

19 -23 November 2021
PUBLIC USE
 Political Pulse Nov 2021
 Adults aged 18+ in GB

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

	Total		Gender			Age						Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
Right direction	312 27%	184 33%	127 22%	97 30%	91 24%	123 27%	42 32%	56 28%	39 21%	52 26%	45 25%	78 29%	52 37%	76 24%	62 23%	97 24%	24 56%	99 32%	85 25%	67 27%	62 22%	68 25%	103 34%	74 27%	35 23%	13 22%	19 19%	255 26%	57 29%	204 31%	72 21%	35 23%	108 31%	204 25%	98 27%	214 26%	193 28%	119 25%	270 26%	41 35%
Wrong direction	537 46%	264 47%	269 45%	138 42%	187 48%	213 47%	42 33%	96 48%	97 52%	90 45%	87 49%	125 46%	44 31%	158 51%	127 47%	195 49%	13 30%	140 45%	160 47%	115 47%	121 44%	119 43%	128 42%	128 48%	73 47%	29 51%	60 59%	459 47%	77 40%	284 43%	182 52%	71 47%	147 42%	390 48%	184 51%	352 44%	301 44%	236 49%	498 48%	33 28%
Neither	222 19%	94 17%	125 21%	62 19%	72 19%	88 19%	29 23%	33 17%	39 21%	32 16%	38 21%	50 18%	30 21%	56 18%	51 19%	81 20%	4 9%	47 15%	58 17%	46 19%	70 25%	60 22%	53 17%	45 17%	37 24%	12 21%	14 14%	181 19%	40 21%	122 18%	65 19%	35 23%	69 20%	152 19%	55 15%	166 21%	138 20%	83 17%	187 18%	34 29%
Don't know	96 8%	25 4%	71 12%	31 9%	36 9%	29 6%	16 12%	15 8%	11 6%	25 13%	10 5%	19 7%	16 12%	22 7%	29 11%	27 7%	2 5%	22 7%	37 11%	15 6%	23 8%	29 10%	22 7%	23 8%	11 7%	4 6%	8 8%	78 8%	18 9%	54 8%	30 9%	12 8%	26 8%	70 9%	21 6%	75 9%	56 8%	40 8%	86 8%	9 8%

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

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

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties								Favourable to politicians											
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sajid Javid	Unfavourable to Sajid Javid	Favourable to Liz Truss	Unfavourable to Liz Truss	Favourable to Priti Patel	Unfavourable to Priti Patel
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
Right direction	312 27%	176 46% CDE	40 14%	24 31% C*	31 19%	82 18%	170 36% F	190 65% IJKLMNO	52 9%	71 22% I	176 34% IJMN	55 33% IJN	144 29% IJ	80 26% I	131 33% IJ	171 61% QRSTUVWXYZa	55 9%	69 26% QUWYa	156 30% QUWYa	206 49% QRSUWYa	32 9%	161 54% QRSUWYa	44 10%	102 54% QRSUWYa	41 11%	130 64% QRSTUVWXYZa	81 13% QUW	
Wrong direction	537 46%	108 28%	193 67% BD	37 46% B*	102 62% BD	259 58% G	178 37%	32 11%	406 74% HJKLMNO	193 59% HKLMO	217 42% H	77 47% H	247 50% HKO	168 56% HKLO	175 44% H	35 13%	426 72% PRSTVXZa	149 57% PSTVXZ	231 45% PTVXZ	113 27% PZ	280 75% PRSTVXZa	74 25% PZ	311 72% PRSTVXZa	45 24% P	270 73% PRSTVXZa	37 18% P	404 66% PRSTVXZ	
Neither	222 19%	75 19%	39 13%	15 19% *	27 16%	75 17%	96 20%	60 21% IJLN	64 12%	41 13%	95 19% IN	22 14%	89 18% I	38 12%	75 19% IJN	57 20% QRUZ	75 13%	33 13%	96 18% QUWY	80 19% QRUZ	47 12%	53 18%	60 14%	33 18%	51 14%	27 13%	96 16% Q	
Don't know	96 8%	26 7%	18 6%	3 4% *	4 3%	30 7%	34 7%	10 3%	28 5%	19 6%	23 5%	10 6%	17 3%	16 5%	16 4%	18 6% Y	37 6% UWYa	12 4%	34 7% WY	20 5%	15 4%	12 4%	15 3%	7 4%	10 3%	10 5%	29 5% Y	

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Overlap formulae used

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

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

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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?									
	Keir Starmer, Leader of the Labour party (A)	Boris Johnson, the Conservative Party and Prime Minister (B)	Rishi Sunak, Chancellor of the Exchequer (C)	Sajid Javid, Secretary of State for Health and Social Care (D)	Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs (E)	Priti Patel, Home Secretary (F)	The Labour Party (G)	The Conservative Party (H)	The Liberal Democrats (I)	The Green Party (J)
Unweighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166
Weighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166
Very favourable (2)	65 6% I	98 8% ADEFH	114 10% ADEFHU	49 4% I	62 5% I	51 4% I	87 7% DFI	76 6% DFI	41 3% DFI	78 7% DFI
Fairly favourable (1)	198 17% EFI	182 16% EJ	305 26% ABCDEFGHIU	251 22% ABEFH	125 11% I	154 13% I	238 20% ABEFH	216 19% BEFI	123 11% I	224 19% EFI
Neither favourable nor unfavourable (0)	318 27% BGH	244 21% BGH	294 25% B	352 30% BCFGH	398 34% ABCFGH	280 24% I	270 23% I	265 23% I	421 36% ABCDEFGHIU	376 32% ABCDEFGHIU
Fairly unfavourable (-1)	286 25% BCDEFGHU	193 17% ACDEGHU	189 16% CE	224 19% CE	179 15% I	233 20% BCEH	244 21% BCEHU	189 16% BCEHU	257 22% BCEHU	196 17% BCEHU
Very unfavourable (-2)	231 20% C	401 34% ACDEGHU	185 16% CE	206 18% CE	193 17% I	376 32% ACDEGU	266 23% ACDEJ	361 31% ACDEGU	240 21% CEJ	201 17% CEJ
Don't know	69 6% B	48 4% B	79 7% BGH	84 7% ABGH	210 18% ABCFGHU	72 6% B	61 5% B	59 5% B	84 7% BGH	91 8% ABGH

Net: Favourable	262 23% EFI	280 24% EJ	420 36% ABCDEFGHIU	300 26% EFI	187 16% I	204 18% I	325 28% AEFI	292 25% EJ	164 14% I	302 26% EFI
Net: Unfavourable	517 44% CDEJ	594 51% ACDEGHU	374 32% CE	430 37% CE	372 32% I	609 52% ACDEGHU	510 44% CDEJ	550 47% CDEJ	497 43% CDEJ	397 34% CDEJ
Net Difference	-254 -22%	-313 -27%	46 4%	-130 -11%	-185 -16%	-405 -35%	-185 -16%	-258 -22%	-333 -29%	-95 -8%

Mean	-0.38 BFH	-0.55 F	-0.02 ABCDEFGHIU	-0.27 BFH	-0.33 BFH	-0.67 BFH	-0.33 BFH	-0.49 F	-0.49 F	-0.20 ABFGHI
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Overlap formulae used

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

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

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

	Total	Gender			Age							Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Gen Z	Millennial s	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	White ethnic group (m)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	694	472	1017	139	
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
Very favourable (2)	65 6%	29 5%	35 6%	26 8%	22 6%	17 4%	7 6%	19 9%	14 7%	8 4%	10 6%	6 2%	8 6%	28 9%	13 5%	17 4%	- 6%	18 6%	20 6%	13 5%	13 5%	16 6%	8 3%	10 4%	22 14%	1 2%	7 7%	57 6%	8 4%	39 6%	21 6%	5 4%	24 7%	40 5%	25 7%	39 5%	45 7%	20 4%	48 5%	17 14%
Fairly favourable (1)	198 17%	88 16%	108 18%	57 17%	62 16%	79 17%	23 18%	34 17%	33 18%	29 15%	18 10%	61 FK	26 18%	55 18%	40 15%	72 18%	5 **	56 18%	67 20%	39 16%	37 13%	43 16%	38 13%	43 16%	44 16%	9 *	20 *	176 18%	21 11%	110 17%	52 15%	35 *	75 h	123 15%	79 j	119 15%	115 17%	83 17%	160 15%	36 m*
Neither favourable nor unfavourable (0)	318 27%	149 26%	168 28%	95 29%	125 32%	98 22%	44 34%	51 25%	63 34%	63 31%	47 26%	51 19%	45 P	88 28%	92 34%	81 20%	12 28%	76 25%	87 26%	83 34%	72 26%	81 29%	99 32%	58 22%	38 25%	17 29%	25 25%	260 27%	58 30%	190 29%	98 28%	30 20%	109 31%	209 26%	100 28%	218 27%	201 29%	117 25%	285 27%	33 28%
Fairly unfavourable (-1)	286 25%	141 25%	141 24%	80 24%	80 21%	126 28%	28 22%	52 26%	35 19%	45 23%	49 27%	76 32%	32 24%	75 20%	54 20%	116 29%	8 19%	75 24%	73 21%	61 25%	77 28%	63 23%	76 25%	80 30%	27 17%	14 25%	25 20%	242 24%	44 23%	161 24%	92 26%	33 21%	71 20%	214 26%	82 23%	204 22%	154 19%	131 21%	271 26%	12 11%
Very unfavourable (-2)	231 20%	141 25%	88 15%	41 12%	72 19%	118 26%	16 12%	25 13%	29 16%	43 22%	48 27%	69 25%	16 11%	44 14%	54 20%	99 MN	18 MN	69 22%	67 20%	43 18%	52 19%	58 21%	63 21%	59 22%	18 11%	15 26%	18 18%	178 18%	53 27%	130 20%	61 17%	40 27%	55 16%	176 22%	57 16%	174 22%	129 19%	102 21%	218 21%	10 9%
Don't know	69 6%	17 3%	52 9%	30 9%	23 6%	15 3%	11 8%	20 10%	12 7%	11 5%	7 4%	9 3%	15 10%	23 7%	16 6%	15 4%	- **	15 5%	26 8%	3 1%	24 9%	15 6%	20 7%	19 7%	7 4%	1 2%	6 6%	60 6%	8 4%	34 5%	26 7%	9 6%	16 5%	52 6%	15 4%	53 7%	43 6%	26 5%	58 6%	9 *
Net: Favourable	262 23%	118 21%	144 24%	83 25%	85 22%	95 21%	30 24%	52 26%	47 25%	38 19%	29 16%	67 25%	34 24%	82 26%	53 20%	88 22%	5 **	74 24%	87 26%	52 21%	50 18%	59 21%	47 15%	53 20%	66 42%	11 18%	27 26%	233 24%	29 15%	149 22%	73 21%	40 27%	99 28%	163 20%	104 29%	158 20%	160 23%	103 10%	208 20%	53 45%
Net: Unfavourable	517 44%	283 50%	229 39%	121 37%	153 40%	243 54%	43 34%	78 39%	65 35%	88 44%	98 54%	146 53%	48 34%	120 38%	108 40%	215 54%	26 61%	144 47%	140 41%	104 43%	129 47%	121 44%	139 46%	139 52%	45 29%	29 51%	43 43%	420 43%	97 50%	291 44%	153 44%	73 48%	126 36%	391 48%	139 39%	378 47%	284 41%	233 49%	489 47%	23 19%
Net Difference	-254 -22%	-165 -29%	-85 -14%	-38 -12%	-68 -18%	-148 -33%	-13 -10%	-25 -13%	-18 -10%	-50 -25%	-69 -38%	-79 -29%	-15 -10%	-37 -12%	-55 -20%	-126 -32%	-21 -49%	-69 -22%	-53 -16%	-53 -22%	-80 -29%	-62 -22%	-93 -30%	-86 -32%	21 14%	-18 -32%	-17 -16%	-187 -19%	-68 -35%	-142 -21%	-80 -23%	-32 -21%	-27 -8%	-227 -28%	-35 -10%	-220 -27%	-124 -18%	-130 -27%	-281 -27%	30 26%
Mean	-0.38	-0.50	-0.25	-0.18	-0.33	-0.57	-0.18	-0.18	-0.19	-0.45	-0.62	-0.54	-0.18	-0.19	-0.38	-0.54	-0.91	-0.41	-0.32	-0.35	-0.48	-0.40	-0.52	-0.54	0.17	-0.57	-0.30	-0.34	-0.61	-0.37	-0.37	-0.47	-0.17	-0.48	-0.19	-0.47	-0.32	-0.47	-0.46	0.34

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

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609
Very favourable (2)	65 6%	6 2%	31 11% B	6 8% B*	16 10% B	31 7%	24 5%	17 6% K	38 7% KM	52 16% HKMNO	3 1%	30 18% HKMNO	18 4% K	29 10% K	18 5% S	15 6% S	34 25% POSTUVWXYZa	65 - -	24 6% S	28 8% Sa	25 8% S	25 6% S	19 10% PSTa	24 6% S	23 11% POSTWa	31 5% S	
Fairly favourable (1)	198 17%	30 8%	93 32% BE	27 34% BE*	25 15% B	105 24% G	62 13% G	44 15% KMO	125 23% HKMO	150 46% HKMNO	16 3%	64 39% HKMNO	51 10% K	107 35% HKMNO	32 8% K	48 17% S	134 23% SW	198 75% POSTUVWXYZa	- -	90 22% S	73 20% S	70 23% PS	79 18% S	45 24% PS	88 22% SW	45 20% S	124 20% S
Neither favourable nor unfavourable (0)	318 27%	93 24%	73 25% *	25 32% *	48 29% B	133 30% G	105 22% G	59 20% KMO	132 24% KMO	66 20% KMO	79 16% KMO	33 20% KMO	95 19% K	79 26% JKMO	71 18% K	57 20% RS	147 23% RSUVY	- -	89 21% RS	74 20% RS	52 17% RS	91 21% RS	43 18% RS	68 23% RS	43 18% RS	136 22% RSY	
Fairly unfavourable (-1)	286 25%	124 32% CD	59 20% CD	13 16% *	36 22% CD	95 21% F	135 28% F	99 34% ILN	128 23% JL	37 11% ILMNO	203 40% ILMNO	25 15% ILN	154 31% ILN	63 21% JL	125 32% ILN	82 29% RX	140 24% R	- -	286 55% PQRTUVWXYZa	110 26% RX	112 30% QRX	81 27% RX	127 30% QRX	35 19% R	106 29% QRX	50 24% R	168 28% QRX
Very unfavourable (-2)	231 20%	123 32% CDE	28 10% CDE	4 5% *	33 20% CD	59 13% F	140 29% F	67 21% ILN	117 21% JLN	17 5% ILN	199 39% HILN	9 6% HILN	176 35% HILN	18 6% HILN	144 27% HILN	72 26% R	123 21% R	- -	231 45% PQRTUVWXYZa	102 24% R	82 22% R	68 23% R	102 24% R	45 19% R	81 22% R	44 18% R	144 24% QR
Don't know	69 6%	7 2%	6 2% *	4 5% *	6 4% *	24 5% *	13 3% *	6 2% M	10 2% M	4 1% M	9 2% M	2 1% M	3 1% M	6 2% M	7 2% RSXZ	7 2% RSUWYZa	16 - -	- -	4 1% S	4 1% S	4 1% S	5 1% S	* *	4 1% S	- -	6 1% S	
Net: Favourable	262 23%	37 10% BE	124 43% BE	33 42% BE*	41 25% B	136 30% G	86 18% G	61 21% KMO	163 30% HKMO	202 62% HKMNO	19 4%	94 58% HKMNO	69 14% K	136 45% HKMNO	50 13% K	63 22% S	167 28% SW	262 100% POSTUVWXYZa	- -	114 27% S	101 27% S	95 32% PS	104 24% S	64 34% PSWa	112 30% SWa	68 33% PSW	155 25% S
Net: Unfavourable	517 44%	247 64% CDE	87 30% CDE	17 21% *	70 42% CD	154 34% F	275 57% F	166 45% ILN	245 45% JLN	54 16% ILMNO	403 79% HILMNO	34 21% HILN	330 66% HILN	81 27% J	270 68% HILN	154 55% QRXZ	263 44% R	- -	517 100% PQRTUVWXYZa	212 51% RX	194 52% QR	149 50% R	230 53% QRX	80 43% R	188 50% QR	94 46% R	311 51% QR
Net Difference	-254 -22%	-210 -55% CD	37 13% CD	16 21% *	-29 -17% CD	-18 -4% F	-189 -39% F	-105 -36% ILN	-82 -15% JLN	149 46% ILMNO	-383 -75% HILMNO	61 37% HILN	-261 -53% HILN	55 18% J	-220 -55% HILN	-92 -33% QRXZ	-96 -16% R	262 100% PQRTUVWXYZa	-517 -100% PQRTUVWXYZa	-98 -23% RX	-93 -25% QR	-53 -18% R	-125 -29% QRX	-17 -9% R	-76 -20% QR	-26 -13% R	-156 -26% QR
Mean	-0.38	-0.87 BE	0.14 BE	0.24 BE*	-0.29 B*	-0.11 G	-0.65 G	-0.54 KMO	-0.30 HKMO	0.57 HKMNO	-1.16 HKMNO	0.51 HKMNO	-0.85 K	0.22 HKMNO	-0.89 K	-0.54 S	-0.32 PSWa	1.25 POSTUVWXYZa	-1.45 -	-0.42 S	-0.40 S	-0.32 PS	-0.48 S	-0.23 PST	-0.36 SW	-0.23 PSTW	-0.45 S

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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, Leader of the Labour party
All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	65 6%	52 16% C	3 1%	17 6%	38 7%	30 18% G	18 4%	29 10% I	18 5%
Fairly favourable (1)	198 17%	150 46% C	16 3%	44 15%	125 23% D	64 39% G	51 10%	107 35% I	32 8%
Neither favourable nor unfavourable (0)	318 27%	66 20%	79 16%	59 20%	132 24%	33 20%	95 19%	79 26% I	71 18%
Fairly unfavourable (-1)	286 25%	37 11%	203 40% B	99 34% E	128 23%	25 15%	154 31% F	63 21%	125 32% H
Very unfavourable (-2)	231 20%	17 5%	199 39% B	67 23%	117 21%	9 6%	176 35% F	18 6%	144 36% H
Don't know	69 6%	4 1%	9 2%	6 2%	10 2%	2 2%	3 1%	6 2%	7 2%

Net: Favourable	262 23%	202 62% C	19 4%	61 21%	163 30% D	94 58% G	69 14%	136 45% I	50 13%
Net: Unfavourable	517 44%	54 16%	403 79% B	166 57% E	245 45%	34 21%	330 66% F	81 27%	270 68% H
Net Difference	-254 -22%	149 46%	-383 -75%	-105 -36%	-82 -15%	61 37%	-261 -53%	55 18%	-220 -55%

Mean	-0.38	0.57 C	-1.16	-0.54	-0.30 D	0.51 G	-0.85	0.22 I	-0.89
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 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? - Boris Johnson, Leader of the Conservative Party and Prime Minister
 All Adults aged 18+ in Great Britain

	Total	Gender			Age											Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139				
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
Very favourable (2)	98 8%	54 10%	44 7%	30 9%	24 6%	44 10%	15 12%	15 7%	10 5%	14 7%	17 9%	27 10%	19 13%	19 6%	17 6%	36 9%	7 15%	32 10%	27 8%	22 9%	17 6%	17 6%	29 9%	24 9%	21 13%	3 6%	5 5%	71 7%	27 14%	65 10%	16 4%	17 11%	39 11%	59 7%	30 8%	68 8%	63 9%	35 7%	85 8%	13 11%				
Fairly favourable (1)	182 16%	99 17%	83 14%	46 14%	57 15%	80 18%	13 10%	33 16%	24 13%	34 17%	34 19%	46 17%	14 10%	51 16%	39 14%	68 17%	10 24%	60 19%	47 15%	37 14%	39 14%	51 19%	53 17%	36 13%	20 13%	12 20%	11 11%	141 15%	41 21%	126 19%	39 11%	18 12%	69 20%	114 14%	63 18%	119 15%	110 16%	72 15%	165 16%	18 15%				
Neither favourable nor unfavourable (0)	244 21%	105 19%	139 24%	79 24%	85 22%	81 18%	36 28%	43 22%	40 21%	45 23%	32 18%	49 18%	36 26%	66 21%	62 23%	71 18%	8 20%	55 18%	65 19%	64 26%	59 22%	60 22%	70 23%	58 21%	34 21%	13 22%	10 10%	212 22%	32 17%	133 20%	82 24%	29 19%	82 23%	162 20%	54 15%	191 24%	155 23%	90 19%	213 21%	30 26%				
Fairly unfavourable (-1)	193 17%	90 16%	103 17%	61 19%	44 11%	88 19%	27 21%	34 17%	26 14%	18 9%	22 12%	66 24%	33 23%	43 14%	31 12%	77 19%	9 22%	53 17%	56 16%	42 18%	42 15%	43 16%	51 17%	46 16%	25 14%	8 19%	19 16%	160 16%	32 17%	106 16%	64 18%	23 15%	48 14%	145 18%	54 15%	139 17%	108 16%	84 18%	172 17%	20 17%				
Very unfavourable (-2)	401 34%	206 36%	189 32%	189 29%	155 40%	151 33%	29 23%	66 33%	74 40%	81 41%	70 39%	81 30%	31 22%	118 38%	104 39%	138 35%	8 20%	101 33%	125 37%	76 31%	99 36%	91 33%	88 29%	93 35%	53 34%	21 37%	55 54%	346 36%	55 28%	206 31%	137 39%	58 38%	98 28%	303 37%	152 42%	249 31%	223 32%	178 37%	366 35%	29 24%				
Don't know	48 4%	13 2%	35 6%	18 5%	21 5%	9 2%	8 7%	9 5%	13 7%	8 4%	4 2%	5 2%	9 6%	15 5%	16 6%	8 2%	- -	7 2%	19 6%	2 1%	19 7%	14 5%	15 5%	13 5%	4 3%	- -	2 2%	43 4%	5 3%	29 4%	12 4%	6 4%	15 4%	33 4%	6 2%	42 5%	28 4%	19 4%	39 4%	8 7%				
Net: Favourable	280 24%	153 27%	127 21%	75 23%	81 21%	124 27%	28 22%	48 24%	34 18%	47 24%	51 28%	73 27%	32 23%	70 22%	56 21%	105 26%	17 39%	92 30%	74 22%	59 24%	56 20%	68 25%	81 27%	59 22%	41 26%	15 26%	16 16%	212 22%	68 35%	191 29%	54 15%	35 23%	108 31%	173 21%	93 26%	187 23%	174 25%	107 22%	250 24%	31 26%				
Net: Unfavourable	594 51%	296 52%	292 49%	157 48%	199 52%	238 53%	57 44%	100 50%	100 53%	99 50%	92 51%	146 54%	64 45%	161 52%	135 50%	216 54%	18 41%	154 50%	181 53%	118 49%	141 51%	134 48%	139 46%	139 52%	78 50%	30 2%	73 72%	507 52%	87 45%	312 47%	201 57%	81 53%	146 42%	448 55%	206 57%	387 48%	331 48%	262 55%	538 52%	49 41%				
Net Difference	-313 -27%	-143 -25%	-165 -28%	-81 -25%	-117 -30%	-115 -25%	-29 -23%	-52 -26%	-66 -35%	-52 -26%	-41 -23%	-74 -27%	-32 -22%	-91 -29%	-79 -29%	-111 -28%	-1 -2%	-61 -20%	-108 -32%	-59 -24%	-85 -31%	-66 -24%	-58 -19%	-80 -30%	-37 -24%	-15 -26%	-58 -57%	-295 -30%	-19 -10%	-121 -18%	-146 -42%	-46 -30%	-38 -11%	-275 -34%	-113 -31%	-200 -25%	-158 -23%	-155 -32%	-288 -28%	-18 -15%				
Mean	-0.55	-0.53	-0.55	-0.47	-0.68	-0.50	-0.36 E†	-0.54	-0.75	-0.62	-0.54	-0.47	-0.33	-0.64	-0.65	-0.54	-0.07 **	-0.43	-0.64	-0.47	-0.65	-0.53 a	-0.40 a	-0.58 a	-0.45 a*	-0.58 *	-1.08 *	-0.61	-0.25 b	-0.41 c	-0.79	-0.60 *	-0.29 h	-0.66	-0.67	-0.50	-0.48	-0.65	-0.57	-0.30 *				

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Boris Johnson, Leader of the Conservative Party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sajid Javid	Unfavourable to Sajid Javid	Favourable to Liz Truss	Unfavourable to Liz Truss	Favourable to Priti Patel	Unfavourable to Priti Patel
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609
Very favourable (2)	98 8%	61 16% CE	12 4%	9 11% C*	7 4%	23 5%	63 13% F	80 28% IJKLMNO	6 1%	27 8% I	53 10% I	26 16% IJMNO	42 8% I	30 10% I	37 9% I	98 35% QRSTUWVXYz	-	35 14% QSUWYz	41 8% QUWYz	76 18% QSUWYz	6 2% Q	66 22% Q	6 1% Q	51 27% Q	6 2% Q	61 30% QRSTUWYz	17 3% QW
Fairly favourable (1)	182 16%	121 32% CDE	12 4%	8 10% *	24 15% C	53 12% F	113 24% F	135 46% IJKLMNO	9 2%	30 9% I	124 24% IJLN	23 14% IJ	105 21% IJN	39 13% IJ	93 23% IJLN	182 65% QRSTUWVXYz	-	27 10% QUY	113 22% QRUWYz	128 30% QRSUWYz	11 3% Q	96 32% QRSUWYz	29 7% QUY	61 33% QRSUWYz	15 4% Q	71 35% QRSUWYz	42 7% QUY
Neither favourable nor unfavourable (0)	244 21%	94 24% C	40 14%	15 19% *	33 20% C	69 15% F	108 23% F	57 19% I	39 7%	48 15% I	94 18% IJ	30 18% IJ	78 16% IJ	47 17% IJ	74 19% I	-	31 12% PQU	97 19% PQRUWYz	89 21% PQRUWYz	27 7% PQ	65 22% PQRUWYz	48 11% PQU	36 19% PQRUWYz	35 9% PQ	45 22% PQRUWYz	73 12% PQU	
Fairly unfavourable (-1)	193 17%	60 16%	41 14%	14 18% *	21 13% C	70 16% F	77 16% F	15 5%	123 22% HILMN	44 14% H	100 20% HN	21 13% H	86 17% HN	35 11% H	79 20% HIN	-	193 32% PRSTUVWXYZz	41 16% PZ	96 19% PKZ	72 17% PKZ	64 15% PZ	45 15% PZ	65 11% PZ	21 17% P	61 7% PZ	15 7% P	134 22% PRUVWXYZz
Very unfavourable (-2)	401 34%	43 11% BDE	184 78% BDE	34 61% B*	78 43% B	222 50% G	107 22% G	4 1%	372 90% HJKLMNO	176 54% HKLMO	139 27% H	62 13% HKD	185 37% HKD	149 49% HKLMO	112 28% H	-	401 68% PRSTVXZz	126 48% PSTVXZ	168 32% PTVXZ	52 12% PZ	265 71% PRSTVXZz	27 9% P	279 65% PRSTVXZz	17 9% P	253 68% PRSTVXZz	13 6% P	342 56% PRSTVXZ
Don't know	48 4%	6 2%	1 *	- 1% *	1 1%	10 2%	11 2%	1 *	1 *	1 *	2 *	1 *	- 1%	2 1%	1 *	-	2 1% Q	2 *	2 *	2 *	1 *	1 *	3 1% Q	-	1 *	-	1 *
Net: Favourable	280 24%	182 47% CDE	24 8%	16 21% C*	31 19% C	76 17% F	176 37% F	216 74% IJKLMNO	15 3%	58 18% I	176 35% IJMN	50 30% IJN	148 30% IJ	69 23% IJ	130 33% IJN	280 100% QRSTUWVXYz	-	63 24% QUWYz	154 30% QUWYz	204 49% QRSUWYz	17 5% Q	162 54% QU	35 8% Q	112 60% QRSUWYz	21 6% Q	133 65% QRSTUWYz	58 10% QUY
Net: Unfavourable	594 51%	102 27% BDE	225 78% BDE	48 61% B*	99 60% B	291 65% G	184 38% G	19 6%	495 90% HJKLMNO	219 67% HKLMO	238 47% H	84 51% H	272 55% HKD	184 61% HKLMO	191 48% H	-	594 100% PRSTUVWXYZz	167 64% PSTVXZ	263 51% PTVXZ	124 30% PVXZ	329 88% PRSTVXZz	72 24% PZ	344 80% PRSTVXZ	39 21% PZ	314 85% PRSTVXZz	27 13% P	476 78% PRSTVXZ
Net Difference	-313 -27%	79 21%	-201 -69%	-32 -40% *	-68 -41% C	-216 -48% F	-8 -2% G	197 67%	-480 -87%	-162 -50% I	-62 -12% IJMN	-34 -21% IJN	-124 -25% IJ	-115 -38% IJ	-62 -15% IJN	280 100% QRSTUWVXYz	-594 -100% Z	-105 -40% Q	-109 -21% QUWYz	80 19% QRSUWYz	-311 -83% Q	90 30% QUY	-310 -72% QRSUWYz	74 39% QRSUWYz	-293 -79% Q	105 52% QRSTUWYz	-418 -69% QUWYz
Mean	-0.55	0.26 CDE	-1.29	-0.72 C*	-0.85 C	-0.95 F	-0.11 F	0.94 IJKLMNO	-1.54	-0.96 I	-0.29 IJMN	-0.43 IJN	-0.54 IJN	-0.78 IJ	-0.35 IJMN	1.35 QRSTUWVXYz	-1.68	-0.75 QUWYz	-0.46 QRUWYz	0.25 QRSUWYz	-1.53 Q	0.43 QRSTUWYz	-1.36 QUY	0.57 QRSUWYz	-1.46 Q	0.75 QRSTUWYz	-1.22 QUWYz

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Boris Johnson, Leader of the Conservative Party and Prime Minister

All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	98 8%	27 8%	53 10%	80 28% £	6 1%	26 16% G	42 8%	30 10%	37 9%
Fairly favourable (1)	182 16%	30 9%	124 24% B	135 46% £	9 2%	23 14%	105 21%	39 13%	93 23% H
Neither favourable nor unfavourable (0)	244 21%	48 15%	94 18%	57 19% £	39 7%	30 18%	78 16%	47 16%	74 19%
Fairly unfavourable (-1)	193 17%	44 14%	100 20%	15 5%	123 22% D	21 13%	86 17%	35 11%	79 20% H
Very unfavourable (-2)	401 34%	176 54% C	139 27%	4 1%	372 68% D	62 38%	185 37%	149 49% I	112 28%
Don't know	48 4%	1 *	2 *	1 *	1 *	1 *	- .	2 1%	1 *

Net: Favourable	280 24%	58 18%	176 35% B	216 74% £	15 3%	50 30%	148 30%	69 23%	130 33% H
Net: Unfavourable	594 51%	219 67% C	238 47%	19 6%	495 90% D	84 51%	272 55%	184 61% I	191 48%
Net Difference	-313 -27%	-162 -50%	-62 -12%	197 67%	-480 -87%	-34 -21%	-124 -25%	-115 -38%	-62 -15%

Mean	-0.55	-0.96	-0.29 B	0.94 £	-1.54	-0.43	-0.54	-0.78	-0.35 H
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 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? - Rishi Sunak, Chancellor of the Exchequer
 All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
Very favourable (2)	114 10%	63 11%	51 9%	31 9%	22 6%	62 14%	15 12%	15 8%	9 5%	13 7%	8 4%	54 20%	17 12%	18 6%	18 7%	49 12%	13 29%	39 12%	26 8%	23 9%	28 10%	20 7%	26 9%	36 13%	24 16%	3 6%	5 5%	86 9%	28 15%	78 12%	19 5%	17 11%	33 9%	81 10%	34 10%	80 10%	61 9%	53 11%	95 9%	19 16%			
Fairly favourable (1)	305 26%	154 27%	152 26%	63 19%	98 25%	144 32%	18 14%	45 22%	42 23%	56 28%	55 30%	89 33%	21 23%	73 25%	69 31%	123 44%	19 44%	88 28%	94 28%	73 30%	51 19%	76 28%	82 27%	66 24%	48 30%	11 19%	23 23%	251 26%	55 28%	193 29%	67 19%	44 29%	87 25%	218 27%	92 26%	213 26%	184 27%	121 25%	281 27%	22 19%			
Neither favourable nor unfavourable (0)	294 25%	127 22%	165 28%	95 29%	112 29%	87 19%	45 35%	50 25%	54 29%	57 29%	39 22%	48 18%	47 33%	77 25%	86 32%	80 20%	4 9%	71 23%	90 26%	60 25%	72 26%	77 28%	87 29%	64 24%	29 19%	18 31%	18 17%	259 27%	35 18%	167 25%	95 27%	32 21%	114 33%	179 22%	89 25%	205 25%	180 26%	113 24%	258 25%	35 29%			
Fairly unfavourable (-1)	189 16%	83 15%	105 18%	51 15%	50 13%	88 20%	17 14%	33 17%	27 15%	23 12%	39 22%	49 18%	22 16%	50 31%	31 20%	78 16%	7 16%	47 15%	53 16%	42 17%	46 13%	35 15%	46 16%	43 16%	26 17%	13 22%	26 15%	149 21%	40 21%	98 15%	66 19%	24 16%	42 12%	147 18%	62 17%	127 16%	96 14%	93 19%	178 17%	10 8%			
Very unfavourable (-2)	185 16%	120 21%	62 11%	55 17%	78 20%	51 11%	16 12%	39 20%	39 21%	39 20%	29 16%	23 8%	16 12%	70 22%	48 18%	49 12%	1 2%	51 16%	45 13%	40 2%	49 18%	47 17%	37 12%	44 16%	22 14%	9 16%	25 25%	162 17%	23 12%	88 13%	73 21%	23 15%	53 16%	132 20%	71 14%	114 19%	119 14%	119 17%	66 14%	163 16%	19 11%		
Don't know	79 7%	20 3%	57 10%	33 10%	25 7%	20 4%	17 13%	17 8%	15 8%	11 5%	11 6%	9 3%	18 13%	23 7%	17 6%	20 5%	- -	13 4%	33 10%	4 2%	29 11%	20 7%	26 9%	17 6%	7 4%	3 6%	5 5%	67 7%	12 6%	39 6%	28 8%	11 7%	21 6%	58 7%	10 3%	69 8%	46 7%	32 7%	65 6%	13 11%			
Net: Favourable	420 36%	217 38%	203 34%	94 29%	120 31%	206 45%	33 26%	60 30%	51 28%	69 35%	62 35%	143 53%	38 27%	91 29%	87 32%	173 43%	32 73%	126 41%	119 35%	95 39%	79 29%	96 35%	108 35%	102 38%	72 46%	14 24%	28 28%	337 35%	83 43%	272 41%	86 25%	62 40%	120 34%	299 37%	127 35%	293 36%	246 36%	174 36%	376 36%	42 35%			
Net: Unfavourable	374 32%	203 36%	167 28%	106 32%	128 33%	140 31%	33 26%	73 36%	66 35%	62 31%	68 38%	72 26%	39 27%	121 39%	79 30%	127 32%	8 18%	98 32%	98 29%	83 34%	95 34%	83 30%	83 27%	86 32%	48 31%	22 39%	51 50%	311 32%	63 33%	187 28%	139 40%	48 31%	95 27%	279 34%	133 37%	241 30%	215 31%	159 33%	341 33%	29 24%			
Net Difference	46 4%	14 2%	36 6%	-12 -4%	-8 -2%	66 15%	* *	-12 -6%	-15 -8%	7 3%	-5 -3%	72 26%	-1 -1%	-30 -9%	7 3%	45 11%	24 55%	28 9%	21 6%	12 5%	-16 -6%	13 5%	25 8%	15 6%	24 15%	-8 -15%	-23 -22%	25 3%	20 11%	85 13%	-53 -15%	14 9%	25 7%	20 2%	-6 -2%	52 6%	30 4%	15 3%	34 3%	13 11%			
Mean	-0.02	-0.08	0.05	-0.13	-0.18	0.18 DEGHIK	* *	-0.20	-0.26	-0.10	-0.16	0.39 DEGHIK	* *	-0.28	-0.09	0.12 N	0.83 **	0.05	0.01	-0.02	-0.15	-0.05 a	0.05 a	0.03 a	0.17 a*	-0.27 *	-0.44 *	-0.06	0.15	0.12 e	-0.33	0.05 e*	0.02	-0.04	-0.12	0.02	-0.04	0.01	-0.03	0.13 *			

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Rishi Sunak, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrat (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609
Very favourable (2)	114 10%	72 19% CE	12 4%	9 12% C*	12 7%	30 7%	70 15% F	74 25% IJKLMNO	18 3%	22 7%	79 15% IJMN	24 15% IJN	55 11% I	29 10% I	49 12% IJ	68 24% QRSUWYa	27 5% UWY	37 14% QUWYa	56 11% QUWYa	114 27% QRSUWYa	- -	86 29% QRSUWYa	10 2% U	57 30% QRSUWYa	10 3% U	68 33% QRSUWYa	33 5% UWY
Fairly favourable (1)	305 26%	171 45% CDE	43 15%	24 31% C*	36 22%	107 24%	164 34% F	144 49% IJKLMNO	79 14%	78 32% I	161 34% IJN	54 29% I	143 31% I	75 25% I	137 34% IJMN	136 49% QRSUWYa	97 16% UWY	78 30% QUWYa	156 30% QUWYa	305 73% QRSUVWXYZa	- -	160 53% QRSUWYa	39 9% U	90 48% QRSUWYa	47 13% UW	103 50% QRSUWYa	113 19% UWY
Neither favourable nor unfavourable (0)	294 25%	80 21%	67 23%	23 29% *	39 24%	110 25%	111 23% F	45 15% IJKLMNO	115 21%	62 19%	102 20%	34 20%	95 19%	59 20%	76 19%	53 19% TUVXZ	122 16% RTUVWXYZ	40 15% TU	100 19% TUVXZ	- -	- -	31 10% TU	67 16% TU	20 11% TU	52 14% TU	19 9% TU	120 20% TUVWXYZ
Fairly unfavourable (-1)	189 16%	34 9%	74 26% B	13 16% *	35 17% B	75 17%	74 15% F	14 5% HJKLMNO	153 28% H	71 22% H	83 16% H	27 16% H	91 18% H	63 21% H	63 16% H	12 4% T	157 27% PRSTVXZ	52 20% PTVXZ	92 18% PTVXZ	- -	189 51% PQRSTVWXYZa	13 4% T	143 33% PQRSTVXZa	15 8% TV	115 31% PQRSTVXZa	10 5% T	155 25% PSTVXZ
Very unfavourable (-2)	185 16%	15 4% BD	85 29% BD	8 10% B*	35 21% B	106 24% G	38 8% F	9 3% HJKLMNO	170 31% HKLO	81 25% H	77 13% H	22 10% H	108 22% HKLO	61 17% HL	68 20% H	5 2% T	171 39% PRSTVXZ	49 19% PTVXZ	102 20% PTVXZ	- -	185 49% PQRSTVWXYZa	7 2% T	161 37% PQRSTVXZa	4 2% T	144 39% PQRSTVXZa	2 1% T	174 29% PRSTVXZ
Don't know	79 7%	12 3%	9 3%	2 2% *	7 4%	18 4%	22 5% F	6 2% IJKLMNO	16 3% M	10 3%	8 2%	4 2%	6 1% KMO	14 5% I	4 1%	6 2% TU	19 3% TUY	7 3% TU	10 2% TU	- -	- -	2 1% T	10 2% TUY	2 1% T	4 1% U	3 1% T	15 2% TUY
Net: Favourable	420 36%	243 63% CDE	55 19%	34 42% C*	48 29% C	137 31%	234 49% F	218 75% IJKLMNO	96 18%	101 31% I	240 47% IJMN	78 48% IJN	197 40% IJ	104 34% I	186 47% IJMN	204 73% QRSUWYa	124 21% UWY	114 44% QUWYa	212 41% QUWYa	420 100% QRSUVWXYZa	- -	246 82% QRSUWYa	49 11% U	146 78% QRSUWYa	57 15% UW	171 84% QRSUWYa	145 24% QUWY
Net: Unfavourable	374 32%	49 13% BDE	159 55% BDE	21 26% B*	70 42% BD	181 41% G	112 23% F	23 8% HJKLMNO	323 59% HKLO	152 47% H	160 31% H	49 30% H	199 40% H	124 41% HKL	132 33% H	17 6% T	329 55% PRSTVXZ	101 39% PTVXZ	194 38% PTVXZ	- -	374 100% PQRSTVWXYZa	20 7% T	304 71% PQRSTVXZa	19 10% T	259 70% PQRSTVXZa	12 6% T	329 54% PRSTVXZ
Net Difference	46 4%	194 51%	-104 -36%	13 16%	-22 -13%	-44 -10%	122 25%	196 67%	-226 -41%	-51 -16%	80 16%	29 18%	-2 *	-20 -7%	54 14%	187 67%	-205 -34%	13 5%	18 3%	420 100%	-374 -100%	226 75%	-255 -59%	127 68%	-202 -54%	159 78%	-183 -30%
Mean	-0.02	0.68 CDE	-0.63	0.18 CE*	-0.29 C*	-0.28	0.34 F	0.91 IJKLMNO	-0.71	-0.35 I	0.16 IJMN	0.20 IJMN	-0.11 IJ	-0.18 IJ	0.09 IJMN	0.91 QRSUWYa	-0.61 UWY	* QUWYa	-0.05 QUWYa	1.27 QRSUVWXYZa	-1.49	1.03 QRSUWYa	-0.97 U	0.97 QRSUWYa	-0.91 U	1.12 QRSUWYa	-0.55 UWY

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Rishi Sunak, Chancellor of the Exchequer
All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	114 10%	22 7%	79 15% B	74 25% E	18 3%	24 15%	55 11%	29 10%	49 12%
Fairly favourable (1)	305 26%	78 24%	161 32%	144 49% E	79 14%	54 33%	143 29%	75 25%	137 34% H
Neither favourable nor unfavourable (0)	294 25%	62 19%	102 20%	45 15%	115 21%	34 20%	95 19%	59 20%	76 19%
Fairly unfavourable (-1)	189 16%	71 22%	83 16%	14 5%	153 28% D	27 16%	91 18%	63 21%	63 16%
Very unfavourable (-2)	185 16%	81 25% C	77 15%	9 3%	170 31% D	22 13%	108 22% F	61 20%	68 17%
Don't know	79 7%	10 3%	8 2%	6 2%	16 3%	4 2%	6 1%	14 5% I	4 1%

Net: Favourable	420 36%	101 31%	240 47% B	218 75% E	96 18%	78 48%	197 40%	104 34%	186 47% H
Net: Unfavourable	374 32%	152 47% C	160 31%	23 8%	323 59% D	49 30%	199 40% F	124 41%	132 33%
Net Difference	46 4%	-51 -16%	80 16%	196 67%	-226 -41%	29 18%	-2 *	-20 -7%	54 14%

Mean	-0.02	-0.35	0.16 B	0.91 E	-0.71	0.20 G	-0.11	-0.18	0.09 H
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 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? - Sajid Javid, Secretary of State for Health and Social Care
 All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
Very favourable (2)	49 4%	35 6%	13 2%	21 6%	11 3%	17 4%	9 7%	12 6%	7 4%	4 2%	6 3%	11 4%	11 8%	15 5%	5 2%	17 4%	*	21 7%	11 3%	14 6%	3 1%	8 3%	18 6%	10 4%	11 7%	-	2 2%	34 3%	15 8%	37 6%	10 3%	2 1%	19 6%	29 4%	20 6%	29 4%	38 5%	11 2%	43 4%	6 5%			
Fairly favourable (1)	251 22%	120 21%	131 22%	52 16%	57 15%	143 32%	21 17%	31 15%	26 14%	30 15%	37 21%	105 39%	24 17%	46 15%	41 15%	112 28%	28 6%	67 22%	68 20%	60 25%	56 20%	51 19%	54 18%	67 25%	50 16%	11 *	17 *	205 21%	46 24%	162 15%	51 25%	38 18%	63 23%	189 21%	76 22%	176 19%	130 19%	121 25%	220 21%	32 27%			
Neither favourable nor unfavourable (0)	352 30%	154 27%	196 33%	111 34%	126 33%	115 25%	50 39%	61 30%	52 28%	74 37%	46 26%	69 25%	52 37%	90 29%	97 36%	103 26%	9 2%	93 30%	93 27%	78 32%	88 32%	97 35%	105 34%	65 24%	37 24%	19 32%	29 29%	293 30%	58 30%	209 31%	100 29%	43 28%	129 37%	223 27%	103 29%	249 31%	216 31%	136 28%	310 30%	40 34%			
Fairly unfavourable (-1)	224 19%	110 19%	113 19%	69 21%	69 19%	84 19%	22 17%	46 23%	41 15%	30 15%	36 18%	48 20%	28 20%	71 23%	44 16%	78 20%	4 8%	60 20%	72 21%	45 19%	46 17%	43 15%	65 21%	64 24%	19 12%	12 21%	21 20%	191 20%	33 17%	111 17%	89 16%	25 16%	64 18%	160 20%	72 19%	153 19%	128 19%	97 20%	216 21%	7 6%			
Very unfavourable (-2)	206 18%	126 22%	77 13%	46 14%	88 23%	72 16%	13 10%	33 17%	41 22%	47 24%	42 23%	30 11%	13 9%	63 20%	59 22%	68 17%	2 4%	54 17%	57 17%	34 14%	61 22%	57 21%	36 12%	44 16%	27 17%	14 24%	29 28%	173 18%	33 17%	107 16%	69 20%	30 20%	55 16%	150 18%	71 20%	135 17%	124 18%	82 17%	187 18%	14 12%			
Don't know	84 7%	21 4%	62 10%	30 8%	33 8%	22 5%	13 10%	17 9%	19 10%	13 7%	12 7%	10 3%	13 9%	27 9%	22 8%	22 5%	-	14 5%	38 11%	11 4%	21 8%	21 7%	27 9%	19 7%	12 8%	1 3%	5 5%	77 8%	7 4%	39 6%	30 9%	15 10%	21 6%	64 8%	18 5%	66 8%	53 8%	31 7%	65 6%	19 16%			
Net: Favourable	300 26%	155 27%	145 24%	73 22%	68 18%	160 35%	30 23%	43 21%	33 18%	34 17%	43 24%	117 43%	35 25%	61 20%	47 17%	129 32%	29 66%	88 28%	80 23%	74 31%	59 21%	59 22%	72 24%	78 29%	61 39%	11 20%	18 18%	239 25%	61 32%	199 30%	61 18%	40 26%	82 23%	218 27%	95 27%	205 25%	168 24%	132 28%	262 25%	38 32%			
Net: Unfavourable	430 37%	236 42%	190 32%	115 35%	159 41%	156 34%	35 27%	80 40%	82 44%	78 39%	78 43%	41 29%	134 43%	104 39%	146 37%	144 37%	5 13%	114 37%	129 38%	80 33%	107 39%	99 36%	102 33%	108 40%	46 29%	26 45%	49 49%	364 37%	66 34%	218 33%	158 45%	55 36%	119 34%	311 38%	143 40%	287 36%	251 37%	179 37%	403 39%	21 18%			
Net Difference	-130 -11%	-81 -14%	-45 -8%	-42 -13%	-92 -24%	4 1%	-5 -4%	-37 -19%	-49 -26%	-43 -22%	-35 -19%	39 14%	-6 -4%	-73 -23%	-57 -21%	-17 -4%	23 54%	-27 -9%	-49 -14%	-6 -2%	-49 -18%	-40 -14%	-29 -10%	-30 -11%	15 10%	-14 -25%	-31 -31%	-125 -13%	-5 -3%	-18 -3%	-97 -28%	-15 -10%	-37 -11%	-93 -11%	-47 -13%	-83 -10%	-83 -12%	-47 -10%	-141 -14%	17 14%			
Mean	-0.27	-0.31	-0.20	-0.23 EI	-0.48	-0.12 EUK	-0.08 EUK*	-0.32	-0.49	-0.46	-0.42	0.08 DEGHUK	-0.07 NO*	-0.42	-0.45	-0.18 NO	0.51 **	-0.20	-0.31	-0.11 *	-0.42	-0.35	-0.17 a	-0.25	*	-0.50 vza*	-0.60 *	-0.29	-0.13	-0.14 e	-0.49	-0.32 *	-0.22	-0.28	-0.29	-0.25	-0.27	-0.26	-0.29	0.09 m*			

