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	Ge	nder	Aggre	gated Age I	Breaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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% н	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% sт	135 14%	43 28% W
Wrong direction (-1)	702 62%	317 58%	374 65% в	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% 0	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% т	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.

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		Genera	l Election 20	24 Vote		Referendur	n 2016 vote				Fa	wourable to parti	es											Fav	ourable to	politicians								Opi	nion on Labour government	Russian I Ukr	wasion of aine	Rising Cost	of Living	Current co Israel an	inflict in G d Gaza	ooming Ga UK	St ngs in the new	tarmer anno w plans to c NHS wait t	ouncing Tr out down acqu imes	rump's clain uire Greenia Panama Ca	ms to Opini land and at anal G	ion on what to bout Grooming iangs in the UK	odo 8 K
	Total	Conservati	Ishour	Liberal	Reform UK	Other	Romain	lava	Favourabl	Unfavoura	Favourabl U	Fa Infavoura e	vourabi Unfavo to Lib ble to L	ura Favourat ib e to Gree	Unfavour: ble to Green	Favourabl e to	Unfavoura ble to	Favourab e to Keir	Unfavoura ble to Keir	Favourabl e to Ed	Unfavoura ble to Ed	Favourabl e to Nigel	Unfavoura I ble to Nigel	Favourabl e to Rachel	Unfavoura ble to Fa Rachel e t	U vourabl to Kemi denoch 8	Infavoura Fi ble to Kemi	avourabl U e to Rupert	nfavoura Fa ble to Rupert I	avourabl U e to Donald Trump	nfavoura ble to Fa Donald e Toumo	vourabl Un to Joe bl	lavoura Fa to Joe e	vourabi Unfar to Elon bie to	oura Elon NET (iood NET Bai	d Following	Not following	Following f	Not	Following	Not following F	ollowing f	Not Slowing Fo	Bowing fo	Not blowing Foll	lowing fo	Set fi Not Nat allowing Pu	impleme ing up a Recomm ull ndation Sonal from ublic Previo	ient ime ons m ous
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(1)	(M) (N)	(0)	(P)	(0)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	00	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	6) () ()	0 0	(m)	(n)	(0)	(p)	(q)	(r)	(5)	(1)	(u)	(v) ((w)	(x) /	(v) (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 7.	10 14	17 376	721	383	924	175	639	462	587	471	669	367 9	592	416 4	68 475	5
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 7.	10 17	429	691	403	911	180	594	502	572	472	656	365 5	560	430 5'	J6 436	à
Right direction (1)	179 16%	18 11%	119 32% BDIF	13 13% t*	6 4%	9 8% •	104 23% н	36 9%	44 19% UNP	106 17% LNP	150 46% IILMINDPQR	13 2%	95 17 32% 5% LNDPQR L	83 26% ANPOR	30 9% LN	47 15% UNP	103 18% LNP	138 49% TUVWXZabo efebil	13 2%	91 32% TVWXZbcdef	16 5% 12	50 17% TVZh	102 17% TV2hj	105 54% TUVWXZabcd efehi	16 3% т	43 24% vwzhj	94 18% tvzhj	29 18% tvzh	94 20% tvxzhj	53 21% TVZhj	108 15% TVZh TV	88 38% MZabcdef	38 7% 12 TV	52 11 27% 14 WZboethj TV	12 8 % 69 th 1	5 6 % 1%	131 19% n	47 12%	154 17%	25 14%	118 20% 7	58 12%	103 18%	70 15%	129 20% v	42 1 12% 2	114 20% ×	58 5 14% 1:	іб 96 1% 22% у	6
Wrong direction (-1)	702 62%	135 79% CD	158 42%	58 61% c*	132 92% BCDF*	79 73% C*	255 56%	291 76% G	160 69% KMOR	400 62% кмоя	75 23%	501 89% MNDPQR	142 285 47% 83% K UKMOR	149 47% к	272 82% UKMOR	237 78% UKMOR	313 56% KMO	56 20%	529 88% SUVWXYabed etght	138 48% 5%	256 84% SUWXrabdef ghij	227 76% SUKNodefgi	324 55% sung	30 16%	501 88% SUVWXrabcd setsphi	119 66% auxrdg	318 60% suxrg st	125 77% Krabdefgij	266 57% sung	166 65% suordg	434 61% suordg	88 39% sv su	393 78% Yabdefgij	117 4 60% 63 sung sure	i3 1 % 14 ufg	7 394 % 92% k	411 59%	272 67% m	580 64% p	96 53%	349 59%	334 67% q	369 65%	292 62%	395 60%	241 3 66% 5	333 59%	281 3: 65% 7:	57 249 1% 57% z	5
Neither (0)	177 16%	14 8%	73 19% at	16 17% 1*	5 4%	13 12% 1*	71 16% н	38 10%	25 11% LQ	92 14% UNPQ	75 23% ULMNPQR	37 6%	42 27 14% 8% UNPQ	62 19% LEMNPQ	22 7%	14 5%	102 18% ULNPQ	64 22% TUVWZabod	40 7%	39 14% TWZac	26 9% c	16 5%	108 19% TUVWZabcehi	41 21% TUVWZaboshi	39 7%	14 8% т	79 15% IVWZacehi	6 4%	79 17% WWZacehi	23 9% Wc T	121 17% VWZacehi T	35 15% /WZacei	50 10% TwZc	16 1: 8% 16 c TVW2	17 1 86 12 acehi I	5 21 % 5%	107 15%	57 14%	129 14%	33 18%	91 15%	72 14%	77 14%	69 15%	99 15%	54 15% 1	81 14%	71 6 17% 14	i9 60 4% 14%	6
Don't know	81 7%	4 2%	24 6% E	9 9% 85*	:	8 8% E*	24 5%	16 4%	3 1%	45 7% ILNPQ	27 8% ILNPQ	14 2%	22 14 7% 4% ILPQ I	27 8% ILNPQ	9 3%	6 2%	46 8% ILNPQ	26 9% TVWZacdeh	16 3%	17 6% TVWZac	7 2%	7 2%	50 9% TVWZabcdthj	17 9% TVWZac	15 3%	4 2%	34 7% TVWZac	1 1%	27 6% TvZc	12 5% Wc	50 7% TVWZac	17 8% vwZac	26 5% vwzc	10 4 5% 7 c TV#	8 6 % 5! Zac	i 7 K 2%	42 6%	28 7%	48 5%	27 15% 0	36 6%	38 8%	22 4%	41 9% s	32 5%	28 8%	33 6%	20 2 5% 5	15 32 36 7%	i.

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.

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? - Summary

All Adults aged 18+ in Great Britain

		Q2.1	o what exte	nt, if at all,	do you have	a favourab	le or unfavi	ourable opir	nion of the fi	ollowing po	liticians and	political pa	rties?	
	Keir Starmer, Prime Minister and Leader of the Labour party	Rachel Reeves, Chancellor of the Exchequer and Labour MP	Kemi Badenoch, Leader of the Conservati ve party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrat S	Donald Trump, President- elect 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 Conservati ve Party	The Liberal Democrat S	The Green Party	Reform U
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(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
/ery favourable (2)	70 6% BCG	38 3%	34 3%	118 10% ABCEGHIKLM	54 5% c	109 10% ABCEGHIKIM	47 4%	78 7% BCGL	56 5% c	109 10% ABCEGHIKLM	58 5% c	49 4%	68 6% вс	118 10% ABCEGHIKLN
Fairly favourable (1)	214 19% BCFHI	156 14% ні	146 13%	182 16% СРНІ	230 20% BCDFGHIKN	145 13% 1	182 16% н	117 10%	105 9%	218 19% всганік	174 15% Сні	253 22% ABCDFGHIKN	253 22% BCDFGHIKN	187 16% CFHI
Neither favourable nor unfavourable (0)	220 19% FH	278 24% ADFHJKN	317 28% ADFHUKN	203 18% F	415 36% ABCDFGHUK	142 12%	346 30% ABDFHUKN	172 15% F	267 23% ADFHJKN	207 18% F	215 19% FH	419 37% ABCDFGHUK N	406 36% ABCDFGHUK	211 18% FH
Fairly unfavourable (-1)	205 18% DEFHIMN	188 17% DFIMN	212 19% DEFHIMN	117 10%	151 13% D	130 11%	257 23% ABCDEFHUL MN	164 14% DFN	133 12%	204 18% DEFHIMN	240 21% BDEFHILMN	173 15% DFIN	143 13%	118 10%
Very unfavourable (-2)	393 35% CEGULM	383 34% CEGLM	313 27% EGLM	467 41% ABCEGUKLM	154 14%	582 51% ABCDEGUKL MN	250 22% ELM	556 49% ABCDEGLIKL MN	334 29% EGLM	360 32% EGLM	404 35% CEGILM	171 15%	191 17% E	445 39% BCEGUKLM
Don't know	37 3%	95 8% ADFGHJKLN	117 10% ADFGHJKLMN	52 5% AF	135 12% ABDFGHJKLM N	31 3%	57 5% AFI	53 5% AF	245 22% ABCDEFGHJK LMN	40 4%	49 4% F	74 7% ADFHJK	79 7% ADFGHJKN	61 5% AFI
Net: Very/Fairly favourable	284 25% BCGHIK	194 17%	180 16%	300 26% всғенік	284 25% всенік	254 22% BCHI	229 20% CI	195 17% 1	161 14%	327 29% ABCEFGHIK	232 20% CI	302 26% всғднік	321 28% всғанік	304 27% всғднік
Net: Very/Fairly unfavourable	598 52% CEGULM	571 50% EGILM	525 46% EILM	584 51% CEGILM	305 27%	712 63% ABCDEGUKL MN	507 44% ELM	720 63% ABCDEGUKL MN	466 41% Elm	565 50% EGILM	644 57% BCDEGULMN	344 30% Е	333 29%	564 49% EILM
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 ABCDFGHUK	-0.84 н	-0.45 ABCFHIK	-0.92	-0.65 FH	-0.45 ABCFHIK	-0.70 FH	-0.15 ABCDFGHUK	-0.13 ABCDFGHUK	-0.54 вғнік

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 Minimum Base: 30(**) Small Base: 200(*) ColumnMeans (5%): A/B/C/D/E/F/G/H/I/I/K/L/M/N Minimum Base: 30(**) Small Base: 100(*)

3

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? - Keir Starmer, Prime Minister and Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	Ge	nder	Aggr	gated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Very favourable (2)	70 6%	49 9% с	20 4%	29 9% E	16 4%	25 6%	50 8% н	19 4%	21 8% JN	10 3%	14 5%	21 14% JKN	2 3% *	1 1% *	42 11% P	28 4%	54 8% R	15 3%	8 4%	10 3%	24 8% т	26 9% st	46 5%	21 14% w
Fairly favourable (1)	214 19%	132 24% c	79 14%	83 26% EF	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% R	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% F	87 23% F	54 12%	141 22% н	80 16%	41 15%	64 22%	47 18%	36 23%	16 30% I*	15 16% *	93 26% P	127 16%	155 22% R	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% L	48 16%	51 19%	17 11%	14 25% L*	19 20% *	54 15%	150 19%	109 16%	95 22% Q	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% D	210 47% DE	180 28%	213 43% G	91 34%	111 37% L	105 40% L	42 26%	15 28% *	30 31% *	92 25%	301 39% 0	216 31%	177 41% Q	83 39%	106 37%	93 33%	85 31%	355 37% x	33 22%
Don't know	37 3%	7 1%	30 5% в	18 6% F	11 3%	8 2%	22 4%	15 3%	8 3%	8 3%	5 2%	7 4%	1 1% *	9 9% ик*	8 2%	29 4%	21 3%	16 4%	15 7% тиv	6 2%	7 3%	4 1%	29 3%	8 5%
Net: Very/Fairly favourable	284 25%	180 33% c	100 17%	112 36% EF	81 22%	91 20%	183 29% н	101 20%	74 27%	66 22%	57 22%	55 35% JKM	9 16% *	24 24% *	119 32% P	165 21%	201 29% R	83 19%	43 20%	65 23%	79 28%	84 31% 5	225 23%	54 36% w
Net: Very/Fairly unfavourable	598 52%	272 49%	319 56%	104 33%	197 52% D	297 66% DE	292 46%	306 61% G	146 54% L	159 53% L	155 59% L	59 37%	29 53% *	49 51% *	146 40%	451 58% 0	325 46%	273 62% Q	122 57%	166 58% U	132 47%	134 49%	532 55% x	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 c	-0.76	-0.06 EF	-0.62 F	-0.89	-0.39 н	-0.82	-0.54	-0.67	-0.73	-0.16 UKN	-0.62	-0.62 *	-0.22 P	-0.75	-0.42 R	-0.84	-0.78	-0.70	-0.45 s	-0.40 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.

4

24-089497-2 - 10th - 13th January 2025 PUBLIC 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? - Keir Starmer, Prime Minister and Leader of the Labour party All Adults aged 18+ in Great Britain

	Total		Genera	al Election :	024 Vote		Referende	um 2016 voti					Favoural	le to parties												R	vourable to	politicians									Opinion or govern	n Labour ment	Russian In Ukra	vasion of ine	Rising Cost	of Living	Current Israel a	conflict in Ind Gaza	Grooming	Gangs in the JK	Starmer an new plans to NHS wai	nnouncing o cut down it times	Trump's cla icquire Green Panama C	iims to Op Iland and Canal	ainion on what to about Grooming Gangs in the UK	da
	Total	Conservat ve	Labour	Liberal Democra	s Reform UI	C Other	Remain	Leave	Favourabl e to Cons	Unfavoura	a Favourat s e to Lab	Unfavour ble to Lab	Favourat e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura ble to Reform UK	avourabl L e to Keir t Starmer	Jnfavoura ble to Keir Starmer	Favourabl I e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Infavoura ble to l Nigel e Farage	Favourabl to Rachel Reeves	Infavoura ble to l Rachel Reeves l	U Favourabl e to Kemi Badenoch B	Jnfavoura I ble to Kemi Badenoch	Favourabl U e to Rupert Lowe	nfavoura F ble to Rupert Lowe	Favourabl U e to Donald Trump	Jnfavoura ble to f Donald Trump	avourabl U e to Joe b Biden	nfavoura F le to Joe Biden	avourabl L e to Elon t Musk	Infavoura ele to Elon P Musk	NET Good job	NET Bad I job	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following fi	Not N ollowing closely I	ing iet up a Recomm full ndation Vational from Public Previo Inquiry Inquiri	ne 15 US
Unweighted base	(A) 1139	(B) 178	(C) 397	(D) 99	(E) 118	(F)	(G) 485	(H) 344	238	(J) 646	(K) 373	(L) 521	(M) 328	(N) 326	351	(P) 316	(Q) 278	(R) 602	313	(I) 541	(U) 304	(V) 299	(W) 276	(X) 616	226	533	(a) 193	(D) 539	(C) 159	(d) 493	(e) 259	(1)	(g) 244	(n) 493	(1)	(J) 720	(K) 147	376	(m) 721	(n) 383	(0) 924	(p) 175	(q) 639	(r) 462	(s) 587	(t) 471	(u) 669	(V) 367	(w) 592	(x) 416	(y) (2) 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)	70 6%	4 2%	55 15% BDIF	4 4% •	:	1 1%	44 10% н	16 4%	15 6% LNP	42 7% LNP	64 20% ULMNDPQI	1 *	39 13% UUNPQR	2 1% L	31 10% ".NP	9 3% LN	18 6% UNP	40 7% LNP	70 25% UVWX2abcd	:	40 14% tvwxzbathj	б 2% тг	18 6% TV2h	41 7% TV2hj T	56 29% tuvwxZabcd	2 * T	16 9% тvzh	42 8% TV2ħj	17 11% TV#2ħj	37 8% ти2ћј	28 11% TVW2hj	39 5% TVZh T	40 18% /WXZabdef	9 2% 12	24 12% TVWX2hj	39 5% TVZh	48 39% 1		55 8% n	13 3%	59 6%	9 5%	52 9% r	17 3%	43 8%	25 5%	53 8% v	12 3%	48 9% ×	17 4%	20 40 4% 9% у	
Fairly favourable (1)	214 19%	9 6%	140 37% BDIF	22 23% 857*	6 4%	11 10%	111 25% н	50 13%	34 15% L	146 23% ILNPQ	186 57% ULMNOPQI	6 1%	105 35% ULNPQR	32 9% L	96 30% LENPOR	36 11% L	37 12% L	140 25% ILNPQ	214 75% UVWX/Zabc defahii		94 33% VWXZabcdef bii	31 10% 72	47 16% TVZh	143 25% TvWZchij 1	101 52% UVWXZabcd	18 3% T	32 18% TVZh	122 23% TVW2cth	22 14% 12	116 25% tvwZchj	51 20% TVZzh	141 20% Tv2h T	85 37% WitZabcdef	57 11% 12	43 22% TVWZzh	148 21% TVZh	54 44% 1	5 1%	151 22% n	64 16%	185 20% p	23 13%	122 21%	90 18%	114 20%	85 18%	140 21%	65 18%	123 22%	77 18%	86 99 17% 23%	
Neither favourable nor unfavourable (0)	220 19%	17 10%	88 24% 85	21 23% 85*	7 5%	25 23% 85*	103 23% н	40 11%	27 12% IN	105 16% UNPQ	59 18% ILNPQ	28 5%	59 20% ILNPQ	23 7%	82 25% UKLMNPQ	24 7%	23 8%	120 21% ULNPQ	-		54 19% STVWZacehi	18 6% 57	22 7% 57 5	120 21% TVWZabcde	29 15% STVWZce	41 7% 57	17 9% sт s	85 16% STVWZace	9 5% st s	84 18% TVWZaceh	21 8% 57 5	145 20% TVWZabcehi	39 17% TVWZace	68 13% STVWZce	24 12% STVWZce	136 19% iTVWZacehi	15 12%	8 2%	119 17%	80 20%	155 17%	50 28% o	115 19%	88 18%	84 15%	101 21% s	110 17%	79 22%	99 18%	79 18%	70 89 14% 20% y	
Fairly unfavourable (-1)	205 18%	31 18%	46 12%	30 32% 8CE*	23 16%	32 30% BCE*	81 18%	71 19%	35 15% к	132 21% KMQ	9 3%	154 27% UKMNDPQF	41 14% к	67 19% ко	56 17% κ	64 19% KQ	41 14% к	122 22%		205 34% UVWXYZabc defehi	45 16% 50	55 18% 5%i	44 15% SYci	130 22% SUW/bcegi	2 1% 5 5	141 25% UVWYabceg	28 15% 5%	95 18% SYci	15 9% sv :	102 22% UW/bogi	32 12% sn	155 22% SUW/bcegi	29 13% 57	102 20% SW/tegi	16 8% sv	154 21% SUW/borgi	3 2%	80 19% k	125 18%	76 19%	160 18%	41 23%	105 18%	94 19%	96 17%	95 20%	113 17%	77 21%	94 17%	84 20%	85 86 17% 20%	
Very unfavourable (-2)	393 35%	108 63% CDF	42 11%	17 18%	107 74% CDF*	39 36% CD*	111 25%	202 53% G	118 51% .KMOR	211 33% KMOR	7 2%	375 66% IJKMOPOR	56 19% к	219 64% UKMOR	54 17% K	200 60% UKMOR	181 59% UKMOR	135 24% кмо		393 66% WXNabdef	50 17% 57	195 64% suwmbdef	168 56% SUXYbdefgij	145 25% sung	6 3% 5 5	364 64% uwmabdef	87 49% suxnbatgj	181 34% suxridig s	99 61%	127 27% sung	121 47% suxrbdfgi	219 31% suordg	34 15% sv s	267 53% Juxnbatigij	86 44% suxnadgi	234 32% suxrag	3 3%	334 78% k	231 33%	153 38%	337 37% P	43 24%	193 32%	192 38%	231 40% t	151 32%	234 36%	122 33%	193 34%	162 38%	237 111 47% 25% z	
Don't know	37 3%	2 1%	3 1%	1%	:	1 • •	4 1%	1.	3 1%	8 1% L	2.	•	2 1%	1.	3 1%	1	4 1% L	6 1% L	:		1 1%		:	6 1% STbd		5 1% TVbd		:			2 1% TWb 5	14 2% stvwxvzbdj	•	4 1% TVbd	2 1% TWb	10 1% STVbd	1 1%	2	10 1%	18 4% m	16 2%	13 7% 0	7 1%	22 4% 9	3	16 3%	6 1%	10 3% v	4 1%	11 3% w	7 11 1% 2%	
Net: Very/Fairly favourable	284 25%	13 8%	195 52% BDIF	26 27% 867*	6 4%	13 12%	155 34% н	66 17%	49 21% LNP	188 29% ILNPQ	250 76% ULMNDPQI	6 1%	144 48% IJUNOPQR	34 10% L	127 39% ULNPOR	44 13% L	55 18% LN	180 32% ILNPQ	284 100% uvwx/Zabc defabil		134 47% VWXZabcdef bii	37 12% 12	65 22% тvzh	184 31% TVW2hj T	157 81% UVWXZabcd	20 4% т	48 27% TVZh	164 31% TVW2hj	39 24% TV2h	153 33% тvwzhj	79 31% TVW2h	180 25% тvzh т	126 55% WWXZabcd etbi	65 13% 12	67 34% tvwZachj	187 26% TVZh	102 83% 1	5 1%	206 30% n	76 19%	244 27% p	32 18%	174 29% 7	107 21%	157 28%	110 23%	193 29% v	77 21%	171 31% ×	94 22%	106 140 21% 32% y	
Net: Very/Fairly unfavourable	598 52%	138 81% CDF	88 24%	47 50% c*	130 90% cor*	71 65% CD*	193 42%	274 72% G	153 66% .KMOR	343 53% кмоя	16 5%	529 94% UKMNDPQF	97 32% к	286 83% UKMDQR	109 34% к	264 79% UKMOR	222 73% UKMOR	257 46% кмо	- -	598 100% UVWXYZabc defebi	94 33% 57	250 82% SUWXYabode febii	213 71% suxvbidefgij	275 47% sung	8 4% 5 5	505 88% UVWXNabcd efethi	115 64% succedigij	276 53% suxrg	113 70% sumbdefgi	229 49% sung	152 60% suxvagi	374 52% suxyg	63 28% 57 54	369 73% Wabdefgij	102 53% sung	387 54% suxrdg	6 5%	414 97% k	356 52%	229 57%	497 54%	85 47%	297 50%	285 57%	328 57%	245 52%	347 53%	199 54%	286 51%	246 57%	323 197 64% 45% z	
Net Difference	-314 -28%	-125 -73%	105 28%	-22 -23%	-124 -86%	-59 -54%	-38 -8%	-208 -55%	-104 -45%	-154 -24%	234 72%	-523 -93%	47 16%	-251 -73%	17 5%	-220 -66%	-167 -55%	-76 -14%	284 100%	-598 -100%	40 14%	-213 -70%	-148 -49%	-91 -16%	149 77%	-485 -85%	-67 -37%	-113 -21%	-74 -46%	-76 -16%	-74 -29%	-194 -27%	62 27%	-304 -60%	-35 -18%	-200 -28%	96 78%	-409 -95%	-150 -22%	-153 -38%	-252 -28%	-53 -29%	-123 -21%	-179 -36%	-170 -30%	-135 -29%	-154 -24%	-122 -33%	-115 -21%	-152 -35%	-216 -58 -43% -13%	
Mean	-0.58	-1.36	0.32 800F	-0.37 857*	-1.61	-0.89 85*	-0.23 Н	-1.04	-0.90 LNP	-0.51 ILNPQ	0.89 IJUMNOPQI	-1.59	0.10 ULNPQR	-1.36 L	-0.02 ULNPQR	-1.23 UN	-1.10 LN	-0.31 IJLNPQ	1.25 UVWXYZabc defahii	-1.66	0.11 VWXZabcdef Ni	-1.32 12	-1.00 TVZ T	-0.34 VWZabcefhj 1	1.02 UVWXZabcd efabii	-1.49 T	-0.77 TVWZh	-0.48 TVWZach	-0.97 TVZ T	-0.36 /WZabcethij	-0.66 TVWZch	-0.54 TVWZach T	0.30 IVWXZabcd efbil	-1.12 TVZ	-0.50 TVWZach	-0.56 TVWZch	1.15 I	-1.74	-0.48 n	-0.76	-0.59	-0.52	-0.45 r	-0.73	-0.63	-0.57	-0.52	-0.65	-0.47 ×	-0.71	-0.87 -0.30 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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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? - Rachel Reeves, Chancellor of the Exchequer and Labour MP

All Adults aged 1	8+ in Great Britain
-------------------	---------------------

	Total	Ge	nder	Aggr	egated Age E	reaks	Socia	grade			Re	zion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
				00	0																		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£20,000- £34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Very favourable (2)	38 3%	24 4%	14 2%	13 4%	11 3%	14 3%	26 4%	12 2%	13 5% J	3 1%	7 2%	12 7% JK	2 3% *	3 3% *	23 6% P	15 2%	27 4%	11 2%	8 4%	3 1%	14 5% т	12 4% T	26 3%	12 8% W
Fairly favourable (1)	156 14%	94 17% c	56 10%	63 20% EF	40 11%	53 12%	104 16% н	52 10%	35 13%	41 14%	34 13%	29 19%	5 9% *	11 12% *	71 19% P	85 11%	113 16% R	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% F	100 27% F	71 16%	167 26%	111 22%	60 22%	74 25%	61 23%	43 27%	15 27% *	25 25% *	93 25%	185 24%	192 27% R	87 20%	43 20%	73 25%	59 21%	81 29% SU	226 23%	49 32% W
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% U	171 18%	17 11%
Very unfavourable (-2)	383 34%	174 32%	205 36%	40 13%	124 33% D	220 49% DE	181 28%	202 40% G	92 34%	113 38% L	92 35%	41 26%	16 29% *	29 30% *	93 25%	290 38% 0	201 29%	182 42% Q	78 37% v	100 35%	103 37% v	75 27%	348 36% x	29 19%
Don't know	95 8%	33 6%	62 11% B	47 15% EF	34 9% F	14 3%	46 7%	49 10%	25 9%	23 8%	18 7%	11 7%	4 7% *	15 16% лк*	24 6%	72 9%	63 9%	33 7%	18 9%	31 11% v	24 8%	12 4%	72 7%	21 14% W
Net: Very/Fairly favourable	194 17%	119 22% c	69 12%	75 24% EF	51 14%	68 15%	130 20% н	64 13%	48 18%	44 15%	40 15%	41 26% JK	6 12% *	14 14% *	94 26% P	100 13%	140 20% R	54 12%	38 18%	35 12%	59 21% T	51 19%	154 16%	38 25% W
Net: Very/Fairly unfavourable	571 50%	258 47%	305 53%	84 27%	190 51% D	297 66% DE	296 46%	276 55% G	136 51%	156 53% L	145 55% L	62 39%	30 54% *	43 44% *	155 42%	416 54% 0	307 44%	264 60% Q	112 53%	149 52%	138 49%	131 48%	519 53% x	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 c	-0.84	-0.13 EF	-0.74 F	-1.00	-0.54 н	-0.89	-0.68	-0.81	-0.77	-0.34 IJК	-0.74 *	-0.67 *	-0.38 P	-0.84	-0.53 R	-0.94	-0.74	-0.82	-0.65	-0.54 т	-0.77	-0.19 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,J/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 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? - Rachel Reeves, Chancellor of the Exchequer and Labour MP All Adults aged 18+ in Great Britain

	Total		Genera	Election 2	024 Vote		Referendur	m 2016 vote					Favoural	le to parties												Fav	ourable to p	oliticians									Opinion or govern	n Labour ment	Russian In Ukra	vasion of ine	Rising Cos	st of Living	Current Israel a	conflict in Ind Gaza	Grooming	Gangs in the JK	Starmer an new plans to NHS wai	nnouncing o cut down it times	Trump's cla acquire Greer Panama (aims to Og aland and Canal	pinion on wh about Groo Gangs in th	hat to do pming he UK
	Total	Conservative	Labour	Liberal Democrat	s Reform UK	C Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabi e to Lab	Unfavour ble to Lab	Favourat e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura I ble to Reform UK	avourabl L e to Keir t Starmer	Jnfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Jnfavoura ble to F Nigel e Farage	Ur avourabl to Rachel B Reeves F	nfavoura ble to Fa Rachel e Reeves Ba	Un Ivourabl I to Kemi adenoch Ba	favoura Fa ble to Kemi i idenoch	avourabi Ur e to Rupert f Lowe	nfavoura Fi ble to Rupert Lowe	Favourabl Us e to Donald I Trump	nfavoura ble to Fa Donald e Trump	ivourabl Un to Joe bl Biden	nfavoura F le to Joe Biden	Favourabl I e to Elon I Musk	Jnfavoura ble to Elon I Musk	NET Good job	NET Bad I job	ollowing	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following f	Not N ollowing closely I	Set up a Rer full nd National Public P Inquiry In	ing acomme dations from Previous nguiries
Unweighted base	(A) 1139	(8)	(C) 397	(D) 99	(E) 118	(F)	(G) 485	(H) 344	(1)	(J) 646	(K) 373	521	(M) 328	(N) 326	351	(P) 316	(Q) 278	(R) 602	313	541	304	(V) 299	(W) 276	(X) 616	(*)	533	(a) 193	(D) 539	(c) 159	(d) 493	(e) 259	(1)	(g) 244	(n) 493	212	(J) 720	(K) 147	(1)	(m) 721	(n) 383	(0) 924	(p) 175	(q) 639	(r) 462	(s) 587	(t) 471	(u) 669	(v) 367	(w) 592	(x) 416	(y) 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)	38 3%	3 2%	29 8% 81	2 2%	1 1%	3 2%	24 5%	10 3%	12 5% LNP	23 4% LNP	35 11% ULNPOR	4 1%	24 8% JUNPQR	3 1%	24 8% ANPOR	5 2%	11 4% LN	23 4% LNP T	35 12% UVWXbcde	3 * z	24 8% TVWXZbdhj	5 1% 12	13 4% TVZh	23 4% TVZh ST	38 20% UVWXZabc		13 7% TvZhj	21 4% TV2h	10 6% TVZh	23 5% Tv2hj	15 6% TVZh	23 3% TZh TV	24 10% wxzbathj	7 1% 12	14 7% ти2ћј	24 3% tZh	28 22% 1	1 *	33 5% n	4 1%	30 3%	6 3%	31 5% 7	7 1%	24 4%	10 2%	30 5% v	4 1%	27 5% x	6 1%	13 3%	22 5%
Fairly favourable (1)	156 14%	7 4%	105 28% 85	19 20% 857*	7 5%	8 7% •	89 20% н	30 8%	29 13% LNP	109 17% UNPQ	131 40% ILLMINDPOR	7 1%	85 28% UUNPQR	14 4% L	79 25% LENPOR	19 6% L	32 10% UNP	103 18% LNPQ T	122 43% UVWXZabcd efghij	5 1% z 1	72 25% TVWXZabcdef Nj	16 5% 12	31 10% TVZh	104 18% түм2ћу st	156 80% uvwxZabc detghij		28 16% TVWZh TV	97 19% vwZethj	23 14% TVZh T	90 19% vwzehj	31 12% TVZh	108 15% Tv2h Tv	69 30% MXZabcdef Nj	31 6% 1Z	30 15% TvW2h	113 16% TVW2h	57 46% 1	1	109 16%	44 11%	137 15%	18 10%	100 17% 7	53 11%	91 16%	56 12%	111 17% v	38 10%	92 16%	54 13%	48 9%	85 19% γ
Neither favourable nor unfavourable (0)	278 24%	25 14%	122 33% #	24 25% E*	13 9%	30 27% 85*	131 29% н	62 16%	36 16% L	147 23% ILNPQ	109 33% IILMNPQR	54 10%	78 26% ILNPQ	41 12%	92 29% ULNPQ	39 12%	37 12%	153 27% ULNPQ 1	94 33% vwxvZabcd efebli	54 9% 12	80 28% TVW1Zaceh	29 10% yz	45 15% TV/2: 1	157 27% VW/Zabchj			22 12% уг ту	122 23% /WYZach	15 9% 12 П	122 26% vwvZach	52 20% TVWYZac T	170 24% tvWYZach T	59 26% WYZach	83 16% TVNZc	44 23% TVW/Zach	169 24% TVWYZach	28 22% 1	26 6%	172 25%	91 23%	210 23%	52 29%	146 25%	117 23%	117 20%	132 28% s	151 23%	98 27%	129 23%	107 25%	116 23%	103 23%
Fairly unfavourable (-1)	188 17%	28 16%	47 12%	27 29% 8CE*	22 15%	25 23% C*	69 15%	71 19%	33 14% к	115 18% к	19 6%	120 21% IKNOPQ	51 17% K	58 17% x	50 16% ×	54 16% к	40 13% к	115 20% шкоо	16 5% ү s	134 22% WYtabcdegi i	57 20% SW1cegi	44 15% 57	38 13% 5Y	116 20% SVW/bcdegi	sn	188 33% UVWXYabc defehi	27 15% sv	88 17% 5Y	16 10% ү	75 16% sr	31 12% sv	136 19% SWYcdei	33 14% 57 5	102 20% SVW1cel	22 11% 57	132 18% SWYcel	5 4%	64 15% k	119 17%	66 16%	153 17%	31 17%	105 18%	78 15%	90 16%	84 18%	107 16%	67 18%	101 18%	66 15%	74 15%	85 19%
Very unfavourable (-2)	383 34%	103 60% cor	54 14%	17 18%	97 68% cof*	35 32% co*	112 25%	202 53% 6	110 47% JKMOR	208 32% KMOR	11 3%	358 63% UKMDQR	50 17% к	219 64% UKMOQR	50 15% κ	211 63% UKMOR	171 56% UKMOR	139 25% KMD	5 2% Y S	372 62% WXNabdef ahii	51 18% sr	203 66% SUWXhabdef shii	161 54% suxvbdefgij	153 26% sung		383 67% UWXYabde Si fehil	87 48% uchetigij S	175 33% suxridg Sut	98 61% Xtabdefghi	134 29% sung s	110 43% suxnbefigij	229 32% suxyg	39 17% sv si	254 50% uxnbdigij	74 38% suxnig	242 34% suxrdg	3 2%	320 75% k	228 33%	146 36%	327 36% P	45 25%	188 32%	186 37%	224 39% t	151 32%	235 36%	113 31%	194 35%	157 36%	210 42% z	129 30%
Don't know	95 8%	5 3%	18 5%	6 6%	4 3%	10 9%	29 6% н	6 2%	12 5% P	43 7% LNP	22 7% NP	23 4% P	14 5% P	9 3%	26 8%	5 1%	14 5% P	30 5% NP	13 4% uvz:	31 5% UVYZac	:	8 3% unz	12 4% UNZc	31 5% UV/Zacg			3 2% z	21 4% uvz:	•	21 5% unze	15 6% UVYZacg U	46 6% WYZabcdgi	5 2% unz L	31 6% UVYZecg	12 6% UVVZacg	39 5% UV12ecg	5 4%	16 4%	30 4%	51 13% m	56 6%	30 17% 0	22 4%	62 12% 9	26 5%	39 8% s	21 3%	45 12% u	17 3%	40 9% w	44 9% z	13 3%
Net: Very/Fairty favourable	194 17%	10 6%	134 36% 8007	21 22% 857*	7 5%	10 10%	113 25% н	40 11%	41 18% LNP	132 20% UNPQ	166 51% IILMNDPQR	10 2%	109 36% ULNPQR	17 5% L	103 32% ULNPOR	24 7% L	43 14% UNP	126 22% LNPQ T	157 55% UVWXZabcd efghij	8 1% z 1	96 34% TVWXZabcdef Nij	21 7% 12	43 14% TVZh	127 22% tvwzhj st	194 100% uvwxZabc detghij		41 23% TVWZh T	119 23% vw2hj	32 20% TVWZh T	113 24% tvwzhj	46 18% TVZh	131 18% TVZh TV	93 41% MXZabcdef Nj	38 7% тг	43 22% TVW2h	137 19% тv2h	84 68% 1	2	142 21% n	48 12%	166 18%	23 13%	131 22% 7	60 12%	115 20% t	66 14%	141 22% v	42 12%	119 21% ×	61 14%	61 12%	107 25% у
Net: Very/Fairly unfavourable	571 50%	131 77% CDF	100 27%	44 46% c*	119 83% cor*	59 54% c*	181 40%	273 72% G	142 62% JKMOR	323 50% KMOR	30 9%	478 85% UKMNDPQF	102 34% к	277 81% UKMDQR	100 31% к	265 80% UKMOQR	210 69% UKMOR	254 45% KMD	20 7% Y S	505 84% UWXYabcde febil	108 38% sr	247 81% SUWXYabcde febii	199 66% SUXYbdefgi	269 46% suvg	sn	571 100% UVWXYabc SI	114 63% wobałgij s	263 50% suoridg st	114 71%	210 45% sung	141 56% suxvegi	365 51% suordg	72 31% sv su	355 70% Wrbdetgi	96 49% sung	375 52% sumdg	7 6%	384 90% k	347 50%	212 53%	479 53% p	75 42%	294 50%	264 52%	314 55%	235 50%	342 52%	180 49%	296 53%	223 52%	285 56%	214 49%
Net Difference	-377 -33%	-122 -71%	34 9%	-23 -24%	-112 -78%	-49 -45%	-67 -15%	-233 -61%	-101 -44%	-191 -30%	135 41%	-468 -83%	7 2%	-260 -76%	3 196	-241 -72%	-168 -55%	-129 -23%	136 48%	-497 -83%	-12 -4%	-226 -74%	-156 -52%	-141 -24%	194 100%	-571 -100%	-72 -40%	-145 -28%	-81 -51%	-97 -21%	-96 -38%	-234 -33%	21 9%	-317 -63%	-53 -27%	-238 -33%	77 62%	-382 -89%	-205 -30%	-164 -41%	-313 -34%	-52 -29%	-164 -28%	-204 -41%	-198 -35%	-169 -36%	-201 -31%	-138 -38%	-176 -31%	-162 -38%	-224 -44%	-106 -24%
Mean	-0.69	-1.34	0.03 BDDF	-0.42 855*	-1.49	-0.82 85*	-0.37 н	-1.13	-0.90 LNPQ	-0.62 ILNPQ	0.52 ULMNOPQR	-1.52	-0.06 IJUNPOR	-1.42 L	-0.08 ULNPQR	-1.36 L	-1.13 UNP	-0.46 IJLNPQ T	0.62 UVWXZabcd efebil	-1.53 z 1	-0.14 TVWXZabcdef Ni	-1.43 TZ	-1.06 TVZ 1	-0.49 VWZabcefhj ST	1.20 UVWXZabc defehii	-1.67	-0.83 TVWZh TV	-0.59 VWZceh	-1.05 TVZ TV	-0.47 WZabcefhj	-0.80 TVWZch	-0.66 TVWZch TV	0.02 AXZabcdef Ni	-1.18 TVZ	-0.62 TVWZceh	-0.67 TVWZch	0.86 1	-1.70	-0.61 n	-0.87	-0.71	-0.61	-0.56 r	-0.87	-0.73	-0.72	-0.64	-0.77	-0.63	-0.80	-0.91	-0.50 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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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	Ge	nder	Aggre	egated Age E	Ireaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	licity
	Total	Mala	Fomalo	10.24	25 54		ARCI	(205	North	Midlande	South	London	Wales	Scotland	Graduate	Non-	Working	Not	UP TO	£20,000-	£35,000 -	655 000+	White ethnic	Minority ethnic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(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
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% N	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% в	79 25%	105 28%	133 30%	181 28%	137 27%	73 27% N	79 27% N	74 28% N	54 34% N	23 41% N*	14 15% *	91 25%	227 29%	193 28%	124 28%	48 23%	75 26%	91 32% s	78 29%	271 28%	47 30%
Fairly unfavourable (-1)	212 19%	127 23% c	82 14%	54 17%	73 19%	86 19%	123 19%	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% U	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% UKLM*	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% 0	76 11%	40 9%	29 14% U	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% T	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% UKLM*	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 (5%): A,B/C,D/E/F,G/H,J/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		General	Election 20	24 Vote		Referendun	n 2016 vote					Favourab	e to parties												R	wourable to	politicians									Opinion on governm	Labour I	Russian In Ukra	ivasion of aine	Rising Cost	t of Living	Current Israel a	conflict in nd Gaza	Grooming	Gangs in the JK	Starmer an new plans to NHS wai	nouncing o cut down a it times	Trump's claii cquire Greeni Panama Ca	ims to Opi land and anal	inion on what about Groomi Gangs in the L	t to do sing UK
	Total	Conservati ve (B)	Labour (C)	Liberal Democrats (D)	Reform UK	Other (F)	Remain (G)	Leave	Favourabl e to Cons	Unfavoura ble to Cons (1)	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (0)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (O)	Unfavoura ble to Reform UK (R)	Favourabl e to Keir Starmer (S)	Unfavoura ble to Keir Starmer (T)	Favourabl e to Ed Davey (11)	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel e Farage (x)	U Favourabl e to Rachel Reeves	Jnfavoura ble to l Rachel Reeves l	u Favourabl e to Kemi Badenoch E (a)	Jnfavoura Fi ble to Kemi Badenoch (b)	avourabl U e to Rupert Lowe	nfavoura Fa bleto Rupert I Lowe	avourabl U e to Donald Trump (e)	nfavoura bie to Fa Donald e Trump (f)	vourabl U to Joe b Biden	infavoura Fa eletoJoe e Biden (b)	to Elon b Musk	Infavoura le to Elon N Musk (i)	ET Good I job	NET Bad Fr job	ollowing closely (m)	Not following closely (n)	Following closely (o)	Not following closely	Following closely (n)	Not following closely (r)	Following closely (s)	Not following closely (1)	Following closely	Not following closely (v)	following fol closely c	Not Ni Ilowing F Iosely Ir	ir ir ir full ndat ational fro Public Prev Iquiry Inqu	ng omme ations rom avious puiries (2)
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 43	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 43	436
Very favourable (2)	34 3%	19 11% CDEF	8 2%	1 1%	4 3%	1 1%	9 2%	18 5%	23 10% JKLMNOPQR	2 *	13 4% .R	19 3% 1	7 2% J	11 3%	8 3%	10 3%	15 5% JR	10 2%	11 4% xbij	19 3% xb/j	8 3% ы	11 4% Xbtj	16 5% xtxdthj	9 2% b	10 5% Xbdtj	19 3% xbfj 5	34 19% TUVWX/Zbc	:	7 4% bf	10 2% ь т.	19 7% uvxztutkj	9 1% 5	14 6% uxbathj	14 3% bf 570	20 10%	12 2% b	7 5%	16 4%	26 4%	8 2%	30 3%	3 2%	23 4%	9 2%	22 4%	10 2%	27 4% v	5 1%	18 3%	12 3%	17 1 3% 2	10 2%
Fairly favourable (1)	146 13%	51 30% CDF	34 9%	7 7%	32 22% CDF*	3 3%	45 10%	74 19% G	103 44% JKLMNOPQR	27 4%	37 11% R	98 17% .KOR	48 16% жоя	54 16% R	35 11% R	64 19% .KOR	83 27% JKLMNOPR	38 7%	36 13% xbdtj	96 16% xbdtj	51 18% sxbdtj	52 17% xbdtj	85 28% stuvkrzbałg bi	34 6% b	31 16% Xbdtj	94 16% Xbd1 5	146 81% TUVWXYZbc defebii		53 33% UVXr2bdfg	35 8% xb 51	76 30% tuvx/zbdfg	56 8% хь	33 15% xbdfj	81 16% xbdtj 570	62 32% UVXYZbdfg	62 9% xb	25 20%	76 18%	108 16% n	36 9%	126 14%	15 8%	95 16% 7	49 10%	92 16% t	47 10%	106 16% v	31 8%	91 16% ×	44 10%	83 4 16% 10 z	46 10%
Neither favourable nor unfavourable (0)	317 28%	64 37% CEF	90 24%	27 28%	34 24%	17 16%	98 22%	125 33% 6	64 28% JNR	110 17%	68 21%	141 25% JNR	71 23% J	68 20%	69 21% J	83 25% JN	75 25% 1	113 20%	58 20% Yabd	154 26% vXtabd	69 24% Yabd	58 19% ab	83 28% 5Wabd	122 21% abd	31 16% ab	156 27% VXYabdj			47 29% SVTabd	70 15% ab	63 25% Yabd	179 25% vXYabd	48 21% abd	126 25% Wabd	44 22% abd	169 23% xmbd	22 18%	123 29% k	169 24%	133 33% m	242 27%	58 32%	147 25%	156 31% 9	148 26%	138 29%	178 27%	109 30%	150 27%	120 28%	141 10 28% 25	108 25%
Fairly unfavourable (-1)	212 19%	22 13%	72 19%	23 24% ¤*	36 25% #	20 18%	84 18%	74 19%	21 9%	152 24% IMD	63 19% 1	115 20% I	56 18% I	71 21% I	53 17% 1	68 20% I	56 18% 1	120 21% 10	56 20% a	117 20% a	53 19% a	71 23% #	53 18% a	126 22% #	32 16% a	116 20% #	5	212 40% TUVWXYZac defabii	31 19% a	94 20% a	41 16% a	146 20% #	37 16% a	105 21% a	34 18% a	150 21% #	17 14%	78 18%	144 21%	62 15%	186 20% p	22 12%	113 19%	93 18%	116 20%	84 18%	130 20%	65 18%	122 22%	75 17%	94 9 19% 22	96 12%
Very unfavourable (-2)	313 27%	6 4%	152 40% 86	30 32% 85*	22 15% #	59 54% BCDE*	191 42% н	64 17%	3 1%	307 48% IKLMNPQ	126 39% ILMPQ	143 25% IQ	94 31% IQ	118 34% ILPQ	136 42% ILMNPQ	85 25% IQ	41 13% 1	251 45% IKLMNPQ	107 38% TWZacehi	159 27% Wacei	97 34% TWZacei	105 34% TWZacehi	40 13% a	260 45% STUVWZacetg S NI	87 45% STUVWZacefg hi	147 26% Wacei		313 60% TUVWXYZac defehii	20 13% # 51	249 53% uvworizac etabii	32 12% #	266 37% TWZacehi T	84 37% WZacehi	139 27% Wacei	20 10% a	276 38% TWZacehi	49 40% 1	104 24%	206 30%	102 25%	252 28%	54 30%	183 31%	124 25%	158 28%	141 30%	181 28%	104 29%	161 29%	127 30%	122 15 24% 35	L55 35% у
Don't know	117 10%	9 5%	20 5%	7 8%	16 11%	8 7% •	27 6%	26 7%	17 7%	47 7% R	20 6%	49 9% R	26 9% R	23 7%	20 6%	23 7%	34 11% #NOPR	31 6%	14 5% UYabd	53 9% UVXYZabed	6 2% ab	8 3% ab	22 7% UVYabcd	32 6% UVNabd	4 2% sb	39 7% UVYabcd	:		3 2% b	9 2% ь с	23 9% uVfabcd	57 8% UVXYabed	12 5% Unabd L	41 8% UVXnabed U	15 8% JVYabed	52 7% UVXYsbcd	3 3%	32 8%	39 6%	63 15% m	76 8%	29 16% °	31 5%	72 14% 9	35 6%	53 11% s	33 5%	51 14% u	19 3%	52 12% w	48 2 10% 5 z	23 5%
Net: Very/Fairly favourable	180 16%	70 41% CDEF	41 11%	8 8%	36 25% cof*	4 4%	54 12%	92 24% G	126 54% JKLMINDPQR	29 4%	50 15% #	116 21% JOR	55 18% JOR	64 19% JR	43 13% "R	75 22% .KOR	99 32% JRLMNOPR	47 8%	48 17% xbdtj	115 19% xbdtj	59 21% xbdtj	63 21% xbd)	101 34% stuvkrzbałg	43 7% b	41 21% Xbdlj	114 20% Xbdij 5	180 100% TUVWX12bc defabil		60 37% uvxrzbatg	45 10% xb 5%	95 37% tuvixizbetig	65 9% хъ	48 21% xbdfj	95 19% xbdtj 511	82 42% zvwxrztd fehi	74 10% Xb	32 26%	92 21%	133 19% n	43 11%	156 17% p	18 10%	119 20% r	58 12%	114 20% t	57 12%	133 20% v	36 10%	109 19% ×	56 13%	100 5 20% 13 z	56 13%
Net: Very/Fairly unfavourable	525 46%	28 16%	224 60% 88	53 56% #*	58 40% #*	79 73% BCDE*	274 60% н	138 36%	25 11%	459 71% IKLMNOPQR	189 58% ILMPQ	258 46% 10	150 50% 10	188 55% ILPQ	189 59% ILMPQ	153 46% IQ	97 32% 1	372 66% IKLMNDPQ	164 58% TWZacehi	276 46% Wacel	150 53% Wacei	176 58% TWZacehi	93 31%	386 66% stuvwzacetę	119 61% TUWZaceghi	263 46% Wacel		525 100% TUVWXYZec	51 32% a 51	342 73% UVW00Zac	73 29%	412 58% TWZacehi	121 53% Wacei	244 48% Wacel	54 28% a 1	426 59% ruw2acehi	67 54% 1	182 42%	350 51% n	164 41%	438 48%	75 42%	296 50%	217 43%	274 48%	224 47%	311 47%	169 46%	283 50%	202 47%	217 25 43% 57	250 57% γ
Net Difference	-345 -30%	41 24%	-182 -49%	-45 -47%	-22 -15%	-75 -69%	-220 -48%	-46 -12%	102 44%	-430 -67%	-139 -42%	-141 -25%	-95 -31%	-124 -36%	-146 -46%	-78 -23%	2 1%	-324 -58%	-116 -41%	-161 -27%	-90 -32%	-113 -37%	8 3%	-343 -59%	-78 -40%	-150 -26%	180 100%	-525 -100%	8 5%	-298 -64%	22 9%	-347 -49%	-73 -32%	-149 -29%	27 14%	-352 -49%	-35 -28%	-90 -21%	-217 -31%	-121 -30%	-282 -31%	-58 -32%	-177 -30%	-158 -32%	-161 -28%	-168 -36%	-178 -27%	-133 -36%	-174 -31%	-145 -34%	-117 -1 -23% -4	195 45%
Mean	-0.61	0.33 CDEF	-0.92 F	0.84 F*	-0.31 CDF*	•1.32	-0.94	-0.26 G	0.56 JKLMNOPQR	-1.23	-0.82 JR	-0.51 JKNDR	-0.66 .808	-0.72 R	-0.91 "R	-0.49 JENOR	-0.09 JKLMNOPR	-1.06 J	-0.79 Xbd	-0.55 svxnbdtj	-0.65 Xbdtj	-0.70 xbdij	-0.06 stuvxyzbefg N	-1.08 bd	-0.81 Xbd	-0.52 svxnatij s	1.19 TUVWXYZbc defehii	-1.60 st	-0.03 uvxvzbdfg hi	-1.17 b ST	0.04 uvixizbatig N	-0.92 Xbd	-0.66 Xbdfj	-0.59 sxvbdtj stt.	0.15 zvwxrztad fehi	-0.92 Xbd	-0.64	-0.45	-0.61	-0.63	-0.60	-0.72	-0.60	0.63	-0.55	-0.71	0.53 v	-0.74	-0.59	-0.69	-0.48 -0. z	3.82

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.

9

ColumProportions (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w/w.k/s/r. Minimum Base: 30** Jonel Base: 200* ColumPrises (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w.w/s/r. Minimum Base: 30** Jonel Base: 200*7

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	Ge	nder	Aggre	gated Age B	Ireaks	Socia	l grade			Rej	ion			Educ	ation	Employm	ent status		Inco	ome		Ethn	icity
																Non-		Not	UP TO	£20.000-	£35.000 -		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% c	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% N	52 18% N	52 20% N	29 18%	13 24% N*	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% F	40 11%	36 8%	77 12%	41 8%	21 8%	34 11%	27 10%	12 7%	8 14% *	16 17% L*	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% D	200 44% D	303 47% н	164 33%	121 45% J	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% В	24 8% F	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% UV	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% 0	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% н	205 41%	141 53%	138 46%	136 51%	81 52%	30 55% *	58 60% J*	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 0	-0.55	-0.64	-0.65	-0.70	-0.51	-0.44	-0.58	-0.56

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,J/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Genera	l Election 2	024 Vote		Referende	um 2016 voti					Favourabl	e to parties												,	avourable to	politicians									Opinion on governm	Labour R ient	Russian Inv Ukrai	vasion of line	Rising Cos	t of Living	Current Israel a	conflict in nd Gaza	Grooming	Gangs in the UK	Starmer a new plans NHS wa	nnouncing o cut down it times	Trump's cla icquire Green Panama C	ims to Op land and Canal	about Groo Gangs in th	hat to do oming the UK
	Total	Conservati ve	Labour	Liberal Democrat	s Reform UP	C Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Con:	a Favourab s eto Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party (0)	Unfavoura ble to Green Party (0)	Favourabl e to Reform UK	Unfavoura ble to Reform UK	avourabl e to Keir Starmer	Unfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourabl e to Kemi Badenoch	Unfavoura F ble to Kemi Badenoch	Favourabl U e to Rupert Lowe	Unfavoura ble to Rupert Lowe	Favourabl I e to Donald Trump	Unfavoura ble to Donald Trump	avourabl t e to Joe Biden	Unfavoura F ble to Joe Biden	to Elon t Musk	Infavoura le to Elon N Musk	ET Good P job	IET Bad Fo job c	closely	Not following closely (a)	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Following fo	Not N pllowing closely I	iet up a Re full ni lational Public P inquiry In	ing ecomme idations from Previous Inquiries
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)	118 10%	18 11% CDF	20 5%	2 3%	67 46% BCDF*	:	15 3%	87 23% G	45 20% .KMOR	59 9% KDR	15 5% R	97 17% #MOR	20 7% R	70 20% JKMOR	17 5% R	71 21% JILMOR	115 38% UKLMNOPR	1 •	14 5% xd	97 16% suxnatyj	23 8% xdj	62 20% suxnatg	118 39% STUVXYZabde	:	15 8% sxatj	95 17% sumetaj	44 24%	38 7% xatj st	76 47% TUVWX72ab	4 1% ×	81 32% stuvkyZabeł	23 3% xd	18 8% xatj	85 17% sumberigi st	61 31%	33 5% xdf	11 9%	88 20% k	79 11%	36 9%	107 12% P	9 5%	63 11%	52 10%	91 16% t	22 5%	78 12%	30 8%	68 12%	38 9%	93 18% 1	21 5%
Fairly favourable (1)	182 16%	40 23% CDF	48 13%	7 7%	54 37% BCDF*	7 6%	51 11%	100 26% G	64 27% JILMOPR	71 11% R	55 17% JOR	111 20% JMOR	41 13% R	72 21% JMDR	36 11% R	64 19% JOR	128 42% UKLMNOPR	11 2%	50 18% xbdtj	116 19% xbdtj	46 16% xbdtj	53 17% xbd)	182 61% STUVX/Zabcd	:	28 14% xatj	104 18% xbdij	57 32% stuvxiztet/g	56 11% xd 5	60 37% TUVXr2bdfg	25 5% x	90 35% stuvkrzsałg	65 9% xd	31 14% xm	98 19% Xbdtj 57	71 36% uvxyzbałg	67 9% xd	30 24%	90 21%	124 18%	56 14%	157 17% p	18 10%	98 17%	81 16%	107 19%	66 14%	112 17%	55 15%	88 16%	73 17%	101 20% z	54 12%
Neither favourable nor unfavourable (0)	203 18%	44 26% CDEF	53 14%	8 9%	15 11%	14 13%	45 10%	83 22% 6	58 25% JKLMNOPQR	60 9% R	44 13% <i>R</i>	95 17% JOR	37 12% R	51 15% R	38 12% R	56 17% #	51 17% JR	25 4%	33 11% wxtd	98 16% uwxadi	29 10% wxd	46 15% WXbd		1	20 10% wxd	95 17% UWXbdtj	33 18% suwxrbdf	41 8% wad	20 13% WXd	17 4% wx	39 15% WXbd	89 13% WXbd	27 12% WXd	79 16% UWXbd	32 17% JWXYbd	92 13% WXbd	18 15%	79 18%	100 15%	84 21% m	153 17%	37 20%	89 15%	99 20%	101 18%	76 16%	117 18%	58 16%	88 16%	83 19%	87 17%	65 15%
Fairly unfavourable (-1)	117 10%	16 10% E	36 10% E	13 14% E*	4 3%	16 14% r*	40 9%	39 10%	12 5% q	69 11% IQ	37 11% IQ	50 9% Q	35 11% 10	35 10% IQ	30 9% Q	40 12% ILQ	3 1%	77 14% ULOQ	35 12% Wfd	56 9% Wc	25 9% Wt	44 14% TWYZbcei		117 20% STUVWYZabc defehi	14 7% Wc	62 11% Wr	16 9% Wc	54 10% We	4 2% w	60 13% TW/bd	22 9% Wc	83 12% wvc	20 9% Wc	57 11% Wt	13 7% Wc	83 12% Wc	7 6%	29 7%	65 9%	48 12%	93 10%	18 10%	58 10%	53 11%	57 10%	53 11%	62 9%	44 12%	59 10%	51 12%	54 11%	45 10%
Very unfavourable (-2)	467 41%	46 27% Е	205 55% at	61 64% 85*	4 3%	71 65% 85*	292 64% н	69 18%	47 20% Q	374 58% IKLNPQ	169 52% ILNPQ	203 36% IPQ	165 55% ILNPQ	110 32% IQ	196 61% IKLMNPQ	99 30% IQ	3 1%	442 79% IJKLMNOPQ	149 52% TVWZacehi	218 36% Wacei	161 57% TVWZacehi	100 33% Wacei		467 80% STUVWYZabc defehi	113 58% STVWZacehi	207 36% Wacei	27 15% Woei 5	332 63% TUVWZacehi	1 1%	355 76% iTUVWYZabc efebii	16 6% Wc	438 62% STVWZacehi	133 58% TVWZacehi	172 34% Wacei	11 6% wc :	434 60% TVWZacehi	56 45% 1	131 31%	312 45% n	153 38%	378 41%	80 44%	274 46% 7	189 38%	207 36%	237 50%	276 42%	163 45%	251 45%	170 40%	155 31%	244 56% y
Don't know	52 5%	5 3%	13 3%	3 3%	:	1 • •	12 3%	4 1%	6 2%	10 2%	8 2%	11 2%	4 1%	5 1%	4 1%	3 1%	4 1%	7 1%	3 1% x	13 2% UVWXbg	*	1 •		:	3 2% uwxg	8 1% vwx	2 1% wx	5 1% x		5 1% ×	6 2% UVWXcg	14 2% uvwabg	:	15 3% UVW/Zbedg	6 3% www.scg	12 2% uvwxbg	2 2%	12 3%	11 2%	26 6% m	23 3%	18 10% °	11 2%	28 6% 9	9 2%	19 4% s	11 2%	15 4% u	6 1%	15 4% w	17 3%	6 1%
Net: Very/Fairly favourable	300 26%	58 34% cor	68 18% F	9 10%	120 84% BCDF*	7 7%	65 14%	187 49% G	109 47% #LMDR	130 20% R	69 21% 0R	207 37% #MDR	61 20% R	142 41% JKMOR	52 16% R	135 41% JIMOR	242 80% UKLMNOPR	12 2%	65 23% Xbdfj	213 36% suxnadigi	69 2.4% xbdtj	115 38% suxrbdfgi	300 100% STUVX/Zabcd efebii	:	43 22% xdj	199 35% sumetgi	101 56% stuvxczbełg	93 18% xdtj 51	136 84% TUVXYZabde febi	29 6% ×	171 68% stuvki2sbef	88 12% Xd	49 21% xatj	183 36% sucreetigi st	132 68% uvxyZabdf	99 14% xdf	41 33%	178 41%	203 29% n	92 23%	264 29% p	27 15%	161 27%	133 26%	198 35% t	87 19%	190 29%	85 23%	156 28%	111 26%	193 38% z	76 17%
Net: Very/Fairly unfavourable	584 51%	63 37% E	241 64% at	74 78% BCE*	8 5%	87 80% scr*	332 73% н	108 28%	59 26% Q	444 69% IKLNPQ	207 63% ILNPQ	252 45% IQ	200 66% ILNPQ	145 42% IQ	226 71% IKLNPQ	139 42% IQ	6 2%	519 92% IJKLMNOPQ	184 65% TVWZacehi	275 46% Wacel	185 66% TVWZacehi	144 47% Wacei		584 100% stuvwyZabe defebii	127 66% TVWZacehi	269 47% Wacei	43 24% Wcel	386 74% STUVW/Zace	5 3% w s	415 89% TUVWYZabc efebi	38 15% w: :	521 73% STUVW/Zace	153 67% TVWZacehi	229 45% Wacei	25 13% Wt 5	517 72% WWZacehi	63 51% 1	160 37%	377 54%	201 50%	471 52%	98 55%	332 56%	243 48%	264 46%	290 61% s	338 52%	207 57%	310 55%	221 51%	209 41%	289 66% y
Net Difference	-284 -25%	-4 -2%	-174 -46%	-65 -68%	112 78%	-80 -73%	-267 -59%	79 21%	50 21%	-314 -49%	-137 -42%	-45 -8%	-139 -46%	-3 -1%	-174 -54%	-4 -1%	236 78%	-507 -90%	-119 -42%	-62 -10%	-118 -41%	-29 -10%	300 100%	-584 -100%	-84 -43%	-69 -12%	58 32%	-293 -56%	131 81%	-386 -83%	134 53%	-433 -61%	-105 -46%	-46 -9%	107 55%	-418 -58%	-23 -18%	18 4%	-173 -25%	-109 -27%	-206 -23%	-71 -39%	-171 -29%	-110 -22%	-66 -12%	-202 -43%	-148 -23%	-122 -33%	-154 -27%	-110 -26%	-16 -3%	-214 -49%
Mean	-0.58	-0.19 CDF	-0.99 DF	-1.35	1.22 BCDF*	-1.39	-1.23	0.26 G	0.21 JKLMNOPR	-0.99 R	-0.91 OR	-0.27 жмоя	-0.95 OR	-0.13 JKMDR	-1.12 R	-0.10 JILMOR	1.16 LIKLMNOPR	-1.70	-0.90 xtxdfj	-0.31 suxnbdfgi	-0.90 Xbdtj	-0.22 suterbalfgi	1.39 STUVXYZabod efetsii	-1.80	-0.96 xatj	-0.32 sumetgi	0.42 STUVXI2bdfg N	-1.13 xd 51	1.28 TUVXYZabde fithii	-1.60 X	0.80 STUVXYZabdf ahi	-1.22 Xd	-0.96 xzrj	-0.27 suxnbettgi st	0.83 UVXYZabdf ahi	-1.16 xdf	-0.56	-0.05 k	-0.60	-0.60	-0.54 P	-0.88	-0.66	-0.52	-0.32 t	-0.92	-0.54	-0.73	-0.61	-0.59	-0.16 z	-1.01

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.

11

ColumProportions (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w/w.k/s/r. Minimum Base: 30** Jonel Base: 200* ColumPrises (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w.w/s/r. Minimum Base: 30** Jonel Base: 200*7

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 (nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Ethr	nicity
																Non-		Not	UP TO	£20.000-	£35.000 -		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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%	* 1% *	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% н	81 16%	46 17%	65 22%	51 19%	38 24%	14 26% *	16 17% *	93 25% P	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 38%	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% 1	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%	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% т	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% 0	84 12%	51 12%	25 12%	43 15% v	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% н	97 19%	62 23%	77 26%	67 25%	45 29%	15 27% *	19 20% *	113 31% 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	• н	-0.28	-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

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,J/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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	General Election 2024 Vote				Referendu	m 2016 vote					Favourable	o parties													Favourable t	o politician:									Opinion gover	on Labour	Russian Ui	Invasion of traine	Rising Co:	at of Living	Current Israel a	conflict in nd Gaza	Grooming G	Sangs in the IK	Starmer a new plans t NHS wa	nnouncing to cut down iit times	Trump's acquire Gre Panam	claims to (senland and a Canal	Dpinion on about G Gangs i	n what to do Grooming in the UK	
	Total	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl L e to Lib Dems	Infavoura Fi ble to Lib e Dems	u avourabl to Green Party	nfavoura ble to F Green Party R	avourabl U e to eform UK R	nfavoura F ble to eform UK	avourabl U e to Keir b Starmer	infavoura F le to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourabl e to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourabl e to Rupert Lowe	Unfavoura ble to Rupert Lowe	Favourabl e to Donald Trump	Unfavoura ble to Donald Trump	Favourabl e to Joe Biden	Unfavoura ble to Joe Biden	Favourabl e to Elon Musk	Unfavoura ble to Elor Musk	n NET Good job	NET Bad job	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following closely	Set up a full National Public Inquiry	implement ing Recomme ndations from Previous Inquiries
Unweighted base	(A) 1139	(B) 178	(C) 397	(D) 99	(E) 118	(F) 112	(G) 485	(H) 344	(1) 238	(J) 646	(K) 373	(L) 521	(M) 328	(N) 326	(O) 351	(P) 316	(Q) 278	(R) 602	(S) 313	(T) 541	(U) 304	(V) 299	(W) 276	(X) 616	(Y) 226	(Z) 533	(a) 193	(b) 539	(c) 159	(d) 493	(e) 259	(f) 726	(g) 244	(h) 493	(i) 212	(j) 720	(k) 147	(1) 376	(m) 721	(n) 383	(o) 924	(p) 175	(q) 639	(r) 462	(s) 587	(t) 471	(u) 669	(v) 367	(w) 592	(x) 416	(y) 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)	54 5%	2 1%	22 6% 8	20 21% BCEF*	3 2%	5 5%	31 7%	18 5%	6 3% N	37 6% LNP	30 9% IJLNPOR	19 3% NP	48 16% ukunopop		34 11% ULNPOR	5 2% N	11 4% N	35 6% ILNP Tr	32 11% /WXZabcdef	18 3% v s	54 19% ITVWXZabcd		13 4% v	38 7% Tv2h	28 14% TVWXZabcdef	19 3% v	7 4% V	39 7% Tv2th	8 5% v	28 6% TVZh	11 4% v	39 6% TVZh	30 13% TVWXZabcdef	12 2% v	9 5% V	43 6% TVZh	18 14% 1	11 3%	44 6%	10 2%	47 5%	6 3%	42 7% r	10 2%	29 5%	21 5%	43 7% v	7 2%	39 7% ×	13 3%	14 3%	37 8% у
Fairly favourable (1)	230 20%	29 17%	110 29% st	39 42% BCEF*	14 10%	21 20%	133 29% н	61 16%	57 25% LNPQ	143 22% UNPQ	114 35% ULNPOR	66 12% N	165 55% UKUNOPOR	12 3%	107 34%	42 13% N	48 16% N	150 27% JNPQ T	102 36% vwx2bcdef	76 13% v s	230 81%		56 19% TVh	148 25% TVZbehi	68 35% TVWXZbcdef	89 16% T/h	52 29% TVWZehi	111 21% TVZh	38 24% TVZh	115 25% TVZbehi	45 18% тић	169 24% TVZh	95 41% TvWXZabcdef	53 10% v	33 17% vh	176 24% TVZbeh	45 36%	50 12%	186 27%	43 11%	199 22%	28 16%	160 27%	68 14%	131 23%	89 19%	166 25% v	57 16%	155 28% ×	55 13%	63 12%	138 32% y
Neither favourable nor unfavourable (0)	415 36%	60 35%	150 40% DE	24 26%	37 26%	42 39%	157 35%	131 34%	80 35% MNP	207 32% MNP	123 38% JMNP	173 31% MNP	60 20%	49 14%	116 36% MNP	77 23% N	96 32% MNP	195 35% MNP	99 35% UVce	185 31% uv	delghi		87 29% UV	208 36% TUVZce	hij 73 38% UVWce	170 30% UV	53 29% UV	171 33% UV	40 25% uv	159 34% UV	70 27% UV	271 38% TUVWZabcde	70 31% UV	159 31% uv	57 29% UV	269 37% TUVWZabceł	50 40%	121 28%	240 35%	154 38%	330 36%	68 38%	210 35%	189 38%	187 33%	188 40% s	235 36%	132 36%	190 34%	169 39%	184 36%	153 35%
Fairly unfavourable (-1)	151 13%	41 24% CD	41 11%	4 5%	24 16% p*	16 15% D*	54 12%	65 17%	38 16% кмо	90 14% KMO	31 10% м	108 19% #MOR	11 4%	112 32% RUMOPQR	29 9% M	71 21% JIMOR	50 17% кмо	73 13% MO	32 11% Ur	106 18% suxmgi		151 50% stuwxyZabe defebil	47 16% Uvg	73 12% UY	14 7% U	109 19% suxnadgi	33 18% suntgi	75 14% untei	30 19% suvigi	67 14% untgi	46 18% suotgi	82 12% UY	20 9% u	95 19% sucreetig	39 20% suxrtgi	83 11% UY	6 5%	76 18% k	91 13%	58 14%	131 14%	14 8%	75 13%	73 15%	88 15%	58 12%	106 16% v	40 11%	78 14%	67 15%	75 15%	55 13%
Very unfavourable (-2)	154 14%	28 16% CD	27 7% D	-	47 33% BCDF*	12 11% D*	39 9%	80 21% G	29 13% KMO	106 16% кмоя	7 2% M	136 24% UKMOR		144 42% JRLMOPQR	13 4% M L	116 35% KLMOQR	67 22% UKMOR	66 12% KMO	6 2% U 1	144 24% SUKrabdigi		154 50% stuwwzabc defehii	68 23% suxret _{til}	72 12% sung	7 4% U	138 24% SUXnbdfg	30 17% sung	101 19% succetgi	42 26% SUXYedfgi	74 16% suxrtgi	55 22% suontgi	81 11% Sung	3 1% U	134 26% suxnabdīgij	38 19% suxrtgi	89 12% suvg	3 2%	123 29% k	87 13%	62 15%	118 13%	28 16%	74 12%	73 15%	94 16% t	54 11%	74 11%	63 17% u	72 13%	64 15%	107 21% z	33 8%
Don't know	135 12%	12 7%	24 6%	7 8% •	20 14% C*	12 11%	41 9%	26 7%	22 10%	62 10% м	22 7%	62 11% MNDP	18 6%	27 8%	21 7%	23 7%	32 10% M	46 8%	13 5% uvr si	69 11% //X/Zabcdg			29 10% SUVYabcdg	46 8% SUVIsbod	4 2% uv	46 8% UVNabcd	5 3% UV	28 5% uvv	3 2% uv	23 5% uv	26 10% SUVTabcdg	69 10% SUVXYabcdgj	11 5% UV	54 11% SUVVZabedg	18 9% SUVYacd	60 8% SUVIsbed	3 3%	48 11% k	44 6%	77 19% m	87 10%	35 20% 0	32 5%	88 18% 9	42 7%	62 13% 1	32 5%	66 18% u	26 5%	62 15% w	64 13% 1	21 5%
Net: Very/Fairly favourable	284 25%	30 18%	132 35% 80	59 62% BCDP*	17 12%	27 25% E*	164 36% н	78 21%	63 27% LNPQ	180 28% LNPQ	143 44% IJENPOR	85 15% N	213 71% UKUNOPOR	12 3%	141 44% ULNPOR	47 14% N	59 19% N	185 33% JUNPQ T	134 47% WXZabcdef	94 16% Vh S	284 100%		69 23% TVh	186 32% TVWZbethi	96 49% TVWXZabcdef	108 19% T/h	59 33% TVWZehi	150 29% TVZh	46 28% TVZh	143 31% TVWZeN	56 22% TVh	208 29% TVZh	125 54% STVWX2abcd	65 13% v	42 22% vh	219 30% TVWZehi	63 51% 1	61 14%	230 33% n	52 13%	245 27%	34 19%	202 34%	78 16%	160 28%	110 23%	210 32% v	64 18%	194 35% ×	68 16%	76 15%	175 40% у
Net: Very/Fairly unfavourable	305 27%	69 40% CDF	69 18% D	4 5%	70 49% cof*	28 25% D*	93 20%	146 38% G	67 29% KMD	195 30% кмоя	39 12% м	244 43% UKMDR	11 4%	256 74% KLMOPQR	42 13% M L	185 56% KLMOQR	117 39% UKMOR	138 25% кмо	37 13% U	250 42% suxnbafgj		305 100% STUWXIZabc	115 38% suxretgi	144 25% sung	21 11% U	247 43% suxnabethgi	63 35% suortgi	176 33% sucrigi	72 45% suxnabdigi	141 30% suxrfgi	102 40% suxvetgi	164 23% sung	23 10% U	229 45% suwxubdigi	77 40% suxvalgi	172 24% SUYg	9 7%	199 46% k	178 26%	120 30%	249 27%	43 24%	149 25%	146 29%	182 32% t	112 24%	179 27%	103 28%	150 27%	130 30%	182 36% z	88 20%
Net Difference	-21 -2%	-38 -22%	63 17%	55 58%	-54 -37%	-1 -1%	71 16%	-67 -18%	-4 -2%	-15 -2%	105 32%	-159 -28%	202 67%	-244 -71%	100 31%	-139 -42%	-58 -19%	46 8%	96 34%	-156 -26%	284 100%	-305 -100%	-46 -15%	42 7%	75 39%	-139 -24%	-3 -2%	-26 -5%	-27 -17%	2 1%	-45 -18%	44 6%	102 45%	-164 -32%	-35 -18%	48 7%	54 44%	-138 -32%	52 8%	-68 -17%	-4 •	-9 -5%	53 9%	-68 -13%	-21 -4%	-2 *	30 5%	-39 -11%	44 8%	-62 -15%	-105 -21%	86 20%
Mean	0.12	.0.41	0.16	0.85	.0.79	.0.07	0.15	.0.37	.0.13	-0.14	0.42	.0.55	0.88	.1.23	0.40	0.80	0.42	0.03	0.45	0.53	1 19	4.50	.0.38	0.02	0.50	.0.49	.0.15	.0.18	.0.38	.010	.0.39		0.59	.0.63	.0.36		0.57	0.65	0.01	0.37	0.09	.0.22	0.04	0.32	.0.16	-0.08	•	.0.32	0.02	.0.31	.0.45	0.22
	-0.11	E	80	BCD2*		86*	н		LNPQ	LNPQ	ULNPOR	NP	UKUNOPOR		ULNPOR	N	NP	JUNPQ TI	WXZabcdef	Vh S	defehil	1.30	TVh	TVWZbcdehi	TVWXZabcdef hi	Vh	TVWZehi	TVWZeh	Vh	TVWZcehi	Vh	TVWZbcdeN	STVWXZabcd efbil	v	Vh	TvWZbcdehi	1	2.05		5.57	2.05		1		2.10	2.00	v		x			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.

ColumnMeans (5%): A B/C/D/K/F, G/U,U/K/L/M/N/D/P/D/R, S/7/L/V/W/K/Y/2/a/b/c/d/v/j/g/h/U/k/L/m/n, a/p, g/c, u/Lu/c, w/c, y/z Minimum Base: 30(**) Small Base: 30(*)

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	Igrade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Ethr	nicity
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DF	North	Midlands	South	London	Wales	Scotland	Graduate	Non- graduate	Working	Not	UP TO £19.999	£20,000-	£35,000 -	£55.000+	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% R	36 8%	17 8%	33 11%	34 12%	52 19% st	110 11%	33 22% w
Neither favourable nor unfavourable (0)	142 12%	56 10%	83 14%	52 17% EF	40 11%	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%	44 12%	53 12%	73 11%	57 11%	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% x	6 4%
Very unfavourable (-2)	582 51%	265 48%	308 54%	115 37%	197 52% D	270 60% D	350 55% н	232 46%	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% в	15 5% E	7 2%	10 2%	14 2%	17 3%	10 4%	7 2%	7 3%	2 1%	1 1% *	5 5% *	3 1%	28 4% 0	21 3%	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%	133 21%	121 24%	60 22%	68 23%	51 19%	50 32% кN	10 19% *	15 16% *	98 27% P	156 20%	185 26% R	69 16%	36 17%	53 18%	68 24%	83 30% st	197 20%	54 35% W
Net: Very/Fairly unfavourable	712 63%	315 57%	386 67% в	148 47%	241 64% D	323 72% DE	422 66% н	290 58%	168 63%	192 64% L	170 64% L	81 51%	37 67% *	65 67% L*	228 62%	484 63%	409 58%	303 69% Q	143 67% v	194 68% v	167 60%	156 57%	640 66% x	64 42%
Net Difference	-458 -40%	-143 -26%	-307 -54%	-51 -16%	-152 -40%	-255 -57%	-289 -45%	-169 -34%	-108 -40%	-124 -42%	-119 -45%	-30 -19%	-26 -48%	-49 -51%	-130 -35%	-328 -43%	-224 -32%	-234 -54%	-106 -50%	-142 -49%	-99 -35%	-73 -26%	-443 -46%	-10 -6%
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 UKN	-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

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 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		Genera	l Election 2	024 Vote		Referendur	m 2016 voti					Favourab	le to parties												Far	vourable to	politicians								0	ainion on Labo government	ur Russia L	n Invasion of Ikraine	Rising Co	st of Living	Current Israel a	conflict in nd Gaza	Grooming G U	iangs in the K	Starmer ann new plans to NHS wait	cut down ac times	Trump's cla quire Green Panama C	ilms to Opi Iland and a Canal	inion on wh about Groo Gangs in th	hat to do oming the UK
	Total (A)	Conservati ve (B)	Labour (f)	Liberal Democrat: (D)	Reform UK	C Other	Remain (G)	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourab e to Lab	Unfavoura ble to Lab	Favourab e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (0)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (O)	Unfavoura ble to Reform UK (R)	Favourabl U e to Keir I Starmer (S)	Jnfavoura I ble to Keir Starmer (T)	Favourabl U e to Ed Davey (11)	Jnfavoura ble to Ed Davey (V)	avourabl e to Nigel Farage (W)	Unfavoura ble to f Nigel e Farage (X)	L Favourabl e to Rachel Reeves (Y)	Jnfavoura ble to Fi Rachel e Reeves B (7)	U avourabl to Kemi adenoch B (a)	nfavoura Fan ble to Kemi R adenoch I	vourabl Un e to lupert F Lowe	nfavoura Fav ble to	rourabl Un e to i ronald E rump 1 (e)	nfavoura ble to Fa Donald o Trump (f)	vourabl Unfa to Joe ble Biden Bi	avoura Fav to Joe e 1 iden f	ourabi Unfav o Elon ble to tusk Mu	voura Elon NET usk i	Good NET E	lad Followin closely (m)	Not ng followin closely	g Following closely (o)	Not following closely	Following closely (n)	Not following closely (r)	Following closely (c)	Not following closely (1)	Following f	Not following Fr closely	ollowing fi closely (w)	Not Na ollowing P closely In	et up a Re full ni ational Public Pi tquiry In	ing ecomme tdations from Previous Inquiries
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 4	193	212 72	20 :	147 376	5 721	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 5	507	195 72	20	124 429	9 691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very favourable (2)	109 10%	22 13% σ	25 7%	6 6%	32 22% CDF*	3 3%	24 5%	55 14% G	49 21% HEMOPR	38 6% R	35 11% #	67 12% #	27 9% 18	54 16% JLMDR	29 9% R	42 13% #	78 26% IRLMINOPR	12 2%	34 12% xbdfj	70 12% Xbdtj	26 9% xdj	49 16% TUKZbatgi 1	78 26% Tuvkyzbałg	14 2% f	25 13% Xbdlj	69 12% xbdtj st	46 25% tuvxizbatig	33 6% xatj stru	58 36% VWX72ab	15 3% 1) STUV	109 43% vwxv2sb	:	21 9% 1 xaij Tu	73 .4% xbdrj stu	84 1 13% 2 WXVZab f	3	21 64 17% 159	72 6 10%	35 9%	94 10%	10 5%	60 10%	46 9%	76 13% t	28 6%	75 11% v	25 7%	68 12% ×	27 6%	71 14% z	27 6%
Fairly favourable (1)	145 13%	21 12% D	42 11%	4 4%	44 31% BCDF*	8 7%	42 9%	70 18% G	48 21% #LMDR	62 10% R	43 13% 308	83 15% JOR	31 10% R	61 18% JMOR	31 10% R	53 16% .MOR	77 25% JKLMNOPR	23 4%	45 16% umbdīgi	83 14% Xbdtj	30 11% xdj	52 17% x2bdfgi 1	93 31% TUVXY26dfg	23 4% 1	21 11% xdj	72 13% xbdtj st	50 28% tuvxizbetig	40 8% xdtj STU	56 35% vxrzbdtg hi	26 6% : xij stuv	145 57% vwxyZab	:	21 : 9% 1 xtj ux	83 .6% Ibdfgi STU	77 2 89% 4 WXYZab f	6 % 2	24 64 10% 159	101 6 15%	41 10%	130 14% p	11 6%	84 14%	58 12%	98 17% t	38 8%	87 13%	45 12%	81 14%	46 11%	92 18% z	30 7%
Neither favourable nor unfavourable (0)	142 12%	22 13%	35 9%	9 9% •	24 17%	11 10%	37 8%	54 14% G	32 14% JOR	46 7% R	33 10% 308	59 11% JOR	34 11% JOR	39 11% JOR	19 6% R	51 15% JUNOR	51 17% .KLMNDR	20 4%	25 9% Xdef	64 11% Xbdetj	19 7% Xdef	36 12% Xbdefgi	40 13% uxbdefgi	23 4% ef	17 9% Xdef	59 10% Xbdefj	20 11% xdefj	36 7% Xdef	18 11% Xdef	17 4% ef		:	13 . 6% 1 ef x2	52 .0% sdef)	20 4 10% 60 sdef Xd	4 % 1 w	14 49 1% 119	57 6 8%	70 17% m	103 11%	27 15%	57 10%	73 14% q	67 12%	51 11%	65 10%	51 14%	55 10%	61 14%	68 14% z	29 7%
Fairly unfavourable (-1)	130 11%	35 20% CDF	35 9%	4 4%	16 11%	7 7%	38 8%	62 16% G	34 14% KMOR	61 9%	27 8%	74 13% JMOR	24 8%	49 14% .xmor	21 7%	52 15% JKMOR	36 12% 0	49 9%	24 8% e	73 12% UXbegi	16 6% e	47 16% SUXYbdegi	35 12% Uei	53 9% e	13 7% e	74 13% UXYbegi	23 13% UVegi	41 8% e	16 10% ei	45 10% Lei	sтu	130 18% UWXXZbcd ethi	16 7% 1 e Sur	73 .4% Ybdegi	9 8 5% 12 e SURM	9 1% bdegi	6 50 5% 129 k	70 6 10%	52 13%	103 11%	18 10%	65 11%	59 12%	54 10%	62 13%	78 12%	40 11%	50 9%	70 16% w	67 13%	47 11%
Very unfavourable (-2)	582 51%	71 42% E	235 63% at	70 74% 85*	28 19%	80 73% 85*	308 68% н	139 36%	67 29% Q	430 67% HENPQ	186 57% ILNPQ	274 48% INPQ	185 61% ILNPQ	136 39% 10	220 69% IKLMINPQ	132 40% 10	59 19%	455 81% URLMNOPQ	156 55% VWacehi	301 50% VWacehi	192 68% STVWZacehi	117 38% Wacel	52 18% cei 5	469 80% TUVWYZabc deebii	117 60% TVWZaceNi	291 51% vWacehi	42 23% cei 51	371 71% VW/Zacehi	13 8% ei STL	359 77% //W/Zabc ethi	stu	582 82% UVWYZabc ST deshi	158 2 69% 4 wvzaceli w	220 13% lacel	5 54 2% 75 e STUVW	42 8% 4 MZabc	59 194 18% 459	4 384 6 55% n	193 48%	470 52%	103 57%	322 54%	252 50%	272 48%	284 60% s	345 53%	197 54%	307 55%	219 51%	194 38%	302 69% у
Don't know	31 3%		3 1%	3 3% 8*	:	:	4 1%	2	2 1%	8 1%	3 1%	7 1%	:	5 1%	1 •	4 1%	2 1%	4 1%	:	8 1% Witef	:	4 1% wf	:	2 * f	:	6 1% f	:	5 1% xr		4 1% xt		:		5 1% wf	· 1	5 96 7	- 8 - 2%	7	12 3% m	11 1%	12 6% 0	5 1%	14 3% 9	4 1%	10 2%	5 1%	5 1%		7 2% w	14 3% z	3 1%
Net: Very/Fairly favourable	254 22%	43 25% DF	67 18%	9 10%	76 53% BCDF*	11 10%	66 15%	125 33% 6	96 42% JKLMINDPR	100 16% R	78 24% 308	151 27% JMDR	58 19% R	115 33% JKIMOR	59 18% R	95 29% JMDR	156 51% UKLMNOPR	35 6%	79 28% uxbdfgi	152 25% xbdfgi	56 20% xbdtj	102 33% TUXYZbefgi 1	171 57% Tuvxy26dfg	38 6% f	46 2.4% xbdtj	141 25% xbdij 57	95 53% tuvxizbetig	73 14% xatj stu	114 71% VWX/Zab	41 9% 1 xij stuv	254 100% VWXYZab	:	42 1 18% 3 xdrj Tuk	156 196 Zbelgi STU	161 3 33% 5! WXVZab f	9 % 3	45 128 16% 309	8 173 6 25% n	75 19%	224 25% p	20 11%	144 24%	104 21%	174 31% t	66 14%	162 25%	70 19%	149 27% ×	73 17%	163 32% z	57 13%
Net: Very/Fairly unfavourable	712 63%	106 62% E	269 72% at	74 78% #*	43 30%	87 80% 85*	347 76% н	201 53%	101 44% Q	490 76% IKLMINPQ	213 65% INPQ	348 62% INPQ	210 69% IUNPQ	185 54% IQ	242 75% HLMNPQ	184 55% IQ	95 31%	504 89% IJKLMNOPQ	180 63% Wiacei	374 63% VWacehi	208 73% STVWZacehi	164 54% Wacel	88 29% cei 5	521 89% ITUVWYZabc	131 67% VWacehi	365 64% VWacehi	65 36% cel 51	412 78% VWYZacehi	29 18% ei STL	403 87% JVWYZabc	- - - STU	712 100% UVWXYZab ST	173 2 76% 5 WYZacehi W	293 18% lacel	14 63 7% 88 • STUVW	81 8% 5 WZabc	65 24 3% 579	454 6 66%	245 61%	574 63%	121 67%	388 65%	311 62%	326 57%	346 73% s	423 65%	238 65%	357 64%	289 67%	261 52%	348 80% y
Net Difference	-458 -40%	-62 -37%	-202 -54%	-65 -68%	33 23%	-76 -70%	-281 -62%	-76 -20%	-4 -2%	-390 -61%	-135 -41%	-197 -35%	-152 -50%	-70 -20%	-182 -57%	-88 -27%	61 20%	-469 -83%	-101 -36%	-222 -37%	-152 -53%	-62 -20%	84 28%	-484 -83%	-85 -44%	-224 -39%	30 17%	-339 -64%	85 53%	-362 -78% 1	254 100%	-712 -100%	-131 -57% -3	137 27%	147 -5! N5% -82	92	-20 -11 16% -27	5 -281 6 -41%	-170 -42%	-350 -38%	-100 -56%	-244 -41%	-207 -41%	-152 -27%	-280 -59%	-261 -40%	-168 -46%	-208 -37%	-215 -50%	-98 -19%	-291 -67%
Mean	-0.84	-0.65 CDF	-1.11	-1.40	0.26 BCDF*	-1.40	-1.26	-0.42 G	-0.10 JKLMNOPR	-1.23 R	-0.88 JOR	-0.72 JMDR	-1.03 JR	-0.45 JKIMOR	-1.17 R	-0.54 JELMOR	0.27 LIKLMNOPR	-1.63	-0.79 uxbdfgi	-0.77 uxedigi	-1.12 Xbdtj -	-0.43 ituxvizbatigi 1	0.37 TUVXY2bdfg N	-1.61 f	-0.91 xbdfgi	-0.79 unbdīgi st	0.19 tuvxtzbelig N	-1.30 хађ sти	0.81 vwxrzab dfahi	-1.53 xf stur	1.43 vwxvZab sdfahii	-1.82	-1.17 -6 xdtj Tuxn	0.57 Izbatigi stur	L16 -1. WXYZab f diahi	57 -1	0.47 -0.5	9 -0.87	-0.84	-0.81 p	-1.15	-0.86	-0.84	-0.61 t	-1.16	-0.82	-0.94	-0.80	-0.96	-0.45 z	-1.30

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

ColumProportions (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w/w.k/s/r. Minimum Base: 30** Jonel Base: 200* ColumPrises (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w.w/s/r. Minimum Base: 30** Jonel Base: 200*7

Political Pulse Week 2 Adults aged 18+ in GB

Aduits 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	Ge	nder	Aggr	egated Age I	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	Total	Mala	Fomalo	19.24	25 54		ARCI	(205	North	Midlands	South	London	Walor	Scotland	Graduate	Non-	Working	Not	UP TO	£20,000-	£35,000 -	655 000 t	White ethnic	Minority ethnic
	(A)	(B)	(C)	(D)	35-54 (E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(5)	£34,999	£54,999 (U)	£55,000+	(W)	(X)
Linuxidated baca	1120	E 40	572	242	402	204	726	402	272	201	260	156	£2	07	610	E20	727	402	108	262	264	229	050	175
Unweighted base	1139	549	5/3	343	402	394	/30	405	272	301	200	150	53	97	019	520	/3/	402	198	203	204	328	950	1/5
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 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% н	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 32%	97 31%	115 31%	134 30%	191 30%	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%	163 26% н	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%	118 19%	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%	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%	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%	281 44%	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%	-140 -22%	-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

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.

