Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Right direction (1)	105 9%	75 14% C	29 5%	57 18% EFIJKL	21 6%	28 6%	24 20% EFIJKL	33 17% EFIJK	14 8%	6 3%	7 4%	21 8% *	62 10%	42 9%	32 12%	29 10%	22 8%	10 7% **	6 11% *	7 7% *	91 10%	14 8%	59 9%	38 13%	7 6% *	42 12%	63 8%	35 10%	69 9%	73 11%	31 7%
Wrong direction (-1)	768 69%	350 65%	415 73% B	183 59%	272 74% DGH	313 72% DGH	67 57%	116 61%	131 73% DGH	141 74% DGH	136 79% DGH	176 68% *	441 71%	326 66%	171 65%	195 67%	174 68%	109 73% **	43 80% *	75 78% O*	654 70%	113 65%	479 70%	201 67%	87 68% *	241 68%	527 69%	257 75% c	511 67%	447 68%	320 71%
Neither (0)	169 15%	91 17%	78 14%	54 17%	54 14%	62 14%	24 21% IK	29 15%	20 11%	34 18%	21 12%	42 16% *	79 13%	91 18%	40 15%	48 17%	44 17%	22 14% **	3 6% *	12 13% *	137 15%	32 19%	95 14%	50 17%	25 20% *	48 14%	121 16%	39 11%	130 17% b	103 16%	66 15%
Don't know	69 6%	25 5%	44 8%	15 5%	23 6%	31 7%	3 3%	12 6%	14 8%	9 5%	9 5%	22 8% *	35 6%	34 7%	21 8%	19 7%	16 6%	9 6% **	1 3% *	2 2% *	54 6%	15 9%	52 8% x	9 3%	8 6% *	22 6%	48 6%	12 3%	58 8% b	34 5%	36 8%
Mean	-0.64	-0.53 C	-0.74	-0.43 EFIJKL	-0.73	-0.71	-0.38 EFIJKL	-0.47 EFIJK	-0.71	-0.75	-0.79	-0.65 *	-0.65	-0.62	-0.58	-0.61	-0.63	-0.70 **	-0.71 *	-0.73 *	-0.64	-0.63	-0.66	-0.56	-0.67 *	-0.60	-0.65	-0.67	-0.62	-0.60	-0.69

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

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   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   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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Right direction (1)	105	52	19	6	16	31	49	72	14	41	46	37	45	40	44	38	41	27	55	58	25	68	17
	9%	13%	7%	8%	11%	7%	12%	32%	2%	10%	12%	17%	11%	14%	12%	47%	5%	6%	14%	15%	6%	28%	3%
				*				IJKLMNO		I	I	IJ	I	IJ	I	QRSTU*			QRU	QRU		W	
Wrong direction (-1)	768	237	226	62	95	356	255	71	545	337	244	148	272	210	225	21	646	349	232	238	340	101	490
	69%	61%	84%	79%	67%	79%	64%	31%	87%	79%	62%	68%	66%	75%	62%	27%	80%	83%	59%	63%	81%	42%	86%
			BE	B*		G			HJKLMNO	HKLMO	H	H	H	HKMO	H	*	PST	PST	P	P	PST		V
Neither (0)	169	78	17	8	24	46	71	67	44	31	79	22	74	20	73	14	89	30	82	64	37	58	49
	15%	20%	6%	11%	16%	10%	18%	30%	7%	7%	20%	10%	18%	7%	20%	18%	11%	7%	21%	17%	9%	24%	9%
		C		*	C		F	IJKLMNO			IJLN		IJLN		IJLN	RU*	U		QRU	QRU		W	
Don't know	69	24	8	2	8	17	26	17	24	18	27	11	22	12	20	7	34	12	27	20	16	13	13
	6%	6%	3%	3%	5%	4%	6%	7%	4%	4%	7%	5%	5%	4%	6%	8%	4%	3%	7%	5%	4%	5%	2%
				*							I					R*			QU				
Mean	-0.64	-0.50	-0.79	-0.72	-0.58	-0.75	-0.55	0.01	-0.88	-0.72	-0.54	-0.54	-0.58	-0.63	-0.53	0.22	-0.78	-0.79	-0.48	-0.50	-0.78	-0.15	-0.85
		C		*	C		F	IJKLMNO		I	IJ	IJ	IJ	IJ	IJ	QRSTU*			QRU	QRU		W	

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Fieldwork: 21-24 October 2022
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	Boris Johnson, Former Prime Minister	Liz Truss, Leader of the Conservative Party and Prime Minister	Rishi Sunak, Former Chancellor of the Exchequer	James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs	Suella Braverman, Former Home Secretary	Thérèse Coffey, Deputy Prime Minister and Health Secretary	Jeremy Hunt, Chancellor of the Exchequer	Grant Shapps, Home Secretary	Penny Mordaunt, Leader of the House of Commons	Ben Wallace, Secretary of State for Defence	Theresa May, Former Prime Minister	Kemi Badenoch, Secretary of State for International Trade	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111
Weighted base	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111
Very favourable (2)	135	126	22	85	28	44	41	42	30	55	93	43	54	152	70	41	67
	12%	11%	2%	8%	2%	4%	4%	4%	3%	5%	8%	4%	5%	14%	6%	4%	6%
	CDEFGHIJKLMOPQ	CDEFGHIJKLMOPQ		CEFGHIJLMP		C	C	C		CEI	CEFGHIJLMP	C	CEI	CDEFGHIJKLMOPQ	CEFGHILP	C	CEGHIP
Fairly favourable (1)	283	187	58	296	118	108	74	185	128	215	158	198	84	275	157	177	214
	25%	17%	5%	27%	11%	10%	7%	17%	12%	19%	14%	18%	8%	25%	14%	16%	19%
	BCEFGHIJKLMOPQ	CEFGIM		BCEFGHIJKLMOPQ	CGM	CG		CEFGIM	CGM	CEFGIKMO	CEFGM	CEFGIM		BCEFGHIJKLMOPQ	CEFGM	CEFGIM	CEFGIKMO
Neither favourable nor unfavourable (0)	233	196	168	246	330	284	309	311	326	334	343	300	327	230	198	394	368
	21%	18%	15%	22%	30%	26%	28%	28%	29%	30%	31%	27%	29%	21%	18%	35%	33%
	C			BCO	ABCDFNO	ABCNO	ABCDNO	ABCDNO	ABCDNO	ABCDFNO	ABCDFNO	ABCDNO	ABCDFNO	C		ABCDEFGHIJLMNO	ABCDFGHLNO
Fairly unfavourable (-1)	171	151	202	208	155	170	187	239	190	191	143	270	148	175	215	215	155
	15%	14%	18%	19%	14%	15%	17%	22%	17%	17%	13%	24%	13%	16%	19%	19%	14%
			BEKMQ	BEKMQ			K	ABEFGIJKMNQ	KM	KM		ABCDEFGIKMNOPQ			BEKMQ	ABEKMQ	
Very unfavourable (-2)	225	401	608	211	197	282	290	236	243	172	140	229	196	222	413	199	208
	20%	36%	55%	19%	18%	25%	26%	21%	22%	16%	13%	21%	18%	20%	37%	18%	19%
	JK	ADEFGHIJKLMNOPQ	ABDEFGHIJKLMNOPQ	JK	K	ADEHIJKLMNPQ	ADEHIJKLMNPQ	EJKM	EJKM	K		JK	K	JK	ADEFGHIJKLMNPQ	K	K
Don't know	64	51	53	65	285	223	209	98	194	143	234	71	302	58	59	87	100
	6%	5%	5%	6%	26%	20%	19%	9%	17%	13%	21%	6%	27%	5%	5%	8%	9%
				B	ABCDFGHIJKLNOPQ	ABCDHJLNOPQ	ABCDHJLNOPQ	ABCDLNO	ABCDHJLNOPQ	ABCDHLNOPQ	ABCDHJLNOPQ	BC	ABCDFGHIJKLNOPQ	BC		ABCDNO	ABCDLNO

Net: Favourable	418	312	80	380	146	152	116	226	158	270	251	241	138	427	226	217	281
	38%	28%	7%	34%	13%	14%	10%	20%	14%	24%	23%	22%	12%	38%	20%	20%	25%
	BCEFGHIJKLMOPQ	CEFGHIKLMOP		BCEFGHIJKLMOPQ	C	CG	C	CEFGIM	CG	CEFGIMP	CEFGM	CEFGIM	C	BCEFGHIJKLMOPQ	CEFGIM	CEFGIM	CEFGHIMOP
Net: Unfavourable	396	552	810	419	351	452	477	475	433	363	283	499	344	396	627	413	363
	36%	50%	73%	38%	32%	41%	43%	43%	39%	33%	25%	45%	31%	36%	56%	37%	33%
	K	ADEFGHIJKMNPQ	ADEFGHIJKLMNOPQ	EJKM	K	EJKMQ	ADEJKMNPQ	ADEJKMNPQ	EJKMQ	K		ADEIJKMNPQ	K	K	ABDEFGHIJKLMNPQ	EKMQ	K
Net Difference	23	-240	-730	-39	-206	-300	-361	-249	-276	-93	-32	-258	-207	30	-401	-196	-82
	2%	-22%	-66%	-3%	-19%	-27%	-33%	-22%	-25%	-8%	-3%	-23%	-19%	3%	-36%	-18%	-7%

Mean	-0.06	-0.49	-1.24	-0.16	-0.45	-0.61	-0.68	-0.44	-0.53	-0.22	-0.09	-0.43	-0.43	-0.04	-0.71	-0.35	-0.22
	BCEFGHILMOPQ	CGO		BCEFGHILMOP	CFGO	C	C	CFGO	CGO	BCEFGHILMO	BCEFGHIJLMOP	CFGO	CFGO	BCEFGHIJLMOPQ	C	CFGIO	BCEFGHILMOP

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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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	135 12%	69 13%	66 12%	52 17% EJ	39 11%	45 10%	21 18% EJ	31 16% J	24 14%	15 8%	21 12%	24 9% *	70 11%	65 13%	33 12%	33 11%	29 11%	20 13% **	12 23% PQT*	9 9% *	116 12%	19 11%	74 11%	45 15%	16 12% *	55 16%	80 11%	45 13%	90 12%	78 12%	58 13%
Fairly favourable (1)	283 25%	137 25%	144 25%	73 24%	90 24%	121 28%	26 22%	47 25%	44 25%	46 24%	46 27%	75 29% *	172 28%	111 23%	66 25%	59 20%	60 24%	59 39% **	13 25% *	25 26% *	247 26%	36 21%	189 28%	69 23%	25 20% *	88 25%	195 26%	90 26%	193 25%	163 25%	120 26%
Neither favourable nor unfavourable (0)	233 21%	111 20%	122 22%	77 25% K	81 22%	74 17%	35 30% FIK	42 22%	34 19%	48 25% K	27 16%	47 18% *	130 21%	104 21%	53 20%	75 26% Q	43 17%	30 20% **	12 22% *	20 21% *	204 22%	29 17%	137 20%	74 25%	22 17% *	75 21%	159 21%	76 22%	157 20%	144 22%	89 20%
Fairly unfavourable (-1)	171 15%	85 16%	85 15%	44 14%	75 20% G	52 12%	11 9%	33 17%	36 20% GK	39 20% FGK	19 11%	33 13% *	100 16%	70 14%	41 16%	43 15%	49 19%	18 12% **	6 11%	13 14% *	143 15%	27 16%	105 15%	47 16%	19 15% *	55 16%	116 15%	56 16%	115 15%	109 17%	62 14%
Very unfavourable (-2)	225 20%	123 23%	101 18%	34 11%	60 16%	130 30% DEGHIJ	12 10%	22 12%	24 13%	36 19% DG	54 31% DEGHIJ	77 29% DEGHI*	115 19%	110 22%	50 19%	64 22%	64 25%	13 9% **	9 17% *	25 26% *	174 19%	51 29% U	143 21%	46 15%	37 29% X*	48 14%	177 23% Z	66 19%	159 21%	123 19%	102 22%
Don't know	64 6%	17 3%	47 8% B	28 9% FJKL	24 6%	12 3%	13 11% FJKL	15 8% FL	17 9% FJL	7 4%	7 4%	5 2% *	30 5%	33 7%	22 8%	17 6%	10 4%	10 7% **	2 3% *	4 4% *	53 6%	11 6%	37 5%	17 6%	10 7% *	33 9% a	31 4%	10 3%	54 7% b	41 6%	23 5%
Net: Favourable	418 38%	206 38%	211 37%	124 40%	129 35%	165 38%	47 40%	77 41%	68 38%	61 32%	66 38%	99 38%	242 39%	176 36%	99 37%	92 31%	90 35%	79 53% **	26 48% P*	34 35% *	363 39%	56 32%	264 38%	114 38%	41 32% *	143 40%	276 36%	135 39%	283 37%	241 37%	178 39%
Net: Unfavourable	396 36%	208 38%	186 33%	78 25%	135 37% G	182 42% DG	23 19%	56 29%	60 34% G	75 40% DG	72 42% DGH	110 42% DG*	216 35%	180 36%	91 34%	107 37%	113 44% OS	31 21% **	15 27% *	39 40% *	317 34%	79 45% U	248 36%	92 31%	56 43% X*	102 29%	293 39% Z	122 35%	274 36%	232 35%	164 36%
Net Difference	23 2%	-2 *	24 4%	46 15%	-6 -2%	-17 -4%	24 21%	22 12%	8 5%	-15 -8%	-6 -3%	-11 -4%	27 4%	-4 -1%	8 3%	-15 -5%	-24 -9%	48 32%	11 21%	-5 -5%	46 5%	-23 -13%	16 2%	22 7%	-15 -12%	40 11%	-17 -2%	14 4%	9 1%	9 1%	14 3%
Mean	-0.06	-0.11	-0.02	0.23 EFJKL	-0.08	-0.24	0.32 EFJKL*	0.17 FJKL	0.05	-0.20	-0.23	-0.25 *	-0.03	-0.11	-0.04	-0.17	-0.24	0.39 **	0.29 PQ*	-0.23 *	-0.01 V	-0.34	-0.08	0.08 Y	-0.30 *	0.15 a	-0.16	-0.02	-0.08	-0.06	-0.07

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	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	135 12%	16 4%	78 29% BDE	11 14% B*	12 9%	75 17% G	30 7%	14 6% K	114 18% HKMO	126 30% HIKMNO	2 1%	53 24% HKMO	33 8% K	58 21% HKMO	29 8% K	13 17% S*	111 14% S	135 32% PQSTU	- -	44 12% S	75 18% QS	18 7%	90 16% V
Fairly favourable (1)	283 25%	65 17%	117 43% BE	33 41% BE*	33 23%	164 36% G	74 19%	36 16% K	223 36% HKMO	201 47% HIKLMNO	13 3%	83 38% HKMO	57 14% K	114 40% HKMO	44 12% K	19 24% S*	235 29% SU	283 68% PQSTU	- -	126 33% SU	98 23% S	36 15%	202 35% V
Neither favourable nor unfavourable (0)	233 21%	78 20%	37 14%	18 23% *	30 21%	95 21%	59 15%	42 19% K	101 16% J	58 14%	48 12%	45 21% JK	63 15%	54 19% JK	54 15%	14 18% RS*	149 18% RSU	- -	- -	75 20% RS	57 14% RS	35 15%	118 21%
Fairly unfavourable (-1)	171 15%	75 19% C	19 7%	10 13% *	39 27% CD	62 14%	77 19%	44 20% JLN	81 13% J	22 5%	122 31% HIJLMNO	22 10% J	95 23% IJLN	32 11% J	80 22% IJLN	16 20% R*	111 14% R	- -	171 43% PQRTU	52 14% R	72 17% QR	41 17%	78 14%
Very unfavourable (-2)	225 20%	148 38% CDE	11 4%	7 8% *	21 15% C	40 9%	147 37% F	83 37% IJLN	96 15% JLN	9 2%	205 52% HIJLMNO	8 4%	159 38% IJLN	16 6% J	150 41% IJLN	15 19% R*	184 23% R	- -	225 57% PQRTU	75 20% R	113 27% QR	105 44% W	58 10%
Don't know	64 6%	8 2%	9 3%	- *	8 6%	14 3%	13 3%	6 3%	13 2%	10 2%	7 2%	6 3%	7 2%	6 2%	7 2%	2 3% RS*	21 3% RSU	- -	- -	9 2% RS	4 1% RS	5 2%	24 4%
Net: Favourable	418 38%	82 21%	194 72% BDE	44 55% BE*	45 32% B	240 53% G	104 26%	50 22% K	337 54% HKMO	328 77% HIKLMNO	15 4%	136 63% HKMO	90 22% K	172 61% HKMO	73 20% K	32 40% S*	346 43% S	418 100% PQSTU	- -	170 45% S	174 41% S	53 22%	291 51% V
Net: Unfavourable	396 36%	223 57% CDE	30 11%	17 22% C*	60 42% CD	103 23%	224 56% F	127 56% IJLN	177 28% JLN	31 7%	326 82% HIJLMNO	31 14% J	253 61% IJLN	48 17% J	230 63% IJLN	31 39% R*	295 36% R	- -	396 100% PQRTU	127 33% R	185 44% QRT	146 61% W	136 24%
Net Difference	23 2%	-141 -36%	165 61%	27 34%	-15 -11%	137 30%	-120 -30%	-77 -34%	160 25%	297 70%	-311 -78%	105 48%	-163 -39%	123 44%	-157 -43%	1 2%	51 6%	418 100%	-396 -100%	44 11%	-11 -3%	-93 -39%	155 27%
Mean	-0.06	-0.71	0.89 BDE	0.40 BE*	-0.18 B	0.39 G	-0.61	-0.66 K	0.29 HKMO	0.99 HIKLMNO	-1.32	0.71 HIKMO	-0.71 K	0.60 HIKMO	-0.78 K	-0.01 S*	-0.03 SU	1.32 PQSTU	-1.57	0.04 S	-0.12 S	-0.77	0.34 V

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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	The Labour Party : Favourable	Unfavourable	The Conservative Party : Favourable	Unfavourable	The Liberal Democrats : Favourable	Unfavourable	The Green Party : Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	135 12%	126 30% C	2 1%	14 6%	114 18% D	53 24% G	33 8%	58 21% I	29 8%
Fairly favourable (1)	283 25%	201 47% C	13 3%	36 16%	223 36% D	83 38% G	57 14%	114 40% I	44 12%
Neither favourable nor unfavourable (0)	233 21%	58 14%	48 12%	42 19%	101 16%	45 21%	63 15%	54 19%	54 15%
Fairly unfavourable (-1)	171 15%	22 5%	122 31% B	44 20%	81 13%	22 10%	95 23% F	32 11%	80 22% H
Very unfavourable (-2)	225 20%	9 2%	205 52% B	83 37% E	96 15%	8 4%	159 38% F	16 6%	150 41% H
Don't know	64 6%	10 2%	7 2%	6 3%	13 2%	6 3%	7 2%	6 2%	7 2%
Net: Favourable	418 38%	328 77% C	15 4%	50 22%	337 54% D	136 63% G	90 22%	172 61% I	73 20%
Net: Unfavourable	396 36%	31 7%	326 82% B	127 56% E	177 28%	31 14%	253 61% F	48 17%	230 63% H
Net Difference	23 2%	297 70%	-311 -78%	-77 -34%	160 25%	105 48%	-163 -39%	123 44%	-157 -43%
Mean	-0.06	0.99 C	-1.32	-0.66	0.29 D	0.71 G	-0.71	0.60 I	-0.78

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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, Former Prime Minister

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	Total																														
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	126 11%	75 14% C	49 9%	31 10%	36 10%	59 14%	13 11%	18 9%	16 9%	20 10%	16 9%	43 17% *	75 12%	50 10%	25 9%	36 12%	42 17% OS	9 6% **	2 4% *	11 12% *	103 11%	23 13%	81 12%	27 9%	18 14% *	39 11%	87 11%	33 10%	92 12%	73 11%	53 12%
Fairly favourable (1)	187 17%	97 18%	89 16%	63 20%	58 16%	66 15%	26 22% I	36 19%	23 13%	35 19%	34 20%	32 12% *	97 16%	90 18%	46 17% T	47 16% T	57 22% T	24 16% **	10 19% T*	3 3% *	159 17%	27 16%	114 17%	61 20% Y	12 9% *	63 18%	124 16%	50 15%	137 18%	119 18%	67 15%
Neither favourable nor unfavourable (0)	196 18%	93 17%	102 18%	65 21% J	67 18% J	63 15%	23 19%	43 22% J	43 24% EFJK	25 13%	24 14%	39 15% *	97 16%	99 20%	48 18%	57 20%	34 13%	34 23% **	8 14% *	15 16% *	165 18%	31 18%	113 17%	63 21%	20 16% *	71 20%	125 16%	55 16%	141 18%	115 17%	81 18%
Fairly unfavourable (-1)	151 14%	74 14%	76 13%	54 17% FK	56 15% K	42 10%	25 21% FKL	28 15%	24 13%	32 17% FK	13 8%	28 11% *	82 13%	69 14%	39 15%	41 14%	38 15%	15 10% **	9 17% *	9 10% *	120 13%	31 18%	97 14%	37 12%	17 13% *	54 15%	97 13%	54 16%	97 13%	100 15%	51 11%
Very unfavourable (-2)	401 36%	187 34%	214 38%	76 25% G	134 36% DG	192 44% DGH	22 18%	54 28%	60 34% G	74 39% DG	80 46% DEGHI	111 43% DG*	244 40%	157 32%	88 33%	93 32%	78 30%	61 41% **	24 45% *	56 59% OPQ*	347 37%	54 31%	256 37%	97 33%	48 38% *	102 29%	299 39% Z	144 42% c	257 34%	220 33%	181 40%
Don't know	51 5%	15 3%	35 6% B	20 6%	19 5% J	12 3%	9 7% FJ	11 6%	14 8% FJ	5 3%	6 3%	6 2% *	22 4%	29 6%	18 7%	16 6%	7 3%	8 5% **	1 1% *	1 1% *	43 5%	7 4%	24 4%	13 4%	13 10% WX*	24 7%	27 4%	7 2%	44 6% b	30 5%	20 4%
Net: Favourable	312 28%	173 32% c	139 25%	94 30%	94 25%	125 29%	39 34% I	54 28%	38 21%	55 29%	49 29%	76 29% *	172 28%	140 28%	71 27% T	83 29% T	99 39% OPST	33 22% **	12 23% *	14 15% *	262 28%	50 29%	195 28%	88 30%	30 23% *	101 29%	211 28%	83 24%	229 30%	192 29%	120 26%
Net: Unfavourable	552 50%	261 48%	290 51%	129 42%	189 51% DG	233 54% DG	47 40%	83 43%	84 47%	106 55% DGH	94 54% DG	140 54% *	327 53%	225 46%	127 48%	134 46%	116 45%	76 50% **	33 62% Q*	66 68% OPQ*	467 50%	85 49%	353 52%	134 45%	65 51% *	156 44%	396 52% Z	198 58% c	354 46%	320 49%	232 51%
Net Difference	-240 -22%	-88 -16%	-152 -27%	-36 -12%	-96 -26%	-108 -25%	-7 -6%	-28 -15%	-45 -25%	-50 -26%	-44 -26%	-64 -25%	-154 -25%	-86 -17%	-56 -21%	-51 -18%	-17 -6%	-43 -29%	-21 -40%	-51 -53%	-205 -22%	-35 -20%	-159 -23%	-46 -15%	-35 -27%	-55 -16%	-185 -24%	-115 -34%	-125 -16%	-128 -19%	-112 -25%
Mean	-0.49	-0.38	-0.60	-0.28 EK	-0.55	-0.57	-0.15 EFIJK	-0.36	-0.54	-0.56	-0.65	-0.52 *	-0.54	-0.41	-0.49 T	-0.39 T	-0.21 ST	-0.67 **	-0.82 *	-1.01 *	-0.50	-0.40	-0.50	-0.41	-0.57 *	-0.36	-0.54	-0.67 b	-0.40	-0.44	-0.55

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

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

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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, Former Prime Minister

All Adults aged 18+ in Great Britain

Column groups: **General Election 2019 Vote** (B–E); **Referendum 2016 vote** (F–G); **Favourable to parties** (H–O); **Favourable to politicians** (P–U); **Opinion of Brexit's impact on the country** (V–W).

	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 Truss (P)	Unfavourable to Truss (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Positive impact (V)	Negative impact (W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	126 11%	90 23% CDE	6 2%	6 8% C*	9 6% C	26 6%	82 20% F	90 40% IJKLMNO	16 3%	32 7% I	82 21% IJLMN	25 11% IN	69 17% IJN	19 7% I	67 18% IJLN	24 30% QRU*	76 9% U	25 6%	88 22% QRU	80 21% QRU	25 6%	86 36% W	15 3%
Fairly favourable (1)	187 17%	100 26% CD	22 8%	2 2% *	27 19% CD	55 12%	78 19% F	85 38% IJKLMNO	54 9%	46 11% I	95 24% IJLMNO	28 13%	78 19% IJ	38 14% I	64 18% IJ	27 33% QRSTU*	120 15% RU	41 10%	87 22% QRU	73 19% R	53 13%	67 28% W	69 12%
Neither favourable nor unfavourable (0)	196 18%	77 20%	35 13%	13 17% *	24 17%	69 15%	77 19%	31 14%	74 12%	57 13%	69 17% I	39 18% I	59 14%	42 15%	60 17% I	16 21% RU*	105 13%	41 10%	65 17% QRU	64 17%	48 11%	33 14%	80 14%
Fairly unfavourable (-1)	151 14%	42 11%	36 13%	12 15% *	19 13%	52 11%	52 13%	14 6%	92 15% H	52 12%	56 14%	32 15% H	71 17% HJ	47 17% HJ	53 15% H	8 10% *	118 15%	53 13%	55 14%	58 15%	54 13%	30 13%	77 14%
Very unfavourable (-2)	401 36%	72 18%	167 62% BE	46 58% BE*	57 40% B	240 53% G	98 24%	5 2%	382 61% HJKLMNO	233 55% HKLMO	89 22% H	90 41% HKMO	132 32% HK	134 48% HKMO	110 30% HK	4 5% *	385 47% PST	252 60% PQST	95 24% P	104 27% P	238 57% PQST	21 9%	312 55% V
Don't know	51 5%	9 2%	5 2%	- *	6 4%	9 2%	14 3%	1 1%	8 1% N	7 2%	6 2% N	3 1%	5 1%	- 	9 2% MN	1 1% *	7 1%	7 2%	5 1%	1 *	2 *	2 1%	16 3%
Net: Favourable	312 28%	191 49% CDE	28 10%	8 10% *	36 25% CD	81 18%	160 40% F	175 77% IJKLMNO	70 11%	78 18% I	177 45% IJLMNO	53 24% IJ	146 35% IJLN	57 20% I	131 36% IJLN	51 63% QRSTU*	196 24% RU	66 16%	175 44% QRU	153 40% QRU	78 19%	153 64% W	84 15%
Net: Unfavourable	552 50%	114 29%	203 75% BE	58 73% BE*	76 53% B	292 65% G	150 37%	19 8%	474 76% HJKLMNO	285 67% HKLMO	145 37% H	122 56% HKO	204 49% HK	181 65% HKLMO	163 45% HK	12 15% *	502 62% PST	304 73% PQST	150 38% P	162 43% P	292 70% PQST	51 21%	389 68% V
Net Difference	-240 -22%	77 20%	-175 -65%	-50 -63%	-40 -28%	-211 -47%	10 2%	156 69%	-404 -64%	-208 -49%	32 8%	-69 -32%	-57 -14%	-124 -44%	-33 -9%	39 48%	-306 -38%	-238 -57%	26 6%	-9 -2%	-214 -51%	102 43%	-305 -54%
Mean	-0.49	0.25 CDE	-1.27	-1.14 *	-0.64 CD	-0.96	-0.02 F	1.07 IJKLMNO	-1.24	-0.98 I	0.06 IJLMNO	-0.63 IJ	-0.30 IJLN	-0.85 I	-0.21 IJLN	0.73 QRSTU*	-0.76 RU	-1.13	0.05 QRU	-0.09 QRU	-1.02	0.70 W	-1.09

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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, Former Prime Minister

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	126 11%	32 7%	82 21% B	90 40% E	16 3%	25 11%	69 17%	19 7%	67 18% H
Fairly favourable (1)	187 17%	46 11%	95 24% B	85 38% E	54 9%	28 13%	78 19%	38 14%	64 18%
Neither favourable nor unfavourable (0)	196 18%	57 13%	69 17%	31 14%	74 12%	39 18%	59 14%	42 15%	60 17%
Fairly unfavourable (-1)	151 14%	52 12%	56 14%	14 6%	92 15% D	32 15%	71 17%	47 17%	53 15%
Very unfavourable (-2)	401 36%	233 55% C	89 22%	5 2%	382 61% D	90 41% G	132 32%	134 48% I	110 30%
Don't know	51 5%	7 2%	6 2%	1 1%	8 1%	3 1%	5 1%	-	9 2% H
Net: Favourable	312 28%	78 18%	177 45% B	175 77% E	70 11%	53 24%	146 35% F	57 20%	131 36% H
Net: Unfavourable	552 50%	285 67% C	145 37%	19 8%	474 76% D	122 56%	204 49%	181 65% I	163 45%
Net Difference	-240 -22%	-208 -49%	32 8%	156 69%	-404 -64%	-69 -32%	-57 -14%	-124 -44%	-33 -9%
Mean	-0.49	-0.98 B	0.06	1.07 E	-1.24	-0.63	-0.30 F	-0.85	-0.21 H

