X	
Mean	-0.84	-0.62 C	-1.06	-0.42 EF	-0.85 F	-1.12	-0.93	-0.72 G	-0.83	-0.87	-0.93	-0.46 JKN	-1.02 *	-1.09 *	-0.76	-0.88	-0.70 R	-1.06	-1.03	-1.02	-0.71 ST	-0.60 ST	-0.93	-0.31 W	

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-S/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? > Donald Trump, President-elect of the United States of America
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote			Favourable to parties															Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(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)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475		
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Very favourable (2)	109	22	25	6	32	3	24	55	49	38	35	67	27	34	24	29	42	78	12	34	70	26	49	25	69	46	33	58	15	109	-	21	73	84	13	21	64	72	35	94	10	60	46	76	28	75	25	68	27	71	27		
Fairly favourable (1)	145	21	42	4	44	8	42	70	48	62	43	83	31	61	31	53	77	23	45	83	30	52	93	23	21	72	50	40	56	26	145	-	21	83	77	26	24	64	101	41	130	11	84	58	98	38	87	45	81	46	92	30	
Neither favourable nor unfavourable (0)	142	22	35	9	24	11	37	54	32	46	33	59	34	39	19	51	51	20	25	64	19	36	40	23	17	59	20	36	18	17	-	-	13	52	20	20	44	14	49	57	70	103	27	57	73	67	51	65	51	55	61	68	29
Fairly unfavourable (-1)	130	35	35	4	16	7	38	62	34	61	27	74	24	49	21	52	36	49	24	73	16	47	35	53	13	74	23	41	16	45	-	-	130	16	73	9	89	6	50	70	52	103	18	65	59	54	62	78	40	50	70	67	47
Very unfavourable (-2)	582	71	235	70	28	80	308	139	67	430	186	274	185	230	182	156	301	192	117	52	469	117	291	42	371	13	359	-	-	-	-	582	158	220	5	542	59	194	384	193	470	103	322	252	272	284	345	197	307	219	194	302	
Don't know	31	-	3	3	-	-	4	2	2	8	3	7	-	5	1	4	2	4	-	8	-	4	-	2	-	6	-	5	-	4	-	-	-	-	-	8	7	12	11	12	5	14	4	10	5	5	-	7	14	3			
Net:Very/Fairly favourable	254	43	67	9	76	11	66	125	96	100	78	151	58	115	59	95	156	35	79	152	56	102	171	38	46	141	95	73	114	41	254	-	-	42	156	161	39	45	128	173	75	224	20	144	174	66	162	70	149	73	163	57	
Net:Very/Fairly unfavourable	712	106	269	74	43	87	347	201	101	490	213	348	210	185	242	184	95	504	180	374	208	164	88	521	131	365	65	412	29	403	-	-	712	173	293	14	691	65	244	454	245	574	121	388	311	326	346	423	238	357	289	261	348
Net Difference	-458	-62	-202	-65	33	-76	-281	-76	-4	-390	-135	-197	-152	-70	-182	-88	61	-469	-101	-222	-152	-62	84	-484	-85	-224	-30	-339	85	-362	254	-712	-131	-137	-147	-592	-20	-116	-281	-170	-350	-100	-244	-307	-152	-380	-361	-168	-308	-215	-88	-291	
Mean	-0.84	-0.65	-1.11	-1.40	0.26	-1.40	-1.26	-0.42	-0.10	-1.23	-0.88	-0.72	-1.03	-0.45	-1.17	-0.54	0.27	-1.63	-0.79	-0.77	-1.12	-0.43	0.37	-1.61	-0.91	-0.79	0.19	-1.30	0.81	-1.53	1.43	-1.82	-1.17	-0.57	1.16	-1.57	-0.47	-0.59	-0.87	-0.84	-0.81	-1.15	-0.86	0.84	-0.61	-1.16	-0.82	-0.94	-0.80	-0.96	-0.45	-1.10	

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	47 4%	34 6% c	13 2%	14 5%	8 2%	24 5%	24 4%	23 5%	12 4%	10 3%	9 4%	10 6%	- *	6 6% *	24 7% p	23 3%	30 4%	17 4%	5 3%	9 3%	22 8% st	10 3%	39 4%	8 5%
Fairly favourable (1)	182 16%	95 17%	84 15%	53 17%	44 12%	84 19% e	117 18% h	65 13%	40 15%	47 16%	43 16%	30 19%	6 10% *	16 17% *	60 16%	122 16%	114 16%	68 16%	37 18%	41 14%	39 14%	50 18%	154 16%	25 16%
Neither favourable nor unfavourable (0)	346 30%	157 29%	182 31%	97 31%	115 31%	134 30%	191 30% h	155 31%	80 30%	91 31%	87 33%	43 27%	17 32% *	28 29% *	115 31%	231 30%	200 29%	146 33%	66 31%	100 35% v	82 29%	72 26%	298 31%	45 29%
Fairly unfavourable (-1)	257 23%	120 22%	134 23%	76 24%	95 25%	86 19% h	163 26% h	94 19%	64 24%	69 23%	48 18%	36 23%	17 30% *	22 23% *	86 23%	171 22%	167 24%	90 21%	40 19%	60 21%	65 23%	70 25%	217 22%	37 24%
Very unfavourable (-2)	250 22%	129 24%	119 21%	50 16%	100 27% d	100 22% d	118 19% g	132 26% g	59 22%	67 22%	62 24%	33 21%	12 22% *	17 17% *	69 19%	181 23%	154 22%	96 22%	43 20%	66 23%	55 20%	71 26%	215 22%	30 19%
Don't know	57 5%	14 3%	41 7% b	23 7% e	12 3%	22 5%	25 4% e	32 6%	14 5%	13 4%	13 5%	6 4%	3 6% *	8 8% *	12 3%	45 6%	37 5%	20 5%	20 9% tv	12 4%	17 6% v	3 1%	48 5%	9 6%
Net: Very/Fairly favourable	229 20%	129 24% c	96 17%	68 22% e	53 14%	108 24% e	141 22% e	88 18%	52 19%	57 19%	52 20%	40 25%	6 10% *	22 23% *	84 23%	144 19%	144 20%	85 19%	43 20%	50 17%	61 22%	59 22%	193 20%	33 21%
Net: Very/Fairly unfavourable	507 44%	249 45%	253 44%	125 40%	196 52% df	186 41% df	281 44% df	225 45%	123 46%	136 46%	111 42%	69 44%	29 52% *	39 41% *	155 42%	352 46%	321 46%	186 42%	83 39%	126 44%	120 43%	141 51% s	432 44%	67 43%
Net Difference	-278 -24%	-120 -22%	-156 -27%	-57 -18%	-143 -38%	-78 -17% e	-140 -22% e	-138 -28%	-71 -27%	-79 -27%	-58 -22%	-29 -19%	-23 -42% *	-17 -18% *	-70 -19%	-208 -27%	-177 -25%	-101 -23%	-40 -19%	-77 -27%	-59 -21%	-81 -30%	-238 -25%	-34 -22%
Mean	-0.45	-0.40	-0.49	-0.32 e	-0.65	-0.36 e	-0.38	-0.53	-0.47	-0.48	-0.45	-0.34	-0.68 *	-0.32 *	-0.32 p	-0.50	-0.45	-0.43	-0.40	-0.49	-0.35	-0.52	-0.45	-0.39

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ColumnProportions (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Joe Biden, President of the United States of America

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote					Favourable to parties																	Favourable to politicians																	Opinion on Labour government			Russian Invasion of Ukraine			Rising Cost of Living			Current conflict in Israel and Gaza			Grooming Gangs in the UK			Stammer announcing new plans to cut down NHS wait times			Trump's claims to acquire Greenland and Panama Canal			Opinion on what to do about Grooming Gangs in the UK		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)																	
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475																		
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																		
Very favourable (2)	47	5	27	4	5	5	21	19	19	33	34	9	27	6	26	10	18	26	32	11	28	3	14	25	28	11	17	23	11	22	14	31	47	-	12	30	26	8	36	9	36	10	31	15	29	13	37	8	32	11	14	28																		
Fairly favourable (1)	182	22	80	29	7	21	93	46	42	110	99	51	96	19	89	33	39	129	93	53	97	19	34	128	65	61	31	98	24	96	28	142	182	-	25	142	36	33	132	47	150	28	108	72	84	88	121	56	112	57	49	104																		
Neither favourable nor unfavourable (0)	346	42	135	36	25	32	158	98	53	191	112	139	97	53	91	60	51	180	91	145	92	44	62	190	62	129	36	152	26	147	49	228	-	-	36	229	39	101	201	127	266	62	173	158	149	161	202	109	161	141	129	136																		
Fairly unfavourable (1-1)	257	54	81	20	26	31	105	86	56	149	57	141	52	86	74	82	73	126	49	150	49	73	72	129	25	155	44	118	30	102	55	170	-	257	51	174	14	92	159	94	220	33	145	107	137	106	150	81	131	105	119	104																		
Very unfavourable (2)	250	41	46	3	76	21	66	123	53	150	22	207	26	167	96	137	112	88	17	219	16	156	111	100	13	201	51	126	68	89	101	123	-	250	69	130	8	180	152	90	211	26	131	311	161	77	132	92	116	91	172	56																		
Don't know	57	6	6	3	5	-	10	10	9	21	3	17	5	14	6	11	12	15	1	21	2	10	6	12	1	15	1	8	3	11	6	17	-	-	1	16	1	15	11	36	28	21	6	40	10	27	13	21	9	24	24	9																		
Net: Very/Fairly favourable	229	28	106	33	12	26	114	65	61	133	133	60	123	25	115	43	56	155	126	63	125	23	49	153	93	72	48	121	35	118	42	173	229	-	37	172	62	40	168	57	186	38	139	87	114	100	158	63	144	68	62	132																		
Net: Very/Fairly unfavourable	507	95	127	23	102	51	172	209	110	299	80	348	78	253	109	219	185	213	65	369	65	229	183	229	38	355	95	244	98	191	156	293	-	507	120	304	22	272	311	184	431	60	275	218	299	183	282	172	247	197	290	160																		
Net Difference	-278	-67	-21	10	-90	-26	-57	-144	-49	-166	54	-288	45	-228	5	-176	-129	-59	60	306	60	-206	-135	-76	55	-283	-47	-123	-63	-73	-154	-120	229	-507	-83	-132	40	-232	-143	-127	-245	-22	-136	-131	-185	-83	-124	-109	-103	-128	-228	-28																		
Mean	-0.45	-0.62	-0.11	0.11	-1.16	-0.38	-0.23	-0.67	-0.37	-0.47	0.20	-0.89	0.15	-1.18	-0.01	-0.94	-0.76	-0.22	0.27	-0.89	0.25	-1.21	-0.79	-0.26	0.36	-0.85	-0.46	-0.44	-0.76	-0.31	-0.81	-0.31	1.20	-1.49	-0.73	-0.33	0.47	-0.98	-0.38	0.57	-0.48	-0.24	-0.40	-0.49	-0.56	-0.33	-0.34	-0.56	-0.34	-0.51	-0.80	-0.13																		

Column Headers: (A)-(Z), (aa)-(az) | (M), (N), (O), (P), (Q), (R), (S), (T), (U), (V), (W), (X), (Y), (Z), (aa), (ab), (ac), (ad), (ae), (af), (ag), (ah), (ai), (aj), (ak), (al), (am), (an), (ao), (ap), (aq), (ar), (as), (at), (au), (av), (aw), (ax), (ay), (az)

Column Headers: (A)-(Z), (aa)-(az) | (M), (N), (O), (P), (Q), (R), (S), (T), (U), (V), (W), (X), (Y), (Z), (aa), (ab), (ac), (ad), (ae), (af), (ag), (ah), (ai), (aj), (ak), (al), (am), (an), (ao), (ap), (aq), (ar), (as), (at), (au), (av), (aw), (ax), (ay), (az)

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	(A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	78 7%	57 10% C	20 3%	33 11% F	29 8% F	15 3%	44 7%	33 7%	20 7%	23 8%	12 5%	20 12% KN	1 2%	2 2%	36 10% P	42 5%	60 9%	18 4%	12 6%	17 6%	16 6%	29 10%	57 6%	20 13% W
Fairly favourable (1)	117 10%	86 16% C	29 5%	55 18% EF	41 11% F	21 5%	64 10%	53 11%	24 9%	21 7%	31 12%	21 14%	7 13%	12 13%	45 12%	72 9%	87 12%	30 7%	11 5%	24 8%	41 15%	34 12% S	85 9%	29 19% W
Neither favourable nor unfavourable (0)	172 15%	79 14%	92 16%	55 18%	51 14%	65 14%	86 17%	85 17%	36 13%	53 18%	38 15%	29 18% N	9 16%	7 7%	47 13%	124 16%	112 16%	59 14%	26 12%	40 14%	44 16%	48 18%	144 15%	24 16%
Fairly unfavourable (-1)	164 14%	67 12%	94 16%	54 17%	53 14%	57 13%	84 13%	80 16%	36 13%	47 16%	39 15%	21 13%	6 11%	16 16%	45 12%	119 15%	99 14%	65 15%	31 14%	42 15%	35 12%	45 16%	137 14%	25 16%
Very unfavourable (-2)	556 49%	251 46%	296 52%	94 30%	184 49% D	278 62% DE	331 52% H	225 45%	138 51% L	139 47%	134 51% L	61 39%	30 55%	54 56% L*	180 49%	376 49%	305 43%	251 57% Q	122 58% UV	148 51% V	132 47%	111 40%	500 52% X	50 33%
Don't know	53 5%	9 2%	42 7% B	22 7% F	18 5%	13 3%	29 5%	24 5%	15 6%	15 5%	9 3%	5 3%	2 4%	6 7% *	13 3%	40 5%	40 6%	13 3%	10 5%	16 5%	13 5%	9 3%	47 5%	5 3%
Net: Very/Fairly favourable	195 17%	143 26% C	49 9%	88 28% EF	70 19% F	36 8%	108 17%	87 17%	44 16%	45 15%	43 16%	41 26% UK	8 15%	14 14%	81 22% P	114 15%	146 21% R	49 11%	23 11%	42 14%	57 20% S	63 23% ST	142 15%	49 32% W
Net: Very/Fairly unfavourable	720 63%	319 58%	389 68% B	147 47% D	237 63% DE	336 75% DE	415 65% H	305 61%	174 65% L	185 62%	173 66% L	82 52%	36 66% *	70 72% L*	225 62%	495 64%	404 58%	316 72% Q	153 72% UV	190 66% V	166 59%	156 56%	638 66% X	76 49%
Net Difference	-525 -46%	-176 -32%	-340 -59%	-59 -19% F	-167 -44% F	-299 -67% DE	-307 -48% H	-218 -44% L	-130 -48% L	-141 -47% L	-130 -49% L	-41 -26% L	-28 -51% *	-56 -58% L*	-144 -39% P	-381 -49% R	-257 -37% R	-268 -61% Q	-130 -52% UV	-149 -52% V	-109 -39% W	-93 -34% ST	-496 -51% X	-27 -17% W
Mean	-0.92	-0.69 C	-1.16	-0.41 EF	-0.90 F	-1.29	-0.97	-0.86	-0.98	-0.90	-0.99	-0.54 UKMN	-1.08 *	-1.20 *	-0.82	-0.98	-0.76 R	-1.18	-1.19	-1.03	-0.84 S	-0.66 ST	-1.02	-0.39 W

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-S/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	(A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	56 5%	33 6%	23 4%	12 4%	15 4%	29 6%	23 4%	33 7%	8 3%	20 7%	17 6%	7 5%	2 4%	1 1%	17 5%	39 5%	30 4%	25 6%	11 5%	15 5%	13 5%	10 4%	48 5%	7 5%
Fairly favourable (1)	105 9%	64 12%	38 7%	37 12%	22 6%	46 10%	52 8%	54 11%	30 11%	20 7%	27 10%	16 10%	5 10%	7 8%	34 9%	71 9%	68 10%	37 8%	11 5%	31 11%	25 9%	35 13%	92 9%	13 9%
Neither favourable nor unfavourable (0)	267 23%	140 25%	126 22%	86 27%	84 22%	98 22%	136 21%	131 26%	57 21%	75 25%	58 22%	44 28%	17 30%	16 16%	78 21%	189 24%	168 24%	99 23%	52 20%	58 20%	80 28%	59 22%	217 22%	50 33%
Fairly unfavourable (-1)	133 12%	65 12%	66 12%	46 15%	52 14%	35 8%	88 14%	44 9%	26 10%	41 14%	33 13%	16 10%	5 8%	11 12%	46 13%	87 11%	88 13%	45 10%	18 9%	34 12%	25 9%	47 17%	116 12%	13 8%
Very unfavourable (-2)	334 29%	166 30%	161 28%	73 23%	108 29%	153 34%	213 33%	121 24%	80 30%	76 26%	72 27%	50 32%	16 30%	39 40%	121 33%	212 27%	194 28%	139 32%	72 34%	81 28%	78 28%	76 28%	284 29%	47 31%
Don't know	245 22%	82 15%	159 28%	60 19%	96 26%	89 20%	127 20%	119 24%	67 25%	65 22%	58 22%	23 15%	10 18%	22 23%	70 19%	175 23%	153 22%	92 21%	48 23%	69 24%	59 21%	49 18%	214 22%	23 15%
Net: Very/Fairly favourable	161 14%	97 18%	61 11%	49 16%	36 10%	75 17%	75 12%	86 17%	38 14%	40 14%	44 17%	23 15%	7 13%	8 9%	51 14%	110 14%	99 14%	62 14%	22 11%	45 16%	38 14%	45 16%	140 14%	20 13%
Net: Very/Fairly unfavourable	466 41%	230 42%	227 40%	118 38%	160 43%	188 42%	301 47%	165 33%	107 40%	117 39%	105 40%	67 42%	21 38%	50 52%	167 46%	299 39%	282 40%	184 42%	90 42%	115 40%	103 37%	122 44%	400 41%	60 39%
Net Difference	-305 -27%	-133 -24%	-166 -29%	-69 -22%	-124 -33%	-113 -25%	-227 -35%	-79 -16%	-68 -25%	-76 -26%	-61 -23%	-44 -28%	-14 -25%	-42 -43%	-116 -32%	-189 -24%	-183 -26%	-122 -28%	-68 -32%	-69 -24%	-65 -23%	-77 -28%	-260 -27%	-40 -26%
Mean	-0.65	-0.57	-0.74	-0.51	-0.77	-0.66	-0.81	-0.44	-0.69	-0.57	-0.56	-0.64	-0.63	-1.07	-0.75	-0.61	-0.63	-0.68	-0.78	-0.62	-0.59	-0.63	-0.66	-0.62

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ColumnProportions (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties																Favourable to politicians																Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)								
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475									
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436									
Very favourable (2)	56	4	7	3	37	1	6	44	14	34	6	48	11	39	10	38	50	-	7	45	11	38	50	3	7	45	30	22	56	-	42	9	8	41	34	10	5	43	39	15	49	5	32	22	51	5	32	16	34	18	47	8									
Fairly favourable (1)	105	22	26	3	39	3	31	58	45	39	33	69	34	43	28	45	91	3	32	68	34	34	86	2	25	68	40	29	105	-	73	20	27	57	59	21	22	59	78	25	93	7	70	32	74	24	73	27	66	29	68	23									
Neither favourable nor unfavourable (0)	267	49	81	16	24	21	58	114	114	69	91	62	119	46	71	57	64	88	49	56	126	42	55	89	54	35	121	47	71	-	-	65	118	42	109	54	131	22	91	153	96	209	41	127	124	108	167	66	118	104	121	88									
Fairly unfavourable (-1)	133	23	54	10	5	6	66	32	25	85	49	55	28	43	25	46	19	92	37	60	21	49	23	96	23	64	29	72	-	133	28	91	17	67	18	84	14	42	80	49	108	18	74	55	67	59	79	46	66	60	60	51									
Very unfavourable (-2)	334	32	153	40	3	64	225	43	30	280	136	149	121	93	158	79	2	317	116	169	123	92	6	319	90	145	56	270	-	314	14	313	300	124	9	314	50	103	229	101	101	274	54	203	325	162	157	206	103	186	115	119	172								
Don't know	245	42	53	22	35	15	67	90	49	114	40	134	62	56	42	61	54	103	36	130	53	37	46	111	14	127	38	60	-	-	33	162	35	110	20	160	11	91	112	117	178	55	88	144	94	118	99	107	91	103	91	95									
Net: Very/Fairly favourable	161	25	33	7	77	4	37	102	77	59	73	39	117	44	81	39	83	141	141	3	39	113	46	72	136	5	32	114	60	51	161	-	114	29	35	98	93	31	27	102	116	40	143	12	101	54	125	29	105	42	100	47	115	30							
Net: Very/Fairly unfavourable	466	55	207	50	8	70	292	75	54	366	185	205	149	135	183	125	22	408	133	229	143	141	113	210	29	415	113	210	45	342	-	466	41	403	118	191	28	397	64	145	310	151	382	72	277	181	229	217	285	150	252	175	179	223							
Net Difference	-305	-29	-174	-44	69	-66	-254	27	5	-292	-146	-88	-104	-54	-144	-42	119	-405	-114	-116	-98	-69	107	-410	-81	-96	15	-291	161	-466	73	-375	-83	-93	65	-366	-37	-43	-193	-111	-239	99	-175	-127	-103	-188	-180	-107	-152	-128	-64	-192									
Mean	-0.65	-0.45	-0.99	-1.11	0.95	-1.37	-1.22	0.10	-0.06	-1.02	-0.96	-0.43	-0.89	-0.38	-1.05	-0.30	0.67	-1.56	-0.90	-0.51	-0.90	-0.46	0.59	-1.53	-0.91	-0.44	0.12	-1.16	1.35	-1.72	0.46	-1.23	-0.91	-0.44	0.51	-1.20	-0.73	-0.30	-0.66	-0.69	-0.63	-0.86	-0.69	-0.64	-0.45	-0.96	-0.63	-0.76	-0.65	-0.69	-0.33	-1.05									

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Column headers (1): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, Minimum Base: 30 (**): Small Base: 100 (*)
 Column headers (2): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, Minimum Base: 30 (**): Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	109 10%	69 13% C	36 6% EF	49 16% EF	22 6% EF	37 8% EF	72 11% EF	37 7% EF	35 13% N	22 7% N	20 8% N	24 15% JKN	5 9% *	3 3% *	52 14% P	57 7% P	73 10% P	36 8% P	18 8% P	23 8% P	34 12% P	29 10% P	80 8% P	27 18% W	
Fairly favourable (1)	218 19%	127 23% C	88 15% C	92 26% F	78 21% F	58 13% F	142 22% H	76 15% H	43 16% H	61 21% H	47 18% H	37 24% H	5 10% *	24 25% *	91 25% P	127 16% P	153 22% R	65 15% R	27 13% R	55 19% R	55 20% R	65 24% S	178 18% S	38 25% S	
Neither favourable nor unfavourable (0)	207 18%	83 15% B	122 21% B	65 21% F	81 22% F	61 14% F	121 19% H	86 17% H	48 18% H	52 17% H	37 14% H	36 23% H	18 33% UK*	17 18% *	70 19% O	138 18% O	137 20% O	70 16% O	38 18% O	52 18% O	55 19% O	42 15% O	172 18% O	34 22% O	
Fairly unfavourable (-1)	204 18%	102 18% B	100 17% B	53 17% F	64 17% F	87 19% F	111 17% H	93 19% H	63 23% IL	41 14% IL	53 20% IL	19 12% IL	10 18% *	19 20% *	64 18% O	140 36% O	117 28% Q	87 38% Q	49 33% U	63 22% U	38 13% U	45 16% U	184 19% U	19 13% U	
Very unfavourable (-2)	360 32%	157 29% D	199 35% D	39 13% D	122 32% DE	199 44% DE	171 27% G	189 38% G	71 26% IL	109 37% IL	100 38% IL	37 23% IL	16 30% *	27 28% *	82 22% O	278 36% O	196 28% Q	164 38% Q	70 33% U	87 30% U	90 32% U	86 31% U	326 34% X	28 18% X	
Don't know	40 4%	11 2% B	28 5% EF	24 8% EF	9 2% EF	7 1% EF	21 3% H	19 4% H	10 4% H	13 4% H	7 3% H	4 2% H	1 1% *	6 6% *	8 2% O	32 4% O	25 4% O	15 3% O	11 5% U	8 3% U	8 3% U	8 3% U	30 3% U	7 5% U	
Net: Very/Fairly favourable	327 29%	197 36% C	124 22% EF	131 42% EF	100 27% EF	96 21% EF	214 34% H	113 22% H	78 29% H	83 28% H	67 25% H	61 39% JKM	10 18% *	28 39% P	143 39% P	184 24% P	227 32% R	100 23% R	44 21% R	78 27% R	90 32% S	94 34% S	258 27% S	65 42% W	
Net: Very/Fairly unfavourable	565 50%	259 47% D	299 52% D	93 30% D	186 49% DE	286 64% DE	282 44% G	282 56% G	133 50% L	150 50% L	153 58% L	56 36% L	26 48% *	46 48% *	146 40% O	418 54% O	313 45% Q	252 58% Q	119 56% U	149 52% U	128 46% U	131 48% U	511 53% X	48 31% X	
Net Difference	-238 -21%	-62 -11% C	-174 -30% EF	39 12% EF	-86 -23% F	-190 -42% F	-68 -11% H	-170 -22% H	-55 -21% H	-67 -22% H	-86 -33% H	5 3% H	-16 -29% *	-19 -19% *	-4 -1% O	-234 -30% O	-86 -12% O	-151 -35% O	-75 -25% U	-71 -25% U	-38 -14% U	-37 -14% U	-253 -26% U	17 11% W	
Mean	-0.45	-0.28 C	-0.62 EF	0.17 EF	-0.51 F	-0.79 F	-0.27 H	-0.67 H	-0.35 K	-0.54 K	-0.65 K	-0.05 JKN	-0.51 *	-0.47 *	-0.09 P	-0.62 P	-0.31 R	-0.66 R	-0.63 U	-0.48 U	-0.35 U	-0.35 U	-0.53 U	0.11 W	

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ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Polling Pulse Week 2
Adults aged 18+ in GB

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

Table with columns: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, and various favorability levels (Very favourable, Fairly favourable, Neither favourable nor unfavourable, Fairly unfavourable, Very unfavourable, Don't know).

Column Headers (1) - (100) A-B, C-D, E-F, G-H, I-J, K-L, M-N, O-P, Q-R, S-T, U-V, W-X, Y-Z, AA-AB, AC-AD, AE-AF, AG-AH, AI-AJ, AK-AL, AM-AN, AO-AP, AQ-AR, AS-AT, AU-AV, AW-AX, AY-AZ, BA-BB, BC-BD, BE-BF, BG-BH, BI-BJ, BK-BL, BM-BN, BO-BP, BQ-BR, BS-BT, BU-BV, BW-BX, BY-BZ, CA-CB, CC-CD, CE-CF, CG-CH, CI-CJ, CK-CL, CM-CN, CO-CP, CQ-CT, CU-CV, CW-CX, CY-CZ, DA-DB, DC-DD, DE-DF, DG-DH, DI-DJ, DK-DL, DM-DN, DO-DP, DQ-DR, DS-DT, DU-DV, DW-DX, DY-DZ, EA-EB, EC-ED, EE-EF, EG-EH, EI-EJ, EK-EL, EM-EN, EO-EP, EQ-ER, ES-ET, EU-EV, EW-EX, EY-EZ, FA-FB, FC-FD, FE-FG, FH-FI, FJ-FK, FL-FM, FN-FN, FO-FP, FQ-FR, FS-FT, FU-FV, FW-FX, FY-FZ, GA-GB, GC-GD, GE-GF, GG-GH, GI-GJ, GK-GL, GM-GN, GO-GP, GQ-GR, GS-GT, GU-GV, GW-GX, GY-GZ, HA-HB, HC-HD, HE-HF, HG-HI, HJ-HK, HL-HL, HM-HN, HO-HP, HQ-HR, HS-HT, HU-HV, HW-HX, HY-HZ, IA-IB, IC-ID, IE-IF, IG-IG, IH-IL, II-IL, IM-IN, IO-IO, IP-IP, IQ-IR, IS-IS, IT-IT, IU-IU, IV-IV, IW-IV, IX-IX, IY-IZ, JA-JB, JC-JD, JE-JE, JG-JG, JH-JH, JI-JI, JK-JL, JM-JM, JN-JN, JO-JO, JP-JP, JQ-JR, JS-JS, JT-JT, JU-JU, JV-JV, JW-JW, JX-JX, JY-JY, JZ-JZ, KA-KB, KC-KC, KE-KE, KG-KG, KH-KH, KI-KI, KM-KM, KN-KN, KO-KO, KP-KP, KQ-KR, KS-KS, KT-KT, KU-KU, KV-KV, KW-KW, KY-KY, KZ-KZ, LA-LB, LC-LC, LE-LE, LG-LG, LH-LH, LI-LI, LM-LM, LO-LO, LP-LP, LQ-LR, LS-LS, LT-LT, LU-LU, LV-LV, LW-LW, LY-LY, LZ-LZ, MA-MB, MC-MC, ME-ME, MG-MG, MH-MH, MI-MI, MJ-MJ, MK-MK, ML-ML, MN-MN, MO-MO, MP-MP, MQ-MR, MS-MS, MT-MT, MU-MU, MV-MV, MW-MW, MX-MX, MY-MY, MZ-MZ, NA-NB, NC-NC, NE-NE, NG-NG, NH-NH, NI-NI, NJ-NJ, NK-NK, NL-NL, NM-NM, NO-NO, NP-NP, NQ-NR, NS-NS, NT-NT, NU-NU, NV-NV, NW-NW, NX-NX, NY-NY, NZ-NZ, OA-OB, OC-OC, OE-OE, OG-OG, OH-OH, OI-OI, OK-OK, OL-OL, OM-OM, ON-ON, OP-OP, OQ-OR, OS-OS, OT-OT, OU-OU, OV-OV, OW-OW, OX-OX, OY-OY, OZ-OZ, PA-PB, PC-PC, PE-PE, PG-PG, PH-PH, PI-PI, PJ-PJ, PK-PK, PL-PL, PM-PM, PN-PN, PO-PO, PP-PP, PQ-PR, PS-PS, PT-PT, PU-PU, PV-PV, PW-PW, PX-PX, PY-PY, PZ-PZ, QA-QB, QC-QC, QE-QE, QG-QG, QH-QH, QI-QI, QK-QK, QL-QL, QM-QM, QN-QN, QO-QO, QP-QP, QQ-QR, QS-QS, QT-QT, QU-QU, QV-QV, QW-QW, QX-QX, QY-QY, QZ-QZ, RA-RB, RC-RC, RE-RE, RG-RG, RH-RH, RI-RI, RJ-RJ, RK-RK, RL-RL, RM-RM, RN-RN, RO-RO, RP-RP, RQ-RR, RS-RS, RT-RT, RU-RU, RV-RV, RW-RW, RX-RX, RY-RY, RZ-RZ, SA-SB, SC-SC, SE-SE, SG-SG, SH-SH, SI-SI, SJ-SJ, SK-SK, SL-SL, SM-SM, SN-SN, SO-SO, SP-SP, SQ-SR, SS-SS, ST-ST, SU-SU, SV-SV, SW-SW, SX-SX, SY-SY, SZ-SZ, TA-TB, TC-TC, TE-TE, TG-TG, TH-TH, TI-TI, TJ-TJ, TK-TK, TL-TL, TM-TM, TN-TN, TO-TO, TP-TP, TQ-TR, TS-TS, TT-TT, TU-TU, TV-TV, TW-TW, TX-TX, TY-TY, TZ-TZ, UA-UB, UC-UC, UE-UE, UG-UG, UH-UH, UI-UI, UK-UK, UL-UL, UM-UM, UN-UN, UO-UO, UP-UP, UQ-UR, US-US, UT-UT, UU-UU, UV-UV, UW-UW, UX-UX, UY-UY, UZ-UZ, VA-VB, VC-VC, VE-VE, VG-VG, VH-VH, VI-VI, VJ-VJ, VK-VK, VL-VL, VM-VM, VN-VN, VO-VO, VP-VP, VQ-VR, VS-VS, VT-VT, VU-VU, VV-VV, VW-VW, VX-VX, VY-VY, VZ-VZ, WA-WB, WC-WC, WE-WE, WG-WG, WH-WH, WI-WI, WJ-WJ, WK-WK, WL-WL, WM-WM, WN-WN, WO-WO, WP-WP, WQ-WR, WS-WS, WT-WT, WU-WU, WV-WV, WW-WW, WX-WX, WY-WY, WZ-WZ, XA-XB, XC-XC, XE-XE, XG-XG, XH-XH, XI-XI, XJ-XJ, XK-XK, XL-XL, XM-XM, XN-XN, XO-XO, XP-XP, XQ-XR, XS-XS, XT-XT, XU-XU, XV-XV, XW-XW, XX-XX, XY-XY, XZ-XZ, YA-YB, YC-YC, YE-YE, YG-YG, YH-YH, YI-YI, YJ-YJ, YK-YK, YL-YL, YM-YM, YN-YN, YO-YO, YP-YP, YQ-YR, YS-YS, YT-YT, YU-YU, YV-YV, YW-YW, YX-YX, YY-YY, YZ-YZ, ZA-ZB, ZC-ZC, ZE-ZE, ZG-ZG, ZH-ZH, ZI-ZI, ZJ-ZJ, ZK-ZK, ZL-ZL, ZM-ZM, ZN-ZN, ZO-ZO, ZP-ZP, ZQ-ZR, ZS-ZS, ZT-ZT, ZU-ZU, ZV-ZV, ZW-ZW, ZX-ZX, ZY-ZY, ZZ-ZZ

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	58 5%	30 5%	28 5%	17 6%	15 4%	25 6%	34 5%	23 5%	8 3%	20 7%	16 6%	10 7%	2 4%	1 1%	25 7%	33 4%	44 6%	14 3%	9 4%	12 4%	14 5%	20 7%	45 5%	11 7%	
Fairly favourable (1)	174 15%	77 14%	93 16%	48 15%	55 15%	72 16%	104 16%	70 14%	31 12%	55 18%	44 17%	25 16%	13 23%	7 7%	65 18%	109 14%	113 16%	61 14%	34 16%	36 13%	57 20%	44 16%	142 15%	31 20%	
Neither favourable nor unfavourable (0)	215 19%	95 17%	117 20%	78 25%	68 18%	69 15%	128 20%	87 17%	49 18%	58 19%	56 21%	32 20%	10 18%	10 11%	71 19%	143 20%	141 20%	74 17%	32 15%	44 15%	54 19%	64 23%	181 19%	33 22%	
Fairly unfavourable (-1)	240 21%	128 23%	110 19%	54 17%	80 21%	106 24%	133 21%	107 21%	57 21%	64 22%	52 20%	32 21%	13 23%	22 23%	68 19%	172 22%	129 18%	112 26%	41 19%	72 25%	54 19%	58 21%	216 22%	23 15%	
Very unfavourable (-2)	404 35%	202 37%	194 34%	91 29%	144 38%	170 38%	213 33%	191 38%	110 41%	87 29%	89 34%	52 33%	16 29%	50 52%	129 35%	275 36%	248 35%	156 36%	80 38%	112 39%	91 33%	82 30%	349 36%	50 32%	
Don't know	49 4%	18 3%	31 5%	26 8%	15 4%	8 2%	27 4%	22 4%	13 5%	14 5%	7 3%	6 4%	1 2%	7 7%	8 2%	41 5%	28 4%	20 5%	15 7%	12 4%	10 4%	6 2%	39 4%	6 4%	
Net: Very/Fairly favourable	232 20%	107 19%	121 21%	65 21%	70 19%	97 22%	138 22%	93 19%	39 15%	75 25%	60 23%	36 23%	15 27%	8 8%	90 25%	142 18%	157 22%	75 17%	44 21%	48 17%	71 25%	64 23%	187 19%	41 27%	
Net: Very/Fairly unfavourable	644 57%	330 60%	305 53%	145 46%	224 59%	276 61%	346 54%	298 60%	167 62%	151 51%	141 54%	84 53%	29 52%	72 74%	197 54%	447 58%	376 54%	268 61%	121 57%	183 64%	145 52%	141 51%	564 58%	73 48%	
Net Difference	-412 -36%	-222 -40%	-184 -32%	-80 -25%	-154 -41%	-179 -40%	-208 -33%	-205 -41%	-128 -48%	-76 -26%	-82 -31%	-48 -31%	-14 -25%	-64 -67%	-107 -29%	-305 -39%	-220 -31%	-193 -44%	-77 -36%	-135 -47%	-74 -26%	-77 -28%	-377 -39%	-32 -21%	
Mean	-0.70	-0.74	-0.65	-0.53	-0.78	-0.73	-0.63	-0.78	-0.90	-0.51	-0.60	-0.59	-0.51	-1.27	-0.59	-0.75	-0.63	-0.80	-0.75	-0.85	-0.56	-0.52	-0.73	-0.48	

