

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Right direction (1)	169 15%	88 16%	80 14%	20 17%	32 16%	28 15%	21 11%	26 15%	42 16%	52 17%	49 13%	68 15%	28 18%	46 15%	32 12%	59 17%	101 16%	68 14%	41 15%	42 14%	37 14%	28 19%	10 18%	10 11%	143 15%	26 13%	114 16%	30 11%	25 17%	72 20%	97 12%	59 17%	110 14%	106 16%	63 14%		
Wrong direction (-1)	696 61%	339 61%	355 61%	65 54%	105 54%	115 62%	132 67%	118 67%	162 60%	170 54%	246 65%	280 63%	83 53%	178 58%	177 66%	228 64%	404 64%	292 58%	174 64%	176 59%	156 59%	77 50%	40 72%	73 74%	574 61%	123 62%	434 61%	176 63%	86 59%	207 57%	490 63%	209 60%	487 62%	410 61%	286 61%		
Neither (0)	213 19%	99 18%	114 20%	25 21%	37 19%	26 14%	33 17%	31 17%	60 22%	63 20%	59 16%	91 20%	34 22%	50 16%	45 17%	65 18%	103 16%	110 22%	47 17%	58 20%	58 22%	35 23%	3 5%	12 12%	170 18%	42 21%	132 18%	53 19%	28 20%	65 18%	148 19%	67 19%	145 18%	114 17%	98 21%		
Don't know	63 6%	30 5%	31 5%	10 9%	20 10%	16 9%	10 5%	2 1%	4 1%	30 10%	27 7%	6 1%	12 8%	32 10%	14 5%	2 1%	28 4%	35 7%	11 4%	22 7%	11 4%	13 8%	3 5%	3 3%	56 6%	7 4%	37 5%	19 7%	6 4%	21 6%	42 5%	16 5%	47 6%	44 7%	19 4%		
Mean	-0.49	-0.48	-0.50	-0.40 G	-0.42	-0.52	-0.60	-0.53	-0.45	-0.41 K	-0.56	-0.48	-0.38 O	-0.48	-0.57	-0.48	-0.50	-0.48	-0.51	-0.49	-0.47	-0.35 X*	-0.56 *	-0.66 *	-0.49	-0.50	-0.47	-0.56	-0.44 *	-0.39 e	-0.54	-0.45	-0.51	-0.48	-0.50		

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

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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**Fieldwork: 6-10 January 2023**  
**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	Positive impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611
Right direction (1)	169 15%	89 23% CE	29 10%	16 16% *	17 13%	54 12%	84 20% F	121 42% IJKLMNO	23 4%	54 13% I	78 19% IM	46 20% IJ	52 13% I	42 16% I	66 18% IM	121 35% QRSU	15 3%	60 16% QU	83 19% QU	89 42% QRSU	19 4%	104 40% W	35 6%
Wrong direction (-1)	696 61%	181 48%	210 76% B	64 67% B*	88 68% B	315 70% G	232 55%	89 31% HJKLMNO	495 85% HJKLMNO	300 75% HKLMNO	232 56% H	152 65% HK	246 63% HK	184 70% HKO	212 59% H	124 36%	391 87% PRST	264 71% PST	236 54% PT	74 35%	422 84% PRST	92 36%	466 76% V
Neither (0)	213 19%	100 26% CDE	28 10%	11 11% *	17 13%	64 14%	99 23% F	70 24% IJLN	48 8%	35 9% IJLN	91 22% IJLN	26 11%	84 21% IJLN	33 12% I	73 20% IJLN	82 24% QRU	39 9%	39 11%	101 23% QRU	42 20% QRU	53 11%	57 22% W	87 14%
Don't know	63 6%	9 2%	10 4%	5 5% *	8 6%	18 4%	9 2%	10 3%	14 2%	9 2%	14 3%	11 5% IN	11 3%	6 2%	10 3%	14 4% QU	5 1%	8 2%	15 3% QU	6 3%	8 2%	5 2%	23 4%
Mean	-0.49	-0.25 CDE	-0.68	-0.54 *	-0.58 *	-0.60	-0.36 F	0.11 IJKLMNO	-0.83	-0.63 I	-0.38 IJMN	-0.47 IJ	-0.51 IJ	-0.55 I	-0.42 IJM	-0.01 QRSU	-0.84	-0.56 QU	-0.36 QRU	0.07 QRSU	-0.82	0.05 W	-0.73