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Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Sajid Javid, Secretary of State for Health and Social Care

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians															
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Patel (Z)	Unfavourable to Patel (a)												
																													Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Patel (Z)	Unfavourable to Patel (a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624													
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609													
Very favourable (2)	49 4%	21 6%	8 3%	7 9%	10 6%	12 3%	30 6%	33 11%	9 2%	21 6%	23 4%	19 12%	17 3%	22 7%	18 5%	35 12%	4 1%	22 8%	19 4%	41 10%	2 1%	49 16%	- -	34 18%	5 1%	39 19%	6 1%													
Fairly favourable (1)	251 22%	160 42%	30 10%	14 17%	26 16%	80 18%	144 30%	138 47%	46 8%	64 20%	139 27%	53 32%	123 25%	65 18%	113 28%	127 45%	69 25%	73 28%	129 49%	205 5%	18 5%	251 84%	- -	94 50%	24 6%	107 52%	85 14%													
Neither favourable nor unfavourable (0)	352 30%	127 33%	67 23%	32 40%	30 18%	123 28%	150 31%	78 27%	124 23%	75 23%	146 29%	38 23%	111 22%	76 25%	107 27%	76 27%	147 25%	52 20%	131 25%	115 27%	42 11%	- -	- -	39 21%	50 13%	38 19%	135 22%													
Fairly unfavourable (-1)	224 19%	37 10%	75 26%	16 20%	53 32%	96 22%	70 15%	24 8%	160 29%	70 22%	103 20%	28 17%	111 22%	74 24%	68 17%	28 10%	164 28%	45 17%	118 23%	31 7%	135 36%	- -	224 52%	9 5%	130 35%	11 5%	177 29%													
Very unfavourable (-2)	206 18%	27 7%	91 31%	7 9%	41 25%	105 23%	67 14%	13 4%	183 33%	81 25%	87 17%	24 15%	123 25%	56 18%	84 21%	7 2%	181 30%	59 22%	111 22%	18 4%	169 45%	- -	206 48%	9 5%	159 43%	5 3%	190 31%													
Don't know	84 7%	11 3%	19 7%	4 5%	4 2%	30 7%	17 4%	5 2%	29 5%	14 4%	12 2%	2 1%	12 2%	9 3%	6 2%	8 3%	30 5%	11 4%	7 1%	9 2%	8 2%	- -	- -	1 1%	5 1%	4 2%	16 3%													
Net: Favourable	300 26%	182 47%	38 13%	21 26%	36 22%	92 21%	174 36%	171 59%	55 10%	85 26%	161 32%	72 44%	140 28%	88 29%	131 33%	162 58%	72 12%	95 36%	149 29%	246 59%	20 5%	300 100%	- -	129 69%	28 8%	146 72%	91 15%													
Net: Unfavourable	430 37%	64 17%	166 57%	23 29%	94 57%	201 45%	137 29%	37 13%	342 62%	152 47%	190 37%	53 32%	234 47%	130 43%	152 38%	35 12%	344 58%	104 40%	230 44%	49 12%	304 81%	- -	430 100%	18 10%	289 78%	16 8%	367 60%													
Net Difference	-130 -11%	117 31%	-128 -44%	-2 -3%	-58 -35%	-109 -24%	36 8%	134 46%	-288 -52%	-67 -21%	-29 -6%	19 12%	-94 -19%	-42 -14%	-21 -5%	127 45%	-272 -46%	-9 -3%	-81 -16%	197 47%	-284 -76%	300 100%	-430 -100%	110 59%	-260 -70%	130 64%	-276 -45%													
Mean	-0.27	0.30	-0.78	-0.04	-0.56	-0.48	* F	0.54	-0.89	-0.41	-0.19	0.09	-0.41	-0.26	-0.22	0.57	-0.80	-0.18	-0.34	0.54	-1.23	1.16	-1.48	0.73	-1.13	0.82	-0.78													

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Sajid Javid, Secretary of State for Health and Social Care
All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	49 4%	21 6%	23 4%	33 11% £	9 2%	19 12% G	17 3%	22 7%	18 5%
Fairly favourable (1)	251 22%	64 20%	139 27% B	138 47% £	46 8%	53 32%	123 25%	65 22%	113 28%
Neither favourable nor unfavourable (0)	352 30%	75 23%	146 29%	78 27%	124 23%	38 23%	111 22%	76 25%	107 27%
Fairly unfavourable (-1)	224 19%	70 22%	103 20%	24 8%	160 29% D	28 17%	111 22%	74 24% I	68 17%
Very unfavourable (-2)	206 18%	81 25% C	87 17%	13 4%	183 33% D	24 15%	123 25% F	56 18%	84 21%
Don't know	84 7%	14 4%	12 2%	5 2%	29 5% D	2 1%	12 2%	9 3%	6 2%

Net: Favourable	300 26%	85 26%	161 32%	171 59% £	55 10%	72 44% G	140 28%	88 29%	131 33%
Net: Unfavourable	430 37%	152 47% C	190 37%	37 13%	342 62% D	53 32%	234 47% F	130 43%	152 38%
Net Difference	-130 -11%	-67 -21%	-29 -6%	134 46%	-288 -52%	19 12%	-94 -19%	-42 -14%	-21 -5%

Mean	-0.27	-0.41	-0.19 B	0.54 £	-0.89	0.09 G	-0.41	-0.26	-0.22
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 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? - Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs
 All Adults aged 18+ in Great Britain

	Total	Gender			Age											Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139				
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
Very favourable (2)	62 5%	36 6%	27 4%	18 6%	15 4%	29 6%	9 7%	9 5%	9 5%	6 3%	3 2%	26 10%	11 8%	15 5%	7 3%	24 6%	5 12%	23 8%	14 4%	19 8%	6 2%	9 3%	11 4%	16 6%	19 12%	1 2%	6 6%	51 5%	11 6%	44 7%	12 4%	5 4%	20 6%	42 5%	22 6%	40 5%	32 5%	31 6%	55 5%	7 6%				
Fairly favourable (1)	125 11%	72 13%	53 9%	33 10%	30 8%	62 14%	13 10%	20 10%	18 9%	13 6%	17 10%	44 9%	13 11%	34 6%	16 6%	51 13%	11 26%	39 12%	39 12%	16 6%	31 11%	30 11%	38 12%	25 9%	23 14%	3 6%	7 7%	94 10%	30 16%	81 12%	25 7%	19 13%	43 12%	82 10%	41 11%	83 10%	76 11%	49 10%	106 10%	16 13%				
Neither favourable nor unfavourable (0)	398 34%	179 32%	218 37%	127 39%	132 34%	139 31%	64 50%	64 32%	57 31%	74 37%	57 32%	82 30%	65 46%	93 30%	106 39%	118 29%	16 38%	94 30%	103 30%	105 43%	97 35%	103 37%	122 40%	85 31%	46 29%	23 40%	19 19%	336 35%	61 32%	231 35%	129 37%	38 25%	130 37%	267 33%	101 28%	297 37%	241 35%	157 33%	349 34%	49 42%				
Fairly unfavourable (-1)	179 15%	99 17%	79 13%	61 19%	43 11%	75 16%	16 12%	46 23%	31 17%	12 6%	34 19%	41 15%	22 20%	62 20%	23 9%	69 17%	4 8%	49 16%	54 16%	39 16%	37 13%	37 15%	41 15%	39 15%	24 15%	12 20%	22 22%	155 16%	24 12%	100 15%	53 17%	26 15%	52 16%	127 18%	65 18%	114 14%	106 15%	73 15%	166 16%	12 10%				
Very unfavourable (-2)	193 17%	121 21%	69 12%	37 11%	78 20%	7 17%	8 6%	29 14%	39 21%	39 21%	37 15%	40 6%	9 19%	59 18%	48 19%	76 18%	1 2%	57 19%	55 16%	37 15%	44 16%	46 17%	37 12%	42 16%	25 16%	12 30%	30 17%	158 16%	35 18%	108 16%	58 17%	26 14%	49 18%	144 21%	75 15%	118 16%	109 18%	84 18%	178 17%	13 11%				
Don't know	210 18%	60 11%	147 25%	52 16%	87 23%	71 16%	19 15%	33 16%	32 17%	56 28%	32 18%	39 14%	22 15%	50 16%	69 26%	63 16%	6 14%	46 22%	76 11%	27 22%	60 22%	47 17%	57 19%	63 23%	20 13%	6 10%	17 17%	178 18%	31 16%	100 15%	72 21%	37 24%	55 16%	154 19%	55 15%	155 19%	124 18%	85 18%	187 18%	21 18%				
Net: Favourable	187 16%	107 19%	80 13%	51 16%	45 12%	91 20%	22 17%	29 14%	27 14%	18 9%	20 11%	70 26%	24 17%	49 16%	23 9%	74 19%	16 38%	62 20%	53 16%	35 14%	37 14%	39 14%	48 16%	41 15%	41 26%	4 8%	13 13%	146 15%	41 21%	125 19%	37 11%	25 16%	63 18%	123 15%	64 18%	123 15%	107 16%	80 17%	161 15%	23 19%				
Net: Unfavourable	372 32%	220 39%	148 25%	98 30%	121 31%	152 34%	23 18%	75 37%	71 38%	51 25%	71 40%	81 30%	31 22%	121 39%	72 27%	144 36%	5 10%	107 31%	108 32%	76 31%	81 29%	88 32%	77 25%	81 30%	50 32%	24 42%	52 52%	313 32%	59 30%	208 31%	112 32%	52 34%	101 29%	270 33%	140 39%	232 29%	215 31%	156 33%	344 33%	24 21%				
Net Difference	-185 -16%	-112 -20%	-68 -12%	-47 -14%	-76 -20%	-61 -14%	-1 -1%	-46 -23%	-44 -24%	-32 -16%	-51 -28%	-11 -4%	-6 -4%	-72 -23%	-49 -18%	-70 -17%	12 27%	-45 -15%	-56 -16%	-41 -17%	-44 -16%	-49 -18%	-29 -9%	-40 -15%	-8 -5%	-19 -34%	-39 -39%	-167 -17%	-18 -9%	-83 -12%	-75 -21%	-27 -18%	-38 -11%	-147 -18%	-76 -21%	-109 -13%	-108 -16%	-77 -16%	-183 -18%	-2 -1%				
Mean	-0.33	-0.39	-0.25	-0.24	-0.47	-0.29	* DHEIK*	-0.39	-0.48	-0.46	-0.58	-0.11	-0.03	-0.44	-0.45	-0.36	0.43	-0.30	-0.37	-0.27	-0.38	-0.37	-0.22	-0.32	-0.11	-0.59	-0.75	-0.34	-0.26	-0.26	-0.43	-0.42	-0.22	-0.38	-0.42	-0.29	-0.33	-0.33	-0.36	-0.07				

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Johnson	Unfavourable to Johnson	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sajid Javid	Unfavourable to Sajid Javid	Favourable to Liz Truss	Unfavourable to Liz Truss	Favourable to Priti Patel	Unfavourable to Priti Patel
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609
Very favourable (2)	62 5%	29 7%	13 5%	5 *	13 8%	14 3%	43 9%	36 12%	13 2%	22 7%	38 7%	23 14%	32 6%	23 8%	33 8%	33 12%	14 2%	25 10%	30 6%	47 11%	4 1%	44 15%	5 1%	62 33%	-	37 18%	16 3%
Fairly favourable (1)	125 11%	76 20%	9 3%	11 14%	16 10%	31 7%	75 16%	81 28%	22 4%	34 11%	66 13%	27 17%	77 15%	40 13%	57 14%	80 28%	25 4%	38 15%	50 10%	99 24%	15 4%	85 28%	13 3%	125 67%	-	72 35%	29 5%
Neither favourable nor unfavourable (0)	398 34%	164 43%	74 25%	26 32%	44 27%	138 31%	176 37%	113 39%	116 21%	86 27%	170 33%	42 25%	125 25%	75 25%	123 31%	109 39%	143 24%	60 23%	171 33%	160 38%	55 15%	106 35%	73 17%	-	-	62 30%	140 23%
Fairly unfavourable (-1)	179 15%	31 8%	61 21%	17 22%	36 18%	82 18%	53 11%	22 8%	140 25%	57 17%	92 18%	27 16%	85 17%	54 17%	68 17%	15 5%	140 24%	38 14%	103 20%	40 9%	106 28%	15 5%	122 28%	-	179 48%	8 4%	152 25%
Very unfavourable (-2)	193 17%	16 4%	90 31%	14 17%	36 22%	107 24%	49 10%	7 2%	170 31%	89 27%	65 13%	28 17%	115 23%	70 18%	72 18%	7 2%	174 29%	74 28%	85 16%	18 4%	153 41%	13 4%	167 39%	-	193 52%	3 2%	179 29%
Don't know	210 18%	68 18%	43 15%	7 9%	18 11%	74 17%	82 17%	33 11%	89 16%	38 12%	80 16%	17 10%	63 13%	40 11%	44 11%	38 14%	98 16%	28 11%	78 15%	56 13%	41 11%	37 12%	51 12%	-	-	21 10%	93 15%
Net: Favourable	187 16%	105 27%	22 8%	16 20%	30 18%	45 10%	119 25%	117 40%	35 6%	56 17%	104 20%	51 31%	108 22%	63 21%	90 23%	112 40%	39 7%	64 24%	80 16%	146 35%	19 5%	129 43%	18 4%	187 100%	-	109 54%	45 7%
Net: Unfavourable	372 32%	47 12%	151 52%	31 39%	72 44%	189 42%	102 21%	29 10%	310 56%	145 45%	156 31%	55 33%	200 40%	124 41%	140 35%	21 8%	314 53%	112 43%	188 36%	57 14%	259 69%	28 9%	289 67%	-	372 100%	11 6%	331 54%
Net Difference	-185 -16%	58 15%	-129 -45%	-15 -18%	-43 -26%	-144 -32%	17 3%	88 30%	-276 -50%	-89 -27%	-52 -10%	-4 -2%	-92 -18%	-61 -20%	-51 -13%	91 32%	-276 -46%	-48 -18%	-107 -21%	89 21%	-240 -64%	100 33%	-270 -63%	187 100%	-372 -100%	98 48%	-286 -47%
Mean	-0.33	0.23 CDE	-0.83	-0.32 C*	-0.45 C*	-0.63	0.03 F	0.45 IKLMNO	-0.94	-0.54 I	-0.18 IJMN	-0.06 IJMN	-0.40 I	-0.41 I	-0.26 IJM	0.48 QRSTUWY	-0.88 UWY	-0.41 QUWY	-0.37 QUWY	0.33 QRSUWY	-1.16 Y	0.50 QRSTUWY	-1.14 Y	1.33 PQRSTUWVYZa	-1.52	0.72 PQRSTUWVYZa	-0.87 UWY

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs
All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	62 5%	22 7%	38 7%	36 12% £	13 2%	23 14% G	32 6%	23 8%	33 8%
Fairly favourable (1)	125 11%	34 11%	66 13%	81 28% £	22 4%	27 17%	77 15%	40 13%	57 14%
Neither favourable nor unfavourable (0)	398 34%	86 27%	170 33%	113 39% £	116 21%	42 25%	125 25%	75 25%	123 31%
Fairly unfavourable (-1)	179 15%	57 17%	92 18%	22 8%	140 25% D	27 16%	85 17%	54 18%	68 17%
Very unfavourable (-2)	193 17%	89 27% C	65 13%	7 2%	170 31% D	28 17%	115 23%	70 23%	72 18%
Don't know	210 18%	38 12%	80 16%	33 11%	89 16%	17 10%	63 13%	40 13%	44 11%

Net: Favourable	187 16%	56 17%	104 20%	117 40% £	35 6%	51 31% G	108 22%	63 21%	90 23%
Net: Unfavourable	372 32%	145 45% C	156 31%	29 10%	310 56% D	55 33%	200 40%	124 41%	140 35%
Net Difference	-185 -16%	-89 -27%	-52 -10%	88 30%	-276 -50%	-4 -2%	-92 -18%	-61 -20%	-51 -13%

Mean	-0.33	-0.54	-0.18 B	0.45 £	-0.94	-0.06 G	-0.40	-0.41	-0.26
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 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? - Priti Patel, Home Secretary
 All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Gen Z	Millennials	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	White ethnic group	Minority ethnic group		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
Very favourable (2)	51 4%	34 6%	16 3%	18 5%	20 5%	13 3%	6 5%	12 6%	8 4%	12 6%	5 3%	8 3%	6 4%	17 5%	14 5%	13 3%	- **	13 4%	16 5%	11 4%	10 4%	10 4%	16 5%	10 4%	12 4%	2 3%	1 1%	38 4%	13 7%	38 6%	10 3%	2 2%	28 8%	23 3%	20 6%	30 4%	36 5%	14 3%	40 4%	10 9%			
Fairly favourable (1)	154 13%	80 14%	74 13%	45 14%	37 10%	72 16%	23 18%	22 11%	20 11%	17 9%	24 14%	47 17%	25 18%	35 11%	23 8%	59 15%	12 27%	47 15%	42 12%	37 10%	27 10%	43 15%	37 12%	27 10%	28 18%	9 15%	11 11%	119 12%	35 18%	104 16%	29 8%	20 13%	43 12%	110 14%	45 13%	109 13%	89 13%	65 14%	135 13%	19 16%			
Neither favourable nor unfavourable (0)	280 24%	121 21%	158 27%	90 27%	97 25%	94 21%	36 28%	54 27%	36 19%	61 31%	39 22%	55 20%	39 28%	66 21%	83 31%	81 20%	11 25%	67 22%	62 18%	79 33%	72 26%	64 23%	93 31%	66 24%	26 17%	16 29%	15 15%	234 24%	46 24%	155 23%	93 27%	33 22%	90 26%	191 23%	69 19%	211 26%	168 24%	112 24%	252 24%	28 24%			
Fairly unfavourable (-1)	233 20%	109 19%	124 21%	68 21%	62 16%	103 23%	27 21%	42 21%	36 19%	26 13%	33 18%	70 26%	31 22%	66 21%	36 13%	92 23%	9 21%	63 20%	71 21%	46 19%	54 20%	52 19%	56 18%	66 24%	27 18%	10 17%	22 22%	199 20%	34 18%	113 17%	91 16%	30 8%	51 20%	182 22%	63 18%	170 21%	132 19%	101 21%	220 21%	12 10%			
Very unfavourable (-2)	376 32%	203 36%	169 29%	78 24%	144 37%	153 34%	25 20%	53 27%	69 37%	75 38%	69 38%	84 31%	27 19%	104 33%	97 36%	138 34%	11 24%	104 34%	118 35%	65 27%	89 32%	89 32%	82 27%	82 30%	56 36%	20 34%	48 47%	319 33%	57 30%	215 32%	106 30%	55 36%	117 33%	259 32%	146 41%	230 28%	214 31%	161 34%	334 32%	37 31%			
Don't know	72 6%	21 4%	52 9%	30 9%	25 7%	17 4%	12 9%	18 9%	17 9%	9 4%	9 5%	8 3%	14 10%	24 8%	17 6%	16 4%	1 3%	15 5%	30 9%	5 2%	23 8%	18 7%	22 7%	20 7%	7 4%	1 2%	5 5%	64 7%	8 4%	40 6%	21 6%	12 8%	22 6%	51 6%	15 4%	57 7%	48 7%	24 5%	59 6%	12 10%			
Net: Favourable	204 18%	114 20%	91 15%	62 19%	57 15%	85 19%	29 22%	34 17%	28 15%	29 14%	30 17%	55 20%	31 22%	52 17%	37 14%	73 18%	12 27%	61 20%	58 17%	48 20%	38 14%	53 19%	52 17%	37 14%	40 26%	11 18%	12 12%	157 16%	47 25%	142 21%	39 11%	23 15%	71 20%	133 16%	65 18%	139 17%	125 18%	79 16%	175 17%	29 25%			
Net: Unfavourable	609 52%	312 55%	292 49%	147 45%	206 54%	256 57%	52 40%	95 47%	106 57%	101 51%	101 56%	155 57%	58 41%	170 54%	132 49%	230 57%	19 45%	166 56%	189 46%	111 46%	143 52%	141 51%	138 45%	147 55%	84 54%	29 51%	70 69%	518 53%	91 47%	328 49%	196 56%	85 56%	168 48%	441 54%	209 58%	400 50%	346 50%	263 55%	554 53%	48 41%			
Net Difference	-405 -35%	-198 -35%	-202 -34%	-85 -26%	-149 -39%	-171 -38%	-23 -18%	-61 -31%	-78 -42%	-72 -36%	-71 -40%	-100 -37%	-26 -19%	-118 -38%	-95 -35%	-157 -39%	-8 -18%	-106 -34%	-131 -39%	-63 -26%	-105 -38%	-88 -32%	-86 -28%	-111 -41%	-44 -28%	-19 -33%	-58 -57%	-361 -37%	-44 -23%	-186 -28%	-157 -45%	-62 -41%	-97 -28%	-308 -38%	-144 -40%	-261 -32%	-221 -32%	-184 -38%	-379 -36%	-19 -16%			
Mean	-0.67	-0.67	-0.66	-0.49	-0.76	-0.71	-0.36	-0.57	-0.82	-0.71	-0.79	-0.67	-0.37	-0.71	-0.70	-0.73	-0.44	-0.67	-0.75	-0.49	-0.73	-0.64	-0.54	-0.73	-0.59	-0.65	-1.08	-0.71	-0.47	-0.58	-0.77	-0.82	-0.56	-0.71	-0.79	-0.61	-0.62	-0.73	-0.69	-0.43			

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Priti Patel, Home Secretary

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrat (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
Very favourable (2)	51 4%	23 6%	9 3%	4 *	11 7%	9 2%	32 7%	36 12%	7 1%	18 5%	26 5%	19 12%	18 4%	18 6%	26 12%	35 12%	4 1%	19 7%	24 8%	47 11%	1 *	36 12%	4 1%	31 17%	4 1%	51 25%	-	
Fairly favourable (1)	154 13%	94 25%	16 6%	11 C*	15 9%	43 10%	91 19%	106 36%	20 4%	49 15%	80 16%	36 22%	72 14%	44 15%	66 17%	98 35%	23 4%	49 19%	69 25%	123 29%	11 3%	110 37%	12 3%	78 42%	7 2%	154 75%	-	
Neither favourable nor unfavourable (0)	280 24%	109 28%	48 17%	20 *	26 16%	84 19%	122 26%	77 27%	54 10%	50 15%	112 22%	33 20%	82 16%	52 17%	78 20%	84 30%	77 13%	35 13%	105 24%	99 24%	29 8%	60 20%	41 10%	32 17%	27 7%	-	-	
Fairly unfavourable (-1)	233 20%	86 22%	57 20%	14 *	36 22%	79 18%	106 22%	43 15%	135 25%	57 18%	130 25%	13 8%	117 24%	58 19%	95 24%	32 11%	155 26%	37 14%	142 28%	83 20%	81 19%	58 22%	97 22%	25 14%	84 23%	-	233 38%	
Very unfavourable (-2)	376 32%	61 16%	149 51%	30 B*	70 B	212 47%	109 23%	26 9%	323 59%	145 45%	154 30%	60 36%	203 41%	124 31%	125 31%	26 9%	321 54%	118 45%	169 33%	62 15%	248 66%	33 11%	270 63%	20 11%	247 66%	-	376 62%	
Don't know	72 6%	11 3%	11 4%	* *	5 3%	20 4%	19 4%	4 2%	11 2%	7 2%	9 2%	3 2%	5 1%	6 2%	8 2%	6 2%	13 2%	4 2%	7 1%	5 1%	4 1%	3 1%	6 1%	1 1%	3 1%	-	-	
Net: Favourable	204 18%	117 30%	26 9%	15 C*	26 16%	53 12%	123 26%	142 49%	28 5%	66 20%	106 21%	56 34%	90 18%	62 12%	91 23%	133 47%	27 5%	68 26%	94 18%	171 41%	12 3%	146 49%	16 4%	109 59%	11 3%	204 100%	-	
Net: Unfavourable	609 52%	148 38%	206 71%	44 56%	106 65%	290 65%	214 45%	68 23%	458 83%	202 62%	283 56%	73 44%	320 64%	183 60%	220 55%	58 21%	476 80%	155 59%	311 60%	145 35%	329 88%	91 30%	367 85%	45 24%	331 89%	-	609 100%	
Net Difference	-405 -35%	-31 -8%	-181 -62%	-29 -37%	-80 -49%	-237 -53%	-91 -19%	74 25%	-430 -78%	-136 -42%	-177 -35%	-17 -11%	-230 -46%	-121 -40%	-128 -32%	74 26%	-449 -76%	-87 -33%	-218 -42%	25 6%	-317 -85%	55 18%	-351 -82%	64 34%	-319 -86%	204 100%	-609 -100%	
Mean	-0.67	-0.19	-1.15	-0.69	-0.87	-1.03	-0.37	0.29	-1.38	-0.83	-0.61	-0.36	-0.84	-0.77	-0.58	0.30	-1.32	-0.72	-0.71	0.02	-1.53	0.20	-1.45	0.41	-1.52	1.25	-1.62	

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Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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? - Priti Patel, Home Secretary
All Adults aged 18+ in Great Britain

	Total (A)	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Unweighted base	1166	351	491	292	566	200	469	342	378
Weighted base	1166	325	510	292	550	164	497	302	397
Very favourable (2)	51 4%	18 5%	26 5%	36 12% £	7 1%	19 12% G	18 4%	18 6%	26 6%
Fairly favourable (1)	154 13%	49 15%	80 16%	106 36% £	20 4%	36 22% G	72 14%	44 15%	66 17%
Neither favourable nor unfavourable (0)	280 24%	50 15%	112 22%	77 27% £	54 10%	33 20%	82 16%	52 17%	78 20%
Fairly unfavourable (-1)	233 20%	57 18%	130 25% B	43 15%	135 25% D	13 8%	117 24% F	58 19%	95 24%
Very unfavourable (-2)	376 32%	145 45% C	154 30%	26 9%	323 59% D	60 36%	203 41%	124 41% I	125 31%
Don't know	72 6%	7 2%	9 2%	4 2%	11 2%	3 2%	5 1%	6 2%	8 2%

Net: Favourable	204 18%	66 20%	106 21%	142 49% £	28 5%	56 34% G	90 18%	62 20%	91 23%
Net: Unfavourable	609 52%	202 62%	283 56%	68 23%	458 83% D	73 44%	320 64% F	183 60%	220 55%
Net Difference	-405 -35%	-136 -42%	-177 -35%	74 25%	-430 -78%	-17 -11%	-230 -46%	-121 -40%	-128 -32%

Mean	-0.67	-0.83	-0.61 B	0.29 £	-1.38	-0.36 G	-0.84	-0.77	-0.58
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accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19 -23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

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

Table with 31 columns: Total, Gender (Male, Female), Age (18-34, 35-44, 45-54, 55+), Generation (Gen Z, Millennials, Gen X, Baby Boomers, Pre-War, AB, C1, C2, DE), Social grade, Region (North, Midlands, South, London, Wales, Scotland), Urban/Rural, Marital Status (Married/Living as Married, Single, Widowed/Divorced/Separated), Pres of children HH (17 or under), Education (Graduate, Non-graduate), Employment status (Working, Not working), Ethnicity (White ethnic group, Minority ethnic group).

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609
Very favourable (2)	87 7%	1 *	54 19% BE	8 9% B*	8 5% B	44 10% G	25 5% G	24 8% KO	57 10% KMO	87 27% HIKLMNO	-	32 19% HIKMO	30 6% K	47 16% K	19 5% K	21 8% S	52 24% S	64 24% PQSTUVWXYZa	14 3% S	27 7% QSTa	47 13% S	22 7% S	45 10% Sa	20 11% ST	46 12% OSTa	22 11% ST	48 8% S
Fairly favourable (1)	238 20%	23 6%	131 45% BDE	23 28% B*	31 19% B	128 29% G	62 13% G	44 15% KO	167 30% HKMO	238 73% HIKLMNO	-	70 42% HIKMO	61 12% KO	118 39% HIKMO	32 8% K	36 13% S	167 28% PSTVXa	139 53% PQSTUVWXYZa	40 8% S	73 18% PS	105 28% PST	62 21% PS	107 25% PST	36 19% PS	99 27% PST	44 22% PS	154 25% PST
Neither favourable nor unfavourable (0)	270 23%	65 17%	55 19% BDE	27 34% BC*	42 26% B	113 25% G	98 20% G	34 12% JK	102 19% HKM	-	-	37 22% HIKMO	65 13% JK	69 23% HIKMO	56 14% JK	43 15% RSU	122 21% RSU	37 14% RSU	57 11% S	73 17% S	59 16% S	52 17% S	82 19% SU	26 14% S	66 18% S	28 14% RSU	121 20% RSU
Fairly unfavourable (-1)	244 21%	116 30% C	33 11% C	19 24% C*	39 25% C	99 22% G	95 20% G	72 25% JLN	114 21% JLN	-	244 48% HIKLMNO	18 11% J	140 28% JLN	43 29% J	115 25% JLN	71 21% RVXZ	124 3% R	8 3% PQRTUVWXYZa	165 32% RXX	101 24% RXX	91 24% R	58 19% R	95 22% R	28 15% R	89 24% RX	36 18% R	140 23% RX
Very unfavourable (-2)	266 23%	172 45% CDE	11 4% C	4 5% *	41 25% CD	46 10% G	187 39% F	113 39% JLN	101 18% JLN	-	266 52% HIKLMNO	9 5% J	199 40% JLN	21 7% J	175 44% JLN	106 19% QRUWYa	114 4% R	11 4% PQRTUVWXYZa	238 46% GRUWYa	139 33% GRUWYa	69 19% R	103 34% GRUWYa	95 22% RUY	76 40% QRUWYa	67 18% R	70 34% GRUWYa	143 24% QRUY
Don't know	61 5%	7 2%	7 2% BDE	- - *	5 3% B*	17 4% G	12 2% G	4 1% JKO	8 1% JKO	-	-	-	2 * K	4 1% JK	* * *	3 1% SUVa	14 2% SUVa	4 1% SUVa	4 1% S	6 1% S	3 1% S	2 1% S	6 1% a	1 * a	4 1% a	4 2% a	3 1% a
Net: Favourable	325 28%	25 6%	186 64% BDE	30 38% BE*	38 23% B	172 39% G	87 18% G	68 23% KO	225 41% HKMO	325 100% HIKLMNO	-	101 62% HIKMO	91 18% KO	165 55% HIKMO	51 13% K	58 21% S	219 37% PSTVa	202 77% PQSTUVWXYZa	54 10% S	101 24% S	152 41% PSTVXa	85 28% PS	152 35% PST	56 30% PS	145 39% PSTVa	66 32% PST	202 33% PST
Net: Unfavourable	510 44%	288 75% CDE	43 15% C	23 29% C*	79 48% CD	144 32% G	282 64% F	186 39% JLN	215 39% JLN	-	510 100% HIKLMNO	26 16% J	339 68% JLN	64 21% J	290 73% HIKLMN	176 63% GRUWYZa	238 40% R	19 7% PQRTUVWXYZa	403 78% GRUWYa	240 57% GRUWYa	160 43% R	161 54% GRUWY	190 44% R	104 56% GRUWY	156 42% QR	106 52% QR	283 47% QR
Net Difference	-185 -16%	-263 -68%	142 49%	7 9%	-41 -25% G	28 6% G	-195 -41% G	-118 -40% KO	9 2% JKO	325 100% HIKLMNO	-510 -100% HIKLMNO	75 46% JKO	-248 -50% JKO	101 33% HIKMO	-239 -60% K	-119 -42% S	-19 -3% PSTVXa	183 70% PQSTUVWXYZa	-349 -68% S	-139 -33% S	-8 -2% S	-77 -26% PS	-38 -9% PSTVX	-48 -26% S	-11 -3% PSTVXa	-40 -20% PS	-81 -13% PSTVX
Mean	-0.33	-1.15	0.66	0.14	-0.47	0.06	-0.76	-0.72	-0.06	1.27	-1.52	0.60	-0.84	0.43	-1.00	-0.73	-0.14	0.91	-1.12	-0.61	-0.08	-0.53	-0.21	-0.56	-0.09	-0.44	-0.29

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Overlap formulae used

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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	'Keir Starmer, Leader of the Labour party'		'Boris Johnson, Leader of the Conservative Party and Prime Minister'		'Rishi Sunak, Chancellor of the Exchequer'		'Sajid Javid, Secretary of State for Health and Social Care'		'Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs'		'Priti Patel, Home Secretary'	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1166	284	497	295	605	404	382	290	440	199	385	209	624
Weighted base	1166	262	517	280	594	420	374	300	430	187	372	204	609
Very favourable (2)	87 7% c	64 24% c	14 3% c	21 8% c	52 9% c	27 7% c	47 13% f	22 7% c	45 10% c	20 11% c	46 12% c	22 11% c	48 8% c
Fairly favourable (1)	238 20% c	139 53% c	40 8% c	36 13% c	167 28% d	73 18% c	105 28% f	62 21% c	107 25% c	36 19% c	99 27% c	44 22% c	154 25% c
Neither favourable nor unfavourable (0)	270 23% c	37 14% c	57 11% c	43 15% c	122 21% c	73 17% c	59 16% c	52 17% c	82 19% c	26 14% c	66 18% c	28 14% c	121 20% c
Fairly unfavourable (-1)	244 21% c	8 3% c	165 32% b	71 25% c	124 21% c	101 24% c	91 24% c	58 19% c	95 22% c	28 15% c	89 24% j	36 18% c	140 23% c
Very unfavourable (-2)	266 23% c	11 4% c	238 46% b	106 38% e	114 19% c	139 33% g	69 19% c	103 34% i	95 22% c	76 40% k	67 18% c	70 34% m	143 24% c
Don't know	61 5% c	4 1% c	4 1% c	3 1% c	14 2% c	6 1% c	3 1% c	2 1% c	6 1% c	1 * c	4 1% c	4 2% c	3 1% c

Net: Favourable	325 28% c	202 77% c	54 10% c	58 21% c	219 37% d	101 24% c	152 41% f	85 28% c	152 35% c	56 30% c	145 39% c	66 32% c	202 33% c
Net: Unfavourable	510 44% c	19 7% c	403 78% b	176 63% e	238 40% c	240 57% g	160 43% c	161 54% i	190 44% c	104 56% k	156 42% c	106 52% c	283 47% c
Net Difference	-185 -16% c	183 70% c	-349 -68% c	-119 -42% c	-19 -3% c	-139 -33% c	-8 -2% c	-77 -26% c	-38 -9% c	-48 -26% c	-11 -3% c	-40 -20% c	-81 -13% c

Mean	-0.33 c	0.91 c	-1.12 c	-0.73 c	-0.14 d	-0.61 c	-0.08 f	-0.53 c	-0.21 h	-0.56 c	-0.09 j	-0.44 c	-0.29 c
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was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19 -23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 Adults aged 18+ in GB

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

	Total	Gender			Age							Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
Very favourable (2)	76 6%	41 7%	35 6%	17 5%	15 4%	44 10%	7 6%	10 5%	9 5%	6 3%	11 6%	33 12%	7 5%	17 5%	9 3%	33 8%	10 22%	29 9%	21 6%	8 3%	18 7%	10 4%	21 7%	23 9%	14 9%	3 5%	4 4%	56 6%	20 10%	49 7%	8 2%	19 12%	24 7%	52 6%	25 7%	51 6%	39 6%	36 8%	59 6%	17 14%
Fairly favourable (1)	216 19%	124 22%	92 15%	59 18%	66 17%	91 20%	20 16%	38 19%	23 13%	43 22%	33 18%	59 21%	23 16%	54 17%	49 18%	77 19%	13 3%	63 21%	61 18%	53 22%	40 14%	48 17%	65 21%	44 16%	35 22%	13 12%	12 17%	167 17%	49 25%	152 23%	46 13%	18 12%	81 23%	136 17%	63 18%	154 19%	139 20%	77 16%	198 19%	19 16%
Neither favourable nor unfavourable (0)	265 23%	111 20%	155 26%	88 27%	85 21%	92 20%	40 31%	48 24%	31 17%	54 27%	35 19%	57 21%	41 29%	61 20%	72 27%	83 21%	7 17%	64 21%	63 19%	71 29%	67 24%	67 24%	78 25%	66 24%	35 22%	7 12%	13 13%	231 24%	35 18%	157 24%	82 24%	26 17%	78 22%	187 23%	72 20%	194 24%	162 24%	103 22%	232 22%	32 27%
Fairly unfavourable (-1)	189 16%	82 15%	105 18%	49 15%	63 16%	76 17%	21 16%	29 14%	38 21%	24 12%	30 17%	46 17%	26 18%	51 16%	37 14%	67 17%	8 18%	53 17%	60 18%	40 16%	36 13%	38 14%	53 17%	44 16%	18 12%	22 22%	150 15%	38 20%	104 16%	62 18%	23 15%	55 16%	133 16%	57 16%	132 15%	101 18%	88 18%	170 16%	17 14%	
Very unfavourable (-2)	361 31%	193 34%	163 28%	88 27%	137 36%	136 30%	31 24%	57 29%	72 38%	66 33%	63 35%	73 27%	34 24%	106 34%	88 33%	128 32%	5 12%	88 29%	112 33%	67 28%	93 34%	99 36%	73 24%	74 27%	49 31%	19 33%	47 46%	317 33%	44 23%	172 26%	135 38%	55 36%	96 27%	265 32%	132 37%	229 28%	210 31%	151 32%	331 32%	26 22%
Don't know	59 5%	16 3%	42 7%	26 8%	19 5%	13 3%	9 7%	17 9%	13 7%	6 3%	8 5%	5 2%	11 8%	23 7%	14 5%	12 3%	- -	12 4%	22 7%	3 1%	22 8%	13 5%	15 5%	19 7%	6 4%	3 5%	4 4%	52 5%	7 3%	32 5%	16 5%	11 7%	16 5%	43 5%	10 3%	49 6%	37 5%	22 5%	50 5%	8 7%
Net: Favourable	292 25%	165 29%	127 21%	76 23%	81 21%	135 30%	28 22%	48 24%	32 17%	49 25%	43 24%	91 33%	30 21%	71 23%	58 22%	110 28%	23 53%	92 30%	82 24%	61 25%	57 21%	59 21%	86 28%	67 25%	49 31%	16 27%	16 16%	223 23%	69 36%	201 30%	54 16%	37 24%	105 30%	188 23%	88 25%	204 25%	178 26%	114 24%	257 25%	36 30%
Net: Unfavourable	550 47%	275 49%	269 45%	137 42%	200 52%	212 47%	51 40%	86 43%	110 59%	90 45%	93 52%	120 44%	60 42%	157 50%	125 46%	195 49%	13 30%	141 46%	173 51%	107 44%	129 47%	138 50%	127 41%	118 44%	67 43%	32 55%	69 68%	467 48%	82 43%	275 41%	196 56%	78 52%	152 43%	398 49%	189 53%	360 45%	311 45%	239 50%	501 48%	42 36%
Net Difference	-258 -22%	-111 -20%	-142 -24%	-61 -19%	-119 -31%	-78 -17%	-24 -19%	-38 -19%	-78 -42%	-41 -21%	-49 -28%	-28 -10%	-31 -22%	-86 -28%	-67 -25%	-85 -21%	10 23%	-49 -16%	-91 -27%	-47 -19%	-72 -26%	-79 -29%	-40 -13%	-52 -19%	-18 -11%	-16 -28%	-53 -52%	-244 -25%	-14 -7%	-75 -11%	-142 -41%	-41 -27%	-47 -13%	-211 -26%	-101 -28%	-156 -19%	-132 -19%	-125 -26%	-245 -24%	-7 -6%
Mean	-0.49	-0.48	-0.49	-0.44	-0.66	-0.39	-0.40	-0.46	-0.81	-0.52	-0.59	-0.26	-0.44	-0.61	-0.57	-0.46	0.33	-0.36	-0.57	-0.44	-0.58	-0.64	-0.32	-0.41	-0.35	-0.60	-0.98	-0.55	-0.21	-0.31	-0.81	-0.55	-0.36	-0.55	-0.60	-0.44	-0.47	-0.53	-0.52	-0.14

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

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

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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 2019 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians														
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)										
																													292	566	351	491	200	469	342	378	295	605
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624											
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609											
Very favourable (2)	76 6%	57 15% CDE	5 2%	1 2%	9 5%	13 3%	51 11%	76 26% IKLMNO F	-	20 6%	48 9%	17 10%	40 8%	17 6%	36 9%	64 23% QRSTUWYz I	4 1%	24 9%	37 7%	61 15%	7 2%	56 19% QRSUWYz Q	8 2%	39 21%	5 1%	48 24% QRSTUWYz Q	15 2%											
Fairly favourable (1)	216 19%	142 37% CDE	15 5%	17 21%	21 12%	60 13%	131 27% F	216 74% IKLMNO	-	49 15%	137 27%	35 21%	107 22%	57 19%	101 25%	152 54% QRSTUWXYz I	15 3%	37 14%	129 25%	157 37%	16 4%	115 38%	29 7%	78 42%	24 6%	94 46% QRSTUWYz Q	53 9%											
Neither favourable nor unfavourable (0)	265 23%	105 27% C	37 13%	16 20%	33 20%	83 19%	114 24%	-	-	31 9%	107 21%	27 16%	84 17%	39 13%	88 22% HIJMN	45 16%	72 12%	35 13%	100 19%	100 24%	27 7%	71 24% PQRUWYZz U	43 10%	34 18%	32 9%	33 16% UY	78 13%											
Fairly unfavourable (-1)	189 16%	48 12%	47 16%	17 21%	31 19%	77 17%	64 13%	-	189 34% HIKLMNO H	47 14%	99 19%	27 16%	84 17%	46 15%	70 18% PRSTUVWXYz H	10 3%	151 26%	35 13%	95 18%	61 14%	71 19%	36 12%	79 18%	19 10%	68 18% PKZ	16 8%	138 23% PRSTUVWYZz P											
Very unfavourable (-2)	361 31%	23 6%	183 63% BDE	28 36% B*	67 41%	199 45%	103 21%	-	361 66% HIKLMNO H	178 55%	116 23%	58 35%	180 46%	140 25%	100 H	5 2%	343 58% PRSTVXZz P	127 48%	150 29%	36 9%	252 67% PQRSTVWXZz P	18 6%	264 61% PRSTVXZz P	16 9%	242 65% PQRSTVXZz P	12 6%	320 53% PSTVXZz P											
Don't know	59 5%	9 2%	4 1%	* *	3 2%	14 3%	16 3%	-	-	2 1%	2 *	1 1%	1 *	3 1%	2 *	6 2%	8 1%	3 1%	6 1%	5 1%	1 *	3 1%	8 2%	1 1%	1 *	2 1%	6 1%											
Net: Favourable	292 25%	199 52% CDE	20 7%	18 23% C*	29 18% C	74 16%	182 38% F	292 100% IKLMNO	-	68 21% I	186 36% IMN	52 32% UN	148 30% U	75 25% I	137 35% IMN	216 77% QRSTUWXYz Za	19 3%	61 23% QUWYz	166 32% QRUWYz	218 52% QRSUWYz	23 6% Q	171 57% QRSUWYz	37 9% QU	117 63% QRSTUWYz	29 8% Q	142 70% QRSTUWYz	68 11% QUWYz											
Net: Unfavourable	550 47%	71 18%	229 79% BDE	45 57% B*	98 60% B	276 62% G	167 35%	-	550 100% HIKLMNO	225 69% HKLMMNO	215 42% H	84 51% H	265 53% HKD	186 43% HKLMO	170 H	15 5%	495 83% PRSTVXZz P	163 62% PSTVXZz	245 47% PTVXZz	96 23% PVZ	323 86% PQRSTVXZz P	55 18% P	342 80% PRSTVXZz P	35 19% P	310 83% PRSTVXZz P	28 14% P	458 75% PRSTVXZz											
Net Difference	-258 -22%	128 33%	-210 -72%	-27 -34%	-69 -42%	-202 -45%	15 3%	292 100%	-550 -100%	-156 -48%	-30 -6%	-32 -19%	-117 -24%	-112 -37%	-33 -8%	201 72%	-476 -80%	-101 -39%	-79 -15%	122 29%	-300 -80%	117 39%	-305 -71%	82 44%	-281 -76%	114 56%	-390 -64%											
Mean	-0.49	0.43 CDE	-1.35	-0.68 C*	-0.79 C*	-0.90	-0.08 F	1.26 IKLMNO	-1.66	-0.97 I	-0.19 IIMN	-0.45 UN	-0.52 UN	-0.78 U	-0.25 IMN	0.95 QRSTUWXYz Za	-1.39	-0.79 QUWYz	-0.38 QRUWYz	0.36 QRSUWYz	-1.46	0.52 QRSUWYz	-1.33 U	0.57 QRSTUWYz	-1.40	0.74 QRSTUWYz	-1.15 QUWYz											