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

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

	Total	General Election 2024 vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians															Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK		
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Reform UK (D)	Other (E)	Remain (G)	Leave (H)	Favourable to Conservatives (I)	Unfavourable to Conservatives (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Unfavourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Unfavourable to Keir Starmer (aa)	Unfavourable to Keir Starmer (ab)	Unfavourable to Robert Lowe (ac)	Unfavourable to Robert Lowe (ad)	Unfavourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Unfavourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Unfavourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good Job (ak)	NET Bad Job (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)	Set up a full National Public Inquiry (ba)	Recommence Previous Inquiries (bb)	
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475				
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436			
Very favourable (2)	58	41	11	1	*	-	17	31	58	-	19	35	16	22	10	30	28	16	16	37	20	20	22	13	13	37	6	15	15	19	24	30	25	20	29	8	31	40	16	54	1	34	21	37	18	47	6	36	17	33	15				
Fairly favourable (1)	174	81	31	4	31	2	51	81	174	-	37	117	53	54	43	57	85	53	33	116	43	47	86	47	28	106	90	19	45	39	77	77	41	85	60	80	25	100	114	60	149	20	95	76	99	63	119	47	88	68	94	53			
Neither favourable nor unfavourable (0)	215	33	46	25	36	13	67	79	-	44	93	49	44	39	60	60	57	38	96	40	39	57	70	17	98	22	41	28	43	48	105	29	88	40	97	20	73	118	81	155	48	109	95	98	94	112	73	104	73	89	74				
Fairly unfavourable (-1)	240	13	88	29	41	19	93	85	-	240	71	123	66	76	69	77	64	132	69	122	66	73	63	138	43	127	21	129	36	90	47	165	40	111	35	180	21	73	159	78	204	32	122	114	124	106	142	82	127	96	109	104			
Very unfavourable (-2)	404	3	192	36	34	73	222	97	-	404	149	190	116	145	158	105	65	298	120	220	114	123	67	305	89	195	8	330	37	276	54	326	93	188	35	323	48	143	248	148	331	64	222	172	205	173	228	137	196	165	169	183			
Don't know	49	-	6	-	1	2	4	7	-	8	7	2	3	1	5	3	8	9	7	1	4	3	11	3	8	3	1	-	4	9	16	6	10	5	11	2	8	13	20	19	15	11	25	9	17	8	20	10	12	12	7				
Net Very/Fairly favourable	232	122	43	5	31	2	69	112	232	-	55	152	69	76	54	87	113	133	69	49	153	63	67	109	59	41	142	126	55	59	54	96	101	61	110	80	108	32	131	153	76	203	21	130	97	136	82	166	54	123	85	127	68		
Net Very/Fairly unfavourable	644	16	280	65	75	92	315	182	-	644	220	313	182	221	227	182	138	430	180	343	180	180	444	123	223	29	409	73	360	100	490	153	399	70	360	69	217	407	226	330	96	344	286	238	279	370	219	333	261	278	287				
Net Difference	-412	-106	-237	-60	-44	-90	-246	-70	-232	-644	-165	-160	-114	-145	-173	-95	-16	-361	-140	-190	-117	-129	-21	-384	-90	-180	-97	-435	-14	-311	-4	-390	-72	-189	10	-395	-37	-86	-263	-151	-332	-75	-215	-180	-193	-158	-204	-165	-200	-176	-150	-219			
Mean	-0.70	0.84	-1.13	-1.00	-0.55	-1.52	-1.00	-0.36	1.25	-1.63	-0.93	-0.57	-0.71	-0.78	-1.00	-0.51	-0.17	-1.16	-0.89	-0.63	-0.74	-0.77	-0.22	-1.18	-0.87	-0.60	0.71	1.45	-0.22	-1.24	-0.16	-0.99	-0.65	-0.71	-0.03	-0.97	-0.63	-0.47	-0.68	0.74	0.68	-0.83	-0.69	0.71	-0.64	-0.77	-0.59	-0.86	-0.65	-0.78	-0.58	-0.90			

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Column headers (DN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Minimum base: 30 (**) Small base: 100 (**)
Column headers (2S) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Minimum base: 30 (***) Small base: 100 (***)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	(A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153	
Very favourable (2)	49 4%	35 6% c	14 2%	19 6% e	8 2%	22 5%	33 5%	16 3%	15 6%	14 5%	13 5%	4 3%	*	3 3%	22 6%	27 3%	29 4%	20 5%	5 3%	21 7% s	8 3%	13 5%	41 4%	7 5%	
Fairly favourable (1)	253 22%	121 22%	125 22%	69 22%	85 23%	99 22%	164 26% h	89 18%	51 19%	61 21%	63 24%	40 26%	18 33% *	20 20% *	106 29% f	147 19%	164 23%	89 20%	40 19%	68 23%	64 23%	69 25%	223 23%	29 19%	
Neither favourable nor unfavourable (0)	419 37%	190 35%	225 39%	128 41%	135 36%	157 35%	238 37% i	181 36%	91 34%	112 38%	90 34%	64 41%	19 34% *	44 45% *	130 36% *	289 37%	263 37%	156 36%	82 39%	94 33%	110 39%	97 35%	354 36%	63 41%	
Fairly unfavourable (-1)	173 15%	88 16%	80 14%	33 10%	66 17% d	74 16% d	90 14% j	82 16%	43 16%	44 15%	49 19%	18 12%	8 15% *	10 10% *	49 13%	123 16%	98 14%	75 17%	34 16%	45 16%	33 12%	47 17%	156 16% x	14 9%	
Very unfavourable (-2)	171 15%	92 17%	77 14%	28 9%	63 17% d	80 18% d	75 12% g	96 19% g	46 17%	44 15%	38 14%	23 14%	9 16% *	12 12% *	46 13%	125 16%	103 15%	68 16%	34 16%	40 14%	44 16%	40 14%	151 16%	19 12%	
Don't know	74 7%	23 4%	51 9% b	37 12% ef	19 5%	18 4%	38 6% k	37 7%	22 8%	23 8%	12 4%	8 5%	1 2% *	9 9% *	13 3% o	62 8%	45 6%	29 7%	16 8%	20 7%	19 7%	10 4%	47 5% w	21 14%	
Net: Very/Fairly favourable	302 26%	156 28%	139 24%	88 28%	93 25%	121 27%	197 31% h	105 21%	66 25%	75 25%	75 28%	45 28%	19 34% *	22 23% *	128 35% p	174 22%	193 27%	109 25%	45 21%	89 31% s	73 26%	82 30%	264 27%	37 24%	
Net: Very/Fairly unfavourable	344 30%	180 33%	158 28%	60 19%	129 34% d	154 34% d	166 26% g	178 36% g	89 33%	88 29%	88 33%	41 26%	17 30% *	22 23% *	95 26% o	248 32% o	201 29%	143 33%	69 32%	84 29%	78 28%	86 31%	306 32% x	33 21%	
Net Difference	-42 -4%	-24 -4%	-19 -3%	28 9%	-36 -9%	-34 -8%	32 5%	-74 -15%	-23 -9%	-13 -4%	-12 -5%	4 3%	2 4%	1 1%	33 9%	-75 -10%	-8 -1%	-34 -8%	-23 -11%	4 1%	-5 -2%	-5 -2%	-43 -4%	4 2%	
Mean	-0.15	-0.15	-0.16	0.07 ef	-0.25	-0.21	-0.02 h	-0.33	-0.22	-0.16	-0.15	-0.10	-0.11 *	-0.10 *	0.02 p	-0.24	-0.13	-0.20	-0.27	-0.05	-0.16	-0.12	-0.17	-0.06	

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

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

	Total	General Election 2024 Vote					Referendum 2016 vote			Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine	Rising Cost of Living	Current conflict in Israel and Gaza	Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK																																																																																																																		
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Cons (I)	Unfavourable to Cons (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Labour (M)	Unfavourable to Labour (N)	Favourable to Reform UK (O)	Unfavourable to Reform UK (P)	Favourable to Keir Starmer (Q)	Unfavourable to Keir Starmer (R)	Favourable to Ed Davey (S)	Unfavourable to Ed Davey (T)	Favourable to Nigel Farage (U)	Unfavourable to Nigel Farage (V)	Favourable to Boris Johnson (W)	Unfavourable to Boris Johnson (X)	Favourable to Rishi Sunak (Y)	Unfavourable to Rishi Sunak (Z)	Favourable to Simon Bates (aa)	Unfavourable to Simon Bates (ab)	Favourable to Robert Lowe (ac)	Unfavourable to Robert Lowe (ad)	Favourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Favourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good Job (ak)	NET Bad Job (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)	Following closely (ba)	Not following closely (bb)	Following closely (bc)	Not following closely (bd)	Following closely (be)	Not following closely (bf)	Following closely (bg)	Not following closely (bh)	Following closely (bi)	Not following closely (bj)	Following closely (bk)	Not following closely (bl)	Following closely (bm)	Not following closely (bn)	Following closely (bo)	Not following closely (bp)	Following closely (bq)	Not following closely (br)	Following closely (bs)	Not following closely (bt)	Following closely (bu)	Not following closely (bv)	Following closely (bw)	Not following closely (bx)	Following closely (by)	Not following closely (bz)	Following closely (ca)	Not following closely (cb)	Following closely (cc)	Not following closely (cd)	Following closely (ce)	Not following closely (cf)	Following closely (cg)	Not following closely (ch)	Following closely (ci)	Not following closely (cj)	Following closely (ck)	Not following closely (cl)	Following closely (cm)	Not following closely (cn)	Following closely (co)	Not following closely (cp)	Following closely (cq)	Not following closely (cr)	Following closely (cs)	Not following closely (ct)	Following closely (cu)	Not following closely (cv)	Following closely (cw)	Not following closely (cx)	Following closely (cy)	Not following closely (cz)	Following closely (ca)	Not following closely (cb)	Following closely (cc)	Not following closely (cd)	Following closely (ce)	Not following closely (cf)	Following closely (cg)	Not following closely (ch)	Following closely (ci)	Not following closely (cj)	Following closely (ck)	Not following closely (cl)	Following closely (cm)	Not following closely (cn)	Following closely (co)	Not following closely (cp)	Following closely (cq)	Not following closely (cr)	Following closely (cs)	Not following closely (ct)	Following closely (cu)	Not following closely (cv)	Following closely (cw)	Not following closely (cx)	Following closely (cy)	Not following closely (cz)	Following closely (ca)	Not following closely (cb)	Following closely (cc)	Not following closely (cd)	Following closely (ce)	Not following closely (cf)	Following closely (cg)	Not following closely (ch)	Following closely (ci)	Not following closely (cj)	Following closely (ck)	Not following closely (cl)	Following closely (cm)	Not following closely (cn)	Following closely (co)	Not following closely (cp)	Following closely (cq)	Not following closely (cr)	Following closely (cs)	Not following closely (ct)	Following closely (cu)	Not following closely (cv)	Following closely (cw)	Not following closely (cx)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	646	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																																																																																																						
Weighted base	1139	171	375	95	144	109	454	381	232	644	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																																																																																																						
Very favourable (2)	49	2	18	20	6	2	27	11	10	30	26	17	49	-	34	2	15	30	25	18	43	2	13	31	26	15	30	29	10	27	12	32	27	9	11	35	19	8	41	7	45	4	38	8	33	14	37	9	29	16	17	30																																																																																																							
Fairly favourable (1)	253	23	124	47	13	22	150	51	58	152	130	74	253	-	124	41	51	167	119	79	171	10	48	169	83	86	46	121	35	122	46	177	96	68	38	188	54	48	188	62	212	37	161	90	130	107	171	69	146	81	76	135																																																																																																							
Neither favourable nor unfavourable (0)	419	65	137	24	39	53	169	135	75	223	117	175	-	-	106	70	86	204	95	191	57	33	89	230	66	177	57	181	35	171	69	281	75	151	57	267	38	130	243	158	330	71	208	195	192	187	231	144	199	160	177	166																																																																																																							
Fairly unfavourable (-1)	173	45	48	4	30	13	53	86	46	101	29	126	-	173	36	83	66	76	24	133	10	108	63	72	11	127	36	82	32	63	50	98	15	114	32	111	11	8	95	98	69	147	22	83	85	89	76	111	52	89	77	84	62																																																																																																						
Very unfavourable (-2)	171	29	31	-	56	15	43	92	30	119	13	148	-	171	14	133	78	72	11	153	2	148	79	74	5	150	29	106	49	73	65	87	10	139	49	92	5	127	95	71	133	31	83	82	107	58	87	64	81	69	122	34																																																																																																							
Don't know	74	7	16	-	-	4	12	6	12	18	12	24	-	-	6	5	8	15	10	25	2	5	8	19	2	16	3	6	1	11	13	36	6	25	7	30	1	21	25	38	45	15	21	42	21	30	20	27	17	26	30	10																																																																																																							
Net: Very/Fairly favourable	302	25	142	67	18	23	176	62	69	182	156	91	302	-	158	43	66	197	144	97	213	11	61	200	109	102	55	150	44	149	58	210	123	78	49	221	72	56	230	68	257	41	199	98	163	121	208	78	175	97	92	164																																																																																																							
Net: Very/Fairly unfavourable	344	74	79	4	86	28	96	178	76	221	42	274	-	344	50	216	144	148	34	286	12	236	142	145	17	277	64	188	81	133	115	185	25	253	81	202	13	222	193	139	280	53	165	167	195	134	197	116	170	147	206	96																																																																																																							
Net Difference	-42	-50	62	62	-68	-5	80	-116	-7	-38	114	-182	302	-344	108	-173	-78	49	110	-189	201	-244	-82	54	92	-175	-9	39	-37	14	-57	25	98	-175	-32	18	60	-165	36	-71	-23	-12	34	-69	-33	-13	10	18	5	-49	-114	69																																																																																																							
Mean	-0.15	-0.47	0.14	0.87	-0.83	-0.17	0.15	-0.52	-0.12	0.40	-0.58	1.16	-1.50	-0.41	-0.93	-0.48	0.01	0.45	-0.57	0.86	-1.30	-0.51	0.02	0.59	-0.56	-0.16	-0.22	-0.48	-0.07	-0.46	-0.04	0.52	-0.63	-0.38	-0.06	0.60	-0.70	-0.03	-0.37	-0.13	-0.23	-0.02	-0.31	-0.19	-0.13	-0.06	-0.28	-0.09	-0.25	-0.46	0.15																																																																																																								

Column Headers: (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (aa) (ab) (ac) (ad) (ae) (af) (ag) (ah) (ai) (aj) (ak) (al) (am) (an) (ao) (ap) (aq) (ar) (as) (at) (au) (av) (aw) (ax) (ay) (az) (ba) (bb) (bc) (bd) (be) (bf) (bg) (bh) (bi) (bj) (bk) (bl) (bm) (bn) (bo) (bp) (bq) (br) (bs) (bt) (bu) (bv) (bw) (bx) (by) (bz) (ca) (cb) (cc) (cd) (ce) (cf) (cg) (ch) (ci) (cj) (ck) (cl) (cm) (cn) (co) (cp) (cq) (cr) (cs) (ct) (cu) (cv) (cw) (cx) (cy) (cz)

Column Means: (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W) (X) (Y) (Z) (aa) (ab) (ac) (ad) (ae) (af) (ag) (ah) (ai) (aj) (ak) (al) (am) (an) (ao) (ap) (aq) (ar) (as) (at) (au) (av) (aw) (ax) (ay) (az) (ba) (bb) (bc) (bd) (be) (bf) (bg) (bh) (bi) (bj) (bk) (bl) (bm) (bn) (bo) (bp) (bq) (br) (bs) (bt) (bu) (bv) (bw) (bx) (by) (bz) (ca) (cb) (cc) (cd) (ce) (cf) (cg) (ch) (ci) (cj) (ck) (cl) (cm) (cn) (co) (cp) (cq) (cr) (cs) (ct) (cu) (cv) (cw) (cx) (cy) (cz)

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	68 6%	32 6%	33 6%	26 8%	18 5%	23 5%	45 7%	23 5%	20 8%	14 5%	15 6%	12 8%	3 5%	3 4%	30 8%	38 5%	44 6%	24 6%	15 7%	13 4%	21 7%	15 5%	61 6%	6 4%
Fairly favourable (1)	253 22%	116 21%	129 23%	86 27%	91 24%	76 17%	172 27%	81 16%	59 22%	63 21%	56 21%	40 25%	12 22%	23 24%	97 26%	156 20%	162 23%	91 21%	47 22%	64 22%	62 22%	60 22%	209 21%	43 28%
Neither favourable nor unfavourable (0)	406 36%	196 36%	207 36%	116 37%	126 33%	165 37%	218 34%	188 38%	95 35%	110 37%	95 36%	53 34%	22 39%	31 32%	126 34%	280 36%	258 37%	148 34%	71 34%	104 36%	97 35%	102 37%	338 35%	63 41%
Fairly unfavourable (-1)	143 13%	72 13%	70 12%	24 8%	45 12%	74 17%	79 12%	64 13%	30 11%	33 11%	41 16%	20 13%	5 8%	14 14%	48 13%	95 12%	79 11%	63 14%	26 12%	40 14%	29 10%	39 14%	132 14%	10 6%
Very unfavourable (-2)	191 17%	103 19%	85 15%	29 9%	68 18%	94 21%	80 13%	110 22%	45 17%	56 19%	36 14%	21 14%	13 24%	19 19%	47 13%	144 19%	106 15%	85 19%	35 17%	44 15%	51 18%	47 17%	175 18%	14 9%
Don't know	79 7%	30 5%	49 8%	33 10%	29 8%	18 4%	44 7%	35 7%	20 7%	20 7%	20 8%	10 7%	1 2%	8 8%	20 5%	60 8%	53 8%	26 6%	17 8%	23 8%	20 7%	13 5%	57 6%	17 11%
Net: Very/Fairly favourable	321 28%	148 27%	162 28%	113 36%	109 29%	99 22%	217 34%	104 21%	80 30%	77 26%	71 27%	52 33%	15 27%	26 27%	126 34%	194 25%	205 29%	115 26%	62 29%	77 27%	83 30%	75 27%	270 28%	49 32%
Net: Very/Fairly unfavourable	333 29%	175 32%	155 27%	52 17%	113 30%	168 37%	159 25%	174 35%	74 28%	89 30%	78 29%	42 27%	18 32%	32 33%	95 26%	238 31%	185 26%	148 34%	62 29%	84 29%	80 29%	86 31%	307 32%	24 16%
Net Difference	-13 -1%	-27 -5%	7 1%	60 19%	-4 -1%	-69 -15%	58 9%	-71 -14%	5 2%	-12 -4%	-7 -3%	10 6%	-3 -6%	-6 -6%	31 9%	-44 -6%	20 3%	-33 -7%	* *	-7 -3%	3 1%	-11 -4%	-37 -4%	25 16%
Mean	-0.13	-0.19	-0.09	0.21	-0.16	-0.32	0.04	-0.34	-0.08	-0.20	-0.11	*	-0.25	-0.24	0.04	-0.21	-0.06	-0.23	-0.10	-0.15	-0.10	-0.16	-0.16	0.12

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ColumnProportions (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**); Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

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

Table with columns: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, UK, Starrer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Very favourable (2), Fairly favourable (1), Neither favourable nor unfavourable (0), Fairly unfavourable (-1), Very unfavourable (-2), Don't know, Net: Very/Fairly favourable, Net: Very/Fairly unfavourable, Net Difference, Mean.

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

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

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

	Total (A)	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
		Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000-£54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	232	288	280	275	971	153
Very favourable (2)	118 10%	63 11%	55 10%	29 9%	31 8%	57 13%	51 8%	67 13%	22 8%	28 10%	33 13%	19 12%	5 9%	10 10%	31 8%	87 11%	70 10%	47 11%	21 10%	22 8%	36 13%	31 11%	108 11%	10 6%
Fairly favourable (1)	187 16%	101 18%	81 14%	59 19%	54 14%	74 16%	80 12%	107 21%	49 18%	64 21%	38 14%	19 12%	6 11%	11 11%	51 14%	135 18%	115 16%	71 16%	36 17%	47 16%	46 17%	49 18%	158 16%	26 17%
Neither favourable nor unfavourable (0)	211 18%	107 19%	102 18%	66 21%	72 19%	73 16%	118 19%	92 18%	53 20%	56 19%	47 18%	35 22%	10 18%	9 9%	68 18%	143 20%	143 20%	68 15%	40 19%	39 14%	60 21%	58 21%	169 17%	38 25%
Fairly unfavourable (-1)	118 10%	52 10%	63 11%	32 10%	45 12%	41 9%	71 11%	48 10%	22 8%	36 12%	26 10%	14 9%	9 16%	12 13%	44 12%	74 10%	70 10%	48 11%	22 11%	32 11%	23 8%	30 11%	106 11%	10 7%
Very unfavourable (-2)	445 39%	207 38%	231 40%	99 32%	155 41%	191 42%	289 45%	156 31%	110 41%	94 32%	111 42%	63 40%	25 45%	43 45%	159 43%	286 37%	266 38%	179 41%	77 36%	131 46%	105 38%	98 36%	386 40%	56 37%
Don't know	61 5%	19 3%	41 7%	29 9%	18 5%	14 3%	30 5%	31 6%	14 5%	19 6%	9 3%	7 5%	1 1%	11 11%	14 4%	47 6%	37 5%	24 8%	17 6%	17 6%	10 4%	9 3%	45 5%	12 8%
Net: Very/Fairly favourable	304 27%	164 30%	136 24%	88 28%	85 23%	131 29%	130 20%	174 35%	70 26%	92 31%	71 27%	38 24%	11 20%	21 22%	82 22%	222 29%	186 26%	118 27%	57 27%	68 24%	82 29%	80 29%	265 27%	36 24%
Net: Very/Fairly unfavourable	564 49%	259 47%	294 51%	131 42%	201 53%	232 52%	360 56%	203 41%	132 49%	130 44%	137 52%	76 49%	34 61%	55 57%	203 55%	361 47%	336 48%	227 52%	99 47%	163 57%	128 46%	128 46%	492 51%	66 43%
Net Difference	-259 -23%	-96 -17%	-158 -28%	-43 -14%	-115 -31%	-101 -22%	-230 -36%	-29 -6%	-61 -23%	-38 -13%	-66 -25%	-38 -24%	-22 -41%	-34 -35%	-121 -33%	-139 -18%	-150 -21%	-109 -25%	-43 -20%	-95 -33%	-46 -16%	-48 -17%	-227 -23%	-30 -20%
Mean	-0.54	-0.45	-0.63	-0.40	-0.67	-0.54	-0.77	-0.25	-0.59	-0.37	-0.56	-0.55	-0.77	-0.79	-0.70	-0.47	-0.52	-0.58	-0.50	-0.76	-0.43	-0.43	-0.54	-0.54

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ColumnMeans (S%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Pollster Pulse Week 2
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	General Election 2024 Vote													Referendum 2016 vote							Favourable to parties																			Favourable to politicians																			Opinion on Labour government				Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK		Set up a full National Public Inquiry	Recommendations From Previous Inquiries
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Remain (I)	Unfavourable to Remain (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Favourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Favourable to Kamal Badnoch (aa)	Unfavourable to Kamal Badnoch (ab)	Favourable to Robert Lowe (ac)	Unfavourable to Robert Lowe (ad)	Favourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Favourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good Job (ak)	NET Bad Job (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)	Following closely (ba)	Not following closely (bb)																								
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475																									
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																										
Very favourable (2)	118	18	16	2	73	3	19	85	44	53	14	98	20	72	20	63	118	-	18	93	22	62	110	4	14	70	41	41	72	4	74	28	15	85	57	32	12	93	82	34	104	9	61	55	87	27	77	30	68	36	89	21																										
Fairly favourable (1)	187	42	45	11	55	4	38	107	69	75	45	123	46	72	39	68	187	-	37	129	37	56	132	3	29	120	58	56	69	17	82	67	41	100	66	80	28	100	113	69	161	22	103	80	115	60	121	54	95	77	105	55																										
Neither favourable nor unfavourable (0)	211	38	65	9	15	12	56	81	38	77	47	87	34	49	37	56	-	42	102	37	47	38	47	24	96	31	49	16	30	54	89	12	91	42	93	16	71	110	86	155	41	90	106	97	86	115	64	82	90	95	67																											
Fairly unfavourable (-1)	118	23	42	8	-	14	43	41	21	71	36	50	37	37	26	39	-	118	27	55	21	39	8	89	16	59	18	45	3	55	19	89	17	60	13	85	6	29	67	47	96	20	62	52	58	55	66	45	58	46	49	48																										
Very unfavourable (-2)	445	43	197	63	1	73	286	61	48	359	173	192	160	111	194	102	-	445	153	202	163	99	4	431	110	195	30	326	*	353	16	415	138	153	13	409	59	122	300	143	362	74	263	378	200	223	267	149	246	161	149	238																										
Don't know	61	6	9	2	-	4	12	6	12	9	11	15	5	3	5	6	-	6	17	4	3	7	11	2	11	3	8	1	7	9	24	5	17	4	22	3	13	21	25	32	15	14	32	15	21	10	23	12	20	19	8																											
Net Very/Fairly favourable	304	60	61	13	127	7	57	192	113	128	60	221	66	144	58	131	304	-	55	222	59	117	242	6	43	210	99	97	141	22	156	95	56	185	123	112	40	193	194	103	265	31	164	135	202	86	198	84	163	112	194	76																										
Net Very/Fairly unfavourable	564	66	239	71	1	87	329	102	69	430	209	242	197	148	220	140	-	564	180	257	185	138	12	519	126	254	47	372	3	408	35	504	155	213	25	493	65	151	367	190	459	93	325	230	257	278	333	194	304	208	198	286																										
Net Difference	-259	-6	-178	-58	126	-80	-272	90	44	-302	-150	-20	-131	-4	-162	-9	304	-564	-125	-55	-126	-21	230	-513	-83	-44	51	-275	138	-387	120	-409	-99	-28	98	-381	-25	42	-172	-87	-193	-62	-161	-95	-55	-192	-135	-110	-141	-95	-4	-210																										
Mean	-0.54	-0.19	-0.98	-1.28	1.38	-1.42	-1.22	0.31	0.18	-0.96	-0.98	-0.21	-0.91	-0.12	-1.07	-0.15	1.39	-1.79	-0.94	-0.25	-0.95	-0.19	1.15	-1.64	-0.93	-0.27	0.35	-1.08	1.31	-1.60	0.72	-1.16	-0.99	-0.20	0.75	-1.09	-0.59	0.03	-0.58	0.52	-0.51	-0.76	-0.63	-0.47	-0.30	-0.86	0.50	-0.67	-0.58	-0.54	-0.13	-1.00																										

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education			Employment status				Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £18,999 (S)	£20,000- £24,999 (T)	£25,000- £34,999 (U)	£35,000- £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)			
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175				
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153				
0 = Very bad job (0)	265 25%	119 22%	163 29%	30 8	90 24%	165 37%	123 19%	162 32%	65 24%	79 26%	81 31%	32 16%	9 16%	19 20%	62 17%	223 29%	157 22%	128 29%	56 26%	77 27%	72 26%	56 20%	260 27%	22 15%				
1	52 5%	26 5%	27 5%	8 3%	16 4%	28 6%	30 5%	22 4%	17 6%	12 4%	13 5%	7 4%	- *	3 3%	18 5%	34 4%	21 4%	21 5%	9 4%	10 3%	11 4%	21 8%	43 4%	8 5%				
2	92 8%	46 8%	43 7%	17 5%	37 10%	38 8%	47 8%	45 9%	24 9%	26 8%	21 4%	6 15%	8 8%	8 5%	20 9%	72 9%	43 6%	48 11%	16 8%	25 9%	24 9%	20 7%	87 9%	4 2%				
3	98 9%	44 8%	54 9%	23 7%	31 8%	44 10%	59 9%	39 8%	25 9%	33 11%	20 8%	5 3%	7 14%	6 6%	28 8%	69 9%	48 7%	50 11%	27 13%	28 10%	13 5%	21 7%	91 9%	7 5%				
4	92 8%	42 8%	50 9%	26 8%	36 9%	30 7%	55 9%	37 7%	19 7%	21 7%	23 8%	12 8%	7 13%	10 10%	34 9%	58 7%	62 7%	29 11%	24 7%	19 7%	24 9%	17 6%	74 8%	15 10%				
5	134 12%	63 12%	70 12%	50 16%	51 16%	33 7%	77 13%	57 14%	16 6%	38 14%	36 14%	22 16%	9 15%	14 11%	41 12%	93 14%	99 8%	35 9%	18 14%	41 13%	35 10%	28 10%	104 11%	29 19%				
6	117 10%	58 11%	56 10%	48 15%	36 9%	33 7%	76 12%	40 8%	26 10%	29 10%	22 8%	21 14%	4 8%	14 15%	41 11%	76 10%	75 11%	42 10%	17 8%	29 10%	30 11%	29 11%	97 10%	18 11%				
7	91 8%	52 9%	36 6%	37 12%	24 7%	30 8%	55 7%	36 8%	22 7%	20 11%	15 9%	17 11%	5 9%	12 12%	42 11%	49 6%	57 8%	34 8%	17 8%	21 7%	20 7%	27 10%	77 8%	12 8%				
8	71 6%	33 10%	16 3%	25 8%	24 6%	22 5%	49 8%	22 4%	16 6%	18 6%	16 6%	16 10%	3 5%	2 2%	37 10%	34 4%	49 7%	21 5%	10 5%	15 5%	18 6%	26 10%	57 6%	14 9%				
9	29 3%	21 4%	7 1%	13 4%	10 3%	6 1%	19 3%	10 2%	12 5%	6 2%	4 1%	7 4%	- *	1 1%	11 3%	18 2%	23 3%	6 1%	2 1%	7 2%	10 4%	10 4%	21 2%	8 5%				
10 = Very good job (10)	24 2%	14 3%	10 2%	10 3%	6 2%	8 2%	16 3%	8 2%	9 3%	2 1%	5 2%	6 4%	2 5%	- *	17 5%	7 1%	20 3%	4 1%	2 1%	3 1%	10 4%	8 3%	15 1%	9 6%				
Don't know	51 4%	11 2%	38 7%	24 8%	16 4%	11 2%	30 5%	21 4%	16 4%	13 4%	7 3%	6 4%	1 2%	7 7%	13 3%	38 5%	34 5%	16 4%	13 6%	14 5%	9 3%	11 4%	43 4%	8 5%				
Prefer not to say	5 *	4 *	1 1%	1 *	3 *	3 1%	2 *	1 *	1 *	3 1%	1 1%	1 1%	- *	- *	3 1%	2 *	3 *	1 *	- *	- *	3 1%	1 *	3 *	1 1%				
NET: Poor	429 38%	190 35%	233 41%	55 17%	143 38%	231 51%	200 31%	229 46%	106 39%	117 39%	115 43%	45 28%	17 30%	30 31%	100 27%	329 43%	231 33%	198 45%	81 38%	112 39%	107 38%	97 35%	388 40%	34 22%				
NET: Good	124 11%	58 10%	33 6%	49 16%	39 10%	36 8%	85 13%	40 8%	17 14%	16 9%	24 9%	28 18%	5 9%	3 4%	65 18%	59 8%	52 7%	32 7%	15 7%	25 9%	39 14%	45 16%	83 10%	31 20%				
Mean	3.66 C	4.09 C	3.20 D	5.00 F	3.60 F	2.83 H	4.08 H	3.13 I	3.72 J	3.41 K	3.25 L	4.54 M	3.98 N	3.81 O	4.52 P	3.25 Q	3.99 R	3.14 S	3.29 T	3.47 U	3.84 V	4.09 W	3.48 X	4.86 Y				

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

Column Headers (TN): 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

Column Headers (TR): 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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Summary

All Adults aged 18+ in Great Britain

	Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer?											
	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Does apply	356 31% BCDGIJK	298 26% CK	251 22% ABDEFGHIJKL	306 27% CK	376 33% BCDGIJK	410 36% ABCDEFGHIJK	278 24% ABCDEFGHIJKL	396 35% ABCDEFGHIJK	357 31% BCDGIJK	289 25% CK	261 23% ABCDEFGHIJKL	401 35% ABCDEFGHIJK
Does not apply	521 46% BCDEFIJL	665 58% ADEFIJKL	734 64% ABCDEFGHIJKL	604 53% AEFGHL	547 48% H	567 50% AGH	519 46% ABCDEFGHIJKL	503 44% BCDEFIJKL	593 52% AEGHL	634 56% ADEFIJKL	635 56% ADEFIJKL	558 49% GH
Don't know	262 23% BCDEFIJL	176 15% BCDEFIJL	154 14% BCDEFIJL	229 20% BCFIL	216 19% BCFIL	163 14% BCDEFIJKL	342 30% ABCDEFGHIJKL	240 21% BCFIL	190 17% CF	215 19% BCFL	243 21% BCFIL	180 16% BCFIL

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

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - An honest person

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	356 31%	218 40% C	133 23% C	108 35% E	100 27% E	147 33% E	239 37% H	117 23% H	86 32% I	81 27% J	76 29% K	63 40% JK	16 29% *	32 33% *	157 43% P	199 26% P	227 32% Q	128 29% R	52 24% S	81 28% T	107 38% ST	103 37% ST	296 30% W	57 37% X
Does not apply	521 46%	235 43%	279 49%	129 41%	182 48%	210 47%	245 38%	277 55% G	125 46%	147 49% L	126 48% L	57 36%	24 44% *	42 44% *	130 35%	391 51% O	305 43%	216 49%	95 45%	138 48%	121 43%	127 46%	449 46%	63 41%
Don't know	262 23%	96 17% B	160 28% B	76 24%	93 25%	93 21%	155 24%	107 21%	58 21%	70 23%	61 23%	37 24%	15 26% *	22 23% *	80 22%	182 24%	169 24%	93 21%	66 31% UV	68 24%	52 19%	45 17%	226 23%	33 21%

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

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - An honest person
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Robert Lowe	Unfavourable to Robert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good	NET Bad	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Set up a full national inquiry
Unweighted base	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)			
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	134	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436					
Does apply	356	31	205	41	15	27	205	84	55	236	224	58	165	55	145	64	62	231	210	58	163	47	80	225	147	74	48	209	41	193	79	244	133	62	252	101	26	260	88	303	49	236	114	197	145	241	100	229	111	108	159						
Does not apply	31%	18%	55%	43%	10%	25%	45%	22%	24%	37%	68%	37%	68%	10%	55%	16%	45%	19%	20%	41%	74%	10%	57%	15%	27%	39%	76%	13%	27%	40%	26%	41%	31%	34%	58%	18%	32%	81%	6%	38%	22%	33%	27%	40%	23%	34%	31%	37%	27%	41%	26%	21%	46%				
Don't know	521	105	97	26	113	58	146	230	134	289	46	422	80	245	101	220	206	206	33	446	64	223	190	226	23	406	109	227	111	180	148	302	53	332	106	310	12	348	306	201	435	67	252	256	278	212	292	180	238	220	294	150					
Don't know	46%	61%	26%	27%	79%	53%	32%	60%	58%	45%	14%	75%	26%	71%	31%	66%	68%	37%	12%	75%	23%	73%	63%	39%	71%	61%	43%	69%	39%	58%	42%	23%	66%	54%	43%	10%	81%	44%	50%	48%	37%	43%	51%	49%	45%	45%	49%	43%	51%	58%	34%						
Don't know	262	35	73	28	16	25	103	68	43	119	57	85	57	43	75	49	36	126	41	94	57	35	30	133	24	91	23	90	9	93	27	166	42	81	27	158	11	55	126	112	173	64	105	133	97	115	123	85	93	99	105	88					
Don't know	23%	21%	20%	30%	11%	23%	23%	18%	18%	19%	18%	15%	19%	13%	23%	15%	12%	22%	14%	16%	20%	11%	10%	23%	13%	16%	13%	17%	5%	20%	10%	23%	19%	16%	14%	22%	9%	13%	18%	28%	19%	36%	18%	26%	17%	24%	19%	23%	17%	23%	21%	20%					

Column Headers (18): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mm, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tt, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz.