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*Overlap formulae used*

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

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

Ipsos UK January 2023 Political Pulse  
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Fieldwork: 6-10 January 2023  
Adults aged 18+ in GB

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

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?											
	Keir Starmer, Leader of the Labour party (A)	Johnson, former leader of the Conservative Party and former Prime Minister (B)	James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs (C)	Rishi Sunak, Leader of the Conservative Party and Prime Minister (D)	Jeremy Corbyn, Former leader of the Labour Party (E)	Tony Blair, Former leader of the Labour Party and former Prime Minister (F)	Suella Braverman, Home Secretary (G)	Jeremy Hunt, Chancellor of the Exchequer (H)	The Labour Party (I)	The Conservative Party (J)	The Liberal Democrats (K)	The Green Party (L)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very favourable (2)	104 9% CFGHKL	124 11% CDEFGHIJKL	33 3% C	85 7% CFGHK	85 7% CFGHK	54 5% C	43 4% C	50 4% C	138 12% ACDEFGHIJKL	97 9% CFGHKL	43 4% C	66 6% CGK
Fairly favourable (1)	268 23% BCEFGHIJKL	203 18% CEGH	110 10% C	256 22% BCEFGHIJKL	140 12% CEG	183 16% CEG	128 11% C	162 14% C	260 23% BCEFGHIJKL	192 17% CEG	193 17% CEG	198 17% CEG
Neither favourable nor unfavourable (0)	263 23% BEJ	183 16% BEJ	369 32% ABDEFGHIJ	287 25% BEJ	213 19% BEJ	299 26% BEJ	310 27% ABEU	323 28% ABEU	260 23% BEJ	212 19% BEJ	409 36% ABDEFGHIJ	407 36% ABDEFGHIJ
Fairly unfavourable (-1)	213 19% CDGL	189 17% C	147 13% C	166 15% C	195 17% C	216 19% CDGJL	165 14% C	222 19% CDGJL	195 17% C	174 15% C	215 19% CDGJL	166 15% C
Very unfavourable (-2)	221 19% K	396 35% ACDFGHIJKL	230 20% K	284 25% ACIKL	443 39% ACDFGHIJKL	323 28% ACIKL	327 29% ACDHIKL	280 25% ACIKL	221 19% K	405 36% ACDFGHIJKL	178 16% K	194 17% K
Don't know	71 6% B	45 4% B	253 22% ABDEFGHIJKL	63 6% B	66 6% B	66 6% B	169 15% ABDEFHIJKL	105 9% ABDEFU	68 6% B	60 5% B	103 9% ABDEFU	109 10% ABDEFU

Net: Favourable	372 33% CEFGHIJKL	326 29% CEFGHIJKL	143 13% C	341 30% CEFGHIJKL	224 20% CG	238 21% CG	171 15% C	211 19% CG	398 35% BCDEFGHIJKL	289 25% CEFGHK	235 21% CG	264 23% CEGH
Net: Unfavourable	435 38% CKL	586 51% ACDGHJKL	377 33% CKL	450 39% CKL	638 56% ACDFGHIJKL	538 47% ACDIKL	492 43% ACDIKL	502 44% ACDIKL	415 36% L	580 51% ACDGHJKL	393 34% L	360 32% L
Net Difference	-63 -6%	-259 -23%	-234 -20%	-109 -10%	-414 -36%	-301 -26%	-322 -28%	-290 -25%	-17 -2%	-290 -25%	-158 -14%	-96 -8%