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Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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

	'Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs' : 'Priti Patel, Home Secretary' :													
	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, Leader of the Conservative Party' and Prime Minister' :		'Rishi Sunak, Chancellor of the Exchequer' :		'Sajid Javid, Secretary of State for Health and Social Care' :		:		:		:	
	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Unweighted base	1166	284	497	295	605	404	382	290	440	199	385	209	624	
Weighted base	1166	262	517	280	594	420	374	300	430	187	372	204	609	
Very favourable (2)	76 6%	24 9%	37 7%	64 23%	4 1%	61 15%	7 2%	56 19%	8 2%	39 21%	5 1%	48 24%	15 2%	
Fairly favourable (1)	216 19%	37 14%	129 25%	152 54%	15 3%	157 37%	16 4%	115 38%	29 7%	78 42%	24 6%	94 46%	53 9%	
Neither favourable nor unfavourable (0)	265 23%	35 13%	100 19%	45 16%	72 12%	100 24%	27 7%	71 24%	43 10%	34 18%	32 9%	33 16%	78 13%	
Fairly unfavourable (-1)	189 16%	35 13%	95 18%	10 3%	151 26%	61 14%	71 19%	36 12%	79 18%	19 10%	68 18%	16 8%	138 23%	
Very unfavourable (-2)	361 31%	127 48%	150 29%	5 2%	343 58%	36 9%	252 67%	18 6%	264 61%	16 9%	242 65%	12 6%	320 53%	
Don't know	59 5%	3 1%	6 1%	6 2%	8 1%	5 1%	1 *	3 1%	8 2%	1 1%	1 *	2 1%	6 1%	

Net: Favourable	292 25%	61 23%	166 32%	216 77%	19 3%	218 52%	23 6%	171 57%	37 9%	117 63%	29 8%	142 70%	68 11%
Net: Unfavourable	550 47%	163 62%	245 47%	15 5%	495 83%	96 23%	323 86%	55 18%	342 80%	35 19%	310 83%	28 14%	458 75%
Net Difference	-258 -22%	-101 -39%	-79 -15%	201 72%	-476 -80%	122 29%	-300 -80%	117 39%	-305 -71%	82 44%	-281 -76%	114 56%	-390 -64%

Mean	-0.49	-0.79	-0.38	0.95	-1.39	0.36	-1.46	0.52	-1.33	0.57	-1.40	0.74	-1.15
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was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19 -23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 Adults aged 18+ in GB

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

	Total	Gender			Age							Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
Very favourable (2)	41 3%	23 4%	18 3%	22 7%	12 3%	7 2%	7 6%	15 7%	6 3%	6 3%	2 1%	5 2%	7 5%	20 6%	7 3%	7 2%	*	16 5%	10 3%	7 3%	8 3%	8 3%	9 3%	8 3%	12 8%	1 1%	3 3%	37 4%	3 2%	27 4%	8 2%	6 4%	27 8%	14 2%	23 6%	18 2%	30 4%	11 2%	32 3%	8 7%
Fairly favourable (1)	123 11%	54 10%	67 11%	48 15%	40 10%	35 8%	17 13%	31 16%	23 12%	17 8%	8 4%	28 10%	20 14%	44 14%	25 9%	30 8%	3 8%	44 14%	35 10%	23 9%	21 8%	32 12%	29 9%	30 11%	24 15%	2 1%	7 5%	103 11%	20 10%	78 12%	32 9%	13 9%	40 11%	83 10%	59 17%	64 8%	77 11%	46 10%	106 10%	17 15%
Neither favourable nor unfavourable (0)	421 36%	179 32%	240 41%	110 34%	156 41%	154 34%	55 43%	55 27%	66 35%	90 24%	69 18%	86 31%	59 42%	91 29%	121 45%	139 35%	12 3%	98 32%	122 36%	95 29%	106 38%	102 37%	114 37%	84 31%	52 33%	29 50%	41 40%	353 36%	68 36%	243 37%	132 38%	46 30%	125 36%	296 36%	134 37%	287 36%	268 39%	153 32%	372 36%	46 39%
Fairly unfavourable (-1)	257 22%	141 25%	114 19%	62 19%	83 21%	113 25%	22 17%	40 20%	39 21%	44 22%	40 22%	73 27%	26 19%	67 22%	53 20%	100 25%	10 24%	73 24%	83 25%	56 23%	45 16%	52 19%	80 26%	54 20%	41 26%	10 18%	19 19%	208 21%	49 26%	144 22%	78 22%	35 23%	67 19%	190 23%	75 21%	182 23%	132 19%	125 19%	236 23%	19 16%
Very unfavourable (-2)	240 21%	151 27%	89 15%	52 16%	58 15%	129 28%	15 12%	37 19%	30 16%	28 14%	53 29%	76 28%	17 12%	57 18%	39 14%	110 27%	17 40%	61 20%	57 17%	53 22%	69 25%	64 15%	47 15%	70 26%	22 14%	14 24%	23 23%	196 20%	44 23%	131 20%	68 19%	41 27%	63 18%	177 22%	49 14%	190 24%	127 18%	113 24%	221 21%	16 13%
Don't know	84 7%	19 3%	64 11%	33 10%	36 9%	14 3%	11 8%	22 11%	22 12%	14 7%	8 5%	6 2%	12 9%	33 11%	24 9%	14 4%	-	17 5%	32 9%	9 4%	27 10%	18 7%	27 9%	23 8%	6 4%	1 3%	8 8%	76 8%	7 4%	41 6%	32 9%	11 7%	29 8%	55 7%	19 5%	65 8%	53 8%	31 6%	73 7%	11 10%
Net: Favourable	164 14%	77 14%	85 14%	70 21%	52 13%	42 9%	24 19%	46 23%	29 16%	23 11%	10 5%	32 12%	28 19%	64 20%	32 12%	37 9%	4 9%	60 19%	46 13%	30 12%	29 10%	39 14%	37 12%	39 14%	36 23%	3 5%	10 10%	141 14%	23 12%	105 16%	40 11%	19 13%	67 19%	97 12%	82 23%	82 10%	107 16%	57 12%	138 13%	26 22%
Net: Unfavourable	497 43%	292 51%	203 34%	114 35%	141 37%	242 53%	38 29%	77 38%	69 37%	72 36%	93 36%	149 55%	43 30%	125 40%	92 34%	210 53%	28 64%	134 43%	140 41%	109 45%	114 41%	117 42%	127 42%	124 46%	62 40%	24 42%	43 41%	404 41%	93 49%	276 41%	146 42%	76 50%	130 37%	367 45%	124 35%	373 46%	259 38%	238 50%	457 44%	34 29%
Net Difference	-333 -29%	-215 -38%	-118 -20%	-44 -13%	-89 -23%	-199 -44%	-13 -10%	-31 -15%	-40 -22%	-49 -25%	-83 -46%	-116 -43%	-15 -11%	-61 -20%	-60 -22%	-173 -43%	-24 -55%	-74 -24%	-94 -28%	-79 -33%	-85 -31%	-77 -28%	-90 -29%	-86 -32%	-27 -17%	-21 -37%	-32 -32%	-263 -27%	-70 -36%	-171 -26%	-106 -30%	-56 -37%	-63 -18%	-270 -33%	-42 -12%	-291 -36%	-152 -22%	-181 -38%	-319 -31%	-9 -7%
Mean	-0.49	-0.63	-0.36	-0.25	-0.39	-0.73	-0.18	-0.30	-0.39	-0.39	-0.78	-0.70	-0.19	-0.35	-0.37	-0.72	-0.94	-0.41	-0.46	-0.54	-0.59	-0.52	-0.46	-0.59	-0.24	-0.61	-0.56	-0.47	-0.60	-0.44	-0.52	-0.65	-0.31	-0.57	-0.20	-0.62	-0.39	-0.63	-0.52	-0.15

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians															
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)												
																													292	566	351	491	200	469	342	378	295	605	284	497
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624													
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609													
Very favourable (2)	41 3%	3 1%	13 4%	15 19%	6 4%	19 4%	12 3%	22 7%	16 3%	28 9%	7 1%	41 25%	- -	31 10%	6 2%	23 8%	11 2%	32 12%	6 1%	24 6%	9 3%	22 7%	9 2%	22 12%	11 3%	22 11%	11 2%													
Fairly favourable (1)	123 11%	16 4%	36 12%	27 34%	24 15%	73 16%	32 7%	30 10%	68 12%	73 12%	19 4%	123 75%	- -	81 27%	16 4%	27 10%	73 12%	63 9%	27 5%	54 13%	39 11%	49 16%	29 10%	43 15%	34 12%	62 16%	34 10%													
Neither favourable nor unfavourable (0)	421 36%	125 33%	122 42%	28 35%	50 30%	175 39%	149 31%	83 28%	182 33%	125 39%	133 26%	- -	- -	115 38%	68 17%	70 25%	214 36%	90 34%	142 27%	131 31%	120 32%	83 28%	134 31%	24 13%	110 29%	50 25%	203 33%													
Fairly unfavourable (-1)	257 22%	115 30%	58 20%	6 8%	46 28%	98 22%	121 25%	84 29%	128 23%	40 12%	167 33%	- -	257 -	43 14%	130 33%	86 31%	131 22%	41 16%	147 28%	111 27%	85 23%	80 27%	113 26%	51 27%	98 26%	48 23%	156 26%													
Very unfavourable (-2)	240 21%	109 28%	49 17%	3 4%	30 18%	61 14%	137 29%	63 22%	137 25%	51 16%	173 34%	- -	240 48%	24 8%	173 44%	62 22%	140 24%	28 11%	184 36%	86 20%	114 30%	60 20%	121 28%	57 30%	103 28%	42 21%	164 27%													
Don't know	84 7%	17 4%	12 4%	- -	8 5%	20 5%	26 5%	10 3%	19 3%	7 2%	11 2%	- -	- -	8 3%	4 1%	13 5%	25 4%	9 3%	11 2%	13 3%	7 2%	6 2%	10 2%	3 2%	7 2%	8 4%	13 2%													
Net: Favourable	164 14%	19 5%	49 17%	42 53%	30 18%	92 21%	45 9%	52 18%	84 15%	101 31%	26 5%	164 100%	- -	112 37%	23 6%	50 18%	84 14%	94 36%	34 7%	78 19%	49 13%	72 24%	53 12%	51 27%	55 15%	56 27%	73 12%													
Net: Unfavourable	497 43%	224 58%	107 37%	9 12%	76 46%	159 36%	258 54%	148 51%	265 48%	91 28%	339 66%	- -	497 100%	67 22%	303 76%	148 53%	272 46%	69 26%	330 64%	197 47%	199 53%	140 47%	234 54%	108 58%	200 54%	90 44%	320 53%													
Net Difference	-333 -29%	-205 -53%	-58 -20%	33 41%	-46 -28%	-67 -15%	-214 -45%	-95 -33%	-180 -33%	10 3%	-313 -61%	164 100%	-497 -100%	45 15%	-280 -70%	-98 -35%	-188 -32%	25 10%	-296 -57%	-119 -28%	-150 -40%	-68 -23%	-181 -42%	-57 -31%	-145 -39%	-34 -17%	-248 -41%													
Mean	-0.49	-0.85	-0.34 B	0.56 BCE*	-0.45 B*	-0.25 G	-0.75	-0.49 KMO	-0.57 KMO	-0.04 HKMO	-0.96 MO	1.25 HUKMNO	-1.48	0.17 HUKMO	-1.13 M	-0.51 S	-0.56 SUWa	0.12 POSTUWVWXY Za	-0.94	-0.44 SUWYa	-0.69 S	-0.36 QSUWYa	-0.70 S	-0.50 S	-0.65 S	-0.28 PQSUWYa	-0.67 S													

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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	'Keir Starmer, Leader of the Labour party'		'Boris Johnson, Conservative Party and Prime Minister'		'Rishi Sunak, Chancellor of the Exchequer'		'Sajid Javid, Secretary of State for Health and Social Care'		'Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs'		'Priti Patel, Home Secretary'	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1166	284	497	295	605	404	382	290	440	199	385	209	624
Weighted base	1166	262	517	280	594	420	374	300	430	187	372	204	609
Very favourable (2)	41 3%	32 12% c	6 1%	23 8% e	11 2%	24 6%	9 3%	22 7% i	9 2%	22 12% k	11 3%	22 11% m	11 2%
Fairly favourable (1)	123 11%	63 24% c	27 5%	73 10%	73 12%	54 13%	39 11%	49 16% i	44 10%	29 15%	43 12%	34 16% m	62 10%
Neither favourable nor unfavourable (0)	421 36%	90 34%	142 27%	70 25%	214 36% d	131 31%	120 32%	83 28%	134 31%	24 13%	110 29% j	50 25%	203 33%
Fairly unfavourable (-1)	257 22%	41 16%	147 28% b	86 31% e	131 22%	111 27%	85 23%	80 27%	113 26%	51 27%	98 26%	48 23%	156 26%
Very unfavourable (-2)	240 21%	28 11%	184 36% b	62 22%	140 24%	86 20%	114 30% f	60 20%	121 28% h	57 30%	103 28%	42 21%	164 27%
Don't know	84 7%	9 3%	11 2%	13 5%	25 4%	13 3%	7 2%	6 2%	10 2%	3 2%	7 2%	8 4%	13 2%

Net: Favourable	164 14%	94 36% c	34 7%	50 18%	84 14%	78 19%	49 13%	72 24% i	53 12%	51 27% k	55 15%	56 27% m	73 12%
Net: Unfavourable	497 43%	69 26%	330 64% b	148 53%	272 46%	197 47%	199 53%	140 47%	234 54%	108 58%	200 54%	90 44%	320 53%
Net Difference	-333 -29%	25 10%	-296 -57%	-98 -35%	-188 -32%	-119 -28%	-150 -40%	-68 -23%	-181 -42%	-57 -31%	-145 -39%	-34 -17%	-248 -41%

Mean	-0.49	0.12 c	-0.94	-0.51	-0.56	-0.44 g	-0.69	-0.36 i	-0.70	-0.50	-0.65	-0.28 m	-0.67
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was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19-23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 Adults aged 18+ in GB

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

	Total	Gender			Age										Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)	Minority ethnic group (n)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
Very favourable (2)	78 7%	31 5%	46 8%	29 9%	33 8%	17 4%	10 8%	18 9%	19 10%	14 7%	4 2%	13 5%	10 7%	33 11%	19 7%	15 4%	1 1%	26 8%	20 6%	23 9%	10 4%	18 6%	14 4%	19 7%	20 13%	2 3%	6 6%	70 7%	8 4%	49 7%	23 7%	7 5%	39 11%	40 5%	51 14%	28 3%	53 8%	25 5%	70 7%	8 7%			
Fairly favourable (1)	224 19%	105 18%	113 19%	70 21%	75 19%	78 17%	40 31%	31 15%	43 23%	32 16%	32 18%	47 17%	43 30%	58 19%	46 17%	69 17%	7 1%	65 21%	77 23%	33 14%	48 18%	53 19%	49 16%	62 23%	23 14%	19 14%	19 18%	177 18%	46 24%	125 19%	74 21%	25 16%	74 21%	149 18%	142 23%	137 18%	86 20%	195 18%	28 19%				
Neither favourable nor unfavourable (0)	376 32%	165 29%	211 36%	94 29%	139 36%	142 31%	38 29%	57 28%	65 35%	75 38%	55 31%	87 32%	40 28%	98 31%	98 36%	129 32%	11 2%	93 30%	84 25%	96 40%	103 37%	96 35%	115 38%	60 22%	58 37%	14 24%	33 33%	318 33%	58 30%	214 32%	109 31%	52 34%	113 32%	263 32%	100 28%	275 34%	220 32%	156 33%	337 32%	37 32%			
Fairly unfavourable (-1)	196 17%	112 20%	84 14%	55 17%	54 14%	87 19%	17 13%	38 19%	28 15%	26 13%	37 21%	50 15%	22 15%	52 17%	38 14%	74 19%	9 2%	54 18%	63 18%	36 15%	43 16%	39 14%	59 19%	41 15%	24 15%	14 24%	20 19%	159 16%	37 19%	115 17%	60 17%	21 14%	49 14%	148 16%	59 17%	138 17%	116 17%	81 17%	180 17%	15 13%			
Very unfavourable (-2)	201 17%	130 23%	71 12%	48 15%	47 12%	106 23%	14 11%	34 17%	14 8%	33 17%	37 20%	69 25%	16 11%	41 13%	39 15%	90 22%	15 3%	52 17%	66 19%	40 16%	43 16%	47 17%	44 15%	62 23%	25 16%	7 13%	15 15%	164 17%	37 19%	116 17%	54 16%	30 20%	43 12%	158 19%	47 13%	154 19%	99 17%	102 21%	186 18%	12 10%			
Don't know	91 8%	24 4%	66 11%	32 10%	37 10%	22 5%	10 8%	22 11%	18 10%	20 10%	15 8%	7 2%	11 8%	29 9%	29 11%	22 5%	- -	19 6%	30 9%	15 4%	27 10%	24 9%	26 8%	25 9%	6 4%	2 3%	8 8%	84 9%	7 3%	45 7%	29 8%	17 11%	33 9%	58 7%	21 6%	70 9%	62 9%	28 6%	73 7%	17 15%			
Net: Favourable	302 26%	136 24%	159 27%	99 30%	108 28%	96 21%	50 39%	49 24%	62 33%	46 23%	35 20%	60 22%	53 37%	91 29%	65 24%	85 21%	8 18%	91 29%	97 29%	56 23%	58 21%	71 26%	62 20%	81 30%	42 27%	20 35%	25 25%	248 25%	54 28%	174 26%	96 28%	32 21%	113 32%	189 23%	132 37%	170 21%	291 28%	111 23%	264 25%	36 30%			
Net: Unfavourable	397 34%	242 43%	155 26%	103 31%	101 26%	193 43%	31 24%	72 36%	42 23%	59 30%	74 41%	119 44%	38 27%	94 30%	77 29%	164 41%	24 5%	107 35%	128 38%	76 31%	86 31%	85 31%	103 34%	103 38%	50 32%	21 37%	35 34%	323 33%	74 38%	231 35%	115 33%	51 34%	91 26%	306 38%	106 30%	291 36%	214 31%	183 38%	366 35%	28 23%			
Net Difference	-95 -8%	-106 -19%	4 1%	-4 -1%	6 2%	-97 -22%	19 15%	-23 -12%	20 11%	-14 -7%	-38 -21%	-59 -22%	15 11%	-3 -1%	-12 -4%	-79 -20%	-17 -39%	-16 -5%	-31 -9%	-21 -8%	-28 -10%	-15 -5%	-41 -13%	-22 -8%	-7 -5%	-1 -2%	-10 -9%	-76 -8%	-19 -10%	-57 -9%	-18 -5%	-20 -13%	22 6%	-117 -14%	26 7%	-121 -15%	-24 -3%	-72 -15%	-102 -10%	8 7%			
Mean	-0.20	-0.38	-0.04	-0.08	-0.02	-0.43	0.13	-0.22	0.15	-0.18	-0.43	-0.43	0.07	-0.04	-0.13	-0.41	-0.72	-0.15	-0.25	-0.17	-0.25	-0.17	-0.26	-0.26	-0.08	-0.12	-0.20	-0.19	-0.26	-0.20	-0.16	-0.32	0.06	-0.31	0.09	-0.34	-0.11	-0.33	-0.23	0.04			

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

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (a)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
Very favourable (2)	78 7%	7 2%	27 9%	10 12%	29 17%	49 11%	22 5%	27 9%	42 8%	50 15%	12 2%	44 27%	14 3%	78 26%	-	24 9%	44 7%	43 16%	20 4%	33 8%	34 9%	32 11%	30 7%	25 13%	33 9%	26 13%	42 7%	
Fairly favourable (1)	224 19%	39 10%	83 28%	28 35%	37 23%	114 26%	53 11%	48 16%	144 26%	115 30%	52 10%	68 41%	54 11%	224 74%	-	45 16%	140 24%	160 35%	68 12%	33 17%	34 24%	32 18%	30 23%	25 20%	33 25%	26 18%	42 23%	
Neither favourable nor unfavourable (0)	376 32%	109 28%	111 38%	21 27%	40 24%	151 34%	142 30%	75 26%	165 30%	100 31%	141 28%	26 16%	118 24%	-	75 27%	187 31%	68 26%	148 29%	114 27%	106 28%	74 25%	134 31%	32 17%	98 26%	45 22%	184 30%		
Fairly unfavourable (-1)	196 17%	99 26%	31 11%	9 11%	32 19%	61 14%	103 21%	66 23%	77 14%	24 7%	135 27%	17 10%	132 27%	-	196 49%	67 24%	90 15%	29 11%	116 22%	96 23%	56 15%	65 22%	72 17%	36 19%	58 16%	48 24%	96 16%	
Very unfavourable (-2)	201 17%	113 29%	21 7%	9 11%	23 14%	41 9%	132 28%	71 24%	93 17%	27 8%	154 30%	6 4%	170 34%	-	201 51%	63 22%	102 17%	21 8%	154 30%	90 21%	75 20%	67 22%	80 19%	54 29%	82 22%	43 21%	124 20%	
Don't know	91 8%	17 4%	18 6%	3 3%	4 2%	30 7%	28 6%	6 2%	28 5%	10 3%	16 3%	3 2%	9 2%	-	7 2%	31 5%	9 3%	19 4%	15 4%	12 3%	7 2%	15 3%	3 2%	9 2%	6 3%	22 4%		
Net: Favourable	302 26%	46 12%	110 38%	38 47%	66 40%	163 37%	75 16%	26 9%	186 34%	165 51%	64 13%	112 68%	67 14%	302 100%	-	69 25%	184 31%	136 52%	81 16%	104 25%	124 33%	88 29%	130 30%	63 34%	124 33%	62 30%	183 30%	
Net: Unfavourable	397 34%	212 55%	51 18%	18 22%	55 33%	102 23%	234 49%	137 47%	170 31%	51 16%	290 57%	23 14%	303 61%	-	397 100%	130 46%	191 32%	50 19%	270 52%	186 44%	132 35%	131 44%	152 35%	90 48%	140 38%	91 45%	220 36%	
Net Difference	-95 -8%	-166 -43%	58 20%	20 25%	11 7%	61 14%	-159 -33%	-62 -21%	16 3%	114 35%	-226 -44%	89 54%	-235 -47%	302 100%	-397 -100%	-61 -22%	-8 -1%	86 33%	-189 -37%	-82 -19%	-7 -2%	-44 -15%	-23 -5%	-27 -14%	-16 -4%	-30 -15%	-37 -6%	
Mean	-0.20	-0.74	0.24	0.26	0.11	0.17	-0.60	-0.37	-0.07	0.43	-0.74	0.79	-0.80	1.26	-1.51	-0.36	-0.12	0.43	-0.65	-0.34	-0.13	-0.27	-0.18	-0.30	-0.18	-0.24	-0.20	

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

Overlap formulae used

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

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

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	'Keir Starmer, Leader of the Labour party'		'Boris Johnson, Leader of the Conservative Party and Prime Minister'		'Rishi Sunak, Chancellor of the Exchequer'		'Sajid Javid, Secretary of State for Health and Social Care'		'Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs'		'Priti Patel, Home Secretary'	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1166	284	497	295	605	404	382	290	440	199	385	209	624
Weighted base	1166	262	517	280	594	420	374	300	430	187	372	204	609
Very favourable (2)	78 7%	43 16% c	20 4%	24 9%	44 7%	33 8%	34 9%	32 11%	30 7%	25 13%	33 9%	26 13% m	42 7%
Fairly favourable (1)	224 19%	93 35% c	61 12%	45 16%	140 24% d	71 17%	90 24% f	55 18%	99 23%	38 20%	91 25%	36 18%	141 23%
Neither favourable nor unfavourable (0)	376 32%	68 26%	148 29%	75 27%	187 31%	114 27%	106 28%	74 25%	134 31%	32 17%	98 26% j	45 22%	184 30%
Fairly unfavourable (-1)	196 17%	29 11%	116 22% b	67 24% t	90 15%	96 23% g	56 15%	65 22%	72 17%	36 19%	58 16%	48 24% m	96 16%
Very unfavourable (-2)	201 17%	21 8%	154 30% b	63 22%	102 17%	90 21%	75 20%	67 22%	80 19%	54 29%	82 22%	43 21%	124 20%
Don't know	91 8%	9 3%	19 4%	7 2%	31 5%	15 4%	12 3%	7 2%	15 3%	3 2%	9 2%	6 3%	22 4%

Net: Favourable	302 26%	136 52% c	81 16%	69 25%	184 31%	104 25%	124 33% f	88 29%	130 30%	63 34%	124 33%	62 30%	183 30%
Net: Unfavourable	397 34%	50 19%	270 52% b	130 46% t	191 32%	186 44% g	132 35%	131 44%	152 35%	90 48%	140 38%	91 45%	220 36%
Net Difference	-95 -8%	86 33%	-189 -37%	-61 -22%	-8 -1%	-82 -19%	-7 -2%	-44 -15%	-23 -5%	-27 -14%	-16 -4%	-30 -15%	-37 -6%

Mean	-0.20	0.43 c	-0.65	-0.36	-0.12 d	-0.34	-0.13	-0.27	-0.18	-0.30	-0.18	-0.24	-0.20
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was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

19 -23 November 2021
 PUBLIC USE
 Political Pulse Nov 2021
 Adults aged 18+ in GB

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

	Total	Gender			Age							Generation					Social grade					Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennials (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (a)	Urban (b)	Rural (c)	Married/Living as Married (d)	Single (e)	Widowed/Divorced/Separated (f)	At least one child present (g)	No children present (h)	Graduate (i)	Non-graduate (j)	Working (k)	Not working (l)	White ethnic group (m)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
Very positive (2)	124 11%	73 13%	52 9%	27 8%	35 9%	62 14%	13 10%	15 7%	15 8%	20 10%	21 12%	41 15%	15 10%	24 8%	23 9%	50 13%	12 28%	32 10%	32 9%	32 13%	28 10%	30 11%	32 11%	26 10%	22 14%	5 8%	9 9%	95 10%	29 15%	77 12%	22 6%	25 17%	39 11%	86 11%	39 11%	85 11%	72 10%	53 11%	113 11%	11 10%
Fairly positive (1)	197 17%	104 18%	93 16%	53 16%	54 14%	90 20%	18 14%	35 17%	20 11%	34 17%	31 17%	59 22%	20 14%	50 16%	41 15%	73 18%	14 33%	65 21%	53 16%	40 16%	39 14%	42 15%	54 18%	56 21%	22 14%	12 10%	11 10%	161 17%	36 19%	121 18%	50 14%	26 17%	50 14%	148 18%	51 14%	147 18%	104 15%	94 20%	174 17%	21 18%
Made no difference (0)	231 20%	112 20%	119 20%	104 20%	70 18%	57 13%	46 13%	58 29%	41 22%	29 15%	27 15%	30 11%	53 17%	72 23%	49 18%	52 13%	4 9%	58 19%	56 16%	53 22%	63 23%	71 26%	68 22%	46 17%	23 15%	8 14%	14 14%	204 21%	27 14%	124 19%	86 25%	21 14%	87 25%	144 18%	49 14%	182 23%	151 22%	80 17%	201 19%	30 25%
Fairly negative (-1)	248 21%	107 19%	140 24%	67 20%	81 21%	100 22%	26 20%	40 20%	42 22%	39 20%	38 21%	62 23%	28 20%	69 22%	56 21%	88 22%	8 18%	60 19%	83 24%	43 18%	62 23%	60 22%	58 21%	56 21%	41 26%	10 17%	23 22%	207 21%	41 21%	135 20%	78 22%	35 23%	83 24%	165 20%	83 23%	165 22%	150 22%	98 21%	221 21%	26 22%
Very negative (-2)	306 26%	147 26%	152 26%	69 21%	115 30%	122 27%	22 17%	47 23%	55 30%	60 30%	51 28%	71 26%	24 17%	84 27%	77 29%	116 29%	5 11%	83 27%	99 29%	63 26%	61 22%	63 23%	67 22%	72 27%	41 26%	20 35%	43 42%	250 26%	56 29%	179 27%	87 25%	39 26%	79 23%	227 28%	125 35%	181 22%	183 27%	122 26%	276 23%	
Don't know	60 5%	24 4%	36 6%	8 3%	31 8%	21 5%	3 2%	5 3%	13 7%	18 9%	12 6%	9 3%	3 2%	13 4%	23 8%	20 5%	*	10 3%	16 5%	12 5%	21 8%	9 3%	25 8%	14 5%	7 4%	2 4%	3 6%	56 6%	4 2%	28 4%	26 7%	7 4%	13 4%	47 6%	13 4%	47 6%	28 4%	31 7%	56 5%	2 2%
Net: Positive	322 28%	177 31%	145 24%	80 25%	89 23%	152 34%	31 24%	50 25%	35 19%	53 27%	52 29%	100 37%	34 24%	74 24%	64 24%	123 31%	26 61%	97 31%	86 25%	72 30%	67 24%	73 26%	87 28%	82 30%	44 28%	17 30%	20 19%	256 26%	65 34%	198 30%	72 21%	51 34%	88 25%	233 29%	90 25%	232 29%	175 26%	146 31%	287 28%	32 28%
Net: Negative	554 47%	254 45%	293 49%	136 41%	196 51%	222 49%	48 38%	87 44%	97 52%	99 50%	89 49%	133 49%	52 36%	152 49%	133 49%	204 51%	13 29%	143 46%	182 54%	105 43%	123 45%	123 45%	126 41%	128 47%	82 52%	30 17%	65 64%	457 47%	97 50%	315 47%	166 47%	74 48%	162 46%	391 48%	207 58%	346 43%	333 48%	221 46%	496 48%	53 45%
Net Difference	-232 -20%	-77 -14%	-148 -25%	-55 -17%	-107 -28%	-70 -15%	-18 -14%	-38 -19%	-61 -33%	-46 -23%	-37 -21%	-33 -12%	-17 -12%	-78 -25%	-69 -26%	-81 -20%	14 31%	-47 -15%	-96 -28%	-34 -14%	-55 -20%	-50 -18%	-39 -13%	-46 -17%	-38 -24%	-13 -23%	-46 -45%	-201 -21%	-31 -16%	-116 -17%	-93 -27%	-22 -15%	-74 -21%	-158 -19%	-118 -33%	-114 -14%	-158 -23%	-74 -16%	-210 -20%	-21 -18%
Mean	-0.37	-0.28	-0.45	-0.30 i	-0.53	-0.30	-0.22 ei	-0.36	-0.58	-0.47	-0.39	-0.24	-0.19	-0.46	-0.50	-0.39	0.48 **	-0.33	-0.50	-0.28 *	-0.35	-0.31 a	-0.26 a	-0.36 a	-0.38 *	-0.51 *	-0.80 *	-0.39	-0.31	-0.34	-0.49	-0.25 *	-0.34	-0.39	-0.59	-0.28 i	-0.41	-0.32	-0.38	-0.32 *

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

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

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Green Party (P)	Unfavourable to Green Party (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Sajid Javid (X)	Unfavourable to Sajid Javid (Y)	Favourable to Liz Truss (Z)	Unfavourable to Liz Truss (a)	Favourable to Priti Patel (b)	Unfavourable to Priti Patel (c)			
																															(A)	(B)	(C)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624						
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609						
Very positive (2)	124 11%	66 17% c	13 4%	8 11% *	21 13% c	13 3%	98 20% f	75 26% IKLIMNO	21 4%	31 10% I	75 15% IN	24 15% UN	76 15% UN	28 9% I	65 16% UN	73 26% QRSTUWYz	17 3%	33 12% QUWYz	62 12% QUWYz	81 19% QRSUWYz	12 3%	68 23% QRSUWYz	24 6% QUY	71 38% PQRSTUWYz	11 3%	67 33% PQRSTUWYz	34 6% QUY						
Fairly positive (1)	197 17%	124 32% cDE	15 5%	9 11% *	24 15% c	24 5%	142 30% f	99 34% IKLIMNO	48 9%	35 11% I	117 23% IJLN	25 15% I	99 20% UN	42 14% I	98 25% IJLMN	85 30% QRSUWYz	59 10%	30 12% QUWYz	122 24% QRUWYz	106 25% QRUWYz	36 10%	78 26% QRSUWYz	42 10% QRUWYz	55 29% QRSUWYz	35 9%	59 29% QRSUWYz	67 11%						
Made no difference (0)	231 20%	73 19%	56 19%	9 11% *	35 21% c	40 9%	107 22% f	56 19% L	76 14% L	54 17% L	113 22% ILN	18 11% IL	96 19% IL	41 14% IL	84 21% ILN	57 20% X	89 15% X	40 15% X	106 21% Qz	73 17% Qz	60 16% Qz	50 17% Qz	76 18% Qz	26 14% Qz	61 16% Qz	38 19% Qz	92 15%						
Fairly negative (-1)	248 21%	73 19%	59 20%	22 27% E*	23 14% c	127 28% g	69 14% G	39 13% HKMNO	135 24% HKMO	68 21% H	87 17% H	36 22% H	94 19% H	61 20% H	72 18% H	40 14% PSUWYz	149 25% PKZ	58 22% PKZ	88 17% PKZ	90 21% PKZ	70 19% PKZ	61 20% PKZ	80 19% PKZ	24 13% PKZ	70 19% PKZ	26 13% PKZ	136 22% PSWXZ						
Very negative (-2)	306 26%	27 7%	141 49% BE	32 40% B*	56 34% B	226 51% g	38 8%	14 5% HKLMO	247 45% HKMNO	133 41% HKMO	89 17% H	59 36% HKMO	110 22% HKMO	127 42% HKMO	58 15% H	18 6% PSTVXZ	256 43% PSTVXZ	100 38% PSTVXZ	111 21% PTVXZ	53 13% PORSTVWXZ	182 49% PKZ	34 11% PKZ	187 43% PSTVXZ	8 4% PSTVXZ	184 49% PORSTVWXZ	13 6% PSTVXZ	256 42% PSTVXZ						
Don't know	60 5%	21 6%	7 2%	* *	5 3% c	17 4%	25 5%	10 3% IJLN	24 4% IJLN	4 1%	30 6% IJLN	1 1%	21 4% JN	4 1%	19 5% JLN	8 3% R	25 4% R	2 1% R	27 5% RZ	16 4% RZ	14 4% R	8 3% R	21 5% RYZ	3 1% R	11 3% R	2 1% R	24 4% R						
Net: Positive	322 28%	190 49% cDE	28 10%	17 22% c*	45 28% c	37 8%	240 50% f	173 59% IKLIMNO	68 12%	66 20% I	192 38% IJLN	49 30% UN	175 35% UN	69 23% I	163 41% IJLMN	158 56% QRSTUWYz	75 13% QUWYz	63 24% QUWYz	184 36% QRUWYz	187 45% QRSUWYz	48 13% QRSUWYz	146 49% QRSUWYz	66 15% QRSUWYz	126 67% PQRSTUWYz	46 12% PQRSTUWYz	126 62% PQRSTUWYz	101 17% QUY						
Net: Negative	554 47%	100 26%	200 69% BE	53 67% BE*	79 48% B	352 79% g	106 22% G	53 18% HKLIMNO	382 62% HKMNO	201 34% HKMO	176 34% H	96 58% HKMO	204 41% HKMO	188 62% HKMO	131 33% H	58 21% PRSTVWXZ	405 60% PSTVXZ	158 39% PKZ	199 34% PKZ	143 67% PKZ	252 32% PSTVXZ	95 32% PKZ	266 62% PSTVXZ	32 17% PSTVXZ	254 68% PRSTVWXZ	38 19% PSTVXZ	392 64% PSTVXZ						
Net Difference	-232 -20%	90 23%	-173 -59%	-36 -45% *	-34 -20% c	-315 -71% g	133 28% f	121 41% IKLIMNO	-313 -57% IKLIMNO	-135 -42% I	17 3%	-47 -29% UN	-29 -6% UN	-118 -39% I	33 8%	100 36% QRSTUWYz	-329 -55% R	-95 -36% QUWYz	-15 -3% QRUWYz	44 11% QRSUWYz	-204 -55% R	51 17% QRSUWYz	-200 -47% QUY	94 50% PQRSTUWYz	-208 -56% R	88 43% PSTVXZ	-291 -48% QUY						
Mean	-0.37	0.35 cDE	-1.06	-0.75 *	-0.43 c*	-1.23	0.43 f	0.64 IKLIMNO	-1.03	-0.74 I	0.01 IJLMN	-0.51 UN	-0.13 UN	-0.73 I	0.11 IJLMN	0.57 QRSTUWYz	-1.00	-0.62 QUWYz	-0.13 QRUWYz	0.18 QRSUWYz	-1.04	0.29 QRSUWYz	-0.89 QUY	0.85 PQRSTUWYz	-1.05	0.70 PSTVXZ	-0.88 QUY						

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

Overlap formulae used

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

19 -23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Summary
All Adults aged 18+ in Great Britain

	the Conservative party:															
	Improving the NHS (A)	Improving education and schools (B)	Crime and public safety (C)	Housing (D)	Managing the economy (E)	The environment and climate change (F)	Managing immigration (G)	Dealing with poverty in Britain (H)	Reducing inequalities between different regions, also known as "levelling up" (I)	Britain's relationship with the EU (J)	Representing Britain's interests abroad (K)	Public transport e.g. trains and buses (L)	Defence and national security (M)	Improving living standards (N)		
Unweighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	
Weighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	
0 - All the wrong policies (0)	164 14%	125 11%	117 11%	148 13%	124 11%	125 11%	215 18%	190 16%	151 13%	178 15%	135 12%	140 12%	117 10%	162 14%		
1	58 5%	35 3%	42 4%	59 5%	45 4%	45 4%	98 8%	50 4%	74 6%	40 3%	45 4%	33 3%	44 4%			
2	102 9%	77 7%	96 8%	97 8%	75 6%	75 6%	109 9%	112 10%	88 8%	64 5%	67 6%	87 7%	67 6%	99 8%		
3	97 8%	85 7%	93 8%	116 10%	106 9%	108 9%	135 12%	108 9%	120 10%	92 8%	89 8%	105 9%	89 8%	106 9%		
4	110 9%	142 12%	125 11%	140 12%	99 8%	110 9%	110 9%	133 11%	121 10%	97 8%	109 9%	117 10%	96 8%	124 11%		
5	152 13%	177 15%	203 17%	176 15%	176 15%	177 15%	150 13%	185 16%	156 13%	164 14%	174 15%	209 18%	180 15%	176 15%		
6	129 11%	159 14%	127 11%	122 10%	128 11%	143 12%	94 8%	105 9%	124 11%	110 9%	115 10%	122 10%	141 12%	142 12%		
7	102 9%	123 11%	132 11%	105 9%	132 11%	124 11%	62 5%	81 7%	101 9%	118 10%	120 10%	98 8%	152 13%	103 9%		
8	92 8%	68 6%	66 6%	47 4%	94 8%	78 7%	48 4%	42 4%	66 6%	76 6%	95 8%	67 6%	89 8%	45 4%		
9	31 3%	32 3%	23 2%	18 2%	42 4%	29 2%	27 2%	22 2%	25 2%	43 4%	40 3%	31 3%	32 3%	22 2%		
10 - All the right policies (10)	39 3%	26 2%	28 2%	28 2%	33 3%	37 3%	22 2%	31 3%	33 3%	37 3%	40 3%	31 3%	27 2%	34 3%		
Don't know	90 8%	117 10%	104 9%	110 9%	102 9%	117 10%	99 8%	98 8%	131 11%	114 10%	141 12%	114 10%	144 12%	109 9%		
Net: All the wrong policies	531 46%	464 40%	484 42%	560 48%	459 39%	462 40%	665 57%	602 52%	531 46%	505 43%	440 38%	494 42%	401 34%	535 46%		
Net: All the right policies	393 34%	408 35%	376 32%	320 27%	429 37%	410 35%	252 22%	282 24%	348 30%	383 33%	411 35%	349 30%	441 38%	346 30%		
Net Difference	-139 -12%	-56 -5%	-108 -9%	-240 -21%	-30 -3%	-52 -4%	-413 -35%	-320 -27%	-182 -16%	-121 -10%	-30 -3%	-145 -12%	39 3%	-189 -16%		
Mean	4.32 DGHN	4.58 ADSHAN	4.45 DGHN	4.10 GH	4.64 ADSHLN	4.59 ADSHLN	3.51	3.85 G	4.23 GH	4.30 DGH	4.69 ADSHLN	4.36 DGHN	4.79 ABCDGHILN	4.17 GH		

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

Overlap formulae used

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

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

19 -23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Summary
All Adults aged 18+ in Great Britain

	the Labour party:															
	Improving the NHS (A)	Improving education and schools (B)	Crime and justice safety (C)	Housing (D)	Managing the economy (E)	The environment and climate change (F)	Managing immigration (G)	Dealing with poverty in Britain (H)	Reducing inequalities between different regions, also known as "levelling up" (I)	Britain's relationship with the EU (J)	Representing Britain's interests abroad (K)	Public transport e.g. trains and buses (L)	Defence and national security (M)	Improving living standards (N)		
Unweighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	
Weighted base	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	1166	
0 - All the wrong policies (0)	90 8% BL	69 6% BL	75 7% BL	76 6% BL	91 8% BL	74 6% BL	128 12% ABCDEFGHIJKLMN	85 7% BL	72 6% BL	100 9% BCDFIL	85 7% L	69 6% L	84 7% L	89 8% BL		
1	24 2% BL	19 2% BL	28 2% BL	29 3% BL	49 4% BL	39 2% BL	64 5% ABCDEFGHIJKLMN	29 3% BL	32 3% BL	42 4% ABCDEFGHI	49 4% ABCDEFGHI	25 2% BL	38 3% BL	37 3% BL		
2	83 7% FIJKLMN	63 5% FIJKLMN	83 7% FIJKLMN	70 6% FI	76 4% FI	51 4% FI	96 8% ABCDEFGHIJKLMN	71 6% FI	47 4% FI	64 6% ABCDEFGHI	57 5% ABCDEFGHI	57 5% ABCDEFGHI	55 5% ABCDEFGHI	55 5% ABCDEFGHI		
3	67 6% A	89 8% A	114 10% A	96 8% A	107 9% A	86 7% A	95 8% ABCDEFGHIJKLMN	92 8% A	91 8% A	112 10% ABCDEFGHI	95 8% ABCDEFGHI	90 8% ABCDEFGHI	104 9% ABCDEFGHI	98 8% ABCDEFGHI		
4	99 9% ABCDEFGHI	105 9% ABCDEFGHI	109 10% ABCDEFGHI	116 10% ABCDEFGHI	142 12% ABCDEFGHI	128 11% ABCDEFGHI	115 10% ABCDEFGHI	121 10% ABCDEFGHI	108 9% ABCDEFGHI	109 9% ABCDEFGHI	105 9% ABCDEFGHI	103 9% ABCDEFGHI	119 10% ABCDEFGHI	119 10% ABCDEFGHI		
5	149 14% ABCDEFGHIJKLMN	206 18% ABCDEFGHIJKLMN	202 17% ABCDEFGHIJKLMN	207 18% ABCDEFGHIJKLMN	157 13% ABCDEFGHIJKLMN	199 17% ABCDEFGHIJKLMN	160 14% ABCDEFGHIJKLMN	170 15% ABCDEFGHIJKLMN	189 16% ABCDEFGHIJKLMN	179 15% ABCDEFGHIJKLMN	172 15% ABCDEFGHIJKLMN	171 15% ABCDEFGHIJKLMN	161 14% ABCDEFGHIJKLMN	179 15% ABCDEFGHIJKLMN		
6	139 12% CJ	127 11% CJ	102 9% CJ	134 11% CJ	126 11% CJ	122 10% CJ	117 10% CJ	128 11% CJ	133 11% CJ	98 8% CJ	112 10% CJ	136 12% CJ	133 11% CJ	129 11% CJ		
7	135 12% CDEFGHIJKLMN	128 11% CDEFGHIJKLMN	103 9% CDEFGHIJKLMN	95 8% CDEFGHIJKLMN	101 9% CDEFGHIJKLMN	114 10% CDEFGHIJKLMN	74 6% CDEFGHIJKLMN	120 10% CDEFGHIJKLMN	104 9% CDEFGHIJKLMN	95 8% CDEFGHIJKLMN	113 11% CDEFGHIJKLMN	125 11% CDEFGHIJKLMN	111 10% CDEFGHIJKLMN	103 9% CDEFGHIJKLMN		
8	94 8% BCDGM	67 6% BCDGM	85 7% BCDGM	78 6% BCDGM	69 6% BCDGM	79 7% BCDGM	53 5% BCDGM	83 7% BCDGM	78 6% BCDGM	73 6% BCDGM	73 6% BCDGM	83 7% BCDGM	69 6% BCDGM	95 8% BCDGM		
9	41 4% CE	44 4% CE	22 2% CE	37 3% CE	22 2% CE	31 3% CE	30 3% CE	43 4% CE	40 3% CE	39 3% CE	39 3% CE	39 3% CE	30 3% CE	34 3% CE		
10 - All the right policies (10)	42 4% CDEFGHIJKLMN	30 3% CDEFGHIJKLMN	26 2% CDEFGHIJKLMN	29 2% CDEFGHIJKLMN	27 2% CDEFGHIJKLMN	31 3% CDEFGHIJKLMN	22 2% CDEFGHIJKLMN	26 2% CDEFGHIJKLMN	45 4% CDEFGHIJKLMN	30 3% CDEFGHIJKLMN	30 3% CDEFGHIJKLMN	34 3% CDEFGHIJKLMN	28 2% CDEFGHIJKLMN	34 3% CDEFGHIJKLMN		
Don't know	183 16% ABCDEFGHIJKLMN	219 19% ABCDEFGHIJKLMN	216 19% ABCDEFGHIJKLMN	198 17% ABCDEFGHIJKLMN	198 17% ABCDEFGHIJKLMN	223 19% ABCDEFGHIJKLMN	202 17% ABCDEFGHIJKLMN	197 17% ABCDEFGHIJKLMN	225 19% ABCDEFGHIJKLMN	224 19% ABCDEFGHIJKLMN	237 20% ABCDEFGHIJKLMN	233 20% ABCDEFGHIJKLMN	235 20% ABCDEFGHIJKLMN	195 17% ABCDEFGHIJKLMN		
Net: All the wrong policies	362 31% ABCDEFGHIJKLMN	345 30% ABCDEFGHIJKLMN	409 35% ABCDEFGHIJKLMN	388 33% ABCDEFGHIJKLMN	466 40% ABCDEFGHIJKLMN	367 32% ABCDEFGHIJKLMN	508 44% ABCDEFGHIJKLMN	398 34% ABCDEFGHIJKLMN	351 30% ABCDEFGHIJKLMN	427 37% ABCDEFGHIJKLMN	391 34% ABCDEFGHIJKLMN	343 29% ABCDEFGHIJKLMN	399 34% ABCDEFGHIJKLMN	397 34% ABCDEFGHIJKLMN		
Net: All the right policies	452 39% ABCDEFGHIJKLMN	397 34% ABCDEFGHIJKLMN	338 29% ABCDEFGHIJKLMN	373 32% ABCDEFGHIJKLMN	346 30% ABCDEFGHIJKLMN	377 32% ABCDEFGHIJKLMN	297 25% ABCDEFGHIJKLMN	401 34% ABCDEFGHIJKLMN	401 34% ABCDEFGHIJKLMN	336 29% ABCDEFGHIJKLMN	367 31% ABCDEFGHIJKLMN	418 36% ABCDEFGHIJKLMN	371 32% ABCDEFGHIJKLMN	395 34% ABCDEFGHIJKLMN		
Net Difference	89 8% ABCDEFGHIJKLMN	52 4% ABCDEFGHIJKLMN	-71 -6% ABCDEFGHIJKLMN	-15 -1% ABCDEFGHIJKLMN	-120 -10% ABCDEFGHIJKLMN	10 1% ABCDEFGHIJKLMN	-211 -18% ABCDEFGHIJKLMN	3 * ABCDEFGHIJKLMN	49 4% ABCDEFGHIJKLMN	-91 -8% ABCDEFGHIJKLMN	-24 -2% ABCDEFGHIJKLMN	74 6% ABCDEFGHIJKLMN	-29 -2% ABCDEFGHIJKLMN	-2 * ABCDEFGHIJKLMN		
Mean	5.04 CDEFGHIJKLMN	5.02 CDEFGHIJKLMN	4.69 EG	4.83 EGJ	4.51 G	4.92 EFGHM	4.09 EFGJ	4.86 EFGJ	5.04 CDEFGHIJKLMN	4.60 G	4.76 EG	5.07 CDEFGHIJKLMN	4.74 EG	4.85 EFGJ		