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.

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - In touch with ordinary people

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	298 26%	178 32%	115 20%	108 34%	101 27%	89 20%	191 30%	107 21%	73 27%	80 27%	59 22%	52 33%	7 13%	26 27%	120 33%	178 23%	208 30%	90 21%	42 20%	61 21%	93 33%	90 33%	234 24%	62 40%
		C		F	F		H					KM	*	*	P		R			ST	ST			W
Does not apply	665 58%	306 56%	350 61%	143 46%	209 56%	312 69%	334 52%	331 66%	161 60%	167 56%	170 64%	79 50%	36 66%	53 55%	184 50%	481 62%	376 54%	289 66%	125 59%	185 64%	153 55%	150 55%	589 61%	67 44%
				D	D	DE	G			L			*	*	O		Q		V			X		
Don't know	176 15%	65 12%	107 19%	62 20%	66 17%	48 11%	114 18%	62 12%	35 13%	50 17%	35 13%	26 17%	12 21%	18 18%	63 17%	113 15%	117 17%	59 13%	45 21%	42 15%	34 12%	35 13%	148 15%	24 16%
		B		F	F		H						*	*	UV									

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

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q6A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - in touch with ordinary people
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties																		Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Reform UK (D)	Other (E)	(F)	Remain (G)	Leave (H)	Favourable to Cons (I)	Unfavourable to Cons (J)	Favourable to Lab (K)	Unfavourable to Lab (L)	Favourable to Dems (M)	Unfavourable to Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Favourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Favourable to Kemi Badenoch (aa)	Unfavourable to Kemi Badenoch (ab)	Favourable to Robert Lowe (ac)	Unfavourable to Robert Lowe (ad)	Favourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Favourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	Favourable to Elon Musk (ak)	NET Good Job (al)	NET Bad Job (am)	Following closely (an)	Not following closely (ao)	Following closely (ap)	Not following closely (aq)	Following closely (ar)	Not following closely (as)	Following closely (at)	Not following closely (au)	Following closely (av)	Not following closely (aw)	Following closely (ax)	Following closely (ay)	Not following closely (az)	Set up a full National Public Inquiry (ba)	Recommend previous inquiries (bb)		
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475					
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436					
Does apply	298	18	199	29	7	11	170	62	53	195	232	19	140	33	126	49	53	189	214	26	132	37	66	187	146	35	51	161	33	166	76	188	110	75	63	196	101	9	208	86	253	41	177	117	163	118	202	84	177	105	108	151					
Does not apply	665	143	121	54	131	83	216	296	166	361	53	514	125	289	147	261	244	276	37	539	119	250	223	208	31	497	119	302	120	240	161	412	87	389	119	424	14	409	393	256	553	92	341	307	351	278	380	220	321	263	338	211					
Don't know	176	9	55	12	6	15	68	23	13	87	43	32	38	22	48	23	8	98	33	33	33	18	11	99	16	40	9	62	8	60	17	112	31	43	13	100	9	11	90	61	106	47	75	78	58	76	74	61	63	63	59	54					

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Column Headers (EN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Column Headers (FR) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az,ba,bb

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Has a lot of personality

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	251 22%	155 28%	92 16%	117 37%	66 18%	68 15%	157 25%	94 19%	62 23%	62 21%	52 20%	47 30%	10 18%	17 18%	113 31%	138 18%	186 27%	65 15%	30 14%	52 18%	69 25%	88 32%	191 20%	58 38%
Does not apply	734 64%	339 62%	385 67%	135 43%	260 69%	339 75%	392 61%	341 68%	174 65%	185 62%	185 70%	89 56%	36 65%	65 67%	206 56%	527 68%	418 60%	316 72%	144 68%	200 70%	172 61%	164 60%	654 67%	70 46%
Don't know	154 14%	56 10%	95 17%	61 19%	50 13%	43 10%	89 14%	65 13%	32 12%	50 17%	27 10%	21 14%	9 16%	14 15%	48 13%	107 14%	98 14%	56 13%	39 19%	36 12%	40 14%	23 8%	125 13%	25 16%

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

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

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Has the right plans for Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	306 27%	186 34% C	113 20%	113 36% EF	86 23%	107 24%	199 31% H	107 21%	76 28%	77 26%	65 25%	53 34%	12 23% *	23 24% *	137 37% P	169 22%	208 30% R	98 22%	49 23%	66 23%	84 30%	93 34% ST	244 25%	59 39% W
Does not apply	604 53%	284 52%	314 55%	123 39% D	205 54% D	277 61% D	296 46% G	308 62% G	140 52%	168 57% L	153 58% L	67 43%	25 46% *	50 52% *	157 43%	448 58% O	334 48% Q	271 62% Q	119 56%	166 58% V	146 52%	131 47%	532 55% X	65 42%
Don't know	229 20%	80 14% B	145 25% B	76 24% F	86 23% F	67 15%	144 23% H	85 17%	52 20%	53 18%	46 17%	37 24%	17 31% *	23 24% *	72 20%	156 20%	160 23% R	69 16%	45 21%	56 20%	51 18%	52 19%	195 20%	29 19%

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4a. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Has the right plans for Britain
All Adults aged 18+ in Great Britain

Table with 40 columns: Total, General Election 2024 Vote (Conservative Labour, Liberal Democrats, Reform UK, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Favourable to Conservatives, Favourable to Labour, Favourable to Lib Dems, Favourable to Green Party, Favourable to Reform UK, Favourable to Keir Starmer, Favourable to Ed Davey, Favourable to Nigel Farage, Favourable to Rachel Reeves, Favourable to Keir Starmer, Favourable to Ed Davey, Favourable to Nigel Farage, Favourable to Rachel Reeves, Favourable to Keir Starmer, Favourable to Ed Davey, Favourable to Nigel Farage, Favourable to Rachel Reeves, Favourable to Keir Starmer, Favourable to Ed Davey, Favourable to Nigel Farage, Favourable to Rachel Reeves), Opinion on Labour government (NET Good Job, NET Bad Job, Following closely, Not following closely), Russian Invasion of Ukraine (Following closely, Not following closely), Rising Cost of Living (Following closely, Not following closely), Current conflict in Israel and Gaza (Following closely, Not following closely), Grooming Gangs in the UK (Following closely, Not following closely), Starmer announcing new plans to cut down NHS wait times (Following closely, Not following closely), Trump's claims to acquire Greenland and Panama Canal (Following closely, Not following closely), Opinion on what to do about Grooming Gangs in the UK (Set up a full National Public Inquiry, Be Recommen... ndations from Previous Inquiries), and a final column for public inquiries.

Column Headers (A) - (Z)
Column Headers (A) - (Z)
Column Headers (A) - (Z)

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - A capable leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	376 33%	226 41% C	144 25%	138 44% EF	116 31%	121 27%	248 39% H	128 26%	90 34%	95 32%	74 28%	64 41% K	16 30% *	36 37% *	155 42% P	221 29%	252 36% R	123 28%	50 24%	93 32%	97 35% S	112 41% S	307 32%	65 43% W
Does not apply	547 48%	244 44%	297 52% B	104 33%	189 50% D	254 56% D	269 42%	278 55% G	123 46%	140 47%	148 56% IL	61 39%	30 55% *	45 47% *	141 39%	406 52% O	304 43%	243 56% Q	108 51%	142 49%	133 48%	124 45%	486 50% X	54 35%
Don't know	216 19%	80 15%	131 23% B	70 22%	71 19%	75 17%	121 19%	95 19%	56 21%	63 21%	42 16%	31 20%	9 15% *	16 16% *	70 19%	146 19%	146 21%	71 16%	54 25% V	52 18%	50 18%	40 14%	179 18%	34 22%

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - A capable leader
All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

Column Headers (1): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qq, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tt, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz

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Column Headers (2): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qq, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tt, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Understands the problems facing Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	410 36%	228 42% C	174 30%	136 43% F	138 37%	136 30%	272 43% H	138 28%	103 38%	101 34%	81 31%	67 43% K	19 34% *	39 40% *	173 47% P	237 31%	280 40% R	130 30%	54 25%	100 35%	115 41% S	117 43% S	344 35%	65 42%
Does not apply	567 50%	265 48%	294 51%	119 38%	186 49% D	261 58% DE	271 42% G	295 59%	130 48%	160 54% L	150 57% L	59 37%	26 47% *	43 44% *	145 40%	422 55% O	320 46% Q	246 56%	115 54%	146 51%	136 49%	127 46%	501 52% X	57 37%
Don't know	163 14%	56 10% B	105 18%	58 18% F	52 14%	53 12%	95 15%	67 13%	36 13%	36 12%	34 13%	31 20%	11 19% *	15 16% *	49 13%	114 15%	102 14%	61 14%	44 21% UV	41 14%	29 10%	31 11%	126 13%	32 21% W

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

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

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Good in a crisis

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	278 24%	172 31% C	101 18%	112 36% EF	74 20%	91 20%	191 30% H	87 17%	66 25%	57 19%	64 24%	56 35% UK	13 23% *	23 24% *	121 33% P	157 20%	190 27% R	88 20%	29 14%	64 22% S	83 30% S	93 34% ST	219 23% W	58 38% X
Does not apply	519 46%	241 44%	272 48%	100 32%	178 47% D	240 53% D	253 40%	266 53% G	127 47%	132 44%	132 50%	61 39%	23 42% *	45 46% *	144 39%	375 49% O	292 42%	226 52% Q	101 48%	137 47%	127 45%	113 41%	456 47% X	56 36%
Don't know	342 30%	137 25%	199 35% B	100 32%	124 33%	118 26%	195 31%	147 29%	76 28%	109 37% K	68 26%	41 26%	19 35% *	29 30% *	102 28%	240 31%	219 31%	123 28%	82 39% UV	88 30%	70 25%	69 25%	297 31%	39 26%

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Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Pays attention to detail

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	396 35%	231 42% C	159 28%	128 41% F	126 33%	143 32%	258 40% H	138 28%	103 38%	97 33%	83 31%	63 40%	15 28% *	35 36% *	165 45% P	232 30%	260 37%	136 31%	51 24%	106 37% S	108 38% S	111 40% S	326 34%	69 45% W
Does not apply	503 44%	223 41%	272 48% B	114 36%	168 45% D	221 49% D	236 37%	267 53% G	112 42%	130 44%	133 50%	61 39%	27 48% *	40 42% *	125 34%	378 49%	287 41%	216 49% Q	106 50%	118 41%	121 43%	119 43%	438 45%	56 37%
Don't know	240 21%	95 17%	142 25% B	71 23%	83 22%	86 19%	145 23%	95 19%	54 20%	70 24%	48 18%	33 21%	13 24% *	21 22% *	77 21%	163 21%	155 22%	85 19%	55 26% V	64 22%	52 18%	45 16%	207 21%	28 18%

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

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Political Pulse Week 2
Adults aged 18+ in GB

Q4a. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Pays attention to detail
All Adults aged 18+ in Great Britain

Table with columns: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, Don't know.

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Column headers (1) to (47) and (A) to (Z)
Column headers (1) to (47) and (A) to (Z)
Column headers (1) to (47) and (A) to (Z)

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Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - A strong leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	357 31%	215 39% C	136 24%	124 40% EF	108 29%	124 28%	237 37% H	120 24%	92 34% K	97 33%	64 24%	58 37% K	14 25% *	32 33% *	149 41% P	207 27%	241 34% R	116 27%	47 22%	86 30%	99 35% S	109 40% ST	292 30%	61 40% W
Does not apply	593 52%	270 49%	316 55%	122 39% D	202 54% D	269 60% D	292 46% G	300 60%	129 48%	151 51%	158 60% IL	70 45%	36 66% IL*	49 51% *	157 43%	436 56% O	337 48%	256 58% Q	114 54%	157 54%	143 51%	136 49%	526 54% X	61 40%
Don't know	190 17%	65 12% B	121 21%	67 21% F	66 18%	57 13%	109 17%	80 16%	47 18%	50 17%	42 16%	29 19%	5 9% *	16 16% *	60 16%	129 17%	124 18%	66 15%	51 24% UV	45 16%	39 14%	30 11%	153 16%	31 20%

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

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Political Pulse Week 2
Adults aged 18+ in GB

Q4. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - A strong leader
All Adults aged 18+ in Great Britain

Table with columns for demographic groups (Total, Unweighted base, Weighted base) and various political statements. Rows include 'Does apply', 'Does not apply', and 'Don't know' for each statement. Columns represent different political parties and issues.

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

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Shares my values

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	289 25%	179 32% C	106 18%	117 37% EF	78 21%	95 21%	186 29% H	104 21%	77 29% N	71 24%	58 22%	55 35% JKN	13 23% *	16 17% *	123 34% P	166 22%	200 28% R	89 20%	43 20%	64 22%	88 31% ST	85 31% ST	230 24%	59 38% W
Does not apply	634 56%	289 53%	337 59%	128 41%	210 56% D	296 66% DE	328 51%	306 61% G	142 53%	170 57%	160 61%	81 51%	27 50% *	54 55% *	169 46%	465 60% O	361 51%	273 62% Q	123 58%	166 58%	150 53%	148 54%	557 57% X	68 44%
Don't know	215 19%	82 15%	130 23% B	68 22% F	89 24% F	59 13%	124 19%	91 18%	50 19%	57 19%	46 17%	21 14%	15 27% *	27 28% L*	74 20%	141 18%	141 20%	75 17%	46 22%	57 20%	42 15%	43 16%	185 19%	26 17%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Shares my values
All Adults aged 18+ in Great Britain

Table with columns: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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Column Headers (1) to 130: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UU, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Gets the big decisions right

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	261 23%	170 31% C	86 15%	107 34% EF	73 19%	81 18%	169 26% H	91 18%	58 22%	63 21%	50 19%	56 36% JKM	10 18% *	22 23% *	115 31% P	146 19%	177 25% R	83 19%	37 18%	60 21%	72 26%	82 30% ST	201 21%	60 39% W
Does not apply	635 56%	288 52%	340 59% B	127 40%	204 54% D	304 68% DE	325 51%	310 62% G	151 56% L	169 57% L	165 63% L	70 44%	30 54% *	50 52% *	169 46%	466 60% O	359 51% Q	276 63%	123 58%	172 60%	151 54%	145 53%	563 58% X	63 41%
Don't know	243 21%	92 17% B	146 26% B	80 25% F	98 26% F	65 14%	145 23%	99 20%	60 22%	65 22%	49 18%	31 20%	15 27% *	24 25% *	83 23%	161 21%	166 24% R	77 18%	52 25%	56 19%	57 20%	49 18%	207 21%	31 20%

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

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

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Political Pulse Week 2
Adults aged 18+ in GB

Q4. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - Gets the big decisions right
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties												Favourable to politicians												Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK					
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Does apply	261	13	171	29	6	21	149	54	44	174	203	11	129	35	112	39	45	167	193	14	119	32	57	169	143	23	44	158	30	148	66	160	107	69	56	178	98	2	193	62	216	41	160	96	143	101	179	69	160	90	80	140
Does not apply	635	147	114	48	135	65	198	293	169	336	47	515	116	283	126	273	242	254	31	542	116	251	231	268	30	496	129	270	126	221	167	387	77	369	121	398	12	413	384	237	540	77	332	289	347	258	381	199	306	251	338	214
Don't know	243	11	89	19	3	23	106	34	19	135	77	39	57	26	82	21	18	143	59	42	48	22	12	147	21	52	6	97	5	98	21	165	44	69	18	145	14	14	115	105	156	62	102	117	81	113	96	97	95	89	88	83

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Column Headers (H1) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Headers (H2) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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Political Pulse Week 2

Adults aged 18+ in GB

Q4A. Do you think each of the following statements does or does not apply to The Prime Minister, Keir Starmer? - An experienced leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	401 35%	227 41% C	166 29%	143 46% EF	136 36% F	122 27%	260 41% H	141 28%	100 37%	99 33%	79 30%	70 45% JK	16 30% *	38 39% *	170 46% P	231 30%	271 39% R	130 30%	59 28%	99 34%	105 38%	115 42% S	326 34%	71 46% W
Does not apply	558 49%	255 46%	298 52%	98 31%	186 49% D	275 61% DE	279 44%	279 56% G	124 46%	145 49%	153 58% IL	63 40%	30 54% *	43 45% *	143 39%	415 54% O	312 44%	247 56% Q	112 53%	150 52%	129 46%	127 46%	498 51% X	54 35%
Don't know	180 16%	67 12% B	109 19%	72 23% EF	55 15%	53 12%	100 16%	80 16%	45 17%	54 18%	33 12%	24 15%	9 16% *	15 16% *	53 14%	127 16%	119 17%	61 14%	42 20% V	39 14%	46 16%	33 12%	147 15%	29 19%

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

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Summary

All Adults aged 18+ in Great Britain

	Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch?											
	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Does apply	234 21% BDGKL	184 16% KL	273 24% ABDGIJKL	199 17% GKL	242 21% BDGJKL	286 25% ABDEGHIJKL	164 14%	242 21% BDGJKL	236 21% BDGKL	206 18% GKL	147 13%	156 14%
Does not apply	420 37%	588 52% ACDEFGHIK	487 43% AEGH	506 44% AEGHI	449 39% GH	499 44% AEGHI	407 36%	411 36%	464 41% AGH	567 50% ACDEFGHIK	484 42% AEGH	630 55% ABCDEFGHIJK
Don't know	485 43% BCDEFJUL	367 32%	379 33%	434 38% BCFJL	447 39% BCFJL	354 31%	568 50% ABCDEFHIJKL	486 43% BCDEFJUL	439 39% BCFJL	366 32%	508 45% BCDEFJUL	353 31%

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

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - An honest person

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	234 21%	134 24% C	96 17%	71 23%	63 17%	101 22%	140 22%	94 19%	47 17%	63 21%	58 22%	41 26% N	15 27% N*	11 12% *	98 27% P	136 18%	161 23% R	73 17%	37 18%	41 14%	65 12% T	81 29% ST	184 19%	46 30% W
Does not apply	420 37%	223 41% C	189 33%	126 40% F	158 42% F	136 30%	235 37%	185 37%	107 40%	97 33%	91 34%	64 40%	15 28% *	45 47% J*	140 38%	280 36%	269 38%	151 35%	67 31%	125 43% SV	107 38%	89 32%	353 36%	63 41%
Don't know	485 43%	192 35% B	288 50%	116 37%	156 41%	214 48% D	264 41%	221 44%	114 43%	138 46% L	115 44%	53 34%	25 45% *	40 41% *	128 35%	357 46% O	272 39%	213 49% Q	108 51% UV	122 42%	109 39%	106 38%	434 45% X	44 29%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - An honest person
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Does apply	234	84	59	15	40	13	80	120	121	53	64	140	64	94	55	100	105	75	54	141	62	90	116	66	50	140	119	39	69	59	102	96	49	125	84	111	40	112	177	52	211	18	163	67	159	64	181	39	150	65	124	85	
Does not apply	420	16	191	37	43	59	222	89	23	360	160	185	125	139	158	109	78	290	135	214	118	136	73	302	100	196	16	336	45	268	66	318	97	194	48	325	54	137	260	153	341	68	225	187	200	194	233	152	204	180	179	188	
Don't know	485	71	124	43	61	37	152	172	87	232	103	240	113	110	108	125	122	199	95	243	104	79	111	217	44	234	44	150	47	139	86	298	83	187	63	284	31	180	254	198	359	94	205	248	213	214	242	174	207	186	203	164	

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - In touch with ordinary people

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	184 16%	107 19% C	74 13%	71 23% EF	55 15%	57 13%	107 17%	77 15%	32 12%	49 16% N	49 19% N	40 25% IN	9 16% *	5 6% *	82 22% P	102 13%	133 19% R	50 12%	35 16% T	22 8%	58 21% T	64 23% T	129 13%	51 33% W
Does not apply	588 52%	316 58% C	262 46%	142 45%	202 54% D	244 54% D	325 51%	263 53%	149 55%	151 51%	122 46%	81 52%	27 48% *	59 61% K*	192 52%	397 51%	357 51%	232 53%	98 46%	176 61% SUV	139 50%	133 48%	513 53%	73 48%
Don't know	367 32%	126 23% B	237 41% B	99 32%	119 32%	149 33%	207 32%	160 32%	88 33%	97 33%	93 35% L	36 23%	20 36% *	32 34% *	92 25%	275 36% O	212 30%	155 35%	80 38%	90 31%	84 30%	79 29%	329 34% X	30 19%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - In touch with ordinary people
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Does apply	184	73	48	12	26	7	54	92	116	27	61	102	49	65	47	74	88	49	50	102	51	65	84	46	48	97	112	15	51	45	84	63	47	80	38	86	120	57	159	18	110	69	117	57	132	41	102	69	95	59		
Does not apply	588	35	246	62	68	83	295	166	36	472	206	276	187	187	202	158	113	396	178	303	184	175	117	408	129	297	31	438	65	344	95	441	139	270	73	448	69	200	383	196	495	81	340	239	304	251	351	188	320	216	245	277
Don't know	367	63	80	22	49	19	105	124	80	146	60	186	65	92	72	101	103	119	56	192	49	65	98	130	17	177	37	72	45	76	75	208	43	153	55	192	17	143	188	150	257	81	144	194	151	164	173	136	139	145	165	101

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Column Headers (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Has a lot of personality

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	273 24%	144 26%	124 22%	100 32% EF	74 20%	99 22%	164 26%	109 22%	52 20%	71 24%	60 23%	59 37% UKN	13 24% *	17 18% *	113 31% P	160 21%	183 26%	90 21%	39 18%	49 17%	71 25% T	92 33% ST	214 22%	55 36% W
Does not apply	487 43%	264 48% C	216 38%	106 34%	172 46% D	209 46% D	277 43%	211 42%	117 44%	121 41%	113 43%	65 41%	19 34% *	52 54% JM*	153 42%	335 43%	296 42%	191 44%	83 39%	140 49% V	128 46%	103 38%	424 44%	60 39%
Don't know	379 33%	141 26%	233 41% B	107 34%	130 34%	142 32%	198 31%	181 36%	99 37% L	106 35% L	90 34% L	34 22%	23 41% L*	27 28% *	101 28%	277 36% O	222 32%	156 36%	90 42% UV	99 34%	81 29%	80 29%	334 34% X	39 25%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Has a lot of personality
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Does apply	273	71	70	20	46	20	93	118	122	93	83	148	83	88	77	99	120	90	75	154	91	87	120	92	64	142	131	67	76	87	116	119	67	139	89	132	45	116	307	60	241	27	181	87	172	88	195	59	163	86	138	104
Does not apply	487	43	213	40	62	64	249	147	36	383	159	247	132	182	155	157	106	322	138	272	134	168	108	332	102	266	24	358	58	284	84	362	106	231	61	372	57	190	305	173	402	73	265	213	246	220	281	170	267	186	208	221
Don't know	379	57	92	35	36	26	113	116	73	167	85	169	87	74	89	77	78	151	71	172	60	51	72	160	28	164	24	99	27	95	54	232	55	137	45	216	22	122	179	170	269	81	148	202	154	164	180	137	131	158	160	112

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Column Headers (18) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Headers (28) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Has the right plans for Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	199 17%	107 20%	89 15%	75 24% EF	61 16%	63 14%	125 20%	74 15%	41 15%	57 19% N	44 17%	39 25% IN	10 19% *	8 8% *	86 24% P	113 15%	146 21% R	53 12%	30 14%	34 12%	64 23% ST	67 24% ST	154 16%	41 27% W
Does not apply	506 44%	269 49% C	227 40%	123 39%	171 45%	212 47%	276 43%	229 46%	120 45%	126 42%	112 43%	70 44%	22 39% *	56 58% UK*	167 46%	339 44%	303 43%	203 46%	91 43%	140 49%	113 40%	121 44%	435 45%	69 45%
Don't know	434 38%	173 31%	257 45% B	115 37%	144 38%	175 39%	237 37%	197 39%	108 40%	115 39%	108 41%	48 31%	23 42% *	33 34% *	113 31%	321 42% O	253 36%	181 41%	92 43% V	114 40%	103 37%	88 32%	382 39% X	44 29%

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Has the right plans for Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Does apply	199	82	45	9	34	6	57	100	125	34	57	120	57	73	48	84	95	55	54	118	54	74	89	54	43	117	119	23	56	52	90	76	56	71	86	38	56	134	59	172	20	121	74	124	63	148	37	122	63	100	65		
Does not apply	506	16	227	49	64	79	269	138	27	424	188	232	156	168	182	140	97	351	154	268	159	156	106	354	121	247	21	390	59	317	87	385	119	230	65	396	64	176	319	181	421	74	278	219	258	223	295	168	259	199	215	238	
Don't know	434	73	103	37	46	23	128	142	80	185	82	213	89	103	90	109	112	157	76	212	71	75	104	176	30	208	39	113	46	97	77	251	53	182	58	238	21	157	238	164	319	86	195	209	189	186	213	160	179	169	191	134	

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Means (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - A capable leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	242 21%	127 23%	114 20%	88 28% EF	77 20%	77 17%	144 23%	98 20%	58 22%	66 22%	44 17%	50 32% IKN	11 20% *	12 13% *	92 25% P	151 20%	175 25% R	67 15%	41 19%	44 15%	71 26% T	76 27% T	189 19%	52 34% W
Does not apply	449 39%	241 44% C	198 35%	110 35%	166 44% D	173 38%	250 39%	199 40%	106 40%	112 37%	102 39%	56 36%	21 39% *	51 53% IJKL*	146 40%	304 39%	275 39%	174 40%	75 35%	130 45%	107 38%	104 38%	394 41%	53 34%
Don't know	447 39%	182 33% B	261 46% B	114 37%	133 35%	200 44% E	244 38%	203 41%	104 39%	120 40%	117 44% L	50 32%	23 41% *	33 34% *	129 35%	318 41%	251 36%	196 45% Q	96 45% V	114 40%	102 36%	96 35%	388 40%	48 32%

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - A capable leader
All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, Don't know.

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Column Headers (1)(2)* A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

Column Headers (2)(3)* A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Understands the problems facing Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	286 25%	145 26%	137 24%	90 29%	90 24%	106 24%	163 25%	123 25%	63 24% N	79 26% N	72 27% N	49 31% N	14 26% N*	8 8% *	114 31% P	172 22%	190 27%	96 22%	50 23%	44 15%	92 33% ST	83 30% T	231 24%	50 33% W
Does not apply	499 44%	268 49% C	223 39%	118 38%	175 47% D	205 46%	284 45%	215 43%	125 47%	121 41%	106 40%	67 43%	24 44% *	55 57% JK*	159 43%	340 44%	310 44%	189 43%	83 39%	143 50%	119 42%	119 43%	431 44%	65 43%
Don't know	354 31%	136 25%	213 37% B	105 34%	111 30%	138 31%	192 30%	163 32%	80 30%	97 33%	86 33%	41 26%	17 30% *	33 34% *	94 26%	260 34% O	202 29%	152 35%	79 37% UV	100 35% U	69 25%	74 27%	309 32%	38 25%

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Good in a crisis

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	164 14%	89 16%	72 13%	75 24% EF	47 13%	42 9%	101 16%	63 12%	29 11%	44 15%	39 15%	37 24% UKN	9 16%	6 6%	75 20% P	89 12%	123 18% R	40 9%	23 11%	25 9%	47 17% T	66 24% ST	123 13%	39 26% W
Does not apply	407 36%	220 40% C	179 31%	110 35%	140 37%	157 35%	226 35%	180 36%	102 38%	97 33%	88 33%	60 38%	13 23%	48 49% JKM*	141 38%	266 34%	261 37%	146 33%	68 32%	105 36%	110 39%	95 34%	338 35%	66 43%
Don't know	568 50%	241 44% B	322 56%	129 41% D	189 50% D	251 56% D	311 49%	258 51%	138 51% L	157 53% L	137 52% L	60 38%	34 61% L*	43 44% *	151 41%	418 54% O	318 45%	251 57% Q	121 57% UV	157 55% UV	124 44%	115 42%	510 53% X	48 32%

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Good in a crisis
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Reform UK (D)	Other (E)	(F)	Remain (G)	Leave (H)	Favourable to Conserv (I)	Unfavourable to Conserv (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Favourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Favourable to Kemi Badenoch (aa)	Unfavourable to Kemi Badenoch (ab)	Favourable to Rupert Lowe (ac)	Unfavourable to Rupert Lowe (ad)	Favourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Favourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good (ak)	NET Bad (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Does apply	164	57	49	8	23	7	55	72	94	32	60	76	50	56	48	57	73	50	51	83	46	60	72	47	47	77	77	94	21	50	50	83	54	48	80	64	59	42	61	114	42	142	19	111	49	107	46	133	29	105	50	83	51
Does not apply	407	21	184	32	46	57	211	103	29	340	146	197	117	147	138	126	92	269	126	216	109	139	91	276	95	210	15	328	52	250	75	297	92	190	56	307	54	146	260	141	338	56	227	171	215	170	239	139	208	165	183	183	
Don't know	568	93	142	56	75	45	189	206	108	271	121	291	135	141	135	150	139	245	106	299	129	106	136	261	52	284	71	177	59	165	96	361	89	237	75	353	28	222	317	221	431	105	256	282	249	256	294	197	248	215	240	203	

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az,ba,bb

Column Means (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az,ba,bb

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Pays attention to detail

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	242 21%	127 23%	113 20%	96 31% EF	68 18%	78 17%	134 21%	108 22%	62 23%	65 22%	47 18%	41 26%	11 20% *	15 15% *	96 26% P	146 19%	169 24% R	73 17%	38 18%	45 16%	70 25% T	83 30% ST	187 19%	54 35% W
Does not apply	411 36%	229 42% C	174 30%	103 33%	151 40%	157 35%	238 37%	173 35%	94 35%	107 36%	88 33%	62 40%	17 31% *	43 45% *	137 37%	274 36%	254 36%	157 36%	70 33%	117 41%	104 37%	92 33%	346 36%	61 40%
Don't know	486 43%	193 35%	287 50% B	114 37%	157 42%	215 48% D	267 42%	219 44%	112 42%	125 42%	129 49%	54 34%	27 49% *	39 40% *	133 36%	352 46% O	278 40%	208 47% Q	104 49% UV	126 44%	107 38%	101 37%	438 45% X	38 25%

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

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - A strong leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	236 21%	125 23%	108 19%	86 27% EF	74 20%	75 17%	139 22%	97 19%	48 18%	64 22%	47 18%	53 34% UKN	13 24% *	11 11% *	98 27% P	138 18%	165 24% R	71 16%	34 16%	42 15%	68 11% T	78 28% ST	184 19%	49 32% W
Does not apply	464 41%	236 43%	219 38%	109 35%	164 44% D	191 42%	268 42%	196 39%	124 46%	114 38%	97 37%	63 40%	18 32% *	49 51% K*	150 41%	314 41%	293 42%	171 39%	75 36%	131 46%	117 42%	110 40%	405 42%	57 37%
Don't know	439 39%	188 34%	246 43% B	118 38%	138 37%	183 41%	232 36%	207 41%	97 36%	120 40% L	120 45% L	41 26%	24 44% L*	36 38% *	118 32%	321 42% O	244 35%	195 45% Q	103 48% UV	114 40%	96 34%	87 32%	382 39%	47 31%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - A strong leader
All Adults aged 18+ in Great Britain

Total	General Election 2024 Vote						Referendum 2016 vote				Favourable to parties																Favourable to politicians																Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)						
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475						
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436						
Does apply	236	65	71	12	43	15	85	108	116	66	73	127	78	80	77	84	106	81	68	127	77	69	108	78	55	128	119	34	70	66	106	95	63	117	79	108	47	56	171	57	204	26	149	82	147	78	161	56	139	74	116	85						
Does not apply	464	40	194	45	55	60	238	129	43	362	160	230	133	162	148	150	100	300	137	253	130	156	101	306	106	238	24	357	56	278	78	341	107	213	65	354	54	179	292	164	390	60	254	201	231	207	278	152	246	182	206	205						
Don't know	439	66	109	38	46	35	131	145	73	216	94	208	92	102	96	99	99	183	78	218	77	80	90	200	33	205	36	135	36	122	70	275	59	177	51	259	23	153	229	182	318	94	191	219	194	186	217	157	175	184	147							

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Column Headers (Top) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Shares my values

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	206 18%	105 19%	97 17%	73 23% F	65 17%	67 15%	121 19%	84 17%	36 13%	60 20% N	54 20% N	36 23% IN	12 22% N*	8 8% *	89 24% P	117 15%	148 21% R	58 13%	27 13%	35 12%	61 22% ST	73 27% ST	160 16%	43 28% W
Does not apply	567 50%	304 55% C	254 44%	141 45%	190 51%	236 52%	323 51%	244 49%	138 51%	135 45%	127 48%	82 52%	22 40% *	63 65% UKM*	182 50%	385 50%	337 48%	231 53%	108 51%	161 56% V	130 47%	127 46%	490 50%	75 49%
Don't know	366 32%	140 25%	221 39% B	99 31%	120 32%	147 33%	194 30%	172 34%	94 35%	103 35%	83 31%	40 25%	21 38% *	25 26% *	96 26%	271 35% O	217 31%	149 34%	77 36%	92 32%	89 32%	75 27%	321 33% X	36 23%

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

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

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

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Shares my values All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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Columns 1-30 (A-T): 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. Columns 31-50: AA.AB.AC.AD.AE.AF.AG.AH.AI.AJ.AK.AL.AM.AN.AO.AP.AQ.AR. Columns 51-62: BA.BB.BC.BD.BE.BF.BG.BH.BI.BJ.BK.BL.BM.BN.BO.BP.BQ.BR.

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Gets the big decisions right

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	147 13%	86 16% C	59 10%	61 20% EF	47 13%	38 9%	93 15%	54 11%	28 10%	38 13% N	28 11%	41 26% UKN	9 16% N*	4 4% *	69 19% P	79 10%	109 16% R	38 9%	21 10%	25 9%	39 14%	58 21% STU	112 12%	35 23% W
Does not apply	484 42%	257 47% C	217 38%	128 41%	159 42%	197 44%	277 43%	207 41%	112 42%	115 39%	113 43%	71 45%	19 34% *	54 56% UKM*	158 43%	325 42%	289 41%	194 44%	80 38%	130 45%	117 42%	120 43%	409 42%	72 47%
Don't know	508 45%	206 38%	296 52% B	124 40%	170 45%	214 48%	269 42%	240 48%	129 48% L	145 49% L	123 47% L	46 29%	27 50% L*	38 40% *	139 38%	369 48% O	303 43%	205 47%	111 52% V	133 46% V	124 44%	97 35%	451 46% X	46 30%

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

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

24-089497-2 - 10th - 13th January 2025

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Political Pulse Week 2
Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - Gets the big decisions right
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties																				Favourable to politicians														Opinion on Labour government			Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Reform UK (D)	Other (E)	(F)	Remain (G)	Leave (H)	Favourable to Conservatives (I)	Unfavourable to Conservatives (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Favourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Favourable to Kemi Badenoch (aa)	Unfavourable to Kemi Badenoch (ab)	Favourable to Rupert Lowe (ac)	Unfavourable to Rupert Lowe (ad)	Favourable to Donald Trump (ae)	Unfavourable to Donald Trump (af)	Favourable to Joe Biden (ag)	Unfavourable to Joe Biden (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good (ak)	NET Bad (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)	Set up a full National Inquiry (ba)	Recommend Previous Inquiries (bb)									
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475												
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436												
Does apply	147	55	43	9	20	6	45	71	91	27	55	71	50	49	41	56	65	43	51	70	46	50	72	37	42	72	90	18	48	41	76	45	42	66	62	59	35	53	108	33	132	9	101	42	102	37	112	24	97	37	79	43												
Does not apply	484	28	203	45	65	68	249	132	35	390	172	236	134	173	170	146	109	320	142	260	133	163	111	324	110	245	25	370	61	293	94	350	112	229	68	361	58	182	303	175	403	69	262	214	249	211	287	158	246	197	212	224												
Don't know	508	88	129	41	59	35	160	178	106	227	100	257	118	122	109	131	131	200	91	268	105	92	116	223	42	254	65	138	52	133	83	317	75	212	64	300	31	194	281	195	376	102	231	247	220	225	257	183	217	196	215	169												

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Column Headers (EN) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Column Headers (FR) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb

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Political Pulse Week 2

Adults aged 18+ in GB

Q4B. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - An experienced leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	156 14%	89 16% C	64 11%	88 28% EF	40 11% F	28 6%	93 15%	63 12%	28 10%	34 11%	34 13%	42 27% UKN	11 20% N*	7 7% *	72 20% P	84 11%	126 18% R	30 7%	28 13%	25 9%	46 16% T	56 20% T	108 11%	47 30% W
Does not apply	630 55%	324 59% C	296 52%	123 39%	214 57% D	293 65% DE	360 56%	270 54%	153 57%	165 56%	146 55%	76 48%	28 52% *	62 64% L*	204 56%	426 55%	366 52%	264 60% Q	108 51%	177 61% SV	160 57%	135 49%	557 57% X	68 44%
Don't know	353 31%	137 25%	212 37% B	102 33%	122 32%	129 29%	185 29%	168 34%	88 33%	99 33%	84 32%	39 25%	16 28% *	28 28% *	90 25%	263 34% O	210 30%	143 33%	77 36%	86 30%	74 26%	84 31%	307 32%	39 25%

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

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

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q4b. Do you think each of the following statements does or does not apply to The Leader of the Conservative Party, Kemi Badenoch? - An experienced leader All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK. Includes rows for Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO,AP, AQ,AR,AS,AT, AU,AV,AW,AX,AY, AZ,BA, BB,BC,BD, BE,BF,BG,BH,BI,BJ,BK,BL, BM,BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ. Minimum Base: 20 ("") Small Base: 100 ("'). Column Means (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO,AP, AQ,AR,AS,AT, AU,AV,AW,AX,AY, AZ,BA, BB,BC,BD, BE,BF,BG,BH,BI,BJ,BK,BL, BM,BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

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.