Mean	-0.17 BCEFGHK	-0.49 EG	-0.48 EG	-0.29 BCEFGHU	-0.72	-0.53 E	-0.62	-0.50 EG	-0.09 ABCDEFGHIJKL	-0.55 E	-0.28 BCEFGHU	-0.22 BCEFGHU
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Overlap formulae used

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

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 Fieldwork: 6-10 January 2023  
 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/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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	104 9%	59 11%	45 8%	9 7%	26 13% G	18 10%	12 6%	15 8%	25 9%	35 11%	30 8%	39 9%	16 10%	29 9%	24 9%	36 10%	59 9%	45 9%	40 15% TU	18 6%	18 7%	13 8%	7 13% *	9 9% *	93 10%	11 6%	73 10%	18 6%	13 9% *	43 12%	61 8%	41 12%	63 8%	63 9%	41 9%		
Fairly favourable (1)	268 23%	135 24%	133 23%	30 24%	46 24%	33 18%	45 23%	44 25%	69 26%	76 24%	78 20%	114 26%	38 24%	63 21%	64 24%	92 26%	165 26%	102 20%	64 24%	65 22%	53 20%	48 31% U	11 20% *	26 27% *	221 23%	47 24%	175 24%	56 20%	37 25% *	94 26%	174 22%	93 26%	175 22%	159 24%	108 23%		
Neither favourable nor unfavourable (0)	263 23%	130 23%	133 23%	30 25%	56 29% I	39 21%	53 27% I	42 24%	44 16%	86 27% L	92 24%	85 19%	38 24%	81 27%	67 25%	69 19%	149 24%	114 23%	54 20%	69 23%	60 23%	47 31% S	14 26% *	20 20% *	231 24% Z	32 16%	170 24%	71 26%	23 15% *	89 24%	174 22%	86 25%	177 22%	164 24%	99 21%		
Fairly unfavourable (-1)	213 19%	102 18%	109 19%	26 21%	27 14%	41 22%	33 17%	33 19%	54 20%	52 17%	74 19%	87 20%	30 19%	53 17%	44 16%	73 21%	120 19%	93 18%	54 20%	68 23% UV	35 13%	20 13%	14 25% *	22 22% *	165 17%	49 25%	123 17%	62 22%	29 20% *	60 17%	153 20%	66 19%	148 19%	120 18%	93 20%		
Very unfavourable (-2)	221 19%	106 19%	114 20%	11 9%	20 10%	37 20% DE	44 22% DE	41 23% DE	69 26% DE	30 10%	81 21% J	110 25% J	15 10%	47 15%	59 22% M	77 22% M	110 17%	111 22%	53 19% V	55 18% V	77 29% STVX	12 8%	8 15% *	16 16% *	171 18%	50 25%	139 19%	46 17%	36 25% *	52 14%	169 22% d	49 14%	172 22% f	121 18%	100 22%		
Don't know	71 6%	24 4%	46 8% B	16 13% GHI	21 11% GHI	17 9% HI	9 4%	2 1%	7 3%	37 12% KL	26 7% L	9 2%	20 13% OP	33 11% OP	10 4%	9 2%	31 5%	40 8%	8 3%	24 8% S	20 8% S	12 8% S	1 2% *	5 6% *	62 7% Z	9 4%	38 5%	26 9% a	7 5% *	27 7%	44 6%	17 5%	54 7% g	46 7% h	25 5% i		
Net: Favourable	372 33%	194 35%	178 31%	38 32%	72 37%	51 27%	57 29%	59 33%	94 35%	111 35%	108 28%	153 34%	54 34%	91 30%	88 33%	127 36%	225 35%	147 29%	104 38% TU	83 28%	70 27%	61 40% TU	18 33% *	35 36% *	314 33%	58 29%	248 35% b	73 26%	50 34% *	137 37% e	235 30%	134 38% g	238 30%	222 33%	150 32%		
Net: Unfavourable	435 38%	209 38%	223 38%	36 30%	46 24%	78 42% DE	77 39% E	75 42% DE	123 46% DE	83 26%	155 41% J	197 44% J	45 29%	100 33%	103 39%	149 42% MN	230 36%	204 40%	107 39% V	123 41% V	112 43% V	33 22%	22 40% V*	38 38% V*	336 36% Y	99 50% Y	262 36%	107 39%	66 45% *	112 31%	322 42% d	115 33%	320 41% f	241 36%	193 41%		
Net Difference	-63 -6%	-15 -3%	-45 -8%	2 1%	26 13%	-27 -15%	-20 -10%	-15 -9%	-29 -11%	28 9%	-47 -12%	-44 -10%	9 5%	-8 -3%	-16 -6%	-22 -6%	-6 -1%	-57 -11%	-2 -1%	-40 -13%	-42 -16%	28 18%	-4 -7%	-3 -3%	-22 -2%	-41 -21%	-14 -2%	-34 -12%	-15 -11%	25 7%	-88 -11%	19 5%	-82 -10%	-19 -3%	-44 -9%		
Mean	-0.17	-0.12	-0.21	* *	0.19 FGHI	-0.28	-0.27	-0.24	-0.28	0.12 KL	-0.28	-0.26	0.06	-0.10	-0.20	-0.18	-0.09	-0.27	-0.06 U	-0.28	-0.42	0.20 TU*	-0.10 *	-0.11 *	-0.11 Z	-0.42	-0.12	-0.25	-0.28 *	0.05 e	-0.27	0.03 g	-0.26	-0.12	-0.23		