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Over-top formulae used
Column Proportions (2%): A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30 (**) Small Base: 100 (*)
Column Means (2%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30 (**) Small Base: 100 (*)

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - improving the NHS

All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)																		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																			
0 - All the wrong policies (0)	164	87	73	70	73	61	10	20	32	41	28	34	10	47	48	58	1	38	51	39	46	46	31	37	18	8	24	136	28	84	54	26	34	129	60	104	83	81	151	9																			
	14%	15%	12%	9%	19%	14%	8%	10%	17%	20%	15%	12%	7%	15%	18%	14%	2%	12%	15%	12%	17%	17%	10%	14%	11%	15%	23%	14%	14%	13%	15%	17%	10%	16%	17%	13%	12%	17%	15%	8%	*																		
1	58	21	36	14	20	24	2	12	12	8	14	10	3	20	12	20	3	13	16	15	14	10	17	16	10	1	4	54	4	30	20	7	13	45	22	36	35	22	47	11																			
	5%	4%	6%	4%	5%	5%	2%	6%	6%	4%	8%	4%	2%	6%	4%	5%	7%	4%	5%	6%	5%	4%	5%	6%	6%	2%	4%	5%	2%	5%	6%	5%	4%	5%	6%	4%	5%	5%	4%	4%	10%	nt																	
2	102	48	54	26	36	40	8	18	18	18	14	16	9	27	27	36	3	28	31	22	21	24	25	23	18	4	10	90	12	54	31	17	27	75	35	68	52	50	97	4																			
	9%	9%	9%	8%	9%	9%	8%	9%	10%	9%	8%	10%	7%	9%	10%	9%	7%	9%	9%	9%	8%	9%	8%	8%	11%	6%	10%	9%	6%	8%	9%	11%	8%	9%	10%	8%	8%	10%	9%	8%	10%	9%	3%	*															
3	97	36	61	27	35	35	8	19	16	18	15	21	9	27	27	32	3	27	25	16	19	28	28	11	12	7	11	82	15	51	28	18	27	70	32	66	59	30	85	11																			
	8%	6%	10%	8%	9%	8%	6%	10%	9%	9%	8%	8%	6%	9%	10%	8%	7%	9%	10%	7%	7%	10%	9%	4%	8%	13%	11%	8%	8%	8%	8%	8%	12%	8%	9%	9%	8%	8%	9%	8%	8%	9%	*																
4	110	55	55	35	29	46	18	17	13	16	22	25	23	20	21	46	1	23	32	32	23	20	28	27	11	4	19	96	14	54	45	11	36	75	21	89	70	41	106	4																			
	9%	10%	9%	11%	7%	10%	14%	9%	7%	8%	12%	9%	16%	6%	8%	12%	**	**	10%	13%	8%	7%	10%	13%	8%	7%	8%	19%	10%	7%	8%	13%	8%	10%	9%	6%	11%	10%	9%	10%	4%	*																	
5	152	72	78	47	45	60	20	28	20	24	24	36	20	38	35	47	11	42	49	21	40	30	42	42	15	12	10	128	24	105	32	15	48	104	54	98	92	60	130	22																			
	13%	13%	13%	14%	12%	13%	15%	14%	11%	12%	13%	13%	14%	12%	13%	12%	26%	**	14%	14%	9%	15%	11%	14%	16%	9%	22%	10%	13%	13%	16%	9%	10%	14%	13%	15%	12%	13%	12%	12%	19%	*																	
6	129	70	58	41	32	56	18	22	17	15	22	34	18	35	31	47	8	40	37	24	27	32	27	32	27	33	25	6	110	19	73	41	15	47	81	37	92	73	55	115	12																		
	11%	12%	10%	12%	8%	12%	14%	11%	9%	8%	12%	13%	11%	8%	12%	18%	**	13%	11%	10%	10%	12%	9%	12%	13%	16%	10%	6%	11%	10%	11%	12%	10%	14%	10%	10%	11%	12%	11%	12%	11%	10%	*																
7	102	53	48	23	31	48	11	12	13	18	14	34	11	18	26	40	7	37	24	25	16	22	24	29	18	8	1	82	20	74	18	10	25	77	32	70	60	42	94	8																			
	9%	9%	8%	7%	8%	11%	8%	6%	7%	9%	8%	13%	8%	6%	10%	10%	17%	**	12%	7%	10%	6%	8%	8%	11%	12%	13%	1%	8%	11%	11%	5%	7%	7%	9%	9%	9%	9%	9%	9%	7%	7%	*																
8	92	52	40	31	28	32	14	18	12	16	8	24	16	25	20	27	4	24	16	24	28	21	35	16	14	2	4	77	15	50	30	13	33	59	23	69	64	28	72	20																			
	8%	9%	7%	10%	7%	7%	11%	9%	6%	5%	9%	11%	8%	7%	7%	9%	**	**	8%	5%	10%	8%	11%	6%	9%	4%	4%	8%	7%	7%	8%	8%	7%	6%	9%	9%	6%	9%	6%	7%	20	17%																	
9	31	20	11	13	8	11	3	9	5	3	5	5	4	13	3	11	-	11	13	3	3	4	10	7	7	-	3	21	9	23	6	2	17	14	14	17	23	8	25	6																			
	3%	4%	2%	4%	2%	2%	2%	5%	3%	1%	3%	2%	3%	4%	1%	3%	**	**	4%	4%	1%	1%	2%	3%	3%	4%	-	3%	2%	5%	3%	2%	1%	5%	2%	4%	2%	3%	2%	5%	*																		
10 - All the right policies (10)	39	28	11	14	12	13	7	7	3	9	2	11	7	9	10	11	2	9	11	14	5	10	16	4	4	-	5	30	10	25	11	4	15	24	8	31	24	16	37	2																			
	3%	5%	2%	4%	3%	3%	5%	4%	2%	4%	1%	4%	5%	3%	4%	3%	**	**	6%	2%	4%	5%	2%	2%	2%	-	5%	3%	5%	4%	3%	2%	4%	3%	2%	4%	3%	3%	4%	2%	2%	*																	
Don't know	90	24	66	27	38	25	10	17	24	14	13	13	11	33	21	25	-	16	23	18	33	29	22	25	5	5	4	68	22	42	34	14	27	63	22	68	53	37	81	9																			
	8%	4%	11%	8%	10%	6%	8%	8%	13%	7%	7%	5%	8%	10%	8%	6%	**	**	5%	7%	8%	12%	11%	7%	9%	3%	8%	4%	7%	11%	6%	10%	9%	8%	6%	8%	8%	8%	8%	8%	7%	*																	
Net: All the wrong policies	531	248	279	132	192	207	46	86	92	100	92	115	55	140	134	191	11	129	165	114	123	127	129	114	68	25	68	458	73	273	179	80	138	393	169	362	298	233	486	39																			
	46%	44%	47%	40%	50%	46%	36%	43%	49%	50%	51%	42%	39%	45%	50%	48%	**	**	49%	47%	45%	46%	42%	42%	44%	13%	67%	47%	38%	41%	51%	52%	39%	48%	47%	45%	43%	49%	47%	33%	*																		
Net: All the right policies	393	222	168	122	111	160	53	69	50	61	51	109	56	101	79	135	21	122	102	90	79	89	112	89	68	15	20	320	73	244	105	43	138	255	113	279	244	149	344	48																			
	34%	39%	28%	37%	29%	35%	41%	35%	27%	30%	29%	40%	32%	29%	34%	49%	**	**	30%	37%	29%	32%	37%	33%	44%	27%	19%	33%	38%	37%	30%	28%	39%	31%	32%	35%	31%	33%	33%	41%	*																		
Net Difference	-139	-25	-111	-10	-82	-47	7	-17	-42	-39	-41	-6	2	-39	-55	-56	10	-7	-63	-24	-44	-38	-17	-25	*	-10	-49	-138	*	-28	-74	-36	*	-138	-55	-83	-55	-84	-143	9																			
	-12%	-4%	-19%	-3%	-21%	-10%	6%	-9%	-23%	-20%	-23%	-2%	1%	-13%	-21%	-14%	24%	-2%	-19%	-10%	-16%	-14%	-6%	-9%	*	-17%	-48%	-14%	*	-4%	-21%	-24%	*	-17%	-15%	-10%	-8%	-18%	-14%	7%																			
Mean	4.32	4.56	4.10	4.77	3.90	4.34	5.12	4.55	3.78	4.00	3.92	4.61	5.04	4.21	4.00	4.25	5.30	4.58	4.15	4.51	4.05	4.15	4.71	4.27	4.56	4.07	3.48	4.24	4.73	4.56	4.04	3.85	4.83	4.10	4.08	4.43	4.52	4.02	4.27	4.96																			
		c		dk	k	EPK*	i					fi	NO*			**	**					a	a	a	a*	*	*		*	af	*	*	*	h	i		nt																						

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

Overlap formulae card
 ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Improving the NHS
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Lib Dems (G)	Unfavourable to Lib Dems (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Green Party (K)	Unfavourable to Green Party (L)	Favourable to Johnson (M)	Unfavourable to Johnson (N)	Favourable to Starmer (O)	Unfavourable to Starmer (P)	Favourable to Sunak (Q)	Unfavourable to Sunak (R)	Favourable to Liz Truss (S)	Unfavourable to Liz Truss (T)	Favourable to Patel (U)	Unfavourable to Patel (V)	Favourable to Sunak (W)	Unfavourable to Sunak (X)	Favourable to Starmer (Y)	Unfavourable to Starmer (Z)	Favourable to Johnson (AA)	Unfavourable to Johnson (AB)	Favourable to Sunak (AC)	Unfavourable to Sunak (AD)	Favourable to Truss (AE)	Unfavourable to Truss (AF)	Favourable to Patel (AG)	Unfavourable to Patel (AH)						
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	295	605	284	497	404	382	290	440	199	385	209	624															
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609														
0 - All the wrong policies (0)	164	17	83	9	31	91	46	3	151	70	58	21	82	70	39	2	150	48	69	2	138	1	140	5	116	2	152														
1	58	3	28	5	9	36	16	-	50	26	16	6	31	20	16	4	49	20	21	7	35	2	34	5	28	-	51														
2	102	17	41	12	15	55	32	10	84	41	38	19	36	36	24	10	81	32	44	24	46	17	61	9	58	6	81														
3	97	20	24	8	15	40	38	6	69	26	42	18	34	29	29	7	69	22	39	24	32	14	29	13	28	7	58														
4	110	38	20	8	15	45	38	10	59	26	49	11	54	15	42	12	66	18	51	35	34	18	40	12	35	10	58														
5	152	61	26	8	20	51	63	45	46	33	77	14	58	43	46	42	56	23	72	63	23	53	32	19	32	33	64														
6	129	63	19	8	18	37	61	65	33	31	70	16	68	24	65	44	38	23	64	67	20	47	32	35	18	35	40														
7	102	66	12	3	8	27	63	45	20	21	55	11	48	15	49	51	30	20	55	63	17	53	18	20	20	27	41														
8	92	51	9	7	14	16	58	50	11	15	48	22	41	18	35	49	12	21	46	72	3	54	12	21	11	40	21														
9	31	18	5	3	4	6	20	26	2	12	15	12	9	12	13	27	2	13	13	24	2	18	4	16	3	19	9														
10 - All the right policies (10)	39	17	4	2	12	16	18	23	6	14	22	9	19	9	32	24	9	14	18	27	6	19	10	18	10	20	12														
Don't know	90	14	19	5	3	26	27	8	29	11	20	3	16	10	17	10	32	8	24	11	17	3	18	5	12	5	21														
Net: All the wrong policies	531	95	196	43	85	267	170	29	412	188	203	76	238	171	150	34	415	140	224	92	285	53	305	43	266	25	401														
Net: All the right policies	393	214	49	24	56	102	210	210	63	93	210	71	165	78	184	194	91	92	196	253	48	101	75	120	62	141	123														
Net Difference	-139	-120	-146	-19	-28	-165	-49	181	-349	-96	7	-5	-53	-92	33	160	-325	-48	-28	161	-237	138	-230	76	-204	115	-278														
Mean	4.32	5.75	2.77	4.11	4.23	3.47	5.05	6.62	2.58	3.68	4.78	4.78	4.27	3.60	4.99	6.64	2.84	4.11	4.52	6.10	2.29	6.24	2.69	6.17	2.76	6.66	3.13														

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH Minimum Base: 30 (** Small Base: 100*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - improving education and schools
All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural										Marital Status					Pres of children HH (17 or under)					Education					Employment status					Ethnicity				
		Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Gen Z (J)	Millennial (K)	Gen X (L)	Baby Boomers (M)	Pre-War (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (AA)	Single (AB)	Widowed/Divorced/Separated (AC)	At least one child present (AD)	No children present (AE)	Graduate (AF)	Non-graduate (AG)	Working (AH)	Not working (AI)	White ethnic group (AJ)	Minority ethnic group (AK)																																									
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																																							
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																																							
0 - All the wrong policies (0)	125	63	58	24	58	43	7	18	27	31	20	23	7	39	40	39	*	26	45	18	36	28	29	33	11	6	17	106	20	65	44	16	32	93	45	80	68	57	113	9																																							
1	35	18	17	9	11	15	2	7	4	7	6	9	2	10	8	14	*	10	10	3	11	10	6	8	3	2	5	29	5	19	11	5	5	29	15	19	14	20	32	3																																							
2	77	38	40	20	25	32	6	14	13	12	16	16	6	21	18	30	2	18	32	11	17	23	21	15	12	3	4	64	13	41	25	12	32	55	31	47	41	36	70	7																																							
3	85	41	45	30	24	31	8	22	15	9	11	10	8	33	15	26	3	25	25	23	12	8	25	23	12	3	13	72	13	49	26	10	21	65	20	65	55	31	75	10																																							
4	142	75	67	39	41	63	18	21	21	20	27	35	20	27	34	54	6	38	37	28	39	33	38	26	17	11	17	119	22	71	45	26	43	99	41	101	83	60	129	10																																							
5	177	81	95	45	59	72	20	25	24	36	27	46	21	38	46	62	9	53	47	36	41	46	39	40	27	8	17	149	27	103	51	22	49	128	55	122	107	69	154	23																																							
6	159	82	75	48	46	65	18	30	18	27	18	47	22	40	32	56	8	31	52	42	32	50	39	42	17	6	4	135	24	91	52	16	52	107	45	114	97	61	150	8																																							
7	123	69	54	28	36	59	17	12	15	21	26	33	18	22	24	54	5	37	34	25	27	16	36	30	28	6	6	107	16	79	29	16	33	90	29	94	72	51	102	21																																							
8	68	29	39	27	18	23	15	12	12	6	5	18	18	17	12	17	5	26	18	14	10	17	17	17	9	5	3	52	16	47	13	8	29	39	23	45	41	27	59	9																																							
9	32	16	16	21	4	7	4	17	3	1	6	1	4	19	1	7	-	11	5	13	3	5	15	5	6	-	1	27	5	24	6	1	18	14	15	17	27	5	25	7																																							
10 - All the right policies (10)	26	19	8	6	12	8	3	3	2	10	2	5	3	6	10	7	1	6	5	10	5	5	10	5	2	-	4	20	6	17	5	4	15	11	7	19	19	7	25	1																																							
Don't know	117	37	80	30	51	36	10	19	32	19	16	20	13	39	29	32	4	26	30	18	42	34	31	25	11	5	11	93	25	58	43	16	31	86	32	85	64	53	106	10																																							
Net: All the wrong policies	464	234	226	123	160	182	41	82	80	80	80	102	43	130	115	164	12	118	149	84	114	103	119	104	55	26	56	391	74	244	151	69	123	341	152	312	260	205	419	39																																							
Net: All the right policies	408	215	191	130	116	162	57	73	51	65	57	105	65	104	79	141	18	112	114	105	77	93	117	100	63	18	18	341	67	259	105	45	147	261	120	288	256	152	361	46																																							
Net Difference	-56	-19	-36	8	-44	-20	16	-9	-29	-15	-23	3	21	-26	-36	-23	6	-6	-35	21	-37	-10	-3	-4	8	-8	-39	-49	-7	14	-46	-24	23	-79	-33	-24	-3	-53	-58	7																																							
Mean	4.58	4.64	4.54	4.94	4.25	4.58	5.30	4.70	4.15	4.33	4.38	4.72	5.34	4.45	4.25	4.53	5.37	4.80	4.26	5.12	4.21	4.47	4.82	4.54	4.94	4.41	3.75	4.56	4.68	4.81	4.22	4.38	5.05	4.37	4.42	4.65	4.77	4.30	4.55	5.02																																							

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK
Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Improving education and schools
All Adults aged 18+ in Great Britain

Table with columns: Total, General Election 2019 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians. Rows include Unweighted base, Weighted base, 0 - All the wrong policies (0), 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 - All the right policies (10), Don't know, Net: All the wrong policies, Net: All the right policies, Net Difference, Mean.

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
Minimum Base: 30 (**) Small Base: 100 (*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
Minimum Base: 30 (**) Small Base: 100 (*)

19-23 November 2021

PUBLIC USE

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Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Crime and public safety
All Adults aged 18+ in Great Britain

Table with columns: Total, Gender (Male, Female), Age (18-34, 35-44, 45-54, 55-64), Generation (Millennial, Gen X, Baby Boomers, Pre-War, AB, C1, C2, DE, North, Midlands, South, London, Wales, Scotland, Urban/Rural), Marital Status (Married/Living as Married, Single, Widowed/Divorced/Separated), Pres of children HH (17 or under), Education (Graduate, Non-graduate), Employment status (Working, Not working), White ethnic group, Minority ethnic group. Rows include Unweighted base, Weighted base, and various policy categories (0-10) for Conservative party - Crime and public safety.

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Overlap formulae card
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
Minimum Base: 35 (**) Small Base: 100 (*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
Minimum Base: 30 (**) Small Base: 100 (*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Crime and public safety
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Patel (Y)	Unfavourable to Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	127	14	67	5	23	65	36	5	114	53	53	16	67	53	38	5	114	35	56	9	102	4	102	6	86	3	114	
1	42	9	16	3	6	23	18	4	29	19	11	10	18	20	13	1	33	18	17	6	26	7	26	1	22	-	32	
2	96	19	34	11	14	45	34	5	70	30	30	13	45	22	30	8	80	30	44	19	50	13	52	9	56	6	77	
3	93	20	30	7	18	50	33	12	67	36	32	13	39	36	24	12	69	32	35	24	44	15	52	11	41	8	75	
4	125	38	34	5	20	37	50	14	74	30	69	14	63	29	50	15	75	18	61	35	47	22	58	9	49	11	75	
5	203	82	37	19	21	83	80	62	72	45	101	22	80	47	76	48	88	37	94	89	32	60	44	38	35	37	76	
6	127	61	19	7	16	39	64	45	36	15	63	9	56	24	49	48	39	18	60	61	18	39	32	27	20	26	48	
7	132	76	14	8	12	32	68	71	27	33	76	19	65	23	55	61	33	25	69	82	24	74	26	29	27	48	48	
8	66	35	13	5	10	20	37	36	10	25	29	20	26	20	28	40	10	19	28	50	4	34	8	29	11	30	21	
9	23	9	4	4	2	5	11	16	5	13	7	14	5	9	7	14	4	12	6	14	3	13	3	11	5	15	5	
10 - All the right policies (10)	28	7	4	1	11	10	13	16	7	13	14	8	11	7	11	17	5	12	14	16	7	13	4	12	7	14	10	
Don't know	104	14	19	4	9	36	33	7	39	12	25	6	21	13	17	13	42	7	32	15	17	5	23	5	13	6	28	
Net: All the wrong policies	484	100	182	31	82	220	172	40	354	169	195	65	233	159	154	41	371	133	213	93	269	61	289	36	253	28	373	
Net: All the right policies	376	188	53	26	52	107	193	184	85	99	189	70	163	82	150	178	92	86	178	223	56	174	74	109	70	133	132	
Net Difference	-108	88	-130	-5	-30	-113	22	144	-269	-70	-6	5	-69	-77	-4	137	-279	-47	-35	130	-213	114	-215	73	-183	105	-241	
Mean	4.45	5.40	3.23	4.63	4.34	3.90	4.89	6.21	3.18	4.15	4.73	5.03	4.28	3.93	4.74	6.25	3.23	4.27	4.52	5.75	2.83	5.91	3.06	6.02	3.19	6.43	3.49	

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Overlap formulae used

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

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

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Housing
All Adults aged 18+ in Great Britain

Table with 41 columns: Total, Gender (Male, Female), Age (18-34, 35-44, 45-54, 55-64, 65+), Generation (Millennial, Gen X, Baby Boomers, Pre-War, AB, C1, C2, DE, North, Midlands, South, London, Wales, Scotland, Urban/Rural), Marital Status (Married/Living as Married, Single, Widowed/Divorced/Separated, At least one child present, No children present), Education (Graduate, Non-graduate), Employment status (Working, Not working), White ethnic group, Minority ethnic group. Rows include Unweighted base, Weighted base, and various policy areas (0-10) with Net Difference.

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

Overlap formulae card
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn
Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Housing
All Adults aged 18+ in Great Britain

Table with 28 columns: Total, General Election 2019 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians. Rows include Unweighted base, Weighted base, 0 - All the wrong policies (0), 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 - All the right policies (10), Don't know, Net: All the wrong policies, Net: All the right policies, Net Difference, Mean.

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

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

19-23 November 2021

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Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Managing the economy
All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)			Education		Employment status				Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/ Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)																					
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139	139																					
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																						
0 - All the wrong policies (0)	134 11%	80 14%	51 9%	27 8%	56 15%	51 13%	10 8%	17 8%	25 13%	31 8%	27 7%	23 8%	11 8%	36 12%	39 15%	47 12%	*	28 9%	45 13%	36 11%	34 12%	30 11%	28 11%	30 11%	17 9%	5 2%	24 9%	111 11%	23 12%	68 10%	49 14%	17 5%	34 10%	100 12%	44 11%	90 13%	72 10%	62 8%	133 12%	7 6%																						
1	45 4%	19 3%	26 4%	10 3%	18 5%	16 4%	3 2%	7 3%	12 6%	6 3%	14 3%	3 2%	3 2%	15 5%	10 4%	16 4%	-	9 3%	16 5%	7 2%	13 5%	12 4%	14 5%	7 3%	7 4%	-	5 2%	44 5%	1 3%	20 6%	23 1%	2 1%	11 3%	33 4%	18 3%	26 3%	30 4%	15 2%	35 3%	9 8%																						
2	75 6%	38 7%	37 6%	20 6%	15 4%	40 9%	8 6%	12 6%	11 6%	4 6%	11 6%	20 6%	9 6%	18 6%	9 3%	37 9%	4 2%	21 6%	19 6%	21 6%	15 5%	22 6%	16 6%	15 5%	11 7%	8 5%	4 3%	56 10%	19 7%	43 7%	17 5%	15 5%	17 5%	58 7%	20 8%	47 5%	33 8%	42 5%	68 5%	6 5%																						
3	106 9%	44 8%	63 11%	37 11%	35 9%	34 7%	10 8%	27 13%	22 12%	14 7%	14 8%	20 7%	41 13%	23 9%	32 8%	**	29 9%	27 8%	22 8%	28 10%	20 10%	23 8%	25 9%	18 12%	3 5%	9 9%	93 10%	13 7%	56 8%	35 10%	15 10%	30 9%	76 9%	41 11%	66 8%	60 9%	47 10%	97 9%	9 8%																							
4	99 8%	41 7%	57 10%	38 12%	33 8%	28 6%	20 15%	19 9%	12 6%	21 11%	13 7%	15 6%	20 14%	28 9%	23 9%	23 6%	5 11%	24 8%	31 9%	14 11%	30 8%	18 11%	25 7%	24 9%	14 9%	4 7%	14 14%	86 7%	13 7%	48 10%	31 13%	19 10%	34 10%	64 8%	21 10%	78 10%	68 10%	31 6%	88 9%	10 9%																						
5	176 15%	80 14%	95 16%	52 15%	52 14%	74 16%	22 18%	27 14%	21 11%	31 16%	26 15%	47 17%	39 16%	40 13%	62 15%	53 17%	**	53 17%	60 18%	29 12%	34 12%	39 14%	51 17%	45 17%	19 12%	10 17%	12 16%	156 16%	20 11%	112 17%	50 14%	15 10%	55 16%	121 15%	50 14%	126 15%	103 15%	73 15%	151 15%	23 20%																						
6	128 11%	61 11%	66 11%	33 10%	38 10%	58 13%	14 9%	19 11%	15 11%	22 11%	20 11%	37 11%	15 11%	23 11%	35 12%	50 11%	5 12%	37 11%	37 11%	27 11%	27 10%	33 12%	32 10%	28 12%	19 9%	11 10%	8 10%	110 11%	17 9%	71 11%	37 11%	20 11%	39 11%	89 11%	40 11%	88 11%	68 12%	59 11%	115 11%	11 10%																						
7	132 11%	82 14%	49 8%	36 11%	47 12%	49 11%	15 11%	21 11%	26 11%	21 12%	21 11%	29 11%	21 15%	30 10%	31 11%	46 11%	4 8%	43 14%	33 10%	30 12%	26 9%	29 11%	39 13%	28 10%	19 12%	11 19%	6 6%	105 11%	27 14%	79 12%	40 11%	13 8%	33 10%	99 12%	42 12%	91 11%	86 13%	46 10%	120 12%	12 10%																						
8	94 8%	54 10%	40 7%	19 6%	30 8%	45 7%	7 6%	12 6%	10 6%	19 10%	10 6%	35 7%	7 5%	21 7%	22 8%	37 9%	7 16%	24 8%	25 7%	24 10%	21 8%	24 7%	22 9%	24 7%	21 9%	2 13%	3 3%	78 10%	17 8%	65 9%	16 5%	13 8%	30 8%	65 8%	22 9%	72 9%	60 7%	35 7%	86 7%	9 8%																						
9	42 4%	25 4%	17 3%	20 6%	9 2%	3 3%	5 4%	15 4%	6 3%	3 2%	4 2%	4 3%	6 4%	19 6%	3 1%	10 3%	3 7%	13 4%	10 3%	14 6%	4 2%	7 3%	11 3%	11 4%	8 4%	1 5%	1 3%	33 3%	8 4%	30 4%	10 4%	2 3%	25 4%	16 4%	19 3%	23 4%	30 4%	12 2%	33 3%	9 7%																						
10 - All the right policies (10)	33 3%	20 4%	12 2%	6 4%	14 2%	6 3%	6 4%	1 3%	5 1%	7 3%	7 4%	7 4%	6 2%	8 2%	5 3%	10 3%	4 3%	8 3%	8 2%	12 5%	5 2%	5 2%	13 4%	8 3%	2 1%	1 6%	6 3%	25 3%	8 4%	22 3%	6 2%	5 3%	13 2%	20 3%	10 3%	23 3%	23 3%	10 2%	30 2%	2 2%																						
Don't know	102 9%	23 4%	80 13%	27 8%	46 12%	30 7%	8 6%	19 9%	25 13%	21 11%	12 7%	18 7%	10 7%	34 11%	29 11%	29 7%	-	20 7%	29 8%	16 7%	37 14%	29 11%	32 10%	23 9%	5 3%	7 12%	6 5%	77 8%	25 13%	51 8%	35 10%	16 11%	28 8%	74 9%	23 7%	79 10%	56 8%	47 10%	93 9%	9 7%																						
Net: All the wrong policies	459 39%	221 39%	233 39%	132 40%	158 41%	169 37%	51 40%	81 41%	82 44%	76 38%	79 44%	90 33%	53 38%	137 44%	104 39%	155 39%	9 2%	110 36%	138 41%	90 37%	121 44%	110 40%	107 35%	100 37%	67 43%	19 33%	57 56%	390 40%	69 36%	236 35%	155 44%	68 45%	127 36%	332 41%	152 42%	307 38%	262 38%	197 41%	412 40%	43 36%																						
Net: All the right policies	429 37%	243 43%	185 31%	119 36%	130 34%	180 40%	47 36%	73 36%	59 31%	71 36%	62 34%	118 43%	56 39%	101 32%	96 36%	154 38%	22 51%	126 41%	113 33%	107 44%	83 30%	98 36%	116 38%	101 37%	65 41%	22 38%	27 27%	351 36%	78 40%	266 35%	109 31%	53 35%	140 40%	289 35%	133 37%	296 37%	267 39%	161 34%	384 37%	43 37%																						
Net Difference	-30 -3%	22 4%	-48 -8%	-13 -4%	-28 -7%	11 2%	-4 -3%	-9 -4%	-23 -12%	-5 -3%	-17 -9%	28 10%	2 2%	-36 -12%	-8 -3%	-1 *	13 30%	16 5%	-25 -7%	17 7%	-38 -14%	-12 -4%	9 3%	1 *	-2 -2%	3 5%	-30 -29%	-39 -4%	8 4%	30 5%	-46 -13%	-15 -10%	13 4%	-44 -5%	-20 -5%	-11 -1%	6 1%	-36 -8%	-28 -3%	1 *																						
Mean	4.64	4.77	4.54	4.85	4.37	4.72	4.89	4.82	4.17	4.54	4.26	5.02	4.98	4.50	4.46	4.59	6.05	4.90	4.44	4.98	4.27	4.52	4.87	4.77	4.74	4.73	3.79	4.60	4.89	4.90	4.19	4.50	5.00	4.49	4.51	4.70	4.83	4.37	4.63	4.88																						

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Overlap formulae card

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an Minimum Base: 35 (** Small Base: 100*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
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 Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Managing the economy
 All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	134	6	74	6	31	76	38	1	129	59	45	17	78	55	39	2	129	43	60	5	113	2	114	3	99	2	127	
1	11%	1%	26%	8%	19%	17%	8%	*	24%	18%	9%	10%	16%	18%	10%	1%	22%	16%	12%	1%	20%	1%	26%	2%	27%	1%	21%	
2	45	5	23	3	4	24	12	-	38	21	12	4	22	11	12	2	39	17	14	2	32	2	28	2	25	-	40	
3	106	22	29	12	15	57	28	10	64	37	33	22	39	32	34	10	75	29	35	24	48	15	50	6	46	7	65	
4	99	28	19	6	15	30	32	16	50	27	45	11	42	24	29	9	54	22	37	23	29	15	33	8	31	8	60	
5	176	62	31	13	28	68	74	31	79	34	78	20	74	45	55	29	89	28	82	64	31	43	59	25	42	29	75	
6	128	56	22	14	18	42	61	43	41	25	74	19	60	25	55	45	42	19	65	65	28	46	28	23	26	18	59	
7	132	75	19	8	10	37	67	62	35	33	70	20	60	29	57	62	40	29	70	87	21	64	27	32	26	49	48	
8	94	64	6	6	10	27	57	60	7	11	62	14	44	17	42	53	13	19	57	74	3	57	7	39	9	43	28	
9	42	21	8	3	10	10	22	32	3	19	20	15	18	17	22	29	2	16	15	31	3	26	6	23	3	22	8	
10 - All the right policies (10)	33	15	6	1	9	10	19	22	7	11	19	7	11	7	13	22	7	12	16	24	5	20	7	13	6	18	10	
Don't know	102	18	21	2	4	32	37	9	35	12	25	3	19	11	18	12	39	8	28	10	18	2	23	4	12	3	31	
Net: All the wrong policies	459	73	177	33	76	221	141	33	344	180	162	66	211	150	135	28	361	132	183	64	265	44	273	29	246	22	350	
Net: All the right policies	429	230	61	32	57	126	227	219	93	99	245	76	193	96	189	211	104	94	223	281	60	211	75	130	71	150	153	
Net Difference	-30	157	-115	*	-19	-95	85	185	-251	-81	83	10	-18	-55	54	183	-257	-38	40	217	-205	168	-199	101	-176	128	-197	
Mean	4.64	6.08	3.17	4.68	4.42	3.95	5.30	6.84	3.09	3.94	5.23	5.03	4.48	4.13	5.12	6.83	3.21	4.33	4.88	6.40	2.67	6.51	3.04	6.56	3.04	6.86	3.55	

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Overlap formulae used

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

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

19-23 November 2021

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - The environment and climate change

All Adults aged 18+ in Great Britain

Main data table with columns: Total, Gender, Age, Generation, Social grade, Region, Urban/Rural, Marital Status, Pres of children HH, Education, Employment status, Ethnicity. Rows include Unweighted base, Weighted base, and various policy areas (0-10) for Conservative and Labour parties, plus Net Difference and Mean.

Overlap formulae card
ColumnProportions (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
ColumnMeans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - The environment and climate change
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (A)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	125 11%	10 2%	60 21%	7 8%	30 18%	64 14%	38 8%	- -	119 22%	51 16%	47 9%	14 3%	71 16%	47 16%	45 11%	2 1%	116 20%	38 14%	55 11%	2 *	106 28%	* *	104 24%	6 3%	80 24%	* *	116 19%	
1	45 4%	7 2%	15 5%	2 3%	12 7%	19 4%	22 5%	4 1%	37 8%	15 5%	17 3%	5 1%	20 4%	17 3%	12 3%	2 1%	35 6%	9 3%	24 5%	2 1%	28 8%	3 1%	31 7%	7 4%	24 7%	2 1%	42 7%	
2	75 6%	11 3%	33 11%	7 8%	12 8%	40 9%	24 5%	4 1%	61 14%	25 8%	32 6%	13 3%	36 8%	26 7%	21 5%	8 3%	63 11%	21 8%	34 7%	15 4%	44 12%	7 2%	49 11%	10 5%	46 13%	3 1%	61 10%	
3	108 9%	29 8%	34 12%	4 5%	14 8%	51 11%	33 7%	13 3%	55 10%	41 13%	34 7%	11 3%	51 10%	23 8%	41 10%	11 4%	61 10%	30 8%	42 8%	26 6%	41 11%	19 6%	49 11%	7 4%	47 13%	8 10%	59 10%	
4	110 9%	31 8%	30 10%	6 7%	16 10%	56 13%	28 6%	10 4%	66 12%	29 9%	50 10%	19 4%	39 8%	41 9%	27 7%	10 4%	70 12%	22 8%	46 9%	35 8%	30 8%	27 6%	42 10%	13 7%	33 9%	10 5%	70 12%	
5	177 15%	66 17%	41 14%	20 25%	15 9%	64 14%	65 13%	39 14%	75 14%	53 16%	73 14%	21 3%	61 12%	40 13%	54 13%	36 14%	83 16%	36 14%	71 16%	67 11%	41 14%	43 12%	53 14%	26 14%	41 11%	32 16%	78 13%	
6	143 12%	70 18%	24 6%	11 14%	17 10%	39 9%	75 16%	52 18%	42 8%	25 8%	76 15%	16 3%	73 16%	28 7%	66 19%	52 8%	46 14%	25 6%	71 19%	81 19%	17 5%	51 17%	30 14%	26 8%	30 14%	32 10%	60 10%	
7	124 11%	65 17%	16 6%	9 11%	17 9%	40 14%	58 20%	36 6%	58 20%	36 7%	75 15%	19 12%	56 13%	16 5%	16 14%	53 19%	41 7%	21 8%	71 17%	27 7%	50 17%	27 6%	29 15%	29 8%	20 16%	34 9%	55 9%	
8	78 7%	51 13%	7 2%	5 4%	7 4%	19 10%	40 17%	10 2%	50 17%	18 2%	43 10%	17 6%	30 6%	27 6%	23 9%	44 16%	14 2%	23 9%	40 13%	55 3%	11 16%	48 3%	11 12%	22 2%	9 2%	28 14%	26 4%	
9	29 2%	8 2%	6 2%	4 4%	8 5%	9 2%	14 3%	19 6%	17 1%	3 1%	17 1%	7 1%	15 1%	8 1%	17 2%	4 1%	15 6%	3 1%	11 5%	2 1%	18 6%	2 1%	16 9%	2 1%	18 9%	1 *		
10 - All the right policies (10)	37 3%	17 5%	5 2%	3 4%	7 4%	11 2%	24 5%	27 6%	8 2%	15 5%	22 4%	10 6%	14 3%	9 3%	18 5%	20 11%	5 1%	14 4%	20 4%	26 6%	6 8%	24 1%	6 10%	18 2%	7 13%	26 1%	8 1%	
Don't know	117 10%	18 5%	20 7%	2 3%	8 5%	36 8%	41 9%	17 6%	38 7%	15 4%	35 7%	4 3%	32 6%	11 4%	17 5%	15 7%	44 3%	8 3%	41 8%	18 4%	19 5%	11 4%	25 6%	9 5%	13 4%	12 6%	32 5%	
Net: All the wrong policies	462 40%	87 23%	170 59%	26 33%	84 51%	230 51%	144 30%	31 11%	337 61%	160 49%	180 35%	63 38%	217 44%	153 37%	147 37%	32 12%	345 58%	121 46%	201 39%	81 19%	249 67%	55 18%	275 64%	42 22%	240 64%	23 11%	349 57%	
Net: All the right policies	410 35%	212 55%	59 20%	32 40%	57 35%	117 26%	229 48%	206 70%	337 30%	180 44%	223 47%	77 38%	186 32%	97 43%	170 37%	197 19%	111 37%	97 40%	204 60%	254 17%	64 18%	191 59%	77 21%	110 59%	78 21%	138 67%	149 25%	
Net Difference	-52 -4%	125 32%	-112 -38%	5 7%	-27 -17%	-113 -25%	85 18%	175 60%	-238 -43%	-63 -19%	43 8%	14 8%	-31 -6%	-56 -19%	23 6%	164 59%	-234 -39%	-23 -9%	173 1%	184 41%	136 49%	-198 -46%	68 36%	-162 -43%	115 56%	-199 -33%		
Mean	4.59 CDE	5.75 CDE	3.43 C*	4.92 C*	4.13 C*	4.00 F	5.21 F	6.69 HLMANO	3.24 I	4.25 I	4.95 IMN	5.26 IMN	4.35 I	4.27 I	4.78 IM	6.64 H	3.38 UW	4.58 QUMVW	4.66 QUMVW	6.11 QUMVW	2.91 X	6.36 QUMVW	3.10 X	6.06 QUMVW	3.20 X	6.79 QUMVW	3.56 QUMVW	

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

19-23 November 2021

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Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Managing immigration
All Adults aged 18+ in Great Britain

	Total (A)	Gender			Age								Generation					Social grade					Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity			
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/ Living as Married (ad)	Widowed/ Separated (ae)	At least one child present (af)	No children present (ag)	Graduate (ah)	Non- graduate (ai)	Working (aj)	Not working (ak)	White ethnic group (al)	Minority ethnic group (am)				
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139				
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
0 - All the wrong policies (0)	215 18%	117 21%	83 16%	34 10%	85 22%	97 21%	11 1%	22 9%	39 11%	46 12%	47 13%	49 14%	11 3%	52 15%	57 17%	92 28%	3 1%	47 15%	74 23%	41 13%	53 17%	65 23%	38 14%	48 18%	20 8%	8 3%	35 13%	180 18%	35 18%	119 19%	66 19%	29 9%	46 13%	168 21%	70 20%	144 18%	102 15%	113 15%	206 24%	7 6%				
1	98 8%	38 5%	69 12%	11 3%	26 7%	60 13%	3 2%	9 4%	12 6%	14 7%	19 11%	41 15%	3 2%	17 5%	53 16%	8 2%	22 7%	29 9%	23 8%	25 9%	18 7%	32 11%	20 7%	14 5%	8 3%	6 2%	94 9%	14 7%	63 10%	20 6%	14 9%	21 6%	77 9%	26 7%	71 9%	43 6%	55 11%	89 9%	8 7%					
2	109 9%	54 10%	54 9%	21 6%	35 9%	52 12%	7 5%	14 7%	16 9%	19 12%	21 11%	31 11%	7 5%	25 10%	26 11%	45 11%	5 12%	35 11%	34 10%	13 10%	13 10%	27 10%	27 10%	27 10%	13 9%	7 10%	7 10%	92 9%	17 9%	58 7%	25 7%	26 7%	21 6%	87 11%	40 11%	68 8%	58 10%	93 11%	12 10%					
3	135 12%	70 12%	63 11%	39 12%	37 10%	59 13%	14 11%	25 13%	15 8%	22 11%	19 11%	40 15%	14 10%	34 11%	30 12%	46 13%	8 23%	34 13%	9 10%	4 10%	30 15%	28 9%	27 10%	27 10%	36 14%	25 16%	10 17%	9 12%	114 13%	21 11%	68 10%	52 15%	14 9%	39 8%	105 13%	37 10%	97 12%	79 11%	56 12%	133 12%	11 9%			
4	110 9%	50 9%	60 10%	39 12%	29 8%	41 9%	19 10%	20 10%	16 9%	13 7%	15 10%	27 10%	19 10%	30 10%	33 10%	34 9%	4 10%	30 10%	28 9%	16 10%	25 11%	31 11%	26 14%	23 15%	22 17%	4 15%	4 17%	91 13%	19 14%	63 14%	31 11%	15 16%	41 16%	69 11%	33 12%	76 13%	67 14%	42 11%	97 13%	13 11%				
5	150 13%	77 14%	72 12%	52 16%	50 13%	48 11%	22 18%	29 15%	17 9%	32 16%	16 9%	28 12%	29 10%	46 20%	40 17%	7 10%	41 13%	41 12%	42 17%	26 9%	30 11%	43 14%	40 15%	11 7%	9 15%	17 17%	123 13%	27 14%	93 14%	40 11%	17 16%	56 16%	93 11%	43 12%	107 13%	98 14%	51 11%	132 13%	18 15%					
6	94 8%	54 10%	39 7%	34 10%	29 7%	31 7%	17 14%	17 8%	14 10%	15 8%	18 10%	13 12%	17 8%	26 10%	21 8%	28 9%	1 3%	23 9%	33 10%	12 5%	26 9%	16 11%	32 10%	20 7%	15 10%	4 7%	7 10%	81 8%	13 10%	54 10%	34 6%	6 30%	30 6%	64 8%	22 9%	71 9%	59 7%	34 7%	82 10%	11 10%				
7	62 5%	43 8%	19 3%	29 9%	21 5%	13 3%	12 10%	16 8%	11 10%	9 5%	8 5%	4 2%	14 7%	23 10%	12 4%	12 3%	23 1%	14 7%	14 4%	16 6%	13 5%	21 7%	12 4%	12 7%	12 5%	1 1%	1 6%	54 6%	9 4%	37 6%	20 6%	5 3%	27 4%	35 4%	26 7%	36 4%	51 7%	11 2%	51 5%	11 9%				
8	48 4%	21 4%	27 5%	14 4%	5 2%	8 4%	4 3%	9 6%	4 3%	2 3%	2 3%	7 5%	2 3%	7 3%	10 3%	8 2%	10 3%	1 2%	17 6%	12 3%	8 4%	10 5%	13 4%	15 10%	10 4%	4 2%	2 5%	38 5%	9 5%	35 4%	10 3%	3 2%	28 4%	19 2%	15 4%	33 4%	41 6%	7 4%	40 7%	8 7%				
9	27 2%	11 2%	16 3%	14 4%	6 1%	8 2%	4 3%	4 3%	2 3%	2 1%	2 1%	7 3%	2 3%	7 3%	10 3%	2 1%	8 2%	6 2%	6 4%	9 1%	5 2%	8 2%	3 1%	10 1%	10 1%	2 2%	2 2%	20 2%	7 4%	15 2%	7 2%	4 3%	9 3%	18 2%	10 3%	17 3%	18 2%	9 2%	18 2%	9 8%				
10 - All the right policies (10)	22 2%	16 3%	5 1%	10 3%	5 1%	7 2%	4 3%	6 3%	3 2%	2 1%	2 1%	5 2%	4 3%	9 3%	2 1%	5 2%	7 3%	2 1%	8 2%	3 1%	3 1%	5 2%	6 2%	5 2%	4 3%	4 3%	1 1%	19 2%	3 1%	12 2%	6 2%	3 2%	11 2%	11 2%	7 2%	14 2%	15 2%	6 2%	21 2%	1 1%				
Don't know	99 8%	24 4%	75 13%	25 7%	49 13%	25 6%	7 5%	18 9%	31 17%	18 9%	8 4%	17 6%	10 7%	37 12%	27 10%	23 6%	2 1%	16 5%	28 8%	20 6%	35 13%	25 9%	29 10%	27 10%	7 5%	5 4%	6 8%	78 8%	21 11%	46 7%	37 11%	16 10%	30 9%	69 8%	28 8%	71 9%	56 8%	42 9%	89 9%	9 8%				
Net: All the wrong policies	665 57%	320 56%	339 57%	144 44%	212 55%	309 68%	54 42%	90 45%	97 52%	115 58%	121 67%	188 69%	54 38%	157 50%	152 57%	272 68%	30 6%	174 56%	197 58%	139 57%	155 57%	169 61%	151 49%	154 57%	94 60%	36 62%	61 60%	561 58%	104 54%	372 56%	195 56%	99 65%	159 45%	507 62%	208 58%	458 57%	349 51%	316 66%	608 58%	51 43%				
Net: All the right policies	252 22%	146 26%	107 18%	108 33%	75 19%	70 15%	45 35%	63 32%	41 33%	34 22%	35 23%	35 19%	50 35%	89 29%	45 17%	64 16%	4 10%	79 25%	73 21%	42 17%	59 21%	52 19%	82 27%	49 18%	44 28%	8 14%	18 17%	212 22%	41 23%	154 23%	78 22%	21 30%	105 18%	147 23%	81 21%	171 23%	184 21%	68 27%	212 20%	40 34%				
Net Difference	-413 -35%	-174 -31%	-233 -39%	-36 -11%	-188 -36%	-240 -53%	-8 -6%	-27 -14%	-57 -31%	-81 -40%	-86 -48%	-154 -56%	-4 -3%	-68 -22%	-108 -40%	-208 -52%	-25 -5%	-95 -31%	-125 -37%	-97 -40%	-96 -35%	-118 -43%	-69 -23%	-105 -39%	-50 -32%	-27 -48%	-44 -43%	-349 -36%	-64 -33%	-218 -33%	-117 -33%	-78 -51%	-53 -15%	-360 -44%	-127 -35%	-286 -35%	-165 -24%	-248 -52%	-396 -38%	-11 -9%				
Mean	3.51	3.66	3.37	4.57	3.29	2.93	4.72	4.47	3.44	3.17	2.89	2.96	4.85	4.00	3.24	2.88	3.29	3.82	3.34	3.54	3.32	3.24	3.91	3.41	3.92	3.13	2.89	3.49	3.61	3.60	3.53	3.03	4.32	3.16	3.53	3.50	3.97	2.84	3.39	4.62				