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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, Leader of the Conservative Party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	22 2%	15 3%	6 1%	15 5% EFIJL	3 1% J	5 1%	7 6% EFIJL	8 4% EJ	3 1%	- -	4 2% J	1 * *	15 2%	7 1%	7 3%	2 1%	3 1%	4 3% **	3 6% PQ*	1 1% *	19 2%	2 1%	9 1%	11 4% W	1 1% *	11 3%	11 1%	8 2%	14 2%	20 3% e	2 *
Fairly favourable (1)	58 5%	42 8% C	17 3%	35 12% EFIJKL	15 4%	8 2%	15 13% EFIJKL	21 11% EFIJKL	10 6%	5 3%	5 3%	3 1% *	35 6%	24 5%	16 6%	15 5%	8 3%	15 10% **	- -	4 4% *	53 6%	6 3%	33 5%	23 8%	2 2% *	25 7%	33 4%	20 6%	38 5%	46 7% e	12 3%
Neither favourable nor unfavourable (0)	168 15%	81 15%	86 15%	67 22% FK	60 16% FK	41 9%	30 25% EFIJKL	37 19% FK	33 18% FK	27 14% K	11 6%	30 11% *	78 13%	89 18%	42 16%	42 15%	33 13%	34 23% **	9 17% *	7 8% *	153 16% V	15 9%	86 13%	64 22% W	17 14% *	65 19%	102 13%	48 14%	120 16%	106 16%	62 14%
Fairly unfavourable (-1)	202 18%	101 19%	101 18%	51 17%	72 20%	79 18%	17 15%	34 18%	29 16%	43 23%	26 15%	53 20% *	115 19%	87 18%	49 19% T	69 24% T	50 19% T	15 10% **	12 23% T*	7 7% *	160 17%	42 24%	152 22% X	34 11%	17 13% *	69 20%	133 18%	55 16%	147 19%	115 18%	87 19%
Very unfavourable (-2)	608 55%	284 52%	324 57%	119 39%	198 54% DGH	291 67% DEGHIJ	41 35%	78 41%	91 51% DG	107 56% DGH	122 71% DEGHIJ	169 65% DGH*	353 57%	255 52%	130 49%	147 51%	155 60% OP	76 51% **	27 49% *	73 76% OPQS*	505 54%	104 59%	379 55%	150 50%	79 62% *	155 44%	453 60% Z	201 59%	407 53%	337 51%	272 60%
Don't know	53 5%	20 4%	33 6%	21 7% F	22 6%	10 2%	7 6%	13 7% F	14 8% FK	8 4%	5 3%	5 2% *	23 4%	30 6%	19 7% Q	15 5%	8 3%	6 4% **	2 5% *	3 3% *	47 5%	6 3%	26 4%	16 5%	11 9% *	27 8% a	26 3%	11 3%	42 5%	33 5%	19 4%
Net: Favourable	80 7%	57 10% C	23 4%	50 16% EFIJKL	17 5% J	13 3%	22 19% EFIJKL	28 15% EFIJKL	12 7% L	5 3%	9 5%	3 1% *	49 8%	31 6%	24 9%	17 6%	11 4%	19 13% **	3 6% *	6 6%	72 8%	8 5%	43 6%	34 11% WY	3 3% *	36 10% a	44 6%	28 8%	52 7%	67 10% d	13 3%
Net: Unfavourable	810 73%	384 71%	425 75%	170 55%	270 73% DGHI	370 85% DEGHI	59 50%	112 59%	120 67% DG	151 79% DEGHI	148 86% DEGHI	222 85% DEGHI*	468 76%	343 69%	179 68%	216 74%	204 80% O	91 61% **	39 72% *	81 84% O*	665 71%	146 83% U	531 77% X	184 62%	96 75% X*	224 64%	586 77% Z	256 75%	554 72%	452 69%	359 79% d
Net Difference	-730 -66%	-328 -60%	-403 -71%	-120 -39%	-253 -68%	-358 -83%	-37 -31%	-83 -44%	-107 -60%	-146 -76%	-138 -80%	-219 -84%	-419 -68%	-312 -63%	-156 -59%	-199 -68%	-193 -75%	-72 -48%	-36 -66%	-75 -78%	-593 -63%	-138 -79%	-488 -71%	-150 -50%	-92 -72%	-189 -54%	-542 -71%	-228 -66%	-503 -65%	-385 -59%	-345 -76%
Mean	-1.24	-1.14 C	-1.35	-0.78 EFIJKL	-1.29 FJK	-1.52	-0.64 EFIJKL	-0.87 EFIJKL	-1.19 FKL	-1.39	-1.53	-1.52 *	-1.27	-1.21	-1.14 QT	-1.25 T	-1.39	-1.00 **	-1.15 T*	-1.57 *	-1.21 V	-1.42	-1.30	-1.02 WY	-1.46 *	-1.03 a	-1.34	-1.27	-1.23	-1.12 e	-1.42

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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, Leader of the Conservative Party and Prime Minister

All Adults aged 18+ in Great Britain

	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
		General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	22 2%	6 2%	4 2%	2 3% *	5 4%	6 1%	10 2%	16 7% IJKMO	3 1%	11 3% IM	5 1%	13 6% IKMO	4 1%	14 5% IKMO	4 1%	22 27% QRSTU*	- -	14 3% QU	4 1% Q	16 4% QSU	4 1% Q	15 6% W	1 *
Fairly favourable (1)	58 5%	22 6%	10 4%	4 5% *	18 13% BC	21 5%	25 6%	35 16% IJKLMO	9 1%	20 5% I	20 5% I	20 9% IJM	15 4% I	28 10% IKMO	18 5% I	58 73% QRSTU*	- -	19 4% Q	27 7% Q	22 6% Q	18 4% Q	33 14% W	11 2%
Neither favourable nor unfavourable (0)	168 15%	66 17% C	23 9%	11 13% *	25 17% C	54 12%	64 16%	59 26% IJKLMNO	37 6%	41 10% I	61 15% IJ	32 15% U	58 14% IJ	40 14% U	48 13% I	- *	- -	37 9% PQ	61 15% PQRU	55 15% PQU	34 8% PQ	49 20% W	51 9%
Fairly unfavourable (-1)	202 18%	91 23% CE	39 15%	13 17% *	14 9%	69 15%	81 20%	59 26% IJN	102 16%	68 16%	87 22% IN	41 19%	89 22% IJN	42 15%	73 20%	- *	202 25% PRU	51 12% P	90 23% PRU	79 21% PR	70 17% PR	55 23%	95 17%
Very unfavourable (-2)	608 55%	196 50%	188 69% BE	48 61% *	72 51%	289 64% G	207 52%	55 24%	463 74% HJKLMNO	281 66% HKLMNO	215 54% H	107 49% H	242 59% H	155 55% H	211 58% H	- *	608 75% PSTU	295 70% PST	205 52% P	205 54% P	291 69% PST	83 35%	397 70% V
Don't know	53 5%	9 2%	6 2%	- *	8 6%	12 3%	13 3%	2 1%	14 2%	6 1%	9 2%	5 2%	7 2%	2 1%	9 2%	- *	- -	3 1% Q	9 2% QU	3 1%	3 1% Q	4 2%	15 3%
Net: Favourable	80 7%	28 7%	14 5%	6 8% *	24 17% BC	28 6%	35 9%	51 23% IJKLMNO	12 2%	31 7% I	25 6% I	33 15% IJKMO	18 4% I	42 15% IJKMO	22 6% I	80 100% QRSTU*	- -	32 8% Q	31 8% Q	38 10% Q	22 5% Q	48 20% W	11 2%
Net: Unfavourable	810 73%	287 73% E	227 84% BE	62 79% *	86 60%	357 79%	288 72%	114 50%	565 90% HJKLMNO	349 82% HLN	302 76% H	148 68%	331 80% HKLN	197 70% H	284 78% HLN	- *	810 100% PRSTU	346 83% PS	295 75% P	285 75% P	360 86% PST	139 58%	492 86% V
Net Difference	-730 -66%	-259 -66%	-213 -79%	-56 -71%	-62 -43%	-330 -73%	-253 -63%	-63 -28%	-553 -88%	-317 -74%	-277 -70%	-115 -53%	-312 -76%	-155 -55%	-261 -72%	80 100%	-810 -100%	-313 -75%	-264 -67%	-247 -65%	-338 -81%	-91 -38%	-481 -84%
Mean	-1.24 C	-1.18 C	-1.50	-1.29 *	-0.96 C	-1.40 F	-1.16 F	-0.45 IJKLMNO	-1.65 I	-1.39 I	-1.26 IM	-0.98 IJKMO	-1.35 I	-1.07 IJKMO	-1.32 I	1.27 QRSTU*	-1.75	-1.43 Q	-1.20 QRU	-1.15 QRU	-1.50 Q	-0.67 W	-1.58

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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, Leader of the Conservative Party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	Unfavourable	The Conservative Party : Favourable	Unfavourable	The Liberal Democrats : Favourable	Unfavourable	The Green Party : Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	22 2%	11 3%	5 1%	16 7% E	3 1%	13 6% G	4 1%	14 5% I	4 1%
Fairly favourable (1)	58 5%	20 5%	20 5%	35 16% E	9 1%	20 9% G	15 4%	28 10% I	18 5%
Neither favourable nor unfavourable (0)	168 15%	41 10%	61 15% B	59 26% E	37 6%	32 15%	58 14%	40 14%	48 13%
Fairly unfavourable (-1)	202 18%	68 16%	87 22%	59 26% E	102 16%	41 19%	89 22%	42 15%	73 20%
Very unfavourable (-2)	608 55%	281 66% C	215 54%	55 24%	463 74% D	107 49%	242 59%	155 55%	211 58%
Don't know	53 5%	6 1%	9 2%	2 1%	14 2%	5 2%	7 2%	2 1%	9 2%
Net: Favourable	80 7%	31 7%	25 6%	51 23% E	12 2%	33 15% G	18 4%	42 15% I	22 6%
Net: Unfavourable	810 73%	349 82%	302 76%	114 50%	565 90% D	148 68%	331 80% F	197 70%	284 78% H
Net Difference	-730 -66%	-317 -74%	-277 -70%	-63 -28%	-553 -88%	-115 -53%	-312 -76%	-155 -55%	-261 -72%
Mean	-1.24	-1.39	-1.26	-0.45 E	-1.65	-0.98 G	-1.35	-1.07 I	-1.32

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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, Former Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	85 8%	44 8%	41 7%	26 9% EJ	13 3%	45 10% EJ	9 8% EJ	17 9% EJ	8 4%	5 3%	14 8% EJ	31 12% EJ*	55 9%	30 6%	17 7%	21 7%	24 9%	6 4% **	8 15% *	9 9% *	66 7%	18 11%	48 7%	22 8%	14 11% *	28 8%	57 7%	26 7%	59 8%	53 8%	32 7%
Fairly favourable (1)	296 27%	144 27%	149 26%	59 19%	93 25%	144 33% DGH	21 18%	38 20%	41 23%	52 27%	33 19%	110 42% DEFGHIJK*	158 26%	138 28%	66 25%	68 23%	67 26%	63 42% **	12 22% *	20 21% *	250 27%	46 26%	209 30% x	61 20%	26 20% *	77 22%	219 29% Z	77 23%	219 28%	153 23%	143 32% d
Neither favourable nor unfavourable (0)	246 22%	128 24%	119 21%	73 24%	89 24%	85 19%	31 26%	42 22%	42 23%	47 25%	46 27% L	38 15% *	136 22%	110 22%	52 20%	75 26%	55 21%	35 23% **	8 15% *	22 22% *	212 23%	34 20%	136 20%	85 29% W	25 20% *	76 22%	170 22%	77 22%	169 22%	144 22%	102 22%
Fairly unfavourable (-1)	208 19%	100 18%	107 19%	64 21%	74 20%	70 16%	22 19%	41 22%	36 20%	39 20%	28 16%	42 16% *	120 19%	88 18%	51 19%	59 20%	49 19%	21 14% **	14 25% *	14 15% *	172 18%	36 21%	131 19%	49 17%	28 22% *	71 20%	137 18%	79 23% c	129 17%	127 19%	81 18%
Very unfavourable (-2)	211 19%	107 20%	104 18%	61 20%	79 21%	72 17%	22 19%	39 20%	39 22%	40 21%	41 24% L	30 12% *	125 20%	86 18%	55 21%	54 19%	44 17%	17 11% **	11 20% *	30 31% PQ*	183 19%	29 16%	127 19%	61 21%	23 18% *	70 20%	141 19%	75 22%	137 18%	142 22%	69 15%
Don't know	65 6%	18 3%	47 8% B	25 8%	21 6%	18 4%	12 10% FJ	13 7%	13 7%	8 4%	9 5%	9 4% *	24 4%	41 8% M	22 8% T	14 5%	17 6%	9 6% **	1 3% *	2 2% *	54 6%	11 6%	34 5%	18 6%	12 10% *	30 8% a	35 5%	10 3%	55 7% b	38 6%	27 6%
Net: Favourable	380 34%	188 35%	190 34%	85 28%	106 29%	189 44% DEGHIJ	30 26%	55 29%	49 28%	57 30%	48 28%	141 54% DEFGHIJK*	213 34%	167 34%	84 32%	89 31%	91 36%	68 46% **	20 37% *	29 30% *	316 34%	64 37%	257 37% x	83 28%	40 31% *	105 30%	275 36%	103 30%	278 36%	206 31%	175 39%
Net: Unfavourable	419 38%	207 38%	211 37%	125 40%	153 41% L	141 33%	45 38%	80 42% L	75 42%	79 41% L	70 40%	72 28% *	245 40%	175 35%	106 40%	113 39%	94 37%	38 25% **	24 45% *	44 46% *	355 38%	65 37%	259 38%	111 37%	50 39% *	141 40%	278 37%	153 45% c	266 35%	269 41%	150 33%
Net Difference	-39 -3%	-19 -3%	-21 -4%	-39 -13%	-47 -13%	48 11%	-14 -12%	-25 -13%	-25 -14%	-22 -11%	-22 -13%	69 27%	-32 -5%	-7 -1%	-23 -9%	-24 -8%	-3 -1%	30 20%	-4 -8%	-15 -16%	-39 -4%	* *	-2 *	-27 -9%	-10 -8%	-36 -10%	-3 *	-51 -15%	12 2%	-64 -10%	25 5%
Mean	-0.16	-0.16	-0.16	-0.26	-0.32	0.05 DEHIJ	-0.25	-0.27	-0.34	-0.31	-0.30	0.28 DEGHIJK*	-0.17	-0.14	-0.25	-0.21	-0.10	0.13 **	-0.13 *	-0.38 *	-0.18	-0.06	-0.12	-0.24	-0.16 *	-0.24	-0.12	-0.30	-0.09 b	-0.25	-0.03

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Ipsos UK October 2022 Political Pulse

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Fieldwork: 21-24 October 2022

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, Former 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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	85 8%	49 13% C	6 2%	7 9% C*	9 7% C	30 7%	40 10%	46 20% IJKLMNO	20 3%	22 5% I	43 11% UM	20 9% U	31 7% I	23 8% I	34 9% IJ	15 19% QRSU*	58 7% U	25 6% U	41 10% QU	85 22% QRSU	- -	37 15% W	25 4%
Fairly favourable (1)	296 27%	143 37% CE	53 20%	30 38% CE*	25 18%	138 31%	105 26%	88 39% IJKMNO	148 24%	112 26%	104 26%	87 39% IJKMNO	100 24%	73 26%	83 23%	23 29% U*	227 28% SU	145 35% QSU	86 22% U	296 78% PQRSU	- -	77 32%	155 27%
Neither favourable nor unfavourable (0)	246 22%	83 21%	46 17%	16 20% *	41 29% C	94 21%	86 22%	47 21%	112 18%	85 20%	73 18%	45 21%	72 17%	61 22%	75 21%	18 23% TU*	149 18% TU	71 17% TU	74 19% TU	- -	- -	53 22%	113 20%
Fairly unfavourable (-1)	208 19%	59 15%	68 25% B	15 19% *	35 24%	86 19%	79 20%	22 10%	157 25% HKLMO	99 23% HL	75 19% H	36 17% H	84 20% H	69 25% HL	73 20% H	17 21% T*	168 21% T	87 21% T	83 21% T	- -	208 50% PQRST	37 16%	123 22%
Very unfavourable (-2)	211 19%	44 11%	87 32% BDE	11 14% *	26 18%	89 20%	74 18%	17 7%	176 28% HJKLN	98 23% HLN	90 23% HL	22 10%	120 29% HJKLNO	50 18% HL	90 25% HL	5 7% T*	193 24% PT	87 21% PT	102 26% PT	- -	211 50% PQRST	33 14%	129 23% V
Don't know	65 6%	12 3%	10 4%	* * *	7 5%	14 3%	17 4%	5 2%	14 2%	10 2%	12 3%	6 3%	8 2%	5 2%	8 2%	1 2% TU*	17 2% TU	4 1% U	11 3% TU	- -	- -	2 1%	25 4% V
Net: Favourable	380 34%	192 49% CE	59 22%	37 47% CE*	34 24%	168 37%	146 36%	135 59% IJKLMNO	168 27%	135 32% I	147 37% IMO	107 27%	130 32% I	96 34% I	117 32% I	38 47% SU*	285 35% U	170 41% U	127 32% U	380 100% PQRSU	- -	114 48% W	180 32%
Net: Unfavourable	419 38%	103 26%	155 57% BDE	26 33% *	61 42% B	175 39%	153 38%	39 17%	333 53% HJKLNO	197 46% HL	164 42% HL	59 27% H	203 49% HKL	119 42% HL	163 45% HL	22 28% T*	360 44% PT	174 42% PT	185 47% PT	- -	419 100% PQRST	70 29%	252 44% V
Net Difference	-39 -3%	89 23%	-97 -36%	11 13%	-26 -18%	-7 -2%	-7 -2%	96 42%	-165 -26%	-62 -15%	-17 -4%	49 22%	-73 -18%	-23 -8%	-46 -13%	16 20%	-76 -9%	-4 -1%	-58 -15%	380 100%	-419 -100%	44 19%	-72 -13%
Mean	-0.16	0.25 CE	-0.68	0.08 C*	-0.31 C	-0.15	-0.11	0.57 IJKLMNO	-0.52 I	-0.33	-0.17 IM	0.22 IJKMNO	-0.40	-0.18 IM	-0.29 I	0.32 QRSU*	-0.27 U	-0.16 U	-0.31 U	1.22 PQRSU	-1.50	0.20 W	-0.32

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

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Fieldwork: 21-24 October 2022

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, Former Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	85 8%	22 5%	43 11% B	46 20% E	20 3%	20 9%	31 7%	23 8%	34 9%
Fairly favourable (1)	296 27%	112 26%	104 26%	88 39% E	148 24%	87 40% G	100 24%	73 26%	83 23%
Neither favourable nor unfavourable (0)	246 22%	85 20%	73 18%	47 21%	112 18%	45 21%	72 17%	61 22%	75 21%
Fairly unfavourable (-1)	208 19%	99 23%	75 19%	22 10%	157 25% D	36 17%	84 20%	69 25%	73 20%
Very unfavourable (-2)	211 19%	98 23%	90 23%	17 7%	176 28% D	22 10%	120 29% F	50 18%	90 25%
Don't know	65 6%	10 2%	12 3%	5 2%	14 2%	6 3%	8 2%	5 2%	8 2%
Net: Favourable	380 34%	135 32%	147 37%	135 59% E	168 27%	107 49% G	130 32%	96 34%	117 32%
Net: Unfavourable	419 38%	197 46%	164 42%	39 17%	333 53% D	59 27%	203 49% F	119 42%	163 45%
Net Difference	-39 -3%	-62 -15%	-17 -4%	96 42%	-165 -26%	49 22%	-73 -18%	-23 -8%	-46 -13%
Mean	-0.16	-0.33	-0.17	0.57 E	-0.52	0.22 G	-0.40	-0.18	-0.29

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	28 2%	24 4% C	3 *	15 5% EFJ	6 2% J	6 1%	6 5% EFJ	9 5% J	6 3% J	- -	4 2%	3 1% *	17 3%	11 2%	6 2%	7 3%	4 2%	6 4% **	1 1% *	3 3% *	26 3%	2 1%	17 2%	9 3%	2 2% *	17 5% a	11 1%	12 4%	15 2%	23 3%	5 1%
Fairly favourable (1)	118 11%	67 12%	51 9%	47 15% EJK	28 7%	44 10%	18 15% EJ	29 15% EJK	16 9%	12 6%	14 8%	30 12% *	64 10%	54 11%	40 15% PT	25 9%	26 10%	16 11% **	8 14% T*	3 3% *	101 11%	17 10%	68 10%	35 12%	14 11% *	38 11%	80 10%	37 11%	80 10%	74 11%	44 10%
Neither favourable nor unfavourable (0)	330 30%	161 30%	167 30%	97 31%	104 28%	129 30%	34 29%	62 33%	48 27%	57 30%	48 28%	81 31% *	190 31%	140 28%	63 24%	93 32%	87 34% O	37 24% **	20 38% *	30 31% *	278 30%	52 30%	202 29%	88 29%	40 31%	104 30%	226 30%	102 30%	228 30%	186 28%	144 32%
Fairly unfavourable (-1)	155 14%	86 16%	68 12%	52 17%	55 15%	47 11%	25 22% FKL	27 14%	24 13%	32 17%	19 11%	28 11% *	104 17% N	51 10%	38 14%	49 17% Q	25 10%	21 14% **	8 14% *	14 14% *	135 14%	19 11%	100 15%	42 14%	12 9% *	57 16%	98 13%	52 15%	102 13%	96 15%	59 13%
Very unfavourable (-2)	197 18%	116 21% C	80 14%	39 13%	74 20% D	84 19%	14 12%	25 13%	38 21% D	36 19%	47 27% DGHL	37 14% *	108 18%	88 18%	44 17%	45 16%	43 17%	23 15% **	10 19% *	31 32% OPQ*	164 18%	32 19%	120 17%	51 17%	26 20% *	55 16%	142 19%	72 21%	124 16%	130 20%	67 15%
Don't know	285 26%	87 16%	197 35% B	58 19%	102 28% DG	124 29% DG	20 17%	38 20%	48 27%	54 28% DG	42 24%	82 32% DG*	135 22%	149 30% M	73 27%	72 25%	70 27%	47 31% **	7 14% *	16 16% *	233 25%	52 30%	178 26%	72 24%	34 26% *	81 23%	203 27%	68 20%	217 28% b	149 23%	135 30%
Net: Favourable	146 13%	91 17% C	53 9%	62 20% EFJK	34 9%	50 12%	24 20% EFJK	38 20% EFJK	22 12%	12 6%	17 10%	33 13% *	81 13%	65 13%	46 18% T	32 11%	31 12%	22 15% **	8 15% *	6 6% *	126 13%	19 11%	85 12%	44 15%	16 13% *	55 16%	91 12%	50 14%	96 12%	96 15%	49 11%
Net: Unfavourable	351 32%	202 37% C	149 26%	91 30%	129 35%	131 30%	40 34%	52 27%	61 34%	68 35%	66 38% HL	65 25% *	212 34%	139 28%	82 31%	94 32%	68 27%	44 30% **	18 33% *	44 46% OPQ*	299 32%	52 30%	220 32%	93 31%	37 29% *	112 32%	239 32%	124 36% c	227 30%	226 34%	125 28%
Net Difference	-206 -19%	-111 -21%	-95 -17%	-30 -10%	-95 -26%	-81 -19%	-16 -13%	-14 -7%	-40 -22%	-56 -29%	-49 -28%	-32 -12%	-131 -21%	-74 -15%	-36 -14%	-62 -21%	-37 -15%	-22 -15%	-10 -18%	-38 -40%	-173 -18%	-33 -19%	-135 -20%	-49 -17%	-21 -16%	-57 -16%	-149 -20%	-75 -22%	-131 -17%	-129 -20%	-76 -17%
Mean	-0.45	-0.45	-0.47 *	-0.22 EUK	-0.61	-0.51 *	-0.24 EJK*	-0.20 EJK*	-0.54 *	-0.67 *	-0.70 *	-0.37 *	-0.46	-0.44 *	-0.39 T	-0.45 T	-0.41 T	-0.38 **	-0.42 *	-0.82 *	-0.44	-0.52 *	-0.47	-0.41	-0.48 *	-0.35	-0.50	-0.49	-0.44	-0.47	-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 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   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   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, 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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	28 2%	9 2%	9 3%	4 5% *	5 3%	12 3%	11 3%	18 8% IJKMO	6 1%	13 3% I	6 2%	11 5% IKO	10 2% I	15 5% IKMO	5 1%	17 21% QRSTU*	5 1%	14 3% Q	8 2% Q	11 3% Q	11 3% Q	15 6% W	3 1%
Fairly favourable (1)	118 11%	61 15% C	9 3%	9 11% C*	22 15% C	40 9%	52 13%	57 25% IJKLMNO	29 5%	35 8% I	60 15% IJ	26 12% I	58 14% IJ	33 12% IJ	53 15% IJ	25 32% QRSTU*	57 7%	31 7%	59 15% QRU	62 16% QRU	30 7%	51 22% W	31 6%
Neither favourable nor unfavourable (0)	330 30%	142 36% CE	69 25%	22 28% *	34 24%	107 24%	150 37% F	81 36% IMN	159 25%	124 29% I	119 30%	69 32%	114 28%	73 26%	103 28%	19 23% *	222 27% U	113 27% U	111 28% U	126 33% U	90 21%	86 36% W	148 26%
Fairly unfavourable (-1)	155 14%	40 10%	53 20% B	18 23% B*	24 17%	78 17%	47 12%	20 9%	109 17% HKO	78 18% HKO	42 11%	36 16% H	58 14% HK	51 18% HK	45 12%	9 11% *	129 16% S	76 18%	46 12%	43 11%	70 17% S	23 10%	101 18% V
Very unfavourable (-2)	197 18%	25 6%	87 32% B	16 20% B*	32 22% B	102 23% G	54 13%	9 4%	178 28% HJKLMN	104 24% HKL	69 17% H	37 17% H	97 23% HK	59 21% H	88 24% HK	6 7% *	183 23% PST	101 24% PT	75 19% PT	23 6%	151 36% PQRST	21 9%	136 24% V
Don't know	285 26%	115 29% CDE	44 16%	11 14% *	26 18%	112 25%	87 22%	43 19%	147 23% JMN	72 17%	100 25% HJMNO	39 18%	77 19%	50 18%	70 19%	4 5% *	214 26% PRU	83 20% P	97 25% PU	115 30% PRU	67 16% P	41 17%	149 26% V
Net: Favourable	146 13% C	70 18% C	18 7%	13 16% C*	27 19% C	52 11%	63 16%	74 33% IJKLMNO	35 6%	48 11% I	66 17% IJ	37 17% IJ	68 16% IJ	48 17% IJ	58 16% I	42 53% QRSTU*	63 8%	45 11%	67 17% QU	73 19% QRU	41 10% Q	67 28% W	35 6%
Net: Unfavourable	351 32%	65 17%	140 52% BE	33 42% B*	56 39% B	180 40% G	101 25%	29 13%	286 46% HKLMNO	183 43% HKL	110 28% H	73 34% H	155 38% HK	110 39% HK	132 36% HK	15 19% *	312 39% PST	177 42% PST	121 30% PT	67 18%	221 53% PQRST	45 19%	237 42% V
Net Difference	-206 -19%	4 1%	-122 -45%	-21 -26%	-30 -21%	-128 -28%	-38 -9%	46 20%	-251 -40%	-134 -31%	-44 -11%	-36 -17%	-87 -21%	-62 -22%	-75 -21%	27 34%	-249 -31%	-132 -31%	-54 -14%	7 2%	-180 -43%	22 9%	-202 -36%
Mean	-0.45	-0.04 CDE*	-0.88	-0.48 C*	-0.49 C*	-0.64 *	-0.26 F	0.30 IJKLMNO	-0.88	-0.64 I	-0.36 IJMO	-0.35 IJ*	-0.52 I	-0.46 IJ	-0.54 I	0.50 QRSTU*	-0.72 U	-0.65 U*	-0.41 QU	-0.02 QRSU*	-0.91	0.08 W	-0.80

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	28 2%	13 3%	6 2%	18 8% E	6 1%	11 5%	10 2%	15 5% I	5 1%
Fairly favourable (1)	118 11%	35 8%	60 15% B	57 25% E	29 5%	26 12%	58 14%	33 12%	53 15%
Neither favourable nor unfavourable (0)	330 30%	124 29%	119 30%	81 36% E	159 25%	69 32%	114 28%	73 26%	103 28%
Fairly unfavourable (-1)	155 14%	78 18% C	42 11%	20 9%	109 17% D	36 16%	58 14%	51 18%	45 12%
Very unfavourable (-2)	197 18%	104 24% C	69 17%	9 4%	178 28% D	37 17%	97 23%	59 21%	88 24%
Don't know	285 26%	72 17%	100 25% B	43 19%	147 23%	39 18%	77 19%	50 18%	70 19%
Net: Favourable	146 13%	48 11%	66 17% B	74 33% E	35 6%	37 17%	68 16%	48 17%	58 16%
Net: Unfavourable	351 32%	183 43% C	110 28%	29 13%	286 46% D	73 34%	155 38%	110 39%	132 36%
Net Difference	-206 -19%	-134 -31%	-44 -11%	46 20%	-251 -40%	-36 -17%	-87 -21%	-62 -22%	-75 -21%
Mean	-0.45	-0.64	-0.36 B	0.30 E	-0.88	-0.35 *	-0.52	-0.46	-0.54