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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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	104 9%	6 2%	62 22% BD	10 11% B*	21 16% B	49 11%	38 9%	24 8% KO	76 13% KMO	96 24% HIKMNO	5 1%	48 20% HIKMO	20 5% K	44 17% HKMO	16 4% K	31 9% S	65 14% SU	104 28% POSTU	- -	24 11% S	57 11% S	36 14%	62 10%	
Fairly favourable (1)	268 23%	59 16%	105 38% BE	32 33% B*	27 20% G	144 32%	78 18%	48 17% KM	182 31% HKMO	202 51% HIKLMNO	8 2%	89 38% HKMO	43 11% K	106 40% HIKMO	43 12% K	71 21% S	129 29% PS	268 72% POSTU	- -	51 24% S	146 29% PS	52 20%	173 28% V	
Neither favourable nor unfavourable (0)	263 23%	68 18%	63 23%	30 31% B*	31 24%	107 24%	78 18%	46 16%	126 22% JKMO	68 17%	47 11%	53 23% JKMO	53 13%	55 21% KMO	48 13%	60 18% RS	81 18% RS	- -	- -	44 21% RS	78 15% RS	37 14%	151 25% V	
Fairly unfavourable (-1)	213 19%	110 29% CD	23 8%	12 13% *	26 20% C	68 15%	101 24% F	75 26% IULN	94 16% J	20 5%	153 37% HIJLMNO	28 12% J	106 27% ULN	35 13% J	98 27% IULN	85 25% QR	72 16% R	- -	213 49% PQRTU	45 21% R	98 20% QR	54 21%	95 16%	
Very unfavourable (-2)	221 19%	132 35% CDE	18 6%	7 7% *	21 16% C	65 14%	119 28% F	91 31% IULN	93 16% JLN	8 2%	197 47% HIJLN	12 5% J	168 43% HIJLN	17 6% J	151 42% HIJLN	93 27% R	97 21% R	- -	221 51% PQRTU	45 21% R	118 23% R	74 29% W	92 15%	
Don't know	71 6%	4 1%	6 2%	4 4% *	6 4% B	17 4%	10 2%	5 2%	8 1%	4 1%	5 1%	6 2%	4 1%	7 3%	4 1%	1 *	7 2% RS	- -	- -	2 1%	5 1% RS	5 2%	37 6% V	

