

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Right direction (1)	157 14%	90 17% C	66 12%	23 19% G	35 19% G	22 13%	13 7%	23 14% G	40 16% G	57 19% K	36 10%	64 15%	29 19% O	48 17% O	21 8%	46 15% O	86 14%	71 15%	30 12%	33 12%	43 17%	27 18% *	6 11% *	17 18% *	123 14%	34 19%	100 15%	40 13%	16 13% *	59 19% e	97 13%	51 15%	105 14%	92 14%	64 15%
Wrong direction (-1)	680 62%	337 64%	335 61%	64 55%	112 60%	113 64%	135 72% DEI	112 66% D	144 57%	176 58%	248 69% JL	256 61%	82 55%	178 61%	189 71% MNP	183 61%	396 65%	284 59%	172 66%	183 65%	152 61%	82 56% *	36 67% *	56 58% *	575 63%	105 58%	407 62%	203 66%	70 56% *	188 60%	492 64%	219 65%	461 61%	421 65%	259 58%
Neither (0)	170 16%	77 15%	92 17%	22 19%	33 17%	24 14%	25 13%	24 14%	42 17%	55 18%	49 14%	66 16%	30 20%	42 15%	39 15%	47 15%	92 15%	78 16%	39 15%	49 17%	38 15%	25 17% *	5 9% *	14 14% *	144 16%	26 14%	100 15%	46 15%	24 19% *	45 14%	125 16%	48 14%	122 16%	90 14%	80 18%
Don't know	83 8%	23 4%	58 10% B	9 7%	8 4%	16 9%	13 7%	10 6%	27 11%	16 5%	29 8%	37 9%	9 6%	22 7%	16 6%	26 9%	37 6%	46 10%	19 7%	18 6%	17 7%	12 8% *	7 13% *	10 10% *	67 7%	16 9%	50 8%	19 6%	14 11% *	23 7%	60 8%	21 6%	62 8%	43 7%	40 9%
Mean	-0.52	-0.49	-0.55	-0.38 G	-0.43 G	-0.57	-0.70	-0.56	-0.46 G*	-0.41 K	-0.64	-0.50 K	-0.37 O	-0.48 O	-0.68	-0.50 O	-0.54	-0.49	-0.59	-0.56	-0.47	-0.41 *	-0.65 **	-0.44 *	-0.54	-0.43	-0.51	-0.56	-0.49 *	-0.44	-0.55	-0.53	-0.52	-0.54	-0.48

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

Overlap formulae used

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

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

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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	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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Right direction (1)	157 14%	81 22% CD	20 7%	8 9% *	28 23% CD*	50 12%	75 18% F	96 43% IJKLMNOP	21 4%	46 12% I	79 19% IJMN	39 17% IJN	57 15% I	30 12% I	58 16% I	106 34% QRSUW	23 5%	43 12% QUW	75 18% QUW	80 38% QRSUW	28 6% QRSUW	60 37% QRSUW	53 8% QU	72 30% Y	45 8%
Wrong direction (-1)	680 62%	197 53%	214 80% BDE	60 67% B*	75 61% *	294 71% G	251 60%	65 30%	471 83% HIJKLMNOP	299 75% HKLMO	244 58% H	154 68% HK	246 63% H	189 73% HKMO	218 60% H	114 36%	368 86% PRSTUVW	258 73% PSTV	238 58% PTV	76 36%	387 83% PRSTVW	69 43%	485 75% PSTV	111 46%	430 76% X
Neither (0)	170 16%	63 17% C	26 10%	8 9% *	17 14% *	50 12%	62 15%	44 20% IJLN	45 8%	34 9%	75 18% IJL	26 11%	67 17% IJ	32 12% IJ	59 16% IJ	64 20% QRUW	28 6%	35 10% Q	69 17% QRUW	42 20% QRUW	37 8%	27 17% QRU	74 11% QU	47 19% Y	61 11%
Don't know	83 8%	28 7% C	7 3%	12 14% CE*	4 3% *	22 5%	29 7%	16 7% N	27 5%	19 5%	21 5%	8 4%	18 5%	7 3%	26 7% N	32 10% QRTUVW	9 2%	15 4%	29 7% QU	12 6% Q	14 3%	5 3%	34 5% QU	13 5%	31 5%

Mean	-0.52	-0.34 CD	-0.75	-0.67 *	-0.39 CD*	-0.62	-0.45 F	0.15 JKLMNOP	-0.84	-0.67 I	-0.42 IJMN	-0.53 IJN	-0.51 IJN	-0.63 I	-0.48 IJN	-0.03 QRSUW	-0.82	-0.64 QU	-0.43 QRUW	0.02 QRSUW	-0.79	-0.06 QRSUW	-0.71 QU	-0.17 Y	-0.72
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Overlap formulae used

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Ipsos Political Pulse November 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	Rishi Sunak, Leader of the Conservative party and Prime Minister	James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs	Suella Braverman, Home Secretary	Jeremy Hunt, Chancellor of the Exchequer	Matt Hancock, Former Health Secretary	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Weighted base	1089	1089	1089	1089	1089	1089	1089	1089	1089	1089
Very favourable (2)	91 8% CDEFHJU	78 7% CDEFI	22 2% C	31 3% C	38 4% C	34 3% C	114 10% ABCDEFHJU	57 5% CDEFI	33 3% C	58 5% CDFI
Fairly favourable (1)	261 24% CDEFHJU	238 22% CDEFHI	108 10% C	108 10% C	172 16% CDF	127 12% C	285 26% CDEFHJU	164 15% CDF	193 18% CDF	201 18% CDF
Neither favourable nor unfavourable (0)	270 25% FG	293 27% FG	375 34% ABDEFGH	286 26% FG	321 29% AFGH	225 21% C	220 20% G	257 24% G	401 37% ABDEFGH	387 36% ABDEFGH
Fairly unfavourable (-1)	213 20% J	205 19% J	175 16% C	210 19% J	191 18% C	239 22% CEHJ	210 19% J	189 17% C	201 18% J	164 15% C
Very unfavourable (-2)	198 18%	223 20%	196 18%	315 29% ABCEGU	275 25% ABCGU	407 37% ABCDEGU	209 19%	375 34% ABCDEGU	188 17%	197 18%
Don't know	57 5%	52 5%	213 20% ABDEFGHJU	139 13% ABEFGHJU	91 8% ABFGH	56 5%	52 5%	47 4%	73 7% BGH	83 8% ABFGH

Net: Favourable	352 32% CDEFHJU	316 29% CDEFHJU	130 12% C	139 13% CDF	210 19% CDF	161 15% C	399 37% ABCDEFHJU	221 20% CDF	226 21% CDF	259 24% CDEF
Net: Unfavourable	411 38% J	428 39% CJ	371 34% C	524 48% ABCEGU	467 43% ABCU	646 59% ABCDEGHJU	419 38% J	564 52% ABCDEGU	389 36% C	361 33% C
Net Difference	-59 -5%	-112 -10%	-241 -22%	-385 -35%	-257 -24%	-485 -45%	-20 -2%	-344 -32%	-163 -15%	-102 -9%

Mean	-0.16 CDEFHI	-0.25 CDEFH	-0.47 DFH	-0.70 F	-0.49 DFH	-0.83	-0.11 CDEFHJU	-0.63 F	-0.31 CDEFH	-0.24 CDEFH
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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	91 8%	57 11% C	35 6%	8 6%	20 11%	8 5%	15 8%	19 11% F	21 8%	28 9%	23 6%	40 10%	11 7%	24 8%	20 8%	28 9%	52 9%	39 8%	35 14% TVX	15 5%	24 10%	6 4% *	6 12% *	4 4% *	79 9%	13 7%	56 9%	21 7%	14 11% *	23 7%	68 9%	35 10%	57 8%	54 8%	37 8%
Fairly favourable (1)	261 24%	134 25%	125 23%	23 20%	54 29%	43 25%	47 25%	41 24%	52 21%	77 25%	90 25%	93 22%	31 21%	84 29%	64 24%	65 22%	167 27% R	94 20%	52 20%	65 23%	56 22%	40 27% *	10 19% *	37 39% STUW*	223 25%	37 21%	161 24%	72 23%	29 23% *	86 27%	174 22%	100 30% g	160 21%	168 26%	93 21%
Neither favourable nor unfavourable (0)	270 25%	115 22%	153 28%	40 34% GH	47 25%	47 27%	43 23%	31 18%	63 25%	86 28%	90 25%	94 22%	51 34% OP	73 25%	57 22%	70 23%	146 24%	124 26%	58 22%	79 28%	52 21%	45 31% *	13 25% *	22 23% *	230 25%	40 22%	159 24%	81 26%	30 24% *	83 26%	187 24%	80 24%	190 25%	162 25%	108 24%
Fairly unfavourable (-1)	213 20%	102 19%	109 20%	22 19%	33 18%	27 15%	37 20%	39 23%	56 22%	55 18%	63 17%	95 22%	25 17%	48 17%	54 21%	67 22%	114 19%	99 21%	52 20%	49 17%	55 22%	29 20% *	11 21% *	16 17% *	174 19%	39 22%	139 21%	59 19%	16 13% *	53 17%	160 21%	65 19%	148 20%	119 18%	94 21%
Very unfavourable (-2)	198 18%	105 20%	90 16%	10 9%	21 11%	33 19% D	39 21% DE	35 21% DE	60 24% DE	31 10%	72 20% J	95 22% J	15 10%	34 12%	61 23% MN	67 22% MN	106 17%	92 19%	43 17%	60 21%	48 19%	20 14% *	12 22% *	15 15% *	150 16%	48 27% Y	116 18%	52 17%	30 24% *	46 15%	152 20%	47 14%	151 20% f	114 18%	84 19%
Don't know	57 5%	16 3%	40 7% B	14 12% GHI	12 7% I	18 10% GHI	6 3%	4 3%	2 1%	27 9% L	24 7% L	6 1%	17 11% OP	26 9% OP	9 3%	5 2%	26 4%	30 6%	19 7%	15 5%	14 5%	6 4% *	1 1% *	2 2% *	53 6%	4 2%	26 4%	24 8% a	6 5% *	23 7%	34 4%	13 4%	44 6%	29 5%	27 6%

Net: Favourable	352 32%	190 36% C	160 29%	31 26%	75 40% D	52 29%	62 33%	60 35%	73 29%	105 35%	114 31%	133 32%	42 28%	109 37%	84 32%	93 31%	219 36% R	133 28%	88 34%	81 28%	80 32%	46 31% *	16 31% *	41 42% T*	302 33%	50 28%	217 33%	93 30%	42 34% *	110 35%	242 31%	135 40% g	217 29%	222 34%	130 29%
Net: Unfavourable	411 38%	207 39%	199 36%	32 28%	54 29%	59 34%	76 41% DE	74 44% DE	116 46% DE	86 28%	135 37% J	190 45% J	40 27%	82 28%	115 44% MN	134 44% MN	219 36%	191 40%	96 37%	109 38%	103 41%	49 33% *	23 43% *	31 32% *	324 36%	87 48% Y	255 39%	110 36%	46 37% *	99 32%	312 40% d	112 33%	299 40% f	233 36%	177 40%
Net Difference	-59 -5%	-17 -3%	-39 -7%	-2 -1%	21 11%	-8 -4%	-14 -7%	-14 -8%	-42 -17%	19 6%	-22 -6%	-56 -13%	2 1%	27 9%	-32 -12%	-41 -14%	* *	-58 -12%	-8 -3%	-28 -10%	-23 -9%	-3 -2%	-7 -12%	10 10%	-22 -2%	-37 -20%	-37 -6%	-17 -6%	-4 -3%	10 3%	-69 -9%	23 7%	-82 -11%	-11 -2%	-47 -11%

Mean	-0.16	-0.13	-0.18	-0.04 *	0.11 Gi*	-0.20	-0.21	-0.18	-0.32	0.06 KL	-0.21	-0.27	-0.02	0.07 OP	-0.28	-0.27	-0.09	-0.25	-0.07	-0.27	-0.20	-0.12 *	-0.23 *	-0.01 *	-0.11 Z	-0.41	-0.15	-0.17	-0.17 *	-0.04	-0.21	0.03 g	-0.25	-0.12	-0.23
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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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	91 8%	11 3%	58 22% BDE	8 9% B*	10 8% B*	49 12% G	24 6%	11 5% K	76 13% HKMO	84 21% HIKLMNO	5 1%	32 14% HKMO	27 7% K	35 13% HKMO	22 6% K	17 5% S	59 14% PSTW	91 26% POSTUVW	- - -	14 7% S	58 12% PS	16 10% PS	68 10% PS	19 8% 8%	58 10% 10%
Fairly favourable (1)	261 24%	58 16%	91 34% B	37 41% B*	40 32% B*	137 33% G	78 19%	37 17% K	176 31% HKMO	199 50% HIKLMNO	17 4%	97 43% HKMO	51 13% K	100 39% HIKMO	51 14% K	74 23% S	125 29% S	261 74% POSTUVW	- - -	53 25% S	129 28% S	37 23% S	180 28% S	45 19% 19%	165 29% X
Neither favourable nor unfavourable (0)	270 25%	69 19%	74 28% B	21 24% *	23 19% *	93 22%	94 23%	39 18%	119 21% K	80 20% K	55 13%	57 25% HK	79 20% K	61 24% K	66 18% K	61 19% RS	70 16% RS	- - -	- - -	44 21% RS	89 19% RS	33 21% RS	139 22% QRS	49 20% 20%	140 25% 25%
Fairly unfavourable (-1)	213 20%	105 29% CD	27 10%	14 15% *	28 23% C*	81 19%	91 22%	67 30% IULN	90 16% JL	21 5%	154 37% IULMNO	23 10% J	97 25% IULN	37 14% JL	93 26% IULN	85 27% QRUVW	79 18% R	- - -	213 52% PQRTUVW	52 25% R	85 18% R	28 17% R	125 19% R	52 21% 21%	104 18% 18%
Very unfavourable (-2)	198 18%	118 32% CDE	12 5%	8 9% *	22 18% C*	44 11%	116 28% F	64 29% IULN	85 15% JLN	4 1%	184 44% HIULMNO	12 5% J	133 34% IULN	21 8% J	128 35% IULN	73 23% R	92 21% R	- - -	198 48% PQRTUVW	47 22% R	98 21% R	44 27% R	122 19% R	75 31% Y	78 14% 14%
Don't know	57 5%	9 2%	4 2%	1 1% *	1 1% *	13 3%	14 3%	2 1%	17 3% KMO	10 3% MO	5 1%	5 2% O	2 1%	5 2%	1 *	6 2% RST	4 1% RS	- - -	- - -	1 * *	7 2% RS	4 2% RS	12 2% RS	3 1% 1%	22 4% 4%

Net: Favourable	352 32%	69 19%	149 56% BE	45 51% B*	49 40% B*	186 45% G	102 24%	48 22% K	252 45% HKMO	283 71% HIKLMNO	22 5%	129 57% HIKMO	78 20% K	134 52% HIKMO	73 20% K	91 29% S	183 43% PSTVW	352 100% POSTUVW	- - -	67 32% S	187 40% PS	53 33% S	247 38% PS	64 27% 27%	223 39% X
Net: Unfavourable	411 38%	223 60% CDE	39 15%	22 24% *	50 41% CD*	124 30%	207 50% F	131 60% IULN	176 31% JLN	25 6%	338 81% HIULMNO	34 15% J	230 59% IULN	58 22% JL	221 61% IULN	158 50% QRUW	171 40% R	- - -	411 100% PQRTUVW	98 47% RW	183 39% R	72 44% R	247 38% R	127 52% Y	182 32% 32%
Net Difference	-59 -5%	-154 -42%	110 41%	23 26%	-1 -1%	62 15%	-105 -25%	-84 -38%	76 14%	258 65%	-316 -75%	95 42%	-152 -39%	77 30%	-148 -41%	-67 -21%	12 3%	352 100%	-411 -100%	-32 -15%	4 1%	-19 -12%	* *	-62 -26%	41 7% 7%