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

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Gener	al Election	2024 Vote		Refere	endum 2016 v	ote				Favoura	ible to parties												F	wourable to	politicians									Opinion on L governme	abour R ent	issian Invasi Ukraine	ion of Ris	ing Cost of I	living	Current con Israel and	flict in G Gaza	irooming Ga UK	ngs in the r	Starmer an new plans to NHS wait	nouncing cut down a times	Trump's c cquire Gree Panama	laims to C enland and Canal	Dpinion on v about Gro Gangs in	what to do ooming the UK
	Total	Conservative (8)	i Labour (C)	Libera Democr (D)	I ats Reform (F)	1 UK Othe	ar Rem	iain Leav	Favoura e e to Cor	abl Unfavou ns ble to Co (1)	ra Favour ns etoLa (K)	abi Unfavou ab bie to La (1)	Favoura ra e to Li b Dems (M)	bl Unfavour ble to Lib Dems	Favourabl e to Green Party (0)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UB (O)	Unfavoura ble to Reform UB (R)	Favourabl e to Keir Starmer (S)	Unfavoura ble to Keir Starmer (T)	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage (X)	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves (7)	L Favourabl e to Kemi Badenoch I (a)	Jnfavoura F: ble to Kemi Badenoch (b)	avourabl U e to Rupert Lowe	infavoura Fa ble to Rupert I Lowe (d)	avourabl U e to Donald Trump (e)	Jnfavoura ble to F Donald Trump (f)	avourabl Ur e to Joe bl Biden (e)	favoura Fi e to Joe d Biden (h)	avourabl Ur e to Elon bl Musk (i)	favoura e to Elon N Musk (i)	IET Good N job	ET Bad Foi job c	lowing foll osely cl	Not lowing Foli osely cic	owing foll sely cli	Not owing Fe	closely (Not flowing losely (r)	Following t	Not ollowing closely (1)	Following closely	Not following f closely	Following closely (w)	Not following closely (v)	Set up a l full National Public Inquiry fv)	Ing Recomme ndations from Previous Inquiries
Unweighted base	1139	178	397	99	118	112	2 48	15 344	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 9	24	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	109	9 45	4 381	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 5	11	180	594	502	572	472	656	365	560	430	506	436
Very favourable (2)	47 4%	5 3%	27 7%	4 4%	5 3%	5 4%	2:	1 19 6 5%	19 8% JLNP	23 4% L	34 10% 	9 2%	27 9% JNPR	6 2%	26 8% JLNPR	10 3%	18 6% LN	26 5% LN	32 11% TVWX2bdethi	11 2% h	28 10% TVWX2bdhj	3 1% h	14 5% TvZh	25 4% Tv2h	28 14% TVWXZbcdef	11 2% h	17 9% tvwxzbatky	23 4% TVZh	11 7% TVZh	22 5% TVZh	14 6% TVZh	31 4% TV2h S	47 20% TUVWX2abc		12 6% TVZh	30 4% TV2h	26 21%	8 2%	36 5%	9	36 1%	10 5%	31 5%	15 3%	29 5%	13 3%	37 6% v	8 2%	32 6% ×	11 3%	14 3%	28 6% v
Fairly favourable (1)	182 16%	22 13% E	80 21% st	29 30% 85*	7 5%	21 19% E*	93 6 20 H	3 46 % 12%	42 18% LNPQ	110 17% LNP	99 30% ULNPQ	51 9% R N	96 32% IUNPQE	19 5%	89 28% ULNPQR	33 10% N	39 13% N	129 23% #NPQ	93 33% TVWXZabcdef	53 9% h	97 34% TVWXZabcdef	19 6% h	34 11% vh	128 22% TvWZbehij	65 33% TVWXZabcdef	61 11% T/h	31 17% TVWZeh	98 19% TVWZeh	24 15% TVh	96 21% TVWZeN	28 11% Vh	142 20% TVWZehi 51	182 80% ruvwxzab		25 13% vh	142 20% VWZehi	36 29% 1	33 8%	132 19%	47 1	50 6% 1	28 .6%	108 18%	72 14%	84 15%	88 19%	121 19%	56 15%	112 20% ×	57 13%	49 10%	104 24% y
Neither favourable nor unfavourable (0)	346 30%	42 25%	135 36% #	36 38% at*	25 17%	32 29%	15 6 35 н	8 98 % 26%	53 23% N	191 30% LNPQ	112 34%	139 25% p. NPQ	97 32% IUNPQ	53 15%	91 28% NPQ	60 18%	51 17%	180 32% ILNPQ	91 32% TvWZaceghi	145 24% Vcgh	92 33% TVWZaceghi	44 14% gh	62 21% Vgh	190 32% TVWZabcegN	62 32% TVWZaceghi	129 23% Vgh	36 20% gh 1	152 29% IVWZaceghi	26 16% gh т	147 32% VWZaceghi	49 19% gh 1	228 32% TVWZaceghi			36 19% gh тv	229 32% WZaceghi	39 32%	101 24%	201	127 2 31% 2	66 9% 3	62 14%	173 29%	158 32%	149 26%	161 34% s	202 31%	109 30%	161 29%	141 33%	129 26%	136 31%
Fairly unfavourable (-1)	257 23%	54 31% cr	81 22%	20 21%	26 18%	31 28%	10 6 23	15 86 % 23%	56 24% KM	149 23% KM	57 18%	141 25% KM	52 17%	86 25% км	74 23% км	82 25% KM	73 24% KM	126 22% KM	49 17% vg	150 25% sung	49 17% 8	73 24% Yg	72 24% sung	129 22% 5%	25 13% 8	155 27% SUXtbcdg	44 25% sung	118 23% sung	30 19% s	102 22% %	55 22% Yg	170 24% sung		257 51% www.rzab	51 26% SUYceg	174 24% surg	14 11%	92 21% k	159	94 2 23% 2	20 4% 1	33 8%	145 24%	107 21%	137 24%	106 22%	150 23%	81 22%	131 23%	105 24%	119 23%	104 24%
Very unfavourable (-2)	250 22%	41 24% CD	46 12% D	3 4% •	76 53% BCDF	21 19%	6 15	6 123 % 32% 6	53 23% KMOR	150 23% кмоя	22 7%	207 37% UKMOR	26 9%	167 49% UKLMOPQR	36 11% к	137 41% UKMOR	112 37% UKMOR	88 16% кмо	17 6% 8	219 37% SUKrabdigi	16 6% 8	156 51% stuwxy2abd efei	111 37% suxnedfg	100 17% SUNg	13 7% 8	201 35% sumetgi	51 28% suxnehgi	126 24% suxnetgi si	68 42% uxnabdtgi	89 19% sung si	101 40%	123 17% sung		250 49% WXYZabd	69 35% sumbdigi	130 18% sung	8 7%	180 42% k	152	90 2 22% 2	11 3% 1 p	26 15%	131 22%	111 22%	161 28% t	77 16%	132 20%	92 25%	116 21%	91 21%	172 34% z	56 13%
Don't know	57 5%	6 4%	6 2%	3 3%	5 3%		10 29	0 10 6 3%	9 4% к	21 3% κ	3 1%	17 3% κ	5 2%	14 4% к	6 2%	11 3% к	12 4% к	15 3% к	1.	21 3% Sülabighi	2 1%	10 3% Sagh	6 2% gh	12 2% 5gh	1 1%	15 3% Sagh	1 •	8 2% gh	3 2% gh	11 2% 5gh	6 2% Saghi	17 2% Sligh			1 1% h	16 2% 5gh	1 1%	15 4%	11 2%	36 9%	28	21 12% 0	6 1%	40 8% 9	10 2%	27 6% s	13 2%	21 6% u	9 2%	24 6% w	24 5% z	9 2%
Net: Very/Fairly favourable	229 20%	28 16%	105 28% 85	33 34% 86*	12 8%	26 24% E*	11 6 25 н	4 65 % 17%	61 26% LNPQ	133 21% UNP	133 41%	60 11% R N	123 41%	25 7%	115 36% LENPOR	43 13% N	56 18% UNP	155 27% #NPQ	126 44% TVWXZabcdef	63 11% h	125 44% TVWX2sbcdef	23 7% h	49 16% TVh	153 26% TVWZbehj	93 48% TVWXZabcdef	72 13% TVb	48 27% TVWZehi	121 23% TvW2eh	35 22% TV2h	118 25% TVWZeh	42 17% TVh	173 24% TvWZeh 51	229 100% tuvworzab		37 19% TVZh	172 24% NWZeh	62 50%	40 9%	168 14%	57 1 14% 2	86 0% 3	38 11%	139 23% r	87 17%	114 20%	100 21%	158 24% v	63 17%	144 26% ×	68 16%	62 12%	132 30% y
Net: Very/Fairly unfavourable	507 44%	95 55% CD	127 34%	23 24%	102 71% BCDF*	51 47%	17 6 38	2 209 % 55% G	110 47% KMOR	299 46% KMOR	80 24%	348 62% UKMOR	78 26%	253 74% LIRLMOPOR	109 34% км	219 66% UKMOR	185 61% UKMOR	213 38% KM	65 23% 8	369 62% sutmabdtgi	65 23% 8	229 75% STUWXYZabo	183 61% SUXNedfg	229 39% sung	38 19% 8	355 62% suxneetig	95 53% suxvetgi	244 47% sucretgi s	98 61% suxnbatigi	191 41% sung si	156 62% suxnabettgj	293 41% surg	- - - -	507 100% WWXYZab 5	120 62% UXNabelfgi	304 42% suxvg	22 18%	272 63% k	311	184 4 46% 4	31 7% 3 P	60 13%	275 46%	218 43%	299 52% t	183 39%	282 43%	172 47%	247 44%	197 46%	290 57% z	160 37%
Net Difference	-278 -24%	-67 -39%	-21 -6%	10 10%	-90 -629	-26 6 -239	-5 K -13	7 -144 1% -389	-49 -21%	-166 -26%	54 16%	-288 -51%	45 15%	-228 -66%	5 2%	-176 -53%	-129 -42%	-59 -10%	60 21%	-306 -51%	60 21%	-206 -67%	-135 -45%	-76 -13%	55 28%	-283 -50%	-47 -26%	-123 -24%	-63 -39%	-73 -16%	-114 -45%	-120 -17%	229 100%	-507 -100%	-83 -43%	-132 -18%	40 32%	-232 -54%	143 - 21% -	127 -	145	22 12%	-136 -23%	-131 -26%	-185 -32%	-83 -18%	-124 -19%	-109 -30%	-103 -18%	-128 -30%	-228 -45%	-28 -6%
Mean	-0.45	-0.62 E	-0.11 atr	0.11 857*	-1.16	6 -0.31 E*	8 -0.3 H	23 -0.67	-0.37 LNPQ	-0.47 UNPQ	0.20 ULNOPC	-0.89 38 N	0.15 UUNOPO	-1.18	-0.01 ULNPOR	-0.94 N	-0.76 N	-0.22 JUNPQ	0.27 TVWXZabcdef Ni	-0.89 Vh	0.25 TVWXZabcdef Ni	4.21 h	-0.79 Vh	-0.26 TVW2bcehij	0.36 TVWXZabcdef hil	-0.85 Vh	-0.46 TVWZcehi	-0.44 TVWZceN	-0.76 Vh T	-0.31 NWZbcehi	-0.81 Vh	-0.31 TVWZbcehi ST	1.20 tuvwxx2ab cdefbii	-1.49	-0.73 Vh т	-0.33 WZboshi	0.47 I	-0.98	0.38 n	0.57 -0	.48 -1	0.24 o	-0.40	-0.49	-0.56	-0.33 s	-0.34 v	-0.56	-0.34 ×	-0.51	-0.80	-0.13 v

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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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 Ger		nder	Aggr	egated Age E	reaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Ethr	nicity
																Non-		Not	UP TO	£20.000-	£35.000 -		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(К)	(L)	(M)	(N)	(0)	(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
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% R	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% R	30 7%	11 5%	24 8%	41 15% st	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 14%	85 17%	36 13%	53 18% N	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% н	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% В	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% ик	8 15% *	14 14% *	81 22% P	114 15%	146 21% R	49 11%	23 11%	42 14%	57 20% s	63 23% sт	142 15%	49 32% w
Net: Very/Fairly unfavourable	720 63%	319 58%	389 68% B	147 47%	237 63% D	336 75% DE	415 65%	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%	-167 -44%	-299 -67%	-307 -48%	-218 -44%	-130 -48%	-141 -47%	-130 -49%	-41 -26%	-28 -51%	-56 -58%	-144 -39%	-381 -49%	-257 -37%	-268 -61%	-130 -61%	-149 -52%	-109 -39%	-93 -34%	-496 -51%	-27 -17%
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

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,J/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Gene	ral Election	n 2024 Vote		Reference	dum 2016 v	vote				Fave	urable to p	arties													Favourable	to politicia	ins								Opinior	on Labour	Russian Ul	Invasion of kraine	Rising Co	ist of Living	Curren Israel	t conflict in and Gaza	Grooming	Gangs in t UK	Starmer new plans NHS w	innouncing to cut down ait times	Trump's acquire Gr Panan	claims to eenland and na Canal	Opinion or about G Gangs i	n what to do Grooming in the UK
	Total	Conservat ve (B)	i Labour (C)	Libera Democr	il ats Reform (F)	UK Ot	her Remain	n Leav	Favoura ve e to Co	abl Unfav ns ble to	oura Favo Cons eto	urabi Unfar Lab bietu	Fave oura et o Lab Di	urabi Unf Lib ble ms D	avoura Fav to Libeto ems P	Ur ourabl Green Party (0)	nfavoura ble to F Green Party Ro (P)	wourabl U eto form UK R (O)	nfavoura Fi ble to d eform UK 5 (R)	avourabl L to Keir B itarmer (S)	Infavoura ple to Keir Starmer (T)	Favourabl e to Ed Davey (11)	Unfavoura ble to Ed Davey (V)	Favourabi e to Nigel Farage (W)	Unfavour al ble to el Nigel Farage (X)	ra Favourabl e to Rache Reeves (Y)	Unfavour ble to Rachel Reeves (7)	a Favourabl e to Kemi Badenoch (a)	Unfavour ble to Kemi Badenoci	ra Favourabl e to Rupert h Lowe	Unfavoura ble to Rupert Lowe (d)	a Favourabl e to Donald Trump (e)	I Unfavour ble to Donald Trump (f)	ra Favourabl I e to Joe Biden (e)	Unfavoura ble to Joe Biden	a Favourat e to Elon Musk (i)	Unfavour ble to Elo Musk	ra In NET Goo job	d NET Bad job	Following closely (m)	Not g following closely (n)	Following closely	Not following closely	Followin closely	Not followin closely (r)	g Following closely (s)	Not followin closely (t)	g Following closely	Not following closely	Following closely (w)	Not following closely (y)	Set up a full National Public Inquiry	Ing Recomme ndations from Previous Inquiries (2)
Unweighted base	1139	178	397	99	118	1	12 485	344	4 238	64	6 3	3 53	1 3	28	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	1	09 454	381	1 232	64	4 3	7 SI	5 3	02	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)	78 7%	15 9% r	26 7%	2 2%	21 15% cor*	5 2	2 21 % 5%	37 109 6	32 6 14% J.MOR	23 49 1 R	7 3 6 9	1 4 6 7	2 :	14 36 1 R	35 10% #R	25 8% JR	34 10% JLR J	58 19% LMNOPR	6 1%	30 11% xbdtj	40 7% Xbdtj	22 8% Xbdtj	35 11% тяzьеђ	57 19% stuvxzbałtęr	7 1% p 1	25 13% Tuxzbetigi	39 7% xbd1j	41 23% stuvxizety	21 4% xdtj	42 26% STUVWXYZbd	12 2% xij	75 30% STUVWXVZbd	2 * d j	16 7% xatj	53 10% TiCtbdtj	78 40% stuvwxrza		21 17% 1	37 9%	57 8%	19 5%	67 7%	5 3%	43 7%	32 6%	53 9% t	20 4%	49 8%	18 5%	44 8%	20 5%	59 12% 1	12 3%
Fairly favourable (1)	117 10%	19 11%	29 8%	5 6%	37 26% BCDF	. 8	8 41 % 9%	42 119	48 6 21% JILMNO	43 79 PR R	3 3 6 11 	9 5 % 11 R J	9 : % 8	15 % 1 R .	46 13% IOR	23 7% R	39 12% _R	65 21%	19 3%	37 13% uxtadfj	62 10% xbdfj	20 7% xdj	42 14% uxzbdtj	75 25% stuvx/zbdj	18 3% fs 1	18 9% xd)	57 10% Xbd1j	41 23% stuvxztely	33 6% xdtj	51 32% STUVW/VZab	16 3% 1	86 34% STUVWXYZab	12 2%	21 9% xrtj	68 13% TUKZbdīj	117 60% STUVWXYZs	- -	14 11%	49 12%	73 11%	44 11%	105 12% p	9 5%	63 11%	52 10%	73 13% t	35 7%	61 9%	45 12%	54 10%	44 10%	68 13% 1	28 6%
Neither favourable nor unfavourable (0)	172 15%	25 14%	36 10%	6 6%	30 219 cD*	1	11 37 2% 8%	80 219 G	37 6 16% JKMOP	56 99	5 3 6 9	1 8 6 15 8 JAN	5 : % 8 0R	13 % 1 	54 16% MOR	19 6%	57 17% IXMOR	60 20% XMDR	35 6%	28 10% xij	89 15% umbetgij	22 8% 1	50 16% suxrbettgij	62 21% STU072abdtj	35 6% 1t 1	13 7% 1	87 15% uxribdīgij	20 11% Xj	40 8% 1	35 22% STUXNabdight	33 7%	45 18% SUXYabdigi	57 8% xij	18 8% 1	73 14% uxrbdfgij	- -	:	15 12%	80 19%	84 12%	68 17%	126 14%	28 16%	82 14%	73 15%	88 15%	57 12%	97 15%	51 14%	75 13%	63 15%	88 17% 1	39 9%
Fairly unfavourable (-1)	164 14%	33 19%	49 13%	10 11%	22 159	1	15 48 1% 11%	67 189 G	41 6 18% MR	90 14: R	0 5 % 14 %	1 8 % 15 R P	5 1	12 0% 1	65 19% : NR	43 13%	55 16% MR	51 17% M	66 12%	39 14% Uei	92 15% Udel	25 9% 1	48 16% Udei	42 14% ei	72 12% d	24 12%	82 14% Udei	21 12% i	64 12%	16 10% i	47 10% i	20 8%	104 15% UKdei	30 13% i	81 16% UKbodel		164 23% STUVWXYZa	16 13%	54 13%	88 13%	69 17%	132 14%	27 15%	75 13%	82 16%	84 15%	66 14%	87 13%	60 16%	62 11%	85 20% w	90 18% z	52 12%
Very unfavourable (-2)	556 49%	76 44% E	227 61% 85	68 72% 85*	29 209	5 61 8	12 299 5% 66% 1° н	148 399	8 67 6 29% 9	41 64	3 1 % 53 PQ IN	73 23 % 48 *Q IN	12 1 % б q на	89 : 3% 4 NPQ	138 Ю% (210 65% LINPQ	140 42% 10	61 20%	428 76% KLMNOPQ	148 52% VWacehi	295 49% VWacehi	194 68% STVWYZacehi	123 40% Wacei	58 19% cei	445 76% STUVWYZab	113 58% hc STVWacehi	293 51% VWacehi	53 29% Wcei	362 69% STVWYZace	16 10% s i	351 75% STUVWYZabc	19 7%	527 74% STUVWYZab	142 62% bc STVWZacehi	222 44% Wacei		556 77% STUVW/Zab	55 45%	191 44%	380 55% n	174 43%	457 50%	92 51%	322 54%	231 46%	263 46%	274 58%	350 53%	175 48%	313 56% ×	201 47%	181 36%	300 69% у
Don't know	53 5%	4 2%	7 2%	3 3%	4 3%		1 9 • 2%	7 2%	7 3% KD	14 29 KD	1 : 6 1	2 6 3 8	0 6 3 8 9	9 % D	7 2%	2 1%	8 2%	9 3% ко	10 2%	1 •	19 3% suxrzbłą	1 •	7 2% 1	7 2% uj	7 1% 1	1	13 2% ubj	4 2% SUJ	5 1% j	1 1% j	8 2% uj	9 4% suntcij	10 1%	2 1%	10 2% uij		:	3 2%	18 4%	10 1%	29 7% m	24 3%	19 11% 0	9 2%	31 6% 9	11 2%	20 4%	12 2%	16 4%	12 2%	16 4%	20 4% z	5 1%
Net: Very/Fairly favourable	195 17%	34 20% DF	55 15%	7 8%	58 409 BCDF	1 1 1	1 62 2% 14%	79 219 G	80 6 35% JKLMND	70 111 PR R	0 7 % 2:	D 10 % 18 JR J	11 - % 1	19 5% 3 R JL	81 14%	47 15% "R	74 22% LOR J	123 41%	25 4%	67 24% uxzbatigi	102 17% xbdtj	42 15% Xbdtj	77 25% TUKZbdfgj	132 44% stuxxzedi	25 4% 16 1	43 22% uxbdtgi	96 17% xbdij	82 46% stuvxizety	54 10% t xdtj	93 58% STUVWXYZab	28 6% ×1	161 63% STUVWXYZab	14 2%	37 16% xbdfj	120 24% TUKZbelfgi	195 100% STUVWX72a	- -	35 28%	86 20%	130 19%	63 16%	173 19% p	14 8%	105 18%	85 17%	126 22% t	55 12%	110 17%	63 17%	98 17%	64 15%	127 25% z	40 9%
Net: Very/Fairly unfavourable	720 63%	109 63% E	276 74% st	79 83% 85*	51 369	5 81 8	17 347 2% 76% г* н	215 56%	5 108 6 47% Q	50 785 161.N	3 2 % 68 PQ IN	94 33 % 63 90 10	8 2 % 7	21 3 3% 9	202 9%	253 79% MNPQ	195 58% IQ	112 37%	493 88% KLMNOPQ	187 66% Wacei	387 65% VWacehi	219 77% STVWNZacehi	172 56% Wacei	99 33% cei	517 88% STUVWYZab	137 71% bc Villacehi	375 66% VWacehi	74 41% Wcei	426 81% STVWYZace	31 20% E i	397 85% stuvwyzała	39 15%	631 89% stuvwyzak	172 75% bc STVWZacehi	304 60% Wacel	- -	720 100% STUVWX22	71 57%	245 57%	468 68% n	243 60%	589 65%	119 66%	397 67%	313 62%	347 61%	340 72% s	437 67%	235 64%	376 67%	287 67%	271 53%	352 81% y
Net Difference	-525 -46%	-74 -44%	-222 -59%	-71 -75%	7 5%	-7	77 -285 0% -63%	-137 -369	7 -28 % -12%	-43 -67	13 -1 % -4	54 -2 1% -4	67 d 86 d5	72 -	121 -	205 64%	-121 -36%	11 4%	-468 -83%	-120 -42%	-285 -48%	-177 -62%	-95 -31%	33 11%	-492 -84%	-94 -48%	-278 -49%	8 5%	-372 -71%	62 38%	-370	122 48%	-618 -87%	-135 -59%	-183 -36%	195 100%	-720 -100%	-36 -29%	-159 -37%	-338 -49%	-180 -45%	-416 -46%	-105 -58%	-291 -49%	-229 -46%	-222 -39%	-285 -60%	-326 -50%	-172 -47%	-278 -50%	-223 -52%	-143 -28%	-311 -71%
Mean	-0.92	-0.81 CDF	-1.15 D	-1.50	-0.0 BCDF	1 -1	34 -1.26	-0.6 G	6 -0.28 JKLMINO	PR R	0- 08 ML	91 -0. JR JM	90 -1 38 -	.15 -4 R JK	0.66 - MOR	1.23 R	-0.70 JIMOR U	0.03 KLMNOPR	-1.61	-0.84 uxbafgi	-0.93 uxadigi	-1.23 Xdtj	-0.61 TUXYZ5etfgj	0.11 stuvorzady N	-1.61 j	-0.94 uxbdtj	-0.95 Uxbatj	-0.02 STUVXYZBefy N	-1.37 xdtj	0.55 STUVWXYZab dfahi	-1.55 xij	0.73 STUVWXYZab dhebi	-1.63 J	-1.15 Xbdfj	-0.71 TUKZbelfgi	1.40 STUVWXYZa cdefini	-1.77 b	-0.58	-0.76	-0.97	-0.89	-0.91 p	-1.19	-0.97	-0.91	-0.77 t	-1.19	-0.97	-0.94	-1.00	-0.98	-0.55 z	-1.39

19

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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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		nder	Aggr	egated Age I	Ireaks	Socia	grade			Re	zion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
				00	0																		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	non- graduate	Working	working	£19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% c	38 7%	37 12% E	22 6%	46 10% E	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% s	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 24%	58 20%	80 28%	59 22%	217 22%	50 33% W
Fairly unfavourable (-1)	133 12%	65 12%	66 12%	46 15% F	52 14% F	35 8%	88 14% н	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% SU	116 12%	13 8%
Very unfavourable (-2)	334 29%	166 30%	161 28%	73 23%	108 29%	153 34% D	213 33% н	121 24%	80 30%	76 26%	72 27%	50 32%	16 30% *	39 40% лк*	121 33% P	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% в	60 19%	96 26%	89 20%	127 20%	119 24%	67 25% L	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% c	61 11%	49 16% E	36 10%	75 17% E	75 12%	86 17% G	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% н	165 33%	107 40%	117 39%	105 40%	67 42%	21 38% *	50 52% *	167 46% P	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 E	-0.77	-0.66	-0.81	-0.44 G	-0.69 N	-0.57 N	-0.56 N	-0.64 N*	-0.63 *	-1.07 *	-0.75	-0.61	-0.63	-0.68	-0.78	-0.62	-0.59	-0.63	-0.66	-0.62

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.

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

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Genera	Election 2	024 Vote		Referendu	n 2016 vote					Favourable	to parties												Favour	able to politi	cians								Opinion on governr	n Labour F	Russian In Ukra	vasion of tine	Rising Cost	of Living	Current co Israel an	onflict in d Gaza	Grooming Ga UK	ngs in the n	Starmer ann ew plans to e NHS wait 1	ouncing ut down ac imes	Trump's claim quire Greenlan Panama Can	is to Opin nd and a nal G	nion on what about Groomi Gangs in the L	ning t UK
	Total	Conservati ve	Labour	Liberal Democrat:	Reform UK	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura F ble to Lib e Dems	avourabl to Green Party	Unfavoura ble to Green Party	Favourabl e to leform UK	Unfavoura I ble to Reform UK	avourabl I e to Keir I Starmer	Jnfavoura I ble to Keir Starmer	Favourabl L e to Ed Davey	Infavoura I ble to Ed Davey	Ur avourabl to Nigel Farage I	favoura ole to Fav Nigel e to arage Ro	Unfa ourabl blo Rachel Rai eeves Reo	avoura le to Favou ichel e to B eves Bader	Unfavo rabi bie t emi Ken loch Baden	oura Favoura to e to ni Ruper och Lowe	t Ruper	ura Favoural o e to rt Donald t Trump	al Unfavou ble to Donald Trump	ra Favourabl d e to Joe Biden	Unfavoura ble to Joe Biden	Favourabl e to Elon Musk	Unfavoura ble to Elon I Musk	IET Good job	NET Bad Fo	ollowing	Not following F closely	Following t	Not following closely	Following	Not following closely	Following f	Not ollowing F closely	following fo	Not Illowing Fi closely	N Ilowing follo Josely clo	Set f lot Nat owing Pu isely Inc	tupa Reco full ndat tional fro ublic Prev quiry Inqu	ing omme ations rom evious quiries
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	(WI) 328	326	351	316	278	602	313	541	304	299	276	616	226 5	(2) (a 533 19	3 539	9 159	493	259	726	244	493	212	720	147	376	(m) 721	383	924	(P) 175	639	462	587	471	669	367	592 4	116 4	468 43	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 5	571 18	0 525	5 161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560 4	130 5	506 43	436
Very favourable (2)	56 5%	4 2%	7 2%	3 3%	37 26% BCDF*	1 1%	6 1%	44 11% 6	14 6% xR	34 5% кл	6 2% R	48 9% #MOR	11 4% R	39 11% UKMOR	10 3% R	38 11% UKMOR	50 16% UKLMNOR	:	7 3% xd	45 8% sxbdtgi	11 4% xetj 5	38 13% ruxrzbetignį s	50 17% uxizbdfghj	3 196 d	7 4 4% 8 xdtj 500	45 21 8% 11 extrg sure	0 22 16 4% digi xaj	56 35% stuwwr	- - Zab	42 16% stuxrzedy	9 1% N Xd	8 3% xatj	41 8% sumerigi	34 17% TUX72abetg	10 1% xd	5 4%	43 10%	39 6%	15 4%	49 5%	5 3%	32 5%	22 4%	51 9% t	5 1%	32 5%	16 4%	34 1 6% 4	18	47 1 9% 2 z	8 2%
Fairly favourable (1)	105 9%	22 13% DF	26 7%	3 4%	39 27% BCDF*	3 3%	31 7%	58 15% G	45 20% XLMNOR	39 6% R	33 10% #	69 12% .R	34 11% JR	43 12% JR	28 9% R	45 14% #	91 30% IKLMNOPR	3 1%	32 11% xbdj	68 11% Xbdtj	34 12% xbdtj	34 11% xbdij 5	86 29% tuvkrztedg	2 *	25 6 13% 11 Xbdtj Xb	68 4 2% 22 6d1 STUVX	0 29 K 6% Zbdfg Xdj	105 65% STUVW/	- Zab	73 29% stuvicizad	20 3% fg Xd	27 12% xbdtj	57 11% Xbdlj	59 30% TUVXYZabdf	21 3% xd	22 17%	59 14%	78 11% n	25 6%	93 10% p	7 4%	70 12% 7	32 6%	74 13% t	24 5%	73 11%	27 7%	66 2 12% 7 ×	29 7% 1	68 2 13% 57	23 5%
Neither favourable nor unfavourable (D)	267 23%	49 29% E	81 22%	16 17%	24 17%	21 19%	58 13%	114 30% G	69 30% JKLMNDPR	91 14% R	62 19% л	119 21% JMR	46 15% R	71 21% #	57 18% R	64 19% "R	88 29% JKLMNOPR	49 9%	56 20% Xbod	126 21% Ukbedf	42 15% Xcd	55 18% Xcd 5	89 30% UVXYZbcdf	54 9% :	35 1. 18% 21 Xod UN	121 4 1% 26 heaf uvon	7 71 Ki 149 cdtj Xcd			65 26% uvinted	118 17% Xbcd	42 18% Xcd	109 21% UKbedf	54 28% iTUVXYZbcdf athi	131 18% Xbcdf	22 18%	91 21%	153 22%	96 24%	209 23%	41 23%	127 21%	124 25%	124 22%	108 23%	167 25% v	66 18%	118 1 21% 2	104 1 14% 2	121 8 24% 20	88 20%
Fairly unfavourable (-1)	133 12%	23 13% E	54 14% 17	10 10%	5 4%	6 5%	66 15% н	32 8%	25 11% Q	85 13% LOQ	49 15% LMDQ	55 10% Q	28 9%	43 12% Q	25 8%	46 14% LOQ	19 6%	92 16% ULMDQ	37 13% UWcg	60 10% c	21 7% c	49 16% TUWZcgij	23 8% с т.	96 16% : WZbcłgij	23 6 12% 11 Uc 1	64 29 1% 16 с тим	9 72 16 149 19 TUW	- 	133 28% stuvwor	28 11% Zab c	91 13% TUWqg	17 8% c	67 13% TUW:	18 9% c	84 12% Uc	14 11%	42 10%	80 12%	49 12%	108 12%	18 10%	74 12%	55 11%	67 12%	59 13%	79 12%	46 13%	66 6 12% 1	60 4% 1	60 5 12% 12	51 12%
Very unfavourable (-2)	334 29%	32 19% E	153 41% 85	40 42% 85*	3 2%	64 59% BCDE*	225 50% н	43 11%	30 13% 9	280 44% ILNPQ	136 42% ILNPQ	149 26% IQ	121 40% ILNPQ	93 27% IQ	158 49% URLMNPQ	79 24% IQ	2 1%	317 56% IJRLMNOPQ	116 41% TVWZacehi	169 28% WZacehi	123 43% TVWZacehi	92 30% Wacehi	б 2% с sтu	319 55% 4 /W/Zacef TV/	90 1- 46% 25 NZacehi Wa	145 11 15% 91 Vacel W	5 270 519 510/WZ) - G - acetg	334 72% stuvwxc cefehi	14 5% Zab Wc	313 44% TVWZace*	100 44% N TVWZacehi	124 24% Wacei	9 5% Wc	314 44% TvWZacehi	50 40% 1	103 24%	229 33% n	101 25%	274 30%	54 30%	203 34% 7	125 25%	162 28%	157 33%	206 31%	103 28%	186 1 33% 2	15 1 7% 2	119 17 23% 35	172 39% y
Don't know	245 22%	42 24% c	53 14%	22 23%	35 24% C*	15 14%	67 15%	90 24% G	49 21% ко	114 18% ко	40 12%	124 22% 300	62 21% KD	56 16%	42 13%	61 18% к	54 18%	103 18% ко	36 13% Yed	130 22% SvWrbcdei	53 19% Sritedi	37 12% cd	46 15% _{Yedi}	111 19% V/bcdi	14 1 7% 22 cd 5vWn	127 21 12% 16 labodegi Yo	60 6 119 1 cd	6 -		33 13% Yed	162 23% SVWXMbo ei	35 15% de Ycd	110 22% SvWrbcdei	20 10% cd	160 22% SVWX/bcdegi	11 9%	91 21% k	112 16%	117 29% m	178 20%	55 31% o	88 15%	144 29% 9	94 16%	118 25% s	99 15%	107 29% u	91 1 16% 2	4% 1	91 9 18% 22	95 22%
Net: Very/Fairly favourable	161 14%	25 15% F	33 9%	7 7%	77 54% BCDF*	4 3%	37 8%	102 27% G	59 26% XMDR	73 11% R	39 12% R	117 21% жмоя	44 15% R	81 24% JKMOR	39 12% R	83 25% JKMOR	141 46% UKLMNOPR	3 1%	39 14% xbdtj	113 19% Xbdtj	46 16% xbdtj	72 24% STL00bdfgj S	136 45% uvxvzabdf	5 196 : d >	32 1 17% 20 Xbdfj 54	114 61 10% 33 16dtj STUVXI	0 51 16 109 Zbelfg Xd)	161 6 100% STUVW/	Zab	114 45% stuvicizab ehi	29 4% at xd	35 15% xbdtj	98 19% Xbdlj	93 48% TUVXYZabdf atbi	31 4% xd	27 21%	102 24%	116 17% n	40 10%	143 16% p	12 7%	101 17% r	54 11%	125 22% t	29 6%	105 16%	42 12%	100 4 18% 1 ×	47 1 1% 2	115 3 23% 7 1	30 7%
Net: Very/Fairly unfavourable	466 41%	55 32% E	207 55% 86	50 53% 81*	8 6%	70 64% 85*	292 64% н	75 20%	54 23% Q	366 57% ILMNPQ	185 57% ILMNPQ	205 36% 10	149 49% IUNPQ	135 39% IQ	183 57% ILMNPQ	125 37% 10	22 7%	408 72% IJKLMNOPQ	153 54% TWZacehi	229 38% Wacei	143 50% TWZacehi	141 46% TWZacehi	29 10% c stu	415 71% ! VWVZabc TUV	113 2 58% 33 WZacehi Wa	210 42 17% 25 tacel Wc	i 342 K 659 N STUVWZ	2 - G - acetg	466 100% STUVWXX	41 16% Zab Wc	403 57% TUVWZace	118 51% twZacehi	191 38% Wacei	28 14% c	397 55% TVWZacehi	64 51% 1	145 34%	310 45% n	151 37%	382 42%	72 40%	277 47% r	181 36%	229 40%	217 46%	285 43%	150 41%	252 1 45% 4	175 1 1% 3	179 23 35% 51	223 51% γ
Net Difference	-305 -27%	-29 -17%	-174 -46%	-44 -46%	69 48%	-66 -60%	-254 -56%	27 7%	5 2%	-292 -45%	-146 -45%	-88 -16%	-104 -35%	-54 -16%	-144 -45%	-42 -12%	119 39%	-405 -72%	-114 -40%	-116 -19%	-98 -34%	-69 -22%	107 36%	-410 -70% -	-81 -5 42% -1	96 11 17% 83	i -29: i -55!	1 161 % 100%	-466	73 6 29%	-375 -53%	-83 -36%	-93 -18%	65 34%	-366 -51%	-37 -30%	-43 -10%	-193 -28%	-111 -27%	-239 -26%	-59 -33%	-175 -30%	-127 -25%	-103 -18%	-188 -40%	-180 -27%	-107 -29%	-152 -1 -27% -3	128 - 10% -1	-64 -1 13% -4	192 44%
Mean	-0.65	-0.45 CDF	-0.99 F	4.11	0.95 BCDF*	-1.37	-1.22	0.10 G	-0.06 JKLMNOPR	-1.02 R	-0.96 R	-0.43 JKMOR	-0.89 R	-0.38 JKMOR	-1.05 R	-0.30 JRMOR	0.67 LIKLMNOPR	-1.56	-0.90 Xbdfj	-0.51 suxnatigi	-0.90 xtxdtj	-0.46 suxredfgi s	0.59 UVXYZabde fehi	1.53 d	0.91 -0. xbdtj Suxy	0.44 0.1 Nodigi STUVXI N	2 -1.1 Zbdfg Xd	6 1.35 STUVWXX defehi	-1.72 Zab	0.46 STUVXYZab ahi	-1.23 df Xd	-0.91 Xbdfj	-0.44 succedig	0.51 TUVXYZabdf ahi	-1.20 xd	-0.73	-0.30 k	-0.66	-0.69	-0.63	-0.86	-0.69	-0.64	-0.45 t	-0.96	-0.63	-0.76	-0.65 -0	0.69 -0	0.33 -1. z	1.05

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.

ColumnMeans (5%): A B/C/D/K/F, G/U,U/K/L/M/N/D/P/D/R, S/7/L/V/W/K/Y/2/a/b/c/d/v/j/g/h/U/k/L/m/n, a/p, g/c, u/Lu/c, w/c, y/z Minimum Base: 30(**) Small Base: 30(*)

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	Ge	nder	Aggre	gated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Very favourable (2)	109 10%	69 13% c	36 6%	49 16% EF	22 6%	37 8%	72 11%	37 7%	35 13% N	22 7%	20 8%	24 15% JKN	5 9% *	3 3% *	52 14% P	57 7%	73 10%	36 8%	18 8%	23 8%	34 12%	29 10%	80 8%	27 18% w
Fairly favourable (1)	218 19%	127 23% c	88 15%	82 26% F	78 21% F	58 13%	142 22% н	76 15%	43 16%	61 21%	47 18%	37 24%	5 10% *	24 25% *	91 25% P	127 16%	153 22% R	65 15%	27 13%	55 19%	55 20%	65 24% s	178 18%	38 25%
Neither favourable nor unfavourable (0)	207 18%	83 15%	122 21% B	65 21% F	81 22% F	61 14%	121 19%	86 17%	48 18%	52 17%	37 14%	36 23%	18 33% ик*	17 18% *	70 19%	138 18%	137 20%	70 16%	38 18%	52 18%	55 19%	42 15%	172 18%	34 22%
Fairly unfavourable (-1)	204 18%	102 18%	100 17%	53 17%	64 17%	87 19%	111 17%	93 19%	63 23% JL	41 14%	53 20%	19 12%	10 18% *	19 20% *	64 18%	140 18%	117 17%	87 20%	49 23% U	63 22% U	38 13%	45 16%	184 19%	19 13%
Very unfavourable (-2)	360 32%	157 29%	199 35%	39 13%	122 32% D	199 44% DE	171 27%	189 38% G	71 26%	109 37% IL	100 38% IL	37 23%	16 30% *	27 28% *	82 22%	278 36% 0	196 28%	164 38% Q	70 33%	87 30%	90 32%	86 31%	326 34% x	28 18%
Don't know	40 4%	11 2%	28 5% в	24 8% EF	9 2%	7 1%	21 3%	19 4%	10 4%	13 4%	7 3%	4 2%	1 1% *	6 6% •	8 2%	32 4%	25 4%	15 3%	11 5%	8 3%	8 3%	8 3%	30 3%	7 5%
Net: Very/Fairly favourable	327	197	124	131	100	96	214	113	78	83	67	61	10	28	143	184	227	100	44	78	90	94	258	65
	29%	36% C	22%	42% EF	27%	21%	34% н	22%	29%	28%	25%	39% JKM	18%	28%	39% P	24%	32% R	23%	21%	27%	32% s	34% S	27%	42% W
Net: Very/Fairly unfavourable	565 50%	259 47%	299 52%	93 30%	186 49% D	286 64% DE	282 44%	282 56% G	133 50% L	150 50% L	153 58% L	56 36%	26 48% *	46 48% *	146 40%	418 54% 0	313 45%	252 58% Q	119 56%	149 52%	128 46%	131 48%	511 53% x	48 31%
Net Difference	-238 -21%	-62 -11%	-174 -30%	39 12%	-86 -23%	-190 -42%	-68 -11%	-170 -34%	-55 -21%	-67 -22%	-86 -33%	5 3%	-16 -29%	-19 -19%	-4 -1%	-234 -30%	-86 -12%	-151 -35%	-75 -35%	-71 -25%	-38 -14%	-37 -14%	-253 -26%	17 11%
Mean	-0.45	-0.28 c	-0.62	0.17 EF	-0.51 F	-0.79	-0.27 н	-0.67	-0.35 к	-0.54	-0.65	-0.05 JKN	-0.51 *	-0.47 *	-0.09 P	-0.62	-0.31 R	-0.66	-0.63	-0.48	-0.35	-0.35	-0.53	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.

ColumnProportions (5%): A,B/C,D/E/F,G/H,J/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

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		General Election 2024 Vote			Referendur	n 2016 vote					Favourat	le to parties												Fa	vourable to p	politicians									Opinion on governm	Labour	Russian Inv Ukrai	vasion of ine	Rising Cost	t of Living	Current c Israel ar	onflict in 1d Gaza	Grooming	Sangs in the IK	Starmer a new plans NHS wa	nnouncing o cut down i it times	Trump's acquire Gre Panam	claims to (cenland and a Canal	Opinion on about G Gangs is	a what to do Grooming in the UK	
	Total	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	a Favourat s e to Lab	i Unfavoura ble to Lab	Favourab e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura Fa ble to e Reform UK S	vourabl U to Keir b tarmer :	nfavoura F le to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to l Rachel Reeves l	U avourabl to Kemi ladenoch B	Infavoura Fi ble to Kemi ladenoch	avourabl U e to Rupert Lowe	nfavoura F ble to Rupert Lowe	avourabl U e to Donald Trump	Infavoura ble to F Donald Trump	avourabi Uni e to Joe bie Biden E	favoura Fi e to Joe e Siden	vourabi Uni to Elon ble Musk F	favoura to Elon N Musk	ET Good P job	4ET Bad F job	ollowing t closely	Not following closely	Following	Not following closely	Following closely	Not following closely	Following	Not following closely	Following closely	Not following closely	Following closely	Not following closely	Set up a full National Public Inquiry	Implement ing Recomme ndations from Previous Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	1/8	397	99	118	112	485	544	238	646	3/3	521	328	326	351	316	2/8	602	313	541	304	299	276	615	226	533	193	239	159	493	259	/26	244	493	212	720	147	376	//1	383	924	1/5	639	462	587	4/1	663	567	592	416	468	4/5
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	435
Very favourable (2)	109 10%	2 1%	87 23% 8D1F	6 6% a*	2 2%	7 7% 8*	62 14% н	23 6%	26 11% LNP	67 10% LNP	109 33% ULMNOPQ		56 18% ULNPQR	11 3% L	51 16% JLNPQ	19 6% LN	27 9% LN	69 12% LNP TU	93 33% /WXZabcd	5 1% T	55 19% tvwxzbathj	9 3% 12	25 9% TV2h	67 11% TV2hj	79 41% STUWXZabc	8 1% T	23 13% TVZh	67 13% TV2hj	19 12% TVZh	63 14% TVX2hj	36 14% TVW2hj	66 9% тvzh т	54 24% WXZabcdef	22 4% 12	31 16% ww2hj	68 9% TVZh	63 50% 1	•	83 12% n	25 6%	89 10%	16 9%	77 13% r	30 6%	62 11%	36 8%	75 11% v	26 7%	65 12%	36 8%	37 7%	58 13% y
Fairly favourable (1)	218 19%	10 6%	142 38% BDDF	24 25% 857*	4 3%	13 12% 1*	115 25% н	53 14%	29 13% L	153 24% ILNPQ	218 67% ULMNDPQ	-	100 33% ULNPQR	31 9% L	108 34%	29 9% L	33 11% L	140 25% ILNPQ TU	157 55% /WX/Zabc	11 2%	89 31% VWXZabcefh	29 10% 12	44 15% TVZ	140 24% TVWZaceth	86 44% TUVWXZabcd	22 4% T	27 15% 12 1	122 23% TVWZaceh	20 13% 12 T	122 26% VWZacefhj	42 17% TVZh	147 21% TVW2ch T	79 34%	58 11% 12	40 20% rvwzch T	156 22% vwZch	43 35%	3 1%	146 21%	68 17%	193 21%	21 12%	125 21%	90 18%	120 21%	86 18%	152 23% v	56 15%	127 23%	75 17%	81 16%	104 24% y
Neither favourable nor unfavourable (0)	207 18%	18 10%	75 20% 86	15 16% 1*	7 5%	27 25% 86*	90 20% н	39 10%	18 8% %L	110 17% HENPQ			50 16% IKLNPQ	24 7% к.	64 20% IKLNPQ	19 6% к.	17 6% к.	111 20% UKLNPQ	defghij 26 9% c	48 8% c 5	4 55 19% STVW/Zacel	22 7%	21 7% c	120 21% STVW/Zabcd	etghi 18 9% c	59 10% TVc	11 6%	77 15%	5 3%	74 16% TVWYZace	20 8% c 57	139 19% TVWYZabed	NJ 33 14% STVWYace STV	74 15% WZace	19 10% c STV	130 18% WYZabce	7 6%	18 4%	121 18%	75 19%	142 16%	53 29% o	99 17%	97 19%	73 13%	105 22% s	95 15%	83 23% u	90 16%	81 19%	74 15%	84 19%
Fairly unfavourable (-1)	204 18%	36 21% c	37 10%	32 34% 8CE*	25 18% C*	28 26% C*	82 18%	74 19%	39 17% к	128 20% к		204 36% UKMNOPQR	51 17% K	62 18% к	59 18% ×	70 21% κ	50 17% к	116 21% к	4 1% 51	175 29% WWXYZabc defehi	41 14% 57	54 18% 5m	46 15% 5%	122 21% SUYcegi	6 3% 5	143 25% SUVWXtabcd efehi	31 17% 5%	98 19% Stegi	20 12% 51	88 19% 51gi	33 13% 57	147 21% SUYcegi	28 12% sv su	107 21% W/cegi	21 11% 57 5	152 21% Ufcegi	4 3%	78 18% k	120 17%	79 20%	161 18%	39 22%	109 18%	89 18%	99 17%	96 20%	105 16%	84 23% u	96 17%	87 20%	94 19%	74 17%
Very unfavourable (-2)	360 32%	102 59% CDF	32 9%	18 19% c*	105 73% BCDF*	30 28% c*	99 22%	190 50% G	114 49% JKMOR	185 29% кмоя		360 64% IJKMOPOR	41 13% K	212 62% IJRMOR	37 12% к	195 59% UKMOR	171 56% JKMOR	125 22% KM0	2 1% 51	355 59% Kriabdetghi	45 16% 57	190 62% suwmbdef	161 54% suxvbdefgij	130 22% sung	4 2%	334 59% SUXYabdefghi	85 47% suxrbdfgj	160 30% suxrdg su	97 61% Kriabdefghi	117 25% suorg	118 47% suxnbefigij	200 28% suxyg	32 14% - sv su	241 48% xrbdfgi s	80 41% umbdtgi s	206 29% uxrdg	1 1%	323 75% k	216 31%	136 34%	310 34% p	38 21%	178 30%	173 35%	210 37% t	140 30%	224 34%	103 28%	180 32%	141 33%	210 42% z	109 25%
Don't know	40 4%	4 2%	1 •		:	3 3% C*	5 1%	2 1%	6 3% alopr	2			5 2% HLOR	3 1% L	1 •	1 •	6 2% XLDPR	2	1	5 1%	•	1 •	2 1%	5 1% b	1 •	4 1%	2 1%	1 *		3 1%	5 2% Ubc	13 2% uxzbdj	2 1%	5 1% 5 5	5 2% //WZbcd	8 1% 5	6 5% 1	5 1%	6 1%	21 5% m	16 2%	14 8% 0	5 1%	23 5% q	7 1%	9 2%	4 1%	13 4% u	3 1%	10 2% w	10 2%	6 1%
Net: Very/Fairly favourable	327 29%	12 7%	229 61% BDIF	30 31% ##*	7 5%	20 19% 85*	177 39% н	76 20%	55 24% LNP	220 34% ILNPQ	327 100% ULMINOPQ	-	156 52% UUNPQR	42 12% L	159 50% ULNPOR	48 14% L	60 20% LN	209 37% ILNPQ TU	250 88% /WX2abcd efabli	16 3% π	143 50% VWXZabcdef bii	39 13% TZ	69 23% TVZh	207 35% TvW2chij	166 85% TUVWXZabcd efebi	30 5% т	50 28% TV2h	189 36% tvw2chij	39 25% тvzh тv	185 40% /WXZacefhj	78 31% TVWZh	213 30% TVW2h T	133 58% UWWXZabcd efbi	80 16% 12 T	70 36% /WZaceh T	224 31% vwzh	106 85% 1	5 1%	228 33% n	93 23%	283 31% p	37 20%	202 34% r	120 24%	182 32%	122 26%	227 35% v	82 22%	192 34% ×	111 26%	118 23%	163 37% у
Net: Very/Fairly unfavourable	565 50%	137 80% CDF	69 18%	50 53% c*	130 90% BCDF*	59 54% c*	181 40%	264 69% G	152 66% JKMOR	313 49% KMOR		565 100% UKMNOPQR	91 30% к	274 80% UKMOQR	97 30% κ	265 80% LIKMOQR	221 73% UKMOR	242 43% KMD	6 2%	529 89% WWXYZabc defebii	85 30% 57	244 80% SUWXrabdef ebi	207 69% suxnbdefgij	252 43% sung	10 5% 5	478 84% SUWXYabcde	116 65% sumerigij	258 49% suoridg Si	117 73% uxnbdefgi	205 44% sung	151 59% succenterigij	348 49% sutordg	60 26% sv sux	348 69% mbdetgi	101 52% sung s	358 50% uxrdg	5 4%	401 94% k	336 49%	215 53%	471 52%	77 43%	287 48%	262 52%	309 54%	236 50%	329 50%	187 51%	275 49%	228 53%	304 60% z	183 42%
Net Difference	-238 -21%	-125 -73%	160 43%	-20 -22%	-123 -86%	-38 -35%	-4 -1%	-188 -49%	-97 -42%	-92 -14%	327 100%	-565 -100%	65 21%	-232 -67%	63 20%	-217 -65%	-162 -53%	-32 -6%	244 86%	-513 -86%	58 20%	-206 -67%	-138 -46%	-45 -8%	155 80%	-447 -78%	-66 -37%	-69 -13%	-77 -48%	-20 -4%	.73 -29%	-135 -19%	73 32%	-268 -53%	-31 -16%	-135 -19%	100 81%	-397 -93%	-107 -16%	-123 -30%	-188 -21%	-40 -22%	-84 -14%	-142 -28%	-127 -22%	-113 -24%	-102 -16%	-106 -29%	-84 -15%	-118 -27%	-187 -37%	-21 -5%
Mean	-0.45	-1.35	0.58 801F	-0.34 85*	-1.57	-0.58 82*	-0.09 н	-0.94	-0.82	-0.33	1.33 ULMNOPQ	-1.64	0.27 UUNPOR	-1.27 L	0.24 ULNPOR	-1.18 L	-1.02 LN	-0.16 IILNPQ TU	1.19 WXZabcd	-1.45 T	0.24 vwxZabcdef	-4.27 T	-0.92 TVZ	-0.19 TVWZabcefhj	1.19 TUVW0Zabcd	-1.36 T	-0.72 TV2h 1	-0.31 TVWZaceh	-0.97 TVZ TV	-0.16 WZabcefhij	-0.62 TVWZch	-0.38 TVWZaceh Ti	0.42	0.97 TVZ T	-0.42	-0.38 WZaceh	1.36	-1.70	-0.35 n	-0.61	-0.46	-0.37	-0.31	-0.60	-0.49	-0.47	-0.38	-0.52	-0.35	-0.53	-0.73	-0.17 y
																			efzhi		N				efahii								N																			

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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	icity
	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)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Very favourable (2)	58 5%	30 5%	28 5%	17 6%	15 4%	25 6%	34 5%	23 5%	8 3%	20 7% N	16 6%	10 7% N	2 4% *	1 1% *	25 7%	33 4%	44 6% R	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% IN	44 17%	25 16%	13 23% N*	7 7% •	65 18%	109 14%	113 16%	61 14%	34 16%	36 13%	57 20% т	44 16%	142 15%	31 20%
Neither favourable nor unfavourable (0)	215 19%	95 17%	117 20%	78 25% EF	68 18%	69 15%	128 20%	87 17%	49 18%	58 19%	56 21%	32 20%	10 18% *	10 11% *	71 19%	143 19%	141 20%	74 17%	32 15%	44 15%	54 19%	64 23% т	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% Q	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% D	170 38% D	213 33%	191 38%	110 41% J	87 29%	89 34%	52 33%	16 29% *	50 52% JKLM*	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% EF	15 4%	8 2%	27 4%	22 4%	13 5%	14 5%	7 3%	6 4%	1 2% *	7 7% *	8 2%	41 5% 0	28 4%	20 5%	15 7% V	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% IN	60 23% IN	36 23% N	15 27% N*	8 8% *	90 25% P	142 18%	157 22%	75 17%	44 21%	48 17%	71 25% T	64 23%	187 19%	41 27% W
Net: Very/Fairly unfavourable	644 57%	330 60% c	305 53%	145 46%	224 59% D	276 61% D	346 54%	298 60%	167 62% J	151 51%	141 54%	84 53%	29 52% *	72 74% JKLM*	197 54%	447 58%	376 54%	268 61% Q	121 57%	183 64% UV	145 52%	141 51%	564 58% x	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 E	-0.78	-0.73	-0.63	-0.78	-0.90 N	-0.51 IN	-0.60 IN	-0.59 IN	-0.51 N*	-1.27 *	-0.59	-0.75	-0.63	-0.80	-0.75	-0.85	-0.56 т	-0.52 т	-0.73	-0.48 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.

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

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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 20	24 Vote		Referendum	1 2016 vote					Favourat	le to parties												Faw	ourable to p	oliticians								0	sinion on Lat governmen	our Rus	ilan Invasio Ukraine	of Rising	Cost of Liv	Cu ring Is	rrent confli trael and G	ct in Groor	ning Gangs ir UK	Starm the new pl NH	er announcing ns to cut down wait times	Trump' acquire G Panai	s claims to reenland and na Canal	Opinion or about G Gangs i	on what to do Grooming in the UK
	Total	Conservati ve (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourabl e to Cons (i)	Unfavoura ble to Cons (J)	Favourabl e to Lab (K)	Unfavoura ble to Lab (L)	Favourab e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (O)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (Q)	Unfavoura F ble to Reform UK (R)	avourabl U e to Keir b Starmer : (S)	nfavoura Fa le to Keir Starmer (T)	avourabl U e to Ed I Davey (U)	Jnfavoura F ble to Ed o Davey (V)	to Nigel Farage	Infavoura ble to Fa Nigel et Farage I (X)	U avourabl to Rachel Reeves (Y)	Infavoura ble to Fa Rachel e t Reeves Ba (2)	Ur vourabl to Kemi idenoch Ba (a)	nfavoura Fav ble to Kemi R adenoch L	rourabl Un e to I upert F Lowe I	nfavoura Fa ble to Rupert I Lowe -	e to Donald Trump (e)	nfavoura ble to Fa Donald o Trump (f)	vourabl Unf: to Joe ble Biden Bi	avoura Fav to Joe et iden M	ourabi Unfa DElon bieto Tusk M (i) (oura Elon NET Isk I	Good NET	Bad Follo	Ni wing follo ely clos	t ving Follow tly close (o)	No ing follov iy close ia	it ving Follo ely cla	r owing folk sely clo a)	Not pwing Follo sely clos	No wing follow iely close	ing Follow ly close (u)	Not ing following y closely (y)	Following closely (w)	Not following closely (x)	Set up a full National Public Inquiry (y)	Implement ing Recomme ndations from Previous Inquiries (2)
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	193	212 7	10 :	147 3	76 72	1 38	3 924	17	5 6	39 4	162 58	17 47:	665	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 9	507	195 7	:0	124 4	29 69	1 40	3 911	18	0 5	94 5	602 57	2 472	656	365	560	430	506	436
Very favourable (2)	58 5%	41 24% CDEF	11 3%	1 1%	:	:	17 4%	31 8% G	58 25% JKLMNOPQR	:	19 6% JOR	35 6% #	16 5% JR	22 6% .R	10 3%	30 9% 1.08	28 9% JOR	16 3%	16 6% хь	37 6% Xbdtj	20 7% xbdtj	20 6% xbdf	22 7% xbd1j	13 2% b	13 7% xbdf	37 6% xbdtj 5TL	37 20% //WX/Zbc	6 1%	15 9% xbdtj	15 3% xb	19 8% xadij	24 3% Xb	20 9% Xbdfj	25 5% xb st	20 3 10% 4 65dhj 3	9	8 3 6% 7	11 4	0 1 6 4	54 6%	1 19	6 6	54 75	21 3	7 18 16 49	47 7% v	6 2%	36 6%	17 4%	33 7%	15 3%
Fairly favourable (1)	174 15%	81 47% CDEF	31 8% F	4 4%	31 21% CDF*	2 2%	51 11%	81 21% G	174 75% JKLMNOPQR		37 11%	117 21% JKNDR	53 17% 308	54 16% JR	43 14% #	57 17% JKR	85 28% HLMNOPR	53 9% 1	33 12% хъ	116 19% 5xbd)	43 15% Xbdtj	47 15% xbdtj 5	86 29% tuxxr2bdfg	47 8% b	28 14% Xbd	106 19% Sibdij STL	90 50% //WXYZbc defetal	19 4% stu	45 28% vxrzbdtg	39 8% b 510	77 30% UVXY25dfg	77 11% Xbd	41 18% 1 Skbdtj x	85 .7% : 5dtj stur	60 8 81% 1 xyzbdig x	0 % 2	25 1 10% 2	00 11 8% 16	4 6 % 15	145 6 169	119	0 5 % 16	95 6% 1	76 9 5% 17	9 63 % 139	115	47 13%	88 16%	68 16%	94 19% z	53 12%
Neither favourable nor unfavourable (0)	215 19%	33 19%	46 12%	25 26% cr*	36 25% σ*	13 12%	67 15%	79 21% G			44 13% U	93 16% LR	49 16% UOR	44 13% 11	39 12% U	60 18% UNR	60 20% LIKNOR	57 10% u	38 13% Ybd	96 16% Xibd	40 14% Ybd	39 13% b	57 19% vxmbdj	70 12% bd	17 9%	98 17% vxrbdj	22 12%	41 8%	28 18% Ybd	43 9%	48 19% vxnabd	105 15% xrbd	29 13% 1 5 V	88 .7% :	40 5 20% 1/ Yabdgi b	7 86 1	20 3	73 11 7% 17	8 8 % 20	155 6 179	i 48 i 27 o	8 1 16 18	09 8% 1	95 9 9% 17	8 94 % 209	112	73 20%	104 19%	73 17%	89 18%	74 17%
Fairly unfavourable (-1)	240 21%	13 7%	88 23% 8	29 30% 8*	41 29% #	19 18% s*	93 20%	85 22%		240 37% IKLMNOPQR	71 22% I	123 22%	66 22% I	76 22% 1	69 22% I	77 23% 1	64 21% 1	132 23%	69 24% #8	122 20% a	66 23% 48	73 24% a	63 21% #	138 24% #dg	43 22% #	127 22%	21 12%	129 25% adg	36 23% a	90 19% #	47 18% a	165 23% adg	40 :	111 2%	35 1 18% 2 a Tao	10 36 1 etg	21 :	'3 15 7% 23	9 7 % 19	204 6 229	i 33	2 1 % 2:	22 1 1% 2	114 12 3% 22	94 101 96 229	142	82 22%	127 23%	96 22%	109 22%	104 24%
Very unfavourable (-2)	404 35%	3 2%	192 51% 8DE	36 38% ar*	34 24% ¤*	73 67% BCDE*	222 49% н	97 25%		404 63% IKLMNOPQR	149 46% ILMPQ	190 34% IQ	116 38% IQ	145 42% ILPQ	158 49% ILMPQ	105 32% IQ	65 21% I	298 53% IKLMNPQ	120 42% WZacei	220 37% WZacei	114 40% Wacei	123 40% WZacei	67 22% a 5	305 52% TUVWZacetg T NI	89 46% WZacehi	195 34% Wacei	8 4% 5T	330 63% IVWXYZac efebii	37 23% a STU	276 59% IVWXXZac etebi	54 21% а Т	326 46% WZacehi	93 : 41% 3 Wacei W	188 17%	35 3 18% 4 a TWZ	13 86 3 cehi	48 1 19% 3	43 24 8% 36	8 14 % 37	8 331 6 369	L 64	1 Z N 3	22 1	172 20 4% 36	15 173 % 379	228	137 37%	196 35%	165 38%	169 33%	183 42% у
Don't know	49 4%		6 2%	:	1 1%	2 2%	4 1%	7 2%			8 2% IMD	7 1%	2 1%	3 196 1	1 * ,	5 1% J	3 1%	8 1%	9 3% Ubod	7 1% b	•	4 1% b	3 1%	11 2% Ubd	3 2% b	8 1% b	3 2% b	1		4 1% ь т	9 4% UWZbod	16 2% Тиъф	6 2% us	10 2% b	5 1 2% 2 Ubc	1	2	8 1 % 21	3 2 6 5	19	15 89 0	5 1 6 2	11 96 - 9	25 5 5% 2 9	6 17 16 49	8 1%	20 5%	10 2%	12 3%	12 2%	7 2%
Net: Very/Fairly favourable	232 20%	122 71% CDEF	43 11% F	5 5%	31 22% CDF*	2 2%	69 15%	112 29% G	232 100% JKLMINDPQR	:	55 17% #	152 27% JKNDR	69 23% жоя	76 22% "R	54 17% R	87 26% .KOR	113 37% IRLMINOPR	69 12%	49 17% Xbd	153 26% sxtathy	63 22% xbdtj	67 22% xbdtj 5	109 36% uvxrzbetg	59 10% b	41 21% Xbdtj	142 25% Sxbdij STL	126 70% www.vzbc	25 5% stu	59 37% vxvzbdtg	54 12% b 5T	96 38% UVXX2bdfg	101 14% Xbd	61 : 27% 2 SXbd1j X	110 2% -	80 1 11% 1 xvzbałg x	18 % 2	32 1 16% 3	31 15 1% 22	3 7 % 19	203 6 229 P	i 21 i 11	1 1 % 2	30 2% 1	97 13 9% 24 t	16 82 % 179	166 259 v	54 15%	123 22%	85 20%	127 25% z	68 16%
Net: Very/Fairly unfavourable	644 57%	16 9%	280 75% at	65 68% 81*	75 52% 8*	92 84% 8Dt*	315 69% н	182 48%		644 100% HLMNOPQR	220 67% ILMPQ	313 55% 10	182 60% 19	221 64% ILPQ	227 71% ILMPQ	182 55% IQ	128 42% 1	430 76% IKLMINDPQ	188 66% WZaceghi	343 57% Wacel	180 63% Wacei	195 64% TWZacel	130 43% ai 5	444 76% tuvwyZacef Tr	132 68% WZaceghi	323 56% Wacel	29 16% 5TL	459 87% JVWXYZac	73 46% al STU	366 78% NWYZacef	100 39% а ти	490 69% WZaceghi	133 2 58% 5 Wacel W	299 19%	70 S 85% 71 a TUW2	13 06 5 Icoghi	69 2 i6% 5	17 40 1% 59	7 23 % 56	5 535 6 599	i 96 i 531	5 3 % 51	44 3 8% 5	186 33 7% 57	18 279 % 599	370	219 60%	323 58%	261 61%	278 55%	287 66% y
Net Difference	-412 -36%	106 62%	-237 -63%	-60 -63%	-44 -31%	-90 -82%	-246 -54%	-70 -18%	232 100%	-644 -100%	-165 -50%	-160 -28%	-114 -38%	-145 -42%	-173 -54%	-95 -28%	-16 -5%	-361 -64%	-140 -49%	-190 -32%	-117 -41%	-129 -42%	-21 -7%	-384 -66%	-90 -47%	-180 -32%	97 54%	-435 -83%	-14 -9%	-311 -67%	-4 -1%	-390 -55%	-72 -	189 37%	10 -3 5% -5	95	-37 -3 30% -2	86 -25 0% -37	i3 -1 % -3	1 -33 % -361	2 -7! 6 -42	5 -2 % -3	15 - 6% -	189 -19 38% -34	93 -19 1% -42	-204 i -315	-165 -45%	-200 -36%	-176 -41%	-150 -30%	-219 -50%
Mean	-0.70	0.84 CDEF	-1.13 F	-1.00 F*	-0.55 CDF*	-1.52	-1.00	-0.36 G	1.25 JKLMNOPQR	-1.63	-0.93 JR	-0.57 JKNOR	-0.71 жоя	-0.78 JOR	-1.00 R	-0.51 JENOR	-0.17 JKLMNOPR	-1.16 J	-0.89 Xbd	-0.63 sxrbdtj	-0.74 Xbdtj	-0.77 xbdtj s	-0.22 UVXY25dfg N	-1.18 b	-0.87 Xbd :	-0.60 svxrbathj stru	0.71 NWXYZbc defehi	-1.45 stu	0.22 vxv2bdfg hi	-1.24 b ST	-0.16 uvxyzbałg N	-0.99 Xbd	-0.65 -4	0.71 . bdfj stuv	D.03 -0 wxyzbd x fehi	97 -1 d	0.63 -0	.47 -0.	58 -0.	4 -0.6	8 -0.8	33 -0	.69 -0	0.71 -0.	64 -0.7	7 -0.5 V	-0.86	-0.65	-0.78	-0.58 z	-0.90

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.

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	Ge	nder	Aggre	gated Age I	sreaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Ethn	icity
																Non-		Not	UP TO	£20.000-	£35.000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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%	* 1% *	3 3% *	22 6%	27 3%	29 4%	20 5%	5 3%	21 7% 5	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% н	89 18%	51 19%	61 21%	63 24%	40 26%	18 33% *	20 20% *	106 29% P	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%	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%	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%	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%	37 7%	22 8%	23 8%	12 4%	8 5%	1 2% *	9 9% •	13 3%	62 8% 0	45 6%	29 7%	16 8%	20 7%	19 7%	10 4%	47 5%	21 14% w
Net: Very/Fairly favourable	302 26%	156 28%	139 24%	88 28%	93 25%	121 27%	197 31% н	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%	178 36% G	89 33%	88 29%	88 33%	41 26%	17 30% *	22 23% *	95 26%	248 32% 0	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

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.

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

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Genera	Election 20	24 Vote		Referendum	1 2016 vote					Favourable	to parties												F	wourable to	politicians									Opinion on governr	Labour	Russian In Ukra	vasion of aine	Rising Cos	t of Living	Current o	conflict in nd Gaza	Grooming G U	angs in the i	Starmer an new plans to NHS wait	nouncing cut down a t times	Trump's cli cquire Gree Panama	laims to Op mland and Canal	pinion on w about Gro Gangs in t	what to do soming the UK
	Total	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura I ble to Lib Dems	avourabl to Green Party	Infavoura ble to I Green Party F	Favourabl L e to teform UK F	nfavoura Fi ble to d eform UK 5	to Keir b	Infavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	L Favourabl e to Kemi Badenoch B	Jnfavoura F ble to Kemi Badenoch	avourabl U e to Rupert Lowe	Infavoura ble to Rupert Lowe	Favourabi L e to Donald Trump	Unfavoura ble to Donald Trump	Favourabl U e to Joe b Biden	Infavoura I Ile to Joe Biden	Favourabl U e to Elon b Musk	Infavoura le to Elon Musk	NET Good job	NET Bad F job	Following closely	Not following closely	Following	Not following closely	Following closely	Not following closely	Following	Not following closely	Following closely	Not following following	Following	Not N following I closely I	Set up a R full r National Public I Inquiry I	nplement ing Aecomme ndations from Previous Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	m	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(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	458	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)	49 4%	2 1%	18 5% 8	20 21% BCEF*	6 4%	2 1%	27 6%	11 3%	10 5% NP	30 5% NP	26 8% JLNPR	17 3% NP	49 16% UKUNOPOR	:	34 11% LENPOR	2 1%	15 5% NP	30 5% LNP Т	25 9% WXZbefhj	18 3% v	43 15% STVWXZabcd efhi	2 1%	13 4% vh	31 5% TvZh	26 14% STVWX2abcd efbi	15 3% v	10 5% Vh	29 6% TV2h	10 6% VZh	27 6% TVZh	12 5% vh	32 5% vzh	27 12% TVWXZabdef	9 2%	11 5% vh	35 5% TVZh	19 15% 1	8 2%	41 6% n	7 2%	45 5%	4 2%	38 6% 7	8 2%	33 6%	14 3%	37 6% v	9 2%	29 5%	16 4%	17 3%	30 7% ү
Fairly favourable (1)	253 22%	23 13%	124 33% 807	47 49% BCEF*	13 9%	22 20% 5*	150 33% н	51 13%	58 25% LNPQ	152 24% LNPQ	130 40% IJLNPQR	74 13% N	253 84% UKUNOPOR	:	124 39% ULNPOR	41 12% N	51 17% N	167 30% J.NPQ TV	119 42% MXZabcdef	79 13% v	171 60% stvwxyZabc	10 3%	48 16% v	169 29% TVWZbethij 1	83 43%	86 15% TV	46 25% TVWZeh	121 23% TVW2h	35 22% TVWh	122 26% TVWZeh	46 18% TV	177 25% TVWZh	96 42% TVWXZabcdef	68 13% v	38 20% T/h	186 26% TVWZeh	54 43%	48 11%	188 27%	62 15%	212 23%	37 20%	161 27%	90 18%	130 23%	107 23%	171 26% v	69 19%	146 26% ×	81 19%	76 15%	135 31% y
Neither favourable nor unfavourable (0)	419 37%	65 38%	137 37%	24 25%	39 27%	53 49% CDE*	169 37%	135 35%	75 32% MNP	223 35% MNP	117 36% MNPQ	175 31% MNP		:	106 33% MNP	70 21% MN	86 28% MNP	204 36% JMNPQ	95 33% UVc	191 32% UVc	detghij 57 20% V	33 11%	89 30% UVc	220 38% TUVWZceh	66 34% UVc	177 31% UVc	57 32% UVt	181 35% UVce	35 21% v	171 37% UVZceh	69 27% v s	281 39% iTUVWZbcehi	NJ 75 33% UVc	151 30% UVc	57 29% UVc	267 37% TUVWZoeh	38 30%	130 30%	243 35%	158 39%	330 36%	71 40%	208 35%	195 39%	192 34%	187 40%	231 35%	144 39%	199 36%	160 37%	177 35%	166 38%
Fairly unfavourable (-1)	173 15%	45 26% CDF	48 13% D	4 4% •	30 21% D*	13 12%	53 12%	85 23% G	46 20% KMOR	101 16% KMO	29 9% M	125 22% жмоя		173 50% LIKLMOPQR	36 11% M	83 25% JIMOR	66 22% JKMOR	76 14% xM	24 8% U	133 22% suxnbafigi	10 3%	108 35% STUWXYZabc defehii	63 21% suxrefgi	72 12% sung	11 6%	127 22% sumetgi	36 20% suxratg	82 16% suxng	32 20% suxng	63 13% sung	50 20% suxnatg	98 14% sung	15 7% U	114 23% succedigi	32 16% sung	111 15% suxvig	8 7%	95 22% k	98 14%	69 17%	147 16%	22 12%	83 14%	85 17%	89 16%	76 16%	111 17%	52 14%	89 16%	77 18%	84 17%	62 14%
Very unfavourable (-2)	171 15%	29 17% cp	31 8% p	:	56 39% BCDF*	15 14% D*	43 9%	92 24% G	30 13% кмо	119 19% юмоя	13 4% M	148 26% UKMOR		171 50% UKLMOPQR	14 4% M	133 40% UKUMOQR	78 26% UKMOR	72 13% KMD	11 4% U S	153 26% SUCrabdigi	2 1%	148 49% STUWXYZabc defehii	79 27% suxnadfgi	74 13% sung	5 3% U	150 26% SUXYabehgi	29 16% suvg	106 20% suxvatgi 1	49 31% suxrabdtgi	73 16% suxvtgi	65 25% SUXYadig	87 12% SUrg	10 4% U 5	139 27% UXYabdīgi	49 25% SUXYadīgi	92 13% suvg	5 4%	127 30% k	95 14%	71 17%	133 15%	31 17%	83 14%	82 16%	107 19% t	58 12%	87 13%	64 18%	81 14%	69 16%	122 24% z	34 8%
Don't know	74 7%	7 4%	16 4%	:	:	4 4%	12 3%	6 2%	12 5% MNDP	18 3% MN	12 4% MN	24 4% MNP			6 2% MN	5 1% N	8 3% MN	15 3% MN	10 4% Unbc	25 4% UV2bc	2 1%	5 2%	8 3% ¢	19 3% Ubd	2 1%	16 3% b	3 2%	6 1%	•	11 2% b	13 5% UVWYsbc	36 5% uvxnZabcdj	6 3% U	25 5% UVVZabcd	7 4% Ubc	30 4% UWbcd	1 1%	21 5%	25 4%	38 9% m	45 5%	15 8%	21 4%	42 8% q	21 4%	30 6%	20 3%	27 7% u	17 3%	26 6% w	30 6% z	10 2%
Net: Very/Fairly favourable	302 26%	25 14%	142 38% 85	67 70% BCEF*	18 13%	23 21%	176 39% н	62 16%	69 30% LNPQ	182 28% LNPQ	156 48% IJLNPQR	91 16% N	302 100% UKUNOPOR	:	158 49% ULNPQR	43 13% N	66 22% LNP	197 35% "I.NPQ TV	144 51% AXZabcdef	97 16% v	213 75% STVWXYZabc	11 4%	61 20% v	200 34% TVWZbethij 1	109 56% IVWXZabcdef	102 18% v	55 31% TVWZeh	150 28% TVW2h	44 28% TVWZh	149 32% TVWZeh	58 23% TVh	210 29% TVW2h	123 54% TVWXZabcdef	78 15% v	49 25% TVZh	221 31% TVWZeh	72 58% 1	56 13%	230 33% n	68 17%	257 28%	41 23%	199 34% ,	98 19%	163 28%	121 26%	208 32% v	78 21%	175 31% ×	97 23%	92 18%	164 38% у
Net: Very/Fairly unfavourable	344 30%	74 43% CDF	79 21% D	4 5%	86 60% BCDF*	28 26% p*	96 21%	178 47% G	76 33% кмо	221 34% кмоя	42 13% M	274 48% UKMOR		344 100% LKLMOPQR	50 16% M	216 65% UKLMOQR	144 47% UKMOR	148 26% KMD	34 12% ur s	286 48% successibility	12 4%	256 84% STUWXYZabc defehii	142 48% succubitg	145 25% sung	17 9% U	277 48% suxnubetigi	64 36% suortgi	188 36% sucretgi s	81 51% sumbefgi	135 29% suxrg	115 45% suxnabetigi	185 26% sung	25 11% U S	253 50% Uxrabdfgij	81 42% suondigi	202 28% suxvig	13 10%	222 52% k	193 28%	139 35%	280 31%	53 29%	165 28%	167 33%	195 34%	134 28%	197 30%	116 32%	170 30%	147 34%	206 41% z	96 22%
Net Difference	-42 -4%	-50 -29%	62 17%	62 66%	-68 -47%	-5 -4%	80 18%	-116 -30%	-7 -3%	-38 -6%	114 35%	-182 -32%	302 100%	-344 -100%	108 34%	-173 -52%	-78 -26%	49 9%	110 39%	-189 -32%	201 71%	-244 -80%	-82 -27%	54 9%	92 48%	-175 -31%	-9 -5%	-39 -7%	-37 -23%	14 3%	-57 -22%	25 3%	98 43%	-175 -35%	-32 -16%	18 3%	60 48%	-165 -39%	36 5%	-71 -18%	-23 -2%	-12 -7%	34 6%	-69 -14%	-33 -6%	-13 -3%	10 2%	-38 -10%	5 1%	-49 -12%	-114 -23%	69 16%
Mean	-0.15	-0.47 E	0.14 BEF	0.87 BCEF*	-0.83	-0.17 st*	0.15 H	-0.52	-0.12 LNPQ	-0.20 LNPQ	0.40 IJLNPQR	-0.58 NP	1.16 UKLNOPOR	-1.50	0.41 ULNPOR	-0.93 N	-0.48 NP	0.01 ANPQ TV	0.45 AXZabcdef Ni	-0.57 v	0.86 STVWXYZabc defehil	-1.30	-0.51 V	0.02 TvWZbcdefhij	0.59 STVWXZabcd efbii	-0.56 v	-0.16 TVWZcehi	-0.22 TVWZceh	-0.48 v 1	-0.07 TVWZbcehi	-0.46 Vh	-0.04 TVWZbcehi	0.52 TvWXZabcdef Ni	-0.63 v	-0.38 T/h	-0.06 IVWZboehi	0.60 I	-0.70	-0.03 n	-0.37	-0.13	-0.23	-0.02 '	-0.31	-0.19	-0.13	-0.05 v	-0.28	-0.09 ×	-0.25	-0.46	0.15 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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	icity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% P	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% F	91 24% F	76 17%	172 27% н	81 16%	59 22%	63 21%	56 21%	40 25%	12 22% *	23 24% *	97 26% P	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% D	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% x	10 6%
Very unfavourable (-2)	191 17%	103 19%	85 15%	29 9%	68 18% D	94 21% D	80 13%	110 22% G	45 17%	56 19%	36 14%	21 14%	13 24% *	19 19% *	47 13%	144 19% 0	106 15%	85 19%	35 17%	44 15%	51 18%	47 17%	175 18% x	14 9%
Don't know	79 7%	30 5%	49 8%	33 10% F	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% W
Net: Very/Fairly favourable	321 28%	148 27%	162 28%	113 36% F	109 29%	99 22%	217 34% н	104 21%	80 30%	77 26%	71 27%	52 33%	15 27%	26 27%	126 34% P	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% D	168 37% D	159 25%	174 35% G	74 28%	89 30%	78 29%	42 27%	18 32% *	32 33% *	95 26%	238 31%	185 26%	148 34% Q	62 29%	84 29%	80 29%	86 31%	307 32% x	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 EF	-0.16	-0.32	0.04 Н	-0.34	-0.08	-0.20	-0.11	•	-0.25	-0.24	0.04 P	-0.21	-0.06	-0.23	-0.10	-0.15	-0.10	-0.16	-0.16	0.12 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.

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

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Genera	al Election 2	024 Vote		Referendun	n 2016 vote					Favourable	e to parties												Fa	wourable to	politicians									Opinion on L governme	abour R ent	ussian Inva Ukrain	sion of	Rising Cost	of Living	Current o Israel a	conflict in nd Gaza	Grooming G U	iangs in the K	Starmer a new plans NHS wa	nnouncing o cut down it times	Trump's clai acquire Green Panama C	ims to Og land and anal	pinion on what to do about Grooming Gangs in the UK
	Total (A)	Conservati ve (B)	Labour (C)	Liberal Democrats (D)	s Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourabl e to Cons (I)	Unfavoura ble to Cons (J)	Favourabl e to Lab (K)	Unfavoura ble to Lab (L)	Favourabl e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (O)	Jnfavoura ble to I Green Party F (P)	Favourabl U e to Leform UK F (Q)	Unfavoura ble to Reform UK (R)	avourabl L e to Keir B Starmer (S)	Jnfavoura I ble to Keir Starmer (T)	Favourabl U e to Ed Davey (U)	Unfavoura ble to Ed Davey (V)	Favourabl e to Nigel Farage (W)	Unfavoura ble to f Nigel e Farage (X)	to Rachel Reeves (Y)	Unfavoura ble to I Rachel Reeves I (2)	Favourabl e to Kemi Badenoch B (a)	nfavoura Fa ble to Kemi i adenoch (b)	vourabi Ur e to Rupert F Lowe (c)	favoura Far ble to Rupert D Lowe T (d)	vourabl Un e to I Donald E Frump 1 (e)	nfavoura ble to Fau Donald e Trump B	ourabi Uni o Joe bio iden i (g)	favoura Far e to Joe e Biden I (h)	vourabl U to Elon b Musk (i)	nfavoura le to Elon N Musk (j)	T Good N job (k)	IET Bad Fo job c (1)	llowing fo losely c (m)	Not allowing F closely (n)	ollowing t closely (o)	Not following closely (p)	Following closely (q)	Not following closely (r)	Following closely (s)	Not following closely (t)	Following closely (u)	Not following closely (v)	Following fo closely ((w)	Not N llowing losely I (x)	Set up a Recomme full ndations Vational from Public Previous Inquiry Inquiries (y) (2)
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)	68 6%	1 1%	28 8% 86	3 4%	3 2%	28 25% BCDE*	44 10% н	8 2%	8 3% P	55 9% IUNPQ	39 12% ULNPQ	19 3% p	38 13% LENPQ	9 3% P	68 21% UKLMNPQR		12 4% P	55 10% ILNPQ	34 12% vwZacefnij	23 4%	40 14% VWXZacefhij	8 3%	9 3%	55 9% TVWZethj S	32 17% TVWXZabcd	20 4%	8 5%	54 10% /WZacefhij	6 4% ти	50 11% WZacefhij	12 5%	56 8% TVWZh TVW	35 15% KZabcefh	17 3%	9 5%	55 8% TVW2h	19 15% 1	15 3%	49 7%	19 5%	59 6%	8 4%	45 8%	23 4%	34 6%	27 6%	48 7%	17 5%	36 6%	24 6%	23 40 4% 9% y
Fairly favourable (1)	253 22%	18 11%	112 30% st	38 41% nr*	10 7%	37 34% 85*	133 29% н	53 14%	46 20% LNP	171 27% UNPQ	120 37% IJENPOR	78 14% p	120 40% UUNPQR	41 12% P	253 79% UKLMNPQR		46 15% P	165 29% ILNPQ	93 33% iWZabcethi	86 14%	101 36% VWXZabcdef bi	34 11%	43 14%	171 29% TVWZabcefhi T	70 36% VWXZabcdef	79 14%	35 19% v	136 26% TVWZeh	32 20% vw т	133 29% /WZaehi	48 19% v t	186 26% TVWZeh TVW	80 35% Zabcefhij	92 18% TVZ	38 20% v	198 27% TVWZaehi	36 29% 1	42 10%	180 26% n	70 17%	214 23%	36 20%	157 26% r	93 19%	120 21%	115 24%	161 25%	70 19%	138 25%	93 22%	94 121 19% 28% y
Neither favourable nor unfavourable (0)	406 36%	59 35%	145 39% F	34 36%	44 31%	29 26%	164 36%	135 35%	72 31% NDP	220 34% NOP	108 33% NDP	177 31% NOP	88 29% NOP	74 21% OP	:		105 35% NOP	184 33% NDP	102 36% Vcg	198 33% Vc	90 32%	76 25%	103 34% Vc	194 33% v	63 32%	186 33% Vt	57 32%	172 33% v	39 24%	150 32% V	83 33% Vi:	253 36% Vedghj	65 28%	153 30% V	61 31%	242 34% Vt	46 37%	141 33%	243 35%	144 36%	317 35%	72 40%	219 37%	172 34%	199 35%	172 36%	238 36%	122 33%	203 36%	147 34%	171 161 34% 37%
Fairly unfavourable (-1)	143 13%	44 25% cder	44 12% r	10 11%	19 13% F*	4 4%	50 11%	70 18% G	40 17% #MD	68 11% 0	33 10% 0	98 17% JKMOR	26 8% 0	70 20% жмодя		143 43% UKLMINDQR	39 13% 0	73 13% JMO	32 11%	95 16% UX/befj	26 9%	63 21% ITUWXYbdef ebii	38 13% e	70 12%	16 8%	102 18% suwxvbdetj	31 17% UYe	59 11%	23 15% e	60 13% ү	23 9%	88 12%	28 12%	75 15% U/be	25 13% *	92 13%	8 7%	69 16% k	82 12%	55 14%	117 13%	22 12%	66 11%	70 14%	81 14%	55 12%	84 13%	55 15%	68 12%	66 15%	67 48 13% 11%
Very unfavourable (-2)	191 17%	43 25% CDF	31 8%	2 2%	64 45% BCDF*	7 6%	43 10%	106 28% G	48 21% KMDR	113 18% KMOR	16 5% 0	167 30% UKMOR	17 6% 0	146 42% UKIMOOR	:	191 57% UKLMNDQR	92 30% UKMOR	67 12% KMO	12 4%	169 28% suxnadigi	22 8% 5 5	124 40% TUWX/Zabd efebi	97 32% SUXWebdfgij	69 12% sung	9 4%	164 29% sumetal	44 24% suxnetigi	94 18% sucretgi str	60 37% XVZabdef	65 14% SUMg SL	72 28% Ukrhafg	96 13% sung	15 6% su	144 28% Jonbergj St	49 25% .mbdfgi	103 14% suxvg	9 8%	140 33% k	108 16%	78 19%	153 17%	30 16%	84 14%	101 20% 9	112 20%	75 16%	104 16%	68 19%	95 17%	76 18%	116 52 23% 12% z
Don't know	79 7%	6 3%	15 4%	7 7%	4 3%	5 5% •	20 4%	9 2%	19 8% JKLMINDPOR	15 2% 0P	11 3% 0P	26 5% INOP	13 4% NOP	4 1% P	:		9 3% 0P	19 3% NOP	11 4% Vcd	27 5% VZbcd	6 2%	1	9 3% Vc	25 4% Vbcd	4 2%	20 3% vc	5 3% Vi	11 2% v		9 2% uv	16 6% WYZabod	33 5% UVbcd	6 3% c	25 5% Vbod Uv	13 7% Withod	30 4% Vbcd	6 5%	21 5%	29 4%	37 9% m	52 6%	14 8%	23 4%	43 8% 9	26 5%	27 6%	22 3%	33 9% u	20 4%	24 6%	35 14 7% 3% z
Net: Very/Fairly favourable	321 28%	20 11%	140 37% 86	42 44% 85*	12 9%	65 59% BCE*	177 39% н	62 16%	54 23% LNP	227 35% ILNPQ	159 49% ULNPOR	97 17% p	158 52% IJUNPQR	50 15% P	321 100% UKLMNPQR		58 19% P	220 39% ULNPQ	127 45% WXZabceth	109 18% v t	141 50% VWXZabcdef	42 14%	52 18%	226 39% TVWZacefhij S	103 53% TVWXZabcd	100 17%	43 24% vz 1	189 36% VWZacehi	39 24% vw tv	183 39% WZacefhij	59 23% vwz tv	242 34% VWZacehi TVW	115 50% KZabcdef	109 22% TVZ	47 24% vwz 1	253 35% WWZacehi	55 44% 1	57 13%	229 33% n	89 22%	273 30%	44 24%	202 34% 7	116 23%	154 27%	143 30%	209 32% v	87 24%	174 31%	117 27%	117 161 23% 37% v
Net: Very/Fairly unfavourable	333 29%	87 51% CDF	75 20% F	12 13%	83 58% cor*	11 10%	93 21%	175 46% G	87 38% .KMOR	182 28% KMOR	48 15% 0	265 47% ukmor	43 14% 0	216 63% IJRIMOOR	:	333 100% UKLMNDQR	131 43% JKMOR	140 25% KMD	44 16%	264 44% suxvbatigi	47 17%	186 61% TUWXYZabd	135 45% suxvbdefgij	139 24% sur	24 13%	265 46% suxrbdefgi	75 42% suonbatgi	153 29% suxvig su	83 52% Mabdetgij	125 27% suxrg st	95 38% Locitatgi	184 26% sung	43 19% Y SU	219 43% Jonbeltgi SL	74 38% umodigi	195 27% suxvg	17 14%	210 49% k	190 27%	133 33%	270 30%	51 28%	150 25%	171 34% q	192 34%	131 28%	188 29%	123 34%	163 29%	142 33%	183 100 36% 23% z
Net Difference	-13 -1%	-67 -39%	65 17%	29 31%	-70 -49%	54 49%	84 18%	-114 -30%	-33 -14%	45 7%	111 34%	-168 -30%	115 38%	-166 -48%	321 100%	-333 -100%	-73 -24%	80 14%	82 29%	-155 -26%	94 33%	-145 -47%	-83 -28%	87 15%	78 40%	-166 -29%	-32 -18%	37 7%	-45 -28%	58 12%	-36 -14%	58 8%	72	-110 -22%	-26 -14%	58 8%	37 30%	-153 -36%	39 6%	-44 -11%	3	-8 -4%	51 9%	-55 -11%	-38 -7%	12 3%	21 3%	-36 -10%	11 2%	-25 -6%	-66 60 -13% 14%
Mean	-0.13	-0.66	0.17 8E	0.35 85*	-0.94	0.72 BCDE*	0.19 H	-0.57	-0.34 LNP	-0.02 IUNPQ	0.43 IJLNPOR	-0.59 NP	0.47 IJUNPQR	-0.89 P	1.21 UKLMNPOR	-1.57	-0.52 NP	0.12 ULNPQ	0.38 WXZabcdef Ni	-0.53 v T	0.41 VWXZabcdef Ni	-0.86	-0.59 V	0.13 TVWZabcefhij S	0.54 TVWXZabcd efbil	-0.56 V	-0.39 vw 1	-0.01 VWZacehi	-0.61 v тv	0.09 WZabcehi	0.41 vwc tv	0.03 VWZacehi TVW	0.41 KZabcdef Ni	-0.49 v	-0.36 vw2c 1	0.01 VWZacehi	0.39 I	-0.68	-0.03 n	-0.28	-0.11	-0.18	0.02 '	-0.29	-0.21	-0.08	-0.05 v	-0.26	-0.09	-0.19	-0.34 0.11 v

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.

29

ColumProportions (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w/w.k/s/r. Minimum Base: 30** Jonel Base: 200* ColumPrises (ISL) - A&COLOF, GAU MAUM/MAND/9/B, STAU/WW/V/Zab/b/c46/g/b/b/gJ.A/m/t.o/p.e/.v/w.w/s/r. Minimum Base: 30** Jonel Base: 200*7

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	Ge	nder	Aggr	egated Age E	Ireaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethn	icity
	Total	Mala	Fomalo	19.24	25 54		ARCI	C2DE	North	Midlande	South	London	Waler	Scotland	Graduate	Non-	Working	Not	UP TO	£20,000-	£35,000 -	655 000+	White ethnic	Minority ethnic
	(A)	(B)	(c)	(D)	(F)	(E)	(6)	(H)	(1)	(1)	(K)	(1)	(M)	(N)	(0)	(P)	(0)	(R)	(5)	(T)	(11)	100	(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
Very favourable (2)	118 10%	63 11%	55 10%	29 9%	31 8%	57 13%	51 8%	67 13% G	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% G	49 18%	64 21% L	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% N	56 19%	47 18%	35 22% N	10 18% *	9 9% *	68 18%	143 18%	143 20%	68 15%	40 19%	39 14%	60 21% т	58 21% T	169 17%	38 25% w
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% D	191 42% D	289 45% н	156 31%	110 41% J	94 32%	111 42% J	63 40%	25 45% *	43 45% J*	159 43% P	286 37%	266 38%	179 41%	77 36%	131 46% v	105 38%	98 36%	386 40%	56 37%
Don't know	61 5%	19 3%	41 7% в	29 9% EF	18 5%	14 3%	30 5%	31 6%	14 5%	19 6%	9 3%	7 5%	1 1% *	11 11% к*	14 4%	47 6%	37 5%	24 5%	17 8%	17 6%	10 4%	9 3%	45 5%	12 8%
Net: Very/Fairly favourable	304 27%	164 30% c	136 24%	88 28%	85 23%	131 29%	130 20%	174 35% G	70 26%	92 31%	71 27%	38 24%	11 20% *	21 22% *	82 22%	222 29% 0	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% D	232 52% D	360 56% н	203 41%	132 49%	130 44%	137 52%	76 49%	34 61% J*	55 57% J*	203 55% P	361 47%	336 48%	227 52%	99 47%	163 57% uv	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 E	-0.67	-0.54	-0.77	-0.25 G	-0.59	-0.37 N	-0.56	-0.55	-0.77 *	-0.79 *	-0.70	-0.47 0	-0.52	-0.58	-0.50	-0.76	-0.43 T	-0.43 т	-0.54	-0.54

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,J/J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

24-089497-2 - 10th - 13th January 2025 PUBLIC 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		Gener	al Election	2024 Vote		Referend	um 2016 vol	ote				Favourable	to parties												Fav	ourable to	politicians								Opi	nion on Labo government	ar Russia	n Invasion of Jkraine	Rising C	ost of Living	Current Israel a	conflict in and Gaza	Grooming G U	iangs in the K	Starmer an new plans to NHS wait	nouncing cut down a t times	Trump's cla cquire Green Panama C	lims to Op Iland and Canal	inion on w about Gro Gangs in t	what to do soming the UK
	Total	Conservat ve	i Labour	Liberal	its Reform U	JK Oth	er Remain	Leave	Favourabl e to Cons	Unfavoura ble to Con:	Favourabl	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura I ble to Lib Dems	avourabl to Green Party	Infavoura ble to Green Party	Favourabl e to Reform UK (Unfavoura ble to Reform UK	avourabl e to Keir Starmer	Unfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Jnfavoura ble to F Nigel e Farage	U Favourabi to Rachel Reeves	nfavoura ble to Fa Rachel e Reeves B	U Ivourabl to Kemi adenoch B	nfavoura Far ble to Kemi R adenoch I	ourabl Un e to upert fi Lowe	nfavoura Fave ble to e Rupert De Lowe Tr	ourabl Un e to i onald E rump 1	nfavoura ble to Favo Donald e to Trump Bio	urabi Unfa Joe biet en Bio	voura Favou o Joe e to B Sen Mu	irabi Unfa Elon blet sk M	voura Elon NET Jsk jo	Good NET E	ad Follow close	Not ng followin y closely	g Followin closely	Not following closely	Following	Not following closely	Following	Not following closely	Following	Not following f closely	ollowing fo	Not Na ollowing F closely Ir	et up a R full r ational Public f nguiry I	ing tecomme ndations from Previous Inquiries
Unweighted base	(A) 1139	(B) 178	(C) 397	(D) 99	(E) 118	(F) 112	(G) 2 485	(H) 344	238	(J) 646	(K) 373	(L) 521	(M) 328	(N) 326	351	(P) 316	(Q) 278	(R) 602	313	541	304	(V) 299	(W) 276	(X) 616	226	(2) 533	(a) 193	(b) 539	(C) 159	(d) 493 2	(e) 259	(T) (726 2	9 0 14 4	n) (i) 93 21	2 7	20 14	a) (1) 17 376	(m)	(n) 383	(0) 924	(p) 175	639	462	(s) 587	(t) 471	(u) 669	(V) 367	(w) 592	(x) 416	(y) 468	475
Weighted base	1139	171	375	95	144	10	9 454	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466 3	254	712 Z	9 5	07 19	6 7	20 1:	14 421	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very favourable (2)	118 10%	18 11% CDF	16 4%	2 2%	73 51% BCDF*	3 390	19 4%	85 22% 6	44 19% JKMOR	53 8% KR	14 4% R	98 17% #MOR	20 7% R	72 21% JKMOR	20 6% R	63 19% JKMOR	118 39% LKLMNOPR	:	18 6% xd	93 16% suxrbdfgi	22 8% xatj	62 20% stuorzbałęj s	110 37% STUVXYZabde	4 1%	14 7% xai	90 16% sumbetgi st	41 23% uxrizbidīgi	41 8% xatj STU	72 45% www.rzab	4 1% 2 stuv	74 29% vxxzsetg	28 1 4% 7 xd xd	5 8 6 13 8 SUR	15 57 7% 29 belig stuvky	7	2 1 % 9 d	2 93 % 229 k	82 12%	34 8%	104 11% p	9 5%	61 10%	55 11%	87 15% t	27 6%	77 12%	30 8%	68 12%	36 8%	89 18% z	21 5%
Fairly favourable (1)	187 16%	42 25% CDF	45 12% r	11 11%	55 38% BCDF*	4 4%	38 8%	107 28% G	69 30% JKLMNOPR	75 12% R	45 14% R	123 22% жмоя	46 15% R	72 21% JKDR	39 12% R	68 20% .KOR	187 61% IKLMNOPR		37 13% xd	129 22% suxbatj	37 13% Xd	56 18% xbdtj 5	132 44% STUVXYZabde febil	3 *	29 15% xd	120 21% SUX6dfj ST	58 32% UVXYZbdfg	56 11% xd stu	69 43% XYZabde febil	17 4% 3 x stuv	82 32% ixv2bdfg	67 4 9% 11 Xd 530	1 1 % 21 dtj 500	00 66 7% 34 bdt) stuvky	5 : % 1 75dfg >	D 2 1% 23 11	8 101 % 239	113	69 17%	161 18%	22 12%	103 17%	80 16%	115 20% t	60 13%	121 18%	54 15%	95 17%	77 18%	105 21% z	55 12%
Neither favourable nor unfavourable (0)	211 18%	38 22% DEF	65 17%	9 10%	15 11%	12 119	56 6 12%	81 21% G	38 16% QR	77 12% QR	47 14% QR	87 15% JQR	34 11% QR	49 14% QR	37 12% QR	56 17% JQR			42 15% xbdg	102 17% xbcdfgi	37 13% Xdg	47 15% Xbdg	38 13% dg	47 8% d	24 12% dg	96 17% xbcdtgi	31 17% xbcdg	49 9% d	16 10%	30 6% 2 suv	54 21% wxmcdf	89 1 12% 5 xbdg	2 5 6 11 W95	11 42 8% 22* cetigi suwom	2 96 1 bodfgi Xi	G 1 8% 13 dg	6 71 % 179	110	86 21%	155 17%	41 23%	90 15%	106 21% 9	97 17%	86 18%	115 18%	64 17%	82 15%	90 21% w	95 19%	67 15%
Fairly unfavourable (-1)	118 10%	23 14% E	42 11% E	8 9% E*	:	14 139 1*	43 6 9%	41 11%	21 9% Q	71 11% 9	36 11% Q	50 9% Q	37 12% 00	37 11% Q	26 8% Q	39 12% Q		118 21% URLMNOPQ	27 10% Wc	55 9% Wc	21 8% Wc	39 13% TWbcei	8 3%	89 15% TUW1Zbcdef	16 8% Wc	59 10% Wr	18 10% Wc	45 9% Wc	3 2%	55 12% UWbd	19 7% wc T	89 1 12% 7 TUWbcgi V	7 6 16 13 c TW	i0 13 2% 69 boel Wi	3 1 6 1 . UV	5 (1% 5 bog	i 29 K 7%	67 10%	47 12%	96 11%	20 11%	62 11%	52 10%	58 10%	55 12%	66 10%	45 12%	58 10%	46 11%	49 10%	48 11%
Very unfavourable (-2)	445 39%	43 25% E	197 53% #	63 66% acr*	1 1%	73 679 BCE	286 6 63% • н	61 16%	48 21% 9	359 56% ILNPQ	173 53% ILNPQ	192 34% IQ	160 53% IUNPQ	111 32% IQ	194 61% IKLMNPQ	102 31% 10		445 79% IJKLMNOPQ	153 54% TVWZacehi	202 34% Wacel	163 57% TVWZacehi	99 33% Wacel	4 1%	431 74% TUVWYZabc	110 56% TVWZacehi	195 34% Wacehi	30 17% Wcei ST	326 62% VWZacethij	• • stu	353 76% UVWYZabc	16 6% W: TV	415 1 58% 60 VWZacehi TVW3	18 1 96 30 acehi Wa	53 13 7% 69 cel Wa	3 4 6 5 : TVW	09 5 1% 43 tacehi i	9 123 % 289	300 43%	143 36%	362 40%	74 41%	263 44% 7	178 35%	200 35%	223 47%	267 41%	149 41%	246 44%	161 38%	149 29%	238 54% y
Don't know	61 5%	6 4%	9 2%	2 2%	:	4 3%	12	6 2%	12 5% JMNOPOR	9 1% R	11 3% .NDQR	15 3% INGR	5 2% QR	3 1% R	5 2% QR	6 2% QR			6 2%	17 3% vz	4 1%	3 1%	7 2%	11 2%	2 1%	11 2%	3 2%	8 1%	1 1%	7 1%	9 3% Vc L	24 : 3% 2 UVX2bd	i 1 6 3 V2	7 4 % 29 bd	6 3 V	2 : % 3	1 13 N 3%	21 3%	25 6% m	32 3%	15 8% 0	14 2%	32 6% 9	15 3%	21 4%	10 2%	23 6% u	12 2%	20 5%	19 4%	8 2%
Net: Very/Fairly favourable	304 27%	60 35% CDF	61 16% F	13 13%	127 89% BCDF*	7 6%	57 i 13%	192 50% 6	113 49% HLMOPR	128 20% R	60 18% R	221 39% жмоя	66 22% R	144 42% xmor	58 18% R	131 39% имоя	304 100% I.KLMNOPR		55 19% xdf	222 37% suxtedigi	59 21% xatj	117 38% suxnbdfgi	242 81% STUVXY2abde febil	6 1%	43 22% xd)	210 37% sumbefgi ST	99 55% UVXYZbdfg	97 18% xatj STU	141 88% WXXZab	22 1 5% 6 x stuv	156 61% wxzbdfg	95 5 13% 2! xd xb	6 1: % 3: #j sue	85 12 7% 63 bdfg STUNXY	3 1 % 1 7abdf >	12 4 8% 33 at	D 193 % 459 k	194	103 25%	265 29% p	31 17%	164 28%	135 27%	202 35% t	86 18%	198 30% v	84 23%	163 29%	112 26%	194 38% z	76 17%
Net: Very/Fairly unfavourable	564 49%	66 39% E	239 64% at	71 75% 85*	1 1%	87 799 8CE	329 6 72% • н	102 27%	69 30% 9	430 67% ILNPQ	209 64% ILNPQ	242 43% 10	197 65% IUNPQ	148 43% IQ	220 69% ILNPQ	140 42% 10		564 100% IJKLMNOPQ	180 64% TVWZacehi	257 43% Wacei	185 65% TVWZacehi	138 45% Wacei	12 4%	519 89% TUVWYZabe	126 65% TVWZacehi	254 45% Wacei	47 26% Wcei 51	372 71% TVWZacehi	3 2% 5TL	408 88% 1 UVWYZabc	35 14% We STU	504 1 71% 61	i5 2 % 42 acehi Wa	13 25 26 13 cei Wi	5 4 % 6 : TVW	93 6 96 53 Jacehi I	5 15: % 359	367 53%	190 47%	459 50%	93 52%	325 55%	230 46%	257 45%	278 59%	333 51%	194 53%	304 54%	208 48%	198 39%	286 65% y
Net Difference	-259 -23%	-6 -3%	-178 -47%	-58 -62%	126 88%	-80 -73	0 -272 % -60%	90 24%	44 19%	-302 -47%	-150 -46%	-20 -4%	-131 -43%	-4 -1%	-162 -51%	-9 -3%	304 100%	-564 -100%	-125 -44%	-35 -6%	-126 -44%	-21 -7%	230 77%	-513 -88%	-83 -43%	-44 -8%	51 28%	-275 -52%	138 85%	-387 1 -83% 4	120 47%	-409 -4 -57% -4	9 -3 1% -6	28 98 8% 50'	8 -3 % -5	81 -J 3% -21	5 42 96 109	-172 -259	-87 -22%	-193 -21%	-62 -34%	-161 -27%	-95 -19%	-55 -10%	-192 -41%	-135 -21%	-110 -30%	-141 -25%	-95 -22%	-4 -1%	-210 -48%
Mean	-0.54	-0.19 CDF	-0.98 F	-1.28	1.38 BCDF*	-1.4	-1.22	0.31 G	0.18 JKLMNOPR	-0.96 R	-0.98 R	-0.21 JKMOR	-0.91 R	-0.12 JKMOR	-1.07 R	-0.15 JRMOR	1.39 LIKLMNOPR	-1.79	-0.94 xdf	-0.25 suxnadigi	-0.95 xdf	-0.19 suxnedigi	1.15 STUVXYZabde fahil	-1.64	-0.93 xdf	-0.27 suxnedgi st	0.35 UVXYZbdfg Ni	-1.08 xd stu	1.31 /WX/Zab lefebil	-1.60 0 stuv	0.72 /XYZabdf ahi	-1.16 -0 xd >	99 -0 1 SUM	20 0.7 befigi STUVKY ah	75 -1 Zabdf >	09 -0. st	59 0.0 k	8 -0.58	-0.52	-0.51	-0.76	-0.63	-0.47	-0.30 t	-0.86	-0.50	-0.67	-0.58	-0.54	-0.13 z	-1.00

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.