Net: Favourable	372 33%	64 17% BDE	167 60% BDE	42 44% B*	48 36% B	193 43% G	116 27%	72 25% KMO	258 45% HKMO	298 75% HIKLMNO	13 3%	137 58% HIKMO	63 16% K	150 57% HIKMO	59 16% K	102 30% S	193 43% PS	372 100% POSTU	- -	75 35% S	203 40% PS	88 34%	235 38%
Net: Unfavourable	435 38%	242 64% CDE	41 15%	20 20% *	46 35% CD	133 30% F	220 52% F	165 57% IULN	187 32% JLN	29 7%	350 84% HIJLMNO	40 17% J	274 70% HIJLN	52 20% J	248 69% HIJLN	178 52% QRTU	168 37% R	- -	435 100% PQRTU	90 43% R	216 43% QR	128 50% W	188 31%
Net Difference	-63 -6%	-177 -47%	127 46%	23 23%	1 1%	59 13%	-104 -25%	-93 -32%	72 12%	269 68%	-337 -81%	97 41%	-211 -54%	98 37%	-189 -53%	-76 -22%	25 6%	372 100%	-435 -100%	-15 -7%	-13 -3%	-40 -15%	47 8%

Mean	-0.17	-0.81	0.63 BDE	0.28 B*	0.01 B*	0.10 G	-0.45	-0.56 KMO	0.10 HKMO	0.91 HIKLMNO	-1.29	0.58 HIKMO	-0.92 K	0.49 HIKMO	-0.91 K	-0.41 S	-0.01 PSU	1.28 POSTU	-1.51	-0.17 PS	-0.15 PS	-0.31	0.03 V
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	104 9%	96 24% C	5 1%	24 8%	76 13%	48 20% G	20 5%	44 17% I	16 4%
Fairly favourable (1)	268 23%	202 51% C	8 2%	48 17%	182 31% D	89 38% G	43 11%	106 40% I	43 12%
Neither favourable nor unfavourable (0)	263 23%	68 17%	47 11%	46 16%	126 22%	53 23% G	53 13%	55 21% I	48 13%
Fairly unfavourable (-1)	213 19%	20 5%	153 37% B	75 26% E	94 16%	28 12%	106 27% F	35 13%	98 27% H
Very unfavourable (-2)	221 19%	8 2%	197 47% B	91 31% E	93 16%	12 5%	168 43% F	17 6%	151 42% H
Don't know	71 6%	4 1%	5 1%	5 2%	8 1%	6 2%	4 1%	7 3%	4 1%

Net: Favourable	372 33%	298 75% C	13 3%	72 25%	258 45% D	137 58% G	63 16%	150 57% I	59 16%
Net: Unfavourable	435 38%	29 7%	350 84% B	165 57% E	187 32%	40 17%	274 70% F	52 20%	248 69% H
Net Difference	-63 -6%	269 68%	-337 -81%	-93 -32%	72 12%	97 41%	-211 -54%	98 37%	-189 -53%