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
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Fieldwork: 21-24 October 2022
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? - Suella Braverman, Former Home Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	44 4%	31 6% C	13 2%	14 5%	10 3%	19 4%	8 7% EJ	6 3%	6 3%	4 2%	10 6%	10 4% *	27 4%	17 3%	12 5%	13 4%	8 3%	8 6% **	- - *	3 3% *	38 4%	6 3%	22 3%	16 5%	6 5% *	11 3%	33 4%	16 5%	28 4%	28 4%	16 3%
Fairly favourable (1)	108 10%	67 12% C	41 7%	38 12%	29 8%	41 9%	16 14%	22 12%	13 7%	16 9%	14 8%	27 10% *	69 11%	39 8%	19 7%	29 10%	26 10%	12 8% **	10 18% O*	12 12% *	95 10%	13 8%	70 10%	26 9%	12 9% *	37 10%	71 9%	34 10%	74 10%	73 11%	35 8%
Neither favourable nor unfavourable (0)	284 26%	134 25%	148 26%	97 31% EIK	84 23%	103 24%	37 32% IK	60 31% IK	36 20%	49 26%	34 20%	69 26% *	150 24%	134 27%	58 22%	78 27%	72 28%	34 23% **	20 37% O*	22 23% *	237 25%	47 27%	176 26%	78 26%	30 23% *	95 27%	189 25%	74 21%	211 27%	161 25%	123 27%
Fairly unfavourable (-1)	170 15%	81 15%	90 16%	40 13%	66 18% G	65 15%	12 10%	28 15%	32 18%	34 18%	32 18% G	33 13% *	104 17%	67 13%	42 16%	49 17%	35 14%	24 16% **	9 16% *	11 12% *	140 15%	30 17%	115 17%	34 11%	22 17% *	54 15%	117 15%	67 20% c	103 13%	97 15%	73 16%
Very unfavourable (-2)	282 25%	160 30% C	122 22%	58 19%	113 31% DGH	110 25%	19 16%	39 21%	55 31% DG	59 31% DGH	56 32% DGH	54 21% *	177 29% N	104 21%	68 26%	78 27%	59 23%	28 18% **	11 20% *	38 40% OPQS*	236 25%	46 26%	173 25%	82 27%	27 21% *	82 23%	199 26%	102 30% c	179 23%	183 28%	99 22%
Don't know	223 20%	70 13%	152 27% B	61 20%	67 18%	96 22%	26 22%	35 18%	38 21%	29 15%	27 16%	68 26% *	91 15%	132 27% M	64 24% PST	45 15%	56 22% T	43 29% **	5 9% *	10 10% *	191 20%	32 18%	129 19%	63 21%	32 25% *	74 21%	149 20%	51 15%	172 22% b	115 17%	108 24%
Net: Favourable	152 14%	97 18% C	55 10%	53 17% E	39 11%	60 14%	24 21% EIJ	28 15%	19 10%	21 11%	24 14%	36 14% *	96 15%	56 11%	31 12%	42 14%	34 13%	21 14% **	10 18% *	14 15% *	133 14%	19 11%	93 14%	41 14%	18 14% *	47 13%	105 14%	50 14%	102 13%	101 15%	51 11%
Net: Unfavourable	452 41%	240 44%	211 37%	98 32%	179 48% G	175 40%	30 26%	67 35%	87 48% DGHL	93 49% DGHL	87 51% DGHL	87 33% *	281 45% N	171 35%	110 42%	127 44%	94 37%	52 35% **	19 36% *	50 52% Q*	375 40%	76 44%	288 42%	115 39%	49 38% *	136 39%	316 42%	169 49% c	282 37%	280 43%	172 38%
Net Difference	-300 -27%	-143 -26%	-157 -28%	-45 -15%	-140 -38%	-115 -26%	-6 -5%	-39 -21%	-68 -38%	-72 -38%	-64 -37%	-51 -20%	-185 -30%	-115 -23%	-79 -30%	-85 -29%	-61 -24%	-31 -21%	-9 -18%	-35 -36%	-243 -26%	-57 -33%	-195 -28%	-74 -25%	-31 -24%	-89 -25%	-211 -28%	-120 -35%	-180 -23%	-178 -27%	-121 -27%
Mean	-0.61	-0.58	-0.64	-0.36 EIUK	-0.80	-0.61 *	-0.18 EFIJK*	-0.47 EIJ*	-0.83 *	-0.78	-0.75	-0.50 *	-0.64	-0.56 *	-0.67	-0.61	-0.56	-0.47 **	-0.41 *	-0.81 *	-0.59	-0.68	-0.62	-0.60	-0.54 *	-0.57	-0.62	-0.71	-0.56	-0.61	-0.59 *

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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/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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PUBLIC

Fieldwork: 21-24 October 2022

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? - Suella Braverman, Former Home Secretary

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	44 4%	27 7% C	5 2%	2 3% *	4 3%	9 2%	29 7% F	31 14% IJKLMNO	8 1%	12 3% I	25 6% IJ	13 6% U	22 5% I	13 5% I	24 6% IJ	23 28% QRSTU*	12 1%	14 3%	27 7% QU	15 4%	17 4% Q	31 13% W	3 1%
Fairly favourable (1)	108 10%	55 14% C	9 3%	7 8% *	27 19% C	37 8%	49 12%	50 22% IJKLMNO	25 4%	31 7% I	47 12% IJ	27 13% IJ	47 11% IJ	38 14% IJ	48 13% IJ	27 34% QRSTU*	57 7%	24 6%	48 12% QRU	61 16% QRU	25 6%	45 19% W	30 5%
Neither favourable nor unfavourable (0)	284 26%	109 28%	53 20%	18 23% *	38 27%	80 18%	128 32% F	69 30% IJMNO	131 21%	90 21%	105 26% I	52 24%	98 24%	58 21%	84 23%	17 22% *	170 21% U	80 19%	105 27% QU	106 28% U	74 18%	83 35% W	96 17%
Fairly unfavourable (-1)	170 15%	64 16%	47 17%	17 22% *	19 13%	80 18%	57 14%	29 13%	104 17%	66 16%	74 19% H	34 15%	67 16%	39 14%	68 19%	7 9% *	144 18%	68 16%	66 17%	62 16%	69 16%	23 10%	109 19% V
Very unfavourable (-2)	282 25%	50 13%	121 45% BE	34 43% BE*	31 22% B	157 35% G	75 19%	15 7%	253 40% HKLMO	167 39% HKLMO	82 21% H	65 30% HK	124 30% HK	103 37% HKO	100 28% HK	3 3% *	271 33% PST	164 39% PST	81 20% PT	49 13% P	189 45% PQST	29 12%	205 36% V
Don't know	223 20%	87 22% CD	36 13% D	1 1% *	23 16% D	88 20%	64 16%	32 14%	107 17% JNO	61 14% N	64 16% NO	27 13%	57 14%	29 10%	40 11%	3 4% *	157 19% PU	69 16% PU	69 18% PU	89 23% PU	45 11%	29 12%	125 22% V
Net: Favourable	152 14%	81 21% C	14 5%	9 11% *	31 22% C	46 10%	78 19% F	81 36% IJKLMNO	33 5%	42 10% I	72 18% IJ	40 18% IJ	69 17% IJ	51 18% IJ	71 20% IJ	50 63% QRSTU*	69 9%	38 9%	75 19% QRU	75 20% QRU	42 10%	76 32% W	34 6%
Net: Unfavourable	452 41%	114 29%	167 62% BE	51 65% BE*	51 35%	237 53% G	132 33%	44 20%	357 57% HKLMNO	233 55% HKLMO	155 39% H	98 45% H	190 46% HK	143 51% HK	168 46% HK	10 12% *	415 51% PST	232 55% PST	147 37% PT	111 29% P	258 62% PQRST	52 22%	315 55% V
Net Difference	-300 -27%	-33 -8%	-153 -57%	-42 -53%	-20 -14%	-191 -42%	-54 -13%	37 16%	-324 -52%	-191 -45%	-84 -21%	-58 -27%	-121 -29%	-91 -32%	-97 -27%	40 51%	-346 -43%	-193 -46%	-72 -18%	-36 -9%	-217 -52%	24 10%	-281 -49%
Mean	-0.61	-0.18 CD*	-1.15	-0.95 *	-0.39 CD*	-0.93	-0.30 F	0.27 IJKLMNO	-1.09	-0.95 I	-0.42 IJMN	-0.58 IJ	-0.62 IJ	-0.72 U	-0.54 IJ	0.79 QRSTU*	-0.92 U	-0.98	-0.39 QRU	-0.24 QRU*	-1.04	0.12 W	-1.09

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Suella Braverman, Former Home Secretary

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	44 4%	12 3%	25 6% B	31 14% E	8 1%	13 6%	22 5%	13 5%	24 6%
Fairly favourable (1)	108 10%	31 7%	47 12% B	50 22% E	25 4%	27 13%	47 11%	38 14%	48 13%
Neither favourable nor unfavourable (0)	284 26%	90 21%	105 26%	69 30% E	131 21%	52 24%	98 24%	58 21%	84 23%
Fairly unfavourable (-1)	170 15%	66 16%	74 19%	29 13%	104 17%	34 15%	67 16%	39 14%	68 19%
Very unfavourable (-2)	282 25%	167 39% C	82 21%	15 7%	253 40% D	65 30%	124 30%	103 37% I	100 28%
Don't know	223 20%	61 14%	64 16%	32 14%	107 17%	27 13%	57 14%	29 10%	40 11%
Net: Favourable	152 14%	42 10%	72 18% B	81 36% E	33 5%	40 18%	69 17%	51 18%	71 20%
Net: Unfavourable	452 41%	233 55% C	155 39%	44 20%	357 57% D	98 45%	190 46%	143 51%	168 46%
Net Difference	-300 -27%	-191 -45%	-84 -21%	37 16%	-324 -52%	-58 -27%	-121 -29%	-91 -32%	-97 -27%
Mean	-0.61	-0.95	-0.42 B	0.27 E	-1.09	-0.58	-0.62	-0.72	-0.54

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Thérèse Coffey, Deputy Prime Minister and Health Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	41 4%	33 6% C	7 1%	29 10% EFIJKL	3 1%	9 2%	13 11% EFIJKL	17 9% EFIJKL	2 1%	1 1%	4 2%	5 2% *	18 3%	24 5%	11 4%	8 3%	6 2%	13 9% **	2 3% *	1 1% *	39 4%	2 1%	22 3%	18 6%	1 1% *	18 5%	23 3%	10 3%	32 4%	34 5% e	7 2%
Fairly favourable (1)	74 7%	46 8%	28 5%	27 9% J	22 6% J	25 6%	13 11% J	13 7%	16 9% J	6 3%	11 6%	15 6% *	45 7%	29 6%	22 8%	17 6%	15 6%	12 8% **	5 9% *	4 4% *	61 6%	14 8%	50 7%	16 5%	9 7% *	34 10% a	41 5%	29 8%	45 6%	49 8%	25 6%
Neither favourable nor unfavourable (0)	309 28%	133 25%	176 31%	93 30%	92 25%	124 29%	33 28%	60 32% IK	38 21%	54 28%	37 22%	87 33% *	163 26%	146 30%	58 22%	81 28%	82 32% OT	55 36% **	15 28% *	19 20% *	260 28%	49 28%	198 29%	78 26%	32 25% *	94 27%	215 28%	82 24%	227 30%	165 25%	143 32%
Fairly unfavourable (-1)	187 17%	95 18%	92 16%	52 17%	52 14%	84 19%	23 19%	29 15%	23 13%	28 15%	30 17%	54 21% *	115 19%	72 15%	47 18%	58 20%	39 15%	16 10% **	8 14% *	20 20% *	158 17%	29 17%	122 18%	43 14%	22 18% *	52 15%	135 18%	62 18%	125 16%	113 17%	74 16%
Very unfavourable (-2)	290 26%	153 28%	137 24%	52 17%	114 31% G	125 29% DGH	13 11%	38 20%	54 30% DG	60 31% DGH	64 37% DGHL	61 23% G*	175 28%	115 23%	64 24%	78 27%	63 24%	31 21% **	15 28% *	39 41% OPQS*	244 26%	46 26%	177 26%	77 26%	36 28% *	80 23%	211 28%	108 31% c	182 24%	166 25%	124 27%
Don't know	209 19%	81 15%	127 22% B	56 18%	87 23% F	66 15%	23 20%	33 17%	46 26% FK	40 21%	27 16%	39 15% *	102 17%	107 22%	61 23%	49 17%	52 20%	24 16% **	10 19% *	13 13% *	175 19%	35 20%	117 17%	66 22%	27 21% *	75 21%	135 18%	53 15%	156 20%	129 20%	80 18%
Net: Favourable	116 10%	79 15% C	35 6%	56 18% EFIJKL	26 7% J	34 8%	26 22% EFIJKL	30 16% EFJK	18 10% J	8 4%	14 8%	20 8% *	63 10%	53 11%	33 12%	25 9%	21 8%	25 17% **	6 12% *	5 6% *	100 11%	16 9%	71 10%	34 11%	11 8% *	52 15% a	64 8%	39 11%	77 10%	84 13% e	32 7%
Net: Unfavourable	477 43%	248 46%	229 40%	103 34%	165 45% DG	208 48% DGH	36 31%	67 35%	77 43% G	88 46% DG	94 54% DEGH	115 44% *	290 47% N	187 38%	112 42%	136 47%	102 40%	47 31% **	23 42% *	59 61% OPQS*	402 43%	75 43%	299 44%	120 40%	58 45% *	132 37%	346 46% Z	170 50% c	307 40%	280 43%	198 44%
Net Difference	-361 -33%	-169 -31%	-194 -34%	-47 -15%	-140 -38%	-174 -40%	-10 -9%	-37 -20%	-59 -33%	-80 -42%	-80 -46%	-94 -36%	-227 -37%	-134 -27%	-79 -30%	-111 -38%	-80 -31%	-22 -14%	-16 -30%	-54 -56%	-302 -32%	-59 -34%	-228 -33%	-86 -29%	-47 -37%	-80 -23%	-282 -37%	-131 -38%	-230 -30%	-196 -30%	-166 -37%
Mean	-0.68	-0.63	-0.74	-0.28 EFIJKL	-0.89	-0.79	-0.11 EFIJKL*	-0.38 EFIJK*	-0.84 *	-0.92	-0.96	-0.68 *	-0.75	-0.58	-0.65 T	-0.75 T	-0.67 T	-0.31 **	-0.68 **	-1.11 *	-0.67	-0.73 *	-0.67	-0.63	-0.81 *	-0.51 a	-0.75	-0.79	-0.62	-0.62	-0.76

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Thérèse Coffey, Deputy Prime Minister and Health Secretary

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	41 4%	16 4%	8 3%	1 2% *	14 10% C	14 3%	21 5%	28 12% IJKMO	5 1%	21 5% IKM	6 2%	19 9% IJKMO	8 2%	25 9% IJKMO	9 3% I	18 23% QRSTU*	11 1%	26 6% QSU	8 2%	22 6% QS	9 2%	27 11% W	5 1%
Fairly favourable (1)	74 7%	37 10%	12 4%	6 8% *	7 5%	27 6%	32 8%	44 19% IJKLMNO	14 2%	27 6% I	33 8% I	20 9% I	35 8% I	21 7% I	30 8% I	23 28% QRSTU*	27 3%	28 7% Q	31 8% QU	45 12% QU	17 4%	32 13% W	20 4%
Neither favourable nor unfavourable (0)	309 28%	136 35% CE	52 19%	19 25% *	32 22%	124 28%	117 29%	76 34% IJKLNO	140 22%	91 21%	102 26%	46 21%	110 27% IO	61 22%	83 23%	20 25% *	200 25% U	100 24% U	100 25% U	123 32% QU	75 18%	74 31%	145 25%
Fairly unfavourable (-1)	187 17%	76 19%	41 15%	25 32% CE*	23 16%	72 16%	70 17%	34 15%	121 19% J	69 16%	78 20%	47 22% JN	73 18%	43 15%	74 20%	11 13% *	162 20% U	64 15%	79 20%	64 17%	70 17%	40 17%	97 17%
Very unfavourable (-2)	290 26%	59 15%	118 44% BE	25 32% B*	44 31% B	148 33% G	94 23%	11 5%	256 41% HKLMNO	162 38% HKLM	101 25% H	58 27% H	120 29% H	97 34% HKL	113 31% HK	4 5% *	276 34% PST	156 37% PST	100 25% PT	64 17% P	191 45% PQRST	34 14%	201 35% V
Don't know	209 19%	66 17% D	39 15% D	2 2% *	23 16% D	65 14%	67 17%	33 15%	91 15%	58 14%	76 19% ILNO	26 12%	67 16%	34 12%	55 15%	4 5% *	134 17% PRU	45 11%	77 19% PRU	62 16% P	58 14% P	32 13%	101 18%
Net: Favourable	116 10%	54 14%	19 7%	8 10% *	21 15% C	41 9%	53 13%	72 32% IJKLMNO	19 3%	48 11% I	39 10% I	39 18% IJKMO	43 10% I	45 16% IJKM	39 11% I	41 51% QRSTU*	38 5%	54 13% QU	40 10% QU	66 17% QSU	26 6% Q	59 25% W	25 4%
Net: Unfavourable	477 43%	135 35%	159 59% BE	50 64% BE*	68 47% B	220 49%	164 41%	46 20%	377 60% HJKLMNO	230 54% HKM	179 45% H	106 49% H	194 47% H	140 50% H	187 51% HKM	15 19% *	438 54% PST	220 53% PT	179 45% PT	128 34% P	260 62% PQRST	74 31%	298 52% V
Net Difference	-361 -33%	-82 -21%	-140 -52%	-43 -54%	-46 -33%	-180 -40%	-111 -28%	26 12%	-357 -57%	-183 -43%	-140 -35%	-66 -31%	-151 -37%	-95 -34%	-148 -41%	26 32%	-401 -49%	-167 -40%	-140 -35%	-62 -16%	-234 -56%	-15 -6%	-273 -48%
Mean	-0.68	-0.38 CD*	-1.09	-0.86 *	-0.64 C*	-0.81 F	-0.55	0.22 IJKLMNO	-1.13	-0.88 I	-0.73 I	-0.55 IJO	-0.76 I	-0.68 U	-0.82 I	0.52 QRSTU*	-0.98 U	-0.79 QU	-0.73 QU	-0.33 QRSU*	-1.15	-0.11 W	-1.00

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Thérèse Coffey, Deputy Prime Minister and Health Secretary

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	41 4%	21 5% C	6 2%	28 12% E	5 1%	19 9% G	8 2%	25 9% I	9 3%
Fairly favourable (1)	74 7%	27 6%	33 8%	44 19% E	14 2%	20 9%	35 8%	21 7%	30 8%
Neither favourable nor unfavourable (0)	309 28%	91 21%	102 26%	76 34% E	140 22%	46 21%	110 27%	61 22%	83 23%
Fairly unfavourable (-1)	187 17%	69 16%	78 20%	34 15%	121 19%	47 22%	73 18%	43 15%	74 20%
Very unfavourable (-2)	290 26%	162 38% C	101 25%	11 5%	256 41% D	58 27%	120 29%	97 34%	113 31%
Don't know	209 19%	58 14%	76 19%	33 15%	91 15%	26 12%	67 16%	34 12%	55 15%

	Total	Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Net: Favourable	116 10%	48 11%	39 10%	72 32% E	19 3%	39 18% G	43 10%	45 16%	39 11%
Net: Unfavourable	477 43%	230 54% C	179 45%	46 20%	377 60% D	106 49%	194 47%	140 50%	187 51%
Net Difference	-361 -33%	-183 -43%	-140 -35%	26 12%	-357 -57%	-66 -31%	-151 -37%	-95 -34%	-148 -41%

	Total	Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Mean	-0.68	-0.88	-0.73	0.22 E	-1.13	-0.55	-0.76	-0.68	-0.82

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Jeremy Hunt, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	42 4%	30 6% C	12 2%	14 5% K	11 3%	16 4%	8 7% K	7 3%	6 3%	5 3%	2 1%	15 6% *	23 4%	19 4%	11 4%	11 4%	7 3%	9 6% **	3 5% *	1 1% *	38 4%	4 2%	23 3%	14 5%	4 3% *	14 4%	28 4%	13 4%	28 4%	26 4%	16 3%
Fairly favourable (1)	185 17%	93 17%	90 16%	52 17%	43 12%	90 21% EI	17 15%	35 18%	18 10%	25 13%	28 16%	62 24% EI*	122 20% N	63 13%	36 14%	64 22% O	48 19%	17 11% **	7 14% *	13 13% *	144 15%	41 24% U	111 16%	46 15%	28 22% *	59 17%	126 17%	63 18%	122 16%	97 15%	87 19%
Neither favourable nor unfavourable (0)	311 28%	142 26%	168 30%	80 26%	89 24%	143 33% E	33 28%	46 24%	44 25%	45 23%	46 27%	97 37% EJ*	163 26%	148 30%	80 30% P	62 21%	66 26%	58 38% **	16 30% *	30 31% *	280 30% V	31 18%	193 28%	88 30%	30 24% *	73 21%	239 31% Z	72 21%	240 31% b	165 25%	147 32%
Fairly unfavourable (-1)	239 22%	118 22%	121 21%	68 22%	94 25% L	77 18%	23 19%	45 24% L	49 27% FL	45 23% L	45 26% L	33 12% *	142 23%	97 20%	50 19%	67 23%	69 27% O	23 15% **	12 23% *	19 20% *	203 22%	36 21%	151 22%	61 21%	27 21% *	96 27% a	143 19%	92 27% c	148 19%	158 24%	82 18%
Very unfavourable (-2)	236 21%	127 24%	108 19%	55 18%	99 27% DG	82 19%	19 16%	36 19%	43 24%	56 30% DFGHL	41 24%	41 16% *	124 20%	111 23%	51 19%	66 23%	43 17%	32 21% **	12 23% *	30 32% OQ*	195 21%	41 24%	153 22%	59 20%	24 18% *	69 20%	166 22%	81 24%	155 20%	154 23%	82 18%
Don't know	98 9%	31 6%	67 12% B	38 12% F	34 9%	25 6%	17 15% FKL	21 11%	19 11%	15 8%	12 7%	13 5% *	43 7%	55 11%	36 14% PT	21 7%	23 9%	12 8% **	3 5% *	3 3% *	77 8%	21 12%	53 8%	30 10%	15 12% *	41 12%	57 8%	23 7%	75 10%	58 9%	40 9%
Net: Favourable	226 20%	123 23%	101 18%	66 22% E	54 15%	106 25% EI	25 21%	41 22%	24 13%	30 16%	29 17%	77 30% EIJK*	145 23% N	81 17%	47 18%	75 26% OT	55 21%	25 17% **	10 19% *	14 14% *	182 19%	45 26%	135 20%	59 20%	32 25% *	73 21%	154 20%	76 22%	150 20%	123 19%	103 23%
Net: Unfavourable	475 43%	245 45%	230 41%	123 40%	193 52% DFGL	159 37%	42 36%	81 43% L	92 51% DFGL	101 53% DFGL	86 50% GL	73 28% *	267 43%	208 42%	101 38%	133 46%	112 44%	55 37% **	25 46% *	49 51% O*	398 43%	77 44%	304 44%	120 40%	50 39% *	166 47%	309 41%	172 50% c	302 39%	312 47% e	163 36%
Net Difference	-249 -22%	-122 -23%	-128 -23%	-57 -19%	-139 -38%	-53 -12%	-17 -15%	-40 -21%	-68 -38%	-71 -37%	-57 -33%	4 1%	-122 -20%	-127 -26%	-54 -21%	-58 -20%	-57 -22%	-30 -20%	-14 -27%	-36 -37%	-217 -23%	-32 -18%	-170 -25%	-61 -20%	-18 -14%	-93 -26%	-156 -21%	-96 -28%	-152 -20%	-188 -29%	-60 -13%
Mean	-0.44	-0.43	-0.45	-0.36 EIJ	-0.68	-0.29 EIJ	-0.29 EIJK*	-0.41 EJ	-0.65	-0.70	-0.60	-0.09 EIJK*	-0.39	-0.50	-0.42	-0.42	-0.40	-0.38 **	-0.47 *	-0.70 *	-0.43	-0.45	-0.47	-0.40	-0.33 *	-0.48	-0.42	-0.51	-0.40	-0.53	-0.31 d

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Jeremy Hunt, 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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	42 / 4%	18 / 5%	4 / 2%	7 / 9% C*	8 / 6% C	20 / 4%	15 / 4%	27 / 12% IJKLMNO	7 / 1%	20 / 5% I	16 / 4% I	14 / 6% I	11 / 3% I	15 / 5% I	12 / 3% I	17 / 21% QRSTU*	19 / 2% U	16 / 4% U	18 / 4% QU	34 / 9% QRSU	5 / 1%	28 / 12% W	6 / 1%
Fairly favourable (1)	185 / 17%	97 / 25% CE	24 / 9%	25 / 31% CE*	15 / 10%	75 / 17%	82 / 20%	84 / 37% IJKMNO	62 / 10%	64 / 15% I	78 / 20% IO	62 / 28% IJKMO	66 / 16% I	71 / 25% IJMO	53 / 15% I	21 / 26% QU*	129 / 16% U	71 / 17% U	69 / 17% U	133 / 35% QRSU	29 / 7%	56 / 24% W	76 / 13%
Neither favourable nor unfavourable (0)	311 / 28%	129 / 33% C	60 / 22%	22 / 28% *	37 / 26%	129 / 29%	102 / 26%	58 / 26%	161 / 26% MN	100 / 23%	91 / 23%	61 / 28% N	86 / 21%	54 / 19%	86 / 24%	19 / 24% *	212 / 26% U	108 / 26% U	95 / 24% U	118 / 31% U	63 / 15%	64 / 27%	156 / 27%
Fairly unfavourable (-1)	239 / 22%	72 / 18%	79 / 29% B	16 / 20% *	34 / 24%	95 / 21%	97 / 24%	29 / 13%	168 / 27% H	116 / 27% H	91 / 23% H	47 / 22% H	103 / 25% H	67 / 24% H	86 / 24% H	16 / 20% T*	194 / 24% T	108 / 26% T	90 / 23% T	41 / 11%	137 / 33% PQRST	47 / 19%	143 / 25%
Very unfavourable (-2)	236 / 21%	49 / 13%	90 / 33% BD	9 / 11% *	41 / 29% BD	109 / 24%	77 / 19%	20 / 9%	200 / 32% HJKLN	110 / 26% HL	95 / 24% HL	28 / 13%	125 / 30% HKLN	60 / 21% HL	108 / 30% HKLN	4 / 5% *	210 / 26% PT	102 / 24% PT	99 / 25% PT	33 / 9%	173 / 41% PQRST	37 / 15%	151 / 27% V
Don't know	98 / 9%	26 / 7%	14 / 5%	1 / 1% *	8 / 5%	23 / 5%	28 / 7%	8 / 4%	30 / 5%	16 / 4%	26 / 7%	6 / 3%	23 / 6%	15 / 5%	18 / 5%	3 / 4% *	45 / 6% U	13 / 3%	25 / 6% U	21 / 5%	12 / 3%	7 / 3%	37 / 6%
Net: Favourable	226 / 20%	115 / 29% CE	28 / 10%	32 / 40% CE*	23 / 16%	95 / 21%	97 / 24%	112 / 49% IJKLMNO	69 / 11%	84 / 20% I	94 / 24% IMO	75 / 35% IJKMO	77 / 19% I	85 / 30% IJMO	65 / 18% I	37 / 47% QRSU*	148 / 18% U	87 / 21% U	87 / 22% QU	168 / 44% QRSU	34 / 8%	84 / 35% W	83 / 15%
Net: Unfavourable	475 / 43%	121 / 31%	169 / 63% BD	25 / 31% *	75 / 53% BD	204 / 45%	174 / 43%	49 / 22%	367 / 59% HJKLN	226 / 53% HLN	186 / 47% HL	75 / 35% H	228 / 55% HKLN	127 / 45% HL	194 / 53% HKL	21 / 26% *	405 / 50% PT	210 / 50% PT	189 / 48% PT	74 / 19%	310 / 74% PQRST	84 / 35%	295 / 52% V
Net Difference	-249 / -22%	-6 / -2%	-141 / -52%	7 / 9%	-53 / -37%	-109 / -24%	-77 / -19%	63 / 28%	-298 / -48%	-142 / -33%	-92 / -23%	* / *	-150 / -36%	-42 / -15%	-129 / -36%	17 / 21%	-256 / -32%	-123 / -29%	-102 / -26%	94 / 25%	-275 / -66%	* / *	-212 / -37%
Mean	-0.44	-0.10 CE	-0.88	0.07 CE*	-0.63	-0.46	-0.37	0.32 IJKLMNO	-0.82	-0.56 I	-0.46 IMO	-0.07 IJKMNO	-0.68 I	-0.33 IUMO	-0.65 I	0.38 QRSU*	-0.59 U	-0.51 U	-0.49 U	0.26 QRSU	-1.09	-0.04 W	-0.67