ColumPhogonitions (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p,d/y/a/v/a/y/z/ ColumPhogoni (5%) - A&CC/0/07, GAU/A/A/WQ/PQ/R-5/7/4//WX/V/Z/o/b/c/64//jg/h/3/A/m/t,n/p,a/p/a/y/a/v/a/y/z/

24-0899-74-2 UNIT-1318 Manuary 2025 PUBLIC Political Public Week 2 Adults seed 18-16 in 608 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 numing the country? All Adults aged 18+ in Great Britain

	Total	Ge	nder	Aggre	egated Age E	Ireaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ime		Ethn	icity
	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)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(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
0 = Very bad job (0)	285 25%	119 22%	163 29% 8	30 10%	90 24% D	165 37% DE	123 19%	162 32% G	65 24%	79 26%	81 31%	32 21%	9 16%	19 20%	62 17%	223 29% 0	157 22%	128 29% q	56 26%	77 27%	72 26%	56 20%	260 27% x	22 15%
1	52 5%	26 5%	27 5%	8 3%	16 4%	28 6% 0	30 5%	22 4%	17 6%	12 4%	13 5%	7 4%		3 3%	18 5%	34 4%	31 4%	21 5%	9 4%	10 3%	11 4%	21 8%	42 4%	8 5%
2	92 8%	46 8%	43 7%	17 5%	37 10% D	38 8%	47 7%	45 9%	24 9%	26 9%	21 8%	6 4%	8 15% L*	8 8% •	20 5%	72 9% 0	43 6%	48 11% Q	16 8%	25 9%	24 9%	20 7%	87 9% x	4 2%
3	98 9%	44 8%	54 9%	23 7%	31 8%	44 10%	59 9%	39 8%	25 9% L	33 11% L	20 8%	5 3%	7 14% L*	6 6%	28 8%	69 9%	48 7%	50 11% 9	27 13% U	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 9%	12 8%	7 13%	10 10%	34 9%	58 7%	62 9%	29 7%	24 11%	19 7%	24 9%	17 6%	74 8%	15 10%
5	134 12%	63 12%	70 12%	50 16% r	51 14% r	33 7%	77 12%	57 11%	16 6%	38 13%	36 14%	22 14%	9 16% 1*	14 15%	41 11%	93 12%	99 14% R	35 8%	18 9%	41 14%	35 13%	28 10%	104 11%	29 19% w
6	117 10%	58 11%	56 10%	48 15% 17	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% 17	24 6%	30 7%	55 9%	36 7%	22 8%	20 7%	15 6%	17 11%	5 9%	12 12%	42 11% p	49 6%	57 8%	34 8%	17 8%	21 7%	20 7%	27 10%	77 8%	12 8%
8	71 6%	53 10% c	16 3%	25 8%	24 6%	22 5%	49 8% н	22 4%	16 6%	18 6%	16 6%	16 10% N	3 5%	2 2%	37 10% p	34 4%	49 7%	21 5%	10 5%	15 5%	18 6%	26 10%	57 6%	14 9%
9	29 3%	21 4% c	7 1%	13 4% r	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% w
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% p	7 1%	20 3% 8	4 1%	2 1%	3 1%	10 4%	8 3%	15 1%	9 6% W
Don't know	51 4%	11 2%	38 7% 8	24 8% r	16 4%	11 2%	30 5%	21 4%	16 6%	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 1%	3 *	2	1	:	3 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% D	231 51% DE	200 31%	229 46% G	106 39%	117 39%	115 43% L	45 28%	17 30%	30 31%	100 27%	329 43% 0	231 33%	198 45% q	81 38%	112 39%	107 38%	97 35%	388 40% ×	34 22%
NET: Good	124 11%	88 16% c	33 6%	49 16% r	39 10%	36 8%	85 13% н	40 8%	37 14% N	26 9%	24 9%	28 18% 301	5 9%	3 4%	65 18% P	59 8%	92 13% R	32 7%	15 7%	25 9%	39 14% 5	45 16% 57	93 10%	31 20% w
Mean	3.66	4.09 c	3.20	5.00 EF	3.60 F	2.83	4.08 н	3.13	3.72	3.41	3.25	4.54 IX	3.98	3.81	4.52 p	3.25	3.99 R	3.14	3.29	3.47	3.84	4.09 ST	3.48	4.86 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.

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		Genera	I Election 2	t024 Vote		Referen	ndum 2016 vote					Favourab	le to parties													wourable to	politicians									Opinion on La governmen	bour Ru	isian Invasior Ukraine	of Rising	Cost of Livi	Curre 1g Isra	nt conflict in el and Gaza	Groomi	ng Gangs in Ne UK	Starmer an new plan down NHS v	nouncing s to cut wit times	Trump's cl acquire Gre and Panam	aims to O renland de a Canal	pinion on what o about Groom Gangs in the L	at to ming UK
	Total	Conservat ve	Labour	Liberal Democra S	t Reform UK	Other	Remain	Leave	Favoural e to Con	Unfavou bl ble to 15 Cons	ra Favour e to La	abl Unfavour ab ble to Lai	Favourab s e to Lib b Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura ble to Reform UK	Favourabl e to Keir Starmer	Unfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura I ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	L Favourabl e to Kemi Badenoch B	Infavoura F ble to Kemi ladenoch	avourabi L e to Rupert Lowe	Infavoura F ble to Rupert Lowe	avourabi U e to Donald Trump	Infavoura ble to F Donald Trump	avourabl Ur e to Joe bl Biden	favoura F e to Joe - Biden	avourabl Un to Elon bl Musk	nfavoura e to Elon M Musk	IET Good NE job j	'Bad Foli ob ck	No owing follow sely clos	t ving Follow ely close	Not ring followi rly closel	ng Follow y close	Not ing following y closely	Followin closely	Not following closely	Following closely	Not following Fr closely	ollowing f	Not Ni cllowing F closely Ir	tin rt up a Recor full ndati ational fro Public Prev Inquiry Inqu	ing amme itions iom ivious quiries
	(A)	(8)	(C)	(D)	(E)	(F)	(G)	(H)	(0	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(1)	(U)	(V)	(W)	(X)	(Y)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(1)	(i)	(k)	(1) (m) (n) (o)	(p)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)	(y) (r	(x)
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 3	76 7	21 38	3 924	175	639	462	587	471	669	367	592	416	468 47	.75
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	29 6	91 40	3 911	180	594	502	572	472	656	365	560	430	506 43	-36
0 - Very bad job (0)	285 25%	79 46% CDF	28 7%	7 8%	82 57% CDF*	19 18% C*	72 16%	152 40% G	95 41% #MOR	139 22% KMOR	3 1%	272 48% URMOR	28 9% к	171 50% UKMOR	26 8% к	159 48% JOMOR	143 47% JMDR	79 14% кмо	4 1%	280 47% SUXYabdefg Ni	31 11% Sr	148 49% Sutrabdetg Ni	136 45% Suxnabdfghij	87 15% 57	1 1%	264 46% Suicrabdīghij	66 37% sumbatgi	124 24% suxrdgi si	85 53% UWXXabdef ahli	84 18% suxrg	101 40% suxvbatgi	147 21% suorg	25 11% sv s	191 38% .xorbdtgi :	69 36% uxnsatej	145 20% SUXYg	- 6	85 1 6% 2 k	63 11 4% 28	3 242 % 27% P	t 33 6 18%	133 22%	140 28%	173 30% t	99 21%	178 27%	79 22%	135 24%	116 27%	171 71 34% 17 z	76 .7%
1	52 5%	9 5% c	6 2%	8 8% C*	13 9% c*	6 6% C*	20 4%	25 7%	11 5% к	28 4% к	1.	47 8% UKMOPR	11 4% к	24 7% КОЯ	10 3% к	15 4% к	20 7% KD	21 4% к		49 8% Sorbdergij	13 5% Srg	21 7% Sivig	16 6% Srg	24 4% SYg		47 8% Svibdetgij	10 6% Svg	23 4% SYg	8 5% SYg	20 4% SYg	10 4% Sig	30 4% Sig	2 1% 5 5	36 7% xrbdigi	6 3% sr	34 5% SYg		52 2% k	28 23 1% 65	t 45 6 5%	6 3%	25 4%	26 5%	29 5%	21 4%	28 4%	17 5%	30 5%	17 4%	28 11 5% 4*	19 4%
2	92 8%	22 13% c	17 4%	11 11% C*	16 11% C*	10 9%	32 7%	42 11%	25 11% км	49 8% x	1.	82 14% #MNOQR	18 6% к	27 8% к	21 6% к	36 11% KM	29 10% к	50 9% к	1 1%	85 14% SUVWWabc defehi	17 6% Sr	29 10% SY	26 9% SY	49 8% SY	1.	73 13% SUWXIbcdef	15 9% 57	35 7% 57	9 6% 57	41 9% SYb	16 6% 57	67 9% sunae	13 6% sv	46 9% sv	11 5% 57	66 9% Srb		92 1% k	51 3: 1% 83	L 80 6 9%	11 6%	50 8%	41 8%	51 9%	37 8%	52 8%	34 9%	44 8%	36 8%	47 3: 9% 8*	35 8%
3	98 9%	18 10%	28 7%	10 11%	11 8%	13 12%	34 7%	36 9%	11 5%	59 9% ×	8 2%	68 12% HDQ	24 8% к	36 11% к	20 6% к	32 10% ж	21 7% K	54 10% IKD	4 1%	73 12% SUWTacdeg	20 7% Sr	31 10% SYacei	23 8% Sitci	58 10% Staqji	4 2%	69 12% SUWYacegi	8 4% 5	51 10% SYcgi	7 4%	41 9% Sti	14 6% 5	73 10% Stacyl	12 5% 5	48 9% SYacei	8 4% 5 5	77 11% R/Tacegi		-	55 40 1% 10) 79 % 9%	14 8%	47 8%	47 9%	37 6%	54 12%	51 8%	38 11%	46 8%	39 9%	36 4 7% 10	43 10%
4	92 8%	14 8%	20 5%	18 19% BCE*	5 4%	12 11%	32 7%	33 9%	16 7% к	51 8% к	9 3%	48 9% xv	31 10% KQ	20 6%	37 11% #040	22 7% к	17 6%	49 9% к	11 4%	54 9% Si/Wce	24 9% %	15 5%	14 5%	56 10% SVW/bcdeg	9 5%	48 8% SVWc	13 7%	36 7% 5	5 3%	34 7% 5	13 5%	64 9% SVW1te	12 5%	50 10% WVbce	13 7% 54	69 10% Wrbcdeg		-	57 31 1% 83	t 75 6 8%	16 9%	52 9%	36 7%	43 8%	41 9%	47 7%	38 10%	38 7%	40 9%	46 33 9% 85	33 8%
s	134 12%	10 6%	57 15% 85	12 13% 5*	4 3%	17 15% 86*	68 15% н	25 7%	19 8% LN	79 12% LNPQ	45 14% ILNPQ	23 4%	35 12% LNPQ	14 4%	54 17% IILMNPQR	19 6%	15 5%	73 13% UNPQ	35 12% TVY2ac	22 4%	39 14% TVWYZace	14 5%	23 8% T	78 13% TvWtZaboeh	14 7%	31 5% т	10 6%	57 11% TVZ	10 6%	61 13% TVW/Zace	20 8% т	89 12% TVWY2ac	30 13% TWZac	50 10% TVZ	19 10% TV2 1	89 12% rvwvZac		- 1	87 43 3% 11	8 105 N 129	i 23 i 13%	75 13%	55 11%	60 10%	57 12%	64 10%	49 14%	62 11%	52 12%	55 5- 11% 12	54 .2%
6	117 10%	7 4%	60 16% 85	7 7% 5*	2 1%	15 14% 85*	55 12% н	23 6%	9 4% L	83 13% ILNPQ	71 22% ULMINOP	10 2% QR	39 13% ILNPQ	24 7% LQ	51 16% ILNPQ	18 6% L	10 3%	88 16% IILNPQ	55 19% TUVWXZabc defhi	17 3%	36 13% TW2aceh	25 8% TW2	11 4%	83 14% TVWZacdefh i	34 18% TVWZabcdef hii	22 4% т	11 6% T	65 12% IV#Zaceh	6 3%	55 12% TWZaceh	16 6% TW	82 12% TW2ceh 7	38 17% WZacefhij	31 6% TZ	17 9% TWZc 1	86 12% WZaceh		. 1	75 37 1% 99	7 89 L 10%	23 13%	62 10%	51 10%	52 9%	58 12%	69 11%	38 10%	66 12%	37 9%	32 5 6% 13 7	57 3% ¥
7	91 8%	4 2%	60 16% 85	11 12% 85*	1 1%	9 8% 85*	44 10% н	18 5%	12 5% L	65 10% ILNPQ	76 23% ULMNOP	4 1%	36 12% ILNPQ	10 3% L	40 12% ILNPQ	11 3% L	8 3% L	64 11% ILNPQ	65 23% TUVWX2abc defethi	6 1%	34 12% TVWZceh	11 3% 12	7 2%	66 11% TVWZcehj	44 23% TuVWKZabc defehi	6 1%	13 7% TW2z	58 11% TVWZceh	5 3% T	56 12% TVW2tehj	14 5% TWZ	70 10% TVW2zh 7	33 14% (WZacethij	27 5% TW2	14 7% TVW2r	65 9% TVW2ch		-	59 31 1% 83	t 77 6 8%	14 8%	53 9%	37 7%	50 9%	36 8%	66 10%	24 7%	51 9%	37 9%	29 5: 6% 12 y	51 2% V
8	71 6%	5 3%	52 14% 867	8 8% 5P	1 1%	1 1%	44 10% н	15 4%	15 7% LNP	47 7% LNP	61 19% ULMNOP	2 •	38 13% UUNPQR	9 3% L	30 9% LNPQ	10 3% L	14 5% L	46 8% UNP	61 21% UVWX2abc defebii	1.	35 12% TVWX2hi	5 2% T	20 7% TV2h	42 7% TV2h	48 25% TuvWKZabc defeti	5 1% T	17 10% Tv2h	46 9% TV2hj	10 6% TV2	41 9% TV2hj	20 8% TV2h	46 6% Tv2h	28 12% tvwx2mj	16 3% 12	15 8% ти2h	48 7% Tu2h	71 57% 1	-	51 17 1% 49	7 58 6 6%	10	44 7%	24 5%	37 6%	29 6%	49 7%	19 5%	38 7%	29 7%	24 31 5% 9? 7	38 9% v
9	29 3%	:	20 5% 8F	1 1%	6 4% 8*	÷	17 4%	6 2%	8 3% LN	14 2% L	24 7% ULNOP	1 *	19 6% JLNOPR	3 1%	11 4% LN	7 2% L	15 5% ILNPR	11 2% L	23 8% rvwx2bdthj	4 1%	17 6% TVX2bethj	2 1%	11 4% TV2th	11 2% 12	19 10% TVWX2bdhj	2.	9 5% TV32mj	13 2% TV2h	8 5% TV2th	14 3% TVX2h	13 5% TVX2b/Nj	11 2% тг т	19 8% /wxztadny	4 1%	12 6% TVX2bmj	14 2% 12	29 24% 1	-	22 5 1% 13	22 2%	7	17 3%	11 2%	10 2%	15 3%	21 3%	5 1%	24 4% ×	4 1%	11 11 2% 2'	10 2%
10 - Very good job (10)	24 2%	2 1%	15 4%	2 2%	1 • •	2 2%	15 3%	4 1%	9 4% LNPR	8 1% LN	20 6% JLNPR	2	15 5% JINPR	:	13 4% ILNPR	:	11 4% INP	7 1% L	18 6% тихгылт	:	11 4% TVX2bihj	2 1%	10 3% Tv2hj	10 2% T2h	17 9% TuvwxZabd fbil	•	5 3% Tv2h	8 2% T2h	8 5% TvX2bhj	9 2% T2h	12 5% TVX2bHj	8 1% T2h	15 7% VxZbdhj	•	8 4% TV2b/hj	9 1% TZh	24 19%	-	18 3	18 6 2%	2	17 3% 1	4 1%	18 3% t	4 1%	18 3%	5 1%	19 3% ×	3 1%	8 11 2% 33	12 3%
Don't know	51 4%	:	12 3%	÷	2 1%	5 5% 8*	19 4% н	2 1%	1 1%	20 3% LPQ	8 2% 9	6 1% Q	8 3% Q	5 1% Q	8 2% Q	3 1%		19 3% LPQ	6 2%	6 1%	6 2%	2 1%	2 1%	19 3% TVZsbcdgh	2 1%	4 1%	:	10 2%		9 2% 2	2 1%	24 3% VWZabcdgh	1 1%	7 1%	3 2% c	17 2% 12		-	14 24 1% 63 m	i 19 i 2%	20 11% 0	16 3%	27 5%	11 2%	18 4%	13 2%	18 5% u	8 1%	18 4% w	19 6 4% 13	6 1%
Prefer not to say	5		:	:		÷	2.			1.				1.				:				:		1.				1.		1.	1 1%	:	:		:	•			1 2	2.	1.	1.	2.	1.	1.	:	2.		2 1%	: :	:
NET: Poor	429 38%	111 65% CDF	51 14%	26 27% C*	111 78% RCDF*	35 32% C*	124 27%	219 57% G	131 56% JKMOR	217 34% KMOR	5 1%	401 71% UKMNOPO	56 19% к к	222 64% JOMOR	57 18% κ	210 63% JKMOR	193 63% JIMOR	151 27% MO	5 2%	414 69% SUWCrabdef	61 21% Sr	199 65% Sumabdetg	178 59% SUXYabdetgi	160 27% sung	2 1%	384 67% SUWXrabdet	92 51% sumbdigi	182 35% sumg s	102 63% UXrabdefg	145 31% sumg	128 50% suonbahyij	244 34% sumg	40 18% sv si	272 54% xrbdfgi	86 44% umbdtgi	245 34% suxvg	- 1	29 3 10% 3 k	52 16 6% 41	6 366 % 40% p	i 50 i 27%	209 35%	208 41%	252 44% t	157 33%	258 39%	129 35%	208 37%	168 39%	246 13 49% 30 z	30 10%
NET: Good	124 11%	7 4%	87 23% 8065	11 11% F*	7 5%	3 3%	75 17% н	26 7%	32 14% LNP	69 11% LNP	106 32% ULMNOP	5 1% QR	72 24% ULNOPQR	13 4% L	55 17% ILNPR	17 5% L	40 13% UNP	65 11% INP	102 36% ruvwx2abc defahii	6 1%	63 22% TVWXZbdhij	9 3% 12	41 14% TV2h	63 11% TV2h	84 43% STUVWKZab cdefehii	7 1%	32 18% Tvs2hj	67 13% Tv2hj	27 16% Tv2hj	64 14% Tvit2thj	45 18% Tvit2thj	65 9% Tv2h T	62 27% WXZabcde fhii	22 4% 12	35 18% Tvx2hj	71 10% Ti2h	124 100% 1	- 1	91 24 3% 69 n	5 99 6 119	20 6 11%	78 13% 7	40 8%	65 11%	48 10%	87 13% v	29 8%	81 14% ×	36 8%	43 66 9% 14 7	50 4% Y
Mean	3.66	2.02	5.56	4.25	1.43	3.60	4.49	2.53	2.94	3.92	6.75	1.53	5.21	1.93	5.07	2.14	2.49	4.35	6.84	1.62	5.04	1.98	2.63	4.27	7.10	1.73	3.37	3.94	2.62	4.24	3.32	3.80	5.58	2.55	3.67	3.83	8.62 0	.55 3	.89 3.2	2 3.58	8 4.11	3.94	3.32	3.48	3.80	3.77	3.58	3.95	3.43	2.99 4.	1.29
			BDEF	86.	· ·	86.	н		LNP	ILNPQ	ULMNOP	QK.	ULNPQR	L	LENPOR	L	LN	ILNPQ	defahii		tvw9Zabcde fhii	72	TVZ	rWVZabcefh ii	si UVWXZab cdefehii	т	i vWZch	rvW2ceh	TV2 T	vwZabcefh i	rvW2ch	rvW2ch T	defhii	rvZ	rwW2ch 1	vw/Zceh	1		a .			r						×		Ŧ	r

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.

33

CalumPhopention (DR) AA/CD4576AU/MCAMNO(0)9Q4557U/MWX/ZD40404/UfbNV32ba/v444/UfbNV32ba/v444/st/ Minimum Base: 2021 CalumPhopen (DR) AA/CD4576AU/MCAMNO(0)9Q4557U/WWX/ZD40404/UfbNV32ba/v44/st/bNV42ba/v44/st/ Minimum Base: 2021

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 ea	ch of the fo	llowing stat	ements doe	s or does no	t apply to T	he Prime N	linister, Keir	Starmer?	
	An honest person	In touch with ordinary people	Has a lot of personalit y	Has the right plans for Britain	A capable leader	Understan ds the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienc ed leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(К)	(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% всдбјк	298 26% СК	251 22%	306 27% Ск	376 33% всдајк	410 36% ABCDEGIJK	278 24%	396 35% ABCDGIJK	357 31% всдајк	289 25% СК	261 23%	401 35% ABCDGIJK
Does not apply	521 46%	665 58% ADEFGHIJKL	734 64% ABDEFGHIJKL	604 53% AEFGHL	547 48% н	567 50% AGH	519 46%	503 44%	593 52% AEGHL	634 56% ADEFGHIL	635 56% ADEFGHIL	558 49% GH
Don't know	262 23% BCDEFIJL	176 15%	154 14%	229 20% BCFIL	216 19% BCFIL	163 14%	342 30% ABCDEFHIJKL	240 21% BCFIL	190 17% CF	215 19% BCFL	243 21% BCFIL	180 16%

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(*)

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 White Minority Non-Not UP TO £20,000- £35,000 ethnic ethnic Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduate graduate Working working £19,999 £34,999 £54,999 £55,000+ group group (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (0) (P) (R) (W) (Q) (S) (T) (U) (V) (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 157 437 288 153 549 573 313 376 450 639 500 269 298 264 55 97 366 773 702 212 280 275 971 Does apply 356 218 133 108 100 147 239 117 86 81 76 63 16 32 157 199 227 128 52 81 107 103 296 57 31% 40% 23% 35% 33% 37% 23% 27% 29% 43% 26% 32% 29% 24% 28% 38% 37% 30% 37% 27% 32% 40% 29% 33% С Е . ST ST н JK * Р Does not apply 521 235 279 129 182 210 245 277 125 147 126 57 24 42 130 391 305 216 95 138 121 127 449 63 46% 43% 49% 41% 48% 47% 38% 55% 48% 36% 35% 51% 49% 45% 48% 43% 46% 46% 41% 46% 49% 44% 44% 43% G L L . 0 Don't know 262 96 160 76 93 93 155 107 58 70 61 37 15 22 80 182 169 93 66 68 52 45 226 33 23% 28% 24% 24% 21% 23% 24% 23% 22% 24% 24% 24% 19% 17% 23% 21% 17% 25% 21% 21% 23% 26% 21% 31% в 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(*)

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

																									Opinion on Labou		Russian Invasi	sion of		c	Current conf	flict in Gr	ooming Gan;	Str gs in the nev	tarmer anno w plans to c	ouncing cut down ac	Trump's cla quire Green	claims to Opinion or renland and about 6		nat to do oming												
	Total		General Election 2024 Vote				Referendu	im 2016 voti	8				Favourable to	parties												Favo	urable to p	able to politicians								governme	nt	Ukraine	2 F	ising Cost of I	Jving	Israel and G	saza	UK		NHS wait ti-	ames	Panama C	Janal	Gangs in th	.ie UK	
																																																			im-	plement
																																																				ing
																																																		s	etupa Re	.ecomme
															u	Jnfavoura							U	Infavoura	U	Infavoura	Un	favoura Fa	avourabl L	Jnfavoura Fi	avourabl	Unfavoura																			full n	idations
													Favourabl U	nfavoura Fa	avourabl	ble to	Favourabl	Unfavoura F	avourabl L	Jnfavoura Fa	wourabl U	nfavoura Fa	vourabl	ble to Fa	avourabl	ble to Far	ourabl	ble to	e to	ble to	e to	ble to 1	Favourabl U	Infavoura I	Favourabl	Unfavoura				Not		4ot		Not		Not		Not		Not N	ational	from
		Conservat	5	Liberal					Favourabl	Unfavoura	a Favourabl	Unfavoura	e to Lib b	le to Liber	to Green	Green	e to	ble to	e to Keir B	ble to Keir	e to Ed b	e to Ed e t	o Nigel	Nigel et	o Rachel	Rachel et	o Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe b	ole to Joe	e to Elon	ble to Elon	NET Good N	ET Bad Fo	ollowing fol	llowing Fe	llowing foll	owing Fo'	dowing fo'	lowing Fr	allowing for	dowing Fo'	allowing fo	ollowing F	ollowing fr	ollowing /	Jublic P	/revious
	Total	ve	Labour	Democrat	s Reform L	JK Other	Remain	Leave	e to Cons	ble to Con:	is e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK :	Starmer	Starmer	Davey	Davey F	arage	Farage F	Reeves	Reeves Ba	denoch Ba	denoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job (closely cl	losely	closely clo	usely c'	losely c'	dosely /	closely c'	losely c'	closely r	closely	closely	closely I	aquiry Ir	nguiries
	(A)	(B)	(0)	(D)	(E)	(E)	(6)	(H)	(1)	(1)	(K)	(1)	(M)	(N)	(0)	(P)	(0)	(8)	(5)	m	(11)	(1)	040	(X)	m	(7)	(a)	(b)	(c)	(4)	(e)	m	(c)	(b)	(1)	6)	(0)	m	(m)	(n)	(0)	(n)	(a)	(r)	(5)	(1)	(u)	64	(w)	(v)	(v)	(2)
	6.4	()	()	(-)	(-)		(/	10.07	19		4-4	(-)	(,	()	(/		140	4	(-)		(-)	1.7	(,	4-9	(-7	((-/	(-)	()	()	(-)		180	()		07	449	69	(,	((-)	~			(-)	19	()	(-)	(,	1-9		(-)
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	75	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 :	80 5	594	502	572 4	472	656	365	560	430	506	436
Does apply	256	21	205	41	15	27	205	9.4	55	226	224	5.0	165	66	1.45	64	67	221	210	5.0	162	47	80	225	147	74	49	209	41	102	79	244	122	0.2	67	262	101	26	260		202	40	226	114	107	1.45	241	100	220	111	109	100
	330		200	**	1.5		205			2.50			100		145		-		110	50	105				147			205		195		244	133		01	1.51	101	20	200	00	303			114	1.57	145	241	100			200	100
	31%	18%	55%	43%	10%	25%	45%	22%	24%	3/%	68%	10%	55%	16%	45%	19%	20%	41%	74%	10%	57%	15%	27%	33%	76%	13%	27%	40%	26%	41%	31%	34%	58%	18%	32%	35%	81%	6%	38%	22%	33%	/% /	40%	23%	34% :	31% :	3/%	27%	41%	26%	21%	46%
			BCF	act.	•	r.	н		LN	ILNPQ	ULMNOPQR		ULNOPOR	L	ULNPQ	L	L	ULNPQ TU	WWXZabcd efehi	TV	WXZabcdef hii	т	TV2h 1	TVWZacfhj TU	vWXZabcd efehil	т	TVZh TV	WZacefhj	TVZ 1	WZacefhij	TV2h	TVW2h T	NI	12	TVZh	TVWZach	1		•				r				v		x			Y
Does not apply	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	203	435	67	252	256	278	212	292	180	238	220	294	150
	46%	61%	26%	27%	79%	53%	32%	60%	5.8%	45%	14%	75%	26%	71%	31%	66%	68%	37%	12%	75%	23%	73%	63%	39%	12%	71%	61%	43%	69%	39%	5.8%	47%	23%	66%	54%	43%	10%	81%	44%	50%	48% 3	67%	43%	51%	49%	45%	45%	49%	43%	51%	58%	34%
					00078	001			KAOD	10.00		10040000		101000		UKMOD	1101100	114		10000-044		and the second s	and an	5100-		and the second s	vited at 1	1004	(Chatelat	100	i fondation	F100141		100bdafat	C CODATA	F10044																
					80.07				JOINT N	AVIOR.		Takan ar up		ALMOPA	<u>^</u>	ULMUN	136BLOK	K-m		fghij		ghij 30	or sound of	3018	^	ghi so	A loading -	And an an	ov recently	and a	Jun 1991	Juning		our seeigt	Your Series	Juniag					*			4						~		
Don't know	767	25	72	19	16	25	102	69	42	110	67	95	67	42	75	40	26	176	41	0.4	67	26	20	122	24	01	12	80		02	27	166	42	91	27	15.9	11	cc	176	112	172	64	105	122	07	115	172	95	62	00	105	00
Duri Childre	202	35	/5	20	10	25	105	00	43	219	5/	80				~,				-					***	~					**	100				*10	**					- ·					****					
	23%	21%	20%	30%	11%	23%	23%	18%	18%	19%	18%	15%	19%	13%	23%	15%	12%	22%	14%	16%	20%	11%	10%	23%	1.5%	16%	1.5%	1/%	5%	20%	10%	23%	13%	16%	14%	22%	32	15%	18%	28%	19%	3% 3	18%	26%	1/% 2	24%	19%	23%	1/%	23%	21%	20%
				£.	•	E.			٩	NQ	Q		۹		JKLNPQ			JKLNPQ	¢	VWce 3	DVWYace	c	c 51	ebi	¢	VWce	c	VWce		STVWYace	c	STVWYZabcd ehi	VWYce	VWce	c	STVWYZabce N				-		0		٩						*		

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.

36

Calumhayartions (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/M/AAm/n.q/n.q/n.g/n.g/u/u/u/u/u/u/ CalumhAmus (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/V/AAm/n.q/n.g/n.g/u/u/u/u/u/u/u/u/u/u/u/
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	Ge	nder	Aggre	egated Age B	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	298 26%	178 32% c	115 20%	108 34% F	101 27% F	89 20%	191 30% н	107 21%	73 27%	80 27%	59 22%	52 33% км	7 13% *	26 27% *	120 33% P	178 23%	208 30% R	90 21%	42 20%	61 21%	93 33% st	90 33% st	234 24%	62 40% w
Does not apply	665 58%	306 56%	350 61%	143 46%	209 56% D	312 69% DE	334 52%	331 66% G	161 60%	167 56%	170 64% L	79 50%	36 66% *	53 55% *	184 50%	481 62% 0	376 54%	289 66% Q	125 59%	185 64% V	153 55%	150 55%	589 61% x	67 44%
Don't know	176 15%	65 12%	107 19% В	62 20% F	66 17% F	48 11%	114 18% н	62 12%	35 13%	50 17%	35 13%	26 17%	12 21% *	18 18% *	63 17%	113 15%	117 17%	59 13%	45 21% UV	42 15%	34 12%	35 13%	148 15%	24 16%

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(*)

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

																																					Opinion on L	abour F	lussian Invasi	on of		c	Current conf	flict in Gr	ooming Gan	Si ags in the ne	tarmer ann aw plans to	nouncing cut down a	Trump's cla cquire Gree	aims to Op Inland and	Jinion on wi about Grov	hat to do oming
	Total		Gene	ral Election	2024 Vote		Referendur	m 2016 vote	8				Favourable t	o parties												Fan	vourable to	politicians									governme	int	Ukraine	R	ising Cost of L	Jving	Israel and C	jaza	UK		NHS wait *	times	Panama	Canal	Gangs in th	ne UK
																																																			Im	.plement
																																																		5	setupa R	ecomme
																Infavoura								Infavoura		Unfavoura		Infavoura	Favourabl	Unfavoura	Favourabl	Unfavoura																			full r	idations
													Favourabl U	Infavoura F	avourabl	ble to	Favourabl	Unfavoura	avourabl	Unfavoura I	Favourabl I	Unfavoura P	avourabl	ble to F	avourabl	ble to Fi	avourabl	ble to	e to	ble to	e to	ble to	Favourabl U	Unfavoura	Favourabl	Unfavoura				Not	,	lot		Not		Not		Not		Not N	lational	from
		Conservat	1	Liberal					Favourabl	Unfavoura	a Favourab	Unfavoura	e to Lib b	ble to Lib e	to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	to Nigel	Nizel e	to Rachel	Rachel e	to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good N	ET Bad Fo	lowing foll	owing Fo	llowing folle	awing Fo	Allowing fo'	lowing F-	ollowing fo	allowing Fr	ollowing f	following /	following f	following	Public F	Previous
	Total	ve	Labour	Democra	ts Reform	JK Other	Remain	Leave	e to Cons	ble to Con:	s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves B	adenoch B	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job d	losely ch	osely o	losely clo	sely c	losely c	losely	closely r	closely	closely	closely	closely	closely !	inquiry b	nguiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	1/8	397	99	118	112	485	344	238	646	3/3	521	328	326	351	316	278	602	315	541	304	299	2/6	616	226	533	193	539	159	493	259	/26	244	493	212	720	147	3/6	//1	\$83	924 1	/5	639	462	587	4/1	993	557	592	416	468	4/5
Weighted base	1120	171	275	05	144	109	454	291	222	644	227	565	202	244	221	222	204	564	794	509	294	205	200	694	104	671	190	6.76	161	166	754	712	779	507	105	720	124	479	691	102	011 1	(90)	504	502	672	472	656	265	560	420	506	426
	1155		373			100	4,54		1.00	044	327	505			311	333	204		104	330	2.04	300	300	504		3/1	100	525	101			/11		507		720	114	-12.5		*00		~		301	3/2	-12	0.50	303	300	435	300	-50
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
	26%	11%	53%	31%	5%	10%	38%	16%	23%	30%	71%	3%	46%	10%	39%	15%	17%	34%	76%	4%	47%	12%	22%	32%	75%	6%	29%	31%	21%	36%	30%	26%	48%	15%	32%	27%	82%	2%	30% 2	1%	28% 2	3%	30%	23%	29%	25%	31%	23%	32%	24%	21%	35%
			BDEF	867*	•	•	н		LNP	LNPQ	ULMNOPQP		ULNOPOR	L	ULNPOR	LN	LN	ULNPQ.	UVWXZabcd efehi	т	VWXZabcdef Ni	72	TV2h	TvWZchij Tu	u/vWXZabcd efahii	т	TV2h	TVWZcfhj	TVZ	TVWXZbcfhj	TVWZch	TVZh	TVWXZabcdef Ni	τz	TVWZch	TV2h	1.1						r				v		×			¥
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	298	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	231
	58%	84%	32%	57%	91%	76%	48%	78%	72%	56%	16%	91%	41%	84%	46%	78%	80%	49%	13%	90%	42%	82%	75%	51%	16%	87%	66%	57%	75%	51%	63%	58%	38%	77%	61%	59%	11%	95%	57% 6	4%	61% 5	1%	57%	61%	61%	59%	58%	60%	57%	61%	67%	53%
		m		C*	CDE*	CD*		6	KMOR	KMOR		UKMNOROR		IKMORE		INMOR	LIKMOR	KM.		SI MANYTahr	SY .	a workey s	Districted	SINe	· · · ·	NW00bed	SUDDATE	SUDDAte	SUDDedefei	SLINE	SUDDAY	SUDDAY	9Y 9	Universite feel	SUDDATE	SUDMAR																
																				defghij		ghij				efghij																										
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
	15%	5%	15%	12%	4%	14%	15%	6%	6%	14%	13%	6%	12%	6%	15%	7%	3%	17%	12%	6%	11%	6%	4%	17%	8%	7%	5%	12%	5%	13%	7%	16%	14%	9%	7%	14%	7%	2%	13% 1	15%	12% 2	.6%	13%	16%	10%	16%	11%	17%	11%	15%	12%	12%
			86	e*			н		q	ILNPQ.	ILNPQ	Q	ILNPQ.	q	ILNPQ	Q		UKLMNPQ	TVWZacei		TVWZac			TUVWYZabc	w	TW		TVWZaceh		TVWZacehi	w	TVWYZabcde	TVWYZacel	TW	w	TVWYZacehi						•										
																								dehii								N																				

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.

38

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	Ge	nder	Aggre	gated Age E	reaks	Socia	grade			Reg	gion			Educ	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	251 22%	155 28% с	92 16%	117 37% EF	66 18%	68 15%	157 25% н	94 19%	62 23%	62 21%	52 20%	47 30% к	10 18% *	17 18% *	113 31% P	138 18%	186 27% R	65 15%	30 14%	52 18%	69 25% s	88 32% st	191 20%	58 38% w
Does not apply	734 64%	339 62%	385 67%	135 43%	260 69% D	339 75% D	392 61%	341 68% G	174 65%	185 62%	185 70% L	89 56%	36 65% *	65 67% *	206 56%	527 68% 0	418 60%	316 72% Q	144 68%	200 70% V	172 61%	164 60%	654 67% x	70 46%
Don't know	154 14%	56 10%	95 17% B	61 19% EF	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% v	36 12%	40 14%	23 8%	125 13%	25 16%

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(*)

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

																																			Opinion on Labo	ur Russ	ian Invasion	of		Curre	ant conflict	n Grooming	Gangs in the	Starmer an new plans !	anouncing to cut down	Trump's c acquire Gre	laims to C enland and	Jpinion on v about Gr	what to do coming
	Total		Genera	al Election 2024 Vot		Referen	idum 2016 v	ote			Favoural	ble to parties												Favo	urable to pol	liticians									government		Ukraine	Rising	Cost of Livin	ig Israr	el and Gaza		UK	NHS wa	ait times	Panama	a Canal	Gangs in	the UK
																																																	mplement
																																																	ing
																																																Set up a 🤺	Recomme
														Unfavoura								Unfavoura	L.	Unfavoura	Unfa	avoura Fa	vourabl Un	favoura Fav	vourabl U	Infavoura																		full	ndations
											Favoural	ol Unfavoura	a Favourabl	ble to	Favourabl	I Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura I	avourabl	ble to Fa	avourabl	ble to Fav	ourabl bl	le to	e to	ble to	e to	ble to	Favourabl Un	nfavoura Fi	avourabl Un	avoura			Not		Not		Not		Not		Not		Not	National	from
		Conservati		Liberal				Favoural	bl Unfavoura	a Favourabl Unfavo	ura e to Lib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	to Nigel	Nigel et	to Rachel	Rachel e t	Kemi K	emi R	Rupert B	Rupert D	Donald	Donald	e to Joe bl	e to Joe	to Elon ble	to Elon N	ET Good NET I	Bad Follow	ving follow	ing Follow	ing followi	ng Follow?	ing follow	ing Following	following	Following	following	Following	following	Public	Previous
	Total	ve	Labour	Democrats Reform	n UK Othe	r Remai	in Leave	e to Con	s ble to Con	s e to Lab ble to	Lab Dems	Dems	Party	Party	Reform UK	K Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves Bar	lenoch Bad	enoch I	Lowe	Lowe T	Trump	Trump	Biden	Biden	Musk I	Musk	job jol	clos	aly close	y close	ly closel	v closeł	y close	y closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D) (E	(F)	(G)	(H)	(1)	(1)	(K) (L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k) (I)	(m) (n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 11	3 112	485	344	238	646	373 521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193 5	539	159	493	259	726	244	493	212	720	147 37	6 72	1 383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95 14	4 109	454	381	232	644	327 565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180 5	525	161	466	254	712	229	507	195	720	124 42	9 69	1 403	911	180	594	507	572	472	656	365	560	430	506	436
Does apply	251	20	144	23 11	15	123	58	58	144	166 37	110	36	93	38	60	129	154	43	98	36	65	132	103	36	49 1	115	40	118	81	134	95	68	64	150	87 18	18	1 65	221	27	158	89	143	91	162	69	147	85	114	96
	22%	12%	38%	25% 79	14%	27%	15%	25%	22%	51% 7%	36%	10%	29%	12%	20%	23%	54%	7%	34%	12%	22%	23%	53%	6%	27% 2	2%	25%	25%	32%	19%	41%	13%	33%	21%	70% 49	26	6 169	249	15%	27%	18%	25%	19%	25%	19%	26%	20%	22%	22%
			BDEF	BC		н		LNP	LNP	LILMNOPQR	LUNOPOP	L .	ANPOR	L	LNP	LNP	TUVWXZabcd efebil		TVWXZbcdfhj	τz	TV2h	TV2fh TU	rVWXZabcd efahii	1	V2th Ti	vZth	TV2h T	vxzb/hj TVV	wx2bcfhj	TV2h 1	TUVW/XZabcd efhi	TZ T	vwxzbcfhj	rvzih	1	n		P								×			
Does not apply	734	144	179	65 13	1 78	274	300	161	429	115 505	165	290	180	278	233	362	97	531	163	254	225	376	73	510	120 3	362	117	294	159	485	109	405	116	493	26 39	7 44	8 274	607	109	380	335	386	319	434	242	377	282	335	300
	64%	84%	48%	68% 91	6 71%	60%	79%	70%	67%	35% 89%	55%	84%	56%	83%	77%	64%	34%	89%	57%	83%	75%	64%	37%	89%	57% 6	59%	73%	63%	63%	68%	48%	80%	59%	68%	21% 925	6 65	6 68%	679	61%	64%	679	68%	67%	66%	66%	67%	66%	66%	69%
		CDF		C* CDF	·		G	KMO	KMO	LIKMNO	PQR K	UKMOOR	к	UKMOQR	UKMOR	KMO		SUVWXNabcd	svg	SUWXYabcde	UXYadefgi	sung	s	WWXfabcd	iung su	kildgi d	SUViegi	SVE	SNg	SUKYdgi	5Y 5U	Wabdefgij	svg s	JXYIdgi	k														
																		etghi		101				efghij																									
Don't know	154	7	52	7 2	16	56	23	12	71	46 22	27	18	48	17	11	72	33	24	23	15	9	77	19	25	10	48	5	54	14	92	25	34	15	77	11 15	6	65	83	44	55	75	43	62	60	53	37	63	58	40
	14%	4%	14%	7% 19	15%	12%	6%	5%	11%	14% 4%	9%	5%	15%	5%	4%	13%	11%	4%	8%	5%	3%	13%	10%	4%	6%	9%	3%	11%	6%	13%	11%	7%	8%	11%	9% 39	5 99	16%	9%	24%	9%	15%	7%	13%	9%	15%	7%	15%	11%	9%
			86			н			ILNPQ	ILMNPQ	LQ		I.L.MNPQ			ILMNPQ	TVWZaceh		TWZc			TUVWZabceh	TVWZc		τv	WZc	Π	WZaceh	W TL	UVWZabceh	TVWZace	TWZ	TWc TV	WZaceh	1				0		q						*		

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.

40

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	Ge	nder	Aggre	gated Age E	reaks	Socia	l grade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	306 27%	186 34% с	113 20%	113 36% EF	86 23%	107 24%	199 31% н	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%	205 54% D	277 61% D	296 46%	308 62% G	140 52%	168 57% L	153 58% L	67 43%	25 46% *	50 52% *	157 43%	448 58% 0	334 48%	271 62% Q	119 56%	166 58% v	146 52%	131 47%	532 55% x	65 42%
Don't know	229 20%	80 14%	145 25% В	76 24% F	86 23% F	67 15%	144 23% н	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%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos 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(*)

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		Gene	ral Election 2	2024 Vote		Referendu	m 2016 vote				R	vourable to partie	\$											Favor	rable to po	liticians								Opinion on I governm	abour I	Russian Invas Ukraine	sion of	Rising Cost of	Living	Current co Israel an	unflict in G	Grooming Ga UK	angs in the n	Starmer ann Iew plans to i NHS wait t	ouncing out down ar times	Trump's claims quire Greenlan/ Panama Can:	to Opinio dand ab al G	ion on what to do bout Grooming jangs in the UK
	Total General Election Total General Election Total General Election Total General Election (A) (B) (C) (D) (A) (B) (C) (C) (A) (B) (A) (B) (C) (A) (B) (A) (B) (A) (B) (B) (A) (B) (A) (B) (B) (C) (C) (C) (B) (C) (C) (C) (C) (B) (C) (C) (C) (C)													Liefawar								Infanoura		atawaata	list		rabi Ilafa		bl Unfavor																		Set	implement ing up a Recomme	
												Fa	vourabl Unfavou	ra Favourat	l ble to	Favourab	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	avourabl	ble to Fi	avourabl	ble to Fave	ourabl bi	le to e 1	o bi	to e to	ble to	o Favourabi	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not	Nr	ot Nati	Jonal from
	Total	Conservat	Lahour	Liberal	ts Reform I	UK Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl Unfa	avoura e tolah	to Lib ble to Li Dems Dems	e to Gree Party	n Green Party	e to Reform U	ble to K Reform UK	e to Keir Starmer	ble to Keir Starmer	e to Ed Davey	ble to Ed	to Nigel	Nigel et Farage	to Rachel Reeves	Rachel e to Reeves Rad	Kemi K	iemi Rup Ienoch Los	ert Ru	pert Donald	Donal	d e to Joe Biden	ble to Joe Biden	e to Elon Musk	ble to Elon I Musk	ET Good N	ET Bad Fi	ollowing foi	llowing F	following fol	lowing Fr	ollowing f	following P closely	Following f	Jollowing F	Following fo	ullowing F-	sllowing follow	wing Pub selv Inc	blic Previous
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M) (N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	(a)	(b) (c) (1) (e)	(1)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w) (>	x) (*	(y) (2)
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 1	193 !	539 15	9 4	93 259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592 41	26 4E	68 475
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 16	1 4	56 254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560 43	30 SC	06 436
Does apply	306 27%	16 9%	197 53%	34 36%	10 7%	17 16%	167 37%	71 19%	54 23%	202 31%	224 68%	26 5%	137 41 45% 12%	133 41%	44 13%	50 17%	198 35%	218 77%	25 4%	129 45%	41 13%	63 21%	205 35%	150 77%	37 6% 2	51 : 8% :	177 3 34% 22	5 1 16 3	72 80 7% 32%	198 28%	122 53%	81 16%	64 33%	205 28%	102 82%	11 3%	221 32%	82 20%	261 29%	38 21%	198 33%	103 21%	173 30%	119 25%	218 33%	73 20%	189 10 34% 23	JO 11 3% 23	16 152 3% 35%
			BDEF	851.		•	н		LNPQ	ILNPQ	IJUMNOPQR		LUNPOR L	ULNPOR	L	L	ULNPQ	TUVWXZabcd efehi		TVWXZabcdef Ni	TZ	TV2h	TVWZchij TU	rvWXZabcd efabil	T TV	WZh TV	WZchij TV	Z TVW	fachj TVWZch	TVW2b	TUVWXZabco efbii	d TZ	TVWZch	TVW2h			•				r				v		х		v
Does not apply	604	145	103	38	130	61	176	284	165	311	41 4	195	102 274	112	267	239	232	31	518	97	245	222	245	23	477 1	124	258 12	1 2	160	359	68	356	120	375	7	403	352	240	510	76	299	292	329	249	345	208	276 25	58 37	22 197
	53%	85%	28%	40%	90%	56%	39%	74%	71%	48%	12% 8	18%	34% 80%	35%	80%	79%	41%	11%	87%	34%	80%	74%	42%	12%	84% 6	8% 4	49% 75	6 4	63%	50%	30%	70%	62%	52%	6%	94%	51%	60%	56%	42%	50%	58%	58%	53%	53%	57%	49% 60	/% 64	4% 45%
		COF		C*	CDF*	CD*		G	KMOR	KMOR	LIKM	NOPQR	K UKMOR	×	UKMOR	UKMOR	KMO		defghij	SY S	JUKYabdefghi	UXYbdefgij	SUNg	su	fghij SUX	Ybdigj SL	oridg SUXIB	setgi SL	ng sumbdtj	s surra	t 5Y	SUMbdetgi	sumbdfgj	SUXYdg		k			P			٩							<i>(</i>
Don't know	229	10	74	23	4	31	111	27	12	131	62	44	63 29	75	23	15	134	34	55	58	19	14	135	22	57	5	89 5		4 14	155	38	70	11	139	16	15	119	81	141	66	96	108	70	104	93	84	95 7	2 6	j8 87
	20%	6%	20%	24%	2%	28%	25%	7%	5%	20%	19%	8%	21% 9%	23%	7%	5%	24%	12%	9%	21%	6%	5%	23%	11%	10%	3% 1	17% 35	6 2	5%	22%	17%	14%	6%	19%	13%	4%	17%	20%	16%	37%	16%	21%	12%	22%	14%	23%	17% 17	% 13	3% 20%
			90	BC.		00.	н			ILNPQ	ILNPQ		LNPQ Q	ILNPQ			LIKLNPQ	Wacei	Wac	STVWYZacehi			stvWrZabcd	Wacei	VWace	STW	WYZacel	STVW	/Zabce si	stvavza	bce TVWYZacei	TVWZacei		STVW/Zacehi	1					0				8					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.

42

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 White Minority Non-Not UP TO £20,000- £35,000ethnic ethnic Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduate graduate Working working £19,999 £34,999 £54,999 £55,000+ group group (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (0) (P) (R) (W) (Q) (S) (T) (U) (V) (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 157 437 288 153 549 573 313 376 450 639 500 269 298 264 55 97 366 773 702 212 280 275 971 Does apply 376 226 144 138 116 121 248 128 90 95 74 64 16 36 155 221 252 123 50 93 97 112 307 65 33% 25% 27% 39% 26% 32% 28% 30% 37% 42% 29% 28% 24% 32% 41% 32% 43% 41% 44% 31% 34% 41% 36% 35% С EF . s w н К * Р R s Does not apply 547 244 297 104 189 254 269 278 123 140 148 61 30 45 141 406 304 243 108 142 133 124 486 54 48% 44% 33% 56% 55% 47% 56% 39% 47% 52% 56% 49% 48% 45% 50% 35% 52% 50% 42% 46% 55% 39% 43% 51% в D D G IL . 0 Q х Don't know 216 80 131 70 71 75 121 95 56 63 42 31 9 16 70 146 146 71 54 52 50 40 179 34 19% 22% 19% 19% 20% 16% 19% 19% 21% 16% 18% 18% 14% 18% 22% 15% 23% 19% 17% 21% 21% 16% 15% 25% в V .

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(*)

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

	Tetal			and Floording			Defense to	- 2017					Farmership																								Opinion on	Labour	Russian Inv	asion of	Distan Cont		Current c	conflict in	Grooming	iangs in the	Starmer an new plans t	nnouncing to cut down	Trump's c acquire Gre	laims to O enland and	pinion on w about Gro	what to do aoming
	Iotai		Gene	rai Election	2024 4000		Keterendu	m 2016 vou					Pavoorable	o parties		Infanoura								liefaunura			urable to p	afaunura E	autorabi I	Infanoura E	hourabl	llafmourn					governin	nem	0 krai	ne	Kaing Cost	Ji Diving	Grae an	0 0424			NRS Wa	it umes	Panama	Canar	Set up a F	nplement ing Recomme
		Conservati		Liberal					Favourabl	l Unfavoura	a Favourabl	Unfavoura	Favourabl L e to Lib	Infavoura F ble to Lib e	avourabl to Green	ble to Green	Favourabl e to	Unfavoura I ble to	avourabl U e to Keir I	Unfavoura F ble to Keir	Favourabl e to Ed	Unfavoura F ble to Ed	avourabl to Nigel	ble to F Nigel e	avourabl to Rachel	ble to Fai Rachel e t	ourabl i o Kemi	ble to Kemi	e to Rupert	ble to Rupert	e to Donald	ble to I Donald	Favourabl U e to Joe b	Infavoura ale to Joe	Favourabl e to Elon	Unfavoura ble to Elon	NET Good	NET Bad	Following 1	Not following	Following	Not following	Following	Not following	Following	Not following	Following	Not following	Following	Not following	National Public	from Previous
	Total	ve	Labour	Democra	ts Reform I	UK Other	Remain	Leave	e to Cons	ble to Con:	s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves Ba	denoch Ba	adenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry I	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	m	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(\$)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
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	276	24	720	20	12	21	212	90	61	255	261	20	176	62	176	5.0	65	7.49	729	49	169	46	74	756	150	5.0	59	216	29	205	92	156	149	105	71	271	106	12	260	102	220	54	726	126	200	157	245	109	225	122	120	102
	33%	14%	61%	41%	9%	28%	47%	21%	26%	40%	80%	7%	58%	15%	55%	17%	21%	44%	84%	8%	59%	15%	25%	44%	87%	10%	32%	41%	23%	44%	33%	36%	65%	21%	37%	38%	85%	3%	39%	25%	35%	30%	40%	27%	35%	33%	37%	30%	40%	31%	26%	45%
			BDDF	86.	·	85.	н		LNP	ILNPQ	ULMNOPQR		UUNPOR	L	ULNPOR	L	LN	ULNPQ T	WXZabcd efabil	T	VWXZabcdef	72	TVZ	TVWZacefhij Ti	UVWXZabcd	т 1	VWZh TV	WZcethj	TVZ 1	WZacefhj	TVWZzh	TVWZch T	VWXZabcdef	TVZ	TVWZzh	TVWZch	1						,				v		×			y
Does not apply	547	128	69	36	127	53	152	253	149	278	26	464	87	259	83	243	224	205	22	480	76	238	209	214	17	443	111	236	116	186	155	314	54	340	109	324	12	390	318	215	455	70	273	259	300	213	309	185	260	220	295	173
	48%	75%	18%	38%	88%	49%	33%	66%	64%	43%	8%	87%	29%	75%	26%	73%	74%	36%	8%	80%	27%	78%	70%	37%	9%	78%	62%	45%	72%	40%	61%	44%	74%	67%	56%	45%	10%	91%	45%	53%	50%	39%	45%	51%	52%	45%	47%	51%	45%	51%	58%	40%
		COF		C*	BCDF*	C*		G	KMOR	KMOR		LIKMNOPOR		UKMOR	×	UKMOR	LIKMOR	KMD		SUWXYZabcd	ST :	RJWXtabdef S	UKtabdefeli	SUM	5	UWXtabdef SU	Xibdfei 3	SLOCIDA SU	UKrabdefeli	SLOCIE S	SLOCYbdfel	SUDOrder	87	SUXYbdfeli	SUXPode	SUXIde		k														
																				efghij		ghij				ghij																										
Don't know	216	19	75	20	4	25	89	47	22	111	39	62	39	32	61	32	15	110	24	70	39	22	16	114	18	70	11	73	7	75	17	142	25	61	15	126	6	26	105	86	137	57	85	107	72	101	102	72	76	77	82	66
	19%	11%	20%	21%	3%	23%	20%	12%	9%	17%	12%	11%	13%	9%	19%	10%	5%	19%	8%	12%	14%	7%	6%	19%	9%	12%	6%	14%	4%	16%	7%	20%	11%	12%	8%	17%	5%	6%	15%	21%	15%	32%	14%	21%	13%	21%	15%	20%	14%	18%	16%	15%
		E	86	86.	•		н		٩	IKLNPQ	٩	٩	٩	٩	IKLMNPQ	q		IKLMNPQ		VWace	SvWacel			TUVWYZabc deehi		Villace	5	Wacel	5	TVWYZacehi		STUVWYZabc deahli	Wc	VWace		STVWYZabce ahi				-		۰		٩								

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.

44

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	l grade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	410 36%	228 42% c	174 30%	136 43% F	138 37%	136 30%	272 43% н	138 28%	103 38%	101 34%	81 31%	67 43% к	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%	295 59% G	130 48%	160 54% L	150 57% L	59 37%	26 47% *	43 44% *	145 40%	422 55% 0	320 46%	246 56% Q	115 54%	146 51%	136 49%	127 46%	501 52% x	57 37%
Don't know	163 14%	56 10%	105 18% B	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

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(*)

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

																																						Opinion o	n Labour	Russian In	vasion of			Current	t conflict in	Grooming	Ganes in the	Starmer a	innouncing to cut down	Trump's acquire Gre	claims to C enland and	Jpinion on w about Grr	what to do
	Total			General E	lection 2024 Vote		Refere	ndum 2016	5 vote				Fa	vourable to	parties													Favourable to	politicians									govern	ment	Ukra	line	Rising Co:	st of Living	Israel	and Gaza		UK	NHS wa	ait times	Panam	Canal	Gangs in	the UK
																																											-									le le	mplement
																																																					ing
																																																				Set up a F	Recomme
																U	Infavoura								Unfavoura		Unfavoura		Infavoura	Favourabl U	Unfavoura	Favourabl	Unfavoura																			full	ndations
													Far	vourabl U	favoura Fa	wourabl	ble to I	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl I	Unfavoura I	Favourabl	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not	National	from
		Cont	servati		Liberal				Favou	urabl Unf	avoura Fa	vourabl Unf	avoura e	to Lib b	e to Liber	to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good	NET Bad	Following	following	Following	following	Following	g following	g Following	g following	Following	following	Following	following	Public	Previous
	Total	4	ve L	bour D	emocrats Reform	NUK Ot	her Rema	ain Lea	ave eto 0	Cons ble t	to Cons e	to Lab ble	to Lab I	Dems	Dems	Party	Party F	eform UK I	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)		(B)	(C)	(D) (E)	(F) (G)) (F	-) (1	(1)	(I)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	9 1	178	397	99 118	3 1	12 48	5 34	44 23	38	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
Weishand have																																																					
weighted base	1139	, 1	1/1	3/5	95 144		09 454	4 2	51 23	32 1	644	327	565	302	344	321	333	304	564	284	298	284	305	300	584	194	5/1	180	525	161	466	254	/12	229	507	195	720	124	429	691	403	911	180	594	502	5/2	4/2	656	505	560	430	506	435
Does apply	410		32	240	46 6		36 224	4 9	6 62	55 3	277	267	57	176	66	183	68	66	271	241	62	169	56	81	278	163	80	59	232	40	223	84	286	141	127	75	296	103	21	308	96	353	52	277	129	230	159	277	115	239	140	144	211
	36%	1	19%	64%	48% 4%	3	3% 493	% 25	5% 28	8% 4	43%	82%	10%	58%	19%	57%	20%	22%	48%	85%	10%	59%	18%	27%	48%	84%	14%	33%	44%	25%	48%	33%	40%	61%	25%	38%	41%	83%	5%	44%	24%	39%	29%	47%	26%	40%	34%	42%	31%	43%	33%	28%	48%
			£	DEF	ы	•	е• н		UN	NP IL	NPQ UU	MNOPQR	u	IUNPOR	L	LINPOR	L	L	ULNPQ	efehii		VWXZabcdef Ni	72	τνz	TVWZacefhij	TUVWXZabcd efehi	T	TV2h	TVWZacefh	12 1	TVWZacefhij	TVWZch	TVWZch	TVWXZabcdef Ni	TVZ	TVW2ceh	TVWZceh	1		•		P						v		×			Y
Does not apply	567	1	126	93	32 132	2 5	58 165	5 26	54 15	54	295	29	474	90	261	96	251	220	218	20	497	85	234	208	232	20	448	110	244	115	192	155	331	63	340	110	338	7	393	319	235	467	79	263	287	301	237	321	188	264	230	310	176
	50%	7	74%	25%	34% 92%	6 53	3% 369	% 69	9% 67	7% 4	46%	9% 8	84%	30%	76%	30%	75%	72%	39%	7%	83%	30%	77%	69%	40%	10%	79%	61%	46%	71%	41%	61%	46%	27%	67%	56%	47%	6%	92%	46%	58%	51%	44%	44%	57%	53%	50%	49%	51%	47%	54%	61%	40%
		0	COF		. BCDL.		o*	•	; JCM	ADR K	MOR	1.004	INDPOR	к	UKMOR	к	LIKMOR	JKMOR	KMD	:	SUVWXYZabc defghij	51	ghij	suxnabdefgij	sung	s	SUWXYabdef ghij	suxnbatgi	suoridg	SLIXYabdefgij	sung	sucredigi	suoridg	21	suxribidigij	suonbdfgj	suoridg		k		-				٩							z	
Don't know	163		12	42	17 5	1	15 66	5 2	2 1	12	72	31	34	35	17	42	15	18	75	22	39	30	15	10	74	10	43	10	49	6	52	15	96	25	40	10	86	14	15	65	72	92	50	53	87	40	77	57	62	57	59	52	49
	14%		7%	11%	18% 4%	1	4% 149	% Ø	% 55	5% 1	11%	9%	6%	12%	5%	13%	4%	6%	13%	8%	7%	11%	5%	3%	13%	5%	7%	6%	9%	4%	11%	6%	13%	11%	8%	5%	12%	11%	4%	9%	18%	10%	27%	9%	17%	7%	16%	9%	17%	10%	14%	10%	11%
				£	ac		с* н			16	NPQ	NP		ILNPQ		ILNPQ			IKLNPQ.	w	w	TVWfcel			STVWYZabce		w		TVWc		TVWYZacei	w	STVWYZabce	TVWYcel	vw		STVWYZabce				-		0		٩								

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.

46

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 White Minority Non-Not UP TO £20,000- £35,000 ethnic ethnic Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduate graduate Working working £19,999 £34,999 £54,999 £55,000+ group group (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (0) (P) (R) (T) (W) (Q) (S) (U) (V) (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 157 437 212 288 153 549 573 313 376 450 639 500 269 298 264 55 97 366 773 702 280 275 971 Does apply 278 172 101 112 74 91 191 87 66 57 64 56 13 23 121 157 190 88 29 64 83 93 219 58 24% 18% 36% 17% 25% 19% 24% 35% 23% 33% 20% 20% 14% 22% 30% 34% 23% 38% 31% 20% 20% 30% 24% 27% С EF IJK . S S ST w * Р R Does not apply 519 241 272 100 178 240 253 266 127 132 132 61 23 45 144 375 292 226 101 137 127 113 456 56 46% 44% 48% 32% 40% 53% 44% 50% 39% 39% 48% 47% 47% 36% 47% 53% 47% 42% 46% 49% 42% 52% 45% 41% D D G . 0 Q х Don't know 342 137 199 100 124 118 195 147 76 109 68 41 19 29 102 240 219 123 82 88 70 69 297 39 30% 32% 29% 37% 26% 30% 28% 31% 31% 28% 39% 30% 25% 31% 26% 25% 35% 33% 26% 31% 28% 26% 35% 25% в UV к .

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(*)

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

																																				Opinion on La	bour R	ussian Invasio	n of		Cu	vent conflict	in Groom	ing Gangs in t	Starmer the new plar	r announcin; ns to cut dos	g Trump' wn acquire G	s claims to ireenland and	Opinion on about G	what to do rooming
	Total		Gener	al Election 2	024 Vote		Referendu	im 2016 vote	8				Favourable to	parties												Favourable	to politician	IS .								governmen	nt	Ukraine	Rid	sing Cost of Liv	ing Is-	ael and Gaz	4	UK	NHS	wait times	Pana	ma Canal	Gangs in	a the UK
																																																		Implement
																																																		ing
																																																	Set up a	Recomme
															U	nfavoura							Unf	ivoura	Unfavo	oura	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura																		full	ndations
													Favourabl U	favoura Fav	vourabl	ble to	Favourabl	Unfavoura Fa	ourabl U	Infavoura Fav	ourabl Un	favoura Favo	urabl b	e to Favou	rabl ble t	o Favourat	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura			N	ot	No	Jt.	Ne	4	Not		Not		Not	National	from
		Conservati		Liberal					Favourabl	I Unfavoura	a Favourabl	Unfavoura	e to Lib b	e to Libe t	o Green	Green	e to	ble to e	o Keir bi	ile to Keir e	to Ed bl	ie to Ed e to	Nigel N	igel e to Ra	chel Rach	el e to Kem	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good NE	T Bad Fol	lowing follo	wing Foll	lowing follow	wing Folle	wing follor	ving Follov	ving followir	.ig Followir	ng followir	ag Followin	g following	Public	Previous
	Total	ve	Labour	Democrat	s Reform L	JK Other	Remain	Leave	e to Cons	ble to Con:	s e to Lab	ble to Lab	Dems	Dems I	Party	Party B	eform UK I	Reform UK SI	armer 3	Starmer D	avey 1	Davey Fa	age Fa	rage Reev	es Reev	es Badenoc	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job cl	osely clos	cly cli	osely clos	ely clor	ely clos	aly close	dy closely	/ closely	√ closely	/ closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V) (N)	(X) (Y)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m) (r	n)	(o) (p	.) (*	a) (r	; (s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299 2	76	16 22	5 533	193	539	159	493	259	726	244	493	212	720	147	376	721 38	13	924 17	5 6	s9 4F	2 58	/ 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 3	00	19	571	180	525	161	466	254	712	229	507	195	720	124	429	691 40	3 9	911 18	J0 5	34 50	2 57	2 472	656	365	560	430	506	436
Does apply	278	17	179	26	12	21	163	58	51	177	205	27	137	32	110	53	58	176	186	31	121	35	6	74 13	43	49	157	36	152	65	177	115	70	62	183	94	15	206 6	6	237 39	9 1	73 10	1 15	3 106	184	83	168	97	96	141
	24%	10%	48%	27%	8%	20%	36%	15%	22%	28%	63%	5%	45%	9%	34%	16%	19%	31%	56%	5%	43%	12% 2	2%	0% 681	6 8%	27%	30%	22%	33%	25%	25%	50%	14%	32%	25%	75%	4%	30% 16	3% 2	26% 22	% 25	.% 20'	.6 289	i 22%	28%	23%	30%	22%	19%	32%
			BDDF	85.	•	86.	н		LN	LNPQ	LILMNOPQR		LUNOPOR	L I	ULNPQ	LN	UN	ULNPQ TUV	VXZabcd fehil	TVW	XZabcdef Ni	TZ T	2h TV	v2fbj TUVWXG efeb	abcd T	TV2h	TVW2fhj	TVZh	TVWZcfhj	TV2h	TVZh	TUVWXZabcd efhii	12	TVWZceh	TV2h			•			,						×			У
Does not apply	519	118	86	32	110	50	160	229	135	281	27	437	84	251	92	224	201	205	21	456	79	222 1	95	19 17	413	105	239	107	184	149	307	54	314	104	317	10	364	308 19	99	435 66	6 Z'	/1 23	3 28:	212	304	164	251	209	279	168
	46%	69%	23%	34%	77%	46%	35%	60%	58%	44%	8%	77%	28%	73%	29%	67%	66%	36%	7%	76%	28%	73% 6	5%	7% 93	739	59%	46%	67%	40%	59%	43%	24%	62%	53%	44%	8% 8	35%	44% 49	96 4	48% 36	8 4	/6 46	s 491	6 45%	46%	45%	45%	49%	55%	39%
		006		C*	CD6*	C*		6	KMOR	KMOR		UKMNOROR	K 11	MOROR	*	URMOR	UKMOR	1240		W07abert	Q 90	woodd surv	vietes 1	Ne	SIMW	hed Supplete	SLOOMA	SIDDedefail	SINC	SUDObethell	SUDW	57	SIRVIvite	SUDVeter	SUDDAY															
																				etghij		ghij			phi (10110-01																				
Don't know	342	35	109	37	21	37	131	95	45	185	95	100	81	61	119	56	45	182	77	111	84	47	19	91 46	111	26	129	17	129	40	229	60	123	29	219	21	50	178 13	38 3	240 76	6 1	-0 1F	8 13	154	168	118	142	124	131	127
	30%	21%	29%	39%	15%	3.4%	29%	25%	19%	29%	29%	18%	27%	18%	37%	17%	15%	32%	27%	19%	30%	16% 1	86	3% 245	(199	14%	25%	11%	28%	16%	32%	26%	74%	15%	30%	17% 1	12%	76% 34	w :	26% 42	% ?	36 37	% 73 [,]	6 33%	26%	32%	25%	29%	26%	29%
										UNIDO	11400				1.			1110000 70	Al Trend	181a To	All seal			Without 1984			TableTerral		TOM		TableCalenda	Table	Tabl		TOMTshashi															
										internal and	internet.		internal second	1.14	namera.			interest in	11111		112.000			shi			1111111111		17112.0.01		h	111123581	TTTLACE		10001230200					0		4								

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.

48

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	Ge	nder	Aggre	egated Age B	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	396 35%	231 42% c	159 28%	128 41% F	126 33%	143 32%	258 40% н	138 28%	103 38%	97 33%	83 31%	63 40%	15 28% *	35 36% *	165 45% Р	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% 0	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% в	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%

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(*)

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

																																		Opinion on I	labour	Rurrian Jawar	tion of			Current confi	ictia Gra	omine Ganer ir	Starm	er announcin	ng Trump	's claims to	Opinion on	1 what to do
	Total		General	Flection 2024 Vote		Referendu	m 2016 vote					Favourable to	narties											Fax	ourable to r	noliticians								enverom	tent	Ukraine		Rising Cost of I	iving	Israel and Gr	a7a	UK	NH'	wait times	Pan	ima Canal	Ganesi	in the LIK
																																		8														Implement
																																																ing
																																															Set up a	Recomme
														Unfa	avoura							Unfavoura		Unfavoura	U	nfavoura Fa	vourabl U	nfavoura Favo	ourabl U	Unfavoura																	full	ndations
												Favourabl Un	favoura Fav	ourabl bl	le to Far	vourabl Unfavo	ura Favoura	bl Unfavour	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to Fa	avourabl	ble to	e to	ble to e	e to	ble to Favou	rabl Unfavo	oura Favoura	bl Unfavour				Not		lot	N N	Not	Not	1	Not		Not	National	from
		Conservati		Liberal				Favourabl	Unfavoura	Favourabl	Unfavoura	e to Lib bl	e to Libe t	Green Gr	reen	e to ble t	e to Kei	r ble to Kei	e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel e	to Kemi	Kemi F	upert	Rupert Do	onald	Donald e to	oe ble to	Joe e to Elo	n ble to Elo	NET Good N	NET Bad	ollowing fol	llowing F	ollowing foll	owing Fol	Jowing folk	owing Fol'	owing follow	ing Follow	ing followir	ng Followir	g following	g Public	Previous
	Total	ve	Labour	Democrats Reform	UK Other	Remain	Leave	e to Cons	ble to Cons	s e to Lab	ble to Lab	Dems I	Dems I	Party Pa	arty Ref	orm UK Reform	UK Starme	r Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves B	adenoch B	adenoch	Lowe	Lowe Tri	ump	Trump Bid	n Bide	n Musk	Musk	job	job	closely cl	losely	closely clo	isely cl	Josely clo	asely ch	osely close'	.ly close!	.y closel-	y closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D) (E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q) (R)	(S)	(T)	(U)	(V)	(W)	(X)	(11)	(2)	(a)	(b)	(c)	(d) ((e)	(f) (g	(h)	(i)	(j)	(k)	(1)	(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 3	816	278 602	313	541	304	299	276	616	226	533	193	539	159	493 2	259	726 24	493	212	720	147	376	721	383	924	75	639 4	462 !	j87 471	669	367	592	416	468	475
Weighted base	1139	171	375	95 144	109	454	381	232	644	327	565	302	344	321 3	833	304 564	284	598	284	305	300	584	194	571	180	525	161	466 2	254	712 22	9 503	195	720	124	429	691	403	911	80	594 S'	s02 ?	s72 472	656	365	560	430	506	436
Does apply	396	29	232	44 19	34	219	95	62	264	241	70	171	61	163	71	72 251	224	78	180	52	78	255	149	97	55	231	50	207	87	272 14	123	8 70	281	105	42	294	97	340	50	749 1	141	222 15/	4 259	121	243	132	133	216
	35%	17%	62%	46% 13%	31%	48%	25%	27%	41%	74%	12%	57%	18%	51% 2	1%	24% 45%	79%	13%	64%	17%	26%	44%	77%	17%	31%	44%	31%	44% 3	4%	38% 61	6 249	6 36%	39%	84%	10%	43%	24%	37% 2	8%	42% 2	28%	39% 33%	4 39%	33%	43%	31%	26%	49%
			BDEF	ы		н		LN	ILNPQ	ULMNOPQR		UUNOPQR	L U	LNPQR	L	LN IJLNPI	tuvwxZab efetii	bd	TVWXZabcdel Ni	т	τνz	TVWZacefhj	TUVWXZabcd efahii	т	TVZ T	VWZacethij	TVZ T	WZacefhj TV	rWZh	TVW2h TVW0ZI	bodef TVZ	TVWZh	TVWZah	1.1		n		P		·					х			v
Does not apply	503	118	78	24 112	48	141	228	137	264	38	417	80	241	80 2	230	210 192	26	425	53	224	202	199	30	388	108	217	103	174 1	143	281 52	314	106	292	13	337	283	204	419	66	244 2	244	267 209	288	163	226	215	282	145
	44%	69%	21%	26% 78%	44%	31%	60%	59%	41%	12%	74%	27%	70%	25% 6	9%	69% 34%	9%	71%	19%	73%	67%	34%	15%	68%	60%	41%	64%	37% 5	6%	40% 23	6 629	55%	41%	11%	79%	41%	50%	46% 3	7%	41% 4	49% /	47% 44%	6 44%	45%	40%	50%	56%	33%
		CDF		• cor•	CD*		G	JKMOR	KMOR		UKMOR	к в	KMOR	к цк	MOR I.	KMOR KMO		SUXYZabdet	5	SUXYZabcdef	SUXYbdefgij	sung	s	SUXYabdefghi S	UXrbdfgj	suoridg Su	ombatigij	suorig suo	rrbdfgi	survg si	suonbo	tigij suxradij	i Suxyg		k			P			9					*	z	
Don't know	240	24	64	27 13	27	94	58	32	116	47	78	50	47	78	32	22 120	34	95	51	30	20	130	16	85	17	77	8	85	74	158 3	69	19	146	6	50	115	102	152	64	100 1	118	83 107	9 110	80	91	83	91	75
	240		170	200 000	20	2100	100		100			170		1414	~~	70 700	174		1000	100		2.30		150		454	-	100		334 40			240	-	170	170	200	4784		1787	110	100		200		405		170
	21%	14%	1776	25% 3%	25%	21%	15%	14%	18%	1470	14%	17%	1275	24% 1	.0%	7% 21%	12%	10%	10%	10%	775	2276	876	15%	375	15%	576	18% 3	376	22% 10	5 147	5 10%	20%	5%	1276	1/76	23%	1/36 3	576	1/% 23	-376 - 1	4% 23%	1/76	22%	10%	19%	10%	1776
				W.L. 1	86.			٩	LNPQ	٩	PQ	PQ	Q 10	TWINHO		UKLNP	u ww	viWfacei	SVWYacei			s rvwrZabcd enhi		VWTACE		vwice	s	rivitaboeni	c 51	erbi Wi	• • • • • •	с с	SIVWYZabo N						0		q							

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.

50

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	Gei	nder	Aggre	egated Age I	Breaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	357 31%	215 39% C	136 24%	124 40% EF	108 29%	124 28%	237 37% н	120 24%	92 34% к	97 33%	64 24%	58 37% к	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%	202 54% D	269 60% D	292 46%	300 60% G	129 48%	151 51%	158 60% IL	70 45%	36 66% IL*	49 51% *	157 43%	436 56% 0	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%	121 21% B	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%

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(*)

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		Gener	al Election 2	024 Vote		Referend	lum 2016 vo	te				Favoura	ble to partie													Favourable to	politiciant									Opinion of govern	on Labour	Russian	Invasion of raine	Rising Co	st of Living	Current	conflict in and Gaza	Grooming	Gangs in the UK	Starmer an new plans t NHS wa	nouncing p cut down it times	Trump's cla acquire Greer Panama	ims to Op land and Canal	inion on wi about Gro Gangs in †	hat to do oming the UK
																Unfavoura								Infavoura		Unfavoura		Unfavoura	Favourabl	Unfavoura	Favourabi	Unfavoura																		s	in ietupa R full	aplement ing kecomme ndations
				(bend					F				Favoura	bl Unfavour	a Favourab	ble to	Favourabl	Unfavoura	avourabl	Unfavoura I	Favourabl	Unfavoura P	avourabl	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavour	a Favourab	Unfavoura	NETCON	NET De d	Fallender	Not	Fallender	Not	Fallender	Not	- Fallenda	Not	Fallender	Not	Fallendar	Not N	ational	from
	Total	ve	Labour	Democrat	s Reform U	JK Other	Remain	Leave	e to Con:	is ble to Cor	ns e to Lab	b ble to La	b Dems	Dems	Party	Party	Reform UR	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch I	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely I	inquiry I	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
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	357 31%	27 16%	217 58%	35 36%	15 10%	25 23%	189 42%	89 23%	67 29%	234 36%	238 73%	46 8%	158 52%	54 16%	159 50%	58 17%	63 21%	228 40%	221 78%	56 9%	151 53%	45 15%	79 26%	229 39%	147 76%	64 11%	55 31%	196 37%	42 26%	186 40%	83 33%	242 34%	130 57%	108 21%	66 34%	249 35%	101 82%	22 5%	267 39%	85 21%	309 34%	41 23%	231 39%	120 24%	194 34%	144 30%	236 36%	98 27%	215 38%	121 28%	122 24%	190 44%
			BDEF	85.	•	E*	н		LNPQ	LNPQ	ULMNOPQ	2R	UUNPQR	. L	ULNPOR	L	L	ULNPQ 1	efebil	т	TVWXZabcdef	т	τνz	TVWZacfhj 1	UVWXZabcd efehi	т	TV2h	TVWZch	TVZ	TVWZachj	TVWZh	TVW2h	TVWXZabcdef	f TVZ	TVWZch	TVW2h	1		•		P		,				v		ж			¥
Does not apply	593	131	100	47	124	59	191	259	151	316	48	477	108	264	110	253	230	234	34	498	101	238	215	253	30	457	119	260	114	213	158	348	68	347	117	363	16	391	344	235	490	86	295	285	315	248	345	195	283	242	318	188
	52%	77%	27%	50%	87%	54%	42%	68%	65%	49%	15%	84%	36%	77%	34%	76%	75%	42%	12%	83%	35%	78%	72%	43%	15%	80%	66%	50%	71%	46%	62%	49%	30%	68%	60%	50%	13%	91%	50%	58%	54%	48%	50%	57%	55%	52%	53%	53%	50%	56%	63%	43%
		CDF		C*	CDF*	C*		G	JKMOR	KMOR		UKMNOPQ	R K	URMOR	к	LIKMOR	LIKMOR	ĸD		SUVWXYZabc defghij	51	FUXYabdefghi S	RUXYbdefgij	suvg	:	UWXYabcde fghij	suxrbdfgj	sum	SUKIbdefgij	sung	sucrodig	survy	21	SUXYbdfgij	sunnbdfgi	suxridg		k		-				٩							z	
Don't know	190	13	58	13	4	25	74	33	14	94	41	42	36	26	51	22	12	102	29	44	32	23	5	102	17	51	5	69	4	66	13	122	30	52	12	108	7	16	81	83	112	53	68	98	63	81	74	72	63	66	66	59
	17%	8%	15%	14%	3%	22%	16%	9%	6%	15%	13%	7%	12%	8%	16%	7%	4%	18%	10%	7%	11%	8%	2%	17%	9%	9%	3%	13%	3%	14%	5%	17%	13%	10%	6%	15%	6%	4%	12%	21%	12%	30%	11%	19%	11%	17%	11%	20%	11%	15%	13%	13%
			86	£.	•	86.	н			ILNPQ	ILNPQ	٩	ILPQ	۹	ILMNPQ			UKLMNPQ	Wace	Wat	Wace	Wac	5	ruvwyZabc debii	Wac	TWac		TVWZacei		TVWYZacehi	w	STUVWYZabo	TVWacei	TWace	Wc	STVW/Zacehi						٥		٩		•						

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.

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 White Minority Non-Not UP TO £20,000- £35,000 ethnic ethnic Total Male Female 18-34 35-54 55+ ABC1 C2DE North Midlands South London Wales Scotland Graduate graduate Working working £19,999 £34,999 £54,999 £55,000+ group group (A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (0) (P) (R) (W) (Q) (S) (T) (U) (V) (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 157 437 212 288 153 549 573 313 376 450 639 500 269 298 264 55 97 366 773 702 280 275 971 Does apply 289 179 106 117 78 95 186 104 77 71 58 55 13 16 123 166 200 89 43 64 88 85 230 59 25% 32% 18% 37% 29% 21% 24% 22% 35% 23% 22% 20% 20% 22% 31% 24% 38% 21% 21% 29% 17% 34% 28% 31% С EF JKN . ST ST w н Ν * Р R Does not apply 634 289 337 128 210 296 328 306 142 170 160 81 27 54 169 465 361 273 123 166 150 148 557 68 54% 56% 53% 59% 57% 61% 51% 46% 60% 62% 58% 58% 57% 44% 41% 56% 66% 51% 61% 53% 50% 55% 51% 53% D DE G . 0 Q х Don't know 215 82 130 68 89 59 124 91 50 57 46 21 15 27 74 141 141 75 46 57 42 43 185 26 19% 19% 18% 19% 17% 14% 28% 18% 20% 17% 20% 15% 16% 19% 17% 15% 23% 22% 24% 13% 19% 27% 20% 22% В F L* F

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(*)

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

																																				0	pinion on L	bour Ru	isian Invasio	n of		Cur	rent conflict	in Groom)	ng Gangs in the	Starmer a e new plans	innouncing to cut down	Trump's acquire Gre	claims to renland and	Opinion on v about Gr	what to do rooming
	Total		Gener	al Election	2024 Vote		Referend	lum 2016 voi	te				Favourable to	parties												Favo	urable to po	oliticians									governme	nt	Ukraine	Risi	g Cost of Liv	ing Isr	ael and Gaz-	4	UK	NHS w	ait times	Panama	a Canal	Gangs in	the UK
																																																			mplement
																																																			ing
																																																		Set up a '	Recomme
															Un	favoura							u	Infavoura	Un	nfavoura	Unt	favoura Fav	vourabl Ur	nfavoura Fa	wourabl I	Unfavoura																		full	ndations
													Favourabl Un	favoura Fav	ourabl I	ale to Fa	wourabl Un	favoura Favo	urabl Un	favoura Fa	vourabl Ur	ifavoura Fa	vourabl	ble to Fav	wourabl	ble to Fav	ourabl b	ble to	e to	ble to	e to	ble to Fav	ourabl Ur	favoura Fav	vourabl U	nfavoura			N	ot	No	٤	Ne	A	Not		Not		Not	National	from
		Conservati		Liberal					Favourab	I Unfavoura	a Favourab	Unfavoura	etoLib bl	e to Libe t	Green (ireen	e to	ole to e to	Keir ble	to Keir e	to Ed b	le to Ed e f	o Nigel	Nigel e to	o Rachel B	Rachel e te	Kemi I	Kemi R	upert I	Rupert D	Donald	Donald e	to Joe bi	eto Joe eto	to Elon b	le to Elon NE	Good N	T Bad Foll	wing follo	wing Follo	wing follow	ing Follov	wing follow	wing Follow?	ng following	Following	following	Following	following	Public	Previous
	Total	ve	Labour	Democra	ts Reform	UK Other	Remain	Leave	e to Cons	ble to Con	s e to Lab	ble to Lab	Dems	Dems I	Party	Party Ro	form UK Re	orm UK Sta	rmer St	armer I	Davey	Davey F	arage	Farage R	Reeves F	Reeves Bac	lenoch Ba	denoch L	Lowe	Lowe	Trump	Trump E	Biden	Biden N	Musk	Musk	job	job cla	sely clos	sely clos	ely close	aly clos-	aly clos-	ely closel·	r closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R) (S)	(T)	(U)	(V)	(W)	(X)	(11)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	6)	(k)	(1) (1)	m) (r	n) (d) (p)	/ (q') (6) (s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602 3	13	541	304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376 3	21 38	83 95	4 17	i 63') 46.	2 587	471	669	367	592	416	468	475
Minister diama																																																			
weighted base	1139	1/1	375	32	144	109	454	381	232	644	327	565	302	344	321	333	304	564 2	84	238	284	305	300	584	194	5/1	180	525	161	466	254	/12	229	507	195	720	124	129 0	91 40	33 9.	1 180	. 594	5 504	1 5/2	472	656	505	560	430	506	435
Does apply	289	12	200	30	7	14	161	61	51	190	219	17	147	34	128	46	56	188 2	13	20	135	37	64	189	142	34	51	165	34	163	74	182	115	78	61	193	104	8	05 8	0 2	0 43	18	5 10	0 158	112	198	74	182	93	102	145
	25%	7%	53%	32%	5%	13%	36%	16%	22%	29%	67%	3%	49%	10%	40%	14%	18%	33% 7	5%	3%	48%	12%	21%	32%	73%	6%	28%	31%	21%	35%	29%	26%	50%	15%	31%	27%	34%	2% 3	0% 20	26	% 249	6 315	6 205	% 28%	24%	30%	20%	32%	22%	20%	33%
			BDDF	BCL.		•	н		LNP	UNPQ	LILMNOPQF		ULNOPQR	L U	LNPQR	LN	LN I	ILNPQ TUVIA ef	WZabod shii	TVV	VXZabcdef	72	TVZh	TvWZchij TUV	WXZabcd efehil	тт	/WZh TV	/WZchij	TVZ T	WWZcfhj	TVWZch	TVZh TVW	NZabcdef	TZ TV	VWZch	TV2h	1		n			,				v		×			Y
Does not apply	634	147	100	50	131	78	212	281	169	335	44	509	110	286	135	262	233	268	28	536	103	249	220	282	23	489	121	277	117	235	163	389	84	370	120	405	10	404 3	75 24	46 53	4 83	. 31	5 30	.5 340	269	375	207	298	261	323	223
	56%	86%	27%	52%	91%	71%	47%	74%	73%	52%	14%	90%	36%	83%	42%	79%	77%	48% 1	0%	90%	36%	82%	73%	48%	12%	86%	58%	53%	72%	50%	64%	55%	37%	73% 6	62%	56%	8%	4% 5	4% 61	55	% 469	6 53 ^r	.6 61 ^r	% 60%	57%	57%	57%	53%	61%	64%	51%
		CDF		C*	CDF*	CD*		G	.KMOR	KMOR		UKMNOPQR	ки	MOPOR	KM 1	IMOR	RMOR	K2M	SUN	WXYZabc defehii	sr su	NXYabcde SU febi	XYbdefgij	suvg	SUA	vWXYabcd Sut	ribdīgi s	suxing sum	Chodefgij	sung s	uxribdfgj	SLDCridg	5Y 5L	xrbdetgij SU	unnbdg	SUXYbdg		k					٩						-		
Don't know	215	12	74	15	5	17	81	38	12	119	64	38	45	24	58	25	15	108	13	42	46	19	16	113	29	48	7	84	10	68	17	141	30	60	14	122	9	17 :	11 7	8 1	8 54	, <u>9</u> :	3 9:	7 73	91	83	84	81	77	81	69
	101/	794	20%	16%		15%	1910	10%	EM.	1916	1010	79	15%	714	1.9%	794	556	10% 1	C 14	7%	1.6%	614	EM.	10%	15%	956		16%	61K	15%	796	2016	121	126	796	176	714		ESK 10	10	M 201	# 1E	< 10 ⁻	66 126	10%	120	22%	1.4%	1916	16%	16%
	1374		80.0	BE*		86*	н	10/1	5.4	ILNPQ	ILNPQ	1.0	ILNPQ	1	LNPQ		376	LNPQ TVN	Zacel	π.	/WZacei	0.0	т	VWZabczłeg Tv	VWZacel	Та	TVI	WZacehi	т	WZacel	1.7	TVWZabcdeg TV	/Wacel 1	WZael		VWZacehi					0	1 107		1 15/1	1	13%		14/4	1074	1070	1070

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.