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Summary

All Adults aged 18+ in Great Britain

	Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage?											
	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Does apply	278 24%	403 35% ADGHJK	613 54% ABDEFGHIJKL	351 31% AGHIJK	387 34% ADGHJK	466 41% ABDEFGHIJKL	282 25%	319 28% AGK	464 41% ABDEFGHIJKL	304 27%	282 25%	421 37% ADEGHJK
Does not apply	570 50% CEFGHIL	566 50% CEFGHIL	374 33%	564 49% CEFGHIL	512 45% CI	500 44% CI	492 43% CI	509 45% CI	457 40% C	616 54% ABCDEFGHIJKL	565 50% CEFGHIL	510 45% CI
Don't know	291 26% BCDEFIJL	170 15%	152 13%	225 20% BCF	240 21% BCFL	173 15%	365 32% ABCDEFGHIJKL	311 27% BCDEFIJL	218 19% BCF	219 19% BCF	292 26% BCDEFIJL	208 18% BCF

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

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - An honest person

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	278 24%	157 29% C	119 21%	86 28% E	77 20%	116 26%	123 19%	155 31% G	60 22%	89 30%	61 23%	39 25%	10 18% *	20 21% *	82 22%	197 25%	177 25%	101 23%	52 25%	59 20%	67 24%	86 31% T	234 24%	42 27%
Does not apply	570 50%	269 49%	288 50%	155 49%	205 55%	210 47%	354 55% H	216 43%	137 51%	132 44%	129 49%	91 58% J	30 54% *	51 53% *	209 57% P	361 47%	349 50%	221 51%	99 46%	154 54%	144 51%	130 47%	479 49%	85 56%
Don't know	291 26%	123 22%	165 29% B	72 23%	94 25%	125 28%	161 25%	130 26%	72 27% L	77 26%	75 28% L	27 17%	15 28% *	25 26% *	76 21% O	215 28%	176 25%	115 26%	61 29%	75 26%	69 25%	60 22%	257 26% X	26 17%

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

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - In touch with ordinary people

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	403 35%	211 38%	185 32%	106 34%	115 30%	183 41% E	202 32%	201 40% G	84 31%	126 42% IN	97 37%	49 31%	21 38% *	25 26% *	124 34%	278 36%	252 36%	151 35%	63 30%	99 34%	104 37%	114 41% s	350 36%	51 33%
Does not apply	566 50%	275 50%	283 49%	152 48%	198 53%	216 48%	345 54% H	221 44%	132 49%	134 45%	130 49%	86 55%	27 49% *	58 60% J*	196 53%	370 48%	344 49%	222 51%	102 48%	151 53%	138 49%	129 47%	478 49%	81 53%
Don't know	170 15%	63 12%	105 18% B	56 18% F	63 17%	51 11%	91 14%	79 16%	52 19%	38 13%	37 14%	22 14%	7 13% *	14 14% *	46 13%	124 16%	105 15%	65 15%	47 22% TUV	38 13%	39 14%	33 12%	144 15%	21 14%

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

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

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PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

QAC: Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - In touch with ordinary people
All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starmer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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Columns: [A]-[Z], [AA]-[AZ], [BA]-[BZ], [CA]-[CZ], [DA]-[DZ], [EA]-[EZ], [FA]-[FZ], [GA]-[GZ], [HA]-[HZ], [IA]-[IZ], [JA]-[JZ], [KA]-[KZ], [LA]-[LZ], [MA]-[MZ], [NA]-[NZ], [OA]-[OZ], [PA]-[PZ], [QA]-[QZ], [RA]-[RZ], [SA]-[SZ], [TA]-[TZ], [UA]-[UZ], [VA]-[VZ], [WA]-[WZ], [XA]-[XZ], [YA]-[YZ], [ZA]-[ZZ], [AAA]-[ZZZ]
Minimum Base: 30 (**) Small Base: 100 (*)
Column Means: [A]-[Z], [AA]-[AZ], [BA]-[BZ], [CA]-[CZ], [DA]-[DZ], [EA]-[EZ], [FA]-[FZ], [GA]-[GZ], [HA]-[HZ], [IA]-[IZ], [JA]-[JZ], [KA]-[KZ], [LA]-[LZ], [MA]-[MZ], [NA]-[NZ], [OA]-[OZ], [PA]-[PZ], [QA]-[QZ], [RA]-[RZ], [SA]-[SZ], [TA]-[TZ], [UA]-[UZ], [VA]-[VZ], [WA]-[WZ], [XA]-[XZ], [YA]-[YZ], [ZA]-[ZZ], [AAA]-[ZZZ]

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Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Has a lot of personality

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	613 54%	330 60%	274 48%	160 51%	189 50%	264 59%	340 53%	273 55%	137 51%	173 58%	152 58%	71 45%	34 62%	46 48%	194 53%	419 54%	370 53%	243 56%	112 53%	149 52%	148 53%	159 58%	536 55%	73 48%
Does not apply	374 33%	165 30%	205 36%	102 33%	131 35%	142 32%	212 33%	162 32%	92 34%	87 29%	77 29%	62 39%	17 31%	39 40%	133 36%	241 31%	233 33%	141 32%	64 30%	100 35%	95 34%	89 32%	310 32%	60 39%
Don't know	152 13%	55 10%	94 16%	51 16%	57 15%	44 10%	86 13%	66 13%	39 14%	38 13%	34 13%	24 15%	4 8%	12 12%	39 11%	113 15%	98 14%	53 12%	37 17%	39 13%	38 14%	28 10%	125 13%	21 14%

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

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

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PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

QAC: Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Has a lot of personality. All Adults aged 18+ in Great Britain

Table with 49 columns representing various demographic and attitudinal variables, and 4 rows: Total, Unweighted base, Weighted base, and Don't know. The 'Total' row lists variables from 'Conservative Labour' to 'Opinion on what to do about Grooming Gangs in the UK'. The 'Unweighted base' row contains numerical values for each variable. The 'Weighted base' row contains weighted numerical values. The 'Don't know' row shows percentages for variables with missing data.

Column Headers (30): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Has the right plans for Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	351 31%	192 35% C	154 27%	103 33%	99 26%	149 33%	161 25%	190 38% G	71 26%	112 38% IN	88 33%	46 29%	13 23% *	22 22% *	99 27%	251 33%	219 31%	131 30%	66 31%	74 26%	89 32%	103 37% T	302 31%	48 31%
Does not apply	564 49%	263 48%	292 51%	144 46%	194 52%	226 50%	355 56% H	208 42%	141 53%	133 45%	125 47%	82 52%	27 50% *	55 57% *	205 56% P	359 46%	345 49%	219 50%	100 47%	155 54%	130 47%	134 49%	480 49%	78 51%
Don't know	225 20%	94 17%	127 22%	66 21%	83 22%	75 17%	122 19%	102 20%	57 21%	52 18%	52 20%	29 18%	15 27% *	20 21% *	62 17%	163 21%	137 20%	87 20%	46 22%	58 20%	61 22% V	39 14%	189 19%	27 18%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

QAC: Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Has the right plans for Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote				Favourable to parties																		Favourable to politicians																		Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kamal Badenoch	Unfavourable to Kamal Badenoch	Favourable to Rupert Lowe	Unfavourable to Rupert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good	NET Bad	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely				
																																																												(A)	(B)	(C)	(D)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475											
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436											
Does apply	351	72	81	13	122	13	73	213	126	147	78	239	73	164	57	158	250	33	68	248	70	136	250	32	46	240	101	106	139	50	178	115	61	198	125	135	47	203	224	116	300	42	186	155	242	93	221	104	180	137	223	85											
Does not apply	564	64	243	68	6	84	323	106	63	416	215	229	194	133	227	133	15	485	184	254	185	129	22	497	130	247	52	357	12	384	47	485	151	217	41	480	64	150	369	188	463	92	324	234	257	278	336	185	330	201	197	287											
Don't know	225	35	50	14	16	11	58	62	43	81	34	96	35	46	36	42	39	45	32	96	30	40	28	55	18	84	27	62	10	32	29	112	16	92	29	104	13	76	98	100	148	46	84	113	73	101	99	76	70	92	85	65											

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Column Headers (EN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Column Headers (FR) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - A capable leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	387 34%	210 38% C	171 30%	102 33%	123 33%	162 36%	188 29%	199 40% G	86 32%	109 37%	100 38% N	48 31%	20 36% *	24 25% *	115 31%	272 35%	244 35%	143 33%	73 34%	88 31%	99 35%	105 38%	333 34%	52 34%
Does not apply	512 45%	232 42%	274 48%	144 46%	178 47%	190 42%	319 50% H	193 39%	129 48%	128 43%	112 42%	71 45%	23 42% *	50 51% *	182 50% P	331 43%	308 44%	204 47%	85 40%	139 48%	119 42%	124 45%	436 45%	73 47%
Don't know	240 21%	108 20%	128 22%	67 21%	74 20%	98 22%	131 21%	109 22%	54 20%	60 20%	53 20%	38 24%	12 22% *	23 24% *	70 19%	170 22%	149 21%	91 21%	55 26% V	61 21%	62 22%	46 17%	202 21%	29 19%

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

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Understands the problems facing Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	466 41%	248 45% C	213 37%	117 37%	146 39%	202 45%	234 37%	232 46% G	100 37%	145 49% ILN	112 42%	58 37%	21 39% *	30 31% *	136 37%	330 43%	286 41%	180 41%	89 42%	104 36%	117 42%	129 47% T	404 42%	59 39%
Does not apply	500 44%	232 42%	258 45%	140 45%	170 45%	190 42%	313 49% H	187 37%	118 44%	118 40%	117 44%	70 45%	23 41% *	54 56% J*	186 51% P	314 41%	304 43%	196 45%	82 38%	144 50% SV	122 44%	109 40%	422 43%	74 48%
Don't know	173 15%	70 13%	102 18% B	56 18%	60 16%	58 13%	92 14%	82 16%	50 19% J	34 11%	36 14%	29 18%	11 20% *	13 13% *	45 12%	128 17%	112 16%	62 14%	42 20%	40 14%	41 15%	37 13%	145 15%	19 13%

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

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

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Political Pulse Week 2
Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Understands the problems facing Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK										
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Rupert Lowe	Unfavourable to Rupert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(bb)	(cc)	(dd)	(ee)	(ff)	(gg)	(hh)	(ii)	(jj)	(kk)	(ll)	(mm)	(nn)	(oo)	(pp)	(qq)	(rr)	(ss)	(tt)	(uu)	(vv)	(ww)	(xx)	(yy)	(zz)		
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475		
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436		
Does apply	466	101	111	24	134	15	112	260	151	208	94	314	104	301	85	198	266	88	84	326	103	271	87	52	319	122	153	140	80	194	193	70	270	139	218	49	260	300	155	406	47	256	201	305	144	293	139	239	185	265	150			
Does not apply	500	46	223	62	5	84	289	92	56	373	197	198	173	117	208	111	19	427	174	219	166	113	19	437	126	205	41	332	13	352	38	432	144	180	33	429	65	130	318	178	400	88	275	216	212	258	284	179	262	194	176	246		
Don't know	173	25	41	8	5	10	53	30	24	63	36	53	24	25	27	24	20	49	26	53	15	16	10	60	16	47	17	40	8	34	23	86	14	57	22	73	10	40	73	70	105	45	62	85	55	70	80	47	59	51	65	41		

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Column headers (A)-(zz): A: B: C: D: E: F: G: H: I: J: K: L: M: N: O: P: Q: R: S: T: U: V: W: X: Y: Z: aa: bb: cc: dd: ee: ff: gg: hh: ii: jj: kk: ll: mm: nn: oo: pp: qq: rr: ss: tt: uu: vv: ww: xx: yy: zz: Memo: Base: 2025 (**): Small Base: 2025 (**)
Column headers (A)-(zz): A: B: C: D: E: F: G: H: I: J: K: L: M: N: O: P: Q: R: S: T: U: V: W: X: Y: Z: aa: bb: cc: dd: ee: ff: gg: hh: ii: jj: kk: ll: mm: nn: oo: pp: qq: rr: ss: tt: uu: vv: ww: xx: yy: zz: Memo: Base: 2025 (**): Small Base: 2025 (**)

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Good in a crisis

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	282 25%	159 29% C	120 21%	92 29% E	82 22%	109 24%	139 22%	143 29% G	55 20%	81 27%	68 26%	44 28%	19 34% N*	16 16% *	84 23%	198 26%	183 26%	99 23%	50 23%	59 20%	72 26%	89 32% T	236 24%	44 29%
Does not apply	492 43%	228 41%	256 45%	132 42%	178 47%	182 41%	308 48% H	184 37%	128 48% J	108 36%	108 41%	74 47%	23 41% *	52 54% J*	183 50% P	309 40%	308 44%	184 42%	79 37%	142 49% SV	118 42%	107 39%	411 42%	77 50%
Don't know	365 32%	163 30%	196 34%	89 28%	117 31%	159 35%	191 30%	174 35%	86 32%	108 36% L	88 33%	40 25%	14 25% *	29 30% *	100 27%	265 34% O	211 30%	154 35%	84 39% V	87 30%	90 32%	79 29%	324 33% X	32 21%

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Pays attention to detail

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	319 28%	178 32% C	137 24%	89 28%	99 26%	131 29%	151 24%	168 34% G	56 21%	105 35% I	72 27%	43 27%	16 29% *	28 29% *	92 25%	227 29%	196 28%	124 28%	59 28%	72 25%	83 30%	89 32%	276 28%	42 27%
Does not apply	509 45%	243 44%	256 45%	144 46%	171 46%	193 43%	313 49%	195 39%	131 49% J	112 38%	115 43%	79 50% J	25 45% *	47 49% *	184 50% P	324 42%	323 46%	186 43%	81 38%	138 48%	125 45%	124 45%	421 43%	82 53% W
Don't know	311 27%	129 23%	179 31% B	80 25%	106 28%	126 28%	174 27%	137 27%	82 31%	80 27%	78 29%	35 22%	14 26% *	21 22% *	90 24%	221 29%	183 26%	128 29%	72 34% V	78 27%	72 26%	62 23%	274 28% X	30 19%

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PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

QAC: Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Pays attention to detail
All Adults aged 18+ in Great Britain

Table with columns for 'Total', 'General Election 2024 Vote' (Conservative, Labour, Liberal Democrats, Reform UK, Other), 'Referendum 2016 vote', 'Favourable to parties' (various parties), 'Favourable to politicians' (various figures), 'Opinion on Labour government', 'Russian Invasion of Ukraine', 'Rising Cost of Living', 'Current conflict in Israel and Gaza', 'Grooming Gangs in the UK', 'Starmer announcing new plans to cut down NHS wait times', 'Trump's claims to acquire Greenland and Panama Canal', and 'Opinion on what to do about Grooming Gangs in the UK'.

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (**) Small Base: 100 (*)
Column Headers (DS): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - A strong leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	464 41%	254 46% C	202 35%	119 38%	152 41%	192 43%	246 39%	217 43%	100 37%	131 44%	119 45%	56 36%	24 43% *	34 35% *	149 41%	314 41%	288 41%	176 40%	85 40%	100 35%	117 42%	132 48% T	398 41%	62 40%
Does not apply	457 40%	208 38%	244 43%	129 41%	156 41%	173 38%	278 44% H	179 36%	117 43%	106 36%	95 36%	73 47%	24 44% *	43 44% *	158 43%	300 39%	276 39%	181 41%	80 38%	130 45%	111 40%	100 36%	385 40%	69 45%
Don't know	218 19%	87 16%	127 22% B	65 21%	68 18%	85 19%	114 18%	104 21%	52 20%	61 20%	50 19%	28 18%	7 13% *	20 21% *	59 16%	159 21%	138 20%	80 18%	47 22%	57 20%	52 18%	44 16%	188 19%	23 15%

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Political Pulse Week 2
Adults aged 18+ in GB

QAC: Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - A strong leader
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote							Referendum 2016 vote		Favourable to parties													Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK									
		Conservative			Labour		Liberal Democrats		Reform UK	Other	Remain	Leave	Favourable to Conservatives			Favourable to Labour		Favourable to Lib Dems		Favourable to Green Party		Favourable to Reform UK		Favourable to Reform UK		Favourable to Keir Starmer		Favourable to Ed Davey		Favourable to Nigel Farage		Favourable to Rachel Reeves		Favourable to Kemi Badenoch		Favourable to Robert Lowe		Favourable to Elon Musk		Favourable to Joe Biden		Favourable to Elon Musk		NET Good	NET Bad	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Set up a full National Public Inquiry	Recommendation from Previous Inquiries
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)								
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475									
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436									
Does apply	464	95	138	26	117	25	133	244	140	222	120	272	140	175	112	166	251	120	101	288	126	149	252	114	72	283	120	160	131	500	180	216	92	248	125	338	57	221	318	138	405	49	260	199	284	153	298	130	260	159	237	170									
Does not apply	41%	56%	37%	27%	81%	23%	29%	64%	60%	35%	37%	48%	46%	51%	35%	50%	82%	21%	36%	48%	44%	49%	84%	19%	37%	49%	67%	30%	81%	22%	71%	30%	40%	49%	64%	33%	46%	52%	46%	34%	44%	27%	44%	40%	50%	32%	45%	36%	46%	37%	47%	39%									
Don't know	457	45	192	56	11	66	245	90	54	336	163	203	139	119	175	119	14	378	144	215	199	120	18	396	107	202	40	304	10	314	34	390	115	173	30	387	55	138	286	164	361	84	255	193	203	231	264	154	235	174	180	208									
	40%	26%	51%	59%	7%	60%	54%	23%	52%	52%	50%	36%	46%	35%	54%	36%	5%	67%	51%	36%	49%	39%	6%	68%	55%	35%	22%	58%	6%	67%	13%	55%	50%	34%	16%	54%	45%	32%	41%	41%	40%	47%	43%	38%	36%	49%	40%	42%	42%	41%	36%	48%	4%								
	218	31	44	13	16	19	76	48	38	86	43	90	23	50	34	48	39	65	38	95	19	36	29	75	15	87	19	61	20	52	40	106	21	85	39	95	12	70	88	101	145	47	79	110	84	89	94	81	65	96	89	58									
	19%	18%	12%	14%	11%	17%	17%	12%	16%	13%	13%	16%	8%	15%	11%	14%	13%	12%	13%	16%	7%	12%	10%	13%	8%	15%	11%	12%	12%	11%	16%	15%	9%	17%	20%	13%	10%	16%	13%	25%	16%	26%	13%	22%	15%	19%	14%	22%	12%	22%	18%	13%									

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Column Headers (A-Z): A: B: C: D: E: F: G: H: I: J: K: L: M: N: O: P: Q: R: S: T: U: V: W: X: Y: Z: aa: ab: ac: ad: ae: af: ag: ah: ai: aj: ak: al: am: an: ao: ap: aq: ar: as: at: au: av: aw: ax: ay: az: ba: bb: bc: bd: be: bf: bg: bh: bi: bj: bk: bl: bm: bn: bo: bp: bq: br: bs: bt: bu: bv: bw: bx: by: bz: ca: cb: cc: cd: ce: cf: cg: ch: ci: cj: ck: cl: cm: cn: co: cp: cq: cr: cs: ct: cu: cv: cw: cx: cy: cz: da: db: dc: dd: de: df: dg: dh: di: dj: dk: dl: dm: dn: do: dp: dq: dr: ds: dt: du: dv: dw: dx: dy: dz: ea: eb: ec: ed: ee: ef: eg: eh: ei: ej: ek: el: em: en: eo: ep: eq: er: es: et: eu: ev: ew: ex: ey: ez: fa: fb: fc: fd: fe: ff: fg: fh: fi: fj: fk: fl: fm: fn: fo: fp: fq: fr: fs: ft: fu: fv: fw: fx: fy: fz: ga: gb: gc: gd: ge: gf: gg: gh: gi: gj: gk: gl: gm: gn: go: gp: gq: gr: gs: gt: gu: gv: gw: gx: gy: gz: ha: hb: hc: hd: he: hf: hg: hh: hi: hj: hk: hl: hm: hn: ho: hp: hq: hr: hs: ht: hu: hv: hw: hx: hy: hz: ia: ib: ic: id: ie: if: ig: ih: ii: ij: ik: il: im: in: io: ip: iq: ir: is: it: iu: iv: iw: ix: iy: iz: ja: jb: jc: jd: je: jf: jg: jh: ji: jj: jk: jl: jm: jn: jo: jp: jq: jr: js: jt: ju: jv: jw: jx: jy: jz: ka: kb: kc: kd: ke: kf: kg: kh: ki: kj: kl: km: kn: ko: kp: kq: kr: ks: kt: ku: kv: kw: kx: ky: kz: la: lb: lc: ld: le: lf: lg: lh: li: lj: lk: ll: lm: ln: lo: lp: lq: lr: ls: lt: lu: lv: lw: lx: ly: lz: ma: mb: mc: md: me: mf: mg: mh: mi: mj: mk: ml: mn: mo: mp: mq: mr: ms: mt: mu: mv: mw: mx: my: mz: na: nb: nc: nd: ne: nf: ng: nh: ni: nj: nk: nl: nm: no: np: nq: nr: ns: nt: nu: nv: nw: nx: ny: nz: oa: ob: oc: od: oe: of: og: oh: oi: oj: ok: ol: om: on: oo: op: oq: or: os: ot: ou: ov: ow: ox: oy: oz: pa: pb: pc: pd: pe: pf: pg: ph: pi: pj: pk: pl: pm: pn: po: pp: pq: pr: ps: pt: pu: pv: pw: px: py: pz: qa: qb: qc: qd: qe: qf: qg: qh: qi: qj: qk: ql: qm: qn: qo: qp: qq: qr: qs: qt: qu: qv: qw: qx: qy: qz: ra: rb: rc: rd: re: rf: rg: rh: ri: rj: rk: rl: rm: rn: ro: rp: rq: rr: rs: rt: ru: rv: rw: rx: ry: rz: sa: sb: sc: sd: se: sf: sg: sh: si: sj: sk: sl: sm: sn: so: sp: sq: sr: ss: st: su: sv: sw: sx: sy: sz: ta: tb: tc: td: te: tf: tg: th: ti: tj: tk: tl: tm: tn: to: tp: tq: tr: ts: tt: tu: tv: tw: tx: ty: tz: ua: ub: uc: ud: ue: uf: ug: uh: ui: uj: uk: ul: um: un: uo: up: uq: ur: us: ut: uv: uw: ux: uy: uz: va: vb: vc: vd: ve: vf: vg: vh: vi: vj: vk: vl: vm: vn: vo: vp: vq: vr: vs: vt: vu: vv: vw: vx: vy: vz: wa: wb: wc: wd: we: wf: wg: wh: wi: wj: wk: wl: wm: wn: wo: wp: wq: wr: ws: wt: wu: wv: ww: wx: wy: wz: xa: xb: xc: xd: xe: xf: xg: xh: xi: xj: xk: xl: xm: xn: xo: xp: xq: xr: xs: xt: xu: xv: xw: xx: xy: xz: ya: yb: yc: yd: ye: yf: yg: yh: yi: yj: yk: yl: ym: yn: yo: yp: yq: yr: ys: yt: yu: yv: yw: yx: yy: yz: za: zb: zc: zd: ze: zf: zg: zh: zi: zj: zk: zl: zm: zn: zo: zp: zq: zr: zs: zt: zu: zv: zw: zx: zy: zz

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Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Shares my values

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
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Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
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Does not apply	616 54%	292 53%	314 55%	162 52%	221 59%	233 52%	398 62% H	218 43%	151 56% J	134 45%	145 55% J	91 58% J	33 60% *	62 64% J*	231 63% P	384 50%	377 54%	238 54%	104 49%	170 59%	144 51%	149 54%	519 53%	90 59%
Don't know	219 19%	94 17%	122 21%	60 19%	74 20%	85 19%	104 16%	115 23% G	54 20%	63 21%	42 16%	27 17%	13 23% *	21 22% *	56 15%	163 21% O	135 19%	85 19%	52 24% V	47 16%	64 23%	43 16%	189 20%	25 16%

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Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Shares my values
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties																				Favourable to politicians																				Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)																
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475																	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																	
Does apply	304	58	64	12	117	8	51	187	113	118	64	206	72	136	44	131	225	25	53	215	68	110	220	20	38	210	95	80	126	26	143	104	57	168	105	116	39	179	192	105	257	43	163	138	201	91	183	94	162	113	186	74																	
Does not apply	27%	34%	17%	12%	82%	8%	11%	49%	49%	18%	20%	37%	24%	40%	14%	39%	74%	4%	19%	36%	24%	36%	74%	3%	20%	37%	53%	15%	78%	6%	56%	15%	25%	33%	54%	10%	32%	42%	28%	26%	28%	27%	27%	35%	19%	28%	26%	29%	20%	37%	17%																		
Don't know	616	71	260	76	6	89	354	116	77	445	225	262	207	148	244	140	27	508	199	283	193	147	32	520	139	273	56	386	13	411	62	514	154	244	53	513	69	172	403	207	507	97	354	256	289	297	368	203	326	233	220	310																	
	54%	41%	69%	80%	4%	82%	78%	30%	33%	69%	69%	46%	68%	43%	76%	42%	9%	90%	70%	47%	68%	48%	11%	89%	71%	48%	31%	73%	8%	88%	24%	72%	67%	71%	56%	40%	58%	51%	56%	60%	51%	51%	63%	56%	56%	58%	54%	43%	71%	1%																			

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Column Headers (DN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (**) Small Base: 100 (*)

Column Headers (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Gets the big decisions right

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	282 25%	154 28% C	125 22%	87 28% E	77 21%	118 26%	128 20%	154 31% G	59 22%	88 30% N	62 23% N	48 30% N	15 27% N*	11 12% *	76 21%	206 27% O	174 25%	108 25%	56 26%	64 22%	72 26%	76 27%	243 25%	38 25%
Does not apply	565 50%	263 48%	293 51%	153 49%	191 51%	221 49%	361 57% H	204 41%	131 49%	136 46%	126 48%	85 54%	31 56% *	56 58% *	205 56% P	360 47%	340 48%	226 52%	93 44%	153 53%	139 50%	137 50%	469 48%	90 59% W
Don't know	292 26%	133 24%	154 27%	73 23%	108 29%	111 25%	150 23%	142 28%	79 29% L	73 25%	76 29% L	24 15%	10 18% *	29 30% L*	85 23%	207 27%	189 27%	103 24%	63 30%	71 25%	70 25%	63 23%	259 27% X	25 16%

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - Get the big decisions right
All Adults aged 18+ in Great Britain

Table with columns: Total, General Election 2024 Vote (Conservative Labour, Liberal Democrats, Reform UK, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (various parties), Favourable to politicians (various politicians), Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - An experienced leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	421 37%	224 41% c	189 33%	114 36%	138 37%	169 38%	227 35%	194 39%	86 32%	121 41%	101 38%	56 36%	24 44% *	32 33% *	140 38%	280 36%	273 39%	147 34%	68 32%	99 34%	114 41%	118 43% s	361 37%	59 38%
Does not apply	510 45%	245 45%	260 45%	134 43%	171 45%	206 46%	309 48% h	201 40%	130 49%	133 45%	115 43%	69 44%	19 35% *	44 45% *	172 47%	339 44%	304 43%	207 47%	96 45%	136 47%	117 42%	116 42%	436 45%	71 46%
Don't know	208 18%	81 15%	124 22% b	65 21%	68 18%	75 17%	102 16%	106 21%	52 19%	44 15%	48 18%	31 20%	11 21% *	21 22% *	55 15%	154 20% o	125 18%	83 19%	48 23% v	53 18%	49 18%	41 15%	175 18%	23 15%

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4C. Do you think each of the following statements does or does not apply to The Leader of Reform UK, Nigel Farage? - An experienced leader
All Adults aged 18+ in Great Britain

Table with columns: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Does apply, Does not apply, Don't know.

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Column headers (DN) - A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN,AO

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Summary

All Adults aged 18+ in Great Britain

	Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey?											
	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Does apply	423 37% DEGHIJKL	404 36% DEGHIJKL	402 35% DGHUJKL	238 21% GK	371 33% DGHUJK	397 35% DGHUJKL	198 17% A	278 24% DGK	281 25% DGK	272 24% DGK	191 17% AE	355 31% DGHUJK
Does not apply	248 22% A	300 26% A	324 28% A	331 29% ABEH	295 26% A	305 27% A	311 27% A	299 26% A	363 32% ABCDEFHGK	345 30% ABEFGH	322 28% AE	338 30% ABEFH
Don't know	469 41% BCF	434 38% BCF	413 36% BCF	570 50% ABCEFUL	473 42% BCF	437 38% BCF	630 55% ABCDEFHJUL	562 49% ABCEFUL	495 43% BCFL	522 46% ABCEFL	626 55% ABCDEFHJUL	446 39% C

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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - An honest person

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	423 37%	232 42% C	186 32%	96 31%	121 32%	206 46% DE	269 42% H	154 31%	107 40%	113 38%	95 36%	56 36%	22 41% *	28 29% *	159 43% P	264 34%	240 34%	182 42% Q	65 31%	115 40%	110 39%	112 41%	368 38%	53 35%
Does not apply	248 22%	129 23%	114 20%	70 23%	100 27% F	78 17%	121 19%	127 25% G	62 23%	65 22%	51 19%	42 26%	11 20% *	18 19% *	80 22%	168 22%	183 26% R	65 15% R	43 20%	47 16%	72 26% T	69 25% T	207 21%	38 25%
Don't know	469 41%	189 34% B	273 48%	147 47% F	155 41%	167 37%	248 39%	220 44%	100 37%	120 40%	117 44%	60 38%	22 40% *	50 52% I*	128 35%	341 44% O	278 40%	190 43%	104 49% UV	126 44% V	98 35%	95 34%	396 41%	62 41%

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - In touch with ordinary people

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	404 36%	210 38%	190 33%	95 30%	125 33%	185 41% DE	258 40% H	147 29%	83 31%	115 39%	95 36%	56 36%	23 41% *	33 34% *	151 41% P	254 33%	240 34%	165 38%	62 29%	104 36%	119 42% S	101 37%	346 36%	57 37%
Does not apply	300 26%	168 31% C	126 22%	75 24%	112 30%	113 25%	154 24%	146 29%	80 30%	78 26%	63 24%	47 30%	13 23% *	19 20% *	104 28%	197 25%	206 29%	94 21% R	51 24%	66 23%	87 31%	83 30%	259 27%	37 24%
Don't know	434 38%	172 31%	257 45% B	143 46% EF	139 37%	152 34%	226 35%	208 42%	105 39%	104 35%	107 40%	54 35%	20 36% *	44 46% *	112 31%	322 42% O	256 36%	179 41%	99 47% UV	118 41% U	74 27%	90 33%	366 38%	60 39%

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - in touch with ordinary people
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475	
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Does apply	404	59	176	65	30	34	204	129	95	234	172	158	210	50	155	85	97	234	157	161	217	41	102	240	115	176	77	202	53	186	81	285	133	140	61	300	74	152	304	94	348	49	266	132	240	145	282	103	252	122	131	229	
Does not apply	300	54	76	9	69	31	94	139	65	183	61	204	34	193	54	158	110	126	52	218	28	190	113	129	32	207	61	154	65	126	96	166	36	197	76	168	22	169	169	126	241	48	141	150	158	129	174	106	150	128	172	85	
Don't know	434	58	122	21	44	44	156	114	71	227	94	202	59	100	112	90	96	203	75	218	40	74	85	214	47	187	41	169	43	155	76	261	60	169	58	252	27	157	219	183	322	84	466	316	446	306	426	316	436	286	426	286	

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Column Headers (DN): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az

Column Headers (SN): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Has a lot of personality

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	402 35%	216 39% C	181 32%	96 31%	115 31%	191 42% DE	248 39% H	154 31%	90 33%	105 35%	93 35%	60 38%	22 39% *	33 34% *	148 40% P	255 33%	233 33%	169 39%	66 31%	103 36%	108 39%	100 36%	349 36%	52 34%
Does not apply	324 28%	168 31%	149 26%	77 25%	125 33% D	122 27%	172 27%	152 30%	87 32%	81 27%	73 28%	48 31%	13 24% *	21 22% *	112 30%	212 27%	221 31% R	103 24%	52 24%	76 26%	93 33%	88 32%	273 28%	45 29%
Don't know	413 36%	165 30% B	242 42% B	140 45% EF	136 36%	137 31%	218 34%	195 39%	92 34%	112 37%	98 37%	49 31%	20 36% *	42 44% *	107 29%	306 40% O	248 35%	165 38%	94 44% UV	109 38% U	79 28%	88 32%	349 36%	57 37%

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

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Has a lot of personality
All Adults aged 18+ in Great Britain

	General Election 2024 Vote																				Referendum 2016 vote						Favourable to parties												Favourable to politicians												Opinion on Labour government		Russian invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK														
	Conservative				Labour				Liberal Democrats				Reform UK				Other				Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Rupert Lowe	Unfavourable to Rupert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	Favourable to Elinor James	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)																																																											
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475																											
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																											
Does apply	402	53	169	52	37	39	194	131	91	239	162	154	193	53	150	86	102	227	150	166	211	55	106	231	112	179	77	199	59	189	85	273	144	128	62	383	74	101	306	90	346	49	261	135	242	141	382	96	260	115	119	237																											
Does not apply	324	67	89	13	65	32	121	132	69	194	59	224	42	198	64	167	117	142	54	232	37	198	111	150	41	222	64	174	66	139	99	182	37	213	76	196	16	184	181	137	257	54	151	165	174	135	186	112	162	131	181	100																											
Don't know	413	52	117	30	42	38	139	117	72	211	106	187	66	93	107	80	85	194	80	199	36	53	82	203	41	170	39	152	36	139	70	256	47	165	57	240	34	143	205	177	308	77	182	202	156	195	188	156	138	184	206	99																											

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

Column Headers (ID): A-B, C, D, E, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa-az, ba-bz. Minimum Base: 200. ** Small Base: 100.†

Column Headers (ID): A-B, C, D, E, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa-az, ba-bz. Minimum Base: 100.† Small Base: 100.†

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Has the right plans for Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	238 21%	138 25% C	98 17%	75 24%	74 20%	89 20%	155 24% H	84 17%	55 20%	67 22%	54 20%	35 22%	14 25% *	15 15% *	96 26% P	142 18%	157 22%	81 19%	32 15%	60 21%	63 23%	76 28% S	198 20%	39 26%
Does not apply	331 29%	183 33% C	143 25%	74 24%	125 33% D	131 29%	165 26%	166 33% G	83 31%	85 29%	70 26%	54 35%	13 24% *	25 26% *	108 30%	222 29%	224 32% R	107 24%	59 28%	71 25%	98 35% T	86 31%	279 29%	48 31%
Don't know	570 50%	229 42%	332 58% B	163 52%	177 47%	230 51%	319 50%	251 50%	131 49%	145 49%	140 53%	68 43%	28 51% *	57 59% L*	162 44%	408 53% O	321 46%	249 57% Q	121 57% UV	157 54% UV	119 42%	113 41%	494 51%	66 43%