Mean	-0.17	0.91 C	-1.29	-0.56	0.10 D	0.58 G	-0.92	0.49 I	-0.91
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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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, former leader of the Conservative Party and former 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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	124 11%	65 12%	59 10%	10 9%	20 10%	24 13%	18 9%	14 8%	38 14%	30 10%	42 11%	52 12%	12 8%	34 11%	27 10%	39 11%	68 11%	56 11%	23 9% x	34 12% x	44 17% sx	14 9% x	6 11% x*	1 2% *	94 10%	30 15%	85 12% b	16 6%	22 15% b*	50 14%	74 10%	34 10%	90 11%	72 11%	52 11%		
Fairly favourable (1)	203 18%	89 16%	113 20%	17 14%	32 16%	29 16%	32 16%	39 22%	53 20%	49 16%	61 16%	93 21%	27 17%	43 14%	48 18%	78 22% N	112 18%	91 18%	43 16%	62 21% x	43 17%	33 22% x	10 18%	10 10% *	168 18%	35 17%	128 18%	49 18%	26 18% *	66 18%	137 18%	56 16%	147 19%	113 17%	90 19%		
Neither favourable nor unfavourable (0)	183 16%	93 17%	90 15%	26 22% I	40 20% I	30 17%	37 19% I	24 14%	27 10%	66 21% L	67 18% L	51 11%	29 19% P	62 20% P	46 17% P	34 10%	85 13%	99 19% Q	42 16%	64 22% ux	35 13%	29 19% x	5 9% *	8 8% *	147 16%	37 18%	118 16%	44 16%	22 15% *	76 21% e	107 14%	65 18%	118 15%	109 16%	75 16%		
Fairly unfavourable (-1)	189 17%	73 13%	114 20% B	24 19%	32 16%	26 14%	32 17%	26 15%	50 19%	55 17%	58 15%	76 17%	31 20%	47 15%	40 15%	63 18%	118 19%	71 14%	49 18%	46 15%	47 18%	20 13%	12 21% *	15 15% *	165 18%	24 12%	109 15%	55 20%	25 17% *	53 15%	136 18%	49 14%	140 18%	105 16%	85 18%		
Very unfavourable (-2)	396 35%	216 39% C	180 31%	37 31%	57 29%	61 33%	71 36%	73 41% E	97 36%	95 30%	132 35%	170 38%	50 32%	92 30%	99 37%	138 39%	231 36%	165 33%	107 39% T	79 27%	79 30%	47 31%	23 41% *	60 61% STUV*	329 35%	67 34%	250 35%	99 36%	48 33% *	104 28%	293 38% d	136 39%	260 33%	244 36%	152 33%		
Don't know	45 4%	20 4%	24 4%	6 5% HI	15 8% HI	14 8% HI	7 4% H	1 * *	2 1%	21 7% L	21 6% L	3 1%	7 4% P	27 9% OP	9 3%	3 1%	21 3% 3%	25 5%	7 3%	12 4%	13 5%	10 6%	- - *	4 4% *	39 4%	6 3%	27 4%	15 5%	3 2% *	16 4%	29 4%	12 3%	34 4%	32 5%	14 3%		
Net: Favourable	326 29%	154 28%	173 30%	27 23%	52 27%	53 29%	49 25%	53 30%	92 34%	79 25%	102 27%	145 33%	40 25%	77 25%	74 28%	116 33%	180 28%	146 29%	67 25% x	97 32% x	88 33% x	47 31% x	16 29% x*	11 11% *	262 28%	64 32%	213 30%	65 24%	48 33% *	116 32%	211 27%	89 25%	237 30%	185 27%	142 30%		
Net: Unfavourable	586 51%	289 52%	294 51%	61 50%	89 46%	87 47%	103 53%	99 56%	147 55%	150 47%	190 50%	246 55%	81 52%	139 46%	139 52%	201 57% N	349 55% R	236 47%	156 57% TV	125 42%	126 48%	68 44%	35 62% T*	75 77% STUV*	494 52%	91 46%	359 50%	154 55%	72 50% *	157 43%	429 55% d	186 53%	400 51%	349 52%	237 51%		
Net Difference	-259 -23%	-135 -24%	-121 -21%	-34 -28%	-37 -19%	-33 -18%	-54 -28%	-46 -26%	-55 -21%	-71 -22%	-88 -23%	-101 -23%	-41 -26%	-62 -20%	-65 -24%	-84 -24%	-169 -27%	-90 -18%	-89 -33%	-28 -10%	-38 -15%	-20 -13%	-18 -33%	-64 -65%	-232 -25%	-27 -14%	-146 -20%	-89 -32%	-25 -17% *	-42 -11%	-218 -28%	-96 -27%	-163 -21%	-164 -24%	-95 -20%		
Mean	-0.49	-0.53	-0.43	-0.53	-0.41	-0.41	-0.57	-0.60	-0.43	-0.46	-0.50	-0.50	-0.53	-0.43	-0.53	-0.52	-0.54	-0.42	-0.65 x	-0.26 sx	-0.29 sx	-0.37 x*	-0.63 x*	-1.30 *	-0.52	-0.34	-0.45	-0.65	-0.35 *	-0.27 e	-0.58	-0.58	-0.44	-0.52	-0.43		