54

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	261 23%	170 31% c	86 15%	107 34% EF	73 19%	81 18%	169 26% н	91 18%	58 22%	63 21%	50 19%	56 36% IJKM	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% в	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% 0	359 51%	276 63% Q	123 58%	172 60%	151 54%	145 53%	563 58% x	63 41%
Don't know	243 21%	92 17%	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%

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(*)

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		Gener	ral Flection	2024 Vote		Referendur	m 2016 vote					Favourable t	narties												Faun	wable to no	diticians									Opinion on I	abour	Russian Inva Likrain	sion of	Rising Cost o	of Living	Current o	onflict in	Grooming	iangs in the	Starmer an new plans t NHS wa	nnouncing to cut down	Trump's / acquire Gre Panam	claims to (senland and	Opinion on about Gr Ganes ii	what to do rooming the LIK
															u	Unfavoura							L	Infavoura	U	infavoura	Unf	lavoura Fa	vourabl Ur	nfavoura Fa	vourabl U	Infavoura																			Set up a full	ing Recomme ndations
		Conservati		Liberal					Favourabl	Unfavoura	Favourabl	Unfavoura	e to Lib b	ifavoura Fa le to Lib e i	to Green	ble to Green	e to	ble to	e to Keir	Unfavoura P ble to Keir	e to Ed	infavoura Fa ble to Ed e	vourabl to Nigel	ble to Fa Nigel e tr	o Rachel	ble to Fav Rachel e to	Kemi H	ile to Kemi R	e to lupert	ble to Rupert D	e to onald	ble to F Donald	e to Joe bi	favoura Fa e to Joe e	to Elon b	le to Elon	NET Good N	IET Bad	following fo	Not Bollowing F	ollowing fo	Not	Following	Not following	Following	Not following	Following	Not following	Following	Not following	National Public	from Previous
	Total	ve	Labour	Democra	its Reform	UK Other	Remain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	Starmer	Davey	Davey I	arage	Farage R	Reeves	Reeves Bad	enoch Bac	denoch i	Lowe	Lowe T	rump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	losely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	m	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(1)	(u)	(v)	(w)	(x)	(y)	(2)
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	761	12	171	70	6	21	149	54	44	174	202	11	170	26	112	20	45	167	102	14	110	22	57	169	142	12	44	100	20	149	66	160	107	60	56	179	0.0	2	102	67	716	41	160	96	142	101	179	60	160	80	90	140
	23%	8%	45%	30%	4%	19%	33%	14%	19%	27%	62%	2%	43%	10%	35%	12%	15%	30%	68%	2%	47%	10%	19%	29%	74%	4%	15%	30%	19%	32%	26%	22%	47%	14%	29%	25%	79%	1%	28%	15%	24%	72%	27%	19%	25%	21%	27%	19%	29%	21%	16%	37%
			BDEF	85.	•	86.	н		LNP	ILNPQ	ULMNOPQR		ULNOPOR	L 1	ULNPQR	L	L	ILNPQ 1	JVWWZabcd efabil	T	/WXZabcdef	τz	TVZh	tvwzchi stu	JVWXZabc defehil	т т	V2h TV	WZchy	туд т	vWZchj T	VWZch	TVZh TV	WXZabcdef	TZ 1	VWZch	TV2th	1		n				,				v		×			y
Does not apply	635	147	114	48	135	65	198	293	169	336	47	515	116	283	125	273	242	254	31	542	116	251	231	268	30	496	129	220	126	221	167	387	77	369	121	398	12	413	38.4	237	540	77	332	289	347	258	381	199	306	251	338	214
	56%	86%	31%	50%	94%	60%	44%	77%	73%	52%	14%	91%	38%	87%	39%	87%	87%	45%	11%	91%	41%	87%	77%	46%	15%	87%	2%	51%	78%	47%	66%	54%	34%	73%	62%	55%	10%	96%	56%	59%	59%	43%	56%	57%	61%	55%	58%	55%	55%	58%	67%	49%
		COF		C*	COF*	C*		G	KMOR	KMOR		LIKMNOPOR	K	UKMOR	x	LIKNOR	LIKMOR	KMO		SUVWXZabc	SYR S	Wabdefehi SU	Xibdefeii	Stir	5 51	WWXfabcd SUR	Ybdfel S.	JOCIDIE SLO	Obdefei	510 51	Cristini	SURVide	SY 54	X/bdefei S	uxybde	SUXIble		k													1	
																				defghij		1				efghij																										
Don't know	243	11	89	19	3	23	105	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
	21%	6%	24%	20%	2%	21%	23%	9%	8%	21%	23%	7%	19%	8%	26%	6%	6%	25%	21%	7%	17%	7%	4%	25%	11%	9%	3%	19%	3%	21%	8%	23%	19%	14%	9%	20%	12%	3%	17%	26%	17%	35%	17%	23%	14%	24%	15%	27%	17%	21%	17%	19%
			86	86.	•	86*	н			ILNPQ	ILNPQ		ILNPQ		ILMNPQ			IJUMNPQ	VWYZacehi	w	TVWYZacel	w	т	ebil	Wat	TWac	TVW	IYZacehi	τv	WiZacehi	Wac Ti	UVW/Zaboe 1	VWYZacei 1	VWZace	Wac T	WYZaceh				-		۰		٩								

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.

56

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	Ge	nder	Aggre	egated Age E	reaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	401 35%	227 41% c	166 29%	143 46% EF	136 36% F	122 27%	260 41% н	141 28%	100 37%	99 33%	79 30%	70 45% JK	16 30% *	38 39% *	170 46% Р	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% 0	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%	109 19% в	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%

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(*)

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		Gener	al Election 2	024 Vote		Referende	um 2016 vot					Favourat	ole to parties												Favour	able to politici	ans								Opinion o govern	n Labour iment	Russian Ir Ukra	wasion of aine	Rising Cost	of Living	Current c Israel a	onflict in nd Gaza	Grooming (Sangs in the JK	Starmer anv new plans to NHS wai	ouncing cut down a t times	Trump's clain cquire Greenla Panama Ce	ns to Opin ind and a anal /	nion on what about Groomi Gangs in the !	to do ing UK
	Total General Election 2024 Vote															Unfavoura							Unfav	oura	Unfav	voura	Unfavos	ira Favoura	bi Unfavour	ra Favoura	bi Unfavou																		Ser	imple ir tupa Reco full nda	ument ng omme ations
													Favourab	I Unfavoura	Favourabl	ble to	Favourabl	Unfavoura Fav	urabl Unf	favoura Fav	ourabl Unfa	avoura Favo	urabl ble	o Favo	urabl ble	to Favou	rabl ble to	e to	ble to	e to	ble to	Favourabl	Unfavour	a Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not Nat	itional fre	om
	Total	Conservati	Labour	Liberal	s Reform U	JK Other	Remain	Leave	Favourabl e to Cons	ble to Con	a Favourabl is e to Lab	ble to Lab	e to Lib Dems	ble to Lib Dems	e to Green Party	Green Party	e to Reform UK	ble to e to Reform UK Sta	rmer Sta	to Keir e t armer D	toEd ble lavev Da	toEd eto avev Far	Nigel Nig Tage Fara	eto F ee Re	Rachel Rac eves Ree	thel e to K types Bader	emi Kemi Ioch Badeno	Rupert ch Lowe	: Rupert Lowe	Donald	Donald	e to Joe Biden	ble to Joe Biden	e to Elon Musk	ble to Elon Musk	iob	NET Bad iob	Following	following closely	Following 1 closely	closely	Following	following closely	Following	following closely	Following closely	following i closely	-ollowing foll closely c ¹	owing Pu losely In-	ublic Previ Iquiry Ingy	vious
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	S)	(T)	(U) ((V) (V	N) (X	(Y) (Z	Z) (a) (b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(5)	(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	13	541 3	304 2	199 2	76 61	5 2	26 53	33 19	3 539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416 4	468 47	75
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	84	598 3	284 3	105 3	00 58	1	94 57	71 18	0 525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430 5	506 43	:36
Does apply	401 35%	29 17%	225 60%	44 46%	17 12%	41 38%	211 47%	103 27%	70 30%	261 41%	244 75%	72 13%	175 58%	63 18%	172 54%	80 24%	68 22%	253 2 45% 2	25 9%	81 : 14% 5	165 : 58% 1	52 8 7% 25	17 26 9% 45	1 6 7	53 9: 9% 16	3 67 3% 37	211 6 40%	46 29%	200 43%	92 36%	265 37%	135 59%	126 25%	74 38%	286 40%	103 83%	29 7%	286 41%	111 27%	342 38%	55 30%	242 41%	153 31%	208 36%	172 37%	256 39%	122 34%	230 41%	141 1 33% 1	144 20 28% 4:	:05 17%
			BDEF	BC*		86.	н		LNQ	ILNPQ	ULMNOPQR		ULNPQR	L	ULNPOR	LN	L	ULNPQ TUW	XZabcd	TVW9	XZabcdef hii	T	/Z TVWZb	efhj TUVW ef	XZabcd T rhi	T TVW	Zh TVWZch	TVZ	TVWZcfh	TVWZch	TVW2h	TVWXZabcde	ef TVZ	TVWZch	TVWZcth			•				*						×		v	v
Does not apply	558	127	99	37	120	54	176	254	145	297	45	446	96	256	97	229	216	227	30	470	97 2	29 2	01 23	/ :	24 44	41 10	5 255	108	202	147	337	72	334	109	337	13	374	337	208	467	69	289	254	314	217	328	184	272	221 :	296 1	.89
	49%	74%	26%	39%	84%	49%	39%	67%	62%	46%	14%	79%	32%	74%	30%	69%	71%	40% 1	1%	79% 3	34% 7	5% 6	7% 419	6 1	3% 77	^{1%} 59	6 49%	67%	43%	58%	47%	31%	66%	56%	47%	11%	87%	49%	52%	51%	38%	49%	51%	55%	46%	50%	50%	49% ?	51% 5	58% 43	3%
		CDF		C*	COF*	c*		G	JKMOR	KMOR		UKMNOPQR	к	LIKMOPR	к	JIMMOR	LIKMOR	KMO	SUW	/XYabcde fghij	SY SUW	Krabdef SUKra thij	bdefgij SUV		suwor	rabode SUX16 hij	dfgj SLOCIdg	SUMbdefg	n sung	sucredig	d SLOCAdg	21	SUMbdetgij	suxvdgi	suovy		k			P				t						I	
Don't know	180	15	51	14	6	14	66	24	17	86	38	46	31	25	52	24	21	83	28	47	21	24 1	2 85		16 3	7 7	59	7	64	15	110	22	47	12	96	7	26	69	84	102	57	63	95	50	83	71	59	58	68	66 4	42
	16%	9%	14%	15%	4%	13%	15%	6%	7%	13%	12%	8%	10%	7%	16%	7%	7%	15% 1	0%	8%	8% 8	8% 4	% 15	6 8	1% 75	% 49	11%	4%	14%	6%	15%	10%	9%	6%	13%	6%	6%	10%	21%	11%	31%	11%	19%	9%	18%	11%	16%	10%	16% 1	13% 10	.0%
			E	£.	•	E.	н			ILNPQ	Q				IKLMNPQ			ILMNPQ V	lac.	w		w	STUVW	Zabc 1	N		TWZace		TUVWYZabo	De	stuvwizat	e Wac	WZac		TUVWYZacehi						0		٩						*		

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.

58

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

Political Pulse Week 2

i onticul i uise week z

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 f	following sta	tements do	es or does r	ot apply to	The Leader	of the Cons	ervative Parl	ty, Kemi Ba	denoch?
	An honest person	In touch with ordinary people	Has a lot of personalit y	Has the right plans for Britain	A capable leader	Understan ds the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experience d leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(К)	(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% ABCDEFGHUK
Don't know	485 43% BCDEFUL	367 32%	379 33%	434 38% BCFJL	447 39% BCFJL	354 31%	568 50% ABCDEFHIJKL	486 43% BCDEFIJL	439 39% BCFJL	366 32%	508 45% BCDEFIJL	353 31%

vas 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(*)

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	Ge	nder	Aggre	egated Age E	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	me		Eth	nicity
	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)	(0)	(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
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 23% т	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%	288 50% B	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% 0	272 39%	213 49% Q	108 51% UV	122 42%	109 39%	106 38%	434 45% x	44 29%

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(*)

Q48. 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		Genera	d Election 2024 Ve	te	Refer	rendum 201	16 vote				Fa	vourable to par	ties											Favo	urable to po	oliticians								Opinion on governm	Labour	Russian Invasi Ukraine	on of Ri	ising Cost of Liv	Cu-	rent conflict i rael and Gaza	n Groomir	ng Gangs in thr UK	Starmer a new plans NHS v	announcing s to cut dowr wait times	Trump's n acquire Gr Panar	claims to C penland and na Canal	Opinion on w about Grr Gangs in	what to do .coming o the UK
		General Election 2024 Vote Conservati Liberal ve Labour (B) (C) (D)													Unfavo	ura							Unfavoura	U	Infavoura	Uni	favoura Fav	ourabl Un	favoura Favo	urabi Ur	Infavoura																	Set up a	ing Recomme ndations
				1 hours								Far	ourabl Unfavo	oura Favou	rabl blet	p Favou	rabl Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	ble to Fa	vourabl	ble to Fax	ourabl b	ole to	eto b	sleto e	to	ble to Favou	rabl Unfavo	ura Favoura	Unfavour	NETCOM	NET Ded	allandar dal	eot Cal	No	.t	Not	ten Fallow	Not		Not	- Fallendar	Not	National	from
	Total	ve	Labour	Democrats Refo	rm UK Ot	ther Ren	main Lo	ave eto	Cons ble	to Cons	e to Lab ble	to Lab I	Dems Den	ns Pai	ty Part	Reform	n UK Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage I	Reeves	Reeves Bar	denoch Bai	denoch L	owe I	Lowe Tru	imp 1	Trump Bid	an Bide	n Musk	Musk	job	job	closely ch	isely cl	losely close	ely clo	vely close	Jy closel	y closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	E) ((F) (C	(G)	(H)	(1)	(J)	(K)	(L)	(M) (N)) (0) (P)	(Q) (R)	(5)	(T)	(U)	(V)	(W)	(X)	(11)	(Z)	(a)	(b)	(c)	(d) (i	e)	(f) (g	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o) (p	.) (a) (r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 1	18 1	112 41	185 3	544 3	238	646	373 !	521	328 32	6 35	1 316	27	8 602	313	541	304	299	276	616	226	533	193	539	159	493 2	59	726 24	4 493	212	720	147	376	721	183	924 17	5 6?	9 462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95 1	44 1	109 41	154 3	181 2	232	644	327 5	65	302 34	4 33	1 333	30	4 564	284	598	284	305	300	584	194	571	180	525	161	466 2	54	712 22	9 507	195	720	124	429	691	103	911 18	0 55	4 502	572	472	656	365	560	430	506	436
Does apply	234 21%	84 49% CDEF	59 16%	15 16% 2	40 : 8% 1 7*	13 8 2% 18	80 : 18% 3	120 1 12% 5 G JKLM	121 52% INOPQR	53 8%	64 2 20% 2 18 1	140 15% or	64 94 21% 279 JR JRD	1 5 16 17 R J	6 100 6 30%	10 34 R JKLMP	5 75 % 13% 40R J	54 19% xbdf	141 24% xbdtj	62 22% Xbdtj	90 30% stx2bethj	116 39% TUVX72bdfg	66 11% b	50 26% skbet)	140 25% xbdtj STU	119 66% /WXYZbc	39 7% . stuv	69 43% xxzbatg	59 10 13% 40 6 STUNK	02 0% vztedig	96 49 13% 21 Xb Xbd	125 6 259 1) xbdt	84 43% stuvkyzbo	111 15% fg Xbdf	40 32%	112 26%	177 26% 1	52 3%	211 18 23% 10 p	1 16 % 28	3 67 % 13%	159 , 28% t	64 13%	181 28% v	39 11%	150 27% ×	65 15%	124 24%	85 19%
Does not apply	420 37%	16 10%	191 51% 85	37 39% 3 8*	43 ! 0% 5 1* 8	59 2: i4% 45 ie* i	222 19% 2 н	89 3% 1	23 10%	360 56% WNOPQR	160 3 49% 3 LMNPQ	185 13% 10	125 13 41% 413 ILPO ILPO	9 19 16 49 2 ILMP	8 109 6 33% PQ IQ	78 26	8 290 6 51% ILMNPQ	135 47% TWZacehi	214 36% Waei	118 42% WZacei	136 45% TWZacebi	73 24% #	302 52% TUVWZacefg TU Nj	100 52% WZaceghi	196 34% _{Wael}	16 9% sтu	336 64% : vwxyZac setghij	45 28% a stu	268 6 58% 26 vwxzace i fghi	- 5% а т	318 95 45% 43 TWZacehi WZa	194 6 389 16 WZac	48 25%	325 45% TWZacehi	54 43% 1	137 32%	260 38% 3	153 8%	341 68 37% 38	1 22 % 38	5 187 % 37%	200	194 41%	233 35%	152 42%	204 36%	180 42%	179 35%	188 43% у
Don't know	485 43%	71 41%	124 33%	43 45% 4	51 : 2% 3	37 1 14% 33 •	152 : 13% 4	172 5% 3 6	87	232 36%	103 2 32% 4	240 12% NOR	113 110 37% 329 K	0 10 % 34	8 125 6 38N N	12 40 10	2 199 % 35%	95 34% VYa	243 41% Wabcdei	104 36% vyabd	79 26%	111 37% Wate	217 37% vrabd	44 23%	234 41% Wabcdehi	44 24%	150 28%	47 29%	139 8 30% 34 Y V	86 4% Ya Sv1	298 8: 42% 36 Wubodehij Vis	i 187 6 379 6 Visb	63 32% Ya	284 39% SvYabod	31 25%	180 42% k	254 37% 4	198 9% m	359 94 39% 52 o	i 20 % 35	5 248 % 49% q	213	214 45%	242 37%	174 48% u	207 37%	186 43%	203 40%	164 38%

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.

61

CalumPropertiess [35]: AB/CD/27,GH/U/M/V/M/V/D/D/27/S/W/W/V/Z/b/b/64/b/J/M/U/m/tsqb,et,vLu/uw/xy/r Minimum Base: 30[**] Small Base: 100[*] CalumPatens [35]: AB/CD/27,GH/U/M/X/M/V/D/D/D/2/S/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	184 16%	107 19% с	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% т	22 8%	58 21% т	64 23% т	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% к*	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%	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% 0	212 30%	155 35%	80 38%	90 31%	84 30%	79 29%	329 34% x	30 19%

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(*)

Q48. 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		Gene	ral Election	2024 Vote		Referende	lum 2016 vo	te				Favourab	le to parties												Fa	avourable to po	liticians									pinion on La governme	bour Ru	ssian Invasio Ukraine	n of R	ising Cost of Li	ving J	irrent conflic srael and Ga	ct in Gru aza	ooming Gangs i UK	in the new	rmer annou r plans to cut NHS wait tin	incing 1 it down acc mes	Frump's clain quire Greenk Panama Cr	ns to Opin ind and a inal (ion on wha bout Groor Sangs in the	at to do ming ie UK
		Conservat		Libera					Favoura	bi Unfavou	ra Favourabi	l Unfavoura	Favourabl a eto Lib	l Unfavoura ble to Lib	Favourabl e to Green	Unfavoura ble to Green	Favourabl	Unfavoura ble to	Favourabl e to Keir	Unfavoura ble to Keir	Favourabl e to Ed	Unfavoura ble to Ed	Favourabl e to Nigel	Infavoura ble to I Nigel e	Ur Favourabi e to Rachel F	nfavoura ble to l Rachel	Unfi Favourabl bi e to Kemi K	avoura Favo leto e lemi Ru	ourabl Un e to b upert R	favoura Fav ble to Rupert D	vourabl L e to Ionald	Unfavoura ble to Fav Donald e t	ourabl U to Joe b	infavoura Fa bleto Joe e	vourabl I to Elon I	Jnfavoura ble to Elon Ni	T Good NI	T Bad Fol	N owing folio	ot wing Fo	N llowing follo	ot wing Foll	N owing folk	Not owing Fr	Ni allowing follo	lot swing Fol	lowing fol	Not llowing Fr	ollowing fo'	Set 1 Not Na Iowing P	upa Rec Iuli nd tional 1 ublic Pr	ilement ing comme dations from revious
	Total	ve (e)	Labour (C)	Democra (D)	ts Reform	UK Other	Remain (G)	Leave	e to Con	is ble to Co	ns e to Lab	ble to Lab	Dems (M)	Dems (N)	Party	Party	Reform UK	Reform UK	Starmer	Starmer (T)	Davey	Davey	Farage	Farage	Reeves F	(7)	Badenoch Bad	fenoch Lo	owe I	Lowe T	(a)	Trump B	liden (n)	Biden	Musk	Musk	job (k)	ob cl	osely clo	sely c	losely clos	ely clo	sely clos	sely c	losely close	vely clo	sely clo	osely c	Josely cl	osely inc	juiry Ind	quiries
Unweighted base	1139	178	397	99	118	(F) 112	485	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193 !	539 1	159	493	259	726	980 244	493	212	720	147	376	721 3	17 83	924 1	5 6	aj (* 139 4)	162	587 47	71 E	669 :	367	592	416 4	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 1	161	466	254	712	229	507	195	720	124	129	591 4	03	911 1	0 5	·94 5/	:02	572 47	72 E	656 ?	365	560	430 5	106	436
Does apply	184 16%	73 43% CDEF	48 13%	12 12%	26 18% F*	7 6%	54 12%	92 24% G	116 50% .KLMNDPC	27 4%	61 19% #	102 18% .R	49 16% JR	65 19% "я	47 15% R	74 22% JOR	88 29% JKLMNOPR	49 9% J	50 17% xbdtj	102 17% xbdtj	51 18% xtxdtj	65 21% xZbdhj	84 28% STUVXZbdfgh	46 8% 5	48 25% stukzbathj	97 17% xbdtj 5	112 62% STUVWX/Zbc defehi	15 3% 3 5100	51 32% n/2bdtgh	45 10% xb STU	84 33% wxvzbdfg N	63 9% :	47 20% Kodtj	84 17% xbdtj 57L	67 34% NXYZbdfg hi	80 11% Xbf	38 30%	86	120 9 7% 1-	7	159 1 17% 10 p	i 1 % 1	10 6 9% 14	59 4%	117 57 20% 12 t	7 1 2% 2	132 - 20% 1 v	41 11%	102 18%	69 9 16% 1	35 .9%	59 13%
Does not apply	588 52%	35 20%	246 66% 86	62 65% 85*	68 48% s*	83 76% 82*	295 65% н	166 43%	36 15%	472 73% HLMNOPC	206 63% (R ILNPQ	276 49% 10	187 62% ILPQ	187 54% ILPQ	202 63% ILNPQ	158 47% IQ	113 37% 1	396 70% IKLMNDPQ	178 63% TWZacehi	303 51% Wacel	184 65% TWZacehi	175 57% TWacei	117 39% a	408 70% TVWZacefgh	129 67% TVWZacehi	297 52% Wacei	31 4 17% 8 stuv	438 4 83% 4 wxxzac efebi	65 41% a stu	344 74% NWXX2ac efebii	95 37% #	441 62% (TWZacehi TV	139 61% VZacel	270 53% Wacei	73 37% #	448 62% TWZacehi	69 56%	200	183 1 5% 4	96 9%	495 8 54% 45 P	: 3 % 5	40 23 7% 48 7	39 8%	304 25 53% 53	51 3 3% 5	351 1 54% 5	188 52%	320 57%	216 2 50% 4	45	277 63% у
Don't know	367 32%	63 37% CDF	80 21%	22 23%	49 34% cr*	19 17%	105 23%	124 32% 6	80 35% JKMNOR	146 23%	60 18%	185 33% #MNOR	65 22%	92 27% KR	72 23%	101 30% axe	103 34% JKMNOR	119 21%	56 20% ть	192 32% SUVXYabdgi	49 17% Y	65 21% Yb	98 33% suvxyabdg	130 22% utbd	17 9% su	177 31% WXNbdgi	37 21% з т	72 - 14% 2 Y U	45 28% Wodg	76 16% Y SU	75 30% vxnabdg	208 29% suvxnabdgi	43 19% У S	153 30% suvmedg 5	55 28% UVabdg	192 27% SUXYbdg	17 14%	143 13% 3	188 1	50 1%	257 8 28% 45	: 1 % 2	44 15	94 9% 9	151 16 26% 35	54 1 5% 2	173 1 26% 3	136 37% u	139 25%	145 1 34% 3 w	65 13% 1	101 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.

63

CalumPropertiess [35]: AB/CD/27,GH/U/M/V/M/V/D/D/27/S/W/W/V/Z/b/b/64/b/J/M/U/m/tsqb,et,vLu/uw/xy/r Minimum Base: 30[**] Small Base: 100[*] CalumPatens [35]: AB/CD/27,GH/U/M/X/M/V/D/D/D/2/S/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J

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	Ge	nder	Aggre	gated Age B	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% IJKN	13 24% *	17 18% *	113 31% P	160 21%	183 26%	90 21%	39 18%	49 17%	71 25% т	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% 0	222 32%	156 36%	90 42% UV	99 34%	81 29%	80 29%	334 34% x	39 25%

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(*)

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		Gene	ral Election :	2024 Vote		Referend	lum 2016 vo	ste				Favourat	ole to parties												Fa	vourable to	politicians								Opinion o govern	n Labour ment	Russian Inva Ukrain	usion of lie	Rising Cost o	f Living	Current cor Israel anr	unflict in Id Gaza	Grooming G: Uf	ings in the new	armer anno v plans to cu NHS wait tir	uncing Tr it down acqu mes I	ump's clain iire Greenla Panama Cai	nsto Opin Indiand al nal G	ion on what aout Groom iangs in the	ut to do ming e UK
													Favourab	l Unfavoura	Favourabl	Unfavour ble to	a Favourab	Unfavour	a Favourabi	Unfavoura	Favourabl	Unfavoura	Eavourabi	Infavoura ble to	U	nfavoura ble to F	U	Infavoura Fi	avourabl L e to	Jnfavoura Far ble to	vourabl I	Unfavoura ble to Favo	urabi Unfav	oura Favoura	abi Unfavos	a			Not		Not		Not		Not		Not		Set f Not Nat	imple ip up a Recc ull nda tional fi	lement ing comme dations from
		Conservat		Liberal					Favourat	bl Unfavou	ra Favourat	bl Unfavour	a etoLib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nizel e	to Rachel	Rachel e	to Kemi	Kemi	Rupert	Rupert D	Donald	Donald et	Joe bleto	Joe e to Ele	on ble to El	n NET Good	NET Bad	Following fo	lowing	Following fo	flowing F	ollowing (following	Following	following Fo	lowing fol	lowing Folle	owing foll	lowing Pu	ablic Pre	revious
	Total	ve	Labour	Democra	ts Reform L	JK Other	Remain	Leave	e to Con:	s ble to Co	ns e to Lab	ble to Lat	b Dems	Dems	Party	Party	Reform U	K Reform U	K Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves B	adenoch B	adenoch	Lowe	Lowe T	Trump	Trump Bi	den Bid	an Musi	Musk	job	job	closely	closely	closely o	losely	closely	closely	closely	closely c'	losely c	losely clo	sely cli	osely Inq	suiry Ingr	quiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(11)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	g) (P) (i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(*) (w)	(x) (ia) ((2)
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 2	44 45	3 212	720	147	376	721	383	924	175	639	462	587	471	669	367 5	i92 -	416 4	68 4	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 3	29 50	7 195	720	124	429	691	403	911	180	594	502	572	472	656	365 5	60	430 5	06 4	436
Does apply	273 24%	71 42% CDF	70 19%	20 21% •	46 32% σ*	20 18%	93 20%	118 31% 6	122 53% жымпоро	93 14%	83 25% #	148 26% JR	83 27% JR	88 26% JR	77 24% #	99 30% .R	120 40% JKLMNOPR	90 16%	75 26% xbdtj	154 26% xbdtj	91 32% xzbdij	87 28% Xbdtj	120 40% TUVXZbdfgh	92 16% b	64 33% sxbetij	142 25% Xbdtj 51	131 73% UVWXYZb:	67 13% st	76 47% ruvxrzbdtg	87 19% xb STU	116 46% NXV2bdfg	119 17% 2 ь х	67 13 9% 27 dfj Xbr	9 89 % 46% tj stuvici	132 18% dfg Xbf	45 36%	116 27%	207 30%	60 15%	241 26% p	27 15%	181 31% 7	87 17%	172 30% t	88 19%	195 30% v	59 1 16% 2	163 9% 2	86 1 20% 2	38 1 7% 2	104 24%
Does not apply	487 43%	43 25%	213 57% 8Dt	40 42% 8*	62 43% 8*	64 58% 8Dt*	249 55% н	147 39%	36 16%	383 60% IKLMNOP	159 49% q iq	247 44% 10	132 44% 10	182 53% ILMPQ	155 48% IQ	157 47% IQ	106 35% 1	322 57% IKLMOPQ	138 49% Watel	272 46% Wacel	134 47% Wacei	168 55% TWZacehi	108 36% a 5	332 57% TUWZacefgh	102 53% Wacei	266 47% Wacei	24 14%	358 68% ruvwxvZac defghij	58 36% a 5	284 61% TUWXYZacef gNJ	84 33% #	362 1 51% 4 TWacahi W	D6 23 7% 46 aei Wa	1 61 % 31% # #	372 52% TWZaceh	57 46%	190 44%	305 44%	173 43%	402 44%	73 40%	265 45%	213 42%	246 43%	220 47%	281 43%	170 2 46% 4	8% 4	186 2 43% 4	D8 2 1% 5	221 51% y
Don't know	379 33%	57 33%	92 24%	35 37% c*	36 25%	26 24%	113 25%	116 30%	73 32% NP	167 26%	85 26%	169 30% NP	87 29%	74 21%	89 28%	77 23%	78 26%	151 27%	71 25% Viabe	172 29% U/Tabcde	60 21% 1a	51 17%	72 24% Vfac	160 27% UV%bcd	28 14%	164 29% Wisbode	24 13%	99 19%	27 17%	95 20% 1a	54 21% Ya 5	232 33% 2 SUVWXtabcd	i5 13 9% 27 9 Vial	7 45 % 23% cd Ya	216 30% UV/mber	22 18%	122 29% k	179 26%	170 42% m	269 29%	81 45% o	148 25%	202 40% q	154 27%	164 35%	180 27%	137 1 37% 2	3% 3	158 1 37% 3 w	60 1 2% 2	112 26%

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.

65

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? - Has the right plans for Britain All Adults aged 18+ in Great Britain

	Total	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% IJК*	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% В	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% 0	253 36%	181 41%	92 43% v	114 40%	103 37%	88 32%	382 39% x	44 29%

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(*)

Q48. 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		Gener	al Election 2	024 Vote		Referend	jum 2016 voi	te				Favourab	le to parties												ħ	ourable to pol	iticians								Öp	inion on Lab	our Ru:	sian Invasion Ukraine	of	Cost of Livin	Currei	At conflict in	Grooming	Gangs in the	Starmer an new plans t NHS wa	nouncing o cut down it times	Trump's claim acquire Greenlar Panama Cai	sto Opini adand at nal G	ion on what bout Groom	at to do ming te UK
	TO LA	Conservati	Gener	Liberal			here end		Favoura	abi Unfavour	a Favourab	ol Unfavoura	Favourab a eto Lib	Unfavoura ble to Lib	Favourabl e to Green	Unfavoura ble to Green	Favourabl e to	Unfavoura F ble to	avourabi L e to Keir B	Jnfavoura F ble to Keir	avourabl I e to Ed	Jnfavoura Fi ble to Ed e	Un ivourabl t to Nigel I	lavoura ileto Fi Vigel et	Ur avourabl to Rachel	nfavoura ble to F Rachel e	Unfa avourabl bi to Kemi Ki	voura Favo e to e emi Ru	ourabi Unfav to ble ipert Rup	voura Favo to e sert Do	urabi Unfa to bi nald Do	avoura le to Favou mald e to	urabi Unfa Joe biet	ivoura Favo to Joe e to	ourabi Un DElon ble	favoura to Elon NET	Good NET	Bad Follo	wing follow	t ving Follov	Not followin	g Followi	Not ng followin	g Followinj	Not g following	Following	Not	Following foll	Set fr Not Nati lowing Pu	Impli inpli tup a Reci full ndi tional f ublic Pri	dement ing comme sations from revious
	Total	ve (n)	Labour	Democrat	s Reform U	IK Other	Remain	1 Leave	e to Co	ns ble to Cor	1s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK :	Starmer	Starmer	Davey	Davey	Farage F	arage	Reeves I	Reeves B	adenoch Bade	enoch Lo	owe Low	we Tru	ump Tr	ump Bid	en Bio	den M	lusk I	Musk ja	ob jo	b clo	sely clos	ely close	ly closely	closely	closely	closely	closely	closely	closely	closely clo	sely inqu	suiry Inge	autries
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 5	39 1	(C) (0 159 49	2) (93 2	59 7	726 24	4 4	193 2	212	720 1	47 3	76 7	21 38	3 92	175	639	462	587	471	669	367	(W) (592 4	x) (9 116 41	\$68 /	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 5	25 1	161 46	56 2	54 3	712 22	9 5	07 1	195	720 1	24 43	29 6	91 40	3 91:	180	594	502	572	472	656	365	560 4	-30 50	s06 4	436
Does apply	199 17%	82 48% CDEF	45 12%	9 9% •	34 24% CDF*	6 6%	57 13%	100 26% G	125 54% .KLMNDP	34 5%	57 17% #	120 21% JOR	57 19% JR	73 21% #	48 15% "R	84 25% .KOR	95 31% .KLMNOR	55 10%	54 19% xsetj	118 20% Xbdtj	54 19% xbdtj	74 24% Titbdhj S	89 30% tuxzodhj	54 9% b	43 22% xodij	117 20% xbd1 51	119 2 66% 4 UVWXYZbc defethi	23 : 1% 3 STUM	56 5. 15% 11 xrzbałg xa hi	12 9 196 31 19 STUW	90 5% 1 NXVZbd nh	76 5 11% 25 b 5%b	5 5 % 19 d1 Xa	95 3 9% 3 sdtj STUV	71 17% wXYZbd whi	86 3 12% 3 xbf	18 9 1% 22	6 1 % 1	34 5! 9% 15	9 17 16 199 9	20	121 20%	74 15%	124 22% t	63 13%	148 23% v	37 10%	122 6 22% 1 ×	53 10 5% 20	100 é 10% 1	65 15%
Does not apply	506 44%	16 9%	227 61% 85	49 52% a*	64 44% ¤*	79 73% BCDE*	269 59% н	138 36%	27 12%	424 66% IKLMNOPQ	188 58% R ILNPQ	232 41% IQ	156 52% ILPQ	168 49% ILPQ	182 57% ILPQ	140 42% IQ	97 32% 1	351 62% ILMNOPQ	154 54% TWZacehi	268 45% Wati	159 56% WZacehi	156 51% TWZacehi	106 35% # 5TV	354 61% VZacefgh ST	121 63% vwZacefgh	247 43% Waei	21 3 12% 7 stuvi de	90 : 4% 3 NXYZac tehij	59 31 17% 68 a stuve fet	17 8 8% 3- MZace 1	87 3 4% 5 а тж	385 11 34% 52 Zacehi WZz	9 2 % 45 cei W	30 1 5% 3 Iael	65 3% а т	396 6 55% 53 VZacehi	i4 1: 2% 41	76 3 % 4	19 18 5% 45	1 42 % 469	1 74 5 41%	278 47%	219 44%	258 45%	223 47%	295 45%	168 46%	259 1 46% 4	99 21 6% 43	115 2 13% 5	238 55% y
Don't know	434 38%	73 43% cr	103 27%	37 39% 1*	46 32%	23 21%	128 28%	142 37% G	80 34% к	185 29%	82 25%	213 38% #MNDR	89 29%	103 30%	90 28%	109 33% к	112 37% 308	157 28%	76 27% Ybd	212 35% suvmibilg	71 25% Y	75 25% Y 1	104 35% UVTabdg	176 30% wbdg	30 15% s.	208 36% WX1abdg	39 1 22% 2	13 - 1% 2 Y	46 9 18% 21 Y	17 7 196 34 19	77 2 0% 3 ibd SUV	251 5 15% 23 mabdgi Y	3 1 % 34 SUVX	82 : 6% 3 Modg %	58 10% abd SU	238 3 33% 1 Withdg	11 15 7% 37	57 2 % 3	38 16 1% 41	4 319 N 359	86 48% 0	195 33%	209 42% q	189 33%	186 39%	213 32%	160 44% u	179 1 32% 3	69 15 9% 38 w	191 1 18% 3 1	134 31%

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.

67

CalumPropertiess [35]: AB/CD/27,GH/U/M/V/M/V/D/D/27/S/W/W/V/Z/b/b/64/b/J/M/U/m/tsqb,et,vLu/uw/xy/r Minimum Base: 30[**] Small Base: 100[*] CalumPatens [35]: AB/CD/27,GH/U/M/X/M/V/D/D/D/2/S/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J

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	Ge	nder	Aggre	gated Age E	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Ethr	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% т	76 27% т	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% UKL*	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%	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%

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(*)

Q48. 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		Ger	neral Elect	ion 2024	Vote		Referendu	um 2016 vot					Favoura	ble to partie	s											,	avourable to p	oliticians									Opinion o govern	n Labour Iment	Russian In Ukra	ivasion of aine	Rising Cost	of Living	Current c Israel an	onflict in nd Gaza	Grooming G U	iangs in the K	Starmer an new plans to NHS wai	ouncing o cut down it times	Trump's claim acquire Greenlaı Panama Caı	nsto Opin ndand a nal (tion on what bout Groor Sangs in the	at to do ming ie UK
		Contorne	. #1	15	oral					Encourab	hi Unfauna	ura Fautura	abi Hefausu	Favoura	bl Unfavour	ra Favourab	Unfavou al ble to	a Favourat	Unfavour	a Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura ble to Rachal	Ur Favourabl	ifavoura Fa ble to Komi	avourabl Ui e to Runnet	nfavoura I ble to Runort	Favourabl e to	Unfavoura ble to f	avourabi L	Infavoura	Favourabl	Unfavoura	NET Good	NET Did	Following	Not	Followies f	Not	Enllowing	Not	Following	Not	Following	Not	l Following foll	Sel Not Nat	tupa Rec Juli nd tional 1	ing comme dations from
	Total	ve	Labo	ur Demi	ocrats Re	eform UK	Other	Remain	Leave	e to Cons	s ble to Co	ons e to La	ab ble to L	ab Dems	Dems	Party	Party	Reform U	K Reform U	Starmer	Starmer	Davev	Davey	Farage	Farage	Reeves	Reeves	Badenoch Ba	denoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	iob	iob	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely ch	oselv In	quiry In	quiries
	(A)	(8)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(B)	(5)	m	(U)	(V)	(W)	(X)	00	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	m	(m)	(n)	(0)	(p)	(a)	(r)	(5)	(1)	(u)	(v)	(w)	(x)	(v)	(2)
Unweighted base	1139	178	397	r g	19	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 4	416	468	475
Weighted base	1139	171	375	5 9	15	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 4	430 !	306	436
Does apply	242 21%	71 42% CDEF	68 189	5 17	17 7%	41 29% cr*	11 10%	78 17%	115 30% 6	129 56% жымпород	67 10%	83 25% #	133 24% "R	77 25% JR	82 24% #	72 22% #	87 26% #	115 38% IKLMNOPF	79 14%	74 26% xbdtj	136 23% xbdtj	72 25% xbdtj	75 25% xbdtj	116 39% stuvxzadtyn	73 12% b	63 32% stuxzadignj	130 23% xbdtj	127 71% STUVWXIZb:	39 7%	72 44% uvxvzbatg	67 14% b 3	110 43% TUVKY25dfg	96 13% b	57 25% xbdfj	124 25% xbdtj 5	87 45% stuvixizbatig	106 15% xb	45 36% 1	101 24%	172 25% n	65 16%	215 24% p	22 12%	154 26% r	85 17%	155 27% t	77 16%	172 26% v	53 15%	140 1 25% 1 ×	81 2	129 15% 1	75 17%
Does not apply	449 39%	23 13%	198 539 86	8 4 6 43	41 3% 1*	50 35% #	58 53% 86*	230 51% н	118 31%	28 12%	374 58% IKLMNOP	154 47% QR ILQ	216 38% 10	132 44% 10	157 46% ILQ	152 47% ILQ	137 41% IQ	89 29% 1	304 54% IKLMNOPC	132 47% Watel	237 40% Wacel	127 45% Wacei	152 50% TWZacehi	93 31%	310 53% STUWZacefgh	98 50% TWZacegi	227 40% Wacel	16 9% 5T	357 68% //WXYZac defghij	47 30% a 57	280 60% uvwxvZac etghij	71 28%	338 47% TWZacel	96 42% Wacel	218 43% Wacei	59 30%	345 48% TWZacehi	53 43%	165 38%	279 40%	162 40%	371 41%	64 36%	248 42%	190 38%	225 39%	199 42%	263 40%	149 41%	228 1 41% 4	179 : 42% 3	191	205 47% у
Don't know	447 39%	77 45% c	109 299) 3 6 39	87 9%	52 36%	40 37%	146 32%	148 39%	75 32%	203 32%	90 28%	216 38% 200007	94 31%	104 30%	97 30%	110 33%	100 33%	181 32%	77 27% Y	225 38% SUVWhitede	85 30% 14	78 26% Y	90 30% _{Ya}	201 34% SVfabdi	33 17%	213 37% SUVWrabcde	36 20%	129 25% ү	42 26% Y	119 26% ү	72 28% Ya	279 39% SUVWXYsbod	76 33% Yabd	164 32% Wabdi	49 25% ү	269 37% SUVWYnbcd	26 21%	163 38% k	240 35%	176 44% m	326 36%	93 52% 0	192 32%	228 45% q	192 34%	196 42% s	221 34%	163 45% u	193 1 34% 4	170	186 17%	157 36%

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.

69

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	Ge	nder	Aggre	gated Age E	Breaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% т	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% Jк*	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% 0	202 29%	152 35%	79 37% uv	100 35% U	69 25%	74 27%	309 32%	38 25%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos 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(*)

Q48. 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		Gen	eral Election	2024 Vote	e	Referen	1dum 2016	5 vote					Favourabl	e to parties												Fav	ourable to	politicians									Opinion o govern	n Labour Iment	Russian Inva Ukrain	sion of e	Rising Cost	f Living	Current o Israel ar	onflict in G id Gaza	rooming Ga UK	angs in the r	Starmer an new plans to NHS wai	nouncing o cut down it times	Trump's clai acquire Green Panama C	ms to Op and and anal	nion on wit about Groc Gangs in t	hat to do oming the UK
														Favourabl	Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura ble to Fi	u	Unfavoura ble to Fa	U Ivourabl	nfavoura Fa ble to	wourabl Ur e to	nfavoura Fa ble to	ivourabl U e to	Infavoura ble to	Favourabi Ur	nfavoura F	avourabl U	Infavoura				Not		Not		Not		Not		Not		S Not N	itupa Ri full n ational	ing ecomme ndations from
	Total	Conservat	Lahou	Libera r Democr	il ats Reform	n IIK Othe	r Rema	in Lea	Fav ave et	vourabl U to Cons hi	Infavoura le to Cons	Favourabl e to Lab	Unfavoura ble to Lab	e to Lib Dems	ble to Lib Dems	e to Green Party	Green	e to Reform LIR	ble to Reform UK	e to Keir Starmer	Starmer	e to Ed Davey	ble to Ed	e to Nigel Farage	Nigel et Faraee	to Rachel Reeves	Rachel e Reeves Ba	to Kemi adenoch B	Kemi F adenoch	Rupert I	Rupert D	Donald	Donald	e to Joe bl Biden	e to Joe Riden	e to Elon b Musk	de to Elon Musk	NET Good	NET Bad	Following fo	closely	following f	closely	Following	following F	ollowing 1 closely	following	closely	following	Following fo	llowing I losely I	ublic P	Previous
	(A)	(B)	(C)	(D)	(E)) (F)	(G)	(H		(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(R)	(5)	(1)	(U)	(V)	(W)	(X)	00	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	00	(m)	(n)	(0)	(p)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)	(v)	(2)
Unweighted base	1139	178	397	99	111	8 112	485	34	4	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	14-	4 109	454	38	81	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	286 25%	107 62% CDEF	58 15%	26 27% cr*	48 335 cr*	8 8 % 7%	91 20%	13 35 6	34 i% і ; жа	145 62% MNDPQR	70 11%	75 23% #	179 32% .KOR	84 28% JR	105 31% JKDR	73 23% "R	120 36% JKMNOR	124 41% .KLMNOR	92 16%	71 25% xbdf	179 30% xbdtj	74 26% xbdtj	102 33% SXbdtj	127 43% TUVXYZbefg	93 16% b	55 29% xbdtj	176 31% xbdtj 570	138 77% JVWX(Zbc defebil	39 7% stu	74 45% JVXYZbdfg	79 17% b 5T	120 47% UVXYZbdfg	121 17% b	58 25% Xbdf	149 29% xbdtj s	87 44% TUVXYZbdfg bi	144 20% xbdf	40 32%	141 33%	190 27%	93 23%	253 28% p	29 16%	167 28%	116 23%	182 32% t	90 19%	208 32% v	62 17%	161 29% ×	94 22%	147 29%	103 24%
Does not apply	499 44%	19 11%	228 61% 85	49 51% #*	53 375 8*	8 80 % 74% BCDE*	258 57%	13 13 13	39 5%	26 11%	423 66% KLMNOPQR	183 56% ILMNPQ	225 40% 10	150 50% ILPQ	162 47% ILPQ	181 57% ILMNPQ	133 40% IQ	97 32% 1	341 60% ILMNPQ	152 53% TWZacehi	254 43% Wacei	163 57% TWZacehi	151 49% TWZacei	99 33% a	350 60% STWZacefgh ST	115 59% WWZaceghi	245 43% Wacei	18 10%	397 76% UVWXYZac defebi	51 32% a 51	306 66% //WXZace febi	74 29% a	386 54% TWZacehi	118 51% TWZacei	229 45% Wacel	62 32% #	385 54% TWZacehi	63 51% 1	170 40%	327 47%	167 41%	415 46%	72 40%	282 48%	209 42%	245 43%	229 48%	285 43%	173 47%	265 47%	196 46%	203 40%	238 55% y
Don't know	354 31%	45 26%	89 24%	20 22%	43 305	3 21 % 19%	105 23%	10	08 5% :	61 26%	150 23%	69 21%	161 28% JKNDR	69 23%	77 22%	66 21%	81 24%	83 27%	131 23%	61 22% _{Ya}	164 27% UVVabd	47 17%	53 17%	73 24% UVVabd	141 24% uvrabd	23 12%	150 26% UWsbd	24 13%	89 17%	35 22% үз	81 17%	60 24% UVNb 5	205 29% suxmed	53 23% Utabd	129 25% UVYabd	46 24% Yab	190 26% UV1abd	20 16%	118 28% k	175 25%	144 36% m	244 27%	79 44% o	144 24%	177 35% q	145 25%	153 32% s	163 25%	130 36% u	134 24%	140 33% w	155 31% z	95 22%

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.

71

CalumPropertiess [35]: AB/CD/27,GH/U/M/V/M/V/D/D/27/S/W/W/V/Z/b/b/64/b/J/M/U/m/tsqb,et,vLu/uw/xy/r Minimum Base: 30[**] Small Base: 100[*] CalumPatens [35]: AB/CD/27,GH/U/M/X/M/V/D/D/D/2/S/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J/M/U/M/V/Z/b/b/64/b/J

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
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% IJKN	9 16% *	6 6% *	75 20% P	89 12%	123 18% R	40 9%	23 11%	25 9%	47 17% т	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%	322 56% в	129 41%	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% 0	318 45%	251 57% Q	121 57% UV	157 55% UV	124 44%	115 42%	510 53% x	48 32%

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(*)
Q48. 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		Gen	aral Electic	n 2024 Vo	ote	,	Referendun	n 2016 vote					Favourab	le to parties													avourable to p	oliticians									Opinion or	n Labour ment	Russian In Ukra	ivasion of aine	Rising Cost	of Living	Current o	conflict in nd Gaza	Grooming (*	Jangs in the r	Starmer an new plans to NHS wait	nouncing o cut down 7	Trump's clair acquire Greent Panama C	ms to Opi and and a mal	inion on wh about Groe Gangs in tl	hat to do oming the UK
		Conserva	5	Liber	al					Favourabl	Unfavour	a Favourab	Unfavour:	Favourab	Unfavoura ble to Lib	e to Greer	Unfavour i ble to n Green	Favourab e to	Unfavour ble to	a Favourabl e to Keir	Unfavoura ble to Keir	Favourabl e to Ed	Unfavoura ble to Ed	Favourabl e to Nigel	Unfavoura ble to Nigel	Favourabl e to Rachel	Unfavoura ble to Rachel	Ur Favourabl e to Kemi	nfavoura Fi ble to Kemi	avourabi U e to Rupert	nfavoura ble to Rupert	Favourabl e to Donald	Unfavoura ble to Donald	Favourabl e to Joe	Unfavoura ble to Joe	Favourabl e to Elon	Unfavoura ble to Elon	IET Good	NET Bad	Following	Not	Following	Not	Following	Not	Following	Not	Following	Not	Following fa	Se Not Na Iowing P	et up a Re full ni ational Public P	plement ing ecomme idations from Previous
	(A)	(B)	(C)	(D)	Jats Kelo	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(O)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	00	(m)	(n)	(o)	(p)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(z)
Unweighted base	1139	178	397	99	3	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	1	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 14%	57 33% CDEF	49 13%	8 8%	1	23 16%	7 7%	55 12%	72 19% G	94 41% MIMNOPOR	32 5%	60 18% .R	76 14% ,R	50 17% JR	56 16% "R	48 15% ,R	57 17% #	73 24% #MNOPR	50 9%	51 18% xbdtj	83 14% xbrj	46 16% xbdtj	60 20% TX25ePj	72 24% Tuxzbathj	47 8% b	47 24% stukzbałhj	77 13% xbtj	94 52% STUVWXYZbc defebil	21 4%	50 31% ruvwxzbał	50 11% xbij	83 33% stuvwxyzbd fehi	54 8% b	48 21% TXZbdtj	80 16% xbdtj :	64 33% TUVWXYZbd fehi	59 8% b	42 34% 1	61 14%	114 17% n	42 10%	142 16%	19 10%	111 19% 7	49 10%	107 19% t	46 10%	123 19% v	29 8%	105 19% ×	50 12%	83 16%	51 12%
Does not apply	407 36%	21 12%	184 49% 805	32 339 8*	i 3	46 12% 1*	57 52% 8DE*	211 46% н	103 27%	29 13%	340 53% IKLMNOPQF	146 45% R ILMQ	197 35%	117 39% IQ	147 43% ILQ	138 43% ILQ	126 38% 10	92 30% 1	269 48% ILMPQ	126 44% TWZacei	216 36% aei	109 38% aei	139 46% TWZacehi	91 31% #	276 47% TUWZacefghij	95 49% TUWZacefghi	210 37% Waei	15 8% 511	328 62% WWXYZac defebii	52 33% # 51	250 54% TUVWXZace febil	75 30%	297 42% TWZaei	92 40% Waei	190 38% Waei	56 29% a	307 43% TWZacehi	54 44%	146 34%	260 38%	141 35%	338 37%	56 31%	227 38%	171 34%	215 38%	170 36%	239 36%	139 38%	208 37%	165 38%	183 36%	183 42%
Don't know	568 50%	93 54% c	142 38%	56 599 cr*	i 5	75 i3% c*	45 42% •	189 42%	206 54% G	108 47% к	271 42%	121 37%	291 52% #NOPR	135 45% к	141 41%	135 42%	150 45%	139 46% к	245 43% к	106 37% ү	299 50% SVXNabcdegi	129 45% svibd	106 35%	136 45% Vibcdei	261 45% sv/bd	52 27%	284 50% SVXTabcdegi	71 39% Y	177 34% ү	59 37% Y	165 36% ү	96 38% ү	361 51% SVXYabodegi	89 39% ү	237 47% SV/bcdei	75 38% γ	353 49% SVXYabcdegi	28 23%	222 52% k	317 46%	221 55% m	431 47%	105 58% o	256 43%	282 56% q	249 44%	256 54%	294 45%	197 54% u	248 44%	215	240 47%	203 46%

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.

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	Ge	nder	Aggre	gated Age E	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% т	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% в	114 37%	157 42%	215 48% D	267 42%	219 44%	112 42%	125 42%	129 49% L	54 34%	27 49% *	39 40% *	133 36%	352 46% 0	278 40%	208 47% Q	104 49% UV	126 44%	107 38%	101 37%	438 45% x	38 25%

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(*)

Q48. 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

																																					Opinion	on Labour	Russian I	nvasion of			Current	conflict in	Grooming	Gangs in the	Starmer ar new plans f	nnouncing to cut down	Trump's c acquire Gre	laims to C enland and	Dpinion on v about Gr	what to do
	Total		Gener	al Election 2	024 Vote		Referendu	um 2016 voti	e a				Favourable to	parties													Favourable to	o politicians									gover	nment	Uk	raine	Rising Cost	t of Living	Israel a	ind Gaza	U	JK	NHS wa'	it times	Panama	r Canal	Gangs in *	n the UK
																													farma bi		Ferrerahl																				Set up a	ing Recomme
													Farmental II.		u u	Infavoura	Farmer bi		Course have been	Unferrenze	Farman hi	Unformer	Course he	Unfavoura	Farment	Untavoura	Courses	Unfavoura	Favourabl	Untavoura	Favourabl	Unfavoura	Course he	the farmers	Courseshi																Tull	ndations
				1 hours					Course had		. Courses he	Understand	ravourabi Oi		wourabl	Die to	ravourabi	blass	Pavourabi	bla ta Kala	ravourabi	blate Ed	Pavouraul	bieto	Pavourabi	Deebol	Pavodrabi	bie to	eto	Die to	e to	Devold	Pavourabi	blatalas	ravourabl	blata flag	NET Card	NICT De d	Collector	An Real Cont	Collouder	fallowing	Fallender	fallender	Fallender	NOC	following.	fallowing	Fallender	NOC I	Public	nom
	Total	ve	Labour	Democrat	Reform Lik	K Other	Remain	Leave	e to Cons	hie to Cons	s etolah	hle to I ah	Dems	Dems	Party	Party	e to Reform LIK	Reform LIK	Starmer	Starmer	Davey	Dawty	Farage	Farage	Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trumo	Trumo	Biden	Riden	Musk	Musk	ioh	ioh	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(4)	(0)	(0)	(0)	(r)	(1)	(0)	(11)	(1)	(1)	441	(1)	(14)	(m)	(0)	(0)	(0)	(0)	(c)	(7)	(11)	há	() and	(14)	04	(7)	(-)	(1-)	(4)	(4)	(-)	(0)	(-)	(6)	(1)	(1)	100	100	()	(-)	(*)	(-)	(*)	(4)	(*)	(4)	6.0	4.4	fuel	()	6.0	4-1
	(A)	(6)	(C)	(0)	(E)	(r)	(0)	(n)	(0	(1)	(k)	(L)	(M)	(4)	(0)	(P)	(4)	(n)	(5)	(1)	(0)	(V)	(**)	(A)	(1)	(4)	(4)	(0)	(c)	(0)	(e)	(1)	UK)	(n)	(0)	U)	(k)	(0)	(m)	(n)	(0)	(p)	(q)	(0)	(2)	(0	(0)	(*)	(w)	(x)	(9)	(2)
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	435
Does apply	242	73	67	17	45	10	82	103	118	69	77	133	73	88	56	95	104	80	72	129	67	86	110	79	59	126	119	39	70	71	107	96	58	124	88	108	43	100	165	70	213	23	145	91	150	70	166	56	143	73	125	81
	21%	42% CDF	18% F	18%	32% CF*		18%	2/% G	51% JKLMNOPQR	11%	24%	JOR	JOR	10R	1/%	10R	34% KLMNDR	14%	Xbdf)	Xbdfj	Xbdtj	28% TXZbdřj	37% STUVXZbdfgh	13% b	31% Tukzbałj	X2dtj	5TUVWXYZbc defebii	7%	44% STUVXYZbdfg hi	15% b	42% stuvkyzbdig N	13% b	Xbdfj	24% Xbdtj	45% STUVWXYZbs fithi	15%	1	25%	24%	1/%	23%	15%	74%	18%	26%	15%	25% v	15%	25% ×	1/%	1	19%
Does not apply	411	22	195	35	43	57	213	109	27	338	152	185	131	136	145	117	86	285	130	213	122	133	84	288	95	204	18	329	46	262	71	311	99	185	50	320	59	145	259	145	342	58	230	173	209	180	244	135	212	165	179	182
	26%	126	5.2%	26%	200	5.2%	47%	20%	1.7%	52%	47%	22%	42%	20%	46%	25%	78%	50%	46%	26%	42%	42%	79%	40%	49%	26%	10%	6214	79%	6.0%	1996	44%	426	27%	26%	4.4%	47%	24%	27%	26%	27%	2296	20%	2.4%	2714	29%	27%	27%	2.9%	291	25%	47%
	3074	13/4	805	a.	8.	BDE*	н	137	11.5	IKLMNOPQ	ILPQ	1	ILPQ.	ILQ.	ILPQ	1	1	ILMINPQ	TWZacehi	Waei	TWZacel	TWZacehi		TUWZacefhij	TWZacehi	Waei	1000	STUVWXYZac defghij		TUVWXZace fghij	*	TWZacehi	WZacei	Waei		TWZacehi	1	34%	3776	30.1	37.4	31.0	3376	3474	37.4	30%	37.0	3776	30.4	3074	3374	41.0
Don't know	486	77	112	43	56	42	159	169	86	237	97	247	98	121	118	122	114	199	81	256	95	87	106	217	39	241	43	157	45	132	76	305	71	197	57	293	22	183	268	188	357	99	218	238	213	222	246	174	206	192	202	173
	43%	45%	30%	45%	39%	39%	35%	44%	37%	37%	30%	44%	32%	35%	37%	36%	37%	35%	29%	43%	33%	28%	35%	37%	20%	47%	74%	30%	28%	28%	30%	43%	31%	39%	29%	41%	18%	43%	39%	47%	39%	55%	37%	47%	37%	47%	38%	48%	37%	45%	40%	40%
		c	- 374	C*			3374	G	37.4	x	30%	JKMNOPOR			к		ĸ	K	Y	SUVWXXabcd	Ya	2.2/4	Yac	SVWbd	2.374	SUVWXYabcd	- 14	Y		Y	Y	SUVWXYabod	Y	SVYabcdei	Y	SUVMabcdeg	-0.0	k	2274			0	2774	9	A	1				*		

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.

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	grade			Re	gion			Edu	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% JJKN	13 24% *	11 11% *	98 27% P	138 18%	165 24% R	71 16%	34 16%	42 15%	68 24% т	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% к*	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% 0	244 35%	195 45% Q	103 48% UV	114 40%	96 34%	87 32%	382 39%	47 31%

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(*)

Q48. 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		Gen	eral Flerti	on 2024 V	nte		leferendum	2016 vote					Faynurah	le to narties													Favourable to	noliticians									Opinion on	Labour	Russian In Likra	wasion of	Rising Cost	of Living	Current c	conflict in	Grooming G	Sangs in the i	Starmer an new plans to NHS wait	nouncing cut down a	Trump's claim acquire Greenlar Panama Car	is to Opini nd and at	ion on wha bout Groor Sanes in the	at to do ming
														Favourab	l Unfavoura	Favourabl	Unfavour ble to	a Favourab	l Unfavour	a Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura ble to	U Favourabl	infavoura i ble to	avourabl U e to	nfavoura ble to	Favourabl e to	Unfavoura ble to	avourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not	,	Set fi lot Nati	up a Rec full nd tional f	ing comme dations from
	Tetal	Conserva	ti	Libe	ral mate Defe		Ont	Deres la		Favourabl	Unfavoura	a Favourab	Unfavoura	a etoLib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	IET Good	NET Bad	Following	following	Following	ollowing	Following	following	Following	following	Following	following P	Following follo	owing Pu	.blic Pre	revious
	(A)	(9)	(0)	/Demo	orats Reio	(E)	(E)	(G)	(H)	e to cons	(I)	5 eto Lab	(I)	(M)	(N)	(0)	(P)	(O)	(P)	(c)	(T)	(III)	0.0	own	(y)	(M)	(7)	(a)	(b)	(c)	(4)	(o)	(f)	(a)	(b)	(1)	(1)	100	00	(m)	(a)	(a)	(n)	(a)	(c)	(c)	(r)	closely	(idsely (c)	(w)	isely inq	(ury ing	(a)
	(~)	(0)	(c)	10	,	(1)	(0)	(0)	60	19	(4)	(4)	(4)	(m)	(*)	(0)	(*)	(90)	(14)	(2)	(0)	(0)	(•)	()	(4)	(.)	(2)	(4)	(0)	(4)	(0)	(e)	(0)	60	(n)	10	0/	(4)	(4)	(m)	(14)	(0)	(2)	(9)	107	(4)	19	(0)	(*)	(11)	(*) (,,	(4)
Unweighted base	1139	178	397	95	9 :	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 4	116 4	68 4	475
Weighted base	1139	171	375	93	5	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 4	30 5	<i>,</i> 06	436
Does apply	236	65	71	13	2	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	96	171	57	204	26	149	82	147	78	161	56	139	74 1	116	85
	21%	38%	19%	13	% 3	30%	14%	19%	28%	50%	10%	22%	23%	26%	23%	24%	25%	35%	14%	24%	21%	27%	23%	36%	13%	29%	22%	66%	6%	43%	14%	42%	13%	27%	23%	41%	15%	38%	22%	25%	14%	22%	15%	25%	16%	26%	17%	24%	15%	25% 1	7% 23	3%	19%
		CDF			0				G	JKLMNOPQR		я	я	JR	я	я	я	IKLMNOPR	1	Xbdfj	Xbdfj	Xbdfj	xbdtj	STUVXZbdfgh i	ь	Xbdfj	Xbdtj	STUVWXYZbc defehii	5	TUVWXYZbd fehi	b	STUVXYZbdfg N	b	Xbdfj	Xbdfj	stuvkyzbdłg hi	ы			n		P		r -		t		v		×			
Does not apply	464	40	194	45	5	55	60	238	129	43	362	160	230	133	162	148	150	100	300	137	253	130	156	101	306	105	238	24	357	56	278	78	341	107	213	65	354	54	179	292	164	390	60	254	201	231	207	278	152	246 í	82 2	206	205
	41%	23%	52%	47	% 3	38%	55%	52%	34%	19%	56%	49%	41%	44%	47%	46%	45%	33%	53%	48%	42%	46%	51%	34%	52%	55%	42%	13%	68%	35%	60%	31%	48%	47%	42%	33%	49%	44%	42%	42%	41%	43%	33%	43%	40%	40%	44%	42%	42%	44% 4	2% 4	1%	47%
			80	o.		o.	86.	н			IKLMNOPQ	щq	IQ	IQ.	щq	IQ	IQ.	1.1	ILMOPQ	Wacei	Waei	Wacei	TWZacehi		TUWZacefhij	STUWZacehi	Waei	51	defghij	a 51	fuVWXZace fghij		TWZacehi	Wacei	Waei		TWZacehi					P											
Don't know	439	66	109	38	в	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 /	75 1	184	147
	39%	39%	29%	40	% 3	32%	32%	29%	38%	31%	34%	29%	37%	30%	30%	30%	30%	33%	32%	28%	36%	27%	26%	30%	34%	17%	36%	20%	26%	22%	26%	28%	39%	26%	35%	26%	36%	18%	36%	33%	45%	35%	52%	32%	44%	34%	39%	33%	43%	31% 4	1% 38	6% :	34%
						•	•		G				KNOP							Y	SUVWYabcde	۷	Y	Yac	SUVfabcdgi		SUVYabcdegi		Y		Y	Ya	SUVWXYabod	Y	SUVYabcdegi	Y	SUVfabcdegi		k		-		۰		٩						-		

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% IJКМ*	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% 0	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(*)

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		Gene	ral Election	2024 Vote		Referendu	um 2016 vote					Favourable	e to parties												Fa	wourable to	politicians								Opin	ion on Labou overnment	r Russian U	n Invasion of Ikraine	Rising Co	st of Living	Current Israel a	conflict in and Gaza	Grooming G	angs in the r K	Starmer an new plans to NHS wait	nouncing cut down a t times	Trump's cla cquire Green Panama (aims to Op nland and Canal	about Groc Gangs in t ^j	hat to do oming the UK
													Enuourabi	Hefmoura	Enutrahi	Unfavoura	Enourabl	Hefmourn	Eugurahi	Hefmourn	Encourabl I	Informera	Eauourabi	Infavoura bio to	U	nfavoura	L	Jofavoura F	avourabl U	Jafavoura Fi	avourabl	Unfavoura	webb Heb	2000072 5200	wahi liefa				Not		Not		Not		Not		Not		S	šetupa Rr full n	ing ing ecomme ndations
		Conservati		Libera					Fayourabl	Unfavoura	Favourabl	Unfavoura	etolih	hetolih	e to Green	Green	e to	hle to	e to Keir	hie to Keir	e to Fd	hie to Ed	e to Nizel	Nizel	to Rachel	Rachel 4	e to Kemi	Kemi	Runert	Runert	Donald	Donald et	n loe hie	to loe e to	Flon blet	o Flon NFT 6	ood NET Ba	d Followin	of following	Following	following	Following	following	Following	following	Following	following	Following f	following	Public f	Previous
	Total	ve	Labour	Democra	ats Reform U	JK Other	Remain	Leave	e to Cons	ble to Cons	s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UR	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves E	Badenoch B	Badenoch	Lowe	Lowe	Trump	Trump B	den E	iden M	usk M	usk jo	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely I	Inquiry Ir	inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(11)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h) ((i)	(j) (k	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
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	944	493 2	12 7	20 14	7 376	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	29	507 1	95 7	20 12	4 429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Does apply	206 18%	80 47%	40 11%	9 9%	41 28%	11 10%	57 12%	107 28%	130 56%	31 5%	52 16%	129 23%	47 15%	86 25%	50 16%	81 24%	102 34%	60 11%	45 16%	131 22%	41 14%	86 28%	102 34%	51 9%	41 21%	126 22%	118 66%	20 4%	60 37%	50 11%	97 38%	77 11% 2	45 0%	113 8 22% 4	80 1 1% 1	87 31 2% 29	i 107 6 25%	132 19%	71 17%	179 20%	24 13%	120 20%	81 16%	136 24%	62 13%	145 22%	45 12%	117 21%	75 17%	111 22%	68 16%
		CDEF			CDF*			G	JKUMNOPQR		18	KMOR	JR	JKMOR	я	JIMOR	JKLMNOPR	1	Xbdf	UNDdfj	xe s	TUKZbdtyhj S	TUKYZbdfghj	ь	SUX681	uxedij s	defahii	2	tuvxy2bdtg hi	X6 57	N	X5 U	bdłj Si	oceanj stuvi fi	NXVZbd 1 nhi	6								t		v				1	
Does not apply	567 50%	26 15%	258 69%	54 57%	59 41%	81 74%	293 64%	151 40%	25 11%	477 74%	213 65%	251 44%	181 60%	180 52%	199 62%	150 45%	113 37%	388 69%	181 64%	280 47%	179 63%	167 55%	103 34%	403 69%	128 66%	272 48%	26 15%	435 83%	64 40%	338 72%	89 35%	435 5 61% 6	139 196	248 6 19% 3	51 4 1% 6	53 72 3% 58	183 6 43%	379 55%	181 45%	478 52%	77 43%	326 55%	233 46%	284 50%	250 53%	335 51%	192 53%	308 55%	214 50%	225 44%	277 63%
			86	85.	B *	806.	н			IKLMNOPQR	ILNPQ	IQ	ILPQ	ILPQ	ILNPQ.	IQ.		ILMNOPQ	TVWZacehi	Waei	TWZacehi	TWZacehi		UVWZacefg	TVWZacehi	Waei	2	TUVWXYZac defebil	ai S	TUVWXXZac		TVWZacehi TW	tacehi V	facel	a TVW	Zacehi I				P		,									y
Dan't know	366 32%	64 38%	76 20%	31 33%	44 30%	18 16%	105 23%	123 32%	77 33%	135 21%	62 19%	185 33%	75 25%	78 23%	71 22%	102 31%	89 29%	115 20%	58 20%	187 31%	65 23%	53 17%	94 32%	130 22%	26 13%	174 30%	36 20%	70 13%	37 23%	79 17%	68 27%	200 28% 1	44 9%	146 9 19% 2	54 1 8% 2	80 14 5% 13	i 139 6 32%	180 26%	152 38%	254 28%	79 44%	147 25%	188 37%	151 26%	160 34%	176 27%	128 35%	136 24%	141 33%	170 34%	92 21%
		σ		Ct.	α.			G	JEMNOR			JIMMOR	к			JKNOR	JENR		۲b	SUVXYabcdgi	Ybd	1	SUVXYabcdg	Ybd	2	JVXnedg			Yb	ь	Wabd	SVXYabdgj	no sv.	mode svi	abdg V3	bdf	k				0		q						*	z	

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.

79

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	Ge	nder	Aggre	egated Age I	Breaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(L)	(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
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% IJKN	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% икм*	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% в	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% 0	303 43%	205 47%	111 52% v	133 46% V	124 44%	97 35%	451 46% x	46 30%

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

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

Q48. 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		Gene	ral Flertin	2024 Vote		Referen	udum 2016 v	ente				Favour	able to nartie	15												Favourable to	o nolitician									Opinion on La	abour R	ussian Invasio Ukraine	on of R	ising Cost of Lie	Cu	rent conflict i	n Groom	ng Gangs in th	Starmer e new plan NHS v	announcing to cut dow	Trump's n acquire Gr Panai	s claims to reenland and ma Canal	Opinion on d about G Ganes i	what to do rooming in the UK
																llefauor								Hefswours		liefmourn		Unformura	Enuturabl	liefauoura	Fauourabl	Hefmoura					8													Set up a	Implement ing Recomme
	Total	Conservat ve	Labour	Liber	il ats Reform	UK Oth	er Remai	in Leav	Favoura e e to Co	abl Unfavo	oura Favou Cons eto I	urabi Unfavo	Favoura oura e to Li Lab Demi	bl Unfavour ble to Lit	ra Favoura b e to Gre Party	bl ble to en Green Party	Favoura e to Reform	bl Unfavou ble to UK Reform U	ra Favourat e to Keir JK Starmer	l Unfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	e to Nigel Farage	I ble to I Nigel Farage	Favourabl e to Rachel Reeves	ble to Rachel Reeves	Favourabl e to Kemi Badenoch	ble to Kemi Badenoch	e to Rupert Lowe	ble to Rupert Lowe	e to Donald Trump	ble to Fa Donald o Trump	wourabl U to Joe to Biden	Infavoura F Ile to Joe Biden	avourabl U to Elon b Musk	Infavoura ele to Elon N Musk	ET Good NE	ET Bad Fo	N Nowing follo	lot owing Fo selv c	No Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice Notice	it ving Follo elv clo	Not wing followi elv close	ing Follow	Not ing following	g Following	Not following closely	g Following	Not following closely	National ; Public Inquiry	from Previous Inquiries
	(A)	(B)	(C)	(D)	(E)	(F) (G)	(H)	(1)	(1)) (K	:) (L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(v)	(W)	(X)	(11)	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	6)	(k)	(1)	(m) (n)	(o) (p) () (r)	(2)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99	118	11	2 485	344	238	64	16 37	3 521	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 3	83	924 17	5 6	9 462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	10	9 454	381	232	64	14 32	7 565	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 4	03	911 18	0 5	4 502	572	472	656	365	560	430	506	436
Does apply	147 13%	55 32% CDEF	43 12%	9 9%	20 14%	6 59 •	45 6 10%	71 199 6	91 39% .KLMNDP	27 49 PQR	7 55 % 17 "R	5 71 % 139	50 16% JR	49 14% "R	41 13% <i>R</i>	56 17% JLR	65 21% JLNDR	43 8%	51 18% Dibdij	70 12% xbij	46 16% xbdtj	50 16% TXbdfj	72 24% тuvxzbethij	37 6% b	42 22% TXZbdfhj	72 13% xbdtj	90 50% STUVWXXZbe	18 3%	48 30% stuvizbatigh	41 9% xbf 1	76 30% stuvwxvzbd	45 6% b	42 18% tx2bdtj	66 13% xbdtj 51	62 32% uvwxvzta	59 8% xb1	35 28%	53 12%	108 16% 8	33 8%	132 9 15% 59	6 1	11 42 % 8%	102 189	37 8%	112 17% v	24 6%	97 17% ×	37 9%	79 16% z	43 10%
Does not apply	484 42%	28 16%	203 54% 8	45 47% 8*	65 45% #*	61 1 62 80	3 249 % 55% н	132	35 15%	390 613 HLMNC	10 17 % 53 OPQR ILMP	12 236 % 429 PQ IQ	134 44%	173 50% ILPQ	170 53% ILMPQ	146 44% 10	109 36% 1	320 57% ILMNPQ	142 50% Wacei	260 43% Wal	133 47% Waei	163 53% TWZacehi	111 37% #	324 56% TUWZacefhij	110 56% STUWZacethi	245 43% ai	25 14%	370 70% stuvwxyZac defghij	61 38%	293 63% stuvwx2ace fghij	94 37%	350 49% TWZacel	112 49% Wacei	229 45% Waei	68 35%	361 50% TWZacehi	58 47%	182 42%	303 1 44% 4	75 3%	403 6 44% 38	9 2 % 4	2 214 % 43%	249 44%	211 45%	287 44%	158 43%	246 44%	197 46%	212 42%	224 51% y
Don't know	508 45%	88 52% cr	129 34%	41 43%	59 41%	31 1 32	5 160 N 35%	178 479 G	106 46% JANOR	22 351	17 10 % 311	10 257 % 45% JINNOP	118 39% я к	122 35%	109 34%	131 39% к	131 43% JINO	200 36%	91 32% 15	268 45% suvwombed	105 37% Ybd	92 30%	116 39% Vibde	223 38% SV/bd	42 22%	254 44% SU/Xtabcdeg	65 36% Yb	138 26%	52 32% Y	133 28% Y	83 33% Y	317 45% SUVXYabcdeg	75 33% 15	212 42% SV/bcdegi	64 33% ү	300 42% SVXIbdeg	31 25%	194 45% k	281 1 41% 4	95 8% n	376 10 41% 57	2 Z N 31	1 247 % 49% q	220 39%	225 48% 5	257 39%	183 50% v	217 39%	196 46%	215 43%	169 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.

81

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(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
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% IJKN	11 20% N*	7 7% *	72 20% P	84 11%	126 18% R	30 7%	28 13%	25 9%	46 16% т	56 20% т	108 11%	47 30% w
Does not apply	630 55%	324 59% с	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% 0	210 30%	143 33%	77 36%	86 30%	74 26%	84 31%	307 32%	39 25%

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(*)

Q48. 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		Gene	ral Election :	2024 Vote		Referende	lum 2016 vo	te				Favourab	le to parties												Fave	ourable to politi	cians								Opinion on governm	Labour	Russian Inv Ukrai	asion of	Rising Cost o	of Living	Current ci Israel ar	onflict in nd Gaza	Grooming G U	iangs in the 1 K	Starmer an new plans to NHS wai	nouncing o cut down i it times	Trump's cla acquire Greer Panama	iims to Opi nland and Canal	inion on wh about Groc Gangs in t ^j	hat to do oming he UK
													Favourab	l Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	avourabl	Unfavoura	u	nfavoura ble to F	Unf: avourabi bi	avoura le to Fa	Unfavi	oura Favoura	ibi Unfavoi bie to	ura Favourai o e to	bl Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		S Not N	set up a Ri full n National	plement ing ecomme idations from
		Conservati		Liberal					Favourat	bl Unfavou	ra Favourabi	Unfavoura	a etoLib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	to Nigel	Nigel e	to Rachel Ra	achel et	to Kemi Ken	ni Ruper	t Ruper	t Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	IET Good	NET Bad	Following 1	following	Following fo	allowing	Following	following	Following	following	Following	following	Following f	following	Public F	Previous
	Total	ve	Labour	Democra	ts Reform U	IK Other	Remain	Leave	e to Con:	s ble to Co	ns e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves Re	eeves Ba	idenoch Baden	och Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely o	closely	closely	closely	closely	closely	closely	closely	closely	closely It	inquiry Ir	nguiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(11)	(Z)	(a) (b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(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 53	9 159	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 5	571	180 52	5 161	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	156 14%	46 27% CDF	47 13%	10 10%	23 16%	9 8%	44 10%	62 16% G	96 42% JKLMNDPQ	34 5%	67 21% #NOPR	65 11%	62 20% JLNOPR	35 10%	48 15% "R	46 14% #	73 24% JLNDPR	48 9%	59 21% TVX25ethj	64 11% xb/j	50 18% TXZbdfhj	40 13% xbtj	72 24% TVX2bdhj	40 7% b 5	53 27% 1 TUVX25dfbj ::	58 10% xbf STL	89 22 49% 4%	49 31% stuwxz	43 9% bdf Xbf	84 33% stuvwxze	46 6% df b	50 22% TVX25ethj	60 12% xb/j	68 35% stuvw.kzbdf	56 8%	45 36%	45 11%	113 16%	36 9%	137 15%	13 7%	97 16%	56 11%	101 18% t	40 9%	111 17% v	30 8%	95 17% ×	45 10%	78 15%	43 10%
																											defehil	hi		ahi				shi																	
Does not apply	630 55%	79 46%	231 62%	61 64%	82 57%	82 76%	310 68%	208 55%	72 31%	460 71%	182 56%	345 61%	179 59%	223 65%	189 59%	207 62%	147 48%	400 71%	160 56%	373 62%	190 67%	212 69%	142 48%	417 71%	115 59% 6	373 65%	61 423 34% 813	5 79 6 49%	350 75%	109 43%	469 66%	140 61%	308 61%	80 41%	477 66%	56 45%	269 63%	410 59%	212 53%	525 58%	89 50%	361 61%	259 52%	334 58%	272 58%	381 58%	208 57%	345 62%	240 56%	263 52%	309 71%
																								1			detgt	4	ghij																						
Don't know	353 31%	46 27%	96 26%	24 25%	38 27%	18 16%	100 22%	111 29%	64 28%	150 23%	78 24%	155 27%	61 20%	86 25%	83 26%	80 24%	84 28%	115 20%	66 23%	161 27%	44 15%	53 17%	85 28%	127 22%	27 1 14% 2	140	30 77 17% 159	33 6 20%	73 16%	61 24%	197 28%	39 17%	139 27%	46 24%	187 26%	24 19%	114 27%	168 24%	155 38%	249 27%	78 43%	136 23%	187 37%	137 24%	159 34%	163 25%	127 35%	120 21%	145 34%	165 33%	85 19%
									-			100					-		onneg	OTATION B			Ov rancing	0100		(and				071820	OTATION .		Generalized	01200	OTATILLE								4						-		

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.

83

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

in Addits aged 10. In circut sittain

-

		Q4C. Do you	u think each	of the follow	wing statem	ents does o	r does not a	pply to The	Leader of R	eform UK, N	ligel Farage	?
	An honest person	In touch with ordinary people	Has a lot of personalit y	Has the right plans for Britain	A capable leader	Understan ds the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienc ed leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(к)	(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% АGHJК	387 34% ADGHJK	466 41% ABDEGHJKL	282 25%	319 28% AGK	464 41% ABDEGHJKL	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% сі	509 45% сі	457 40% c	616 54% ABCDEFGHIK L	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% ABCDEFHIJKL	311 27% BCDEFUL	218 19% BCF	219 19% BCF	292 26% BCDEFUL	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(*)

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	Ge	nder	Aggr	egated Age B	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Ethr	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	278 24%	157 29% с	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% т	234 24%	42 27%
Does not apply	570 50%	269 49%	288 50%	155 49%	205 55%	210 47%	354 55% н	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% В	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%	215 28% 0	176 25%	115 26%	61 29%	75 26%	69 25%	60 22%	257 26% x	26 17%

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(*)

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		Gener	al Election 2024 V	ote	Re	ferendum 2	016 vote				Favor	urable to parties												Far	yourable to no	diticians									Opinion on I	abour	Russian Inva	asion of	Rising Cost of	living	Current co	unflict in Gr	rooming Gar	ngs in the nr	Starmer anno ew plans to / NHS wait	.ouncing cut down a	Trump's claims cquire Greenlan Panama Can	is to Opini nd and at	on on what to de Jout Grooming
															Unfavour							Unfavo	ura	Uni	nfavoura	Unf	favoura F	Favourabi U	nfavoura	Favourabi	Unfavoura																		Set	Implemen ing up a Recomme ull ndations
												Favou	urabl Unfavoura	a Favourab	l ble to	Favourat	l Unfavoura Fa	vourabl L	Unfavoura Favo	ourabl Unf	avoura Favou	urabl ble to	Favou	urabl b	ble to Fi	avourabl b	ale to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl U	Infavoura				Not		Not		Not		Not		Not	N	Not Nať	ional from
		Conservat		Liberal					Favourabl Unf	avoura R	Favourabl Unfavo	ura eto	Lib ble to Lib	e to Green	n Green	e to	ble to e	to Keir b	ble to Keir e t	to Ed ble	to Ed e to M	Vigel Nige	e to Ra	lachel R	Rachel e	to Kemi 🕨	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon b	le to Elon 🕴	ET Good N	IET Bad	Following fo	ollowing R	ollowing fol	iowing F	ollowing	following Fr	ollowing fr	ollowing F	following fr	ollowing F	ollowing follo	owing Pu	alic Previous
	Total	ve	Labour	Democrats Refe	orm UK C	other 8	temain	Leave	e to Cons ble	to Cons	e to Lab ble to I	ab Der	ms Dems	Party	Party	Reform U	K Reform UK S	tarmer	Starmer Da	avey D	avey Fara	age Farag	e Ree	ives R	Reeves B	adenoch Bac	denoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely cl	osely	closely	closely	closely	closely	closely	closely	closely close	usely Ing	uiry Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K) (L)	(N	(N)	(0)	(P)	(Q)	(R)	(S)	(T) ((U)	(V) (W	v) (X)	(*	1)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w) (r	(x) (y) (z)
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373 521	32	18 326	351	316	278	602	313	541 3	304	199 27	6 616	22	26	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669	367	592 4.	416 44	à8 475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327 565	30	12 344	321	333	304	564	284	598 2	284	805 30	10 584	19	94	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560 43	430 57	06 436
Does apply	379	66	66	12	0.4		50	152	96	109	69 172	6	4 110	49	119	190	20	50	192	60	00 10	1 70	2	7	170	96	79	107	41	120	05	62	154	00	107	20	141	176	05	227	27	160	115	179	ec	179	72	150 1	102 1	76 66
	24%	38%	17%	12%	59%	8%	13%	40%	42%	17%	21% 31%	21	% 32%	15%	35%	59%	7%	21%	30% 2	21% 3	2% 64	% 5%	19	76	30%	48%	15%	66%	9%	55%	13%	23%	30%	51%	15%	32%	33%	25%	74%	26%	21%	27%	23%	31%	18%	27%	20%	27% 2	24% 3	5% 15%
		CDF	,		CDF*	•		G	RUNNOR	R.	OR JEMO	1 01	R JKMOR	8	JIMOR	LIKLMNOPI		Xbdfj	suxnedigi xa	adtj su	vibidīgi STUVIKV	Zabde	Xd	et si	UXNbditj ST	UVX/Zbdfg	Xd ST	TUVXYZabde	×	STUVXYZbdig Ni	ха	Xbdfj	suxnbdtj	stuvxyzbałg	xdf									t		v				
Does not apply	570	60	247	68	17	81	320	112	72	422	205 248	18	148	232	139	35	464	177	271 1	181	42 3	6 481	13	35	256	54	367	20	382	53	473	147	221	42	475	72	165	374	190	465	93	317	246	261	277	340	195	301 2	218 2	.06 285
	50%	35%	66%	72%	12%	75%	71%	29%	31%	66%	63% 44%	62	% 43%	72%	42%	12%	82%	62%	45% 6	54% 4	7% 12	% 82%	70	7%	45%	30%	70%	13%	82%	21%	66%	64%	44%	22%	66%	58%	39%	54%	47%	51%	52%	53%	49%	46%	59%	52%	53%	54% 5	51% 4	1% 65%
			85	86*		86*	н		9 1	LNPO	ILNPO IO	IN	PQ 10	LIKLMNPO	10		UKLMNOPO TV	WZacehi	Wacel TVW	/Zacebi V	lacel	STUVWIZ	abc STVWZ	Zacehi 1	Wacei	Worl STW	WZacehii	5	UVWYZabs	Ws	TVWZacehi	TVWZacebi	Wacei	Wc 1	TVWZacehi															
																						efghij							etghij																					
Don't know	291	46	62	15	42	19	75	115	64	113	53 144	4	9 85	40	77	89	60	48	145	43	64 7	3 75	2	2	145	40	81	34	44	62	144	30	133	53	139	13	122	141	118	210	50	117	141	132	110	137	97	109 1	110 1	25 85
	26%	27%	16%	16%	29%	18%	17%	30%	28%	17%	16% 25%	16	% 25%	13%	23%	29%	11%	17%	24% 1	15% 2	1% 24	% 13%	11	1%	25%	23%	15%	21%	9%	24%	20%	13%	26%	27%	19%	10%	29%	20%	29%	23%	28%	20%	28%	23%	23%	21%	27%	20% 2f	26% 21	۵% 19%
		c		· ·	CD*	•		G	JKMOR	OR	R JKMO	R R	JKMOR		JIMMOR	JEMOR		۲d	suxnedigi	d X	rbdg SUXY	bdg d		su	uxredigi	uxrrdg	хd	XYdg		SURVEdg	unnbdg		suvxrbdfgj	sumbeligi	xibdg		k						٩						*	

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.

86

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	Ge	nder	Aggre	egated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
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% н	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% тиv	38 13%	39 14%	33 12%	144 15%	21 14%

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(*)

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		Gener	ral Election	2024 Vote		Referendu	m 2016 vote					Favourable to	o parties												Favourable to	o politician:								0	pinion on Lab government	our Ru	ssian Invasion Ukraine	of	Cost of Livin	Curren	at conflict in and Gaza	Grooming	iangs in the i	Starmer an new plans to NHS wait	nouncing cut down a t times	Trump's claim: .cquire Greenlan Panama Car	is to Opini ind and ai nal C	ion on what to do bout Grooming jangs in the UK
													Europeabl II	afaunura E	Un	favoura	www.abl. U.ef	onura Fau	urabl Hof	mours Emo	urabi Hat	augura Eguou	Unfavo	ura o Expurat	Unfavoura	Emourabl	Unfavoura	Favourabl	Unfavoura	Favourabl I	Unfavoura	Ensuenti IIaf		www.abl. U.ef	-			No		Not		Not		Not		Not		Set f	Implement ing up a Recomme ull ndations
		Concornet		Libera					Envourabl	Hefmoure	Environ	Infauoura	atolih k	lata Lib a	to Green A	Steen	ato h	ato ato	Kair blat	to Keir ot	and ble	to Ed. o to N	izel Nize	d oto Racha	a Die to	o to Komi	Komi	Runart	Runort	Donald	Doesld	ato los bla	to los of	to Flog blo	to Flog NET	Good NET	Bad Eall	nuina follos	uing Follow	ion followin	a Followia	no.	Following	following	Following	following	Following folk	iowing B	while Braulour
	Total	ve	Labour	Democr	ats Reform L	JK Other	Remain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party R	eform UK Ref	rm UK Sta	rmer Sta	rmer Da	vey D	avey Fara	ge Farag	e Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trump	Trump	Biden B	siden f	Musk N	Musk	job jo	ob cla	isely close	ely close	ly closely	closely	/ closely	closely	closely	closely	closely	closely clo	osely Inc	auiry Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	R) (5) I	(T) (T)	U)	(V) (W) (X)	(1)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k) ()	0 (m) (n) (0)	(e)	(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	02 3	13 5	541 3	04	299 27	5 616	226	533	193	539	159	493	259	726	244	493	212	720	147 3	76	21 38	3 924	175	639	462	587	471	669	367	592 4	416 4	68 475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	64 Z	84 5	598 2	84	305 30	584	194	571	180	525	161	466	254	712	229	507	195	720	124 43	29 6	81 40	3 911	180	594	502	572	472	656	365	560 4	430 51	06 436
Does apply	403 35%	86 50%	98 26%	19 20%	124 86%	12 11%	95 21%	231 61%	135 58%	171 26%	92 28%	265 47%	97 32%	166 48%	72 23%	164 49%	249 82%	50 1 1% 2	31 7 9% 4	275 9	99	137 25 45% 865	7 53 6 9%	46 24%	273 48%	117 65%	118 22%	139 87%	60 13%	175 69%	156 22%	64 28%	237 47%	128 66%	176 24%	47 22	20 2	61 13 8% 34	7 354	41 23%	225 38%	173 35%	262 46%	125 26%	252 38%	121 33%	215 1 38% 3	145 2 34% 4	38 120 7% 28%
		CDF	F		BCDF*	•		G	JKLMNOPR	R	OR	JKMOR	JOR	JKMOR	R 1	IMOR I	KLMNOPR	x	odf SUX	nedigi skr	bethgi SU	credigi STUVICO	abde	×d	sumbdigi	STUVXYZbdfg	хd	STUVXYZabde febil	×	STUVKYZbdfg	Xd	xat su	kribeligi STU	NXYZbdfg	xdf				P				t						z
Does not apply	566	61	245	68	9	84	313	114	67	413	207	240	185	143	219	132	32	64 1	81 2	260 1	71	143 27	479	138	240	52	365	12	382	54	474	148	214	43	470	69 14	67 3	64 19	3 454	100	317	242	261	270	331	187	294 2	219 2	10 274
	50%	36%	65%	71%	6%	77%	69%	30%	29%	64%	63%	42%	61%	42%	68%	40%	10%	2% 6	4% 4	13% 6	0%	47% 99	82%	71%	42%	29%	69%	8%	82%	21%	67%	65%	42%	22%	65%	5% 35	9% 5	3% 48	6 509	56%	53%	48%	46%	57%	51%	51%	52% 5	51% 4°	1% 63%
		E	86	86.		BCE*	н		٩	ILNPQ	ILNPQ	IQ.	ILNPQ	IQ	ILMNPQ.	IQ.	1.00.	INDPQ TVW	Zacehi W	lacel TVW	Zacehi V	Vacei	STUVW12 efghij	Zabc STUVWZacel	si Wacei	Wce	TUVWZacehij		STUVWYZabc efghij	We	TUVWZacehi	TVWZacehi V	Wacel	We TW	WZacehi	1													v
Don't know	170	24	31	8	11	13	46	36	29	61	29	60	20	35	29	37	24	40 3	22	63	14	25 15	52	10	58	10	43	9	25	26	83	16	56	23	73	8 4	2	67 73	103	39	52	87	49	78	72	57	52 f	66 !	58 43
	15%	14%	8%	8%	8%	11%	10%	10%	13%	9%	9%	11%	6%	10%	9%	11%	8%	1% 8	1% 1	1% 5	76	8% 59	9%	5%	10%	6%	8%	6%	5%	10%	12%	7%	11%	12%	10%	6% 10	0% 1	0% 18	6 119	22%	9%	17%	9%	16%	11%	16%	9% 1	15% 1	1% 10%
				•		•			MQR	R		MR				R			U	Wad			ud		UWd		d			UWYd	SUWXYabdgj	U	Whad U	WYacd U	W/bd							٩						*	

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.

88

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	613 54%	330 60% с	274 48%	160 51%	189 50%	264 59% E	340 53%	273 55%	137 51%	173 58% L	152 58% L	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% B	51 16% F	57 15% F	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% v	39 13%	38 14%	28 10%	125 13%	21 14%

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(*)

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		Genera	al Election 2024 Vot		Referer	ıdum 2016 v	ote				Favourable to parti	es											Favourable t	o politician:									Opinion on La governme	ibour F	Russian Invasi Ukraine	on of Ris	ing Cost of Livi	Curri	ent conflict ir ael and Gaza	Grooming	g Gangs in the UK	Starmer an new plans t NHS wz	nouncing p cut down it times	Trump's claim acquire Greenla Panama Ca	nsto Opir ndanda a	ion on what to do bout Grooming Jangs in the UK
														Unfavou	ra						Unfavoura		Unfavour	•	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura																	Set	implement ing up a Recomme Jull ndations
												Favourabl Unfavou	ira Favoura	bl ble to	Favourat	Unfavoura Favou	rabl Unfa	voura Favourab	d Unfavoura	a Favourab	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl L	Jnfavoura				Not	Not		Not		Not		Not	,	Not Nat	ional from
		Conservati		Liberal				Favourat	Unfavoura	a Favourabl U	Infavoura	e to Lib ble to L	ib e to Gree	en Green	e to	ble to e to	Ceir ble b	o Keir e to Ed	ble to Ed	e to Nige	I Nigel	e to Rache	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon b	ble to Elon N	ET Good NE	T Bad Fo	ollowing fol	owing Foll	owing follow	ng Follow	ing followin	.sg Following	g following	Following	following	Following folle	lowing Pu	blic Previous
	Iotal	ve	Labour	Democrats Reform	NUK Other	Rema	in Leave	e to Con	s bie to Con	s eto Lab	to Lab	Dems Dems	Party	Party	Ketorm U	K Reform UK Stari	ner star	mer Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	100	100	closely ci	osely cic	isely close	y close	y closely	/ closely	closely	closely	closely	closely clo	osely Inc	airy Inquiries
	(A)	(B)	(C)	(D) (E	(٢)	(G)	(H)	(1)	(1)	(K)	(L)	(M) (N)	(0)	(P)	(Q)	(K) (S		I) (U)	(V)	(W)	(X)	(*)	(2)	(a)	(D)	(c)	(d)	(e)	(1)	(g)	(n)	(1)	()	(K)	(1)	(m)	(n) ((p)	(q)	(1)	(2)	(1)	(u)	(v)	(w) ((x)	y) (2)
Unweighted base	1139	178	397	99 11	8 112	485	344	238	646	373	521	328 326	351	316	278	602 31	3 5	41 304	299	276	616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	721	383 9	124 175	639	462	587	471	669	367	592 4	416 4	δ8 475
Weighted base	1139	171	375	95 14	109	454	381	232	644	327	565	302 344	321	333	304	564 28	4 5	98 284	305	300	584	194	571	180	525	161	466	254	712	229	507	195	720	124	429	691	403 5	911 180	594	502	572	472	656	365	560 4	430 5	06 436
Door sooly	(12)	44.7	101	37 43		201	202	477	244	407	117	170 244	47.4	200	2/2	307 47			100	262	214	or	2/0	433	240		472	202	222				252	~		400		30 30	20.0		274	244	200	102	340		300 300
Does apply	613 5.4M	60%	191 E190	30 13	J 46 (AA%	201	265	71%	49%	103	535	178 214 50% 62%	104	62%	207	207 13		02 175 7% 67%	61%	202	2.14	95	62%	7.4%	4716	00%	27%	202	323	528	525	75%	332	52%	2/5	403	19/ 3	20 79	501	4 51%	571	45%	500	102	540 2	224 2	36 256 7% 59%
		CDF	D	• BCD		-	G	KLMNDPR	1 R	R	JKOR	JKOR JKOR	R.	KOR	LIKLMNOPI	xd	- xna	digi Skribdigi	xrbdt)	STUVKYZabd	de S7.0	xd	smedigi	STUVXIZER	xd	STUVXYZabde	3776	STUVKYZbelig	xd	32.0	sxnedigi	stuvkyzbałg	xdf	33%	k	n .		P	1	510	t	43.0	v	30%	x		~
Does not apply	274	20	147	49 7	55	209	62	46	290	121	172	102 105	145	00	17	217 10		ec 00	102	21	225	97	171	27	242		267	24	272	04	144	17	215	40	119	220	120 3	0.5 59	105	167	157	104	207	125	190	140 1	167 150
	374	226	200	10 7		200	4700	100	200	101	270	244 244	4700	2000		517 10		3 30	200		545	4797		37	400		107		45.4		2004		444	200	200	22.5		4/ 33/	100	207	237	1.04	207	220	100 1	140 1	37 130
	33%	23%	39%	50% 59	50%	40%	1/76	20%	4475	40%	32%	34% 31%	43%	50%	576	30% 38	6 3.	176 3476	34%	775	30%	4376	30%	21%	40%	5%	5/76	376	40%	4175	20%	1476	4475	39%	20%	35%	3% 3	475 3275	337	. 33%	21%	41%	3276	3/76	32% 3	30% 3	7% 34%
				·	ac.			ų	10MMPQ	ILMNPQ	NQ.	iq iq	ILMNPQ	10		DREWNOPQ W28	eni wa	cei wacei	wacen		efghij	STOVWZJCEN	wace	wce	STOYWZICENI		efghij	c	STUYWZICEN	TW2aceni	wace	wce	OVW2308N	· ·													
Don't know	152	15	37	11 7	7	45	35	20	52	31	51	22 24	21	25	20	39 24	. 5	1 12	16	16	45	12	40	10	35	9	26	28	66	16	40	21	53	10	38	53	67	80 44	44	77	43	68	60	47	41	56	53 31
	13%	9%	10%	12% 59	6%	10%	9%	9%	8%	10%	9%	7% 7%	7%	8%	7%	7% 91	i 9	% 4%	5%	6%	8%	6%	7%	6%	7%	6%	6%	11%	9%	7%	8%	11%	7%	8%	9%	8%	7%	24%	7%	15%	8%	14%	9%	13%	7%	13% 1	.0% 7%
					•											U	UN.	724			ud							UVWZabcd	UVXbdj			UVWacd	U							٩						*	

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.