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Jeremy Hunt, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	42 4%	20 5%	16 4%	27 12% E	7 1%	14 6%	11 3%	15 5%	12 3%
Fairly favourable (1)	185 17%	64 15%	78 20%	84 37% E	62 10%	62 28% G	66 16%	71 25% I	53 15%
Neither favourable nor unfavourable (0)	311 28%	100 23%	91 23%	58 26%	161 26%	61 28%	86 21%	54 19%	86 24%
Fairly unfavourable (-1)	239 22%	116 27%	91 23%	29 13%	168 27% D	47 22%	103 25%	67 24%	86 24%
Very unfavourable (-2)	236 21%	110 26%	95 24%	20 9%	200 32% D	28 13%	125 30% F	60 21%	108 30% H
Don't know	98 9%	16 4%	26 7%	8 4%	30 5%	6 3%	23 6%	15 5%	18 5%

	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Net: Favourable	226 20%	84 20%	94 24%	112 49% E	69 11%	75 35% G	77 19%	85 30% I	65 18%
Net: Unfavourable	475 43%	226 53%	186 47%	49 22%	367 59% D	75 35%	228 55% F	127 45%	194 53%
Net Difference	-249 -22%	-142 -33%	-92 -23%	63 28%	-298 -48%	* *	-150 -36%	-42 -15%	-129 -36%

	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Mean	-0.44	-0.56	-0.46	0.32 E	-0.82	-0.07 G	-0.68	-0.33 I	-0.65

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

Overlap formulae used

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Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Grant Shapps, Home Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age										Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	30 3%	21 4%	9 2%	19 6% EFIJK	4 1%	7 2%	10 8% EFIJKL	9 5% EIK	1 *	3 2%	2 1%	5 2% *	16 3%	14 3%	12 4%	7 3%	6 2%	4 2% **	- *	1 1% *	27 3%	3 1%	15 2%	13 4%	1 1% *	13 4%	17 2%	5 1%	25 3%	20 3%	10 2%
Fairly favourable (1)	128 12%	82 15% C	44 8%	46 15% EJ	30 8%	52 12%	16 13% J	30 16% EJ	18 10%	12 6%	15 9%	37 14% *	79 13%	49 10%	31 12%	35 12%	28 11%	22 15% **	6 12% *	6 6% *	106 11%	22 13%	85 12%	33 11%	10 8% *	46 13%	82 11%	38 11%	90 12%	77 12%	51 11%
Neither favourable nor unfavourable (0)	326 29%	154 28%	171 30%	86 28%	101 27%	139 32%	34 29%	52 27%	49 27%	53 28%	43 25%	96 37% *	157 25%	169 34% M	59 22%	90 31% O	82 32% O	51 34% **	16 29% *	28 29% *	282 30%	44 25%	206 30%	85 28%	35 27% *	88 25%	238 31%	92 27%	234 30%	178 27%	148 33%
Fairly unfavourable (-1)	190 17%	87 16%	103 18%	50 16%	62 17%	78 18%	17 14%	33 17%	26 15%	36 19%	35 20%	43 16% *	132 21% N	59 12%	40 15%	50 17%	48 19%	23 15% **	10 19% *	18 19% *	157 17%	33 19%	121 18%	44 15%	25 19% *	63 18%	128 17%	70 20%	120 16%	112 17%	78 17%
Very unfavourable (-2)	243 22%	143 26% C	101 18%	52 17%	94 25% DG	97 22%	18 16%	34 18%	40 22%	54 28% DGH	51 29% DGH	47 18% *	137 22%	106 21%	61 23%	67 23%	43 17%	29 19% **	17 31% Q*	27 28% Q*	203 22%	40 23%	154 23%	63 21%	26 21% *	72 20%	171 23%	86 25%	157 20%	154 23%	90 20%
Don't know	194 17%	55 10%	139 25% B	56 18%	78 21%	60 14%	23 20%	32 17%	45 25% FKL	33 17%	27 16%	33 13% *	97 16%	97 20%	61 23% PS	41 14%	49 19%	23 15% **	5 9% *	16 17% *	162 17%	32 19%	103 15%	61 20%	30 24% *	71 20%	123 16%	52 15%	142 19%	117 18%	77 17%
Net: Favourable	158 14%	102 19% C	53 9%	64 21% EIJK	34 9%	59 14%	25 22% EIJK	39 21% EIJK	19 11%	15 8%	17 10%	43 16% *	95 15%	63 13%	43 16% T	43 15%	34 13%	25 17% **	6 12% *	7 7% *	133 14%	25 14%	100 15%	46 15%	12 9% *	58 17%	99 13%	43 13%	114 15%	97 15%	61 13%
Net: Unfavourable	433 39%	230 42%	203 36%	102 33%	156 42% DG	175 40%	35 30%	67 35%	66 37%	90 47% DEGH	86 50% DGHIL	90 34% *	269 44% N	164 33%	102 39%	117 40%	91 36%	52 34% **	27 50% *	45 47% *	360 38%	73 42%	276 40%	107 36%	51 40% *	135 38%	299 39%	156 45% c	277 36%	265 40%	168 37%
Net Difference	-276 -25%	-128 -24%	-150 -26%	-38 -12%	-122 -33%	-116 -27%	-10 -9%	-28 -15%	-47 -26%	-76 -40%	-69 -40%	-47 -18%	-174 -28%	-102 -21%	-59 -22%	-74 -26%	-57 -22%	-26 -17%	-21 -39%	-39 -40%	-227 -24%	-49 -28%	-176 -26%	-61 -21%	-39 -30%	-76 -22%	-199 -26%	-113 -33%	-163 -21%	-169 -26%	-107 -24%
Mean	-0.53	-0.51	-0.56	-0.28 EIJK	-0.73	-0.55	-0.20 EFIJK*	-0.33 EJK*	-0.64 *	-0.81	-0.81	-0.39 EIJK*	-0.57	-0.49	-0.53	-0.53	-0.45 T	-0.40 **	-0.76 *	-0.81 *	-0.52	-0.61	-0.54	-0.47	-0.65 *	-0.48	-0.56	-0.66 b	-0.47	-0.56	-0.50

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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/a,b/c,d/e   Minimum Base: 30(**) Small Base: 100(*)

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Fieldwork: 21-24 October 2022
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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	30 3%	11 3%	5 2%	2 3% *	5 3%	8 2%	12 3%	17 8% IJKMO	7 1%	13 3% IO	10 2% O	12 5% IO	9 2% O	16 6% IJKMO	3 1%	11 14% QRSTU*	10 1%	15 4% QU	10 3% QU	22 6% QU	4 1%	19 8% W	9 2%
Fairly favourable (1)	128 12%	73 19% C	16 6%	7 9% *	18 13% C	46 10%	59 15%	64 28% IJKLMNO	32 5%	41 10% I	56 14% I	36 17% U	48 12% I	44 14% U	49 14% I	27 34% QRSTU*	70 9% U	49 12% U	48 12% QU	80 21% QRSU	24 6%	51 21% W	39 7%
Neither favourable nor unfavourable (0)	326 29%	142 36% CE	49 18%	31 40% CE*	34 24%	143 32%	118 29%	80 35% IJKMNO	153 24%	101 24%	98 25%	66 30% JO	97 23%	73 26%	79 22%	24 30% U*	218 27%	108 26%	108 27%	139 37% QRSU	67 16%	70 29%	160 28%
Fairly unfavourable (-1)	190 17%	66 17%	57 21%	23 29% *	27 19%	82 18%	74 18%	25 11%	136 22% HN	84 20% H	80 20% H	38 18%	86 21% H	44 16%	86 24% HN	8 10% *	164 20%	85 20% P	72 18%	58 15%	84 20% P	41 17%	101 18%
Very unfavourable (-2)	243 22%	41 11%	107 40% BDE	14 18% *	33 23% B	108 24%	77 19%	15 6%	218 35% HJKLMNO	132 31% HKLN	87 22% H	42 19% H	121 29% HKL	72 25% H	99 27% HK	3 4% *	221 27% PST	123 30% PT	85 21% PT	30 8%	185 44% PQRST	33 14%	163 29% V
Don't know	194 17%	58 15% D	36 13% D	2 2% *	26 18% D	63 14%	61 15%	25 11%	82 13%	56 13%	65 17% HMO	23 11%	53 13%	31 11%	47 13%	7 9% *	128 16% RU	38 9%	73 18% PRU	52 14%	56 13% R	26 11%	97 17%
Net: Favourable	158 14%	84 22% C	21 8%	9 12% *	23 16% C	55 12%	71 18%	82 36% IJKLMNO	39 6%	55 13% I	66 17% I	48 22% IJMO	57 14% I	60 21% IJMO	52 14% I	38 48% QRSTU*	79 10% U	64 15% QU	58 15% QU	101 27% QRSU	28 7%	70 29% W	48 8%
Net: Unfavourable	433 39%	107 27%	164 61% BE	37 47% B*	60 42% B	190 42%	151 38%	40 18%	353 56% HJKLMN	216 51% HKLN	166 42% H	80 37% H	207 50% HKLN	116 41% H	185 51% HKLN	11 14% *	386 48% PST	208 50% PST	157 40% PT	88 23%	269 64% PQRST	74 31%	265 46% V
Net Difference	-276 -25%	-23 -6%	-143 -53%	-27 -35%	-36 -25%	-135 -30%	-79 -20%	42 19%	-314 -50%	-161 -38%	-100 -25%	-32 -15%	-151 -36%	-56 -20%	-133 -37%	27 34%	-306 -38%	-144 -34%	-99 -25%	13 3%	-241 -57%	-4 -2%	-217 -38%
Mean	-0.53	-0.16 CDE*	-1.05 C	-0.51 C*	-0.55 C*	-0.61	-0.42	0.22 IJKLMNO	-0.96	-0.76 I	-0.53 IJMO	-0.33 UMO	-0.73 I	-0.45 UMO	-0.73 I	0.49 QRSTU*	-0.76 U	-0.66 U	-0.54 QU	0.01 QRSU*	-1.16	-0.09 W	-0.79

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Grant Shapps, Home Secretary

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	30 3%	13 3%	10 2%	17 8% E	7 1%	12 5%	9 2%	16 6% I	3 1%
Fairly favourable (1)	128 12%	41 10%	56 14%	64 28% E	32 5%	36 17%	48 12%	44 16%	49 14%
Neither favourable nor unfavourable (0)	326 29%	101 24%	98 25%	80 35% E	153 24%	66 30%	97 23%	73 26%	79 22%
Fairly unfavourable (-1)	190 17%	84 20%	80 20%	25 11%	136 22% D	38 18%	86 21%	44 16%	86 24% H
Very unfavourable (-2)	243 22%	132 31% C	87 22%	15 6%	218 35% D	42 19%	121 29% F	72 25%	99 27%
Don't know	194 17%	56 13%	65 17%	25 11%	82 13%	23 11%	53 13%	31 11%	47 13%
Net: Favourable	158 14%	55 13%	66 17%	82 36% E	39 6%	48 22% G	57 14%	60 21% I	52 14%
Net: Unfavourable	433 39%	216 51% C	166 42%	40 18%	353 56% D	80 37%	207 50% F	116 41%	185 51% H
Net Difference	-276 -25%	-161 -38%	-100 -25%	42 19%	-314 -50%	-32 -15%	-151 -36%	-56 -20%	-133 -37%
Mean	-0.53	-0.76	-0.53 B	0.22 E	-0.96	-0.33 G	-0.73	-0.45 I	-0.73

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Penny Mordaunt, Leader of the House of Commons

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	55 5%	42 8% c	13 2%	20 6%	12 3%	23 5%	9 8% E	10 5%	5 3%	7 4%	10 6%	13 5% *	30 5%	25 5%	9 3%	15 5%	10 4%	13 9% **	- - *	8 8% *	47 5%	8 4%	31 5%	15 5%	9 7% *	15 4%	40 5%	14 4%	41 5%	38 6%	17 4%
Fairly favourable (1)	215 19%	100 18%	113 20%	47 15%	58 16%	111 26% DEHIJ	20 17%	27 14%	28 15%	30 16%	32 19%	78 30% DEHIJ*	124 20%	92 19%	35 13%	48 16%	49 19%	50 33% **	16 29% OP*	17 18% *	185 20%	31 18%	151 22% X	43 14%	21 16% *	59 17%	156 21%	63 18%	153 20%	116 18%	99 22%
Neither favourable nor unfavourable (0)	334 30%	168 31%	167 29%	99 32%	93 25%	143 33%	39 33%	60 31%	41 23%	52 27%	53 31%	90 34% *	179 29%	155 32%	85 32%	90 31%	87 34%	30 20% **	16 29% *	27 28% *	281 30%	53 31%	199 29%	102 34%	33 26% *	90 26%	244 32%	98 28%	237 31%	178 27%	157 35%
Fairly unfavourable (-1)	191 17%	88 16%	102 18%	60 19%	62 17%	70 16%	20 17%	39 21%	26 15%	36 19%	35 20%	35 13% *	123 20%	68 14%	50 19%	62 21%	44 17%	12 8% **	9 17% *	13 14% *	153 16%	38 22%	115 17%	43 14%	33 26% X*	64 18%	126 17%	69 20%	122 16%	120 18%	71 16%
Very unfavourable (-2)	172 16%	99 18%	74 13%	44 14%	80 22% DFGL	49 11%	14 12%	30 16%	42 24% DFGL	37 20% FL	26 15%	23 9% *	94 15%	79 16%	36 14%	46 16%	33 13%	26 17% **	8 15% *	23 24% OQ*	151 16%	22 12%	110 16%	50 17%	12 10% *	63 18%	109 14%	60 17%	112 15%	112 17%	60 13%
Don't know	143 13%	45 8%	97 17% B	40 13%	65 18% FK	38 9%	15 13%	25 13%	37 21% DFKL	28 15%	16 9%	22 9% *	69 11%	74 15%	48 18% PT	30 10%	33 13%	19 13% **	5 10% *	8 8% *	120 13%	23 13%	80 12%	44 15%	19 15% *	60 17% a	84 11%	40 12%	104 14%	94 14%	49 11%
Net: Favourable	270 24%	142 26%	126 22%	66 22%	70 19%	134 31% DEHIJ	29 25%	37 20%	32 18%	37 20%	43 25%	91 35% DEHIJ*	153 25%	117 24%	44 17%	63 22%	60 23%	63 42% **	16 29% *	25 26% *	232 25%	38 22%	182 27%	58 19%	30 24% *	75 21%	196 26%	77 22%	193 25%	154 23%	117 26%
Net: Unfavourable	363 33%	187 35%	176 31%	103 34%	141 38% FL	119 27%	34 29%	69 36% L	68 38% L	73 38% FL	61 35% L	58 22% *	216 35%	147 30%	87 33%	108 37%	77 30%	38 26% **	17 32% *	36 38% *	303 32%	60 34%	225 33%	93 31%	45 35% *	128 36%	235 31%	129 38% c	234 30%	232 35%	131 29%
Net Difference	-93 -8%	-45 -8%	-50 -9%	-37 -12%	-72 -19%	15 4%	-5 -4%	-32 -17%	-36 -20%	-36 -19%	-18 -11%	34 13%	-63 -10%	-30 -6%	-43 -16%	-45 -15%	-17 -7%	24 16%	-2 -3%	-11 -12%	-71 -8%	-22 -12%	-43 -6%	-35 -12%	-15 -12%	-53 -15%	-40 -5%	-52 -15%	-41 -5%	-78 -12%	-15 -3%
Mean	-0.22	-0.21	-0.23	-0.23	-0.46 EIJ	-0.03 EIJ	-0.10 EI*	-0.31	-0.52 *	-0.41	-0.22	0.10 EHIJ*	-0.23	-0.20	-0.33	-0.29	-0.18	0.09 **	-0.20 *	-0.30 *	-0.21	-0.24	-0.20	-0.28	-0.17 *	-0.35	-0.16	-0.32	-0.17	-0.27	-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 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   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   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Penny Mordaunt, Leader of the House of Commons

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	55 5%	38 10% C	3 1%	2 3% *	5 4%	15 3%	36 9% F	28 12% IJKMO	17 3%	15 4%	25 6% I	20 9% IJ	27 7% IJ	20 7% U	22 6% I	14 18% QRSTU*	27 3%	22 5%	25 6% Q	26 7% Q	17 4%	25 10% W	8 1%
Fairly favourable (1)	215 19%	108 28% C	28 10%	23 29% C*	26 18% C	96 21%	78 20%	64 28% IJKMNO	111 18%	71 17%	79 20%	46 21%	72 17%	56 20%	72 20%	23 29% SU*	155 19% U	95 23% U	71 18% U	130 34% QRSU	45 11%	58 24%	116 20%
Neither favourable nor unfavourable (0)	334 30%	122 31%	76 28%	26 33% *	41 29%	121 27%	141 35%	84 37% IJKLMNO	156 25%	122 29% I	116 29%	58 27%	116 28%	76 27%	104 29%	23 28% *	226 28%	110 26% U	109 27% U	120 32% U	88 21%	81 34%	145 26%
Fairly unfavourable (-1)	191 17%	55 14%	66 24% B	17 22% *	31 22%	94 21%	60 15%	27 12%	139 22% HMO	93 22% H	72 18% H	47 22% H	70 17%	61 22% H	62 17%	11 14% *	158 19% T	83 20% T	79 20% T	42 11%	110 26% PQRST	43 18%	118 21%
Very unfavourable (-2)	172 16%	29 7%	75 28% BDE	8 10% *	24 17% B	78 17%	50 12%	5 2%	154 25% HJKLN	87 20% HLN	66 17% H	24 11% H	94 23% HKLN	44 16% H	79 22% HKL	4 5% *	161 20% PT	81 19% PT	74 19% PT	21 6%	137 33% PQRST	21 9%	115 20% V
Don't know	143 13%	39 10%	22 8%	3 4% *	15 10%	46 10%	36 9%	18 8%	51 8%	39 9%	39 10% O	21 10%	35 8%	23 8%	25 7%	5 6% *	84 10% U	28 7%	39 10% U	41 11%	24 6%	13 5%	67 12% V
Net: Favourable	270 24% CE	146 37% CE	31 12%	25 31% C*	31 22% C	112 25%	114 28%	92 41% IJKLMNO	127 20%	86 20%	103 26% I	67 31% IJ	99 24%	76 27% IJ	94 26% I	37 46% QRSU*	182 22% U	116 28% U	96 24% U	157 41% QRSU	61 15%	82 34% W	125 22%
Net: Unfavourable	363 33%	84 21%	141 52% BDE	25 32% *	55 39% G	172 38% G	110 27%	32 14%	293 47% HJKLMNO	180 42% HL	138 35% H	71 33% H	164 40% HK	105 37% H	141 39% H	15 19% *	319 39% PT	164 39% PT	152 38% PT	63 17%	246 59% PQRST	64 27%	233 41% V
Net Difference	-93 -8%	62 16%	-110 -41%	-1 -1%	-24 -17%	-60 -13%	4 1%	60 27%	-166 -26%	-94 -22%	-35 -9%	-4 -2%	-66 -16%	-29 -10%	-47 -13%	22 27%	-137 -17%	-48 -11%	-56 -14%	94 25%	-185 -44%	19 8%	-108 -19%
Mean	-0.22	0.20 CE	-0.73	-0.09 C*	-0.33 C*	-0.30	-0.03 F	0.40 IJKLMNO	-0.53	-0.43 I	-0.21 IJM	-0.04 UMO	-0.35 I	-0.20 IJ	-0.31 I	0.43 QRSU*	-0.37 U	-0.27 U	-0.29 U	0.29 QRSU	-0.77	0.10 W	-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 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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Penny Mordaunt, Leader of the House of Commons

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	55 5%	15 4%	25 6%	28 12% E	17 3%	20 9%	27 7%	20 7%	22 6%
Fairly favourable (1)	215 19%	71 17%	79 20%	64 28% E	111 18%	46 21%	72 17%	56 20%	72 20%
Neither favourable nor unfavourable (0)	334 30%	122 29%	116 29%	84 37% E	156 25%	58 27%	116 28%	76 27%	104 29%
Fairly unfavourable (-1)	191 17%	93 22%	72 18%	27 12%	139 22% D	47 22%	70 17%	61 22%	62 17%
Very unfavourable (-2)	172 16%	87 20%	66 17%	5 2%	154 25% D	24 11%	94 23% F	44 16%	79 22%
Don't know	143 13%	39 9%	39 10%	18 8%	51 8%	21 10%	35 8%	23 8%	25 7%

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
Net: Favourable	270 24%	86 20%	103 26%	92 41% E	127 20%	67 31%	99 24%	76 27%	94 26%
Net: Unfavourable	363 33%	180 42%	138 35%	32 14%	293 47% D	71 33%	164 40%	105 37%	141 39%
Net Difference	-93 -8%	-94 -22%	-35 -9%	60 27%	-166 -26%	-4 -2%	-66 -16%	-29 -10%	-47 -13%

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
Mean	-0.22	-0.43	-0.21 B	0.40 E	-0.53	-0.04 G	-0.35	-0.20	-0.31

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Ben Wallace, Secretary of State for Defence

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	93 8%	62 12% C	31 5%	21 7%	24 6%	48 11%	9 8%	11 6%	14 8%	10 5%	14 8%	35 13% *	52 8%	41 8%	17 6%	29 10%	16 6%	22 14% **	5 9% *	4 5% *	74 8%	19 11%	55 8%	20 7%	18 14% X*	21 6%	72 9%	28 8%	65 8%	52 8%	41 9%
Fairly favourable (1)	158 14%	100 18% C	57 10%	37 12%	52 14%	68 16%	15 13%	22 12%	20 11%	32 17%	26 15%	42 16% *	101 16%	56 11%	46 18%	40 14%	39 15%	15 10% **	6 11% *	11 12% *	137 15%	20 12%	103 15%	43 14%	11 9% *	41 12%	117 15%	52 15%	105 14%	96 15%	62 14%
Neither favourable nor unfavourable (0)	343 31%	145 27%	198 35% B	102 33% I	97 26%	145 33% I	36 30%	66 35% I	40 22%	57 30%	49 29%	96 37% I*	181 29%	162 33%	68 26%	90 31%	83 33%	57 38% **	23 42% OT*	23 24% *	290 31%	54 31%	216 32%	89 30%	38 30% *	107 30%	236 31%	100 29%	243 32%	182 28%	161 36%
Fairly unfavourable (-1)	143 13%	77 14%	66 12%	52 17%	45 12%	47 11%	22 18% L	30 16%	24 14%	20 11%	25 14%	22 9% *	91 15%	53 11%	37 14%	41 14%	25 10%	18 12% **	10 18% *	12 13% *	119 13%	24 14%	91 13%	41 14%	12 9% *	51 14%	92 12%	56 16% c	87 11%	89 14%	54 12%
Very unfavourable (-2)	140 13%	77 14%	63 11%	40 13%	57 16%	42 10%	14 12%	26 14%	31 17% L	27 14%	25 14%	18 7% *	76 12%	64 13%	34 13%	34 12%	22 9%	16 11% **	6 12% *	27 28% OPQS*	122 13%	18 10%	85 12%	41 14%	14 11% *	50 14%	89 12%	51 15%	89 12%	97 15%	43 9%
Don't know	234 21%	80 15%	153 27% B	57 18%	94 26% D	83 19%	22 19%	34 18%	44 28% D	44 23%	35 20%	49 19% *	117 19% S	117 24%	63 24%	56 19%	70 27% PS	23 15% **	5 9% *	18 18% *	194 21%	40 23%	135 20%	64 22%	35 27% *	81 23%	153 20%	56 16%	178 23% b	141 21%	93 20%
Net: Favourable	251 23%	162 30% C	88 15%	58 19%	76 21%	116 27%	24 21%	34 18%	34 19%	43 22%	40 23%	77 29% *	154 25%	97 20%	63 24%	69 24%	55 22%	36 24% **	10 19% *	16 16% *	212 23%	39 22%	159 23%	63 21%	29 23% *	62 18%	188 25% Z	80 23%	170 22%	148 22%	103 23%
Net: Unfavourable	283 25%	155 29%	128 23%	92 30% FL	102 28% L	89 21%	36 30% L	56 29% L	55 31% FL	47 25%	49 28% L	40 15% *	166 27%	117 24%	70 27%	76 26%	47 19%	34 23% **	16 30% *	40 41% OPQ*	241 26%	42 24%	176 26%	82 27%	25 20% *	101 29%	182 24%	107 31% c	176 23%	186 28%	97 21%
Net Difference	-32 -3%	7 1%	-41 -7%	-34 -11%	-26 -7%	27 6%	-11 -10%	-22 -12%	-21 -12%	-4 -2%	-9 -5%	37 14%	-13 -2%	-20 -4%	-7 -3%	-6 -2%	8 3%	2 1%	-6 -10%	-24 -25%	-30 -3%	-2 -1%	-17 -2%	-19 -6%	4 3%	-39 -11%	7 1%	-27 -8%	-5 -1%	-38 -6%	6 1%
Mean	-0.09	-0.02	-0.18	-0.21	-0.21	0.10 DEHI*	-0.17 *	-0.24 *	-0.30 *	-0.14 *	-0.15	0.25 DEHI*	-0.07	-0.11	-0.11 T	-0.05 T	0.01 T	0.06 **	-0.15 *	-0.59 *	-0.10	-0.01 *	-0.09	-0.17	0.09 *	-0.25	-0.02	-0.17	-0.05	-0.16	0.01

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Ben Wallace, Secretary of State for Defence

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians							Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	93 8%	57 15% CE	10 4%	13 16% CE*	7 5%	33 7%	53 13% F	54 24% IJKLMNO	24 4%	21 5%	53 13% IJ	25 11% IJ	47 11% IJ	24 9% U	46 13% IJ	18 22% QRSU*	48 6% U	30 7% U	46 12% QU	56 15% QRU	16 4%	52 22% W	17 3%
Fairly favourable (1)	158 14%	87 22% CE	28 10%	9 11% *	14 10%	57 13%	80 20% F	60 26% IJKMNO	62 10%	70 16% I	66 17% I	44 20% I	63 15% I	44 16% I	67 18% I	22 28% QRSU*	111 14% U	64 15% U	67 17% QU	89 23% QU	41 10%	54 23% W	62 11%
Neither favourable nor unfavourable (0)	343 31%	127 32%	77 28%	25 32% *	45 31%	155 34%	120 30%	53 24%	203 32% KMO	129 30% MO	94 24%	62 28%	98 24%	84 30%	81 22%	16 20% *	250 31% SU	143 34% PSU	92 23%	121 32% PS	108 26%	64 27%	187 33%
Fairly unfavourable (-1)	143 13%	34 9%	53 19% B	15 19% B*	25 17% B	61 13%	46 12%	16 7%	106 17% HKO	72 17% HKO	45 11%	30 14% H	57 14% H	46 17% H	41 11%	14 17% T*	114 14% T	70 17% T	46 12%	28 7%	79 19% QST	19 8%	88 16% V
Very unfavourable (-2)	140 13%	14 4%	58 22% B	9 11% B*	22 16% B	68 15% G	26 6%	9 4%	123 20% HJKLN	66 15% HL	55 14% H	22 10% H	82 20% HKL	41 15% H	68 19% HKL	4 5% *	124 15% PT	60 14% PT	63 16% PT	11 3%	116 28% PQRST	14 6%	97 17% V
Don't know	234 21%	71 18%	44 16%	8 11% *	30 21%	76 17%	76 19%	34 15%	109 17%	69 16%	84 21% HMNO	35 16%	65 16%	41 15%	59 16%	6 7% *	163 20% PRU	51 12%	81 20% PRU	75 20% P	59 14%	36 15%	117 21%
Net: Favourable	251 23%	145 37% CE	39 14%	21 27% C*	21 15%	90 20%	133 33% F	114 50% IJKLMNO	86 14%	91 21% I	119 30% IJ	68 31% IJN	111 27% I	68 24% I	113 31% IJM	40 50% QRSTU*	158 20% U	94 23% U	114 29% QU	145 38% QRSU	57 14%	106 44% W	79 14%
Net: Unfavourable	283 25%	48 12%	111 41% B	24 30% B*	47 33% B	129 29% G	72 18%	25 11%	230 37% HJKLNO	138 32% HKL	100 25% H	52 24% H	139 34% HKL	88 31% HL	109 30% HK	18 22% T*	239 29% T	129 31% T	109 28% T	39 10%	196 47% PQRST	33 14%	185 33% V
Net Difference	-32 -3%	96 25%	-72 -27%	-3 -4%	-26 -18%	-38 -9%	60 15%	88 39%	-144 -23%	-47 -11%	19 5%	16 7%	-29 -7%	-19 -7%	4 1%	22 28%	-80 -10%	-35 -8%	5 1%	106 28%	-139 -33%	73 31%	-106 -19%
Mean	-0.09	0.44 CDE*	-0.53	0.01 C*	-0.36 *	-0.20	0.27 F	0.69 IJKLMNO	-0.47	-0.26 I	0.05 IJM	0.10 IJN	-0.18 I	-0.15 I	-0.06 I	0.49 QRSU*	-0.24 U	-0.18 U	-0.04 QU	0.50 QRSU*	-0.66	0.55 W	-0.41

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

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

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Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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? - Ben Wallace, Secretary of State for Defence

All Adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	93 8%	21 5%	53 13% B	54 24% E	24 4%	25 11%	47 11%	24 9%	46 13%
Fairly favourable (1)	158 14%	70 16%	66 17%	60 26% E	62 10%	44 20%	63 15%	44 16%	67 18%
Neither favourable nor unfavourable (0)	343 31%	129 30%	94 24%	53 24%	203 32%	62 28%	98 24%	84 30%	81 22%
Fairly unfavourable (-1)	143 13%	72 17% C	45 11%	16 7%	106 17% D	30 14%	57 14%	46 17%	41 11%
Very unfavourable (-2)	140 13%	66 15%	55 14%	9 4%	123 20% D	22 10%	82 20% F	41 15%	68 19%
Don't know	234 21%	69 16%	84 21%	34 15%	109 17%	35 16%	65 16%	41 15%	59 16%

