



IPSOS UK
Attitudes towards Matt
Hancock appearing on I'm a
Celebrity...Get Me Out of Here

November 2022

Two thirds of Brits have not been following this years “I’m a Celebrity...Get Me Out of Here”

How closely, if at all, have you been following this year’s “I’m a Celebrity... Get Me Out of Here” television programme?

Very/ fairly closely **Not very closely/ not at all**



By age group



Base: 1,084 Online British adults aged 18-75, 18th – 21st November 2022. Including those aged 16-34 (357), 35-54 (402), 55-75 (325)



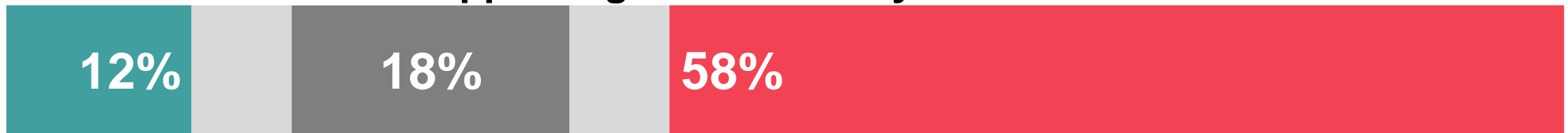
The majority of Brits still think Matt Hancock has made the wrong decision to appear on I'm a Celebrity

Some people say Matt Hancock should focus on his job as an MP and should not be allowed to appear on the show whilst Parliament is sitting. Mr Hancock says appearing on the show is a good way to raise important issues with the public.

Do you think Matt Hancock has made the right decision or the wrong decision, if either, to appear on I'm a Celebrity... Get Me Out of Here?



21st November – while appearing I'm a Celebrity



3rd November – before appearing on I'm a Celebrity



Base: 1,084 Online British adults aged 16-75, 18th – 21st November 2022

Brits are largely divided over who they would like to see doing the “Bushtucker trials”

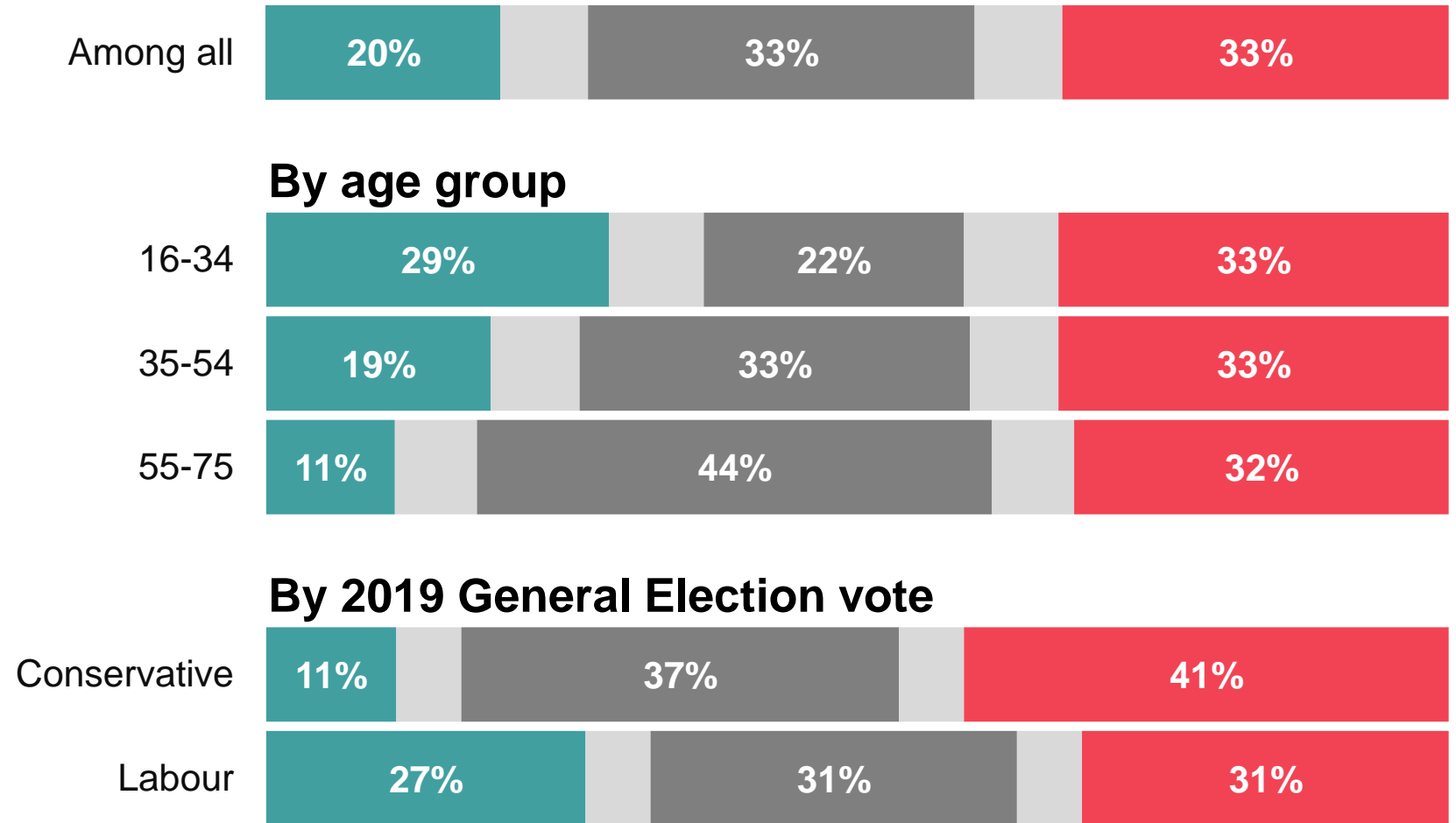
As you may know, Matt Hancock has, so far, been voted to do most of the “Bushtucker trials” by the British public. These trials tend to involve doing unpleasant tasks for food, involving things like spiders or snakes or eating something unusual.