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

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

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

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - A capable leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	371 33%	204 37% C	162 28%	96 31%	101 27%	174 39% DE	239 37% H	132 26%	92 34%	97 33%	83 31%	49 31%	20 37% *	30 31% *	141 39% P	229 30%	231 33%	139 32%	61 29%	92 32%	110 39% S	91 33%	317 33%	51 33%
Does not apply	295 26%	152 28%	138 24%	70 22%	119 32% DF	106 23%	153 24%	142 28%	70 26%	71 24%	69 26%	48 31%	15 28% *	22 22% *	99 27%	197 25%	194 28%	101 23%	52 24%	63 22%	80 29%	84 31% T	254 26%	38 25%
Don't know	473 42%	193 35% B	272 48% B	147 47% F	155 41%	170 38%	247 39%	227 45%	107 40%	130 44%	113 43%	60 38%	20 36% *	45 47% *	126 35%	347 45% O	277 39%	197 45%	100 47% UV	133 46% UV	90 32%	101 37%	401 41%	64 42%

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

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - A capable leader
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote			Favourable to parties															Favourable to politicians															Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Conserv (I)	Unfavourable to Conserv (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Keir Starmer (S)	Unfavourable to Keir Starmer (T)	Favourable to Ed Davey (U)	Unfavourable to Ed Davey (V)	Favourable to Nigel Farage (W)	Unfavourable to Nigel Farage (X)	Favourable to Rachel Reeves (Y)	Unfavourable to Rachel Reeves (Z)	Favourable to Kamal Badnoch (aa)	Unfavourable to Kamal Badnoch (ab)	Favourable to Elon Musk (ac)	Unfavourable to Elon Musk (ad)	Favourable to Joe Biden (ae)	Unfavourable to Joe Biden (af)	Favourable to Donald Trump (ag)	Unfavourable to Donald Trump (ah)	Favourable to Elon Musk (ai)	Unfavourable to Elon Musk (aj)	NET Good Job (ak)	NET Bad Job (al)	Following closely (am)	Not following closely (an)	Following closely (ao)	Not following closely (ap)	Following closely (aq)	Not following closely (ar)	Following closely (as)	Not following closely (at)	Following closely (au)	Not following closely (av)	Following closely (aw)	Not following closely (ax)	Following closely (ay)	Not following closely (az)			
																																																						Set up a full National Inquiry (ba)	Recommendations from Previous Inquiries (bb)	
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475				
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436				
Does apply	371	52	163	59	28	35	181	122	95	219	162	133	204	41	146	83	92	212	151	149	210	39	88	221	117	161	79	171	54	166	82	246	131	120	65	266	80	87	281	85	324	42	246	119	214	139	257	98	234	110	113	211				
Does not apply	295	55	68	9	69	29	95	133	59	172	50	212	23	198	45	163	112	124	44	219	20	197	116	122	31	206	54	160	65	121	94	158	31	202	75	162	14	176	168	118	236	46	140	145	169	112	170	102	143	127	172	91				
Don't know	473	63	144	27	47	45	178	126	78	253	114	220	75	104	130	87	101	228	88	230	54	69	96	241	46	204	47	194	42	179	78	308	67	185	54	292	29	166	243	200	352	93	208	238	189	222	229	165	183	193	221	135				

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Column Headers (1) to (Z): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Column Headers (2) to (Z): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb
Minimum Base: 30 (**): Small Base: 100 (**)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Understands the problems facing Britain

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	397 35%	219 40% C	170 30%	94 30%	123 33%	180 40% D	265 41% H	132 26%	84 31%	102 34%	96 36%	64 41%	22 41% *	29 30% *	151 41% P	246 32%	243 35%	154 35%	63 29%	99 34%	109 39%	109 40% S	347 36%	49 32%
Does not apply	305 27%	160 29%	141 25%	79 25%	109 29%	116 26%	144 23%	161 32% G	77 29%	84 28%	65 25%	44 28%	14 25% *	21 22% *	93 25%	212 27%	209 30% R	96 22% R	55 26%	65 22%	88 31% T	82 30%	256 26%	45 30%
Don't know	437 38%	171 31%	261 46% B	139 45% F	144 38%	154 34%	230 36%	207 41%	108 40%	111 37%	103 39%	49 31%	19 34% *	46 48% L*	122 33%	315 41% O	249 36%	188 43% Q	95 45% UV	124 43% UV	84 30%	84 31%	368 38%	59 39%

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Good in a crisis

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	198 17%	112 20% C	84 15%	69 22% E	51 14%	77 17%	122 19%	76 15%	46 17%	48 16%	45 17%	34 22%	14 25% *	12 12% *	77 21% P	121 16%	131 19%	67 15%	24 12%	52 18%	56 20% S	57 21% S	165 17%	32 21%
Does not apply	311 27%	172 31% C	135 24%	78 25%	119 32%	114 25%	163 25%	148 30%	77 29%	76 26%	67 25%	55 35%	13 23% *	23 24% *	106 29%	205 27%	211 30% R	101 23%	54 26%	66 23%	89 32%	87 32% T	262 27%	44 29%
Don't know	630 55%	265 48%	354 62% B	165 53%	206 55%	258 57%	354 55%	276 55%	145 54%	174 58% L	152 58% L	68 43%	29 52% *	62 64% L*	183 50%	447 58% O	360 51%	269 62% Q	133 63% UV	169 59% UV	136 49%	131 48%	544 56%	77 50%

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

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Good in a crisis All Adults aged 18+ in Great Britain

Main survey data table with columns for 'Total', 'General Election 2024 Vote', 'Referendum 2016 vote', 'Favourable to parties', 'Favourable to politicians', 'Opinion on Labour government', 'Russian Invasion of Ukraine', 'Rising Cost of Living', 'Current conflict in Israel and Gaza', 'Grooming Gangs in the UK', 'Starmer announcing new plans to cut down NHS wait times', 'Trump's claims to acquire Greenland and Panama Canal', and 'Opinion on what to do about Grooming Gangs in the UK'. The table includes rows for 'Unweighted base', 'Weighted base', 'Does apply', 'Does not apply', and 'Don't know'.

Column headers (18) - A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UU, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YY, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ

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PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Pays attention to detail

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	278 24%	159 29% C	116 20%	80 26%	83 22%	115 25%	183 29% H	95 19%	66 25%	70 23%	69 26%	45 28%	12 21% *	18 18% *	115 31% P	164 21%	186 27%	92 21%	35 16%	64 22%	82 29% S	83 30% S	230 24%	48 31%
Does not apply	299 26%	164 30% C	129 22%	81 26%	106 28%	111 25%	151 24%	147 29%	77 29%	75 25%	61 23%	50 32%	13 24% *	22 23% *	94 26%	204 26%	196 28%	102 23%	58 27%	68 23%	84 30%	79 29%	255 26%	39 25%
Don't know	562 49%	227 41%	328 57% B	151 48%	187 50%	224 50%	304 48%	258 52%	125 47%	153 51%	135 51%	63 40%	30 54% *	57 59% L*	158 43%	405 52% O	319 45%	243 56% Q	120 56% UV	156 54% UV	114 41%	113 41%	486 50%	67 44%

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

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

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PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Pays attention to detail
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK												
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Favourable to Labour	Favourable to Lib Dems	Favourable to Green Party	Favourable to Reform UK	Favourable to Reform UK	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Rachel Reeves	Favourable to Keir Starmer	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	Favourable to Rachel Reeves	Favourable to Keir Starmer	Favourable to Keir Starmer	Favourable to Robert Lowe	Favourable to Robert Lowe	Favourable to Donald Trump	Favourable to Donald Trump	Favourable to Joe Biden	Favourable to Joe Biden	Favourable to Elon Musk	Favourable to Elon Musk	NET Good	NET Bad	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475				
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436				
Does apply	278	33	127	45	19	18	148	74	59	168	136	87	163	29	124	52	142	93	155	33	64	162	95	106	51	147	46	129	62	184	108	80	53	194	69	52	217	53	242	32	189	84	168	91	195	68	182	82	92	150						
Does not apply	299	47	80	13	61	34	92	134	65	176	63	194	40	173	46	156	104	130	57	208	33	176	116	126	41	199	58	152	66	121	97	160	41	192	73	165	22	164	171	119	236	50	136	152	162	123	167	112	144	129	171	89				
Don't know	562	91	167	36	63	57	214	172	107	300	128	284	99	141	150	126	131	279	103	297	96	97	120	296	58	266	71	226	48	216	95	368	80	234	70	361	33	213	304	232	434	99	269	266	242	257	294	185	235	219	243	198				

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Column Headers (DN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO
Column Headers (DN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO

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Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - A strong leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	281 25%	168 31% C	107 19%	86 27% E	73 19%	122 27% E	186 29% H	96 19%	62 23%	63 21%	72 27%	45 28%	15 28% *	25 26% *	112 31% P	169 22%	179 26%	102 23%	34 16%	69 24%	85 30% S	86 31% S	243 25%	37 24%
Does not apply	363 32%	195 35% C	164 29%	82 26%	144 38% DF	137 30%	195 31%	167 33%	88 33%	96 32%	80 30%	58 37%	13 24% *	27 28% *	111 30%	252 33%	231 33%	132 30%	66 31%	88 31%	93 33%	94 34%	314 32%	45 29%
Don't know	495 43%	186 34% B	302 53%	146 46%	159 42%	191 42%	258 40%	237 47% G	119 44%	139 47% L	112 42%	54 34%	27 48% *	45 47% *	144 39%	352 46% O	292 42%	204 47%	112 53% UV	130 45% V	102 36%	95 34%	414 43%	71 46%

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

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

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Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - A strong leader
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties											Favourable to politicians													Opinion on Labour government		Russian invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK										
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Favourable to Labour	Favourable to Lib Dems	Favourable to Green Party	Favourable to Reform UK	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	Favourable to Rachel Reeves	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	Favourable to Keir Starmer	Favourable to Ed Davey	Favourable to Nigel Farage	Favourable to Nigel Farage	NET Good	NET Bad	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475					
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436					
Does apply	281	31	132	43	25	21	151	84	70	158	134	88	161	26	112	56	68	165	126	90	157	29	73	169	102	99	65	135	39	138	67	184	103	87	57	190	71	53	224	51	240	36	191	86	162	101	196	68	150	76	92	151					
Does not apply	363	71	93	15	78	35	117	163	72	213	69	251	44	222	72	186	139	149	62	263	46	216	135	151	40	257	70	196	81	144	112	204	47	237	82	216	19	206	214	140	293	56	180	174	206	139	214	119	183	147	192	119					
Don't know	495	68	149	37	41	54	186	134	89	273	124	226	97	96	137	91	98	249	96	245	80	60	91	265	52	215	45	194	41	185	75	324	78	183	56	314	34	170	253	212	379	89	222	243	203	232	246	178	188	208	223	166					

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Column headers (DN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Column headers (DN) : A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

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Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Shares my values

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	272 24%	144 26%	125 22%	70 22%	70 19%	132 29% E	180 28% H	92 18%	54 20%	66 22%	73 28%	40 25%	15 28% *	25 26% *	116 32% P	156 20%	164 23%	108 25%	42 20%	65 23%	78 28%	73 26%	231 24%	40 26%
Does not apply	345 30%	190 35% C	151 26%	83 26%	133 35% D	130 29%	179 28%	166 33%	91 34% N	91 31%	73 28%	57 36% N	14 25% *	20 21% *	112 31%	233 30%	236 34% R	109 25%	60 28%	74 26%	105 38%	92 33%	295 30%	46 30%
Don't know	522 46%	215 39%	297 52% B	160 51% F	173 46%	188 42%	279 44%	242 48%	124 46%	141 47%	118 45%	61 39%	26 48% *	51 53% L*	138 38%	383 50% O	302 43%	220 50% Q	110 52% UV	148 51% UV	97 35%	111 40%	445 46%	67 44%

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

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - Gets the big decisions right

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	191 17%	117 21% C	71 12%	66 21%	56 15%	69 15%	124 19% H	67 13%	45 17%	45 15%	46 17%	34 22%	8 14% *	13 14% *	79 22% P	112 14%	118 17%	73 17%	31 15%	38 13%	56 20%	57 21% T	153 16%	36 23% W
Does not apply	322 28%	177 32% C	141 25%	81 26%	122 32%	119 26%	164 26%	159 32%	74 27%	84 28%	70 27%	59 38% KN	14 25% *	22 23% *	102 28%	220 28%	220 31% R	102 23%	55 26%	72 25%	90 32%	90 33%	275 28%	43 28%
Don't know	626 55%	255 46%	361 63% B	165 53%	198 53%	262 58%	351 55%	274 55%	150 56% L	169 57% L	148 56% L	64 41%	33 60% L*	61 63% L*	185 50%	441 57% O	363 52%	262 60% Q	126 60% UV	177 62% UV	133 48%	128 47%	543 56%	74 48%

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

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Political Pulse Week 2

Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - An experienced leader

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Does apply	355 31%	207 38% C	141 25%	89 28%	108 29%	158 35%	224 35% H	131 26%	81 30%	93 31%	79 30%	56 35%	19 34% *	27 28% *	132 36% P	223 29%	210 30%	145 33%	56 26%	88 31%	100 36%	92 34%	298 31%	55 36%
Does not apply	338 30%	174 32%	159 28%	77 25%	124 33% D	138 31%	184 29%	155 31%	78 29%	85 29%	85 32%	49 31%	15 27% *	25 26% *	115 32%	223 29%	230 33% R	108 25%	56 26%	82 28%	89 32%	93 34%	296 30%	39 25%
Don't know	446 39%	168 31% B	272 48%	147 47% EF	145 38%	155 34%	231 36%	215 43% G	110 41%	119 40%	100 38%	52 33%	21 38% *	44 45% *	119 32%	327 42% O	262 37%	184 42%	101 48% UV	118 41%	91 33%	90 33%	378 39%	60 39%

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

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q4D. Do you think each of the following statements does or does not apply to The Leader of the Liberal Democrats, Ed Davey? - An experienced leader
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties													Favourable to politicians													Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK				
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Rupert Lowe	Unfavourable to Rupert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)		
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475		
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436		
Does apply	355	41	160	51	32	39	183	111	88	207	152	126	183	54	141	80	203	141	135	189	49	93	209	111	149	73	171	55	163	87	232	121	116	63	349	76	81	276	70	310	38	239	110	212	121	244	89	233	102	110	201			
Does not apply	338	64	91	21	69	26	116	151	66	208	68	225	49	199	69	165	123	146	66	235	45	196	126	146	44	227	65	181	70	141	102	192	49	221	79	195	24	188	199	135	270	53	167	162	178	146	196	119	172	131	178	118		
Don't know	446	65	124	22	43	44	155	119	78	229	107	213	69	91	110	89	91	215	77	228	50	60	80	229	39	196	41	174	36	163	65	288	59	170	53	275	24	160	216	198	331	89	187	230	182	205	216	157	155	197	218	117		

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Column Headers (ID): A-B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az
Column Means (ID): A-B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - Summary
All Adults aged 18+ in Great Britain

	Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...?					
	...the Russian invasion of Ukraine? (A)	...the rising cost of living? (B)	...the conflict in Israel and Gaza? (C)	...the current grooming gangs in the UK (D)	...Keir Starmer announcing new plans to cut the Panama Canal for the United States (E)	...Donald Trump's claims he wants to acquire Greenland and the Panama Canal for the United States (F)
Unweighted base	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139
Very closely (4)	251 22% CDF	434 38% ACDEF	179 16% F	192 17% CDF	186 16% CDF	212 19% C
Fairly closely (3)	440 39% DF	478 42% CDF	414 36% F	379 33% CDF	470 41% CDF	348 31% CDF
Not very closely (2)	297 26% B	148 13% B	345 30% ABEF	347 30% ABEF	273 24% B	296 26% B
Not closely at all (1)	106 9% B	32 3% B	157 14% ABDE	125 11% BE	92 8% B	134 12% AE
I haven't heard of this news story	22 2% B	27 2% B	19 2% ABDE	68 6% ABC	88 8% ABC	124 11% ABCDE
Don't know	23 2% B	21 2% B	24 2% ABDE	27 2% ABC	20 2% B	25 2% BE

NET: Very/ Fairly closely	691 61% CDF	911 80% ACDEF	594 52% F	572 50% CDF	656 58% CDF	560 49% C
NET: Not very/ Not at all closely	403 35% B	180 16% B	502 44% ABEF	472 41% ABE	365 32% B	430 38% BE

Mean	2.76 CDF	3.20 ACDEF	2.56	2.61	2.73 CDF	2.65 C
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with the requirements of the International quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (1%): A/B/C/D/E/F. Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (1%): A/B/C/D/E/F. Minimum Base: 30 (**); Small Base: 100 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... the Russian invasion of Ukraine?

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	251 22%	158 29% c	91 16%	56 18%	80 21%	115 26%	142 22%	109 22%	57 21%	57 19%	65 25%	35 22%	12 22%	25 25%	95 26%	157 20%	95 22%	38 18%	56 20%	76 27%	71 26%	218 22%	32 21%		
Fairly closely (3)	440 39%	227 41%	208 36%	117 38%	136 36%	187 42%	291 46%	149 30%	108 40%	109 36%	101 38%	60 38%	26 47%	37 38%	156 43%	284 37%	273 38%	167 38%	70 33%	125 43%	97 35%	115 42%	380 39%	53 35%	
Not very closely (2)	297 26%	105 19%	184 32%	89 28%	105 28%	104 23%	138 22%	159 32%	70 26%	86 29%	69 26%	39 25%	10 18%	23 24%	85 23%	212 27%	192 27%	105 24%	62 29%	69 24%	72 26%	66 24%	253 26%	41 27%	
Not closely at all (1)	106 9%	46 8%	58 10%	34 11%	42 11%	29 6%	50 8%	56 11%	19 7%	35 12%	22 8%	12 8%	5 10%	12 12%	24 6%	82 11%	57 8%	49 11%	27 13%	28 10%	25 9%	17 6%	86 9%	18 12%	
I haven't heard of this news story	22 2%	7 1%	15 3%	9 3%	3 1%	10 2%	5 1%	16 3%	8 3%	5 2%	2 1%	7 4%	1 1%	- -	4 2%	18 2%	13 2%	9 2%	9 4%	4 1%	6 2%	3 1%	18 2%	4 3%	
Don't know	23 2%	7 1%	15 3%	8 2%	10 3%	5 1%	12 2%	11 2%	6 2%	6 2%	5 2%	4 3%	1 2%	1 1%	2 1%	20 3%	12 2%	11 3%	6 2%	5 2%	5 2%	3 1%	17 2%	5 3%	
NET: Very/ Fairly closely	691 61%	385 70% c	300 52%	173 55%	216 57%	302 67%	433 68% H	258 52%	165 61%	166 56%	167 63%	95 60%	38 69%	61 63%	251 68% P	440 57%	429 61%	263 60%	108 51%	181 63% S	173 62% S	186 67% S	598 62%	86 56%	
NET: Not very/ Not at all closely	403 35%	151 27% B	243 42%	123 39% F	147 39% F	133 30%	188 30% G	215 43%	90 33%	121 41%	91 34%	52 33%	15 28%	35 36%	109 30%	294 38% O	249 35%	155 35%	89 42% V	97 34%	96 34%	84 30%	339 35%	59 38%	
Mean	2.76	2.93 c	2.61	2.66	2.70	2.89 DE	2.85 H	2.66	2.80	2.65	2.82	2.80	2.84 +	2.77 +	2.89 P	2.70	2.78	2.74	2.61	2.75	2.83 S	2.89 S	2.78	2.69	

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... the Russian invasion of Ukraine?
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties																						Favourable to politicians											Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK	
		Conservative	Labour	Liberal Democrats	Reform UK	Other		Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kamal Badenoch	Unfavourable to Kamal Badenoch	Favourable to Robert Low	Unfavourable to Robert Low	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Set up a full National Public Inquiry	Be Recognised from Previous Inquiries					
Unweighted base	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)						
	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475						
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436						
Very closely (4)	251	45	90	29	32	24	113	93	64	150	87	127	89	74	85	65	88	121	78	134	97	61	87	126	63	129	67	127	54	104	77	159	76	114	60	163	46	59	251	-	231	13	211	39	175	61	302	39	198	38	105	119						
Fairly closely (3)	440	72	154	38	47	47	200	139	90	257	142	209	141	120	144	125	106	246	127	222	133	117	116	250	79	219	67	223	62	206	97	295	92	198	70	305	45	153	440	-	397	41	311	129	263	159	295	122	265	140	198	195						
Not very closely (2)	297	46	91	18	52	27	102	107	56	169	72	166	52	100	70	99	78	144	56	174	38	84	75	145	39	161	32	122	38	112	56	180	38	139	49	181	18	122	-	297	220	75	58	236	105	178	128	135	82	174	145	93						
Not closely at all (1)	106	8	31	7	12	11	33	35	20	57	20	50	16	39	19	34	24	46	20	54	14	36	18	57	10	52	11	42	2	38	20	66	19	45	14	62	8	44	-	106	54	45	10	92	22	69	26	65	7	75	43	27						
I haven't heard of this news story	22	-	4	3	-	-	6	6	3	6	6	7	2	6	3	6	3	4	2	7	2	3	3	2	4	6	1	6	3	3	2	7	2	5	-	6	2	6	-	7	3	4	3	6	3	5	2	5	2	10	1							
Don't know	23	-	3	-	-	-	1	1	-	5	1	7	2	5	-	4	4	3	-	6	-	4	1	4	-	6	2	5	1	3	6	2	7	1	3	5	5	-	1	2	1	2	1	2	-	2	2	1	4	1								
NET: Very/ Fairly closely	691	117	244	68	79	71	312	232	153	407	228	336	230	193	229	190	154	367	206	738	356	230	178	203	377	142	347	133	350	116	310	173	454	168	311	130	468	91	252	691	-	628	54	521	168	438	220	497	161	463	177	303	314					
NET: Not very/ Not at all closely	613	68	650	71	55	65	691	616	66	631	70	59	76	56	71	57	64	65	73	60	81	58	68	64	73	61	74	67	72	66	68	64	74	61	67	65	73	59	100	-	69	30	88	33	77	47	76	44	83	41	60	72						
Mean	2.76	2.90	2.82	2.97	2.69	2.77	2.88	2.78	2.86	2.79	2.92	2.75	3.02	2.68	2.93	2.68	2.87	2.79	2.94	2.74	3.11	2.68	2.92	2.77	3.03	2.76	3.07	2.85	3.08	2.82	2.93	2.78	3.00	2.91	2.80	3.10	2.73	3.36	1.74	2.89	2.13	3.23	2.23	3.05	2.45	3.03	2.37	3.18	2.33	2.74	2.93							

Column Headers (35): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, Minimum Base: 30 (** Small Base: 100*)

Column Headers (35): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, Minimum Base: 30 (** Small Base: 100*)

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... the rising cost of living?

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	434 38%	229 42% c	201 35%	104 33%	130 35%	199 44% de	256 40%	177 35%	109 41%	111 37%	100 38%	55 35%	17 31% +	42 44% +	153 42%	280 36%	266 38%	168 38%	69 32%	119 41%	127 45% sv	98 36%	367 38%	64 41%	
Fairly closely (3)	478 42%	218 40%	251 44%	135 43%	157 42%	186 41%	263 41%	214 43%	109 40%	125 42%	104 39%	72 46%	29 52% +	40 41% +	154 42%	323 42%	299 43%	179 41%	85 40%	124 43%	99 35%	133 48% u	407 42%	65 42%	
Not very closely (2)	148 13%	65 12%	80 14%	46 15%	56 15%	46 10%	85 13%	63 13%	36 13%	36 12%	47 18%	15 10%	5 9% +	10 10% +	41 11%	107 14%	91 13%	57 13%	32 15%	29 10%	32 12%	33 12%	136 14% x	8 5%	
Not closely at all (1)	32 3%	19 4%	13 2%	9 3%	18 5% f	6 1%	13 2%	19 4%	5 2%	12 4%	6 2%	4 2%	3 6% +	2 2% +	10 3%	22 3%	22 3%	10 2%	11 5%	6 2%	8 3%	6 2%	27 3%	5 3%	
I haven't heard of this news story	27 2%	11 2%	16 3%	12 4%	6 2%	8 2%	7 1%	20 4% g	7 2%	8 3%	3 1%	7 5% k	- +	3 3% +	4 1%	22 3%	15 2%	12 3%	10 5% v	6 2%	8 3%	3 1%	19 2%	7 5%	
Don't know	21 2%	7 1%	12 2%	6 2%	9 3%	5 1%	14 2%	7 1%	4 1%	7 2%	4 2%	4 3%	1 2% +	1 1% +	3 1%	18 2%	10 1%	11 2%	6 3%	4 1%	7 2%	2 1%	14 1%	5 3%	
NET: Very/ Fairly closely	911 80%	447 81%	452 79%	239 76%	287 76%	385 86% de	520 81%	392 78%	218 81%	235 79%	204 77%	127 81%	46 83% +	82 85% +	308 84% p	604 78%	564 80%	347 79%	153 72%	243 85% s	226 80%	232 84% s	774 80%	129 84%	
NET: Not very/ Not at all closely	180 16%	84 15%	93 16%	55 18% f	74 20% f	51 11%	99 15%	82 16%	41 15%	47 16%	53 20%	19 12%	8 15% +	12 12% +	51 14%	129 17%	113 16%	67 15%	43 20% t	35 12%	40 14%	39 14%	163 17% x	13 9%	
Mean	3.20	3.24	3.17	3.14	3.11	3.33 de	3.23	3.16	3.24	3.18	3.16	3.22	3.10 +	3.30 +	3.25	3.18	3.19	3.22	3.07	3.28 s	3.29 s	3.20	3.19	3.32	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q5. How thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - the rising cost of living?
All Adults aged 18+ in Great Britain

Table with 41 columns (Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Starrer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK) and multiple rows of data including Unweighted base, Weighted base, Very closely (4), Fairly closely (3), Not very closely (2), Not closely at all (1), I haven't heard of this news story, Don't know, NET: Very/ Fairly closely, NET: Not very/ Not at all closely, and Mean.

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Column Headers (N=): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (**), Small Base: 200 (*)
Column Headers (S=): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap Minimum Base: 30 (**), Small Base: 200 (**)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... the current conflict in Israel and Gaza?

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	179 16%	110 20% c	67 12%	55 18%	48 13%	76 17%	108 14%	71 14%	52 19%	31 10%	38 14%	33 21%	12 23%	14 15%	70 19%	110 14%	121 17%	58 13%	24 11%	41 14%	50 18%	57 21%	137 14%	42 27%	
Fairly closely (3)	414 36%	208 38%	199 35%	107 34%	121 32%	186 41%	270 42%	145 29%	105 39%	98 33%	100 38%	57 37%	22 39%	32 44%	161 33%	253 35%	243 39%	171 39%	66 31%	122 43%	93 33%	107 39%	362 37%	48 31%	
Not very closely (2)	345 30%	146 27%	192 34%	95 30%	129 34%	121 27%	177 28%	168 34%	72 27%	105 35%	84 32%	46 29%	46 20%	27 28%	97 26%	248 32%	225 32%	120 28%	72 34%	70 24%	90 32%	75 27%	300 31%	40 26%	
Not closely at all (1)	157 14%	69 12%	89 15%	42 13%	62 17%	53 12%	67 11%	90 18%	31 11%	49 17%	34 13%	14 9%	8 15%	21 22%	32 9%	126 16%	89 13%	68 16%	34 16%	44 15%	39 14%	32 12%	140 14%	15 10%	
I haven't heard of this news story	19 2%	7 1%	12 2%	7 2%	5 1%	7 1%	2 *	17 3%	5 2%	7 2%	3 1%	3 2%	- -	1 1%	3 1%	17 2%	11 2%	9 2%	9 4%	2 1%	3 1%	3 1%	16 2%	3 2%	
Don't know	24 2%	10 2%	14 2%	6 2%	10 3%	7 2%	14 2%	10 2%	4 1%	8 3%	7 3%	4 2%	1 3%	1 1%	4 1%	20 3%	13 2%	11 3%	7 3%	8 3%	4 2%	2 1%	16 2%	6 4%	
NET: Very/ Fairly closely	594 52%	318 58% c	266 47%	163 52%	169 45%	262 58%	378 59% H	216 43%	157 58%	129 43%	137 52%	90 57%	34 62%	46 48%	231 63% P	362 47%	365 52%	229 52%	90 43%	164 57% S	144 51%	163 59% S	499 51%	89 58%	
NET: Not very/ Not at all closely	502 44%	214 39% B	281 49% B	137 44%	191 51% F	174 39%	245 38% G	258 51%	103 38%	154 52% IL	117 44%	60 38%	19 35%	49 51% *	128 35% *	374 48% O	314 45%	188 43%	106 50% V	114 40%	129 46%	107 39%	440 45% X	55 36%	
Mean	2.56	2.68 c	2.45	2.59 E	2.43	2.65 E	2.67 H	2.42	2.69 JN	2.39	2.55	2.73 JN	2.71 J*	2.41 *	2.75 P	2.47	2.58	2.53	2.41	2.58	2.57	2.69 S	2.53	2.81 W	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q5. How thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... the current conflict in Israel and Gaza?

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475		
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436	
Very closely (4)	179	28	71	11	26	21	81	62	49	105	64	98	60	57	68	55	64	92	56	102	62	52	59	93	45	95	50	84	42	81	48	110	44	101	42	116	35	69	160	19	172	2	179	-	134	35	132	36	132	31	82	79	
Fairly closely (3)	414	63	153	49	37	43	193	128	80	239	138	188	139	108	133	95	100	234	119	195	140	97	102	239	86	199	69	212	59	195	95	278	95	175	64	281	43	140	362	49	373	37	414	-	273	120	303	92	277	108	168	193	
Not very closely (2)	345	62	98	26	61	28	122	130	68	197	92	182	75	116	90	114	96	167	78	197	60	110	92	171	48	185	43	156	49	122	74	207	61	151	58	217	31	136	152	191	263	80	-	345	129	196	174	142	126	186	174	125	
Not closely at all (1)	157	17	48	8	19	15	53	54	28	89	28	80	23	51	26	57	38	63	29	88	18	36	40	72	12	79	15	61	5	99	30	104	26	66	26	97	9	72	16	137	93	57	-	157	30	114	43	90	23	101	74	34	
I haven't heard of this news story	19	1	1	-	-	3	2	5	5	7	2	7	4	6	1	7	2	4	2	7	3	6	4	4	3	7	2	7	4	2	7	2	6	3	6	3	6	2	6	6	1	-	3	4	3	2	2	2	5	4			
Don't know	24	-	4	2	-	-	3	3	1	7	3	9	1	5	2	5	3	4	1	8	1	4	2	5	1	6	1	5	2	5	4	6	1	8	1	4	3	6	-	1	3	3	-	2	3	2	2	1	3	4	2		
NET: Very/ Fairly closely	594	91	224	59	63	64	274	190	130	344	202	287	199	165	202	150	164	325	174	297	202	149	161	332	131	294	119	296	101	277	144	388	139	275	106	397	78	209	521	67	546	39	594	-	407	155	435	128	409	138	249	272	
NET: Not very/ Not at all closely	502	79	145	34	80	43	175	184	97	286	120	262	98	167	116	171	135	230	107	285	28	146	122	242	60	264	58	217	54	181	104	311	87	218	85	313	40	208	168	228	357	127	-	502	159	310	216	222	149	287	248	159	
Mean	2.56	2.60	2.67	2.67	2.49	2.65	2.67	2.53	2.67	2.57	2.74	2.56	2.80	2.52	2.77	2.46	2.64	2.64	2.64	2.72	2.53	2.58	2.56	2.61	2.61	2.86	2.56	2.87	2.62	2.90	2.65	2.65	2.56	2.69	2.63	2.64	2.58	2.88	2.49	2.86	1.87	2.69	1.91	3.30	1.69	2.90	2.16	2.80	2.21	2.93	2.16	2.52	2.74

Column Headers (18): A, B, C, D, E, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, ar, as, at, au, av, aw, ax, ay, az

Column Headers (28): A, B, C, D, E, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, ar, as, at, au, av, aw, ax, ay, az

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... grooming gangs in the UK

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	192 17%	115 21% c	77 13%	47 15%	58 15%	87 19%	109 17%	84 17%	50 19%	38 13%	44 17%	32 20%	12 23% *	16 17% *	74 20% p	119 15%	124 18%	68 16%	25 12%	42 15%	61 22% s	51 18%	166 17%	26 17%	
Fairly closely (3)	379 33%	183 33%	189 33%	84 27% d	132 35% d	163 36% d	219 34% d	160 32% d	87 32% n	98 33% n	89 34% n	56 35% n	21 37% *	30 31% *	130 35% *	249 32% *	242 34% *	138 31% *	73 34% *	98 34% *	91 33% *	97 35% *	318 33% *	55 36% *	
Not very closely (2)	347 30%	159 29%	182 32%	86 28%	119 32%	142 31%	197 31%	150 30%	83 31% n	99 33% n	87 33% n	44 28%	16 30% *	18 18% *	105 29% *	242 31% *	206 29% *	141 32% *	56 27% *	91 32% *	83 30% *	86 31% *	304 31% *	38 25% *	
Not closely at all (1)	125 11%	57 10%	67 12%	42 14%	41 11%	42 9%	67 10%	58 12%	26 10%	36 12%	27 10%	11 7%	2 4% *	23 24% uklM*	43 12% *	82 11% *	69 10% *	55 13% *	31 15% u	32 11% *	20 7% *	30 11% *	108 11% *	15 10% *	
I haven't heard of this news story	68 6%	27 5%	39 7%	41 13% ef	18 5%	9 2%	30 5%	39 8%	19 7%	16 5%	14 5%	9 6%	2 4% *	7 7% *	12 3% o	56 7% o	48 7% o	20 5% o	17 8% o	19 6% o	19 7% o	11 4% o	58 6% o	9 6% o	
Don't know	27 2%	9 2%	18 3%	12 4%	8 2%	7 1%	18 3%	9 2%	4 1%	11 4%	4 1%	5 3%	1 2% *	2 2% *	2 1% o	25 3% o	12 2% o	15 3% o	11 5% v	5 2% v	5 2% v	2 1% v	16 2% w	10 7% w	
NET: Very/ Fairly closely	572 50%	297 54% c	266 46%	131 42% d	190 51% d	250 56% d	328 51% d	244 49% d	137 51% n	136 46% n	133 50% n	87 56% n	33 60% *	46 48% *	204 56% p	368 48% *	366 52% *	206 47% *	97 46% *	140 49% *	153 55% *	148 54% *	485 50% *	81 53% *	
NET: Not very/ Not at all closely	472 41%	216 39%	249 44%	129 41% d	160 43% d	184 41% d	264 41% d	208 42% d	109 40% n	135 45% n	113 43% n	55 35% n	19 34% *	41 43% *	148 40% *	324 42% *	276 39% *	196 45% *	87 41% *	124 43% *	103 37% *	115 42% *	412 42% *	53 35% *	
Mean	2.61	2.69 c	2.54	2.52	2.59	2.68	2.62	2.60	2.66	2.51	2.61	2.76 m	2.83 j*	2.45 *	2.67	2.59	2.66	2.54	2.49	2.57	2.76 st	2.64	2.61	2.68	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q5. How thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - grooming gangs in the UK
All Adults aged 18+ in Great Britain