90

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	Ge	nder	Aggre	egated Age E	reaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	351 31%	192 35% с	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% т	302 31%	48 31%
Does not apply	564 49%	263 48%	292 51%	144 46%	194 52%	226 50%	355 56% н	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%

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(*)

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

																																		Opinion on L	abour	Russian Invasi	on of			Current co	nflict in Gro	ooming Gar	Star ngs in the new	mer annou plans to cu	uncing Tru it down acqu	ump's claim ire Greenlai	is to Opin ind and a	nion on wh about Groo	.at to do ming
	Total		Genera	Election 2024 Vote		Referend	lum 2016 vo	te			Fa	vourable to partie	IS .											Favoura	e to politici	ians								governme	ent	Ukraine	R	sing Cost of I	Jving	israel and	Gaza	UK	N	aHS wait tim	nes P	ranama Car	.al 🤊	Sangs in th	e UK
		General Election 2024 Vote												Unfavou	ira							Unfavoura	Un	nfavoura	Unfavou	ura Favoura	bi Unfavou	ira Favoural	ol Unfavoura	a																	Ser	imp itupa Re full n	ilement ing comme dations
										Far	vourabl Unfavou	ra Favoural	N Neto	Favour	abl Unfavou	ra Favourahi	I Unfavoura	Favourabl	Unfavoura I	avourabl	ble to Favo	urahi i	hie to Favour	abl ble to	eto	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not Na	ational	from	
		Concornet		Iberal				Envourabl	Hofmoura	Envourable Linfo		to Lib Noto Li	h a ta Graa	a Grana		bloto	e to Keir	ble to Keir	a to Ed	blato Ed	to Ninel	Nizel etc.	achol 6	Rachel eto K	mi Komi	Runari	Runor	Donald	Doesld	e to los	bla to los	e to Flore	bla to Flog	NET Good N	ET Bad	Collowing fol	outer Eo	lowing foll	iousing E	internation ?	following Eo'	diaming fo	ollowing Foll	outer for	Iowing Foll	owing foll	lowing P	tublic P	raudour
	Total	conservation and a service of the se	Labour	Domocrate Reform	UK Other	Romain	Leave	a to Conr	bla to Cone	atolah blat	to Jah J	Dome Dome	Bartu	Barty	Reform	LIK Reform I	K Stormor	Stormor	Daway	Dawter	Earage	Excase Re-	wor P	Recurse Radeo	ch Radono	ch Lowo	Lowo	Trumo	Tourno	Ridon	Ridan	Muck	Muck	ioh	ich i	cloralu cl	walu c	localu de	orohu	dorehu	closely c	locolu	cloraby ch	orolu cl	ioralu de	white ich	orely in	and Pr	amiriar
	iotai		Uborol Uborol vie Labour Democrats Reform UC Ober (a) (C) (D) (E) (P) 178 397 99 118 112					e to cons	ule to com	eto cao ole		Denna Denna	P an cy	Faircy		- ok neionii c	and starting	- And the second	Cavet	Davey	. an age	ranage root		Ceeves bagen	cii badenoi	cii come	Lowe	munip	manip	bigen	- Church			100	Jon	closely ci	and the second sec	usery ca	active of the second se	closely	closely ca	county c	Josefy Clos	July Chu	Jacity Close	ing cio	and the second	que y m	en les
	(A)	(B)	Lbsral Ubsral Official Official <thofficial< th=""> <thofficial< th=""> <thof< th=""><th>(H)</th><th>(1)</th><th>(1)</th><th>(K) (</th><th>(L)</th><th>(M) (N)</th><th>(0)</th><th>(P)</th><th>(Q)</th><th>(R)</th><th>(S)</th><th>(T)</th><th>(U)</th><th>(V)</th><th>(W)</th><th>(X) (</th><th>9</th><th>(Z) (a)</th><th>(b)</th><th>(c)</th><th>(d)</th><th>(e)</th><th>(f)</th><th>(g)</th><th>(h)</th><th>(i)</th><th>(i)</th><th>(k)</th><th>(1)</th><th>(m)</th><th>(n)</th><th>(o)</th><th>æ)</th><th>(q)</th><th>(r)</th><th>(s)</th><th>(t) (r</th><th>,a) i</th><th>(v) (v</th><th><i>n</i>) (</th><th>(x) /</th><th>(y)</th><th>(z)</th></thof<></thofficial<></thofficial<>				(H)	(1)	(1)	(K) ((L)	(M) (N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X) (9	(Z) (a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	æ)	(q)	(r)	(s)	(t) (r	,a) i	(v) (v	<i>n</i>) ((x) /	(y)	(z)
Unweighted base	1139	178	397	99 118	112	485	344	238	646	373 5	21	328 326	351	316	278	602	313	541	304	299	276	616 2	26	533 193	539	159	493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587	471 6	<i>,</i> 69 3	367 5/	92 4	416 4	468	475
Weighted base	1139	171	375	95 144	109	454	381	232	644	327 5	65	302 344	321	333	304	564	284	598	284	305	300	584 1	94	571 180	525	161	466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472 6	JS6	365 5	<i>i</i> 60 <i>i</i>	430 5	506	436
Does apply	251	72	91	12 122	12	72	212	176	147	79 7	20	72 164	57	159	250	22	69	249	70	126	250	22	6	240 101	106	120	50	179	115	61	102	175	125	47	202	224	116	200	42	195	155	242		221	104 1	(90)	127	222	95
	21%	476	22%	126 95%	126	16%	56%	5.4%	7216	24%	26	24% 49%	1.9%	47%	9756		2.4%	4196	25%	45%	92%	51 3	10	4756 565	200	90%	11%	70%	16%	77%	20%	64%	19%	29%	47%	2756	101/	2216 7	1200	2155	21%	4216	30% 7		2016 2	au 1	2216 (A496	195
	31/1	42.00	11/2	15/2 05/4		10/0		3474	1.574	2470 4		40/1	10.0		04.75		24/4	41.0	2.374	4374	0.574	570 2		42.0 300	10/1	00%		1070	1074	2174	3370			30%	47.0	34.70			270	31/0	31/0	****	10/0 34		370 31		1/1 1	14.74	15/2
		COP		- acos-				JALMUR	UK	OR 30	NOR	OK JALMOR	*	102/04	DELMING	JAK .	yan	SUXIDARS	Apr)	survicenting a	fahil		ar su	N N	erg xar	finhi	ice X	ahl	or xa	XDDT)	SUKTEENS	hi	Adr					P				t						1	
Does not apply	564	64	243	68 6	84	323	106	63	416	215 2	29	194 133	227	133	15	485	184	254	185	129	22	497 1	30	247 52	357	12	384	47	485	151	217	41	480	64	150	369	188	463	92	324	234	257	278 7	336	185 3	310 7	201	197	287
	49%	37%	65%	77% 4%	77%	71%	78%	27%	65%	65% 4	1%	64% 39%	71%	40%	5%	86%	65%	43%	65%	47%	7%	85% 6	76	43% 299	68%	8%	87%	18%	68%	66%	43%	21%	67%	51%	35%	53%	17%	51%	51%	55%	47%	45%	59% 6	1%	51% 5	5% /	47%	39%	66%
				pr* *	BCP*			0	UNRO	ILNRO	0	UNRO IO	LEMNRO	10		LIKE MINOR	D T/W/arahi	Warei	T/M/Zarabi	Warai		STIMMYZER TVW	arehi -	Warei Wire	TVW7arel		STINWOZA	br Wr	T/W/arahi	TV07arebi	Warei	Wr	TVW/2scabi							,						*			
				-				_														defghij					etghij																			·			
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 5	.8	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
	20%	21%	13%	15% 11%	11%	13%	16%	19%	13%	10% 1	7%	11% 13%	11%	13%	13%	8%	11%	16%	10%	13%	9%	9% 5	8	15% 159	12%	6%	7%	12%	16%	7%	18%	15%	14%	10%	18%	14%	15%	16% 7	25%	14%	23%	13%	21% 1	.5%	21% 1	2% 2	21% !	17%	15%
								INMOPOR	R	30	IOPR	R R	R	R			dg	UWX/bcdg		cdg		d		WXcdg WXcd	Xdg			cd	SUWXrbcdg		SUVW00Zbcd	Wedg	WXYbcdg						0		q						*		
																															ezi																		

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.

92

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% н	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%

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(*)

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		Gene	al Election	2024 Vote		Referend	lum 2016 vol	ote				Favoural	ole to parties												F	avourable to p	oliticians									Opinion or governi	n Labour ment	Russian Inv Ukrai	vasion of ine	Rising Cost	of Living	Current o Israel e	conflict in and Gaza	Grooming G ປ	sangs in the JK	Starmer and new plans to NHS wai?	touncing cut down a t times	Trump's claim cquire Greenlar Panama Car	nsto Opini ndandal .nal 6	ion on what t bout Groomir Jangs in the l	to do ing UK
													Favourat	I Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura	avourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Infavoura ble to	L Favourabl	Jnfavoura ble to	Un Favourabi	ifavoura F ble to	avourabl U e to	infavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Set 1 Not Na	Impler in; up a Recor full ndat tional fre	iment ng omme itions rom
		Conservati		Liberal					Favourab	bl Unfavou	ra Favourab	Unfavour	a e to Lib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel e	to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	ET Good	NET Bad	Following	following	Following f	.ollowing	Following	following	Following	following	Following	following	Following follr	lowing Pr	ublic Prev	vious
	Total	ve	Labour	Democra	ts Reform U	JK Other	Remain	Leave	e to Cons	s ble to Co	ns e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UB	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch Ba	denoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely clo	asely Inc	Juiry Inqui	airies
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(11)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w) ((x) ((y) (z	,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 4	416 4	-68 47	.75
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 4	430 5	43	36
Does apply	387 34%	85 50%	101 27%	18 19%	116 81%	14 12%	88 19%	223 59%	132 57%	166 26%	99 30%	237 42%	99 33%	150 44%	80 25%	148 44%	248 82%	56 10%	90 32%	248 41%	99 35%	125 41%	254 85%	49 8%	56 29%	245 43%	104 58%	119 23%	136 84%	60 13%	173 68%	151 21%	76 33%	202 40%	126 65%	171 24%	53 42%	192 45%	266 39%	116 29%	342 37%	38 21%	221 37%	162 32%	251 44%	116 25%	258 39%	102 28%	214 1 38% 3	133 2 31% 4	.24 12 4% 27	.20 7%
		CLOP	,		acor				JADANGPA.	· ·	UN	JAMON	2016	JANELJK.	· ·	100000	CALCHING PK		Autorij	average	Adding	axion a	fahil			Torn Series	N		fehil	^	ahi	~~	Asset	actual	hi	A41									· ·							
Does not apply	512	53	220	61	11	73	280	97	58	380	180	221	164	137	198	133	19	429	154	244	158	133	21	447	115	228	45	332	10	356	43	437	131	207	33	433	57	151	317	187	406	91	278	223	220	263	285	183	252 2	205 1	.89 24	:45
	40%	£	80	85%		82%	н	20%	Q.	ILNPQ	ILNPQ	1Q	IUNPQ	10	IKLMINPQ	40% IQ	0%	UKLMNOPQ	54% TVWZacehi	Wacel	TVWZacehi	Wacel	/% 5	TUVWYZabc efehi	TVWZacehi	Wacei	Wcel STU	03% WWZacehi	576	TUVWYZabc efebii	Wc	STVWZacehi	TVWZacehi	Wacei	Wc	TVWZacehi	40%	35%	4076	40.5	4075	51%	4/76	44%	30%	1	4376	50%	4375 4	6% 3.	75 505 Y	y 976
Don't know	240	33	54	15	16	22	86	60	41	97	48	105	39	57	43	52	37	79	40	106	27	48	25	88	23	98	31	74	15	50	38	124	23	98	35	116	14	85	109	101	163	51	95	118	101	93	112	80	94	92	92 7.	72
	21%	20%	14%	16%	11%	20%	19%	16%	18% 9	15%	15%	19% JMOQR	13%	16%	13%	16%	12%	14%	14% UW	18% UWbcdg	10%	16% Wd	8%	15% UWdg	12%	1/% UWcdg	1/% UWcdg	14% UWd	22	11%	15% UWr	1/% UWX/bodg	10%	19% UWX/bcdg	18% UWcdg	16% UWdg	12%	20%	16%	25% m	18%	0	16%	24% 9	18%	20%	1/%	22%	1/% 2	.1% 18	<i>sm</i> 161	3%

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.

94

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	Ge	nder	Aggre	egated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% т	404 42%	59 39%
Does not apply	500 44%	232 42%	258 45%	140 45%	170 45%	190 42%	313 49% н	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%

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(*)

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		Gener	al Flection :	2024 Vote		Referendu	um 2016 vote					Favourabl	e to narties													avourable to ne	liticians									Opinion or	n Labour	Russian In Like	wasion of	Rising Cost	of Livies	Current	conflict in	Grooming(Jangs in the r	Starmer ann new plans to NHS wai	ouncing cut down ;	Trump's claim acquire Greenla Panama Ca	ms to Opi and and a	inion on wh about Groc Ganes in tl	hat to do oming
																																					8													Se	ietupa Ri	iplement ing ecomme
				1.5					Frankl		Frankl	Understand	Favourabl	Unfavoura Fi	avourabl	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura I	Favourabl	Unfavoura	avourabl	ble to	Favourabl	ble to	Favourabl b	lavoura Fa	e to I	favoura F ble to	e to	Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	NET Court	NET Dad	Fallendare	Not	Fallendar	Not	Fallender	Not	Fallendar	Not	Fallender	Not	Collouder del	Not Na	full no ational	from
	Total	wo	Labour	Democra	s Reform L	K Other	Remain	Leave	e to Cons	hie to Cons	s etolah	hie to Lah	Dems	Dems	Party	Party F	e to teform UK I	Reform LIK	Starmer	Starmer	Davey	Dawry	Farage	Farage	Reeves	Reeves	Badenoch Ba	fenoch	lowe	lowe	Trumo	Trumo	Biden	Riden	Musk	Musk	ioh	ioh	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely c'	losely In	inquiry Ir	inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(0)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(O)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	01	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	6)	(k)	0	(m)	(n)	(0)	(p)	(g)	(r)	(5)	(1)	(u)	(v)	(w)	(x)	(v)	(2)
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 4	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 4	430	506	436
Does apply	466 41%	101 59%	111 30%	24 26%	134 93%	15 14%	112 25%	260 68%	151 65%	208 32%	94 29%	314 56%	104 35%	201 59%	85 26%	198 59%	266 87%	88 16%	84 29%	326 54%	103 36%	176 58%	271 90%	87 15%	52 27%	319 56%	122	153	140 87%	80 17%	194 76%	193 27%	70 31%	270 53%	139 71%	218 30%	49 39%	260 61%	300 43%	155 39%	406 45%	47 26%	256 43%	201 40%	305 53%	144 31%	293 45%	139 38%	239 43%	185	265 52%	150 34%
		CDF		•	BCDF*	•		G	RLMOR	OR	R	JKMOR	KDR	JKMOR	R	INMOR	IKLMNOPR		Xd	sumerigi	sxnbdtj	suxnedigi S	TUVXYZabde fehil		Xd S	sumedigi	STUVXYZ5dfg N	xd stu	VXYZabde fehil	× 51	ruvxvzabdf ahli	Xd	Xd	suxnetig	stuvkyzbałg hi	xdf		k			P				t						1	
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
	44%	27%	60%	66%	3%	77%	64%	24%	24%	58%	60%	35%	57%	34%	65%	33%	6%	76%	61%	37%	58%	37%	6%	75%	65%	36%	23%	63%	8%	76%	15%	61%	63%	36%	17%	60%	52%	30%	46%	44%	44%	49%	46%	43%	37%	55%	43%	49%	47% /	45%	35%	56%
		E	86	BC.		BCE*	н		٩	ILNPQ	ILNPQ	IQ.	ILNPQ	IQ I	ILMNPQ.	IQ.		UKLMNOPQ	TVWZacehi	Wacel	TVWZacehi	Wacei	2	TUVWYZabc efghij	TVWZacehi	Wacei	Wce TVN	VZacehij	stu	rvWYZabc efghij	Wc	TVWZacehi	TVWZacehi	Wacei	Wc	TVWZacehi																v
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
	15%	14%	11%	9%	3%	9%	12%	8%	10%	10%	11%	9%	8%	7%	9%	7%	6%	9%	9%	9%	5%	5%	3%	10%	8%	8%	9%	8%	5%	7%	9%	12%	6%	11%	12%	10%	8%	9%	11%	17%	11%	25%	10%	17%	10%	15%	12%	13%	11%	12%	13%	9%
		E	E	•	•	•					٩								UW	w				UVWbdg	w	w	w	w			w	TUVWX2bcdg		UVWZbcd	UVWg	UVWbd				-		۰		٩								

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.

96

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	Ge	nder	Aggre	egated Age E	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	282 25%	159 29% с	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% т	236 24%	44 29%
Does not apply	492 43%	228 41%	256 45%	132 42%	178 47%	182 41%	308 48% н	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% 0	211 30%	154 35%	84 39% v	87 30%	90 32%	79 29%	324 33% x	32 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(*)

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		Gene	ral Election	2024 Vote		Referendu	um 2016 voti					Favourab	e to parties												Favo	urable to politic	lans								Opinion on governm	Labour	Russian Invas Ukraine	on of Rit	sing Cost of Livi	Curr ng Isr	ent conflict i ael and Gazz	.1 Groomir	.g Gangs in the UK	Starmer an new plans to NHS wa'	anouncing to cut down = ait times	Trump's claim acquire Greenla Panama Cr	ms to Opi and and a mal	nion on what t about Groomie Gangs in the I	to do .ing UK
																Unfavoura							Unf	woura	Linf	avoura	Unfavo	ura Favoura	ahi Linfayou	ra Favoura	ahi Unfavou	10																Se	imples in et up a Reco full ordat	rment ng omme
													Favourabl	Unfavoura P	avourabl	ble to	Favourabl	Unfavoura Fav	nU Ideruc	favoura Fav	vourabl Uni	favoura Fa	vourabl b	e to Fav	ourabl bl	le to Fav	ourabl ble t	o eto	ble to	e to	ble to	Favourat	Unfavoura	Favourabl	Unfavoura				Not	Not		Not		Not		Not		Not Na	ational fro	om
	Total	Conservati	Labour	Democra	ts Reform I	UK Other	Remain	Leave	e to Cons	ble to Con-	s eto lah	ble to Lab	e to Lib Dems	Die to Lib e	Party	Party P	e to leform UK	Bieto et Reform LIK Sta	rmer St	armer [Davey F	etota et Davev F	araee Fa	igei etc raee B	eeves Re	eves Bad	enoch Baden	i Kuper	t Rupert	Trumo	o Trumo	a e to Joe Biden	Bie to Joe Biden	e to Elon Musk	Musk	ioh	ioh	closely cl	owing Fol Iselv cl	Jwing followi osely close	Ag Follow	ang tollowi elv close	in closel	g tollowing	closely	closely	closely c'	lowing P losely In	aduity Indu	vious
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	m	(U)	(V)	(W)	(X)	00	(Z)	(a) (b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	0	(m)	(n)	(o) (p)	(0)	(1)	(5)	(t)	(u)	(v)	(w)	(x)	(v) (:	(2)
																											., .,																							
Unweighted base	1139	1/8	397	99	118	112	485	344	238	646	3/3	521	328	326	351	316	2/8	602	113	541	304	299	2/6	16	226 3	533	193 539	159	493	259	/26	244	493	212	720	14/	3/6	/21	583	24 1/5	633	462	587	4/1	669	357	592 4	416	468 47	~
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	184	598	284	305	300 !	84	194 9	571	180 525	161	466	254	712	229	507	195	720	124	429	691	403	/11 180	594	502	572	472	656	365	560 4	430	506 43	.36
Does apply	282	53	89	9	87	9	72	153	94	127	81	159	79	122	60	119	177	54	69	165	72	110	186	42	46	169	81 88	110	50	126	102	62	152	98	115	45	137	185	91	245 34	19	9 120	198	67	187	71	156	105	165 8	83
	25%	31%	24%	9%	61%	8%	16%	40%	40%	20%	25%	28%	26%	35%	19%	36%	58%	10%	4%	28%	25%	36%	62%	7%	24% 3	80% 4	15% 17%	68%	11%	49%	14%	27%	30%	50%	16%	36%	32%	27%	3%	17% 19%	275	.6 24%	35%	14%	28%	20%	28%	25%	33% 15	.9%
		DF	DF		BCDF*			G	RIMOR		JOR	JOR	JOR	JELMOR	8	HLMOR	IKLMNOPR		odf)	Xbdfj	xbdtj STU	xv2bdfghj STU	VXYZabde fahil		xbdfj X	adış stuv	xv2bdfg Xd	STUVXYZa febi	bde X	STUVKYZЫ N	odfg Xd	Xbdfj	Xbdfj	STUVKYZbdłg hi	xdf					P					v				1	
Does not apply	492	54	203	61	9	80	276	95	60	357	180	213	161	126	198	117	31	401	54	238	149	122	28	19	116	217	41 329	14	345	46	416	134	193	40	411	58	143	314	173	400 81	28	2 203	221	246	284	170	255	190	186 2.7	137
	43%	32%	54%	64%	6%	73%	61%	25%	26%	55%	55%	38%	53%	37%	62%	35%	10%	71%	4%	40%	52%	40%	9% 7	2%	60% 3	8% 2	13% 63%	9%	74%	18%	58%	58%	38%	21%	57%	47%	33%	45%	3%	4% 45%	475	.6 40%	39%	52%	43%	47%	45%	44%	37% 54	4%
		E	80	86.	•	BCE*	н		٩	ILNPQ	ILNPQ	IQ.	IUNPQ	IQ.	UKLMNPQ	IQ.		UKLMNOPQ TV	Zacehi	Wacel TV	WZacehi 1	Wacel	STUV	WYZabc TV ghų	WZacehi W	lacel	We STUVWZ	acef	STUVWYZa efghij	be We	TUVWZace	ehi TVWZaceh	Wacel	Wc	TVWZacehi	1													y	v
Don't know	365	63	83	25	48	20	107	133	78	159	66	193	62	96	63	98	96	108	61	195	63	73	85	23	32 :	185	58 108	37	72	82	194	33	162	57	194	21	149	192	139	266 66	15	3 187	153	159	185	123	149	135	156 1	116
	32%	37%	22%	26%	33%	19%	23%	35%	34%	25%	20%	34%	20%	28%	20%	29%	32%	19%	1%	33%	22%	24%	28% 2	1%	16% 3	2% 3	2% 21%	23%	15%	32%	27%	14%	32%	29%	27%	17%	35%	28%	4%	19% 36%	26	.6 36%	27%	34%	28%	34%	27%	31%	31% 27	:7%
		σ		•	α.	•		G	JKMOR	KDR		JIMMNOR		KDR		IMOR	JKMOR		idg SUN	/Xhbcdfgj	4	dg	xibdg	de l	sun	mbodfgj SUV	xrbcdg dg			SUVINES	dg SXYbdg		SUVXYbcdfgj	SXYbdg	SXYbdg		k		-			q								

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.

98

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
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% н	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%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos 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(*)

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		Gene	ral Election 2	024 Vote		Referendun	m 2016 vote					Favourable t	o parties												Favor	rable to pol	liticians									Opinion on La governme	ibour F	Russian Invasio Ukraine	n of Ris	sing Cost of Livi	Curn ing Isr	ent conflict i ael and Gazz	n Groomi	ing Gangs in t UK	Starm the new pla NHS	er announci ans to cut de IS wait timer	ng Trum rwn acquire Par	o's claims to Greenland ar ama Canal	Opinion o and about Gange	in what to do Grooming s in the UK
		Conservat		liheral					Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabi U	nfavoura F	u avourabl	Infavoura ble to Green	Favourabl	Unfavoura F	avourabl U	Jnfavoura Fi	avourabl U	1favoura Fa	U vourabl	nfavoura bleto Fav Nizel etr	Ur vourabl	nfavoura ble to Favi Rarhel e to	Unfa urabi bi Kemi K	avoura Fav leto i emi Ri	ourabl Un eto b	favoura Favo ble to e Bunert Do	ourabi Ui 2 to 2 mairi	Infavoura ble to F	avourabi Un	favoura Fa	vourabi Ur	Infavoura le to Flon	NET Good NE	T Barl Fr	N	ot wing Foll	Not	t sing Follow	Nor	t ring Follow	Not	ng Follow	No sing follow	: inz Follow	Not	Set up a full Nationa	Implement ing Recomme ndations i from Previous
	Total	ve	Labour	Democrat	s Reform L	JK Other	Remain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK :	Starmer	Starmer	Davey	Davey I	arage	Farage R	eeves F	Reeves Bad	moch Bad	enoch L	owe I	Lowe Tri	ump	Trump	Biden I	Biden	Musk	Musk	job	job	closely clo	sely ch	osely close	ly close	ily close	/y close	dy closet	y close	ely close	iy close'	v closely	ty Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	a) ((b)	(c)	(d) ((e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m) (n)	(o) (p)	(q)	(r)	(s)	(t)	(u)	, (v)	(w)	(x)	(y)	(2)
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 1	93 5	539	159	493 2	259	726	244	493	212	720	147	376	721 3	83 9	924 175	639	462	587	471	669	1 367	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 1	80 5	525	161	466 2	254	712	229	507	195	720	124	429	691 4	33	911 180	594	502	572	472	656	i 365	560	430	506	435
Does apply	319 28%	68 40%	84 22%	15 16%	102 71%	9 8%	85 19%	175 46%	106 46%	138 21%	73 22%	198 35%	83 28%	122 35%	60 19%	132 40%	201 66%	55 10%	67 24%	207 35%	79 28%	108 35%	205 68%	53 9%	48 25%	195 34% 4	80 1 5% 1	101	117 73%	56 1 12% 5	146	126 18%	61 27%	172 34%	110 56%	127 18%	49 39%	162 38%	204 1 29% 2	09 : 1% 3	275 38 30% 219	173 6 299	. 139 6 289	212 6 37%	95 6 20%	204 31%	J 96 16 269	172 31%	121 28%	187 i 37%	96 22%
		CDF	F		BCDF*	•		G	JILMNOR	R	R	MOR	JKOR	INDR		INMOR	LIKLMNOPR		xdtj	sxibdigi	Xbdfj	sxnbetij stru	VXYZabde fabil		Xdf) :	sxnbdi) stuv	vzbelfg :	xd STUV	007Zabde febil	X STUV	KYZabdf shi	хd	Xbdfj S	avbdtj stu	/VXVZabdf athi	xd					P			t						z	
Does not apply	509 45%	56 33%	212 57%	61 64%	9 7%	81 74%	277 61%	103 27%	64 27%	363 56%	190 58%	225 40%	167 55%	133 39%	196 61%	129 39%	33 11%	414 73%	160 56%	241 40%	157 55%	128 42%	32 11%	417 71%	120 62%	227 40% 3	52 3 5% 6	322 51%	19 12%	339 73% 1	45 18%	423 59%	137 60%	199 39%	40 20%	427 59%	56 46%	153 36%	327 1 47% 4	74 .	412 87 45% 48%	290 6 49?	212 6 429	231 6 409	250 6 53%	310 47%	J 159 6 449	272	190 44%	192	243 56%
			86	86.	•	BCE*	н		۹	ILNPQ	ILNPQ	IQ	ILNPQ	IQ	ILNPQ	IQ.		UKLMNOPQ 1	VWZacehi	Wcei T	WVZacehi	Wcel	ST	AVWYZabc TV efghij	WZacehi	Wcei V	cei TVM	/Zacehi	STU	www.zabc v efgbij	We T	TVWZacehi 1	VWZacehi	Wcel	Wc T	TVWZacehi															v
Don't know	311	47	79	19	32	20	92	104	62	143	63	142	51	89	64	72	70	95	57	150	49	69	63	114	25	149	17 1	102	25	72	63	164	30	136	46	165	19	114	161 1	20	225 56	131	151	. 129	128	142	110	117	120	128	97
	27%	28%	21%	-	•	18%	20%	2/% G	xMR	22% MR	19.0	2.5% MR	1/76	20% MR	20%	22%	23%	11%	Yg	UX/bcdg	1/76	Ydg	Yg	Ydg	13%	20% 2	100 1	rdg	13%	15% 1	Vodg	U07bdg	13%	27% NXVbcdg	Yodg	2.5% UK/bdg	1376 .	k .	2370 SI		2379 317	22%	30% q	22%	27%	22%	- 30% -	21%	28% w	25%	22%

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
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% т	398 41%	62 40%
Does not apply	457 40%	208 38%	244 43%	129 41%	156 41%	173 38%	278 44% н	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%

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(*)

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

																																			Oninion on L	hour P	hurrian lewari	ton of			Current con	offictio	Groomies G:	and in the	Starmer an	mouncing	Trump's c	claims to C	Ipinion on v	what to do
	Total	General Election 2024 Vote					um 2016 unt					Envourablet	opartier												autourable to	o nolitician									opinion on ca		Ukraine		Richard Cost of	(Lines	kraal and	dGara	uno unite ou		NHC uni	it times	Ranam	a Canal	Ganaria	the LIK
	TOLAT		Genera	Cieccion 2024 Fote		nerereno						ravourable c	operues												arou aore o	o ponociani									governme	•	OK allie		cong cost of	"sound	tarater and t	Cara			1112 4441	- united		Canar	J	implement
																																																		ing
																																																	Set un a	Recomme
														Un	favoura							Unfavour		Unfavoura		Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura																			full	ndations
												Favourabl U	nfavoura F	avourabl	ble to F	avourabl Unfav	oura Favou	rabl Unfavor	ura Favour	bl Unfavou	a Favoural	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura P	avourabl I	Unfavoura				Not		Not		Not		Not		Not		Not	National	from
		Conservati		Liberal				Favourabl	Unfavoura	Favourabl	Unfavoura	e to Lib B	e to Libe	to Green	Green	e to ble	to e to F	eir ble to K	eir etoE	ble to E	e to Niz	l Nizel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon I	ble to Elon	NET Good NE	T Bad Fol	flowing fol	lowing Fr	ollowing foll	lowing F	collowing fr	following	Following	following	Following	following	Following	following	Public	Previous
	Total	ve	Labour	Democrats Reform	UK Other	Remain	Leave	e to Cons	ble to Cons	s e to Lab	ble to Lab	Dems	Dems	Party	Party B	eform UK Refor	n UK Starr	ner Starme	er Dave	Davey	Farage	Farage	Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	iob	iob c	losely cl	losely	closely cl	losely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(6)	(9)	(0)	(0) (6)	(5)	(6)	(41)	m	(1)	(11)	(1)	(14)	(NI)	(0)	(9)	(0) (6	10	(71)	40	00	040	(11)	01	(7)	(2)	(b)	(4)	(4)	(0)	(1)	(m)	053	(1)	(1)	(14)	m	(m)	(a)	(0)	(a)	(a)	(4)	(1)	(*)	64	64	fuel	(*)	60	(1)
	(~)	(0)	(c)	(0) (1)	(0)	(0)	(11)	10	(4)	(4)	(4)	(m)	(4)	(0)	(*)	140 17	/ 14	(0)	(0)	(•)	(**)	(4)	(1)	(4)	(=)	(0)	(c)	(0)	(e)	(4)	160	(11)	107	07	(*)	(4)	()	(11)	(0)	(P)	190		(4)	19	(0)	(•)	(**)	(*)		(4)
Unweighted base	1139	178	397	99 118	112	485	344	238	646	373	521	328	326	351	316	278 60	2 31	8 541	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
Minishing have																																																		
weighted base	1139	1/1	3/5	95 144	109	454	581	232	644	327	565	302	344	321	333	304 58	4 28	1 298	284	305	300	584	194	5/1	180	525	161	466	254	/12	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	565	560	430	506	435
Does apply	464	05	129	76 117	25	122	244	140	222	120	272	140	175	112	166	251 17	10	1 700	126	1.40	262	114	72	282	120	160	121	100	190	216	02	249	175	729	67	221	219	129	405	40	260	100	79.4	152	209	120	760	150	227	170
	41%	5.6%	27%	27% 91%	2.5	201	64%	60%	25%	27%	49%	45%	51%	20%	50%	93% 31	x 20	400	110	496	9.01	100	27%	105	67%	20%	91%	22%	71%	20%	40%	100	64%	22%	AGN	220	A5%	2.4%	405	37%	100	40%	50%	27%	ADM	26%	46%	27%	47%	20%
	44.74	30%	3774	11/2 01/2	1.370	2.570	0474	0000	3374	3774	40.0	40.0	31/1	3370	30.0	01.70			44.4	43/4	0474	1370	3774	4374	0774	3074	01/0	11/2	1.10	3074	40.0	4374		3374	40,0	~~~		34/4			44/4	40.70	3074	32.70	4370	30.0	40.4	31.74	47.0	3374
		COF	,	. BCDI-			G	JKLMNOPR	R	R	JKOR	MOR	JKOR	R	JKOR I	KLMNOPR	Xd	sxibdt) SXbdrj	sxnberj	STUVXYZab fahil	5e	Xbdf	sxibeligi	STUVXY2bdfg N	Xd	STUVXYZabde fehil		hi	xd	Xbdfj	sxvbdtj s	hi	Xdf			n		p				t		v		×		1	
Does not apply	457	45	192	56 11	66	245	90	54	336	163	203	139	119	175	119	14 37	8 14	215	139	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%	23%	52%	50%	36%	46%	35%	54%	36%	5% 67	6 519	6 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%
			85	. ·	86.	н			ILMNPO	ILNPO	10	ILNPO	10	LMNPO	10	UKM	OPO TVWZ	cehi Wacel	TWWZaco	N Wacei		STUVWYZab	c TVWZacebi	Wacei	Wcel	STUVWZacen		STUVWYZabc	Wc	TVWZacehi	TVWZacebi	Wacei	Wc	TyWZacebi																v
																						efghij				hį		etghij																						
Don't know	218	31	44	13 16	19	76	48	38	86	43	90	23	50	34	48	39 6	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% 17	6 13	6 16%	76	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%
	1374	-374	-2.74				11.70	140	-374	-370	- 370										1074	1.570	974	1000044	/4		-2.70		10000	1000044															····*		/4			
								10			ner (JK		-				01	OVWHO	-8			U		Unit Dog		3		J	owig	Own rodg)		or white party is	ezi	<i>u</i> ?								4						-		

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.

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	Ge	nder	Aggre	egated Age E	reaks	Socia	grade			Re	ion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	304 27%	164 30%	137 24%	91 29% E	81 21%	132 29% E	137 21%	167 33% G	65 24%	100 34% IMN	77 29% N	39 25%	9 17% *	14 15% *	79 22%	225 29% 0	190 27%	114 26%	56 27%	71 25%	73 26%	83 30%	263 27%	38 25%
Does not apply	616 54%	292 53%	314 55%	162 52%	221 59%	233 52%	398 62% н	218 43%	151 56% J	134 45%	145 55% Ј	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% 0	135 19%	85 19%	52 24% v	47 16%	64 23%	43 16%	189 20%	25 16%

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(*)

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		Genera	Election 2024 Vote		Referend	um 2016 voti					Favourable to	parties											Fav	vourable to	o politicians									Opinion on Labo government	ar Russia	in Invasion of Ukraine	Rising	Cost of Living	Current g Israel	t conflict in and Gaza	Grooming	Gangs in the UK	Starmer an new plans tr NHS wa'	nouncing .o cut down : it times	Trump's cl acquire Gree Panama	aims to Op Inland and Canal	pinion on wi about Gro- Gangs in f	hat to do .oming the UK
														Uni	favoura							Unfavoura		Unfavoura	ı	Unfavoura I	Favourabl	Unfavoura F	Favourabl	Unfavoura																	ş	Setupa R full	ing tecomme ndations
												Favourabl Un	favoura Fa	vourabl b	sleto F	wourabl Unfavo	ura Favoura	bl Unfavour	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to Fa	avourabl	ble to	eto	ble to	e to	ble to Fa	vourabl Un	favoura Fav	ourabl Uni	favoura			Not		Not		Not		Not		Not		Not N	vational	from
	Total	Conservati	Labour	Liberal Democrate Reform	UK Other	Romain	Leave	Favourabl	Unfavoura blo to Conr	a Favourabi	blotolab	etoLib bi	etolib et Domr	Doreen G	areen Roctu Ro	e to bie t	D e to Ke	r bie to Kei	Daway	Die to Ed	e to Nigel	Farana	Result	Rachel e	to Kemi	Radenoch	Kupert	Kupert	Trumo	Donald e	Ridon R	eto Joe et Bidan M	O Elon Die	to Elon N	ich ich	ad Follow	ng totowin	g Followin	g tollowing	g Following	3 tollowing	closely	rollowing	clocolu	clocolu	Following 1	clocolu	Public P	Inquirier
	(4)	(8)	(0)	(D) (E)	(5)	(G)	(4)	(0)	(1)	(v)	(1)	(M)	(N)	(0)	(P)	(O) (P)	(5)	(71)	(11)	00	040	(Y)	00	(7)	(a)	(b)	(c)	(4)	(a)	(6)	(a)	(b)	(1)	(1)	(k) (0)	(m)	(a)	(0)	(0)	(a)	(1)	(c)	(*)	(u)	6d	(w)	(v)	60	(1)
	(~)	(0)	(c)	(0) (0)	(0)	(0)	60	19	(4)	(4)	(4)	(14)	(*)	(0)	(*)	(4) (4)	(-)	(0)	(0)	(*)	(**)	(4)	(1)	(*)	(=)	(0)	(4)	(0)	(e)	(0)	60	(4)	07	07	(4) (4)	(m)	(14)	(0)	(9)	(4)	(0)	(4)	(9	(0)	(•)	(••)	(*)		(4)
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	124 425	691	403	911	180	594	502	572	472	656	365	560	430	506	435
Does apply	304	58	64	12 117	8	51	187	113	118	64	205	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	197	105	257	43	163	138	201	91	183	94	167	113	186	74
	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%	16%	32% 423	28%	26%	28%	24%	27%	27%	35%	19%	28%	26%	29%	26%	37%	17%
		COF	r	• BCDF	• •		G	JKLMNOPR	OR	OR	JKMOR	JOR J	KMOR	R 3	IMOR II	LMNOPR	Xd	suxnedigi	Xbdtj	succeditg	STUVXYZabde fahii		×d	sumbeligi st	UVXYZ5dfg N	Xd S	TUVXYZabde febil	x s	ituvxvzbdłg Ni	хd	sxbdtj su	ornbeltgi stur	nvzbdfg bi	xd								t						z	
Does not apply	616	71	260	76 6	89	354	116	77	445	225	262	207	148	744	140	27 508	199	283	193	147	32	520	139	273	56	386	13	411	62	514	154	244	53	513	69 177	403	207	507	97	354	256	789	297	368	203	326	233	220	310
	54%	41%	69%	87% 4%	82%	78%	30%	33%	69%	69%	45%	68%	43%	76%	47%	9% 909	70%	47%	68%	48%	11%	89%	71%	48%	31%	73%	8%	88%	74%	72%	67%	48%	27%	71%	56% 403	58%	51%	56%	54%	60%	51%	51%	63%	56%	56%	58%	54%	43%	71%
			85	BC* *	BCE*	н		0	ILNPO	ILNPO	10	ILNPD	10 11	KLMNPQ	10	URANN	PQ TVWZaci	hi Wacei	TWWZacebi	Wacei		STUVWYZabc	TVWZacebi	Wacei	Ws	TVWZacebi		STUVWYZabs	Ws	TVWZacehi TV	WZacehi	Wacei	We TV	WZacehi						,									v
																						efghij						etghij																					
Don't know	219	42	51	7 21	11	50	78	42	81	37	97	23	59	32	62	52 30	32	99	22	48	47	43	17	88	28	59	22	29	49	93	18	95	37	91	16 78	96	91	148	40	77	109	81	85	105	68	72	84	100	53
	19%	25%	14%	8% 14%	10%	11%	21%	18%	13%	11%	17%	8%	17%	10%	19%	17% 5%	11%	17%	8%	16%	16%	7%	9%	15%	16%	11%	13%	6%	19%	13%	8%	19%	19%	13%	13% 18%	14%	23%	16%	22%	13%	22%	14%	18%	16%	19%	13%	20%	20%	12%
		CDF		· ·			G	KMOR	MR	MR	KMOR	1	KMOR	R 1	IMOR	XMOR	xd	uxrbdtgi		UXYbdg	UKYdg			UXYbdg	uorvdg	жd	Xd		suxnbcettgj	LXdg	suc	xvzbdtgi su	xrbdgj	UNdg			-				٩						*	1	

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.

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
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% 0	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% н	204 41%	131 49%	136 46%	126 48%	85 54%	31 56% *	56 58% *	205 56% Р	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%

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(*)

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

																																											Starmer an	anouncing	Trump's c	laims to O	pinion on w	what to do
		General Election 2024 Vote Ref																																Opinion on Lat	iour Kus	isian Invasion	ar		Current	A conflict in	Grooming G	langs in the n	new plans to	S cut down	acquire Gree	bne bnein	about Groe	,oming
	Iotal		Genera	Election 2024 Vot	e	Reference	5um 2016 voi	ne				Favourable to	o parties											Fav	ourable to	politicians								governmen	t	Ukraine	KGIN	ig Cost of Livin	g Israel	and Gaza	U	x	NHS wait	4 times	Panama	Canal	Gangs in t	ane UK
																																																npiement
																																																ing
																						Unformer						Information Francisco																			Actupa K	Accomme
												Ferrenal LL		UR	hists 7					Unformer	Course here	blata	for such 1	blata C		histo	avourabi	blacks		blata Farm	abl Undarra																IUII P	from
												Pavourabi O	mavoura ra	avourabi	Die to P		ura Pavoura	DI OHIAVOUI	a Pavourao	oniavoura	Favourabl	bie to	Pavourabi	Die to Pa	vourabi	bieto	eto	bieto	e 10	bie to Pavou	abi Oniavo	ara Pavourat	e oniavour.			NOL	:	NOC		NOL		NOC		NOL		NOC	Jaconai	rom
	Tetal	Conservati	Labora .	Liberal Democrat				Favourab	bi Untavour	ra Favoura	abi Untavoura	etolib b	e to Lib e	to Green	Green	e to bie t	o etoke	ir bie to ke	r etotd	ble to Ed	e to Nigel	Nigel	e to Kachel	Rachel e	to Kemi	Kemi	Rupert	Rupert D	binaid	Donald e to J	bie to a	oe e to bior	Die to Elor	NEI GOOD NEI	Bad Folio	wing tollow	ang Follov	wing following	-g Followin	g tollowing	, Following	tollowing	Following	tollowing	Following	tonowing	Public P	Previous
	IOLAI	ve	Labour	Democrats Reform	n ok Othe	r Kenali	n Leave	e to cons	s bie to con	ns etota	10 Die to Lab	Dems	Dems	Party	Party N	norm ok kelom	OK Starme	ir Scarmer	Davey	Davey	Parage	Farage	Reeves	Reeves b	adenoch b	adenoch	Lowe	Lowe	ump	Trump Bios	n biger	INIUSK	MUSK	100 1	55 CIO	sely close	N Close	ery closery	closely	closely	ciosery	closely	closely	closely	closely	closely	.nquiry in	inquiries
	(A)	(B)	(C)	(D) (E) (F)	(G)	(H)	(1)	(I)	(K)	(L)	(M)	(N)	(0)	(P)	(Q) (R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f) (g)	(h)	(i)	(j)	(k) (1) (1	n) (n)	(o)) (p)	(q)	(r)	(2)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 11	8 112	485	344	238	646	373	521	328	326	351	316	278 600	313	541	304	299	276	616	226	533	193	539	159	493	259	726 244	493	212	720	147 3	76 7	21 383	92	4 175	639	462	587	471	669	367	592	416	468	475
Weighted have																																																
weighted base	1139	1/1	3/5	95 14	4 105	454	381	232	644	327	565	302	344	321	333	304 564	284	238	284	305	300	584	194	5/1	180	525	161	466	254	/12 22	507	195	720	124 4	29 6	91 403	91	1 180	594	502	5/2	472	656	3955	560	430	506	4.95
Does apply	282	58	62	11 10	0 11	53	167	102	122	69	184	67	127	51	124	205 30	56	195	67	107	210	25	38	191	84	88	121	36	142	95 50	162	107	106	39 1	60 1	81 91	24	1 32	152	122	182	82	180	76	149	101	173	69
	25%	34%	17%	11% 69	% 109	12%	44%	44%	19%	21%	33%	22%	37%	16%	37%	67% 5%	20%	33%	24%	35%	70%	4%	20%	33%	46%	17%	75%	8%	56%	13% 229	32%	55%	15%	32% 3	7% 2	5% 23%	6 26'	% 18%	26%	24%	32%	17%	27%	21%	27%	24%	34%	16%
		CDF		• BCD	r		G	JALMOR	R	OR	MOR	OR	JKMOR	R	INMOR I	KLMNOPR	Xdtj	sumbdig	Xbdfj	succeding	STUVXYZabde fahil		xdf	suxnedigi ST	UVXYZbdfg N	Xdf ST	UVXYZabde fehil	x stu	/KVZabdf ahi	Xd Xdt	sumbe	gi STUVXYZabo ahi	f Xdf				P				t .		v				1	
Does not apply	565	68	243	70 1	83	326	109	70	413	206	241	194	137	227	133	33 467	177	264	184	137	35	475	131	252	57	353	18	384	54	474 155	213	45	476	61 1	62 3	80 183	3 46	6 88	327	233	261	275	345	181	306	209	206	281
	50%	40%	65%	74% 71	6 763	72%	29%	30%	64%	63%	43%	64%	40%	71%	40%	11% 839	62%	44%	65%	45%	12%	81%	68%	44%	32%	67%	11%	87%	21%	67% 683	476	23%	66%	49% 3	8% 5	5% 45%	6 51	% 49%	55%	45%	46%	58%	53%	49%	55%	49%	41%	64%
										11400			10	1010	10	100 100	100 TOM/Tem	bi Minard	ThistTreeh	Weed		TT AGAN TANA	TotalTenski	Weent	Minut 7	DOM Transfer		TINGOTAN	140-	DOMESTIC DOMESTIC	abi Missa	140-	Tabl															
				-	10.5			4	intera	interio.		in the second	14 1	annard.	154	1362.000	rig irman	- wate		water		efghij	1 VIII ALGIN	water	w.e.	******		efghij		TTTLACES TTTLA		w.	TTTTAALEIN															*
Don't know	292	45	70	14 34	4 15	75	105	59	110	52	140	41	80	43	77	66 67	51	139	33	61	55	83	24	128	39	85	23	46	59	143 23	132	42	138	23 1	06 1	31 129	3 20	4 61	114	147	128	116	130	109	105	120	126	85
	26%	26%	19%	15% 23	5 145	17%	28%	26%	17%	16%	25%	14%	23%	13%	23%	22% 129	18%	23%	12%	20%	18%	14%	13%	22%	22%	16%	14%	10%	23%	20% 109	26%	22%	19%	19% 2	5% 1	32%	6 22	% 34%	19%	29%	22%	74%	20%	30%	19%	28%	25%	20%
								NAME OF TAXABLE			NAMO O		NAME OF COLUMN		1000	1403	1004	Inchester		1000da	Line .			Uniteda	100kda				Charles .	100hda	rinawood	Links and	100 bete															
								Jointon			JAMON						unag	-Arecagi		148	-46			and a state of the							fei	and average	and a second													-		

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.

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	Ge	nder	Aggre	gated Age E	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% н	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% 0	125 18%	83 19%	48 23% v	53 18%	49 18%	41 15%	175 18%	23 15%

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(*)

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

																																					Opinion on	Labour F	lussian Inva	usion of			Current co	nflict in Gro	ooming Gar	Sta Ags in the ner	armer annr w plans to r	ouncing cut down ac	Frump's clai quire Green	iims to O	pinion on w about Gro	what to do ooming
	Total General Election 2024 Vote							um 2016 voti					Favourable	to parties												Fan	vourable to	o politicians									governm	ent	Ukrain	ie 8	ising Cost o	of Living	Israel an	d Gaza	UK		NHS wait #	times	Panama C	anal	Gangs in t	the UK
	Total General Election 2024 Vo																																																			mplement
																																																				ing
																																																			Set up a F	Recomme
																Jnfavoura								Unfavoura	U	infavoura	U	Unfavoura I	Favourabl	Unfavoura	Favourabl	Unfavoura																			full	ndations
													Favourabl	Unfavoura B	Favourabl	ble to	Favourabl	Unfavoura	Favourabl I	Unfavoura	Favourabl I	Unfavoura	avourabl	ble to F	Favourabl	ble to Fi	avourabl	ble to	e to	ble to	e to	ble to F	Favourabl I	Unfavoura P	avourabl	Unfavoura				Not		Not		Not		Not		Not		Not M	National	from
		Conservat		Liberal					Favourabl	Unfavoura	a Favourab	Unfavoura	e to Lib	ble to Lib e	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	to Nigel	Nigel e	to Rachel	Rachel e	to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon N	ET Good M	ET Bad Fo	flowing for	ollowing Fo	llowing fo	lowing	ollowing	following Fo	allowing fo	allowing Fo'	allowing fr	ollowing Fr	allowing fr	ollowing	Public	Previous
	Total	ve	Labour	Democrat	Reform UK	C Other	Remain	Leave	e to Cons	ble to Con:	is e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves B	adenoch E	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job (losely	closely (losely	closely	closely	closely o	losely /	closely c'	closely	closely /	closely /	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(w)	(X)	(11)	(Z)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(2)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
University to the second	44.30	470	207		44.0		407	244	220	646	272	6.01	330	336	254	216	270	600	242	C 41	204	100	370	646	226	F33	403	6.20	450	403	350	774	244	400	212	770	447	336	734	343	024	475	c 20	100	507	479		24.7	500		400	177
onweighted base	1139	1/8	39/	33	110	112	460	344	236	640	3/3	521	328	320	351	210	2/6	602	313	241	304	299	2/6	010	220	333	193	539	123	473	259	720	244	495	212	720	14/	376	/21	363	324	1/5	039	402	367	471	009	367	392	410	400	4/3
Minishand base																																																				
weighted base	1139	1/1	3/5	32	144	109	454	381	232	644	327	565	302	344	321	355	304	564	284	298	284	305	300	584	194	5/1	180	525	161	466	254	/12	229	507	195	720	124	429	691	403	911	180	594	502	5/2	472	656	505	560	430	506	435
Does apply	471	80	126	21	100	33	139	204	129	209	108	237	126	144	115	140	219	113	93	260	117	123	218	116	64	249	94	151	124	104	158	200	84	213	117	207	52	188	788	174	370	43	242	171	264	137	276	122	242	145	218	154
	27%	47%	2.0%	2256	70%	20%	21%	52%	S G M	22%	22%	47%	47%	42%	26%	42%	71%	20%	22%	4216	A196	40%	7216	20%	22%	A496	5.7%	201	77%	22%	67%	1916	27%	47%	60%	201	47%	A496	47%	2116	41%	2496	A196	2.4%	46%	201	42%	22%	4216	2/16	42%	25%
	3174	47.0	34/4		70.5	30.0	31.0	3374		3374	3370	42.0	41.70	44.74	30.0	44.70	72.70	1074	3370	4370	41/4		1374	20/0	3370		51.74			****	01.70	10.5	3174	42.70	0070	2.374	42.00	44.0	41.70	31/1	44.74	14/4	41.0	3474		1.570	44.70	3374	4374	3474	4370	3370
		CDF			BCDF*			G	JKUMNOPR	*	R	, pa	JKOR	JKR.	*	JKR	UKLMNOPR		Xd	sxibdtj	skybdij	xbdfj S	fahil		Xd	sxnbdtj st	N N	xd S	fehil		ahi	Xd	Xbdfj	skvbdtj S	hi	Xd					P		'		t		v		×		1	
Does not apply	510	63	205	62	27	65	258	123	74	351	177	250	151	161	181	156	53	393	158	257	147	149	50	400	116	244	67	325	25	326	63	401	127	208	51	411	61	178	320	182	411	84	284	217	237	245	300	165	256	202	204	232
	45%	37%	55%	66%	19%	60%	57%	32%	32%	54%	54%	44%	50%	47%	56%	47%	17%	70%	56%	43%	52%	49%	17%	68%	60%	43%	37%	62%	15%	70%	25%	56%	55%	41%	26%	57%	49%	42%	46%	45%	45%	47%	48%	43%	41%	52%	46%	45%	46%	47%	40%	53%
			85	85*		95*	н			ILNPO	ILQ.	10	10	10	ILMNPO	10		UKLMINDPO	TWZacehi	Worl	TWZacebi	TWZacebi		STUVWYZabc T	UVWZacebi	Worl	Wcei S	STUVWZacef		STUVWYZabs	Ws	TVWZacehi	TWZacehi	Worl	Wc	TVWZacebi																v
																								efghij				N		etghij																						
Don't know	208	28	43	12	17	11	58	54	29	84	41	78	25	39	25	36	33	57	34	82	20	34	31	68	14	78	18	49	12	36	33	112	18	86	27	101	11	63	84	97	130	53	67	114	71	90	79	78	63	83	84	51
	18%	16%	12%	12%	12%	10%	13%	14%	12%	13%	13%	14%	8%	11%	8%	11%	11%	10%	12%	14%	7%	11%	10%	12%	7%	14%	10%	9%	7%	8%	13%	16%	8%	17%	14%	14%	9%	15%	12%	24%	14%	30%	11%	23%	12%	19%	12%	21%	11%	19%	17%	12%
					•	•				MOR	MD	MOR							Und	Utbcdg				UNbd		Utbcdg					Utical	UWWWbcdgj	,	TUVWXYZabc	Uffcdg	untbodg						0		q						w		
																																		de																		

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

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 thi	nk each of t	he following	statement	s does or do	es not appl	, to The Lea	der of the L	iberal Demo	ocrats, Ed Da	avey?
	An honest person	In touch with ordinary people	Has a lot of personalit y	Has the right plans for Britain	A capable leader	Understan ds the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienc ed leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(К)	(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% DGHUKL	238 21% GK	371 33% DGHIJK	397 35% DGHUKL	198 17%	278 24% DGK	281 25% DGK	272 24% DGK	191 17%	355 31% DGHIJК
Does not apply	248 22%	300 26% A	324 28% A	331 29% АВЕН	295 26% A	305 27% A	311 27% A	299 26% A	363 32% ABCDEFGHK	345 30% ABEFGH	322 28% AE	338 30% ABEFH
Don't know	469 41% BCF	434 38%	413 36%	570 50% ABCEFIJL	473 42% BCF	437 38%	630 55% ABCDEFHIJL	562 49% ABCEFIJL	495 43% BCFL	522 46% ABCEFL	626 55% ABCDEFHIJL	446 39% C

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(*)

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	Ge	nder	Aggre	gated Age E	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	423 37%	232 42% c	186 32%	96 31%	121 32%	206 46% DE	269 42% н	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%	43 20%	47 16%	72 26% т	69 25% т	207 21%	38 25%
Don't know	469 41%	189 34%	273 48% B	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% 0	278 40%	190 43%	104 49% UV	126 44% V	98 35%	95 34%	396 41%	62 41%

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(*)

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

																																					Opinion of	n Labour	Russian Inv	asion of			Current c	onflict in G	rooming Gar	St: ungs in the nev	tarmer ann w plans to e	ouncing T cut down ace	/rump's clai quire Green	lims to Op	pinion on wh about Grov	hat to do
	Total		Gen	eral Electio	2024 Vote		Referen	dum 2016 v	ote				Favou	rable to parti	es												Favourable	o politicians									govern	iment	Ukraii	ne	Rising Cost	t of Living	Israel ar	ıd Gaza	UK		NHS wait t	times	Panama C	Canal	Gangs in th	the UK
																																																			line	.nplement
																																																				ing
																																																		5	Set up a R/	Recomme
																Unfavo	ura							Unfavou	3	Unfavour	a	Unfavoura	Favourabl I	Unfavoura	Favourabl	Unfavoura	1																		full r	ndations
													Favour	abl Unfavou	ura Favoura	abl blet	Favoura	abl Unfav	oura Favour	abl Unfavo	ura Favour	abl Unfavo	ura Favour	abl ble to	Favourab	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not N	lational	from
		Conserva	5	Liber	4				Favour	abl Unfavo	oura Favou	rabl Unfavor	ura eto L	ib ble to L	ib e to Gre	en Gree	n eto	ble	to e to Ke	ir ble to F	Keir e to B	d ble to l	Ed e to Ni	zel Nizel	e to Rache	el Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good	NET Bad	Following f	ollowing	Following	following	Following	following F	ollowing f-	following Fc	lowing fe	ollowing Fo ^r	allowing fr	ollowing	Public F	Previous
	Total	ve	Labou	r Democ	ats Reform	n UK Othe	r Remai	in Leav	e to Co	ins ble to 0	Cons e to	Lab ble to L	ab Dem	s Dems	Parts	Part	Reform	UK Refor	m UK Starm	er Starm	er Dave	v Dave	Farag	e Farace	Reeves	Reeves	Badenoch	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	iob	iob	closely	closely	closely	closely	closely	closely	closely	closely c	closely	closely c'	doselv	closely I	Inquiry P	Inquiries
	(6)	(9)	(0)	(0)	(5)	(6)	(G)	(11)	m	(1)	1 14	1 (1)	(84)	001	(0)	(9)	(0)	15	(5)	(71)	40	00	040	(11)	00	(2)	(a)	(b)	(4)	640	(0)	(1)	(a)	(64)	(1)	(1)	(14)	m	(m)	(n)	(0)	(a)	(a)	(1)	(r)	(*)	643	6.0	fuel	(*)	60	(1)
	(~)	(0)	(0)	(0)	(1)	, ,	(0)	(1)		(4)	/ (n	/ (4)	(14)	(4)	(0)	(*)	(40	6	4 (2)	(0)	(0)	(•)	()	(4)	(0)	(*)	(4)	(0)	(4)	(0)	(e)	(4)	167	(4)	107	0/	(4)	(0)	(m)	(14)	(0)	(9)	(4)		(4)	(9	(4)	(*)	(w)	(*)		(+)
Unweighted base	1139	178	397	99	118	8 112	485	344	238	646	6 37	3 521	328	326	351	316	278	60	12 313	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	4 105	454	381	232	644	4 32	7 565	302	344	321	333	304	56	54 284	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
Door apply	433		101					170		243			200		400	107			4 4 6 9	467			407	245	120	102	70	244	~	100		300	45.4	1.00	10	200	ar		222		200		202	130	340	457	205	103	100		474	227
	72.5	201			3.5				174	200		2 200			100	200	200		N 100	207			207	145		2264		444	202	4700	200	4444		200		4700	COV	200	54.5	224	100	300	100	200	1745	137	400	200	200	204	204	1.3.5
	3/%	38%	51%	017	239	N 30X	4736	30%	4235	307	⁷⁶ 55	20%	037	5 20%	50%	519	30%	+3	36 30%	20%	5 75%	18%	30%	4235	0276	52%	4475	4175	39%	43%	30%	4175	00%	2.676	30%	+5%	06%	20%	4/76	2.5%	40%	20%	43%	25%	4375	33% 4	40%	20% 3	21%	20%	20%	54%
		E	BCF.	861.			н		LNP	LNP	P ULNP	QR N	UKLNOP	POR	ANPOP	t N	LN	U	P TVWXZab Ni	cdef V	STVWXX	abc	TVh	TV2hi	TVWXZabcdi Ni	ef TVh	TVillZehi	TV2hi	TVN	TVZN	TVN	TVZhi	stvWXZabcd eftii	v	v	TV2fhi	1		n		P		*		t		v		×			Y
Does not apply	248	36	52	9	60	27	78	101	49	149	9 45	5 170	25	161	38	130	88	10	15 40	184	19	167	91	110	30	168	47	130	57	103	85	128	24	168	69	130	15	143	131	107	186	47	105	131	134	96	130	96	103	115	152	66
	22%	21%	14%	9%	429	6 259	17%	26%	21%	239	% 14	% 30%	8%	47%	12%	393	29%	19	96 14%	31%	5 7%	55%	30%	19%	16%	29%	26%	25%	35%	22%	34%	18%	11%	33%	35%	18%	12%	33%	19%	27%	20%	26%	18%	26%	23%	20%	20%	26%	18%	27%	30%	15%
					8000				1240	1940				100 100 00		1001040				F11000-0		CTI DATOCT	the Fillend	al Film		TI CODATA	Ti Dotter	Turnet at	F1 (Stable)	FUIDORES!	CINCOLARS.	114		F1000ediat	F100reheller	114				_												
					actor						~ ~	GUNDA		1342/HOPS	-	134.0410				304100	-61	defghi	and souther	u ~4		Annang	Annig	3200.083	JOX 100 E	Juxing	Juction	- 18		Jurineli	JOX HOUSE	ug								4						-		
Don't know	469	71	132	78	50	43	165	147	85	253	2 11	0 234	69	115	172	101	105	21	15 83	247	42	84	101	229	43	222	53	181	42	164	78	295	54	200	67	282	74	175	737	205	357	86	199	744	189	219	221	166	172	201	220	136
	405	11	200	200	30		200	2742	270	200			220		2000	200	200			4100		170	201	200	224	2000	200	244	200	200	2444		174	200	244	2004			247		201	400	244	4000	334	400	2400		2444	1714		200
	41%	42%	35%	50%	359	n 399	36%	3/%	3/%	399	78 34	n 41%	23%	s 34%	38%	309	55%	38	os 29%	41%	15%	27%	34%	39%	22%	59%	30%	34%	20%	33%	21%	+1%	25%	35%	54%	30%	13.0	41%	34%	21%	39%	40%	34%	+3%	33%	40%	34%	40%	31%	47.75	4475	31%
									м	XMP	P M	KMNPC	۹.	M	M		м	м	p Ur	SUVWYA	bcde	U	UYcg	SUVYabcde	t U	SUVFaceg	U	UVIg	U	uvvg	UY	SUVWrabcde		SUVYaborg	UYcg	SUVYabcdeg		k						٩						w	z	

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	404 36%	210 38%	190 33%	95 30%	125 33%	185 41% DE	258 40% н	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% R	94 21%	51 24%	66 23%	87 31%	83 30%	259 27%	37 24%
Don't know	434 38%	172 31%	257 45% В	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% 0	256 36%	179 41%	99 47% UV	118 41% U	74 27%	90 33%	366 38%	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(*)

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

																																				Opinion on	Labour	Russian In	vasion of			Current	t conflict in	Grooming	Gangs in the r	starmer an new plans tr	nouncing o cut down ar	Trump's cla quire Gree	aims to Or Inland and	Jpinion on w about Gro	what to do ooming
	Total		Genera	al Election 2024 Vote		Referend	um 2016 vote					Favourable	e to parties													avourable to p	politicians									governm	nent	Ukra	line	Rising Cos	t of Living	Israel a	and Gaza	U	JK	NHS wait	times .	Panama	Canal	Gangs in f	the UK
																																																		in Setupa í	ing Recomme
															Unfavoura								Unfavoura		Unfavoura	U	nfavoura	Favourabl L	Unfavoura	Favourabl	Unfavoura																			full	ndations
												Favourabl	Unfavoura	Favourabl	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl I	Unfavoura	Favourabl	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	avourabl U	nfavoura				Not		Not		Not		Not		Not		Not /	National	from
		Conservati		Liberal				Favourabl	Unfavoura	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nizel	Nigel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon bi	le to Elon M	ET Good	NET Bad	Following	following	Following	following	Following	a following	Following	following f	following	following F	ollowing	following	Public	Previous
	Total	ve	Labour	Democrats Reform	UK Othe	r Remain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UR	Starmer	Starmer	Davev	Davey	Farage	Farage	Reeves	Reeves	Badenoch Ba	adenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	iob	iob	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D) (E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(1)	(u)	(v)	(w)	(x)	(y)	(2)
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	102	304	94	348	49	266	132	240	145	282	103	252	122	131	229
	36%	35%	47%	68% 21%	31%	45%	34%	41%	36%	53%	28%	69%	15%	48%	26%	32%	41%	55%	27%	76%	14%	34%	41%	59%	31%	43%	38%	33%	40%	32%	40%	58%	28%	31%	42%	60%	24%	44%	23%	38%	27%	45%	26%	42%	31%	43%	28%	45%	28%	26%	52%
		E	855	BCDP*		н		LNPQ	LNP	ULNPOR	N	UKUNOPOR		JUNPOR	N	N	JLNPQ	TvWXZabcdef hii	v	STVWXYZabc defehii		TVh	TVZehi	TVWXZabcdef hii	τv	TVWZcehi	TV2h	v	TVZh	v	TVZehi	TvWXZabcdef Ni	v	v	TVWZehi	1		n		P						v		×			Y
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
	26%	32%	20%	9% 48%	28%	21%	36%	28%	28%	19%	36%	11%	56%	17%	48%	36%	22%	18%	36%	10%	62%	38%	22%	17%	36%	34%	29%	40%	27%	38%	23%	16%	39%	39%	23%	18%	40%	24%	31%	26%	26%	24%	30%	28%	27%	26%	29%	27%	30%	34%	20%
		œ	P	• BCDF•	D*		G	KMD	KMOR	м	UKMOR		LIKLMOPQR	м	LIKLMOQR	LIKMOR	MO	U	suxnbdfgj		tuwxyzabc defghij	sumbdig	Ug	U	succedigi	suoritgi	succifigi	suxrbdfgj	suxrtgi	sucredfgi	surg	U	suxnedigi	succedigi	SUNg		k						٩							1	
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	185	220	174	199	201	156	158	179	203	122
	38%	34%	33%	23% 31%	41%	34%	30%	31%	35%	29%	36%	19%	29%	35%	27%	32%	36%	26%	37%	14%	24%	28%	37%	24%	33%	23%	32%	27%	33%	30%	37%	26%	33%	30%	35%	22%	37%	32%	45%	35%	46%	31%	44%	30%	42%	31%	43%	28%	42%	40%	28%
				· ·	D*			м	KMNP	м	MNP		м	KM	м	м	KMNP	U	SUVWYZacg		U	U	SUVWYabcdg	U	UVYa	U	SUVYa	U	SUVYag	Ua	SUVWrabcdg	U	SUVYa	U	SUVYag		k		-		0		٩							1	

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.

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	Ge	nder	Aggre	egated Age E	reaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	402 35%	216 39% c	181 32%	96 31%	115 31%	191 42% DE	248 39% н	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%	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% 0	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(*)

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		Genera	Election 2024 Vot		Referen	dum 2016 vo	ote				Favourable to	o parties											Fa	vourable to	o politicians								Opini	on on Labour	Russian Ir Ukra	vasion of aine	Rising Cost of	C	Durrent confli Israel and G	lict in Grou	uming Gangs in UK	Starme the new pla NHS	r announcing .ns to cut dow wait times	Trump's n acquire Gr Panar	s claims to reenland and ma Canal	Opinion on v about Gr Gangs ir	what to do rooming n the UK
														Uni	avoura							Unfavoura		Unfavoura	ı	Unfavoura	Favourabl	Unfavoura Fa	avourabl	Unfavoura																	Set up a full	implement ing Recomme ndations
												Favourabl U	nfavoura Fa	wourabl b	leto Fa	wourabl Unfav	ura Favour	abl Unfavour	a Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to F	avourabl	ble to	e to	ble to	e to	ble to Fav	ourabl Unfa	avoura Favo	urabi Unfav	oura			Not		lot		Not	Not		Not		Not	National	from
	Tetal	Conservati	Laborer	Liberal				Favourab	bl Unfavoura	a Favourabl	Unfavoura	etoLib b	le to Liber	to Green G	ireen	e to ble	o etoKa	ir ble to Ke	r eto Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel o	to Kemi	Kemi	Rupert	Rupert	Donald	Donald et	o Joe ble	to Joe e to	Elon ble to	Elon NET Go	od NET Bad	Following	following	Following fol	owing Fol	dowing folly	rowing Foll-	swing following	ng Followi	ig following	¿ Following	; following	Public	Previous
	IOGAI	we	Labour	Democrats Kelor	n ok Othe	r Kena	n Leave	e to cons	s bie to con	is eto cab	Die to Lab	Dems	Dems	Farty F	arty Ru	HOPHICK KEIOH	IOK Starm	tr Scarmen	Davey	Davey	Parage	Farage	Reeves	neeves e	adenoch	badenoch	Lowe	Lowe	Trump	Trump B	iden bi	Gen ML		ak job	job	cioseiy	closely	closely c	Jsery C	Josefy Clo	Josefy Cic	Sery Closen	y closely	ciosery	closely	closely	inquiry	inquiries
	(A)	(8)	(C)	(D) (E) (F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q) (R)	(5)	(1)	(U)	(V)	(W)	(X)	(*)	(2)	(a)	(D)	(c)	(d)	(e)	(1)	(g) ((h) (i) U	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(1)	,s) (t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 11	8 112	485	344	238	646	373	521	328	326	351	316	278 60	313	541	304	299	276	616	226	533	193	539	159	493	259	726	244 4	193 21	12 72	147	376	721	383	924	175	639 4	462 5	87 471	669	367	592	416	468	475
Weighted base	1139	171	375	95 14	4 109	454	381	232	644	327	565	302	344	321	333	304 56	284	598	284	305	300	584	194	571	180	525	161	466	254	712	229 5	507 19	15 72	124	429	691	403	911	180	594 5	502 5	,72 472	656	365	560	430	506	436
Does apply	402	62	169	57 3	7 20	104	121	01	720	162	154	102	6.2	150	96	102 22	150	166	211		106	721	117	179	77	100	50	190	95	372		120 6	2 20	2 74	101	206	90	246	49	261	125	242 141	292	06	260	115	110	227
	35%	31%	45%	55% 26	% 36%	43%	34%	39%	37%	50%	27%	64%	15%	47%	26%	33% 409	53%	28%	74%	18%	35%	39%	58%	31%	43%	38%	36%	40%	34%	38%	3% 2	5% 32	% 39	60%	24%	44%	22%	38%	27%	44%	27%	42% 30%	43%	26%	46%	27%	23%	54%
			86	827.	•	н		LNP	LNP	ULNPOR	N	UKUNOPOR		LNPQR	N	UNP JUN	TVWXZab	def V	STVWXYZabo defehil		TVh	TVZh	TVWXZabcdef hi	TVb	TVZehi	TV2h	TVh	TVZN	Vh	TVZh STVN	/XZabcd	v v	TVZ	1		•		P		r		1	v		х			v
Does not apply	324	67	89	13 6	5 32	121	132	69	194	59	224	42	198	64	167	117 14	54	232	37	198	111	150	41	222	64	174	66	139	99	182	37 2	213 7	6 19	5 16	184	181	137	257	54	151	165	174 135	186	112	162	131	181	100
	28%	39%	74%	14% 45	% 29%	27%	35%	30%	30%	18%	40%	14%	58%	20%	50%	38% 251	19%	39%	13%	65%	37%	26%	21%	39%	36%	33%	41%	30%	39%	26%	6% 4	2% 39	rs 27	6 139	43%	26%	34%	28%	30%	25%	11%	40% 29%	28%	31%	29%	30%	36%	23%
		0		• 0	• D•		G	KMD	KMOR		LIKMOR	u	KLMOPQR	M UK	LMOQR	UKMOR KMC	U	suxnedig		STUWXYZabc defghij	suoritgi	sug	U	succedigi	suorigi	succifigi	suordigi	succity	suxvetig	sug	sux	nbelfgi suxn	ute pre		k						9						I	
Don't know	413	52	117	30 4	2 38	139	117	72	211	105	187	66	93	107	80	85 19	1 80	199	36	53	82	203	41	170	39	152	36	139	70	256	47 1	165 5	7 74	34	143	205	177	308	77	182	202	156 195	188	156	138	184	206	99
	36%	30%	31%	32% 29	% 35%	31%	31%	31%	33%	32%	33%	22%	27%	33%	74%	28% 341	28%	33%	13%	17%	28%	35%	21%	30%	22%	29%	23%	30%	27%	36%	1% 3	3% 29	ni 33	6 27%	33%	30%	44%	34%	43%	31%	40%	7% 41%	29%	43%	25%	43%	41%	23%
	20/4						31%	M	MNP	MP	MNP			MP		MN	UVI8	UVWIZaci	2374		UV	SUVYZabcdg	U	UVYag	U	UVIg	U	UVYag	uv	SUVW/Zabod	U UV	macg UV	ag UVYab	odg		2014					9	1	100			*	1	

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.

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	Ge	nder	Aggre	egated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Ethr	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	238 21%	138 25% c	98 17%	75 24%	74 20%	89 20%	155 24% н	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% т	86 31%	279 29%	48 31%
Don't know	570 50%	229 42%	332 58% В	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% 0	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(*)

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

																																				Opinion on	Labour	Russian Inv	asion of			Current c	conflict in	Grooming 6	S Sangs in the n	Starmer ann ew plans to	nouncing o cut down a	Trump's cli cquire Gree	aims to Or Inland and	Jpinion on w about Gro	what to do ooming
	Total		Genera	Election 2024 Vote		Referendu	m 2016 vote					Favourable	to parties												Fav	ourable to pol	liticians									governm	ient	Ukraii	ne	Rising Cost	t of Living	Israel ar	nd Gaza	U	ĸ	NHS wait	t times	Panama	Canal	Gangs in f	the UK
																																																		le le	mplement
																																																			ing
																																																		Setupa F	Recomme
															Unfavoura								nfavoura	Um	favoura	Unfa	woura Fav	ourabl Unfa	avoura Fav	urahi Un	nfavoura																			full	ndations
												Fayourabl	Unfavoura	Favourabl	Neto	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl I	Infamura F	avourabl	hieto 8	Favourabl b	Ne to Fa	avourabl bl	eto	eto bi	le to e	to	hie to Fi	wourahl II	nfavoura P	avourabl U	nfavoura				Not		Not		Not		Not		Not		Not /	National	from
		C		1 Bernel				Coursehl	Understand	for some hit			blade 17b		C		histo	a da Mala	bla ta Kala		his to Fd .	An Allert	Atlant .	to Dankal D		An Name 1					Denetal			- An Flam b	to be filmer &	IT Card 1	ULT De d	Collector d	allowing F	- Henrice	dellaudee	Fallender	de lleur de se	Fallender	dellanden d		And and an A	Call and an	fallender	Dublis	Desidence
		Conservati		Liberal				Pavourabi	Ontavoura	Pavourabi	oniavoura	etotio	Die to Lib 4	e to Green	Green	e to	bie to	e to keir	bie to keir	etota	Die LO ED 4	r to wiger	reiger e	to sacher is	achei e	to Kemi K	emi Ki	sperc Ru	spert De	esaid L	Donald I	200306 0	e to see	e to cion b	le to Elon P	iel dood i	VEI DAG	Pollowing 1	olowing P	ronowing	Tottowing	Pollowing	tonowing i	Pollowing	Tonowing Po	JIOWING 1	ronowing Pi	ollowing 1	Jonowing	Public P	Previous
	Iotai	ve	Labour	Democrats Reform	UK Other	Remain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UK	Reform UK	Starmer	starmer	Davey	Davey	Farage	Farage	Reeves R	eeves B	adenoch Bad	enoch L	owe Lo	owe Ir	ump I	Trump	Biden	Biden	Musk	Musk	100	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry P	Inquiries
	(A)	(B)	(C)	(D) (E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	(a)	(b)	(c) ((d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(1)	(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 5	i39	159 4	493 2	159	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 5	25	161 4	466 3	154	712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Descent											-																																							-	
Doesappiy	236	22	109	20 12	19	115	02	30	134	117	12	155	19	115	40	57	134	105	/9	144	20	23	134	80	81	22 1	14	22 1	108	0.5	149	32	70	40	130	00	20	1//	34	197	57	100	/5	130	04	107	22	130	65		125
	21%	13%	29%	40% 9%	17%	25%	16%	25%	21%	36%	13%	51%	6%	35%	14%	19%	24%	36%	13%	51%	7%	20%	23%	44%	14%	29% 2	2%	22% 2	23% 2	5%	21%	42%	14%	25%	22%	54%	9%	26%	13%	22%	20%	27%	14%	24%	18%	25%	15%	28%	15%	15%	28%
			0.05	BEF		н		LNP	LNP	ULNPOR	N	UKUNOPOR		LENPOR	N	LN	JLNP	TVWX2bcdef Ni	v	efahii		TVZh	Tv2h S	efbil	v	TVWZINI T	V2h 1	W2h T	VZh TV	W2h	TV2h TV	WXZabcdef hli	v	TVZh	TVZh	1		•						t.		v		×			Y
Does not apply	331	66	82	7 81	32	105	156	74	192	58	230	32	216	49	175	127	138	60	241	27	212	139	143	36	227	69 1	71	75 1	133 1	109	177	44	223	84	191	19	190	192	133	268	50	158	164	187	131	192	113	162	140	189	105
	70%	20%	22%	9% 57%	20%	7296	41%	2.2%	201/	1916	41%	10%	6214	1.0%	529	47%	75%	2196	40%	956	70%	4614	2.6%	1.9%	10%	29% 2	216	17% 2	1016	296	76%	10%	A456	42%	27%	1.6%	44%	79%	221/	70%	77%	27%	22%	221/	79%	2016	21%	201/	221/	27%	24%
	1.574	3374	11/2	577	2.570	13/2	41.70	34.74	3074	10/0	41.0	10/0	0374	13/4	33%	44.70	1.3/4	****	40.00	374	10.14	40.14	14/4	1070		30/4 3				9.00	1.574	13/10	44.4	-0.0	1.1.11	10/0	44.0	2070	33/4	1.574	11/10	1170	3370	3374	2000	2.570	31.0	1.574	3374	37.74	24/4
		60	D	· BCDF*	D.		G	KMOR	KMOR	м	UKMOR		UKLMOPQR	м	UKUMOQR	UKMOR	KMO	0	SUXYEdigi	s	defghij	UKYZabditgi	0	U SU	omedigi	suxvengi sua	overegi sut	orbahgi su	Jointg SLD	Ybdfgj	Ung	U S	UXYZbdłąj	SUMBER	SUYg		k													1	
Don't know	570	82	183	50 49	59	233	164	100	319	152	263	117	109	159	113	120	291	121	278	113	73	102	307	73	263	58 2	41	51 2	225	82	386	90	214	63	373	38	201	322	217	446	94	275	265	249	257	297	197	242	225	240	208
	50%	48%	49%	53% 34%	54%	51%	43%	43%	49%	45%	47%	39%	32%	50%	34%	39%	52%	43%	46%	40%	74%	34%	53%	37%	45%	32% 4	6%	42% 4	18% 3	2%	54%	39%	47%	32%	52%	31%	47%	47%	54%	49%	52%	45%	53%	44%	54%	45%	54%	43%	52%	47%	48%
								100	ANNO -	NO.	14100			MINO			1144400	Millional	101/ Created				100007-0		(Manual	10	Need	10.44			10000Taba		100 and		1 COLORADO																
		÷	4		r.			~	numPQ	null.	mme Q			mmer Q			1. Manual C	vvedC0	www.aceni			* 51	derhi		water.	• •	10.0	uvw	and a	• 510	deehi		· · · · ·	. 31	ethi										•				-		

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.

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	Ge	nder	Aggre	egated Age B	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	371 33%	204 37% c	162 28%	96 31%	101 27%	174 39% DE	239 37% н	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% т	254 26%	38 25%
Don't know	473 42%	193 35%	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% 0	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(*)

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

																																				Oninion	on Labour	Russian Is	nuasion of			Current	conflict in	Grooming (Sanes in the n	Starmer an	nouncing	Trump's cli	claims to C	Opinion on v	what to do
	Total		Gener	ral Election 2024 Ve	ote	Referen	1dum 2016 v	ote				Favourabl	le to parties													avourable to	politicians									gover	nment	Ukr	raine	Rising Co	st of Living	Israel a	and Gaza	U	ж	NHS wair	t times	Panama	a Canal	Gangs in	n the UK
																																																			Implement
																																																			ing
																																																		Set up a	Recomme
															Unfavoura								Unfavoura		Unfavoura	U	nfavoura	Favourabl L	Infavoura	Favourabl	Unfavoura																			full	ndations
												Favourabl	I Unfavoura	Favourabl	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not	National	from
		Conserva	ti	Liberal				Favoural	bl Unfavour	a Favourab	l Unfavoura	e to Lib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good	NET Bad	Following	following	Following	following	Following	following	Following	following F	Following	following Fi	ollowing f	following	Public	Previous
	Total	ve	Labour	Democrats Refo	rm UK C	ther Rema	in Leave	e to Con	is ble to Con	is e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UB	Reform UR	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch B	adenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F) (G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 1	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 1	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	78	35 181	122	95	219	162	133	204	41	145	83	92	212	151	149	210	39	88	221	117	161	79	171	54	166	87	246	131	120	65	266	80	87	281	85	374	42	245	119	214	139	257	98	234	110	113	211
	33%	31%	43%	62% 1	19%	32% 40%	32%	41%	34%	50%	24%	68%	12%	45%	25%	30%	38%	53%	25%	74%	13%	29%	38%	60%	28%	44%	33%	34%	36%	32%	35%	57%	24%	34%	37%	65%	20%	41%	21%	36%	23%	41%	24%	37%	29%	39%	27%	42%	26%	22%	48%
			86	BCEP*	•	Е* Н		LNPQ	LNP	ULNPOR	N	UKLNOPOR		ANPOR	N	LN	JLNP	TvWXZabcdef hi	v	STVWXYZabc defehii		v	TVWZbth	STVWXZabcd efhii	TVb	TVWZbcefhi	TVh	TVh	TVZh	TVb	TV2h	TVWXZabcdef Ni	v	T/h	TVWZbfh	1		•		P		,		t		v		×			Y
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
	26%	32%	18%	10% 4	18%	27% 219	35%	26%	27%	15%	37%	8%	58%	14%	49%	37%	22%	16%	37%	7%	65%	39%	21%	16%	36%	30%	31%	41%	26%	37%	22%	13%	40%	39%	22%	12%	41%	24%	29%	26%	25%	24%	29%	29%	24%	26%	28%	25%	29%	34%	21%
		co		·	CDF*	D*	G	KMD	KMOR	м	LIKMOR		LIKLMOPQR	м	LIKLMOQR	LIKMOR	KMD	U	suxnedigi		tuwxyZabc defehii	suxnabdfgi	sug	U	sumetgi	suorigi	suxnafgi	suxnabdtg	suxrtgi	suxvetig	surg	U	SUXYabdigi	SUXYabdfgj	sung		k													z	
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
	42%	27%	29%	20% 2	216	4196 200	22%	2.4%	201/	25%	20%	75%	2016	40%	76%	22%	40%	219	20%	1996	721/	2216	4196	24%	26%	76%	27%	76%	28%	2196	4216	20%	26%	78%	4116	7.0%	20%	25%	40%	20%	51%	25%	47%	2216	47%	25%	ASS	22%	45%	44%	21%
	42.0	37.0	30%		•	•		M	MNP	MP	MNP	131	30%	KMNP	20%	MP	KMNP	UVY	UVWIZacegi	1370	1.3/4	UVY	SUVWYZabce	14.0	UVfaci	10/1	SUVYacgi	20%	SUVVacgi	UV	STUVWYZabe	0	UVfaci	U U	SUVW/Zabce	24/0	k	3374	n .	3374	0	3376	9	3374	1	3374	-074	3374	*	1	51%

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
Does apply	397 35%	219 40% c	170 30%	94 30%	123 33%	180 40% D	265 41% н	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%	55 26%	65 22%	88 31% т	82 30%	256 26%	45 30%
Don't know	437 38%	171 31%	261 46% в	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% 0	249 36%	188 43% Q	95 45% UV	124 43% UV	84 30%	84 31%	368 38%	59 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(*)

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		Genera	Election 2024 Vot		Refere	andum 2016	vote				Favourat	hie to narties												Faun	wable to no	nliticians								Opinio	n on Labour	Russian	Invasion of	Rising Cost	t of Liviez	Current o	conflict in	Grooming G	angs in the r	Starmer and new plans to NHS wai	nouncing cut down	Trump's cla Acquire Greev Panama	aims to Op Inland and Canal	about Grov	what to do soming
					-									Course by	Unfavoura	Farman							Unfavoura	U	Infavoura	Unf	favoura Favo	urabi Uni	lavoura Favo	urabl U	Infavoura						-											1	im Setupa R full r	nplement ing Recomme ndations
	Total	Conservati	Labour	Liberal Democrate Refer	en LIK Oth	ar Rom	ale Lea	Favour	abl Unfavo	ura Favou	urabi Unfavou	ra eto Lib	ble to Lib	e to Green	Green	e to Referen LIK	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel et	to Rachel	Rachel e to Recurr Rad	Kemi k	Kemi Ruj	pert R	upert Dor	nald	Donald e to	Joe blet	o Joe e to E	on ble to E	lon NET God	d NET Bac	d Following	following	Following	following	Following	following	Following	following I	Following	following	Following f	following	Public F	Previous
	(A)	(8)	(C)	(D) (E	:) (F	·) (G	i) (H) (1)	(J)	(8	(L) (L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(Z)	(a)	(b) (c)	(d) (e	e)	(f) (z) ()	n) (i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(5)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 11	8 11	2 48	15 34	4 238	646	37	73 521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539 1	59	493 25	59	726 2	14 4	3 21	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95 14	14 10	19 45	4 38	1 232	644	32	27 565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525 1	61	466 25	54	712 2	89 5	07 19	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Does apply	397 35%	56 32%	182 48%	63 2 66% 18 BCEP* *	6 33 % 29	2 21 % 47	2 11 % 311	7 89 % 38% LNPQ	243 389 UNPC	18 56	84 143 76 25% POR N	216 72% UKUNOPOR	47 14%	165 51%	72 22% N	93 30% NP	235 42%	171 60%	147 25% V	219 77% STVWXYZabc	50 16%	102 34% TVZh	238 41% TV2h TV	125 64% WXZabcdef	159 28% 4 TV TV	80 14%	207 5 39% 33 TV2h T	i4 8% -	190 9 41% 36 TV2h TV	91 5%	272 1 38% 55 TVZh TVWG	86 1 96 29 abcdef 1	29 71 76 371 1 TV2	290 40%	79 64%	91 21%	307 44%	83 21%	350 38%	42 23%	275 46%	117 23%	238 42%	143 30%	285 43% v	92 25%	262 47% ×	104 24%	129 26%	225 52%
Does not apply	305	51	70	7 8	о э	D 83	7 14	9 66	175	4	7 217	27	197	44	171	125	121	NI 44	233	defehi 26	196	116	125	N 33	220	61	152 7	3	117 10	00	157 4	2 2	05 74	165	18	185	162	134	232	58	131	164	162	125	168	109	142	138	182	84
	27%	30% CD	19% D	8% 55 • BCE	% 28 s* p*	% 19	% 391 G	% 29% KMOF	і 289 к кмо	i 15	% 39% UKMOR	9%	57% LIKLMOPQR	14% M	51% LIKLMOQR	41% LIKMOR	22% KMD	16% U	39% suxnadigi	9%	64% STUWXYZabc	39% suxrbatgi	21% SU	17% U !	38% 3 sumedigi su	kretigi su	29% 45 acidfgi Suxiv	5% : abdtg s	25% 39 uxntg suxn	9% rodfgi	22% 11 SU	196 40 U SURA	ni 381 beha sumb	i 23% fgi Su	14%	43% k	23%	33% m	25%	32%	22%	33% q	28%	26%	26%	30%	25%	32% w	36% z	19%
Don't know	437 38%	65 38%	123 33%	25 3 26% 26	8 43 36 43	7 15 % 34	6 11 % 301	5 76	222	9	5 204	58 19%	100	112 35%	90 27%	86 28%	207	69 24%	218 36%	39 14%	60 20%	81 27%	221 38%	36 19%	192 34%	39	167 3 32% 2	4	159 6 34% 25	i3 5%	284 9	1 1	73 49 % 251	266	27	153 36%	222	187 46%	330 36%	80 45%	188 32%	221 44%	171 30%	205 43%	203 31%	163 45%	156	188 44%	194 38%	128 29%
					00			м	KMF	N	MNPQ		м	KM	м	м	KMNPQ	UY	SUVWYZabce			uvr	SUVWYabcde	si	UVWYacegi	u su	Wing	u su	VYacegi L	u si	UVW/Zabcd	suw	Yacegi U	SUVWYab	cegi	k						9		4				*	z	

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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% т	262 27%	44 29%
Don't know	630 55%	265 48%	354 62% в	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% 0	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(*)

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

																																					Opinion or	Labour	Russian Inv	vasion of			Current	onflict in	Grooming G	Sangs in the	Starmer a new plans	nnouncing to cut down	Trump's c acquire Gre	laims to (enland and	Opinion on v about Gr	what to do rooming
	Total		Gener	al Election 2	2024 Vote		Referendu	im 2016 vote	2				Favourable	to parties												Fav	ourable to p	oliticians									governi	nent	Ukra	line	Rising Cost	t of Living	israel ar	ıd Gəzə	U	ĸ	NHS wa	.t times	Panama	Canal	Gangs in	the UK
																																																				ing
																																																			Set up a	Recomme
															L	Infavoura								Unfavoura	U	infavoura	Ur	ifavoura Fa	wourabl Ur	nfavoura Fa	wourabl L	Infavoura																			full	ndations
													Favourabl L	Infavoura F	avourabl	ble to	Favourabl	Unfavoura I	avourabl U	Infavoura I	Favourabl I	Infavoura F	avourabl	ble to F	avourabl	ble to Fa	ivourabl	ble to	e to	ble to	e to	ble to Fa	vourabl U	infavoura Fi	avourabl	Unfavoura				Not		Not		Not		Not		Not		Not	National	from
		Conservati		Liberal					Favourabl	Unfavoura	Favourabl	Unfavoura	e to Lib	ble to Lib e	to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	to Nigel	Nigel e	to Rachel	Rachel e	to Kemi	Kemi F	Rupert I	Rupert D	Donald	Donald e	to Joe b	e to Joe	to Elon	ble to Elon M	IET Good	NET Bad	Following	following	Following	following	Following	following	Following	following	Following	following	Following	following	Public	Previous
	Iotal	ve	Labour	Democrat	ts Ketorm	JK Other	Kemain	Leave	e to Cons	ble to Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	Ketorm UK	Ketorm UK	Starmer	starmer	Davey	Davey	Farage	Farage	Reeves	Reeves Ba	adenoch Ba	denoch	Lowe	Lowe	Trump	Trump t	Biden	Biden	Musk	Musk	100	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(\$)	(t)	(u)	(*)	(w)	(x)	(y)	(2)
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	198	21	97	21	14	23	103	54	57	108	101	48	120	20	83	32	60	104	92	56	113	23	54	107	78	68	49	96	41	87	55	114	87	53	46	122	61	34	155	36	161	30	134	57	121	55	140	45	132	56	72	90
	17%	12%	26%	22%	10%	21%	23%	14%	25%	17%	31%	9%	40%	6%	26%	10%	20%	18%	33%	9%	40%	7%	18%	18%	40%	12%	27%	18%	26%	19%	22%	16%	38%	10%	24%	17%	50%	8%	22%	9%	18%	16%	23%	11%	21%	12%	21%	12%	24%	13%	14%	21%
			80	t.	•	E.	н		JLNP	LNP	JUNPOR	N	UKUNOPQR		JUNPR	N	UNP	LNP T	/WXZbdethi i	5	STVWXZabcd efhii		TVZh	TV2th ST	rvwxZabcd efhii	TV TV	WXZbdfhj	TV2h T	rvwzhj	TVZh	TV2h	TVZh TVW	NiZabcdef		TvW2h	TV2h	1		•				1		1		v		х			Y
Does not apply	311	59	82	14	69	28	110	133	67	187	60	216	41	192	55	162	120	127	60	223	28	194	122	128	37	212	63	166	70	131	106	167	37	215	85	169	18	179	178	128	248	52	148	156	172	129	178	106	145	137	177	104
	27%	34%	22%	15%	48%	25%	24%	35%	29%	29%	18%	38%	14%	56%	17%	48%	39%	23%	21%	37%	10%	63%	41%	22%	19%	37%	35%	32%	44%	28%	42%	23%	16%	42%	44%	23%	15%	42%	26%	32%	27%	29%	25%	31%	30%	27%	27%	29%	26%	32%	35%	24%
		œ		•	BCDF*	•		G	KMD	KMOR	м	UKMOR		UKLMOPQR		UKUMOQR	UKMOR	MD	U	suxnedigi		TUWXYZabc defghij	SUNIbdigi	U	U S	sumedigi	suorigi	suoritgi su	uxrbdfgj	suxrig si	uxribdfg	Ug	u s	TUKYZbefgj S	UXYabdfigi	Ug		k													I	
Don't know	630	91	195	60	61	58	242	195	108	349	166	301	141	132	183	139	124	332	131	319	143	89	124	349	79	291	69	263	50	249	93	431	104	239	63	429	44	216	359	239	503	99	311	290	278	288	337	213	283	237	257	242
	55%	53%	52%	64%	42%	53%	53%	51%	47%	54%	51%	53%	47%	38%	57%	42%	41%	59%	46%	53%	50%	29%	41%	60%	41%	51%	38%	50%	31%	53%	37%	61%	46%	47%	32%	60%	36%	50%	52%	59%	55%	55%	52%	58%	49%	61%	51%	58%	50%	55%	51%	56%
				£*	•					MNPQ	NPQ	NPQ			IKMNPQ			UKLMNPQ	Vcel	VWfacehi	WYacei		Vel 1	TUVWYZabc	Vc	VWYacei	v . v	Wfacel	sv	Wiscephi	v s	TUVWYZabc	Vcei	Vacei		STUVWYZabc		k														

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.