Mean	-0.16	-0.72	0.60 BDE	0.26 B*	-0.11 B*	0.17 G	-0.49	-0.63 K	0.12 HKMO	0.87 HIKLMNO	-1.19	0.52 HIKMNO	-0.67 K	0.36 HIKMO	-0.70 K	-0.40 S	-0.05 PST	1.26 POSTUVW	-1.48	-0.31 S	-0.08 PS	-0.30 S	-0.09 PST	-0.49	0.04 X
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	91 8%	84 21% C	5 1%	11 5%	76 13% D	32 14% G	27 7%	35 13% I	22 6%
Fairly favourable (1)	261 24%	199 50% C	17 4%	37 17%	176 31% D	97 43% G	51 13%	100 39% I	51 14%
Neither favourable nor unfavourable (0)	270 25%	80 20% C	55 13%	39 18%	119 21%	57 25%	79 20%	61 24%	66 18%
Fairly unfavourable (-1)	213 20%	21 5%	154 37% B	67 30% E	90 16%	23 10%	97 25% F	37 14%	93 26% H
Very unfavourable (-2)	198 18%	4 1%	184 44% B	64 29% E	85 15%	12 5%	133 34% F	21 8%	128 35% H
Don't know	57 5%	10 3%	5 1%	2 1%	17 3%	5 2%	2 1%	5 2%	1 *

Net: Favourable	352 32%	283 71% C	22 5%	48 22%	252 45% D	129 57% G	78 20%	134 52% I	73 20%
Net: Unfavourable	411 38%	25 6%	338 81% B	131 60% E	176 31%	34 15%	230 59% F	58 22%	221 61% H
Net Difference	-59 -5%	258 65%	-316 -75%	-84 -38%	76 14%	95 42%	-152 -39%	77 30%	-148 -41%

Mean	-0.16	0.87 C	-1.19	-0.63	0.12 D	0.52 G	-0.67	0.36 I	-0.70
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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(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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, Leader of the Conservative party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	78 7%	41 8%	37 7%	10 9% F	16 8% F	4 2%	14 8% F	16 10% F	17 7%	26 9%	19 5%	33 8%	14 9%	14 5%	18 7%	29 10%	45 7%	33 7%	14 5%	23 8%	17 7%	12 8% *	6 11% *	6 6% *	56 6%	22 12% Y	50 8%	19 6%	9 7% *	26 8%	52 7%	28 8%	51 7%	49 8%	29 7%
Fairly favourable (1)	238 22%	112 21%	125 23%	26 23%	30 16%	32 18%	35 19%	40 23%	75 30% EFG	57 19%	67 18%	115 27% JK	29 20%	51 18%	56 21%	85 28% N	135 22%	103 21%	60 23%	69 24%	57 23%	25 17% *	9 16% *	19 20% *	199 22%	39 21%	158 24%	55 18%	25 20% *	72 23%	166 21%	80 24%	158 21%	122 19%	116 26% h
Neither favourable nor unfavourable (0)	293 27%	119 23%	173 31% B	29 25%	58 31%	50 29%	42 23%	40 24%	74 29%	86 28%	93 26%	113 27%	46 31%	81 28%	60 23%	76 25%	152 25%	140 29%	59 23%	81 28%	64 26%	48 33% *	19 35% *	22 23% *	243 27%	50 28%	178 27%	78 25%	36 29% *	86 27%	206 27%	77 23%	216 29% f	179 28%	114 26%
Fairly unfavourable (-1)	205 19%	112 21%	90 16%	24 21%	37 20%	36 21%	37 20%	35 21%	36 14%	61 20%	73 20%	72 17%	26 17%	63 22%	51 19%	52 17%	120 20%	85 18%	50 19%	42 15%	52 21%	31 21% *	12 22% *	19 19% *	175 19%	30 17%	129 20% c	64 21% c	12 9% *	58 18%	147 19%	66 20%	139 19%	126 20%	79 18%
Very unfavourable (-2)	223 20%	120 23%	97 18%	19 17%	37 20%	34 20%	52 28% D	33 20%	47 18%	56 18%	87 24%	80 19%	25 17%	58 20%	68 26% M	54 18%	135 22%	88 18%	62 24%	52 18%	47 19%	26 18% *	8 15% *	27 28% *	190 21%	32 18%	117 18%	69 23%	36 29% a*	55 18%	167 22%	77 23%	145 19%	146 23%	76 17%
Don't know	52 5%	23 4%	29 5%	8 6%	11 6%	18 10% GHI	6 3%	5 3%	5 2%	18 6% L	24 7% L	10 2%	10 6%	23 8% P	11 4%	7 2%	22 4%	31 6%	16 6%	17 6%	11 4%	4 3% *	1 1% *	4 4% *	45 5%	8 4%	24 4%	21 7%	7 6% *	17 5%	35 5%	11 3%	41 6%	24 4%	28 6%

Net: Favourable	316 29%	153 29%	162 29%	37 31% F	46 24%	36 21%	49 26%	56 33% F	92 36% F	83 27%	85 24%	148 35% K	44 29%	65 22%	74 28%	114 38% NO	181 30%	135 28%	74 28%	91 32%	75 30%	37 25% *	14 27% *	25 26% *	255 28%	61 34%	208 32% b	74 24%	34 27% *	98 31%	218 28%	108 32%	208 28%	171 26%	145 33%
Net: Unfavourable	428 39%	232 44% C	187 34%	44 37%	73 39%	71 40%	89 48% I	69 41%	83 33%	117 38%	160 44% L	152 36%	51 34%	120 42%	119 45% MP	106 35%	255 42%	173 36%	112 43%	94 33%	100 40%	57 39% *	19 37% *	46 47% T*	366 40%	63 35%	247 38%	134 43%	48 38% *	113 36%	315 41%	144 42%	284 38%	273 42%	156 35%
Net Difference	-112 -10%	-79 -15%	-25 -4%	-7 -6%	-28 -15%	-35 -20%	-39 -21%	-13 -8%	10 4%	-34 -11%	-74 -20%	-3 -1%	-7 -5%	-56 -19%	-45 -17%	8 3%	-74 -12%	-38 -8%	-38 -15%	-3 -1%	-25 -10%	-20 -14%	-5 -10%	-21 -22%	-110 -12%	-2 -1%	-39 -6%	-59 -19%	-14 -11%	-15 -5%	-97 -12%	-36 -11%	-76 -10%	-101 -16%	-11 -2%

Mean	-0.25	-0.31	-0.16	-0.15	-0.28 *	-0.41	-0.43	-0.18	-0.08 FG	-0.23	-0.42	-0.12 K	-0.13	-0.37	-0.37	-0.06 NO	-0.28	-0.21	-0.35	-0.12	-0.23	-0.24 *	-0.14 *	-0.45 *	-0.28	-0.07	-0.17 b	-0.38	-0.34 *	-0.15	-0.29	-0.26	-0.24	-0.32	-0.14
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Overlap formulae used

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

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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, Leader of the Conservative party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians								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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	78 7%	51 14% CD	9 4%	2 2% *	8 6% *	23 6%	44 10% F	61 28% IJKLMNOP	6 1%	23 6% I	46 11% IJMN	22 10% IJN	25 7% I	14 6% I	32 9% I	78 25% QRSUW	- - -	24 7% QUW	44 11% QUW	47 22% QRSUW	10 2% Q	35 22% QRSUW	24 4% QU	37 15% Y	23 4%
Fairly favourable (1)	238 22%	124 33% C	22 8%	25 28% C*	29 23% C*	95 23%	104 25%	102 46% IJKLMNOP	54 9%	57 14% I	121 29% IMO	67 29% IJMN	76 20% I	59 23% IJ	82 23% IJ	238 75% QRSTUVW	- - -	68 19% QU	114 28% QRUW	109 52% QRSUVW	34 7% Q	58 36% QRUW	119 18% QU	80 33% Y	109 19%
Neither favourable nor unfavourable (0)	293 27%	101 27%	58 22%	27 30% *	30 24% *	103 25%	116 28%	37 17%	116 21%	90 22%	84 20%	42 19%	94 24% H	52 20%	87 24% H	- - -	- - -	73 21% PQT	79 19% PQ	29 14% PQ	76 16% PQ	29 18% PQ	133 21% PQTU	66 27%	127 22%
Fairly unfavourable (-1)	205 19%	55 15% BE	78 29% BE	19 22% *	18 15% *	92 22%	75 18%	13 6% HKL	167 30% HKL	105 26% HKMN	74 18% H	47 21% H	75 19% H	50 19% H	75 21% H	- - -	205 48% PRSTUVW	88 25% PTV	75 18% PT	16 8% P	146 31% PRSTVW	21 13% P	161 25% PSTV	30 12%	132 23% X
Very unfavourable (-2)	223 20%	26 7% BD	97 36% BD	16 18% B*	37 30% B*	92 22% G	65 16%	6 3% HKL	210 37% HIKLMNO	119 30% HKLO	87 21% H	42 19% H	111 29% HKLO	79 30% HKLO	81 22% H	- - -	223 52% PRSTUVW	95 27% PTV	96 23% PTV	8 4% P	197 42% PRSTVW	14 8% PT	198 31% PSTV	28 11%	153 27% X
Don't know	52 5%	12 3%	2 1%	1 1% *	1 1% *	12 3%	14 3%	2 1%	12 2%	6 2%	7 2%	6 3%	7 2%	4 2%	3 1%	- - -	- - -	5 1% PQ	3 1%	2 1% P	3 1% Q	5 3% PQSTU	11 2% PQU	2 1%	24 4% X

Net: Favourable	316 29%	175 47% CDE	32 12%	27 30% C*	37 30% C*	118 28%	147 35%	163 74% IJKLMNOP	59 11%	79 20% I	167 40% IJMN	88 39% IJMN	101 26% IJ	74 28% IJ	114 32% IJM	316 100% QRSTUVW	- - -	91 26% QU	158 38% QRUW	156 74% QRSUVW	44 9% Q	93 57% QRSUW	143 22% QU	117 48% Y	132 23%
Net: Unfavourable	428 39%	81 22% BDE	175 66% BDE	35 39% B*	55 45% B*	184 44% G	140 34%	18 8% HIKLMNO	377 67% HIKLMNO	224 56% HKLMNO	161 38% H	89 39% H	186 48% HK	129 50% HKL	156 43% H	- - -	428 100% PRSTUVW	183 52% PSTV	171 42% PTV	24 11% P	343 74% PRSTVW	34 21% PT	359 56% PSTV	58 24%	285 50% X
Net Difference	-112 -10%	94 25%	-143 -54%	-8 -9%	-19 -15%	-66 -16%	7 2%	145 66%	-318 -56%	-144 -36%	7 2%	-1 *	-85 -22%	-55 -21%	-42 -12%	316 100%	-428 -100%	-92 -26%	-13 -3%	132 63%	-299 -64%	59 36%	-216 -33%	59 24%	-152 -27%

Mean	-0.25	0.33 CDE	-0.87	-0.25 C*	-0.40 C*	-0.33	-0.04 F	0.92 IJKLMNOP	-0.94	-0.61 I	-0.08 IJMN	-0.09 IJMN	-0.45 I	-0.47 I	-0.25 IJM	1.25 QRSTUVW	-1.52	-0.47 QUW	-0.16 QRUW	0.82 QRSUVW	-1.05 Q	0.51 QRSUW	-0.62 QU	0.29 Y	-0.52
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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, Leader of the Conservative party and Prime Minister
All Adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	78 7%	23 6%	46 11% B	61 28% E	6 1%	22 10%	25 7%	14 6%	32 9%
Fairly favourable (1)	238 22%	57 14%	121 29% B	102 46% E	54 9%	67 29% G	76 20%	59 23%	82 23%
Neither favourable nor unfavourable (0)	293 27%	90 22%	84 20%	37 17%	116 21%	42 19%	94 24%	52 20%	87 24%
Fairly unfavourable (-1)	205 19%	105 26% C	74 18%	13 6%	167 30% D	47 21%	75 19%	50 19%	75 21%
Very unfavourable (-2)	223 20%	119 30% C	87 21%	6 3%	210 37% D	42 19%	111 29% F	79 30% I	81 22%
Don't know	52 5%	6 2%	7 2%	2 1%	12 2%	6 3%	7 2%	4 2%	3 1%

Net: Favourable	316 29%	79 20%	167 40% B	163 74% E	59 11%	88 39% G	101 26%	74 28%	114 32%
Net: Unfavourable	428 39%	224 56% C	161 38%	18 8%	377 67% D	89 39%	186 48%	129 50%	156 43%
Net Difference	-112 -10%	-144 -36%	7 2%	145 66%	-318 -56%	-1 *	-85 -22%	-55 -21%	-42 -12%

Mean	-0.25	-0.61	-0.08 B	0.92 E	-0.94	-0.09 G	-0.45	-0.47	-0.25
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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(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	22 2%	15 3%	7 1%	5 4% I	8 4% I	4 2%	3 1%	2 1%	1 *	12 4% L	7 2%	3 1%	6 4% P	9 3% P	6 2%	1 *	11 2%	11 2%	5 2%	6 2%	3 1%	4 3% *	3 6% *	1 1% *	19 2%	3 2%	14 2%	8 3%	- - *	16 5% e	6 1%	7 2%	15 2%	16 3%	5 1%
Fairly favourable (1)	108 10%	65 12% C	42 8%	19 16% F	18 9%	13 7%	17 9%	19 11%	23 9%	37 12%	30 8%	42 10%	25 17% NO	22 8%	22 8%	31 10%	63 10%	45 9%	21 8%	27 9%	22 9%	18 12% *	5 9% *	16 17% S*	94 10%	14 8%	63 10%	30 10%	15 12% *	40 13%	68 9%	38 11%	70 9%	62 10%	47 11%
Neither favourable nor unfavourable (0)	375 34%	164 31%	211 38% B	44 38%	51 27%	51 29%	67 36%	56 33%	107 42% EF	95 31%	118 33%	163 38%	60 40% N	71 24%	94 36% N	112 37% N	209 34%	166 35%	84 32%	100 35%	89 36%	53 36% *	21 39% *	29 30% *	310 34%	65 36%	244 37%	96 31%	35 28% *	98 31%	277 36%	101 30%	274 37% f	218 34%	157 36%
Fairly unfavourable (-1)	175 16%	88 17%	86 16%	18 15%	38 20%	24 14%	24 13%	31 18%	40 16%	56 18%	48 13%	71 17%	19 12%	58 20%	35 13%	58 19%	104 17%	71 15%	31 12%	42 15%	47 19%	27 18% *	16 30% STX*	13 13% *	136 15%	38 21%	117 18%	39 13%	19 15% *	55 17%	120 16%	56 16%	119 16%	105 16%	70 16%
Very unfavourable (-2)	196 18%	121 23% C	72 13%	11 10%	35 19%	34 20% D	42 22% D	30 18%	44 17%	46 15%	76 21%	74 17%	17 11%	55 19%	59 22% M	51 17%	109 18%	86 18%	64 25% TW	37 13%	41 16%	27 18% *	5 9% *	23 24% T*	172 19%	24 13%	101 15%	65 21%	30 24% *	46 15%	150 19%	73 22% g	123 16%	124 19%	72 16%
Don't know	213 20%	74 14%	133 24% B	20 17%	39 21%	49 28% DGI	34 18%	32 19%	39 16%	59 19%	83 23%	71 17%	23 15%	76 26% MP	50 19%	48 16%	113 19%	100 21%	55 21%	72 25% VW	47 19%	19 13% *	4 7% *	15 16% *	177 20%	36 20%	119 18%	69 23%	25 20% *	59 19%	154 20%	64 19%	149 20%	122 19%	91 21%

Net: Favourable	130 12%	80 15% C	49 9%	24 20% FGI	25 13%	17 10%	20 11%	21 12%	24 9%	49 16% K	37 10%	45 11%	31 21% NOP	31 11%	27 10%	32 11%	74 12%	56 12%	26 10%	33 11%	25 10%	21 15% *	8 15% *	17 17% *	113 12%	18 10%	77 12%	38 12%	15 12% *	57 18% e	74 9%	45 13%	85 11%	78 12%	52 12%
Net: Unfavourable	371 34%	209 40% C	158 29%	29 25%	73 39% D	59 33%	66 35%	61 36% D	84 33%	102 33%	124 34%	145 34%	36 24%	112 39% M	94 35% M	109 36% M	214 35%	157 33%	95 36%	79 28%	88 35%	53 37% *	20 38% *	36 37% *	309 34%	62 34%	217 33%	105 34%	49 39% *	101 32%	270 35%	129 38%	242 32%	229 35%	142 32%
Net Difference	-241 -22%	-129 -24%	-109 -20%	-6 -5%	-47 -25%	-42 -24%	-46 -25%	-40 -23%	-60 -24%	-53 -17%	-87 -24%	-100 -24%	-5 -3%	-81 -28%	-66 -25%	-77 -25%	-139 -23%	-101 -21%	-68 -26%	-46 -16%	-62 -25%	-32 -22%	-12 -23%	-19 -20%	-196 -22%	-44 -25%	-140 -21%	-67 -22%	-34 -27%	-44 -14%	-197 -25%	-83 -25%	-157 -21%	-151 -23%	-90 -20%