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Overlap formulae card

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
Minimum Base: 30 (** Small Base: 100*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021

PUBLIC USE

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Managing immigration
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Green Party (P)	Unfavourable to Green Party (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Sajid Javid (X)	Unfavourable to Sajid Javid (Y)	Favourable to Liz Truss (Z)	Unfavourable to Liz Truss (AA)	Favourable to Priti Patel (AB)	Unfavourable to Priti Patel (AC)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	295	605	284	497	404	382	290	440	199	385	209	624				
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609			
0 - All the wrong policies (0)	215	42	81	9	42	92	89	10	177	73	103	24	130	65	82	14	180	52	112	24	144	8	156	19	137	5	187			
	18%	11%	28%	12%	25%	21%	19%	3%	32%	22%	22%	20%	15%	26%	22%	21%	5%	30%	20%	22%	6%	38%	3%	36%	10%	37%	3%	21%		
1	98	33	30	7	9	37	52	11	62	32	40	13	47	28	35	13	73	26	51	33	39	22	37	13	36	8	70			
	8%	9%	10%	9%	5%	8%	11%	4%	11%	10%	8%	8%	9%	9%	9%	5%	12%	10%	10%	8%	11%	7%	9%	7%	10%	4%	11%			
2	109	37	30	10	14	44	50	20	65	36	43	20	44	36	37	20	70	34	42	34	41	25	46	18	42	14	68			
	9%	10%	10%	13%	9%	10%	10%	7%	12%	11%	8%	12%	9%	12%	9%	7%	12%	13%	8%	8%	11%	8%	11%	10%	11%	7%	11%			
3	135	45	30	8	20	55	49	33	70	38	62	15	66	37	56	25	77	28	66	55	41	31	58	15	42	19	80			
	12%	12%	10%	9%	12%	12%	10%	11%	13%	12%	12%	9%	13%	12%	14%	9%	13%	11%	13%	13%	11%	10%	14%	8%	11%	9%	13%			
4	110	40	27	10	10	45	38	29	43	28	48	18	41	23	21	26	48	20	47	44	26	32	31	17	29	16	49			
	9%	10%	9%	12%	6%	10%	8%	10%	8%	9%	9%	11%	8%	9%	8%	8%	9%	8%	9%	11%	7%	11%	7%	9%	8%	8%	8%			
5	150	55	23	11	23	59	46	47	54	28	80	12	56	30	50	41	56	19	68	58	34	45	39	13	30	29	56			
	13%	14%	8%	13%	14%	13%	10%	16%	16%	10%	9%	16%	7%	11%	10%	12%	14%	9%	7%	13%	14%	9%	15%	9%	7%	8%	14%	9%		
6	94	44	19	4	11	26	44	46	16	21	40	10	35	20	34	36	24	14	41	48	13	36	20	26	17	29	31			
	8%	11%	7%	5%	7%	6%	9%	16%	3%	6%	8%	6%	7%	7%	9%	13%	4%	5%	8%	12%	3%	12%	5%	14%	5%	14%	5%			
7	62	35	11	5	6	21	33	30	9	9	38	9	31	12	31	33	14	13	31	42	8	33	11	16	17	22	19			
	5%	9%	4%	6%	4%	5%	7%	10%	2%	3%	8%	6%	6%	4%	8%	12%	2%	5%	6%	10%	2%	11%	2%	8%	4%	11%	3%			
8	48	21	7	7	10	18	18	21	12	21	16	13	12	14	15	23	11	20	18	26	8	24	8	15	8	18	18			
	4%	5%	3%	7%	6%	4%	4%	7%	2%	7%	3%	8%	2%	5%	4%	8%	2%	8%	3%	6%	2%	8%	2%	8%	2%	9%	3%			
9	27	12	6	1	7	8	16	18	4	17	10	16	9	14	10	20	1	16	5	22	3	23	2	19	3	21	2			
	2%	3%	2%	2%	4%	2%	3%	6%	1%	5%	2%	10%	2%	4%	3%	7%	*	6%	1%	5%	1%	8%	*	10%	1%	10%	*			
10 - All the right policies (10)	22	9	3	4	5	5	15	16	4	8	10	10	10	8	12	17	1	10	9	18	1	14	2	15	1	16	3			
	2%	2%	1%	4%	3%	1%	3%	6%	1%	3%	2%	6%	2%	3%	3%	4%	*	4%	2%	4%	*	5%	1%	8%	*	8%	*			
Don't know	99	12	22	4	7	35	29	10	34	14	20	3	17	14	16	12	37	10	26	14	16	7	20	2	11	7	26			
	8%	3%	8%	5%	4%	8%	6%	3%	6%	4%	4%	2%	3%	5%	4%	4%	6%	4%	5%	3%	4%	2%	5%	1%	3%	4%	4%			
Net: All the wrong policies	665	196	200	44	95	273	277	102	417	76%	64%	58%	56%	66%	63%	58%	35%	99	449	160	318	191	290	118	328	82	285	62	454	
	57%	51%	69%	56%	58%	61%	58%	35%	64%	58%	56%	66%	63%	58%	35%	76%	61%	62%	46%	62%	46%	78%	39%	76%	44%	77%	30%	75%		
Net: All the right policies	252	121	46	21	40	79	126	133	44	76	115	58	97	68	102	128	51	73	104	156	34	129	44	90	45	106	72			
	22%	31%	16%	26%	24%	18%	26%	45%	8%	24%	22%	36%	19%	22%	26%	46%	9%	28%	20%	37%	9%	43%	10%	48%	12%	52%	12%			
Net Difference	-413	-76	-154	-23	-56	-195	-152	30	-373	-181	-33	-231	-122	-129	29	-397	-87	-214	-35	-256	11	-284	8	-240	44	-382				
	-35%	-20%	-53%	-29%	-34%	-44%	-32%	10%	-68%	-40%	-35%	-20%	-47%	-40%	-32%	10%	-67%	-33%	-41%	-8%	-69%	4%	-66%	4%	-64%	22%	-63%			
Mean	3.51	4.16	2.74	4.04	3.54	3.26	3.59	5.27	2.27	3.41	3.54	4.36	3.07	3.39	3.55	5.27	2.28	3.70	3.28	4.70	2.13	5.12	2.25	5.00	2.30	5.71	2.45			

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Overlap formulae used
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 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30 (**) Small Base: 100 (**)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Dealing with poverty in Britain
All Adults aged 18+ in Great Britain

Table with columns for Total, Gender, Age, Generation, Social grade, Region, Urban/Rural, Marital Status, Pres of children HH, Education, Employment status, and Ethnicity. Rows include Unweighted base, Weighted base, and various policy categories (0-10) with Net Difference.

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Overlap formulae card
ColumnProportions (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
ColumnMeans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Party (M)	Unfavourable to Party (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Johnson (Q)	Unfavourable to Johnson (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Sunak (U)	Unfavourable to Sunak (V)	Favourable to Sajid Javid (W)	Unfavourable to Sajid Javid (X)	Favourable to Liz Truss (Y)	Unfavourable to Liz Truss (Z)	Favourable to Patel (AA)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	100	17	100	7	39	103	53	5	176	81	64	23	96	81	50	7	172	63	77	7	150	3	155	6	131	4	172	
1	59	5	22	7	9	33	14	-	48	25	18	11	28	18	17	6	46	15	24	10	32	*	34	4	30	2	46	
2	112	28	36	9	19	44	48	13	76	46	33	17	50	36	33	8	84	33	46	27	53	21	58	10	59	8	81	
3	108	31	25	12	15	52	38	14	72	31	54	13	42	34	31	17	76	26	46	28	34	19	45	9	39	7	71	
4	133	57	19	9	18	47	63	36	52	25	71	18	63	22	48	31	53	17	70	58	28	40	38	21	26	24	63	
5	185	82	32	12	20	60	76	54	46	34	92	16	78	29	75	45	64	24	98	85	30	62	34	28	29	40	71	
6	105	64	15	1	7	23	63	56	18	17	60	15	58	21	46	50	27	24	53	76	5	59	13	38	12	33	33	
7	81	49	8	5	10	19	47	51	13	11	55	10	35	16	40	45	20	12	48	51	13	38	17	22	17	31	25	
8	42	16	8	8	7	12	19	25	5	16	19	15	12	15	16	26	8	14	10	29	5	21	10	18	4	23	9	
9	22	8	4	3	8	6	13	13	4	11	7	10	7	10	10	15	2	12	8	17	3	12	2	13	3	15	3	
10 - All the right policies (10)	31	8	6	3	10	13	15	15	8	18	10	12	9	12	9	19	6	18	8	17	6	18	8	15	8	14	10	
Don't know	98	20	16	4	2	33	31	10	33	9	27	5	18	7	21	13	36	6	29	14	14	6	16	3	12	5	25	
Net: All the wrong policies	602	137	202	44	100	280	215	68	423	209	240	82	279	192	179	68	431	153	263	130	297	83	330	49	286	44	433	
Net: All the right policies	282	145	41	19	42	73	156	160	48	73	151	62	122	74	123	154	63	79	126	190	33	148	50	106	45	115	81	
Net Difference	-320	-7%	-55%	-32%	-35%	-46%	-12%	32%	-68%	-42%	-17%	-12%	-32%	-39%	-14%	31%	-368	-74	-137	60	-264	65	-281	56	-241	71	-352	
Mean	3.85	4.93	2.58	4.15	3.74	3.19	4.41	5.83	2.33	3.37	4.25	4.54	3.65	3.38	4.30	5.84	2.54	3.77	3.91	5.36	2.11	5.60	2.36	5.81	2.37	6.03	2.75	

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
Minimum Base: 30 (**); Small Base: 100 (*)

19-23 November 2021
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Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Reducing inequalities between different regions, also known as "levelling up"
All Adults aged 18+ in Great Britain

	Total	Gender		Age											Generation						Social grade						Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	Gen Z	Millennial	Gen X	Baby Boomers	Pre-War	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	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)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)					
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	96	984	182	683	358	125	384	782	569	597	694	472	1017	139							
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118						
0 - All the wrong policies (0)	151	80	68	27	64	60	9	18	23	40	29	31	10	36	48	57	*	37	49	21	43	44	30	33	17	8	18	129	22	75	56	20	31	120	51	100	77	74	141	7						
	13%	14%	11%	8%	17%	13%	7%	9%	13%	20%	16%	11%	7%	12%	18%	14%	1%	12%	15%	9%	16%	16%	10%	12%	11%	15%	18%	13%	11%	16%	13%	9%	15%	14%	12%	11%	15%	14%	14%	6%	*					
1	50	19	31	6	18	26	2	4	12	6	12	15	2	12	10	23	3	20	14	8	9	16	11	9	6	3	5	42	8	26	17	8	13	37	22	28	24	26	43	7						
	4%	3%	5%	2%	5%	6%	2%	2%	6%	3%	6%	5%	1%	4%	4%	6%	8%	6%	4%	3%	3%	6%	4%	3%	4%	4%	5%	5%	4%	4%	4%	5%	4%	5%	6%	6%	3%	4%	6%	4%	6%	*				
2	88	50	39	26	24	39	8	18	13	11	18	20	8	25	18	35	2	18	34	18	19	21	23	24	5	2	14	74	14	41	28	19	22	67	25	63	48	40	83	5						
	8%	9%	7%	8%	6%	9%	6%	9%	7%	5%	10%	7%	6%	8%	7%	9%	5%	6%	10%	7%	8%	9%	8%	9%	3%	3%	14%	8%	7%	6%	8%	8%	12%	6%	8%	7%	8%	7%	8%	8%	4%	*				
3	120	51	69	27	40	54	10	17	18	23	18	36	10	28	30	45	7	28	32	26	35	25	32	28	21	3	11	107	13	64	32	24	25	95	45	76	59	61	110	9						
	10%	9%	12%	8%	10%	12%	8%	8%	9%	11%	10%	13%	7%	9%	11%	11%	16%	9%	10%	11%	13%	9%	11%	10%	14%	5%	10%	11%	7%	10%	9%	16%	7%	12%	12%	9%	9%	13%	11%	7%	*					
4	121	63	58	34	32	55	15	18	19	13	25	30	16	29	30	47	8	28	33	16	23	24	26	25	21	10	16	99	22	74	34	13	42	79	30	91	73	47	111	10						
	10%	11%	10%	10%	8%	12%	12%	9%	10%	6%	14%	11%	11%	9%	8%	12%	19%	9%	10%	15%	8%	9%	9%	13%	17%	15%	10%	11%	11%	10%	8%	12%	10%	8%	11%	10%	11%	10%	11%	8%	*					
5	156	73	81	40	58	58	19	21	20	38	22	36	19	31	49	52	5	50	53	25	27	37	36	47	20	7	8	132	24	90	50	16	47	109	48	108	100	56	136	18						
	13%	13%	14%	12%	15%	13%	15%	10%	11%	19%	12%	13%	13%	10%	18%	13%	11%	16%	16%	10%	10%	14%	12%	18%	13%	11%	8%	14%	12%	13%	14%	11%	13%	13%	13%	13%	14%	12%	13%	15%	*					
6	124	65	58	43	30	51	20	23	16	14	12	39	24	26	33	42	9	25	39	34	25	23	47	29	14	6	4	110	14	74	40	10	26	98	36	88	65	58	107	16						
	11%	12%	10%	13%	8%	11%	16%	11%	9%	7%	7%	14%	17%	8%	8%	11%	20%	8%	12%	14%	8%	9%	15%	11%	9%	11%	4%	11%	7%	11%	6%	12%	10%	11%	10%	11%	10%	12%	10%	14%	*					
7	101	60	40	30	31	39	14	16	16	15	17	22	16	29	18	35	4	33	21	23	23	20	29	24	18	7	3	83	17	63	26	11	35	66	27	74	77	24	87	13						
	9%	11%	7%	9%	8%	9%	11%	8%	9%	8%	10%	8%	12%	9%	7%	9%	8%	11%	6%	9%	8%	7%	9%	9%	9%	11%	12%	3%	9%	9%	9%	8%	8%	10%	8%	7%	9%	11%	5%	8%	11%	*				
8	66	40	26	35	13	18	12	23	7	6	7	11	12	28	9	17	1	20	20	13	13	12	20	11	13	3	6	47	18	48	15	3	31	35	21	44	47	19	53	13						
	6%	7%	4%	11%	3%	4%	4%	3%	4%	4%	4%	4%	4%	8%	9%	3%	4%	3%	6%	6%	5%	4%	7%	4%	8%	6%	6%	6%	4%	4%	2%	10%	7%	4%	6%	6%	7%	4%	5%	11%	13%	*				
9	25	11	14	18	6	1	7	11	4	1	-	1	9	14	1	1	-	11	2	7	5	7	6	3	7	*	2	20	5	17	6	2	17	8	12	13	22	3	20	5						
	2%	2%	2%	6%	1%	*	6%	6%	2%	1%	-	*	6%	4%	1%	*	-	4%	1%	3%	2%	3%	2%	1%	5%	*	*	2%	2%	3%	3%	2%	1%	5%	1%	3%	2%	3%	1%	2%	4%	*				
10 - All the right policies (10)	33	23	10	12	12	8	4	8	6	6	5	3	5	12	7	6	2	12	10	7	4	6	9	7	4	-	8	29	4	23	6	4	21	12	12	21	26	7	30	3						
	3%	4%	2%	4%	3%	2%	3%	4%	3%	3%	3%	3%	3%	4%	3%	2%	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	4%	2%	3%	2%	3%	3%	3%	3%	4%	1%	3%	3%	*					
Don't know	131	33	98	31	58	43	8	22	31	26	14	29	11	41	37	40	2	27	30	25	49	39	35	30	10	9	8	101	31	70	40	22	41	91	30	102	69	63	119	12						
	11%	6%	16%	9%	15%	10%	6%	11%	17%	13%	8%	11%	8%	13%	14%	10%	4%	9%	9%	10%	18%	14%	11%	11%	7%	15%	8%	10%	16%	10%	11%	15%	12%	11%	8%	13%	10%	13%	11%	10%	*					
Net: All the wrong policies	531	262	265	119	178	234	44	75	85	93	102	132	46	131	126	206	21	131	163	108	129	131	123	119	70	25	63	452	79	280	168	83	133	397	173	358	282	249	489	38						
	46%	46%	45%	36%	46%	52%	35%	37%	46%	46%	57%	48%	32%	42%	47%	52%	49%	42%	48%	45%	47%	48%	40%	44%	45%	44%	62%	46%	41%	42%	48%	55%	38%	49%	48%	44%	41%	52%	47%	32%	*					
Net: All the right policies	348	199	149	139	92	117	57	82	49	42	42	76	66	108	58	101	15	100	93	84	71	69	111	73	56	17	22	289	59	225	92	31	129	219	109	240	237	111	297	50						
	30%	35%	25%	42%	24%	26%	45%	41%	27%	21%	23%	28%	47%	35%	21%	25%	36%	32%	27%	35%	26%	25%	36%	27%	36%	29%	22%	30%	31%	34%	26%	20%	37%	27%	30%	30%	35%	23%	29%	43%	*					
Net Difference	-182	-63	-116	20	-86	-116	13	7	-36	-50	-60	-57	20	-23	-68	-106	-6	-30	-70	-24	-58	-63	-12	-45	-14	-8	-41	-163	-20	-55	-53	-4	-179	-64	-118	-45	-138	-192	13							
	-16%	-11%	-20%	6%	-22%	-26%	10%	4%	-19%	-25%	-33%	-23%	14%	-7%	-25%	-26%	-13%	-10%	-20%	-10%	-21%	-23%	-4%	-17%	-9%	-15%	-40%	-17%	-10%	-8%	-21%	-35%	-1%	-22%	-18%	-15%	-7%	-29%	-18%	11%						
Mean	4.23	4.39	4.09	5.07	3.90	3.89	5.16	5.01	4.08	3.74	3.71	4.01	5.26	4.60	3.77	3.83	4.64	4.47	4.03	4.56	3.90	3.87	4.55	4.16	4.67	4.16	3.77	4.19	4.47	4.54	3.90	3.64	4.98	3.91	4.17	4.26	4.61	3.67	4.14	5.09						
				EFUKL			EFUKL	EFUKL	*			OP	OP	OP		OP	**	**		EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL	EFUKL					

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19-23 November 2021
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Political Pulse Nov 2021
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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Reducing inequalities between different regions, also known as 'levelling up'
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Lib (G)	Unfavourable to Lib (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Unfavourable to Lib (K)	Favourable to Lab (L)	Unfavourable to Lab (M)	Favourable to Lab (N)	Unfavourable to Lab (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (A)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	151 13%	15 4%	81 28%	5 6%	26 16%	83 19%	45 9%	2 1%	139 25%	69 21%	52 10%	21 3%	76 15%	62 21%	40 10%	4 1%	139 23%	49 19%	61 12%	11 3%	116 21%	4 1%	110 28%	8 4%	102 27%	4 2%	139 23%	
1	50 4%	3 1%	26 9%	5 6%	12 8%	31 7%	18 4%	2 1%	44 8%	26 8%	15 3%	8 1%	25 5%	22 7%	9 2%	5 2%	42 7%	20 8%	17 3%	4 1%	34 9%	6 2%	33 8%	4 2%	29 8%	4 2%	45 7%	
2	88 8%	13 3%	27 10%	10 12%	24 14%	41 27%	4 6%	4 1%	63 11%	26 8%	31 6%	12 2%	44 7%	22 7%	31 8%	5 2%	67 11%	26 10%	38 7%	21 9%	34 11%	10 3%	49 11%	8 4%	30 11%	6 3%	57 9%	
3	120 10%	41 11%	34 12%	12 16%	14 8%	61 14%	45 9%	19 6%	76 14%	41 13%	50 10%	18 11%	38 8%	34 11%	28 7%	11 4%	79 13%	28 11%	57 11%	43 10%	41 11%	33 11%	52 12%	6 3%	47 13%	12 6%	83 14%	
4	121 10%	44 11%	27 10%	8 10%	14 8%	42 10%	47 9%	21 7%	57 10%	39 12%	50 10%	13 8%	63 11%	34 11%	44 11%	19 12%	69 11%	29 12%	50 12%	48 12%	43 12%	28 9%	45 11%	18 10%	43 12%	12 6%	67 11%	
5	156 13%	61 16%	25 9%	12 15%	16 10%	49 11%	68 14%	41 14%	50 9%	22 7%	79 15%	13 8%	62 13%	32 10%	55 14%	38 10%	59 15%	12 5%	77 13%	55 13%	27 7%	28 13%	32 7%	20 11%	31 8%	18 9%	61 10%	
6	124 11%	68 18%	17 6%	5 5%	8 9%	39 13%	61 16%	45 16%	50 16%	22 7%	79 13%	13 8%	62 15%	32 10%	55 15%	38 15%	59 15%	12 7%	77 15%	43 15%	41 15%	33 18%	52 15%	6 5%	47 11%	12 4%	83 9%	
7	101 9%	63 16%	14 5%	4 6%	7 4%	24 5%	56 12%	62 21%	17 3%	19 6%	15 12%	5 1%	23 9%	45 10%	51 8%	25 11%	23 4%	47 9%	23 16%	66 16%	18 5%	54 18%	23 5%	38 20%	16 4%	45 22%	31 5%	
8	66 8%	29 8%	11 4%	8 10%	5 6%	12 3%	36 8%	41 14%	7 5%	18 13%	32 6%	21 1%	23 5%	18 8%	30 15%	41 7%	12 5%	19 11%	28 7%	46 11%	7 2%	32 11%	12 3%	24 13%	16 4%	33 16%	14 2%	
9	25 2%	6 2%	5 2%	5 2%	8 3%	12 3%	8 2%	15 5%	7 2%	12 1%	6 1%	6 1%	12 7%	9 4%	9 2%	14 6%	5 1%	17 4%	1 1%	14 4%	5 1%	17 5%	4 1%	15 8%	3 1%	15 7%	4 1%	
10 - All the right policies (10)	33 3%	12 3%	5 2%	2 2%	11 7%	12 3%	15 3%	18 6%	11 2%	16 5%	15 3%	10 6%	14 3%	7 2%	19 5%	20 7%	6 1%	15 6%	15 4%	18 4%	9 2%	16 5%	9 7%	13 3%	10 7%	14 7%	15 2%	
Don't know	131 11%	29 8%	18 6%	4 5%	15 9%	40 9%	52 11%	24 8%	47 9%	33 10%	52 4%	7 4%	37 8%	15 5%	33 8%	25 9%	49 8%	7 3%	51 10%	25 6%	21 6%	30 7%	11 6%	20 5%	15 7%	40 7%		
Net: All the wrong policies	531 46%	116 30%	195 67%	40 50%	88 54%	258 58%	182 38%	47 16%	379 69%	201 62%	198 39%	72 4%	246 49%	176 38%	152 38%	45 16%	396 67%	152 43%	222 58%	128 30%	269 72%	80 27%	298 69%	45 24%	260 70%	38 18%	391 64%	
Net: All the right policies	348 30%	179 47%	52 18%	23 29%	44 27%	98 22%	177 37%	180 62%	74 14%	93 29%	182 36%	71 4%	151 30%	80 26%	158 40%	172 61%	89 15%	92 35%	167 32%	212 50%	57 15%	171 57%	70 16%	111 59%	62 17%	134 66%	117 19%	
Net Difference	-182 -16%	63 16%	-143 -49%	-17 -21%	-44 -27%	-160 -36%	-5 -1%	134 46%	-304 -55%	-107 -33%	-16 -3%	-1 -1%	-95 -19%	-96 -32%	6 1%	127 45%	-60 -52%	-55 -23%	84 -11%	-212 20%	91 -57%	-229 30%	66 -53%	-198 35%	97 -53%	-274 47%	-45%	
Mean	4.23	5.32	2.93	4.45	4.00	3.53	4.72	6.32	2.79	3.77	4.62	4.88	4.07	3.73	4.82	6.32	2.93	4.10	4.36	5.57	2.70	5.79	2.85	6.04	2.97	6.34	3.19	

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

Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0
Minimum Base: 30 (**); Small Base: 100 (*)

19-23 November 2021

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Political Pulse Nov 2021

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Britain's future relationship with the EU

All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)					Education		Employment status			Ethnicity	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-74 (I)	75-84 (J)	85+ (K)	Gen Z (L)	Millennial (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	AB (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (aa)	Rural (ab)	Married/Living as Married (ac)	Single (ad)	Widowed/Divorced/Separated (ae)	At least one child present (af)	No children present (ag)	Graduate (ah)	Non-graduate (ai)	Working (aj)	Not working (ak)	White ethnic group (al)	Minority ethnic group (am)																								
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																							
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																							
0 - All the wrong policies (0)	178 15%	101 18%	75 13%	34 10%	73 19%	72 16%	10 12%	24 18%	33 12%	40 18%	34 12%	38 12%	11 8%	49 16%	49 18%	68 17%	1 2%	44 14%	59 17%	34 14%	42 15%	39 14%	34 14%	38 14%	23 14%	13 9%	32 23%	147 15%	33 16%	95 16%	57 12%	26 17%	41 12%	137 17%	68 19%	110 14%	93 14%	85 18%	167 16%	8 7%																							
1	74 6%	34 6%	39 7%	23 7%	18 5%	33 7%	5 4%	17 9%	10 6%	8 4%	14 8%	18 7%	5 4%	25 8%	11 4%	28 8%	5 4%	21 6%	5 4%	16 4%	12 4%	18 7%	17 7%	9 6%	1 2%	7 7%	62 6%	13 6%	41 6%	8 6%	25 7%	45 6%	31 9%	44 5%	50 7%	24 5%	70 7%	4 3%																									
2	64 5%	27 5%	37 6%	13 4%	24 6%	27 6%	8 3%	5 3%	17 6%	7 5%	9 5%	18 6%	8 5%	17 5%	13 6%	24 5%	2 1%	18 6%	15 5%	18 4%	12 3%	16 5%	18 7%	14 9%	5 7%	7 5%	53 6%	11 6%	36 6%	20 6%	7 5%	19 5%	45 6%	21 5%	42 6%	30 4%	34 7%	54 5%	8 7%																								
3	92 8%	44 8%	49 8%	35 11%	34 9%	23 5%	11 12%	24 18%	15 12%	19 9%	4 2%	10 8%	11 8%	33 11%	24 9%	20 5%	3 8%	21 7%	34 10%	14 6%	23 8%	30 11%	21 7%	20 7%	17 11%	1 1%	4 4%	81 8%	11 6%	37 6%	35 10%	20 13%	39 8%	29 8%	63 8%	29 8%	63 8%	55 8%	38 7%	76 13%	16 m*																						
4	97 8%	40 7%	55 9%	31 8%	30 8%	36 11%	14 11%	17 9%	13 7%	17 8%	11 6%	25 9%	14 8%	25 10%	32 8%	35 9%	- 10%	22 10%	34 12%	12 5%	28 10%	23 8%	26 9%	22 8%	12 8%	4 9%	9 8%	79 8%	18 8%	56 8%	29 8%	12 8%	25 8%	72 9%	23 9%	73 9%	61 9%	36 9%	89 7%	8 7%																							
5	164 14%	83 15%	80 14%	59 18%	52 13%	53 12%	31 24%	28 14%	26 14%	26 13%	21 12%	32 12%	31 22%	39 13%	43 16%	45 11%	6 13%	43 14%	41 12%	44 18%	37 13%	49 18%	46 15%	32 12%	26 17%	3 12%	3 3%	145 12%	19 3%	104 10%	46 16%	14 13%	55 9%	109 16%	43 13%	121 15%	107 16%	57 12%	144 14%	19 16%																							
6	110 9%	50 9%	60 10%	26 8%	32 8%	52 11%	12 12%	14 11%	11 7%	21 12%	22 11%	30 12%	13 11%	39 10%	44 11%	6 15%	28 9%	8 9%	31 10%	18 12%	32 10%	28 11%	34 9%	23 11%	8 5%	12 6%	6 9%	92 10%	18 9%	63 10%	33 9%	14 10%	30 7%	81 11%	25 7%	85 10%	50 13%	60 9%	95 11%	13 11%																							
7	118 10%	71 12%	47 8%	31 9%	37 10%	50 11%	9 7%	22 11%	16 9%	21 11%	16 9%	34 12%	14 10%	30 10%	25 10%	43 11%	7 16%	41 13%	34 10%	24 10%	19 7%	26 10%	33 12%	12 8%	6 11%	11 11%	101 10%	17 9%	79 12%	29 8%	10 7%	40 11%	78 10%	38 11%	80 10%	81 12%	37 8%	113 11%	5 4%																								
8	76 6%	41 7%	35 6%	21 4%	17 4%	37 8%	10 6%	11 5%	9 6%	9 4%	18 10%	19 12%	12 8%	14 5%	30 5%	5 13%	25 8%	18 7%	16 5%	16 7%	16 6%	22 7%	20 7%	13 3%	3 5%	2 6%	59 7%	17 6%	46 7%	17 5%	13 8%	24 7%	52 6%	23 7%	53 7%	50 7%	26 5%	58 7%	17 15%																								
9	43 4%	21 4%	22 4%	20 6%	10 3%	13 3%	7 5%	13 7%	5 3%	5 2%	7 4%	6 2%	8 6%	17 5%	10 3%	10 5%	2 3%	14 5%	10 4%	9 3%	11 4%	7 4%	13 4%	10 4%	8 5%	* 4%	4 3%	33 5%	10 4%	25 4%	12 3%	6 4%	16 5%	27 3%	16 4%	27 3%	33 3%	10 4%	37 5%	5 4%																							
10 - All the right policies (10)	37 3%	27 5%	10 2%	8 2%	13 3%	16 4%	4 3%	4 2%	3 2%	10 5%	4 2%	12 4%	4 3%	10 2%	7 4%	10 16%	1 2%	7 2%	12 3%	15 6%	3 1%	4 1%	17 6%	4 2%	3 2%	1 8%	8 3%	28 5%	9 5%	28 4%	5 4%	4 3%	18 5%	19 2%	13 4%	24 3%	23 3%	14 3%	36 3%	1 1%																							
Don't know	114 10%	30 5%	84 14%	28 8%	46 12%	41 9%	7 6%	20 10%	28 15%	18 9%	19 10%	22 8%	10 7%	37 12%	26 10%	37 9%	5 10%	25 8%	26 8%	41 15%	30 13%	27 9%	33 12%	11 7%	7 12%	7 7%	93 10%	22 11%	54 8%	42 12%	18 9%	30 10%	84 10%	30 10%	84 8%	56 12%	58 10%	101 10%	13 11%																								
Net: All the wrong policies	505 43%	244 43%	254 43%	135 41%	179 46%	190 42%	48 37%	87 44%	89 48%	90 45%	72 40%	118 43%	50 35%	149 48%	120 45%	175 44%	11 26%	126 41%	168 49%	95 39%	116 42%	117 42%	117 38%	115 42%	75 48%	22 38%	60 59%	422 43%	82 43%	265 40%	166 48%	73 48%	139 40%	366 45%	172 48%	333 41%	288 42%	216 45%	456 44%	44 37%																							
Net: All the right policies	383 33%	209 37%	174 29%	106 32%	109 28%	168 37%	42 33%	64 32%	44 24%	65 33%	68 38%	100 37%	51 36%	86 28%	81 30%	143 36%	22 50%	116 37%	106 31%	81 33%	80 29%	116 38%	90 33%	45 29%	22 38%	31 30%	314 32%	70 36%	242 36%	95 27%	46 30%	127 36%	257 31%	114 32%	269 33%	236 34%	147 31%	339 33%	42 36%																								
Net Difference	-121 -10%	-85 -6%	-80 -14%	-29 -9%	-70 -18%	-22 -5%	-6 -5%	-23 -12%	-45 -24%	-25 -13%	-5 -3%	-17 -6%	2 1%	-63 -20%	-89 -14%	-32 -8%	-10 24%	-13 -3%	-35 -18%	-36 -6%	-13 -13%	-36 -13%	-1 *	-25 -9%	-30 -19%	* -1%	-29 -28%	-109 -11%	-13 -7%	-24 -4%	-71 -20%	-27 -18%	-12 -3%	-109 -13%	-57 -16%	-64 -8%	-52 -8%	-69 -15%	-117 -11%	-2 -1%																							
Mean	4.30	4.41	4.22	4.57	3.98	4.38	4.80	4.41	3.77	4.17	4.28	4.44	4.94	4.04	4.12	4.29	5.29	4.49	4.08	4.51	4.19	4.20	4.76	4.31	4.19	4.07	3.51	4.27	4.47	4.54	3.92	4.10	4.65	4.15	4.06	4.42	4.49	4.02	4.26	4.84																							

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

Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an Minimum Base: 35 (** Small Base: 100 (*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an Minimum Base: 30 (** Small Base: 100 (*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Britain's future relationship with the EU
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Green (P)	Unfavourable to Green (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Sajid Javid (X)	Unfavourable to Sajid Javid (Y)	Favourable to Liz Truss (Z)	Unfavourable to Liz Truss (AA)	Favourable to Priti Patel (AB)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	178 15%	10 2%	32 22%	14 18%	42 25%	106 24%	40 8%	- -	170 21%	80 25%	54 11%	30 19%	86 17%	78 26%	45 11%	4 2%	166 23%	60 13%	69 17%	9 2%	141 38%	3 1%	148 34%	4 2%	132 35%	2 1%	163 27%	
1	74 6%	13 4%	28 10%	13 16%	9 5%	48 11%	16 3%	3 1%	57 10%	28 9%	25 5%	14 3%	32 7%	29 9%	23 6%	3 1%	60 10%	18 7%	30 6%	19 5%	38 10%	7 2%	41 10%	10 5%	31 8%	4 2%	56 9%	
2	64 5%	15 4%	15 10%	8 10%	13 8%	38 9%	19 4%	2 1%	42 8%	17 5%	24 5%	11 7%	27 5%	22 7%	21 5%	3 4%	50 8%	22 8%	21 4%	23 5%	21 6%	16 5%	27 6%	5 3%	34 9%	2 1%	54 9%	
3	92 8%	24 6%	28 10%	5 6%	10 6%	47 11%	23 5%	11 4%	55 10%	30 9%	37 7%	12 7%	33 7%	17 6%	30 8%	11 4%	65 11%	22 9%	45 9%	19 5%	37 10%	16 5%	43 10%	3 2%	34 9%	9 5%	57 9%	
4	87 9%	35 9%	25 11%	9 5%	9 7%	39 9%	35 7%	15 5%	55 10%	25 8%	49 10%	12 8%	32 6%	29 10%	29 7%	13 4%	58 10%	16 6%	51 6%	26 6%	29 8%	17 6%	31 7%	10 6%	30 8%	10 5%	61 10%	
5	164 14%	54 14%	30 10%	7 9%	25 15%	48 11%	62 13%	50 17%	45 8%	41 13%	76 15%	15 9%	64 13%	34 11%	53 13%	36 9%	55 9%	24 14%	22 14%	61 8%	32 15%	46 10%	42 17%	32 7%	28 16%	33 10%	59 10%	
6	110 9%	54 14%	14 5%	5 6%	11 7%	21 14%	66 14%	40 14%	27 5%	19 6%	48 9%	13 8%	55 8%	16 5%	52 13%	36 5%	30 5%	17 6%	52 10%	64 15%	12 3%	44 15%	16 4%	23 12%	21 6%	22 11%	42 7%	
7	118 10%	74 19%	12 4%	4 4%	14 8%	32 7%	72 15%	52 18%	37 7%	17 5%	75 15%	10 6%	69 14%	21 7%	64 16%	53 19%	38 6%	17 7%	74 14%	66 16%	26 7%	51 17%	33 8%	29 15%	27 7%	32 16%	49 8%	
8	76 6%	47 12%	13 4%	7 6%	7 4%	13 11%	53 17%	50 17%	8 1%	15 5%	47 9%	14 9%	38 5%	15 6%	25 6%	51 18%	13 7%	22 12%	36 7%	51 12%	5 1%	44 15%	9 2%	23 12%	10 3%	35 17%	13 2%	
9	43 4%	19 5%	7 2%	5 6%	12 7%	11 2%	23 5%	28 10%	5 1%	18 4%	22 4%	17 1%	11 2%	17 6%	17 4%	25 9%	6 4%	16 3%	17 3%	34 2%	27 1%	8 9%	20 2%	6 11%	20 2%	25 12%	10 2%	
10 - All the right policies (10)	37 3%	19 5%	2 1%	2 2%	9 6%	8 2%	23 5%	28 10%	6 1%	12 4%	24 5%	9 6%	18 4%	6 2%	24 6%	29 10%	4 1%	12 4%	20 4%	27 6%	5 1%	21 7%	6 1%	19 10%	7 2%	20 10%	8 1%	
Don't know	114 10%	21 5%	24 8%	4 5%	35 3%	43 8%	9%	5%	42 5%	23 7%	30 6%	5 3%	18 6%	32 6%	18 4%	18 4%	48 7%	30 6%	21 6%	26 5%	9 7%	26 3%	8 4%	14 4%	10 5%	38 6%		
Net: All the wrong policies	505 43%	97 25%	189 65%	49 61%	82 50%	278 62%	134 28%	31 10%	380 69%	181 56%	189 37%	80 49%	209 42%	175 58%	148 37%	33 12%	399 67%	137 52%	215 42%	96 23%	266 71%	60 20%	290 67%	33 18%	261 70%	28 14%	391 64%	
Net: All the right policies	383 33%	213 55%	47 16%	20 26%	53 32%	85 19%	238 50%	198 50%	82 15%	80 25%	215 42%	64 39%	191 38%	76 25%	181 46%	193 69%	92 15%	84 32%	199 39%	242 58%	51 14%	186 62%	71 17%	114 61%	69 19%	134 65%	121 20%	
Net Difference	-121 -10%	116 30%	-141 -49%	-28 -36%	-28 -17%	-193 -43%	105 22%	167 57%	-298 -54%	-101 -31%	26 5%	-16 -10%	-18 -4%	-100 -33%	33 8%	160 57%	-307 -52%	-54 -20%	-16 -3%	146 35%	-216 -58%	126 42%	-219 -51%	81 43%	-191 -52%	105 52%	-270 -44%	
Mean	4.30	5.79	2.80	3.57	4.03	3.14	5.41	6.77	2.64	3.60	4.95	4.44	4.37	3.48	4.93	6.77	2.77	3.96	4.61	5.92	2.39	6.19	2.68	6.30	2.70	6.67	3.04	

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Overlap formulae used

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

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

19-23 November 2021

PUBLIC USE

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Representing Britain's interests abroad
All Adults aged 18+ in Great Britain

Table with 36 columns: Total, Gender (Male, Female), Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+), Generation (Millennial, Gen X, Baby Boomers, Pre-War, AB, C1, C2, DE, North, Midlands, South, London, Wales, Scotland), Region (Urban, Rural), Marital Status (Married/Living as Married, Single, Widowed/Divorced/Separated), Pres of children HH (At least one child present, No children present), Education (Graduate, Non-graduate), Employment status (Working, Not working), Ethnicity (White ethnic group, Minority ethnic group). Rows include Unweighted base, Weighted base, and various policy categories (0-10) with mean values at the bottom.