	Total	Favourable (B)	Unfavourable (C)	Favourable (D)	Unfavourable (E)	Favourable (F)	Unfavourable (G)	Favourable (H)	Unfavourable (I)
Net: Favourable	251 23%	91 21%	119 30% B	114 50% E	86 14%	68 31%	111 27%	68 24%	113 31%
Net: Unfavourable	283 25%	138 32% C	100 25%	25 11%	230 37% D	52 24%	139 34% F	88 31%	109 30%
Net Difference	-32 -3%	-47 -11%	19 5%	88 39%	-144 -23%	16 7%	-29 -7%	-19 -7%	4 1%

	Total	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Mean	-0.09	-0.26	0.05 B	0.69 E	-0.47	0.10	-0.18	-0.15	-0.06

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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? - Theresa May, Former Prime Minister

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	43 4%	27 5%	16 3%	17 6%	12 3%	13 3%	11 9% DEFJK	7 4%	9 5%	4 2%	5 3%	8 3% *	29 5%	14 3%	11 4%	11 4%	11 4%	5 4% **	2 4% *	2 2% *	38 4%	5 3%	22 3%	14 5%	7 5% *	13 4%	30 4%	16 5%	27 4%	32 5%	11 2%
Fairly favourable (1)	198 18%	109 20%	88 16%	57 18%	52 14%	89 20%	26 22% EJ	31 16%	29 16%	23 12%	35 20%	53 20% *	121 20%	77 16%	45 17%	49 17%	49 19%	27 18% **	7 13% *	20 21% *	172 18%	26 15%	134 20%	47 16%	17 14% *	54 15%	144 19%	61 18%	136 18%	115 17%	83 18%
Neither favourable nor unfavourable (0)	300 27%	122 22%	178 31% B	80 26%	88 24%	133 31%	26 22%	53 28%	45 25%	43 22%	39 23%	94 36% J*	161 26%	139 28%	59 22%	80 28%	66 26%	64 43% **	14 27% *	17 18% *	258 28%	43 24%	185 27%	77 26%	39 31% *	88 25%	212 28%	87 25%	213 28%	150 23%	150 33% d
Fairly unfavourable (-1)	270 24%	136 25%	134 24%	75 24%	95 26%	100 23%	26 22%	49 26%	38 21%	57 30%	41 24%	59 23% *	155 25%	115 23%	70 27%	64 22%	67 26%	28 18% **	15 28% *	25 26% *	223 24%	47 27%	168 24%	76 25%	27 21% *	90 26%	180 24%	95 28%	175 23%	171 26%	99 22%
Very unfavourable (-2)	229 21%	125 23%	104 18%	50 16%	91 25% D	88 20%	19 16%	31 16%	44 24%	48 25% D	45 26% DGH	42 16% *	122 20%	107 22%	56 21%	74 25%	49 19%	12 8% **	12 21% *	27 28% *	185 20%	44 25%	142 21%	61 21%	26 21% *	73 21%	156 21%	71 21%	158 21%	147 22%	82 18%
Don't know	71 6%	24 4%	47 8%	29 10% FKL	30 8% FL	11 3%	10 9% FL	19 10% FKL	14 8% FL	16 8% FL	7 4%	4 2% *	30 5%	41 8%	23 9% P	12 4%	13 5%	14 9% **	3 6% *	6 6% *	60 6%	11 6%	36 5%	24 8%	12 9% *	34 10% a	36 5%	13 4%	57 7% b	43 7%	28 6%
Net: Favourable	241 22%	135 25% C	104 18%	74 24% J	65 18%	102 23% J	36 31% DEHJ	38 20%	37 21%	27 14%	41 24% J	61 23%	150 24%	91 18%	56 21%	61 21%	60 24%	33 22% **	9 17% *	22 22% *	210 22%	31 18%	156 23%	61 20%	24 19% *	67 19%	174 23%	77 22%	164 21%	147 22%	94 21%
Net: Unfavourable	499 45%	260 48%	238 42%	125 41%	186 50% DG	188 43%	45 38%	80 42%	82 46%	104 55% DFGHL	86 50% G	101 39% *	277 45%	222 45%	126 48%	138 47%	116 45%	39 26% **	27 50% *	52 54% *	409 44%	90 52%	309 45%	137 46%	53 41% *	163 46%	336 44%	166 48%	333 43%	318 48%	181 40%
Net Difference	-258 -23%	-125 -23%	-135 -24%	-51 -16%	-121 -33%	-86 -20%	-8 -7%	-42 -22%	-44 -25%	-77 -40%	-46 -26%	-40 -15%	-127 -21%	-131 -27%	-70 -27%	-77 -27%	-56 -22%	-7 -4%	-18 -33%	-30 -31%	-198 -21%	-59 -34%	-153 -22%	-76 -25%	-29 -23%	-96 -27%	-162 -21%	-89 -26%	-169 -22%	-172 -26%	-86 -19%
Mean	-0.43	-0.43	-0.43	-0.30 EJ	-0.59	-0.38 J	-0.16 EJK	-0.39	-0.48	-0.69	-0.52	-0.29 J*	-0.37	-0.50	-0.48	-0.50	-0.39	-0.09 **	-0.53 *	-0.61 *	-0.39	-0.60	-0.42	-0.45	-0.42 *	-0.49	-0.40	-0.44	-0.42	-0.47	-0.37

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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/a,b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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Fieldwork: 21-24 October 2022

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? - Theresa May, Former Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	43 / 4%	14 / 4%	7 / 3%	6 / 8% C*	10 / 7%	18 / 4%	16 / 4%	18 / 8% IKMO	15 / 2%	22 / 5% IMO	14 / 4%	20 / 9% IJKMO	9 / 2%	16 / 6% IMO	8 / 2%	11 / 13% QRSTU*	23 / 3%	16 / 4%	16 / 4%	25 / 6% Q	13 / 3%	22 / 9% W	12 / 2%
Fairly favourable (1)	198 / 18%	87 / 22% C	36 / 13%	19 / 24% C*	25 / 18%	93 / 21%	72 / 18%	68 / 30% IJKMO	89 / 14%	76 / 18% I	73 / 18% M	65 / 30% IJKMO	55 / 13%	74 / 26% IJKMO	57 / 16%	29 / 36% QRSU*	138 / 17% U	90 / 22% U	62 / 16% U	112 / 29% QSU	37 / 9%	39 / 16%	109 / 19%
Neither favourable nor unfavourable (0)	300 / 27%	133 / 34% CE	61 / 23%	16 / 21% *	29 / 21%	132 / 29%	101 / 25%	61 / 27% MO	150 / 24% MO	106 / 25% O	86 / 22%	57 / 26%	80 / 19%	70 / 25%	67 / 19%	20 / 25% *	196 / 24% SU	111 / 27% U	79 / 20%	114 / 30% SU	80 / 19%	72 / 30%	144 / 25%
Fairly unfavourable (-1)	270 / 24%	91 / 23%	71 / 26%	28 / 36% *	35 / 24%	101 / 22%	106 / 26%	51 / 22%	175 / 28%	112 / 26%	110 / 28%	47 / 22%	121 / 29% H	69 / 25%	101 / 28%	15 / 18% *	222 / 27%	102 / 24%	116 / 29% PT	82 / 22%	121 / 29%	60 / 25%	148 / 26%
Very unfavourable (-2)	229 / 21%	52 / 13%	86 / 32% BD	8 / 10% *	35 / 25% BD	91 / 20%	87 / 22%	23 / 10%	181 / 29% HJLN	99 / 23% HLN	100 / 25% HLN	22 / 10%	134 / 32% HJKLN	51 / 18% HL	114 / 31% HJKLN	3 / 4% *	214 / 26% PT	88 / 21% PT	109 / 28% PT	40 / 11%	162 / 39% PQRST	40 / 17%	131 / 23%
Don't know	71 / 6%	15 / 4%	10 / 4%	1 / 1% *	9 / 6%	15 / 3%	19 / 5%	6 / 3% N	16 / 3% N	10 / 2% N	14 / 3% N	5 / 2% N	14 / 3% N	1 / *	15 / 4% N	3 / 4% *	17 / 2%	11 / 3%	13 / 3% U	8 / 2%	6 / 1%	6 / 2%	25 / 4%
Net: Favourable	241 / 22%	101 / 26% C	43 / 16%	25 / 32% C*	35 / 24%	111 / 25%	88 / 22%	86 / 38% IJKMO	104 / 17%	99 / 23% IM	87 / 22% IM	85 / 39% IJKMO	64 / 15%	90 / 32% IJKMO	65 / 18%	40 / 49% QRSTU*	161 / 20% U	106 / 25% U	78 / 20% U	136 / 36% QRSU	50 / 12%	61 / 25%	122 / 21%
Net: Unfavourable	499 / 45%	142 / 36%	157 / 58% B	36 / 46% *	70 / 49% B	192 / 43%	193 / 48%	74 / 33%	357 / 57% HJLN	212 / 50% HLN	210 / 53% HLN	70 / 32%	255 / 62% HJKLN	120 / 43% HL	215 / 59% HJKLN	18 / 22% *	436 / 54% PRT	190 / 45% PT	225 / 57% PRT	122 / 32%	283 / 68% PQRST	101 / 42%	280 / 49%
Net Difference	-258 / -23%	-42 / -11%	-114 / -42%	-11 / -14%	-35 / -24%	-82 / -18%	-105 / -26%	12 / 5%	-253 / -40%	-113 / -27%	-123 / -31%	16 / 7%	-191 / -46%	-29 / -10%	-150 / -41%	22 / 27%	-275 / -34%	-84 / -20%	-146 / -37%	14 / 4%	-234 / -56%	-40 / -17%	-158 / -28%
Mean	-0.43	-0.21 C	-0.74	-0.15 C*	-0.45 C	-0.36	-0.46	0.03 IJKMNO	-0.69	-0.46 IMO	-0.55 IMO	0.07 IJKMNO	-0.79	-0.23 IJKMO	-0.74	0.38 QRSTU*	-0.59 U	-0.38 QSU	-0.63 U	*	-0.93 QRSU	-0.25 W	-0.51

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

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Fieldwork: 21-24 October 2022

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? - Theresa May, Former Prime Minister

All Adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	43 4%	22 5%	14 4%	18 8% E	15 2%	20 9% G	9 2%	16 6% I	8 2%
Fairly favourable (1)	198 18%	76 18%	73 18%	68 30% E	89 14%	65 30% G	55 13%	74 26%	57 16%
Neither favourable nor unfavourable (0)	300 27%	106 25%	86 22%	61 27%	150 24%	57 26%	80 19%	70 25%	67 19%
Fairly unfavourable (-1)	270 24%	112 26%	110 28%	51 22%	175 28%	47 22%	121 29%	69 25%	101 28%
Very unfavourable (-2)	229 21%	99 23%	100 25%	23 10%	181 29% D	22 10%	134 32% F	51 18%	114 31% H
Don't know	71 6%	10 2%	14 3%	6 3%	16 3%	5 2%	14 3%	1 *	15 4% H
Net: Favourable	241 22%	99 23%	87 22%	86 38% E	104 17%	85 39% G	64 15%	90 32% I	65 18%
Net: Unfavourable	499 45%	212 50%	210 53%	74 33%	357 57% D	70 32%	255 62% F	120 43%	215 59% H
Net Difference	-258 -23%	-113 -27%	-123 -31%	12 5%	-253 -40%	16 7%	-191 -46%	-29 -10%	-150 -41%
Mean	-0.43	-0.46	-0.55	0.03 E	-0.69	0.07 G	-0.79	-0.23 I	-0.74

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Secretary of State for International Trade

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	54 / 5%	41 / 8% C	13 / 2%	27 / 9% EFIK	15 / 4%	11 / 3%	12 / 10% EFIKL	15 / 8% FK	5 / 3%	10 / 5%	4 / 2%	7 / 3% *	22 / 4%	31 / 6%	13 / 5%	14 / 5%	7 / 3%	17 / 11% **	1 / 2% *	2 / 2% *	47 / 5%	6 / 4%	25 / 4%	22 / 7% W	6 / 5% *	25 / 7% a	28 / 4%	14 / 4%	39 / 5%	42 / 6% e	12 / 3%
Fairly favourable (1)	84 / 8%	58 / 11% C	25 / 4%	39 / 13% EFJ	17 / 5%	28 / 6%	16 / 14% EFJL	23 / 12% EJ	13 / 7% J	4 / 2%	14 / 8% J	14 / 5% *	52 / 8%	32 / 6%	18 / 7%	22 / 8%	16 / 6%	13 / 8% **	9 / 18% OPQ*	6 / 6% *	68 / 7%	16 / 9%	50 / 7%	22 / 8%	12 / 9% *	30 / 8%	54 / 7%	26 / 8%	58 / 8%	57 / 9%	27 / 6%
Neither favourable nor unfavourable (0)	327 / 29%	157 / 29%	169 / 30%	89 / 29%	100 / 27%	138 / 32%	36 / 31%	53 / 28%	50 / 28%	51 / 27%	52 / 30%	85 / 33% *	196 / 32%	131 / 27%	76 / 29%	94 / 32%	84 / 33%	30 / 20% **	18 / 34% *	25 / 26% *	274 / 29%	53 / 30%	205 / 30%	83 / 28%	39 / 31%	97 / 28%	230 / 30%	100 / 29%	227 / 30%	178 / 27%	148 / 33%
Fairly unfavourable (-1)	148 / 13%	72 / 13%	77 / 14%	52 / 17% FK	54 / 15%	42 / 10%	17 / 15%	35 / 18% FK	24 / 13%	30 / 16%	15 / 9%	26 / 10% *	95 / 15%	53 / 11%	35 / 13%	38 / 13%	35 / 14%	20 / 13% **	9 / 17%	12 / 12% *	129 / 14%	19 / 11%	104 / 15%	34 / 12%	9 / 7% *	59 / 17%	89 / 12%	52 / 15%	96 / 13%	97 / 15%	51 / 11%
Very unfavourable (-2)	196 / 18%	112 / 21%	84 / 15%	40 / 13%	74 / 20% D	82 / 19%	15 / 13%	25 / 13%	35 / 20%	39 / 20% D	46 / 27% DGHL	36 / 14% *	108 / 18%	88 / 18%	42 / 16%	56 / 19%	41 / 16%	22 / 15% **	7 / 12% *	27 / 28% OQS*	169 / 18%	27 / 16%	116 / 17%	55 / 18%	25 / 19% *	55 / 16%	141 / 19%	75 / 22% c	121 / 16%	124 / 19%	72 / 16%
Don't know	302 / 27%	103 / 19%	198 / 35% B	61 / 20%	109 / 29% DG	133 / 31% DG	22 / 18%	39 / 20%	52 / 29% DG	57 / 30% DG	40 / 23%	93 / 35% DGH*	144 / 23%	158 / 32% M	80 / 30%	66 / 23%	73 / 29%	49 / 33% **	10 / 18% *	24 / 25% *	250 / 27%	52 / 30%	185 / 27%	81 / 27%	36 / 28% *	86 / 24%	216 / 29%	76 / 22%	226 / 29% b	159 / 24%	144 / 32%
Net: Favourable	138 / 12%	98 / 18% C	38 / 7%	66 / 21% EFIJKL	32 / 9%	39 / 9%	28 / 24% EFIJKL	38 / 20% EFIJKL	18 / 10%	15 / 8%	18 / 11%	21 / 8% *	75 / 12%	63 / 13%	31 / 12%	36 / 12%	23 / 9%	29 / 20% **	10 / 19% Q*	8 / 9% *	115 / 12%	23 / 13%	75 / 11%	44 / 15%	18 / 14% *	55 / 16%	83 / 11%	40 / 12%	98 / 13%	99 / 15%	38 / 8%
Net: Unfavourable	344 / 31%	183 / 34%	161 / 28%	92 / 30%	128 / 35%	124 / 29%	32 / 27%	60 / 32%	59 / 33%	69 / 36%	62 / 36%	62 / 24% *	204 / 33%	140 / 28%	77 / 29%	94 / 32%	76 / 30%	42 / 28% **	16 / 29% *	39 / 41% *	298 / 32%	46 / 27%	221 / 32%	89 / 30%	34 / 27% *	114 / 32%	230 / 30%	127 / 37% c	217 / 28%	221 / 34%	123 / 27%
Net Difference	-207 / -19%	-85 / -16%	-123 / -22%	-26 / -8%	-96 / -26%	-85 / -20%	-4 / -3%	-22 / -12%	-42 / -23%	-54 / -28%	-44 / -25%	-41 / -16%	-129 / -21%	-78 / -16%	-46 / -18%	-58 / -20%	-53 / -21%	-13 / -8%	-5 / -10%	-31 / -32%	-183 / -20%	-24 / -14%	-146 / -21%	-45 / -15%	-16 / -12%	-60 / -17%	-147 / -19%	-87 / -25%	-120 / -16%	-122 / -19%	-85 / -19%
Mean	-0.43	-0.36	-0.53 *	-0.16 EFIJK	-0.59	-0.52 *	-0.07 EFIJK*	-0.21 EJK*	-0.57 *	-0.61 *	-0.65 *	-0.41 **	-0.45	-0.40 *	-0.41	-0.45	-0.48	-0.18 **	-0.25 **	-0.77 *	-0.44	-0.37 *	-0.47	-0.36	-0.37 *	-0.34	-0.48	-0.55	-0.37	-0.41	-0.47 *

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Secretary of State for International Trade

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	54 / 5%	30 / 8% C	4 / 2%	3 / 4% *	10 / 7% C	13 / 3%	32 / 8% F	31 / 14% IJKMNO	13 / 2%	16 / 4% I	25 / 6% I	18 / 8% U	25 / 6% I	18 / 7% U	24 / 7% I	16 / 21% QRSTU*	10 / 1%	17 / 4% Q	23 / 6% Q	19 / 5% Q	20 / 5% Q	26 / 11% W	9 / 2%
Fairly favourable (1)	84 / 8%	31 / 8%	14 / 5%	11 / 13% C*	19 / 13% C	30 / 7%	39 / 10%	37 / 16% IJKMO	24 / 4%	38 / 9% IM	27 / 7% I	27 / 7% IKM	22 / 5%	32 / 11% IM	27 / 7% I	30 / 37% QRSTU*	40 / 5%	28 / 7%	36 / 9% QU	45 / 12% QU	20 / 5%	47 / 20% W	21 / 4%
Neither favourable nor unfavourable (0)	327 / 29%	128 / 33%	71 / 26%	20 / 26% *	34 / 24%	127 / 28%	126 / 31%	76 / 33% O	163 / 26%	121 / 28%	113 / 28%	60 / 28%	112 / 27%	87 / 31%	91 / 25%	16 / 20% *	229 / 28% SU	122 / 29% U	96 / 24%	121 / 32% PSU	87 / 21%	72 / 30%	152 / 27%
Fairly unfavourable (-1)	148 / 13%	42 / 11%	50 / 19% B	16 / 21% *	21 / 15%	61 / 13%	53 / 13%	16 / 7%	109 / 17% HK	75 / 18% H	51 / 13% H	32 / 15% H	61 / 15% H	39 / 14% H	50 / 14% H	6 / 8% *	124 / 15%	65 / 16%	54 / 14%	40 / 11%	72 / 17% P	19 / 8%	92 / 16% V
Very unfavourable (-2)	196 / 18%	41 / 11%	78 / 29% B	14 / 18% *	28 / 20% B	94 / 21%	58 / 14%	19 / 8%	161 / 26% HJKLN	96 / 23% HL	74 / 19% H	36 / 16% H	105 / 25% HKLN	51 / 18% H	89 / 24% HKL	5 / 7% *	181 / 22% PT	96 / 23% PT	80 / 20% PT	30 / 8%	146 / 35% PQRST	32 / 13%	132 / 23% V
Don't know	302 / 27%	119 / 30% C	53 / 20%	14 / 18% *	31 / 22%	126 / 28%	93 / 23%	47 / 21%	157 / 25% JN	80 / 19%	106 / 27% JMN	44 / 20%	88 / 21%	53 / 19%	83 / 23%	6 / 7% *	226 / 28% PRU	90 / 22% P	107 / 27% PU	125 / 33% PRU	74 / 18% P	44 / 18%	163 / 29% V
Net: Favourable	138 / 12%	61 / 16% C	18 / 7%	14 / 18% C*	29 / 20% C	43 / 10%	71 / 18% F	68 / 30% IJKLMNO	37 / 6%	54 / 13% I	53 / 13% I	45 / 21% IJKM	47 / 11% I	50 / 18% IJM	50 / 14% I	46 / 58% QRSTU*	50 / 6%	45 / 11% Q	59 / 15% QU	65 / 17% QU	40 / 10% Q	73 / 31% W	30 / 5%
Net: Unfavourable	344 / 31%	83 / 21%	129 / 48% BE	30 / 38% B*	49 / 34%	154 / 34%	111 / 28%	35 / 15%	270 / 43% HKLN	172 / 40% HKLN	125 / 32% H	68 / 31% H	166 / 40% HKN	90 / 32% H	138 / 38% HK	12 / 15% *	305 / 38% PT	161 / 38% PT	134 / 34% PT	70 / 18%	218 / 52% PQRST	50 / 21%	225 / 39% V
Net Difference	-207 / -19%	-22 / -6%	-110 / -41%	-16 / -21%	-20 / -14%	-111 / -25%	-40 / -10%	33 / 15%	-234 / -37%	-117 / -28%	-73 / -18%	-23 / -10%	-119 / -29%	-40 / -14%	-88 / -24%	34 / 43%	-254 / -31%	-116 / -28%	-74 / -19%	-5 / -1%	-178 / -42%	23 / 10%	-195 / -34%
Mean	-0.43	-0.12 C*	-0.85	-0.41 C*	-0.34 C*	-0.59 *	-0.21 F	0.25 IJKLMNO	-0.81	-0.57 I	-0.42 IM	-0.23 IJMO*	-0.61 I	-0.32 IJM	-0.55 I	0.61 QRSTU*	-0.73 U	-0.59 U*	-0.45 QU	-0.06 QRSU*	-0.88	0.09 W	-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 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   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   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Secretary of State for International Trade

All Adults aged 18+ in Great Britain

	Total	The Labour Party : Favourable	The Labour Party : Unfavourable	The Conservative Party : Favourable	The Conservative Party : Unfavourable	The Liberal Democrats : Favourable	The Liberal Democrats : Unfavourable	The Green Party : Favourable	The Green Party : Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1111	460	386	220	642	231	423	308	364
Weighted base	1111	427	396	226	627	217	413	281	363
Very favourable (2)	54 5%	16 4%	25 6%	31 14% E	13 2%	18 8%	25 6%	18 7%	24 7%
Fairly favourable (1)	84 8%	38 9%	27 7%	37 16% E	24 4%	27 12% G	22 5%	32 11%	27 7%
Neither favourable nor unfavourable (0)	327 29%	121 28%	113 28%	76 33%	163 26%	60 28%	112 27%	87 31%	91 25%
Fairly unfavourable (-1)	148 13%	75 18%	51 13%	16 7%	109 17% D	32 15%	61 15%	39 14%	50 14%
Very unfavourable (-2)	196 18%	96 23%	74 19%	19 8%	161 26% D	36 16%	105 25% F	51 18%	89 24%
Don't know	302 27%	80 19%	106 27% B	47 21%	157 25%	44 20%	88 21%	53 19%	83 23%
Net: Favourable	138 12%	54 13%	53 13%	68 30% E	37 6%	45 21% G	47 11%	50 18%	50 14%
Net: Unfavourable	344 31%	172 40% C	125 32%	35 15%	270 43% D	68 31%	166 40%	90 32%	138 38%
Net Difference	-207 -19%	-117 -28%	-73 -18%	33 15%	-234 -37%	-23 -10%	-119 -29%	-40 -14%	-88 -24%
Mean	-0.43	-0.57	-0.42	0.25 E	-0.81	-0.23 G*	-0.61	-0.32	-0.55

in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	152 14%	81 15%	71 12%	57 18% FJL	48 13% J	47 11%	20 17%	37 20%	29 16%	18 10%	24 14%	23 9% *	79 13%	72 15%	40 15%	35 12%	28 11%	24 16% **	17 31% OPQT*	7 7% *	131 14%	21 12%	88 13%	45 15%	18 14% *	60 17%	92 12%	55 16%	97 13%	88 13%	63 14%
Fairly favourable (1)	275 25%	129 24%	146 26%	82 27%	101 27%	92 21%	30 25%	52 27%	52 29%	49 26%	38 22%	54 21% *	175 28% N	100 20%	69 26%	70 24%	68 26%	32 21% **	12 23% *	24 25% *	242 26%	33 19%	166 24%	84 28%	24 19% *	89 25%	186 25%	88 26%	187 24%	172 26%	103 23%
Neither favourable nor unfavourable (0)	230 21%	111 20%	119 21%	76 25% EI	60 16%	94 22%	28 24% I	48 25% EI	25 14%	35 19%	31 18%	63 24% *	111 18%	120 24%	45 17%	60 21%	38 15%	51 34% **	10 19% *	26 27% Q*	203 22%	28 16%	149 22%	60 20%	21 16% *	72 20%	158 21%	65 19%	165 21%	129 20%	102 22%
Fairly unfavourable (-1)	175 16%	77 14%	98 17%	37 12%	68 18% DH	70 16%	19 16%	18 10%	32 18% H	36 19% H	26 15%	44 17% *	107 17%	68 14%	44 17%	44 15%	50 20%	17 11% **	4 8% *	15 16% *	142 15%	32 18%	112 16%	43 15%	19 15% *	57 16%	118 15%	57 17%	118 15%	109 17%	66 15%
Very unfavourable (-2)	222 20%	129 24% C	92 16%	31 10%	68 18% DHI	122 28% DEGHI	13 11%	19 10%	22 12%	46 24% DEGHI	47 27% DEGHI	75 29% DGHI*	125 20%	96 20%	45 17%	68 24%	65 26% O	14 9% **	8 16% *	21 22% *	167 18%	54 31% U	139 20%	47 16%	35 28% X*	42 12%	179 24% Z	67 19%	155 20%	121 18%	101 22%
Don't know	58 5%	15 3%	42 7% B	25 8% FJL	24 7% FJL	8 2%	9 8% FL	16 8% FL	18 10% EFJKL	6 3%	6 3%	2 1% *	21 3%	36 7% M	22 8% Q	13 5%	6 3%	12 8% **	2 3% *	3 3% *	51 5%	7 4%	31 4%	18 6%	10 8% *	32 9% a	26 3%	11 3%	47 6%	39 6%	18 4%
Net: Favourable	427 38%	210 39%	216 38%	139 45% FJL	149 40% J	139 32%	50 42%	89 47% FJL	81 45% FL	67 35%	63 36%	76 29% *	254 41%	173 35%	109 41%	105 36%	96 37%	57 38% **	29 54% PQT*	31 33%	373 40% V	53 31%	254 37%	129 43%	43 34% *	149 42%	278 37%	143 42%	284 37%	260 40%	167 37%
Net: Unfavourable	396 36%	206 38%	190 33%	68 22%	136 37% DGHI	192 44% DGHI	31 26%	37 19%	54 30% H	82 43% DEGHI	73 43% DGHI	118 45% DGHI*	232 38%	164 33%	89 34%	112 39%	116 45% OS	31 20% **	13 24% *	36 37% *	310 33%	86 50% U	251 37%	90 30%	55 43% X*	100 28%	297 39% Z	124 36%	273 35%	229 35%	167 37%
Net Difference	30 3%	5 1%	27 5%	71 23%	12 3%	-53 -12%	18 16%	52 27%	27 15%	-15 -8%	-11 -6%	-42 -16%	22 4%	8 2%	20 8%	-7 -2%	-20 -8%	26 17%	16 30%	-5 -5%	63 7%	-33 -19%	3 *	39 13%	-12 -9%	49 14%	-19 -2%	19 6%	11 1%	31 5%	* *
Mean	-0.04	-0.08	0.01	0.34 EFJKL	-0.02 J	-0.30	0.23 FJKL	0.41 EFJKL	0.22 EFJKL	-0.23	-0.20	-0.37 *	-0.04	-0.04	0.06 Q	-0.14	-0.23	0.26 **	0.46 PQT*	-0.19 *	0.03 V	-0.40	-0.07	0.13 Y	-0.24 *	0.21 a	-0.14	0.02	-0.07	*	-0.09