Mean	-0.47	-0.52	-0.42	-0.13 EFGHI*	-0.50 *	-0.57 *	-0.56	-0.49	-0.48 *	-0.35	-0.56	-0.49	-0.13 NOP*	-0.59	-0.55	-0.50	-0.48	-0.47	-0.62	-0.37	-0.49	-0.43 *	-0.28 **	-0.51 *	-0.48	-0.45 *	-0.42	-0.52	-0.64 *	-0.29 e	-0.55	-0.54	-0.44	-0.49	-0.45
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Overlap formulae used

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

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	22 2%	5 1%	4 1%	2 3% *	9 7% BC*	6 1%	12 3%	13 6% IJKMO	6 1%	11 3%	5 1%	9 4% IKO	8 2%	14 5% IJKMO	3 1%	11 3% QUW	2 *	8 2% QUW	8 2% QW	11 5% QSUW	3 1%	15 10% PQRSUW	2 * Y	14 6% Y	2 *
Fairly favourable (1)	108 10%	55 15% C	18 7%	5 6% *	17 14% C*	31 8%	55 13%	58 26% IJKLMNO	23 4%	37 9%	55 13%	29 13%	37 9%	29 11%	48 13% IM	74 23% QRSUW	18 4%	36 10% QUW	49 12% QUW	63 30% PQRSUW	20 4%	38 24% QRSUW	33 5%	47 19% Y	31 5%
Neither favourable nor unfavourable (0)	375 34%	168 45% CDE	56 21%	26 29% *	41 33% C*	113 27%	183 44% F	90 41% IULMN	129 23%	99 25%	158 38% IJMN	67 29% I	125 32% IJ	66 25%	127 35% IJN	137 43% QRSUVW	82 19%	95 27% Q	145 35% QRUW	90 43% QRUW	103 22%	55 34% QU	181 28% QU	104 43% Y	162 28%
Fairly unfavourable (-1)	175 16%	52 14%	59 22% B	12 14% *	22 18% *	82 20%	58 14%	29 13%	115 20% HK	73 18%	65 15%	43 19%	79 20% HK	45 18%	61 17%	35 11%	95 22% PST	65 19% PT	66 16% PT	20 10%	97 21% PT	26 16% T	122 19% PT	31 13%	110 19%
Very unfavourable (-2)	196 18%	21 6%	88 33% BE	23 26% B*	25 21% B*	99 24% G	47 11%	9 4%	183 32% HIKLMNO	112 28% HKLO	70 17% H	44 20% H	100 26% HKO	63 24% HK	74 21% H	12 4%	166 39% PRSTVW	90 26% PTV	76 19% PTV	5 2%	179 38% PRSTVW	3 2% T	185 29% PSTV	19 8% X	143 25% X
Don't know	213 20%	68 18% E	42 16%	20 22% E*	9 7% *	86 21%	63 15%	22 10%	107 19% HMO	67 17% HM	67 16% HM	35 15%	41 10%	41 16% HM	48 13%	48 15% T	65 15%	57 16% T	66 16% T	22 10%	64 14%	23 14%	122 19% QTU	28 12%	120 21% X

Net: Favourable	130 12%	60 16% C	22 8%	8 9% *	26 21% CD*	38 9%	67 16% F	71 32% IJKLMNO	30 5%	48 12% I	59 14% I	38 17% IJ	44 11% I	43 17% IJ	51 14% I	85 27% QRSUW	20 5%	44 12% QUW	57 14% QUW	74 35% PQRSUW	24 5%	54 33% QRSUW	36 6%	60 25% Y	33 6%
Net: Unfavourable	371 34%	74 20%	147 55% BDE	36 40% B*	47 38% B*	180 43% G	105 25%	38 17%	298 53% HIKLMNO	185 46% HKLO	135 32% H	87 39% H	179 46% HKO	109 42% HK	135 37% H	47 15%	261 61% PRSTVW	156 44% PSTV	142 35% PTV	25 12%	276 59% PRSTVW	29 18% T	308 48% PSTV	50 21%	253 44% X
Net Difference	-241 -22%	-14 -4%	-125 -47%	-28 -31%	-21 -17%	-143 -34%	-38 -9%	34 15%	-269 -48%	-137 -34%	-75 -18%	-50 -22%	-135 -35%	-66 -25%	-84 -23%	38 12%	-240 -56%	-112 -32%	-85 -21%	49 23%	-253 -54%	25 15%	-272 -42%	10 4%	-219 -39%

Mean	-0.47	-0.10 CD	-0.93	-0.71 *	-0.33 C*	-0.71	-0.20 F	0.19 IJKLMNO	-0.97	-0.72 I	-0.40 IJM	-0.44 IJ	-0.65 I	-0.53 IJ	-0.49 IJM	0.14 QRSUW	-1.11	-0.66 QUW	-0.45 QUW	0.30 PQRSUW	-1.06	0.26 QRSUW*	-0.87 QU	0.03 Y	-0.80
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	22 2%	11 3%	5 1%	13 6% E	6 1%	9 4%	8 2%	14 5% I	3 1%
Fairly favourable (1)	108 10%	37 9%	55 13%	58 26% E	23 4%	29 13%	37 9%	29 11%	48 13%
Neither favourable nor unfavourable (0)	375 34%	99 25%	158 38% B	90 41% E	129 23%	67 29%	125 32%	66 25%	127 35% H
Fairly unfavourable (-1)	175 16%	73 18%	65 15%	29 13%	115 20% D	43 19%	79 20%	45 18%	61 17%
Very unfavourable (-2)	196 18%	112 28% C	70 17%	9 4%	183 32% D	44 20%	100 26%	63 24%	74 21%
Don't know	213 20%	67 17%	67 16%	22 10%	107 19% D	35 15%	41 10%	41 16%	48 13%

Net: Favourable	130 12%	48 12%	59 14%	71 32% E	30 5%	38 17%	44 11%	43 17%	51 14%
Net: Unfavourable	371 34%	185 46% C	135 32%	38 17%	298 53% D	87 39%	179 46%	109 42%	135 37%
Net Difference	-241 -22%	-137 -34%	-75 -18%	34 15%	-269 -48%	-50 -22%	-135 -35%	-66 -25%	-84 -23%

Mean	-0.47	-0.72	-0.40 B	0.19 E	-0.97	-0.44	-0.65	-0.53	-0.49
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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(*)

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Ipsos Political Pulse November 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, Home Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	31 3%	15 3%	16 3%	8 7% FI	6 3%	3 2%	5 2%	4 3%	5 2%	14 5%	8 2%	9 2%	11 7% NOP	6 2%	7 3%	5 2%	17 3%	14 3%	4 1%	8 3%	8 3%	9 6% S*	* 1% *	2 2% *	30 3%	1 1%	19 3%	9 3%	3 2% *	14 4%	17 2%	9 3%	22 3%	24 4%	7 2%
Fairly favourable (1)	108 10%	72 14% C	36 7%	14 12%	23 12%	15 9%	17 9%	17 10%	22 9%	37 12%	32 9%	39 9%	18 12%	29 10%	24 9%	32 11%	55 9%	53 11%	24 9%	37 13%	20 8%	8 6% *	7 14% *	12 12% *	83 9%	25 14%	57 9%	37 12%	14 11% *	33 11%	75 10%	34 10%	74 10%	68 11%	40 9%
Neither favourable nor unfavourable (0)	286 26%	120 23%	165 30% B	41 35% FH	59 31% F	33 19%	48 26%	38 22%	68 27%	100 33% K	81 22%	106 25%	54 36% NOP	71 25%	66 25%	66 22%	142 23%	145 30% Q	58 22%	82 29%	72 29%	40 28% *	11 20% *	23 24% *	234 26%	52 29%	169 26%	83 27%	34 28% *	85 27%	202 26%	77 23%	210 28%	172 27%	115 26%
Fairly unfavourable (-1)	210 19%	82 16%	128 23% B	15 13%	28 15%	28 16%	34 18%	37 22% D	69 27% DEF	43 14%	61 17%	105 25% JK	18 12%	47 16%	48 18%	78 26% MN	118 19%	91 19%	47 18%	48 17%	44 18%	34 23% *	21 39% STUX*	16 17% *	173 19%	36 20%	143 22%	51 17%	15 12% *	58 19%	152 20%	62 18%	148 20%	103 16%	107 24% h
Very unfavourable (-2)	315 29%	196 37% C	113 20%	16 14%	44 24%	57 33% D	66 35% DE	57 34% D	73 29% D	61 20%	123 34% J	131 31% J	24 16%	80 28% M	90 34% M	103 34% M	207 34% R	107 22%	87 33% T	67 23%	71 29%	44 30% *	11 20% *	36 37% T*	267 29%	47 26%	196 30%	77 25%	42 33% *	82 26%	233 30%	128 38% g	187 25%	207 32% i	107 24%
Don't know	139 13%	42 8%	94 17% B	22 19% GHI	27 15% I	40 23% GHI	18 9%	16 9%	17 7%	49 16% L	57 16% L	32 8%	26 17% P	56 19% OP	30 11%	18 6%	70 11%	69 14%	40 15%	41 15%	34 14%	11 8% *	4 7% *	8 9% *	120 13%	18 10%	72 11%	51 16% a	16 13% *	43 14%	96 12%	30 9%	109 14% f	73 11%	66 15%

Net: Favourable	139 13%	88 17% C	52 9%	22 19% F	29 15%	18 10%	22 12%	22 13%	27 11%	51 17%	40 11%	49 12%	28 19%	35 12%	31 12%	37 12%	72 12%	67 14%	28 11%	45 16%	28 11%	17 12% *	8 15% *	13 14% *	113 12%	26 15%	76 12%	46 15%	17 14% *	47 15%	92 12%	43 13%	96 13%	92 14%	48 11%
Net: Unfavourable	524 48%	278 53% C	241 44%	31 27%	72 39%	85 48% D	100 53% DE	94 56% DE	142 56% DE	104 34%	185 51% J	236 56% J	42 28%	127 44% M	138 52% M	181 60% MN	326 53% R	199 41%	134 52% T	115 41%	115 46%	77 53% T*	31 58% *	52 54% T*	441 49%	84 46%	339 52% b	128 42%	57 46% *	140 45%	384 50%	189 56% g	335 45%	310 48%	214 48%
Net Difference	-385 -35%	-190 -36%	-189 -34%	-9 -8%	-44 -23%	-67 -38%	-78 -42%	-73 -43%	-115 -45%	-53 -17%	-145 -40%	-187 -44%	-14 -9%	-92 -32%	-107 -40%	-145 -48%	-253 -42%	-132 -28%	-106 -41%	-70 -25%	-87 -35%	-60 -41%	-23 -44%	-39 -40%	-328 -36%	-57 -32%	-263 -40%	-82 -27%	-40 -32%	-93 -30%	-292 -38%	-146 -43%	-239 -32%	-218 -34%	-167 -38%

Mean	-0.70	-0.76	-0.63	-0.18 FGHI*	-0.51 F*	-0.89 *	-0.83	-0.82	-0.77	-0.39 KL	-0.86	-0.79	-0.22 NOP*	-0.71	-0.81	-0.85	-0.82	-0.55 Q	-0.86	-0.53 S	-0.70	-0.70 *	-0.68 **	-0.83 *	-0.72	-0.64	-0.75	-0.58	-0.72 *	-0.59	-0.75	-0.86	-0.63 f	-0.70	-0.71
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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	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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	31 3%	15 4%	6 2%	1 1% *	5 4% *	9 2%	16 4%	18 8% IJKMO	12 2%	12 3%	15 4%	10 4% I	14 3%	12 4% I	9 2%	20 6% QRUW	6 1%	11 3% QU	15 4% QUW	18 8% QRSUW	5 1%	15 9% QRSUW	11 2%	16 7% Y	8 1%
Fairly favourable (1)	108 10%	62 17% CD	13 5%	2 3% *	19 15% CD*	19 5%	63 15% F	60 27% IJKLMNOP	19 3%	25 6% I	69 16% IUN	31 14% IUN	50 13% IJ	22 9% I	52 14% IJ	65 21% QRSUW	19 4%	25 7% Q	62 15% QRUW	45 21% QRSUW	33 7% Q	41 25% QRSUW	40 6%	53 22% Y	20 4%
Neither favourable nor unfavourable (0)	286 26%	116 31% C	46 17%	22 25% *	29 23% *	90 22%	129 31% F	82 37% IJKLMNOP	78 14%	83 21% I	101 24% I	39 17%	90 23% I	46 18%	95 26% ILN	106 34% QRSUW	55 13%	68 19% QU	112 27% QRUW	71 34% QRUW	57 12%	46 28% QRUW	103 16% QU	74 31% Y	104 18%
Fairly unfavourable (-1)	210 19%	84 23%	49 18%	18 20% *	24 19% *	88 21%	87 21%	33 15%	121 21%	72 18%	96 23% H	38 17%	83 21% H	45 17%	69 19%	64 20%	80 19%	74 21%	82 20%	44 21%	88 19%	33 20%	145 22% QU	45 19%	129 23%
Very unfavourable (-2)	315 29%	56 15% BE	125 47% BE	41 46% B*	41 33% B*	171 41% G	80 19%	13 6% HIJKLMNOP	280 50% HIJKLMNOP	174 44% HKMO	103 25% H	91 40% HKO	129 33% HK	113 44% HKMO	107 30% H	36 11% PRSTVW	231 54% PRSTVW	151 43% PSTV	100 24% PTV	26 13%	241 52% PRSTVW	13 8%	288 45% PSTV	29 12%	248 44% X
Don't know	139 13%	37 10%	29 11%	5 5% *	7 5% *	39 9%	42 10%	16 7%	55 10% M	34 8%	35 8%	16 7%	23 6%	21 8%	30 8%	25 8% T	38 9% T	22 6%	40 10% T	7 3%	44 9% T	15 9% T	60 9% RT	25 10%	60 10%

Net: Favourable	139 13%	77 21% CD	19 7%	3 4% *	23 19% CD*	28 7%	78 19% F	77 35% IJKLMNOP	31 5%	36 9% I	84 20% IUN	41 18% IUN	64 16% IJ	34 13% IJ	60 17% IJ	85 27% QRSUW	24 6%	36 10% Q	77 19% QRUW	62 30% QRSUW	38 8% Q	56 35% QRSUW	51 8% Q	70 29% Y	28 5%
Net: Unfavourable	524 48%	140 38%	174 65% BE	59 66% B*	65 53% B*	259 62% G	168 40%	45 21% HIJKLMNOP	401 71% HIJKLMNOP	246 62% HKO	199 48% H	129 57% HK	212 55% HKO	158 61% HKO	175 49% H	100 32% PRSTVW	311 73% PRSTVW	225 64% PSTV	183 44% PTV	70 33%	328 70% PRSTV	45 28%	433 67% PSTV	74 31%	377 66% X
Net Difference	-385 -35%	-62 -17%	-155 -58%	-56 -62%	-41 -34%	-231 -56%	-89 -21%	32 14%	-370 -66%	-209 -52%	-115 -28%	-88 -39%	-149 -38%	-124 -48%	-115 -32%	-14 -5%	-287 -67%	-189 -54%	-106 -26%	-8 -4%	-291 -62%	11 7%	-382 -59%	-4 -2%	-349 -62%

Mean	-0.70	-0.31 CDE	-1.15	-1.13 *	-0.67 CD*	-1.04	-0.41 F	0.18 IJKLMNOP	-1.25	-1.02 I	-0.53 IULMN	-0.81 IJ	-0.72 IUN	-0.95 I	-0.64 IUN	-0.10 QRSUW	-1.31	-1.00 QUW	-0.52 QRUW	-0.08 QRSUW	-1.24	0.09 QRSUW*	-1.12 QU	-0.08 Y	-1.16
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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, Home Secretary
All Adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	31 3%	12 3%	15 4%	18 8% E	12 2%	10 4%	14 3%	12 4%	9 2%
Fairly favourable (1)	108 10%	25 6%	69 16% B	60 27% E	19 3%	31 14%	50 13%	22 9%	52 14%
Neither favourable nor unfavourable (0)	286 26%	83 21%	101 24%	82 37% E	78 14%	39 17%	90 23%	46 18%	95 26% H
Fairly unfavourable (-1)	210 19%	72 18%	96 23%	33 15%	121 21%	38 17%	83 21%	45 17%	69 19%
Very unfavourable (-2)	315 29%	174 44% C	103 25%	13 6%	280 50% D	91 40%	129 33%	113 44% I	107 30%
Don't know	139 13%	34 8%	35 8%	16 7%	55 10%	16 7%	23 6%	21 8%	30 8%