Which of the following comes closest to your view?

I prefer to see Matt Hancock doing all or most of the “Bushtucker trials” rather than other contestants

Neither

I’d prefer to see other contestants doing more of the “Bushtucker trials” instead of Matt Hancock



Base: 1,084 Online British adults aged 18-75, 18th – 21st November 2022. Including those aged 16-34 (357), 35-54 (402), 55-75 (325), Conservative voters (326) and Labour voters (289)



Among those following I'm a Celebrity very/ fairly closely, Jill Scott is the favourite to win, followed by Mike Tindall and Owen Warner

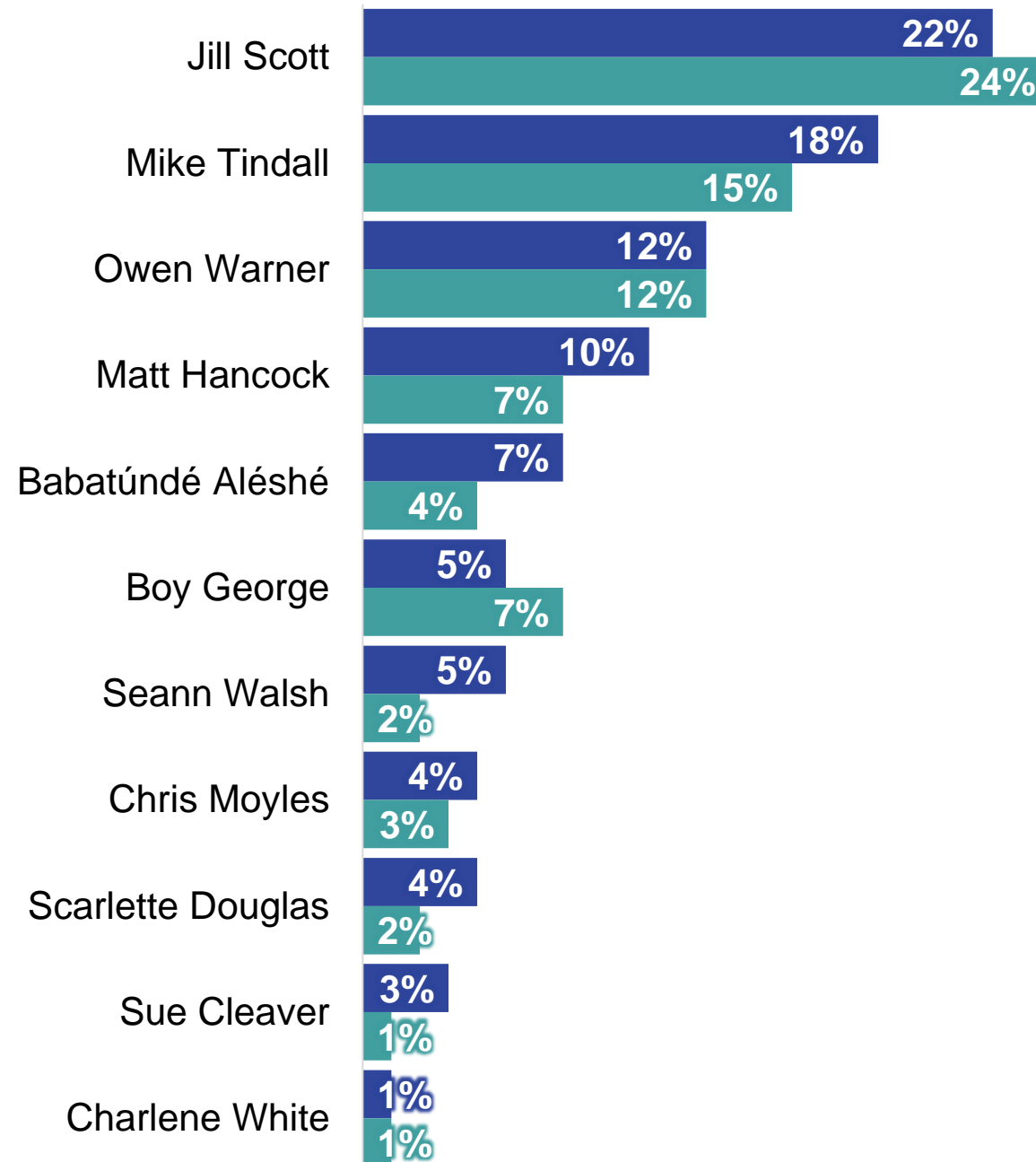
Which contestant of the current series of I'm a Celebrity... Get Me Out of Here would you like to win?

And who do you think will win?

Among those who are following I'm a Celebrity very/ fairly closely

Would like to win

Think will win



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