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Overlap formulae card
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
Minimum Base: 35 (** Small Base: 100*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm
Minimum Base: 30 (** Small Base: 100*)

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Representing Britain's interests abroad
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Lib (H)	Unfavourable to Lib (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (A)	
Unweighted base	1166	366	316	94	162	499	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624		
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	136 12%	5 1%	77 27%	7 8%	28 17%	77 17%	31 7%	1 *	312 24%	66 20%	45 9%	20 12%	68 14%	64 21%	34 8%	3 1%	130 22%	45 17%	51 10%	8 2%	114 21%	3 1%	114 26%	6 3%	100 27%	1 1%	127 21%	
1	40 3%	5 1%	20 7%	4 5%	7 4%	23 5%	15 3%	* *	34 6%	19 6%	13 5%	8 3%	19 5%	16 3%	10 3%	1 *	36 6%	11 4%	19 4%	3 1%	28 8%	2 1%	29 7%	2 1%	27 7%	- -	39 6%	
2	67 6%	10 3%	23 8%	9 11%	18 11%	43 10%	17 4%	4 1%	56 10%	25 8%	23 5%	9 5%	36 7%	18 6%	23 6%	6 2%	57 10%	27 10%	24 5%	18 4%	39 10%	7 2%	42 10%	6 3%	38 10%	3 2%	56 9%	
3	89 8%	11 3%	32 11%	9 11%	17 10%	51 12%	20 4%	8 3%	63 12%	31 9%	28 5%	13 8%	25 5%	30 10%	7 3%	64 11%	26 9%	28 5%	16 4%	30 8%	13 4%	41 10%	5 2%	35 9%	7 3%	64 10%		
4	109 9%	31 8%	30 10%	9 11%	10 6%	42 9%	38 8%	4 2%	59 12%	31 9%	48 9%	12 7%	45 9%	26 8%	35 8%	6 2%	67 12%	23 9%	53 10%	37 9%	27 7%	22 5%	48 11%	8 4%	40 11%	3 2%	69 12%	
5	174 15%	63 16%	30 10%	10 13%	21 13%	60 14%	65 14%	36 12%	69 13%	42 13%	76 15%	23 14%	73 15%	33 11%	60 15%	31 11%	85 14%	32 12%	18 16%	56 13%	48 13%	41 14%	50 12%	28 15%	46 11%	22 12%	74 12%	
6	115 10%	54 14%	21 7%	4 13%	21 13%	30 7%	64 13%	39 6%	34 13%	27 8%	17 11%	13 8%	12 11%	56 8%	24 11%	47 6%	30 10%	38 12%	17 6%	53 12%	50 5%	20 14%	42 13%	23 14%	24 13%	13 14%	30 8%	46 8%
7	120 10%	82 21%	9 3%	5 6%	9 6%	31 7%	71 15%	73 25%	20 4%	16 5%	80 16%	15 9%	67 14%	16 5%	63 16%	22 24%	72 5%	22 8%	74 14%	24 18%	61 6%	28 6%	26 14%	25 7%	35 23%	47 23%	43 7%	
8	95 8%	54 14%	12 4%	11 14%	8 5%	25 12%	58 20%	59 2%	8 12%	16 5%	53 13%	22 10%	43 13%	25 8%	45 11%	59 21%	16 3%	21 10%	52 18%	74 1%	4 20%	9 2%	36 19%	12 3%	31 15%	27 15%	27 4%	
9	40 3%	18 5%	11 4%	1 1%	9 6%	12 3%	22 5%	19 6%	10 2%	20 3%	14 3%	18 11%	12 3%	12 7%	23 3%	21 8%	18 1%	25 7%	15 2%	20 6%	5 1%	6 7%	20 12%	4 1%	22 11%	9 1%	9 1%	
10 - All the right policies (10)	40 3%	21 6%	3 1%	4 5%	8 5%	9 2%	26 10%	30 1%	7 10%	14 4%	24 5%	8 5%	17 2%	7 2%	30 5%	29 10%	5 4%	13 7%	20 2%	29 7%	7 1%	23 8%	6 1%	18 10%	7 2%	26 13%	8 1%	
Don't know	141 12%	33 8%	22 8%	7 9%	7 4%	44 10%	53 11%	17 6%	17 11%	58 5%	17 10%	49 3%	5 7%	35 7%	21 7%	28 7%	22 10%	60 4%	10 10%	51 7%	28 8%	8 3%	34 8%	5 3%	25 7%	12 6%	49 8%	
Net: All the wrong policies	440 38%	60 16%	182 47%	37 4%	80 49%	236 53%	121 25%	18 6%	343 62%	172 53%	157 31%	61 37%	193 39%	154 51%	121 31%	23 8%	354 60%	131 50%	176 34%	82 20%	237 63%	47 16%	274 64%	26 14%	241 65%	15 7%	354 58%	
Net: All the right policies	411 35%	228 59%	57 31%	25 34%	56 24%	107 50%	240 55%	220 75%	80 15%	94 29%	228 45%	75 39%	196 31%	154 27%	121 47%	205 94%	354 40%	131 60%	176 16%	82 68%	237 17%	47 68%	274 16%	26 16%	241 76%	15 22%	354 58%	
Net Difference	-30 -3%	168 44%	-125 -43%	-12 -16%	-34 -15%	-129 -29%	119 25%	202 69%	-263 -48%	-78 -24%	71 14%	14 8%	3 1%	-61 -20%	67 17%	182 65%	-260 -44%	-41 -16%	33 6%	171 41%	-177 -47%	158 53%	-201 -47%	101 54%	-180 -48%	141 69%	222 -36%	
Mean	4.69	6.23	3.15	4.55	4.20	3.78	5.59	6.99	3.03	3.98	5.22	5.14	4.65	4.03	5.29	6.98	3.19	4.35	4.97	6.26	2.82	6.53	3.04	6.61	3.03	7.30	3.46	

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

19-23 November 2021
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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Public transport e.g. trains and buses
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Patel (Y)	Unfavourable to Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	140 12%	7 2%	74 26%	8 10%	26 16%	74 17%	35 7%	1 *	135 24%	63 20%	50 10%	10 1%	77 16%	60 20%	40 10%	2 1%	134 23%	39 15%	64 12%	9 2%	113 20%	3 1%	115 27%	5 3%	104 28%	3 2%	127 21%	
1	45 4%	6 2%	21 7%	5 6%	4 2%	21 5%	16 3%	- *	37 7%	15 5%	19 4%	6 1%	24 5%	12 4%	18 4%	2 1%	36 6%	11 4%	19 4%	5 1%	24 7%	3 1%	31 7%	3 2%	22 6%	2 1%	36 6%	
2	87 7%	11 3%	28 10%	9 12%	23 14%	45 10%	32 7%	6 2%	65 12%	31 10%	28 5%	10 6%	37 7%	26 9%	28 9%	3 7%	44 11%	34 13%	30 6%	21 5%	43 11%	11 4%	52 12%	8 4%	53 14%	5 3%	62 10%	
3	105 9%	29 8%	39 13%	6 8%	14 9%	53 12%	37 8%	8 3%	83 15%	40 12%	45 9%	15 9%	46 11%	33 9%	27 7%	5 2%	80 14%	24 9%	53 10%	25 6%	41 11%	56 13%	4 2%	47 13%	7 3%	85 14%		
4	117 10%	34 9%	23 8%	11 14%	17 10%	50 11%	44 9%	19 6%	60 11%	30 9%	52 10%	18 11%	40 8%	33 11%	31 8%	19 10%	59 10%	21 8%	49 8%	32 8%	30 8%	29 9%	37 9%	15 8%	24 6%	10 5%	62 10%	
5	209 18%	94 24%	29 10%	14 18%	27 17%	63 14%	89 19%	60 21%	62 11%	41 13%	109 21%	20 12%	91 18%	43 14%	83 21%	56 20%	86 14%	31 12%	110 22%	91 11%	43 20%	51 12%	30 16%	41 11%	35 17%	85 14%		
6	122 10%	64 17%	20 7%	4 3%	18 11%	44 10%	57 12%	56 19%	31 6%	20 6%	69 14%	12 8%	56 13%	17 6%	52 18%	50 7%	41 5%	13 5%	68 13%	61 15%	27 7%	42 14%	31 7%	20 11%	28 7%	30 15%	47 8%	
7	98 8%	59 15%	16 6%	6 8%	4 3%	26 6%	53 11%	55 19%	20 4%	26 8%	49 10%	13 8%	47 9%	24 10%	41 8%	53 10%	21 3%	29 11%	39 8%	65 15%	16 4%	57 19%	14 3%	39 21%	15 4%	42 20%	32 5%	
8	67 6%	36 9%	8 3%	7 9%	5 3%	10 2%	40 8%	33 11%	4 1%	14 4%	31 6%	21 13%	16 6%	31 8%	28 10%	19 3%	22 9%	29 6%	46 11%	5 1%	36 12%	8 2%	15 8%	17 4%	20 10%	24 4%		
9	31 3%	11 3%	8 3%	2 3%	7 5%	12 3%	16 3%	19 6%	7 1%	19 1%	10 2%	15 9%	7 1%	5 6%	20 1%	5 7%	20 1%	3 6%	17 6%	11 2%	24 6%	4 1%	22 7%	3 1%	20 11%	3 1%	19 9%	
10 - All the right policies (10)	31 3%	13 3%	4 1%	3 3%	10 6%	11 2%	20 4%	21 7%	6 1%	13 4%	14 3%	10 6%	12 3%	8 1%	15 4%	22 5%	5 1%	14 5%	11 2%	20 5%	5 1%	18 6%	5 1%	18 10%	7 2%	19 9%	7 1%	
Don't know	114 10%	20 5%	20 7%	5 6%	9 5%	38 8%	41 9%	15 5%	41 7%	13 4%	33 7%	5 3%	30 6%	10 3%	25 6%	13 5%	45 7%	8 3%	32 6%	20 5%	23 6%	9 3%	27 6%	11 6%	12 3%	13 6%	33 5%	
Net: All the wrong policies	494 42%	88 23%	185 64%	39 50%	84 51%	243 54%	164 34%	33 11%	379 69%	179 55%	194 38%	68 11%	224 45%	164 36%	144 30%	39 14%	375 63%	129 49%	216 42%	93 22%	252 67%	56 19%	291 68%	34 18%	250 67%	27 13%	373 61%	
Net: All the right policies	349 30%	183 48%	56 19%	21 27%	45 27%	103 23%	184 39%	184 63%	69 12%	92 28%	173 34%	71 43%	152 31%	85 28%	145 37%	173 62%	89 15%	95 36%	159 31%	216 51%	57 15%	176 59%	61 14%	112 59%	69 19%	130 63%	118 19%	
Net Difference	-145 -12%	95 25%	-129 -45%	-18 -23%	-39 -24%	-140 -31%	21 4%	151 52%	-310 -56%	-88 -27%	-21 -4%	3 2%	-73 -15%	-79 -26%	1 *	134 48%	-286 -48%	-34 -13%	-57 -11%	123 29%	-195 -52%	120 40%	-230 -53%	78 42%	-181 -49%	102 50%	-256 -42%	
Mean	4.36	5.58	3.10	4.33	4.11	3.74	4.98	6.40	2.84	3.96	4.62	5.08	4.14	4.00	4.68	6.32	3.08	4.47	4.36	5.78	2.75	6.15	2.80	6.31	2.97	6.46	3.35	

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Overlap formulae used

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

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Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Conservative party - Defence and national security
All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation						Social grade							Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	65+ (J)	Gen Z (K)	Millennial (L)	Gen X (M)	Baby Boomers (N)	Pre-War (O)	AB (P)	C1 (Q)	C2 (R)	DE (S)	North (T)	Midlands (U)	South (V)	London (W)	Wales (X)	Scotland (Y)	Urban (Z)	Rural (AA)	Married/Living as Married (AB)	Single (AC)	Widowed/Divorced/Separated (AD)	At least one child present (AE)	No children present (AF)	Graduate (AG)	Non-graduate (AH)	Working (AI)	Not working (AJ)	White ethnic group (AK)	Minority ethnic group (AL)							
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139					
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118					
0 - All the wrong policies (0)	117	66	49	22	49	45	8	14	22	27	22	23	8	33	33	42	*	23	41	17	35	31	22	28	10	6	20	98	19	58	42	17	28	89	35	82	62	55	108	7					
	10%	12%	8%	7%	13%	10%	6%	7%	12%	14%	12%	9%	6%	11%	12%	11%	1%	7%	12%	7%	13%	13%	7%	11%	6%	10%	20%	10%	10%	9%	12%	11%	8%	11%	10%	10%	9%	12%	10%	6%	*				
1	33	6	26	4	10	18	*	4	8	2	8	11	*	9	5	12	7	9	12	5	8	13	4	5	6	2	3	26	7	15	12	6	6	27	10	23	12	21	25	7					
	3%	1%	4%	1%	3%	4%	*	2%	4%	1%	4%	4%	*	3%	2%	3%	16%	3%	4%	2%	3%	5%	1%	2%	4%	3%	3%	3%	3%	2%	3%	4%	2%	3%	3%	3%	2%	4%	4%	2%	6%	*			
2	67	27	40	13	19	35	4	10	9	9	14	21	4	15	14	35	*	20	21	14	12	19	18	9	13	1	7	62	5	38	19	10	17	50	30	37	32	35	63	4					
	6%	5%	7%	4%	5%	8%	3%	5%	5%	5%	8%	8%	2%	5%	5%	9%	1%	6%	6%	6%	4%	7%	6%	3%	8%	6%	3%	6%	6%	6%	6%	6%	5%	6%	6%	8%	5%	5%	7%	6%	3%	*			
3	89	40	48	27	30	32	9	18	20	10	16	15	9	36	11	31	1	23	29	33	14	13	23	16	19	8	9	78	11	46	29	13	34	65	26	63	52	37	84	5					
	8%	7%	8%	8%	8%	7%	7%	9%	11%	5%	9%	6%	7%	12%	4%	8%	1%	7%	9%	9%	5%	5%	8%	6%	6%	12%	13%	9%	8%	6%	6%	7%	8%	8%	8%	7%	8%	7%	8%	8%	8%	4%	*		
4	96	54	41	35	31	30	17	18	12	19	19	11	17	24	26	21	7	26	24	17	29	19	31	20	10	4	11	78	18	45	38	13	26	70	22	73	61	34	85	10					
	8%	9%	7%	11%	8%	7%	13%	9%	7%	9%	11%	4%	12%	8%	10%	5%	17%	8%	7%	10%	7%	10%	7%	7%	7%	4	7%	11%	8%	9%	7%	11%	8%	7%	9%	6%	9%	9%	7%	6%	9%	*			
5	180	75	104	56	51	73	22	33	26	26	21	52	27	39	40	65	8	47	58	37	38	49	49	47	22	5	7	155	25	114	43	23	59	121	51	129	105	75	155	25					
	15%	13%	18%	17%	13%	16%	18%	16%	14%	13%	12%	19%	19%	13%	15%	16%	19%	15%	17%	15%	14%	18%	16%	18%	14%	9%	7%	16%	13%	17%	12%	15%	17%	15%	14%	16%	15%	16%	15%	15%	21%	*			
6	141	82	59	38	47	56	16	22	17	30	24	32	17	33	38	48	6	46	47	20	29	26	38	39	17	10	10	118	23	92	42	7	44	97	45	97	83	58	126	12					
	12%	14%	10%	12%	12%	14%	13%	11%	9%	15%	13%	12%	11%	14%	12%	14%	15%	14%	15%	14%	10%	9%	13%	15%	11%	18%	10%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	10%	*		
7	152	87	65	41	45	66	19	22	23	22	24	42	19	35	32	61	5	44	41	35	32	35	34	38	23	9	14	126	26	99	33	20	50	102	42	110	99	53	139	13					
	13%	15%	11%	13%	12%	15%	15%	11%	12%	11%	14%	15%	13%	11%	12%	15%	12%	14%	12%	15%	12%	13%	11%	14%	15%	16%	13%	13%	14%	15%	9%	13%	14%	13%	12%	14%	14%	14%	14%	11%	13%	11%	*		
8	89	52	37	34	24	31	11	23	8	16	5	26	14	27	17	25	6	25	20	31	13	21	18	28	16	5	1	68	21	48	27	14	28	61	28	61	67	22	68	21					
	8%	9%	6%	10%	6%	7%	9%	12%	4%	8%	3%	10%	10%	9%	6%	6%	13%	8%	6%	13%	5%	8%	6%	10%	10%	9%	1%	7%	11%	7%	8%	9%	8%	7%	8%	7%	8%	8%	10%	5%	7%	6%	17%	*	
9	32	20	12	10	9	13	3	7	6	3	3	9	5	11	3	13	-	9	7	11	5	6	13	1	7	*	4	25	7	25	7	-	14	18	13	18	19	13	29	3					
	3%	3%	2%	3%	2%	3%	3%	3%	3%	1%	2%	3%	4%	4%	1%	3%	2%	4%	2%	2%	4%	1%	5%	4%	1%	5%	*	4%	3%	4%	4%	2%	-	4%	2%	4%	2%	3%	3%	3%	3%	*	*		
10 - All the right policies (10)	27	20	7	10	8	9	6	4	2	5	4	5	6	7	5	8	1	6	6	11	3	3	11	4	3	-	6	23	4	17	6	3	14	13	10	17	18	8	26	1					
	2%	4%	1%	3%	2%	2%	4%	2%	1%	3%	2%	2%	4%	2%	2%	2%	2%	2%	2%	5%	1%	1%	4%	1%	2%	-	6%	2%	2%	3%	2%	2%	4%	2%	3%	2%	3%	2%	2%	2%	1%	*			
Don't know	144	38	103	36	63	44	12	24	33	30	19	25	16	43	39	2	33	33	21	57	40	44	33	11	7	9	117	27	66	51	26	41	103	46	98	78	66	131	11						
	12%	7%	17%	11%	16%	10%	9%	12%	18%	15%	11%	9%	11%	14%	16%	10%	4%	11%	10%	9%	9%	15%	15%	12%	7%	12%	9%	12%	14%	10%	15%	17%	12%	13%	13%	12%	11%	14%	13%	9%	9%	*			
Net: All the wrong policies	401	193	205	102	139	160	38	64	72	68	79	81	39	117	90	141	16	99	129	75	98	96	98	79	58	21	50	341	60	202	140	59	100	301	123	278	219	182	365	33					
	34%	34%	35%	31%	36%	35%	30%	32%	38%	34%	44%	30%	27%	37%	33%	35%	36%	32%	38%	31%	36%	35%	32%	29%	37%	36%	50%	35%	31%	30%	40%	39%	29%	37%	34%	34%	34%	32%	38%	35%	28%	*			
Net: All the right policies	441	260	181	134	132	175	55	79	56	76	60	115	60	113	95	155	18	130	120	108	82	91	114	110	66	25	35	359	81	282	115	44	149	291	138	302	287	154	388	50					
	38%	46%	30%	41%	34%	39%	43%	40%	30%	38%	34%	42%	42%	36%	35%	39%	41%	42%	35%	45%	30%	33%	37%	41%	42%	43%	34%	37%	42%	42%	33%	29%	43%	36%	39%	37%	42%	42%	32%	37%	42%	*			
Net Difference	39	67	-24	32	-7	15	17	15	-16	9	-19	34	22	-4	6	14	2	31	-9	33	-16	-5	16	31	9	4	-16	18	22	80	-25	-15	49	-10	15	24	68	-28	23	17					
	3%	12%	-4%	10%	-2%	3%	13%	7%	-8%	4%	-11%	12%	15%	-1%	2%	4%	5%	10%	-3%	14%	-6%	-2%	5%	12%	5%	7%	-16%	2%	11%	12%	-7%	-10%	14%	-1%	4%	3%	10%	-6%	2%	15%	*				
Mean	4.79	5.04	4.54	5.19	4.53	4.71	5.36	5.08	4.34	4.70	4.28	4.98	5.45	4.70	4.62	4.70	4.95	5.01	4.48	5.34	4.38	4.52	5.03	4.92	4.97	4.71	4.18	4.74	5.06	5.04	4.45	4.40	5.21	4.60	4.80	4.78	5.05	4.39	4.75	5.23					
		c		dk	k	eh*	k	*	*		no*	**	su		**		su*			su*					*	**	*	*	*	*	e	h	*	*	i	*	*	*	*	*	*				

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL Minimum Base: 30 (** Small Base: 100*)

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Defence and national security
All Adults aged 18+ in Great Britain

	Total (A)	General Election 2019 Vote					Referendum 2016 vote					Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (AA)				
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	295	605	284	497	404	382	290	440	199	385	209	624					
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609				
0 – All the wrong policies (0)	117 10%	6 2%	63 22%	6 8%	22 13%	67 15%	29 6%	1 *	113 21%	49 15%	43 8%	13 6%	67 13%	46 15%	37 9%	1 *	111 19%	35 13%	51 10%	4 1%	102 27%	1 *	101 23%	5 3%	86 23%	* 18%	111 29%				
1	33 3%	6 1%	15 5%	2 3%	2 1%	15 3%	15 3%	1 *	26 5%	11 3%	14 3%	1 *	18 4%	7 2%	9 2%	2 1%	28 5%	11 4%	17 3%	3 1%	21 6%	2 5%	14 3%	5 3%	14 4%	* 5%	29 7%				
2	67 6%	12 3%	29 10%	5 6%	15 9%	37 8%	29 6%	3 1%	52 9%	29 8%	19 4%	12 3%	27 5%	21 4%	21 5%	8 3%	52 9%	24 7%	27 5%	17 4%	34 9%	10 3%	41 10%	10 6%	39 10%	5 3%	50 13%				
3	89 8%	16 4%	35 12%	7 8%	17 10%	38 8%	28 6%	5 2%	67 12%	34 8%	34 7%	13 3%	32 6%	31 6%	23 6%	7 3%	63 11%	20 4%	35 7%	13 3%	44 11%	5 2%	53 14%	2 1%	44 12%	4 3%	69 18%				
4	96 8%	25 7%	16 6%	6 *	14 9%	37 8%	33 7%	17 6%	47 9%	21 7%	41 8%	10 6%	45 9%	27 6%	32 8%	12 4%	58 10%	18 7%	39 8%	32 8%	31 8%	13 4%	41 10%	11 6%	31 8%	14 7%	51 13%				
5	180 15%	68 18%	38 13%	10 13%	17 10%	75 17%	57 12%	43 15%	73 13%	52 16%	76 15%	27 17%	66 13%	49 16%	56 14%	34 12%	80 16%	43 9%	79 15%	65 16%	35 9%	49 16%	51 12%	20 11%	44 12%	22 11%	78 20%				
6	141 12%	63 16%	23 6%	13 16%	23 14%	44 10%	72 15%	47 18%	45 8%	31 10%	72 14%	17 10%	73 16%	28 9%	63 15%	43 9%	56 11%	28 13%	66 15%	64 8%	29 17%	50 7%	31 16%	31 8%	31 16%	28 8%	68 17%				
7	152 13%	92 24%	12 4%	8 10%	23 14%	41 9%	50 19%	83 28%	34 6%	30 9%	93 18%	24 15%	79 16%	26 9%	76 19%	74 26%	42 7%	88 8%	96 17%	27 23%	79 7%	32 26%	40 7%	33 22%	57 9%	53 28%	9%				
8	89 8%	43 11%	19 6%	3 8%	4 5%	9 6%	27 15%	40 8%	44 15%	21 6%	50 10%	20 12%	38 9%	23 7%	31 8%	46 10%	21 9%	27 14%	44 3%	61 15%	11 4%	46 15%	16 4%	29 16%	13 3%	36 18%	31 5%				
9	32 3%	18 5%	6 2%	3 4%	4 2%	9 2%	21 4%	21 7%	11 1%	18 4%	9 2%	12 4%	12 3%	13 4%	22 3%	2 1%	10 4%	17 3%	16 6%	1 *	19 6%	2 1%	15 8%	6 2%	14 7%	7 1%	14 3%				
10 – All the right policies (10)	27 2%	12 3%	2 1%	2 2%	8 5%	9 2%	16 4%	16 6%	6 1%	12 4%	13 2%	7 4%	10 2%	7 2%	14 3%	17 5%	6 1%	13 3%	8 2%	17 4%	6 5%	15 1%	6 7%	14 2%	6 7%	14 7%	7 1%				
Don't know	144 12%	34 6%	32 11%	6 8%	9 6%	48 11%	49 10%	4 *	11 2%	67 12%	24 7%	37 7%	11 6%	30 8%	25 6%	33 6%	16 12%	68 5%	14 9%	44 5%	22 9%	33 3%	9 10%	41 3%	5 7%	8 4%	56 14%				
Net: All the wrong policies	401 34%	65 17%	158 54%	26 33%	70 43%	193 43%	133 28%	26 9%	305 56%	145 44%	151 30%	49 30%	189 38%	132 44%	122 31%	29 10%	313 53%	107 41%	170 33%	68 16%	232 62%	32 11%	250 58%	33 18%	213 57%	24 12%	310 51%				
Net: All the right policies	441 38%	227 59%	63 22%	32 40%	67 41%	130 29%	239 50%	211 72%	105 19%	105 21%	246 48%	77 47%	212 43%	96 22%	196 49%	202 72%	128 38%	99 43%	224 63%	263 20%	74 20%	209 20%	87 69%	129 24%	88 24%	150 73%	166 27%				
Net Difference	39 3%	163 42%	-95 -33%	5 6%	-3 -2%	-63 -14%	106 22%	185 63%	-200 -36%	-40 -12%	95 19%	28 17%	-2 5%	-36 -12%	74 19%	173 62%	-185 -31%	-9 -3%	54 11%	195 46%	-159 -42%	177 59%	-163 -38%	96 51%	-124 -33%	125 61%	-144 -24%				
Mean	4.79	6.00	3.43	4.90	4.62	4.17	5.37	6.67	3.35	4.31	5.22	5.36	4.67	4.36	5.18	6.66	3.54	4.64	4.93	6.22	3.04	6.47	3.34	6.31	3.47	6.72	3.77				

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

Overlap formulae used
ColumnProportions (B%): A,B,C,D,E,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA
Minimum Base: 30 (**); Small Base: 100 (*)
ColumnMeans (B%): A,B,C,D,E,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA
Minimum Base: 30 (**); Small Base: 100 (*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Conservative party - Improving living standards
All Adults aged 18+ in Great Britain

	Total		Gender			Age							Generation					Social grade					Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	AB (S)	C1 (T)	C2 (U)	DE (V)	North (W)	Midlands (X)	South (Y)	London (Z)	Wales (aa)	Scotland (ab)	Urban (ac)	Rural (ad)	Married/Living as Married (ae)	Widowed/ Separated (af)	Single (ag)	At least one child present (ah)	No children present (ai)	Graduate (aj)	Non-graduate (ak)	Working (al)	Not working (am)	White ethnic group (an)	Minority ethnic group (ao)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139		
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
0 - All the wrong policies (0)	162 14%	88 16%	70 12%	31 9%	69 18%	63 14%	11 8%	20 10%	33 18%	36 14%	38 10%	25 8%	11 14%	44 14%	47 18%	59 21%	*	37 12%	48 14%	30 12%	47 17%	41 15%	32 11%	36 14%	14 9%	12 8%	26 13%	130 17%	32 11%	74 11%	62 18%	27 18%	37 11%	125 15%	54 13%	109 13%	90 13%	72 15%	151 6%	7 *			
1	44 4%	15 3%	29 5%	8 2%	14 4%	23 5%	3 2%	5 3%	6 3%	8 4%	7 4%	16 6%	3 2%	10 3%	9 5%	3 8%	10 4%	16 5%	15 5%	1 1%	13 5%	17 6%	11 4%	7 3%	6 4%	2 3%	1 4%	39 4%	6 3%	28 4%	9 3%	7 4%	12 3%	33 4%	23 3%	21 3%	18 3%	27 6%	39 4%	5 *			
2	99 8%	46 8%	53 9%	26 8%	31 8%	41 9%	7 5%	19 10%	15 8%	16 12%	22 7%	19 5%	29 9%	21 8%	38 10%	3 8%	24 8%	23 7%	32 13%	20 7%	22 8%	25 8%	18 7%	26 9%	2 16%	2 6%	6 7%	90 9%	9 5%	47 7%	36 10%	16 5%	18 10%	81 10%	32 9%	67 8%	53 10%	88 8%	11 10%				
3	106 9%	44 8%	62 11%	25 8%	40 10%	41 9%	5 4%	20 10%	19 10%	21 10%	18 10%	23 8%	5 10%	32 11%	29 8%	33 14%	6 9%	27 13%	44 9%	13 8%	22 10%	28 10%	26 8%	27 10%	5 4%	5 9%	15 15%	92 9%	14 7%	59 9%	34 10%	13 9%	30 9%	30 9%	76 9%	65 9%	41 9%	92 11%	13 *				
4	124 11%	52 9%	69 12%	43 13%	38 10%	43 10%	18 11%	25 12%	18 11%	16 9%	27 14%	19 11%	34 14%	28 10%	40 10%	3 10%	37 12%	42 12%	16 7%	29 11%	25 9%	29 13%	35 10%	16 17%	10 9%	9 11%	106 14%	18 9%	56 14%	48 13%	20 9%	33 11%	91 10%	37 11%	87 11%	78 10%	46 11%	114 8%	10 *				
5	176 15%	96 17%	80 14%	42 13%	54 14%	80 18%	19 15%	23 12%	24 13%	30 15%	27 15%	53 19%	19 13%	37 12%	40 15%	69 17%	11 25%	48 15%	45 13%	41 15%	42 16%	44 15%	47 15%	51 19%	20 13%	8 14%	7 15%	144 17%	32 18%	119 12%	42 10%	15 15%	52 15%	124 15%	44 12%	132 16%	96 14%	80 17%	158 15%	17 14%			
6	142 12%	88 16%	54 9%	48 15%	42 11%	51 11%	21 16%	27 14%	17 14%	19 11%	32 15%	25 15%	35 12%	33 11%	44 12%	4 9%	36 12%	38 11%	35 12%	33 12%	33 12%	45 15%	27 16%	24 15%	17 10%	10 11%	114 14%	28 12%	86 14%	40 11%	15 10%	49 11%	93 11%	109 14%	97 9%	124 14%	17 15%	12 *					
7	103 9%	54 10%	48 8%	29 9%	29 8%	45 10%	18 14%	11 6%	12 7%	17 8%	13 7%	31 12%	18 6%	19 8%	22 10%	38 10%	7 16%	30 10%	27 8%	25 10%	21 8%	21 8%	28 9%	24 9%	21 13%	6 10%	3 3%	91 9%	12 6%	66 10%	23 7%	14 9%	32 9%	71 9%	26 7%	77 10%	64 9%	39 8%	90 9%	13 11%			
8	45 4%	23 4%	22 4%	12 3%	12 3%	20 4%	6 2%	8 3%	8 4%	3 1%	2 1%	8 3%	8 2%	23 7%	4 2%	2 6%	16 5%	16 5%	8 3%	5 2%	7 2%	12 5%	13 5%	5 3%	-	-	8 8%	35 4%	11 6%	29 4%	11 3%	5 3%	27 8%	18 2%	23 3%	22 3%	35 2%	11 4%	37 6%	7 *			
9	22 2%	12 2%	9 2%	11 3%	8 2%	3 1%	5 3%	4 2%	4 2%	-	3 2%	3 1%	5 3%	4 1%	8 3%	4 1%	9 3%	5 2%	5 2%	* 1%	7 2%	3 1%	3 1%	9 6%	9 6%	2 2%	2 2%	17 2%	5 2%	15 2%	6 2%	1 1%	14 1%	8 1%	12 1%	10 1%	17 1%	4 2%	16 5%	6 m*			
10 - All the right policies (10)	34 3%	22 4%	12 2%	11 3%	7 2%	15 3%	5 3%	6 2%	3 2%	5 2%	7 4%	8 3%	6 3%	8 3%	5 2%	14 3%	1 2%	9 3%	6 2%	14 2%	5 2%	5 2%	12 4%	4 2%	5 3%	* 3%	* 6%	28 3%	6 3%	24 3%	4 1%	5 4%	17 2%	17 2%	13 3%	21 3%	23 3%	11 2%	32 3%	2 1%			
Don't know	109 9%	26 5%	83 14%	30 9%	42 11%	37 8%	11 9%	19 10%	24 13%	18 9%	10 6%	27 10%	14 10%	32 10%	27 10%	34 8%	2 4%	22 7%	30 9%	24 10%	33 12%	32 12%	33 11%	32 9%	24 7%	11 5%	3 6%	89 9%	21 11%	62 9%	34 10%	13 9%	29 8%	80 10%	29 8%	80 10%	54 8%	55 11%	99 9%	10 8%			
Net: All the wrong policies	535 46%	244 43%	284 48%	133 40%	192 47%	211 34%	43 45%	89 50%	93 49%	98 49%	101 47%	110 40%	45 32%	150 48%	135 50%	189 47%	17 38%	139 45%	173 51%	92 38%	131 48%	133 48%	123 40%	123 46%	68 44%	30 52%	58 57%	457 47%	78 41%	264 40%	189 54%	82 37%	130 37%	406 50%	179 50%	356 44%	303 44%	232 49%	484 47%	47 40%			
Net: All the right policies	346 30%	200 35%	146 25%	123 37%	98 25%	125 28%	55 43%	68 34%	45 24%	53 27%	42 23%	83 45%	64 30%	93 30%	67 25%	108 27%	14 32%	100 32%	92 27%	85 35%	69 25%	67 24%	103 34%	72 27%	57 37%	16 29%	30 30%	284 29%	61 32%	220 33%	85 24%	41 27%	139 40%	207 25%	106 30%	239 30%	235 34%	111 23%	300 29%	44 38%			
Net Difference	-189 -16%	-44 -8%	-138 -23%	-9 -3%	-94 -24%	-86 -19%	11 9%	-21 -10%	-49 -26%	-45 -23%	-59 -33%	-28 -10%	19 13%	-56 -18%	-67 -25%	-82 -20%	-3 -6%	-39 -13%	-81 -24%	-7 -3%	-62 -23%	-67 -24%	-20 -6%	-51 -19%	-11 -7%	-13 -23%	-28 -27%	-172 -18%	-17 -9%	-45 -7%	-104 -30%	-41 -27%	9 3%	-199 -24%	-73 -20%	-117 -14%	-68 -10%	-121 -25%	-184 -18%	-2 -2%			
Mean	4.17	4.35	4.01	4.74	3.81	4.05	5.07	4.53	3.78	3.83	3.55	4.40	5.20	4.17	3.78	4.00	4.69	4.37	3.99	4.54	3.82	3.78	4.50	4.17	4.57	3.76	3.82	4.14	4.29	4.48	3.73	3.82	4.86	3.86	4.10	4.20	4.40	3.81	4.12	4.70			

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
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Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	342	378	295	605	284	497	404	382	290	440	199	385	209	624		
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	162	9	60	4	34	89	45	1	157	71	54	18	85	67	41	4	153	54	64	4	135	2	136	4	117	1	150	
	14%	2%	21%	6%	21%	20%	9%	*	28%	22%	11%	11%	17%	22%	10%	1%	26%	21%	12%	1%	36%	1%	32%	2%	32%	*	25%	
1	44	6	20	7	5	27	15	2	37	20	11	10	20	18	13	4	37	13	16	4	29	4	29	4	24	4	38	
	4%	2%	7%	9%	3%	6%	3%	1%	7%	6%	2%	6%	4%	6%	3%	1%	6%	5%	3%	1%	8%	1%	7%	2%	6%	2%	6%	
2	99	20	28	8	19	45	35	2	78	34	40	13	48	20	30	6	78	20	46	16	54	6	60	4	52	1	75	
	8%	5%	10%	10%	11%	10%	7%	1%	14%	11%	8%	8%	10%	7%	8%	2%	14%	8%	9%	4%	14%	2%	14%	2%	14%	*	12%	
3	106	25	30	7	19	48	38	3	78	34	49	12	49	31	40	9	80	24	43	29	42	15	46	11	40	9	72	
	9%	7%	10%	9%	11%	11%	8%	1%	14%	10%	10%	8%	10%	10%	10%	3%	13%	9%	8%	1%	14%	5%	11%	6%	11%	4%	12%	
4	124	37	25	10	10	51	40	26	58	32	51	18	42	38	32	20	64	24	57	44	26	25	44	14	34	11	68	
	11%	10%	9%	12%	6%	12%	8%	9%	10%	10%	10%	11%	8%	13%	8%	7%	11%	9%	11%	11%	7%	8%	10%	7%	9%	5%	11%	
5	176	93	27	8	18	57	85	52	46	34	89	17	77	32	68	48	69	28	89	82	22	64	27	25	28	32	68	
	15%	24%	9%	10%	11%	13%	18%	18%	14%	10%	17%	13%	15%	11%	17%	17%	17%	13%	17%	17%	20%	11%	6%	14%	8%	16%	11%	
6	142	66	19	7	23	36	65	64	32	23	82	19	72	19	69	54	43	24	80	74	27	58	41	31	31	47	53	
	12%	17%	7%	9%	14%	8%	14%	22%	6%	7%	16%	12%	15%	6%	17%	19%	7%	9%	15%	18%	7%	19%	10%	16%	8%	23%	9%	
7	103	61	18	9	9	23	63	56	12	21	58	15	45	26	40	50	20	20	50	72	11	54	10	33	11	36	29	
	9%	16%	6%	11%	6%	5%	13%	19%	2%	6%	11%	9%	9%	9%	10%	18%	3%	8%	10%	17%	3%	18%	2%	17%	3%	18%	5%	
8	45	23	9	6	3	16	34	33	7	17	22	15	17	18	14	34	4	20	16	33	3	25	4	17	8	18	17	
	4%	6%	3%	7%	2%	4%	11%	1%	5%	4%	5%	4%	5%	3%	6%	4%	12%	1%	8%	3%	8%	1%	8%	1%	9%	2%	9%	
9	22	9	2	4	6	10	10	17	3	12	9	10	7	11	9	16	1	11	8	18	3	14	4	16	3	13	3	
	2%	2%	1%	5%	4%	2%	2%	6%	1%	4%	2%	6%	1%	4%	2%	6%	*	4%	2%	4%	1%	5%	1%	9%	1%	6%	*	
10 - All the right policies (10)	34	15	4	2	9	9	22	24	7	15	18	12	13	8	17	25	6	15	12	23	5	22	6	18	9	22	7	
	3%	4%	1%	3%	6%	2%	5%	8%	1%	5%	3%	7%	3%	3%	4%	9%	1%	6%	2%	5%	1%	7%	1%	9%	2%	11%	1%	
Don't know	109	19	19	8	9	35	36	14	35	14	28	5	22	13	24	12	40	8	35	19	16	12	22	10	14	11	30	
	9%	5%	7%	10%	6%	8%	8%	5%	6%	4%	5%	3%	4%	4%	4%	6%	4%	7%	3%	7%	4%	4%	5%	5%	4%	5%	5%	
Net: All the wrong policies	535	97	193	36	87	260	174	33	407	191	205	71	244	174	157	43	410	135	227	98	286	51	315	37	267	25	403	
	46%	25%	66%	46%	53%	58%	36%	11%	74%	59%	40%	43%	49%	58%	39%	15%	69%	51%	44%	23%	77%	17%	73%	20%	72%	12%	66%	
Net: All the right policies	346	175	52	27	51	94	183	193	62	87	189	71	154	83	148	178	74	91	166	220	49	173	65	114	63	136	109	
	30%	45%	18%	34%	31%	21%	38%	66%	11%	27%	37%	43%	31%	27%	37%	64%	12%	35%	32%	53%	13%	58%	15%	61%	17%	66%	18%	
Net Difference	-189	77	-141	-9	-36	-166	10	161	-345	-104	-16	1	-90	-91	-135	-336	-44	-61	122	-237	121	-250	77	-204	110	-294		
	-16%	20%	-49%	-11%	-22%	-37%	2%	55%	-63%	-32%	-3%	*	-18%	-30%	-2%	48%	-57%	-17%	-12%	29%	-63%	40%	-58%	41%	-55%	54%	-48%	
Mean	4.17	5.42	2.82	4.57	3.89	3.49	4.78	6.49	2.57	3.72	4.60	4.90	3.99	3.77	4.59	6.31	2.77	4.17	4.28	5.78	2.30	6.07	2.55	6.21	2.72	6.46	3.05	

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Overlap formulae used
ColumnProportions (B%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/26 Minimum Base: 30 (** Small Base: 100*)
ColumnMeans (B%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/26 Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021

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Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Improving the NHS
 All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139				
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
0 - All the wrong policies (0)	90	51	39	14	26	50	4	9	8	18	26	24	4	14	23	46	2	29	29	30	12	36	18	23	12	3	6	74	15	51	23	16	13	76	23	66	52	37	81	8				
1	24	13	11	3	7	14	1	2	3	3	5	9	1	5	3	10	4	8	7	-	8	4	8	6	2	2	1	17	7	14	6	4	5	19	8	16	10	14	23	*				
2	83	31	51	15	22	46	3	12	14	8	13	32	5	20	13	36	8	17	29	16	21	16	19	22	13	5	8	67	16	50	20	13	19	64	21	62	41	42	70	11				
3	67	29	37	27	17	22	13	13	7	10	13	9	13	17	14	20	2	22	13	8	23	12	19	16	10	5	4	56	11	36	23	8	24	43	15	52	39	28	58	9				
4	99	44	56	30	26	43	14	16	18	8	24	19	14	32	11	37	5	22	36	11	30	23	35	20	12	-	9	84	15	51	32	17	29	71	21	78	54	45	89	10				
5	169	74	95	55	57	57	22	32	28	29	12	45	23	46	43	49	8	37	50	45	36	55	45	29	22	9	9	139	29	96	56	16	56	113	49	110	105	63	149	19				
6	129	77	60	43	35	61	23	20	18	17	18	43	23	33	33	55	5	26	37	44	32	20	28	42	24	9	15	121	17	72	49	18	44	94	46	93	77	61	124	13				
7	135	75	59	43	48	45	19	24	20	28	18	27	24	28	40	40	3	37	39	30	29	35	42	20	19	7	12	116	19	82	43	11	50	85	42	93	85	50	118	17				
8	94	58	36	35	34	26	10	25	17	17	9	17	11	35	23	25	1	34	21	24	15	25	21	27	11	7	4	82	12	64	21	9	38	57	35	59	60	34	83	12				
9	41	23	18	19	11	12	4	15	8	2	4	7	6	20	4	10	1	13	18	4	6	11	9	7	10	*	4	37	4	26	10	6	20	21	24	18	33	8	36	6				
10 - All the right policies (10)	42	17	24	13	13	16	9	4	4	9	5	11	9	7	10	16	*	11	11	8	13	12	6	9	6	3	7	39	3	27	9	7	13	29	12	30	22	20	39	3				
Don't know	183	76	107	32	90	62	5	27	40	49	33	29	8	54	63	56	2	51	50	33	49	38	56	48	14	6	22	141	43	96	59	28	40	144	63	121	109	75	171	11				
Net: All the wrong policies	362	167	193	89	99	174	35	54	51	48	81	93	38	89	64	149	22	99	114	55	94	80	99	89	50	16	29	298	65	201	103	58	90	272	88	275	196	166	321	39				
Net: All the right policies	452	250	197	153	140	159	65	88	67	73	54	105	73	123	99	145	11	121	126	109	95	103	106	104	70	26	42	396	56	270	131	51	165	287	160	292	278	174	400	49				
Net Difference	89	83	4	64	41	-16	30	34	16	25	-27	11	35	34	35	-4	-10	23	12	54	1	23	7	16	21	11	13	98	-9	69	27	-7	75	14	72	17	81	8	79	10				
Mean	5.04	5.16	4.91	5.55	5.18	4.55	5.64	5.49	5.23	5.14	4.23	4.75	5.67	5.35	5.13	4.63	4.07	5.05	4.94	5.27	4.97	5.12	4.96	4.86	5.19	5.14	5.26	5.13	4.56	5.15	5.02	4.65	5.59	4.79	5.45	4.87	5.20	4.83	5.04	5.11				

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Overlap formulae used
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 Minimum Base: 35 (** Small Base: 100*)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
 Minimum Base: 30 (** Small Base: 100*)

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Improving the NHS
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Lib Dems (G)	Unfavourable to Lib Dems (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	90	53	9	2	9	18	58	32	40	4	82	2	72	7	58	32	43	8	68	35	38	31	40	26	27	19	56	
1	24	10	4	1	3	4	17	11	8	4	17	1	14	8	11	9	8	1	19	7	7	7	11	5	8	6	13	
2	83	37	18	5	12	28	44	19	48	16	46	4	44	15	42	25	46	19	45	30	30	32	31	16	23	9	49	
3	67	30	9	3	9	19	32	16	31	9	44	5	42	9	32	20	33	6	47	27	17	20	24	11	21	14	36	
4	99	35	25	4	9	40	33	21	47	23	51	14	44	19	40	46	16	48	13	49	39	28	24	30	14	24	54	
5	169	59	36	6	34	63	72	47	64	39	79	13	74	22	56	45	70	20	72	66	39	45	49	28	37	31	68	
6	139	51	34	10	21	56	52	28	65	36	53	19	60	40	46	19	78	32	57	60	36	39	46	17	46	21	76	
7	135	35	48	15	16	64	46	32	66	55	35	34	46	52	33	26	80	40	53	46	48	30	58	17	56	19	73	
8	94	20	34	13	10	37	33	33	42	55	22	27	30	34	24	34	44	48	28	48	33	34	38	21	38	31	45	
9	41	3	22	7	8	25	10	14	23	31	6	21	9	26	8	15	21	27	9	14	15	12	19	14	20	17	21	
10 - All the right policies (10)	42	2	24	1	13	23	13	9	28	30	5	12	9	24	7	9	28	30	4	9	27	8	28	8	25	7	27	
Don't know	183	49	29	13	22	70	67	29	87	23	71	12	54	36	42	29	94	18	66	37	53	18	57	9	46	14	92	
Net: All the wrong policies	362	165	64	15	41	109	184	98	174	55	239	27	216	58	182	103	178	48	227	138	121	114	135	73	103	64	207	
Net: All the right policies	452	111	161	45	67	205	154	117	225	208	121	114	154	176	117	103	252	177	151	178	161	123	188	77	186	95	242	
Net Difference	89	-54	97	30	26	96	-31	19	51	152	-118	87	-62	118	-65	118	-76	-40	40	9	53	4	83	31	34	34	66	
Mean	5.04	4.07	6.09	6.07	5.42	5.65	4.42	4.94	5.15	6.53	3.83	6.72	4.20	6.21	4.12	4.79	5.19	6.57	4.14	5.04	5.18	4.81	5.20	4.84	5.55	5.33	4.95	

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Overlap formulae used
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19-23 November 2021

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Improving education and schools

All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65-74 (H)	75-84 (I)	85+ (J)	18-24 (K)	25-34 (L)	35-44 (M)	45-54 (N)	55-64 (O)	65+ (P)	Gen Z (Q)	Millennial s (R)	Gen X (S)	Baby Boomers (T)	Pre-War (U)	AB (V)	C1 (W)	C2 (X)	DE (Y)	North (Z)	Midlands (AA)	South (AB)	London (AC)	Wales (AD)	Scotland (AE)	Urban (AF)	Rural (AG)	Married/Living as Married (AH)	Widowed/Divorced/Separated (AI)	At least one child present (AJ)	No children present (AK)	Graduate (AL)	Non-graduate (AM)	Working (AN)	Not working (AO)	White ethnic group (AP)	Minority ethnic group (AQ)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	584	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139		
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
0 - All the wrong policies (0)	69	44	23	15	22	33	4	11	9	12	18	15	4	16	17	32	-	19	24	11	15	19	13	21	4	4	7	52	17	36	23	10	15	54	23	46	42	27	65	4				
1	19	13	6	4	9	7	2	2	5	3	1	6	4	5	3	5	2	9	5	-	6	1	8	4	5	*	1	15	4	4	11	4	3	17	6	14	9	10	18	1				
2	63	34	39	13	15	35	6	7	11	4	14	21	7	16	7	26	8	14	23	9	17	16	10	15	11	4	7	51	12	35	18	10	16	47	15	49	32	32	51	11				
3	89	50	38	26	18	45	10	16	9	16	20	10	21	13	40	5	19	19	24	27	9	20	28	17	8	8	74	15	46	25	17	26	63	24	65	43	46	74	14					
4	105	41	64	30	34	41	10	20	14	19	19	22	10	30	24	40	*	31	28	22	23	22	28	20	21	4	11	90	14	66	31	8	28	77	21	84	59	45	96	7				
5	206	98	108	58	72	76	22	34	25	38	30	45	24	57	51	65	9	48	58	49	51	58	42	55	26	7	18	178	28	123	62	21	69	137	58	148	140	66	185	20				
6	127	67	59	34	41	53	17	17	24	16	14	39	18	30	27	45	8	28	38	30	31	29	45	22	17	7	8	109	19	78	23	26	41	86	44	83	67	60	116	10				
7	128	80	45	49	37	41	25	24	15	22	17	24	30	30	28	33	7	37	38	32	22	34	39	24	16	10	4	109	19	73	45	10	44	84	39	89	78	51	109	19				
8	67	29	38	25	20	21	9	16	11	9	6	15	10	24	12	21	-	28	24	6	9	15	18	14	12	2	6	59	8	39	19	9	30	36	31	35	45	22	54	12				
9	44	18	25	19	20	5	7	12	9	11	3	2	9	16	14	5	-	11	8	15	10	9	13	7	5	3	7	38	7	35	10	-	27	18	18	26	33	11	39	5				
10 - All the right policies (10)	30	14	16	11	7	13	6	5	3	3	4	9	6	7	5	12	*	9	13	2	7	12	4	6	6	-	2	29	1	16	9	5	9	21	9	22	16	14	28	2				
Don't know	219	89	130	44	93	82	9	35	40	53	37	45	11	60	69	76	3	56	62	44	57	51	66	55	17	8	23	169	49	113	73	33	43	175	71	148	124	95	206	11				
Net: All the wrong policies	345	172	171	88	95	162	32	56	49	47	67	94	35	89	64	142	16	92	99	66	88	68	79	87	58	20	34	283	62	188	109	49	87	258	88	257	185	160	304	38				
Net: All the right policies	397	208	184	139	125	133	65	74	63	62	45	88	73	107	86	116	15	113	121	84	78	100	119	73	55	22	27	343	54	241	106	50	151	246	142	255	239	158	345	49				
Net Difference	52	35	13	51	29	-28	33	18	14	15	-23	-6	38	18	22	-25	-1	21	22	18	-10	32	40	-13	-3	3	-7	60	-8	53	-3	1	64	-12	54	-2	54	-2	41	11				
Mean	5.02	4.93	5.10	5.45	5.13	4.60	5.67	5.30	5.06	5.20	4.40	4.73	5.68	5.15	5.15	4.63	4.47	5.14	5.04	5.14	4.76	5.21	5.24	4.68	5.03	4.90	4.79	5.11	4.54	5.18	4.85	4.68	5.52	4.78	5.29	4.90	5.15	4.83	5.00	5.21				