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	278 24%	159 29% с	116 20%	80 26%	83 22%	115 25%	183 29% н	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% с	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% В	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% 0	319 45%	243 56% Q	120 56% UV	156 54% UV	114 41%	113 41%	486 50%	67 44%

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(*)

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		Genera	Election 2024 Vot		Referend	dum 2016 vot	e				Favourable to	parties											Far	vourable to	politicians								Opinion on governm	Labour	Russian Inva Ukrain	ision of	Rising Cost of L	Cr iving f	urrent conflic Israel and Ga	tin Groon	ing Gangs in t ⁱ UK	Starmer he new plan NHS	announcing is to cut dow wait times	g Trump's an acquire G Pana	's claims to ireenland and ima Canal	Opinion on d about G Gangs i	n what to do Srooming in the UK
														Unfa	voura							Unfavoura		Unfavoura	U	nfavoura F	Favourabl U	Infavoura Fa	vourabi U	Jnfavoura																	Set up a full	Implement ing Recomme ndations
												Favourabl Uni	favoura Fav	ourabl ble	to Fav	ourabl Unfavou	ara Favoura	bl Unfavour	a Favourab	Unfavoura	Favourabl	ble to	Favourabl	ble to Fi	avourabl	ble to	e to	ble to	e to	ble to Favou	urabl Unfav	oura Favoura	ibl Unfavou	ra			Not		ot	N	ət	Not		Not		Not	National	from
	Tetal	Conservati	Labour	Liberal		Demois		Favourabl	Unfavoura	a Favourabl	Unfavoura	e to Lib ble	etoLib eto	Green Gr	ten o	to ble to	e to Kei	r ble to Kei	r e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel e	to Kemi	Kemi	Rupert	Rupert D	onald	Donald e to	Joe bleto	Joe e to Ela	in ble to Eld	In NET Good	NET Bad	Following fo	ollowing F	ollowing follo	wing Foll/	owing follow	wing Follow	ing followin	g Followin	g following	g Following	g following	, Public	Previous
	(4)	(0)	(c)	(D) (r)	n ok otner	(c)	n Leave	e to cons	(I)	s eto Lab	die to Lab	(MA)	All and a second	arcy Pa	nty Kere	(n)	UK Starme	r scarmer	Lavey	Davey	Parage	rarage (w)	Neeves 04	(7)	(a)	(L)	Lowe	LOWE I	(a)	(f) (c)	en bio	n Nusa	. Music	100	00	(m)	(a)	(a)	.ery cio	(a) (iny close	Jy closely	closely	Closely	Closely	cioseiy	inquiry (.)	Inquiries (a)
	(4)	(0)	(C)	(D) (E) (P)	(0)	(n)	(1)	(1)	(K)	(4)	(M)	(4)	(0) ("	(4) (14)	(5)	(1)	(0)	(V)	(**)	(A)	(1)	(4)	(4)	(0)	(c)	(0)	(e)	(1) (2	5 (n	(1)	0)	(k)	(0)	(m)	(n)	(0)	1 1	(P) (P) (5)	(9	(0)	(4)	(w)	(x)	(9)	(4)
Unweighted base	1139	178	397	99 11	8 112	485	344	238	646	373	521	328	326	351 3	16	278 602	313	541	304	299	276	616	226	533	193	539	159	493	259	726 24	4 49	212	720	147	376	721	383	924 1	/5 6	i39 46	.2 58	471	669	367	592	416	468	475
Weighted base	1139	171	375	95 14	4 109	454	381	232	644	327	565	302	344	321 3	33	804 564	284	598	284	305	300	584	194	571	180	525	161	466	254	712 22	9 50	195	720	124	429	691	403	911 1	80 5	394 50	12 57	2 472	656	365	560	430	506	436
Does apply	278	33	127	45 1	18	148	74	59	168	136	87	163	29	174 9	2	69 155	174	93	155	33	64	162	95	105	51	147	46	179	62	184 10	8 8	53	194	69	52	217	53	242	42 1	189 2	44 10	8 91	195	68	182	82	92	150
	24%	19%	34%	48% 13	5 17%	33%	19%	26%	26%	42%	15%	54%	9%	39% 16	5% 3	3% 28%	44%	16%	55%	11%	21%	28%	49%	19%	29%	28%	29%	28%	24%	26% 47	% 16	6 27%	27%	55%	12%	31%	13%	27% 1	8% 7	32% 17	7% 29	× 19%	30%	19%	32%	19%	18%	34%
			BEF	BCD*		н		LNP	LNP	ULNPOR	N	UKUNOPOR		NPOR	•	NP LNP	TVWXZabo	def V	STVWXZabci efahii		TVh	TV2h	TVWXZabcdef Ni	τv	TVWZh	TVWZh	TVW2h	TVZh	TV2h	TVZh TVWXZ	abcdef V	TVZh	TV2h			•		P		r			v		х			У
Does not apply	299	47	80	13 6	1 34	92	134	65	176	63	194	40	173	46 1	56	104 130	57	208	33	176	116	126	41	199	58	152	66	121	97	160 4	1 19	2 73	165	22	164	171	119	236	30 7	136 1'	52 1F	2 123	167	112	144	129	171	89
	26%	27%	21%	14% 43	% 31%	20%	35%	28%	27%	19%	34%	13%	50%	4% 47	75 3	4% 23%	20%	35%	12%	58%	39%	22%	21%	35%	32%	29%	41%	26%	38%	22% 18	% 38	6 37%	23%	18%	38%	25%	29%	26% 2	8% 2	23% 3/	3% 28	6 26%	25%	31%	26%	30%	34%	20%
		D		• ac	P* D*		G	KMD	KMOR	MO	KMOR	106	LMOOR	UKA	IOQR JK	MOR MO	U	suxnbdfgj		STUWXYZabo defghij	suxnbatgi	U	U	sumodigi	suorigi	suoritgi	suxnedigi	sundg su	ocristifgj	u u	sum	thgi suxred	el u		k					•	1						1	
Don't know	562	91	167	36 6	3 57	214	172	107	300	128	284	99	141	150 1	26	131 279	103	297	96	97	120	296	58	266	71	226	48	216	95	368 8	0 23	1 70	361	33	213	304	232	434	39 7	269 26	66 24	2 257	294	185	235	219	243	198
	49%	53%	45%	38% 44	% 52%	47%	45%	46%	47%	39%	50%	33%	41%	47% 31	3%	3% 49%	36%	50%	34%	32%	40%	51%	30%	47%	39%	43%	30%	46%	37%	52% 35	% 46	6 36%	50%	27%	50%	44%	58%	48% 5	5% /	45% 53	3% 47	6 54%	45%	51%	42%	51%	48%	45%
		D			•			MP	KMP	м	KMNPQ			CMP		M KMNP	Y	SUVWYZabo	•		VYc	SUVWYabcde		SUVWYcegi	Y	SUVYER		SUVYcegi	s	UVW/Zabcd	SUVI	egi	SUVWrabca	Se	k						4							

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.

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	281 25%	168 31% c	107 19%	86 27% E	73 19%	122 27% E	186 29% н	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% с	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%	302 53% В	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% 0	292 42%	204 47%	112 53% UV	130 45% v	102 36%	95 34%	414 43%	71 46%

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(*)

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		Gene	ral Election	2024 Vote		Referende	um 2016 voti	e				Favourable	to parties												Favo	urable to po	oliticians									Opinion on L governme	abour I	Russian Invas Ukraine	sion of	Rising Cost of	Living	Current co Israel an	onflict in nd Gaza	Grooming G U	angs in the 1 K	Starmer a new plans t NHS wa	nnouncing to cut down ait times	Trump's acquire Grr Panarr	claims to (cenland and na Canal	Dpinion on v about Gr Gangs in	what to do .coming o the UK
													Europenhi	Unformera	Enutrahl	Unfavoura	Enourabl	Hefmourn	Eugurahi	Hefavoura	Encourabl	Infanoura E	mourabl	Unfavoura	U	Infavoura	Unf	ifavoura Fi	avourabi U	infavoura R	avourabi i	Unfavoura	Enourabl III	efavoura 6	awww.abl	Hefmourn				Not		Not		Not		Not		Not		Not	Set up a full National	ing Recomme ndations from
		Conservat		Liberal					Faynurahl	Unfavoura	Favourabl	Unfavoura	etolih	he to Lib a	e to Green	Green	e to	hle to	e to Keir	hie to Keir	e to Fd	hie to Fd a	to Nizel	Nigel et	o Rachel	Rachel et	Kemi k	Kemi	Runert	Runert	Donald	Donald	e to loe h	le to loe	e to Flon	ble to Flon	NET Good N	FT Barl F	ollowing to	lowing F	ollowing fol	dowing F	Following	following	Following	following	Following	following	Following	following	Public	Previous
	Total	ve	Labour	Democra	ts Reform	UK Other	Remain	Leave	e to Cons	ble to Cons	s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UR	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage B	Reeves	Reeves Ba	lenoch Bac	denoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely c	losely	closely cl	losely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(1)	(2)	(a)	(b)	(c)	(d)	(c)	(f)	(g)	(h)	(i)	6)	(k)	0)	(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
Does apply	281 25%	31 18%	132 35% BDF	43 45% 807*	25 17%	21 19%	151 33% н	84 22%	70 30% LNPQ	158 24% LNP	134 41% ULNOPOR	88 16% N	161 53% UKLNOPOR	26 7%	112 35% ANPOR	56 17% N	68 22% IN	165 29% JLNP	126 44% TVWXCbcdef	90 15% v	157 55% STVWXZabcd	29 10%	73 24% TVZh	169 29% TvZhj STV	102 53% vwxCabcd	99 17% TV TV	65 36% : /Zbcefhj 1	135 26% TVZh	39 24% TVZh	138 30% TVZbth	67 26% TVZh	184 26% TV2h T	103 45% WWXZbodef	87 17% v	57 29% TVZh	190 26% тvzh	71 58%	53 12%	224 32% n	51 13%	240 26%	36 20%	191 32% ,	86 17%	162 28% t	101 21%	196 30% v	68 19%	190 34% ×	76 18%	92 18%	151 35% у
Does not apply	363 32%	71 42% cD	93 25%	15 16%	78 54% CDF*	35 32% D*	117 26%	163 43% 6	72 31% KM0	213 33% KMOR	69 21% M	251 44% UKMOR	44 15%	222 65% UKLMOPQR	72 22% M	185 56% UKLMOQR	139 46% UKMOR	149 26% км	62 22% U	263 44% suxnbatigi	46 16%	216 71% TUWXYZabc	135 45% suorbatgi	151 26% U	40 21%	257 45% sumetyj s	70 39% :	196 37% LIXIII SI	81 50% uxnabdfgij	144 31% suorg	112 44% suxvetgi	204 29% suixig	47 21%	237 47% suxnbahgi	82 42% suxvdigi	216 30% suxvg	19 15%	206 48% k	214 31%	140 35%	293 32%	56 31%	180 30%	174 35%	206 36% t	139 29%	214 33%	119 33%	183 33%	147 34%	192 38% z	119 27%
Don't know	495 43%	68 40%	149 40% E	37 39%	41 28%	54 49% E*	186 41%	134 35%	89 38% NP	273 42% MNPQ	124 38% MNP	226 40% MNPQ	97 32%	96 28%	137 43% MNPQ	91 27%	98 32%	249 44% KMNPQ	96 34% vya	245 41% UVWYZacehi	80 28% v	60 20%	91 30% V	265 45% SUVWYZabod	52 27%	215 38% UVWYacel	45 25% u	194 37% UV1aci	41 25%	185 40% UVWYacel	75 30% v 1	324 46% STUVWYZabc	78 34% Vfa	183 36% UVYacei	56 29% v	314 44% SUVWYZabcd	34 27%	170 40% k	253 37%	212 53% m	379 42%	89 49%	222 37%	243 48% q	203 36%	232 49%	246 37%	178 49% u	188 34%	208 48% w	223 44%	166 38%

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.

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	l grade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Eth	nicity
	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)	(0)	(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
Does apply	272 24%	144 26%	125 22%	70 22%	70 19%	132 29% E	180 28% н	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% с	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% т	92 33%	295 30%	46 30%
Don't know	522 46%	215 39%	297 52% В	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% 0	302 43%	220 50% Q	110 52% UV	148 51% UV	97 35%	111 40%	445 46%	67 44%

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(*)

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

																																				Opinion	on Labour	Russian	Invasion of			Currer	t conflict in	Grooming	e Ganes in the	Starmer a new plans	announcing to cut down	Trump's	claims to eenland and	Opinion on v about Gr	what to do
	Total		Genera	al Election 2024 Vot		Referen	dum 2016 vo	te				Favourab	le to parties													Favourable to	politicians									80101	roment	Uk	raine	Rising C	ost of Living	israel	and Gaza		UK	NHS w	ait times	Panam	na Canal	Ganes in	n the UK
																																																			Implement
																																																			ing
																																																		Set up a	Recomme
															Unfavoura								Unfavoura		Unfavoura	U	Infavoura	Favourabl I	Unfavoura	Favourabl	Unfavoura	1																		full	ndations
												Favourabl	I Unfavoura	Favourabl	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura				Not		Not		Not		Not		Not		Not	National	from
		Conservat		Liberal				Favourat	I Unfavoura	a Favourab	I Unfavoura	e to Lib	ble to Lib	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel	e to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe	e to Elon	ble to Elon	NET Good	NET Bad	Following	tollowing	Followin	g following	g Followin	g following	Following	g following	Following	(following	Following	following	Public	Previous
	Total	ve	Labour	Democrats Reform	m UK Oth	er Remai	n Leave	e to Con:	ble to Con	s e to Lab	ble to Lab	Dems	Dems	Party	Party	Reform UB	Reform UK	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch B	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	closely	Inquiry	Inquiries
	(A)	(B)	(C)	(D) (E	:) (F) (G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	(11)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99 11	8 11	2 485	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 14	14 10	19 454	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	272	34	118	51 19	5 2	R 154	70	63	156	120	94	187	17	129	44	55	168	114	103	169	20	59	172	91	107	51	144	41	139	59	187	105	84	45	195	59	59	215	49	237	32	195	71	170	94	197	59	185	72	77	160
	24%	20%	31%	54% 10	06 25	% 34%	18%	27%	24%	37%	17%	62%	5%	40%	13%	18%	30%	40%	17%	59%	7%	20%	29%	47%	19%	28%	28%	25%	30%	23%	26%	46%	17%	23%	27%	47%	14%	31%	12%	26%	18%	33%	14%	30%	20%	30%	16%	33%	17%	15%	37%
		E	86	BCD*	5	. н		LNPQ	LNPQ	IJLNPOR	N	UKUNOPOR		ULNPOR	N	N	JLNPQ	TvWXZabcdef hi	v	STVWXYZabc defehii		v	TVW2th	STVWXZabcd efbii	v	TVWZh	TVWZh	TVh	TVW2fh	TVb	TVWZh	TVWXZabcdef Ni	v	Vh	TVW2h			n		р				t		v		×			Y
Does not apply	345	79	87	9 73	3 Z	7 100	167	87	191	72	230	29	218	62	187	136	135	61	244	35	213	134	140	40	232	73	170	76	134	119	176	45	229	91	196	26	195	195	145	272	59	157	181	186	144	206	116	165	152	198	109
	30%	46%	23%	10% 51	% 25	% 22%	44%	37%	30%	22%	41%	10%	64%	19%	56%	45%	24%	22%	41%	12%	70%	45%	24%	21%	41%	41%	32%	47%	29%	47%	25%	20%	45%	47%	27%	21%	45%	28%	36%	30%	33%	26%	36%	32%	31%	31%	32%	29%	35%	39%	25%
		COF	D	• cor	r* D		G	KMOR	KMOR	м	KMOR		LIKLMOPQR	м	UKLMOQR	JKMOR	MD	U	suxnbdfgj		STUWXYZabc	sumbdig	U	U	sumetgi	suxnetigi	succitigi	suxnbelfgj	suontg	succeding	U	U	stuxyzbdigj	suxnbdfgi	suxvig		k						q							z	
Don't know	522	58	170	35 56	6 5	4 200	144	82	296	135	241	86	108	130	103	112	261	108	250	ສາ	73	107	272	62	232	56	211	44	194	76	349	79	195	59	328	39	175	281	209	402	90	241	250	216	234	252	190	210	206	731	167
	46%	2.0%	45%	27% 20	n 40	a 44%	2016	25%	46%	41%	42%	1996	2116	41%	219	27%	46%	29%	42%	28%	24%	26%	47%	27%	41%	21%	40%	77%	47%	20%	40%	20%	28%	20%	46%	27%	41%	4156	5.7%	4416	50%	4196	50%	29%	40%	29%	51%	27%	4916	ACK	29%
	40%	3470	- 576	37.0 332	49	- 4420	36%	33%	40%	4176	~376	+070	51%	~176	3176	3/76	+0%	38%	-4270	£.376	A-475		-776	3470	~170	210		A.7 70	~ 6.70	3.076	375	33%	3876	30%	+0%	3276	41%	4176	32%	4475	30%	~176	30%	30%		3679	3470	3175			3070
									INNPQ	MNP	IMNP			MNP		M	INNIDPO	UVYbei	uvwYacei			Vce	suvwitZabcd anhi		Uvacei		UV106		UVTACE		SIUVW/Zabc deebil	· · ·	UVdel		suv W/Zabcd								٩							I	

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.

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	Ge	nder	Aggre	gated Age B	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inco	ome		Eth	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	191 17%	117 21% c	71 12%	66 21%	56 15%	69 15%	124 19% н	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% т	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% кn	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% в	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% 0	363 52%	262 60% Q	126 60% UV	177 62% UV	133 48%	128 47%	543 56%	74 48%

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(*)

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		General Election 2024 Vote Referendum 2015 vote Favourable to parties																						Fa	avourable to	politicians								Op	inion on Lab government	our Russ	ian Invasion o Ukraine	f Rising	Cost of Living	Current	t conflict in	Grooming	Gangs in the	Starmer an new plans tr NHS wa'	nouncing cut down ; it times	Trump's claim Joquire Greenlar Panama Car	sto Opini .td and ab nal G	ion on what to do bout Grooming dangs in the UK
															Unfavoura								Infavoura	U	nfavoura	U	Jnfavoura	Favourabi L	Infavoura	Favourabl	Unfavoura																	Set fr	Implement ing rup a Recomme Juli ndations
												Favourabl	Unfavoura R	Favourabl	ble to	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl U	Infavoura	Favourabl	ble to	Favourabl	ble to I	Favourabl	ble to	e to	ble to	e to	ble to F	avourabl	Unfavoura Fa	vourabl U	Infavoura			Not		Not		Not		Not		Not	N	Jot Nati-	ional from
	Tetal	Conservati	Laborer	Liberal				Favourabl	Unfavoura	a Favourabl	Unfavoura	e to Lib	ble to Lib e	e to Green	Green	e to	ble to	e to Keir	ble to Keir	e to Ed	ble to Ed	e to Nigel	Nigel	to Rachel	Rachel	e to Kemi	Kemi	Rupert	Rupert	Donald	Donald	e to Joe	ble to Joe e	to Elon b	le to Elon NET	Good NET	Bad Follow	ving followi	ng Followi	ng followin	; Following	g following	f Following	, following	Following	following	Following follo	wing Put	blic Previous
	Iotal	ve	Labour	Democrats Kelor	n ok Othe	r Kemair	n Leave	e to cons	bie to cons	s eto Lab	Die to Lab	Dems	Dems	Party	Party	(=)	(=)	Starmer	scarmer	Davey	Davey	Parage	Farage	Neeves	neeves 1	badenoch e	adenoch	Lowe	Lowe	Trump	Trump	bigen	bigen	INIUSK (III	NUSK J	00 je		ny closer	Close	y closely	closely	closely	ciosery	closely	closely	closely	closely clo	sely inqu	Jury inquines
	(A)	(B)	(C)	(D) (E) (F)	(6)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(K)	(5)	(1)	(U)	(V)	(W)	(X)	(*)	(2)	(a)	(D)	(c)	(d)	(e)	(1)	(g)	(n)	(1)	0	к) () (m) (n)	(0)	(p)	(9)	(r)	(2)	(1)	(u)	(v)	(w) (,×) (9	.y) (2)
Unweighted base	1139	178	397	99 11	8 112	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 1	47 3	6 72	1 383	924	175	639	462	587	471	669	367	592 4	16 4F	68 475
Weighted base	1139	171	375	95 14	4 105	9 454	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 1	24 43	9 69	1 403	911	180	594	502	572	472	656	365	560 4	-30 SC	106 436
Does apply	191 17%	16 10%	97 26%	27 1 29% 9	2 17	92 6 20%	55 14%	51 22%	102 16%	103 31%	46 8%	117 39%	12 3%	89 28%	32 10%	49 16%	104 18%	95 33%	47 8%	116 41%	12 4%	52 18%	104 18%	78 40%	56 10%	41 23%	98 19%	39 24%	85 18%	52 20%	114 16%	82 36%	46 9%	47 24%	120 17% 4	52 2 2% 6	8 15 6 231	9 26 6 6%	159 17%	24 13%	135 23%	50 10%	114 20%	60 13%	142 22%	37 10%	128 / 23% 2	48 6	60 103 12% 24%
			BEF	807°				LNPQ	LNP	ULNPOR	N	UKUNOPOR		ANPOR	N	UNP	JUNP T	VWXZabcdef hii	v	STVWXZabcd efhii		TVZh	TVZh	STVWXZabcd efhii	τv	TV2th	TV2h	TVW2fhj	TVZh	TVZh	TVZh T	WXZabcdef Ni	v т	vwzhj	TV2h		n								v		×		У
Does not apply	322	61	82	10 7	4 31	103	144	67	193	70	221	38	201	57	174	123	135	63	233	30	205	125	142	44	220	69	163	69	137	108	172	45	224	82	179	21 12	3 18	3 133	263	49	154	160	183	129	182	118	158 1	136 1	181 108
	28%	36%	22%	11% 51	% 283	6 23%	38%	29%	30%	21%	39%	13%	58%	18%	52%	40%	24%	22%	39%	10%	67%	42%	24%	23%	38%	39%	31%	43%	29%	43%	24%	20%	44%	42%	25% 1	7% 43	% 265	6 33%	29%	27%	26%	32%	32%	27%	28%	32%	28% 3	32% 34	16% 25%
		co	Þ	• BCC	t. D.		G	KMD	KMOR	м	UKMOR		UKLMOPQR	м	UKUMOQR	LIKMOR	мо	U	suxnbdfgj	5	TUWXYZabc defghij	suxnbdfgj	U	U S	iumedigi	suxnatgi	succited	suxnbehgi	sunning	succeding	U	U	stuxyzbefgj Si	nnbdfgi	u														1
Don't know	626	94	195	58 5	7 62	259	182	113	349	154	298	147	132	174	128	132	325	126	317	138	88	122	338	72	295	70	264	53	244	94	426	101	236	66	421	50 2	8 34	9 245	489	107	304	291	274	283	332	210	275 2	245 2	265 225
	55%	55%	52%	61% 40	% 569	6 57%	48%	49%	54%	47%	53%	49%	38%	54%	38%	44%	58%	44%	53%	49%	29%	41%	58%	37%	52%	39%	50%	33%	52%	37%	60%	44%	47%	34%	58% 4	0% 51	% 511	6 61%	54%	59%	51%	58%	48%	60%	51%	58%	49% 5	57% 5	2% 52%
		1		r	£*	н		NP	KNPQ	NP	NPQ	NP		KNPQ			LIKMNPQ	Vfd	SVWYaceghi	Vfacel		Vel S	UVWYZabed		WYacehi	v	VWYacei	3	WWaceghi	v	STUVWYZabc	Vel	Vfcei	51	TUVWYZabe									4				*	

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.

Calumhayartions (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/M/AAm/n.q/n.q/n.g/n.g/u/u/u/u/u/u/ CalumhAmus (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/V/AAm/n.q/n.g/n.g/u/u/u/u/u/u/u/u/u/u/u/

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	Ge	nder	Aggre	gated Age E	reaks	Social	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(1)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Does apply	355 31%	207 38% c	141 25%	89 28%	108 29%	158 35%	224 35% н	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%	272 48% B	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% 0	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 lpsos 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(*)

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		Gene	ral Electio	2024 Vote		Reference	dum 2016 vo	ote				Favourat	ole to parties												F	avourable to	politicians									Opinion on I governm	abour F	Russian Inva Ukrain	ion of	Rising Cost of I	c	urrent confli- Israel and G	ict in Gro	oming Gangs i [,] UK	n the new y	mer annou plans to cut IHS wait tim	icing Tro down acqu	rump's claim uire Greenla Panama Ca	ns to Opinio und and ab unal G	ion on what bout Groom langs in the	at to do .ming ie UK
													Engurat	l liefwours	Engerahl	Unfavoura	Envourabl	Hefmour	Engurable	Hefmours	Engurabl	linfanoura	Envourabl	Unfavoura	Eugerahi	Infavoura blo to	E mourabl	Unfavoura	Favourabl	Unfavoura F	Favourabl	Unfavoura	www.shi like	ofauoura E	awww.abl.ii	Informero				Not		401		Not				lint		Set u fu	up a Rec ull nds	ing comme dations from
		Conservat		Liber					Favoura	hi Unfavou	ra Favoura	h Unfavour	ra etolih	he to Lib	e to Green	Green	eto	hle to	e to Keir	hie to Keir	e to Fd	hie to Ed	e to Nigel	Nizel	e to Rachel	Rachel	e to Kemi	Kemi	Runert	Runert	Donald	Donald of	to loe hi	le to loe	ato Flon h	le to Flon	FT Good N	FT Barl Fr	ollowing to	lowing F	ollowing foll	wine Fol	dowing foll	lowing Fo'	lowing follor	wing Follo	wing follo	owing Fol'	dowing for	lowing Put	chlic Pr	revious
	Total	ve	Labour	Democ	ats Reform	UK Oth	er Remain	in Leave	e to Con	is ble to Co	ns e to Lal	ble to Lal	b Dems	Dems	Party	Party	Reform UK	Reform UH	Starmer	Starmer	Davey	Davey	Farage	Farage	Reeves	Reeves	Badenoch I	Badenoch	Lowe	Lowe	Trump	Trump	Biden	Biden	Musk	Musk	job	job	closely c	losely	closely cla	sely cl	osely clc	osely c'	osely clos	ely clo	sely clo	sely dr	osely cl	iosely Ingr	suiry Ing	quiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(11)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(م	(q) ·	(r)	(s) (ť) (u) (N) ((w)	(x) (r	iy)	(z)
Unweighted base	1139	178	397	99	118	11	2 485	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	75 (639 4	462	587 47	1 66	69 3	67 5	592 /	416 46	68 /	475
Weighted base	1139	171	375	95	144	10	9 454	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	80 ?	594 5	s02	572 47	2 65	56 3	65 5	560 /	430 50	06 /	436
Does apply	355 31%	41 24%	160 43% st	51 549 857*	32 22%	39 369 E*	і 183 6 40% н	111 29%	88 38% LNPQ	207 32% LNP	152 46% IJLNPQR	126 22% N	183 61% UKUNOPOR	54 16%	141 44% ANPOR	80 24% N	91 30% IN	203 36% JUNP	141 50% TVWXZabcder	135 23% V	189 67% STVWXYZabc	49 16%	93 31% TVh	209 36% Tv2th	111 57% STVWXZabcd	149 26% тv	73 40% TVWZh	171 33% тvzh	55 34% TVZh	163 35% TVZh	87 34% TVZh	232 33% TVZh TV	121 53% WZabcdef	116 23% v	63 32% тл	249 35% TV2h	76 61% I	81 19%	276 40% n	70 17%	310 34% 2 p	8 3	239 1 40% 2	110	112 12: 37% 26: t	1 24 % 37	44 1 7% 2 v	19 2 4% 4	233 1 42% 2	102 11 24% 22	10 2 2% 4	201 46% γ
Does not apply	338 30%	64 38% CDF	91 24%	21 239	69 48% CDF*	26 249	i 116 6 26%	151 40% G	66 28% км	208 32% кмоя	68 21%	225 40% UKMOR	49 16%	199 58% UKLMOPQR	69 22% M	165 49% UKLMOQR	123 40% UKMOR	146 26% км	66 23% U	235 39% suxrbdfgj	45 16%	196 64% stuwxrZabe defghij	126 42% sumbdigi	146 25% U	44 23% U	227 40% suxnatgi	65 36% suortg	181 34% suxxifg	70 43% suoretgi	141 30% suxrg	102 40% suxvetgi	192 27% U	49 21% s1	221 44% Tuxhbdigi	79 40% suxvatgi	195 27% U	24 19%	188 44% k	199 29%	135 33%	270 30% 3	3 :	167 1 28% 3	162	178 144 31% 31	5 15 % 30	96 1 D% 3	19 1 3% 3	172 1	131 17 30% 35	78 1 5% 2 z	118 27%
Don't know	446 39%	65 38% p	124 33%	22 249	43 30%	44 419 D*	155 6 34%	119 31%	78 33% M	229 36% MNP	107 33% M	213 38% MNPQ	69 23%	91 27%	110 34% MN	89 27%	91 30%	215 38% KMNPQ	77 27% uvr	228 38% SUVW/Zaboe	50 17%	60 20%	80 27% UV	229 39% suvwrZabod	39 20%	196 34% UVWYaceg	41 23%	174 33% SUVYaceg	36 23%	163 35% SUVWiaceg	65 26% u	288 40% SUVW/Zabod	59 26% U U	170 34% JVWYace	53 27% UV S	275 38% UVWrabceg	24 20%	160 37% k	216 31%	198 49% m	331 36% 4	9 : 9% :	187 2 32% 4	130 16%	182 209 32% 439	5 21 % 33	16 1 3% 4	57 1 3% 2 u	155 1	197 21 46% 43 w 1	18 1 3% 2 z	117 27%

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.

Calumhayartions (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/M/AAm/n.q/n.q/n.g/n.g/u/u/u/u/u/u/ CalumhAmus (35):-ABC50/C,GAL0A/AAMVQ99/Q/E.57A/V/WX/V/Z/a/b/c/d/b/fj/b/V/AAm/n.q/n.g/n.g/u/u/u/u/u/u/u/u/u/u/u/

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

PUBLIC

Political Pulse Week 2

Adults aged 18+ in GB

QS. 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

the Russian of Ukraine? (A) 1139 1139 251 22% CDEF	the rising cost of living? (B) 1139 1139 1139	the current conflict in Israel and Gaza? (C) 1139 1139	grooming gangs in the UK (D) 1139	Keir Starmer announcin g new plans to cut waiting times in the NHS (E) 1139	Donald Trump's claims he wants to acquire Greenland and the Panama Canal for the United States (F) 1139
(A) 1139 1139 251 22% CDEF	(B) 1139 1139 434 38%	(C) 1139 1139	(D) 1139 1139	(E) 1139	(F) 1139
1139 1139 251 22% CDEF	1139 1139 434 38%	1139 1139	1139 1139	1139	1139
1139 251 22% CDEF	1139 434 38%	1139	1139	1120	
251 22% CDEF	434			1135	1139
	ACDEF	179 16%	192 17%	186 16%	212 19% c
440 39% DF	478 42% CDF	414 36% F	379 33%	470 41% CDF	348 31%
297 26% в	148 13%	345 30% ABEF	347 30% ABEF	273 24% в	296 26% 8
106 9% в	32 3%	157 14% ABDE	125 11% BE	92 8% 8	134 12% ABE
22 2%	27 2%	19 2%	68 6% ABC	88 8% ABC	124 11% ABCDE
23 2%	21 2%	24 2%	27 2%	30 3%	25 2%
691 61%	911 80%	594 52%	572 50%	656 58%	560 49%
CDF	ACDEF	502	470	CDF	420
403 35% в	16%	44% ABEF	472 41% ABE	305 32% 8	430 38% 85
	2957 8 106 9% 8 22 22% 23 22% 691 631% cor 403 35% 8	6 100 197 148 106 32 108 32 226% 21 228 27 228 27 238 21 239 14 691 515 615 200 403 200	La La J 1257 1268 345 305 1268 328 157 148 106 32 157 148 226 27 19 25 23 21 25 25 24 25 25 25 691 911 594 594 403 1805 592 402	Image: Section of the sectio	Li Li J Li 100 300 355 30% 24% 100 338 30% 24% 30% 24% 100 33 157 125 92 10% 33 14% 11% 8% 22% 27 19% 6% 88% 23 21 24% 27 30% 24% 25% 25% 5% 5% 61% 995% 55% 55% 5% 40% 44% 44% 42% 36% 33% 180 54% 42% 43% 43% 44% 44% 43% 36%

e with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions. ColumProperties (35): ARC/DK/P Minimum Base: 3(**) Smill Base: 32(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 200(*)

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	Ge	nder	Aggre	egated Age E	Breaks	Social	grade			Re	gion			Edu	ation	Employm	ient status		Inc	ome		Ethn	nicity
																Non-		Not	UP TO	£20.000-	£35.000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(0)	(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
Very closely (4)	251 22%	158 29% c	91 16%	56 18%	80 21%	115 26% D	142 22%	109 22%	57 21%	57 19%	65 25%	35 22%	12 22%	25 25%	95 26% P	157 20%	156 22%	95 22%	38 18%	56 20%	76 27% s	71 26%	218 22%	32 21%
Fairly closely (3)	440 39%	227 41%	208 36%	117 38%	136 36%	187 42%	291 46% н	149 30%	108 40%	109 36%	101 38%	60 38%	26 47%	37 38%	156 43%	284 37%	273 39%	167 38%	70 33%	125 43% s	97 35%	115 42%	380 39%	53 35%
Not very closely (2)	297 26%	105 19%	184 32% B	89 28%	105 28%	104 23%	138 22%	159 32% G	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% F	29 6%	50 8%	56 11%	19 7%	35 12%	22 8%	12 8%	5 10% *	12 12%	24 6%	82 11% 0	57 8%	49 11%	27 13% V	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% G	8 3%	5 2%	2 1%	7 4% к	1 1% *	•	4 1%	18 2%	13 2%	9 2%	9 4% V	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% 0	12 2%	11 3%	6 3%	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% DE	433 68% н	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%	243 42% B	123 39% F	147 39% F	133 30%	188 30%	215 43% G	90 33%	121 41%	91 34%	52 33%	15 28% *	35 36% *	109 30%	294 38% 0	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 н	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

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.

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

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

PUBLIC 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 202	14 Vote		Referendur	m 2016 vote				,	avourable t	o parties											F	wourable to	politicians								Opinion	on Labour	Russian In Ukra	nvasion of aine	Rising Cost	of Living	Current co Israel and	onflict in d Gaza	Grooming Gan UK	s in the ne	tarmer annou w plans to cut NHS wait tim	ncing Tri down acqui es F	ump's claims to ire Greenland as Panama Canal	o Opinio and abo Gar	in on what to do out Grooming ings in the UK
	Total	Conservati ve	Labour	Liberal Democrats F	Reform UK	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	F Unfavoura ble to Lab	avourabl L e to Lib I Dems	Infavoura Fav ble to Lib e to Dems P	Un ourabl b Green C arty I	favoura sle to Far sreen Party Ref	vourabl Ur e to form UK Re	ifavoura Favo bleto etc form UK Sta	urabi Unfa Keir ble t 'mer Sta	ivoura Favou to Keir e to rmer Dav	rabi Unfavo Ed bie to ey Dave	ura Favoura Ed etoNig y Farago	Unfavours abl ble to gel Nigel e Farage	a Favourabl e to Rache Reeves	Unfavoura ble to Rachel Reeves	U Favourabl e to Kemi Badenoch B	Infavoura Fi ble to Kemi ladenoch	avourabi U e to Rupert Lowe	nfavoura Fav bleto Rupert De Lowe Tr	rourabl Unf e to b onald D rump Ti	favoura ble to Fav onald e t rump B	ourabi Unfavo to Joe bie to liden Bide	ura Favour Joe eto El n Musi	abi Unfavou on bie to Ek k Musk	ra on NET Good job	I NET Bad job	Following closely	Not following closely	Following t	Not following closely	Following closely	Not following closely	Following fo	Not llowing Fo	N ollowing folic closely clo	lot rwing Follo sely clo	Not owing followin sely closely	Set uj full Natio ng Publ y Inqui	p a Recomme II ndations mal from Nic Previous siry Inquiries
Unweighted base	(A) 1139	(B) 178	(C) 397	(D) 99	(E) 118	(F) 112	(G) 485	(H) 344	(I)	(J) 646	(K) 373	(L) 521	(M) 328	(N) 326	(O) 351	(P) 316	(Q) 278	(R) 602 3	5) (13 5	(T) (U) (V) 4 299	(W)	(X) 616	(1)	(Z) 533	(a) 193	(b) 539	(c) 159	(d) 493	(e) 259	(f) 726	(g) (h) 244 493	(i) 212	(1)	(k) 147	(1)	(m) 721	(n) 383	(o) 924	(p) 175	(q) 639	(r) 462	(s) 587	(t) 471	(u) (669 3	v) (1 67 5	w) (x) 92 416	(y) 468	1 (2) 58 475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564 2	84 5	98 28	4 305	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 3	65 5	60 430	506	16 436
Very closely (4)	251 22%	45 26%	90 24%	29 31%	32 23%	24 22%	113 25%	93 24%	64 27% P	150 23%	87 26% PR	127 22%	89 30% anpr	74 21%	85 27% R	65 20%	88 29% LNPR	121 21% 2	78 1 8% 2 xr	134 97 2% 34 5TVX28	7 61 16 20%	87 29% Tuxzh	126 22%	63 33% TVXZbdfhj	129 23%	67 37% TVWXZbdfhj	127 24%	54 34% TVXZbethj	104 22% т	77 30% :	159 22% 3 TVX	76 114 33% 229 Izbathj	60 31% TVX2df	163 23%	46 37%	99 23%	251 36% n		231 25% p	13 7%	211 35% r	39 8%	175 31% t	61 13%	202 3 31% 1	89 1 1% 3	98 38 5% 9%	105 219	5 119 % 27% y
Fairly closely (3)	440 39%	72 42%	154 41%	38 41%	47 33%	47 43% •	200 44%	139 37%	90 39%	257 40%	142 43% NQ	209 37%	141 47% JINPQ	120 35%	144 45%	125 37%	106 35%	246 1 44% 4 JUNQ	27 2 5% 3	122 13 7% 47 TZar	3 117 % 38%	116 39%	250 43% т	79 41%	219 38%	67 37%	223 42% т	62 39%	206 44% 12	97 38%	295 41% 4	92 198 40% 399	70 36%	305 42% т	45 37%	153 36%	440 64% n		397 44% p	41 23%	311 52% r	129 26%	263 46% t	159 34%	295 1 45% 3 v	22 2 4% 4	65 140 7% 33% ×	198 393	8 195 % 45%
Not very closely (2)	297 26%	46 27%	91 24%	18 19%	52 36% cD*	27 25%	102 22%	107 28%	56 24% M	169 26% M	72 22% M	166 29% кмо	52 17%	100 29% MO	70 22%	99 30% KM	78 26% M	144 26% 2 M	i6 1 2% 2 J SUKN	74 38 9% 13 abdefgi	8 84 % 28% SUng	75 25% Uag	145 25% ug	39 20% U	161 28% SUfabeg	32 18%	122 23% Ug	38 23% U	112 24% ug	56 22% :	180 25% 1 SLing	38 139 16% 279 sum	49 25% g Uag	181 25% SUng	18 14%	122 28% k		297 74% m	220 24%	75 41% o	58 10%	236 47% q	105 18%	178 38%	128 1 20% 3	35 8 7% 1	82 174 5% 41% w	145 299 7	5 93 % 21%
Not closely at all (1)	106 9%	8 5%	32 9%	7 7%	12 9%	11 10%	33 7%	35 9%	20 9%	57 9% M	20 6%	50 9%	16 5%	39 11% кмо	19 6%	34 10% M	24 8%	46 8%	10 5 % 5	54 14 9% 59 Uc c	4 36 6 12% UWM	18 6% x c	57 10% U%	10 5% c	52 9% Uc	11 6% c	42 8% c	2 1%	38 8% c	20 8% c	66 9% uvc	19 45 8% 9% c c	14 7% c	62 9% Ut	8 6%	44 10%		106 26% m	54 6%	45 25% o	10 2%	92 18% q	22 4%	69 15% s	26 6 4% 11	55 8% 1	7 75 1% 17% w	43 9%	i 27 6 6%
I haven't heard of this news story	22 2%		4 1%	3 3%	:	:	6 1%	6 2%	3 1%	6 1%	6 2%	7 1%	2 1%	6 2%	3 1%	6 2%	3 1%	4	2 % 1	7 2 1% 19 x	3 6 1%	3 1%	2.	4 2% 50	6 1%	1	6 1% x	3 2% xi	3 1%	2 1%	7 1% x	2 5 1% 1%		6 1% ×	2 2%	6 1%			7 1%	3 2%	4 1%	3 1%	6 1%	3 1%	5 1% 1	2 % 1	5 2 1% *	10 2% 1	1 1 6 •
Don't know	23 2%		3 1%	:	:	:	1	1		5 1%	1 *	7 1%	2 1% 0	5 1% 0		4 1%	4 1%	3 1%		6 . 1% .	4 1%	1 *	4 1%		6 1%	2 1% SU	5 1%	1 1%	3 1%	3 1% su	6 1% i	2 7 1% 1% SU j	1 1%	3	5 4% 1	5 1%			1	2 1% 0	1 *	2.	1 *	2	: 	2 56	2 1	4	1 ; *
NET: Very/ Fairly closely	691 61%	117 68% E	244 65%	68 71% 1*	79 55%	71 65%	312 69% н	232 61%	153 66% NP	407 63% NP	228 70% JNP	336 59%	230 76% UKLNPQR	193 56%	229 71% NPQR	190 57%	194 64% N	367 2 65% 7 LNP TVX	06 3 3% 6 5amj	156 23 0% 81' stvax	0 178 % 58% /Zbcd	203 68% TVZh	377 64% т	142 73% Tviszdhj	347 61%	133 74% түхгэр	350 67% TVZh	116 72% TVZh	310 66% 7vz 1	173 68% TVZh	454 : 64% 7 7 TV	168 311 74% 619 xzdfty	130 67% V	468 65% τν	91 73% 1	252 59%	691 100% n		628 69% p	54 30%	521 88% r	168 33%	438 77% t	220 47%	497 1 76% 4 v	61 4 4% 8	63 177 3% 41% ×	303 609	3 314 % 72% у
NET: Not very/ Not at all closely	403 35%	54 32%	123 33%	25 26%	65 45% BCD*	38 35% •	135 30%	142 37%	76 33% M	226 35% KMD	93 28% M	215 38% KMD	68 23%	139 41% KMOR	89 28% M I	133 40% MOR	103 34% м	190 34% 2 кмо	16 2 7% 3 9 SUW1	129 53 8% 18 abcdeg	120 14 39% 5UWYabo	92 31% deg U	201 34% SUffacg	48 25% U	212 37% SUWYabong	43 24%	164 31% U	40 25%	151 32% UYg	75 30% : U S	245 34% 2 Wing	57 184 25% 369 U SUMb	63 32% ng Uac	243 34% SUTracg	26 21%	166 39% k		403 100% m	275 30%	120 67% °	67 11%	328 65% 9	127 22%	247 52%	154 2 23% 5	00 9 5% 1/	30 249 6% 58% w	188 379 z	8 120 6 28%
Mean	2.76	2.90	2.82	2.97 E*	2.69	2.77	2.88	2.78	2.86 NP	2.79	2.92 JLNPR	2.75	3.02 IJUNPQR	2.68	2.93 LNPR	2.68	2.87 ນຍ	2.79 2 TV2	94 2 Zafhj	.74 3.1 STVWX	1 2.68 Zbdef	2.92 T/02th	2.77	3.03 TVXZbdfbj	2.76	3.07 tvividzbathij	2.85 тух ту	3.08 WX25dethi i	2.82 v T	2.93 : V92h	2.78 3 TV8	3.00 2.7 Izbathj	7 2.91 TV2h	2.80 V	3.10 1	2.73	3.36 n	1.74	2.89 p	2.13	3.23 r	2.23	3.05 t	2.45	3.03 2. v	37 3.	.18 2.33 ×	2.74	ν4 2.93 γ

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.

CalumPropertiess (35): ABCD/07,GAU/07,GAU/07/07/07/57/14/W/07/12/ab/04/0/jb/04/0/m/1.cg/o.g/u/u/u/u/u/u/u//2/ CalumPriteess (35): ABCD/07,GAU/07/AMA/09/07,BS7/14/W/07/12/ab/04/0/jb/04/0/jb/04/0/ja/04/u/u/u/u/u/u/u/u/u/u/

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	grade			Re	gion			Edu	cation	Employm	ent status		Inc	ome		Ethr	nicity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (F)	55+ (F)	ABC1 (G)	C2DE (H)	North	Midlands	South (K)	London (I)	Wales (M)	Scotland (N)	Graduate (O)	graduate (P)	Working (O)	working (R)	£19,999	£34,999 (T)	£54,999	£55,000+	group (W)	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% ×	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% к	-	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% Р	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% т	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

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(*)

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

PUBLIC 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		Genera	l Election 2	024 Vote		Referen	dum 2016 v	ote				Favoura	ble to partie												Favou	rable to po	liticians								Opinion on L governme	ibour Ru	isian Invasion Ukraine	n of Rising	Cost of Livir	Curren	nt conflict in I and Gaza	Grooming	Gangs in the UK	Starmer an new plans to NHS wait	nouncing cut down a t times	Trump's cla quire Green Panama C	aims to O nland and Canal	pinion on w about Gro Gangs in	what to do rooming n the UK
	Total	Conservati ve	Labour	Liberal Democrat	s Reform U	IK Othe	er Remai	in Leave	Favour e e to Co	rabl Unfavo	iura Favouri Cons eto La	abi Unfavos ab bie to Li	Favoura ra etoLil ib Dems	bl Unfavour ble to Lib Dems	a Favourab e to Greer Party	Unfavoura I ble to 1 Green Party	Favourabl e to Reform UB	Unfavoura ble to Reform UK	Favourabl e to Keir Starmer	Unfavoura F ble to Keir Starmer	avourabl U e to Ed t Davey	Jnfavoura F ble to Ed e Davey	u avourabl to Nigel Farage	Infavoura ble to Far Nigel e to Farage R	Un vourabl I o Rachel F teeves R	nfavoura ble to Favo Rachel e to I Reeves Bade	Unfa Iurabi bi Kemi K Imoch Bad	avoura Favou leto eti lemi Rup lenoch Low	rabi Unfav bie ert Rup e Lov	oura Favoural to e to ert Donald ve Trump	bl Unfavour ble to Donald Trump	ra Favourabl e to Joe Biden	Unfavoura ble to Joe Biden	Favourabl e to Elon Musk	Unfavoura ble to Elon P Musk	ET Good N job	T Bad Folli job clc	No wing follow sely clos	ot wing Followi ely closel	Not ing followi ly closel	ng Followii y closeły	Not ng followin y closely	g Followin closely	Not following closely	Following closely	Not following F closely	ollowing fi closely	Not P ollowing closely	Set up a R full National Public Inquiry	ing Recomme ndations from Previous Inquiries
Unweighted base	(A) 1139	(B) 178	(C) 397	(D) 99	(E) 118	(F) 112	(G) 2 485	(H) 344	(I)	(J) 3 646	(K) 373	(L) 521	(M) 328	(N) 326	(O) 351	(P) 316	(Q) 278	(R) 602	(S) 313	(T) 541	(U) 304	(V) 299	(W) 276	(X) 616	(Y) 226	(Z) (#	a) (93 5	(b) (c) 539 15	(d) 49) (e) 3 259	(f) 726	(g) 244	(h) 493	(i) 212	(j) 720	(k) 147	(I) (376 7	n) (n 21 38) (o) 3 924	(p) 175	(q) 639	(r) 462	(s) 587	(t) 471	(u) 669	(v) 367	(w) 592	(x) 416	(y) 468	(z) 475
Weighted base	1139	171	375	95	144	109	9 454	381	232	2 644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571 1	80 5	525 16	L 46	6 254	712	229	507	195	720	124	429 E	91 40	3 911	180	594	502	572	472	656	365	560	430	506	436
Very closely (4)	434 38%	78 45%	141 38%	33 34%	68 48%	42 39%	179 6 39%	163 43%	103 44% R	3 250 6 399	121 37%	256 45%	118 39%	149 43% R	128 40%	139 42%	154 50% JKMOPR	200 36%	105 37%	275 46% sxbdfgj	116 41%	137 45% x1j si	152 51% uxvztudighj	211 36%	76 39%	254 9 44% 53 xbfj suxyz	96 2 3% 3 Ibdfighj	207 91 39% 57 stuver	18 6 40 todig X	7 127 % 50% sucredg	262 37%	86 38%	225 44% ×1	94 48% sxntr(gi	265 37%	52 42%	212 3 49% 5	44 81 0% 22 n	8 434 % 48% p		305 51%	127 25%	302 53% t	118 25%	333 51% v	79 22%	282 50% ×	112 26%	223 44%	168 38%
Fairly closely (3)	478 42%	76 44%	174 46%	41 44%	56 39%	48 44%	199 6 44%	153 40%	100 43%	0 285 6 449 LNG	i 162 i 50% LNPQ	214	139 46% LQ	130 38%	144 45% LQ	131 39%	112 37%	258 46% LNPQ	139 49% TvWZacdebi	222 37%	129 45% Тас	112 37%	112 37%	259 44% TVZac 1	90 47% TVWac	226 5 40% 33	59 2 3% 4 т	231 51 44% 321	19 6 42 a	5 97 % 38%	312 44% TVac	100 44% #	207 41% c	78 40% c	324 45% TVWZac	47 38%	155 2 36% 4	85 18 1% 46	6 478 % 52% p		241 41%	230 46%	228 40%	217 46%	278 42%	166 45%	221 39%	206 48% w	206 41%	201 46%
Not very closely (2)	148 13%	13 8%	39 11%	18 19% 8*	16 11%	13 12%	55 6 12%	43 11%	14 6%	81 139 14	29 5 9%	67 12%	35 12%	40 12%	38 12%	40 12%	26 9%	79 14% IKQ	27 10%	70 12% Worl	24 8%	35 11% ei	23 8%	81 14% SUWcehi	19 10%	66 1 12% 9 cei	16 19% 1	64 9 12% 6%	63 14 UWe	3 14 % 6% shi	103 14% SUWZoeh	29 13% ori	49 10% ei	10 5%	99 14% SJWcehi	13 10%	44 .	18 9 % 23	5 - % -	148 82% 0	37 6%	107 21% 9	32 6%	102 22% s	33 5%	88 24% u	45 8%	85 20% w	50 10%	58 13%
Not closely at all (1)	32 3%	3 2%	11 3%	3 3%	3 2%	2 2%	16 4%	9 2%	6 3%	15 2%	8 2%	10 2%	6 2%	13 4% L	5 2%	12 4% L	5 2%	14 2%	5 2%	14 2% z	10 4%	8 3%	4 1%	17 3% d	5 2%	9 2% 2% 1	2	11 3 2% 29	9	6 6 2%	18 2%	9 4%	11 2%	4 2%	20 3%	7 6% 1	6 1% :	6 25 56 65 m	5 - 6 -	32 18%	2 *	30 6% 9	6 1%	23 5% s	6 1%	23 6% u	9 2%	22 5% w	14 3%	6 1%
I haven't heard of this news story	27 2%	2 1%	4 1%	1%	:	4 3%	4	10 3%	7 3%	9 1%	5 2%	11 2%	3 1%	7 2%	4 1%	8 2%	6 2%	7 1%	6 2%	11 2%	5 2%	10 3% ы	8 3%	9 2%	5 2%	11 (2% 4	6 1% :	7 5 1% 39	9	8 6 3%	10 1%	3 1%	9 2%	8 4% xbfj	8 1%	1 1%	10 2% :	7 7 56 25			7 1%	8 2%	2 *	9 2%	5 1%	4 1%	2 *	6 1%	11 2%	2 1%
Don't know	21 2%		5 1%	:	÷	:	1.	3 1%	1 1%	4	2 1%	6 1%	1.	4 1%	:	4 1%	1.	5 1% 0	1 •	5 1%		3 1%		6 1%		5 1%		4 1 1% 1% w	4	2 6 1% w	8 1% UJ	1 1%	7 1% W		4 1%	4 3% 1	3 1%	1 2			2 *	1.	1.	2		4 1% u	1 •	:	4 1%	2
NET: Very/ Fairly closely	911 80%	153 90% D	315 84%	74 78%	125 87%	90 82%	378 6 83%	316 83%	203 88% NPR	8 535 6 839	i 283 i 86% R	471	257 85%	280 81%	273 85%	270 81%	265 87% NP	459 81%	244 86% xf	497 83%	245 86% xij	249 82%	264 88% TvXdtgi	471 81%	165 86%	479 11 84% 87 1	56 4 7% 8	438 14 83% 899 x vx	8 38 6 82	2 224 % 88% TVXdfgj	574 81%	186 81%	431 85% xf	173 89% vxdigi	589 82%	99 80%	366 6 85% 9	28 27 1% 68	5 911 % 1009 p		546 92%	357 71%	530 93% t	335 71%	611 93% v	245 67%	503 90% ×	318 74%	428 85%	369 84%
NET: Not very/ Not at all closely	180 16%	16 9%	51 14%	20 22% 8*	19 13%	16 14%	71 6 16%	52 14%	21	96 159 1	37 i 11%	77 5 14% 1	41 14%	53 15% 10	44 14%	51 15% 10	31 10%	93 17% IKQ	32 11%	85 14% Wori	34 12%	43 14% Worl	27 9%	98 17% SUWZacehi	23 12%	75 1 13% 10 ei	18 0% 1 v	75 12 14% 8% Noti	72 15 We	2 20 % 8%	121 17% SUWZaceh	38 17% s SWacei	60 12%	14 7%	119 16% SUWZacehi	20 16%	50 12% 8	54 12 16 30 11	0 - % -	180 1009 0	39 7%	137 27% q	38 7%	125 27%	39 6%	111 30% v	54 10%	106 25% w	63 13%	64 15%
Mean	3.20	3.35 D	3.22	3.10	3.32	3.23	3 3.20	3.28	3.34 R	4 3.22 R	3.24	3.31 "R	3.24	3.25	3.25 R	3.23	3.39 #MNOPR	3.17	3.24	3.30 xtj	3.26	3.30 x1j 51	3.41 TUVXY25dfg N	3.17	3.25	3.30 3. พ _{มี} ราบพร	.44 3 orzbełg :	8.24 3.4 xtj stuver	9 3.2 bdfg X	13 3.41 sturrzbał	3.18 si	3.18	3.31 xb/j	3.41 suxnafgi	3.18	3.21	3.38 3	41 2.8 n	86 3.48 p	1.82	3.45 r	2.92	3.45 t	2.93	3.44 v	2.85	3.39 ×	2.96	3.30	3.23

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.

ColumProperties (25) - & & ColUM_AUX/MP4097034.57047/WAX/02.66/b/6/g/g/WJ,XAm/k.og.e./k.g.k.waksys2 Momen Base: 30(**) Small Base: 20(*) ColumPhase: (55) - & & ColUM_AUX/MA4097034.57047/WAX/02.66/b/6/g/g/WJ,XAm/k.og.e./k.g.k.g.k.waksys2 Momen Base: 30(**)

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	Ge	nder	Aggre	egated Age I	Breaks	Socia	l grade			Re	gion			Edu	cation	Employm	nent status		Inc	ome		Eth	nicity
	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)	(L)	(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
Very closely (4)	179 16%	110 20% c	67 12%	55 18%	48 13%	76 17%	108 17%	71 14%	52 19% J	31 10%	38 14%	33 21% J	12 23% J*	14 15%	70 19% P	110 14%	121 17%	58 13%	24 11%	41 14%	50 18%	57 21% s	137 14%	42 27% w
Fairly closely (3)	414 36%	208 38%	199 35%	107 34%	121 32%	186 41% E	270 42% н	145 29%	105 39%	98 33%	100 38%	57 37%	22 39% *	32 33% *	161 44% P	253 33%	243 35%	171 39%	66 31%	122 43% s	93 33%	107 39%	362 37%	48 31%
Not very closely (2)	345 30%	146 27%	192 34% B	95 30%	129 34% F	121 27%	177 28%	168 34%	72 27%	105 35%	84 32%	46 29%	11 20% *	27 28%	97 26%	248 32% 0	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% G	31 11%	49 17%	34 13%	14 9%	8 15% *	21 22% IL*	32 9%	126 16% 0	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% G	5 2%	7 2%	3 1%	3 2%	-	1 1% •	3 1%	17 2%	11 2%	9 2%	9 4% т	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% v	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% E	378 59% н	216 43%	157 58% J	129 43%	137 52%	90 57% J	34 62% J*	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%	281 49% B	137 44%	191 51% F	174 39%	245 38%	258 51% G	103 38%	154 52% ц	117 44%	60 38%	19 35% *	49 51% *	128 35%	374 48% 0	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 н	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

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

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		General	Election 202	4 Vote		Referendur	n 2016 vote					Favourable	to parties												Favo	urable to polit	ticians								Opinion on governm	Labour I	Russian Invi Ukrair	ision of Ri	ising Cost o	d Living	Current con Israel and	nflict in Gro Gaza	oming Gangs UK	in the new p	mer announcin lans to cut dow HS wait times	t Trump n acquire G Pana	s claims to reenland and ma Canal	Opinion on about Gr Gangs in	1 what to do Grooming in the UK
	Total (A)	Conservati ve (B)	Labour (C)	Liberal Democrats F (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourabl e to Cons ())	Unfavoura ble to Cons (J)	Favourabl e to Lab (K)	Unfavoura ble to Lab (L)	Favourabl e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (O)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (Unfavoura ble to Reform UK (R)	Favourabl e to Keir Starmer (S)	Unfavoura ble to Keir Starmer (T)	Favourabl I e to Ed Davey (U)	Unfavoura I ble to Ed Davey (V)	u Favourabl e to Nigel Farage (W)	Infavoura ble to F Nigel e Farage (X)	Un Favourabi t to Rachel R Reeves R (Y)	favoura ble to Fav lachel e t seeves Bau (Z)	Unfav ourabl ble o Kemi Ken lenoch Baden (a) (b	roura Favour to etc mi Rupe noch Low	rabi Unfavo bieto ert Ruper e Lowe (d)	ura Favoura o e to rt Donald r Trump (e)	ibl Unfavou ble to d Donald o Trump (f)	ra Favourabl I e to Joe Biden (e)	Unfavoura ble to Joe Biden (h)	Favourabl e to Elon Musk (i)	Unfavoura ble to Elon Musk (i)	NET Good job (k)	NET Bad Fr job	ollowing fr closely (m)	Not pllowing Fol closely cl (n)	llowing fo	Not blowing Fol closely c	llowing fo	Not ollowing Fa closely a	N lowing follo losely clo (s) (ot wing Follo iely clos	Not wing followin ely closely) (y)	g Followin closely (w)	Not following closely (x)	Set up a full National Public Inquiry (v)	Implement ing Recomme ndations from Previous Inquiries (2)
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 53	19 15	9 493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587 4	71 66	9 367	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 52	15 16	L 466	254	712	229	507	195	720	124	429	691	403	911	180	594	502	572 4	72 65	6 365	560	430	506	436
Very closely (4)	179 16%	28 16%	71 19%	11 11%	26 18%	21 19%	81 18%	62 16%	49 21%	105 16%	64 20%	98 17%	60 20%	57 17%	68 21% JR	55 17%	64 21%	92 16%	56 20%	102 17%	62 22% xb/j	52 17%	59 20%	93 16%	45 23% xbij	95 17% stv	50 84 28% 16 W/2bdef	4 42 % 269 TVWX28	81 6 17% sdelj	48 19%	110 15%	44 19%	101 20% x29	42 22%	116 16%	35 28% 1	69 16%	160 23% n	19 5%	172 19% p	2 1%	179 30% r		134 3 23% 7 t	5 13 % 20 v	12 36 % 10%	132 24% ×	31 7%	82 16%	79 18%
Fairly closely (3)	414 36%	63 37%	153 41% E	49 51% 85*	37 26%	43 40%	193 43% н	128 34%	80 35%	239 37% NP	138 42% LNPQ	188 33%	139 46% ULNPQ	108 31%	133 42% LNPQ	95 29%	100 33%	234 41% JUNPQ	119 42% TVN	195 33%	140 49% stvwxZabcd efebil	97 32%	102 34%	239 41% TVZh	85 44% TVWZN	199 35%	69 21 38% 40 Tho	2 59 % 379 h	195 6 42% Tv2N	95 38%	278 39% TVh	95 42% TV	175 34%	64 33%	281 39% TVh	43 35%	140 33%	362 52% n	49 12%	373 41% P	37 21%	414 70%		273 1 48% 25 t	20 30 86 46	13 92 % 25%	277 49% ×	108 25%	168 33%	193 44% y
Not very closely (2)	345 30%	62 36% c	98 26%	26 28%	61 43% CDF*	28 25%	122 27%	130 34%	68 29%	197 31% M	92 28%	182 32% M	75 25%	116 34% м	90 28%	114 34% M	96 32%	167 30%	78 27% U	197 33% UYad	60 21%	110 36% SUXNebdigh	92 31% U	171 29% ud	48 25%	185 32% Uad	43 15 24% 30 U	i6 49 % 309 U U	122 6 26%	74 29% U	207 29% U	61 26%	151 30% U	58 30% U	217 30% ud	31 25%	136 32%	152 22%	191 47% m	263 29%	80 44% o		345 69% q	129 1 23% 4	96 17 1% 26	14 142 % 39%	126 23%	186 43% w	174 34%	125 29%
Not closely at all (1)	157 14%	17 10%	48 13%	8 8%	19 13%	15 14%	53 12%	54 14%	28 12%	89 14% кмоя	28 9%	80 14% кмо	23 8%	51 15% MO	26 8%	57 17% KMOR	38 13% M	63 11%	29 10% UVr	88 15% Uffac	18 6%	36 12% c	40 13% UVc	72 12% U%	12 6%	79 14% UYac	15 6: 8% 12 c UV	1 5 % 3%	59 13% UN:	30 12% Unc	104 15% SUXYabe	26 11% UNC	66 13% UN:	26 14% utrc	97 13% UVc	9 8%	72 17% k	16 2%	137 34% m	93 10%	57 32% o		157 31% q	30 1 5% 24	14 4 1% 71	3 90 6 25% u	23 4%	101 23% w	74 15% z	34 8%
I haven't heard of this news story	19 2%	1 1%	1 •	÷	:	3 2% c*	2 1%	5 1%	5 2%	7 1%	2 1%	7 1%	4 1%	6 2%	1 •	7 2%	2 1%	4 1%	2 1%	7 1%	3 1%	6 2%	4 1%	4 1%	3 1%	7 1%	2 7 1% 13	7 4 16 29	4	2 1%	7 1%	2 1%	6 1%	3 2%	6 1%	3 3%	6 1%	2 •	6 2%	6 1%	1 1%			3 1% 1	4 3 %	2	2 *	2 1%	5 1%	4 1%
Don't know	24 2%		4 1%	2 2%	÷	÷	3 1%	3 1%	1.	7 1%	3 1%	9 2%	1 •	5 2%	2 1%	5 1%	3 1%	4 1%	1 •	8 1% J	1 •	4 1%	2 1%	5 1%	1 *	6 1%	1 5 * 13	i 2 19	5 1%	4 2%	6 1%	1.	8 2% j	1 1%	4	3 2%	6 1%		•	3 *	3 2%			* 1	3 2	2 1%	1.	3 1%	4 1%	2.
NET: Very/ Fairly closely	594 52%	91 53%	224 60% E	59 62% E*	63 44% •	64 58%	274 60% н	190 50%	130 56% P	344 53% p	202 62% JLNPQ	287 51% p	199 66% UUNPQR	165 48%	202 63% JLNPQ	150 45%	164 54% P	325 58% JLNP	174 61% Tv2lj	297 50%	202 71% STVWXZbdef	149 49%	161 54%	332 57% тvz s	131 67% STVWXZbdef	294 52% TVI	119 29 56% 56 хазыны ту	16 10: % 639 / түм:	L 277 6 59% 21 Tv2tj	144 57%	388 54% т	139 61% TVZ	275 54% T	106 54%	397 55% т	78 63% 1	209 49%	521 75% n	67 17%	546 60% P	39 22%	594 100%		407 1 71% 3 t	55 43 1% 66 v	15 128 % 35%	409 73% ×	138 32%	249 49%	272 62% у
NET: Not very/ Not at all closely	502 44%	79 46%	145 39%	34 36%	80 56% cof*	43 39%	175 38%	184 48% G	97 42% M	286 44% KMOR	120 37%	262 46% KMDR	98 32%	167 49% кмоя	116 36%	171 51% UKMOR	135 44% MD	230 41% M	107 38% UY	285 48% SUXTabcdgh	78 28%	146 48% SUNabodg	133 44% UYac	243 42% U%	60 31% 51	264 46% UYacdg	58 21 32% 41 un	17 54 % 339 r	181 6 39% UY	104 41% UYac	311 44% SUMacd	87 38% U	218 43% uvac	85 43% UYac	313 44% Ufacd	40 32%	208 48% k	168 24%	328 81% m	357 39%	137 76% 0		502 100% 9	159 3 28% 60	10 21 86 33	.6 232 % 64% u	149 27%	287 67% w	248 49% z	159 36%
Mean	2.56	2.60	2.67	2.67	2.49	2.65	2.67	2.53	2.67 P	2.57	2.74 JINPR	2.56	2.80 JUNPQR	2.52	2.77 JLNPR	2.46	2.64 P	2.64 JNP	2.72 T21j	2.53	2.88 STVWXZbdef ehi	2.56	2.61	2.61 f s	2.85 stvWXZbdef ehli	2.56 TVW	2.87 2.6 XZbdefhi i	52 2.9 STVWX2 shi	D 2.65 bdef 11j	2.65	2.56	2.69 Tř	2.63 T	2.64	2.58	2.88 I	2.49	2.96 n	1.87	2.69 p	1.91	3.30 '	1.69	2.90 2. t	16 2.1 v	80 2.21	2.93 x	2.16	2.52	2.74 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.

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	l grade			Re	gion			Educ	cation	Employm	ent status		Inc	ome		Ethr	icity
																Non-		Not	UP TO	£20.000-	£35.000 -		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(К)	(L)	(M)	(N)	(0)	(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
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%	132 35% D	163 36% D	219 34%	160 32%	87 32%	98 33%	89 34%	56 35%	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%	56 7% 0	48 7%	20 5%	17 8%	19 6%	19 7%	11 4%	58 6%	9 6%
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%	25 3% 0	12 2%	15 3%	11 5% V	5 2%	5 2%	2 1%	16 2%	10 7% W
NET: Very/ Fairly closely	572 50%	297 54% c	266 46%	131 42%	190 51% D	250 56% D	328 51%	244 49%	137 51%	136 46%	133 50%	87 56%	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%	160 43%	184 41%	264 41%	208 42%	109 40%	135 45%	113 43%	55 35%	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 JN	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

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

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		Gener	ral Electio	n 2024 Vote		Reference	dum 2016 vo	te				Favourab	le to parties												Favourable	to politicians								0	pinion on Lai governmen	iour Rus t	sian Invasio Ukraine	n of Rising	Cost of Livi	Curr ing Isra	ent conflict ael and Gaza	n Groom	ng Gangs in t UK	Starmer he new plans NHS w	announcing to cut down ait times	Trump's acquire Gre Panam	claims to eenland and a Canal	Opinion o about Gangs	1 what to do arooming in the UK
	Total (A)	Conservat ve (B)	i Labour (C)	Liber Democ (D)	al rats Reform (E)	UK Othe	r Remain (G)	n Leave	Favourab e to Cons (I)	Unfavoura ble to Con: (J)	a Favourab s etoLab (K)	Unfavoura ble to Lab	Favourabl a e to Lib Dems (M)	Unfavoura ble to Lib Dems (N)	Favourabl e to Green Party (O)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (Q)	Unfavoura F ble to Reform UK	avourabl U e to Keir b Starmer :	Infavoura Fa ole to Keir d Starmer (1) (T)	wourabi Un e to Ed bi Davey i (U)	nfavoura Fav letoEd et Davey F (V)	Unfav ourabl ble Nigel Nig rage Fara	ura o Favour el etoRa ge Reev (Y)	Unfavo rabl ble to chel Rache es Reeve (2)	ra Favourabi I e to Kemi Badenoch (a)	Unfavoura ble to Kemi Badenoch (b)	Favourabl e to Rupert Lowe (c)	Unfavoura F ble to Rupert Lowe (d)	Favourabl U e to Donald Trump (e)	Jnfavoura ble to f Donald Trump (f)	Favourabi Uni e to Joe bio Biden B	favoura Fa to Joe e Siden (h)	rourabi Unfar to Elon ble to Musk Mi (i) (voura 5 Elon NE usk 1)	FGood NE job j	Bad Follo ob clos	No wing follo iely clos n) (r	ot wing Follow sely close a) (o)	Not ing follow ly close (p)	t ring Follow rly close (a)	Nor ving follow aly close	ing Follow ly close (s)	Not ng followir y closely (t)	Following closely (u)	Not following closely (v)	Following closely (w)	Not following closely (x)	Set up a full National Public Inquiry (v)	implement ing Recomme ndations from Previous Inquiries (2)
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 61	226	5 533	193	539	159	493	259	726	244	493	212 7.	20	147 3	76 72	11 38	13 924	175	5 635	9 463	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 58	194	571	180	525	161	466	254	712	229	507	195 7.	20	124 4	29 65	91 40	13 911	180	594	4 502	572	472	656	365	560	430	506	436
Very closely (4)	192 17%	39 23% cr	49 13%	12 129	53 37% BCDF*	10 10%	67 15%	94 25% G	56 24% JKMOR	86 13% R	48 15% R	126 22% #MDR	47 16% R	89 26% .xmor	41 13%	88 26% JIMOR	103 34% IXLMNOPR	57 10%	44 15% xj	133 22% sxtudij	49 17% xdtj 5	81 26% www.ahgi stur	99 60 13% 10 vzbdfghj	38 199 xdj	132 23% 58bdtg	59 33% stux/zbdigt	77 15% xtj s	76 47% TUVWX/Zab defebii	58 13% x st	82 32% Tuxi2bdfghj	87 12% x	37 16% xj :	119 23% Ribeltj STU	66 8 34% 11 ozzałyty	81	31 1 25% 2	13 15 5% 22	i3 3 % 9	7 182 % 20%	8 4%	145 259	9 42 6 8%	192 349 t	:	154 24% v	29 8%	142 25% ×	42 10%	126 25% 1	60 14%
Fairly closely (3)	379 33%	54 32%	148 39%	33 359	47 33%	37 34%	174 38%	134 35%	80 35%	242 38% LNP	134 41% LNOPOR	183 32%	115 38%	107 31%	113 35%	104 31%	100 33%	200 36%	114 40% Zacti	194 32%	111 39% z	101 33%	99 20 13% 35	i 78 i 40%	182 6 32%	55 31%	197 38% 127	49 31%	170 37%	93 36% i	239 34%	77 34%	180 35%	60 21 31% 37 T	66 7% 21	34 1 27% 3	39 28 2% 41	54 9 56 22	0 348 % 38% P	30 179	257 6 439 7	7 113 6 239	379 66%		254 40% v	101 28%	232 41% ×	127 30%	173 34%	172 39%
Not very closely (2)	347 30%	61 36% E	127 34% E	33 359 1*	31 21%	30 27%	152 33%	110 29%	63 27%	208 32% NPQ	94 29%	168 30% Q	99 33% Q	90 26%	113 35% HNPQ	89 27%	68 22%	203 36% IJKLNPQ	92 32% VWacei	178 30% Vilicei	94 33% VWacel	74 24% c	66 21 12% 37 c TVW12a	i 55 3 28% scehi cei	172 6 30% VWce	43 24% c	168 32% VWoehi	21 13%	162 35% Wiacehi	50 20% с ти	257 36% VWYZabcehi	81 36% vW/tacehi	134 26% cei	37 21 19% 36 TVW2	60 5% Tabcehi	40 1 32% 2	15 18 7% 26	82 16 % 41	i3 263 % 29%	81 459 0	127 6 219	7 213 6 439 9		347 74% s	180 27%	144 40% u	141 25%	176 41% w	126 25%	156 36% y
Not closely at all (1)	125 11%	13 8%	29 8%	11 119	9 6%	23 21% BCI*	43 9%	30 8%	19 8%	71 11% MQ	29 9%	67 12% MQ	22 7%	44 13% MQ	29 9%	42 13% MQ	18 6%	76 13% ukmoq	18 6%	67 11% SUWce	16 6%	38 12% SUW/tce	22 75 7% 13 5///	12 6%	63 11% Slice	14 8%	56 11% SUVce	7 5%	55 12% SUfce	16 6%	89 12% SUWYcej	19 8%	50 10% c	18 7 9% 11 ce 50	19 1% Yce	8 .	12 3 D% 6	8 8 6 21	4 72 % 8%	45 259 0	27 6 5%	93 199		125 26%	40 6%	68 19% u	29 5%	73 17% w	45 9%	38 9%
I haven't heard of this news story	68 6%	2 1%	15 4%	6 6% 8*	4 3%	7 6% 8*	15 3%	13 3%	11 5% P	29 4% p	21 6% LNPR	16 3%	17 6% LP	10 3%	21 7% LNPR	6 2%	14 5%	22 4%	16 6% j	20 3%	12 4%	8 3%	13 24 4% 4%	11 6%	17 3%	9 5%	20 4%	7 4%	15 3%	12 5%	29 4% i	14 6% 2dj	18 4%	14 2 7% 3 wZdehj	13 %	8	16 2 1% 4	7 2	6 37 % 4%	15 8% 0	24 4%	29		:	16 2%	18 5%	14 2%	8 2%	32 6%	7 2%
Don't know	27 2%	2 1%	7 2%	:		2 1%	3 1%	1 *	3 1%	8 1%	2 1%	4 1%	1.*	4 1%	3 1%	4 1%	2 1%	6 1%		5 1%	1 1%	3 1%	2 7 1% 19 5	2 1% 5	5 1%		6 1% 5		6 1% 5	2 1% 1	11 2% 5g		7 1%	· 1	10 % s	3 2%	3 7	7 3 16 14	8 9 K 1%	1 1%	7	3		÷	2 *	5 1%	3 1%	5 1%	4 1%	4 1%
																																				-														
NET: Very/Fainy Closery	50%	93 54%	52%	45	100 6 70% BCDF*	48	53%	60%	136 59% OR	328 51% R	182 56% 0R	55% R	163 54% R	195 57% JOR	48%	192 58% JOR	67% UKLMNOPR	46%	157 55% xdtj	328 55% xatj	160 56% xatj	182 60% xbdfgj STU	198 26 56% 459 Zbatighj	115 59%	5 314 6 55% j Xdfj	114 63% TXZbdtgj	2/4 52% xtj s	125 78% TUVWXYZab	49% x s1	1/4 69% TUVX/Zbdfg	46%	50% T	299 59% Xodigi S	126 34 64% 48 kabatej 3	47 8% : d	53% 5	52 4: 9% 63	18 1. % 31	17 530 % 58% P	38	40. 6 699	6 329	5/2 1009		418 64% v	36%	374 67% ×	39%	59%	53%
NET: Not very/Not at all closely	472 41%	74 44% E	156 42% E	44 47% E*	40 28%	53 48% E*	195 43%	140 37%	82 35%	279 43% KQ	122 37% Q	236 42% Q	121 40% Q	134 39% Q	143 44% IKQ	131 39% Q	86 28%	278 49% LIRLMNPQ	110 39% Woei	245 41% Wacehi	110 39% Wcel	112 37% Wol	87 29 19% 50 c STUVW deh	1 66 3491 Zabc ce	235 6 41% Waceh	57 31% c	224 43% Wiscehi	29 18%	217 46% STUVWYZace N	66 26% с 57	346 49% TUVWYZabc ehi	100 44% Wfacel	183 36% Worl	55 34 28% 43 c STUVV el	40 7% VYZabc Ni	48 1 39% 3	57 2: 7% 32	10 24 % 61	17 335 % 37%	125 709 0	5 155 6 269	5 310 6 629 9		472 100% s	220 33%	212 58% u	169 30%	249 58% w	170 34%	194 44% y
Mean	2.61	2.71 F	2.61 F	2.51	3.03 BCDF	2.35	2.61	2.79 G	2.79 JOR	2.57 R	2.66 JOR	2.68 _R	2.66 OR	2.73 JOR	2.56 R	2.74 JOR	2.99 LIKLMNOPR	2.45	2.68 xdtj	2.69 Xbdtj	2.71 xbdtj	2.76 Xbdīj STU	1.96 2.4 XYZbdfg N	5 2.78 Xbdij	8 2.70 ti xbd1	2.93 STUKZbdfghj	2.59 Xdtj S	3.26 TUVWXYZab defebii	2.52 X 51	3.00 TUVXYZbdfg N	2.48	2.61 xt	2.76 Xbdlj 571	2.96 2. ixvzbałg 3	51	2.78 2	.79 2.	84 2.	21 2.74 p	2.0	1 2.9	4 2.2	1 3.34 t	1.74	2.83 v	2.26	2.90 x	2.33	2.81 z	2.59

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.

Calumitraportions (5%): A&C/D/K.G.M.(JAVA.MNVD9VQR.S7/UVWXV/Zahb/skl/k/m/t.a/b_a/s/Lu/wk.y/: Minimum Base: 30(**) Senail Base: 100(*) Calumithems (5%): A&C/D/K.G.M.(JAVA.MNVD9VQR.S7/UVWXV/Zahb/skl/k/jh/lj.JA/m/t.a/p.ql/s/Lu/wk.y/: Minimum Base: 30(**) Senail Base: 100(*)

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	Ge	nder	Aggre	gated Age I	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Ethi	nicity
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non- graduate	Working	Not	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)	(К)	(L)	(M)	(N)	(0)	(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
Very closely (4)	186 16%	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% н	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% F	105 28% F	82 18%	145 23%	128 26%	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% F	43 11% F	21 5%	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%	24 5%	39 6%	50 10% G	20 7%	25 9%	13 5%	14 9%	3 6%	13 13% к*	19 5%	69 9% 0	57 8%	31 7%	20 9%	26 9% v	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% 0	17 2%	13 3%	8 4%	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% н	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

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(*)

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

Political Pulse Week 2 Adults aged 18+ in GB

QS. Now thinking about the news and current affairs, how dosely, 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		General Election 2024 Vote			Referendum 2016 vo			2			Favourable to parties													Far	ourable to p	oliticians								pinion on Labour government	Russian Ir Ukr	nvasion of aine	i of Rising Cost of L		Current conf Israel and G	llict in G Saza	ooming Gang UK	St gs in the new	Starmer announcing new plans to cut dow NHS wait times		mp's claims to e Greenland a mama Canal	o Opinion and abou Gang	i on what to do ut Grooming igs in the UK
	Total	Conservat ve	i Labour	Liberal Democrat	s Reform UI	K Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura F ble to Lib e Dems	u avourabl to Green Party (0)	nfavoura ble to F Green Party Ri	avourabl U e to zform UK R	nfavoura Fav bleto et eform UK Sta	ourabl Unfa Keir ble rmer Sta	avoura Favour to Keir e to I rmer Davi	rabi Unfavou Ed ble to E ey Davey	ra Favourat d eto Nige Farage	Unfavoura al ble to el Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Fi Rachel e Reeves B	Un avourabl I to Kemi adenoch Ba	favoura Fav ble to d Kemi Ru denoch Li	ourabl Unfa to bl ipert Ru owe Lo	voura Favour e to e to pert Dona we Trum	abi Unfavou bie to Id Donald p Trump	ra Favourabl I e to Joe Biden	Unfavoura ble to Joe Biden	Favourabl Unfav e to Elon ble to Musk Mu	voura Elon NE usk	T Good NET Bac job job	Following closely	Not following closely	Following fo	Not ollowing F closely	Following fol	Not llowing F losely	ollowing fol closely c	Not llowing Foi losely c	N llowing follo losely clor	ot wing Follow ely clos	Not ving followi ely closel	Set up full Nations ing Public ly Inquir	a Recomme ndations hal from ic Previous ry Inquiries
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326	351	316	278	602	113 !	541 304	4 299	276	616	226	533	193	539 :	159 4	93 255	726	244	493	212 72	20	147 376	721	383	924	175	639	462	587	471	669 3	7 59	2 416	468	. 475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344	321	333	304	564	84 !	598 284	4 305	300	584	194	571	180	525	161 4	66 254	712	229	507	195 72	20	124 429	691	403	911	180	594	502	572	472	656 3	5 56	0 430	506	436
Very closely (4)	186 16%	46 27% DEF	78 21% DF	9 9% •	21 15%	10 9%	84 18%	74 20%	56 24% JLPR	98 15%	67 21% #	94 17%	63 21% JR	61 18%	59 18%	54 16%	68 22% 328	84 15% 2 To	68 4% 1 adhj	97 71 16% 259 TVK2bs	50 6 16%	66 22% TXb/hj	87 15%	52 27% TVXZbdfhj	102 18%	57 32% wxzbdhij	84 16% 7 TVX	46 1 18% 1 Zodhj	80 63 7% 259 x Tviszbe	112 16%	58 26% TvixZbethj	82 16%	42 11 22% 16 x	14	37 79 30% 18%	158 23% n	28 7%	178 20% p	7 4%	142 24% r	43 9%	147 26% t	36 8%	186 28% v	14 26' ×	3 34 % 8%	89 18%	82 19%
Fairly closely (3)	470 41%	91 53% 17	165 44%	53 56% 17*	54 38%	43 39%	207 45%	169 44%	110 47%	272 42%	160 49% _{JNP}	235 42%	145 48%	136 40%	150 47%	133 40%	130 43%	248 : 44% 4	25 : 4% 4	250 138 12% 499 cehi	8 129 6 42%	124 41%	251 43%	89 46% i	240 42%	76 42%	227 43% 3	60 2 17% 4	05 100 496 399	311 44%	100 44%	200 40%	68 33 35% 45 h	23 8%	50 178 40% 42%	339 49% n	126 31%	433 48% p	33 18%	293 49% r	174 35%	271 47% t	183 39%	470 72% v	28 51 ×	6 154 N 36%	207 41%	208
Not very closely (2)	273 24%	27 16%	84 23%	25 27%	37 26%	34 31% #	110 24%	82 22%	45 19%	161 25%	68 21%	135 24%	69 23%	76 22%	74 23%	82 25%	60 20%	155 27% 2 16Q	64 : 2% 2 *	146 61 14% 219 1	68 6 22% #	68 23% a	159 27% UYZabe	35 18%	130 23% #	26 14%	125 24% 2	33 1 10% 2	16 49 5% 199 9	185 26% Ya	54 24%	118 23% a	45 18 23% 25 # %	81 3%	26 90 21% 21%	135 20%	135 34% m	196 21%	73 40% o	105 18%	165 33% q	107 19%	153 32%	· 2	3 95 % 18	151 6 35% w	120 24%	104 24%
Not closely at all (1)	92 8%	4 2%	23 6%	5 5%	18 12% #*	10 9% 8*	28 6%	32 8%	9 4%	57 9% IKMOR	14 4%	53 9% IKMD	10 3%	40 12% IKMOR	13 4%	41 12%	24 8% IM	39 7% кмо	13 5% 5	53 4 9% 1% uvg	35 11% suwrat	16 6% d U	48 8% sung	7 4% U	50 9% sung	10 6% U	44 8% sung	9 3 6% 7	54 22 % 9% π sun	53 7% U%g	9 4% U	54 11% SUWnidtgj	18 5 9% 7 suwng un	4 %	2 39 2% 9% k	25 4%	64 16% m	49 5%	39 21% 0	22 4%	67 13% q	23 4%	60 13%	- s	2 16 % 39	64 6 15% w	39 8%	24 6%
I haven't heard of this news story	88 8%	2 1%	18 5% 8	3 3%	13 9% s*	11 10% 8*	23 5%	21 6%	8 4%	46 7% KMR	12 4%	40 7%	11 4%	26 7% к	21 7% KM	18 6%	17 6%	31 5%	11 1% 8	44 9 7% 3% us	19 6% 8	21 7% Ug	33 6% 8	8 4% 8	41 7% Ug	8 5% 8	37 7% SUg	9 3 6% 6	28 19 76 7% 18 Sug	42 6% Ug	3 1%	44 9% suxvfgi	19 4 10% 60 surrag u	2 %	4 35 4% 8%	27 4%	49 12% m	48 5%	26 14% 0	25 4%	50 10% q	20 3%	37 8% s		10 29	0 24 6 6% w	45 9% z	16 4%
Don't know	30 3%	2 1%	5 1%	:	:	1 1%	3 1%	3 1%	4 2%	10 2%	6 2%	8 1%	5 2%	5 1%	3 1%	4 1%	6 2%	6 1%	4	8 2 1% 1%	4	3 1%	6 1%	3 1%	8 1%	2 1%	8 1%	4	3 3	9 1% j	4 2%	8 2%	2 6 1% 1	5	4 7 3% 2%	7 1%	1	8 1%	4 2%	5 1%	4 1%	4 1%	3 1%		6 19	2 1%	7 1%	3 1%
NET: Very/ Fairly closely	656 58%	137 80% CDEF	243 65% 17	62 65% F*	76 53%	53 49%	290 64%	243 64%	166 72% ILNPR	370 57%	227 70% JINPR	329 58%	208 69% J.NPR	197 57%	209 65% JLPR	188 56%	198 65% JUNP	333 : 59% б тих	193 3 8% 5 Codfoj	347 210 38% 749 TVWX2b	0 179 6 59% defhi	190 63% N	338 58%	141 73% TvWx2bdethi	342 60% h TV	133 74% WXZbdefhi	311 : 59% 6	105 2 15% 6 N	85 163 1% 649 x N	423 59%	158 69% тихаьатыј	282 56%	110 43 57% 61 x	37 1%	87 258 70% 60%	497 72% n	154 38%	611 67% p	39 22%	435 73% r	216 43%	418 73% t	220 47%	656 100% v	42 77 ×	9 189 6 44%	295 58%	290 66% y
NET: Not very/ Not at all closely	365 32%	31 18%	108 29% 8	30 32% 8*	55 38% #*	44 40% ac*	137 30%	114 30%	54 23%	219 34% IKMD	82 25%	187 33% IKM	78 26%	116 34% ж	87 27%	123 37% HMOQ	84 28%	194 35% 2 1800	77 : 7% 3 Y	199 64 13% 239 27a	6 34% Um	85 28% a	207 35% SUYadegi	42 22%	180 32% Ufa	36 20%	169 32% 2 um	42 1 16% 3 u	50 70 2% 289 Ya a	238 33% 50%	63 28%	172 34% sum	63 23 32% 33 Ura SU	85 8% ¥a	29 129 23% 30%	161 23%	200 50% m	245 27%	111 62% 0	128 22%	232 46% q	130 23%	212 45%	- 3 - 10	5 11	5 215 % 50% w	159 31%	128 29%
Mean	2.73	3.07 CDEF	2.85 17	2.71	2.60	2.55	2.81	2.80	2.97 JLNPR	2.70	2.91 JINPR	2.72	2.91 INPR	2.70	2.86 JUNPR	2.65	2.86 1UNP	2.72 TV0	.92 J Zbdhj	1.72 3.0 TVWXZb	1 2.69 athij	2.87 TVXZbihj	2.69	3.02 stviczbałkuj	2.75 TV	3.06 WX25defhi	2.73 Z	1.96 2 Zbdhij	76 2.8 x TV3b	7 2.73	2.94 TVXZbdthj	2.68	2.78 2.	74	3.05 2.77	2.96 n	2.33	2.86 P	2.05	2.99 r	2.43	2.99 t	2.45	3.28 1. v	75 3.0 x	2 2.39	2.76	i 2.83

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.

ColumProperties (25) - & & ColUM_AUX/MP4097034.57047/WAX/02.66/b/6/g/g/WJ,XAm/k.og.e./k.g.k.waksys2 Momen Base: 30(**) Small Base: 20(*) ColumPhase: (55) - & & ColUM_AUX/MA4097034.57047/WAX/02.66/b/6/g/g/WJ,XAm/k.og.e./k.g.k.g.k.waksys2 Momen Base: 30(**)
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	Ge	ender	Aggre	egated Age	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Eth	nicity
	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
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%	165 37% DE	223 35% н	125 25%	77 29%	86 29%	80 30%	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% ×	35 23%
Not very closely (2)	296 26%	116 21%	173 30% B	80 26%	110 29%	105 23%	158 25%	138 28%	68 25%	89 30% L	74 28%	29 18%	12 21% *	24 25%	90 24%	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%	45 14%	43 11%	45 10%	66 10%	67 13%	31 12%	29 10%	38 14%	15 10%	6 11% *	14 15% *	39 11%	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%	100 13% 0	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%	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% н	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%	249 43% B	126 40%	153 41%	151 34%	224 35%	206 41%	99 37%	119 40% L	112 42% L	44 28%	18 32% *	38 40% *	128 35%	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

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.