Net: Favourable	139 13%	36 9%	84 20% B	77 35% E	31 5%	41 18%	64 16%	34 13%	60 17%
Net: Unfavourable	524 48%	246 62% C	199 48%	45 21%	401 71% D	129 57%	212 55%	158 61% I	175 49%
Net Difference	-385 -35%	-209 -52%	-115 -28%	32 14%	-370 -66%	-88 -39%	-149 -38%	-124 -48%	-115 -32%

Mean	-0.70	-1.02	-0.53 B	0.18 E	-1.25	-0.81	-0.72	-0.95	-0.64 H
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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(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	38 4%	23 4%	15 3%	8 7% F	5 2%	4 2%	5 3%	8 5%	8 3%	13 4%	9 2%	16 4%	10 7% N	7 2%	7 3%	13 4%	25 4%	14 3%	6 2%	13 5%	11 4%	2 2% *	- - *	5 6% *	29 3%	9 5%	18 3%	13 4%	7 6% *	9 3%	29 4%	15 5%	23 3%	25 4%	13 3%
Fairly favourable (1)	172 16%	95 18%	76 14%	25 21% EFG	15 8%	18 10%	21 11%	32 19% EF	62 24% EFG	39 13%	39 11%	94 22% JK	26 17% N	29 10%	28 10%	65 21% NO	100 16%	72 15%	38 15%	55 19%	35 14%	19 13% *	7 14% *	18 18% *	132 15%	40 22% Y	114 17% b	35 11%	23 18% *	48 15%	124 16%	62 18%	110 15%	85 13%	87 20% h
Neither favourable nor unfavourable (0)	321 29%	141 27%	179 32%	32 27%	65 35% H	47 27%	52 28%	40 24%	84 33%	97 32%	99 27%	125 29%	47 32%	86 30%	73 27%	96 32%	188 31%	133 28%	65 25%	85 30%	75 30%	57 39% SX*	21 39% X*	18 19% *	274 30%	46 26%	199 30%	89 29%	33 26% *	99 32%	221 29%	88 26%	233 31%	202 31%	118 27%
Fairly unfavourable (-1)	191 18%	94 18%	97 18%	16 13%	36 19%	30 17%	31 17%	36 21%	42 17%	52 17%	62 17%	78 18%	19 12%	58 20%	45 17%	51 17%	111 18%	80 17%	53 20%	39 14%	43 17%	24 16% *	13 25% *	19 20% *	154 17%	38 21%	133 20% c	46 15%	12 10% *	57 18%	134 17%	66 19%	126 17%	116 18%	76 17%
Very unfavourable (-2)	275 25%	151 29% C	119 22%	22 19%	48 26%	52 29% D	63 34% DI	41 24%	50 20%	70 23%	115 32% JL	91 22%	30 20%	75 26%	90 34% MP	63 21%	141 23%	134 28%	77 30%	66 23%	61 24%	30 20% *	10 18% *	32 33% *	241 27%	34 19%	146 22%	93 30% a	37 30% *	68 22%	207 27%	90 27%	185 25%	174 27%	102 23%
Don't know	91 8%	23 4%	65 12% B	15 13% I	18 10% I	25 14% HI	14 8%	12 7%	8 3%	33 11% L	39 11% L	20 5%	18 12% P	35 12% P	23 9%	15 5%	45 7%	46 10%	21 8%	25 9%	24 10%	14 10% *	2 4% *	5 5% *	78 9%	13 7%	46 7%	32 10%	13 10% *	32 10%	59 8%	18 5%	73 10% f	44 7%	47 11%

Net: Favourable	210 19%	118 22% C	91 17%	33 28% EFG	19 10%	21 12%	27 14%	40 24% EFG	70 28% EFG	52 17%	48 13%	110 26% JK	36 24% NO	35 12%	35 13%	77 26% NO	124 20%	86 18%	44 17%	68 24%	46 18%	22 15% *	7 14% *	23 24% *	161 18%	49 27% Y	133 20%	48 16%	30 24% *	58 18%	153 20%	77 23%	133 18%	110 17%	100 23%
Net: Unfavourable	467 43%	245 46% C	216 39%	37 32%	84 45% D	82 47% D	94 51% DI	77 45% D	92 36%	122 40%	176 49% JL	169 40%	49 32%	133 46% M	135 51% MP	114 38%	252 41%	215 45%	130 50% TV	106 37%	104 42%	53 36% *	23 43% *	51 53% TV*	395 43%	72 40%	279 42%	139 45%	50 40% *	125 40%	342 44%	156 46%	311 41%	290 45%	177 40%
Net Difference	-257 -24%	-127 -24%	-124 -23%	-4 -4%	-65 -35%	-61 -35%	-68 -36%	-37 -22%	-22 -9%	-69 -23%	-128 -35%	-59 -14%	-13 -8%	-98 -34%	-100 -38%	-37 -12%	-128 -21%	-128 -27%	-86 -33%	-38 -13%	-58 -23%	-32 -22%	-16 -29%	-28 -29%	-234 -26%	-22 -12%	-146 -22%	-91 -29%	-20 -16%	-67 -21%	-189 -24%	-79 -23%	-178 -24%	-179 -28%	-77 -17%

Mean	-0.49	-0.51	-0.47	-0.17 EFG*	-0.64 *	-0.72	-0.73	-0.44 G	-0.26 EFG	-0.47 K	-0.72	-0.33 K	-0.25 NO	-0.65	-0.76	-0.31 NO	-0.43	-0.58	-0.66	-0.35 S	-0.48	-0.44 *	-0.49 *	-0.59 *	-0.54	-0.28 Y	-0.45	-0.62	-0.45 *	-0.45	-0.51	-0.48	-0.50	-0.54	-0.42
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Overlap formulae used

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

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	38 4%	22 6% c	5 2%	4 4% *	6 5% *	15 4%	17 4%	26 12% IJKLMNO	6 1%	14 3%	24 6%	15 7% U	15 4% I	11 4% I	17 5% I	32 10% QRSUW	3 1% U	12 3% QUW	23 6% QUW	38 18% PQRSUW	- - -	20 13% QRSUW	8 1% U	19 8% Y	8 1%
Fairly favourable (1)	172 16%	90 24% c	23 9%	15 17% *	26 21% C*	73 17%	79 19%	76 34% IJKLMNO	46 8%	45 11%	87 21% IUM	46 20% IUM	51 13% I	54 21% IUM	59 16% I	124 39% QRSUW	21 5% U	54 15% QU	75 18% QUW	172 82% PQRSUVW	- - -	52 32% QRSUW	80 12% QU	57 23% Y	86 15%
Neither favourable nor unfavourable (0)	321 29%	131 35% c	47 18%	29 32% C*	32 26% *	112 27%	134 32%	77 35% IJKLMNO	106 19%	91 23%	114 27% I	57 25% I	98 25% I	54 21%	92 26% I	101 32% QRTUW	49 12% TU	85 24% QTU	111 27% QTUW	- - -	- - -	50 31% QTUW	137 21% QTU	89 37% Y	136 24%
Fairly unfavourable (-1)	191 18%	51 14%	70 26% B	17 19% *	21 17% *	78 19%	77 18%	20 9% HKL MN	141 25% HKL MN	93 23% HKN	68 16% H	42 19% H	69 18% H	38 15% H	75 21% HK	26 8% T	124 29% PRSTVW	77 22% PTV	64 16% PT	- - -	191 41% PQRSTVW	15 9% T	149 23% PSTV	33 14%	112 20%
Very unfavourable (-2)	275 25%	59 16%	111 41% BDE	18 20% *	33 27% B*	116 28%	91 22%	18 8% HIJKLNO	242 43% HIJKLNO	139 35% HKL	113 27% H	49 22% H	148 38% HKLO	87 34% HL	104 29% H	18 6% T	219 51% PRSTVW	111 31% PTV	119 29% PTV	- - -	275 59% PQRSTVW	15 9% T	245 38% PRSTV	39 16%	182 32% X
Don't know	91 8%	17 5%	11 4%	6 6% *	4 3% *	22 5%	20 5%	4 2%	23 4% M	18 5% M	13 3%	17 7% HIKM	7 2%	13 5% HM	13 4% M	16 5% TU	11 3% TU	13 4% TU	18 4% TU	- - -	- - -	9 5% TU	27 4% QTU	5 2%	43 8% X

Net: Favourable	210 19%	112 30% c	28 10%	19 22% C*	32 26% C*	88 21%	96 23%	102 46% IJKLMNO	52 9%	58 15% I	111 27% IUMO	60 27% IUM	67 17% I	65 25% IUM	76 21% U	156 49% QRSUW	24 6% U	67 19% QUW	98 24% QUW	210 100% PQRSUVW	- - -	73 45% QRSUW	88 14% QU	76 31% Y	95 17%
Net: Unfavourable	467 43%	109 30%	181 68% BDE	36 40% *	55 44% B*	194 47%	168 40%	38 17% HIJLMNO	383 68% HIJLMNO	232 58% HKLNO	181 43% H	91 40% H	217 56% HKLO	125 49% HL	179 49% HKL	44 14% T	343 80% PRSTVW	187 53% PTV	183 45% PTV	- - -	467 100% PQRSTVW	30 19% T	394 61% PRSTV	72 30%	294 52% X
Net Difference	-257 -24%	3 1%	-153 -57%	-16 -18%	-23 -18%	-106 -25%	-72 -17%	64 29%	-331 -59%	-174 -44%	-70 -17%	-31 -14%	-151 -39%	-60 -23%	-102 -28%	112 35%	-319 -75%	-121 -34%	-85 -21%	210 100%	-467 -100%	43 26%	-306 -47%	3 1%	-199 -35%

Mean	-0.49	-0.10 CE	-1.01	-0.37 C*	-0.42 C*	-0.52	-0.37	0.34 IJKLMNO	-1.05	-0.78 I	-0.39 IUMO	-0.31 IUMN	-0.74 I	-0.56 U	-0.54 IUM	0.42 QRSUW	-1.29 U	-0.65 QUW	-0.46 QUW	1.18 PQRSUVW	-1.59	0.32 QRSUW	-0.88 QU	-0.07 Y	-0.71
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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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

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Ipsos Political Pulse November 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

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	38 4%	14 3%	24 6%	26 12% E	6 1%	15 7%	15 4%	11 4%	17 5%
Fairly favourable (1)	172 16%	45 11%	87 21% B	76 34% E	46 8%	46 20% G	51 13%	54 21%	59 16%
Neither favourable nor unfavourable (0)	321 29%	91 23%	114 27%	77 35% E	106 19%	57 25%	98 25%	54 21%	92 26%
Fairly unfavourable (-1)	191 18%	93 23% C	68 16%	20 9%	141 25% D	42 19%	69 18%	38 15%	75 21%
Very unfavourable (-2)	275 25%	139 35% C	113 27%	18 8%	242 43% D	49 22%	148 38% F	87 34%	104 29%
Don't know	91 8%	18 5%	13 3%	4 2%	23 4%	17 7% G	7 2%	13 5%	13 4%

Net: Favourable	210 19%	58 15%	111 27% B	102 46% E	52 9%	60 27% G	67 17%	65 25%	76 21%
Net: Unfavourable	467 43%	232 58% C	181 43%	38 17%	383 68% D	91 40%	217 56% F	125 49%	179 49%
Net Difference	-257 -24%	-174 -44%	-70 -17%	64 29%	-331 -59%	-31 -14%	-151 -39%	-60 -23%	-102 -28%

Mean	-0.49	-0.78	-0.39 B	0.34 E	-1.05	-0.31 G	-0.74	-0.56	-0.54
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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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ColumnMeans (5%): A,B/C,D/E,F/G,H/I Minimum Base: 30(**) Small Base: 100(*)

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Ipsos Political Pulse November 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? - Matt Hancock, Former Health Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	34 3%	16 3%	18 3%	7 6% FH	13 7% FH	2 1%	4 2%	3 2%	5 2%	20 7% KL	6 2%	8 2%	12 8% OP	10 4%	6 2%	4 1%	16 3%	18 4%	7 3%	12 4%	3 1%	3 2% *	7 13% SUVX*	2 2% *	29 3%	5 3%	15 2%	13 4%	5 4% *	14 5%	20 3%	10 3%	25 3%	19 3%	15 3%
Fairly favourable (1)	127 12%	65 12%	62 11%	22 19% GH	24 13%	20 12%	18 10%	14 8%	29 11%	46 15%	39 11%	43 10%	23 15%	34 12%	30 11%	32 11%	73 12%	54 11%	22 8%	35 12%	39 15% S	17 12% *	7 13% *	8 8% *	96 11%	31 17% Y	84 13%	33 11%	10 8% *	52 17% e	75 10%	36 10%	92 12%	84 13%	44 10%
Neither favourable nor unfavourable (0)	225 21%	83 16%	142 26% B	29 25%	48 26%	30 17%	35 19%	36 21%	48 19%	77 25% K	65 18%	83 20%	42 28% O	61 21%	47 18%	61 20%	121 20%	104 22%	52 20%	58 21%	51 20%	36 25% *	7 14% *	21 22% *	192 21%	34 19%	140 21%	55 18%	31 25% *	66 21%	159 21%	57 17%	169 23% f	133 21%	93 21%
Fairly unfavourable (-1)	239 22%	125 24%	115 21%	18 15%	34 18%	44 25%	49 26% D	33 19%	63 25%	52 17%	92 26% J	96 23%	23 15%	60 21%	70 27% M	66 22%	147 24%	92 19%	57 22%	67 24%	54 22%	25 17% *	21 39% SUVX*	16 17% *	193 21%	47 26%	166 25% c	58 19%	16 13% *	67 21%	173 22%	75 22%	165 22%	139 22%	100 23%
Very unfavourable (-2)	407 37%	218 41% C	183 33%	31 27%	59 32%	62 35%	73 39% D	79 47% DEF	103 40% D	90 30%	135 37%	182 43% J	39 26%	100 35%	102 39% M	131 44% M	230 38%	177 37%	116 45% TUVW	95 34%	85 34%	58 40% W*	10 20% *	41 43% W*	352 39%	55 30%	226 34%	125 40%	56 45% *	98 31%	309 40% d	149 44% g	258 34%	241 37%	165 37%
Don't know	56 5%	21 4%	33 6%	9 8% I	10 5%	18 10% GHI	8 4%	5 3%	7 3%	19 6%	25 7% L	12 3%	11 7%	25 8% OP	9 3%	8 3%	23 4%	33 7% Q	7 3%	15 5%	17 7%	7 5% *	1 3% *	8 8% S*	47 5%	9 5%	25 4%	25 8% a	7 5% *	17 5%	39 5%	14 4%	42 6%	30 5%	26 6%

Net: Favourable	161 15%	81 15%	80 14%	29 25% FGHI	37 20% H	22 13%	22 12%	17 10%	34 13%	66 22% KL	45 12%	51 12%	35 23% OP	44 15%	36 14%	36 12%	89 15%	72 15%	29 11%	47 17%	41 17%	20 14% *	13 25% SX*	10 11% *	125 14%	36 20%	100 15%	46 15%	16 13% *	66 21% e	95 12%	45 13%	116 15%	102 16%	59 13%
Net: Unfavourable	646 59%	343 65% C	297 54%	49 42%	93 49%	106 60% D	122 65% DE	112 66% DE	165 65% DE	142 47%	227 63% J	277 65% J	63 42%	160 55% M	172 65% MN	197 65% MN	377 62%	269 56%	173 66% U	162 57%	139 56%	83 57% *	31 58% *	57 60% *	545 60%	101 56%	392 60%	183 59%	72 57% *	165 52%	481 62% d	224 66% g	422 56%	381 59%	265 60%
Net Difference	-485 -45%	-261 -50%	-217 -39%	-20 -17%	-56 -30%	-83 -48%	-99 -53%	-95 -56%	-131 -52%	-76 -25%	-183 -50%	-226 -54%	-28 -18%	-116 -40%	-136 -51%	-161 -53%	-288 -47%	-197 -41%	-144 -55%	-115 -41%	-98 -39%	-63 -43%	-18 -33%	-47 -49%	-420 -46%	-65 -36%	-292 -44%	-137 -44%	-56 -45%	-99 -31%	-386 -50%	-178 -53%	-306 -41%	-279 -43%	-206 -47%