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 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN,AO,AP,AQ
 Minimum Base: 35 (** Small Base: 100*)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN,AO,AP,AQ
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	497	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	69	36	6	1	12	18	41	26	35	8	58	3	53	9	50	27	35	5	55	30	29	25	34	17	24	16	49	
1	19	6	3	2	4	7	9	6	8	2	15	3	12	4	12	6	9	3	13	8	7	9	7	5	7	3	10	
2	63	28	14	2	6	24	32	15	36	10	41	2	36	14	30	19	31	7	39	24	23	19	20	17	16	14	36	
3	89	44	17	3	13	23	40	20	39	11	63	5	60	17	47	27	46	13	59	28	31	28	38	21	26	16	55	
4	105	40	25	4	21	38	46	25	42	16	57	9	52	23	40	23	52	21	53	46	25	37	30	16	32	15	56	
5	206	82	39	11	27	76	84	53	69	40	94	22	82	40	62	40	63	51	87	27	93	88	49	44	65	28	80	
6	127	37	37	13	19	56	50	31	64	47	31	24	46	41	33	24	70	36	44	53	37	37	43	23	34	24	61	
7	128	32	45	14	10	52	42	36	69	66	34	35	41	49	30	30	71	46	41	43	47	30	55	18	49	27	64	
8	67	10	31	12	11	38	16	19	35	40	13	21	16	30	16	18	36	34	16	27	27	20	29	12	34	11	41	
9	44	4	17	3	12	18	13	14	22	32	5	13	15	20	5	18	20	28	8	18	14	17	19	12	18	18	19	
10 - All the right policies (10)	30	3	20	1	5	14	14	8	20	25	3	12	8	16	7	8	17	23	4	8	18	8	18	9	17	9	18	
Don't know	219	62	36	16	25	83	82	31	111	28	97	13	74	40	63	29	119	20	93	46	67	25	71	11	61	16	118	
Net: All the wrong policies	345	154	66	11	55	109	177	100	160	47	233	22	214	67	179	102	174	49	219	136	115	118	129	75	106	64	207	
Net: All the right policies	397	86	150	42	57	178	135	108	210	210	86	107	127	155	91	98	214	167	112	149	143	112	164	73	152	89	203	
Net Difference	52	-68	84	31	2	69	-42	7	50	163	-147	85	-88	88	-88	-4	40	117	-108	14	28	-6	35	-2	46	25	-4	
Mean	5.02	4.20	5.95	6.02	5.04	5.40	4.55	4.90	5.14	6.47	3.84	6.48	4.24	5.87	4.03	4.83	5.07	6.44	4.07	4.94	5.10	4.84	5.11	4.87	5.35	5.26	4.83	

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

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Crime and public safety
All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region							Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65-74 (H)	75-84 (I)	85+ (J)	18-24 (K)	25-34 (L)	35-44 (M)	45-54 (N)	55-64 (O)	65+ (P)	Gen Z (Q)	Millennial s (R)	Gen X (S)	Baby Boomers (T)	Pre-War (U)	AB (V)	C1 (W)	C2 (X)	DE (Y)	North (Z)	Midlands (AA)	South (AB)	London (AC)	Wales (AD)	Scotland (AE)	Urban (AF)	Rural (AG)	Married/Living as Married (AH)	Widowed/Divorced/Separated (AI)	Single (AJ)	At least one child present (AK)	No children present (AL)	Graduate (AM)	Non-graduate (AN)	Working (AO)	Not working (AP)	White ethnic group (AQ)	Minority ethnic group (AR)	
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139						
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118						
0 - All the wrong policies (0)	76	50	25	13	31	32	3	10	13	18	22	10	3	18	24	31	-	23	23	16	14	26	15	19	4	3	8	61	15	42	25	8	16	60	23	53	49	27	73	3						
1	28	20	8	8	10	11	6	2	7	3	3	8	6	6	5	8	2	9	6	4	10	6	5	4	9	3	1	23	6	12	14	3	8	20	9	19	12	16	25	3						
2	83	30	53	21	13	49	9	12	7	6	19	30	10	15	10	38	9	15	25	17	26	13	20	26	13	3	8	62	20	48	21	14	18	65	16	67	43	40	75	7						
3	114	55	59	28	26	59	9	19	14	13	22	37	15	24	17	52	6	28	26	39	20	15	29	25	18	10	6	97	17	72	31	11	39	85	28	86	63	51	99	12						
4	109	51	57	31	33	44	14	17	22	11	15	29	14	33	18	39	5	36	31	9	33	25	38	21	13	6	6	97	12	61	33	15	34	75	29	80	57	51	95	14						
5	202	99	103	62	74	67	22	38	34	40	24	42	24	53	60	53	12	46	61	54	42	54	54	48	24	4	18	171	32	112	61	20	64	139	60	142	126	77	186	16						
6	102	52	51	31	26	45	16	15	15	12	16	29	16	25	16	40	5	26	44	10	22	27	26	18	12	5	14	90	12	53	35	15	38	65	39	63	57	45	90	11						
7	103	59	42	45	38	20	20	25	10	28	5	15	20	33	30	18	2	34	25	22	23	23	34	19	17	4	7	92	11	66	32	6	39	64	39	64	72	31	84	19						
8	85	37	46	28	23	34	14	14	14	8	14	20	15	22	15	32	*	29	19	21	16	23	19	16	12	8	6	68	17	59	21	5	39	46	22	63	54	31	75	10						
9	22	7	15	10	10	2	2	8	7	3	-	2	4	12	3	2	-	5	6	4	11	2	1	5	*	2	21	1	14	5	3	10	12	13	9	15	7	17	5							
10 - All the right policies (10)	26	15	11	11	5	10	3	8	3	1	5	5	3	11	2	10	-	5	12	3	5	7	4	5	4	3	2	24	2	16	5	5	11	15	9	17	15	11	24	1						
Don't know	216	93	123	40	97	79	7	33	42	56	34	45	10	60	69	75	1	53	61	41	60	48	59	56	23	7	23	168	48	110	68	37	45	170	71	145	126	90	197	17						
Net: All the wrong policies	409	206	202	101	113	195	41	59	62	52	81	114	48	96	74	169	23	111	111	86	102	84	107	105	58	25	30	340	70	235	123	51	105	305	105	305	223	186	368	39						
Net: All the right policies	338	170	165	126	101	111	56	70	50	52	40	71	59	103	67	103	7	99	107	62	71	91	86	60	51	21	30	295	44	207	97	35	137	202	123	215	213	126	290	46						
Net Difference	-71	-36	-37	25	-12	-85	15	11	-12	*	-41	-44	11	7	-7	-66	-16	-12	-4	-24	-31	7	-21	-45	-7	-4	*	-45	-26	-29	-26	-16	32	-103	18	-89	-11	-60	-78	7						
Mean	4.69	4.58	4.78	5.20	4.70	4.28	5.19	5.20	4.75	4.66	4.01	4.46	5.14	5.09	4.61	4.34	3.93	4.77	4.78	4.61	4.55	4.90	4.72	4.33	4.83	4.79	4.66	4.76	4.29	4.79	4.52	4.58	5.23	4.43	5.00	4.55	4.81	4.51	4.63	5.19						

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO,AP,AQ,AR
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN, AO,AP,AQ,AR
Minimum Base: 35 (** Small Base: 100*)
Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Patel (Z)	Unfavourable to Patel (A)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	76	42	6	1	12	21	44	27	33	4	66	1	57	8	53	29	33	2	58	30	29	25	35	20	22	17	48	
1	7%	11%	2%	1%	7%	5%	9%	9%	6%	1%	13%	1%	11%	3%	13%	10%	6%	1%	11%	7%	8%	8%	8%	11%	6%	9%	8%	
2	3%	3%	2%	1%	2%	1%	3%	2%	3%	2%	4%	1%	4%	2%	4%	2%	3%	1%	4%	3%	4%	2%	3%	2%	3%	3%	3%	
3	8%	10%	14	4	12	34	30	21	37	12	57	3	53	14	38	22	44	8	54	32	25	29	27	16	22	11	50	
4	11%	16%	14	2	14	32	62	35	53	17	69	6	70	21	66	35	55	18	72	49	38	42	43	23	35	22	69	
5	10%	16%	5%	3%	9%	7%	13%	12%	10%	5%	14%	4%	14%	7%	17%	13%	9%	7%	14%	12%	10%	14%	10%	13%	10%	11%	11%	
6	10%	12%	8%	6%	8%	10%	11%	8%	10%	11%	9%	11%	8%	10%	10%	9%	7%	12%	11%	6%	10%	9%	11%	8%	10%	8%	8%	
7	17%	16%	21%	16%	13%	15%	18%	17%	15%	17%	15%	18%	15%	14%	15%	15%	15%	12%	15%	18%	14%	14%	15%	14%	15%	18%	14%	
8	10%	7%	11%	18%	10%	13%	6%	5%	11%	12%	6%	10%	8%	13%	7%	11%	12%	7%	7%	9%	8%	10%	7%	9%	7%	9%	9%	
9	10%	4%	12%	18%	11%	11%	5%	12%	8%	14%	5%	17%	6%	12%	7%	9%	9%	15%	7%	9%	10%	10%	10%	9%	12%	11%	8%	
10 - All the right policies (10)	26	-	13	3	7	11	14	8	15	18	3	14	2	16	7	11	10	19	5	11	11	9	10	11	11	12	10	
Don't know	21%	6%	36	15	25	84	82	33	106	28	90	17	69	46	48	30	116	29	78	55	63	28	68	16	57	18	117	
Net: All the wrong policies	409	199	64	13	56	129	210	123	182	61	266	27	256	73	214	121	203	50	269	169	129	134	155	84	118	75	233	
Net: All the right policies	338	62	129	39	62	165	102	87	183	180	75	92	99	142	80	86	183	152	92	121	130	95	145	61	140	74	174	
Net Difference	-71	-138	65	25	5	36	-108	-36	1	118	-191	65	-157	68	-133	-33	-20	101	-177	-49	2	-38	-10	-22	21	-2	-59	
Mean	4.69	3.69	5.70	5.82	5.00	5.11	4.21	4.57	4.86	6.13	3.51	6.38	3.78	5.73	3.74	4.58	4.73	6.32	3.71	4.62	4.81	4.58	4.75	4.66	5.07	4.99	4.48	

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Overlap formula used
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All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation					Social grade					Region							Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)	
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118		
0 - All the wrong policies (0)	76	46	28	15	27	34	5	10	12	15	19	15	5	18	20	31	2	26	25	11	14	18	14	22	6	3	12	63	12	39	24	12	16	60	20	55	48	27	73	3		
1	29	14	15	2	10	17	-	2	7	3	7	11	-	7	5	15	2	9	8	4	9	6	11	8	2	1	1	22	7	17	5	7	6	23	11	18	9	21	25	4		
2	70	29	42	17	13	40	6	11	9	4	22	18	8	17	7	31	8	23	24	8	16	14	21	13	12	4	6	58	12	39	23	9	17	54	17	54	37	33	59	11		
3	96	55	40	33	17	46	20	13	5	12	17	30	20	16	15	43	2	21	19	34	22	14	27	30	15	10	1	79	17	58	23	15	37	70	16	80	55	41	85	12		
4	116	50	66	35	46	35	10	25	24	22	13	21	10	43	29	30	4	21	37	19	38	34	29	25	15	2	11	94	22	64	39	14	35	81	29	87	74	42	104	10		
5	207	98	107	62	67	78	25	36	28	29	30	48	30	51	48	70	7	54	60	49	44	52	59	39	23	11	24	175	32	126	59	21	68	139	64	143	137	70	187	18		
6	134	71	61	34	39	61	14	20	15	24	16	46	14	26	32	50	11	35	36	37	26	32	37	29	20	8	8	116	18	88	30	16	34	100	45	89	60	74	122	12		
7	95	51	45	39	26	30	18	21	8	18	8	23	19	27	19	27	3	25	35	14	21	18	24	23	20	4	7	90	5	45	39	11	37	58	31	64	58	37	79	17		
8	78	37	40	29	25	24	15	14	12	14	6	18	15	21	20	23	-	26	20	15	16	25	15	15	12	4	7	72	6	50	19	9	29	49	25	53	49	29	66	12		
9	37	19	17	24	9	3	8	17	7	2	-	3	12	19	3	2	1	10	12	9	7	9	6	10	10	*	2	33	4	19	16	3	24	14	18	19	30	7	32	5		
10 - All the right policies (10)	29	15	14	7	10	12	3	4	5	5	5	7	3	9	6	11	*	6	11	7	5	10	5	4	4	3	2	25	4	15	8	7	10	19	11	18	16	13	27	1		
Don't know	198	82	116	32	96	70	5	27	46	50	36	34	7	57	67	65	2	53	53	36	56	45	57	52	16	7	20	147	51	104	65	29	48	150	71	127	115	83	182	12		
Net: All the wrong policies	388	194	192	102	113	173	40	62	56	57	78	95	42	102	75	151	18	99	113	76	100	86	102	98	51	20	31	316	72	217	114	57	101	287	94	295	223	165	346	41		
Net: All the right policies	373	193	177	133	110	131	57	75	47	63	35	96	62	102	79	114	16	102	114	82	75	94	87	81	66	19	26	335	38	217	111	45	134	240	130	243	213	160	325	47		
Net Difference	-15	-1	-15	31	-3	-42	17	14	-9	6	-43	1	20	*	4	-37	-3	3	1	5	-25	8	-15	-17	15	-1	-5	19	-34	*	-3	-12	33	-48	36	-51	-10	-5	-20	6		
Mean	4.83	4.79	4.86	5.33	4.86	4.42	5.40	5.28	4.81	4.92	3.88	4.74	5.45	5.07	4.86	4.44	4.34	4.76	4.88	4.98	4.70	5.05	4.68	4.60	5.26	4.73	4.61	4.92	4.29	4.85	4.90	4.58	5.32	4.61	5.18	4.68	4.91	4.71	4.80	5.06		

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
Minimum Base: 35 (** Small Base: 100*)
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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	76	37	8	2	12	22	43	25	40	6	63	2	53	10	48	23	42	4	56	27	35	20	42	15	25	14	56	
1	29	14	2	-	6	8	18	10	7	3	19	3	19	5	16	16	6	3	21	9	6	8	15	4	7	6	12	
2	70	26	15	5	9	26	33	17	44	13	41	6	35	13	30	16	42	10	42	24	23	22	25	9	24	10	45	
3	96	44	15	2	18	18	51	35	36	20	64	5	67	19	51	34	42	16	60	37	34	30	28	26	27	50		
4	116	39	28	7	19	58	37	17	55	18	62	17	53	24	39	21	67	10	64	44	33	22	40	9	39	12	71	
5	207	79	47	11	30	78	87	51	90	48	93	21	77	52	52	48	95	26	98	76	61	51	68	31	57	35	89	
6	134	47	41	12	15	52	61	35	59	46	41	22	61	38	54	33	76	46	42	59	40	42	44	23	43	20	69	
7	95	24	30	17	8	40	30	29	41	46	16	27	26	37	22	17	47	38	28	41	32	25	36	16	37	20	46	
8	78	6	36	7	17	40	21	19	50	54	11	22	21	33	14	15	50	48	15	26	35	17	38	9	40	16	46	
9	37	7	22	3	3	13	13	15	21	12	13	14	17	14	15	13	21	10	16	7	15	15	12	11	14	13		
10 - All the right policies (10)	29	2	18	1	7	15	12	6	20	21	3	12	6	19	6	8	15	20	4	8	16	10	15	9	16	9	16	
Don't know	198	61	29	12	20	77	75	35	93	26	85	13	66	36	52	34	98	20	77	52	53	28	61	22	45	21	97	
Net: All the wrong policies	388	160	68	16	64	132	181	104	182	62	249	35	226	71	184	110	200	43	243	142	131	111	152	66	122	70	233	
Net: All the right policies	373	85	147	40	50	160	136	103	185	189	82	96	128	143	110	88	201	174	99	150	129	110	148	69	148	78	191	
Net Difference	-15	-75	80	24	-14	28	-44	-1	3	127	-167	61	-98	72	-74	-22	1	131	-144	8	-2	-1	-4	2	26	8	-42	
Mean	4.83	4.08	5.91	5.69	4.74	5.38	4.44	4.73	4.91	6.17	3.73	6.21	4.14	5.75	4.10	4.57	4.86	6.44	3.93	4.89	4.83	4.84	4.78	4.93	5.14	5.07	4.62	

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

Overlap formula used
Column Percentages (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30 (**Small Base: 100*)
Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30 (**Small Base: 100*)

19-23 November 2021

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Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Managing the economy

All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation					Social grade					Region							Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Widowed/Divorced/Separated (ae)	Single (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
0 - All the wrong policies (0)	91	60	30	12	23	56	3	9	7	16	24	32	3	13	21	53	1	29	26	23	13	27	22	21	8	3	10	73	18	52	23	17	10	81	36	66	49	42	83	7			
1	49	25	25	8	10	32	2	6	3	7	9	23	2	7	9	23	8	13	13	13	11	6	10	17	9	5	3	41	8	27	16	7	9	41	13	37	16	34	43	6			
2	76	39	36	14	23	39	12	2	13	10	13	26	12	12	14	32	6	18	23	18	18	11	11	29	14	6	5	61	15	54	17	6	15	61	12	64	42	35	68	7			
3	107	57	50	27	35	45	6	21	16	19	22	23	9	29	25	39	5	25	29	33	30	21	38	21	10	6	10	86	20	58	28	21	31	76	30	77	73	34	100	6			
4	142	64	77	44	45	53	18	26	21	24	30	23	18	42	30	43	9	37	38	38	25	36	37	24	10	10	120	22	68	55	18	47	95	35	107	80	62	117	25				
5	157	64	92	52	57	48	22	30	33	24	15	33	22	47	40	42	6	35	52	34	36	44	40	37	21	4	10	135	22	89	48	19	50	107	49	107	103	54	144	12			
6	126	71	55	56	34	36	26	30	17	16	14	22	30	34	26	34	2	35	34	32	26	20	45	24	20	8	10	103	23	74	43	8	46	80	45	82	77	49	112	13			
7	101	53	46	34	30	37	16	18	15	16	15	22	16	27	22	36	-	25	32	18	26	39	24	13	12	3	10	93	8	59	31	11	39	63	35	66	61	40	85	15			
8	69	35	34	20	21	28	9	11	12	10	2	26	12	19	11	28	*	25	20	12	12	20	16	12	13	4	5	62	7	50	12	8	26	43	24	45	39	31	65	4			
9	22	9	14	10	12	1	2	8	6	5	1	-	2	14	6	1	-	10	3	5	5	7	3	3	4	*	6	21	2	19	3	-	17	5	15	8	18	4	18	5			
10 - All the right policies (10)	27	18	9	11	6	10	5	5	3	3	3	8	5	7	4	9	2	8	11	3	5	9	5	5	5	3	1	24	3	15	5	7	9	18	9	18	14	13	24	2			
Don't know	198	72	125	41	90	67	8	33	41	48	32	35	10	61	61	62	4	49	59	35	55	47	54	50	18	6	22	154	43	99	67	31	51	146	67	131	118	80	181	15			
Net: All the wrong policies	466	245	218	105	136	225	40	64	60	77	98	126	45	103	99	189	29	122	129	105	109	91	117	126	65	30	38	382	84	259	138	68	112	354	115	350	259	207	411	52			
Net: All the right policies	346	185	158	131	113	58	73	52	51	35	78	66	101	69	107	5	103	100	69	75	95	94	57	53	17	31	303	43	217	95	34	137	209	127	219	209	137	303	39				
Net Difference	-120	-60	-60	26	-34	-112	18	8	-8	-26	-64	-48	21	-3	-31	-83	-24	-20	-29	-36	-35	4	-23	-69	-12	-13	-7	-79	-41	-42	-43	-35	25	-145	12	-132	-50	-70	-108	-12			
Mean	4.51	4.41	4.61	5.16	4.64	3.92	5.26	5.09	4.87	4.42	3.61	4.11	5.27	5.01	4.43	4.00	3.44	4.61	4.57	4.23	4.57	4.87	4.54	4.00	4.71	4.26	4.57	4.60	4.00	4.61	4.45	4.16	5.25	4.18	4.93	4.32	4.65	4.30	4.48	4.68			

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Overlap formulae card
 ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
 Minimum Base: 35 (** Small Base: 100*)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
 Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
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Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - Managing the economy
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	91	56	7	1	12	19	63	40	35	4	84	3	73	8	62	40	35	8	71	47	29	34	37	28	27	21	56	
1	49	31	7	*	3	12	32	13	26	8	37	2	39	5	36	15	27	4	39	18	19	18	14	14	9	9	30	
2	76	33	14	2	11	23	38	24	37	10	56	4	44	14	40	18	41	6	54	35	20	31	24	18	10	17	44	
3	107	54	16	10	12	39	49	37	36	13	65	7	60	19	41	40	9	59	48	27	35	40	19	24	23	43		
4	142	55	32	4	19	52	54	43	60	36	66	15	61	36	47	35	64	27	63	55	41	42	51	12	44	16	73	
5	157	40	40	10	26	62	59	28	67	34	53	24	52	44	37	23	82	21	58	52	35	34	49	19	37	25	64	
6	126	30	47	12	12	52	40	20	74	57	39	31	45	46	42	24	82	45	46	43	48	24	52	12	59	18	72	
7	101	14	39	14	23	51	29	17	53	56	14	27	28	38	20	17	54	44	30	35	42	25	47	14	46	21	57	
8	69	16	31	7	10	28	20	22	37	40	18	17	24	28	14	25	33	35	18	30	29	22	28	20	20	19	39	
9	22	5	7	3	7	16	4	11	11	20	1	11	4	10	4	10	11	18	2	8	9	8	10	8	10	8	12	
10 - All the right policies (10)	27	1	17	1	7	16	10	9	15	19	3	12	5	17	5	8	15	20	5	10	13	9	13	9	12	9	14	
Don't know	198	48	34	14	23	78	71	27	100	27	75	12	62	37	51	26	109	24	72	39	61	19	66	14	53	18	104	
Net: All the wrong policies	466	229	75	17	57	144	237	158	194	71	309	30	276	82	225	147	207	55	286	203	137	160	165	91	124	86	247	
Net: All the right policies	346	66	141	38	58	163	112	80	189	193	74	99	106	138	85	84	196	162	101	125	141	87	150	63	157	75	194	
Net Difference	-120	-163	65	20	1	19	-126	-78	-4	122	-235	69	-170	56	-141	-63	-11	107	-185	-78	4	-73	-16	-27	33	-11	-52	
Mean	4.51	3.40	5.63	5.66	5.01	5.12	3.86	4.12	4.75	6.09	3.17	6.19	3.57	5.58	3.46	4.16	4.71	6.20	3.52	4.26	4.81	4.17	4.70	4.29	5.06	4.68	4.46	

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

19-23 November 2021

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - The environment and climate change
All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)					Education		Employment status			Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	AB (S)	C1 (T)	C2 (U)	DE (V)	North (W)	Midlands (X)	South (Y)	London (Z)	Wales (aa)	Scotland (ab)	Urban (ac)	Rural (ad)	Married/Living as Married (ae)	Widowed/ Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)																						
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																							
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																							
0 - All the wrong policies (0)	74	50	23	12	23	39	3	10	11	12	22	16	3	18	17	37	-	19	25	17	13	18	14	21	8	3	9	62	12	40	22	11	15	59	18	56	47	27	64	10																							
1	29	12	17	3	9	18	-	3	4	4	3	15	*	5	5	13	5	10	11	5	2	5	6	7	6	1	4	22	7	11	12	6	5	24	14	15	12	17	24	5																							
2	51	22	29	11	15	25	4	6	12	3	9	16	5	16	7	19	4	13	18	8	12	7	14	17	4	7	2	42	8	37	13	1	12	39	13	38	31	19	44	5																							
3	85	43	41	41	18	26	16	25	10	9	7	10	17	29	13	20	6	25	21	19	21	19	19	23	17	2	6	78	8	47	35	4	22	64	22	64	46	40	73	12																							
4	128	58	69	30	40	57	12	18	17	23	20	37	13	28	29	51	5	29	38	29	30	28	31	30	23	9	5	103	25	72	34	22	33	94	23	104	71	57	121	7																							
5	199	94	104	54	62	83	21	33	29	32	38	46	21	48	48	74	8	36	60	45	58	59	58	31	22	5	23	164	35	120	53	26	61	138	52	146	116	83	181	17																							
6	122	66	55	45	43	34	13	32	20	23	10	24	18	37	33	26	7	43	39	25	14	21	42	29	15	6	10	107	15	78	37	7	41	81	52	70	79	43	103	19																							
7	114	56	57	39	32	43	26	13	12	20	19	24	27	23	23	40	2	32	28	20	35	32	30	27	16	4	5	97	17	69	30	15	38	77	30	84	64	51	104	9																							
8	79	40	36	30	21	27	10	20	14	7	6	21	11	8	10	24	3	22	24	25	7	13	16	20	11	9	10	66	13	46	24	8	35	43	33	46	54	24	66	12																							
9	31	19	12	13	10	9	4	8	7	3	4	5	7	12	4	7	1	9	7	2	12	9	5	3	9	1	4	27	4	18	11	2	14	17	17	14	22	9	25	6																							
10 - All the right policies (10)	31	15	16	14	10	8	6	5	3	7	3	5	8	7	8	7	*	8	10	7	6	10	3	8	3	3	5	29	2	17	7	7	15	16	7	24	20	11	27	3																							
Don't know	223	90	133	37	103	83	10	28	47	56	38	45	11	59	71	80	1	63	58	38	64	54	67	53	22	7	20	177	46	108	72	42	58	165	77	146	125	98	208	12																							
Net: All the wrong policies	367	185	180	97	105	166	35	62	54	51	63	103	39	96	72	140	20	96	113	80	79	78	85	99	59	22	25	307	60	207	116	44	88	279	90	277	207	160	326	39																							
Net: All the right policies	377	197	176	140	116	121	62	78	56	60	41	79	71	109	78	105	14	114	108	80	75	85	96	86	54	23	34	325	52	229	109	40	143	234	140	237	239	137	325	49																							
Net Difference	10	12	-4	44	11	-45	28	16	2	9	-21	-23	32	13	7	-35	-7	18	-5	*	-4	6	11	-12	-5	*	9	18	-8	21	-7	-5	55	-45	50	-40	32	-22	-1	11																							
Mean	4.92	4.88	4.96	5.39	4.96	4.52	5.72	5.17	4.88	5.04	4.34	4.64	5.71	5.06	4.91	4.56	4.48	4.99	4.80	4.92	5.01	5.03	4.91	4.68	4.96	5.10	5.13	4.96	4.75	4.98	4.81	4.91	5.49	4.67	5.23	4.79	5.03	4.77	4.91	4.99																							

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
Minimum Base: 35 (** Small Base: 100*)
Minimum Base: 30 (** Small Base: 100*)

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Political Pulse Nov 2021
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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - The environment and climate change
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	74	40	8	2	11	20	46	27	35	6	62	3	55	10	46	27	35	11	54	34	30	25	35	19	26	18	50	
1	29	13	6	-	3	8	16	8	15	5	22	2	23	5	18	10	16	6	21	11	14	10	9	7	9	4	16	
2	51	22	9	3	9	23	20	14	23	3	33	5	22	6	22	13	28	2	32	19	11	18	16	9	12	7	31	
3	85	30	18	4	14	28	35	20	40	19	45	7	56	20	45	19	48	16	48	27	32	22	38	16	37	14	49	
4	128	56	19	7	22	55	49	37	57	26	68	13	68	33	57	37	60	14	73	47	42	35	43	22	34	21	64	
5	199	74	49	12	32	68	98	47	86	47	83	22	83	37	54	34	83	36	81	79	54	44	69	25	59	32	90	
6	322	137	38	15	12	51	44	33	56	51	36	24	41	40	39	29	70	38	35	42	41	33	42	19	40	20	65	
7	443	23	44	11	16	44	41	26	57	49	31	32	27	44	22	25	70	37	48	49	39	33	48	12	46	23	64	
8	579	12	40	8	11	39	17	18	47	45	22	19	30	38	18	21	44	40	26	31	32	27	38	18	35	17	43	
9	711	7	11	2	8	10	15	15	14	23	5	16	9	15	10	15	11	22	5	16	9	15	10	12	10	17	11	
10 - All the right policies (10)	31	2	14	1	10	17	9	9	17	22	4	10	7	16	7	11	15	22	5	8	16	8	18	7	15	8	18	
Don't know	223	68	33	14	19	82	89	39	103	28	100	12	75	37	59	40	113	18	89	57	54	31	63	21	49	23	108	
Net: All the wrong policies	367	161	61	16	58	135	166	106	170	59	230	30	225	75	188	106	188	48	228	138	129	110	142	73	117	63	210	
Net: All the right policies	377	81	147	38	56	162	126	100	191	191	98	100	114	153	95	101	210	160	119	146	137	115	155	69	146	85	201	
Net Difference	10	-80	86	22	-2	27	-40	-6	21	132	-132	70	-93	-5	22	111	-109	8	8	5	13	-4	29	22	-9	-9		
Mean	4.92	4.13	5.82	5.65	5.11	5.19	4.51	4.82	5.02	6.24	3.90	6.25	4.16	5.82	4.09	4.86	4.96	6.24	4.14	4.90	4.96	4.92	4.99	4.87	5.14	5.38	4.78	

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

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Managing immigration
All Adults aged 18+ in Great Britain

Table with 32 columns: Total, Gender (Male, Female), Age (18-34, 35-44, 45-54, 55-64, 65+), Generation (Millennial, Gen X, Baby Boomers, Pre-War, AB, C1, C2, DE, North, Midlands, South, London, Wales, Scotland, Urban/Rural), Marital Status (Married/Living as Married, Single, Widowed/Separated, At least one child present, No children present), Education (Graduate, Non-graduate), Employment status (Working, Not working), White ethnic group, Minority ethnic group. Rows include Unweighted base, Weighted base, 0 - All the wrong policies (0), 1-10, 10 - All the right policies (10), Don't know, Net: All the wrong policies, Net: All the right policies, Net Difference, and Mean.

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Overlap formulae used
ColumnProportions (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn Minimum Base: 35 (** Small Base: 100)
ColumnMeans (5%) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,mm,nn Minimum Base: 30 (** Small Base: 100) (*)

19-23 November 2021

PUBLIC USE

Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - Managing immigration
 All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Lib (G)	Unfavourable to Lib (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Party (M)	Unfavourable to Party (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Johnson (Q)	Unfavourable to Johnson (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Sunak (U)	Unfavourable to Sunak (V)	Favourable to Sajid Javid (W)	Unfavourable to Sajid Javid (X)	Favourable to Liz Truss (Y)	Unfavourable to Liz Truss (Z)	Favourable to Priti Patel (AA)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	138 12%	82 21% CDE	8 3%	3 2%	15 9%	26 6%	94 20%	53 18%	49 9%	6 2%	119 23%	7 4%	102 21%	12 4%	90 19%	53 10%	57 12%	10 4%	103 20%	69 16%	39 11%	51 17%	51 12%	38 20%	35 9%	35 17%	76 12%	
1	64 5%	42 11% CDE	9 3%	1 *	6 4%	15 3%	42 9%	21 7%	24 4%	10 3%	44 9%	4 2%	41 8%	13 4%	35 9%	17 6%	36 6%	11 4%	45 9%	31 7%	20 5%	25 8%	23 5%	13 7%	21 6%	10 5%	40 7%	
2	96 8%	47 12% C	18 6%	4 *	10 6%	28 6%	48 10%	32 11%	39 7%	9 3%	66 13%	4 2%	52 10%	16 7%	48 10%	27 7%	40 8%	6 2%	64 12%	47 9%	26 7%	37 12%	31 7%	18 10%	24 6%	20 10%	45 7%	
3	95 8%	46 12% C	17 6%	5 7%	13 8%	33 7%	50 10%	28 10%	39 7%	12 4%	60 12%	7 4%	59 12%	20 7%	46 11%	32 7%	42 7%	19 7%	51 10%	45 11%	26 7%	31 10%	29 7%	21 11%	23 6%	25 12%	46 8%	
4	115 10%	35 9%	24 6%	4 *	16 10%	43 9%	37 8%	21 7%	63 10%	31 9%	46 10%	16 9%	51 10%	26 9%	35 9%	24 10%	62 8%	21 9%	48 9%	39 10%	37 8%	24 11%	46 6%	11 11%	40 6%	13 6%	72 X	
5	160 14%	29 8%	51 18%	14 18%	30 18%	77 17%	44 9%	33 11%	75 14%	58 18%	47 9%	22 14%	57 11%	40 13%	30 8%	22 8%	83 14%	33 13%	59 11%	37 9%	58 16%	25 8%	71 17%	16 9%	55 15%	24 12%	75 12%	
6	117 10%	32 8%	45 16%	10 13%	16 10%	55 12%	34 7%	31 11%	57 10%	50 15%	29 6%	29 7%	35 17%	46 15%	46 7%	30 11%	68 13%	34 8%	39 11%	47 9%	34 11%	43 10%	22 12%	39 10%	22 10%	55 9%		
7	74 6%	11 3%	28 10%	12 15%	13 8%	38 8%	18 4%	14 5%	42 8%	35 11%	20 4%	17 10%	22 4%	28 9%	15 4%	15 5%	43 7%	29 11%	24 5%	21 5%	33 9%	18 6%	31 7%	5 3%	38 10%	10 5%	40 7%	
8	53 5%	8 2%	22 8%	10 12%	8 5%	27 6%	16 3%	20 7%	21 7%	33 10%	6 1%	25 15%	5 1%	28 1%	6 2%	18 4%	22 11%	29 2%	9 5%	23 3%	12 5%	17 3%	15 3%	17 9%	19 5%	13 7%	23 4%	
9	30 3%	7 2%	12 4%	2 3%	8 5%	12 3%	13 3%	15 5%	13 2%	25 8%	4 1%	4 1%	9 3%	12 4%	11 3%	11 6%	22 2%	3 1%	17 8%	17 2%	10 3%	14 5%	8 2%	15 8%	9 3%	15 7%	12 2%	
10 - All the right policies (10)	22 2%	1 4% B	13 4%	1 *	5 3%	13 3%	7 1%	2 1%	15 3%	17 5%	1 *	5 3%	7 1%	13 4%	5 1%	4 2%	14 6%	16 3%	3 1%	4 3%	12 5%	5 2%	14 3%	4 2%	13 4%	4 2%	14 2%	
Don't know	202 17%	44 12%	43 15%	13 17%	24 15%	80 18%	76 16%	22 8%	112 20%	39 12%	68 12%	15 4%	57 9%	46 11%	45 15%	117 11%	32 8%	32 20%	69 12%	39 17%	65 7%	21 16%	69 5%	10 15%	56 6%	13 18%		
Net: All the wrong policies	508 44%	252 65% CDE	75 26%	17 21%	60 37%	145 32%	272 57%	155 39%	214 39%	68 21%	336 66%	37 23%	306 61%	88 29%	255 64%	152 54%	237 40%	67 26%	311 60%	231 55%	148 40%	166 55%	180 42%	100 54%	142 38%	103 50%	278 46%	
Net: All the right policies	297 25%	59 15%	121 42%	35 44%	50 30%	145 32%	87 18%	82 28%	149 27%	160 49%	59 12%	89 54%	78 16%	128 42%	66 17%	83 30%	157 26%	130 49%	78 15%	112 27%	102 27%	87 29%	110 26%	61 33%	119 32%	65 32%	144 24%	
Net Difference	-211 -18%	-192 -50%	45 16%	18 23%	-10 -6%	-185 *	-73 -39%	-65 -25%	-91 -25%	-277 -28%	-228 -54%	-228 32%	-48 -46%	-137 13%	-189 -48%	-69 -25%	-80 -13%	-233 -24%	-119 -45%	-46 -28%	-79 -12%	-70 -26%	-39 -16%	-24 -21%	-38 -6%	-134 -19%	-134 -22%	
Mean	4.09	2.85	5.38	5.48	4.63	4.83	3.21	3.78	4.39	5.87	2.67	5.86	3.10	5.28	2.96	3.83	4.24	5.75	3.00	3.70	4.34	3.75	4.19	3.94	4.56	4.08	3.97	

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

19-23 November 2021
PUBLIC USE
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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Dealing with poverty in Britain
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Generation					Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity			
		Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Gen Z (J)	Millennial s (K)	Gen X (L)	Baby Boomers (M)	Pre-War (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (AA)	Single (AB)	Widowed/Divorced/Separated (AC)	At least one child present (AD)	No children present (AE)	Graduate (AF)	Non-graduate (AG)	Working (AH)	Not working (AI)	White ethnic group (AJ)	Minority ethnic group (AK)		
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	96	984	182	683	358	125	384	782	569	597	694	472	1017	139	
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
0 - All the wrong policies (0)	85	53	31	16	30	39	6	11	14	17	23	16	6	18	24	36	1	24	28	18	15	20	17	22	4	3	8	73	12	42	27	16	21	64	24	61	54	31	81	3
1	29	15	15	4	9	16	3	2	5	4	7	8	3	5	6	14	2	11	8	7	3	3	6	7	9	3	1	23	6	10	12	7	7	23	11	19	16	13	25	4
2	71	30	41	11	16	44	2	10	12	4	16	20	2	19	8	10	3	19	18	13	22	17	17	18	8	5	6	55	16	55	10	7	17	54	12	60	31	40	65	6
3	92	36	56	23	20	50	10	13	10	9	17	33	11	20	12	43	6	18	27	30	26	13	20	23	17	5	13	82	10	54	21	17	26	66	19	73	42	50	80	12
4	121	67	53	32	43	46	9	23	20	23	19	27	10	37	29	41	4	30	36	22	33	24	35	28	19	2	12	105	15	57	46	17	34	86	30	91	80	40	107	13
5	170	81	89	54	55	61	21	33	28	27	21	40	27	43	40	48	11	41	46	44	40	44	49	34	15	13	16	143	27	101	54	15	48	122	46	124	104	67	161	9
6	128	59	69	40	41	47	19	21	18	23	19	29	21	29	32	40	7	34	41	27	26	30	36	26	22	4	11	105	24	82	31	16	41	87	49	79	77	51	106	20
7	120	65	53	47	32	41	20	27	15	17	15	27	20	35	25	37	3	35	43	21	21	32	36	22	17	8	4	105	15	67	43	9	45	75	43	77	69	51	102	17
8	83	45	37	42	24	16	20	23	14	10	4	12	22	31	14	16	-	27	26	14	17	21	19	25	14	2	2	76	8	47	29	7	37	47	32	52	59	25	71	12
9	43	24	20	15	20	8	7	8	7	12	2	7	7	14	14	8	-	11	6	17	9	9	11	4	11	1	7	38	5	31	11	2	23	21	16	27	29	14	36	7
10 - All the right policies (10)	26	11	15	8	6	12	5	3	3	3	5	7	5	4	11	3	8	9	1	8	9	2	5	4	3	2	23	3	13	6	7	7	19	8	17	10	16	24	1	
Don't know	197	82	115	37	89	71	9	28	40	49	33	39	11	55	63	65	3	51	54	38	54	45	55	54	16	8	19	145	52	106	59	32	45	152	69	128	118	79	181	13
Net: All the wrong policies	398	200	195	86	118	194	29	58	61	57	82	112	30	99	78	174	17	102	116	80	100	87	96	99	57	19	41	339	59	217	117	64	105	293	95	303	223	175	359	39
Net: All the right policies	401	203	193	152	123	126	70	82	58	66	45	81	74	114	88	113	11	115	123	80	82	100	106	82	69	18	26	346	55	240	120	40	152	248	149	251	243	157	340	58
Net Difference	3	3	-2	65	6	-68	41	24	-3	8	-37	-31	44	15	11	-61	-6	13	7	*	-18	13	10	-16	12	-1	-14	7	-5	23	3	-24	47	-45	55	-52	21	-18	-19	19
Mean	4.86	4.83	4.87	5.51	4.90	4.32	5.80	5.31	4.80	5.00	3.99	4.52	5.79	5.11	4.91	4.32	4.39	4.93	4.85	4.83	4.80	4.89	4.95	4.62	5.23	4.74	4.53	4.90	4.62	4.95	4.91	4.28	5.32	4.64	5.26	4.68	4.94	4.74	4.79	5.36

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Minimum Base: 35 (** Small Base: 100*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK
Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - Dealing with poverty in Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Johnson (P)	Unfavourable to Johnson (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Sajid Javid (V)	Unfavourable to Sajid Javid (W)	Favourable to Liz Truss (X)	Unfavourable to Liz Truss (Y)	Favourable to Priti Patel (Z)	Unfavourable to Priti Patel (A)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	(46)	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	85	39	7	2	14	19	46	26	43	11	67	1	63	13	53	29	41	7	64	31	34	25	41	17	32	14	59	
1	29	13	8	-	4	12	14	8	14	6	22	1	26	3	18	11	16	5	18	10	13	8	12	4	7	6	15	
2	71	34	7	4	9	19	42	19	30	6	50	3	36	11	40	16	39	8	46	27	22	22	26	10	27	10	47	
3	92	42	18	5	13	25	56	24	46	25	43	10	49	19	38	25	48	19	50	36	27	34	29	22	22	22	51	
4	121	49	24	5	19	55	40	29	54	21	74	14	63	28	37	33	54	20	63	53	35	31	46	25	33	23	58	
5	170	64	39	11	22	53	75	49	72	32	85	18	69	31	51	42	76	17	87	52	55	48	55	25	51	29	73	
6	128	43	40	11	17	61	52	34	54	38	37	26	43	42	42	30	67	29	43	67	29	37	35	21	33	26	53	
7	120	34	46	10	19	52	34	27	60	51	33	27	39	42	34	25	70	47	35	47	35	30	49	16	41	17	65	
8	83	11	34	15	13	40	24	26	45	61	10	28	21	44	22	20	43	18	33	35	24	39	16	41	22	44		
9	49	4	21	4	8	23	8	14	23	27	8	15	16	17	4	12	23	22	10	11	22	11	21	11	21	10	25	
10 - All the right policies (10)	26	1	16	-	7	15	8	3	19	20	3	9	5	16	5	6	15	19	5	6	15	6	15	6	15	7	14	
Don't know	197	61	30	12	20	72	78	34	91	27	79	11	67	34	53	31	103	21	76	46	52	23	61	14	51	17	104	
Net: All the wrong policies	398	177	64	16	58	130	198	106	186	68	256	30	237	75	187	114	197	59	242	156	131	120	155	78	119	75	230	
Net: All the right policies	401	82	158	40	63	192	127	104	200	197	91	105	124	162	107	93	217	165	112	164	136	108	159	70	151	83	201	
Net Difference	3	-95	94	23	5	62	-71	-2	14	129	-165	74	-113	87	-80	-21	20	106	-130	8	4	-12	4	-8	31	7	-29	
Mean	4.86	3.95	5.97	5.79	5.03	5.41	4.26	4.77	4.98	6.22	3.72	6.38	4.03	5.86	3.96	4.58	4.84	6.19	3.96	4.83	4.97	4.72	4.92	4.86	5.10	5.06	4.66	

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Overlap formula used
Column Percentages (B%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA Minimum Base: 30 (**), Small Base: 100 (**)
Column Means (B%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA Minimum Base: 30 (**), Small Base: 100 (**)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Reducing inequalities between different regions, also known as "levelling up"
All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation					Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity		
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	Gen Z (I)	Millennial s (J)	Gen X (K)	Baby Boomers (L)	Pre-War (M)	AB (N)	C1 (O)	C2 (P)	DE (Q)	North (R)	Midlands (S)	South (T)	London (U)	Wales (V)	Scotland (W)	Urban (X)	Rural (Y)	Married/Living as Married (Z)	Single (AA)	Widowed/ Separated (AB)	At least one child present (AC)	No children present (AD)	Graduate (AE)	Non-graduate (AF)	Working (AG)	Not working (AH)	White ethnic group (AI)	Minority ethnic group (AJ)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	384	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139		
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
0 - All the wrong policies (0)	73	43	28	15	23	35	5	10	7	16	19	16	5	12	22	32	1	29	22	9	13	22	15	22	4	3	8	62	11	40	24	9	12	61	21	52	39	34	69	4
1	32	25	7	4	11	18	1	2	8	2	5	13	2	9	4	14	4	11	12	5	5	5	4	14	5	2	3	27	5	19	9	4	7	25	10	22	18	14	29	3
2	47	21	25	10	9	28	6	4	5	4	10	18	6	7	7	20	6	13	17	7	10	10	9	17	5	2	3	36	10	28	10	8	8	39	16	30	24	22	45	1
3	91	42	49	19	29	43	7	12	17	12	16	27	7	28	13	40	3	20	17	34	30	29	20	19	14	7	3	77	14	55	28	8	26	66	14	77	45	46	83	8
4	108	46	62	42	30	36	16	26	14	16	20	16	17	34	21	34	1	23	28	19	38	21	26	31	15	1	14	89	19	54	46	7	39	69	26	82	67	41	96	12
5	189	94	94	55	53	81	21	33	27	26	30	52	21	46	42	64	15	42	57	54	36	44	63	31	16	13	24	148	41	116	51	22	56	133	50	139	110	79	176	12
6	133	73	61	41	45	47	11	30	19	26	19	28	17	35	36	43	3	27	45	32	29	24	43	25	27	6	9	119	14	81	35	17	33	100	52	82	82	51	116	18
7	104	51	52	34	33	38	17	16	16	16	12	26	20	23	23	34	4	31	38	20	16	34	25	22	10	8	4	95	9	60	34	10	40	64	35	70	60	44	91	12
8	78	34	43	32	24	22	14	17	14	10	10	12	14	28	13	22	-	26	22	14	16	18	16	17	18	2	5	67	11	48	19	10	37	40	31	47	54	24	67	10
9	40	27	13	15	20	5	9	6	9	11	1	5	10	13	13	5	-	14	11	4	11	7	12	9	8	1	3	34	6	27	10	3	21	19	17	24	30	10	29	10
10 - All the right policies (10)	45	26	19	19	14	12	10	9	5	9	5	8	10	13	10	12	*	16	11	4	14	17	7	7	4	3	8	40	5	26	10	8	16	29	14	31	29	16	38	7
Don't know	225	85	139	43	96	87	9	33	44	51	34	53	12	63	66	79	5	56	61	51	57	45	66	56	28	9	20	178	47	109	72	44	54	172	75	151	129	96	200	20
Net: All the wrong policies	351	177	172	90	101	160	36	54	51	50	69	91	37	90	67	140	16	96	96	64	95	87	73	103	44	16	29	292	59	197	118	37	92	259	87	264	193	158	322	28
Net: All the right policies	401	211	188	140	136	125	61	79	64	72	47	78	71	112	94	116	7	115	127	73	86	100	103	81	69	19	28	355	45	243	108	50	148	253	147	253	255	145	342	58
Net Difference	49	34	15	50	34	-35	25	25	13	22	-22	-13	34	22	27	-24	-9	19	31	9	-9	14	30	-22	25	4	-1	63	-14	46	-9	13	55	-6	60	-11	62	-13	19	30
Mean	5.04	5.01	5.07	5.56	5.20	4.51	5.80	5.38	5.19	5.22	4.35	4.61	5.82	5.30	5.14	4.58	4.06	5.06	5.06	4.96	5.06	5.10	5.19	4.57	5.45	4.97	5.07	5.09	4.75	5.11	4.86	5.14	5.62	4.77	5.36	4.90	5.24	4.75	4.94	5.91