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

CalumnMeans (5%): A,B/C,D/E/F,G/H,J/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		Genera	Election 2	024 Vote		Referend	dum 2016 vol	te				Favourable	to parties												Favourable t	o politicians								Opinion on I governm	abour Ru	isian Invasion Ukraine	of Rising (Cost of Living	Current co Israel an	onflict in d Gaza	Grooming Gangs UK	Sta in the new	rmer announcing plans to cut dow NHS wait times	Trump's cla n acquire Green Panama (ilms to O iland and Canal	pinion on wha about Groon Gangs in the	it to do ning e UK
	Total	Conservati ve	Labour	Liberal Democrat	s Reform L	JK Other	Remain	h Leave	Favourab e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura f ble to Lib e Dems	U Favourabl to Green Party	Infavoura ble to F Green Party R	avourabi Ur e to eform UK Re	nfavoura Fa ble to e form UK S	vourabl Ur to Keir bli tarmer S	nfavoura Far e to Keir e tarmer I	vourabl Unf to Ed ble Davey D	avoura Favo e to Ed e to avey Far	Unfavo Irabi bie tr ligel Nige Ige Farag	ura 5 Favourab 1 e to Rache e Reeves	Unfavour ol ble to el Rachel Reeves	ra Favourabl e to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourabl Un e to Rupert Lowe	nfavoura Fi ble to Rupert Lowe	Favourabi Unf e to b Donaid Dr Trump Tr	woura eto Favo nald eto ump Bi	ourabi Unfavo o Joe bleto J den Bider	ura Favoura loe e to Elo n Musk	bl Unfavoura n ble to Elor Musk	NET Good M	ET Bad Foll job cli	Not swing follow sely close	ing Followir ly closely	Not followin closely	g Following closely	Not following closely	N Following follo closely clo	lot swing Fol sely ci	Not iowing followin osely closely	Following fo	Not P ollowing closely	imp Set up a Rec full nd lational f Public Pro Inquiry Inq	Iement ing comme lations from revious quiries
Unweighted base	(A) 1139	(8)	(C) 397	(D) 99	(E) 118	112	(G) 485	(H) 344	238	(J) 646	(K) 373	(L) 521	(M) 328	(N) 326	351	(P) 316	(Q) 278	(K) 602	313	541	304	(V) (V 299 2	n) (X) 6 616	226	533	(a) 193	(D) 539	(¢) 159	(d) 493	(e) 259	126 2	(R) (N)	212	720	(K) 147	376	n) (n) 21 383	924	(p) 175	(q) 639	(r) 462	(\$) (587 4	71	(u) (v) 669 367	(w) 592	(x) 416	(y) 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 3	0 584	194	571	180	525	161	466	254	12 2	29 507	195	720	124	429 6	91 403	911	180	594	502	572 4	72	656 365	560	430	506	436
Very closely (4)	212 19%	39 23%	83 22%	20 21%	33 23%	17 16%	89 20%	91 24%	63 27% ILNPR	108 17%	76 23% R	116 21% J	77 26% JNDR	57 17%	66 21%	64 19%	77 25% .NR	101 18%	69 24% vxbdf	117 20% v str	87 31% ixzbdhij	46 7 15% 24 v	3 103 % 18% f	54 28% Tvxbathj	119 21% v	60 33% stvwxzbdthi	102 19%	54 33% stvwx2bathi	85 18%	69 27% TVXZbdfhij	127 8% 3 тих	70 97 1% 19% todhij	41 21%	145 20% vxf	43 35% 1	90 : 21% 2	87 23 7% 6%	196 22% p	16 9%	175 29% r	36 7%	158 5 28% 1: t	51	178 29 27% 8% v	212 38% ×	:	91 18%	101 23%
Fairly closely (3)	348 31%	58 34%	127 34%	32 33%	35 25%	37 34%	161 36%	108 28%	61 26%	215 33% L	116 36% 1L	159 28%	97 32%	113 33%	108 34%	100 30%	86 28%	203 36% ILPQ	102 36% TWa	169 28%	107 38% TWah	104 8 34% 21 т	3 207 % 35% тhj	66 34%	176 31% т	49 27%	181 34% Th	46 29%	167 36% Twathj	80 31%	130 2% 3 T	74 150 2% 29%	57 29%	231 32%	38 30%	118 2 28% 4	76 67 0% 17%	306 34% p	38 21%	234 39% r	113 22%	216 1 38% 25 t	19 5% 3	252 86 38% 24% v	348 62% ×	:	141 28%	164 37% у
Not very closely (2)	296 26%	48 28%	92 24%	25 27%	42 29%	27 25%	128 28%	101 27%	58 25%	179 28%	80 24%	155 27%	75 25%	97 28%	90 28%	92 28%	80 26%	144 26%	68 24%	166 28% U	53 19%	91 8 30% 2 Ue	0 147 % 25% U	44 23%	150 26% U	44 24%	141 27% U	36 22%	120 26% U	58 23%	196 7% 2 ux	56 140 4% 28% U	51 26% U	196 27% U	23 18%	115 : 27% 2	44 150 1% 37% m	226 25%	67 37% 0	105 18%	187 37% 9	128 1 22% 3	58 3% :	142 134 22% 37% u		296 69% w	130 26%	120 28%
Not closely at all (1)	134 12%	15 9%	44 12%	7 7%	18 13%	14 13%	43 9%	48 12%	26 11%	81 13% MO	31 9%	74 13% MD	22 7%	50 15% MD	27 8%	50 15% KMD	33 11%	63 11% M	26 9% Ug	79 13% Uacegi	15 5%	39 3 13% 1 Jangi L	1 74 % 13% Uaegi	17 9%	72 13% Uacegi	12 7%	61 12% Ung	11 7%	56 12% Uegi	15 6%	93 3% (13 57 5% 11% Ungi	13 6%	90 13% Uaegi	13 10%	53 12%	83 100 % 25% m	92 10%	40 22% 0	32 5%	100 20% 9	40 5 7% 19	91 9%	47 81 7% 22% u		134 31% w	73 14% z	31 7%
I haven't heard of this news story	124 11%	9 5%	25 7%	10 11%	15 10%	13 12%	29 6%	32 8%	20 9%	54 8%	22 7%	53 9%	27 9%	23 7%	29 9%	25 8%	29 9%	47 8%	18 6%	58 10% z	21 8%	21 3	2 49 % 8%	13 7%	46 8%	15 8%	37 7%	14 9%	35 8%	29 11% 5	58	16 56 7% 11% 5VZbdf	31 16%) STUVWXY2 cdefei	54 7%	5 4%	47 11% k	17 62 % 15% m	84 9%	18 10%	42 7%	65 13% 9	27 5 5% 1	51 196 1	37 34 6% 9%		:	69 14% z	18 4%
Don't know	25 2%	2 1%	4 1%	2 2%	:	1 1%	4 1%	2	4 2% 00	6 1% 0	2 1% 0	8 1% 00	3 1% 0	3 1%	1	3 1%	:	5 1% 0	•	8 1% w	:	4 1% w	4 1%	1 *	6 1% W		3 1%		3 1%	3 1% w	8 1% 1	* 7 * 1% wj	2 1% W	4 1%	2 2%	6 1%	4 2 56 1%	7 1%	2 1%	4 1%	2.	* 1	4	1 1 • •		:	3 1%	2 1%
NET: Very/ Fairly closely	560 49%	97 57%	209 56%	52 54%	68 48% -	54 49%	251 55%	199 52%	123 53%	323 50%	192 59% 3.NP	275 49%	175 58% 119	170 50%	174 54%	163 49%	163 53%	304 54% д. т	171 60% vxzbdtkj	286 48% 5Tv	194 68% WXZbdef	150 1 49% 53	6 310 % 53% т	119 61% TVWXZbdfbi	296 52% 4 T	109 61% TvW2h	283 54% Th	100 62% tvwzhij	252 54% π	149 59% TV#thi	157 1 0% 6 TVW2	.44 247 3% 49% Izbethij	98 50%	376 52% Tf	81 65% 1	208 4 48% 6	63 90 7% 22%	503 55% p	54 30%	409 69% r	149 30%	374 1 65% 34 t	69 - 6% (429 115 55% 32% v	560 100% ×	:	232 46%	265 61% y
NET: Not very/ Not at all closely	430 38%	63 37%	136 36%	32 33%	60 42% •	41 38%	170 37%	149 39%	85 37%	261 40% KMR	111 34%	228 40% M	97 32%	147 43% км	117 37%	142 43% xm	112 37%	208 37%	94 33% U S	246 41% Ufacegi	68 24% su	130 1 43% 3 Macegi U	1 221 % 38% e Ueg	61 31% U	223 39% Uaceg	56 31%	202 38% Utrag	47 29%	175 38% Ung	73 29% su	189 1% 3 Naceg	68 197 0% 39% Uceg	64 33% U	287 40% SL/faceg	36 29%	168 : 39% 2	77 249 5% 62% m	318 35%	106 59% o	138 23%	287 57% q	169 2 29% 5	49 3%	189 215 29% 59% u		430 100% w	203 40%	151 35%
Mean	2.65	2.75	2.72	2.78	2.65	2.60	2.71	2.70	2.77 NP	2.60	2.78 JNPR	2.63	2.85 JLNOPR	2.56	2.73 N	2.58	2.75 NP	2.67	2.81	2.61 STN	3.02 :	2.56 2	4 2.64	2.87 TVXZbdfhj	2.66	2.95 TVWXzbdhij	2.67	2.97 TVWXZbdfhij	2.66 T	2.91 VWX2bdhj	.61 2 STVW	.95 2.65 xzbatky	2.78 TV	2.65	2.95 I	2.65 2	96 2.04	2.74 p	2.19	3.01 r	2.20	2.91 2.	31	2.91 2.19 v	3.38 ×	1.69	2.57	2.81 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.

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

Image Image <th< th=""><th></th><th>Total</th><th>Ge</th><th>nder</th><th>Aggre</th><th>egated Age E</th><th>Breaks</th><th>Socia</th><th>l grade</th><th></th><th></th><th>Re</th><th>gion</th><th></th><th></th><th>Educ</th><th>ation</th><th>Employm</th><th>ent status</th><th></th><th>Inc</th><th>ome</th><th></th><th>Ethr</th><th>nicity</th></th<>		Total	Ge	nder	Aggre	egated Age E	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
integration of the		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
unreghedes 131 549 549 540 540 640 550 640 520 737 640 130 640 640 640		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(К)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
weighed base 113 549 573 313 313 315 175 630 650 157 155 175	Jnweighted 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
The focus should be on setting up a full national part of the focus should be one setting up a full national part of the focus should be one setting up a full national part of the focus should be one setting up a full national part of the focus should be one setting up a full national part of the focus should be one setting up a full national part of the focus	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 implementing the commandations of inquiries that have already 436 228 203 85 135 216 289 148 103 115 100 53 20 46 172 265 252 185 72 112 112 108 39% 135 100 53 260 46% 172 265 252 185 72 112 112 108 39% 135 136 38% 135 100 53 260 46% 172 265 252 185 72 112 112 108 39% 135 136 38% 136 210 155 156 157 157 160 157 157 157 157 157 157 157 157 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 16 157 178	The focus should be on setting up a full national oublic 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% 0	340 48% R	166 38%	92 43%	125 44%	130 46%	126 46%	424 44%	76 50%
No preference 68 35 33 30 21 18 40 29 15 16 15 16 17 16 15 16 17 16 15 16 17 16 17 16 17 17 18 16 17 16 <td>The focus should be on implementing the recommendations of inquiries that have already taken place</td> <td>436 38%</td> <td>228 42%</td> <td>203 36%</td> <td>85 27%</td> <td>135 36% D</td> <td>216 48% DE</td> <td>289 45% н</td> <td>148 30%</td> <td>103 38%</td> <td>115 38%</td> <td>100 38%</td> <td>53 34%</td> <td>20 36% *</td> <td>46 48% *</td> <td>172 47% Р</td> <td>265 34%</td> <td>252 36%</td> <td>185 42%</td> <td>72 34%</td> <td>112 39%</td> <td>112 40%</td> <td>108 39%</td> <td>384 40%</td> <td>47 31%</td>	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% н	148 30%	103 38%	115 38%	100 38%	53 34%	20 36% *	46 48% *	172 47% Р	265 34%	252 36%	185 42%	72 34%	112 39%	112 40%	108 39%	384 40%	47 31%
don't think any further action is needed 31 20 11 8 7 16 15 16 15 16 9 7 10 3 2. 2. 8 2.3 18 14 6 15 8 3 16 15 2.% 16 2. 2.% 16 2.% 2	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
Don't know 90 23 61 31 35 24 47 43 24 23 21 10 5 7 28 62 51 39 23 21 16 19 Prefer not to say 7 4 2 33 3 1 4 2 1 24 45 54 57 28 62 51 39 23 21 16 19 Prefer not to say 7 4 2 3 3 1 4 2 1 2 4 - - - - 1 65 1 55 2 1 - - - - - - 1 6 1 5 2 1 - <	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%
Prefer not to say 7 4 2 3 3 1 4 2 1 2 4 - - - 1 6 1 5 2 1 - - 1% 1% 1% 1% 1% 1% 1% 1% 1% - - - 1 6 1 5 2 1 - - 1% <	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 *	6 1%	1 *	5 1%	2 1%	1 *	-		4 *	3 2%

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(*)

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

PUBLIC 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	l Election 2	024 Vote		Referende	um 2016 voti	e				Favourable	to parties												Favour	able to pol	liticians								Opinion	on Labour nment	Russian In Ukra	ivasion of aine	Rising Cost o	of Living	Current conf	ict in G aza	ooming Gangs in 1 UK	Starm he new pl NH	ter announcing Jans to cut down HS wait times	Trump's claim acquire Greenlai Panama Ca	sto Opini ad and a' nal C	ion on wha bout Groon Gangs in th	iat to do uming ne UK
	C Total	Conservati ve	Labour	Liberal Democrate	s Reform UK	K Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura Fi ble to Lib Dems	U avourabl to Green Party	infavoura ble to l Green Party F	Favourabl e to Reform UK I	Jnfavoura ble to Reform UK	Favourabl U e to Keir bl Starmer 1	nfavoura F le to Keir itarmer	avourabl Ur e to Ed b Davey	nfavoura F ele to Ed e Davey	u avourabl to Nigel Farage	nfavoura bleto Fa Nigel ete Farage R	Ur vourabl o Rachel I teeves I	nfavoura ble to Favou Rachel e to K Reeves Bader	Unfa Irabi bi Semi Ki Noch Badi	avoura Favour leto eto iemi Rupe lenoch Low	rabi Unfavo biet ert Rupe e Low	oura Favoura o e to ert Donali e Trumj	abi Unfavo bie ti d Donai p Trum	ura o Favourat Id e to Joe p Biden	ol Unfavor ble to J Biden	ra Favoural e e to Eloi Musk	al Unfavoura n ble to Elor Musk	NET Good job	NET Bad job	Following closely	Not following closely	closely	Not blowing I closely	following fo	Not lowing F osely	Not blowing followin closely closely	ng Follow y close	Not wing following ely closely	Following foll closely cl-	Set f lot Nat owing PL osely Inc	impl i up a Rec full nds bional f ublic Pr quiry Inv	ing comme dations from 'revious nquiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	m	(Z) (a) ((b) (c)	(d)	(e)	(1)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s) (t)	(u)) (v)	(w) (,x) (ty)	(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 19	3 5	539 159	9 493	259	726	244	493	212	720	147	376	721	383	924	175	639	462	587 471	669	9 367	592 4	16 4	168	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 18	0 5	525 161	L 466	5 254	712	229	507	195	720	124	429	691	403	911	180	594	502	572 472	65	6 365	560 4	.30 5	306 /	436
The focus should be on setting up a full national public inquiry into grooming gangs in the UK	506 44%	80 47% D	146 39%	27 29%	104 73% BCDF*	42 38%	164 36%	213 56% 6	127 55% #MOR	278 43% KMOR	118 36%	304 54% #MOR	92 31%	206 60% JKLMOR	117 37% M	183 55% #MOR	194 64% UKLMOPR	198 35%	106 37% Uvg S	323 54% Lovzbdtgj	76 27% 51	182 60% tuxrztatgi st	193 65% Lunzabatig	209 36% ug	61 31%	285 10 50% 569 umbetgi suob	0 2 % 4 atg u	217 115 11% 72%	5 179 6 389 9Zab Ug	9 163 6 64% stuxzab	261 37% dg ug	62 27%	290 57% suxyzbd	127 65% stuxtzabe	271 38% fg Ug	43 35%	246 57% k	303 44%	188 47%	428 47% p	63 35%	249 42%	248 49% 9	299 170 52% 36% t	29 459	5 159 % 44%	232 2 41% 4	03 5 7% 10	206 00% 2	
The focus should be on implementing the recommendations of inquiries that have already taken place	436 38%	67 39% E	174 46% E	55 58% 11*	28 20%	52 48% E*	235 52% н	127 33%	68 29%	287 45% ILNPQ	163 50%	183 32% q	164 54% LLNPQ	96 28%	161 50%	100 30%	76 25%	286 51% ULNPQ	140 49% TVWZacehi	197 33% Wcei 5	175 61% rVWX2abcd efbil	88 29% ci	76 25% c	289 50% IVWZacehi STV	107 55% WZabode 1	214 56 37% 31 TVWorh or	5 2 % 4	250 30 18% 19% /Zacehi	223 6 48% TWVZa:	8 57 6 22%	348 49% TVWZac	132 58% ehi STVWC2abc efhi	160 32% d Wori	40 21%	352 49% TvWZacehi	60 49% 1	130 30%	314 45% n	120 30%	369 40%	64 35%	272 46% r	159 32%	231 194 40% 41%	291 449 v	0 128 % 35%	265 1 47% 3 ×	151 .5%		435 100% γ
No preference	68 6%	10 6%	16 4%	4 4%	6 5%	7 6%	15 3%	19 5%	16 7% L	23 4%	19 6%	21 4%	12 4%	15 4%	17 5%	18 5%	16 5%	26 5%	14 5% U	24 4%	5 2%	17 5% u	13 4%	27 5% Ub	11 6% U	24 13 4% 79 Ub	8 : 6 3	16 9 3% 5% U	22 5% ub	15 6% U	30 4% U	13 6% U	17 3%	12 6% U	30 4% U	8 7%	17 4%	28 4%	29 7% m	40 4%	17 9% 0	28 5%	33 7%	22 36 4% 8%	27 4%	27 6 7%	26 2 5% (25 5%		
I don't think any further action is needed	31 3%	6 4%	13 3%	2 2%	1 1%	5 4%	12 3%	8 2%	9 4%	14 2%	8 3%	18 3%	11 4%	8 2%	5 2%	15 4% N	9 3%	15 3%	9 3%	17 3% h	11 4% h	8 3%	5 2%	14 2%	8 4% h	17 5 3% 39 h	6 3	16 4 3% 3%	13 3%	7	20 3% h	11 5% wh	7 1%	3 2%	23 3% h	4 3%	13 3%	18 3%	10 3%	27 3%	2 1%	21 3%	8 2%	6 20 1% 4%	15 2%	i 10 6 3%	18 3%	5		
Don't know	90 8%	8 5%	24 6%	7 7%	3 2%	4 4%	27 6%	14 4%	10 4%	41 6% Q	18 6%	36 6% q	23 8% 9	17 5%	19 6%	16 5%	8 3%	38 7% q	15 5%	35 6% Vc	18 6% c	10 3%	13 4% c	42 7% Vfbcj	7 3%	31 6 6% 39 c	6 9	26 2 5% 1%	28	9 4%	51 7% V/bcj	11 5%	31 6% Vc	10 5% c	42 6% c	7 5%	21 5%	26 4%	51 13% m	45 5%	32 18% 0	23 4%	50 10% 9	14 50 2% 11% s	28 4%	i 38 6 10% u	19 4 3% 1	43 0% w		
Prefer not to say	7 1%		1 *	:	:	:	1 •		1 1%	1	1	1		1 •	1 •		1 •	1 •	:	1 * z			:	3 1% 2M				: :	2 * b	3 1% vwzb	1		1	1 1% z	3 • b	2 1%	1 •	1 *	4 1%	3 *	2 1%	1 •	4 1%	· 2	1	3 1%	•	2		

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.

ColumProportions (5%) - A&CO207, GAU MAUAMAQ9/QBL5/7/U/WW/Y/ZA/b/64/6/Jgh/MJA/m/to.dp.qb/v/u/v.w/s/y/- Minimum Base: 304") Small Base: 309" ColumPhrone (5%) - A&CO207, GAU MAUAMAQ9/QBL5/7/U/WW/Y/ZA/b/64/b/Jgh/MJA/m/to.qb,qb/v/u/v.w/s/y-- Minimum Base: 304") Small Base: 309"

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 have the	confident, i right solutio groom	f at all, are y ons when it ing gangs in	ou that the comes to de the UK?	following aling with
	Keir Starmer, Prime Minister and Leader of the Labour party	Kemi Badenoch, Leader of the Conservati we party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrat	Elon Musk, owner of X (Previousl v 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%	96 8% 80
Fairly confident (3)	258 23% BDE	203 18% E	230 20% E	214 19% E	119 10%
Not very confident (2)	209 18% CE	222 19% CE	150 13% E	252 22% ACE	113 10%
Not confident at all (1)	392 34% D	354 31% D	387 34% D	249 22%	606 53% ABCD
Don't know	192 17%	281 25% ACE	217 19%	364 32% ABCE	192 17%
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%
NET: Not very/ Not at all confident	601 53% CD	576 51% CD	536 47%	501 44%	719 63% ABCD
Mean	2.03 E	1.99 E	2.15 BE	2.08 E	1.69

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

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

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	Ge	nder	Aggre	egated Age	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Ethi	nicity
	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)	(0)	(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
Very confident (4)	80 7%	54 10% c	24 4%	29 9%	26 7%	25 6%	59 9% н	21 4%	23 8% N	19 6%	13 5%	19 12% KN	4 8%	1 2%	45 12% P	35 5%	60 8% R	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% н	93 19%	47 18%	63 21%	59 22%	44 28%	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%	80 16%	57 21%	51 17%	46 17%	29 19%	11 20% *	16 16% *	70 19%	139 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%	202 40% G	104 39% LM	116 39% LM	93 35% L	37 24%	12 22% *	28 29% *	90 25%	302 39% 0	216 31%	175 40% Q	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%	103 21% G	38 14%	47 16%	48 18%	26 17%	16 29% I*	18 19% *	49 13%	143 18% 0	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% 1	1	-	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%	129 41% EF	100 27%	109 24%	223 35% н	114 23%	70 26%	82 28%	72 27%	64 41% ик	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%	205 55% D	273 61% D	319 50%	282 56%	161 60% LMN	167 56% L	139 53%	67 42%	23 42% *	44 46% *	160 44%	441 57% 0	352 50%	248 57%	111 52%	155 54%	153 54%	144 52%	529 54% x	68 44%
Mare	2.02	2.15	1.00	2.29	1.04	1.00	2.17	1.02	1.05	1.04	1.00	2.25	2.21	2.00	2.24	1.07	2.12	1.00	1.00	1.04	2.07	2.10	1.07	2.40
mean .	2.03	c 2.13	1.00	EF	1.54	1.00	н	1.03	1.55	1.34	1.50	1JK*	*	*	P	1.07	R	1.03	1.00	1.34	2.07	ST	1.57	2.40 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.

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

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

PUBLIC 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		Genera	l Election 20	24 Vote		Referendu	m 2016 vote	2			Far	ourable to part	es										Favourable	to politicians							Opi	nion on Labo government	ur Russia	in Invasion of Ukraine	Rising Cost	at of Living	Current co Israel an	onflict in Id Gaza	Grooming Gan UK	gs in the ne	tarmer announ w plans to cut i NHS wait time	ing Trun iown acquire s Pa	mp's claims to re Greenland an anama Canal	Opinion nd abour Ganş	on what t t Groomin ts in the U Impler
	Total (A)	Conservati ve (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave	Favourabl e to Cons (i)	Unfavoura ble to Cons (J)	Favourabl Uni e to Lab blo	Favoura e e to Lab [(L)	iourabi Unfavo to Lib ble to i Dems Dem (M) (N)	ura Favourabi ib e to Green : Party (O)	Unfavoura ble to Green Party (P)	Favourabi Uni e to b Reform UK Ref (O)	avoura Favou leto eto i orm UK Starr (R) (S	abi Unfavou eir ble to K ter Starme (T)	a Favourabl ir etoEd Davey (U)	Unfavoura Fi ble to Ed e Davey (V)	Unf Ivourabl b to Nigel M Farage F: (W)	avoura le to Favour ligel e to Ra urage Reev (X) (Y)	Unfavou abl ble to chel Rache es Reeve	ra Favourabl e to Kemi Badenoch (a)	Unfavoura Fav ble to Kemi Ri Badenoch L	ourabl Unfa eto ble upert Ruj owe Lo (c) (i	voura Favoura e to e to pert Donale we Trump d) (e)	bl Unfavours ble to I Donald Trump (f)	Favourabl e to Joe Biden (g)	Unfavoura F ble to Joe Biden (h)	avourabi Un e to Elon ble Musk (i)	favoura to Elon NET Musk jo (i) (i)	Sood NETE b jot	lad Followi closef (m)	Not ng following y closely (n)	Following closely (0)	Not following closely (o)	Following closely (a)	Not following closely (r)	Following fo closely c	Not flowing Fo losely o	Ni ollowing follo closely clos	rt ving Follow ely close	Not wing following ely closely r) (x)	Set up a full Nationa 1g Public / Inquin (v)	i Recc nda il fr Pre- y Ingu
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328 326	351	316	278	502 31	541	304	299	276	616 226	533	193	539	159 4	93 259	726	244	493	212	720 14	17 376	5 721	383	924	175	639	462	587	471	669 36	7 592	12 416	468	4
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302 344	321	333	304	564 28	598	284	305	300	584 194	571	180	525	161 4	66 254	712	229	507	195	720 1	14 429	691	403	911	180	594	502	572	472	656 38	5 560	60 430	506	43
/ery confident (4)	80 7%	6 3%	61 16% BDDF	5 6%	1 1%	2 2%	55 12% н	12 3%	21 9% LNP	43 7% LNP	74 23% ULMNDPQR	2 •	47 4 16% 1% LNPQR L	45 14% #NPOR	10 3% LN	19 6% LN	46 70 8% 255 UNP TUVWO	2 *	44 15% TVWXZbdeftj	4 1% T	26 9% тvzh т	46 53 8% 28% v2th Tuywoz	4 1% sbcd T	18 10% TVZh	43 8% : TV2h 1	18 4 11% 9 tvzh tvi	14 25 16 10% 2hj TV2h	47 7% TVZ	38 16% TVWX2bdefhj	23 5% TVZ	25 13% TVW2hj	50 4 7% 40 TV2h	9 %	69 10% n	10 2%	71 8%	7 4%	64 11% 7	14 3%	47 8%	28 6%	62 1 10% 3 v	1 59 6 119 ×	9 17 36 4%	22 4%	49 111 y
Fairly confident (3)	258 23%	15 9%	143 38% 805	21 22% 85*	11 7%	27 25% 85*	130 29% н	57 15%	42 18% L	172 27% ILNPQ	165 51% IJUMINDPOR	35 6%	104 45 34% 13% LNPQ L	107 34% ULNPQ	46 14% L	48 16% L I	165 14 19% 52 NPQ TUVWX efgt	33 6 6%	101 35% TVWXZacefhij	41 14% 12	45 15% 3 1z TW	169 100 29% 52% VZachj TUVWXZ efghj	43 8% sbcd T	37 21% TVZh	159 30% TvWZachj	26 1 16% 3 1z TVWX	52 62 3% 24% Zacethj TVWZch	173 24% TVW2h	89 39% TVWXZabceth	69 14% 12	51 26% tvwZch 1	180 4 25% 35 vwZch	9 9 % 2%	196 28%	59 15%	230 25% P	24 13%	171 29% ,	86 17%	153 27% t	92 19%	181 6 28% 19 v	8 161 16 299 ×	51 89 96 21%	92 18%	12 29 y
Not very confident (2)	209 18%	40 23%	64 17%	26 27% E*	20 14%	25 23%	91 20%	72 19%	47 20% KQ	112 17% к	28 9%	127 23% KMNQ	50 59 17% 17% κ κ	59 18% κ	63 19% КО	39 13%	118 23 11% 89 NQ	141 24% SUVWYZał N	44 16% s SYc	54 18% SYcei	38 13% : c su	126 15 22% 8%	121 21% SW/bce	29 16% Sitcei	81 15% 5%	13 5 8% 20 swi	75 26 0% 10% fbcel	154 22% SUW/bcel	41 18% Sitcei	102 20% SWrbcei	19 10%	156 1 22% 9 WYbosi	1 73 6 179	121 6 18%	85 21%	156 17%	48 27% o	105 18%	97 19%	93 16%	106 22%	124 7 19% 21	8 104 % 189	04 85 36 20%	80 16%	10 23 y
Not confident at all (1)	392 34%	92 54% CDF	57 15%	20 21%	101 70% BCDF*	35 32% c*	108 24%	195 51% G	100 43% #MOR	216 33% KMOR	19 6%	342 61% JIMOR	45 206 15% 60% κ μκοιο	58 18% K	191 57% UKMDR	168 55% UKMOR	142 13 15% 59 MO	360 60% SUXTabdef	53 19% N 57	186 61% SUXYabdefghi Si	167 56% 2	150 11 26% 6%	336 59% SUKYabdef	83 46% ni suxrbatgi	182 35% 6 sumatgi sum	99 1 62% 23 Wodefghi SU	25 127 7% 50% ng suxnadj	213 30% suxvg	33 15% sv	260 51% sucreatigi	89 46% sunnadig s	222 ! 31% 4 umdg	i 310 K 729 k	0 228 6 33%	152 38%	335 37% P	42 23%	189 32%	191 38%	233 41% t	141 30%	221 11 34% 35	7 183 % 329	12 153 % 35%	241 48% z	102 231
Don't know	192 17%	19 11%	49 13%	23 25% 8CF*	10 7%	17 16%	67 15%	44 11%	21 9%	96 15% LNPQ	39 12% p	56 10% P II	55 26 18% 8% LNPQ	49 15% ILNPQ	23 7%	30 10%	88 28 16% 10 LNPQ cel	59 5 10% Vori	41 15% SVWYacei	19 6%	23 8% :	89 14 15% 7% V1Zabcd c	64 11% Vacei	11 6%	58 11% Voel	4 4 3% 1: v	19 14 1% 5% ori	120 17% STVWYZabet entii	26 11% ori	52 10% Voi	10 5% stv	108 5 15% 8 W/Zabcd	9 34 % 8%	75 11%	93 23% m	116 13%	56 31% o	62 10%	109 22% 9	43 8%	100 21%	67 7 10% 21	5 53 N 9%	3 81 % 19% w	70 14%	55 13
Prefer not to say	8 1%		1			2 2%	3 1%	1		5 1%	2	3	· 3 · 1%	2 1%	1	1	4 1 1% *	3*	1	1		4 · 1% ·	2 *	1 1%	2		1 1	5 1%	1 *	1 *		4	3	2 *	5 1%	4	3 2%	1	6 1%	2	5 1%	1 6 * 2	2 *	5 1%	1 *	3 1%
NET: Very/ Fairly confident	338 30%	21 12%	204 54% 8017	26 27% 86*	12 8%	30 27% sc*	185 41% н	69 18%	63 27% LNP	215 33% LNPQ	239 73% IJUMNOPQR	36 6%	151 50 50% 15% UNPOR L	153 48% ULNPOR	56 17% L	67 22% LN II	211 21 17% 77 NPQ TUVWX efet	35 6%	144 51% TVWXZabcdef bil	45 15% 12	71 24% Tv2h Tv	216 154 37% 79% w2hy TUVWX2 etch	47 8% abcd T	56 31% TVWZh	202 38% 2 TVW2c/hj 1	44 1 28% 42 TV2h TVWX	95 86 2% 34% IZachj TVWZh	220 31% TVW2h	127 55% TVWX2abcdef	92 18% 12 1	77 39% VWZaceh	230 9 32% 75 VWZh	8 9 % 2%	264 38%	69 17%	301 33% p	31 17%	235 40% r	100 20%	200 35% t	120 25%	244 7 37% 22 v	0 220 % 399 x	10 107 % 25%	115 23%	17 415 y
VET: Not very/ Not at all confident	601 53%	131 77% CDF	121 32%	46 48% c*	121 84% cor*	61 56% c*	199 44%	268 70% G	147 63% JKMOR	328 51% KMOR	48 15% 140	469 83% MNOPQR	96 265 32% 77% K UKMOC	117 37% к	254 76% UKMOQR	207 68% JKMOR	260 36 16% 13 1MO	501 84% suvworz detetu	97 34% x 5Y	240 79% SUWXYabode Si fehi	205 69% Kribidefgij 1	276 26 17% 13% ung	457 80% SUWWabo fehil	112 62% suxrbatgi	263 50% : sung sux	112 2 70% 4 %bdefgi 50	20 153 7% 60% ng suxradij	367 52% sloridg	75 33% sv	362 71% Sutmabdefgij	109 56% sung :	378 1 53% 13 Londg	5 383 % 899 k	8 350 6 51%	237 59% m	491 54%	90 50%	296 50%	288 57% 9	327 57%	247 52%	345 20 53% 56	4 285 6 519	85 237 % 55%	321 63% z	201 461
	3.07	17	24	246		4.07	2.24	1.00	4.02	2.02	101			15	100	170			377	172					242			107	3.00	10	207	100 -			4.77	2.05	4.07	2.21	1.00	2.02	2.02					
Angan .	2.03	1.5/	2.64	Z.16	1.34	1.9/	2.54	1.66	1.93	2.08	3.02	1.40	2.02 1.52	2.52	1.60	1./0	1.24 3.0	5 1.40	Z.5b	1.52	1./4	c.z.s 3.09	1.44	1.94	2.13	1.70 2.	1.93	2.09	2.65	1.68	2.07	2.05 3.	c~ 1.2	s 2.17	1./6	2.05	1.97	2.21	1.80	2.03	2.02	2.14 13	2.1	19 1.92	1./6	2.33 y

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	l grade			Re	gion			Edu	cation	Employm	ent status		Inc	ome		Ethr	nicity
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-	Working	Not	UP TO	£20,000-	£35,000 -	£55.000+	White ethnic	Minority ethnic
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(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
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 9% *	3 3%	36 10% P	36 5%	57 8% R	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% т	62 22% т	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% *	68 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%	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 28%	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% 0	151 21%	130 30% Q	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 12%	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%	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

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

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		Genera	al Election	2024 Vote		Referen	dum 2016 vo	ote				Favour	able to partie												Favo	urable to p	oliticians								Opinion	n Labour hment	Russian Inv Ukrain	usion of Le Rè	sing Cost of	f Living	Current conf Israel and G	llict in G Saza	rooming Ganj UK	s in the ne	tarmer annou w plans to cu NHS wait tin	uncing t down acc nes	Trump's clai quire Greenl Panama Ci	ims to Op land and anal	about Groo Gangs in ti	rhat to do soming the UK
	Total	Conservat ve (B)	Labour	Libera Democr (D)	l ats Reform (UK Other	Remai	n Leave	Favoura e to Con	abl Unfavou ns ble to Co (1)	ra Favour ns eto L /k)	abi Unfavou ab bie to La (1)	Favours ra e to Li b Dem: (M)	abl Unfavour b ble to Lib c Dems	a Favourabi e to Greer Party (0)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (Q)	Unfavoura ble to Reform UK (R)	Favourabl I e to Keir I Starmer (S)	Unfavoura P ble to Keir Starmer (T)	Favourabl U e to Ed Davey (11)	Unfavoura I ble to Ed Davey	avourabl e to Nigel Farage	Unfavoura ble to Fi Nigel e t Farage (X)	to Rachel Reeves	Jnfavoura ble to Fav Rachel e t Reeves Bar (7)	Un ourabl I o Kemi Jenoch Ba (a)	favoura Fave ble to e Kemi Ru denoch Lo	ourabl Un e to upert B owe	favoura Favo bleto e Rupert Do Lowe Tri	ourabl Unf to b onald D ump Ti (e)	lavoura ile to Favo onald e t rump B	urabi Unfav o Joe bleto den Bide e) (bi	oura Favou Joe eto E en Mu	rabi Unfavou Ion bie to Ei ik Musk (i)	ra on NET Good job	NET Bad job	Following f	Not ollowing Fol closely cl	lowing fol losely c	Not Ilowing Fr Iosely	ollowing fol closely cl	Not llowing B losely	following fol	Not lowing Fe osely	billowing foll closely cli	Not lowing Fa osely a	closely c	Not N Not N closely I	iet up a R full n lational Public F inquiry li	ing tecomme ndations from Previous Inquiries (2)
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 1	159	493 2	259	726	44 49	3 21	2 720	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 1	161	466 2	254	712	29 50	7 19	5 720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very confident (4)	71 6%	34 20% CDEF	13 3%	5 5%	10 7%	2 2%	27 6%	33 9%	51 22% JKLMNDPC	9 1% QR	28 8% .R	39 7% я	21 7% JR	28 8% #	22 7% "R	25 7% #	39 13% LMNOPR	19 3% 1	22 8% xbdtj	41 7% xb/j	23 8% xbdtj	28 9% xbd1j	36 12% TX2bdhj	18 3% b	18 10% xbdtj	41 7% xbłj stu	52 29% /WXIZbc	6	24 15% xztudituj	22 5% 1 xb/j STUV	43 17% WXYZbd	20 3% 1 5 X	24 34 196 79 sdfj Xbf	1 37 6 19) STUVW	22 6 3% NZbd b	18 14% 1	32 7%	55 8% n	14 3%	64 7% P	4 2%	49 8% r	21 4%	51 9% t	16 3%	57 9% v	10 3%	43 8%	22 5%	44 9% z	20 5%
Fairly confident (3)	203 18%	47 27% CDF	58 15%	11 11%	45 32% CDF*	9 9% •	59 13%	92 24% G	94 40% JKLMNDPC	56 9% QR	59 189 JOR	120 21% JOR	55 18% JOR	69 20% JOR	44 14%	82 24% JOR	91 30% .KLMNDR	58 10%	54 19% xbdtj	114 19% Xbdfj	51 18% Xbdtj	64 21% xbdtj 5	99 33% TUVXY25dfg N	52 9%	39 20% Xbdtj	112 20% xbdtj STU	81 45% /WXX2bd	37 1 7% 4 stuv	65 41% wxyzbd	50 5 11% 3 xb stur	90 85% : xvztudig	79 11% 1 xb x	43 10 9% 20% adfj Xbd	3 63 16 32 11 STUVXY	85 6 12% bdfg Xb	27 21%	96 22%	143 21% n	58 14%	180 20% p	19 10%	130 22% r	72 14%	139 24% t	55 12%	141 21% v	49 13%	129 23% ×	59 14%	117 23% z	61 14%
Not very confident (2)	222 19%	33 19%	84 23%	18 19%	30 21%	21 19%	92 20%	87 23%	26 11%	142 22% IOR	65 209 1	111 20%	69 23% 10	70 20% 1	55 17%	66 20% I	59 19% 1	108 19% 1	60 21% #8	118 20% #	51 18% a	63 21% #	57 19% a	120 21% *	36 18% a	106 19% a	20 11%	114 22% 1 48	26 16%	92 - 20% 1	42	151 21% 1 46	35 95 5% 199 #	5 36 N 19 a	6 155 6 22% 48	28 22%	71 17%	141 20%	75 19%	187 20%	34 19%	110 19%	107 21%	114 20%	95 20%	140 21%	75 21%	118 21%	93 22%	101 20%	95 22%
Not confident at all (1)	354 31%	19 11%	154 41% st	34 35% #*	33 23% #*	52 47% 86*	188 41% н	87 23%	18 8%	298 46% IKLMNOPC	113 349 2 10	176 31% 10	97 32% IQ	120 35% 10	127 39% ILMQ	104 31% IQ	56 18% 1	259 46% IKUMNDPQ	97 34% Wacei	202 34% Wacel	104 37% Wacei	107 35% Wacei	56 19% a	273 47% TUVWZacetg 1	81 42% SWZacehi	186 33% Wacei	9 5% stu	294 56% 1	25 15% a 5TL	236 - 51% 1 www.	44 17% . a STV	287 40% 3 NZacehi W	88 16 8% 335 acel Wac	9 25 K 15 zi a	292 6 41% STWZace	40 33%	140 33%	224 32%	125 31%	284 31%	59 33%	198 33%	149 30%	173 30%	164 35%	190 29%	133 36%	183 33%	134 31%	136 27%	171 39% у
Don't know	281 25%	39 23%	65 17%	28 29% c*	25 18%	24 22%	86 19%	82 21%	42 18%	135 21% N	62 193	114 20% N	59 20%	53 15%	72 23% N	56 17%	60 20%	116 21% N	50 18% _{Ya}	120 20% VYabde	54 19% Yabd	42 14%	52 17% _{Ya}	119 20% Viabde	19 10%	124 22% VTabcdel	18 10%	72 14% 1	21 13%	65 14% 1	34 13% :: STV	170 24% 1 AXXabed	88 10 7% 205 0 Visks	4 28 % 15' cde	6 163 6 23% VMabcde	10 8%	85 20% k	127 18%	129 32%	194 21%	62 34% o	106 18%	150 30% 9	93 16%	137 29%	127 19%	95 26%	87 16%	118 27% w	108 21%	87 20%
Prefer not to say	8 1%		1 •	:	:	1 1%	2 *	1.	1.	3 1%	1.	4 1%	1.	3 1%	1.	1 •		3 1%	:	4 1%		1 •	1 •	2 *	1 •	3		2		1 •	•	4 1% j	. 2	1	2	1 1%	4 1%	1 •	4 1%	3 *	2 1%	1 •	4 1%	1 •	5 1%	1 •	4 1%	•	4 1%	1 •	2.
NET: Very/ Fairly confident	274 24%	80 47% CDF	70 19%	16 16%	55 39% CDF*	12 11%	86 19%	125 33% 6	144 62% JKLMNDPC	66 10% QR	86 269 JOR	159 28% JOR	76 25% JR	98 28% JOR	66 21% "R	105 32% JOR	129 43% JRLMNOPR	77 14% 1	76 27% xbdīj	155 26% Xbdtj	74 26% xbd1j	92 30% xbdtj 5	135 45% TUVXY2bdfg Ni	69 12% b	57 30% xodtj	153 27% xbdtj STU	133 74% /WXIZbc	43 5 8% 5 5TUV	89 55% WXXZbd febi	72 1 15% 5 xb stuw	134 i3% wxyzbd	100 14% 3 xb x	58 13 0% 27 xbd	8 10 % 52' fj stuvky	1 108 6 15% todig Xb	44 36%	128 30%	199 29% n	71 18%	243 27% p	23 13%	179 30% r	92 18%	191 33% t	71 15%	198 30% :	59 16%	172 31% ×	81 19%	161 32% z	81 19%
NET: Not very/ Not at all confident	576 51%	51 30%	238 64% 8E	52 55% 8*	63 44% 8*	72 66% 82*	280 62% Н	174 46%	44 19%	440 68% IRLMNOPQ	178 549 IR IQ	287 51% IQ	166 55% 10	191 55% IQ	182 57% IQ	170 51% IQ	115 38% 1	367 65% IKLMNDPQ	157 55% Wateri	319 53% Wacel	156 55% Wacel	170 56% Wacel	112 38% # 1	394 67% ituvwyzacef ahli	117 60% WZacel	292 51% Wacel	29 16% STU	409 3 78% 3 WWXYZac defahil	50 81% a stu	327 3 70% 3 vwr2acef ehi	85 14% 1 a stuk	438 : 61% 5 NZaceghi W	23 26 4% 521 acei Wac	4 65 % 33' ai a	447 6 62% stuvwzac N	68 55%	211 49%	365 53%	199 49%	471 52%	93 52%	308 52%	256 51%	288 50%	259 55%	330 50% 9	208 57%	300 54%	227 53%	237 47%	267 61% y
Mean	1.99	2.72 CDEF	1.77	1.81	2.27 CDF*	1.55	1.80	2.24 G	2.94 JKLMNDPC	1.56 QR	2.0: JOR	2.05 JOR	2.00 JOR	2.02 JR	1.84 "R	2.10 JOR	2.46 JRLMNOPR	1.63 J	2.01 xbdtj	1.99 Xbdlj	1.97 Xbdtj	2.05 xbd1j 5	2.46 TUVXYZbdfg N	1.60 b	1.97 Xbdtj	2.02 Xbdij STU	3.09 /WXYZbc lefehii	1.46 2 STUV	2.63 WXYZbd fehi	1.64 2 b stuvi	2.61 WXYZbd fehi	1.69 ј хь х	.02 2.0 xbd	ti 2.6 tj stuvio teh	6 1.71 NZbd Xb	2.19	2.06	2.05 n	1.85	2.03 P	1.73	2.05 r	1.90	2.14 t	1.77	2.12 v	1.76	2.07 ×	1.90	2.17 z	1.80

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.

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	Ge	nder	Aggre	gated Age B	Breaks	Socia	l grade			Rej	gion			Educ	ation	Employm	ent status		Inco	ome		Ethn	nicity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L)	(M)	(N)	(0)	(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
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 14%	46 11%	22 10%	30 10%	44 16%	43 15%	124 13%	20 13%
Fairly confident (3)	230 20%	128 23% c	99 17%	81 26% F	71 19%	78 17%	108 17%	122 24% G	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% D	166 37% D	250 39% н	137 27%	106 40% J	83 28%	88 33%	56 35%	16 29%	38 39%	145 40% P	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% B	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% F	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% c	161 28%	122 39% F	119 32%	133 30%	181 28%	193 39% G	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% т	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% н	195 39%	143 53% J	127 43%	116 44%	78 49%	24 43% *	48 50%	195 53% Р	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 0	2.21	2.04	2.09	2.03	2.24	2.28 T	2.13	2.22

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

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		Genera	al Election 2	024 Vote		Referen	dum 2016 vo	nte				Favoura	ble to parties												Favor	rable to poli	ticians								Opinion on governm	Labour F	lussian Invas Ukraine	ion of Ris	sing Cost of	Cu Living I	urrent conf Israel and G	ict in Groo	ning Gangs in UK	Starmer the new plan NHS	announcing s to cut down vait times	Trump's acquire Gre Panami	claims to O enland and a Canal	about Groo Gangs in th	what to do soming the UK
	Total	Conservati ve	Labour	Liberal Democrat	s Reform UI	JK Othe	r Remai	n Leave	Favoural e to Con	abl Unfavour ns ble to Cor	ra Favoura 1s etoLai	bl Unfavour b ble to Lab	Favoural a e to Lib Dems	bl Unfavoura ble to Lib Dems	Favourabl e to Green Party (0)	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura F ble to Reform UK	avourabl U e to Keir b Starmer :	Infavoura Fa sle to Keir Starmer	e to Ed I Davey	nfavoura Fa ble to Ed e Davey I	Ui to Nigel Farage	nfavoura bleto Fav Nigel eto Farage Ro	Ui vourabl Rachel eeves	nfavoura ble to Favo Rachel e to Reeves Bad	Unfav ourabl ble Kemi Ke enoch Bade	voura Favour a to e to mi Rupe moch Low	abl Unfavo blet rt Rupe e Low	ura Favoura o eto rt Donald e Trump	ibl Unfavou ble to d Donald o Trump	ara Favourabl d e to Joe p Biden	Unfavoura ble to Joe Biden	Favourabl e to Elon Musk	Unfavoura ble to Elon Musk	NET Good I job	NET Bad Fo	flowing fol	Not lowing Folk losely clo	lowing fol osely cl	Not owing Foll osely cli	lowing fol osely ci	Not lowing Folle osely clo	Not wing follow sely close	ng Followin y closely	Not following closely	Following closely	Not I following closely	Set up a R full n National Public F Inquiry II	nplement ing Recomme ndations from Previous Inquiries
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 1	93 53	39 155	493	259	726	244	493	212	720	147	376	721	383 9	924	175 6	639	462 5	37 471	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 1	80 53	25 161	466	254	712	229	507	195	720	124	429	691	403 9	911	180 !	594	502 5	72 472	656	365	560	430	506	436
Very confident (4)	145 13%	22 13% r	33 9%	6 6%	65 45% BCDF*	4 4%	40 9%	79 21% G	52 23% JKMOR	63 10% R	28 9% R	105 19% жмоя	34 11% OR	80 23% JRIMOR	24 8% R	75 22% #MOR	118 39% I.KLMNOPR	14 2%	29 10% xatj	102 17% suxbdtj	32 11% xatj	62 20% suxredfgi stu	118 39% WXVZabde	10 2%	23 12% xdj :	106 19% 2 suxneetj stuv	52 4 9% 8 0/25dfg Xd	12 80 % 50% #j \$TUVWX	11 2%	85 34% stuvk/256	40 6% atig xd	29 13% xtutj	93 18% suxrbdtj	74 38% STUVXY2abdf	44 6% xd	19 16%	88 21%	103 15% n	38 1 10% 1	132 14%	10 1	83 14%	59 1 12% 2	24 18	92 14%	38 10%	91 16% ×	42 10%	110 22% z	26 6%
Fairly confident (3)	230 20%	47 28% CDF	66 18% D	8 8%	50 35% CDF*	13 12%	64 14%	110 29% 6	74 32% .KLMNDP	100 16% PR R	70 21% <i>R</i>	123 22% #	51 17% R	80 23% JR	58 18% R	78 24% _R	121 40% LKLMNOPR	39 7%	56 20% xatgi	140 23% uxbdtg	42 15% x	73 24% uxeefgi stu	127 43% NXX2abdf gbi	36 6%	39 20% xdtgi	124 22% 3 unbdigi stuv	59 8 3% 15 rrztały xc	10 60 5% 389 df stuvxrz hj	53 5 119 5 dfg X	101 40% stuvkizbi	85 12% dig X	30 13% ×	127 25% uxbdfgi	69 36% stuvxyzbdłg hj	100 14% xdf	27 22%	106 25%	148 21%	76 2 19% 2	201 22%	23 : 13% 2	128	96 1 19% 2	41 72 86 159	141 21%	72 20%	110 20%	91 21%	132 26% z	73 17%
Not very confident (2)	150 13%	25 15%	51 14%	13 14%	13 9%	13 12%	42 9%	62 16% 6	27 12% 9	81 13% Q	44 13% Q	78 14% Q	36 12% q	41 12% Q	39 12% 9	43 13% Q	19 6%	80 14% 9	43 15% Wbori	75 13% Wc	32 11% W	51 17% TWbcei	16 5%	90 15% Wbcej	24 12% W:	76 13% 1 wc v	27 5 5% 11 N: W	i7 10 1% 6% v	67 149 Wbc	25 10% W	98 14% Wbc	33 14% wc	65 13% Wt	17 9%	96 13% Wbc	13 10%	50 12%	85 12%	58 1 14% 1	124 14%	20	77 13%	68 13% 1	9 64 8% 149	97 15%	46 13%	83 15%	57 13%	60 12%	65 15%
Not confident at all (1)	387 34%	37 21% E	171 46% st	47 49% 85*	6 4%	58 53% 86*	240 53% н	58 15%	37 16% Q	302 47% ILNPQ	138 42% ILNPQ	170 30% 10	134 44% ILNPQ	97 28% IQ	157 49% IKLNPQ	90 27% IQ	6 2%	349 62% IJKLMNDPQ	120 42% VWZacehi	189 32% Wacehi Tr	135 48% vwZacehi	90 29% Wacei	9 3% c str	359 61% UVWYZabc STV efebil	93 48% WZacehi	171 30% 1 Wacei V	19 28 1% 54 Vci STUVW	85 1 4% 1% VZacef	286 61% stuvwo efebi	22 9% Zabc Wci	350 49% stvwZace	108 47% tVWZacehi	139 28% Wacei	11 6% c	351 49% STVWZacehi	48 39% 1	117 27%	256 37%	129 3 32% 3	305 34%	75 3	224 38%	160 1 32% 2	54 207 1% 449	228 35%	133 36%	209 37%	145 34%	130 26%	198 45% у
Don't know	217 19%	40 23% cr	49 13%	21 22% CE*	10 7%	20 19% E*	64 14%	72 19%	41 18% 9	91 14%	47 14%	84 15%	44 15%	44 13%	42 13%	47 14%	36 12%	75 13%	36 13% Yce	88 15% VWYbode	41 15% Ycde	30 10%	29 10%	84 14% VYbcde	15 8%	90 16% 1 vWrbcde	20 5 1% 11	i8 9 1% 6%	45 10%	20 8%	132 19% STVWXNb eti	26 11%	79 16% VWYbcde	22 11% ce	122 17% vwxtbcdeg	13 11%	64 15%	96 14%	96 1 24% 1 n	143 16%	49 27% 1 0	80 13%	112 1 22% 1 9	2 107	96 15%	72 20%	62 11%	93 22% w	74 15%	73 17%
Prefer not to say	12 1%		4 1%	:	:	:	4 1%			6 1% 0	1.	3 1%	4 1% KD	3 1%	÷	1	4 1%	6 1% KD	:	3 1%	1 1%	•		6 1% 5		3 1%	2 3 1% 1! w	3 · % ·	4 1%	2 1% W	8 1% 5	2 1% 5	3 1%	1 1%	6 1%	3 2%	3 1%	2	5 1% 1	6 1%	4 2%	2	7 1%	1 3	2	4 1%	5 1%	3 1%	•	•
NET: Very/ Fairly confident	374 33%	69 41% CDF	100 27% DF	14 14%	115 80% BCDF*	18 16%	104 23%	189 50% G	126 54% JRLMOPR	163 25% R R	98 30% R	229 41% JKMOR	84 28% R	160 47% JRIMOR	82 26% R	153 46% JILMOR	239 79% I.KLMNOPR	53 9%	84 30% xbdfj :	242 41% suxnbafigi	74 26% xdtj	134 44% sumbdig STL	245 82% /VXYZabde febil	46 8%	62 32% Xbdtj :	230 1 40% 6 suxedigi stuv	11 12 2% 23 0/25dfg Xd	22 141 3% 883 #j STUVWX defet	64 149 12ab X	186 73% stuvxtzat shi	124 17% bdf Xd	59 26% xatj	220 43% succedigi	144 74% STUVXY2abdf shi	145 20% xdf	47 38%	194 45%	251 36% n	115 3 28% 3	333 37% P	33 : 18% 3	211	156 2 31% 4	55 91 8% 199	233 36%	110 30%	201 36%	133 31%	241 48% z	98 23%
NET: Not very/ Not at all confident	536 47%	62 36% E	222 59% 86	60 63% 85*	19 13% -	71 65% 85*	281 62% н	120 32%	65 28% Q	383 59% ILNPQ	182 56% ILNPQ	248 44% 10	170 56% ILNPQ	138 40% 10	196 61% KLNPQ	132 40% 10	25 8%	429 76% UKLMINDPQ	163 58% WWZacehi	265 44% Wacel Tr	167 59% WWZacehi	140 46% Wacehi	26 9% 5T	449 77% UVWYZabc TVi efithii	117 60% WZacehi	247 43% 2 Wacei V	46 34 6% 65 Icel STUVW	43 11 5% 7% (Zaceh)	, 353 769 STUVW: efebi	47 18%	448 63% TVWZace	141 62% hi TVWZacehi	205 40% Wacei	28 14% Wc	447 62% TVWZacehi	61 49%	168 39%	342 49%	187 4 46% 4	429 47%	95 3 53% 5	301	227 2 45% 4	43 271 1% 579 1	325 50%	179 49%	292 52%	202 47%	190 37%	264 60% y
Mean	2.15	2.42 CDF	1.88 F	1.63	3.30 BCDF*	1.59	1.75	2.68 G	2.74 JKLMNOP	1.86 R R	1.96 OR	2.35 JKMOR	1.94 R	2.48 JRIMOR	1.82 R	2.48 JELMOR	3.33 LIKLMNOPR	1.41	1.97 xbdīj :	2.31 suxrbdfgj	1.88 xdj	2.39 sunnafgi stu	3.31 JVXYZabde febi	1.39	1.95 Xbdīj S	2.35 2 sumbelgi stuv	92 1. ozbały ko N	74 3.4 d STUVWX defet	5 1.50 rZab X	0 3.07 STUVX72bi N	1.68 dig Xd	1.90 xatj	2.41 suxnbdfgi	3.21 STUVXYZabde fehi	1.73 xdf	2.17	2.46 k	2.17	2.08 2	2.21 P	L.75 2	2.14	2.14 2	44 1.7	2.17	2.05	2.17	2.09	2.51 z	1.79

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.

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

	Total	Ge	nder	Aggr	egated Age I	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non- graduate	Working	Not	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)	(К)	(L)	(M)	(N)	(0)	(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
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% н	67 13%	39 14%	56 19%	49 18%	43 28%	7 13% *	21 21% *	82 22% P	132 17%	135 19%	80 18%	43 20%	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%	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%	129 26% G	73 27% км	59 20%	50 19%	38 24%	7 12% *	23 24% *	75 21%	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%	231 40% B	94 30%	122 32%	148 33%	194 30%	171 34%	76 28%	98 33%	94 35%	43 27%	22 41%	31 32% *	98 27%	266 34% 0	209 30%	156 36%	74 35% v	97 34% v	79 28%	67 24%	320 33% ×	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% н	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%	182 48% D	194 43%	258 40%	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 н	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(*)

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

	Total		Genera	l Election :	2024 Vote		Refer	endum 201	16 vote					Favourabl	e to parties												F	vourable to	politicians									Opinion on La governme	bour Rus	isian Invasio Ukraine	n of Risin	ıg Cost of Liv	Curr ring Isr	ent conflict ael and Gaza	in Groon	ing Gangs ir UK	Starn the new pl NF	er announcin ans to cut dov 5 wait times	g Trum m acquire Pan	p's claims to Greenland an ama Canal	Opinion nd abour Gang	1 on what to do ut Grooming 1gs in the UK
	Total	Conservati ve	Labour	Liberal Democra	ts Reform L	JK Ott	er Ren	nain Le	Fa save et	wourabl U to Cons b	nfavoura F e to Cons	avourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura ble to Reform UK	Favourabl e to Keir Starmer	Unfavoura ble to Keir Starmer	Favourabl e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to Nigel Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourabl e to Kemi Badenoch I	Jnfavoura I ble to Kemi Badenoch	Favourabl I e to Rupert Lowe	Unfavoura F ble to Rupert Lowe	Favourabl U e to Donald Trump	Infavoura ble to Donald Trump	Favourabl Un e to Joe bl Biden	favoura F e to Joe Biden	Favourabl Ur e to Elon bli Musk	favoura to Elon P Musk	IET Good Ni	T Bad Follo job clo	N wing folic sely clo	ot wing Follov tely close	No wing follow ely clos	it wing Follow ely closi	Nor wing follow ely close	t ing Follo ily clos	No ving follow ely close	t ving Follow zły close	Not followin ly closely	g Followi closel	Not ng following y closely	Set up : full Nationa 1g Public / Inquiry	ing a Recomme dations nal from ic Previous iry Inquiries
Unweighted base	1139	178	397	99	118	11	2 41	a) (85 3	(H) 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 7	21 3	1) (0) 83 92-	4 17	5 63	3 46.	1 58	7 47:	1 66	367	(w) 592	416	468	(2) J 475
Weighted base	1139	171	375	95	144	10	9 43	54 3	881	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 6	91 4	03 91	1 18	.0 594	4 500	1 57	2 47.	2 65	365	560	430	506	j 436
Very confident (4)	49 4%	4 2%	26 7% 8	10 11% mr*	3 2%	2	2 6 6	6 % 2	8 2%	17 7% LNPR	24 4% LNP	33 10% JLNPR	7 1%	38 13% UUNOPQR	2 1%	28 9% JUNPR	3 1%	21 7% INP	21 4% LNP	34 12% TVWXZbdħj	6 1%	33 12% TVWXZbdhj	3 1%	19 6% TVZfnj	21 4% TVZ	27 14% TvWXZbdefbj	7 1%	17 9% TVXZbdhj	19 4% TVZ	18 11% rvwxzbdthj	19 4% TVZ	21 8% TVXZbdfhj	22 3% TVZ	26 11% TVWXZbdfbj	11 2% т	19 10% TVX25dhj	23 3% TVZ	24 19% 1	4 3 1% 6	89 76 2	8 44 % 5% P	2 i 19	40 6 7% 7	5	3: 67	i 10 i 29	1 36 1 69	10 3%	38 7% ×	8 2%	14 3%	28 6% v
Fairly confident (3)	214 19%	26 15%	101 27% st	27 29% 85*	13 9%	1 17	9 10 % 23	07 6 1% 1/	61 .6%	52 22% LNPQ	120 19% LNP	98 30% ULNPOR	83 15% N	116 38% UKUNOPOR	13 4%	96 30% ULNPQR	42 13% N	46 15% N	122 22% ILNPQ	91 32% TVWX2bcdef	86 14% V	111 39% STVWXZabcd	17 6%	45 15% v	136 23% TVW2hj	76 39% STVWXZabcd	81 14% v	45 25% TVW2h	117 22% TVW2h	27 17% v	113 24% тvw2hj	52 21% TVWZh	144 20% Tv2h	74 32% TVWX2bcdef	64 13% v	39 20% TVZh	146 20% TVZh	43 35% 1	53 1	66 4 4% 11	8 18 1% 213 p	3 23 6 131	i 143 % 249 r	i 71 6 149	12 i 22	6 79 % 179	15 6 24	46	140 25% ×	63 15%	79 16%	107 i 24% y
Not very confident (2)	252 22%	53 31% DF	84 22%	15 16%	39 27%	1 17	8 8 N 18	3 1 1% 34	113 10% G	64 28% MOR	139 22% 0	72 22% 0	130 23% 0	54 18%	94 27% JLMOR	53 16%	97 29% JLMOR	80 26% MD	116 21%	64 22%	137 23%	50 17%	79 26% UXb	84 28% uxrbg	113 19%	36 19%	130 23%	55 31% TUXNZ5dfgj	101 19%	41 25% U	98 21%	60 24%	157 22% x	46 20%	124 24% UND	48 25% U	164 23% uxb	25 20%	85 1 10% 2	68 7 4% 1	5 20 9% 231	5 41 16 231	: 142 % 249	! 104 6 219	14 14	5 92 % 199	16 6 25	79 22%	132 24%	102 24%	116 23%	99 i 23%
Not confident at all (1)	249 22%	37 22% D	56 15%	9 9% •	59 41% sco*	3 29 00	2 9 % 20	0 1	103 17% G	43 18% KM	164 25% кмоя	29 9% м	192 34% UKMOQR	14 5%	160 47% LIKLMOPQR	40 13% км	130 39% UKLMOQR	84 28% 1KMO	118 21% KMO	19 7%	212 36% SLIXTabdetgij	12 4%	159 52% stuwxyZabc defabil	90 30% suxnitgi	127 22% SUYg	14 7%	199 35% SUKrabdefgij	34 19% suvg	156 30% SUXYadhgi	50 31% suxnafgi	113 24% sumg	70 28% SUrrafg	144 20% sung	25 11% SU SU	177 35% Wabdefgij	48 25% sung	152 21% surg	10 8%	174 1 11% 1 k	28 1 9% 29	15 20 9% 223	1 40 % 22?	i 113 % 199	i 130 6 269 9	0 13 6 24	8 10 6 229	3 12 6 201	99 27%	117 21%	106 25%	160 32% z	61 14%
Don't know	364 32%	52 30%	105 28%	33 35% 1*	29 20%	3 34 5	7 14 NG 33	18 9 1% 2	96 15%	54 23%	193 30% NPQ	93 28% №	147 26% NP	80 26% P	71 21%	100 31% INPQ	59 18%	71 23%	184 33% ILMNPQ	74 26% Vac	152 25% Vace	78 27% Vacei	45 15%	61 20% V	182 31% TVWYZabcde	42 21%	152 27% VWace	29 16%	130 25% Vac	25 15%	120 26% Vac	49 19% 51	241 34% TUVWXYZab cdeehi	57 25% Vec	124 25% Vac	38 20% 57	231 32% WYZabcd ethi	23 19%	106 1 15% 2	87 1 7% 3	51 271 8% 301) 71 % 39? 0	: 153 % 269	1 186 6 379 9	i 12 i 23	9 180 % 389 %	0 17 6 26	126 34%	133 24%	144 34% w	137 27%	140 32%
Prefer not to say	10 1%		3 1%	:	:	1	6	2	:	2 1%	4 1%	1 *	6 1%	:	3 1%	4 1% M	2 1%	2 1%	3 *	1 1%	5 1%	:	2 1%		6 1% b		3 •	:	1 •		3 1%	2 1%	5 1%	:	6 1% Wb	2 1% W	4 1%	:	6 1%	3 * 1	5 3 % *	3 2% 0	6 ³	6 1%		7 19	i •	5 2% u	1.	6 1%		1.**
NET: Very/ Fairly confident	263 23%	29 17%	127 34% 857	37 39% 857*	16 11%	2 19	L 13 % 25	82 6 196 13	69 8%	69 30% LNPQ	144 22% LNP	131 40% IJLNPQR	90 16% N	154 51% UKUNOPOR	15 4%	124 39% ULNPOR	45 14% N	67 22% UNP	143 25% JINP	126 44% TVWXZabcdef	91 15% v	144 51% TVWXZabcdef	20 7%	64 22% TVZh	156 27% TV2hj	103 53% STVWX2abcd	88 15% v	62 34% tvwzhj	136 26% тvzh	46 28% TVW2h	132 28% Tv2hj	73 29% TVWZh	166 23% тvzh т	100 44% WWX2abcdef	75 15% v	58 30% тvwzh	169 23% TVZh	67 54% 1	57 2 3% 3	05 5 0% 1-	6 23 1% 269 p	3 25 16 14:	i 183 % 319 r	i 76 6 159	16 6 28 t	0 90 % 199	19 16 299 v	56 15%	178 32% ×	71 16%	93 18%	135 31% y
NET: Not very/ Not at all confident	501 44%	90 53% co	140 37%	24 26%	98 68% BCDF*	9 46 0	0 13 % 38	72 2	216 7% G	107 46% кмо	303 47% кмоя	101 31% м	322 57% UKMOR	68 23%	255 74% UKLMOPQR	93 29% M	227 68% UKLMOQR	164 54% IKMOR	234 41% ЮМО	83 29% U	349 58% sutmabdetgi	61 22%	238 78% STUWXYZabc defahii	174 58% Suxnadefgij	240 41% SUYg	50 26%	329 58% Suxnabatigij	89 50% suvg	257 49% sutofigi	91 56% suxratgi	211 45% suxrg	130 51% suxrtg	301 42% sung	71 31% U SU	301 59% Wabdetgij	96 49% sung	316 44% suxvg	34 28%	259 2 i0% 4 k	97 1 3% 4	91 40 7% 453	5 81 16 459	: 255 % 439	i 235 6 479	5 28 6 49 t	2 199 16 419	5 29 6 449	178 49%	248 44%	209 49%	276 55% z	160 1 37%
Mean	2.08	1.97 E	2.36 atr	2.62 807*	1.65	1.1	18 2.	22 1	.91	2.24 JLNPQ	2.01 LNP	2.58 IJLNPQR	1.77 N	2.80 UKLNOPQR	1.47	2.52 ILENPOR	1.70 N	2.02 UNP	2.12 JLNP	2.67 TvWXZabcdef hi	1.74 v	2.81 STVWXZabcd efahil	1.47	1.97 TVZh	2.13 TVZbh	2.76 TVWXZabcdef ehli	1.75 V	2.29 WWZbdefhj	2.00 TV2h	2.10 TVZh	2.11 TVZbh	2.12 TVWZh	2.09 TVZbh T	2.59 WWXZabcdef Ni	1.76 V	2.19 TVWZbh	2.08 TVZbh	2.80 I*	.65 2	23 1. n	79 2.1 P	2 1.8	7 2.25	3 184	1 2.1	3 1.9	9 2.2 v	1.86	2.23 ×	1.90	1.86	2.35 γ

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.

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	grade			Re	gion			Edu	ation	Employm	ent status		Inc	ome		Ethr	nicity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(0)	(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
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% н	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% 0	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% н	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 18%	50 19%	45 29% UKN	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% н	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 IN*	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.

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		Gener	al Election	2024 Vote		Referendu	um 2016 voti					Favourab	e to parties												Favo	urable to p	oliticians								Opinion on L governme	bour Ru: nt	sian Invasion Ukraine	of Rising	Cost of Livin	Curren g Israel	t conflict in and Gaza	Grooming G [.] Ui	iangs in the K	Starmer and new plans to NHS wait	cut down an times	Trump's cla cquire Green Panama (ilms to Op Iland and Canal	nion on wha about Groor Gangs in th	rhat to do soming the UK
	Total	Conservat ve (R)	Labour	Libera Democr (D)	I ats Reform L (F)	JK Other	Remain (G)	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourab e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems (M)	Unfavoura ble to Lib Dems	Favourabl e to Green Party (0)	Unfavoura ble to Green Party (P)	Favourabl e to Reform UK (O)	Unfavoura ble to Reform UK (B)	Favourabl e to Keir Starmer (S)	Unfavoura I ble to Keir Starmer (T)	Favourabl e to Ed Davey (11)	Unfavoura I ble to Ed Davey	Favourabl e to Nigel Farage (W)	Unfavoura ble to Fa Nigel e t Farage F	Ui avourabl to Rachel Reeves	Infavoura ble to Fav Rachel e ti Reeves Bac (7)	Un ourabl I o Kemi Jenoch Ba	favoura Favo bleto e Kemi Ruj denoch Lo (h) (i	urabi Unfa to bi pert Ru we Lo c) (ivoura Favour eto etc pert Dona ivve Trum id) (e)	rabi Unfavo biet ild Dona np Trum	ura o Favourab Id e to Joe p Biden	Unfavoura ble to Joe Biden	a Favourabl e to Elon Musk (i)	Unfavoura ble to Elon Musk (i)	NET Good N job	T Bad Follo job clo	No wing follow sety close n) (n	t ving Followin ely closely	Not .ng followir ly closely (0)	Followin closely	Not following closely (r)	Following closely (c)	Not following closely (1)	Following 1 closely	Not following F closely	ollowing f closely (w)	Not N ollowing I closely II	tupa Rec full nd ational 1 Public Pr squiry In	ing tecomme ndations from Previous Inquiries (2)
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 1	59 4	93 255	9 726	244	493	212	720	147	376 7	21 38	3 924	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 1	61 4	66 254	4 712	229	507	195	720	124	429 6	91 40	3 911	180	594	502	572	472	656	365	560	430	506	435
Very confident (4)	96 8%	15 9%	18 5%	5 5%	40 28% BCDF*	5 5%	26 6%	48 12% G	32 14% #MOR	41 6% R	23 7% R	66 12% JMOR	21 7% 8	54 16% JKLMOR	21 7% R	48 14% #MOR	72 24% IXLMNOPR	10 2%	24 8% xdtj	65 11% uxtsdtj	17 6% xdj	52 17% STUKZbdtghj S	69 23% TUXXZbdfghj	8 1%	21 11% uxadij	63 11% : uxbdij stur	37 20% WZbdfghj	32 5 6% 33 xatj stuvy	i6 : 5% 2 ////Zab :	11 76 2% 309 xt stuwx	9 6 1% WZab	19 8% xatj	63 12% uxbdtj	76 39% STUVWXYZab	12 2%	18 14%	53 (12% S	il 33 % 89	84 9%	10 5%	55 9%	38 8%	79 14% t	13 3%	58 9%	29 8%	56 10%	31 7%	76 15% z	16 4%
Fairly confident (3)	119 10%	23 13% DF	44 12% DF	2 3%	30 21% CDF*	5 4%	36 8%	57 15% G	50 22% JKLMNDPR	36 6% R	42 13% 308	62 11% .R	39 13% JOR	39 11% JR	27 8% JR	47 14% JOR	71 23% JRLMNOPR	17 3%	38 14% L06dfj	60 10% xbdtj	25 9% Xbdtj	40 13% xbd ¹ 5	74 25% TUVXY25etg	21 4%	27 14% uxbdtj	58 10% : xbdtj STU	47 26% /xx2bstg	26 4 5% 30 rj stuve	i8 3 3% 5 YZbdig X	23 75 5% 299 ej stuvici N	24 6 3%	28 12% xtdtj	65 13% ткыл)	61 31% stuvworizted tehj	21 3%	24 20% 1	49 9	15 22 1% 59	103 6 11%	10 6%	72 12%	46 9%	85 15% t	27 6%	79 12%	32 9%	73 13% ×	35 8%	74 15% z	32 7%
Not very confident (2)	113 10%	27 16% σ	35 9%	8 8% •	12 9%	8 7% •	30 7%	56 15% G	35 15% JLMOQR	52 8%	35 11% MR	59 10% MR	17 6%	48 14% JIMOR	26 8%	46 14% JMOR	30 10%	42 7%	26 9%	64 11% xotgi	23 8%	41 13% xhdfgi	37 12% xbrigi	40 7%	15 8%	63 11% xotg stur	35 19% AVXYZbcd rhthii	35 1 7% 1	.7 3 196 8	39 31 8% 129 xhgi	54 6 8%	13 6%	62 12% xbdfgi	22 11% 8	55 8%	9 8%	41 6 10% 5	1 43 % 12	96 6 11%	14 8%	58 10%	51 10%	63 11%	41 9%	74 11%	34 9%	56 10%	49 11%	53 10%	37 8%
Not confident at all (1)	606 53%	83 48% E	239 64% 86	63 67% 85*	39 27%	76 69% 85*	307 68% н	165 43%	78 34% Q	424 66% IKLNPQ	192 59% ILNPQ	285 50% 10	186 62% IUNPQ	156 45% IQ	204 64% ILNPQ	159 48% IQ	73 24%	441 78% IIRLMNOPQ	171 60% TVWacehi	312 52% VWacehi	189 67% TVWZacehi	136 45% Wacei	68 23% cei	456 78% STUVWYZabc Tv efahi	124 64% VWZacehi	305 53% : vWacehi	46 26% cei STV	380 2 72% 12 WYZaceg N	10 3 296 7 1 STUV	156 35 6% 149 W/Zabc i whi	533 6 75% stuvws ahi	148 65% face TVWZacehi	240 47% Wacei	12 6%	555 77% STUVW/Zabc efehi	65 52%	214 3 50% 5:	83 21 5% 54	8 494 % 54%	102 57%	327 55%	274 55%	279 49%	301 64% s	358 55%	205 56%	320 57%	232 54%	206 41%	318 73% у
Don't know	192 17%	23 13%	37 10%	15 15%	23 16%	15 14%	50 11%	54 14%	35 15% кв	85 13% KR	31 10%	87 15% KPR	37 12% R	43 12%	40 12% R	34 10%	58 19% 200NOPR	49 9%	24 8% Y	90 15% suvmedtg	28 10% Y	34 11% Yd :	50 17% SUVXYabdgi	54 9% 1d	7 4%	78 14% sxnbdj	16 9% ү	49 2 9% 12 ү у	10 3 296 7 1	34 37 7% 149 Y SKYab	85 6 129 d X15d	21 9% Y	72 14% sxnbdj	24 12% Y	71 10% Vd	8 6%	68 1 16% 1 k	16 81 1% 20 m	129 16 14%	41 23% 0	77 13%	90 18%	62 11%	88 19%	83 13%	62 17%	50 9%	80 19% w	95 19% z	34 8%
Prefer not to say	12 1%	:	3 1%	2 2%	:	1 1%	4 1%	2	1 1%	6 1%	3 1%	6 1% p	2 1%	3 1% P	2 1%	:	2 1%	4 1%	1	6 1%	2 1%	2 1%	2 1%	4 1%	1 1%	4 1%		3 1%	. 1	2 1	6 1%		5 1%		7 1%	•	4	5 3	6 1%	3 2%	5 1%	4 1%	4 1%	3 1%	4 1%	3 1%	6 1%	3 1%	3 1%	•
NET: Very/ Fairly confident	215 19%	38 22% DF	61 16%	7 8%	70 49% BCDF*	10 9%	62 14%	104 27% G	82 35% JKLMNOR	77 12% R	66 20% 308	128 23% JOR	60 20% JOR	93 27% JKDR	48 15% R	95 28% JILMOR	143 47% LIKLMNOPR	27 5%	62 22% uxbdtj	126 21% uxbdtj	42 15% xd)	92 30% stukzbałąnj s	143 48% TUVX/25dfg	30 5%	47 24% uxbdtj	121 21% uxbd) stu	83 46% /xrzbdfg	59 1 11% 6! xatj stuve atj	D4 3 5% 7 /XrZab 3	34 151 7% 609 dj stuvax digh	L 33 6 5% YZab	47 21% uxbdtj	128 25% TUK2bdtj	137 70% stuvwxvzab detghj	33 5%	42 34% 1	102 1 24% 2	56 54 8% 13	4 188 6 21% p	20 11%	127 21%	84 17%	164 29% t	40 8%	137 21%	61 17%	129 23% ×	67 15%	149 29% z	47 11%
NET: Not very/ Not at all confident	719 63%	110 64% E	273 73% E	71 75% E*	51 35%	83 76% E*	338 74% н	221 58%	113 49% Q	476 74% ILMNPQ	227 69% ILNPQ	344 61% IQ	203 67% IQ	205 60% 10	230 72% ILNPQ	204 61% IQ	102 34%	483 86% URLMNOPQ	197 69% VWacehi	376 63% Wacel	212 75% TVWZacehi	177 58% Wacei	105 35% cei	497 85% STUVWYZabc Tr efehi	139 72% IVWacehi	368 64% VWacehi	8D 45% Wicel STV	414 3 79% 23 Withong hi	17 3 8% 8 STUW e	196 66 5% 269 M/Zabc i ehi	6 588 6 83% STUVWS eeh	i 161 70% tabc VWacehi	302 60% Wacei	33 17%	609 85% STUVW/Zabc efehi	74 60%	255 4 59% 6	44 26 1% 66	5 589 % 65%	116 65%	385 65%	325 65%	342 60%	342 72% s	432 66%	239 65%	376 67%	281 65%	258 51%	355 81% y
Mean	1.69	1.80 CDF	1.52	1.36	2.59 BCDF*	1.35	1.45	1.96 G	2.19 JKLMNOPR	1.45 R	1.65 JOR	1.81 JMOR	1.60 JR	1.97 JKIMOR	1.51 R	1.95 JILMOR	2.58 IXLMNOPR	1.21	1.67 LXbdfj	1.76 uxtudtj	1.49 xdj	2.03 stuxizbałghj s	2.58 TUVX/2bdfg N	1.20	1.70 uxadij	1.75 uxbdīj stuv	2.45 xxxzbdfg	1.39 2. Xdij STUVV di	99 1 ////Zab >	27 2.8 dj STUVWX dhe	9 1.21 YZab	1.60 Xbdfj	1.89 stukzbałgj	3.18 STUVWXVZab cdefahi	1.21	1.96	1.83 1	72 1.5	9 1.71 p	1.47	1.72	1.63	1.93 t	1.35	1.71	1.62	1.73	1.61	2.05 z	1.37

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.

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? The
 UK
 Global
 The trading relationsh
 Print of trading relationships
 Print of trading relation trading relationshipp
 Unweighted base Weighted base Very positive (2) 66 6% 81 57 68 74 66 91 69 7% 5% 6% 6% 6% 8% 6% с ACDFH Fairly positive (1) 134 190 137 172 171 137 179 148 12% 17% 12% 15% 15% 12% 16% 13% ACFH ACF ACF ACFH Will make no difference (0) 350 171 226 262 178 310 220 213 31% 15% 27% 19% 20% 23% 16% 19% BCDEFGH BDEFGH BG BG BDEGH BG 254 301 295 315 315 260 Fairly negative (-1) 261 296 22% 28% 26% 23% 26% 26% 28% 23% AB ABG ABG ABG AG Very negative (-2) 191 343 189 252 225 236 323 296 17% 30% 17% 22% 20% 21% 28% 26% ACDEFH ACE AC AC ACDEF ACDEF Don't know 144 94 146 132 129 124 108 117 13% 8% 13% 12% 11% 11% 9% 10% BGH BEGH BG в в в NET: Very/ Fairly positive 200 271 24% 194 17% 239 245 203 270 218 24% 19% 21% 21% 18% 18% ACDFH ACF ACF ACDFH NET: Very/ Fairly negative 445 604 548 540 490 550 583 592 39% 53% 43% 48% 47% 48% AC 51% 52% ACDEF Α AC AC ACDE ACDEF Mean -0.37 -0.57 -0.43 -0.49 -0.44 -0.51 -0.53 -0.59 вссеган вган вн вган н н

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

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

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	Ge	nder	Aggre	gated Age E	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethr	nicity
	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)	(L)	(К)	(L)	(M)	(N)	(0)	(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
Very positive (2)	66 6%	43 8% c	22 4%	33 11% EF	22 6% F	10 2%	37 6%	28 6%	14 5%	18 6%	14 5%	12 7%	2 4% *	6 6% *	33 9% P	33 4%	52 7% R	14 3%	9 4%	14 5%	13 4%	27 10% stu	42 4%	21 14% w
Fairly positive (1)	134 12%	82 15% c	51 9%	57 18% EF	41 11%	37 8%	75 12%	60 12%	27 10%	34 11%	27 10%	34 22% ЦКN	5 9% *	8 8% *	53 14%	82 11%	96 14% R	38 9%	24 11%	26 9%	36 13%	43 16% T	104 11%	30 20% W
Will make no difference (0)	350 31%	194 35% c	149 26%	102 33%	107 29%	140 31%	185 29%	164 33%	72 27%	92 31%	86 33%	44 28%	21 39%	34 35%	108 29%	242 31%	210 30%	139 32%	49 23%	98 34% s	94 33% s	83 30%	295 30%	51 33%
Fairly negative (-1)	254 22%	116 21%	135 24%	44 14%	86 23% D	124 27% D	150 23%	104 21%	59 22% L	86 29% L	60 23% L	18 12%	11 20% *	20 21% *	77 21%	177 23%	137 19%	117 27% Q	52 24%	67 23%	65 23%	48 18%	235 24% x	17 11%
Very negative (-2)	191 17%	74 13%	115 20% B	36 12%	68 18% D	86 19% D	117 18%	73 15%	53 20% J	35 12%	45 17%	28 18%	9 16% *	21 21% J*	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% B	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% 0	90 13%	55 13%	36 17% V	35 12%	28 10%	27 10%	132 14% x	9 6%
NET: Very/ Fairly positive	200 18%	125 23% c	74 13%	90 29% EF	63 17% F	47 10%	112 18%	88 18%	42 15%	51 17%	42 16%	46 29% UKMN	7 12% *	13 14% *	85 23% P	115 15%	149 21% R	52 12%	33 15%	41 14%	48 17%	70 25% sтu	146 15%	51 33% w
NET: Very/ Fairly negative	445 39%	190 35%	250 44% в	81 26%	154 41% D	210 47% D	267 42%	178 36%	111 41% L	120 40%	105 40%	47 30%	20 36% *	41 42% *	144 39%	300 39%	253 36%	191 44% Q	94 44%	115 40%	110 39%	95 35%	399 41% ×	42 28%
Mean	-0.37	-0.19 c	-0.57	0.03 EF	-0.42 F	-0.60	-0.42	-0.31	-0.48	-0.33	-0.41	-0.13 I	-0.42	-0.48	-0.28	-0.42	-0.28 R	-0.52	-0.54	-0.42	-0.38	-0.18 ST	-0.45	0.03 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.

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		Genera	l Election 20	124 Vote		Referendur	m 2016 vote					Favourable	to parties												Fav	ourable to poli	iticians								Opinion on governr	Labour	Russian Inv Ukrai	asion of R	ising Cost o	f Living	Current con Israel and	flict in G Gaza	rooming Gar UK	St ngs in the new	armer announ w plans to cut (NHS wait time	cing Tri Iown acqui s F	ump's claim ire Greenlan Panama Can	s to Opinio Id and abo al Ga	in on what to do out Grooming ings in the UK
	Total	Conservati ve (B)	Labour	Liberal Democrats (D)	Reform UK	Other	Remain (G)	Leave	Favourabl e to Cons	Unfavoura 1 ble to Cons	Favourabl eto Lab	Unfavoura ble to Lab	avourabl L e to Lib Dems (M)	Infavoura Favo ble to Lib e to Dems Pr	Unfr urabl bi Green Gi irty P	avoura le to Far reen arty Ref (P)	ourabl Uni e to t orm UK Ref (O)	avoura Far leto e orm UK St (8)	ourabl Uni to Keir ble armer St (S)	favoura Fav to Keir e armer E	ourabl Unf to Ed ble tavey D	favoura Fav etoEd etr havey Fa	Unfa Iourabl bl o Nigel Ni arage Fai	avoura le to Fav ligel e to rage Ro (X)	Un vourabl b Rachel R ieeves R	favoura ble to Fa tachel e t teeves Ba (7)	Unfa vourabl ble to Kemi Ke idenoch Bade	voura Favou eto et emi Rup enoch Lov b) (c	rabi Unfav o ble ert Rup ve Lov	voura Favou to eti sert Dona we Trun 1) (el	rabi Unfavo o bieto ald Donal np Trum	ura Favourat d e to Joe p Biden (e)	Unfavour ble to Joe Biden	a Favourabl e to Elon Musk (i)	Unfavoura ble to Elon Musk (i)	NET Good job	NET Bad job	following 1 closely (m)	Not following Fo closely c	llowing fr losely	Not Not closely	closely	Not ollowing F closely	ollowing fo	Not billowing Fo closely c	Notes and the second se	ot wing Follo ely clo	N owing follo ssely clo	Set u fu lot Natio swing Pub sely Inqu	p a Recomme II ndations mal from Nic Previous siry Inquiries
Unweighted base	1139	178	397	99	118	112	485	344	238	646	373	521	328	326 3	51 3	316	278	602	313	541	304	299	276 6	516	226	533	193 5	39 15	9 49	13 25	9 726	244	493	212	720	147	376	721	383	924	175	639	462	587	471	669 38	7 5	i92 4	x) () 16 46	.8 475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	344 3	21 3	333	304	564	284	598	284	305	300 5	584	194	571	180 5	25 16	1 46	i6 25	4 712	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656 38	5 5	i60 4	30 50	6 436
Very positive (2)	66 6%	8 5%	21 6%	4 4%	17 12% F*	3 3%	15 3%	32 8% G	22 10% JIR	30 5% R	32 10% JLMOR	30 5% R	19 6% R	22 6% R	19 3% R	24 7% R LK	48 16% MNOPR	6 1%	28 10% (Zbdf)	30 5% xatj	20 7% todtj	22 7% :	48 16% 1 /x2bdfgh	7 1% : f Tx	22 11% KZbdhj	28 5% xdfj ти	26 2 15% 4 vx2bdighj x	21 33 1% 20 1) STUVO	2 1. % 35 Zodig Xf	2 57 % 225 1 STUVW9 chief	7 1 K *	18 8% xtdfj	30 6% xatj	46 24% stuvwxyzab dłebi	8 1% 1	19 16% 1	26 6%	46 7%	16 4%	57 6% p	3 2%	46 8% 7	18 4%	49 9% t	12 2%	49 1 7% 3 v	2 S 6 S	50 1 9% 3 ×	14 43 1% 89 2	i 16 6 4%
Fairly positive (1)	134 12%	30 18% DF	45 12%	5 5%	28 20% DF*	7 6%	44 10%	62 16% G	58 25% JKLMNDPR	46 7% R	48 15% JOR	69 12% #	40 13% JOR	43 13% 18	80 1% 1 R	41 12% 18 18	75 25% MNOPR	25 4%	44 16% 5dfgi :	70 12% xbdtj	34 12%	40 13% : xbd) stuv	74 25% 4	22 4% : f >	29 15% xbdtj	63 11% xbd1 STL	51 3 28% 6 NXX25afg 3	31 53 86 33 17 stuve 18	2 2 No 51 N7254 f	4 82 16 321 stuveo feh	t 19 % 3% (vzbd	24 10% xtdtj	69 14% xbdtj	59 30% stuvxyzbdig hj	41 6% x	26 21% 1	54 13%	101 15% n	33 8%	118 13% p	12 7%	75 13%	55 11%	86 15% t	38 8%	87 3 13% 10	7 7	78 4 4% 9	40 85 1% 17 2	i 32 % 7%
Will make no difference (0)	350 31%	63 37% 07	102 27%	33 34% F*	52 36% F*	21 19%	110 24%	138 36% G	73 31%	186 29%	83 26%	185 33% KMDR	77 25%	121 35% 2 #MOR	77 : 4% 3	125 87% WOQR	90 30%	156 28%	70 25%	195 33% suvg	69 24% s	107 35%	93 1 31% 2 Y	170 19% 2 Y	44 23% 5J	196 34%	52 1 29% 25	54 4: 9% 25' Y	1 13 N 28	10 74 1% 291	4 217 % 31% sung	55 24%	179 35% suxrbcdtgi	59 31%	214 30% Y	26 21%	133 31%	201 29%	133 33%	287 31%	52 29%	181 30%	160 32%	174 31%	141 30%	194 11 30% 32	5 1 % 2	159 1 8% 3-	47 15 4% 31	7 138 % 32%
Fairly negative (-1)	254 22%	30 18%	93 25%	27 28%	24 16%	38 35% 82*	132 29% н	71 19%	34 15%	172 27% ILNPQ	75 23% IQ	123 22% INQ	83 28% INPQ	61	85 7% 2 %Q	66 20% q	35 11%	173 31% LNPQ	63 22% Nacel V	138 23% Nacei	77 27%	60 19% Nacel	40 1 13% 2 ei STVW	171 19% 3 VZacehi Si	53 27% Watel 1	122 21% Wacel	21 1 12% 21 ei STVW	46 11 8% 10 Zacehi	5 13 N 29 STVW2	13 15 1% 69 taophi	5 222 6 31% 5TVWZac	60 26% ehi Wacel	105 21% Wacel	11 6%	221 31% STVWZaceN	21 17%	83 19%	171 25%	82 20%	206 23%	46 25%	137 23%	113 23%	127 22%	119 25%	158 8 24% 23	3 1 % 2)	148 8	87 81 0% 17	i 133 % 31% y
Very negative (-2)	191 17%	21 12% E	81 22% st	15 16% E*	5 4%	29 27% 85*	109 24% н	39 10%	22 10%	146 23% ILNPQ	63 19% IQ	94 17% IQ	54 18% IQ	57 17% 2 IQ IKL	78 4% 1 MPQ	46 14% Q	19 6%	152 27% MNPQ 1	58 20% /acehi V	100 17% Nacel V	59 21%	50 16% Nacel	14 1 5% 2 ei STUV	162 18% 2 WYZacef V	39 20% Wacei V	99 17% Nacehi	14 1 8% 28 cel STVW	37 4 6% 29 IZacehi	13 6 29 STUVW	16 4 1% 2% YZacef	180 6 25% TVWZace	58 25% TVWZaceh	71 14% Wacei	2 1%	174 24% TVWZacehi	26 21%	77 18%	118 17%	68 17%	155 17%	30 17%	105 18%	81 16%	84 15%	99 21% s	106 6 16% 19	9 9	92 8 6% 1	81 63 9% 13	' 88 % 20% у
Don't know	144 13%	19 11%	31 8%	11 12%	18 13% •	10 9%	45 10%	39 10%	23 10%	64 10%	26 8%	64 11%	28 9%	40 12% 1	32 D% 1	32 10%	38 12%	51 9%	20 7% ү	65 11% vbd	25 9% ү	27 9% т	30 ! 10% 5 Y Y	ni 51 9% rod	7 4%	63 11% Ybdg	15 3 8% 7	85 16 196 10 1	5 3 N 71	1 21 6 89 Y	l 73 6 10% Vbdg	14 6%	51 10% Ybd	17 9% ү	62 9% т	5 4%	56 13% k	54 8%	71 18% m	89 10%	38 21% 0	49 8%	75 15% q	50 9%	63 13% s	62 4 9% 13	8 3	34 6 5% 14	51 69 4% 14 w z	1 30 % 7%
NET: Very/ Fairly positive	200 18%	38 22% DF	67 18%	9 9% •	45 31% CDF*	11 10%	58 13%	94 25% G	80 34% JKLMNDPR	76 12% R	80 25% JLOR	99 18% .R	59 20% JOR	65 - 19% 1 18	48 5% 1 R	65 19% ла ла	122 40% MNOPR	31 6% ти	72 25% xzbdtg	100 17% xbdtj	53 19% 3 todtj x	61 20% - ztałj stuv	122 3 41% 5 ovzadg	29 5% : f ти	51 26% xztetyj	91 16% xbdij STL	77 5 43% 1 NX72bdfg X	52 83 0% 53 t) stuve	5 3 % 81 0725d X	6 13 6 555 7 STUVWO ditt	9 20 % 3% %Zab	42 18% xtdtj	99 20% x2txttj	105 54% stuvwxrzab dłebi	49 7% xi	45 37%	80 19%	147 21% n	49 12%	175 19% p	15 8%	122 20% 7	73 15%	136 24% t	50 11%	136 4 21% 13 v	9 1 % 2	127 9 3% 12 ×	54 12 3% 25 z	7 48 % 11%
NET: Very/ Fairly negative	445 39%	51 30%	174 46% 82	42 44% 85*	29 20%	67 62% scor*	241 53% н	110 29%	56 24% Q	318 49% IRLNPQ	138 42% IPQ	217 38% IQ	137 46% IUNPQ	118 1 34% 5 10 10	63 : 1% 3 NPQ	112 84% 1Q	54 18%	325 58% MNOPQ V	121 43% /acehi W	238 40% Vacehi TV	137 48% : VZacehi V	110 36%	54 3 18% 5 cei stuvi	833 i7% i WYZace Vi N	92 47% Watehi 1	221 39% Wacei	35 2 20% 5 ori STVW	84 19 4% 12 Zacehi i	9 26 N 58 STUVW	59 20 % 8% //Zace	0 402 6 56% STUNWIZ N	117 51% ace STVWZace	177 35% N Wacei	13 7%	395 55% stuvwrzace N	47 38%	160 37%	289 42%	150 37%	361 40%	75 42%	243 41%	194 39%	211 37%	218 46%	264 15 40% 42	2 2 % 4	140 1 3% 3	68 15 9% 30	3 221 6 51% y
Mean	-0.37	-0.17 CDF	-0.49 F	0.53	0.22 BCDF*	-0.83	-0.68	-0.07 G	0.11 JKLMNDPR	-0.62 R	-0.29 JOR	-0.36 JOR	-0.41 JOR	-0.29 -0 JOR	.60 4 R J	D.23 LOR LIK	0.37 MNOPR	0.86	0.30 Kodigi S	0.39 Xbdtj	0.47 - odtj x	0.28 j bdfgi stur	0.38 -0 XV2bdfg N	0.86 4 x	0.31 Abdīgi	-0.40 xbdtj STL	0.32 -0 NXYZbdfg X	.71 0.6 af stuvw de	i5 -0.3 IniZab	82 0.7 STUVIO die	4 -0.88 (VZab	-0.54 Xbdfj	-0.26 TUKZbełkj	0.77 STUVWXYZab dłebi	-0.78 37	-0.07 1	-0.35	-0.34	-0.46	-0.35 p	-0.61	-0.33	0.43	-0.21 t	-0.62	0.31 -0. v	50 -0	0.30 -0 ×	.49 -0.: z	11 -0.60

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.

CalumPropertiess (35): A&C076,5,61/J002,MM/009/QR.570/JV/W/07026/b/c46/gB/b/0JJAm/s.c/p.c/p.d/w/w/s/p/: Minimum Baur: 30(**) Snail Baur: 30(*) CalumPrises (35): A&C076,6.01/J02,AM/009/QR.570/JV/W/070/b/b/c46/gB/b/0JJAm/s.c/p.c/r/u/w/w/s/p/: Minimum Baur: 30(**) Snail Baur: 30(*)

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	Ge	nder	Aggre	egated Age B	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethi	nicity
	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)	(I)	(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
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% JN	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%	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% sтu	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%	133 17% 0	99 14%	72 16%	32 15%	30 10%	57 20% т	40 14%	141 15%	27 18%
Fairly negative (-1)	261 23%	108 20%	150 26% B	58 18%	87 23%	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% в	65 21%	117 31% D	161 36% D	211 33% н	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%	36 10%	32 7%	47 7%	47 9%	27 10%	17 6%	23 9%	16 10%	4 7% *	7 8% *	21 6%	72 9% 0	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%	111 36% EF	90 24% F	70 16%	151 24%	119 24%	56 21%	69 23%	61 23%	53 34% ык	11 19%	21 21%	111 30% P	159 21%	205 29% R	66 15%	34 16%	57 20%	72 26% s	96 35% sтu	209 22%	59 38% w
NET: Very/ Fairly negative	604 53%	252 46%	342 60% в	123 39%	204 54% D	277 62% D	360 56% н	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% ×	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.