	Total	General Election 2024 vote						Referendum 2016 vote				Favourable to parties																		Favourable to politicians																		Opinion on Labour government		Russian invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kamal Badoch	Unfavourable to Kamal Badoch	Favourable to Robert Lowe	Unfavourable to Robert Lowe	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to Joe Biden	Unfavourable to Joe Biden	Favourable to Elon Musk	Unfavourable to Elon Musk	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)											
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475											
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436											
Very closely (4)	192	39	49	12	53	10	67	94	56	86	48	126	47	89	41	88	103	57	44	133	49	81	99	60	38	132	59	77	76	58	82	87	37	119	66	81	31	113	153	37	182	8	149	42	192	-	154	29	142	42	126	60											
Fairly closely (3)	379	54	148	33	47	37	174	134	80	242	134	183	115	107	113	104	100	200	114	194	111	101	99	204	78	182	55	197	49	170	93	239	77	180	60	266	34	139	284	90	348	30	257	117	379	-	264	101	232	127	173	172											
Not very closely (2)	347	61	127	33	31	30	152	110	63	208	94	168	99	90	113	89	68	203	92	178	94	74	66	215	55	172	43	168	21	162	50	257	81	134	37	260	40	115	182	163	263	81	127	217	-	347	180	144	141	176	126	156											
Not closely at all (1)	125	13	29	11	9	23	43	30	19	71	29	67	22	44	29	42	18	76	18	67	16	38	22	75	12	63	14	56	7	55	16	89	19	50	18	79	8	42	38	84	72	45	27	93	-	125	40	68	29	73	45	38											
I haven't heard of this news story	68	2	15	6	4	7	15	13	11	29	21	16	17	10	21	6	14	22	16	20	12	8	13	24	11	17	9	20	7	15	12	29	14	18	14	23	8	16	27	26	37	15	24	29	-	16	18	14	8	32	7												
Don't know	27	2	7	-	-	2	3	1	3	8	2	4	1	4	3	4	2	6	-	5	1	3	2	7	2	5	-	6	-	6	2	11	-	7	-	10	3	3	7	3	9	1	7	3	-	2	5	3	5	4	4												

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Column Headers (NET): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az
Minimum Base: 307** Small Base: 100**

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ... Keir Starmer announcing new plans to cut waiting times in the NHS
All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	186 41%	103 19%	81 14%	39 13%	48 13%	99 22% DE	105 16%	82 16%	47 18%	49 16%	47 18%	24 15%	9 16%	10 11%	70 19%	116 15%	108 15%	78 18%	33 16%	45 16%	50 18%	50 18%	162 17%	24 16%	
Fairly closely (3)	470 41%	223 41%	241 42%	107 34%	146 39%	217 48% DE	283 44% H	187 37%	99 37%	132 44%	109 41%	70 45%	23 42%	36 37%	163 45%	306 40%	288 41%	182 42%	78 37%	121 42%	125 45%	117 43%	413 42%	54 36%	
Not very closely (2)	273 24%	134 24%	135 24%	87 28%	105 28%	145 18% F	128 23% F	71 26%	73 24%	57 22%	31 20%	16 29%	25 26%	83 23%	190 25%	168 24%	105 24%	54 26%	72 25%	65 23%	59 21%	229 24%	42 27%		
Not closely at all (1)	92 8%	46 8%	44 8%	28 9%	43 11% F	21 5% F	53 8%	39 8%	22 8%	12 4%	29 11% J	15 9%	3 5%	12 12% J*	27 7%	65 8%	64 9%	28 6%	19 9%	16 6%	18 6%	32 11% T	73 7%	16 10%	
I haven't heard of this news story	88 8%	34 6%	51 9%	39 12% EF	25 7% F	24 5%	39 6%	50 10% G	20 7%	25 9%	13 5%	14 9%	3 6%	13 13% K*	19 5%	69 9%	57 8%	31 7%	20 9%	26 9%	17 6%	12 4%	76 8%	10 7%	
Don't know	30 3%	10 2%	20 4%	13 4%	10 3%	7 2%	14 2%	15 3%	10 4%	6 2%	8 3%	4 3%	1 2%	1 1%	4 1%	26 3%	17 2%	13 3%	8 2%	7 2%	4 2%	5 2%	18 2%	7 4%	
NET: Very/ Fairly closely	656 58%	326 59%	322 56%	146 47%	194 52%	316 70% DE	387 61% H	269 54%	147 55%	181 61% N	157 59%	94 60%	32 58%	46 48% +	233 64% P	423 55%	396 56%	260 59%	112 53%	166 58%	176 63%	167 61%	575 59%	79 51%	
NET: Not very/ Not at all closely	365 32%	180 33%	179 31%	115 37% F	147 39% F	103 23%	198 31%	167 33%	93 35%	85 29%	86 33%	45 29%	19 34% +	37 38% +	110 30%	255 33%	232 33%	133 31%	73 34%	88 31%	83 30%	91 33%	302 31%	58 38%	
Mean	2.73	2.76	2.72	2.60	2.58	2.94 DE	2.75	2.71	2.72	2.82 N	2.72	2.74 +	2.74 +	2.53 +	2.81	2.70	2.70	2.79	2.68	2.76	2.81	2.72	2.76	2.64	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q5. Now thinking about the news and current affairs, how closely, if at all, have you been following stories about...? - ...Donald Trump's claims he wants to acquire Greenland and the Panama Canal for the United States

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very closely (4)	212 19%	136 25% C	74 13%	43 14%	79 21% D	91 20% D	122 19%	90 18%	55 21%	46 15%	44 17%	38 24%	15 27% *	15 16% *	82 22% P	130 17%	131 19%	81 19%	28 13%	47 16%	67 24% S	62 23% S	180 18%	33 21%	
Fairly closely (3)	348 31%	184 33%	159 28%	79 25%	105 28% DE	165 37% DE	223 35% DE	125 25% H	77 29%	86 30%	80 29%	55 35%	17 30% *	32 33% *	127 35% P	221 29%	215 31%	133 30%	61 29%	82 28%	92 33%	94 34%	309 32% X	35 23%	
Not very closely (2)	296 26%	116 21%	173 30% B	80 26%	110 29%	105 23%	158 25% H	138 28%	68 25%	89 30%	74 28%	29 18%	12 21% *	24 25% *	90 24% P	207 27%	180 26%	117 27%	55 26%	86 30%	61 22%	65 24%	252 26%	39 26%	
Not closely at all (1)	134 12%	57 10%	76 13% B	45 14%	43 11%	45 10%	66 10%	67 13%	31 12%	29 10%	38 14%	15 10%	6 11% *	14 15% *	39 11% P	95 12%	83 12%	51 12%	36 17% V	33 11%	29 10%	26 9%	108 11%	25 17%	
I haven't heard of this news story	124 11%	45 8%	76 13% B	55 18% EF	32 9%	36 8%	54 8%	70 14% G	33 12%	41 14%	21 8%	14 9%	5 9% *	10 11% *	23 6% O	100 13%	78 11%	46 10%	26 12%	33 12%	26 9%	24 9%	106 11%	14 9%	
Don't know	25 2%	11 2%	14 2%	11 3%	7 2%	7 2%	15 2%	10 2%	4 2%	6 2%	7 3%	6 4%	1 2% *	1 1% *	6 2% P	19 3%	15 2%	9 2%	7 3%	7 2%	5 2%	4 1%	17 2%	7 4%	
NET: Very/ Fairly closely	560 49%	320 58% C	234 41%	122 39%	183 49% D	256 57% DE	345 54% H	215 43%	132 49%	132 44%	125 47%	93 59% JK	31 57% *	47 49% *	209 57% P	351 45%	346 49%	214 49%	89 42%	129 45%	159 57% ST	156 57% ST	489 50%	68 44%	
NET: Not very/ Not at all closely	430 38%	173 32% B	249 43% B	126 40%	153 41%	151 34%	224 35% H	206 41%	99 37%	119 40% L	112 42% L	44 28%	18 32% *	38 40% *	128 35% P	302 39%	262 37%	168 38%	91 43% U	119 41%	90 32%	91 33%	360 37%	65 42%	
Mean	2.65	2.81 C	2.48	2.48	2.65	2.74 D	2.70	2.57	2.68	2.59	2.55	2.84 JK*	2.81 *	2.56 *	2.75 P	2.59	2.65	2.64	2.45	2.58	2.79 ST	2.78 ST	2.66	2.57	

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ColumnProportions (5%): A-B/C/D/E/F/G/H/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A-B/C/D/E/F/G/H/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30(**) Small Base: 100(*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q6. If you had to choose, which of the following, if either, comes closest to your view on what should happen next?

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
The focus should be on setting up a full national public inquiry into grooming gangs in the UK	506 44%	239 44%	262 46%	156 50% F	176 47% F	174 39%	243 38%	263 53% G	117 43%	136 46%	117 44%	73 46%	26 47% *	38 39% *	135 37%	371 48% O	340 48% R	166 38%	92 43%	125 44%	130 46%	126 46%	424 44%	76 50%	
The focus should be on implementing the recommendations of inquiries that have already taken place	436 38%	228 42%	203 36%	85 27%	135 36% D	216 48% DE	289 45% H	148 30%	103 38%	115 38%	100 38%	53 34%	20 36% *	46 48% *	172 47% P	265 34%	252 36%	185 42%	72 34%	112 39%	112 40%	108 39%	384 40%	47 31%	
No preference	68 6%	35 6%	33 6%	30 10% F	21 5%	18 4%	40 6%	29 6%	15 6%	15 5%	12 5%	18 11% JK	4 8% *	3 3% *	23 6%	46 6%	40 6%	28 6%	18 9%	13 5%	15 5%	19 7%	51 5%	16 10% W	
I don't think any further action is needed	31 3%	20 4%	11 2%	8 3%	7 2%	16 4%	15 2%	16 3%	9 3%	7 2%	10 4%	3 2%	- - *	2 2% *	8 2%	23 3%	18 3%	14 3%	6 3%	15 5% V	8 3%	3 1%	28 3%	3 2%	
Don't know	90 8%	23 4%	61 11% B	31 10% F	35 9%	24 5%	47 7%	43 9%	24 9%	23 8%	21 8%	10 6%	5 9% *	7 8% *	28 8%	62 8%	51 7%	39 9%	23 11%	21 7%	16 6%	19 7%	81 8%	9 6%	
Prefer not to say	7 1%	4 1%	2 *	3 1%	3 1%	1 *	4 1%	2 *	1 1%	2 1%	4 1%	- - *	- - *	- - *	1 1%	6 1%	1 1%	5 1%	2 1%	1 *	- -	- -	4 *	3 2%	

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q6. If you had to choose, which of the following, if either, comes closest to your view on what should happen next?

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(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)				
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475					
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436					
The focus should be on setting up a full national public inquiry into grooming gangs in the UK	506	80	146	27	104	42	164	213	127	278	118	304	92	206	117	183	194	198	106	323	76	182	193	209	61	285	100	217	115	179	163	261	62	290	127	271	43	246	303	188	428	63	249	248	299	170	295	159	232	203	506	-					
The focus should be on implementing the recommendations of inquiries that have already taken place	448	47%	39%	29%	73%	38%	36%	56%	55%	43%	36%	54%	31%	62%	37%	55%	54%	35%	37%	54%	37%	60%	63%	36%	31%	50%	56%	41%	72%	38%	64%	37%	27%	57%	62%	38%	33%	57%	44%	47%	47%	35%	42%	49%	52%	36%	45%	44%	41%	47%	100%	-					
No preference	68	10	16	4	6	7	15	19	16	23	19	21	12	15	17	18	16	26	14	24	5	17	13	27	11	24	13	16	9	22	15	30	13	17	12	30	8	17	28	29	40	17	28	33	22	36	27	27	25	25	-	-					
I don't think any further action is needed	31	6	13	2	1	5	12	8	9	14	8	18	11	8	5	15	9	15	9	17	11	8	5	14	8	17	5	16	4	13	7	20	11	7	3	23	4	13	18	10	27	2	21	8	6	20	15	10	18	5	-	-					
Don't know	90	8	24	7	3	4	27	14	10	41	18	36	23	17	19	16	8	38	15	35	18	10	13	42	7	31	6	26	2	28	9	51	11	31	10	42	7	21	26	51	45	32	23	50	14	50	28	38	19	43	-	-					
Prefer not to say	7	-	1	-	-	-	1	-	1	1	1	-	1	1	-	-	1	-	1	-	-	-	3	-	-	-	-	-	-	2	3	1	-	1	1	3	2	1	4	3	2	1	4	-	2	1	3	1	2	-	-						

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2
Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Summary
All Adults aged 18+ in Great Britain

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK?					
	Keir Starmer, Prime Minister and Leader of the Labour party	Kemi Badenoch, Leader of the Conservative party	Nigel Farage, Leader of Reform UK	Ed Davy, Leader of Democrats	Elon Musk, owner of X (Previously known as Twitter)
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139
Very confident (4)	80 7% D	71 6% D	145 13% ABDE	49 4% E	96 8% BD
Fairly confident (3)	258 23% BDE	203 18% E	230 20% E	214 19% E	119 10% E
Not very confident (2)	209 18% CE	222 19% CE	150 13% E	252 22% ACE	113 10% E
Not confident at all (1)	392 34% D	354 31% D	387 34% D	249 22% E	606 53% ABCD
Don't know	192 17% ACE	281 25% ACE	217 19% E	364 32% ABCE	192 17% E
Prefer not to say	8 1%	8 1%	12 1%	10 1%	12 1%
NET: Very/ Fairly confident	338 30% BDE	274 24% E	374 33% BDE	263 23% E	215 19% E
NET: Not very/ Not at all confident	601 53% CD	576 51% CD	536 47% E	501 44% ABCD	719 63% ABCD
Mean	2.03 E	1.99 E	2.15 BE	2.08 E	1.69 E

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Column Proportions (S%): A/B/C/D/E Minimum Base: 30 (** Small Base: 100*)

Column Means (S%): A/B/C/D/E Minimum Base: 30 (** Small Base: 100*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Keir Starmer, Prime Minister and Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total		Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)		
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175		
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153		
Very confident (4)	80 23%	54 10% C	24 4%	29 9%	26 7%	25 6%	59 9% H	21 4%	23 8% N	19 6%	13 5%	19 12% KN	4 8%	1 2%	45 12% P	35 5%	60 8%	20 5%	8 4%	14 5%	24 8%	32 12% ST	56 6%	23 15% W		
Fairly confident (3)	258 23%	157 29% C	98 17%	100 32% EF	74 20%	84 19%	165 26% H	93 19%	47 18%	63 21%	59 22%	44 28% I	12 22%	32 33% U*	107 29% P	151 20%	164 23%	94 22%	45 21%	70 24%	66 24%	63 23%	214 22%	42 28%		
Not very confident (2)	209 18%	85 16%	120 21% B	62 20%	61 16%	86 19%	129 20% H	80 16%	57 21%	51 17%	46 17%	29 19%	29 20%	11 16% *	16 19%	70 18%	136 19%	73 17%	31 15%	43 15%	57 20%	64 23% ST	176 18%	33 21%		
Not confident at all (1)	392 34%	193 35%	197 34%	61 20%	144 38% D	186 41% D	189 30% G	202 40% LM	104 39% LM	116 39% LM	93 35% L	37 24%	12 22% *	28 29% *	90 25% O	302 39% O	216 31%	175 40%	79 37%	111 39% V	96 34%	80 29%	353 36% X	35 23%		
Don't know	192 17%	57 10%	129 23% B	57 18%	68 18%	66 15%	89 14% G	103 21% G	38 14%	47 16%	48 18%	26 17%	16 19% I*	18 29% *	49 13% P	143 18% O	122 17%	71 16%	48 23% UV	48 17%	36 13%	35 13%	167 17%	19 13%		
Prefer not to say	8 1%	3 1%	5 1%	4 1%	2 1%	2 *	7 1% *	1 *	- -	1 *	5 2% I	1 *	- *	1 *	6 2% P	2 *	4 1%	4 1%	1 *	2 1%	2 1%	1 *	6 1% *	2 1%		
NET: Very/ Fairly confident	338 30%	211 38% C	122 21% EF	129 41% EF	100 27%	109 24%	223 35% H	114 23%	70 26%	82 28%	72 27%	64 41% IK	16 29% *	34 35% *	151 41% P	187 24%	223 32%	115 26%	53 25%	83 29%	90 32%	95 34% S	270 28%	65 42% W		
NET: Not very/ Not at all confident	601 53%	278 51%	317 55%	123 39% D	205 55% D	273 61% D	319 50% LMN	282 56% LMN	161 60% LMN	167 56% L	139 53%	67 42%	23 42% *	44 46% *	160 44% O	441 57% O	352 50%	248 57%	111 52%	155 54%	153 54%	144 52%	529 54% X	68 44%		
Mean	2.03	2.15 C	1.88	2.38 EF	1.94	1.86	2.17 H	1.83	1.95	1.94	1.96	2.35 IK*	2.21 *	2.09 *	2.34 P	1.87	2.12 R	1.89	1.88	1.94	2.07	2.19 ST	1.97	2.40 W		

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Keir Starmer, Prime Minister and Leader of the Labour party
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote				Favourable to parties																			Favourable to politicians																			Opinion on Labour government				Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Starmer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(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)														
Unweighted base	1139	178	397	99	118	112	485	344	238	338	646	373	521	328	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475															
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436															
Very confident (4)	80	6	61	5	1	2	55	12	21	43	74	2	47	4	45	10	19	46	70	2	44	4	26	46	53	4	18	43	18	44	25	47	38	23	25	50	49	*	69	10	71	7	64	14	47	28	62	11	59	17	22	49															
Fairly confident (3)	258	15	143	21	11	27	130	57	42	172	165	35	104	45	107	46	48	165	148	33	101	41	45	169	100	43	37	159	26	152	62	173	89	69	51	180	49	9	196	59	230	24	171	86	153	92	181	68	161	89	92	129															
Not very confident (2)	209	40	64	26	20	25	91	72	47	112	28	127	50	59	59	63	39	118	23	141	44	54	38	126	15	121	29	81	13	95	26	154	41	102	19	156	11	73	121	85	156	48	106	97	93	106	124	78	104	85	80	100															
Not confident at all (1)	392	92	57	20	101	35	108	195	100	216	19	342	45	206	58	191	168	142	13	360	53	186	167	150	11	336	83	182	99	125	127	213	33	260	89	222	5	310	228	152	335	42	189	191	233	141	221	127	182	153	241	102															
Don't know	192	19	49	23	10	17	67	44	21	96	39	56	55	26	49	23	30	88	28	59	41	19	23	89	14	64	11	58	4	49	14	120	26	52	10	108	9	34	75	93	116	56	62	109	43	100	67	76	53	81	70	55															
Prefer not to say	8	-	1	-	-	2	3	1	-	5	2	3	-	3	2	1	1	4	1	3	-	1	1	-	4	-	2	-	1	1	1	5	1	-	4	1	3	2	5	4	3	1	6	2	5	1	6	2	5	1	3																
NET: Very/ Fairly confident	338	21	204	26	12	30	185	69	63	215	239	36	151	50	153	56	67	211	219	35	144	45	71	216	154	47	56	202	44	195	86	220	127	92	77	230	98	9	264	69	301	31	235	100	200	120	244	79	220	107	115	178															
NET: Not very/ Not at all confident	601	131	121	46	121	61	199	288	147	328	48	469	96	265	117	254	207	260	36	501	97	240	205	276	26	457	112	263	112	220	153	367	75	362	109	378	16	383	350	237	491	90	296	288	327	247	345	204	285	237	321	201															
Mean	2.03	1.57	2.64	2.16	1.34	1.97	2.34	1.66	1.93	2.08	3.02	1.40	2.62	1.52	2.52	1.60	1.70	2.34	3.08	1.40	2.56	1.52	1.74	2.23	1.94	1.44	2.23	1.76	2.27	1.93	2.09	2.65	1.68	2.07	2.09	3.24	1.23	2.17	1.76	2.05	1.97	2.21	1.80	2.03	2.02	2.14	1.87	2.19	1.92	1.76	2.33																

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

Column Headers (EN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (** Small Base: 100*)
Column Headers (ES): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap, Minimum Base: 30 (** Small Base: 100*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Kemi Badenoch, Leader of the Conservative party
All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very confident (4)	71 6%	43 8%	28 5%	31 10% F	21 6%	19 4%	48 8%	23 5%	13 5%	15 5%	20 8%	15 10%	5 *	3 *	36 10% P	36 5%	57 8%	14 3%	7 3%	14 5%	22 8%	29 11% ST	54 6%	16 10% w	
Fairly confident (3)	203 18%	115 21% C	85 15%	62 20%	68 18%	73 16%	110 17%	93 19%	37 14%	65 22% IKN	35 13%	42 27% IKN	15 28% IKN*	8 9%	73 20%	130 17%	133 19%	70 16%	34 16%	32 11%	60 21% T	62 22% T	158 16%	42 27% w	
Not very confident (2)	222 19%	116 21%	102 18%	63 20%	64 17%	95 21%	134 21%	88 18%	51 19%	68 23% L	55 21%	20 13%	10 17%	19 19%	19 19%	154 20%	130 18%	92 21%	31 15%	70 24% S	60 22%	51 18%	195 20%	27 17%	
Not confident at all (1)	354 31%	193 35% C	157 27%	73 23% D	130 35% D	151 34% D	207 32%	147 29%	106 40% JKLM	83 28%	77 29%	44 28%	9 17% *	35 37% M*	115 31%	239 31%	227 32%	127 29%	73 34%	87 30%	79 29% V	88 32%	314 32%	38 25%	
Don't know	281 25%	77 14%	197 34% B	80 26%	90 24%	110 25%	134 21%	147 29% G	62 23%	63 21%	73 27%	36 23%	16 29% *	31 33% J*	71 19%	209 27% O	151 21%	130 30% a	65 31% UV	82 29% V	59 21%	44 16%	241 25%	30 19%	
Prefer not to say	8 1%	5 1%	3 1%	4 1%	2 1%	2 *	5 1%	3 1%	- -	4 1%	4 2%	- -	- *	- *	4 1%	5 1%	5 1%	4 1%	3 1%	2 1%	1 *	1 *	8 1%	1 *	
NET: Very/ Fairly confident	274 24%	158 29% C	113 20%	93 30% F	89 24%	92 20%	159 25%	116 23%	50 18%	80 27% IN	56 21%	58 37% IKN	20 37% IKN*	11 *	109 30% P	165 21%	190 27% R	84 19%	40 19%	46 16%	81 29% ST	91 33% ST	212 22%	58 38% w	
NET: Not very/ Not at all confident	576 51%	309 56% C	259 45%	135 43% D	194 52% D	247 55% D	341 53%	235 47%	157 58% LM	151 51%	131 50%	63 40%	19 35% *	54 56% LM*	183 50%	393 51%	356 51%	219 50%	104 49%	157 55%	139 50%	139 51%	509 52% x	65 42%	
Mean	1.99	2.02	1.96	2.23 EF	1.93	1.88	2.00	1.98	1.79	2.05 IN	2.00 N	2.24 IN*	2.39 IKN*	1.67 *	2.10 P	1.93	2.04	1.91	1.82	1.87	2.11 ST	2.14 ST	1.93	2.29 w	

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

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

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Kemi Badenoch, Leader of the Conservative party
All Adults aged 18+ in Great Britain

Table with 40 columns and multiple rows. Columns include: Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Very confident (4), Fairly confident (3), Not very confident (2), Not confident at all (1), Don't know, Prefer not to say, NET: Very/ Fairly confident, NET: Not very/ Not at all confident, Mean.

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.

Columns: Ipsos Report: (EN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (**) Small Base: 200 (*)
Columns: Ipsos: (EN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (***) Small Base: 200 (*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very confident (4)	145 13%	83 15%	62 11%	42 13%	47 13%	56 12%	73 11%	71 14%	31 12%	38 13%	42 16%	20 13%	6 11%	8 8%	38 10%	107 14%	98 11%	46 10%	22 10%	30 10%	44 16%	43 15%	124 13%	20 13%	
Fairly confident (3)	230 20%	128 23%	99 17%	81 26%	71 19%	78 17%	108 17%	122 24%	48 18%	72 24%	45 17%	36 23%	11 20%	18 18%	73 20%	157 20%	147 21%	83 19%	43 20%	54 19%	54 19%	66 24%	190 20%	39 25%	
Not very confident (2)	150 13%	84 15%	64 11%	51 16%	41 11%	57 13%	91 14%	58 12%	37 14%	44 15%	29 11%	22 14%	8 14%	10 11%	49 13%	100 13%	97 14%	52 12%	30 14%	35 12%	41 15%	37 13%	126 13%	23 15%	
Not confident at all (1)	387 34%	173 31%	206 36%	79 25%	141 38%	166 37%	250 39%	137 27%	106 40%	83 28%	88 33%	56 35%	16 29%	38 39%	145 40%	241 31%	226 32%	161 37%	71 34%	108 37%	88 31%	87 32%	335 34%	50 33%	
Don't know	217 19%	76 14%	135 24%	53 17%	72 19%	91 20%	110 17%	107 21%	42 16%	57 19%	57 22%	22 14%	14 26%	23 24%	58 16%	158 20%	127 18%	90 21%	45 21%	58 20%	53 19%	39 14%	188 19%	20 13%	
Prefer not to say	12 1%	5 1%	6 1%	7 2%	3 1%	1 *	6 1%	6 1%	4 1%	4 1%	4 2%	1 *	- *	- *	3 1%	9 1%	7 1%	5 1%	2 1%	3 1%	1 *	3 1%	9 1%	2 1%	
NET: Very/ Fairly confident	374 33%	211 38%	161 28%	122 39%	119 32%	133 30%	181 28%	193 39%	79 30%	110 37%	87 33%	56 36%	17 31%	25 26%	111 30%	264 34%	245 35%	130 30%	64 30%	84 29%	98 35%	109 40%	313 32%	59 38%	
NET: Not very/ Not at all confident	536 47%	257 47%	270 47%	130 41%	182 49%	224 50%	341 53%	195 39%	143 53%	127 43%	116 44%	78 49%	24 43%	48 50%	195 53%	342 44%	323 46%	213 49%	101 48%	143 50%	129 46%	124 45%	461 47%	73 47%	
Mean	2.15	2.26 C	2.04	2.34 EF	2.08	2.06	2.01	2.33 G	2.02	2.27 IN	2.20	2.16 *	2.17 *	1.93 *	2.01	2.21 O	2.21	2.04	2.09	2.03	2.24	2.28 T	2.13	2.22	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Polling Pulse Week 2
Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Nigel Farage, Leader of Reform UK
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote				Favourable to parties																Favourable to politicians																Opinion on Labour government		Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)						
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475							
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436							
Very confident (4)	145	22	33	6	65	4	40	79	52	63	28	106	34	80	24	75	118	14	29	102	32	62	118	50	23	106	52	42	80	11	85	40	29	93	74	44	19	88	103	38	132	10	83	59	124	18	92	38	91	42	110	26							
Fairly confident (3)	230	47	66	8	50	13	64	110	74	100	70	123	51	80	58	78	121	39	56	140	42	73	127	36	39	124	59	80	60	53	101	85	30	127	69	100	27	106	148	76	201	23	128	96	141	72	141	72	110	91	132	73							
Not very confident (2)	150	25	51	13	13	13	42	62	27	81	44	78	36	41	39	43	19	80	43	75	32	51	16	90	24	76	27	57	10	67	25	98	33	65	17	96	13	50	86	58	124	20	77	68	79	64	97	46	83	57	60	65							
Not confident at all (1)	387	37	171	47	6	58	240	58	37	302	138	170	134	97	157	90	6	349	120	189	135	90	9	309	93	171	19	285	1	286	22	350	108	139	11	351	48	117	256	129	305	75	224	160	164	207	228	133	209	145	130	198							
Don't know	217	48	49	21	10	20	64	72	41	91	47	84	44	44	42	47	36	75	36	88	41	30	29	84	15	90	20	58	9	45	20	132	26	79	22	122	13	64	96	96	143	49	80	112	62	107	96	72	62	93	74	73							
Prefer not to say	12	-	4	-	-	-	4	-	-	6	1	3	4	3	-	1	4	6	-	3	1	1	-	6	-	3	2	3	-	4	2	8	2	3	1	6	3	3	2	5	6	4	2	7	1	3	2	4	5	3	1	1							
NET: Very/ Fairly confident	374	69	100	14	115	18	104	189	126	163	98	229	84	160	82	153	239	53	84	242	74	134	245	46	62	230	111	122	141	64	186	124	59	220	144	145	47	194	251	115	333	33	211	156	265	91	233	110	201	133	241	98							
NET: Not very/ Not at all confident	536	62	222	60	19	71	281	120	65	383	182	248	170	138	196	132	25	429	163	265	167	140	26	449	117	247	46	343	11	353	47	448	141	205	28	447	61	168	342	187	429	95	301	227	243	271	325	179	292	202	190	264							
Mean	2.15	2.42	1.88	1.63	3.30	1.59	1.75	2.68	2.74	1.86	1.96	2.35	1.94	2.48	1.82	2.48	3.33	1.41	1.97	2.31	1.88	2.39	3.31	1.39	1.95	2.35	2.92	1.74	3.45	1.50	3.07	1.68	1.90	2.41	3.21	1.73	2.17	2.46	2.17	2.08	2.21	1.75	2.14	2.14	1.73	2.17	2.05	2.17	2.09	2.51	1.79								

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Column headers (EN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az
Column means (EN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Very confident (4)	49 4%	33 6% C	15 3%	25 8% EF	11 3%	13 3%	31 5%	18 4%	16 6%	13 4%	8 3%	7 4%	2 3%	3 3%	29 8% P	20 3%	41 6% R	8 2%	4 2%	10 4%	20 7% S	14 5%	37 4%	12 8%
Fairly confident (3)	214 19%	125 23% C	84 15%	64 20%	57 15%	93 21%	148 23% H	67 13%	39 14%	56 19%	49 18%	43 28% I	7 13% J	21 21% K	82 17% P	132 19%	135 18%	80 20%	43 19%	55 19%	51 18%	57 21%	178 18%	36 24%
Not very confident (2)	252 22%	141 26% C	108 19%	79 25%	81 22%	92 20%	138 22% H	114 23%	63 23%	69 23%	61 23%	24 15%	17 31% L*	19 19%	79 22%	173 22%	148 21%	104 24%	41 19%	62 22%	72 26%	70 25%	218 22%	32 21%
Not confident at all (1)	249 22%	117 21%	129 23%	47 15%	101 27% D	102 23% D	120 19% G	129 26% G	73 27% KM	59 20%	50 19%	38 24%	7 12% N	23 24% N	75 21% N	174 23%	165 23%	85 19%	48 23%	59 21%	56 20%	68 25%	211 22%	35 23%
Don't know	364 32%	128 23% B	231 40% B	94 30%	122 32%	148 33%	194 30% G	171 34%	76 28%	98 33%	94 35%	43 27%	22 41% O	31 32% O	98 27% O	266 34% O	209 30% O	156 36% O	74 35% V	97 34% V	79 28%	67 24%	320 33% X	36 23%
Prefer not to say	10 1%	5 1%	5 1%	5 2%	4 1%	2 *	8 1% *	2 *	3 1%	2 1%	3 1%	2 1%	- *	- *	3 1%	7 1%	5 1%	5 1%	2 1%	3 1%	1 1%	- *	7 1% *	3 2%
NET: Very/ Fairly confident	263 23%	158 29% C	100 17%	89 28% E	68 18%	107 24%	179 28% H	85 17%	55 20%	69 23%	57 22%	50 32% IK	9 16% *	24 24% *	111 30% P	152 20%	175 25%	88 20%	47 22%	65 23%	71 25%	70 26%	215 22%	48 31% W
NET: Not very/ Not at all confident	501 44%	258 47%	237 41%	126 40% D	182 48% D	194 43%	258 40% G	243 49% G	136 50%	128 43%	110 42%	62 39%	24 43% *	42 44% *	155 42% *	347 45%	313 45%	188 43%	89 42%	121 42%	128 46%	138 50%	430 44%	67 44%
Mean	2.08	2.18 C	1.96	2.31 EF	1.91	2.06	2.20 H	1.92	1.99	2.12	2.09	2.17 *	2.12 **	2.05 *	2.24 P	2.00	2.10	2.04	2.02 *	2.09	2.18	2.08	2.06	2.21 *

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

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

Table with 43 columns (Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK) and 14 rows (Unweighted base, Weighted base, Very confident (4), Fairly confident (3), Not very confident (2), Not confident at all (1), Don't know, Prefer not to say, NET: Very/ Fairly confident, NET: Not very/ Not at all confident, Mean).