Mean	-0.83	-0.91	-0.74 B	-0.41 FGHI	-0.57 FGHI	-0.91	-0.94	-1.04	-0.93	-0.51 KL	-0.93	-0.97	-0.40 NOP	-0.78	-0.91	-0.98	-0.85	-0.80	-1.00	-0.74 S	-0.78	-0.85 *	-0.41 SX*	-0.98 *	-0.86	-0.67	-0.80	-0.88	-0.90 *	-0.61 e	-0.92	-0.98	-0.76 f	-0.81	-0.85
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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,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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

J-21-087515-47 - 25 - 28 November 2022

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Ipsos Political Pulse November 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? - Matt Hancock, Former 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	34 3%	9 2%	5 2%	1 1% *	12 10% BCD*	8 2%	17 4%	17 8% IKMO	9 2%	16 4%	13 3%	15 6% IO	13 3%	12 4%	8 2%	14 4%	8 2% W	19 5% QUW	11 3% W	14 7% QSUW	7 2% W	34 21% PQRSTUW	- - -	19 8% Y	9 2%
Fairly favourable (1)	127 12%	65 18% C	16 6%	8 8% *	19 15% C*	37 9%	67 16% F	70 32% IJKLMNOP	30 5%	41 10%	66 16% IMO	38 17% IJ	44 11%	35 13%	43 12% I	79 25% QRSUW	26 6% W	34 10% QUW	61 15% QUW	59 28% QRSUW	23 5% W	127 79% PQRSTUW	- -	55 23% Y	45 8%
Neither favourable nor unfavourable (0)	225 21%	89 24% C	37 14%	12 14% *	20 16% *	62 15%	98 23% F	67 30% IJKLMNOP	52 9%	56 14%	68 16% I	31 14% I	67 17% I	40 15%	63 18% I	73 23% QRUVW	29 7% VW	49 14% QUVW	81 20% QUVW	44 21% QRUVW	38 8% VW	- - -	- -	59 24% Y	76 13%
Fairly unfavourable (-1)	239 22%	108 29% CE	48 18%	25 28% *	22 18% *	99 24%	102 25%	32 15%	134 24% HJN	75 19%	111 26% HILN	43 19%	97 25% HN	43 17%	103 29% HILN	72 23% V	84 20% V	69 20% V	104 25% QV	49 23% V	104 22% V	- -	239 37% PQRSTUV	48 20%	127 22%
Very unfavourable (-2)	407 37%	85 23%	156 58% BE	41 46% B*	47 38% B*	193 46% G	119 28%	31 14%	328 58% HIJKLMNOP	206 52% HKLMO	149 36% H	93 41% H	161 41% HK	123 48% HKO	131 36% H	71 22% V	276 64% PRSTV	179 51% PSTV	144 35% PTV	39 19% V	290 62% PRSTV	- -	407 63% PRSTV	55 23%	287 51% X
Don't know	56 5%	13 4%	5 2%	3 4% *	4 3% *	18 4%	15 4%	4 2%	11 2%	5 1%	12 3%	7 3%	7 2%	6 2%	13 4%	8 2% VW	6 1% W	3 1% W	11 3% UVW	5 2% VW	5 1% W	- -	- -	6 3%	24 4%

Net: Favourable	161 15%	74 20% CD	22 8%	8 9% *	31 25% CD*	45 11%	84 20% F	86 39% IJKLMNOP	39 7%	57 14% I	79 19% IMO	52 23% IJMNO	57 15% I	46 18% I	50 14% I	93 29% QRSUW	34 8% W	53 15% QUW	72 17% QUW	73 35% QRSUW	30 6% W	161 100% PQRSTUW	- -	74 31% Y	54 9%
Net: Unfavourable	646 59%	194 52%	204 76% BE	66 73% BE*	69 56% *	292 70% G	221 53%	63 29% HIJKLMNOP	462 82% HKLN	281 71% H	260 62% H	136 60% H	257 66% H	166 64% H	235 65% H	143 45% V	359 84% PRSTV	247 70% PSTV	247 60% PTV	88 42% V	394 84% PRSTV	- -	646 100% PQRSTUV	103 43%	414 73% X
Net Difference	-485 -45%	-120 -32%	-182 -68%	-57 -64%	-39 -31%	-246 -59%	-138 -33%	23 10%	-422 -75%	-225 -56%	-180 -43%	-83 -37%	-200 -52%	-120 -46%	-184 -51%	-50 -16%	-325 -76%	-195 -55%	-176 -43%	-16 -7%	-364 -78%	161 100%	-646 -100%	-29 -12%	-360 -63%

Mean	-0.83	-0.55 CD	-1.27	-1.13 *	-0.61 CD*	-1.08	-0.59 F	0.04 IJKLMNOP	-1.34	-1.05 I	-0.78 IJM	-0.74 IJN	-0.91 I	-0.92 I	-0.88 I	-0.35 QRSUW	-1.40 W	-1.02 QUW	-0.77 QRUW	-0.20 QRSUW	-1.40 W	1.21 PQRSTUW	-1.63	-0.27 Y	-1.17
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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 Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
	Total	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1089	440	384	224	595	251	376	309	328
Weighted base	1089	399	419	221	564	226	389	259	361
Very favourable (2)	34 3%	16 4%	13 3%	17 8% E	9 2%	15 6%	13 3%	12 4%	8 2%
Fairly favourable (1)	127 12%	41 10%	66 16% B	70 32% E	30 5%	38 17%	44 11%	35 13%	43 12%
Neither favourable nor unfavourable (0)	225 21%	56 14%	68 16%	67 30% E	52 9%	31 14%	67 17%	40 15%	63 18%
Fairly unfavourable (-1)	239 22%	75 19%	111 26% B	32 15%	134 24% D	43 19%	97 25%	43 17%	103 29% H
Very unfavourable (-2)	407 37%	206 52% C	149 36%	31 14%	328 58% D	93 41%	161 41%	123 48% I	131 36%
Don't know	56 5%	5 1%	12 3%	4 2%	11 2%	7 3%	7 2%	6 2%	13 4%

Net: Favourable	161 15%	57 14%	79 19%	86 39% E	39 7%	52 23% G	57 15%	46 18%	50 14%
Net: Unfavourable	646 59%	281 71% C	260 62%	63 29%	462 82% D	136 60%	257 66%	166 64%	235 65%
Net Difference	-485 -45%	-225 -56%	-180 -43%	23 10%	-422 -75%	-83 -37%	-200 -52%	-120 -46%	-184 -51%

Mean	-0.83	-1.05	-0.78 B	0.04 E	-1.34	-0.74	-0.91	-0.92	-0.88
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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(*)

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Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	114 10%	57 11%	56 10%	15 13%	25 13%	13 7%	17 9%	18 11%	25 10%	40 13%	30 8%	43 10%	19 13%	32 11%	26 10%	24 8%	62 10%	51 11%	40 15% TV	22 8%	27 11%	10 7% *	6 10% *	9 9% *	97 11%	16 9%	69 10%	31 10%	14 11% *	34 11%	80 10%	39 12%	74 10%	66 10%	48 11%
Fairly favourable (1)	285 26%	140 27%	142 26%	40 34% HI	63 34% HI	46 26%	47 25%	37 22%	52 20%	103 34% KL	93 26%	89 21%	53 35% OP	86 30%	62 24%	69 23%	184 30% R	102 21%	68 26%	75 27%	57 23%	43 30% *	14 26% *	26 27% *	238 26%	47 26%	170 26%	86 28%	29 23% *	94 30%	191 25%	117 34% g	169 22%	190 29% i	96 22%
Neither favourable nor unfavourable (0)	220 20%	97 18%	122 22%	26 22%	44 24%	36 21%	35 19%	38 23%	40 16%	70 23%	72 20%	78 18%	33 22%	65 22%	55 21%	60 20%	118 19%	101 21%	50 19%	53 19%	50 20%	34 23% *	10 18% *	23 24% *	190 21%	30 16%	141 21%	61 20%	18 14% *	69 22%	151 19%	62 18%	158 21%	131 20%	89 20%
Fairly unfavourable (-1)	210 19%	103 19%	107 19%	17 15%	26 14%	30 17%	35 19%	35 21%	67 26% DE	44 14%	65 18%	102 24% J	18 12%	47 16%	51 19%	69 23% M	116 19%	95 20%	48 18%	56 20%	53 21%	21 14% *	12 22% *	21 21% *	175 19%	35 19%	137 21%	53 17%	20 16% *	52 17%	158 20%	65 19%	145 19%	112 17%	98 22%
Very unfavourable (-2)	209 19%	119 23% C	86 16%	8 7%	21 11%	31 18% D	45 24% DE	37 22% DE	65 26% DE	30 10%	76 21% J	103 24% J	16 11%	36 12%	63 24% MN	74 25% MN	107 17%	102 21%	41 16%	64 23%	51 21%	26 18% *	12 22% *	14 15% *	158 17%	51 28% Y	116 18%	59 19%	34 27% *	42 14%	166 21% d	47 14%	162 22% f	125 19%	84 19%
Don't know	52 5%	12 2%	39 7% B	10 8% HI	8 4%	19 11% EGHI	7 4%	3 2%	5 2%	17 6% L	26 7% L	8 2%	11 7% P	24 8% OP	9 3%	7 2%	23 4%	28 6%	13 5%	12 4%	10 4%	12 8% *	1 1% *	3 3% *	50 5% Z	2 1%	24 4%	18 6%	10 8% *	22 7% e	30 4%	10 3%	42 6%	23 4%	28 6%

Net: Favourable	399 37%	197 37%	198 36%	55 47% FGHI	88 47% FGHI	59 34%	65 35%	55 32%	77 30%	143 47% KL	124 34%	132 31%	72 48% OP	118 41% P	88 33%	93 31%	246 40% R	153 32%	109 42%	97 34%	85 34%	53 36% *	20 37% *	35 36% *	336 37%	63 35%	239 36%	117 38%	43 34% *	129 41%	270 35%	156 46% g	243 32%	255 39%	144 32%
Net: Unfavourable	419 38%	222 42% C	192 35%	26 22%	48 25%	61 35% D	80 43% DE	73 43% DE	132 52% DEF	73 24%	141 39% J	205 48% JK	34 23%	84 29%	113 43% MN	143 47% MN	222 36%	197 41%	89 34%	120 42%	105 42%	47 32% *	23 44% *	35 36% *	333 37%	86 48% Y	253 39%	112 36%	54 43% *	95 30%	324 42% d	112 33%	307 41% f	237 37%	182 41%
Net Difference	-20 -2%	-25 -5%	6 1%	30 26%	40 22%	-2 -1%	-15 -8%	-18 -11%	-55 -22%	70 23%	-17 -5%	-73 -17%	38 25%	34 12%	-25 -10%	-50 -17%	24 4%	-44 -9%	20 8%	-23 -8%	-20 -8%	6 4%	-4 -7%	* *	3 *	-23 -13%	-14 -2%	5 2%	-11 -9%	34 11%	-54 -7%	44 13%	-64 -9%	19 3%	-39 -9%

Mean	-0.11	-0.17	-0.05	0.34 FGHI	0.25 FGHI	-0.13	-0.24	-0.23	-0.38	0.28 KL	-0.19	-0.32	0.29 OP	0.11 OP	-0.24	-0.34	-0.04	-0.21	0.08 T	-0.24	-0.18	-0.07 *	-0.19 *	-0.06 *	-0.07 Z	-0.32	-0.10	-0.08	-0.27 *	0.09 e	-0.19	0.11 g	-0.21	-0.07	-0.18
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	114 10%	7 2%	80 30% BDE	10 12% B*	9 8% B*	54 13% G	30 7%	9 4% K	97 17% HKMO	114 28% HIKLMNO	- -	39 17% HKMO	31 8% K	49 19% HKMO	23 6% K	12 4% S	79 18% PSTW	100 28% POSTUVW	2 * P	15 7% PS	76 16% PSTW	18 11% PS	84 13% PST	22 9% P	70 12% P
Fairly favourable (1)	285 26%	49 13%	123 46% BE	34 38% B*	39 32% B*	152 37% G	81 19%	39 18% K	213 38% HKMO	285 72% HIKLMNO	- -	97 43% HKMO	75 19% KO	114 44% HIKMO	48 13% K	67 21% S	145 34% PSTV	183 52% POSTUVW	23 6% P	44 21% S	156 33% PSTV	38 24% S	197 31% PST	38 16% P	195 34% X
Neither favourable nor unfavourable (0)	220 20%	61 17%	35 13%	19 21% *	22 18% *	74 18%	73 17%	32 15% JKM	58 10% JK	- -	- -	42 19% UKM	35 9% JK	46 18% UKM	61 17% UKM	63 20% QRSUVW	43 10%	44 13%	46 11% P	39 18% QSU	50 11% P	21 13%	97 15% QSU	48 20% P	101 18% P
Fairly unfavourable (-1)	210 19%	109 30% C	19 7%	21 24% C*	28 23% C*	87 21%	88 21%	58 26% IULN	101 18% JN	- -	210 50% HIJLMNO	30 13% J	104 27% IULN	34 13% J	90 25% IULN	84 27% QRUW	76 18% R	16 5%	152 37% PQRTUVW	56 27% QRUW	84 18% R	40 25% R	121 19% R	53 22% P	110 19% P
Very unfavourable (-2)	209 19%	136 37% CDE	9 3%	5 6% *	24 19% CD*	39 9%	133 32% F	81 37% IULN	88 16% JLN	- -	209 50% HIJLMNO	16 7% J	142 37% IULN	16 6% J	138 38% IULN	83 26% R	85 20% R	6 2%	186 45% PQRTUVW	55 26% R	97 21% R	39 24% R	138 21% R	79 33% Y	75 13% P
Don't know	52 5%	6 2%	1 *	* *	1 1% *	9 2%	13 3%	1 *	7 1% JKN	- -	- -	2 1% J	2 * P	* *	1 *	6 2% QS	1 *	3 1%	2 *	2 1%	4 1% Q	5 3% QS	8 1% Q	1 1% P	18 3% P

Net: Favourable	399 37%	56 15%	203 76% BDE	44 49% B*	48 39% B*	206 50% G	112 27%	48 22% K	311 55% HKMO	399 100% HIKLMNO	- -	136 60% HKMO	105 27% KO	163 63% HIKMO	70 19% K	79 25% S	224 52% PSTVW	283 80% POSTUVW	25 6% P	58 28% S	232 50% PSTVW	57 35% PS	281 44% PST	61 25% P	264 47% X
Net: Unfavourable	419 38%	245 66% CDE	28 10%	26 30% C*	52 42% C*	126 30%	221 53% F	139 63% IULN	189 33% JLN	- -	419 100% HIJLMNO	46 20% J	247 63% IULN	49 19% J	228 63% IULN	167 53% QRUW	161 38% R	22 6%	338 82% PQRTUVW	111 53% QRUW	181 39% R	79 49% QRU	260 40% R	132 55% Y	185 33% P
Net Difference	-20 -2%	-189 -51%	175 66%	17 19%	-4 -3%	80 19%	-109 -26%	-92 -42%	122 22%	399 100%	-419 -100%	90 40%	-141 -36%	114 44%	-158 -44%	-88 -28%	63 15%	262 74%	-313 -76%	-53 -25%	51 11%	-23 -14%	22 3%	-72 -30%	80 14%

Mean	-0.11	-0.88	0.92 BDE	0.25 BE*	-0.15 B*	0.23 G	-0.52	-0.75 K	0.24 HKMO	1.28 HIKLMNO	-1.50	0.50 HIKMO	-0.65 K	0.57 HIKMO	-0.76 K	-0.51 S	0.13 PSTVW	1.02 POSTUVW	-1.21	-0.45 S	0.07 PSTVW	-0.28 PS	-0.05 PST	-0.53	0.14 X
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