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

PUBLIC POlitical Pulse Week 2 Adults aged 18+ in GB

t, if either, on the following? - Global security/ conflict

Q;	8. Do you think Donald	Trump's upcoming term i	in office as Presiden	t of the United Stat	es will have a positivi	e or negative impact, if	either, on the	ollo.
AJ	Adults aged 18+ in Gr	eat Britain						

	Total		General	Election 2024	Vote	Re	ferendum 2	2016 vote				,	Favourable	o parties												Fan	vourable to p	oliticians								Opinion gove	on Labour roment	Russian Ir Ukr	nvasion of aine	Rising Cost	t of Living	Current o Israel ar	onflict in nd Gaza	Srooming Gar UK	s in the ne	tarmer annou w plans to cu NHS wait tin	ncing T down acques	rump's claims t uire Greenland Panama Canal	to Opini I and ab I Ga	ion on what t sout Groomir iangs in the U	t to do sing UK
	Total	Conservati ve	Labour	Liberal Democrats Re	form UK	Other R	temain	Fi Leave e	avourabl U to Cons bl	nfavoura I e to Cons	Favourabi L e to Lab I	F Infavoura Ile to Lab	avourabl I e to Lib Dems	Infavoura F ble to Lib e Dems	U avourabl to Green Party	infavoura ble to F Green Party R	wourabl Ur e to form UK Re	tfavoura Fi ble to d form UK 3	to Keir bi	1favoura Fa e to Keir tarmer	wourabl Ur e to Ed b Davey	nfavoura F ele to Ed e Davey	U avourabl to Nigel Farage	infavoura ble to F Nigel e Farage	Ur Favourabl to Rachel F Reeves F	nfavoura ble to Fi Rachel e Reeves B	Un avourabl to Kemi adenoch Ba	favoura Fav ble to k Kemi Ri denoch L	ourabl Un e to l upert F owe l	favoura Favi ble to e lupert Do Lowe Tr	ourabl Un e to l onaid E rump 1	nfavoura ble to Favo Donald e to Trump Bio	urabi Unfa Joe biet Ien Bid	oura Favour o Joe e to El en Musi	abi Unfavou on bieto Ei Musk	ra In NET Good job	NET Bad job	Following closely	Not following closely	Following	Not following closely	Following closely	Not following closely	Following fo	Not Mowing Fe	llowing foll	Not owing Fol ssely cl	Not lowing follow osely close	Set o fu t Natio ving Pub aly Inqu	up a Recon ull ndati jonal fro ublic Previ quiry Inqui	ng omme itions rom zvious quiries
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(5)	(T)	(U)	(V)	(W)	(X)	m	(Z)	(a)	(b)	(c)	(d)	(e)	(1) (s) (1	i) (i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w) (x)	6	y) (z ¹	(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 2	259	726 2	14 49	3 212	720	147	376	721	383	924	175	639	462	587	471	669	967	592 416	5 46	38 47	175
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 2	254	712 2	29 50	17 195	720	124	429	691	403	911	180	594	502	572	472	656	865	560 430	0 50	06 43	136
Very positive (2)	81 7%	13 8%	20 5%	2 3%	29 20% BCDF*	3 3%	18 4%	44 12% G	32 14% IMOR	35 5% R	31 9% JOR	48 9% л	21 7% R	35 10% 408	16 5% R	38 11% JOR 1	63 21% KLMNOPR	4 1%	27 10% uxisdfj	48 8% xbdtj	17 6% xdtj	34 11% Tozbełj St	61 20% UVX/Zbdfg	7 1% f	18 9% xbdtj	46 8% xbdtj 57	32 18% UVXYZbdfg	23 4% : xdij stuv	46 28% /WXYZab	7 2% 2 f stuv	74 29% WXYZab	2 1 * 8	8 5 % 10 ŋ xo	1 62 % 32% #j STUVWX	8 1% Zab f	20 16%	43 10%	54 8%	24 6%	70 8%	6 3%	46 8%	33 7%	62 11% t	16 3%	49 7%	28 8%	58 19 10% 4% ×	5 12	i9 16 2% 49 z	16 4%
Fairly positive (1)	190 17%	40 24% CD	54 14% D	5 5%	50 35% cor*	14 13%	61 13%	86 23% G	71 31% HLMOPR	69 11% R	58 18% JOR	105 19% JOR	43 14% R	81 24% JLMOR	43 13% R	68 21% JOR J	99 33% LMNOPR	36 6%	50 18% uxbdfgi	108 18% uxbdtgi	33 12% xf 51	76 25% Tuxzodigi ST	106 36% UVX/Zbdfg	38 6% f	38 20% uxbdigi u	101 18% mbdfgj ST	70 39% uvxrztettg	53 10% xr stuv	64 40% /XYZbdfg	37 1 8% 4 1 STUV	115 45% WXYZbd	33 2 5% 1:	4 10 1% 22 1 TUK2	19 85 % 44% setigi STUVWX0	60 8% Zhd x7	28 22%	87 20%	132 19% n	54 13%	169 19% p	16 9%	114 19%	73 15%	127 22% t	49 10%	122 19% :	46 3%	101 62 18% 14%	! 12 16 24	22 45 4% 10 z	45 10%
Will make no difference (0)	171 15%	36 21% 0	44 12%	15 16%	18 12%	8 8%	43 9%	73 19% G	35 15% 0	78 12% 0	32 10%	91 16% .KOR	36 12%	60 17% JKDR	27 8%	60 18% JKMOR	50 16% KDR	58 10%	31 11% Y	96 16% xmbtgij	30 10%	51 17% sxvbfgi	46 15% _{Ygi}	66 11%	14 7%	91 16% JXnb/gij	23 13%	61 12% ү	18 11%	58 13% 1 Y	33 13% 11	86 1 12% 9 Y	9 8 % 18 SURM	9 18 % 9% atgj	92 13% Y	12 9%	70 16%	85 12%	73 18% m	125 14%	32 18%	78 13%	80 16%	84 15%	62 13%	96 15%	53 5%	68 69 12% 16%	9 7 16 15	15 54 5% 12	54 12%
Fairly negative (-1)	261 23%	38 22%	87 23%	34 36% 8CF*	23 16%	27 25%	117 26%	85 22%	45 19%	167 26% NQ	75 23% q	131 23% NQ	69 23% Q	59 17%	74 23% Q	70 21%	49 16%	164 29% LMNOPQ	65 23% acei	136 23% Wacei	70 25% VWacel	50 16% ei	52 17% ei 1	160 27% TVWacehi	49 25% VWacei	137 24% VWacei	22 12% e V	134 26% Wacehi	21 13% e V	124 27% Wacehi	12 5%	223 5 31% 2/ ///////////////////////////////////	9 10 86 21 acel Va	17 18 % 9% zi e	212 29% STVWZabo	21 17%	82 19%	167 24%	91 22%	224 25%	33 18%	148 25%	109 22%	130 23%	118 25%	160 24%	84 3%	127 114 23% 27%	4 10 K 21	D8 12 1% 29 y	.25 (9% ү
Very negative (-2)	343 30%	31 18%	149 40% sc	36 38% 85*	14 10%	52 48% 86*	193 43% н	72 19%	36 16% Q	262 41% ILNPQ	117 36% ILNPQ	152 27% IPQ	121 40% ILNPQ	88 26% IPQ	147 46% KLMNPQ	69 21% Q	29 9%	276 49% KLMNPQ	102 36% /Wacehi	172 29% Wacehi ST	126 44% VWZacehi	78 25% Wacei	25 8% cei 57	288 49%	72 37% TVWacehi	165 29% Wacehi	27 15% Wcei 57	232 44% WZacehi	5 3% 5Ti	225 48% W/Zabce	8 3% 5TV	332 1 47% 4 /W/Zacehi STVW	05 1: 86 24 Zacehi Wa	9 5 % 3%	317 44% STVWZace	41 33%	118 28%	224 32%	116 29%	281 31%	59 33%	181 30%	159 32%	145 25%	182 38% s	201	116	184 128 33% 30%	8 10 % 21	D9 18 1% 41' v	.80 41% y
Don't know	94 8%	13 8%	20 5%	3 4%	9 7%	4 4%	22 5%	20 5%	12 5%	33 5%	14 4%	37 6%	11 4%	21 6%	13 4%	27 8% MR	14 5%	25 4%	9 3%	38 6% whodgi	9 3%	17 5% 8	9 3%	25 4% 8	4 2%	32 6% dg	5 3%	22 4% 8	6 4%	14 3%	12 5% 8	35 5% 1 dg	8 3 N 6 W1	1 6 6 3% 4s	32 4% 8	3 2%	29 7%	29 4%	45 11% m	42 5%	34 19% 0	27 5%	49 10% 9	23 4%	46 10% s	28 4%	37 0%	23 37 4% 9% w	3	13 17 1% 49	17 4%
NET: Very/ Fairly positive	271 24%	54 31% CDF	74 20% D	7 7%	79 55% BCDF*	18 16%	79 17%	130 34% G J	103 45% KLMNDPR	103 16% R	88 27% JMOR	154 27% JOR	64 21% JR	116 34% JLMOR	59 19% R	106 32% JMOR 1	162 53% KLMNOPR	40 7%	77 27% uxodigi	157 26% uxbdtgj	50 18% xdj 57	110 36% TuxZbefgj 51	167 56% uvxxzbatg	45 8% f	56 29% uxbdigi u	146 26% unbelgi st	102 57% UVXYZbelfg	76 15% (xal) STUN	110 68% AWXYZab	45 1 10% 7 x/ stuv	189 74% wxvzab	35 4 5% 11 x	2 16 1% 32 19 Tux2	il 148 % 76% offg STUVWX	67 9% Zab XI	48 38%	130 30%	186 27% n	79 19%	239 26% p	22 12%	160 27%	106 21%	189 33% t	65 14%	171 26% 2	74	159 81 28% 19% ×	1 18 16 36	81 63 6% 14	61 14%
NET: Very/ Fairly negative	604 53%	68 40% E	236 63% at	69 73% 82*	37 26%	79 72% 85*	310 68% н	157 41%	81 35% q	429 67% HENPQ	192 59% ILNPQ	283 50% INPO	190 63% IUNPQ	147 43% Q	222 69% KLMNPQ	140 42% Q	78 26%	441 78% CLMNDPQ	167 59% /Wacehi 1	308 51% /Wacehi ST	196 69% WWZacehi	127 42% Wacei	77 26% cei ST	448 77% ruvwizatic 1 ehii	121 62% TVWZacehi V	302 53% Wacehi	50 28% cei STV	366 70% WYZacehi	27 17% e stu	349 75% www.zabc ahi	20 8% stu	556 1 78% 7 JVW/Zabc STVW deehii	54 23 1% 45 Zacehi Wa	5 23 % 12% ai e	529 73% stvivizab N	62 50%	200 47%	392 57%	207 51%	505 55%	92 51%	329 55%	268 53%	275 48%	299 63% s	361 55% 9	800 5% !	311 243 56% 56%	3 21 16 43	17 30 3% 70 v	105 10% γ
Mean	-0.57	-0.20	-0.82	-1.05	0.42	-1.05	-0.94	-0.15	0.08	-0.91	-0.61	-0.44	-0.78	-0.26	-0.95	-0.21	0.41	-1.25	-0.60	-0.49	-0.92	0.21	0.43	-1.23	-0.63	-0.51	0.32	0.99	0.80	-1.15 0	0.97	-1.26 -0	93 -0.	28 0.96	-1.12	-0.30	-0.36	-0.57	-0.61	-0.55	-0.84	-0.54	-0.63	-0.31	-0.94	-0.55	1.66 -	0.52 0.65	i9 -0.	0.18 -0.	0.97
		CDF		•	BCDF*	•		G 1	KLMNOPR	R	JMOR	IMOR	OR	JKLMOR	8	JELMOR I	KLMNOPR		uxbdfgj	UXEdigi	Xdf) ST	tuxvrZbdfgj S1	N N		UKbdfgj (unbeligi ST	UVXYZbdfg N	xdi) STUN	/WXYZab dfahi	xi stuv co	rwxyZab dfehi	x	nj stuky	tadigi STUVWX0 divisi	Zab Xf					P				t					1	I .	

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

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	Ge	nder	Aggre	gated Age I	Breaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethi	nicity
	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)	(0)	(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
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% P	32 4%	47 7% R	10 2%	7 3%	17 6%	9 3%	22 8% U	38 4%	16 10% w
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% ік	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% sтu	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% 1*	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% L	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%	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% 0	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%	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%	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	-0.53	-0.19 IKN*	-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

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

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		Genera	Election 20	24 Vote		Referendur	m 2016 vote				F	avourable to p	arties											Favour	able to politi	cians							Opir 8	ion on Labour overnment	Russian Ul	Invasion of kraine	Rising Co:	it of Living	Current co Israel an	inflict in Gr d Gaza	oming Gangs UK	Starn in the new pl NH	ner announcing lans to cut down IS wait times	Trump acquire G Pana	's claims to Greenland and Ima Canal	Opinion or d about G Gangs i	i what to do irooming in the UK
	Total	Conservati ve	Labour	Liberal Democrats	Reform UK	Other	Remain (G)	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl U eto Lab b	Fi Infavoura Ile to Lab	avourabl Unf e to Lib ble Dems D	avoura Favou to Lib e to Gi ems Part	Unfavor abl ble to ten Greer y Party	Favourat e to Reform U	bl Unfavoura ble to IK Reform Ui	a Favourabl e to Keir K Starmer (5)	Unfavoura ble to Keir Starmer	Favourabl L e to Ed Davey	Unfavoura ble to Ed Davey	Ur Favourabl e to Nigel Farage I	favoura ble to Favi Nigel e to iarage Re	Unfa Iourabi bio Rachel Ra eeves Rei	avoura e to Favou ichel e to B eves Bader (7) (2)	Unfavo Irabi biet Semi Ken Noch Baden	oura Favourab to e to ni Rupert och Lowe	Unfavoura ble to Rupert Lowe	Favourabl e to Donald Trump	Unfavoura ble to F Donald Trump	nvourabl Unf to Joe ble Biden E	avoura Favi to Joe e to iden M	ourabi Unfav o Elon ble to lusk Mu	roura Elon NET G Isk jol	ood NET Ba	d Following closely	Not following closely	Following closely	Not following closely	Following closely	Not following Fo	N lowing follo losely clos	ot wing Follow sely close	Not wing following ely closely	Followin closely	Not following closely	Set up a full National Public Inquiry	Implement ing Recomme ndations from Previous Inquiries
Unweighted base	1139	178	397	99	118	112	485	(H) 344	238	646	373	521	328	126 35:	316	278	602	313	541	304	299	276	616 :	226 5	(2) (a 533 19	3 535	9 159	493	259	726	244	493 :	212 72	10 14	7 376	721	383	924	175	(q) 639	462	587 4	71 66	9 367	(w) 592	416	468	475
Weighted base	1139	171	375	95	144	109	454	381	232	644	327	565	302	144 32	333	304	564	284	598	284	305	300	584 :	194 5	571 18	0 525	5 161	466	254	712	229	507 :	195 72	10 12	4 429	691	403	911	180	594	502	572 4	72 65	6 365	560	430	506	436
Very positive (2)	57 5%	11 7%	21 6%	1 2%	8 5%	4 4%	11 2%	25 7% G	32 14% JAMNOPR	17 3% R	29 9% доя	24 4% R	21 7% JR	17 16 5% 5% JR JR	19 6% "R	39 13% AMNOPR	7 1%	23 8% xbdtj	27 4% Xbdtj	19 7% Xadtj	17 5% xbdtj	35 12% ruvxztetkj	4 1% тк	18 2 9% 5 xztudtj xz	26 29 5% 16 6d) 5TUVX	9 11 % 2% Zbelig Xij	25 15% stuvizbitg	7 2% xt	47 19% STUVWX/Zbd	3 *	16 7% xbdtj :	31 6% 2 6dtj STUV	42 5 12% 11 wxr2bd f	15 15 12 1	21 6 5%	37 5%	17 4%	48 5%	3 2%	35 6%	19 4%	35 1 6% 3	16 36 % 59	5 14 6 496	40 7% ×	11 2%	35 7% 7	13 3%
Fairly positive (1)	137 12%	22 13%	46 12%	5 5%	35 24% BCDF*	6 6%	39 9%	68 18% G	45 19% JIMOPR	60 9% R	48 15% JMR	70 12% #	30 10% 1 R	45 35 3% 119 JR R	43 13% R	76 25% #LMNOPF	21 4%	49 17% Tukzbitaj	70 12% xbdtj	31 11% xbdtj	45 15% xzbdtj 1	81 27% TUVXX25dfg	28 5% 1 f un	32 6 16% 1 xbdfgi xb	64 53 1% 29 64) STUVX	2 35 % 7% Zbdfg Xfj	54 33% stutxrzbdł	31 7% x1j	100 39% STUVWXYZab dtebi	16 2%	24 11% xtj т	74 15% 3 czbdtj STUV	73 2 18% 4 10XXZxb f	8 25 % 215	53 6 12%	103 15% n	34 8%	124 14% p	10 5%	82 14%	54 11%	93 3 16% 7 t	15 94 % 143 v	a 34 N 9%	77 14%	48 11%	93 18% z	32 7%
Will make no difference (0)	310 27%	49 29%	95 25%	23 24%	54 37% 0*	23 21%	107 24%	119 31% 6	63 27%	162 25% 0	81 25% 0	154 27% 0	79 2 26% 3 0	02 65 0% 209 0	114 34%	83 27% 0	136 24%	61 22%	168 28% 8	64 23%	94 31% sxtg	88 29% 5e	141 24% 2	43 1 22% 23	162 4 8% 24	3 136 % 269 #	5 40 6 25%	117 25%	62 24%	175 25%	44 19%	150 30% 2 20%	47 18 94% 26	17 30 06 241	116 6 27%	176 26%	118 29%	246 27%	51 29%	159 27%	139 28%	164 1: 29% 24	14 16 1% 251	4 113 % 31%	134 24%	128 30%	133 26%	122 28%
Fairly negative (-1)	301 26%	45 26%	100 27%	35 36% 1*	28 20%	40 36% E*	139 31%	97 25%	46 20%	200 31% ILNQ	85 26% Q	150 27% IQ	85 28% 2	84 91 5% 289 IQ	86 26% Q	57 19%	189 34% IKLMINDPQ	75 27% Wateri	160 27% Wacei	81 28% Wacei	81 27% Wacei	57 19% ei 57	190 33% 2 Wacehi W	56 1 29% 2 Nacel W	164 3: 9% 17 ucei ei	1 166 % 329 TWase	5 26 6 16% eN ei	145 31% Wacehi	24 9%	262 37% STUVWXXZab	75 33%	132 26% 1 Vacei	20 24 0% 35 sturw	19 18 36 151 Zacehi	105 6 24% k	198 29%	100 25%	253 28%	47 26%	166 28%	131 26%	152 1: 27% 25	39 19 9% 29	0 93 % 26%	167 30%	110 26%	115 23%	155 36% у
Very negative (-2)	189 17%	19 11%	81 22% 85	16 17% 1*	7 5%	27 25% 86*	105 23% н	37 10%	19 8%	145 22% HLNPQ	58 18% IQ	98 17% IQ	55 18% 1 1Q	55 79 6% 259 IQ IKLMN	47 14%	15 5%	153 27% URLMNPQ	54 19% Wacehi	104 17% Wacehi	63 22% Wateh	48 16% Wacel	13 4% ei 57L	162 28% 1 VWVZacef W	36 9 19% 1 Nacei Wa	96 1 7% 65 acehi ei	1 135 6 269 stvwa	5 6 6 3% acehi i	133 29% STUVWYZaceł	5 2%	179 25% STVW/Zacehi	54 23% WZacehi	69 14%	2 17 1% 24 TWWZ	13 28 % 225 acehi	79 6 18%	119 17%	66 16%	152 17%	30 17%	102 17%	81 16%	82 9 14% 21	17 11 1% 17	0 67 % 18%	102 18%	70 16%	64 13%	84 19% у
Don't know	146 13%	25 15% c	31 8%	15 16% c*	12 9%	8 7%	53 12%	35 9%	28 12%	60 9%	26 8%	68 12% p	32 10% 1	40 34 2% 119 P	24 7%	34 11%	58 10%	21 7%	69 12% Vibdei	26 9% ү	21 7%	25 8%	59 10% Ybd	9 5% 5% 1/ v	59 1. .0% 79 mai	2 42 6 8%	11 7%	33 7%	16 6%	77 11% Vibd	16 7%	50 10%	11 7 5% 10 16	4 8 06 69 d	55 13%	58 8%	68 17% m	89 10%	40 22% o	50 8%	78 16% q	45 7 8% 15	11 62 5% 99	2 44 6 12%	41 7%	64 15% w	66 13% z	30 7%
NET: Very/ Fairly positive	194 17%	33 19% D	67 18% D	6 7%	42 29% cof*	10 10%	50 11%	93 24% G	77 33% JKLMINDPR	78 12% R	76 23% JIMDR	95 17% #	51 17% 1 1R	63 51 8% 169 # #	62 19% "R	115 38% IRLMINOPP	28 5%	72 25% TURZbdigi	97 16% xbdtj	50 18% xbdtj	62 20% xZbdfj 5	116 39% TUVX/Zbdfg	32 6% 2 f тих	49 9 25% 1 x2bdhgi xb	90 8 .6% 45 .6dl STUVX	2 47 % 9% Zbatig Xtj	78 49% stuvw.rzb	38 8% x)	147 58% STUVWXYZab	19 3%	40 18% xbdfj T	105 : 21% 5 ctbdtj stuv	115 3 8% 5! #XYZab f	7 41 % 33	74 6 17%	140 20% n	51 13%	172 19% p	12 7%	117 20%	73 14%	128 5 22% 11 t	il 12 1% 201 v	9 48 % 13%	116 21% ×	58 14%	129 25% z	45 10%
NET: Very/ Fairly negative	490 43%	64 37% E	181 48% at	51 53% m*	35 25%	67 62% BCE*	244 54% н	134 35%	65 28%	344 53% IKLMNPQ	143 44% IQ	248 44% IQ	139 : 46% / 10	139 170 196 533 10 IRLMN	133 40% 10 10	73 24%	342 61% URLMNOPQ	129 46% Wateri	254 44% Wacehi	144 51% Wacehi	129 42% Wateri	70 24% ei STI	352 60% 4 WWYZace W N	92 2 48% 4 Nacel Wa	250 4. 16% 2.4 scehi el	2 301 % 579 STUVWY N	1 32 6 20% Zace el	278 60% STUVWYZace N	29 11%	441 62% STUVWYZabc 51 ehii	129 56% /WYZacehi	201 40% 1 Vacel	21 42 1% 59 5TUW	12 46 96 371 172ace	i 184 6 43%	317 46%	167 41%	405 44%	77 42%	268 45%	212 42%	234 2: 41% 50	36 30 2% 465	0 160 % 44%	269 48%	180 42%	179 35%	239 55% y
Mean	-0.43	-0.26 DF	-0.51	-0.73	0.06 BCDF*	-0.79 *	-0.72	-0.16 G	0.13 HIMNOPR	-0.67 R	-0.32 JDR	-0.46 JOR	-0.45 JOR	1.38 -0.6 or r	4 -0.32 LOR	0.24 JKLMNOPP	-0.91	-0.34 UXbdfgi	-0.46 xbdtj	-0.54 xbdtj	-0.34 xzbdigi s	0.25 TUVXX25dfg N	-0.91 4 ui	0.33 -0 xtelfgj x2	1.47 0.3 bdtj stuvici b	14 -0.7 Zbdfg xf	8 0.44 STUVWXYZb febi	-0.85 xt	0.68 STUVWXYZab odfehi	-0.94	-0.59 - xbdfj Tu	0.29 0 rzbełyj stuv ci	L73 -O. NXYZab X fashi	85 -0.1 f I	5 0.45	-0.41	-0.49	-0.41 p	-0.65	-0.40	-0.48	0.29 -0. t	.66 -0.4	41 -0.52	-0.41	-0.50	-0.18 z	-0.65

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.

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	Ge	nder	Aggre	gated Age B	reaks	Socia	grade			Re	gion			Educ	ation	Employm	ent status		Inc	ome		Ethi	nicity
	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
Very positive (2)	68 6%	49 9% c	19 3%	33 10% F	23 6% F	12 3%	45 7%	23 5%	13 5%	12 4%	20 8%	15 9% J	4 7%	4 4%	34 9% P	34 4%	54 8% R	14 3%	6 3%	11 4%	20 7%	28 10% ST	50 5%	16 10% w
Fairly positive (1)	172 15%	97 18% c	72 13%	69 22% EF	50 13%	53 12%	95 15%	77 15%	36 13%	46 16%	29 11%	38 24% IK	10 18% *	12 13% *	74 20% P	98 13%	121 17% R	50 12%	23 11%	39 14%	41 15%	54 20% s	133 14%	38 25% w
Will make no difference (0)	220 19%	129 24% c	87 15%	68 22%	66 18%	86 19%	95 15%	125 25% G	34 13%	76 25% I	51 19%	27 17%	16 29% I*	15 16% *	43 12%	177 23% 0	141 20%	78 18%	42 20%	50 17%	65 23%	55 20%	184 19%	34 22%
Fairly negative (-1)	295 26%	117 21%	173 30% B	63 20%	102 27% D	130 29% D	183 29% н	112 22%	82 30% L	87 29% L	66 25% L	23 15%	12 22% *	26 27% L*	95 26%	201 26%	165 24%	130 30% Q	57 27%	90 31% v	69 24%	56 20%	273 28% x	21 14%
Very negative (-2)	252 22%	116 21%	133 23%	45 14%	84 22% D	123 27% D	153 24%	99 20%	62 23%	51 17%	66 25% J	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% B	36 12%	50 13%	46 10%	68 11%	64 13%	41 15% J	26 9%	32 12%	16 10%	5 10% *	12 13%	30 8%	103 13% 0	80 11%	52 12%	30 14%	40 14%	22 8%	27 10%	117 12% ×	9 6%
NET: Very/ Fairly positive	239 21%	146 27% c	90 16%	101 32% EF	73 19%	65 14%	140 22%	100 20%	49 18%	58 20%	49 19%	53 34% UKN	13 24%	16 17%	108 30% P	131 17%	175 25% R	64 15%	29 14%	50 18%	61 22%	83 30% sтu	183 19%	54 35% w
NET: Very/ Fairly negative	548 48%	233 42%	306 53% в	108 34%	187 50% D	253 56% D	336 53% н	212 42%	144 54% LM	138 46%	132 50%	61 39%	20 37%	53 55% L*	186 51%	362 47%	305 43%	243 55% Q	111 52% v	148 51% v	132 47%	110 40%	487 50% x	56 37%
Mean	-0.49	-0.30 c	-0.68	-0.07 EF	-0.54 F	-0.74	-0.53	-0.43	-0.64	-0.43	-0.56	-0.22 IKN	-0.22	-0.70	-0.40	-0.54	-0.35 R	-0.72	-0.71	-0.58	-0.44 s	-0.21 ST	-0.55	-0.15 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.

24-089497-2 - 10th - 13th January 2025 PUBLIC 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	Refer	rendum 20	16 vote				,	Favourable	to parties												Favourable	to politician:								0	Dpinion on L governme	bour Ru nt	ssian Invasio Ukraine	n of Risin	g Cost of Liv	Curr ng Isr	ent conflict ael and Gaz	in Groomi	ng Gangs in UK	Starmer he new plans NHS w	announcing to cut down ait times	Trump's c acquire Gree Panama	claims to senland and a Canal	Jpinion on about G Gangs i	what to a rooming n the UK Impleme					
	Total	Conservat ve	Labour	Liberal Democra	ts Reform I	UK Oti	her Ren	nain L	Fi eave e	avourabl U to Cons bl	nfavoura Fa a to Cons d	avourabi U a to Lab b	F Infavoura ble to Lab	avourabl L e to Lib Dems	Infavoura Favo ble to Lib e to Dems Pi	Unfi urabi bi Green Gi irty P	avoura le to Fav ireen Party Refe	ourabl Un e to orm UK Re	favoura Favo ble to e to form UK Sta	ourabl Unf o Keir ble rmer Sta	avoura Favo to Keir e t armer Da	ourabi Unfa xo Ed ble : avey Da	nvoura Favoi to Ed e to f ivey Fara	Unfavor urabi bieto Vigel Nigel age Farag	ura 5 Favoura 1 e to Rach e Reeve:	Unfavou abl ble to hel Rache is Reeve	ra Favourabl e to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourabl L eto Rupert Lowe	Jnfavoura ble to Rupert Lowe	Favourabl Un e to Donald E Trump 1	nfavoura ble to F Donald Trump	avourabi Uni e to Joe bie Biden i	favoura Fi e to Joe d Biden	avourabl Unf to Elon ble Musk N	lavoura to Elon NE Musk	ET Good N	T Bad Foll job cli	N owing folic isely clo	iot wing Follow sely clos	No ving follow sly close	ing Follov ly close	No ving follov zły clos	t ving Follow sly close	Not ng followi y closeł	ng Following v closely	Not following closely	Following	Not following closely	Set up a full National Public Inquiry	ing Recomm ndation from Previou Inquiri
	(A)	(B)	(C)	(D)	(E)	()	F) (0	G)	(H)	(1)	(1)	(K)	(L)	(M)	(N) (0)	(P)	(Q)	(R) ((5)	(T) (T)	(U) (V) (V	v) (x)	(1)	(2)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1) (1	m) (n) (o	(p)	(q)) (r	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(2)
Unweighted base	1139	178	397	99	118	1	12 41	85	344	238	646	373	521	328	326 3	51 3	316	278	602 3	113	541 3	804 2	99 27	6 616	226	533	193	539	159	493	259	726	244	493	212	720	147	376	21 3	83 92	4 17	63	9 46	2 587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	11	19 45	54	381	232	644	327	565	302	344 3	21 3	333	304	564 2	84	598 2	284 3	05 30	10 584	194	571	180	525	161	466	254	712	229	507	195	720	124	429 6	81 4	03 91	1 18	59	4 50	2 572	472	656	365	560	430	506	436
Very positive (2)	68 6%	12 7%	20 5%	2 2%	19 13% CDF*	3	3 1 % 4	17	30 8% G J	32 14% KLMNOPR	25 4% R	25 8% JOR	37 7% я	20 7% JR	27 8% !	15 1%	25 7%	52 17% MNOPR	4 : 1% 8	22 8% het)	40 7% 5 todtj x	15 3 5% 8 (d) x2	23 5 8% 17 sdtj stuvo	1 3 % 1% (Zhường f	18 9% ukbdtj	34 6% xtxt1	30 17% stuvxizety	15 3% xtj	33 21% stutxitzbatig	9 2% xij	63 25% STUVWXYZab	:	16 7% xbdfj 1	43 8% xZbdřj 5T	52 27% UVWXYZab	4 136 f	19 15% 1	34 8%	49 1	16 58 % 69 p	3	38 69	59	50 9% t	14 3%	49 7%	15 4%	53 9% x	11 3%	53 10% z	9 2%
Fairly positive (1)	172 15%	32 19%	52 14%	9 10% •	42 29% CDF*	1 9	0 5	57	74 19% G J	65 28% KLMNDPR	67 10% R	58 18% JOR	94 17% JOR	48 16% JOR	65 19% 1 JOR	35 1% 1 R 1	64 19% JOR JRL	87 29% MNOPR	36 ! 6% 1 xb	50 8% : dfgi >	94 - 16% 1 5dtj xi	41 5 .4% 1 bdtj x2	58 9 9% 32 6dfj STUVIO h	6 37 % 6% /2bdfg f	41 21% uxbdfg	84 15% 1 Xbd1	63 35% stuvxrzteły	50 9% xatj	66 41% stuvwxrzad fehj	33 7% 1	109 43% stutwayzbd	30 4%	28 12% хаў т	96 19% hizbatij st	81 41% uvwxvztad tęhj	46 6% 1	27 22%	75 :	15 5 7% 1	i5 15 4% 17 p	4 16 6 9%	10 17	0 70 6 14	114 6 209 t	49 10%	108 17%	51 14%	87 16%	60 14%	97 19% z	51 12%
Will make no difference (0)	220 19%	44 26% DF	66 18%	8 8% •	36 25% DF*	1	4 6 96 14	52 4%	98 26% G	46 20% кмо	112 17% KOR	44 13%	122 22% жмоя	39 13%	84 24% 1 жмоя	89 2% 2 ла	88 26% :	69 23% MOR	84 : 15% 1	38 4% :	125 21% 1 xrbdgj	33 8 .2% 2/ stuxe	BO 7 6% 24 rabodef SURNs el	2 87 % 15% :defgi	21 11%	124 22% sumeti	32 18% Y	89 17% ur	26 16%	72 15%	42 16%	125 18% umg	27 12% 50	118 23% xrbdefgij	33 17% 1	123 17% uxrg	14 11%	91 : 21% 1 k	19 8 7% 2	87 17 2% 19	1 39 6 219	10	4 10 6 21	5 110	82 17%	117 18%	75 20%	94 17%	96 22%	113 22% 1	69 16%
Fairly negative (-1)	295 26%	39 23%	91 24%	43 46% BCE*	28 20%	3 31	4 13 % 30	37 D% :	85 22%	43 19%	190 29% INPQ	85 26% INQ	144 26% INQ	89 29% INPQ	64 1 19% 3 16	01 1% 2 90	71 21%	52 17%	187 3 33% 2 KLNPQ VW	74 6% : Facel VI	152 3 25% 3 Vacehi VW	85 5 10% 11 Jacehi 0	55 4 8% 14 ei e	3 195 % 33% stvwZao	52 27% ehi VWacei	155 27% Waceh	26 15% ei	163 31% TVWaceh	21 13% ei 5	150 32% ITVWZacehi	15 6% stv	253 36% VWYZabce N	72 31% VWacehi	110 22% Wacei	10 5% 5%	246 34% WrZacehi	25 20%	95 : 22% 2	91 1 8% 2	01 24 5% 27	5 46 6 259	16	5 12 6 25	5 140 6 24%	139 29%	175 27%	96 26%	151 27%	121 28%	106 21%	155 36% у
Very negative (-2)	252 22%	24 14%	115 31% st	21 22% E*	10 7%	3 36 8	9 13 86 30 1* /	38 D%	58 15%	23 10% 9	192 30% ILNPQ	89 27% ILPQ	116 21% IQ	78 26% IPQ	73 1 21% 3 10 IU	03 2% 1 NPQ	60 18% IQ	17 6%	205 2 36% 2 CLMNPQ W	76 7% :	128 3 21% 3 scehi TVW	88 6 11% 2. Zacehi W	58 1 2% 5! acel i	6 211 6 36% stvwize	55 28% orfh Wacehi	120 21% Wacei	19 11% Wcei	178 34% STVWZacehi	6 4%	167 36% TVWYZacehi	9 4% 571	237 33% NWZacehi S	80 35% TVWZacehi 1	91 18% Wacei	5 : 2% : 5TV	236 33% WZacehi	34 27%	90 : 21% 2	.62 8 3% 2	18 20 2% 22	8 43 6 249	13	1 11 6 23	5 108 6 19%	134 28%	147 22%	88 24%	139 25%	89 21%	77 15%	125 29% у
Don't know	132 12%	21 12%	29 8%	12 12%	9 6% •	1 9	0 4 % 10	14 D%	35 9%	22 10%	58 9%	27 8%	51 9%	27 9%	30 9%	28	25 8%	26 9%	48 2	23 8% : Yg 1	60 3 10% 1	23 2 8% 7 8	23 2 1% 7 8 8	1 52 K 9% Ybg	8 4%	53 9% Ybg	9 5%	31 6%	9 6%	35 7% 8	16 6%	67 9% 1bg	6 3%	50 10% Yabg	14 7% 8	65 9% Ybg	5 4%	44	56 5 8% 1-	57 80 4% 99 m	33 189 0	54 99	55	51 6 9%	53 11%	59 9%	40 11%	37 7%	53 12% w	60 12% z	27 6%
NET: Very/ Fairly positive	239 21%	44 26% DF	72 19%	11 12%	61 42% BCDF*	112	3 7 96 16	74 5%	104 27% G J	97 42% KLMINDPR	92 14% R	83 25% JDR	131 23% JOR	68 22% JOR	92 27% 1 JOR	50 5% 2 8 1	89 27% -	139 46% MNOPR	40 : 7% 2 ux	72 5% :	133 22% 1 5dtj xi	55 8 9% 2/ bd1j X2	81 14 6% 49 64) STUXO	17 40 % 7% /25dfg f	59 30% TUKZbety	118 21% W Xbd1	93 52% stuvozbały	65 12% xatj	99 62% STUVW/YZbd	42 9% xij	172 68% STUVWXY2ab	30 4%	44 19% xbdfj Tu	139 27% <i>IXZbdfgj</i> 57	133 68% UVWXYZab	50 7% 1	46 37%	109 : 25% 2	64 7 4% 1 n	70 21 7% 23 P	2 19 6 119	13 23	8 96 6 19	i 164 6 29% t	63 13%	157 24%	66 18%	140 25% ×	71 17%	149 30% z	61 14%
NET: Very/ Fairly negative	548 48%	62 37%	207 55% 86	64 68% 85*	38 26%	7 67 81	3 23 % 60	74 D%	143 38%	67 29%	382 59% IKLNPQ	174 53% INPQ	260 46% INPQ	167 55% IUNPQ	137 2 40% 6 10 1112	04 : 4% 3 mrq	131 39%	70 23% uk	392 1 70% 5 LMNOPQ VW	150 3% lacethi Vi	280 1 17% 6 Nacehi STV#	173 1 1% 4 VZacehi W	23 5 0% 20 acei e	9 406 % 69% stuvwrz ehii	106 55% abc VWaceh	275 48% vWaceh	46 25% cei	341 65% STVWYZacehi	26 16% ei S	317 68% TUVWYZace N	24 10% stu	490 69% UVWYZabc 5 ehii	151 66% IVWYZacehi	200 40% Wacei	15 - 8% 6 stu	481 67% wwrzace N	59 48%	185 3	53 1 1% 4	89 44 7% 49	8 89 6 499	29	5 24 6 48	2 247 6 431	273 58% 1	322 49%	184 50%	290 52%	210 49%	183 36%	280 64% y
Mean	-0.49	-0.21	-0.67	-0.86	0.23	-0.	96 -0.	.78	0.19	0.18	-0.78	-0.52	-0.40	-0.57	-0.29 -0	.83 4	0.25	0.38	-1.07 -0	1.50	0.44 -0	1.73 0	.31 0.4	14 -1.08	-0.45	-0.47	0.34	-0.89	0.66	-1.00	0.84	-1.08	-0.77	-0.24	0.91	1.01	-0.24	0.34 4	L47 -0	55 -0.4	6 -0.7	0.4	7 -0.5	3 -0.2	-0.79	-0.44	-0.59	-0.45	-0.57	-0.13	-0.82
		CDF		•	BCDF*				G 1	KLMNOPR	R	RCL	JOR	JOR	JKMOR	R JG	LMOR UKL	MNOPR	UN	bdfgi ut	odig x	idfj UXZ	bdigi STUVX0 h	/Zbdfg i	Ukbdigi	i Ulbatgi	STUVXYZbeły Nj	xdtj	STUVWXYZab dfghj	xt	stuvwxyZab odighj		xatj STL	uxzbałtyj st	uvwxvZab cdfghj	хř				P				t						I	

ColumPropertient (IN) - A&CO/CF.GAUJACAMACOPOJR.57734/WWX/726/b/c/de/g/p/bJJAAm/co/p,dy.24.w/w/42/r Memum Base: 30[**] Sendi Base: 30[*] ColumPrised (IN) - A&CO/CF.GAUJACAMACOPOJR.57734/WWX/726/b/c/de/g/p/bJJA.m/co/p,dy.24.w/w/k.y/r Memum Base: 30[**]

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	Ge	nder	Aggr	egated Age I	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Ethi	nicity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minority ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(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
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% JN	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%	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% sтu	134 14%	34 22% W
Will make no difference (0)	226 20%	119 22%	102 18%	75 24% F	77 20%	75 17%	111 17%	115 23% G	47 17%	69 23%	43 16%	37 24%	14 25%	16 17% *	65 18%	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%	101 27% D	161 36% DE	193 30%	122 24%	79 29% L	90 30% L	73 27%	28 18%	15 27% •	31 32% L*	90 24%	225 29%	162 23%	152 35% Q	65 31% V	96 33% v	76 27%	58 21%	284 29% x	28 18%
Very negative (-2)	225 20%	97 18%	124 22%	42 14%	75 20% D	108 24% D	133 21%	93 18%	55 20%	46 15%	62 24% J	32 20%	10 17%	21 22% *	80 22%	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% 8	39 12%	42 11%	48 11%	57 9%	72 14% G	38 14%	28 10%	24 9%	17 11%	8 15% •	13 14% *	28 8%	100 13% 0	75 11%	54 12%	25 12%	41 14% U	18 6%	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%	100 20%	50 19%	65 22%	62 24%	43 28%	9 16% *	15 16% *	103 28% P	141 18%	191 27% R	54 12%	34 16%	55 19%	55 20%	91 33% sтu	187 19%	53 35% w
NET: Very/ Fairly negative	540 47%	239 43%	295 52% в	95 30%	176 47% D	269 60% DE	326 51% н	214 43%	133 50% L	135 45%	135 51% L	60 38%	24 45% *	52 54% L*	170 46%	370 48%	290 41%	250 57% Q	115 54% v	151 52% v	130 46%	111 40%	480 49% x	55 36%
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

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

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 General Election 2024 Vote							endum 201	l6 vote				Favo	urable to pa	rties											R	vourable to p	oliticians								Opinion on Lal governmen	iour Rus	sian Invasion Ukraine	of Rising C	iost of Living	Current s Israel a	conflict in and Gaza	Grooming G U	angs in the 1 K	Starmer anno new plans to c NHS wait t	ouncing ut down acc imes	Trump's cla quire Green Panama C	ims to Op land and Canal	inion on wha about Groor Gangs in the	hat to do oming he UK
	Total	Conservat ve	i Labour	Liberal Democra	ts Reform	UK Oth	her Rem	ain Le	Fav ave et	rourabl Unfa o Cons ble ti	woura Favou o Cons e to	urabi Unfavo Lab bie to	Favo oura eto Lab De	urabi Unfav Lib blet ms De	oura Favoura o Lib e to Gre ms Party	Unfavo abl ble to en Green Party (e)	Favoural e to Reform L	bl Unfavou ble to JK Reform I	ara Favourab e to Keir UK Starmer (c)	Unfavours ble to Keir Starmer	a Favourabl ir e to Ed Davey	Unfavoura ble to Ed Davey	Favourabl e to Nigel Farage	Unfavoura ble to f Nigel e Farage	Favourabl e to Rachel Reeves	Unfavoura ble to Rachel Reeves	Ur avourabl to Kemi iadenoch Ba	ifavoura Favo bleto d Kemi Ru idenoch Li	ourabl Unf to b ipert R owe L	favoura Favo Neto e upert Do Lowe Tru	ourabi Unfa to bie maid Dor ump Tru	voura e to Favou nald e to J imp Bide	rabi Unfavou oe bieto Jo n Biden	ra Favourabl e eto Elon Musk	Unfavoura ble to Elon Musk	NET Good NET job j	Bad Follor ob clos	Not wing follow sely close	ng Followin y closely	Not g followin closely	g Following closely	Not following closely	Following closely	Not following closely	Following fo	Not illowing Fo	blowing fo	Not N blowing I closely II	intup a Rec full nd ational f Public Pr nguiry Ini	ing ecomme idations from Previous inquiries
Unweighted base	1139	178	397	99	118	11	12 48	15 3	(H) 344	238 6	46 37	73 521	1 3	28 33	19 (0)	316	278	602	313	541	304	299	276	616	226	533	193	539 :	159	493 2	159 7.	26 24	493	212	720	147 3	76 72	nj (nj 21 383	924	175	639	462	587	471	669	367	(w) 592	416	468	475
Weighted base	1139	171	375	95	144	10	19 45	4 3	881	232 6	44 32	27 565	5 3	12 34	14 321	333	304	564	284	598	284	305	300	584	194	571	180	525	161	466 2	154 7.	12 22	9 507	195	720	124 4	29 69	91 403	911	180	594	502	572	472	656	365	560	430	506	436
Very positive (2)	74 6%	14 8% r	25 7%	3 3%	18 12% DF*	15	2 13 36 49	7 3	38 0% G A3	36 3 15% 4 WNOPR	24 3 1% 10 R JM	3 35 1% 6% DR JR	1 6 1	9 2 % 8 R J	7 22 16 7% 1 R	24 7% #	50 16% JKLMINOPI	6 1%	32 11% TXZbdfgj	36 6% Xbdtj	23 8% xtxdtj	22 7% xbdtj	50 17% TUVXYZbdfgh	9 2% 1	20 10% xZbdřj	33 6% xbdtj 1	30 17% JVXZbdfghj	16 3% 2 xtj stuv	38 13% WXXZbd	10 (2% 2 1) STUV	68	3 16 * 73 Xbd	43 8%) TXZbd1j	53 27% STUVWXYZab	7 1% 1	19 16% 1	80 5. % 71	2 19 % 5%	65 7% P	4 2%	43 7%	28 6%	50 9% t	14 3%	54 8% v	13 3%	49 9% ×	17 4%	52 10% z	16 4%
Fairly positive (1)	171 15%	31 18% D	53 14% D	4 5%	40 28% CDF*	1 10	1 54 96 12	4 : % 21	75 10% : с жи	59 26% 1 MNDPR	70 5 1% 18 R JO	8 89 1% 169 R JR	6 14	3 5 1% 16 1	5 43 % 13% t R	58 17% #	87 29% JRLMNOPI	31 6%	54 19% ukzatgi	91 15% xztortj	33 12% 27	54 18% xZbdtj	86 29% stuvicizedg	38 6%	37 19% uxbdfgi	75 13% xbdtj 1	56 31% UVXYZbefg	44 8% 3 xr stuv	51 1196 xvzbafg hj	42 5 9% 3 xt stuw ty	93 4 7% 6 wxvztad shi	10 23 % 12 xt	88 6 17% ukzterj	67 34% stuvxyzbałg	62 9% х	32 1 26% 1	56 12 5% 17 n	21 49 7% 129	156 17% p	10 6%	103 17%	65 13%	107 19% t	54 12%	106 16%	53 15%	83 15%	71 16%	106 21% z	40 9%
Will make no difference (0)	226 20%	37 22%	63 17%	14 15%	31 22%	1 18	9 64 1% 14	4 1 % 2	88 3% :	47 1 20% 1 0	14 4 8% 15 0	9 113 % 209 0	3 4 6 16	9 7 3% 22 30	7 42 % 13%	82 25% JILMO	62 20% 0	96 17% 0	37 13%	116 19% su	36 13%	70 23% suxrdj	61 20% su	101 17%	28 14%	124 22% stuxvetj	32 18%	96 18% 2 su	33 1% su	79 4 17% 1	48 12 9% 18 5	27 38 8% 17 U	105 6 21% sunj	35 18%	124 17%	17 1 14% 2	36 11 D% 16	11 97 5% 24% m	165 18%	48 27% 0	101 17%	112 22%	107 19%	89 19%	106 16%	88 24% u	102 18%	83 19%	100 20%	76 17%
Fairly negative (-1)	315 28%	47 28%	102 27%	45 48% RCE*	30 21%	3 35 1	9 15 ж 35	i8 9 % 2	99	45 2 20% 3	08 8 2% 26 vPQ Q	6 161 76 289 t 10	1 9 6 30	12 8 1% 25 0, 0	7 105 % 33% 1 1KQ	89 27% Q	52 17%	206 37%	75 26% Q cel	175 29% Wacei	95 33% SWacel	80 26% Wcei	59 20% ei	206 35% STVWYZabce	53 27% Wcei	174 30% Wacei	36 20% ei	165 31% 1 Wateri	23 4% : e : STV	160 2 34% 8 Wiacehi	20 2 8% 38 5TVW0	71 77 8% 348 MZabc 5Wa	139 6 27% ei Woei	19 10%	268 37% STVWYZabce	18 1 14% 2	11 21 5% 31 k	14 99	263 29%	50 28%	176 30%	137 27%	162 28%	149 32%	206 31%	96 26%	177 32%	121 28%	112 22%	173 40% y
Very negative (-2)	225 20%	24 14% E	103 27% st	20 21% E*	8 5%	3 31 80	4 12 % 27 ° н	3 4 % 1	47 2%	25 1 11% 2	71 7 7% 23 #Q 10	6 109 1% 199 2 10	9 7 6 29	6 6 36 18 90 10	2 89 % 28% k ILNPQ	57 17%	19 6%	181 32%	68 24% Q Wacehi	118 20% Watchi	80 28% TVWZacehi	54 18% Wacei	17 6% cei	190 33% STVWZacefhij	52 27% VWacehi	113 20% Wacei	15 8% cei 57	167 32% WZacehij	3 2% 5TV	154 33% 3 WZacehij	6 2: 3% 30 styw	12 60 2% 26! Zaceh VWZa	84 6 17% ahi Wacei	5 3%	205 28% TVWZacehi	34	33 14 9% 21	43 78 1% 19%	185 20%	35 19%	123 21%	97 19%	96 17%	116 25% s	131 20%	76 21%	117 21%	87 20%	70 14%	109 25% у
Don't know	129 11%	17 10%	29 8%	9 9% •	16 11%	9 49 •	5 39 % 99	9 : 16 S	34 9%	20 9 8% 5	57 2 1% 71	4 58 % 109 p	6 8	3 3 % 10	6 21 % 7%	24 7%	33 11%	43 8%	18 6% v	62 10% uxrbdgi	16 6% ү	25 8% Vd	26 9% 1d	41 7% 1d	4 2%	51 9% Vdg	11 6% Y	37 7% vd	13 8% Y	21 1 5% 7	19 6 7% 8 Y %	i0 10 % 43 4e	47 9% 1dg	16 8% ү	55 8% Yd	3 3% 1	52 5 2% 71 k	1 60 % 15% m	78 9%	33 18% 0	48 8%	64 13% q	51 9%	50 11%	52 8%	39 11%	32 6%	51 12% w	67 13% 1	24 5%
NET: Very/ Fairly positive	245 21%	45 26% DF	78 21% D	7 7%	58 41% BCDF*	1	3 7: 1% 16	1 1	113 0% . с жи	95 9 41% 1 MNOPR	94 9 5% 28 R JM	1 124 1% 229 DR JR	4 6 6 21	2 8 1% 24 R J	1 64 % 20% t .R	82 25% JR	137 45% IRLMINOPI	37 7%	86 30% TURZbdfg	126 21% x2bd1j	56 20% xbdtj	77 25% x2bdfj	136 46% stuviorzbełg N	46 8% f	57 29% TUKZbelfgi	108 19% xbdtj 1	86 48% UVXYZbdfg	61 12% 5 xf STUV	88 i5% wxxzbd	52 1 11% 6: x/ stuw	161 4 3% 6 #XYZ#b firbi	13 43 % 19 Xbd	131 6 26%) TXZbd1j	121 62% stuvwwzab diebi	69 10% xr	52 52 42% 2	97 17 3% 25	72 69	221 24% p	14 8%	147 25% r	92 18%	156 27% t	68 14%	160 24% v	66 18%	133 24%	88 20%	158 31% z	56 13%
NET: Very/ Fairly negative	540 47%	71 42% E	205 55% 86	65 69% 8CE*	38 26%	7 66 80	3 28 86 62 ° н	10 1 % 3	8%	70 3 30% 5 161	79 16 9% 49 NPQ 10	52 270 1% 489 1 IQ	0 1 6 56 182	58 15 5% 44 #Q 10	60 194 % 60% % KLNPC	146 44%	72 24%	387 69% IRLMNOF	143 50% Wateri	293 49% Wacehi	175 62% STVWYZacehi	134 44% Wacei	76 25% cei	396 68% STUVWYZabc eehi	105 54% VWacehi	287 50% VWacehi	51 28% cei 57	332 63% 1 WiZacehi	27 16% e STV	314 2 67% 1 w/Zabce shi	27 44 1% 68 stuwe ee	82 13 8% 60 WZabc STVWZ hi	3 223 6 44% cehi Wacei	24 12%	472 66% STvWrZacehi	52 1 42% 4	94 35 5% 52 n	57 178 1% 449	448 49%	85 47%	298 50%	234 47%	258 45%	265 56% s	338 51%	172 47%	294 52%	208 48%	181 36% e	281 64% y
Mean	-0.44	-0.24 CDF	-0.59	0.88	0.24 BCDF*	-0.	88 -0.3	76 -0	0.12 6 жи	0.17 -0 MNOPR	.74 -0. к јма	37 -0.4 DR JOR	3 0.	59 -0. R JM	34 -0.66 JR R	-0.31 JMOR	0.35 JKLMNOPI	-1.01	-0.35 uktodigi	-0.46 uxtutij	-0.66 Xbdtj	-0.31 TUKZbdfgj	0.34 stuvxrzbefg N	-0.98	-0.42 uxbdfgi	-0.50 Xbd1j 1	0.30 UVXYZbdfg N	-0.87 (xf stuv d	1.65 · WXYZab fehi	0.91 0. xi stuvi cd	1.83 -0. WXYZab Hebi	.99 -0.6 Xbd	4 -0.29) тикгънц	0.81 STUVWXVZab diets	-0.90 xr	-0.12 0	.40 -0.	43 -0.4	-0.42 p	-0.69	-0.42	-0.48	-0.28 t	-0.71	-0.42	-0.52	-0.43	-0.50	-0.09 -	-0.77

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.

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	Ge	nder	Aggre	egated Age	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Ethi	nicity
	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)	(0)	(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
Very positive (2)	66 6%	44 8% c	22 4%	30 10% F	25 7% F	10 2%	39 6%	27 5%	10 4%	15 5%	17 6%	18 11% U	2 4% *	4 4% •	31 8% P	35 5%	59 8% R	7 1%	5 2%	12 4%	18 6%	29 11% st	43 4%	21 14% w
Fairly positive (1)	137 12%	86 16% c	47 8%	63 20% EF	39 10%	35 8%	81 13%	56 11%	30 11%	42 14%	29 11%	24 15%	5 9% *	8 9% •	55 15% P	82 11%	102 14% R	36 8%	20 9%	30 10%	40 14%	46 17% s	110 11%	27 18% w
Will make no difference (0)	262 23%	147 27% c	112 20%	77 24%	94 25%	91 20%	125 20%	136 27% G	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% B	67 21%	92 24%	156 35% DE	194 30% н	121 24%	78 29% L	90 30% L	77 29% L	29 18%	15 28% *	26 27% *	98 27%	217 28%	167 24%	147 34% Q	56 26%	92 32% V	81 29%	62 23%	285 29% x	28 18%
Very negative (-2)	236 21%	107 19%	125 22%	39 13%	85 22% D	112 25% D	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% 8	37 12%	41 11%	46 10%	56 9%	68 14% G	36 14%	29 10%	27 10%	12 8%	7 14% *	11 12% *	24 6%	100 13% 0	78 11%	46 10%	24 11% U	43 15% U	16 6%	25 9%	113 12% x	7 5%
NET: Very/ Fairly positive	203 18%	131 24% c	68 12%	93 30% EF	64 17% F	45 10%	120 19%	83 17%	40 15%	57 19%	46 17%	42 27% IN	7 12%	12 13%	86 23% P	117 15%	161 23% R	42 10%	25 12%	42 15%	57 21% s	75 27% st	153 16%	48 32% w
NET: Very/ Fairly negative	550 48%	238 43%	304 53% в	106 34%	177 47% D	268 60% DE	337 53% н	213 43%	139 52% L	142 48%	131 50%	61 39%	25 45% *	53 54% L*	177 48%	374 48%	301 43%	250 57% Q	110 52%	148 51%	132 47%	121 44%	493 51% x	55 36%
Mean	-0.51	-0.33 c	-0.70	-0.08 EF	-0.51 F	-0.80	-0.55	-0.45	-0.64	-0.46	-0.52	-0.23 IKN	-0.54	-0.74	-0.41 P	-0.56	-0.34 R	-0.77	-0.71	-0.61	-0.41 s	-0.30 st	-0.59	-0.08 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(*)

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 General Election 2024 Vote							ndum 2016	6 vote				Favour	able to parties												Favo	urable to po	liticians								Opinion on Lab governmen	our Russ	ian Invasion Ukraine	of Rising C	iost of Living	Current s Israel a	conflict in and Gaza	Grooming G	iangs in the K	Starmer ann new plans to NHS wait	cut down ac times	Trump's cla quire Greer Panama (laims to O nland and Canal)pinion on w about Gro Gangs in	what to do ooming the UK
	Total	Conservative	Labour	Liberal Democrat	ts Reform L	UK Oti	her Rem	ain Les	Fave ave eto	ourabl Unfa Cons ble to	voura Favou Cons eto L	rabi Unfavo ab bie to L	Favour ira etoLi ab Dem	abl Unfavoura b ble to Lib i Dems	Favourabl e to Green Party (0)	Unfavoura ble to Green Party	Favourabl e to Reform UK	Unfavoura I ble to Reform UK (P)	avourabl U e to Keir b Starmer	Jnfavoura Fa ble to Keir Starmer	e to Ed b Davey	sfavoura Fa leto Ed et Davey F	Unf vourabl b to Nigel M Farage Fa	avoura ile to Favo Vigel e to l arage Re	Un ourabl b Rachel R reves R	nfavoura ble to Fav Rachel e to Reeves Bac	Unfa Iourabl bl o Kemi K denoch Bad	avoura Favoi leto et emi Rup lenoch Lov	arabi Unfa o bio ert Ruj we Lo	voura Favou a to e ti pert Dona we Trun	rabi Unfavo bieti ild Donai np Trum	ara Favourab d e to Joe p Biden	Unfavour ble to Joe Biden	Favourabl e to Elon Musk	Unfavoura ble to Elon Musk	NET Good NET job jo	Bad Follow	Not wing followi ely closel	ing Followin ly closely	Not followin closely	g Following closely	Not following closely	Following closely	Not following closely	Following f	Not following F closely	ollowing f	Not I following closely	Set up a R full National Public Inquiry	Ing Recomme ndations from Previous Inguiries
Unweighted base	1139	178	397	99	118	1	12 48	5 34	44 2	238 6	46 373	3 521	328	326	351	316	278	602	313	541	304	299	276	616 2	226	533	193 5	539 15	, , 19 4	93 25	9 726	244	493	212	720	147 3	76 72	1 383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	10	19 45	4 38	81 2	232 6	44 32	7 565	302	344	321	333	304	564	284	598	284	305	300	584 1	194	571	180 5	525 16	1 4	66 25	1 712	229	507	195	720	124 4	29 69	1 403	911	180	594	502	572	472	656	365	560	430	506	436
Very positive (2)	66 6%	10 6%	24 6%	1 1%	15 10% DF*	2	2 21 % 59	L 2 6 8	19 . 16 1	24 3 10% 4 MOR 1	14 33 % 109 R AMO	28 6 5% 18 8	14 5% R	21 6% JR	18 6% R	22 7% #	44 14% AMNOPR	7 1%	29 10% TLXZbdfghj	31 5% xatij	16 6% xdij	19 6% xbd) stu	47 16% www.zb.dg	5 1% 9 f x	18 9% todtj	30 5% : хағ) тил	23 13% XZbdfghj	17 3 3% 19 xtj stuvo	1 1 % 2 zbdfg x	10 59 % 239 1) STUVIO	6 *	14 6% xdtj	31 6% xbdtj	49 25% STUVWXVZab	4 1% f	20 2 16% 6	5 43 % 6%	3 20 6 5%	56 6%	4 2%	40 7%	24 5%	44 8% t	17 4%	46 7%	15 4%	47 8% ×	16 4%	44 9% z	16 4%
Fairly positive (1)	137 12%	25 15%	47 13%	9 10%	31 22% CDF*	6	5 44 N 105	4 6 % 16 0	50 б 5% 2 5 жыл	61 5 16% 8 4NOPR	i4 51 % 169 R JOR	69 6 12% 1 //	45 15% JR	50 15% JR	36 11% R	43 13% #	72 24% JKLMNOPR	21 4%	50 18% TUXZbdfj	69 12% Xbdtj	32 11% xbdtj	45 15% xzbdtj stu	80 27% WX72bdfg	30 5% 1 f ux	34 17% izbelij	58 10% xbdtj stuv	53 30% (xxzbdfg	33 5 6% 33 f stuvo	3 3 % 7 12bdfg	81 90 % 365 f stuwe	22 6 3% VZbd	29 13% xbdfj	74 15% txtbdtj	68 35% STUVWXYZbd fehi	41 6% 1	27 5 22% 12 1	2 10 % 149 n	0 37 % 9%	125 14% P	7 4%	81 14%	54 11%	87 15% t	43 9%	85 13%	44 12%	75 13%	44 10%	83 16% z	33 7%
Will make no difference (0)	262 23%	41 24%	75 20%	14 15%	42 29% D*	21	3 77	7 11 N 29 6	12 ! 9% 2	51 1 12% 2	33 58 1% 189	134 6 24% 0	56 18%	73 21%	57 18%	82 25% к	75 25% ко	111 20%	45 16%	140 23% surrg	47 16%	69 23% үд	69 23% srg	110 19% 1	26 13% su	142 25% :	47 1 26% 2 JUXYg	104 3 10% 18 Yg	D S % 20	21 54 D% 211 % Y8	5 150 6 21% 5XYg	32 14%	129 25% sucreetig	43 22% Yg	150 21% 5%	18 1 15% 2	09 13 % 191	5 111 % 28%	200 22%	50 28%	123 21%	125 25%	132 23%	96 20%	127 19%	97 27%	101 18%	116 27% w	129 26%	84 19%
Fairly negative (-1)	315 28%	52 30%	103 28%	42 44% BCE*	30 21%	3 31	4 15 % 34 н	6 8 % 23	87 - 3% 2	49 2 11% 3	09 92 2% 289 NQ Q	156 6 28%	95 32% 10	92 27% Q	98 31% IQ	99 30% IQ	60 20%	203 36% I.KLNOPQ	78 28% Wacei	167 28% Wacel	92 32% Wacei	82 27% Wacei	61 20% :	206 35% 3 WZacehi SW	67 84% Nacel 1	166 29% Wacel	25 1 14% 3 w	170 2 12% 17 Notel el	B 11 % 34 STVW	60 27 4% 113 Zacehi	257 6 36% 5TVWZab	70 31% Wacei	145 29% Wacei	19 10%	255 35% STVWZacehi	25 1 20% 23	00 21 1% 311	6 96 % 24%	258 28%	52 29%	178 30%	133 26%	159 28%	145 31%	203 31%	99 27%	174 31%	123 29%	116 23%	165 38% у
Very negative (-2)	236 21%	23 14%	99 27% 85	20 21% E*	12 9%	3 33 8	б 12 1% 271 г* н	1 6	50 : 5% 1	28 1 12% 2 0 III	76 76 7% 239 IPQ IQ	i 122 6 22% 10	71 24% 10	72 21% IQ	92 29% IKLMINPQ	58 18% Q	22 7%	184 33% UKLMNPQ	67 24% Wacehi	130 22% Watchi 1	83 29% WZacehi	64 21% Wacei	19 6% :	193 - 33% 2 WZaceh W	45 23% Kacel V	126 22% Wacehi	19 1 10% 3 cei STVW	168 é 12% 49 //Zacehi	і 1 6 33 stvin	49 11 2% 4% (Zaceh)	224 31% stvwyza	73 32% shi STVWYZaceh	85 17% N Wacei	5 3%	217 30% STVW/Zacehi	27 5 22% 2.	6 15 % 221	5 78 % 19%	199 22%	32 18%	133 22%	99 20%	104 18%	124 26%	150 23%	72 20%	129 23%	85 20%	81 16%	114 26% v
Don't know	124 11%	20 12%	27 7%	8 9%	12 9%	7	7 35 % 89	5 3 6 9	83 - 5	19 4 8% 8	19 17 % 5%	57 5 10% 88	20 7%	35 10% KR	20 6%	29 9%	31 10% к	37 7%	13 5% Y S	61 10% SLIXYZbdegij	15 5%	26 8% ү	24 8% Y	40 7% : Y	4 2%	49 9% 1d	12 7% Y	33 1 6% 85 Y Y	3 2 6 5	26 13 76 59 Y	60 8% 5004	11 5%	43 8% vd	10 5%	52 7% Y	6 4 5% 1	7 43 % 6%	3 61 6 15% m	72 8%	34 19% o	39 7%	68 13% 9	45 8%	47 10%	45 7%	37 10%	34 6%	46 11% w	53 11% z	24 6%
NET: Very/ Fairly positive	203 18%	35 20% F	71 19% F	10 11%	46 32% BCDF*	8	9 64 % 149	1 8 % 23 6	89 і 3% 3 5 жыл	85 7 87% 11 4NOPR	78 84 2% 269 R JLMC	97 6 17% 18 18	59 20% JR	72 21% #	53 17% "R	65 19% л	116 38% HIMNOPR	28 5%	79 28% TUXZbdfghj	100 17% Xbdtj	48 17% xbdtj	64 21% tx2bdfj stu	127 42% //X/2bdlg	35 2 6% 2 f тик	52 27% izbeltgi	88 15% - xbdij stur	77 43% 1 /x/2bdfg	50 8 10% 52 xtj stuvw	4 4 % 9 xyzbd x	11 14 1% 591 1) STUVIO	9 22 6 3% YZsb	43 19% xbdfj	105 21% Tx2bdfj	117 60% STUVWXYZab	45 6% 1	48 7 38% 11	6 14 96 215	3 57 % 14%	181 20% p	11 6%	120 20%	78 16%	131 23% t	60 13%	130 20%	60 16%	122 22% ×	60 14%	127 25% z	49 11%
NET: Very/ Fairly negative	550 48%	75 44% E	203 54% E	62 66% 85*	43 30%	7 65 81	0 27 ж 61 н	8 14 % 39	47 3 9% 3	77 3 13% 61 182	85 161 3% 513 MPQ 1Q	8 277 6 49% 10	166 55% 10	164 48% IQ	190 59% IKLNPQ	158 47% IQ	83 27%	387 69% IJKLMNOPQ	146 51% Wacei	297 50% Watehi 51	174 61% VWZacehi	146 48% Wacei	80 27% i el STUN	399 1 68% 5 /wyZabe 5/w ehii	112 58% Vacehi V	292 51% Wacehi	44 3 24% 6 el STVV	338 3 j4% 21 VZacehi el	4 3 % 68 stvwn	09 38 6% 151 KZacehi	481 6 67% STUVWO N	143 63% ace STVWZaceh	230 45% i Wacei	24 12%	473 66% stvW/Zacehi	52 1 42% 44	96 37 1% 541 n	1 174 % 43%	458 50%	85 47%	311 52%	232 46%	263 46%	269 57% s	353 54%	171 47%	303 54%	208 48%	196 39%	279 64% v
Mean	-0.51	-0.36 DF	-0.60 F	-0.83	0.05 BCDF*	-0.	94 -0.7	75 -0. G	26 0 5 JUN	0.02 -0 ANDPR	.77 -0.4 R JMO	1 -0.54 R JR	-0.58 JR	-0.46 JOR	-0.70 R	-0.43 JOR	0.20 JKLMNOPR	-1.02	-0.39 ukbdfgj	-0.55 Xbdtj	-0.71 Xbdtj	-0.45 utodigi stu	0.27 - NXYZbdig N	1.01 4 us	0.46 Ibdfgi	-0.57 (xbdtj STU	0.23 -0 imzadig N	0.89 0.5 xf stuvw dfe	50 -0. XrZab >	.92 0.6 d STUVNO diat	6 -1.04 NZab	-0.73 Xdtj	-0.39 Tuxzbełgi	0.74 STUVWXYZab cdfahi	-0.96 xf	-0.09 -0 1	50 -0.5	52 -0.51	-0.50	-0.70	-0.51	-0.53	-0.36 t	-0.74	-0.54	-0.51	-0.50	-0.57	-0.23 z	-0.80

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.

CalumPropertiess (35): A&C076,5,61/J002,MM/009/QR.570/JV/W/07026/b/c46/gB/b/0JJAm/s.c/p.c/p.d/w/w/s/p/: Minimum Baur: 30(**) Snail Baur: 30(*) CalumPrises (35): A&C076,6.01/J02,AM/009/QR.570/JV/W/070/b/b/c46/gB/b/0JJAm/s.c/p.c/r/u/w/w/s/p/: Minimum Baur: 30(**) Snail Baur: 30(*)

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	Ge	nder	Aggre	egated Age E	Breaks	Socia	l grade			Re	gion			Educ	ation	Employm	nent status		Inc	ome		Ethi	nicity
																Non-		Not	UP TO	£20.000-	£35.000 -		White	Minority
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(К)	(L)	(M)	(N)	(0)	(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
Very positive (2)	91 8%	61 11% c	29 5%	41 13% EF	27 7%	23 5%	63 10% н	28 6%	19 7%	19 7%	19 7%	22 14% ик	5 9% *	6 6%	43 12% P	48 6%	74 11% R	17 4%	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%	94 19% G	38 14%	51 17% M	49 19% м	26 17% M	2 4% *	11 12% *	63 17%	116 15%	116 17%	62 14%	31 15%	41 14%	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% к	14 26% к*	15 15% *	45 12%	133 17% 0	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 22%	120 24%	69 26% L	80 27% L	60 23% L	12 8%	16 30% L*	22 23% L*	77 21%	183 24%	142 20%	118 27% Q	45 21%	85 30% v	68 24%	50 18%	233 24% x	24 16%
Very negative (-2)	323 28%	132 24%	186 33% B	66 21%	120 32% D	137 30% D	209 33% н	114 23%	72 27%	71 24%	83 32%	46 30%	14 25%	36 37% J*	115 32%	208 27%	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%	37 10%	39 9%	51 8%	57 11%	26 10%	27 9%	25 9%	21 13%	3 6% *	6 6% *	24 7%	84 11% 0	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%	100 32% EF	81 21%	89 20%	148 23%	122 24%	58 21%	71 24%	68 26%	48 31% M	7 13% *	18 18% *	106 29% P	164 21%	191 27% R	79 18%	39 18%	62 21%	62 22%	93 34% sтu	212 22%	53 35% w
NET: Very/ Fairly negative	583 51%	251 46%	322 56% в	124 40%	205 54% D	254 57% D	349 55% н	234 47%	142 53% L	151 51% L	144 54% L	58 37%	30 55% *	58 61% L*	192 52%	391 51%	335 48%	248 57% Q	110 52%	161 56% v	141 50%	125 45%	521 54% x	59 39%
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

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(*)

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		General Election 2014 Vote Referendum 2016 vote Favourable to parties																				Favo	ourable to pol	liticians								Opinion	on Labour	Russian In Ukra	vasion of aine	Rising Cos	t of Living	Current o	conflict in nd Gaza	Grooming G UI	angs in the n	Starmer anno ew plans to c NHS wait ti	uncing 1 ut down acq mes	Frump's clai quire Greenl Panama C	ims to Op land and Canal	about Gro Gangs in f	what to do rooming n the UK			
	Total	Conservat ve	i Labour	Liberal Democra	ts Reform U	IK Other	Remain	Leave	Favourabl e to Cons	Unfavoura F ble to Cons	Favourabl U e to Lab	Fa Unfavoura d ble to Lab	avourabl Li e to Lib l Dems	Infavoura Fa ble to Lib e t Dems	u vourabl to Green Party	nfavoura ble to Fa Green Party Ro	vourabl Un e to form UK Re	favoura Fi ble to d form UK 1	avourabl U e to Keir b Starmer	infavoura F le to Keir Starmer	avourabl U e to Ed t Davey	nfavoura F ble to Ed e Davey	Ur avourabl to Nigel Farage I	rfavoura bleto Fa Nigel et Farage F	Unf avourabl b to Rachel Ra Reeves Ro	favoura ble to Fai Rachel e t teeves Ba	Unfa vourabl bl to Kemi K denoch Bad	avoura Favoi leto et iemi Rup lenoch Lov	urabi Unfa so bio ert Ruj we Lo	voura Favou eto eta pert Dona we Trun	rabi Unfavi o biet ald Dona np Trun	o Favoural dd e to Joe p Biden	bl Unfavour ble to Jo Biden	a Favourabl e to Elon Musk	Unfavoura ble to Elon Musk	NET Good job	NET Bad job	Following closely	Not following closely	Following	Not following closely	Following closely	Not following closely	Following closely	Not following closely	collowing fo	Not llowing Fo losely c	flowing fo	Not N billowing I closely II	iet up a Ro full r lational Public I Inquiry I	mplement ing Recomme ndations from Previous Inquiries
Unweighted base	(A) 1139	(8)	(C) 397	(D) 99	(E) 118	(F)	(G) 485	(H) 344	238	(J) 646	(K) 373	521	(M) 328	(N) 326	351	(P) 316	(Q) 278	(R) 602	313	541	304	(V) 299	(W) 276	(X) 616	226	(2) 533	(a) 193 5	(b) (c 539 15) () i9 4	3) (e) 93 25!) (1) 9 72)	(g) 5 244	(h) 493	212	(J) 720	(K) 147	376	(m) 721	(n) 383	(0) 924	(p) 175	(q) 639	(r) 462	(s) 587	471	(u) 669	(V) 367	(w) 592	(x) 416	(y) 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 5	525 16	i1 4	56 25	4 71	229	507	195	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very positive (2)	91 8%	24 14% CDF	29 8%	2 2%	23 16% CDF*	2 2%	22 5%	46 12% G	48 21% JKLMNDPR	30 5% R	36 11% JOR	52 9% .R	26 9% JR	38 11% #	24 8% JR	39 12% я я	70 23% LMNOPR	7 1%	29 10% xbdtj	53 9% Xbdtj	25 9% xbdtj	36 12% xZbdfj 51	68 23% uvxrzadg	7 1% 1	25 13% Xbdlj 3	47 8% xbdtj STU	45 25% VXXZbdfg	22 5 4% 31 xtj stuve	D 1 % 3 xrztad x	4 83 % 335 hj stuveo	8 4 16 19 (VZab	23 10% xtstj	59 12% TX2bdtj	71 36% STUVWXVZab	7 1% 1	27 22% 1	46 11%	69 10% n	19 5%	84 9% P	3 2%	59 10%	29 6%	69 12% t	17 4%	67 10% v	19 5%	60 11% ×	23 5%	64 13% 1	18 4%
Fairly positive (1)	179 16%	33 19% 0	42 11%	9 10%	58 41% BCDF*	9 8%	53 12%	94 25% G	55 24% #MOR	79 12% R	48 15% R	110 19% JMOR	36 12% R	85 25% JKLMOR	39 12% R	74 22% JIMOR IJ	98 32% LMNOPR	34 6%	47 17% xbdfgi	111 19% xtatigi	39 14% xatj 51	74 24% ruorzadigi st	105 35% uvxrzadg	35 6% f	26 14% : xdj x	107 19% xbdfgi STU	57 57 1 31% 1	53 6 10% 42 Kat STUXX	5 7 3 % 7 12abdf	1 10 6 435 7 STUV40	9 33 % 5%	22 10% f	102 20% uxbefgi	73 37% STUVKYZbdig	65 9% xat	21 17%	90 21%	123 18%	56 14%	162 18% p	11 6%	96 16%	80 16%	123 22% t	47 10%	113 17%	50 14%	99 18%	62 14%	108 21% z	57 13%
Will make no difference (0)	178 16%	33 19%	50 13%	9 10%	23 16%	16 14%	51 11%	71 19% G	37 16% ко	81 13% 0	32 10%	96 17% .KOR	43 14% ко	59 17% JKDR	25 8%	57 17% JKOR	52 17% KDR	63 11%	27 10%	98 16% suxety	23 8%	56 18% SUXcdefgl	44 15% Ug	66 11%	26 13% : sug su	93 16% suxdg	27 15% 1 ug s.	77 1 15% 10 JXdg	7 5 % 13	4 31	4 93 16 131 UQ	19 1 8%	86 17% SUXcdtgi	21 11%	105 15% suxdtg	13 11%	67 16%	93 13%	70 17%	136 15%	31 17%	89 15%	78 16%	88 15%	64 13%	97 15%	54 15%	82 15%	65 15%	82 16%	51 12%
Fairly negative (-1)	260 23%	38 22%	86 23%	30 32% 5*	23 16%	29 26%	114 25%	85 22%	51 22% Q	151 23% NQ	73 22% Q	121 21% NQ	71 23% Q	59 17%	78 24% NQ	72 22% NQ	40 13%	152 27% JLNQ	65 23% WYcei	131 22% Woei	71 25% Wiacei	54 18% cei	44 15% cei TV	156 27% Witaboehi	34 17% 2 cel TV	138 24% VWacei	29 1 16% 2 cei V	120 1 13% 8 Voei	3 1 6 25 vw	18 15 5% 6% facel	i 21! i 30! stywo	i 51 i 22% Zabc Wcei	112 22% Woel	18 9% e	202 28% TVW1aboehi	18 14%	88 20%	155 22%	102 25%	203 22%	52 29%	134 23%	123 25%	123 22%	125 26%	146 22%	94 26%	118 21%	117 27% w	106 21%	125 29% у
Very negative (-2)	323 28%	31 18% E	146 39% at	37 38% at*	9 6%	47 43% 85*	186 41% н	62 16%	27 12%	257 40% ILINPQ	120 37% ILNPQ	143 25% IPQ	108 36% ILNPQ	79 23% IQ II	139 43% KLMNPQ	68 20% IQ	26 9%	271 48% LMNPQ T	101 35% VWZacehi	159 27% Wacehi 1	113 40% WVZacebi	71 23% Wacel	24 8% ei STU	280 48% AVWYZabc TV	76 39% : VWZacehi W	149 26% Nacehi	18 7 10% 4 el STVV	225 8 13% 55 VZacehi el	2 6 43 5 5TUVY	24 3 8% 1% //Zabc	319 6 459 STVWZa	i 107 i 47%	111 22% N Wacei	3 1%	300 42% STVWZacehi	43 34% 1	100 23%	213 31%	108 27%	267 29%	53 29%	179 30%	140 28%	133 23%	174 37%	193 29%	109 30%	173 31%	119 28%	104 21%	163 37% у
Don't know	108 9%	11 7%	22 6%	8 8% •	7 5%	6 6%	28 6%	23 6%	12 5%	46 7%	17 5%	43 8%	18 6%	24 7%	15 5%	23 7%	18 6%	37 7%	15 5%	46 8% vag	13 5%	14 5%	14 5%	39 7% 8	7 4%	37 6% #	5 3%	29 E	6 5	5 13 % 5%	8 48 6 73 8	7 3%	36 7% a	9 5%	41 6%	2 1%	38 9% k	39 6%	48 12% m	60 7%	29 16% °	37 6%	52 10% 9	36 6%	46 10%	39 6%	40 11% v	27 5%	43 10% w	41 8%	23 5%
NET: Very/ Fairly positive	270 24%	57 33% CDF	71 19%	12 12%	81 57% BCDF*	11 10%	75 17%	140 37% G	103 45% JKLMNDPR	109 17% 8	84 26% JMOR	162 29% JMDR	62 20% R	123 36% JKLMOR	63 20% R	113 34% HLMOR U	168 55% LMNOPR	41 7%	76 27% Xbdfgj	164 27% xod1gi	64 2.3% Xbdtj 51	110 36% ruxvzbatgi st	173 58% tuvxrztudg	42 7% 1	51 26% 2 xbdfgi x	153 27% xbdfgi STU	102 57% 1 wxxzbefg >	75 11 14% 73 (dt) STUVW dte	7 4 % 10 x72ab 3	15 190 7% 765 21 STUVWO dhit	2 37 K 5% MZab	45 20% xdtj	162 32% тикzылу	144 74% STUVWXYZab dfehi	72 10% 27	49 39%	136 32%	191 28% n	75 19%	246 27% P	15 8%	154 26%	110 22%	192 34% t	64 14%	181 28% v	68 19%	160 28% ×	85 20%	173 34% z	75 17%
NET: Very/ Fairly negative	583 51%	70 41% E	232 62% 86	67 70% 85*	33 23%	76 69% 86*	300 66% н	147 38%	79 34% Q	408 63% ILINPQ	193 59% ILNPQ	264 47% INC	179 59% ILNPQ	138 40% Q II	217 68% kLMNPQ	140 42% IQ	67 22% 138	423 75% LMNOPQ T	166 58% WWZacehi	290 48% VWacehi T	184 65% /WYZacehi	125 41% Wacei	68 23% cei STL	437 75% www.zabc ehii	110 56% 9	288 50% Wacehi	46 3 26% 6 cei 5TVW	344 2 36% 13 //Zacehi e	1 3 % 7: STUIV et	43 18 8% 7% WZabc Ni	534 535 510/000 810/000 810 810 810 810 810 810 810 810 810	i 158 i 69% Zabc STVWYZace	223 44% N Watei	21 11% *	501 70% STVWYZabce N	60 49%	188 44%	368 53%	210 52%	470 52%	105 58%	313 53%	263 52%	256 45%	299 63% s	339 52%	203 56%	291 52%	237 55%	211 42%	288 66% y
Mean	-0.53	-0.12 CDF	-0.79	-1.02	0.46 BCDF*	-1.06	-0.91	-0.06 G	0.21 JKLMNDPR	-0.88 R	-0.63 JDR	-0.37 JKMDR	-0.70 JOR	-0.18 JRLMOR	-0.88 R	-0.18 IELMOR U	0.51 LMNOPR	-1.23	-0.60 Xbdfgi	-0.42 uxbdtg	-0.77 Xbdtj 51	-0.18 ruxvzbdigi st	0.52 UVXYZbefg N	-1.22	-0.58 -4 xbdfgi uz	-0.44 Nibeltgj STU	0.47 -C NXXZ5afg 3	0.95 0.1 cdtj STUVW dte	89 -1. XYZab :	15 1.0 STUVW9 cdfel	6 -1.2 WZab	2 -0.89 Xdij	-0.24 sturrzteły	1.03 STUVWXYZab diets	-1.06 Xdf	-0.22	-0.27	-0.49	-0.63	-0.48 P	-0.93	-0.50	-0.59	-0.24 t	-0.92	-0.46 v	0.69	0.46	-0.64	-0.17 z	-0.87

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.

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	Ge	nder	Aggre	gated Age I	Breaks	Socia	l grade			Re	gion			Educ	ation	Employn	nent status		Inc	ome		Eth	nicity
																Non-		Not	UP TO	£20,000-	£35,000 -		White ethnic	Minorit ethnic
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	graduate	Working	working	£19,999	£34,999	£54,999	£55,000+	group	group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(IVI)	(N)	(0)	(P)	(0)	(K)	(5)	(1)	(0)	(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
Very positive (2)	69 6%	48 9% c	21 4%	34 11% EF	22 6%	13 3%	41 6%	28 6%	12 4%	16 6%	17 6%	17 11% 1	5 8% *	3 3%	28 8%	41 5%	58 8% R	12 3%	8 4%	18 6%	19 7%	22 8%	52 5%	16 10% w
Fairly positive (1)	148 13%	84 15%	64 11%	63 20% EF	42 11%	43 10%	81 13%	68 14%	40 15%	27 9%	38 14%	26 17% J	5 9% •	13 13% •	63 17% P	86 11%	101 14%	47 11%	21 10%	34 12%	39 14%	47 17% s	117 12%	29 19% w
Will make no difference (0)	213 19%	126 23% c	84 15%	57 18%	71 19%	85 19%	101 16%	112 22% G	36 13%	79 27% IKN	38 14%	35 23% 1	11 20% *	13 14% *	53 14%	160 21% 0	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% L	71 27%	28 18%	12 22%	28 29%	88 24%	208 27%	156 22%	139 32% Q	57 27%	82 29%	75 27%	59 22%	263 27%	31 20%
Very negative (-2)	296 26%	123 22%	167 29% в	54 17%	108 29% D	134 30% D	186 29% н	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% B	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% U	35 12% U	16 6%	24 9%	102 11%	11 7%
NET: Very/ Fairly positive	218 19%	132 24% c	85 15%	97 31% EF	65 17%	57 13%	121 19%	96 19%	51 19%	43 14%	55 21%	43 27% J	10 18% *	16 16% *	91 25% P	127 16%	159 23% R	59 13%	29 13%	51 18%	58 21%	70 25% s	169 17%	45 30% w
NET: Very/ Fairly negative	592 52%	254 46%	328 57% в	124 40%	201 53% D	267 59% D	362 57% н	230 46%	148 55% L	152 51%	141 53%	68 43%	25 45% *	58 60% L*	195 53%	397 51%	342 49%	250 57% Q	118 55%	153 53%	146 52%	128 47%	524 54% x	65 42%
Mean	-0.59	-0.39 c	-0.78	-0.17 EF	-0.66	-0.81	-0.66	-0.49	-0.68	-0.59	-0.60	-0.32 IN	-0.51	-0.80	-0.54	-0.61	-0.49 R	-0.74	-0.76	-0.62	-0.53	-0.42 s	-0.65	-0.26 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(*)

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 General Election 2024 Vote						Refer	endum 201	16 vote				,	Favourable t	o parties												Fav	ourable to po	liticians								Opinion gove	on Labour	Russian lı Ukr	nvasion of raine	Rising Cost	t of Living	Current c Israel an	conflict in nd Gaza	Grooming G U	angs in the	Starmer and new plans to NHS wait	nouncing cut down au times	Trump's c cquire Gree Panama	laims to C mland and Canal	Dpinion on v about Gn Gangs in	what to do rooming n the UK
	Total	Conservat ve (B)	5 Labour	Liber: Democr	I ats Reform (F)	UK Oth	her Ren	nain Le	Fa eave e (H)	vourabl U to Cons bl	nfavoura Fa e to Cons e (1)	wourabl U	F Infavoura Ile to Lab	avourabl U e to Lib I Dems (M)	nfavoura Fa sleto Libet Dems (N)	to Green Party (0)	nfavoura ble to F Green Party R (P)	avourabl U e to zform UK R (O)	nfavoura Fa bleto e eform UK S (R)	to Keir b starmer :	infavoura F. le to Keir Starmer (T)	avourabl Ui e to Ed b Davey (U)	nfavoura F ble to Ed e Davey	Ur avourabl to Nigel Farage I	favoura bleto Fan Nigel etc Farage R	vourabi o Rachel teeves	nfavoura ble to Fa Rachel e Reeves Ba (2)	Unf vourabl b to Kemi H denoch Bac (a)	avoura Favo le to e lemi Ru lenoch Lo (b) (ourabi Uni to t pert R swe I	lavoura Fave eleto e upert Do owe Tr	ourabl Unf to bi nald Do ump Tr (e)	avoura le to Favo snald e to ump Bi (f)	ourabi Unfav o Joe bie to iden Bidi fe) (h	oura Favou Joe eto E en Mu:	abi Unfavou on ble to Elo k Musk	ra In NET Good job	NET Bad job	Following closely (m)	Not following closely (n)	Following closely	Not following closely (n)	Following closely (a)	Not following closely (r)	Following closely (c)	Not following closely (1)	Following 1 closely	Not following F closely	collowing closely (w)	Not following closely (v)	Set up a full National Public Inquiry	Implement ing Recomme ndations from Previous Inquiries (2)
Unweighted base	1139	178	397	99	118	11	12 41	85 3	344	238	646	373	521	328	326	351	316	278	602	313	541	304	299	276	616	226	533	193	539 1	159	493 2	159	726 2	244 49	3 21	720	147	376	721	383	924	175	639	462	587	471	669	367	592	416	468	475
Weighted base	1139	171	375	95	144	10	29 43	54 3	381	232	644	327	565	302	344	321	333	304	564	284	598	284	305	300	584	194	571	180	525 1	61	466 2	154	712 2	229 50	7 19	720	124	429	691	403	911	180	594	502	572	472	656	365	560	430	506	436
Very positive (2)	69 6%	10 6%	20 5%	2 2%	17 12% cD*	6 5!	5 1 % 3	5	33 9% G J	28 12% MNOPR	26 4% R	29 9% JOR	35 6% #	21 7% JR	24 7% JR	19 6% R	23 7% .n	50 16% KLMNOPR	6 1%	28 10% L0tbdfj	37 6% xbdtj	17 6% Xbdtj	26 8% xbd1j 51	46 15% uvxzbdfgh	6 1% f	19 10% xbdtj	36 6% xbdtj 5T	30 17% www.zbatig	16 3 3% 2 xatj stuve	37 3% MXYZbd	5 1% 2 f stuv	64 5% WXYZab	2 *	17 40 8% 8% bdfj Xbd	0 51 6 265 6 stuvio	6 1% rZab f	20 16% 1	33 8%	50 7%	17 4%	56 6%	7 4%	42 7%	23 5%	51 9% t	13 3%	47 7%	16 4%	50 9% ×	13 3%	47 9% z	16 4%
Fairly positive (1)	148 13%	32 19% CDF	37 10%	5 5%	46 32% BCDF*	8 71 •	8 4 N 10	4 1% 1	72 19% G J	60 26% LLMOPR	45 7% R	46 14% JOR	84 15% .R	32 10% JR	68 20% JLMOR	33 10% _R	53 16% _R	92 30% klmnopr	19 3%	39 14% xbdtj	83 14% xbdtj	30 10% xbdtj 1	57 19% тикгын) st	95 32% UVXYZbdig N	27 5% f	30 16% uxadtj	76 13% xbdij 51	61 34% NXX72befig	28 (5% 3 f STUV	63 9% AXXZ5d tN	20 4% 3 stuv	95 7% #XYZbd #1	22 3% 1 x	28 8: 12% 17 bdfj UK25	5 72 16 371 atj stuvici hj	44 6% bdfg Xdf	24 20%	63 15%	101 15%	45 11%	130 14%	15 8%	96 16% 7	51 10%	104 18% t	34 7%	89 14%	41 11%	87 15% ×	44 10%	101 20% z	30 7%
Will make no difference (0)	213 19%	41 24% cr	57 15%	12 13%	38 26% CDF*	1 12	3 5 96 12	4 :	103 27% G	41 18% KD	107 17% KDR	37 11%	126 22% #MOR	38 13%	85 25% UKMOR	33 10%	95 28% JRLMOQR	63 21% KMDR	69 12%	35 12%	129 22% suxnedigi	35 12% 57	80 26% ruxrzsbetg	67 22% sutributigi	70 12%	21 11%	117 20% sumedgi	33 18% xvg	84 : 16% 2 xg su	32 0% xng	68 15% 2 xg SLX	58 3% 1 Yodfgj	108 15% 9	22 10 9% 21' suce	8 43 % 225 afg succ	107 i 15% ki Xe	11 9%	101 24% k	112 16%	86 21%	166 18%	35 20%	96 16%	107 21%	114 20%	80 17%	110 17%	82 23% u	88 16%	93 22% w	91 18%	77 18%
Fairly negative (-1)	296 26%	40 24% E	108 29% E	46 48% BCEF*	17 12%	3 28 E	1 14 1% 32 • •	15 1% 2	82 21%	44 19%	193 30% ILNPQ	96 30% ILNPQ	126 22% NQ	95 31% ILNPQ	57 17%	96 30% ILNPQ	74 22% NQ	43 14%	195 35% UKLNPQ	83 29% Włacel	145 24% VWacei	85 30% vWacei	52 17% cei	44 15% cei TV	201 34% WZabcehi V	62 32% (Wace)	144 25% VWacei	25 14% : ei TVN	157 : 30% & VZacehi	13 8% ти	151 32% WZacebi	14 5% 5 5% 5 57/1	253 15% 3 (Zabcehi VV	69 12 10% 25 Vacel VWa	6 15 % 79 cei	246 34% TVWZabce	31 25%	78 18%	189 27%	106 26%	236 26%	58 32%	149 25%	143 28%	137 24%	147 31% s	191 29%	88 24%	149 27%	123 29%	123 24%	144 33% y
Very negative (-2)	296 26%	29 17%	129 34% st	23 24% t*	16 11%	4 43 80	7 14 1% 37 e*)	57 % 1	60 16%	35 15% q	227 35% IKLNPQ	96 29% IPQ	142 25% IPQ	93 31% INPQ	78 23% IQ II	121 38% KLMNPQ	63 19% Q	28 9%	239 42% JKLMNPQ	83 29% VWacehi	153 26% Wacehi 5	103 36% WWZacehi	66 22% Wacel	27 9% cei STV	247 42% Witzaceth V	59 30% Wacehi	151 26% VWacehi	25 14% Wcei STVN	208 40% 4 WZacehi	6 196 5TV	199 43%	8 3% 3% 3 STVV	279 19% 3 WZacehi STVW	88 10 18% 20 WZacehi Wo	3 4 % 2%	270 38% 5TVW/Zace	36 29%	109 25%	194 28%	95 23%	251 28%	38 21%	167 28%	121 24%	130 23%	145 31% s	173 26%	100 27%	161 29%	104 24%	89 18%	154 35% у
Don't know	117 10%	19 11%	23 6%	7 7%	9 7%	6 5!	5 2 % 6	9	32 8%	24 10% 0	47 7%	21 6%	52 9% R	23 8%	32 9%	18 6%	26 8%	28 9%	35 6%	15 5% үд	51 9% Xitadg	15 5% ү	24 8% _{Yag}	21 7% Yg	33 6% Ys	3 2%	47 8% XYadg	6 3%	32 : 6% 6 Yg	10 596 Y	23 5% Y	16 5% үд	49 7% :	5 49 2% 99 X1ab	5 11 6 69 Agi Y	47 6% Yg	2 1%	45 10% k	45 6%	56 14% m	72 8%	27 15% 0	43 7%	58 11% 9	36 6%	52 11% s	46 7%	37 10%	25 4%	53 12% w	54 11% z	16 4%
NET: Very/ Fairly positive	218 19%	42 24% CDF	57 15%	7 7%	64 44% BCDF*	1	4 5 1% 13	9 :	104 27% с л	87 38% IMNOPR	71 11% R	76 23% JMOR	119 21% "R	52 17% JR	92 27% JLMOR	52 16% ,R	76 23% JR I	142 47% KLMNOPR	25 4%	67 24% uxtedfj	120 20% xbdtj	47 17% xbdtj :	83 27% тикгыл st	141 47% uvxrzadg	32 6% f	49 25% uxodtj	112 20% Xbdij ST	91 51% WXYZbdłg	44 1 8% 6 xar stuve at	100 2% WXYZab Ishi	26 1 5% 6 f stuv	159 3% WXYZab febi	24 . 3% 2 x	45 12 10% 25 bdfj Tukzi	5 12 % 631 sdtj struvio dtet	50 7% 7%	44 36%	96 22%	151 22% n	61 15%	186 20% p	22 12%	138 23% r	74 15%	155 27% t	47 10%	137 21%	57 16%	137 24% ×	57 13%	148 29% z	46 10%
NET: Very/ Fairly negative	592 52%	69 41% E	237 63% st	69 73% 86*	33 23%	7 71 80	7 3: 36 65	12 : 1% 3	142 37%	80 34% 9	419 65% HENPQ	193 59% ILNPQ	267 47% INPQ	188 62% IUNPQ	135 39% Q	217 68% KUNPQ	137 41% Q	71 23%	434 77% KLMNOPQ T	166 58% Wilacehi	298 50% VWacehi 5	188 66% IVWZacehi	118 39% Wacei	71 24% cei 570	448 77% www2abc TV eahli	121 62% WZacehi	295 52% VWacehi	50 28% i ori STVN	365 : 59% 1 Vi/Zacehi	19 2% STU	350 75% : www.zabc ehii	21 : 8% : STUV	531 1 75% 6 WVZabc 5TVV ehu	157 22 19% 45 VZacehi VWa	8 18 % 9%	516 72% STUVWYZa N	67 54%	187 44%	383 55%	200 50%	487 53%	96 53%	316 53%	264 53%	267 47%	292 62% s	364 55%	188 52%	311 55%	227 53%	212 42%	298 68% v
Mean	-0.59	-0.31 CDF	-0.82	-0.95	0.24 BCDF*	-1	01 -0.	95 4	0.19 G #	* LMNDPR	-0.92 R	-0.60 JOR	-0.50 JMOR	-0.75 JR	-0.31 JKLMOR	-0.88 R	-0.33 JILMOR I	0.33 KLMNOPR	-1.22	-0.57 uxbdfgi	-0.54 uxbdtgi	-0.84 Xbdtj ST	-0.27 Tuxrizbatigi ST	0.32 tuvirizbatig N	-1.19 u	-0.59 Jitbdfgj	-0.57 unisetigi stra	0.27 WXYZbelig N	1.04 0 Xdi STUVI di	.74 WXYZab Iahi	1.17 0 STUV d	L82 - NXVZab fehi	1.18 -0 x	0.82 -0.3 bdfj sturrz	86 0.8 bdīgi stuvijo diet	t -1.08 rZab Xdf	-0.32	0.43	-0.58	-0.63	-0.59	-0.69	-0.55	-0.65	-0.36 t	-0.90	-0.58	-0.66	-0.53	-0.69	-0.24 z	-0.93

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.