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	152 14%	16 4%	95 35% BDE	9 11% *	15 11% B	81 18% G	41 10%	19 8% K	123 20% HKMO	152 36% HIKLMNO	- -	60 28% HIKMO	32 8% K	60 21% HKMO	27 7% K	18 22% ST*	121 15% S	134 32% QSTU	11 3%	46 12% S	78 19% QS	29 12%	90 16%
Fairly favourable (1)	275 25%	46 12%	127 47% BE	30 37% BE*	31 22% B	150 33% G	72 18%	32 14% K	216 34% HKMO	275 64% HIKLMNO	- -	92 42% HIKMO	60 14% K	122 43% HIKMO	43 12% K	14 17% S*	228 28% S	194 46% PQSTU	21 5%	89 23% S	119 28% PS	33 14%	194 34% V
Neither favourable nor unfavourable (0)	230 21%	84 22% C	26 10%	21 26% C*	37 26% C	100 22% G	57 14%	44 19% JKM	107 17% JKM	- -	- -	39 18% JK	52 13% JK	55 20% JKM	50 14% JK	21 26% RSU*	143 17% SU	70 17% SU	35 9%	89 23% SU	52 12%	38 16%	122 21%
Fairly unfavourable (-1)	175 16%	90 23% C	12 5%	10 13% C*	32 23% C	55 12%	81 20% F	44 20% IJLN	78 12% JL	- -	175 44% HIJLMNO	15 7% J	96 23% IJLN	28 10% J	84 23% IJLN	12 15% R*	130 16% R	12 3%	117 30% PQRTU	71 19% R	60 14% R	40 17%	80 14%
Very unfavourable (-2)	222 20%	148 38% CDE	3 1%	8 10% C*	21 15% C	48 11%	140 35% F	84 37% IJLN	97 15% JLN	- -	222 56% HIJLMNO	8 4% J	171 41% IJLN	13 5% J	157 43% IJLN	13 17% R*	171 21% R	3 1%	209 53% PQRTU	76 20% R	104 25% QR	93 39% W	63 11%
Don't know	58 5%	6 2%	7 2%	2 3% *	6 4%	15 3%	11 3%	3 1% JK	6 1% JK	- -	- -	3 2% JK	2 1% K	2 1% J	2 1% K	3 3% *	17 2% S	5 1%	3 1%	10 3%	6 1%	6 2%	22 4%
Net: Favourable	427 38%	62 16%	223 82% BDE	38 49% BE*	46 32% B	232 51% G	112 28%	51 23% K	339 54% HKMO	427 100% HIKLMNO	- -	152 70% HIKMO	92 22% K	183 65% HIKMO	70 19% K	31 39% S*	349 43% S	328 78% PQSTU	31 8%	135 35% S	197 47% QST	62 26%	283 50% V
Net: Unfavourable	396 36%	239 61% CDE	16 6%	18 22% C*	53 37% CD	103 23%	221 55% F	128 57% IJLN	175 28% JLN	- -	396 100% HIJLMNO	23 11% J	267 65% HIJLN	42 15% J	241 66% HIJLN	25 31% R*	302 37% R	15 4%	326 82% PQRTU	147 39% R	164 39% R	133 56% W	142 25%
Net Difference	30 3%	-177 -45%	207 77%	21 26%	-7 -5%	128 28%	-109 -27%	-77 -34%	164 26%	427 100%	-396 -100%	128 59%	-175 -42%	141 50%	-171 -47%	6 8%	47 6%	312 75%	-295 -75%	-12 -3%	33 8%	-71 -30%	141 25%
Mean	-0.04	-0.80 BDE	1.13 B*	0.28 B	-0.09	0.37 G	-0.53	-0.64 K	0.30 HKMO	1.36 HIKLMNO	-1.56	0.84 HIKMNO	-0.77 K	0.67 HIKMO	-0.84 K	0.14 S*	* S	1.07 PQSTU	-1.26	-0.12 S	0.02 S	-0.58	0.31 V

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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, Former Prime Minister' :		'Liz Truss, Leader of the Conservative Party and Prime Minister' :		'Rishi Sunak, Former Chancellor of the Exchequer' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Suella Braverman, Former Home Secretary' :		'Thérèse Coffey, Deputy Prime Minister and Health Secretary' :		'Jeremy Hunt, Chancellor of the Exchequer' :		'Grant Shapps, Home Secretary' :		'Penny Mordaunt, Leader of the House of Commons' :		'Ben Wallace, Secretary of State for Defence' :		'Theresa May, Former Prime Minister' :		'Kemi Badenoch, Secretary of State for International Trade' :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	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)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1111	422	384	306	570	91	817	343	457	146	381	158	487	117	506	227	508	152	465	253	391	249	310	247	527	136	375
Weighted base	1111	418	396	312	552	80	810	380	419	146	351	152	452	116	477	226	475	158	433	270	363	251	283	241	499	138	344
Very favourable (2)	152 14%	134 32% C	11 3%	31 10%	97 18% D	18 22% *	121 15%	46 12%	78 19%	19 13%	80 23% J	15 10%	88 19% L	25 22% *	86 18%	27 12%	93 20% P	21 13%	88 20%	28 10% *	82 22% T	24 10%	56 20% V	37 15%	72 14%	17 13% *	73 21%
Fairly favourable (1)	275 25%	194 46% C	21 5%	47 15%	189 34% D	14 17% *	228 28%	89 23%	119 28%	29 20%	102 29%	27 18%	146 32% L	23 20% *	144 30%	57 25%	133 28%	34 22%	128 30%	58 21% *	98 27%	66 26%	82 29%	61 25%	140 28%	37 27% *	98 29%
Neither favourable nor unfavourable (0)	230 21%	70 17% C	35 9%	52 17%	112 20%	21 26% *	143 18%	89 23% I	52 12%	29 20%	55 16%	37 24% M	62 14%	27 23% O*	65 14%	44 19% Q	59 12%	33 21% S	51 12%	78 29% U*	43 12%	37 15%	43 15%	50 21% Y	71 14%	28 21% *	46 13%
Fairly unfavourable (-1)	175 16%	12 3%	117 30% B	75 24% E	66 12%	12 15% *	130 16%	71 19%	60 14%	26 18%	44 13%	23 15%	67 15%	16 14% *	72 15%	43 19%	74 16%	30 19%	65 15%	40 15% *	52 14%	41 16%	41 15%	47 20%	67 14%	15 11% *	51 15%
Very unfavourable (-2)	222 20%	3 1%	209 53% B	101 32% E	79 14%	13 17% *	171 21%	76 20%	104 25%	41 28% K	66 19%	49 32% M	89 20%	23 20% *	107 22%	51 22%	112 24%	37 23%	101 23%	63 23% *	85 24%	77 31% W	58 21%	39 16%	142 29% X	38 27% *	75 22%
Don't know	58 5%	5 1%	3 1%	6 2%	10 2%	3 3% *	17 2%	10 3%	6 1%	2 2%	3 1%	1 1%	1 *	2 2% *	3 1%	5 2%	4 1%	4 2% S	- -	4 1% *	2 1%	4 2%	2 1%	6 2%	6 1%	3 2% *	1 *
Net: Favourable	427 38%	328 78% C	31 8%	78 25%	285 52% D	31 39% *	349 43%	135 35%	197 47% H	48 33%	183 52% J	42 28%	233 52% L	48 41% *	230 48%	84 37%	226 48% P	55 35%	216 50%	86 32% *	180 49% T	91 36%	138 49% V	99 41%	212 42%	54 39% *	172 50%
Net: Unfavourable	396 36%	15 4%	326 82% B	177 57% E	145 26%	25 31% *	302 37%	147 39%	164 39%	66 46% K	110 31%	72 47% M	155 34%	39 34% *	179 37%	94 41%	186 39%	66 42%	166 38%	103 38% *	138 38%	119 47% W	100 35%	87 36%	210 42%	53 38% *	125 36%
Net Difference	30 3%	312 75%	-295 -75%	-99 -32%	141 25%	6 8%	47 6%	-12 -3%	33 8%	-18 -13%	72 21%	-29 -19%	78 17%	8 7%	52 11%	-10 -4%	40 8%	-12 -7%	49 11%	-18 -7%	42 12%	-28 -11%	38 14%	12 5%	2 *	1 1%	46 13%
Mean	-0.04	1.07 C	-1.26	-0.55	0.29 D	0.14 *	*	-0.12	0.02	-0.28	0.25 J	-0.42	0.17 L	0.09 *	0.06	-0.15	0.05	-0.18	0.08	-0.20 *	0.11	-0.33	0.13 V	0.04	-0.14	-0.14 *	0.13

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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/a Minimum Base: 30(**) Small Base: 100(*)

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Home

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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	70 6%	47 9% C	22 4%	29 10% EGI	15 4%	25 6%	6 5%	23 12% EFIJ	6 4%	8 4%	11 7%	14 5% *	45 7%	25 5%	20 8%	21 7%	10 4%	9 6% **	2 4% *	6 7% *	60 6%	10 6%	44 6%	21 7%	5 4% *	26 7%	44 6%	19 5%	51 7%	49 7%	20 5%
Fairly favourable (1)	157 14%	94 17% C	62 11%	42 14%	50 13%	65 15%	19 16%	22 12%	22 12%	28 15%	16 9%	49 19% *	88 14%	69 14%	31 12%	41 14%	48 19% T	23 15% OT	8 16% T*	5 5% *	131 14%	26 15%	98 14%	38 13%	20 16% *	48 14%	109 14%	47 14%	110 14%	94 14%	63 14%
Neither favourable nor unfavourable (0)	198 18%	95 18%	102 18%	61 20%	64 17%	73 17%	32 27% DEFHJ	29 15%	33 18%	32 17%	30 17%	43 16% *	105 17%	93 19%	49 18%	62 21% T	48 19%	23 15% **	6 11% *	10 11% *	166 18%	32 19%	110 16%	67 22%	21 17% *	64 18%	134 18%	66 19%	132 17%	124 19%	74 16%
Fairly unfavourable (-1)	215 19%	87 16%	128 23% B	62 20% I	58 16% I	95 22% I	21 18%	41 22% I	17 10%	40 21% EI	27 16%	68 26% I*	115 19%	99 20%	36 13%	63 22% O	51 20%	42 28% **	10 18% *	14 14% *	170 18%	44 26% U	154 22% XY	46 15%	15 11% *	58 16%	157 21%	59 17%	156 20%	108 16%	107 24% d
Very unfavourable (-2)	413 37%	202 37%	211 37%	91 30%	158 43% DGH	163 38%	31 26%	60 31%	84 47% DGHL	74 39% DG	82 48% DGHL	81 31% *	242 39% P	171 35%	108 41% P	92 32%	87 34%	42 28% **	26 48% P*	57 59% OPQ*	358 38%	55 31%	249 36%	109 36%	55 43% *	126 36%	287 38%	144 42% c	269 35%	241 37%	171 38%
Don't know	59 5%	16 3%	42 7% B	23 8% F	25 7% FJ	11 3%	9 7% F	14 8% F	17 9% FKL	8 4%	6 3%	5 2% *	23 4%	36 7%	20 8%	11 4%	11 4%	12 8% **	2 3% *	4 4% *	52 6%	7 4%	31 4%	17 6%	11 9% *	31 9% a	28 4%	8 2%	51 7% b	42 6%	17 4%
Net: Favourable	226 20%	142 26% C	84 15%	71 23%	64 17%	91 21%	26 22%	46 24%	28 16%	37 19%	28 16%	63 24% *	132 21%	94 19%	52 20%	63 21%	59 23% T	32 21% **	10 19% *	11 11% *	190 20%	36 21%	142 21%	59 20%	25 20% *	74 21%	152 20%	66 19%	160 21%	143 22%	83 18%
Net: Unfavourable	627 56%	289 53%	339 60%	153 50%	216 58% DG	259 60% DG	52 44%	101 53%	102 57% G	115 60% DG	109 63% DG	149 57% *	357 58%	270 55%	144 54%	155 53%	138 54%	84 56% **	36 66% *	71 74% OPQ*	528 56%	99 57%	403 59%	155 52%	70 55% *	183 52%	444 59%	203 59%	424 55%	349 53%	278 61%
Net Difference	-401 -36%	-147 -27%	-255 -45%	-81 -26%	-152 -41%	-168 -39%	-26 -22%	-55 -29%	-74 -41%	-78 -41%	-82 -47%	-86 -33%	-225 -36%	-176 -36%	-92 -35%	-93 -32%	-79 -31%	-52 -35%	-25 -47%	-60 -62%	-338 -36%	-64 -36%	-261 -38%	-96 -32%	-45 -35%	-109 -31%	-292 -38%	-137 -40%	-264 -34%	-206 -31%	-195 -43%
Mean	-0.71	-0.57 C	-0.85	-0.50 EIUK	-0.86	-0.73	-0.47 EIK	-0.52 EIK	-0.93	-0.79	-0.92	-0.60 *	-0.71	-0.71	-0.74 T	-0.58 T	-0.64 T	-0.62 **	-0.94 *	-1.20 *	-0.72	-0.65	-0.71	-0.65	-0.81 *	-0.65	-0.73	-0.78	-0.67	-0.65	-0.79

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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/a,b/c,d/e   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse

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Fieldwork: 21-24 October 2022

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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	70 6%	44 11% C	6 2%	4 6% *	9 6%	17 4%	43 11% F	70 31% F	- -	19 4% I	40 10% IJ	25 11% IJ	34 8% IJ	26 9% IJ	33 9% IJ	27 33% QRSTU*	29 4%	17 4%	43 11% QRU	43 11% QRU	11 3%	47 19% W	9 2%
Fairly favourable (1)	157 14%	107 27% CDE	13 5%	7 9% *	8 6%	47 10%	78 19% F	157 69% IJKLMNO	- -	32 8% I	89 22% IJMNO	35 16% IJ	72 17% IJN	30 11% I	59 16% IJ	25 31% QRU*	85 10% U	33 8%	85 21% QRU	92 24% QRU	28 7%	79 33% W	38 7%
Neither favourable nor unfavourable (0)	198 18%	93 24% CD	20 7%	5 7% *	27 19% CD	60 13%	77 19%	- -	- -	35 8% HI	88 22% HIJLMN	22 10% HI	70 17% HIJN	30 11% HI	68 19% HIJLN	14 18% RU*	117 14% RU	27 6%	82 21% QRU	71 19% RU	41 10%	49 20% W	67 12%
Fairly unfavourable (-1)	215 19%	82 21%	41 15%	23 29% C*	31 21%	95 21%	73 18%	- -	215 34% HJKLMNO	68 16% H	75 19% H	44 20% H	79 19% H	46 17% H	79 22% HJ	9 11% *	180 22% PU	85 20%	76 19% P	88 23% P	76 18%	29 12%	132 23% V
Very unfavourable (-2)	413 37%	56 14%	185 68% BDE	38 48% B*	60 42% B	217 48% G	116 29%	- -	413 66% HKLMNO	270 63% HKLMNO	101 25% H	91 42% HK	154 37% HK	144 51% HKLMO	121 33% HK	3 4% *	385 48% PST	252 60% PQST	102 26% P	81 21% P	257 61% PQST	32 13%	305 54% V
Don't know	59 5%	9 2%	6 2%	1 1% *	8 6%	13 3%	13 3%	- -	- -	2 * I	5 1% I	- -	5 1% I	4 2% IL	2 1% I	3 3% *	14 2%	4 1%	9 2%	6 2%	6 2%	5 2%	19 3%
Net: Favourable	226 20%	151 39% CDE	19 7%	11 15% *	17 12%	65 14%	121 30% F	226 100% IJKLMNO	- -	51 12% I	128 32% IJMNO	60 27% IJN	105 26% IJ	57 20% IJ	92 25% IJ	51 64% QRSTU*	114 14% U	50 12%	127 32% QRU	135 35% QRU	39 9%	125 52% W	47 8%
Net: Unfavourable	627 56%	138 35%	226 83% BE	61 77% B*	91 64%	312 69% G	189 47%	- -	627 100% HKLMNO	339 79% HKLMNO	175 44% H	136 62% HK	233 56% HK	190 68% HKMO	200 55% HK	12 15% *	565 70% PST	337 81% PQST	177 45% P	168 44% P	333 79% PQST	61 25%	437 77% V
Net Difference	-401 -36%	13 3%	-206 -76%	-49 -63%	-74 -52%	-248 -55%	-68 -17%	226 100%	-627 -100%	-288 -67%	-47 -12%	-76 -35%	-128 -31%	-134 -48%	-108 -30%	40 50%	-451 -56%	-287 -69%	-50 -13%	-34 -9%	-294 -70%	65 27%	-389 -68%
Mean	-0.71	* CDE	-1.46	-1.07 C*	-0.94 C	-1.02	-0.36 F	1.31 IJKLMNO	-1.66 I	-1.27 IJLMNO	-0.28 IJN	-0.65 IJN	-0.61 IJN	-0.91 IJ	-0.54 IJN	0.82 QRSTU*	-1.01 RU	-1.26	-0.28 QRU	-0.19 QRU	-1.31	0.34 W	-1.24

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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	'Keir Starmer, Leader of the Labour party': Favourable	Unfavourable	'Boris Johnson, Former Prime Minister': Favourable	Unfavourable	'Liz Truss, Leader of the Conservative Party and Prime Minister': Favourable	Unfavourable	'Rishi Sunak, Former Chancellor of the Exchequer': Favourable	Unfavourable	'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs': Favourable	Unfavourable	'Suella Braverman, Former Home Secretary': Favourable	Unfavourable	'Thérèse Coffey, Deputy Prime Minister and Health Secretary': Favourable	Unfavourable	'Jeremy Hunt, Chancellor of the Exchequer': Favourable	Unfavourable	'Grant Shapps, Home Secretary': Favourable	Unfavourable	'Penny Mordaunt, Leader of the House of Commons': Favourable	Unfavourable	'Ben Wallace, Secretary of State for Defence': Favourable	Unfavourable	'Theresa May, Former Prime Minister': Favourable	Unfavourable	'Kemi Badenoch, Secretary of State for International Trade': Favourable	Unfavourable
	(A)	(B)	(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	1111	422	384	306	570	91	817	343	457	146	381	158	487	117	506	227	508	152	465	253	391	249	310	247	527	136	375
Weighted base	1111	418	396	312	552	80	810	380	419	146	351	152	452	116	477	226	475	158	433	270	363	251	283	241	499	138	344
Very favourable (2)	70 / 6%	17 / 4%	43 / 11% B	58 / 19% E	6 / 1%	27 / 33% G*	29 / 4%	43 / 11% I	11 / 3%	32 / 22% K	8 / 2%	32 / 21% M	12 / 3%	30 / 26% O*	13 / 3%	40 / 18% Q	13 / 3%	40 / 26% S	8 / 2%	30 / 11% U*	12 / 3%	42 / 17% W	7 / 2%	35 / 14% Y	16 / 3%	25 / 18% a*	10 / 3%
Fairly favourable (1)	157 / 14%	33 / 8%	85 / 21% B	117 / 37% E	13 / 2%	25 / 31% G*	85 / 10%	92 / 24% I	28 / 7%	42 / 29% K	20 / 6%	49 / 32% M	33 / 7%	42 / 36% O*	33 / 7%	71 / 31% Q	35 / 7%	41 / 26% S	32 / 7%	62 / 23% U*	20 / 5%	71 / 28% W	19 / 7%	52 / 21% Y	58 / 12%	43 / 32% a*	25 / 7%
Neither favourable nor unfavourable (0)	198 / 18%	27 / 6%	82 / 21% B	62 / 20% E	51 / 9%	14 / 18% *	117 / 14%	71 / 19% I	41 / 10%	35 / 24% K	32 / 9%	35 / 23% M	48 / 11%	23 / 20% O*	51 / 11%	44 / 19% Q	52 / 11%	36 / 23% S	40 / 9%	45 / 17% *	35 / 10%	49 / 19% W	25 / 9%	46 / 19% Y	63 / 13%	30 / 22% a*	37 / 11%
Fairly unfavourable (-1)	215 / 19%	85 / 20%	76 / 19%	38 / 12%	129 / 23% D	9 / 11% *	180 / 22% F	88 / 23%	76 / 18%	22 / 15%	50 / 14%	18 / 12%	78 / 17%	6 / 5% *	91 / 19% N	29 / 13%	84 / 18%	25 / 16%	78 / 18%	72 / 27% *	60 / 17%	35 / 14%	42 / 15%	43 / 18%	92 / 19%	23 / 17% *	48 / 14%
Very unfavourable (-2)	413 / 37%	252 / 60% C	102 / 26%	32 / 10%	346 / 63% D	3 / 4% *	385 / 48% F	81 / 21%	257 / 61% H	13 / 9%	236 / 67% J	14 / 9%	279 / 62% L	13 / 11% *	286 / 60% N	41 / 18%	283 / 60% P	14 / 9%	275 / 64% R	56 / 21% *	233 / 64% T	51 / 20%	188 / 67% V	61 / 25%	265 / 53% X	13 / 10%	222 / 65% Z
Don't know	59 / 5%	4 / 1%	9 / 2%	5 / 2%	8 / 1%	3 / 3% *	14 / 2%	6 / 2%	6 / 2%	1 / 1%	4 / 1%	3 / 2%	2 / *	2 / 2% *	5 / 1%	1 / 1%	6 / 1%	1 / 1%	-	5 / 2% *	3 / 1%	3 / 1%	3 / 1%	4 / 1%	5 / 1%	2 / 2% *	2 / 1%
Net: Favourable	226 / 20%	50 / 12%	127 / 32% B	175 / 56% E	19 / 3%	51 / 64% G*	114 / 14%	135 / 35% I	39 / 9%	74 / 51% K	29 / 8%	81 / 54% M	44 / 10%	72 / 62% O*	46 / 10%	112 / 49% Q	49 / 10%	82 / 52% S	40 / 9%	92 / 34% U*	32 / 9%	114 / 45% W	25 / 9%	86 / 36% Y	74 / 15%	68 / 50% a*	35 / 10%
Net: Unfavourable	627 / 56%	337 / 81% C	177 / 45%	70 / 23%	474 / 86% D	12 / 15% *	565 / 70% F	168 / 44%	333 / 79% H	35 / 24%	286 / 82% J	33 / 21%	357 / 79% L	19 / 17% *	377 / 79% N	69 / 31%	367 / 77% P	39 / 25%	353 / 82% R	127 / 47% *	293 / 81% T	86 / 34%	230 / 81% V	104 / 43%	357 / 72% X	37 / 27% *	270 / 79% Z
Net Difference	-401 / -36%	-287 / -69%	-50 / -13%	104 / 33%	-455 / -82%	40 / 50%	-451 / -56%	-34 / -9%	-294 / -70%	39 / 27%	-258 / -73%	49 / 32%	-312 / -69%	53 / 45%	-331 / -67%	42 / 19%	-319 / -72%	43 / 27%	-314 / -72%	-35 / -13%	-261 / -72%	28 / 11%	-204 / -72%	-18 / -7%	-283 / -57%	32 / 23%	-235 / -68%
Mean	-0.71	-1.26 B	-0.28	0.42 E	-1.46	0.82 G*	-1.01	-0.19 I	-1.31	0.40 K	-1.40	0.45 M	-1.29	0.61 O*	-1.28	0.19 Q	-1.26	0.44 S	-1.34	-0.23 U*	-1.34	0.08 W	-1.38	-0.19 Y	-1.08	0.32 a*	-1.31

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

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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	41 4%	28 5%	13 2%	20 7% EJK	7 2%	13 3%	5 4%	16 8% EFJK	5 3%	2 1%	3 2%	9 4% *	27 4%	13 3%	8 3%	11 4%	7 3%	9 6% **	3 5% *	2 3% *	35 4%	6 3%	26 4%	11 4%	3 2% *	20 6% a	20 3%	18 5%	22 3%	29 4%	12 3%
Fairly favourable (1)	177 16%	88 16%	87 15%	51 16%	60 16% J	66 15%	23 19% J	28 15%	41 23% EJ	19 10%	25 14%	41 16% *	108 18%	69 14%	40 15%	35 12%	38 15%	40 27% **	7 13% *	17 17% *	160 17% V	17 10%	108 16%	49 16%	20 16% *	49 14%	128 17%	61 18%	115 15%	108 16%	69 15%
Neither favourable nor unfavourable (0)	394 35%	171 32%	223 39% B	107 35%	119 32%	167 39%	40 34%	67 35%	51 28%	68 36%	66 38%	101 39% *	217 35%	177 36%	90 34%	104 36%	91 35%	56 37% **	20 38% *	33 34% *	325 35%	68 39%	249 36%	96 32%	49 38%	119 34%	274 36%	114 33%	279 36%	215 33%	179 39%
Fairly unfavourable (-1)	215 19%	104 19%	111 20%	49 16%	89 24% DH	77 18%	22 19%	27 14%	35 19%	54 28% DFHK	30 17%	47 18% *	123 20%	92 19%	55 21%	55 19%	51 20%	21 14% **	11 21% *	22 23% *	176 19%	38 22%	139 20%	59 20%	17 14% *	75 21%	140 18%	75 22%	140 18%	145 22%	70 15%
Very unfavourable (-2)	199 18%	127 23% C	71 12%	47 15%	61 17%	91 21%	15 13%	32 17%	26 14%	35 19%	40 23% DG	50 19% *	109 18%	90 18%	45 17%	63 22%	48 19%	15 10% **	9 16% *	18 19% *	165 18%	34 19%	117 17%	55 18%	27 21% *	53 15%	146 19%	60 17%	139 18%	113 17%	86 19%
Don't know	87 8%	24 4%	61 11% B	33 11% FK	33 9% J	20 5%	13 11% FK	20 11% F	22 12% FK	11 6%	8 5%	12 5% *	34 5%	53 11% M	27 10%	22 7%	21 8%	10 6% **	3 6% *	4 4% *	75 8%	11 6%	46 7%	29 10%	13 10% *	36 10%	50 7%	15 4%	72 9% b	49 7%	37 8%
Net: Favourable	217 20%	116 21%	100 18%	71 23% J	67 18% J	79 18%	28 23% J	44 23% J	46 26% EJ	22 11%	28 16%	50 19% *	135 22%	82 17%	48 18%	46 16%	45 18%	49 33% **	10 19% *	19 20% *	195 21% V	23 13%	134 20%	60 20%	23 18% *	69 20%	148 20%	80 23%	138 18%	136 21%	81 18%
Net: Unfavourable	413 37%	231 43% C	182 32%	96 31%	150 41% DI	167 39%	37 31%	59 31%	60 34%	90 47% DEGHI	70 40%	98 37% *	232 38%	181 37%	100 38%	118 41%	99 39%	36 24% **	20 38% *	40 42% *	341 36%	72 42%	256 37%	113 38%	44 34% *	128 36%	286 38%	135 39%	279 36%	258 39%	156 34%
Net Difference	-196 -18%	-114 -21%	-82 -14%	-25 -8%	-83 -22%	-89 -20%	-9 -8%	-15 -8%	-15 -8%	-68 -36%	-41 -24%	-47 -18%	-97 -16%	-99 -20%	-52 -20%	-72 -25%	-54 -21%	13 9%	-10 -19%	-21 -22%	-146 -16%	-50 -29%	-121 -18%	-53 -18%	-21 -17%	-59 -17%	-137 -18%	-55 -16%	-141 -18%	-121 -18%	-75 -16%
Mean	-0.35	-0.41	-0.28	-0.19 EJK	-0.41 J	-0.40	-0.19 JK*	-0.19 JK	-0.22 EJ*	-0.56	-0.47	-0.36 *	-0.31	-0.40	-0.37	-0.46	-0.41	0.05 **	-0.32 *	-0.40 *	-0.32	-0.48	-0.33	-0.36	-0.39 *	-0.29	-0.37	-0.29	-0.37	-0.34	-0.36

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	41 4%	10 3%	6 2%	14 17% BCE*	6 4%	22 5%	14 4%	18 8% IKMO	22 4% KMO	27 6% IKMO	4 1% M	41 19% HIJKMNO	-	31 11% IIKMO	6 2% M	11 13% QSTU*	20 2%	31 7% QSU	6 2%	24 6% QSU	8 2%	11 5%	19 3%
Fairly favourable (1)	177 16%	39 10%	55 20% B	36 46% BCE*	18 13%	99 22% G	42 10%	42 19% KMO	113 18% KMO	125 29% HIKMO	20 5% M	177 81% HIJKMNO	-	98 35% HIKMO	23 6% M	22 27% QSU*	128 16% SU	105 25% QSU	24 6%	83 12% SU	51 12% S	31 13%	123 22% V
Neither favourable nor unfavourable (0)	394 35%	140 36%	113 42% D	20 25% *	51 36%	181 40% G	123 31%	56 25% LMO	235 37% HKLMO	163 38% HKLMO	99 25% LMO	-	-	98 35% HKLMO	53 15% LM	28 35% *	291 36% S	175 42% SU	100 25%	133 35% S	140 33% S	75 31%	222 39%
Fairly unfavourable (-1)	215 19%	88 23% D	54 20% D	4 5% *	32 23% D	81 18%	90 22%	52 23% JLN	126 20% JLN	58 14% L	115 29% IJLN	-	215 52% HIJKLNO	41 14% L	107 30% IJLN	6 7% *	173 21% PR	61 15%	107 27% PQR	81 21% P	101 24% PQR	46 19%	106 19%
Very unfavourable (-2)	199 18%	98 25% CD	29 11%	4 6% *	26 18% CD	44 10%	111 28% F	53 24% JLN	107 17% JLN	34 8% LN	152 38% HIJL	-	199 48% HIJKLN	10 3% L	167 46% HIJKLN	13 16% R*	158 19% RT	29 7%	146 37% PQRTU	49 13%	102 24% QRT	67 28% W	57 10%
Don't know	87 8%	15 4%	15 5%	1 1% *	10 7%	24 5%	21 5%	5 2% LM	24 4% KLMNO	20 5% KLMNO	6 2% M	-	-	4 1% LM	6 2% M	1 1% *	41 5% S	17 4%	12 3%	10 3%	17 4%	9 4%	41 7%
Net: Favourable	217 20%	49 13%	60 22% B	50 63% BCE*	24 17%	121 27% G	56 14%	60 26% KMO	136 22% KMO	152 36% HIKMO	23 6% M	217 100% HIJKMNO	-	129 46% HIJKMO	29 8% M	33 41% QSTU*	148 18% SU	136 32% QSU	31 8%	107 28% QSU	59 14% S	42 18%	142 25%
Net: Unfavourable	413 37%	186 48% CD	83 31% D	9 11% *	59 41% D	125 28%	201 50% F	105 47% JLN	233 37% JLN	92 21% L	267 67% HIJL	-	413 100% HIJKLNO	50 18% L	275 76% HIJKLN	18 23% *	331 41% PR	90 22%	253 64% PQRTU	130 34% PR	203 48% PQRT	113 47% W	163 29%
Net Difference	-196 -18%	-137 -35%	-22 -8%	41 52%	-35 -24%	-4 -1%	-145 -36%	-46 -20%	-98 -16%	60 14%	-244 -61%	217 100%	-413 -100%	78 28%	-245 -68%	14 18%	-183 -23%	46 11%	-223 -56%	-23 -6%	-145 -34%	-71 -30%	-21 -4%
Mean	-0.35	-0.60 B	-0.18 BCE*	0.64	-0.41	-0.06 G	-0.64	-0.37 KMO	-0.30 KMO	0.13 HIKMO	-1.01 MO	1.19 HIJKMNO	-1.48	0.36 HIJKMO	-1.14 M	0.16 QSTU*	-0.42 SU	0.12 QSTU	-0.94	-0.13 QSU	-0.59 S	-0.55	-0.11 V