		'Keir Starmer, Leader of the Labour party' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Suella Braverman, Home 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' :		'Matt Hancock, Former Health Secretary' :	
	Total	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)
Unweighted base	1089	370	389	323	454	132	374	135	542	221	487	-	-	-	-	-	-	-	-	-	-	152	673
Weighted base	1089	352	411	316	428	130	371	139	524	210	467	-	-	-	-	-	-	-	-	-	-	161	646
Very favourable (2)	114 10%	100 28% C	2 *	12 4%	79 18% D	11 8%	66 18% F	8 6%	83 16% H	15 7%	76 16% J	-	-	-	-	-	-	-	-	-	-	18 11%	84 13%
Fairly favourable (1)	285 26%	183 52% C	23 6%	67 21%	145 34% D	37 29%	119 32%	28 20%	162 31% H	44 21%	156 33% J	-	-	-	-	-	-	-	-	-	-	38 24%	197 31%
Neither favourable nor unfavourable (0)	220 20%	44 13%	46 11%	63 20% E	43 10%	19 15%	50 13%	19 14%	75 14%	39 18% K	50 11%	-	-	-	-	-	-	-	-	-	-	21 13%	97 15%
Fairly unfavourable (-1)	210 19%	16 5%	152 37% B	84 27% E	76 18%	22 17%	55 15%	24 17%	108 21%	56 27% K	84 18%	-	-	-	-	-	-	-	-	-	-	40 25%	121 19%
Very unfavourable (-2)	209 19%	6 2%	186 45% B	83 26%	85 20%	38 29%	79 21%	60 43% I	91 17%	55 26%	97 21%	-	-	-	-	-	-	-	-	-	-	39 24%	138 21%
Don't know	52 5%	3 1%	2 *	6 2% E	1 *	3 2% G	1 *	- -	4 1%	2 1%	4 1%	-	-	-	-	-	-	-	-	-	-	5 3%	8 1%

Net: Favourable	399 37%	283 80% C	25 6%	79 25%	224 52% D	48 37%	185 50% F	36 26%	246 47% H	58 28%	232 50% J	-	-	-	-	-	-	-	-	-	-	57 35%	281 44%
Net: Unfavourable	419 38%	22 6%	338 82% B	167 53% E	161 38%	59 46%	135 36%	84 60% I	199 38%	111 53% K	181 39%	-	-	-	-	-	-	-	-	-	-	79 49%	260 40%
Net Difference	-20 -2%	262 74%	-313 -76%	-88 -28%	63 15%	-12 -9%	50 14%	-48 -34%	46 9%	-53 -25%	51 11%	-	-	-	-	-	-	-	-	-	-	-23 -14%	22 3%

Mean	-0.11	1.02 C	-1.21	-0.51	0.13 D	-0.31 *	0.10 F	-0.71	0.07 H	-0.45	0.07 J	-	-	-	-	-	-	-	-	-	-	-0.28	-0.05
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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(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	57 5%	35 7%	22 4%	10 8%	8 4%	9 5%	8 4%	12 7%	11 4%	18 6%	17 5%	22 5%	12 8%	10 3%	15 6%	18 6%	35 6%	22 5%	7 3%	17 6%	19 7% s	6 4% *	3 5% *	6 6% *	47 5%	10 5%	35 5%	13 4%	9 7% *	20 6%	37 5%	15 4%	42 6%	41 6%	16 4%
Fairly favourable (1)	164 15%	84 16%	79 14%	20 18%	30 16%	21 12%	25 14%	23 13%	44 17%	51 17%	46 13%	67 16%	28 19%	38 13%	33 13%	57 19%	82 13%	82 17%	32 12%	50 18%	37 15%	20 14% *	11 21% *	13 14% *	129 14%	34 19%	103 16%	37 12%	23 18% *	52 17%	112 14%	57 17%	107 14%	99 15%	64 15%
Neither favourable nor unfavourable (0)	257 24%	105 20%	152 28% B	28 24%	52 28% G	34 19%	32 17%	35 21%	76 30% G	81 26% K	66 18%	111 26% K	39 26%	69 24%	51 19%	68 22%	138 23%	119 25%	70 27%	72 25%	52 21%	30 21% *	13 25% *	20 21% *	209 23%	48 27%	160 24%	74 24%	23 19% *	67 21%	190 25%	65 19%	193 26% f	132 20%	126 28% h
Fairly unfavourable (-1)	189 17%	86 16%	101 18%	20 17%	23 12%	27 15%	33 18%	36 21%	50 20%	43 14%	60 17%	86 20%	23 15%	39 13%	51 19%	59 19%	107 18%	83 17%	42 16%	44 16%	43 17%	36 25% *	12 22% *	13 14% *	155 17%	35 19%	123 19%	53 17%	14 11% *	49 16%	140 18%	53 16%	136 18%	109 17%	80 18%
Very unfavourable (-2)	375 34%	203 39% C	164 30%	28 24%	68 36% D	68 39% DI	83 45% DI	60 36% D	66 26%	97 32%	151 42% JL	127 30%	37 24%	115 40% MP	107 40% MP	91 30%	232 38% R	143 30%	99 38%	91 32%	84 34%	45 31% *	14 26% *	42 43% *	325 36%	50 28%	212 32%	116 38%	46 37% *	107 34%	267 35%	141 42% g	233 31%	244 38% i	131 30%
Don't know	47 4%	14 3%	32 6% B	10 9% GHI	6 3%	16 9% EGHI	5 3%	3 2%	7 3%	15 5%	21 6% L	10 2%	11 7% O	19 7%	7 3%	10 3%	16 3%	31 6% Q	12 4%	9 3%	15 6%	9 6% *	1 1% *	2 2% *	43 5%	3 2%	24 4%	14 5%	9 7% *	19 6%	28 4%	8 2%	39 5% f	21 3%	26 6%

Net: Favourable	221 20%	118 22%	102 18%	30 26%	38 20%	30 17%	33 18%	35 20%	55 22%	68 22%	63 17%	89 21%	40 27% N	48 17%	48 18%	75 25% N	117 19%	104 22%	38 15%	67 24% S	56 22%	27 18% *	14 26% *	19 20% *	177 19%	44 24%	138 21%	51 16%	32 26% *	72 23%	149 19%	72 21%	149 20%	140 22%	80 18%
Net: Unfavourable	564 52%	290 55%	265 48%	48 41%	92 49%	95 54% D	117 63% DEI	96 57% D	117 46%	140 46%	212 59% JL	212 50%	60 40%	154 53% M	158 60% MP	149 49%	338 56% R	226 47%	141 54%	135 48%	127 51%	81 55% *	26 48% *	55 57% *	479 53%	85 47%	335 51%	169 55%	60 48% *	156 50%	408 53%	195 57% g	369 49%	353 55%	211 48%
Net Difference	-344 -32%	-172 -33%	-164 -30%	-18 -15%	-54 -29%	-65 -37%	-84 -45%	-61 -36%	-62 -24%	-72 -24%	-149 -41%	-123 -29%	-20 -13%	-105 -36%	-110 -42%	-74 -25%	-222 -36%	-122 -25%	-102 -39%	-69 -24%	-71 -28%	-54 -37%	-12 -23%	-36 -37%	-303 -33%	-41 -23%	-197 -30%	-118 -39%	-28 -22%	-85 -27%	-259 -33%	-123 -36%	-221 -29%	-213 -33%	-131 -30%

Mean	-0.63	-0.66	-0.59	-0.34 FGH	-0.63	-0.78	-0.87	-0.66	-0.48 G	-0.52 K	-0.83	-0.55 K	-0.32 NO	-0.78	-0.78	-0.50 NO	-0.70	-0.54	-0.78	-0.52 S	-0.58	-0.67 *	-0.45 *	-0.75 *	-0.67	-0.46	-0.59	-0.75	-0.56 *	-0.58	-0.66	-0.75	-0.58 f	-0.66	-0.59
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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	57 5%	39 11% CD	5 2%	* * *	8 6% C*	18 4%	34 8%	57 26% IJKLMNOP	- - -	11 3% I	41 10% IJO	13 6% IJ	27 7% IJ	17 7% IJ	22 6% IJ	44 14% QRSUW	4 1%	12 4% QW	38 9% QRUW	32 15% QRSUW	9 2% Q	30 18% QRSUW	11 2%	33 14% Y	11 2%
Fairly favourable (1)	164 15%	101 27% CDE	13 5%	9 10% *	18 14% C*	48 12%	80 19% F	164 74% IJKLMNOP	- - -	37 9% I	98 23% IUMNO	40 18% IUN	49 13% I	32 12% I	63 17% IUM	120 38% QRSUW	14 3%	35 10% QU	94 23% QRUW	70 33% QRSUW	29 6% Q	57 35% QRSUW	52 8% Q	78 32% Y	53 9%
Neither favourable nor unfavourable (0)	257 24%	107 29% CD	30 11%	15 17% *	24 20% *	81 19%	103 25%	- - -	- - -	38 9% HI	88 21% HIJN	47 21% HIJN	81 21% HIJN	36 14% HIJ	93 26% HIJMN	91 29% QRUVW	30 7%	48 14% QU	100 24% QRUW	55 26% QRUW	44 9% Q	31 19% QU	114 18% QRU	57 24% -	108 19%
Fairly unfavourable (-1)	189 17%	72 20%	40 15%	23 25% C*	23 19% *	67 16%	95 23% F	- - -	189 34% HIJKLMNOP	73 18% HN	86 21% HLN	31 14% H	77 20% H	35 14% H	65 18% H	40 13% -	82 19% P	60 17% -	76 18% P	32 15% -	91 19% P	24 15% -	130 20% P	31 13% -	99 17%
Very unfavourable (-2)	375 34%	44 12%	177 66% BDE	42 47% B*	46 37% B*	196 47% G	92 22%	- - -	375 66% HIJKLMNOP	237 59% HKLMNO	103 24% H	92 41% HKO	155 40% HKO	138 53% HKLMO	114 32% HK	19 6% PRSTUVW	295 69% PRSTUVW	192 55% PSTV	100 24% PTV	21 10% P	292 63% PRSTVW	15 9% -	332 51% PSTV	35 14% -	286 50% X
Don't know	47 4%	6 2%	2 1%	- - *	4 4% *	7 2%	13 3%	- - -	- - -	3 1% I	2 1%	4 2% HIIMN	- - -	* * -	3 1% IM	3 1%	3 1%	5 1%	4 1%	1 1%	2 1%	3 3% U	7 1%	8 3%	12 2%

Net: Favourable	221 20%	140 38% CDE	18 7%	10 11% *	25 21% C*	66 16%	114 27% F	221 100% IJKLMNOP	- - -	48 12% I	139 33% IULMNO	52 23% IJ	76 19% IJ	49 19% IJ	85 24% IJ	163 52% QRSUW	18 4%	48 14% QUW	131 32% QRUW	102 49% QRSUW	38 8% Q	86 53% QRSUW	63 10% Q	111 46% Y	64 11%
Net: Unfavourable	564 52%	116 31%	217 81% BE	65 73% BE*	69 56% B*	263 63% G	187 45%	- - -	564 100% HIJKLMNOP	311 78% HKLMNO	189 45% H	123 54% HK	232 60% HKO	173 67% HKLO	180 50% H	59 19% PRSTUVW	377 88% PRSTUVW	252 72% PSTV	176 43% PTV	52 25% P	383 82% PRSTVW	39 24% -	462 71% PSTV	66 27% -	385 68% X
Net Difference	-344 -32%	25 7%	-199 -75%	-55 -62%	-44 -36%	-198 -47%	-73 -17%	221 100%	-564 -100%	-263 -66%	-50 -12%	-71 -31%	-156 -40%	-124 -48%	-95 -26%	104 33%	-359 -84%	-205 -58%	-44 -11%	50 24%	-345 -74%	47 29%	-398 -62%	45 18%	-321 -57%

Mean	-0.63	0.05 CDE	-1.40	-1.09 C*	-0.69 CD*	-0.92	-0.32 F	1.26 IJKLMNOP	-1.66	-1.24 I	-0.27 IULMNO	-0.67 IUN	-0.73 IUN	-0.95 IJ	-0.52 IJMN	0.41 QRSUW	-1.53	-1.11 QU	-0.26 QRUW	0.29 QRSUW	-1.35 Q	0.39 QRSUW	-1.13 QU	0.18 Y	-1.07
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

		'Keir Starmer, Leader of the Labour party' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Suella Braverman, 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' :		'Matt Hancock, Former Health Secretary' :	
	Total	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)
Unweighted base	1089	370	389	323	454	132	374	135	542	-	-	221	487	-	-	-	-	-	-	-	-	-	-	152	673
Weighted base	1089	352	411	316	428	130	371	139	524	-	-	210	467	-	-	-	-	-	-	-	-	-	-	161	646
Very favourable (2)	57 5%	12 4%	38 9% B	44 14% E	4 1%	25 19% G	12 3%	31 22% I	5 1%	-	-	32 15% M	9 2%	-	-	-	-	-	-	-	-	-	-	30 18% Y	11 2%
Fairly favourable (1)	164 15%	35 10%	94 23% B	120 38% E	14 3%	47 36% G	25 7%	47 34% I	40 8%	-	-	70 33% M	29 6%	-	-	-	-	-	-	-	-	-	-	57 35% Y	52 8%
Neither favourable nor unfavourable (0)	257 24%	48 14%	100 24% B	91 29% E	30 7%	25 19% G	35 9%	29 21%	75 14%	-	-	55 26% M	44 9%	-	-	-	-	-	-	-	-	-	-	31 19%	114 18%
Fairly unfavourable (-1)	189 17%	60 17%	76 18%	40 13%	82 19% D	16 12%	56 15%	24 17%	99 19%	-	-	32 15%	91 19%	-	-	-	-	-	-	-	-	-	-	24 15%	130 20%
Very unfavourable (-2)	375 34%	192 55% C	100 24%	19 6%	295 69% D	14 11%	243 65% F	7 5%	302 58% H	-	-	21 10%	292 63% L	-	-	-	-	-	-	-	-	-	-	15 9%	332 51% X
Don't know	47 4%	5 1%	4 1%	3 1%	3 1%	4 3% G	-	2 2%	3 1%	-	-	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	5 3%	7 1%

Net: Favourable	221 20%	48 14%	131 32% B	163 52% E	18 4%	71 55% G	38 10%	77 55% I	45 9%	-	-	102 49% M	38 8%	-	-	-	-	-	-	-	-	-	-	86 53% Y	63 10%
Net: Unfavourable	564 52%	252 72% C	176 43%	59 19%	377 88% D	30 23%	298 81% F	31 22%	401 76% H	-	-	52 25%	383 82% L	-	-	-	-	-	-	-	-	-	-	39 24%	462 71% X
Net Difference	-344 -32%	-205 -58%	-44 -11%	104 33%	-359 -84%	41 32%	-261 -70%	46 33%	-355 -68%	-	-	50 24%	-345 -74%	-	-	-	-	-	-	-	-	-	-	47 29%	-398 -62%

Mean	-0.63	-1.11	-0.26 B	0.41 E	-1.53	0.41 G*	-1.32	0.51 I	-1.25	-	-	0.29 M	-1.35	-	-	-	-	-	-	-	-	-	-	0.39 Y	-1.13
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	33 3%	20 4%	13 2%	10 9% EFGHI	5 3%	2 1%	6 3%	4 2%	7 3%	15 5%	7 2%	11 3%	11 8% NOP	6 2%	7 3%	7 2%	21 3%	12 3%	4 1%	10 4%	6 2%	11 7% S*	- * *	2 2% *	31 3%	3 1%	17 3%	15 5%	2 1% *	12 4%	22 3%	15 4%	18 2%	21 3%	13 3%
Fairly favourable (1)	193 18%	104 20%	87 16%	23 19%	32 17%	29 17%	31 17%	30 18%	47 19%	55 18%	60 17%	77 18%	28 19%	49 17%	45 17%	55 18%	123 20% R	70 15%	41 16%	54 19%	46 18%	27 18% *	5 10% *	19 20% *	160 18%	33 18%	132 20%	45 15%	16 13% *	57 18%	135 17%	86 25% g	106 14%	113 18%	79 18%
Neither favourable nor unfavourable (0)	401 37%	168 32%	231 42% B	45 38%	68 36%	54 31%	72 38%	54 32%	109 43% F	113 37%	126 35%	163 38%	58 38%	97 34%	99 37%	117 39%	218 36%	183 38%	111 43%	109 38%	85 34%	48 33% *	13 25% *	35 37% *	332 37%	69 38%	242 37%	111 36%	48 38% *	109 35%	292 38%	112 33%	289 39%	232 36%	169 38%
Fairly unfavourable (-1)	201 18%	90 17%	107 19%	18 15%	33 18%	36 21%	32 17%	34 20%	48 19%	51 17%	68 19%	82 19%	23 15%	58 20%	45 17%	57 19%	113 19%	87 18%	42 16%	41 15%	56 23% T	26 18% *	19 35% STVX*	16 17% *	165 18%	36 20%	120 18%	59 19%	21 17% *	61 19%	140 18%	66 19%	135 18%	119 18%	81 18%
Very unfavourable (-2)	188 17%	123 23% C	62 11%	9 8%	37 20% D	29 17% D	37 20% D	38 22% D	38 15%	46 15%	66 18%	76 18%	15 10%	50 17%	53 20% M	53 18%	94 15%	94 20%	47 18%	43 15%	42 17%	21 15% *	15 27% *	20 21% *	153 17%	35 20%	108 16%	54 18%	25 20% *	44 14%	144 19%	42 12%	146 20% f	120 19%	68 15%
Don't know	73 7%	22 4%	51 9% B	12 10% I	12 6%	25 14% EGHI	10 5%	10 6%	5 2%	24 8% L	35 10% L	15 3%	15 10% P	30 10% P	16 6%	13 4%	41 7%	33 7%	15 6%	26 9%	15 6%	14 9% *	1 2% *	3 4% *	69 8% Z	5 3%	37 6%	24 8%	12 10% *	31 10% e	42 5%	18 5%	55 7%	42 6%	32 7%