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Column Headers (1): A-B, C-D, E-F, G-H, I-J, K-L, M-N, O-P, Q-R, S-T, U-V, W-X, Y-Z, AA-AB, AC-AD, AE-AF, AG-AH, AI-AJ, AK-AL, AM-AN, AO-AP, AQ-AR, AS-AT, AU-AV, AW-AX, AY-AZ, BA-BB, BC-BD, BE-BF, BG-BH, BI-BJ, BK-BL, BM-BN, BO-BP, BQ-BR, BS-BT, BU-BV, BW-BX, BY-BZ, CA-CB, CC-CD, CE-CF, CG-CH, CI-CJ, CK-CL, CM-CN, CO-CP, CQ-CR, CS-CT, CU-CV, CW-CX, CY-CZ, DA-DB, DC-DD, DE-DF, DG-DH, DI-DJ, DK-DL, DM-DN, DO-DP, DQ-DR, DS-DT, DU-DV, DW-DX, DY-DZ, EA-EB, EC-ED, EE-EE, EF-EF, EG-EG, EH-EH, EI-EI, EJ-EJ, EK-EK, EL-EL, EM-EM, EN-EN, EO-EO, EP-EP, EQ-EQ, ER-ER, ES-ES, ET-ET, EU-EU, EV-EV, EW-EW, EX-EX, EY-EY, EZ-EZ, FA-FA, FB-FB, FC-FC, FD-FD, FE-FE, FF-FF, FG-FG, FH-FH, FI-FI, FJ-FJ, FK-FK, FL-FL, FM-FM, FN-FN, FO-FO, FP-FP, FQ-FQ, FR-FR, FS-FS, FT-FT, FU-FU, FV-FV, FW-FW, FX-FX, FY-FY, FZ-FZ, GA-GA, GB-GB, GC-GC, GD-GD, GE-GE, GF-GF, GG-GG, GH-GH, GI-GI, GJ-GJ, GK-GK, GL-GL, GM-GM, GN-GN, GO-GO, GP-GP, GQ-GQ, GR-GR, GS-GS, GT-GT, GU-GU, GV-GV, GW-GW, GX-GX, GY-GY, GZ-GZ, HA-HA, HB-HB, HC-HC, HD-HD, HE-HE, HF-HF, HG-HG, HH-HH, HI-HI, HJ-HJ, HK-HK, HL-HL, HM-HM, HN-HN, HO-HO, HP-HP, HQ-HQ, HR-HR, HS-HS, HT-HT, HU-HU, HV-HV, HW-HW, HX-HX, HY-HY, HZ-HZ, IA-IA, IB-IB, IC-IC, ID-ID, IE-IE, IF-IF, IG-IG, IH-IH, II-II, IJ-IJ, IK-IC, IL-IL, IM-IM, IN-IN, IO-IO, IP-IP, IQ-IQ, IR-IR, IS-IS, IT-IT, IU-IU, IV-IV, IY-IY, IZ-IZ, JA-JA, JB-JB, JC-JC, JD-JD, JE-JE, JF-JF, JG-JG, JH-JH, JI-JI, JJ-JJ, JK-JK, JL-JL, JM-JM, JN-JN, JO-JO, JP-JP, JQ-JQ, JR-JR, JS-JS, JT-JT, JU-JU, JV-JV, JW-JW, JX-JX, JY-JY, JZ-JZ, KA-KA, KB-KB, KC-KC, KD-KD, KE-KE, KF-KF, KG-KG, KH-KH, KI-KI, KJ-KJ, KK-KK, KL-KL, KM-KM, KN-KN, KO-KO, KP-KP, KQ-KQ, KR-KR, KS-KS, KT-KT, KU-KU, KV-KV, KW-KW, KX-KX, KY-KY, KZ-KZ, LA-LA, LB-LB, LC-LC, LD-LD, LE-LE, LF-LF, LG-LG, LH-LH, LI-LI, LJ-LJ, LK-LK, LL-LL, LM-LM, LN-LN, LO-LO, LP-LP, LQ-LQ, LR-LR, LS-LS, LT-LT, LU-LU, LV-LV, LW-LW, LX-LX, LY-LY, LZ-LZ, MA-MA, MB-MB, MC-MC, MD-MD, ME-ME, MF-MF, MG-MG, MH-MH, MI-MI, MJ-MJ, MK-MK, ML-ML, MN-MN, MO-MO, MP-MP, MQ-MQ, MR-MR, MS-MS, MT-MT, MU-MU, MV-MV, MW-MW, MX-MX, MY-MY, MZ-MZ, NA-NA, NB-NB, NC-NC, ND-ND, NE-NE, NF-NF, NG-NG, NH-NH, NI-NI, NJ-NJ, NK-NK, NL-NL, NM-NM, NO-NO, NP-NP, NQ-NQ, NR-NR, NS-NS, NT-NT, NU-NU, NV-NV, NW-NW, NX-NX, NY-NY, NZ-NZ, OA-OA, OB-OB, OC-OC, OD-OD, OE-OE, OF-OF, OG-OG, OH-OH, OI-OI, OJ-OJ, OK-OK, OL-OL, OM-OM, ON-ON, OO-OO, OP-OP, OQ-OQ, OR-OR, OS-OS, OT-OT, OU-OU, OV-OV, OW-OW, OX-OX, OY-OY, OZ-OZ, PA-PA, PB-PB, PC-PC, PD-PD, PE-PE, PF-PF, PG-PG, PH-PH, PI-PI, PJ-PJ, PK-PK, PL-PL, PM-PM, PN-PN, PO-PO, PP-PP, PQ-PQ, PR-PR, PS-PS, PT-PT, PU-PU, PV-PV, PW-PW, PX-PX, PY-PY, PZ-PZ, QA-QA, QB-QB, QC-QC, QD-QD, QE-QE, QF-QF, QG-QG, QH-QH, QI-QI, QJ-QJ, QK-QK, QL-QL, QM-QM, QN-QN, QO-QO, QP-QP, QQ-QQ, QR-QR, QS-QS, QT-QT, QU-QU, QV-QV, QW-QW, QX-QX, QY-QY, QZ-QZ, RA-RA, RB-RB, RC-RC, RD-RD, RE-RE, RF-RF, RG-RG, RH-RH, RI-RI, RJ-RJ, RK-RK, RL-RL, RM-RM, RN-RN, RO-RO, RP-RP, RQ-RQ, RR-RR, RS-RS, RT-RT, RU-RU, RV-RV, RW-RW, RX-RX, RY-RY, RZ-RZ, SA-SA, SB-SB, SC-SC, SD-SD, SE-SE, SF-SF, SG-SG, SH-SH, SI-SI, SJ-SJ, SK-SK, SL-SL, SM-SM, SN-SN, SO-SO, SP-SP, SQ-SQ, SR-SR, SS-SS, ST-ST, SU-SU, SV-SV, SW-SW, SX-SX, SY-SY, SZ-SZ, TA-TA, TB-TB, TC-TC, TD-TD, TE-TE, TF-TF, TG-TG, TH-TH, TI-TI, TJ-TJ, TK-TK, TL-TL, TM-TM, TN-TN, TO-TO, TP-TP, TQ-TQ, TR-TR, TS-TS, TT-TT, TU-TU, TV-TV, TW-TW, TX-TX, TY-TY, TZ-TZ, UA-UA, UB-UB, UC-UC, UD-UD, UE-UE, UF-UF, UG-UG, UH-UH, UI-UI, UJ-UJ, UK-UK, UL-UL, UM-UM, UN-UN, UO-UO, UP-UP, UQ-UQ, UR-UR, US-US, UT-UT, UU-UU, UV-UV, UW-UW, UX-UX, UY-UY, UZ-UZ, VA-VA, VB-VB, VC-VC, VD-VD, VE-VE, VF-VF, VG-VG, VH-VH, VI-VI, VJ-VJ, VK-VK, VL-VL, VM-VM, VN-VN, VO-VO, VP-VP, VQ-VQ, VR-VR, VS-VS, VT-VT, VU-VU, VV-VV, VW-VW, VX-VX, VY-VY, VZ-VZ, WA-WA, WB-WB, WC-WC, WD-WD, WE-WE, WF-WF, WG-WG, WH-WH, WI-WI, WJ-WJ, WK-WK, WL-WL, WM-WM, WN-WN, WO-WO, WP-WP, WQ-WQ, WR-WR, WS-WS, WT-WT, WU-WU, WV-WV, WW-WW, WX-WX, WY-WY, WZ-WZ, XA-XA, XB-XB, XC-XC, XD-XD, XE-XE, XF-XF, XG-XG, XH-XH, XI-XI, XJ-XJ, XK-XK, XL-XL, XM-XM, XN-XN, XO-XO, XP-XP, XQ-XQ, XR-XR, XS-XS, XT-XT, XU-XU, XV-XV, XW-XW, XX-XX, XY-XY, XZ-XZ, YA-YA, YB-YB, YC-YC, YD-YD, YE-YE, YF-YF, YG-YG, YH-YH, YI-YI, YJ-YJ, YK-YK, YL-YL, YM-YM, YN-YN, YO-YO, YP-YP, YQ-YQ, YR-YR, YS-YS, YT-YT, YU-YU, YV-YV, YW-YW, YX-YX, YY-YY, YZ-YZ, ZA-ZA, ZB-ZB, ZC-ZC, ZD-ZD, ZE-ZE, ZF-ZF, ZG-ZG, ZH-ZH, ZI-ZI, ZJ-ZJ, ZK-ZK, ZL-ZL, ZM-ZM, ZN-ZN, ZO-ZO, ZP-ZP, ZQ-ZQ, ZR-ZR, ZS-ZS, ZT-ZT, ZU-ZU, ZV-ZV, ZW-ZW, ZX-ZX, ZY-ZY, ZZ-ZZ.

Column Headers (2): A-B, C-D, E-F, G-H, I-J, K-L, M-N, O-P, Q-R, S-T, U-V, W-X, Y-Z, AA-AB, AC-AD, AE-AF, AG-AH, AI-AJ, AK-AL, AM-AN, AO-AP, AQ-AR, AS-AT, AU-AV, AW-AX, AY-AZ, BA-BB, BC-BD, BE-BF, BG-BH, BI-BJ, BK-BL, BM-BN, BO-BP, BQ-BR, BS-BT, BU-BV, BW-BX, BY-BZ, CA-CB, CC-CD, CE-CF, CG-CH, CI-CJ, CK-CL, CM-CN, CO-CP, CQ-CR, CS-CT, CU-CV, CW-CX, CY-CZ, DA-DB, DC-DD, DE-DF, DG-DH, DI-DJ, DK-DL, DM-DN, DO-DP, DQ-DR, DS-DT, DU-DV, DW-DX, DY-DZ, EA-EB, EC-ED, EE-EE, EF-EF, EG-EG, EH-EH, EI-EI, EJ-EJ, EK-EK, EL-EL, EM-EM, EN-EN, EO-EO, EP-EP, EQ-EQ, ER-ER, ES-ES, ET-ET, EU-EU, EV-EV, EW-EW, EX-EX, EY-EY, EZ-EZ, FA-FA, FB-FB, FC-FC, FD-FD, FE-FE, FF-FF, FG-FG, FH-FH, FI-FI, FJ-FJ, FK-FK, FL-FL, FM-FM, FN-FN, FO-FO, FP-FP, FQ-FQ, FR-FR, FS-FS, FT-FT, FU-FU, FV-FV, FW-FW, FX-FX, FY-FY, FZ-FZ, GA-GA, GB-GB, GC-GC, GD-GD, GE-GE, GF-GF, GG-GG, GH-GH, GI-GI, GJ-GJ, GK-GK, GL-GL, GM-GM, GN-GN, GO-GO, GP-GP, GQ-GQ, GR-GR, GS-GS, GT-GT, GU-GU, GV-GV, GW-GW, GX-GX, GY-GY, GZ-GZ, HA-HA, HB-HB, HC-HC, HD-HD, HE-HE, HF-HF, HG-HG, HH-HH, HI-HI, HJ-HJ, HK-HK, HL-HL, HM-HM, HN-HN, HO-HO, HP-HP, HQ-HQ, HR-HR, HS-HS, HT-HT, HU-HU, HV-HV, HW-HW, HX-HX, HY-HY, HZ-HZ, IA-IA, IB-IB, IC-IC, ID-ID, IE-IE, IF-IF, IG-IG, IH-IH, II-II, IJ-IJ, IK-IC, IL-IL, IM-IM, IN-IN, IO-IO, IP-IP, IQ-IQ, IR-IR, IS-IS, IT-IT, IU-IU, IV-IV, IY-IY, IZ-IZ, JA-JA, JB-JB, JC-JC, JD-JD, JE-JE, JF-JF, JG-JG, JH-JH, JI-JI, JJ-JJ, JK-JK, JL-JL, JM-JM, JN-JN, JO-JO, JP-JP, JQ-JQ, JR-JR, JS-JS, JT-JT, JU-JU, JV-JV, JW-JW, JX-JX, JY-JY, JZ-JZ, KA-KA, KB-KB, KC-KC, KD-KD, KE-KE, KF-KF, KG-KG, KH-KH, KI-KI, KJ-KJ, KL-KL, KM-KM, KN-KN, KO-KO, KP-KP, KQ-KQ, KR-KR, KS-KS, KT-KT, KU-KU, KV-KV, KW-KW, KX-KX, KY-KY, KZ-KZ, LA-LA, LB-LB, LC-LC, LD-LD, LE-LE, LF-LF, LG-LG, LH-LH, LI-LI, LJ-LJ, LK-LK, LL-LL, LM-LM, LN-LN, LO-LO, LP-LP, LQ-LQ, LR-LR, LS-LS, LT-LT, LU-LU, LV-LV, LW-LW, LX-LX, LY-LY, LZ-LZ, MA-MA, MB-MB, MC-MC, MD-MD, ME-ME, MF-MF, MG-MG, MH-MH, MI-MI, MJ-MJ, MK-MK, ML-ML, MN-MN, MO-MO, MP-MP, MQ-MQ, MR-MR, MS-MS, MT-MT, MU-MU, MV-MV, MW-MW, MX-MX, MY-MY, MZ-MZ, NA-NA, NB-NB, NC-NC, ND-ND, NE-NE, NF-NF, NG-NG, NH-NH, NI-NI, NJ-NJ, NK-NK, NL-NL, NM-NM, NO-NO, NP-NP, NQ-NQ, NR-NR, NS-NS, NT-NT, NU-NU, NV-NV, NW-NW, NX-NX, NY-NY, NZ-NZ, OA-OA, OB-OB, OC-OC, OD-OD, OE-OE, OF-OF, OG-OG, OH-OH, OI-OI, OJ-OJ, OK-OK, OL-OL, OM-OM, ON-ON, OO-OO, OP-OP, OQ-OQ, OR-OR, OS-OS, OT-OT, OU-OU, OV-OV, OW-OW, OX-OX, OY-OY, OZ-OZ, PA-PA, PB-PB, PC-PC, PD-PD, PE-PE, PF-PF, PG-PG, PH-PH, PI-PI, PJ-PJ, PK-PK, PL-PL, PM-PM, PN-PN, PO-PO, PP-PP, PQ-PQ, PR-PR, PS-PS, PT-PT, PU-PU, PV-PV, PW-PW, PX-PX, PY-PY, PZ-PZ, QA-QA, QB-QB, QC-QC, QD-QD, QE-QE, QF-QF, QG-QG, QH-QH, QI-QI, QJ-QJ, QK-QK, QL-QL, QM-QM, QN-QN, QO-QO, QP-QP, QQ-QQ, QR-QR, QS-QS, QT-QT, QU-QU, QV-QV, QW-QW, QX-QX, QY-QY, QZ-QZ, RA-RA, RB-RB, RC-RC, RD-RD, RE-RE, RF-RF, RG-RG, RH-RH, RI-RI, RJ-RJ, RK-RK, RL-RL, RM-RM, RN-RN, RO-RO, RP-RP, RQ-RQ, RR-RR, RS-RS, RT-RT, RU-RU, RV-RV, RW-RW, RX-RX, RY-RY, RZ-RZ, SA-SA, SB-SB, SC-SC, SD-SD, SE-SE, SF-SF, SG-SG, SH-SH, SI-SI, SJ-SJ, SK-SK, SL-SL, SM-SM, SN-SN, SO-SO, SP-SP, SQ-SQ, SR-SR, SS-SS, ST-ST, SU-SU, SV-SV, SW-SW, SX-SX, SY-SY, SZ-SZ, TA-TA, TB-TB, TC-TC, TD-TD, TE-TE, TF-TF, TG-TG, TH-TH, TI-TI, TJ-TJ, TK-TK, TL-TL, TM-TM, TN-TN, TO-TO, TP-TP, TQ-TQ, TR-TR, TS-TS, TT-TT, TU-TU, TV-TV, TW-TW, TX-TX, TY-TY, TZ-TZ, UA-UA, UB-UB, UC-UC, UD-UD, UE-UE, UF-UF, UG-UG, UH-UH, UI-UI, UJ-UJ, UK-UK, UL-UL, UM-UM, UN-UN, UO-UO, UP-UP, UQ-UQ, UR-UR, US-US, UT-UT, UU-UU, UV-UV, UW-UW, UX-UX, UY-UY, UZ-UZ, VA-VA, VB-VB, VC-VC, VD-VD, VE-VE, VF-VF, VG-VG, VH-VH, VI-VI, VJ-VJ, VK-VK, VL-VL, VM-VM, VN-VN, VO-VO, VP-VP, VQ-VQ, VR-VR, VS-VS, VT-VT, VU-VU, VV-VV, VW-VW, VX-VX, VY-VY, VZ-VZ, WA-WA, WB-WB, WC-WC, WD-WD, WE-WE, WF-WF, WG-WG, WH-WH, WI-WI, WJ-WJ, WK-WK, WL-WL, WM-WM, WN-WN, WO-WO, WP-WP, WQ-WQ, WR-WR, WS-WS, WT-WT, WU-WU, WV-WV, WW-WW, WX-WX, WY-WY, WZ-WZ, XA-XA, XB-XB, XC-XC, XD-XD, XE-XE, XF-XF, XG-XG, XH-XH, XI-XI, XJ-XJ, XK-XK, XL-XL, XM-XM, XN-XN, XO-XO, XP-XP, XQ-XQ, XR-XR, XS-XS, XT-XT, XU-XU, XV-XV, XW-XW, XX-XX, XY-XY, XZ-XZ, YA-YA, YB-YB, YC-YC, YD-YD, YE-YE, YF-YF, YG-YG, YH-YH, YI-YI, YJ-YJ, YK-YK, YL-YL, YM-YM, YN-YN, YO-YO, YP-YP, YQ-YQ, YR-YR, YS-YS, YT-YT, YU-YU, YV-YV, YW-YW, YX-YX, YY-YY, YZ-YZ, ZA-ZA, ZB-ZB, ZC-ZC, ZD-ZD, ZE-ZE, ZF-ZF, ZG-ZG, ZH-ZH, ZI-ZI, ZJ-ZJ, ZK-ZK, ZL-ZL, ZM-ZM, ZN-ZN, ZO-ZO, ZP-ZP, ZQ-ZQ, ZR-ZR, ZS-ZS, ZT-ZT, ZU-ZU, ZV-ZV, ZW-ZW, ZX-ZX, ZY-ZY, ZZ-ZZ.

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Elon Musk, owner of X (Previously Twitter)

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very confident (4)	96 8%	64 12% c	31 5%	33 11%	35 9%	28 6%	52 8%	45 9%	23 9%	20 7%	27 10%	17 11%	2 4%	7 8%	38 10%	59 8%	64 9%	33 7%	18 8%	18 6%	25 9%	31 11%	77 8%	18 12%	
Fairly confident (3)	119 10%	75 14% c	44 8%	58 19% EF	31 8%	30 7%	69 11%	50 10%	26 10%	33 11%	23 9%	28 18% IKN	5 9%	4 5%	46 12%	73 9%	101 14% R	18 4%	13 6%	27 9%	34 12%	42 15% s	92 9%	26 17% w	
Not very confident (2)	113 10%	56 10%	55 10%	34 11%	41 11%	39 9%	66 10%	47 9%	22 8%	36 12%	21 8%	21 13%	7 13%	7 7%	43 12%	70 9%	66 9%	47 11%	17 8%	29 10%	26 9%	36 13%	94 10%	19 12%	
Not confident at all (1)	606 53%	284 52%	310 54%	125 40%	201 53% D	280 62% DE	361 57% H	245 49%	147 55%	153 51%	143 54%	72 46%	29 53% +	61 63% L*	192 52%	414 54%	351 50%	255 58% Q	122 57% V	161 56%	149 53%	129 47%	535 55% X	65 42%	
Don't know	192 17%	65 12%	124 22% B	60 19%	65 17%	68 15%	80 13%	113 22% G	47 17%	52 17%	47 18%	19 12%	11 21% +	16 17% +	44 12%	148 19% O	114 16%	79 18%	41 20%	48 17%	43 15%	38 14%	163 17%	24 16%	
Prefer not to say	12 1%	4 1%	8 1%	3 1%	4 1%	6 1%	11 2% H	1 *	4 1%	4 1%	4 2%	- -	- *	* *	3 1%	9 1%	7 1%	5 1%	1 *	5 2% V	4 1%	- -	10 1%	2 1%	
NET: Very/ Fairly confident	215 19%	140 25% C	75 13%	91 29% EF	66 18%	58 13%	120 19%	95 19%	49 18%	53 19%	50 19%	45 29% IKN	7 13% +	12 12% +	83 23% P	132 17%	165 23% R	51 12%	31 15%	45 16%	58 21%	73 26% ST	169 17%	43 28% W	
NET: Not very/ Not at all confident	719 63%	340 62%	366 64%	159 51%	242 64% D	318 71% D	427 67% H	292 58%	169 63%	189 64%	163 62%	93 59%	37 67% +	68 70% +	235 64%	484 63%	416 59%	302 69% Q	139 65%	189 66%	175 62%	165 60%	629 65% X	84 55%	
Mean	1.69	1.83 C	1.54	2.00 EF	1.68 F	1.49	1.66	1.73	1.66	1.67	1.69	1.92 IKN*	1.54 +	1.47 +	1.78	1.64	1.79 R	1.51	1.57	1.58	1.72	1.89 ST	1.64	1.97 W	

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

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q7. How confident, if at all, are you that the following have the right solutions when it comes to dealing with grooming gangs in the UK? - Elon Musk, owner of X (Previously Twitter) All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK.

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

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

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Summary
All Adults aged 18+ in Great Britain

	Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following?							
	UK national security (A)	Global security/ conflict (B)	The UK economy (C)	The global economy (D)	The trading relationship between the UK and US (E)	Britain's influence with the US (F)	Political stability in the US (G)	Political stability in other countries (H)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139
Very positive (2)	66 6%	81 7% c	57 5%	68 6%	74 6%	65 6% c	91 8% ACDHF	69 6%
Fairly positive (1)	134 12%	190 17% ACFH	137 12%	172 15% ACF	171 15% ACF	137 12%	179 16% ACFH	148 13%
Will make no difference (0)	350 31% BCDEFGH	171 15%	310 27% BDEFGH	220 19% BG	226 20% BG	262 23% BDEGH	178 16%	213 19% BG
Fairly negative (-1)	254 22%	261 23%	301 26% AG	295 26% AB	315 28% ABG	315 28% ABG	260 23%	296 26% ABG
Very negative (-2)	191 17%	343 30% ACDETH	189 17%	252 22% ACE	225 20% AC	236 21% AC	323 28% ACDEF	296 26% ACDEF
Don't know	144 13% BGH	94 8%	146 13% BFGH	132 12% BG	129 11% B	124 11% B	108 9%	117 10% B

NET: Very/ Fairly positive	200 18%	271 24% ACDHF	194 17%	239 21% ACF	245 21% ACF	203 18%	270 24% ACDHF	218 19%
NET: Very/ Fairly negative	445 39%	604 53% ACDEF	490 43% A	548 48% AC	540 47% AC	550 48% AC	583 51% ACDE	592 52% ACDEF

Mean	-0.37 BCDEFGH	-0.57	-0.43 BFGH	-0.49 BH	-0.44 BFGH	-0.51 H	-0.53 H	-0.59
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Conformance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Proportions (SN): A/B/C/D/E/F/G/H Minimum Base: 30 (** Small Base: 100*)

Column Means (SN): A/B/C/D/E/F/G/H Minimum Base: 30 (** Small Base: 100*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - UK national security
All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very positive (2)	66 6%	43 8%	22 4%	33 11%	22 6%	10 2%	37 6%	28 6%	14 5%	18 6%	14 5%	12 7%	2 4%	6 6%	33 9%	33 4%	52 7%	14 3%	9 4%	14 5%	13 4%	27 4%	42 10%	21 14%	
Fairly positive (1)	134 12%	82 15%	51 9%	57 18%	41 11%	37 8%	75 12%	60 12%	27 10%	34 11%	27 10%	34 22%	5 9%	8 8%	53 14%	82 11%	96 14%	38 9%	24 11%	26 9%	36 13%	43 16%	104 11%	30 20%	
Will make no difference (0)	350 31%	194 35%	149 26%	102 33%	107 29%	140 31%	185 29%	164 33%	72 27%	92 31%	86 33%	28 28%	39 39%	35 35%	108 29%	242 31%	210 30%	139 32%	49 23%	98 34%	94 33%	83 30%	295 30%	51 33%	
Fairly negative (-1)	254 22%	116 21%	135 24%	44 14%	86 23%	124 27%	150 23%	104 21%	59 22%	86 29%	60 23%	18 12%	11 20%	20 21%	77 21%	177 23%	137 19%	117 27%	52 24%	67 23%	65 23%	48 18%	235 24%	17 11%	
Very negative (-2)	191 17%	74 13%	115 20%	36 12%	68 18%	86 19%	117 18%	73 15%	53 20%	35 12%	45 17%	28 18%	9 16%	21 21%	67 18%	123 16%	117 17%	74 17%	42 20%	47 16%	46 16%	47 17%	165 17%	25 16%	
Don't know	144 13%	40 7%	100 17%	40 13%	51 14%	53 12%	74 12%	70 14%	44 16%	34 11%	31 12%	20 13%	7 13%	9 9%	29 8%	115 15%	90 13%	55 13%	36 17%	35 12%	28 10%	27 10%	132 14%	9 6%	
NET: Very/ Fairly positive	200 18%	125 23%	74 13%	90 29%	63 17%	47 10%	112 18%	88 18%	42 15%	51 17%	42 16%	46 29%	7 12%	13 14%	85 23%	115 15%	149 21%	52 12%	33 15%	41 14%	48 17%	70 25%	146 15%	51 33%	
NET: Very/ Fairly negative	445 39%	190 35%	250 44%	81 26%	154 41%	210 47%	267 42%	178 36%	111 41%	120 40%	105 40%	47 30%	20 36%	41 42%	144 39%	300 39%	253 36%	191 44%	94 44%	115 40%	110 39%	95 35%	399 41%	42 28%	
Mean	-0.37	-0.19	-0.57	0.03	-0.42	-0.60	-0.42	-0.31	-0.48	-0.33	-0.41	-0.13	-0.42	-0.48	-0.28	-0.42	-0.28	-0.52	-0.54	-0.42	-0.38	-0.18	-0.45	0.03	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q8: Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - UK national security
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties																				Favourable to politicians																Opinion on Labour government				Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK				Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal		Opinion on what to do about Grooming Gangs in the UK													
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	NET Good Job	NET Bad Job	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475																														
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																													
Very positive (2)	66	8	21	4	17	3	15	32	22	30	32	30	19	22	19	24	48	6	28	30	20	22	48	7	22	28	26	21	32	12	57	1	18	30	46	8	19	26	46	16	57	3	46	18	49	12	49	12	50	14	43	16																													
Fairly positive (1)	134	30	45	5	28	7	44	62	58	46	48	69	40	43	30	41	75	25	44	70	34	40	74	22	29	63	51	31	52	24	82	19	24	69	59	41	26	54	101	33	118	12	75	55	86	38	87	37	78	40	85	32																													
Will make no difference (0)	350	63	102	33	52	21	110	138	73	186	83	185	77	121	77	125	90	156	70	195	69	107	93	170	44	196	52	154	41	130	74	217	55	179	59	214	26	133	201	133	287	52	181	160	174	141	194	115	159	147	157	138																													
Fairly negative (1-1)	254	30	93	27	24	38	132	71	34	172	75	123	83	61	85	66	35	173	63	138	77	60	40	171	53	122	21	146	15	133	15	222	60	106	11	221	21	83	171	82	206	46	137	113	127	119	158	83	148	87	86	133																													
Very negative (1-2)	191	21	81	15	5	29	109	39	22	146	63	94	54	57	78	46	19	152	58	100	59	50	14	162	39	99	14	137	4	136	4	180	58	71	2	174	26	77	118	68	155	30	105	81	84	99	106	69	82	81	67	88																													
Don't know	144	19	31	11	18	10	45	39	23	64	26	64	28	40	32	32	38	51	20	65	25	27	30	51	7	63	15	35	16	31	21	73	14	51	17	62	5	56	54	71	89	38	49	75	50	63	62	48	34	61	69	30																													

NET: Very/ Fairly positive	200	38	67	9	45	11	58	94	80	76	80	99	59	65	48	65	122	31	72	100	53	61	122	29	51	93	77	52	85	36	139	20	42	99	105	49	45	80	147	49	175	15	122	73	136	90	136	49	127	54	127	48
NET: Very/ Fairly negative	443	51	174	42	79	67	241	110	55	318	158	217	137	118	163	112	54	333	111	238	137	110	54	333	92	221	85	284	19	269	20	402	117	177	13	380	47	160	289	150	361	75	243	134	211	218	284	153	240	188	153	211

Mean

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

Column Headers: (I)-(Z), (A)-(Z), (C)-(Z), (E)-(Z), (G)-(Z), (I)-(Z), (M)-(Z), (O)-(Z), (Q)-(Z), (S)-(Z), (U)-(Z), (W)-(Z), (Y)-(Z), (AA)-(Z), (AB)-(Z), (AC)-(Z), (AD)-(Z), (AE)-(Z), (AF)-(Z), (AG)-(Z), (AH)-(Z), (AI)-(Z), (AJ)-(Z), (AK)-(Z), (AL)-(Z), (AM)-(Z), (AN)-(Z), (AO)-(Z), (AP)-(Z) Minimum Base: 30 (**); Small Base: 100 (**)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Global security/ conflict

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)		
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175		
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153		
Very positive (2)	81 7%	61 11% C	20 3%	32 10% F	34 9% F	15 3%	47 7%	34 7%	18 7%	17 6%	19 7%	20 13% M	4 7%	4 4% *	38 10% P	43 6%	67 10% R	14 3%	9 4%	13 5%	31 11% ST	27 10% ST	61 6%	17 11% W		
Fairly positive (1)	190 17%	113 21% C	74 13%	79 25% EF	56 15% F	54 12%	104 16%	85 17%	38 14%	52 18%	42 16%	33 21%	7 12% *	17 17% *	73 20% P	116 15%	138 20% R	52 12%	25 12%	44 15%	41 15%	69 25% STU	148 15%	41 27% W		
Will make no difference (0)	171 15%	91 17%	78 14%	53 17%	47 12%	71 16%	80 13%	91 18% G	33 12%	51 17%	41 16%	23 15%	13 24% *	10 11% *	38 10% O	133 17%	99 14%	72 16%	32 15%	30 10%	57 20% T	40 14%	141 15%	27 18%		
Fairly negative (-1)	261 23%	108 20%	150 26% B	58 18% B	87 23% D	116 26% D	149 23%	112 22%	69 26% L	76 25% L	58 22% L	18 11%	14 25% L*	27 28% L*	78 21%	182 24%	142 20%	119 27% Q	48 23%	83 29% V	60 21%	48 18%	233 24%	26 17%		
Very negative (-2)	343 30%	144 26%	192 33% B	65 21% D	117 31% D	161 36% D	211 33% H	132 26%	84 31%	85 29%	81 31%	47 30%	14 25% *	31 32% *	117 32%	226 29%	197 28%	146 33%	74 35%	89 31%	78 28%	74 27%	307 32% X	33 22%		
Don't know	94 8%	32 6%	59 10% B	26 8% B	36 10% D	32 7%	47 7%	47 9%	27 10%	17 6%	23 9%	16 10%	4 7% *	7 8% *	21 6%	72 9%	59 8%	35 8%	25 12% U	28 10%	13 5%	18 6%	81 8%	8 5%		
NET: Very/ Fairly positive	271 24%	174 32% C	94 16% C	111 36% EF	90 24% F	70 16%	151 24%	119 24%	56 21%	69 23%	61 23%	53 34% IK	11 19% *	21 21% *	111 30% P	159 21%	205 29% R	66 15%	34 16%	57 20%	72 26% S	96 35% STU	209 22%	59 38% W		
NET: Very/ Fairly negative	604 53%	252 46% B	342 60% B	123 39% B	204 54% D	277 62% D	360 56% H	244 49%	153 57% L	161 54% L	139 53%	65 41%	28 50% *	58 60% L*	196 53%	408 53%	339 48%	265 61% Q	122 57% V	172 60% UV	138 49%	122 44%	540 56% X	59 39%		
Mean	-0.57	-0.31 C	-0.82	-0.16 EF	-0.58 F	-0.84	-0.63	-0.49	-0.68	-0.57	-0.58	-0.27 IN	-0.52 *	-0.73 *	-0.47	-0.62	-0.41 R	-0.82	-0.81	-0.74	-0.43 ST	-0.29 ST	-0.65	-0.11 W		

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

Column Proportions (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30(**) Small Base: 100(*)

Column Means (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X Minimum Base: 30(**) Small Base: 100(*)

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - The UK economy
All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very positive (2)	57 5%	37 7% C	20 4%	28 9% F	22 6% F	6 1%	35 5%	22 4%	14 5%	13 4%	14 5%	12 8%	1 2%	3 3%	25 7%	32 4%	47 7%	10 2%	7 3%	17 6%	9 3%	22 8%	38 4%	16 10%	
Fairly positive (1)	137 12%	93 17% C	42 7%	62 20% EF	36 10%	39 9%	74 12%	63 13%	23 9%	48 16% IK	23 9%	29 18% IK	6 10%	8 8%	54 15% P	83 11%	98 14% R	39 9%	19 9%	26 9%	30 11%	53 19% STU	105 11%	32 21% W	
Will make no difference (0)	310 27%	159 29%	149 26%	82 26%	110 29%	117 26%	160 25%	150 30%	59 22%	82 28%	70 26%	43 27%	22 40% I*	33 35% I*	89 24%	220 29%	184 26%	126 29%	58 27%	80 28%	93 33% V	59 21%	255 26%	51 34%	
Fairly negative (-1)	301 26%	140 25%	156 27%	59 19%	91 24%	151 34% DE	181 28%	120 24%	74 28% L	83 28% L	78 29%	28 18%	13 24% *	25 26% *	107 29%	194 25%	167 24%	134 31% Q	55 26%	77 27%	79 28%	66 24%	275 28% X	22 15%	
Very negative (-2)	189 17%	82 15%	105 18%	35 11% D	67 18% D	88 19% D	111 17%	78 16%	52 19%	39 13%	49 19%	26 16%	6 11% *	18 19% *	59 16%	131 17%	110 16%	80 18%	45 21%	45 16%	45 16%	45 16%	164 17%	24 15%	
Don't know	146 13%	39 7%	101 18% B	48 15%	49 13%	48 11%	78 12%	68 14%	46 17%	32 11%	31 12%	19 12%	7 13% *	10 10% *	32 9%	113 15% O	96 14%	50 11%	28 13%	43 15%	25 9%	31 11%	134 14% X	8 5%	
NET: Very/ Fairly positive	194 17%	130 24% C	62 11% EF	89 29% EF	59 16% F	45 10%	109 17%	85 17%	37 14%	61 21%	37 14%	41 26% IKN	7 12% *	10 11% *	79 22% P	115 15%	145 21% R	49 11%	26 12%	43 15%	39 14%	75 27% STU	143 15%	48 31% W	
NET: Very/ Fairly negative	490 43%	222 40%	261 46%	93 30% D	158 42% D	239 53% DE	292 46%	199 40%	126 47% L	122 41%	127 48% L	54 34%	19 35% *	43 44% *	166 45%	324 42%	277 39%	213 49% Q	100 47%	121 42%	123 44%	111 40%	439 45% X	46 30%	
Mean	-0.43	-0.27 C	-0.60	-0.04 EF	-0.44 F	-0.68	-0.46	-0.39	-0.57	-0.33 I	-0.53	-0.19 IKM*	-0.36 *	-0.55 *	-0.36	-0.47	-0.32 R	-0.61	-0.61	-0.43	-0.47	-0.24 SU	-0.50	-0.04 W	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC
Political Pulse Week 2
Adults aged 18+ in GB

Q8: Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - The UK economy
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties																Favourable to politicians																Opinion on Labour government				Russian Invasion of Ukraine		Rising Cost of Living		Current conflict in Israel and Gaza		Grooming Gangs in the UK		Stammer announcing new plans to cut down NHS wait times		Trump's claims to acquire Greenland and Panama Canal?		Opinion on what to do about Grooming Gangs in the UK		Set up a full National Public Inquiry		Recommendations from Previous Inquiries																																																															
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)	(bs)	(bt)	(bu)	(bv)	(bw)	(bx)	(by)	(bz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)	(cy)	(cz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	288	924	175	383	924	175	383	639	462	587	471	669	367	592	416	468	475																																																																									
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436																																																																													
Very positive (2)	57	11	21	1	8	4	11	25	32	17	29	24	21	17	16	19	39	7	23	27	19	17	35	4	18	26	29	11	25	7	47	3	16	31	42	9	15	21	37	17	48	3	35	19	35	16	36	14	40	11	35	13																																																																													
Fairly positive (1)	137	22	46	5	35	6	39	68	45	60	48	70	30	45	35	43	76	21	49	70	31	45	81	28	32	64	52	35	54	31	100	16	24	74	73	28	25	53	103	34	124	10	82	54	93	35	94	34	77	48	93	32																																																																													
Will make no difference (0)	310	49	95	23	54	23	107	119	63	162	81	154	79	102	65	114	83	136	61	168	64	94	88	141	43	162	43	136	40	117	62	175	44	150	47	187	30	116	176	118	246	51	159	139	164	114	164	113	134	128	133	122																																																																													
Fairly negative (-1)	301	45	100	35	28	40	139	97	46	200	85	150	85	84	91	86	57	189	75	160	81	81	57	190	56	164	31	166	26	145	24	262	75	132	20	249	18	105	198	100	253	47	166	131	152	139	190	93	167	110	115	155																																																																													
Very negative (-2)	189	19	81	16	7	27	105	37	19	145	58	88	55	55	79	47	15	153	54	104	63	48	13	162	36	96	11	135	6	133	5	179	54	69	2	173	28	79	119	66	152	30	102	81	82	97	110	67	102	70	64	84																																																																													
Don't know	146	25	31	15	12	8	53	35	28	60	26	68	32	40	34	24	34	58	21	69	26	21	25	59	9	59	12	42	11	33	16	77	16	50	11	74	8	55	58	68	89	40	50	78	45	71	62	44	41	64	66	30																																																																													
NET: Very/ Fairly positive	194	33	67	6	42	10	50	93	77	78	76	95	51	63	51	62	115	28	72	97	50	62	116	32	49	90	82	47	78	38	147	19	40	105	115	37	41	74	140	51	172	12	117	73	128	51	129	48	116	58	129	45																																																																													
NET: Very/ Fairly negative	490	64	181	51	35	67	244	134	65	344	143	248	139	139	170	133	73	342	129	264	144	129	70	352	92	260	42	301	32	278	29	441	129	201	21	422	46	184	317	167	405	77	268	212	234	236	300	160	269	180	179	239																																																																													
Mean	-0.43	-0.26	-0.51	-0.73	0.06	-0.79	-0.72	-0.16	0.13	-0.67	-0.32	-0.46	-0.45	-0.38	-0.64	-0.32	0.24	-0.91	-0.34	-0.46	-0.54	-0.34	0.25	-0.91	-0.33	-0.47	0.34	-0.78	0.44	-0.85	0.68	-0.94	-0.59	-0.29	0.73	-0.85	-0.15	-0.45	-0.41	-0.49	0.41	-0.65	-0.40	-0.48	-0.29	-0.66	-0.41	-0.52	-0.41	-0.50	-0.18	-0.65																																																																													

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Columns Reporters: (EN) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc, bd,be,bf,bg,bh,bi,bj,bk,bl,bm,bn,bo, bp,bq,br,bs,bt,bu,bv,bw,bx,by,bz,ca,cb,cc,cd,ce,cf,cg,ch,ci,cj,ck,cl,cm,cn,co,cp,cq,cr,cs,ct,cu,cv,cw,cx,cy,cz