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

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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' : Favourable	Unfavourable	'Boris Johnson, Former Prime Minister' : Favourable	Unfavourable	'Liz Truss, Leader of the Conservative Party and Prime Minister' : Favourable	Unfavourable	'Rishi Sunak, Former Chancellor of the Exchequer' : Favourable	Unfavourable	'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' : Favourable	Unfavourable	'Suella Braverman, Former Home Secretary' : Favourable	Unfavourable	'Thérèse Coffey, Deputy Prime Minister and Health Secretary' : Favourable	Unfavourable	'Jeremy Hunt, Chancellor of the Exchequer' : Favourable	Unfavourable	'Grant Shapps, Home Secretary' : Favourable	Unfavourable	'Penny Mordaunt, Leader of the House of Commons' : Favourable	Unfavourable	'Ben Wallace, Secretary of State for Defence' : Favourable	Unfavourable	'Theresa May, Former Prime Minister' : Favourable	Unfavourable	'Kemi Badenoch, Secretary of State for International Trade' : Favourable	Unfavourable
	(A)	(B)	(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	1111	422	384	306	570	91	817	343	457	146	381	158	487	117	506	227	508	152	465	253	391	249	310	247	527	136	375
Weighted base	1111	418	396	312	552	80	810	380	419	146	351	152	452	116	477	226	475	158	433	270	363	251	283	241	499	138	344
Very favourable (2)	41 / 4%	31 / 7% C	6 / 2%	10 / 3%	21 / 4%	11 / 13% G*	20 / 2%	24 / 6% I	8 / 2%	12 / 8%	13 / 4%	9 / 6%	19 / 4%	16 / 14% O*	17 / 3%	25 / 11% Q	10 / 2%	16 / 10% S	12 / 3%	17 / 6% *	9 / 2%	20 / 8% W	9 / 3%	22 / 9% Y	10 / 2%	18 / 13% a*	7 / 2%
Fairly favourable (1)	177 / 16%	105 / 25% C	24 / 6%	43 / 14%	101 / 18%	22 / 27% G*	128 / 16%	83 / 22% I	51 / 12%	24 / 17%	60 / 17%	31 / 20%	79 / 17%	24 / 20% *	89 / 19%	51 / 22% Q	65 / 14%	32 / 20%	68 / 16%	50 / 18% *	62 / 17%	49 / 20%	44 / 15%	64 / 26% Y	60 / 12%	28 / 20% *	61 / 18%
Neither favourable nor unfavourable (0)	394 / 35%	175 / 42% C	100 / 25%	103 / 33%	204 / 37%	28 / 35% *	291 / 36%	133 / 35%	140 / 33%	40 / 27%	113 / 32%	42 / 28%	152 / 34%	30 / 26% *	167 / 35%	66 / 29%	152 / 32%	47 / 30%	141 / 32%	98 / 36% *	116 / 32%	68 / 27%	82 / 29%	81 / 34%	152 / 30%	42 / 31% *	104 / 30%
Fairly unfavourable (-1)	215 / 19%	61 / 15%	107 / 27% B	71 / 23%	113 / 20%	6 / 7% *	173 / 21% F	81 / 21%	101 / 24%	32 / 22%	74 / 21%	28 / 18%	97 / 21%	24 / 20% *	87 / 18%	50 / 22%	106 / 22%	33 / 21%	98 / 23%	41 / 15% *	78 / 22%	49 / 20%	66 / 23%	27 / 11%	134 / 27% X	14 / 10% *	78 / 23% Z
Very unfavourable (-2)	199 / 18%	29 / 7%	146 / 37% B	75 / 24% E	91 / 16%	13 / 16% *	158 / 19%	49 / 13%	102 / 24% H	36 / 24%	81 / 23%	41 / 27%	93 / 21%	19 / 16% *	107 / 22%	27 / 12%	121 / 26% P	24 / 15%	110 / 25% R	58 / 21% *	86 / 24%	61 / 25%	73 / 26%	37 / 15%	121 / 24% X	33 / 24% *	88 / 26%
Don't know	87 / 8%	17 / 4%	12 / 3%	10 / 3%	22 / 4%	1 / 1% *	41 / 5%	10 / 3%	17 / 4%	1 / 1%	10 / 3%	1 / 1%	11 / 2%	4 / 4% *	11 / 2%	8 / 4%	20 / 4%	6 / 4%	5 / 1%	6 / 2% *	12 / 3%	3 / 1%	9 / 3%	11 / 4%	22 / 4%	3 / 2% *	5 / 2%
Net: Favourable	217 / 20%	136 / 32% C	31 / 8%	53 / 17%	122 / 22%	33 / 41% G*	148 / 18%	107 / 28% I	59 / 14%	37 / 25%	73 / 21%	40 / 26%	98 / 22%	39 / 34% O*	106 / 22%	75 / 33% Q	75 / 16%	48 / 30% S	80 / 19%	67 / 25% *	71 / 20%	68 / 27% W	52 / 19%	85 / 35% Y	70 / 14%	45 / 33% a*	68 / 20%
Net: Unfavourable	413 / 37%	90 / 22%	253 / 64% B	146 / 47% E	204 / 37%	18 / 23% *	331 / 41% F	130 / 34%	203 / 48% H	68 / 47%	155 / 44%	69 / 45%	190 / 42%	43 / 37% *	194 / 41%	77 / 34%	228 / 48% P	57 / 36%	207 / 48% R	99 / 37% *	164 / 45%	111 / 44%	139 / 49%	64 / 27%	255 / 51% X	47 / 34% *	166 / 48% Z
Net Difference	-196 / -18%	46 / 11%	-223 / -56%	-93 / -30%	-81 / -15%	14 / 18%	-183 / -23%	-23 / -6%	-145 / -34%	-31 / -21%	-82 / -23%	-29 / -19%	-92 / -20%	-3 / -3%	-88 / -18%	-2 / -1%	-152 / -32%	-9 / -6%	-127 / -29%	-32 / -12%	-93 / -26%	-42 / -17%	-87 / -31%	22 / 9%	-186 / -37%	-2 / -1%	-98 / -29%
Mean	-0.35	0.12 C	-0.94	-0.52	-0.29 D	0.16 G*	-0.42	-0.13 I	-0.59	-0.38	-0.44	-0.41	-0.38	-0.06 O*	-0.38	-0.02 Q	-0.58	-0.11 S	-0.52	-0.28 *	-0.49	-0.34	-0.55	0.03 Y	-0.62	-0.13 a*	-0.53

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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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very favourable (2)	67 6%	51 9% C	17 3%	35 11% EFJKL	20 5%	13 3%	12 10% FJKL	23 12% EFJKL	11 6%	8 4%	5 3%	8 3% *	42 7%	25 5%	19 7%	15 5%	12 5%	12 8% **	1 1% *	8 9% *	59 6%	8 5%	43 6%	20 7%	4 3% *	32 9% a	36 5%	26 8%	41 5%	56 8% e	12 3%
Fairly favourable (1)	214 19%	103 19%	110 19%	70 23% L	76 20% J	68 16%	22 18%	48 25% FL	45 25% FL	31 16%	37 21%	32 12% *	143 23% N	70 14%	58 22%	49 17%	53 21%	35 23% **	7 13% *	12 13% *	188 20%	26 15%	123 18%	68 23%	22 17% *	74 21%	140 18%	86 25% c	128 17%	143 22%	71 16%
Neither favourable nor unfavourable (0)	368 33%	161 30%	207 36%	93 30%	115 31% I	160 37% I	40 34%	54 28%	42 23%	73 38% EI	54 31%	106 41% I*	186 30%	181 37%	80 30%	98 34%	81 32%	61 41% **	24 44% T*	24 25% *	314 34%	54 31%	242 35%	84 28%	42 32% *	104 30%	263 35%	102 30%	265 35%	200 30%	167 37%
Fairly unfavourable (-1)	155 14%	79 15%	76 13%	40 13%	59 16%	56 13%	16 14%	24 13%	22 12%	37 19%	23 13%	33 12% *	92 15%	62 13%	30 11%	48 17%	34 13%	14 9% **	7 12% *	22 23% O*	119 13%	36 21% U	92 13%	44 15%	19 15% *	47 13%	108 14%	54 16%	101 13%	91 14%	64 14%
Very unfavourable (-2)	208 19%	127 23% C	80 14%	38 12%	64 17%	107 25% DGH	15 13%	23 12%	30 17%	33 17%	42 24% DGH	64 25% DH*	109 18%	99 20%	45 17%	59 20%	52 20%	14 10% **	11 21% *	26 27% *	174 19%	34 19%	127 18%	53 18%	28 22% *	50 14%	158 21% Z	57 17%	151 20%	107 16%	101 22%
Don't know	100 9%	22 4%	77 14% B	32 10% J	38 10% J	30 7%	13 11% J	19 10%	29 16% EFJK	9 5%	12 7%	19 7% *	45 7%	55 11%	32 12% T	22 8%	24 9%	14 9% **	4 8% *	3 3% *	82 9%	17 10%	58 8%	30 10%	12 10% *	45 13% a	55 7%	18 5%	82 11% b	61 9%	39 9%
Net: Favourable	281 25%	153 28%	126 22%	105 34% EFJKL	95 26% J	81 19%	34 29% FL	71 37% EFJKL	56 31% FJL	39 20%	42 24%	39 15% *	185 30% N	96 19%	77 29% S	64 22%	65 25%	47 31% **	8 14% *	21 22% *	247 26%	33 19%	167 24%	88 30%	26 21% *	106 30% a	175 23%	112 33% c	169 22%	199 30%	82 18%
Net: Unfavourable	363 33%	206 38% C	156 28%	78 25%	122 33%	162 37% DH	32 27%	47 25%	52 29%	70 37% DH	65 38% DGH	97 37% *	201 33%	161 33%	75 28%	107 37% O	86 34%	28 19% **	18 34% *	48 50% OPQ*	293 31%	70 40% U	219 32%	97 32%	48 37% *	97 28%	266 35% Z	111 32%	252 33%	198 30%	165 36%
Net Difference	-82 -7%	-53 -10%	-29 -5%	27 9%	-27 -7%	-82 -19%	2 2%	25 13%	4 2%	-31 -16%	-24 -14%	-58 -22%	-16 -3%	-66 -13%	3 1%	-44 -15%	-22 -9%	19 13%	-11 -20%	-27 -28%	-45 -5%	-37 -21%	-52 -8%	-9 -3%	-21 -17%	9 2%	-91 -12%	* *	-82 -11%	1 *	-83 -18%
Mean	-0.22	-0.25	-0.19	0.09 EFJKL	-0.21	-0.44	-0.01 FJKL	0.15 EFJKL	-0.10 F*	-0.31	-0.38	-0.47 *	-0.15	-0.32	-0.10 T	-0.33	-0.27	0.12 **	-0.43 *	-0.48 *	-0.19	-0.40	-0.22	-0.16	-0.39 *	-0.03 a	-0.30	-0.10 c	-0.28	-0.09 e	-0.41

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

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very favourable (2)	67 6%	14 3%	19 7%	8 10% *	21 15% BC	42 9% G	16 4%	24 10% IKMO	35 6% KMO	47 11% IKMO	3 1% O	38 17% HIJKMO	11 3% KO	67 24% HIJKLMO	- -	17 21% QRSTU*	38 5% S	45 11% QS	10 3% S	25 7% QS	31 7% QS	14 6%	41 7%
Fairly favourable (1)	214 19%	37 9%	77 29% B	29 37% B*	37 26% B	124 27% G	53 13%	33 14% KMO	155 25% HKMO	136 32% HIKMO	38 10% O	91 42% HIJKMO	39 9% O	214 76% HIJKLMO	- -	25 32% QSTU*	159 20% S	127 30% QSTU	38 10%	71 19% S	88 21% S	32 14%	148 26% V
Neither favourable nor unfavourable (0)	368 33%	138 35% E	107 40% E	22 28% *	37 26%	163 36%	125 31%	68 30% MNO	209 33% KLMNO	157 37% IKLMNO	96 24% MNO	52 24% NO	79 19% NO	-	-	13 17% *	274 34% PSU	157 38% PSU	96 24%	141 37% PS	122 29% P	73 31%	196 34%
Fairly unfavourable (-1)	155 14%	75 19% C	27 10%	6 7% *	16 11%	47 11%	68 17%	31 14% JN	90 14% JLN	35 8% N	85 21% HIJLN	18 8% N	94 23% HIJLN	-	155 43% HIJKLMN	11 14% *	123 15% R	35 8%	87 22% QRTU	55 14%	65 15% R	35 15%	76 13%
Very unfavourable (-2)	208 19%	105 27% C	28 10%	12 15% *	23 16%	52 11%	112 28% F	61 27% IJLN	110 18% JLN	35 8% N	156 39% HIJLN	11 5% N	181 44% HIJLN	-	208 57% HIJKLMN	11 14% *	161 20% R	38 9%	142 36% PQRTU	63 16% R	98 23% QR	74 31% W	62 11%
Don't know	100 9%	22 6%	13 5%	2 3% *	7 5%	23 5%	27 7%	10 4% NO	28 4% MNO	18 4% NO	18 4% MNO	7 3% NO	10 2% NO	-	-	3 3% *	55 7% U	17 4%	22 6%	26 7%	15 4%	10 4%	47 8%
Net: Favourable	281 25%	50 13%	96 35% B	37 47% B*	59 41% B	165 37% G	68 17%	57 25% KMO	190 30% KMO	183 43% HIKMO	42 10% O	129 59% HIJKMO	50 12% O	281 100% HIJKLMO	- -	42 52% QSTU*	197 24% S	172 41% QSTU	48 12%	96 25% S	119 28% QS	47 20%	189 33% V
Net: Unfavourable	363 33%	180 46% CDE	55 20%	17 22% *	39 27%	99 22%	180 45% F	92 41% JLN	200 32% JLN	70 16% N	241 61% HIJLN	29 14% N	275 66% HIJKLN	-	363 100% HIJKLMN	22 28% R*	284 35% R	73 17%	230 58% PQRTU	117 31% R	163 39% QR	109 46% W	137 24%
Net Difference	-82 -7%	-130 -33%	41 15%	19 25%	19 14%	66 15%	-112 -28%	-35 -16%	-10 -2%	113 26%	-199 -50%	99 46%	-224 -54%	281 100%	-363 -100%	19 24%	-87 -11%	99 24%	-181 -46%	-21 -6%	-44 -10%	-63 -26%	52 9%
Mean	-0.22	-0.60 B	0.12 B	0.20 B*	0.13 B	0.13 G	-0.56	-0.33 KMO	-0.14 KMO	0.30 HIKMO	-0.93 O	0.60 HIKMO	-0.98 O	1.24 HIJKLMO	-1.57	0.32 QSTU*	-0.28 S	0.26 QSTU	-0.84	-0.16 S	-0.27 S	-0.53	0.06 V

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

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' : Favourable	Unfavourable	'Boris Johnson, Former Prime Minister' : Favourable	Unfavourable	'Liz Truss, Leader of the Conservative Party and Prime Minister' : Favourable	Unfavourable	'Rishi Sunak, Former Chancellor of the Exchequer' : Favourable	Unfavourable	'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' : Favourable	Unfavourable	'Suella Braverman, Former Home Secretary' : Favourable	Unfavourable	'Thérèse Coffey, Deputy Prime Minister and Health Secretary' : Favourable	Unfavourable	'Jeremy Hunt, Chancellor of the Exchequer' : Favourable	Unfavourable	'Grant Shapps, Home Secretary' : Favourable	Unfavourable	'Penny Mordaunt, Leader of the House of Commons' : Favourable	Unfavourable	'Ben Wallace, Secretary of State for Defence' : Favourable	Unfavourable	'Theresa May, Former Prime Minister' : Favourable	Unfavourable	'Kemi Badenoch, Secretary of State for International Trade' : Favourable	Unfavourable
	(A)	(B)	(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	1111	422	384	306	570	91	817	343	457	146	381	158	487	117	506	227	508	152	465	253	391	249	310	247	527	136	375
Weighted base	1111	418	396	312	552	80	810	380	419	146	351	152	452	116	477	226	475	158	433	270	363	251	283	241	499	138	344
Very favourable (2)	67 / 6%	45 / 11% C	10 / 3%	16 / 5%	41 / 7%	17 / 21% G*	38 / 5%	25 / 7%	31 / 7%	14 / 9%	31 / 9%	18 / 12%	32 / 7%	18 / 16% O*	27 / 6%	23 / 10%	29 / 6%	24 / 15% S	23 / 5%	19 / 7% *	29 / 8%	24 / 9%	21 / 7%	26 / 11% Y	26 / 5%	23 / 17% a*	18 / 5%
Fairly favourable (1)	214 / 19%	127 / 30% C	38 / 10%	41 / 13%	140 / 25% D	25 / 32% G*	159 / 20%	71 / 19%	88 / 21%	34 / 24%	79 / 22%	33 / 22%	111 / 24%	27 / 23% *	113 / 24%	62 / 27%	98 / 21%	36 / 23%	93 / 22%	57 / 21% *	76 / 21%	44 / 18%	67 / 24%	65 / 27% Y	94 / 19%	27 / 20% *	73 / 21%
Neither favourable nor unfavourable (0)	368 / 33%	157 / 38% C	96 / 24%	105 / 34%	183 / 33%	13 / 17% *	274 / 34% F	141 / 37%	122 / 29%	33 / 23%	103 / 29%	29 / 19%	132 / 29% L	25 / 22% *	141 / 29%	63 / 28%	131 / 28%	40 / 26%	124 / 29%	88 / 32% *	107 / 29%	61 / 24%	78 / 28%	67 / 28%	139 / 28%	33 / 24% *	106 / 31%
Fairly unfavourable (-1)	155 / 14%	35 / 8%	87 / 22% B	46 / 15%	75 / 14%	11 / 14% *	123 / 15%	55 / 14%	65 / 15%	19 / 13%	45 / 13%	25 / 16%	70 / 15%	17 / 14% *	68 / 14%	27 / 12%	75 / 16%	23 / 15%	72 / 17%	32 / 12% *	60 / 17%	43 / 17%	43 / 15%	29 / 12%	86 / 17%	13 / 9% *	56 / 16%
Very unfavourable (-2)	208 / 19%	38 / 9%	142 / 36% B	84 / 27% E	88 / 16%	11 / 14% *	161 / 20%	63 / 16%	98 / 23%	39 / 27%	88 / 25%	46 / 30%	98 / 22%	22 / 19% *	118 / 25%	38 / 17%	119 / 25% P	29 / 18%	114 / 26%	61 / 23% *	80 / 22%	70 / 28%	66 / 23%	36 / 15%	129 / 26% X	37 / 27% *	82 / 24%
Don't know	100 / 9%	17 / 4%	22 / 6%	19 / 6%	25 / 4%	3 / 3% *	55 / 7%	26 / 7%	15 / 4%	6 / 4%	6 / 2%	1 / 1%	9 / 2%	7 / 6% *	10 / 2%	13 / 6%	23 / 5%	5 / 3%	8 / 2%	13 / 5% *	11 / 3%	9 / 3%	8 / 3%	19 / 8%	25 / 5%	4 / 3%	10 / 3%
Net: Favourable	281 / 25%	172 / 41% C	48 / 12%	57 / 18%	181 / 33% D	42 / 52% G*	197 / 24%	96 / 25%	119 / 28%	48 / 33%	110 / 31%	51 / 34%	143 / 32%	45 / 39% *	140 / 29%	85 / 38% Q	127 / 27%	60 / 38% S	116 / 27%	76 / 28% *	105 / 29%	68 / 27%	88 / 31%	90 / 38% Y	120 / 24%	50 / 37% *	90 / 26%
Net: Unfavourable	363 / 33%	73 / 17%	230 / 58% B	131 / 42% E	163 / 30%	22 / 28% *	284 / 35%	117 / 31%	163 / 39%	58 / 40%	132 / 38%	71 / 47%	168 / 37%	39 / 33% *	187 / 39%	65 / 29%	194 / 41% P	52 / 33%	185 / 43%	94 / 35% *	141 / 39%	113 / 45%	109 / 39%	65 / 27%	215 / 43% X	50 / 37% *	138 / 40%
Net Difference	-82 / -7%	99 / 24%	-181 / -46%	-73 / -23%	18 / 3%	19 / 24%	-87 / -11%	-21 / -6%	-44 / -10%	-9 / -6%	-22 / -6%	-20 / -13%	-25 / -6%	7 / 6%	-47 / -10%	20 / 9%	-67 / -14%	8 / 5%	-69 / -16%	-17 / -6%	-35 / -10%	-45 / -18%	-22 / -8%	25 / 11%	-95 / -19%	* / *	-48 / -14%
Mean	-0.22	0.26 C	-0.84	-0.48	-0.05 D	0.32 G*	-0.28	-0.16	-0.27	-0.25	-0.23	-0.31	-0.21	0.02 *	-0.29	0.03 Q	-0.35	0.02 S	-0.38	-0.23 *	-0.25	-0.38	-0.24	0.07 Y	-0.42	-0.10 *	-0.34

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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(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
Very positive (2)	93 8%	64 12% C	29 5%	18 6%	27 7%	48 11%	7 6%	11 6%	8 5%	19 10%	20 11% DI	28 11% *	52 8%	41 8%	19 7%	35 12%	20 8%	5 4% **	7 12% *	7 8% *	76 8%	17 10%	56 8%	23 8%	15 11% *	24 7%	69 9%	22 6%	71 9%	52 8%	41 9%
Fairly positive (1)	146 13%	89 16% C	56 10%	45 15%	42 11%	59 14%	15 13%	30 16%	20 11%	23 12%	15 8%	45 17% *	79 13%	68 14%	32 12%	49 17% T	39 15%	15 10% **	5 10% *	6 7% *	120 13%	26 15%	102 15%	30 10%	15 12% *	41 12%	105 14%	44 13%	103 13%	82 12%	65 14%
Made no difference (0)	239 22%	119 22%	119 21%	72 23%	82 22%	85 20%	35 30% DFHK	37 20%	43 24%	39 20%	30 17%	55 21% *	132 21%	108 22%	62 23%	69 24%	57 22%	25 17% **	10 19% *	16 17% *	201 21%	39 22%	137 20%	72 24%	30 23% *	86 24%	153 20%	63 18%	177 23%	142 22%	97 21%
Fairly negative (-1)	268 24%	101 19%	166 29% B	79 26%	78 21%	111 26%	25 21%	55 29%	37 21%	41 21%	39 23%	72 27% *	137 22%	131 27%	55 21%	64 22%	63 25%	55 37% **	16 30% *	16 16% *	229 24%	39 22%	175 26%	63 21%	30 23% *	88 25%	180 24%	76 22%	192 25%	154 23%	114 25%
Very negative (-2)	301 27%	144 27%	157 28%	70 23%	117 32% DG	114 26%	26 22%	44 23%	57 32%	61 32% D	59 34% DGHL	55 21% *	194 31% N	107 22%	72 27%	63 22%	66 26%	39 26% **	15 28% *	46 48% OPQS*	257 27%	44 25%	179 26%	88 30%	34 27% *	92 26%	210 28%	125 37% c	176 23%	189 29%	112 25%
Don't know	63 6%	24 4%	39 7%	23 8%	23 6%	17 4%	10 8%	14 7%	14 8%	9 5%	10 6%	7 3% *	25 4%	38 8%	25 9% PQ	12 4%	11 4%	10 7% **	1 1% *	4 4% *	53 6%	10 6%	37 5%	22 7%	5 4% *	21 6%	42 6%	14 4%	50 6%	39 6%	24 5%
Net: Positive	239 22%	154 28% C	85 15%	63 21%	70 19%	107 25%	22 19%	41 22%	28 16%	42 22%	34 20%	72 28% *	130 21%	109 22%	51 19%	83 29% OT	59 23%	21 14% **	12 22% *	14 14% *	196 21%	43 25%	157 23%	53 18%	29 23% *	66 19%	174 23%	65 19%	174 23%	133 20%	106 23%
Net: Negative	569 51%	245 45%	323 57% B	149 48%	195 53%	225 52%	51 43%	99 52%	94 52%	101 53%	98 57% G	126 48% *	331 54%	238 48%	127 48%	126 43%	128 50%	94 63% **	31 58% *	62 65% OPQ*	487 52%	83 47%	354 52%	151 51%	64 50% *	180 51%	390 51%	202 59% c	368 48%	343 52%	226 50%
Mean	-0.51	-0.33 C	-0.70	-0.48	-0.62	-0.44	-0.44	-0.51	-0.69	-0.56	-0.64	-0.32 *	-0.58	-0.43	-0.54 T	-0.25 OT	-0.47 T	-0.77 **	-0.52 *	-0.95 *	-0.54	-0.40	-0.49	-0.59	-0.44 *	-0.55	-0.50	-0.73 b	-0.41	-0.56	-0.44

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

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

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
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						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
Very positive (2)	93 8%	58 15% CD	9 3%	3 4% *	16 11% C	14 3%	70 18% F	45 20% IJKLMNO	26 4%	22 5%	57 14% IJLN	11 5%	52 13% IJLN	12 4%	50 14% IJLN	21 26% QRSTU*	51 6%	21 5%	63 16% QRTU	39 10%	30 7%	93 39% W	- -
Fairly positive (1)	146 13%	87 22% CE	19 7%	9 12% *	17 12%	27 6%	91 23% F	80 35% IJKLMNO	35 6%	40 9% I	76 19% IJMN	31 14% IJ	61 15% IJ	35 12% I	59 16% IJ	27 34% QRSTU*	87 11%	32 8%	83 21% QRU	75 20% QRU	40 10%	146 61% W	- -
Made no difference (0)	239 22%	97 25%	46 17%	10 13% *	33 23%	40 9%	140 35% F	46 20% N	110 18% N	74 17% N	99 25% IJLN	30 14%	115 28% HIJLN	36 13%	96 27% IJLN	19 23% *	152 19%	69 17%	90 23% Q	71 19%	81 19%	- -	- -
Fairly negative (-1)	268 24%	103 26%	66 24%	18 23% *	24 17%	131 29% G	63 16%	37 16%	175 28% HJKMNO	97 23%	85 21%	58 27% HO	83 20%	61 22%	67 19%	6 8% *	224 28% PSU	113 27% P	76 19% P	110 29% PS	95 23% P	- -	268 47% V
Very negative (-2)	301 27%	35 9%	123 46% B	37 47% B*	50 35% B	228 51% G	23 6%	11 5%	262 42% HKMO	186 44% HKMO	58 15% H	84 39% HKMO	81 20% HK	129 46% HKMO	70 19% HK	5 6% *	268 33% PST	178 42% PQST	60 15% P	70 18% P	157 37% PQST	- -	301 53% V
Don't know	63 6%	12 3%	8 3%	1 1% *	3 2%	12 3%	13 3%	8 3%	20 3% J	7 2%	22 6% UL	3 2%	22 5% IJ	9 3%	20 5% IJL	2 3% *	28 3% R	5 1%	23 6% QR	16 4%	16 4% R	- -	- -
Net: Positive	239 22%	145 37% CDE	27 10%	12 15% *	33 23% C	41 9%	161 40% F	125 55% IJKLMNO	61 10%	62 15% I	133 34% IJLMN	42 19% I	113 27% IJN	47 17% I	109 30% IJLN	48 60% QRSTU*	139 17%	53 13%	146 37% QRTU	114 30% QRU	70 17%	239 100% W	- -
Net: Negative	569 51%	137 35%	189 70% BE	55 70% BE*	74 52% B	359 80% G	86 21%	47 21%	437 70% HJKMO	283 66% HKMO	142 36% H	142 65% HKMO	163 40% H	189 67% HKMO	137 38% H	11 14% *	492 61% PST	291 70% PQSTU	136 34% P	180 47% PS	252 60% PST	- -	569 100% V
Mean	-0.51	0.08 CDE	-1.05	-1.00 *	-0.54 CD	-1.21	0.32 F	0.51 IJKLMNO	-1.01	-0.92 I	-0.03 IJLMN	-0.81 I	-0.20 IJLN	-0.95	-0.14 IJLN	0.68 QRSTU*	-0.73 R	-0.95	0.04 QRTU	-0.26 QRU	-0.77 R	1.39 W	-1.53