Net: Favourable	226 21%	124 24%	101 18%	33 28% F	37 20%	31 18%	36 20%	34 20%	54 21%	70 23%	68 19%	88 21%	40 26%	55 19%	52 20%	62 20%	144 24% R	82 17%	45 17%	65 23%	52 21%	37 26% *	5 10% *	22 22% *	190 21%	36 20%	149 23%	59 19%	18 14% *	69 22%	157 20%	102 30% g	124 17%	134 21%	92 21%
Net: Unfavourable	389 36%	214 41% C	169 31%	27 23%	70 38% D	65 37% D	69 37% D	72 43% D	86 34%	97 32%	134 37%	158 37%	38 25%	108 37% M	98 37% M	110 37% M	207 34%	181 38%	89 34%	84 30%	98 39%	47 32% *	33 62% STUVX*	36 37% *	318 35%	71 39%	228 35%	113 37%	47 37% *	105 33%	283 37%	107 32%	281 38%	239 37%	150 34%
Net Difference	-163 -15%	-89 -17%	-68 -12%	6 5%	-33 -18%	-34 -19%	-32 -17%	-38 -22%	-31 -12%	-27 -9%	-66 -18%	-69 -16%	2 1%	-53 -18%	-46 -18%	-49 -16%	-63 -10%	-100 -21%	-44 -17%	-20 -7%	-46 -19%	-10 -7%	-28 -52%	-14 -15%	-127 -14%	-35 -19%	-80 -12%	-54 -18%	-29 -23%	-36 -11%	-126 -16%	-6 -2%	-157 -21%	-105 -16%	-58 -13%

Mean	-0.31	-0.38	-0.23	0.07 EFGHI*	-0.38 *	-0.41	-0.36	-0.45	-0.25	-0.21	-0.38	-0.33	-0.02 NOP	-0.38	-0.37	-0.33	-0.24 R	-0.41	-0.36 W	-0.20 W	-0.35 W	-0.16 W*	-0.81 *	-0.34 W*	-0.30	-0.39	-0.28	-0.33	-0.47 *	-0.24	-0.34	-0.10 g	-0.41	-0.34	-0.28
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Overlap formulae used

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

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	33 3%	5 1%	8 3%	15 17% BCE*	4 3% *	19 5% G	5 1%	13 6% KMO	17 3% M	23 6% IKMO	6 1% M	33 15% HIJKMNO	- - -	24 9% IJKMO	5 1% M	16 5% SU	14 3% S	22 6% QSUW	5 1% S	11 5% S	10 2% S	7 5% S	18 3% S	13 5% S	18 3% S
Fairly favourable (1)	193 18%	31 8%	56 21% B	45 50% BCE*	27 22% B*	112 27% G	38 9%	39 18% KMO	106 19% KMO	113 28% HIKMO	40 10% M	193 85% HIJKMNO	- - -	95 37% HIJKMO	28 8% M	72 23% S	75 17% S	107 30% PQSUW	29 7% S	50 24% S	81 17% S	45 28% QSUW	118 18% S	24 10% S	138 24% X
Neither favourable nor unfavourable (0)	401 37%	140 38% D	109 41% DE	20 23% *	35 28% *	151 36% G	151 36%	86 39% KLMO	188 33% KLMO	148 37% KLMO	112 27% LM	- - -	- - -	84 33% LMO	86 24% LM	116 37% V	141 33% QJUV	138 39% QJUV	133 32% S	82 39% V	144 31% S	43 27% S	228 35% U	84 34% S	211 37% S
Fairly unfavourable (-1)	201 18%	90 24% D	51 19% D	6 7% *	29 23% D*	83 20%	92 22%	41 19% L	112 20% JLN	59 15% L	117 28% HIJLN	- - -	201 52% HIJKLNO	36 14% L	91 25% JLN	58 18% R	87 20% R	41 12% PRW	102 25% R	41 20% R	92 20% R	29 18% S	128 20% R	50 21% S	110 19% S
Very unfavourable (-2)	188 17%	90 24% CD	35 13% D	2 2% *	26 21% D*	32 8%	116 28% F	34 16% LN	119 21% JLN	46 12% LN	130 31% HIJLN	- - -	188 48% HIJKLNO	18 7% L	147 41% HIJLKN	44 14% PRT	100 23% PRT	37 10% PQRTVW	128 31% PQRTVW	26 12% S	125 27% PQRTVW	28 17% R	129 20% PRT	69 29% Y	64 11% S
Don't know	73 7%	14 4%	8 3%	1 1% *	2 2% *	20 5%	15 4%	7 3% LM	22 4% JLMNO	9 2% LM	14 3% LMNO	- - -	- - -	2 1% S	5 1% M	11 3% T	12 3% S	7 2% S	14 3% T	1 * S	14 3% RT	9 5% RT	25 4% RT	4 1% S	28 5% S

Net: Favourable	226 21%	36 10%	64 24% B	60 67% BCE*	31 25% B*	131 32% G	44 11%	52 24% KMO	123 22% KMO	136 34% HIKMO	46 11% M	226 100% HIJKMNO	- - -	119 46% HIJKMNO	33 9% M	88 28% SUW	89 21% S	129 37% PQSTUW	34 8% S	60 29% QSUW	91 20% S	52 32% QSUW	136 21% S	36 15% S	155 27% X
Net: Unfavourable	389 36%	180 49% CD	86 32% D	8 9% *	55 45% CD*	115 28%	208 50% F	76 34% JLN	232 41% JLN	105 26% LN	247 59% HIJLN	- - -	389 100% HIJKLNO	54 21% L	237 66% HIJLKN	101 32% R	186 44% PRT	78 22% PQRTUVW	230 56% R	67 32% R	217 47% PRTVW	57 35% R	257 40% PRT	119 49% Y	174 31% S
Net Difference	-163 -15%	-144 -39%	-22 -8%	51 58%	-24 -19%	16 4%	-164 -39%	-23 -11%	-109 -19%	31 8%	-200 -48%	226 100%	-389 -100%	65 25%	-205 -57%	-13 -4%	-97 -23%	51 15%	-195 -48%	-6 -3%	-126 -27%	-5 -3%	-122 -19%	-83 -34%	-18 -3%

Mean	-0.31	-0.65	-0.19 B	0.73 BCE*	-0.38 B*	0.01 G	-0.68	-0.21 KMO	-0.39 KMO	0.02 HIKMO	-0.80 MO	1.15 HIJKMNO	-1.48	0.28 HIJKMNO	-0.97 M	-0.13 QSUW	-0.44 SU	0.11 PQSTUVW	-0.80	-0.10 QSUW	-0.53 S	-0.16 QSU	-0.38 SU	-0.58	-0.12 X
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

		'Keir Starmer, Leader of the Labour party' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Suella Braverman, 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' :		'Matt Hancock, Former Health Secretary' :	
	Total	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)
Unweighted base	1089	370	389	323	454	132	374	135	542	-	-	221	487	-	-	-	-	-	-	-	-	-	-	152	673
Weighted base	1089	352	411	316	428	130	371	139	524	-	-	210	467	-	-	-	-	-	-	-	-	-	-	161	646
Very favourable (2)	33 3%	22 6% c	5 1%	16 5%	14 3%	11 8% g	12 3%	11 8% i	14 3%	-	-	11 5%	10 2%	-	-	-	-	-	-	-	-	-	-	7 5%	18 3%
Fairly favourable (1)	193 18%	107 30% c	29 7%	72 23%	75 17%	26 20%	75 20%	30 21%	115 22%	-	-	50 24%	81 17%	-	-	-	-	-	-	-	-	-	-	45 28% y	118 18%
Neither favourable nor unfavourable (0)	401 37%	138 39%	133 32%	116 37%	141 33%	44 34%	96 26%	33 23%	169 32%	-	-	82 39%	144 31%	-	-	-	-	-	-	-	-	-	-	43 27%	228 35%
Fairly unfavourable (-1)	201 18%	41 12%	102 25% b	58 18%	87 20%	22 17%	88 24%	24 17%	108 21%	-	-	41 20%	92 20%	-	-	-	-	-	-	-	-	-	-	29 18%	128 20%
Very unfavourable (-2)	188 17%	37 10%	128 31% b	44 14%	100 23% d	22 17%	91 24%	40 28%	104 20%	-	-	26 12%	125 27% l	-	-	-	-	-	-	-	-	-	-	28 17%	129 20%
Don't know	73 7%	7 2%	14 3%	11 3%	12 3%	4 3%	9 2%	2 1%	14 3%	-	-	1 *	14 3%	-	-	-	-	-	-	-	-	-	-	9 5%	25 4%

Net: Favourable	226 21%	129 37% c	34 8%	88 28%	89 21%	38 29%	87 24%	41 30%	129 25%	- -	- -	60 29% m	91 20%	- -	- -	- -	- -	- -	- -	- -	- -	- -	52 32% y	136 21%
Net: Unfavourable	389 36%	78 22%	230 56% b	101 32%	186 44% d	44 34%	179 48% f	64 46%	212 40%	- -	- -	67 32%	217 47% l	- -	- -	- -	- -	- -	- -	- -	- -	- -	57 35%	257 40%
Net Difference	-163 -15%	51 15%	-195 -48%	-13 -4%	-97 -23%	-7 -5%	-92 -25%	-22 -16%	-83 -16%	- -	- -	-6 -3%	-126 -27%	- -	- -	- -	- -	- -	- -	- -	- -	- -	-5 -3%	-122 -19%

Mean	-0.31	0.11 c	-0.80	-0.13 e	-0.44	-0.14 g*	-0.47	-0.37	-0.34	-	-	-0.10 m	-0.53	-	-	-	-	-	-	-	-	-	-0.16	-0.38
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very favourable (2)	58 5%	28 5%	27 5%	13 11% EFI	8 4%	6 4%	13 7%	11 6%	7 3%	21 7%	19 5%	18 4%	17 11% NP	10 3%	15 6%	15 5%	38 6%	20 4%	19 7%	14 5%	10 4%	13 9% *	- - *	3 3% *	49 5%	9 5%	38 6%	15 5%	5 4% *	22 7%	36 5%	33 10% g	25 3%	38 6%	20 5%
Fairly favourable (1)	201 18%	108 20%	92 17%	37 32% EFGI	37 20%	23 13%	33 18%	38 23% FI	32 13%	74 24% KL	56 15%	70 17%	41 27% NP	49 17%	51 19%	49 16%	136 22% R	65 13%	40 16%	58 21%	47 19%	27 18% *	9 17% *	19 19% *	169 19%	31 17%	120 18%	68 22% c	13 10% *	63 20%	138 18%	83 24% g	118 16%	131 20%	69 16%
Neither favourable nor unfavourable (0)	387 36%	155 29%	229 42% B	38 32%	75 40% H	63 36%	65 35%	48 28%	98 39%	113 37%	128 35%	146 35%	47 32%	115 40%	90 34%	107 35%	206 34%	181 38%	105 40%	94 33%	88 35%	55 38% *	15 29% *	29 30% *	318 35%	69 38%	237 36%	106 34%	43 35% *	116 37%	271 35%	115 34%	271 36%	220 34%	167 38%
Fairly unfavourable (-1)	164 15%	79 15%	85 15%	12 10%	17 9%	28 16%	21 12%	28 17%	57 23% DEG	29 10%	49 14%	86 20% JK	18 12%	32 11%	35 13%	53 18%	84 14%	80 17%	35 14%	43 15%	39 15%	18 12% *	16 29% STV*	13 14% *	130 14%	33 18%	109 17%	36 12%	19 15% *	37 12%	126 16%	41 12%	123 16%	86 13%	77 17%
Very unfavourable (-2)	197 18%	134 25% C	60 11%	8 7%	31 17% D	30 17% D	45 24% D	34 20% D	48 19% D	39 13%	76 21% J	82 19%	15 10%	47 16%	58 22% M	59 20% M	108 18%	90 19%	43 17%	44 15%	45 18%	21 15% *	13 24% *	32 33% STUV*	168 19%	29 16%	111 17%	57 19%	29 23% *	45 14%	152 20%	52 15%	145 19%	126 20%	71 16%
Don't know	83 8%	24 4%	58 11% B	9 7%	19 10%	26 15% GHI	9 5%	10 6%	10 4%	27 9%	35 10% L	21 5%	12 8%	37 13% OP	15 6%	19 6%	38 6%	45 9%	17 7%	30 11% X	21 8%	12 8% *	1 1% *	2 2% *	74 8%	9 5%	41 6%	26 9%	16 13% a*	30 10%	52 7%	15 4%	68 9% f	45 7%	38 9%

Net: Favourable	259 24%	136 26%	119 22%	50 43% EFGHI	45 24%	29 16%	46 25%	49 29% FI	39 16%	95 31% KL	75 21%	88 21%	58 38% NOP	59 21%	67 25%	64 21%	174 29% R	84 18%	59 23%	72 25%	58 23%	40 27% *	9 17% *	21 22% *	219 24%	40 22%	159 24%	82 27% c	18 14% *	85 27%	174 22%	116 34% g	143 19%	169 26%	90 20%
Net: Unfavourable	361 33%	213 40% C	145 26%	20 17%	48 26%	58 33% D	67 36% D	62 37% D	106 42% DE	68 23%	125 34% J	168 40% J	33 22%	79 27%	93 35% M	112 37% MN	192 31%	169 35%	78 30%	87 31%	83 33%	39 27% *	28 53% STUV*	45 46% STV*	298 33%	63 35%	220 34%	93 30%	48 38% *	83 26%	278 36% d	93 27%	268 36% f	213 33%	148 34%
Net Difference	-102 -9%	-77 -15%	-26 -5%	30 26%	-3 -2%	-29 -16%	-21 -11%	-13 -8%	-67 -26%	27 9%	-50 -14%	-80 -19%	25 17%	-19 -7%	-26 -10%	-48 -16%	-17 -3%	-85 -18%	-19 -7%	-15 -5%	-26 -10%	* *	-19 -36%	-23 -24%	-80 -9%	-23 -13%	-61 -9%	-11 -4%	-30 -24%	2 1%	-104 -13%	23 7%	-125 -17%	-43 -7%	-59 -13%

Mean	-0.24	-0.36	-0.12 B	0.32 EFGHI	-0.15 *	-0.35	-0.30	-0.23	-0.44	0.03 KL	-0.32	-0.36	0.19 NOP	-0.22	-0.28	-0.33	-0.15 R	-0.36	-0.18 WX	-0.18 WX	-0.26	-0.06 WX*	-0.61 *	-0.55 *	-0.24	-0.25	-0.22	-0.19	-0.49 *	-0.07 e	-0.31	0.01 g	-0.36	-0.22	-0.27
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Overlap formulae used