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Overlap formulae card
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ Minimum Base: 35 (** Small Base: 100*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ Minimum Base: 30 (** Small Base: 100*)

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PUBLIC USE
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	73	36	9	1	12	21	44	25	36	6	60	2	55	8	48	25	36	5	59	32	29	23	36	15	24	15	50	
1	32	16	6	*	5	10	18	8	16	6	23	3	21	7	16	7	20	2	25	14	13	12	15	6	13	7	21	
2	47	25	6	3	3	17	21	11	21	6	33	3	26	9	22	15	20	6	29	24	11	18	15	10	9	8	22	
3	91	45	20	3	9	33	42	27	46	18	51	12	49	23	40	27	52	23	49	34	33	35	35	17	20	17	60	
4	108	37	23	5	19	33	43	29	41	20	65	10	56	20	44	31	47	15	60	38	30	24	36	20	20	18	44	
5	189	70	43	10	32	63	87	46	83	44	88	16	86	33	68	38	92	20	94	62	65	28	68	24	59	24	93	
6	133	45	34	12	14	52	57	33	55	36	49	29	45	37	42	34	65	28	53	57	31	48	43	18	39	24	60	
7	104	20	44	15	12	56	32	19	64	57	17	22	30	42	21	15	62	48	25	38	37	21	47	12	40	21	57	
8	78	18	30	10	10	38	23	27	35	47	12	20	23	42	15	27	36	40	15	35	27	27	28	21	36	22	39	
9	40	6	18	4	6	18	11	13	18	23	9	13	10	17	11	13	21	25	10	19	12	10	17	10	18	14	19	
10 - All the right policies (10)	45	1	23	2	16	25	10	9	30	32	6	12	16	19	14	8	20	27	9	11	25	11	26	9	26	8	30	
Don't know	225	66	34	15	26	79	91	45	107	31	98	15	79	44	56	41	111	24	90	57	61	35	64	24	49	26	112	
Net: All the wrong policies	351	159	64	12	49	115	167	99	159	56	232	29	207	68	170	105	176	50	221	142	116	111	137	67	105	66	198	
Net: All the right policies	401	89	149	42	58	190	133	101	202	195	93	105	125	157	103	97	214	168	112	160	132	116	161	71	159	89	206	
Net Difference	49	-70	84	30	9	75	-34	2	43	139	-139	76	-83	89	-68	-8	38	118	-109	18	16	4	24	4	55	23	8	
Mean	5.04	4.13	5.95	6.09	5.34	5.49	4.50	4.91	5.16	6.41	3.85	6.40	4.29	5.96	4.26	4.81	5.11	6.55	4.05	4.94	5.11	4.82	5.08	5.06	5.44	5.37	4.91	

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z, Minimum Base: 30 (** Small Base: 100*)
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	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	AB (S)	C1 (T)	C2 (U)	DE (V)	North (W)	Midlands (X)	South (Y)	London (Z)	Wales (aa)	Scotland (ab)	Urban (ac)	Rural (ad)	Married/Living as Married (ae)	Widowed/Divorced/Separated (af)	Single (ag)	At least one child present (ah)	No children present (ai)	Graduate (aj)	Non-graduate (ak)	Working (al)	Not working (am)	White ethnic group (an)	Minority ethnic group (ao)																	
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	104	281	303	271	160	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																	
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																			
0 - All the wrong policies (0)	100	61	39	16	24	59	4	12	8	16	29	30	5	17	22	54	3	31	28	27	14	23	26	29	12	5	5	83	17	53	26	20	16	84	36	74	59	41	88	11																			
1	42	34	9	4	18	20	1	2	10	8	6	15	2	11	9	16	4	9	13	13	7	7	8	16	7	*	4	35	7	25	13	5	10	32	10	32	21	21	40	2																			
2	64	30	33	10	21	33	4	6	8	13	11	22	4	11	17	28	4	18	15	15	16	13	16	18	8	3	6	51	13	45	15	4	13	51	20	44	32	32	54	8																			
3	112	52	59	28	34	50	17	11	17	17	22	28	18	23	21	44	6	21	34	21	35	20	29	26	19	10	9	90	22	69	26	17	31	81	25	87	64	48	102	10																			
4	109	54	54	44	32	32	15	30	15	17	14	18	15	40	32	28	3	34	29	16	30	22	35	22	18	5	8	94	15	53	44	11	26	83	28	80	67	42	102	7																			
5	179	81	95	55	53	71	21	34	21	22	23	48	25	46	38	58	13	45	53	41	39	51	51	36	20	8	14	153	26	100	48	21	58	121	50	129	102	77	159	17																			
6	98	41	57	33	32	34	17	16	15	16	12	22	18	24	32	31	3	23	28	25	23	23	28	21	15	4	7	89	10	62	27	10	35	63	35	63	54	45	86	12																			
7	95	48	46	36	29	30	15	21	11	18	10	20	15	26	25	28	-	19	28	31	18	26	26	16	13	5	9	82	13	48	41	6	40	55	28	67	66	29	76	19																			
8	73	36	37	34	20	20	14	20	13	7	6	13	18	23	13	16	3	24	23	11	15	23	17	16	11	4	4	61	12	48	21	5	30	43	28	45	52	21	65	9																			
9	39	22	16	17	14	8	4	13	9	5	3	5	4	21	6	6	1	14	13	3	9	8	9	7	10	1	4	36	3	25	10	3	23	16	19	20	28	11	31	7																			
10 - All the right policies (10)	30	18	13	12	10	8	8	4	5	5	3	5	8	9	5	8	*	7	10	7	7	7	3	6	5	3	6	28	3	19	5	6	16	14	10	20	20	11	28	3																			
Don't know	224	89	135	40	98	87	9	31	44	53	41	46	11	61	68	81	3	64	65	34	62	54	58	58	19	10	26	172	52	118	73	34	52	172	78	146	123	101	230	12																			
Net: All the wrong policies	427	231	193	102	130	195	41	62	58	72	82	113	43	102	92	170	20	113	120	91	103	84	114	110	64	24	32	353	74	245	124	58	95	332	109	318	243	184	385	39																			
Net: All the right policies	336	166	169	131	105	99	58	73	53	52	34	66	63	103	72	90	8	86	102	77	71	88	83	66	53	16	29	295	41	202	104	30	144	192	121	215	220	116	286	50																			
Net Difference	-91	-64	-24	29	-24	-95	17	11	-4	-20	-48	-47	20	1	-20	-80	-12	-26	-18	-15	-32	4	-30	-44	-11	-8	-2	-58	-33	-43	-20	-28	49	-140	12	-103	-23	-68	-100	11																			
Mean	4.60	4.45	4.76	5.37	4.65	3.95	5.50	5.28	4.89	4.42	3.68	4.11	5.49	5.10	4.51	3.96	4.13	4.60	4.70	4.42	4.64	4.88	4.52	4.17	4.74	4.57	4.97	4.67	4.21	4.65	4.69	4.15	5.44	4.21	4.98	4.44	4.80	4.30	4.55	5.01																			

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		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	100	59	13	3	13	26	62	40	41	10	86	3	81	10	66	40	42	12	74	50	34	38	38	26	30	24	62	
1	9%	15%	4%	4%	8%	6%	12%	14%	7%	3%	17%	2%	16%	3%	17%	14%	7%	5%	14%	12%	9%	13%	14%	8%	12%	10%	9%	
2	42	38	4	3	2	15	22	12	17	3	35	3	26	5	26	14	21	2	30	30	13	15	15	12	10	9	23	
3	64	35	12	2	9	23	38	30	23	12	46	5	41	13	37	26	25	5	50	34	17	24	22	17	15	17	36	
4	112	47	19	3	17	35	48	23	53	17	58	11	54	26	38	23	62	21	56	43	34	35	41	13	38	21	56	
5	109	45	17	5	14	41	37	28	49	19	64	12	59	26	44	30	56	13	57	47	31	28	36	13	31	14	59	
6	179	47	61	13	21	70	70	40	85	56	58	20	68	43	44	37	88	37	69	61	54	43	68	25	55	28	90	
7	98	26	31	12	14	44	37	24	45	35	25	20	35	32	33	20	54	21	27	32	29	24	35	11	30	16	48	
8	73	12	30	13	12	36	21	18	37	38	18	26	18	32	20	19	39	30	18	30	29	26	31	16	35	20	35	
9	39	10	17	6	4	17	13	19	14	28	5	20	6	22	10	18	13	29	5	17	12	15	8	16	14	14	15	
10 - All the right policies (10)	30	-	15	-	13	19	8	5	21	24	2	9	7	16	6	7	19	24	4	8	18	9	19	7	18	8	19	
Don't know	224	60	36	16	26	80	95	31	114	32	90	16	68	42	60	30	123	27	88	46	65	24	72	18	56	15	120	
Net: All the wrong policies	427	215	65	16	56	139	207	134	182	61	289	34	260	81	212	134	206	54	267	194	128	140	152	82	123	85	236	
Net: All the right policies	336	62	128	35	61	156	107	88	169	175	74	94	101	136	82	81	176	144	92	119	127	93	138	62	137	76	163	
Net Difference	-91	-152	63	19	5	17	-101	-45	-13	114	-215	60	-159	55	-129	-53	-30	91	-176	-75	*	-47	-15	-20	14	-9	-73	
Mean	4.60	3.39	5.65	5.61	5.10	5.07	3.96	4.28	4.83	6.13	3.26	6.23	3.65	5.67	3.61	4.22	4.72	6.22	3.57	4.28	4.89	4.37	4.75	4.48	5.07	4.71	4.43	

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z, Minimum Base: 30 (**); Small Base: 100 (*)
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19-23 November 2021

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Political Pulse Nov 2021

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Representing Britain's interests abroad
All Adults aged 18+ in Great Britain

	Total	Gender			Age							Generation					Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		Ethnicity		
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118
0 - All the wrong policies (0)	85	55	29	13	24	47	4	10	9	15	27	19	4	16	21	45	-	24	28	14	18	20	16	24	8	5	11	68	17	42	27	16	15	70	36	59	53	32	75	10
1	49	24	24	7	11	31	3	4	8	3	4	26	4	10	4	21	10	14	13	11	10	9	11	15	5	3	5	37	12	33	9	6	9	40	16	33	15	34	41	7
2	57	30	38	9	19	29	8	1	5	14	13	17	8	4	17	24	4	9	23	14	11	15	18	10	8	1	5	45	12	36	15	6	11	47	11	46	34	23	55	2
3	95	53	40	27	22	46	11	15	8	14	23	23	13	20	16	41	5	22	23	19	31	8	25	27	15	12	7	77	18	49	34	12	20	75	21	74	48	47	85	9
4	105	50	56	35	33	37	11	24	18	15	18	19	11	36	22	28	8	33	32	9	32	28	31	22	18	2	5	92	14	56	38	12	33	72	31	75	62	43	96	9
5	172	80	91	46	54	71	18	28	21	23	21	50	19	41	66	4	44	47	42	37	44	41	34	26	9	17	152	20	106	47	19	50	122	53	119	98	74	149	22	
6	112	54	57	17	34	31	22	25	19	15	16	15	27	30	25	5	31	35	32	14	22	34	20	18	7	11	92	20	62	36	14	42	71	36	76	79	33	98	13	
7	113	64	47	45	37	31	20	25	15	22	10	21	23	32	27	30	1	28	25	29	31	32	30	26	11	6	8	98	15	67	40	6	44	69	35	78	78	34	101	12
8	73	34	38	28	19	26	11	17	10	9	4	22	11	27	10	26	-	29	28	6	11	25	18	11	13	2	4	69	4	47	14	11	29	44	29	44	41	32	63	9
9	39	18	21	18	21	-	7	11	12	9	-	7	22	10	-	9	11	8	12	8	5	10	9	9	9	9	7	35	4	26	11	2	28	11	18	20	32	7	28	11
10 - All the right policies (10)	30	19	11	12	6	12	7	5	2	4	4	8	7	6	5	10	2	6	11	6	7	9	7	7	3	3	1	25	5	20	5	5	12	18	7	23	17	13	29	1
Don't know	237	95	140	42	104	91	7	35	50	54	38	53	9	68	72	83	5	60	64	52	60	55	71	62	22	7	20	184	53	121	74	42	59	178	76	161	131	106	220	13
Net: All the wrong policies	391	202	187	90	110	190	37	54	48	62	86	104	39	86	79	159	27	102	119	67	103	80	100	99	54	23	34	318	72	216	123	52	88	303	105	286	213	178	352	37
Net: All the right policies	367	189	175	150	117	100	67	83	58	60	34	66	74	117	77	91	8	102	109	81	74	97	93	74	54	18	31	319	47	222	106	39	154	213	125	242	246	121	319	45
Net Difference	-24	-12	-12	60	7	-90	30	30	10	-3	-53	-38	35	31	-2	-69	-19	1	-10	14	-29	17	-7	-25	*	-6	-3	1	-25	6	-17	-13	67	-90	21	-44	34	-58	-33	8
Mean	4.76	4.71	4.81	5.51	4.92	4.04	5.58	5.46	5.07	4.79	3.65	4.30	5.55	5.35	4.76	4.12	3.64	4.84	4.73	4.82	4.66	5.07	4.77	4.48	4.97	4.41	4.49	4.87	4.17	4.88	4.66	4.43	5.59	4.38	5.01	4.65	4.97	4.45	4.73	4.99

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
Minimum Base: 35 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	85	49	7	1	17	18	62	35	33	6	73	3	63	11	57	37	36	12	62	38	32	35	37	28	24	26	47	
1	7%	13%	2%	1%	11%	4%	12%	12%	6%	2%	14%	2%	13%	4%	14%	12%	6%	4%	12%	9%	8%	12%	8%	15%	6%	13%	8%	
2	4%	7%	2%	1%	4%	3%	6%	4%	4%	2%	7%	1%	7%	2%	8%	5%	5%	1%	7%	4%	5%	5%	4%	9%	2%	3%	5%	
3	57	26	5	3	7	18	22	26	21	7	41	4	32	9	25	18	20	4	38	33	10	24	17	11	10	17	26	
4	8%	13%	5%	4%	8%	8%	11%	11%	6%	4%	13%	2%	11%	6%	10%	12%	8%	4%	12%	9%	9%	11%	7%	8%	8%	10%	8%	
5	105	41	26	5	14	34	43	23	48	18	57	9	54	32	40	20	53	18	55	45	22	25	37	14	35	10	66	
6	172	49	50	13	27	78	65	32	83	49	60	24	72	35	40	31	89	30	60	48	57	36	69	21	55	32	77	
7	112	32	35	12	20	48	32	21	61	51	23	24	31	37	27	23	64	34	25	48	31	28	36	14	31	14	58	
8	10%	6%	10%	16%	11%	9%	10%	7%	9%	10%	7%	9%	10%	8%	14%	10%	8%	10%	14%	10%	9%	13%	8%	14%	6%	10%	10%	
9	73	14	29	13	9	21	24	24	37	44	11	25	23	35	13	18	37	42	21	33	26	18	33	15	35	21	39	
10 - All the right policies (10)	39	11	16	1	10	23	11	16	16	28	2	12	8	14	10	13	19	26	4	13	17	15	15	11	16	13	19	
Don't know	237	75	40	18	20	92	93	37	119	32	101	17	81	46	67	40	123	27	93	59	69	35	71	18	58	20	125	
Net: All the wrong policies	391	193	60	12	58	117	209	126	167	52	272	22	237	75	194	121	188	47	256	172	114	132	137	84	110	79	219	
Net: All the right policies	367	67	141	36	59	159	111	96	182	192	77	101	107	146	96	88	194	158	108	141	134	96	153	64	148	73	189	
Net Difference	-24	-126	81	24	**	41	-98	-30	15	140	-195	80	-130	71	-99	-33	6	111	-148	-31	20	-36	16	-20	38	-7	-31	
Mean	4.76	3.65	5.87	5.88	4.77	5.24	4.02	4.49	4.89	6.26	3.39	6.44	3.88	5.76	3.82	4.41	4.85	6.32	3.78	4.55	4.96	4.41	4.92	4.36	5.27	4.77	4.67	

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

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All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation					Social grade					Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	384	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139		
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118				
0 - All the wrong policies (0)	69	49	19	10	19	39	2	8	8	12	21	18	2	18	17	37	-	21	20	14	13	20	15	15	7	4	7	58	11	38	24	13	10	59	17	52	41	28	61	8				
1	25	11	13	3	9	14	3	-	6	2	4	10	3	6	3	10	2	9	6	3	8	3	5	7	2	5	2	17	8	16	6	3	6	19	7	17	10	15	22	3				
2	57	22	35	8	20	29	2	6	8	12	11	18	2	10	18	22	6	18	18	12	9	22	12	15	2	2	4	44	14	46	5	6	13	44	13	45	31	27	50	7				
3	90	48	42	33	18	38	15	18	7	11	17	22	15	24	13	28	10	20	28	13	29	12	20	26	20	4	8	74	16	40	35	15	39	61	24	65	47	42	82	8				
4	103	50	52	27	37	39	9	18	20	17	19	19	11	34	21	34	3	28	25	14	36	23	32	19	13	5	10	89	14	57	36	10	23	80	29	74	58	45	90	11				
5	171	83	88	55	58	58	17	38	34	25	20	38	21	51	41	50	8	39	53	42	36	40	44	44	19	9	15	153	18	96	49	26	56	115	45	126	108	64	158	12				
6	136	62	74	48	38	48	27	22	17	22	16	33	28	30	30	43	5	33	50	25	28	29	45	28	23	2	8	111	24	86	35	15	50	86	46	89	80	56	117	19				
7	125	74	51	39	39	47	21	18	15	24	20	27	22	26	32	42	4	31	35	33	26	31	29	29	16	9	12	111	14	80	38	7	41	84	34	91	82	43	110	16				
8	83	37	42	31	24	29	11	20	12	12	11	18	11	29	14	28	1	33	25	16	10	20	21	14	17	7	5	74	9	50	25	9	29	54	35	48	51	33	70	13				
9	39	17	22	17	12	9	8	9	6	7	-	9	11	12	7	9	-	10	8	10	11	10	10	3	9	*	5	35	3	23	12	4	18	21	17	22	24	14	30	8				
10 - All the right policies (10)	34	22	13	12	11	11	7	6	4	7	4	7	7	9	7	11	*	10	10	8	6	10	8	6	7	3	1	29	6	22	7	5	17	18	10	24	18	16	32	2				
Don't know	233	93	141	44	100	90	8	36	50	50	38	52	11	67	67	85	4	57	62	53	62	56	64	62	21	7	24	178	55	116	79	39	59	175	80	153	137	97	219	11				
Net: All the wrong policies	343	180	162	82	103	158	31	51	49	54	71	87	32	87	72	132	21	96	97	55	96	80	84	83	44	21	32	281	62	192	105	46	81	263	90	253	187	156	304	37				
Net: All the right policies	418	211	202	148	124	146	73	75	54	71	50	96	78	106	90	133	11	117	128	92	81	100	114	80	72	21	31	361	57	261	116	40	155	263	143	275	256	161	359	58				
Net Difference	74	32	40	66	21	-13	42	24	5	16	-22	9	45	19	18	2	-10	22	31	36	-15	20	30	-3	28	*	-1	80	-6	70	11	-6	74	*	53	22	69	5	54	21				
Mean	5.07	4.99	5.14	5.58	5.09	4.65	5.83	5.41	5.05	5.14	4.30	4.87	5.85	5.25	5.02	4.75	4.23	5.09	5.07	5.32	4.83	5.08	5.20	4.74	5.54	4.84	4.88	5.15	4.64	5.18	5.01	4.70	5.62	4.82	5.40	4.93	5.18	4.92	5.04	5.28				

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Overlap formulae card
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Minimum Base: 35 (** Small Base: 100*)
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	359	385	342	209	624
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	69	38	8	1	11	16	47	27	35	5	62	1	55	9	44	27	36	8	54	31	31	27	36	19	25	20	45	
1	25	11	1	1	5	3	17	10	9	2	16	2	16	6	15	10	8	2	17	9	6	7	6	7	4	7	10	
2	57	30	9	1	6	16	31	10	29	7	40	1	33	8	28	18	30	7	38	17	22	16	23	10	16	10	29	
3	90	45	14	5	10	31	41	25	42	18	59	4	62	14	46	20	44	10	60	39	30	33	30	16	31	18	53	
4	103	45	17	7	18	41	40	22	47	13	63	11	52	22	43	23	45	11	61	39	23	21	35	11	28	13	54	
5	171	55	46	9	23	63	67	41	69	35	74	21	70	25	49	38	83	30	72	64	47	43	62	28	46	23	79	
6	136	33	42	20	17	56	51	33	67	56	41	32	38	43	33	24	72	36	42	50	40	31	50	16	39	26	69	
7	125	31	37	11	19	54	40	33	55	56	32	30	35	48	25	24	70	37	42	48	49	36	51	18	51	18	61	
8	83	23	34	9	11	39	26	25	37	44	11	23	25	35	25	25	44	42	22	38	26	29	32	20	36	22	44	
9	39	1	24	1	11	24	11	8	28	31	4	13	12	17	8	10	27	32	3	10	18	10	20	8	25	9	26	
10 - All the right policies (10)	34	1	17	3	7	15	11	10	20	26	3	14	6	22	5	12	17	23	6	11	16	11	15	9	16	13	17	
Don't know	233	71	40	13	27	87	97	47	112	32	106	11	93	42	75	40	117	25	99	64	66	36	71	25	56	25	123	
Net: All the wrong policies	343	169	50	14	50	107	175	96	161	45	240	19	218	59	177	108	163	38	230	135	112	104	130	62	104	69	192	
Net: All the right policies	418	89	154	44	64	189	139	109	208	213	91	113	116	166	96	95	231	170	116	157	149	117	167	72	167	87	216	
Net Difference	74	-80	104	30	14	82	-36	13	46	168	-149	94	-103	107	-81	-12	68	132	-114	22	36	12	37	10	63	18	24	
Mean	5.07	4.08	6.12	5.93	5.23	5.60	4.45	4.89	5.17	6.53	3.75	6.65	4.12	6.08	4.12	4.74	5.22	6.60	4.06	4.99	5.13	4.94	5.10	4.89	5.48	5.08	4.99	

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Overlap formulas used
Column Percentages (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30 (**), Small Base: 100 (**)
Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,0 Minimum Base: 30 (**), Small Base: 100 (**)

19-23 November 2021

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Political Pulse Nov 2021

Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/the Labour party has the right or wrong policies in the following areas at the moment...? - the Labour party - Defence and national security

All Adults aged 18+ in Great Britain

	Total		Gender			Age						Generation						Social grade						Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Millennial s (N)	Gen X (O)	Baby Boomers (P)	Pre-War (Q)	AB (R)	C1 (S)	C2 (T)	DE (U)	North (V)	Midlands (W)	South (X)	London (Y)	Wales (Z)	Scotland (aa)	Urban (ab)	Rural (ac)	Married/Living as Married (ad)	Single (ae)	Widowed/Divorced/Separated (af)	At least one child present (ag)	No children present (ah)	Graduate (ai)	Non-graduate (aj)	Working (ak)	Not working (al)	White ethnic group (am)	Minority ethnic group (an)			
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	38	502	355	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139			
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118			
0 - All the wrong policies (0)	84 7%	54 10%	29 5%	13 4%	25 7%	46 10%	3 0%	9 4%	8 2%	17 4%	23 6%	23 6%	4 3%	14 4%	23 8%	42 11%	2 0%	28 8%	23 7%	18 5%	16 5%	16 5%	16 5%	20 6%	9 3%	4 1%	10 3%	66 18%	18 5%	49 14%	22 6%	13 4%	13 4%	71 19%	25 7%	59 17%	50 14%	35 9%	76 20%	8 2%			
1	38 3%	24 4%	14 2%	7 2%	11 3%	20 4%	4 1%	3 1%	6 2%	4 1%	7 2%	14 4%	4 1%	7 2%	7 2%	16 4%	3 1%	14 4%	12 3%	2 1%	9 3%	8 2%	8 2%	13 4%	5 1%	2 1%	1 0%	30 8%	7 2%	18 5%	14 4%	5 1%	9 2%	29 8%	13 4%	25 7%	16 4%	21 5%	33 9%	4 1%			
2	55 5%	38 7%	16 3%	6 2%	12 3%	35 9%	5 1%	3 1%	8 2%	4 1%	11 3%	24 6%	5 1%	9 2%	8 2%	27 7%	7 2%	13 4%	17 5%	12 3%	12 3%	15 4%	13 4%	13 4%	6 2%	5 1%	3 1%	42 11%	13 4%	39 10%	11 3%	5 1%	14 4%	41 11%	15 4%	40 11%	16 4%	30 8%	49 13%	6 2%			
3	104 9%	52 9%	52 9%	26 8%	28 7%	50 11%	13 3%	13 4%	8 2%	10 3%	12 3%	11 3%	9 2%	6 2%	8 2%	25 7%	24 6%	25 7%	24 6%	26 7%	29 8%	12 3%	26 7%	30 8%	22 6%	8 2%	7 2%	89 24%	15 4%	58 16%	34 9%	11 3%	21 6%	83 22%	22 6%	82 22%	59 16%	45 12%	91 24%	13 3%			
4	119 10%	56 10%	62 11%	36 11%	35 11%	48 12%	12 3%	23 6%	17 5%	18 5%	18 5%	30 8%	12 3%	37 10%	39 11%	9 2%	30 8%	31 9%	25 7%	33 9%	30 8%	27 7%	19 5%	22 6%	6 2%	14 4%	105 29%	13 4%	60 16%	32 9%	26 7%	33 9%	85 23%	36 10%	83 23%	59 16%	60 16%	105 28%	13 3%				
5	161 14%	86 15%	74 13%	58 18%	53 14%	50 11%	19 5%	39 10%	31 8%	22 6%	19 5%	30 8%	25 7%	50 14%	37 10%	43 11%	6 2%	34 9%	50 14%	41 11%	36 10%	34 9%	51 14%	41 11%	18 5%	5 1%	11 3%	130 35%	21 6%	99 27%	51 14%	11 3%	54 15%	107 29%	48 13%	113 31%	114 31%	47 12%	146 39%	14 4%			
6	133 11%	63 11%	68 11%	43 13%	39 10%	50 11%	22 6%	21 6%	20 6%	19 5%	19 5%	31 8%	22 6%	35 10%	25 7%	46 13%	4 1%	37 10%	52 15%	25 7%	19 5%	28 8%	46 13%	22 6%	20 6%	6 2%	11 3%	111 30%	21 6%	81 23%	35 10%	17 5%	43 12%	90 24%	40 11%	93 25%	74 20%	58 15%	116 31%	15 4%			
7	111 10%	59 10%	52 9%	36 11%	41 11%	34 8%	22 6%	18 5%	22 6%	10 3%	25 7%	18 5%	29 8%	31 8%	30 8%	3 1%	25 7%	8 2%	24 7%	23 6%	27 7%	24 7%	28 8%	15 4%	8 2%	8 2%	104 28%	7 2%	62 17%	43 12%	6 2%	48 13%	63 17%	28 8%	83 23%	78 21%	33 9%	95 25%	15 4%				
8	69 6%	35 6%	33 6%	30 9%	17 4%	22 6%	11 3%	19 5%	10 3%	7 2%	4 1%	18 5%	11 3%	27 7%	9 2%	21 6%	5 1%	25 7%	17 5%	10 3%	16 4%	23 6%	15 4%	15 4%	10 3%	1 0%	5 1%	62 17%	7 2%	42 12%	17 5%	6 2%	27 7%	41 11%	28 8%	40 11%	43 11%	25 7%	59 16%	10 3%			
9	30 3%	11 2%	19 3%	16 5%	12 3%	2 0%	2 0%	8 2%	4 1%	8 2%	2 0%	8 2%	12 3%	8 2%	2 0%	8 2%	2 0%	11 3%	5 1%	6 2%	6 2%	6 2%	4 1%	8 2%	6 2%	6 2%	29 8%	1 0%	21 6%	7 2%	2 0%	18 5%	12 3%	15 4%	15 4%	25 7%	5 1%	23 6%	7 2%				
10 - All the right policies (10)	28 2%	19 3%	9 2%	12 4%	6 2%	10 3%	8 2%	5 1%	4 1%	1 0%	4 1%	7 2%	8 2%	8 2%	2 0%	10 3%	6 2%	10 3%	3 1%	9 2%	11 3%	3 1%	6 2%	4 1%	3 1%	2 0%	25 7%	3 1%	17 5%	6 2%	5 1%	13 4%	15 4%	10 3%	19 5%	17 5%	12 3%	26 7%	2 0%				
Don't know	235 20%	91 16%	143 24%	44 13%	107 28%	85 19%	10 3%	34 9%	51 13%	56 14%	42 11%	43 11%	65 18%	75 21%	79 22%	3 1%	62 17%	63 18%	44 12%	66 18%	56 16%	69 19%	60 17%	18 5%	9 2%	23 6%	180 48%	55 15%	119 32%	77 21%	40 11%	57 16%	178 48%	80 22%	155 41%	136 36%	99 26%	220 58%	11 3%				
Net: All the wrong policies	399 34%	204 36%	194 33%	89 27%	111 29%	199 44%	37 9%	52 14%	48 13%	63 16%	80 21%	119 33%	39 11%	85 23%	81 22%	167 46%	27 7%	109 30%	108 30%	83 23%	99 27%	90 25%	92 26%	95 26%	63 17%	25 7%	35 10%	332 89%	67 18%	224 61%	114 31%	61 16%	90 24%	309 84%	111 30%	289 78%	200 55%	200 55%	354 96%	44 12%			
Net: All the right policies	371 32%	186 33%	181 31%	137 42%	115 30%	119 30%	62 16%	75 20%	57 15%	58 16%	39 10%	80 22%	66 18%	112 31%	75 21%	110 30%	8 2%	103 28%	119 33%	75 21%	73 20%	96 26%	93 26%	74 20%	57 16%	18 5%	32 9%	331 89%	39 11%	223 61%	108 29%	40 11%	150 41%	221 61%	121 33%	250 67%	238 65%	133 36%	320 84%	48 13%			
Net Difference	-29 -2%	-17 -3%	-13 -2%	48 15%	4 1%	-80 -18%	25 7%	23 6%	9 2%	-6 -2%	-41 -11%	-39 -10%	28 8%	26 7%	-6 -2%	-58 -16%	-19 -5%	-6 -2%	11 3%	-7 -2%	-26 -7%	6 2%	2 0%	-21 -6%	-6 -2%	-7 -2%	-2 -1%	-1 -0%	-28 -8%	-1 -0%	-5 -1%	-22 -6%	60 17%	-88 -24%	10 3%	-39 -11%	38 10%	-67 -18%	-35 -9%	5 1%			
Mean	4.74	4.68	4.82	5.45	4.83	4.13	5.56	5.37	5.01	4.65	3.85	4.30	5.54	5.27	4.62	4.21	3.74	4.69	4.81	4.76	4.70	4.88	4.75	4.51	4.89	4.46	4.84	4.86	4.07	4.80	4.75	4.47	5.48	4.40	4.95	4.65	5.01	4.35	4.71	4.98			

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Overlap formulae card
 ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
 Minimum Base: 35 (** Small Base: 100*)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an
 Minimum Base: 30 (** Small Base: 100*)

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Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - Defence and national security
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Green Party (P)	Unfavourable to Green Party (Q)	Favourable to Johnson (R)	Unfavourable to Johnson (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Sunak (V)	Unfavourable to Sunak (W)	Favourable to Sajid Javid (X)	Unfavourable to Sajid Javid (Y)	Favourable to Liz Truss (Z)	Unfavourable to Liz Truss (AA)
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	199	385	209	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	187	372	204	609	
0 - All the wrong policies (0)	84	49	8	1	11	18	54	32	39	5	76	2	65	9	56	33	41	8	65	34	37	31	36	30	26	21	53	
1	7%	13%	3%	1%	7%	4%	11%	11%	7%	1%	15%	1%	13%	3%	14%	11%	7%	3%	12%	8%	10%	10%	8%	16%	7%	10%	9%	
2	3%	5%	1%	1%	2%	2%	5%	4%	3%	2%	5%	1%	6%	2%	6%	5%	3%	1%	6%	4%	3%	4%	3%	5%	3%	4%	3%	
3	5%	2%	6%	3%	10%	11%	37%	20%	23%	5%	41%	2%	37%	13%	25%	24%	20%	3%	38%	25%	12%	18%	22%	9%	15%	9%	33%	
4	104	54	15	2	14	34	49	37	37	16	68	2	64	17	49	33	47	14	64	41	33	38	30	24	28	26	54	
5	9%	14%	5%	3%	8%	8%	10%	13%	7%	5%	13%	1%	13%	6%	12%	12%	8%	5%	12%	10%	9%	13%	7%	13%	8%	13%	9%	
6	119	51	27	9	11	45	50	25	58	26	54	18	58	24	48	22	64	28	47	51	35	31	40	16	41	26	67	
7	10%	13%	9%	1%	11%	7%	10%	10%	9%	11%	8%	11%	8%	12%	8%	12%	10%	9%	12%	9%	10%	9%	9%	9%	11%	13%	11%	
8	161	50	45	11	24	78	56	42	65	36	73	22	55	43	41	37	74	18	72	58	44	27	54	15	42	20	67	
9	14%	13%	15%	14%	15%	17%	12%	14%	12%	11%	13%	13%	14%	10%	10%	13%	12%	7%	14%	14%	12%	12%	8%	12%	8%	10%	11%	
10 - All the right policies (10)	133	29	48	18	16	57	40	22	73	59	29	23	44	41	29	19	80	39	42	50	41	26	53	16	44	23	72	
11	8%	17%	22%	10%	13%	8%	8%	8%	13%	18%	6%	14%	9%	7%	13%	15%	8%	12%	11%	9%	12%	9%	12%	9%	12%	11%	12%	
12	111	18	39	12	18	44	39	20	59	51	27	28	35	37	32	17	66	45	40	35	42	33	51	12	49	17	62	
13	10%	5%	14%	15%	11%	10%	8%	7%	11%	16%	5%	17%	7%	12%	8%	6%	11%	17%	8%	8%	11%	11%	12%	7%	13%	8%	10%	
14	69	17	26	5	14	29	24	25	30	44	12	23	18	32	16	23	31	37	16	32	24	19	27	20	31	20	30	
15	6%	4%	9%	8%	8%	6%	5%	8%	5%	14%	2%	14%	4%	11%	4%	5%	14%	3%	8%	6%	6%	6%	11%	8%	10%	5%	8%	
16	30	3	14	3	9	20	4	13	14	19	7	12	7	13	7	9	16	19	8	10	14	10	15	8	15	7	17	
17	3%	1%	5%	4%	5%	4%	1%	5%	3%	6%	1%	7%	1%	4%	2%	3%	3%	7%	2%	2%	4%	3%	4%	4%	4%	3%	3%	
18	28	-	16	3	7	15	9	8	17	25	*	13	7	19	6	10	13	22	3	8	13	11	12	10	13	10	15	
19	2%	-	5%	3%	4%	3%	2%	3%	3%	8%	*	8%	1%	6%	2%	4%	2%	8%	1%	2%	4%	4%	3%	6%	4%	5%	2%	
20	235	67	41	14	27	89	93	37	119	33	98	17	78	46	65	40	124	26	92	56	66	33	77	17	56	19	120	
21	20%	17%	14%	18%	16%	20%	20%	13%	22%	10%	19%	10%	16%	15%	16%	21%	10%	14%	21%	10%	18%	13%	18%	9%	15%	9%	20%	
Net: All the wrong policies	399	201	61	15	49	116	213	126	173	57	265	26	253	71	202	124	190	57	244	170	128	130	140	88	121	89	226	
Net: All the right policies	371	67	144	40	64	164	116	88	193	199	75	99	111	142	90	79	206	162	109	135	135	100	159	67	152	76	197	
Net Difference	-29	-135	83	25	14	49	-97	-38	20	141	-191	73	-112	-45	15	105	-135	-35	7	-30	19	-20	31	-13	-30	-13	-30	
Mean	4.74	3.62	5.84	5.83	5.19	5.33	4.04	4.47	4.91	6.29	3.43	6.44	3.79	5.72	3.81	4.33	4.87	6.28	3.78	4.56	4.86	4.56	4.90	4.48	5.15	4.77	4.62	

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Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC Minimum Base: 30 (** Small Base: 100 (**)
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All Adults aged 18+ in Great Britain

	Total	Gender			Age										Generation										Social grade										Region										Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status		Ethnicity	
		Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	Gen Z (J)	Millennial s (K)	Gen X (L)	Baby Boomers (M)	Pre-War (N)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (AA)	Single (AB)	Widowed/Divorced/Separated (AC)	At least one child present (AD)	No children present (AE)	Graduate (AF)	Non-graduate (AG)	Working (AH)	Not working (AI)	White ethnic group (AJ)	Minority ethnic group (AK)																					
Unweighted base	1166	572	587	364	419	383	151	213	197	222	175	208	163	334	296	335	104	205	281	303	271	160	55	96	984	182	683	358	125	384	782	569	597	694	472	1017	139																						
Weighted base	1166	567	592	328	386	452	128	200	186	199	179	273	142	312	269	400	43	309	340	243	275	276	305	270	156	57	102	973	193	664	349	152	350	816	359	807	688	478	1040	118																			
0 - All the wrong policies (0)	89	50	38	17	26	46	6	10	8	10	25	20	6	15	24	42	1	28	26	16	18	26	23	19	6	3	11	70	19	47	28	13	17	72	26	63	47	42	87	1																			
1	37	18	19	6	12	19	4	2	9	3	5	14	5	7	6	15	5	8	11	4	15	5	8	11	5	3	5	29	8	21	11	5	10	27	13	24	14	23	33	4																			
2	55	22	33	10	12	24	6	4	8	3	13	20	6	10	8	24	8	12	21	8	14	13	10	20	3	5	3	43	12	37	11	7	9	45	12	43	21	34	49	6																			
3	98	55	43	28	24	46	9	20	11	13	19	26	9	29	14	41	4	27	25	19	26	17	27	28	14	6	5	82	15	46	36	15	27	70	23	74	55	42	85	13																			
4	119	69	48	34	38	47	13	21	19	19	20	26	13	35	25	44	2	26	21	39	32	21	27	31	22	6	12	106	13	65	36	17	43	76	27	92	79	40	100	16																			
5	179	83	97	58	63	58	25	33	32	31	19	39	30	46	47	42	13	43	54	38	44	49	56	28	26	8	11	151	28	106	57	17	57	122	48	131	110	69	158	20																			
6	129	60	69	38	37	54	16	23	14	23	19	34	17	29	39	53	1	28	46	28	27	37	37	23	13	4	15	106	22	68	39	22	38	91	46	83	78	51	117	11																			
7	103	46	56	34	42	27	13	21	23	19	11	16	14	36	27	24	2	33	41	11	19	25	27	23	16	7	4	94	9	66	32	5	40	63	41	62	68	35	90	13																			
8	95	49	44	43	20	32	17	26	10	10	11	21	20	30	13	30	2	30	24	26	16	24	23	21	15	6	5	81	14	57	28	11	33	62	29	66	61	34	78	18																			
9	34	18	15	15	14	6	6	9	8	5	1	4	6	14	8	6	-	12	11	3	8	6	10	7	7	1	3	28	6	23	9	2	19	15	18	16	23	11	30	3																			
10 - All the right policies (10)	34	18	16	11	12	12	6	5	3	9	4	8	6	7	9	11	*	7	11	8	8	11	3	6	7	2	6	33	1	21	7	7	15	19	11	23	20	14	32	2																			
Don't know	195	77	116	36	86	73	9	27	40	46	31	42	11	54	59	68	3	55	50	43	47	40	55	51	21	7	20	150	45	107	56	32	42	153	65	130	113	82	182	12																			
Net: All the wrong policies	397	215	180	94	112	191	37	57	55	57	83	108	38	95	77	167	20	101	105	85	106	83	94	110	51	23	36	329	67	217	122	58	107	290	100	297	216	181	354	40																			
Net: All the right policies	395	191	200	140	125	131	57	83	59	66	46	84	63	117	86	123	6	110	131	76	78	104	100	80	58	20	33	342	53	234	115	46	145	250	145	250	249	146	346	47																			
Net Difference	-2	-24	20	46	13	-60	20	26	4	9	-37	-24	24	22	9	-44	-14	9	27	-10	-27	21	6	-30	7	-3	-3	13	-15	17	-7	-12	38	-40	45	-47	33	-35	-8	6																			
Mean	4.85	4.78	4.91	5.41	4.98	4.32	5.44	5.40	5.00	4.96	4.01	4.52	5.46	5.25	4.90	4.39	3.88	4.92	4.94	4.92	4.60	4.97	4.84	4.56	5.29	4.76	4.70	4.94	4.36	4.96	4.77	4.59	5.38	4.61	5.18	4.71	5.08	4.53	4.79	5.29																			

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

Overlap formulae card
 ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK
 Minimum Base: 35 (** Small Base: 100*)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK
 Minimum Base: 30 (** Small Base: 100*)

19-23 November 2021
PUBLIC USE
Political Pulse Nov 2021
Adults aged 18+ in GB

Q4. Please indicate on a scale of 0 to 10, where 0 means 'all the wrong policies' and 10 means 'all the right policies', to what extent you think the Conservative party/The Labour party has the right or wrong policies in the following areas at the moment...? - The Labour party - Improving living standards
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians									
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Johnson (O)	Unfavourable to Johnson (P)	Favourable to Starmer (Q)	Unfavourable to Starmer (R)	Favourable to Sunak (S)	Unfavourable to Sunak (T)	Favourable to Sajid Javid (U)	Unfavourable to Sajid Javid (V)	Favourable to Liz Truss (W)	Unfavourable to Liz Truss (X)	Favourable to Priti Patel (Y)	Unfavourable to Priti Patel (Z)	
Unweighted base	1166	366	316	94	162	499	430	292	566	351	491	200	469	342	378	295	605	284	497	404	382	290	440	395	385	409	624	
Weighted base	1166	384	290	80	164	446	478	292	550	325	510	164	497	302	397	280	594	262	517	420	374	300	430	387	372	204	609	
0 - All the wrong policies (0)	89	42	9	1	15	21	54	25	46	6	75	3	62	9	59	29	48	4	65	33	38	24	42	20	31	15	61	
1	37	17	8	-	3	5	21	11	15	4	26	2	22	12	19	11	16	5	26	12	14	10	13	7	11	6	18	
2	55	28	6	2	10	17	32	14	27	5	36	3	34	9	25	18	27	3	36	20	16	23	19	10	11	12	27	
3	98	49	20	3	8	31	44	25	46	20	64	5	60	14	48	24	54	15	66	41	26	32	42	17	25	23	52	
4	119	52	23	5	17	43	49	37	44	26	64	9	64	32	42	32	57	22	61	46	38	30	37	16	42	15	68	
5	179	65	35	11	33	71	72	50	64	30	84	14	77	38	58	45	69	23	70	71	41	44	55	34	35	27	77	
6	129	34	50	15	17	62	48	23	69	41	42	26	44	32	36	25	71	30	47	53	40	33	47	15	43	25	62	
7	103	24	36	11	10	40	38	23	60	60	14	30	28	43	22	19	57	50	22	37	34	32	45	16	45	21	58	
8	95	16	39	13	11	47	20	30	46	55	19	34	25	47	23	27	57	39	29	39	38	26	36	19	45	24	47	
9	34	4	18	2	6	17	7	11	20	24	5	11	12	15	7	10	20	20	10	10	15	7	19	7	16	9	20	
10 - All the right policies (10)	34	-	19	3	10	22	9	8	22	30	-	15	4	22	6	12	20	30	3	9	20	13	18	11	19	9	21	
Don't know	195	53	29	13	26	70	76	35	91	24	82	11	65	30	54	28	99	82	49	55	26	57	13	48	17	97		
Net: All the wrong policies	397	188	65	11	53	117	200	112	178	61	265	23	242	76	192	114	201	50	255	153	132	118	153	71	119	72	226	
Net: All the right policies	395	78	162	44	53	188	130	95	217	210	80	116	113	159	94	93	224	170	110	147	146	112	165	68	168	89	209	
Net Difference	-2	-111	97	34	*	71	-69	-17	40	149	-185	93	-129	83	-98	-21	23	121	-144	-6	13	-7	12	-3	49	16	-17	
Mean	4.85	3.89	5.96	6.20	4.94	5.48	4.24	4.78	5.02	6.47	3.52	6.67	3.98	5.91	3.91	4.68	4.97	6.56	3.85	4.79	4.99	4.81	4.92	4.87	5.33	5.12	4.76	

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Overlap formulae used

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

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