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

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q11. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
A Labour majority government	492 44%	237 44%	254 45%	117 38% G	158 43% G	217 50% DG	37 32%	79 42%	79 44% G	79 42%	80 47% G	137 53% DG*	282 46%	210 43%	114 43%	112 38%	118 46%	74 50% **	27 51% *	46 48% *	427 46%	65 37%	333 49% XY	113 38%	47 37% *	151 43%	341 45%	159 46%	333 43%	276 42%	216 48%
A hung parliament with Labour as the biggest party	176 16%	93 17%	82 14%	36 12%	65 18%	74 17%	13 11%	23 12%	26 15%	39 20% DG	23 13%	51 20% *	108 17%	68 14%	33 12%	53 18%	41 16%	19 13% **	13 24% O*	17 18% *	134 14%	42 24% U	102 15%	43 14%	31 24% WX*	53 15%	123 16%	69 20% c	107 14%	104 16%	72 16%
A Conservative majority government	112 10%	59 11%	53 9%	46 15% FK	37 10%	29 7%	18 15% FK	28 15% FK	15 8%	22 11%	10 6%	18 7% *	64 10%	48 10%	38 14% S	28 10%	23 9%	12 8% **	2 3% *	9 9% *	95 10%	17 10%	74 11%	32 11%	6 4% *	52 15% a	59 8%	36 10%	76 10%	74 11%	37 8%
A hung parliament with the Conservatives as the biggest party	97 9%	63 12% C	35 6%	32 10%	27 7%	39 9%	13 11%	19 10%	9 5%	18 9%	23 13% EI	15 6% *	55 9%	42 9%	20 8%	32 11%	19 7%	15 10% **	3 6% *	8 8% *	82 9%	15 9%	60 9%	26 9%	12 9% *	29 8%	68 9%	23 7%	75 10%	61 9%	36 8%
Another result	40 4%	18 3%	22 4%	19 6% FK	14 4%	7 2%	10 9% EFKL	9 5%	6 4%	8 4%	3 1%	5 2% *	16 3%	24 5%	12 5%	9 3%	10 4%	3 2% **	2 4% *	4 4% *	36 4%	4 2%	17 3%	15 5%	7 6% *	16 4%	24 3%	9 3%	31 4%	20 3%	19 4%
Don't know	195 18%	73 13%	121 21% B	59 19%	69 19%	67 15%	26 22% J	33 17%	44 25% EJ	25 13%	33 19%	34 13% *	94 15%	101 21%	47 18%	57 19%	45 18%	27 18% **	7 12% *	12 13% *	164 18%	31 18%	99 14%	70 23% W	26 20% *	51 15%	144 19%	49 14%	146 19%	122 19%	73 16%
Net: Conservative majority/biggest party	209 19%	121 22% C	87 15%	78 25% EFIL	63 17%	67 16%	31 26% EFIL	47 25% FIL	24 13%	40 21%	34 20%	34 13% *	119 19%	90 18%	58 22% S	60 21%	42 16%	27 18% **	5 9% *	17 17% *	177 19%	32 18%	134 19%	58 19%	17 14% *	81 23% a	128 17%	58 17%	150 20%	136 21%	73 16%
Net: Labour majority/biggest party	668 60%	330 61%	335 59%	153 50% G	223 60% DG	292 67% DGH	51 43%	102 54%	105 59% G	118 62% DG	104 60% DG	188 72% DGH*	389 63%	278 56%	147 56%	165 57%	159 62%	93 62% **	40 75% OP*	63 66% *	560 60%	107 62%	435 63% X	155 52%	77 60% *	204 58%	464 61%	227 66% c	440 57%	380 58%	288 64%

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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/a,b/c,d/e   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK October 2022 Political Pulse
PUBLIC
Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q11. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
A Labour majority government	492 44%	147 38%	205 76% BDE	41 52% *	52 36%	261 58% G	161 40%	54 24%	373 59% HKMNO	288 67% HIKLMNO	107 27%	118 54% HKMO	155 38% HK	145 51% HKMO	134 37% HK	25 31% *	423 52% PS	284 68% PQSTU	119 30%	173 46% PS	221 53% PS	72 30%	317 56% V
A hung parliament with Labour as the biggest party	176 16%	67 17%	32 12%	18 23% C*	31 22% C	62 14%	77 19%	30 13%	99 16%	63 15%	81 20% HIM	37 17%	65 16%	52 19%	63 17%	13 16% *	129 16%	55 13%	74 19%	55 14%	63 15%	40 17%	88 15%
A Conservative majority government	112 10%	69 18% CD	8 3%	2 2% *	15 10% C	27 6%	53 13% F	62 27% IJKLMNO	22 3% I	28 6%	56 14% IJNO	21 10% I	50 12% IJ	25 9% I	39 11% IJ	18 22% QRU*	61 7% U	27 6%	57 14% QRU	54 14% QRU	24 6%	65 27% W	27 5%
A hung parliament with the Conservatives as the biggest party	97 9%	50 13% C	6 2%	8 11% C*	13 9% C	26 6%	49 12% F	56 25% IJKLMNO	25 4%	13 3%	50 13% IJ	21 10% IJ	43 10% IJ	25 9% IJ	40 11% IJ	18 22% QRSTU*	50 6%	23 6%	47 12% QRU	46 12% QR	28 7%	34 14% W	26 5%
Another result	40 4%	5 1%	1 *	3 4% C*	18 12% BC	11 2%	13 3%	2 1%	26 4% JLN	5 1%	24 6% HJLN	2 1%	24 6% HJLN	4 2%	24 7% HJLN	2 3% *	28 4%	6 2%	21 5% QR	8 2%	18 4% R	5 2%	19 3%
Don't know	195 18%	54 14% C	19 7%	6 8% *	14 10%	65 14%	49 12%	22 10%	83 13% J	30 7%	79 20% HIJLN	18 8%	76 18% HIJLN	30 11%	64 18% HIJLN	4 5% *	119 15% PR	23 6%	79 20% PQRTU	43 11% R	65 16% PR	22 9%	92 16% V
Net: Conservative majority/biggest party	209 19%	119 30% CD	14 5%	10 13% C*	28 20% C	53 12%	102 25% F	118 52% IJKLMNO	46 7%	40 9% I	106 27% IJMNO	42 19% IJ	93 22% IJ	50 18%	78 22% IJ	36 44% QRSTU*	111 14%	50 12%	104 26% QRU	100 26% QRU	52 12%	99 42% W	53 9%
Net: Labour majority/biggest party	668 60%	213 55%	237 88% BDE	59 75% BE*	83 58%	322 72% G	237 59%	84 37%	472 75% HKMNO	351 82% HIKLMNO	187 47% H	155 71% HKMO	221 53% HK	197 70% HKMO	197 54% HK	38 47% *	552 68% PST	339 81% PQSTU	192 49%	228 60% PS	284 68% PS	112 47%	405 71% V

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

Ipsos UK October 2022 Political Pulse
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Fieldwork: 21-24 October 2022
Adults aged 18+ in GB

Q11A. And which other result is that?

All those who think the next GE will result in something that isn't a Cons/Lab majority or Cons/Lab hung parliament

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	40	17	23	21	12	7	11	10	6	6	2	5	21	19	12	9	10	4	2	3	35	5	16	17	7	15	25	14	26	22	18
Weighted base	40	18	22	19	14	7	10	9	6	8	3	5	16	24	12	9	10	3	2	4	36	4	17	15	7	16	24	9	31	20	19
A hung parliament with the Liberal Democrats as the biggest party	8 / 21% **	6 / 33% **	2 / 10% **	7 / 36% **	- / - **	1 / 20% **	5 / 46% **	2 / 25% **	- / - **	- / - **	1 / 56% **	- / - **	2 / 13% **	6 / 25% **	- / - **	3 / 31% **	3 / 31% **	1 / 35% **	2 / 72% **	- / - **	8 / 23% **	- / - **	4 / 25% **	2 / 16% **	1 / 19% **	6 / 37% **	2 / 9% **	- / - **	8 / 26% **	5 / 25% **	3 / 16% **
A Liberal Democrat majority	2 / 6%	- / - **	2 / 10% **	2 / 9% **	1 / 4% **	- / - **	- / - **	2 / 19% **	1 / 10% **	- / - **	- / - **	- / - **	1 / 6% **	1 / 5% **	- / - **	1 / 14% **	* / 4% **	- / - **	1 / 28% **	- / - **	2 / 6% **	- / - **	1 / 3% **	* / 3% **	1 / 17% **	2 / 14% **	- / - **	1 / 12% **	1 / 4% **	1 / 5% **	1 / 6% **
Another result	20 / 49%	10 / 58% **	9 / 42% **	7 / 35% **	9 / 62% **	4 / 61% **	4 / 43% **	2 / 27% **	3 / 50% **	5 / 73% **	1 / 44% **	3 / 70% **	9 / 55% **	11 / 46% **	6 / 50% **	4 / 45% **	4 / 45% **	1 / 44% **	- / - **	4 / 100% **	16 / 46% **	3 / 79% **	7 / 38% **	10 / 64% **	3 / 45% **	5 / 29% **	15 / 63% **	4 / 45% **	16 / 50% **	10 / 50% **	9 / 48% **
Don't know	10 / 24%	1 / 8% **	8 / 37% **	4 / 20% **	5 / 33% **	1 / 20% **	1 / 11% **	3 / 30% **	3 / 40% **	2 / 27% **	- / - **	1 / 30% **	4 / 26% **	6 / 24% **	6 / 50% **	1 / 10% **	2 / 20% **	1 / 21% **	- / - **	- / - **	9 / 25% **	1 / 21% **	6 / 33% **	2 / 17% **	1 / 19% **	3 / 19% **	7 / 28% **	4 / 43% **	6 / 19% **	4 / 20% **	6 / 29% **

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

Ipsos UK October 2022 Political Pulse
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Adults aged 18+ in GB

Q11A. And which other result is that?

All those who think the next GE will result in something that isn't a Cons/Lab majority or Cons/Lab hung parliament

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	40	7	1	2	15	10	14	3	26	5	24	2	25	5	23	3	27	7	21	8	20	7	17
Weighted base	40	5	1	3	18	11	13	2	26	5	24	2	24	4	24	2	28	6	21	8	18	5	19
A hung parliament with the Liberal Democrats as the biggest party	8 21% **	1 17% **	- - **	2 71% **	4 24% **	4 42% **	1 10% **	- - **	6 25% **	- - **	6 26% **	1 53% **	4 16% **	1 30% **	4 16% **	- - **	7 26% **	- - **	4 17% **	3 34% **	2 12% **	1 16% **	5 27% **
A Liberal Democrat majority	2 6% **	1 11% **	- - **	- - **	1 7% **	- - **	1 8% **	- - **	2 9% **	- - **	2 9% **	- - **	2 10% **	- - **	2 8% **	- - **	2 8% **	- - **	2 9% **	- - **	2 12% **	- - **	2 10% **
Another result	20 49% **	4 72% **	1 100% **	- - **	8 44% **	4 40% **	6 50% **	1 33% **	14 54% **	2 32% **	12 51% **	- - **	12 51% **	2 41% **	13 55% **	1 41% **	14 48% **	5 80% **	10 49% **	4 51% **	11 60% **	5 84% **	11 56% **
Don't know	10 24% **	- - **	- - **	1 29% **	4 25% **	2 18% **	4 31% **	1 67% **	3 12% **	3 68% **	3 14% **	1 47% **	6 24% **	1 29% **	5 22% **	1 59% **	5 18% **	1 20% **	5 25% **	1 15% **	3 16% **	- - **	1 7% **

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

Ipsos UK October 2022 Political Pulse
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Adults aged 18+ in GB

Q11-Q11A. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	Gender		Age									Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
A Labour majority government	492 44%	237 44%	254 45%	117 38% G	158 43% G	217 50% DG	37 32%	79 42%	79 44% G	79 42%	80 47% G	137 53% DG*	282 46%	210 43%	114 43%	112 38%	118 46%	74 50% **	27 51% *	46 48% *	427 46%	65 37%	333 49% XY	113 38%	47 37% *	151 43%	341 45%	159 46%	333 43%	276 42%	216 48%
A hung parliament with Labour as the biggest party	176 16%	93 17%	82 14%	36 12%	65 18%	74 17%	13 11%	23 12%	26 15%	39 20% DG	23 13%	51 20% *	108 17%	68 14%	33 12%	53 18%	41 16%	19 13% **	13 24% O*	17 18% *	134 14%	42 24% U	102 15%	43 14%	31 24% WX*	53 15%	123 16%	69 20% c	107 14%	104 16%	72 16%
A Conservative majority government	112 10%	59 11%	53 9%	46 15% FK	37 10%	29 7%	18 15% FK	28 15% FK	15 8%	22 11%	10 6%	18 7% *	64 10%	48 10%	38 14% S	28 10%	23 9%	12 8% **	2 3% *	9 9% *	95 10%	17 10%	74 11%	32 11%	6 4% *	52 15% a	59 8%	36 10%	76 10%	74 11%	37 8%
A hung parliament with the Conservatives as the biggest party	97 9%	63 12% C	35 6%	32 10%	27 7%	39 9%	13 11%	19 10%	9 5%	18 9%	23 13% EI	15 6% *	55 9%	42 9%	20 8%	32 11%	19 7%	15 10% **	3 6% *	8 8% *	82 9%	15 9%	60 9%	26 9%	12 9% *	29 8%	68 9%	23 7%	75 10%	61 9%	36 8%
A hung parliament with the Liberal Democrats as the biggest party	8 1%	6 1%	2 *	7 2% E	- -	1 *	5 4% EFIJL	2 1%	- -	- -	1 1%	- *	2 *	6 1%	- -	3 1%	3 1%	1 1% **	2 3% O*	- -	8 1%	- -	4 1%	2 1%	1 1% *	6 2% a	2 *	- -	8 1%	5 1%	3 1%
A Liberal Democrat majority	2 *	- -	2 *	2 1%	1 *	- -	- -	2 1%	1 *	- -	- -	- *	1 *	1 *	- -	1 *	* *	- **	1 1% *	- -	2 *	- -	1 *	* *	1 1% *	2 1%	- -	1 *	1 *	1 *	1 *
Another result	20 2%	10 2%	9 2%	7 2%	9 2%	4 1%	4 4%	2 1%	3 2%	5 3%	1 1%	3 1% *	9 1%	11 2%	6 2%	4 1%	4 2%	1 1% **	- -	4 4% *	16 2%	3 2%	7 1%	10 3% W	3 3% *	5 1%	15 2%	4 1%	16 2%	10 2%	9 2%
Don't know	205 18%	74 14%	130 23% B	62 20%	74 20% J	69 16%	27 23%	35 18%	47 26% EFJL	27 14%	33 19%	36 14% *	98 16%	107 22%	53 20%	58 20%	47 18%	28 18% **	7 12%	12 13%	173 18%	32 18%	105 15%	72 24% W	27 21% *	54 15%	150 20%	53 15%	152 20%	126 19%	79 17%
Net: Conservative majority/biggest party	209 19%	121 22% C	87 15%	78 25% EFIL	63 17%	67 16%	31 26% EFIL	47 25% FIL	24 13%	40 21%	34 20%	34 13% *	119 19%	90 18%	58 22% S	60 21%	42 16%	27 18% **	5 9% *	17 17% *	177 19%	32 18%	134 19%	58 19%	17 14%	81 23% a	128 17%	58 17%	150 20%	136 21%	73 16%
Net: Labour majority/biggest party	668 60%	330 61%	335 59%	153 50% G	223 60% DG	292 67% DGH	51 43%	102 54%	105 59% G	118 62% DG	104 60% DG	188 72% DGH*	389 63%	278 56%	147 56%	165 57%	159 62%	93 62% **	40 75% OP*	63 66% *	560 60%	107 62%	435 63% X	155 52%	77 60% *	204 58%	464 61%	227 66% c	440 57%	380 58%	288 64%
Net: Lib Dems majority/biggest party	10 1%	6 1%	5 1%	8 3% EFJ	1 *	1 *	5 4% EFIJL	4 2% E	1 *	- -	1 1%	- *	3 1%	7 1%	- -	4 1%	3 1%	1 1% **	2 4% O*	- -	10 1%	- -	5 1%	3 1%	3 2% *	8 2% a	2 *	1 *	9 1%	6 1%	4 1%

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

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Adults aged 18+ in GB

Q11-Q11A. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
A Labour majority government	492 44%	147 38%	205 76% BDE	41 52% *	52 36%	261 58% G	161 40%	54 24%	373 59% HKMNO	288 67% HIKLMNO	107 27%	118 54% HKMO	155 38% HK	145 51% HKMNO	134 37% HK	25 31% *	423 52% PS	284 68% PQSTU	119 30%	173 46% PS	221 53% PS	72 30%	317 56% V
A hung parliament with Labour as the biggest party	176 16%	67 17%	32 12%	18 23% C*	31 22% C	62 14%	77 19%	30 13%	99 16%	63 15%	81 20% HIM	37 17%	65 16%	52 19%	63 17%	13 16% *	129 16%	55 13%	74 19%	55 14%	63 15%	40 17%	88 15%
A Conservative majority government	112 10%	69 18% CD	8 3%	2 2% *	15 10% C	27 6%	53 13% F	62 27% IJKLMNO	22 3%	28 6% I	56 14% IJNO	21 10% I	50 12% IJ	25 9% I	39 11% IJ	18 22% QRU*	61 7% U	27 6%	57 14% QRU	54 14% QRU	24 6%	65 27% W	27 5%
A hung parliament with the Conservatives as the biggest party	97 9%	50 13% C	6 2%	8 11% C*	13 9% C	26 6%	49 12% F	56 25% IJKLMNO	25 4%	13 3%	50 13% IJ	21 10% IJ	43 10% IJ	25 9% IJ	40 11% IJ	18 22% QRSTU*	50 6%	23 6%	47 12% QRU	46 12% QR	28 7%	34 14% W	26 5%
A hung parliament with the Liberal Democrats as the biggest party	8 1%	1 *	- -	2 3% C*	4 3% BC	4 1%	1 *	-	6 1% J	-	6 2% HJ	1 *	4 1% J	1 *	4 1% J	-	7 1%	-	4 1%	3 1%	2 1%	1 *	5 1%
A Liberal Democrat majority	2 *	1 *	- -	- - *	1 1%	-	1 *	-	2 * J	-	2 1%	-	2 1%	-	2 1%	-	2 *	-	2 *	-	2 1%	-	2 *
Another result	20 2%	4 1%	1 *	- - *	8 5% BC	4 1%	6 2%	1 *	14 2% JLN	2 *	12 3% HJLN	-	12 3% HJLN	2 1%	13 4% HJLN	1 1% *	14 2%	5 1%	10 3%	4 1%	11 3% Q	5 2%	11 2%
Don't know	205 18%	54 14% C	19 7%	7 9% *	19 13%	66 15%	53 13%	24 10%	86 14% J	33 8%	82 21% HIJLN	19 9%	82 20% HIJLN	31 11%	69 19% HIJLN	6 7% *	124 15% R	25 6%	84 21% PQRTU	45 12% R	68 16% PR	22 9%	93 16% V

	Total																						
Net: Conservative majority/biggest party	209 19%	119 30% CD	14 5%	10 13% C*	28 20% C	53 12%	102 25% F	118 52% IJKLMNO	46 7%	40 9% I	106 27% IJMNO	42 19% IJ	93 22% IJ	50 18% IJ	78 22% IJ	36 44% QRSTU*	111 14%	50 12%	104 26% QRU	100 26% QRU	52 12%	99 42% W	53 9%
Net: Labour majority/biggest party	668 60%	213 55%	237 88% BDE	59 75% BE*	83 58%	322 72% G	237 59%	84 37%	472 75% HKMNO	351 82% HIKLMNO	187 47% H	155 71% HKMO	221 53% HK	197 70% HKMO	197 54% HK	38 47% *	552 68% PST	339 81% PQSTU	192 49%	228 60% PS	284 68% PS	112 47%	405 71% V
Net: Lib Dems majority/biggest party	10 1%	2 *	- -	2 3% C*	5 4% BC	4 1%	2 1%	-	9 1% J	-	9 2% HJ	1 *	6 1% J	1 *	6 2% HJ	-	10 1%	-	5 1%	3 1%	4 1% R	1 *	7 1%

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

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Adults aged 18+ in GB

Q12. Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?

All Adults aged 18+ in Great Britain

	Total	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1111	538	570	355	383	373	154	201	174	209	199	174	731	380	269	291	259	139	55	98	924	187	679	319	113	376	735	560	551	733	378
Weighted base	1111	542	566	308	370	433	118	190	179	190	173	261	618	493	264	291	256	150	54	96	937	174	685	298	128	352	759	343	768	658	453
The Labour party	356 32%	162 30%	193 34%	110 36%	114 31%	132 30%	40 34%	69 37%	62 35%	51 27%	57 33%	75 29%*	199 32%	157 32%	91 34%	76 26%	71 28%	66 44%**	29 55% OPQT*	23 24%*	311 33%	44 25%	231 34%	93 31%	31 25%	134 38%a	222 29%	116 34%	240 31%	205 31%	151 33%
The Conservative party	189 17%	115 21%C	73 13%	42 14%	57 15%I	90 21%GI	12 10%	30 16%	16 9%	41 21%DEGI	29 17%	61 24%GI*	100 16%	89 18%	46 17%	58 20%	54 21%T	16 10%**	6 12%*	10 11%*	154 16%	36 21%	120 18%	45 15%	24 19%*	57 16%	132 17%	57 17%	132 17%	107 16%	83 18%
The Green party	55 5%	35 6%	20 4%	27 9% EFKL	15 4%	12 3%	14 11% EFIJKL	14 7%	7 4%	8 4%	6 4%	6 2%*	41 7%N	14 3%	19 7%	13 5%	13 5%	6 4%**	1 2%*	3 3%*	46 5%	9 5%	33 5%	20 7%	2 2%*	16 5%	39 5%	20 6%	35 5%	45 7%e	10 2%
The Liberal Democrats	41 4%	22 4%	18 3%	10 3%	14 4%	17 4%	4 4%	6 3%	8 4%	6 3%	5 3%	12 4%*	27 4%	13 3%	10 4%	8 3%	9 4%	9 6%**	1 1%*	3 4%*	33 4%	8 4%	30 4%	6 2%	5 4%*	13 4%	28 4%	21 6%c	20 3%	25 4%	16 3%
The Brexit Party	40 4%	31 6%C	9 2%	19 6%EJ	8 2%	13 3%	9 7%EJ	11 6%	4 2%	4 2%	7 4%	6 2%*	20 3%	20 4%	8 3%	10 4%	7 3%	11 8%**	3 5%T*	-	36 4%	4 3%	31 5%	4 1%	5 4%*	20 6%a	20 3%	10 3%	30 4%	24 4%	16 4%
The Scottish National Party (SNP)	27 2%	19 4%	7 1%	8 3%	9 2%	10 2%	1 1%	7 4%	5 3%	4 2%	6 3%	4 2%*	18 3%	9 2%	-	-	-	- **	- *	27 28% OPQS*	25 3%	1 1%	13 2%	11 4%	3 2%	8 2%	19 2%	12 3%	15 2%	19 3%	7 2%
Plaid Cymru	1 *	1 *	-	-	-	1 *	-	-	-	-	-	1 *	1 *	-	-	-	-	- **	1 2% OPQ*	-	1 *	-	1 *	-	- *	-	1 *	-	1 *	-	1 *
Another party	26 2%	10 2%	15 3%	13 4%	6 2%	6 1%	5 4%	8 4%	1 1%	5 2%	3 2%	3 1%*	6 1%	20 4%M	4 2%	9 3%	4 2%	5 4%**	-	3 3%*	24 3%	2 1%	11 2%	13 4%	1 1%*	11 3%W	15 2%	6 2%	20 3%	20 3%	6 1%
Different parties are better on different policies	96 9%	37 7%	59 10%	7 2%	38 10% DGH	51 12% DGH	4 4%	2 1%	15 9%DH	23 12% DGH	21 12% DGH	30 11% DH*	58 9%	38 8%	16 6%	31 11%	32 12%O	8 5%	3 5%**	6 6%*	79 8%	17 10%	52 8%	21 7%	23 18% WX*	17 5%	79 10%Z	30 9%	67 9%	47 7%	49 11%
None of these	113 10%	53 10%	59 10%	20 6%	51 14%DH	43 10%	11 9%	9 5%	26 14%DH	25 13%DH	16 9%	27 10%*	68 11%	45 9%	29 11%	30 10%	30 12%	7 5%**	4 8%*	12 13%*	90 10%	22 13%	66 10%	33 11%	14 11%*	21 6%	92 12%Z	41 12%	72 9%	69 10%	44 10%
Don't know	168 15%	55 10%	113 20%B	52 17%	57 15%	59 14%	18 15%	34 18%	33 18%	24 13%	23 13%	36 14%*	79 13%	89 18%	41 15%	56 19%	36 14%	22 15%T	5 9%*	8 9%*	138 15%	30 17%	97 14%	51 17%	19 15%*	55 16%	112 15%	31 9%	136 18%b	98 15%	70 15%

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

Ipsos UK October 2022 Political Pulse

PUBLIC

Fieldwork: 21-24 October 2022

Adults aged 18+ in GB

Q12. Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country	
	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 Truss	Unfavourable to Truss	Favourable to Starmer	Unfavourable to Starmer	Favourable to Sunak	Unfavourable to Sunak	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1111	343	310	85	148	466	383	220	642	460	386	231	423	308	364	91	817	422	384	343	457	223	599
Weighted base	1111	391	271	79	143	451	401	226	627	427	396	217	413	281	363	80	810	418	396	380	419	239	569
The Labour party	356 32%	62 16%	210 77% BDE	27 35% BE*	19 13%	208 46% G	82 21%	23 10% K	302 48% HKMO	279 65% HIKLMNO	16 4%	94 43% HKMO	86 21% HK	120 43% HKMO	70 19% HK	21 26% S*	304 38% S	280 67% PQSTU	26 7%	114 30% S	175 42% PQST	41 17%	252 44% V
The Conservative party	189 17%	151 39% CDE	1 *	2 3% *	14 10% C	51 11%	108 27% F	122 54% IJKLMNO	25 4%	27 6% I	135 34% IJLMNO	18 8% I	107 26% IJLN	23 8% I	99 27% IJLN	25 31% QRU*	118 15% RU	18 4%	129 33% QRU	103 27% QRU	39 9% R	96 40% W	44 8%
The Green party	55 5%	7 2%	12 5%	3 3% *	26 19% BCD	30 7%	11 3%	8 3% O	41 7% JO	21 5% O	17 4% O	14 6% O	19 5% O	40 14% HIJKLMO	4 1%	9 11% QRST*	41 5%	20 5%	18 5%	17 4%	29 7% Q	9 4%	37 7%
The Liberal Democrats	41 4%	9 2%	3 1%	19 24% BCE*	7 5% C	21 5%	14 3%	9 4% M	25 4% M	15 3% M	17 4% M	28 13% HIJKLMNO	5 1%	17 6% JM	11 3% M	4 5% *	27 3%	16 4%	12 3%	20 5%	11 3%	8 3%	21 4%
The Brexit Party	40 4%	20 5%	4 1%	5 6% C*	8 6% C	9 2%	27 7% F	17 8% IJ	14 2%	11 3%	21 5% I	12 5%	21 5% IJ	13 5% I	20 5% IJ	8 10% QRTU*	18 2%	10 3%	23 6% QU	18 5%	12 3%	17 7% W	7 1%
The Scottish National Party (SNP)	27 2%	-	-	-	24 17% *	19 4% BCD	4 1% G	1 1%	24 4% HJO	10 2%	8 2%	3 1%	12 3% H	11 4% H	7 2%	-	22 3%	15 3%	6 1%	7 2%	11 3%	1 *	23 4% V
Plaid Cymru	1 *	-	-	-	1 1% *	-	1 *	-	1 *	-	1 *	-	1 *	-	-	- *	1 *	-	1 *	-	1 *	1 1%	-
Another party	26 2%	8 2%	1 *	2 3% *	9 7% BC	5 1%	11 3%	7 3%	10 2%	4 1%	12 3%	6 3% J	11 3%	7 2% J	13 4% IJ	5 6% QRT*	9 1%	2 *	15 4% QRT	4 1%	12 3% QR	9 4%	7 1%
Different parties are better on different policies	96 9%	39 10%	13 5%	10 12% C*	14 10%	40 9%	42 11%	19 9%	48 8%	27 6%	44 11% IJ	17 8%	36 9%	21 8%	37 10% J	* 1% *	70 9% PU	29 7% P	39 10% PU	35 9% P	26 6% P	25 10%	43 8%
None of these	113 10%	42 11% C	9 3%	3 4%	8 6%	27 6%	48 12% F	8 4%	69 11% HJLN	6 1%	72 18% HJLN	5 2%	72 18% HJLN	9 3%	66 18% HJLN	3 4%	83 10% RT	7 2%	70 18% PQRT	19 5%	58 14% PQRT	15 6%	49 9%
Don't know	168 15%	54 14% C	18 7%	7 9% *	12 8%	40 9%	51 13%	12 5%	68 11% HJN	27 6%	55 14% HJMNO	21 10%	43 10% HJ	18 6%	37 10% H	5 6% *	116 14% RU	21 5%	56 14% R	43 11% R	45 11% R	18 8%	83 15% V

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

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

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