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - The global economy

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region							Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)		
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175		
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153		
Very positive (2)	68 6%	49 9%	19 3%	33 10%	23 6%	12 3%	45 7%	23 5%	13 5%	12 4%	20 8%	15 9%	4 7%	4 4%	34 9%	34 4%	54 8%	14 3%	6 3%	11 4%	20 7%	28 10%	50 5%	16 10%		
Fairly positive (1)	172 15%	97 18%	72 13%	69 22%	50 13%	53 12%	95 15%	77 15%	36 13%	46 16%	29 11%	38 24%	10 18%	12 13%	74 20%	98 13%	121 17%	50 12%	23 11%	39 14%	41 15%	54 20%	133 14%	38 25%		
Will make no difference (0)	220 19%	129 24%	87 15%	68 22%	66 18%	86 19%	95 15%	125 25%	34 13%	76 25%	51 19%	27 17%	16 29%	15 16%	43 12%	177 26%	141 24%	78 30%	42 27%	50 31%	65 24%	55 20%	184 19%	34 22%		
Fairly negative (-1)	295 26%	117 21%	173 30%	63 20%	102 27%	130 29%	183 29%	112 22%	82 30%	87 29%	66 25%	23 15%	12 22%	26 27%	95 26%	201 26%	165 24%	130 30%	57 27%	90 31%	69 24%	56 20%	273 28%	21 14%		
Very negative (-2)	252 22%	116 21%	133 23%	45 14%	84 22%	123 27%	153 24%	99 20%	62 23%	51 17%	66 24%	38 24%	8 14%	27 28%	91 25%	161 21%	140 20%	112 26%	54 26%	58 20%	63 22%	54 20%	214 22%	35 23%		
Don't know	132 12%	41 7%	89 16%	36 12%	50 13%	46 10%	68 11%	64 13%	41 15%	26 9%	32 12%	16 10%	5 10%	12 13%	30 8%	103 13%	80 11%	52 12%	30 14%	40 14%	22 8%	27 10%	117 12%	9 6%		
NET: Very/ Fairly positive	239 21%	146 27%	90 16%	101 32%	73 19%	65 14%	140 22%	100 20%	49 18%	58 20%	49 19%	53 34%	13 24%	16 17%	108 30%	131 17%	175 25%	64 15%	29 14%	50 18%	61 22%	83 30%	183 19%	54 35%		
NET: Very/ Fairly negative	548 48%	233 42%	306 53%	108 34%	187 50%	253 56%	336 53%	212 42%	144 54%	138 46%	132 50%	61 39%	20 37%	53 55%	186 51%	362 47%	305 43%	243 55%	111 52%	148 51%	132 47%	110 40%	487 50%	56 37%		
Mean	-0.49	-0.30	-0.68	-0.07	-0.54	-0.74	-0.53	-0.43	-0.64	-0.43	-0.56	-0.22	-0.22	-0.70	-0.40	-0.54	-0.35	-0.72	-0.71	-0.58	-0.44	-0.21	-0.55	-0.15		

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

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - The trading relationship between the UK and US

All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very positive (2)	74 6%	50 9% C	24 4%	32 10% F	27 7% F	15 3%	47 7%	26 5%	16 6%	17 6%	17 6%	19 12% M	1 3%	3 3% *	35 10% P	38 5%	63 9% R	11 2%	7 3%	17 6%	18 6%	31 11% ST	53 5%	19 13% W	
Fairly positive (1)	171 15%	104 19% C	64 11%	72 23% EF	55 15% F	44 10%	98 15%	73 15%	34 13%	48 16%	46 17%	24 15%	7 14% *	12 12% *	68 19% P	103 13%	128 18% R	43 10%	26 12%	38 13%	37 13%	59 22% STU	134 14%	34 22% W	
Will make no difference (0)	226 20%	119 22%	102 18%	75 24% F	77 20% F	75 17%	111 17%	115 23% G	47 17%	69 23%	43 16%	37 24%	14 25% *	16 17% *	65 18% P	162 21%	147 21%	80 18%	39 18%	41 14%	77 28% STV	50 18%	188 19%	38 25%	
Fairly negative (-1)	315 28%	141 26%	172 30%	52 17% D	101 27% D	161 36% DE	193 30% H	122 24% G	79 29% L	90 30% L	73 27%	28 18%	15 27% *	31 32% L*	90 24% P	225 29%	162 23%	152 35% Q	65 31% V	96 33% V	76 27% V	58 21%	284 29% X	28 18%	
Very negative (-2)	225 20%	97 18%	124 22%	42 14% D	75 20% D	108 24% D	133 21% G	93 18%	55 20%	46 15%	62 24% J	32 20%	10 17% *	21 22% *	80 22% P	145 19%	128 18%	98 22%	50 24%	55 19%	54 19%	52 19%	196 20%	27 18%	
Don't know	129 11%	38 7%	88 15% B	39 12% B	42 11% B	48 11% B	57 9% G	72 14% G	38 14% G	28 10% G	24 9% G	17 11% G	8 15% *	13 14% *	28 8% O	100 13%	75 11% R	54 12%	25 12%	41 14% U	18 6% U	24 9%	117 12% X	7 5%	
NET: Very/ Fairly positive	245 21%	154 28% C	88 15%	105 33% EF	82 22% F	58 13%	145 23% H	100 20% G	50 19%	65 22% L	62 24% L	43 28%	9 16% *	15 16% *	103 28% P	141 18%	191 27% R	54 12% R	34 16% R	55 19% R	55 20% R	91 33% STU	187 19%	53 35% W	
NET: Very/ Fairly negative	540 47%	239 43% B	295 52% B	95 30% B	176 47% D	269 60% DE	326 51% H	214 43% G	133 50% L	135 45% L	135 51% L	60 38%	24 45% *	52 54% L*	170 46% P	370 48%	290 41% Q	250 57% Q	115 54% V	151 52% V	130 46% V	111 40% V	480 49% X	55 36% X	
Mean	-0.44	-0.26 C	-0.63	* EF	-0.43 F	-0.76	-0.46	-0.42	-0.53	-0.37	-0.49	-0.21 IN	-0.51 *	-0.66 *	-0.33 P	-0.50	-0.26 R	-0.74	-0.66	-0.54	-0.43	-0.16 STU	-0.51	-0.07 W	

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Political Pulse Week 2
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Q8: Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - The trading relationship between the UK and US
All Adults aged 18+ in Great Britain

Table with 45 columns and 13 rows. Headers include: Total, General Election 2024 Vote (Conservative Labour, Liberal Democrats, Reform UK, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Favourable to Conservatives, Unfavourable to Conservatives, Favourable to Labour, Unfavourable to Labour, Favourable to Lib Dems, Unfavourable to Lib Dems, Favourable to Green Party, Unfavourable to Green Party, Favourable to Reform UK, Unfavourable to Reform UK, Favourable to Keir Starmer, Unfavourable to Keir Starmer, Favourable to Ed Davey, Unfavourable to Ed Davey, Favourable to Nigel Farage, Unfavourable to Nigel Farage, Favourable to Rachel Reeves, Unfavourable to Rachel Reeves, Favourable to Kemi Badenoch, Unfavourable to Kemi Badenoch, Favourable to Robert Lowe, Unfavourable to Robert Lowe, Favourable to Donald Trump, Unfavourable to Donald Trump, Favourable to Joe Biden, Unfavourable to Joe Biden, Favourable to Elon Musk, Unfavourable to Elon Musk, Favourable to Boris Johnson, Unfavourable to Boris Johnson, Favourable to Sunak, Unfavourable to Sunak, NET Good Job, NET Bad Job, Opinion on Labour government (Following closely, Not following closely), Russian Invasion of Ukraine (Following closely, Not following closely), Rising Cost of Living (Following closely, Not following closely), Current conflict in Israel and Gaza (Following closely, Not following closely), Grooming Gangs in the UK (Following closely, Not following closely), Stammer announcing new plans to cut down NHS wait times (Following closely, Not following closely), Trump's claims to acquire Greenland and Panama Canal (Following closely, Not following closely), Opinion on what to do about Grooming Gangs in the UK (Following closely, Not following closely).

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Columns represent: (N); (A); (B); (C); (D); (E); (F); (G); (H); (I); (J); (K); (L); (M); (N); (O); (P); (Q); (R); (S); (T); (U); (V); (W); (X); (Y); (Z); (aa); (ab); (ac); (ad); (ae); (af); (ag); (ah); (ai); (aj); (ak); (al); (am); (an); (ao); (ap); (aq); (ar); (as); (at); (au); (av); (aw); (ax); (ay); (az); (ba); (bb); (bc); (bd); (be); (bf); (bg); (bh); (bi); (bj); (bk); (bl); (bm); (bn); (bo); (bp); (bq); (br); (bs); (bt); (bu); (bv); (bw); (bx); (by); (bz); (ca); (cb); (cc); (cd); (ce); (cf); (cg); (ch); (ci); (cj); (ck); (cl); (cm); (cn); (co); (cp); (cq); (cr); (cs); (ct); (cu); (cv); (cw); (cx); (cy); (cz); (da); (db); (dc); (dd); (de); (df); (dg); (dh); (di); (dj); (dk); (dl); (dm); (dn); (do); (dp); (dq); (dr); (ds); (dt); (du); (dv); (dw); (dx); (dy); (dz); (ea); (eb); (ec); (ed); (ee); (ef); (eg); (eh); (ei); (ej); (ek); (el); (em); (en); (eo); (ep); (eq); (er); (es); (et); (eu); (ev); (ew); (ex); (ey); (ez); (fa); (fb); (fc); (fd); (fe); (ff); (fg); (fh); (fi); (fj); (fk); (fl); (fm); (fn); (fo); (fp); (fq); (fr); (fs); (ft); (fu); (fv); (fw); (fx); (fy); (fz); (ga); (gb); (gc); (gd); (ge); (gf); (gg); (gh); (gi); (gj); (gk); (gl); (gm); (gn); (go); (gp); (gq); (gr); (gs); (gt); (gu); (gv); (gw); (gx); (gy); (gz); (ha); (hb); (hc); (hd); (he); (hf); (hg); (hh); (hi); (hj); (hk); (hl); (hm); (hn); (ho); (hp); (hq); (hr); (hs); (ht); (hu); (hv); (hw); (hx); (hy); (hz); (ia); (ib); (ic); (id); (ie); (if); (ig); (ih); (ii); (ij); (ik); (il); (im); (in); (io); (ip); (iq); (ir); (is); (it); (iu); (iv); (iw); (ix); (iy); (iz); (ja); (jb); (jc); (jd); (je); (jf); (jg); (jh); (ji); (jj); (jk); (jl); (jm); (jn); (jo); (jp); (jq); (jr); (js); (jt); (ju); (jv); (jw); (jx); (jy); (jz); (ka); (kb); (kc); (kd); (ke); (kf); (kg); (kh); (ki); (kj); (kk); (kl); (km); (kn); (ko); (kp); (kq); (kr); (ks); (kt); (ku); (kv); (kw); (kx); (ky); (kz); (la); (lb); (lc); (ld); (le); (lf); (lg); (lh); (li); (lj); (lk); (ll); (lm); (ln); (lo); (lp); (lq); (lr); (ls); (lt); (lu); (lv); (lw); (lx); (ly); (lz); (ma); (mb); (mc); (md); (me); (mf); (mg); (mh); (mi); (mj); (mk); (ml); (mn); (mo); (mp); (mq); (mr); (ms); (mt); (mu); (mv); (mw); (mx); (my); (mz); (na); (nb); (nc); (nd); (ne); (nf); (ng); (nh); (ni); (nj); (nk); (nl); (nm); (no); (np); (nq); (nr); (ns); (nt); (nu); (nv); (nw); (nx); (ny); (nz); (oa); (ob); (oc); (od); (oe); (of); (og); (oh); (oi); (oj); (ok); (ol); (om); (on); (oo); (op); (oq); (or); (os); (ot); (ou); (ov); (ow); (ox); (oy); (oz); (pa); (pb); (pc); (pd); (pe); (pf); (pg); (ph); (pi); (pj); (pk); (pl); (pm); (pn); (po); (pp); (pq); (pr); (ps); (pt); (pu); (pv); (pw); (px); (py); (pz); (qa); (qb); (qc); (qd); (qe); (qf); (qg); (qh); (qi); (qj); (qk); (ql); (qm); (qn); (qo); (qp); (qq); (qr); (qs); (qt); (qu); (qv); (qw); (qx); (qy); (qz); (ra); (rb); (rc); (rd); (re); (rf); (rg); (rh); (ri); (rj); (rk); (rl); (rm); (rn); (ro); (rp); (rq); (rr); (rs); (rt); (ru); (rv); (rw); (rx); (ry); (rz); (sa); (sb); (sc); (sd); (se); (sf); (sg); (sh); (si); (sj); (sk); (sl); (sm); (sn); (so); (sp); (sq); (sr); (ss); (st); (su); (sv); (sw); (sx); (sy); (sz); (ta); (tb); (tc); (td); (te); (tf); (tg); (th); (ti); (tj); (tk); (tl); (tm); (tn); (to); (tp); (tq); (tr); (ts); (tt); (tu); (tv); (tw); (tx); (ty); (tz); (ua); (ub); (uc); (ud); (ue); (uf); (ug); (uh); (ui); (uj); (uk); (ul); (um); (un); (uo); (up); (uq); (ur); (us); (ut); (uu); (uv); (uw); (ux); (uy); (uz); (va); (vb); (vc); (vd); (ve); (vf); (vg); (vh); (vi); (vj); (vk); (vl); (vm); (vn); (vo); (vp); (vq); (vr); (vs); (vt); (vu); (vv); (vw); (vx); (vy); (vz); (wa); (wb); (wc); (wd); (we); (wf); (wg); (wh); (wi); (wj); (wk); (wl); (wm); (wn); (wo); (wp); (wq); (wr); (ws); (wt); (wu); (wv); (ww); (wx); (wy); (wz); (xa); (xb); (xc); (xd); (xe); (xf); (xg); (xh); (xi); (xj); (xk); (xl); (xm); (xn); (xo); (xp); (xq); (xr); (xs); (xt); (xu); (xv); (xw); (xx); (xy); (xz); (ya); (yb); (yc); (yd); (ye); (yf); (yg); (yh); (yi); (yj); (yk); (yl); (ym); (yn); (yo); (yp); (yq); (yr); (ys); (yt); (yu); (yv); (yw); (yx); (yz); (za); (zb); (zc); (zd); (ze); (zf); (zg); (zh); (zi); (zj); (zk); (zl); (zm); (zn); (zo); (zp); (zq); (zr); (zs); (zt); (zu); (zv); (zw); (zx); (zy); (zz).

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24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Britain's influence with the US
All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very positive (2)	66 6%	44 8%	22 4%	30 10%	25 7%	10 2%	39 6%	27 5%	10 4%	15 5%	17 6%	18 11%	2 4%	4 4%	31 8%	35 5%	59 8%	7 1%	5 2%	12 4%	18 6%	29 11%	43 4%	21 14%	
Fairly positive (1)	137 12%	86 16%	47 8%	63 20%	39 10%	35 8%	81 13%	56 11%	30 11%	42 14%	29 11%	24 15%	5 9%	8 9%	55 11%	82 11%	102 14%	36 8%	20 9%	30 10%	40 14%	46 17%	110 11%	27 18%	
Will make no difference (0)	262 23%	147 27%	112 20%	77 24%	94 25%	91 20%	125 20%	136 27%	53 20%	70 23%	60 23%	42 27%	16 29%	20 21%	80 22%	182 24%	162 23%	100 23%	54 25%	55 19%	75 27%	55 20%	213 22%	43 28%	
Fairly negative (-1)	315 28%	131 24%	179 31%	67 21%	92 24%	156 35%	194 30%	121 24%	78 29%	90 30%	77 29%	29 18%	15 28%	26 27%	98 27%	217 28%	167 24%	147 34%	56 26%	92 32%	81 29%	62 23%	285 29%	28 18%	
Very negative (-2)	236 21%	107 19%	125 22%	39 13%	85 22%	112 25%	144 22%	92 18%	61 23%	52 18%	55 21%	32 20%	9 17%	27 28%	79 22%	157 20%	134 19%	102 23%	54 25%	56 20%	51 18%	58 21%	208 21%	27 18%	
Don't know	124 11%	33 6%	88 15%	37 12%	41 11%	46 10%	56 9%	68 14%	36 14%	29 10%	27 10%	12 8%	7 14%	11 12%	24 6%	100 13%	78 11%	46 10%	24 11%	43 15%	16 6%	25 9%	113 12%	7 5%	
NET: Very/ Fairly positive	203 18%	131 24%	68 12%	93 30%	64 17%	45 10%	120 19%	83 17%	40 15%	57 19%	46 17%	42 27%	7 12%	12 13%	86 23%	117 15%	161 23%	42 10%	25 12%	42 15%	57 21%	75 27%	153 16%	48 32%	
NET: Very/ Fairly negative	550 48%	238 43%	304 53%	106 34%	177 47%	268 60%	337 53%	213 43%	139 52%	142 48%	131 50%	61 39%	25 45%	53 54%	177 48%	374 48%	301 43%	250 57%	110 52%	148 51%	132 47%	121 44%	493 51%	55 36%	
Mean	-0.51	-0.33	-0.70	-0.08	-0.51	-0.80	-0.55	-0.45	-0.64	-0.46	-0.52	-0.23	-0.54	-0.74	-0.41	-0.56	-0.34	-0.77	-0.71	-0.61	-0.41	-0.30	-0.59	-0.08	

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Political stability in the US
All Adults aged 18+ in Great Britain

	Total	Gender			Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175	
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153	
Very positive (2)	91 8%	61 11% C	29 5%	41 13% EF	27 7%	23 5%	63 10% H	28 6%	19 7%	19 7%	19 7%	22 14% IK	5 9%	6 12% *	43 6% P	48 11% R	74 4%	17 3%	7 3%	21 7%	24 9%	37 14% ST	64 7%	26 17% W	
Fairly positive (1)	179 16%	101 18% C	76 13%	59 19%	54 14%	66 15%	85 13% G	94 19%	38 14%	51 17%	49 19%	26 17% M	2 4%	11 12% *	63 17% M	116 15%	116 14%	62 15%	31 14%	41 13%	38 13%	55 20%	148 15%	28 18%	
Will make no difference (0)	178 16%	96 17%	80 14%	56 18%	54 14%	68 15%	90 14%	87 17%	43 16%	49 17%	27 10%	29 19%	14 26% K	15 15% K*	45 12% *	133 17% O	113 16%	65 15%	33 15%	37 13%	61 22% TV	37 13%	145 15%	31 20%	
Fairly negative (-1)	260 23%	119 22%	136 24%	58 19%	85 22%	117 26% D	140 30% D	120 24% D	69 26% L	80 27% L	60 23% L	12 8%	16 30% L*	22 23% L*	77 21% L*	183 24% L*	142 20% Q	118 27% Q	45 21% Q	85 30% V	68 24% V	50 18%	233 24% X	24 16%	
Very negative (-2)	323 28%	132 24%	186 33% B	66 21% D	120 32% D	137 30% D	209 33% H	114 23%	72 27%	71 24%	83 32%	46 30%	14 25% *	36 37% J*	115 32% L*	208 27% L*	193 28%	130 30%	64 30%	76 26%	73 26%	75 27%	287 30%	35 23%	
Don't know	108 9%	40 7%	66 12% B	33 10% B	37 10% D	39 9%	51 8%	57 11%	26 10%	27 9%	25 9%	21 13%	3 6% *	6 6% *	24 7% O	84 11% O	63 9%	45 10%	31 15% UV	28 10%	16 6%	21 8%	94 10%	10 6%	
NET: Very/ Fairly positive	270 24%	162 30% C	105 18% C	100 32% EF	81 21% EF	89 20% EF	148 23% H	122 24% H	58 21%	71 24%	68 26% M	48 31% M	7 13% *	18 18% *	106 29% P	164 21% P	191 27% R	79 18% R	39 18%	62 21%	62 22%	93 34% STU	212 22%	53 35% W	
NET: Very/ Fairly negative	583 51%	251 46% B	322 56% B	124 40% D	205 54% D	254 57% D	349 55% H	234 47% H	142 53% L	151 51% L	144 54% L	58 37%	30 55% *	58 61% L*	192 52% L*	391 51% L*	335 48% Q	248 57% Q	110 52% Q	161 56% V	141 50% V	125 45% V	521 54% X	59 39% X	
Mean	-0.53	-0.31 C	-0.74	-0.18 EF	-0.64	-0.68	-0.59	-0.45	-0.57	-0.49	-0.59	-0.25 N	-0.62 *	-0.78 *	-0.47	-0.56	-0.41 R	-0.72	-0.70	-0.60	-0.49	-0.28 ST	-0.61	-0.11 W	

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

24-089497-2 - 10th - 13th January 2025

PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Political stability in the US

All Adults aged 18+ in Great Britain

Main data table with columns for Total, General Election 2024 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, Opinion on Labour government, Russian Invasion of Ukraine, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, and Opinion on what to do about Grooming Gangs in the UK. Includes rows for Unweighted base, Weighted base, and various sentiment categories like Very positive (2), Fairly positive (1), Will make no difference (0), Fairly negative (1), Very negative (2), and Don't know.

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

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

24-089497-2 - 10th - 13th January 2025

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

Q8. Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Political stability in other countries

All Adults aged 18+ in Great Britain

	Total	Gender		Aggregated Age Breaks			Social grade		Region						Education		Employment status		Income				Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)
Unweighted base	1139	549	573	343	402	394	736	403	272	301	260	156	53	97	619	520	737	402	198	263	264	328	950	175
Weighted base	1139	549	573	313	376	450	639	500	269	298	264	157	55	97	366	773	702	437	212	288	280	275	971	153
Very positive (2)	69 6%	48 9%	21 4%	34 11%	22 6%	13 3%	41 6%	28 6%	12 4%	16 6%	17 6%	17 11%	5 8%	3 3%	28 8%	41 5%	58 8%	12 3%	8 4%	18 6%	19 7%	22 8%	52 5%	16 10%
Fairly positive (1)	148 13%	84 15%	64 11%	63 20%	42 11%	43 10%	81 13%	68 14%	40 15%	27 9%	38 14%	26 17%	5 9%	13 13%	63 17%	86 11%	101 14%	47 11%	21 10%	34 12%	39 14%	47 17%	117 12%	29 19%
Will make no difference (0)	213 19%	126 23%	84 15%	84 18%	71 19%	85 19%	101 16%	112 22%	36 13%	79 27%	38 14%	35 23%	11 20%	13 14%	53 14%	160 21%	128 18%	85 19%	39 18%	48 17%	60 21%	53 19%	176 18%	32 21%
Fairly negative (-1)	296 26%	130 24%	161 28%	70 22%	93 25%	133 29%	175 27%	121 24%	74 27%	83 28%	71 27%	28 18%	12 22%	28 29%	88 24%	208 27%	156 22%	139 32%	57 27%	82 29%	75 27%	59 22%	263 27%	31 20%
Very negative (-2)	296 26%	123 22%	167 29%	54 17%	108 29%	134 30%	186 29%	110 22%	75 28%	69 23%	70 27%	40 25%	13 23%	30 31%	107 29%	190 25%	185 26%	111 25%	61 29%	71 25%	71 26%	69 25%	261 27%	34 22%
Don't know	117 10%	38 7%	76 13%	35 11%	40 11%	42 9%	55 9%	62 12%	33 12%	24 8%	31 12%	11 7%	9 16%	10 10%	28 8%	88 11%	73 10%	43 10%	27 13%	35 12%	16 6%	24 9%	102 11%	11 7%
NET: Very/ Fairly positive	218 19%	132 24%	85 15%	97 31%	65 17%	57 13%	121 19%	96 19%	51 19%	43 14%	55 21%	43 27%	10 18%	16 16%	91 25%	127 16%	159 23%	59 13%	29 13%	51 18%	58 21%	70 25%	169 17%	45 30%
NET: Very/ Fairly negative	592 52%	254 46%	328 57%	124 40%	201 53%	267 59%	362 57%	230 46%	148 55%	152 51%	141 53%	68 43%	25 45%	58 60%	195 53%	397 51%	342 49%	250 57%	118 55%	153 53%	146 52%	128 47%	524 54%	65 42%
Mean	-0.59	-0.39	-0.78	-0.17	-0.66	-0.81	-0.66	-0.49	-0.68	-0.59	-0.60	-0.32	-0.51	-0.80	-0.54	-0.61	-0.49	-0.74	-0.76	-0.62	-0.53	-0.42	-0.65	-0.26

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

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

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PUBLIC Political Pulse Week 2 Adults aged 18+ in GB

Q8: Do you think Donald Trump's upcoming term in office as President of the United States will have a positive or negative impact, if either, on the following? - Political stability in other countries

All Adults aged 18+ in Great Britain

Table with 48 columns: Total, General Election 2024 Vote (Conservative, Labour, Liberal Democrats, Reform UK, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Favourable to Conservatives, Favourable to Labour, Favourable to Reform UK, Favourable to Lib Dems, Favourable to Green Party, Unfavourable to Green Party, Favourable to Reform UK, Unfavourable to Reform UK, Favourable to Keir Starmer, Unfavourable to Keir Starmer, Favourable to Ed Davey, Unfavourable to Ed Davey, Favourable to Nigel Farage, Unfavourable to Nigel Farage, Favourable to Rachel Reeves, Unfavourable to Rachel Reeves, Favourable to Kamal Badnoch, Unfavourable to Kamal Badnoch, Favourable to Robert Lowe, Unfavourable to Robert Lowe, Favourable to Donald Trump, Unfavourable to Donald Trump, Favourable to Joe Biden, Unfavourable to Joe Biden, Favourable to Elon Musk, Unfavourable to Elon Musk, Favourable to Elinor Musk, Unfavourable to Elinor Musk, NET Good Job, NET Bad Job, Following closely, Not following closely, Rising Cost of Living, Current conflict in Israel and Gaza, Grooming Gangs in the UK, Stammer announcing new plans to cut down NHS wait times, Trump's claims to acquire Greenland and Panama Canal, Opinion on what to do about Grooming Gangs in the UK. Rows include Unweighted base, Weighted base, Very positive (2), Fairly positive (1), Will make no difference (0), Fairly negative (1-1), Very negative (2), Don't know, NET: Very/ Fairly positive, NET: Very/ Fairly negative, and Mean.

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

Column headers (1-48): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bb*,bc,bb*,bd,bb*,be,bb*,bf,bb*,bg,bb*,bh,bb*,bi,bb*,bj,bb*,bk,bb*,bl,bb*,bm,bb*,bn,bb*,bo,bb*,bp,bb*,bq,bb*,br,bb*,bs,bb*,bt,bb*,bu,bb*,bv,bb*,bw,bb*,bx,bb*,by,bb*,bz,bb*,ca,cb,cb*,cc,cb*,cd,cb*,ce,cb*,cf,cb*,cg,cb*,ch,cb*,ci,cb*,cj,cb*,ck,cb*,cl,cb*,cm,cb*,cn,cb*,co,cb*,cp,cb*,cq,cb*,cr,cb*,cs,cb*,ct,cb*,cu,cb*,cv,cb*,cw,cb*,cx,cb*,cy,cb*,cz,cb*,da,db,db*,dc,db*,dd,db*,de,db*,df,db*,dg,db*,dh,db*,di,db*,dj,db*,dk,db*,dl,db*,dm,db*,dn,db*,do,db*,dp,db*,dq,db*,dr,db*,ds,db*,dt,db*,du,db*,dv,db*,dw,db*,dx,db*,dy,db*,dz,db*,ea,eb,eb*,ec,eb*,ed,eb*,ee,eb*,ef,eb*,eg,eb*,eh,eb*,ei,eb*,ej,eb*,ek,eb*,el,eb*,em,eb*,en,eb*,eo,eb*,ep,eb*,eq,eb*,er,eb*,es,eb*,et,eb*,eu,eb*,ev,eb*,ew,eb*,ex,eb*,ey,eb*,ez,eb*,fa,fb,fb*,fc,fb*,fd,fb*,fe,fb*,ff,fb*,fg,fb*,fh,fb*,fi,fb*,fj,fb*,fk,fb*,fl,fb*,fm,fb*,fn,fb*,fo,fb*,fp,fb*,fq,fb*,fr,fb*,fs,fb*,ft,fb*,fu,fb*,fv,fb*,fw,fb*,fx,fb*,fy,fb*,fz,fb*,ga,gb,gb*,gc,gb*,gd,gb*,ge,gb*,gf,gb*,gh,gb*,gi,gb*,gj,gb*,gk,gb*,gl,gb*,gm,gb*,gn,gb*,go,gb*,gp,gb*,gq,gb*,gr,gb*,gs,gb*,gt,gb*,gu,gb*,gv,gb*,gw,gb*,gx,gb*,gy,gb*,gz,gb*,ha,hb,hb*,hc,hb*,hd,hb*,he,hb*,hf,hb*,hg,hb*,hi,hb*,hj,hb*,hk,hb*,hl,hb*,hm,hb*,hn,hb*,ho,hb*,hp,hb*,hq,hb*,hr,hb*,hs,hb*,ht,hb*,hu,hb*,hv,hb*,hw,hb*,hx,hb*,hy,hb*,hz,hb*,ia,ib,ib*,ic,ib*,id,ib*,ie,ib*,if,ib*,ig,ib*,ih,ib*,ii,ib*,ij,ib*,ik,ib*,il,ib*,im,ib*,in,ib*,io,ib*,ip,ib*,iq,ib*,ir,ib*,is,ib*,it,ib*,iu,ib*,iv,ib*,iw,ib*,ix,ib*,iy,ib*,iz,ib*,ja,jb,jb*,jc,jb*,jd,jb*,je,jb*,jf,jb*,jg,jb*,jh,jb*,ji,jb*,jj,jb*,jk,jb*,jl,jb*,jm,jb*,jn,jb*,jo,jb*,jp,jb*,jq,jb*,jr,jb*,js,jb*,jt,jb*,ju,jb*,jv,jb*,jw,jb*,jx,jb*,jy,jb*,jz,jb*,ka,kb,kb*,kc,kb*,kd,kb*,ke,kb*,kf,kb*,kg,kb*,kh,kb*,ki,kb*,kj,kb*,kk,kb*,kl,kb*,km,kb*,kn,kb*,ko,kb*,kp,kb*,kq,kb*,kr,kb*,ks,kb*,kt,kb*,ku,kb*,kv,kb*,kw,kb*,kx,kb*,ky,kb*,kz,kb*,la,lb,lb*,lc,lb*,ld,lb*,le,lb*,lf,lb*,lg,lb*,lh,lb*,li,lb*,lj,lb*,lk,lb*,ll,lb*,lm,lb*,ln,lb*,lo,lb*,lp,lb*,lq,lb*,lr,lb*,ls,lb*,lt,lb*,lu,lb*,lv,lb*,lw,lb*,lx,lb*,ly,lb*,lz,lb*,ma,mb,mb*,mc,mb*,md,mb*,me,mb*,mf,mb*,mg,mb*,mh,mb*,mi,mb*,mj,mb*,mk,mb*,ml,mb*,mn,mb*,mo,mb*,mp,mb*,mq,mb*,mr,mb*,ms,mb*,mt,mb*,mu,mb*,mv,mb*,mw,mb*,mx,mb*,my,mb*,mz,mb*,na,nb,nb*,nc,nb*,nd,nb*,ne,nb*,nf,nb*,ng,nb*,nh,nb*,ni,nb*,nj,nb*,nk,nb*,nl,nb*,nm,nb*,no,nb*,np,nb*,nq,nb*,nr,nb*,ns,nb*,nt,nb*,nu,nb*,nv,nb*,nw,nb*,nx,nb*,ny,nb*,nz,nb*,oa,ob,ob*,oc,ob*,od,ob*,oe,ob*,of,ob*,og,ob*,oh,ob*,oi,ob*,oj,ob*,ok,ob*,ol,ob*,om,ob*,on,ob*,oo,ob*,op,ob*,oq,ob*,or,ob*,os,ob*,ot,ob*,ou,ob*,ov,ob*,ow,ob*,ox,ob*,oy,ob*,oz,ob*,pa,pb,pb*,pc,pb*,pd,pb*,pe,pb*,pf,pb*,pg,pb*,ph,pb*,pi,pb*,pj,pb*,pk,pb*,pl,pb*,pm,pb*,pn,pb*,po,pb*,pp,pb*,pq,pb*,pr,pb*,ps,pb*,pt,pb*,pu,pb*,pv,pb*,pw,pb*,px,pb*,py,pb*,pz,pb*,qa,qb,qb*,qc,qb*,qd,qb*,qe,qb*,qf,qb*,qg,qb*,qh,qb*,qi,qb*,qj,qb*,qk,qb*,ql,qb*,qm,qb*,qn,qb*,qo,qb*,qp,qb*,qq,qb*,qr,qb*,qs,qb*,qt,qb*,qu,qb*,qv,qb*,qw,qb*,qx,qb*,qy,qb*,qz,qb*,ra,rb,rb*,rc,rb*,rd,rb*,re,rb*,rf,rb*,rg,rb*,rh,rb*,ri,rb*,rj,rb*,rk,rb*,rl,rb*,rm,rb*,rn,rb*,ro,rb*,rp,rb*,rq,rb*,rr,rb*,rs,rb*,rt,rb*,ru,rb*,rv,rb*,rw,rb*,rx,rb*,ry,rb*,rz,rb*,sa,sb,sb*,sc,sb*,sd,sb*,se,sb*,sf,sb*,sg,sb*,sh,sb*,si,sb*,sj,sb*,sk,sb*,sl,sb*,sm,sb*,sn,sb*,so,sb*,sp,sb*,sq,sb*,sr,sb*,ss,sb*,st,sb*,su,sb*,sv,sb*,sw,sb*,sx,sb*,sy,sb*,sz,sb*,ta,tb,tb*,tc,tb*,td,tb*,te,tb*,tf,tb*,tg,tb*,th,tb*,ti,tb*,tj,tb*,tk,tb*,tl,tb*,tm,tb*,tn,tb*,to,tb*,tp,tb*,tq,tb*,tr,tb*,ts,tb*,tt,tb*,tu,tb*,tv,tb*,tw,tb*,tx,tb*,ty,tb*,tz,tb*,ua,ub,ub*,uc,ub*,ud,ub*,ue,ub*,uf,ub*,ug,ub*,uh,ub*,ui,ub*,uj,ub*,uk,ub*,ul,ub*,um,ub*,un,ub*,uo,ub*,up,ub*,uq,ub*,ur,ub*,us,ub*,ut,ub*,uu,ub*,uv,ub*,uw,ub*,ux,ub*,uy,ub*,uz,ub*,va,vb,vb*,vc,vb*,vd,vb*,ve,vb*,vf,vb*,vg,vb*,vh,vb*,vi,vb*,vj,vb*,vk,vb*,vl,vb*,vm,vb*,vn,vb*,vo,vb*,vp,vb*,vq,vb*,vr,vb*,vs,vb*,vt,vb*,vu,vb*,vv,vb*,vw,vb*,vx,vb*,vy,vb*,vz,vb*,wa,wb,wb*,wc,wb*,wd,wb*,we,wb*,wf,wb*,wg,wb*,wh,wb*,wi,wb*,wj,wb*,wk,wb*,wl,wb*,wm,wb*,wn,wb*,wo,wb*,wp,wb*,wq,wb*,wr,wb*,ws,wb*,wt,wb*,wu,wb*,wv,wb*,ww,wb*,wx,wb*,wy,wb*,wz,wb*,xa,xb,xb*,xc,xb*,xd,xb*,xe,xb*,xf,xb*,xg,xb*,xh,xb*,xi,xb*,xj,xb*,xk,xb*,xl,xb*,xm,xb*,xn,xb*,xo,xb*,xp,xb*,xq,xb*,xr,xb*,xs,xb*,xt,xb*,xu,xb*,xv,xb*,xw,xb*,xx,xb*,xy,xb*,xz,xb*,ya,yb,yb*,yc,yb*,yd,yb*,ye,yb*,yf,yb*,yg,yb*,yh,yb*,yi,yb*,yj,yb*,yk,yb*,yl,yb*,ym,yb*,yn,yb*,yo,yb*,yp,yb*,yq,yb*,yr,yb*,ys,yb*,yt,yb*,yu,yb*,yv,yb*,yw,yb*,yx,yb*,yy,yb*,yz,yb*,za,zb,zb*,zc,zb*,zd,zb*,ze,zb*,zf,zb*,zg,zb*,zh,zb*,zi,zb*,zj,zb*,zk,zb*,zl,zb*,zm,zb*,zn,zb*,zo,zb*,zp,zb*,zq,zb*,zr,zb*,zs,zb*,zt,zb*,zu,zb*,zv,zb*,zw,zb*,zx,zb*,zy,zb*,zz,zb*,