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

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave	Favourabl e to Cons	Unfavoura ble to Cons	Favourabl e to Lab	Unfavoura ble to Lab	Favourabl e to Lib Dems	Unfavoura ble to Lib Dems	Favourabl e to Green Party	Unfavoura ble to Green Party	Favourabl e to Sunak	Unfavoura ble to Sunak	Favourabl e to Starmer	Unfavoura ble to Starmer	Favourabl e to Hunt	Unfavoura ble to Hunt	Favourabl e to Hancock	Unfavoura ble to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very favourable (2)	58 5%	2 1%	23 9% B	10 12% B*	17 14% B*	36 9% G	3 1%	10 4% KO	42 7% KMO	46 12% HIKMO	7 2% O	31 14% HIKMO	10 3% O	58 22% HIUKLMO	- -	15 5%	33 8% S	34 10% PSUW	12 3%	14 7% S	30 6% S	8 5%	39 6% S	10 4%	43 8%
Fairly favourable (1)	201 18%	36 10%	74 28% B	26 29% B*	36 29% B*	101 24% G	56 13%	40 18% KMO	131 23% KMO	117 29% HIKMO	42 10% O	88 39% HIUKMO	43 11% O	201 78% HIUKLMO	- -	59 19% S	96 22% S	101 29% PQS UW	45 11%	51 24% PS	96 21% S	38 24% S	127 20% S	35 14%	134 24% X
Neither favourable nor unfavourable (0)	387 36%	121 33%	96 36%	30 33% *	37 30% *	152 37%	131 31%	82 37% KMNO	181 32% MNO	153 38% IKLMNO	121 29% MNO	70 31% MNO	88 23% NO	- -	- -	116 37% ST	125 29%	136 39% QSTUW	113 28%	63 30%	144 31%	57 35%	211 33%	78 32%	210 37%
Fairly unfavourable (-1)	164 15%	88 24% CE	32 12%	15 17% *	9 7% *	63 15%	89 21%	37 17% JLN	62 11% JN	31 8% N	93 22% JLN	18 8% N	82 21% JLN	- -	164 45% HIUKLMN	60 19% QRU	55 13% R	28 8%	97 24% QRUVW	37 18% R	56 12% R	23 14% R	97 15% RU	45 19%	78 14%
Very unfavourable (-2)	197 18%	104 28% CDE	30 11%	7 8% *	20 16% *	44 11%	112 27% F	48 22% JLN	118 21% JLN	39 10% N	135 32% HIJLN	14 6% N	156 40% HIUKLN	- -	197 55% HIUKLMN	55 17%	101 24% R	45 13%	124 30% PQRTUVW	39 19% R	123 26% PRVW	28 17%	138 21% R	72 30% Y	72 13%
Don't know	83 8%	18 5%	11 4%	1 1% *	4 3% *	20 5%	27 7%	4 2% NO	31 6% JLMNO	12 3% NO	21 5% HMNO	5 2% NO	10 3% NO	- -	- -	12 4%	18 4%	9 3%	19 5%	6 3%	19 4%	8 5%	34 5% R	2 1%	31 5% X

Net: Favourable	259 24%	39 10%	97 36% B	36 40% B*	53 43% B*	138 33% G	59 14%	49 22% KMO	173 31% HKMO	163 41% HIKMO	49 12% O	119 53% HIUKMO	54 14% O	259 100% HIUKLMO	- -	74 23% S	129 30% SW	134 38% PQSUVW	58 14%	65 31% PS	125 27% S	46 29% S	166 26% S	45 18%	177 31% X
Net: Unfavourable	361 33%	192 52% CDE	63 24%	23 25% *	30 24% *	107 26%	201 48% F	85 38% JLN	180 32% JLN	70 18% N	228 55% HIJLN	33 14% N	237 61% HIUKLN	- -	361 100% HIUKLMN	114 36% R	156 36% R	73 21% PQRTUVW	221 54% PQRTUVW	76 36% R	179 38% R	50 31% R	235 36% R	117 48% Y	150 26%
Net Difference	-102 -9%	-153 -41%	34 13%	13 15%	23 19%	31 7%	-142 -34%	-36 -16%	-7 -1%	93 23%	-179 -43%	86 38%	-184 -47%	259 100%	-361 -100%	-41 -13%	-27 -6%	62 17%	-163 -40%	-11 -5%	-53 -11%	-4 -2%	-68 -11%	-73 -30%	27 5%

Mean	-0.24	-0.72	0.11	0.18	0.17	0.06	-0.64	-0.34	-0.15	0.26	-0.77	0.46	-0.87	1.22	-1.55	-0.27	-0.23	0.15	-0.70	-0.18	-0.33	-0.15	-0.27	-0.56	* * X
			B	B*	B*	G		KMO	KMO	HIKMO	O	HIUKMO	O	HIUKLMO		S	S	PQSTUVW		S	S	S	S		

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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

						'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :				'Thérèse Coffey, Deputy Prime Minister and Health Secretary' :						'Penny Mordaunt, Leader of the House of Commons' :		'Ben Wallace, Secretary of State for Defence' :				'Kemi Badenoch, Secretary of State for International Trade' :		'Matt Hancock, Former Health Secretary' :	
		'Keir Starmer, Leader of the Labour party' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :				'Suella Braverman, Home Secretary' :				'Jeremy Hunt, Chancellor of the Exchequer' :								'Theresa May, Former Prime Minister' :					
	Total	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1089	370	389	323	454	132	374	135	542	-	-	221	487	-	-	-	-	-	-	-	-	-	-	152	673
Weighted base	1089	352	411	316	428	130	371	139	524	-	-	210	467	-	-	-	-	-	-	-	-	-	-	161	646
Very favourable (2)	58 5%	34 10% C	12 3%	15 5%	33 8%	12 9%	28 8%	9 6%	37 7%	- -	- -	14 7%	30 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%	39 6%	
Fairly favourable (1)	201 18%	101 29% C	45 11%	59 19%	96 22%	31 24%	80 22%	25 18%	121 23%	- -	- -	51 24%	96 21%	- -	- -	- -	- -	- -	- -	- -	- -	- -	38 24%	127 20%	
Neither favourable nor unfavourable (0)	387 36%	136 39% C	113 28%	116 37%	125 29%	33 25%	114 31%	44 31%	171 33%	- -	- -	63 30%	144 31%	- -	- -	- -	- -	- -	- -	- -	- -	- -	57 35%	211 33%	
Fairly unfavourable (-1)	164 15%	28 8%	97 24% B	60 19% E	55 13%	23 18%	44 12%	15 11%	76 14%	- -	- -	37 18%	56 12%	- -	- -	- -	- -	- -	- -	- -	- -	- -	23 14%	97 15%	
Very unfavourable (-2)	197 18%	45 13%	124 30% B	55 17%	101 24%	28 22%	91 25%	46 33% I	99 19%	- -	- -	39 19%	123 26%	- -	- -	- -	- -	- -	- -	- -	- -	- -	28 17%	138 21%	
Don't know	83 8%	9 3%	19 5%	12 4%	18 4%	3 2%	13 4%	1 1%	20 4%	- -	- -	6 3%	19 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 5%	34 5%	

Net: Favourable	259 24%	134 38% c	58 14%	74 23%	129 30%	43 33%	109 29%	34 24%	158 30%	- -	- -	65 31%	125 27%	- -	- -	- -	- -	- -	- -	- -	- -	- -	46 29%	166 26%
Net: Unfavourable	361 33%	73 21%	221 54% b	114 36%	156 36%	51 39%	135 36%	60 43%	175 33%	- -	- -	76 36%	179 38%	- -	- -	- -	- -	- -	- -	- -	- -	- -	50 31%	235 36%
Net Difference	-102 -9%	62 17%	-163 -40%	-41 -13%	-27 -6%	-8 -6%	-26 -7%	-26 -19%	-17 -3%	- -	- -	-11 -5%	-53 -11%	- -	- -	- -	- -	- -	- -	- -	- -	- -	-4 -2%	-68 -11%

Mean	-0.24	0.15 c	-0.70	-0.27	-0.23	-0.20 *	-0.25	-0.46	-0.16 h	-	-	-0.18	-0.33	-	-	-	-	-	-	-	-	-	-0.15	-0.27
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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 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 Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	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)	(f)	(g)	(h)	(i)
Unweighted base	1089	524	555	139	197	185	206	211	151	336	391	362	170	311	291	269	724	365	257	284	251	140	55	102	897	192	674	314	101	360	729	557	532	742	347
Weighted base	1089	528	551	117	187	175	187	169	254	304	362	423	150	290	265	302	610	479	260	283	249	146	53	97	908	181	657	308	125	314	775	339	750	646	443
Very positive (2)	84 8%	53 10% C	31 6%	9 8%	14 7%	11 6%	7 4%	11 6%	32 13% G	23 8%	18 5%	43 10% K	10 7%	20 7%	13 5%	25 8%	41 7%	43 9%	18 7%	25 9%	20 8%	6 4% *	11 21% STUVX*	4 4% *	68 7%	16 9%	54 8%	15 5%	15 12% b*	24 8%	60 8%	20 6%	64 9%	49 8%	35 8%
Fairly positive (1)	158 15%	84 16%	73 13%	19 16%	23 12%	22 13%	18 10%	24 14%	52 20% G	42 14%	40 11%	76 18% K	25 17%	29 10%	34 13%	56 19% N	85 14%	73 15%	35 13%	36 13%	41 16%	27 18% *	6 11% *	14 14% *	133 15%	25 14%	105 16%	42 14%	11 9% *	48 15%	111 14%	36 10%	123 16% f	83 13%	75 17%
Made no difference (0)	224 21%	114 22%	110 20%	22 19%	51 27% I	42 24% I	44 24% I	36 21% I	30 12%	73 24% L	86 24% L	65 15%	34 23%	76 26% P	53 20%	49 16%	103 17%	120 25% Q	51 20%	49 17%	54 22%	40 27% T*	10 18% *	20 20% *	193 21%	31 17%	128 19%	71 23%	25 20% *	60 19%	163 21%	54 16% f	170 23% f	146 23%	78 18%
Fairly negative (-1)	246 23%	104 20%	142 26% B	34 29%	41 22%	35 20%	44 23%	35 21%	57 23%	75 25%	79 22%	92 22%	43 28%	61 21%	56 21%	74 24%	143 23%	103 21%	72 28% V	72 25% V	52 21%	22 15% *	9 17% *	19 20% *	208 23%	38 21%	151 23%	67 22%	28 22% *	75 24%	171 22%	67 20%	179 24%	138 21%	107 24%
Very negative (-2)	322 30%	161 30%	152 28%	25 22%	49 26%	57 33% D	67 36% D	56 33% D	67 26%	74 24%	124 34% J	123 29%	30 20%	89 31% M	95 36% M	87 29%	215 35% R	107 22%	71 27%	89 32%	74 30%	39 26% *	12 23% *	36 38% *	256 28%	66 36%	194 30%	97 31%	31 25% *	92 29%	230 30%	153 45% g	169 23%	209 32% i	113 25%
Don't know	55 5%	12 2%	44 8% B	7 6%	10 5%	8 5%	7 4%	7 4%	16 6%	17 6%	15 4%	23 5%	9 6%	14 5%	13 5%	10 3%	22 4%	33 7% Q	13 5%	12 4%	9 4%	12 8% *	5 10% *	4 4% *	51 6%	5 3%	25 4%	16 5%	14 11% a*	16 5%	39 5%	10 3%	45 6% f	22 3%	34 8% h

Net: Positive	242 22%	137 26% C	105 19%	28 24% G	37 20%	33 19%	25 14%	35 21%	84 33% EFGH	65 21%	58 16%	119 28% K	35 24%	50 17%	47 18%	81 27% NO	126 21%	116 24%	53 20%	61 22%	61 24%	33 22% *	17 32% *	18 18% *	201 22%	41 23%	159 24%	57 18%	26 21% *	71 23%	171 22%	55 16%	187 25% f	132 20%	110 25%
Net: Negative	568 52%	265 50%	294 53%	59 51%	90 48%	93 53%	110 59%	91 54%	124 49%	149 49%	203 56%	216 51%	72 48%	150 52%	151 57%	161 53%	358 59% R	209 44%	143 55% V	161 57% V	126 51%	61 42% *	21 40% *	55 57% V*	464 51%	104 57%	345 53%	164 53%	59 47% *	167 53%	401 52%	220 65% g	347 46%	347 54%	220 50%

Mean	-0.54	-0.46	-0.61	-0.43 G	-0.49 G*	-0.63	-0.81	-0.63	-0.32 G	-0.47 K	-0.72	-0.44 K	-0.40 O	-0.61	-0.74	-0.48	-0.69	-0.35 Q	-0.58	-0.60	-0.50	-0.46 *	-0.11 **	-0.76 *	-0.53	-0.63	-0.52	-0.65	-0.44 *	-0.55	-0.54	-0.91	-0.38 f	-0.60	-0.46
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Overlap formulae used

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

J-21-087515-47 - 25 - 28 November 2022

PUBLIC

Ipsos Political Pulse November 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 Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Hancock	Unfavourable to Hancock	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)	(X)	(Y)
Unweighted base	1089	331	292	105	122	476	358	224	595	440	384	251	376	309	328	323	454	370	389	221	487	152	673	209	630
Weighted base	1089	369	267	89	123	416	418	221	564	399	419	226	389	259	361	316	428	352	411	210	467	161	646	242	568
Very positive (2)	84 8%	50 13% CD	9 3%	3 3% *	14 11% C*	11 3%	64 15% F	44 20% IJKLNO	24 4%	20 5%	54 13% IJLN	12 5%	55 14% IJLN	15 6%	48 13% IJLN	34 11% QRW	23 5%	20 6%	54 13% QRUW	25 12% QRW	32 7% W	37 23% PQRSTUW	27 4%	84 35% Y	- -
Fairly positive (1)	158 15%	87 24% CD	19 7%	3 3% *	24 20% CD*	20 5%	119 29% F	67 30% IJKLMNO	42 8%	41 10% I	78 19% IJLN	25 11%	64 16% IJ	30 12% I	69 19% IJLN	83 26% QRSUW	35 8%	44 13% QU	72 18% QUW	51 24% QRSUW	40 9%	38 23% QRUW	76 12% QU	158 65% Y	- -
Made no difference (0)	224 21%	89 24%	48 18%	15 17% *	24 20% *	43 10%	125 30% F	44 20% N	96 17% N	61 15%	91 22% JLN	31 14%	84 22% IJLN	30 12%	83 23% IJLN	55 18%	78 18%	58 17%	87 21% W	37 18%	88 19%	27 17%	105 16%	- -	- -
Fairly negative (-1)	246 23%	89 24%	48 18%	21 23% *	23 18% *	112 27% G	67 16%	46 21%	121 21%	80 20%	101 24%	49 22%	76 20%	51 20%	80 22%	81 26% R	84 20%	61 17%	105 26% QRU	58 28% QRUV	90 19%	31 19%	146 23% RU	- -	246 43% X
Very negative (-2)	322 30%	38 10%	135 51% BE	48 53% BE*	37 30% B*	229 55% G	25 6%	17 8%	264 47% HKMO	185 46% HKMO	84 20% H	107 47% HKMO	98 25% HKO	126 49% HKMO	69 19% H	51 16%	201 47% PSTVW	162 46% PSTV	77 19%	37 17%	203 44% PSTV	22 14%	268 42% PSTV	- -	322 57% X
Don't know	55 5%	17 4%	8 3%	- - *	1 1% *	2 *	17 4% F	2 1%	17 3%	12 3%	11 3%	4 2%	11 3%	7 3%	11 3%	12 4% T	8 2%	6 2%	14 3%	3 1%	13 3%	6 4%	24 4% QR	- -	- -

Net: Positive	242 22%	137 37% CD	28 10%	6 6% *	38 31% CD*	31 7%	183 44% F	111 50% IJKLMNO	66 12%	61 15% I	132 32% IJLN	36 16%	119 31% IJLN	45 17% I	117 33% IJLN	117 37% QRSUW	58 14%	64 18% Q	127 31% QRUW	76 36% QRUW	72 15%	74 46% PQRSTUW	103 16%	242 100% Y	- -
Net: Negative	568 52%	127 34%	183 69% BE	68 76% BE*	60 49% B*	341 82% G	92 22%	64 29%	385 68% HKMO	264 66% HKMO	185 44% H	155 69% HKMO	174 45% H	177 68% HKMO	150 42% H	132 42% V	285 66% PSTV	223 63% PSTV	182 44% V	95 45% V	294 63% PSTV	54 33%	414 64% PSTV	- -	568 100% X

Mean	-0.54	0.06 CDE	-1.09	-1.20 *	-0.38 CD*	-1.27	0.33 F	0.34 IJKLMNO	-1.02	-0.95	-0.20 IJLN	-0.96	-0.26 IJLN	-0.97	-0.15 IJLN	-0.10 QRUW	-0.96	-0.87	-0.20 QRUW	-0.15 QRUW	-0.86	0.22 PQRSTUW	-0.89	1.35 Y	-1.57
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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 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 Minimum Base: 30(**) Small Base: 100(**)