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

Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Boris Johnson, former leader of the Conservative Party and former Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	124 11%	86 23% CDE	11 4%	6 6% *	8 6%	26 6%	84 20% F	93 32% IJKLMNO	16 3%	25 6%	75 18% IULN	27 11% U	56 14% IUN	21 8% I	62 17% IUN	89 26% QRSU	23 5%	26 7%	79 18% QRU	54 26% QRSU	31 6%	73 28% W	22 4%	
Fairly favourable (1)	203 18%	116 31% CDE	30 11%	4 5% *	18 14%	50 11%	114 27% F	104 36% IJKLMNO	43 7%	48 12% I	103 25% IULN	31 13% I	89 23% IUN	38 14% I	81 23% IULN	118 34% QRSTU	34 8%	58 16% QU	109 25% QRU	58 27% QRU	41 8%	74 29% W	78 13%	
Neither favourable nor unfavourable (0)	183 16%	62 16%	37 13%	12 12% *	23 17%	62 14%	66 16%	38 13% N	48 8%	44 11%	54 13% IN	32 14% IN	50 13% IN	20 8%	57 16% IN	44 13% Q	31 7%	40 11% Q	57 13% QU	34 16% QU	46 9% Q	34 13%	81 13%	
Fairly unfavourable (-1)	189 17%	57 15%	51 18%	17 17% *	16 12%	82 18%	65 15%	40 14%	111 19% N	65 16%	68 16% H	41 17% HKO	59 15% HKO	36 14% HKLMO	57 16% H	53 16% PRSTU	69 15% PST	57 15% PT	74 17% PT	38 18% PRST	79 16% PRST	37 14%	105 17%	
Very unfavourable (-2)	396 35%	56 15%	147 53% B	53 55% B*	63 48% B	219 49% G	89 21%	13 5%	360 62% HIJKLMO	213 54% HKLMO	115 28% H	104 44% HKO	138 35% HKO	149 56% HKLMO	101 28% H	38 11%	293 65% PRSTU	191 51% PST	114 26% PT	26 12% PRST	303 60% PRST	38 15%	303 50% V	
Don't know	45 4%	2 *	1 *	4 4% BC*	3 3%	11 2%	6 2%	1 *	3 *	3 1%	* *	* *	* *	- -	2 *	- -	1 *	* *	1 *	1 *	2 *	2 1%	21 3%	

Net: Favourable	326 29%	201 53% CDE	40 15%	10 11% *	26 20%	76 17%	198 47% F	197 68% IJKLMNO	58 10%	73 18% I	178 43% IULMN	57 24% U	145 37% IUN	59 22% I	144 40% IULN	206 61% QRSTU	56 13%	83 22% QU	188 43% QRU	112 53% QRSU	72 14%	147 57% W	100 16%
Net: Unfavourable	586 51%	113 30%	198 72% BE	70 73% B*	79 60% B	301 67% G	153 36%	53 18%	471 81% HIJKLMNO	278 70% HKLMO	183 44% H	145 62% HKMO	198 50% HKO	185 70% HKLMO	158 44% H	91 27% PRSTU	362 80% PST	248 67% PT	188 43% PT	65 31% PRST	382 76% PRST	76 29%	409 67% V
Net Difference	-259 -23%	88 23%	-158 -57%	-60 -62%	-53 -40%	-225 -50%	44 10%	144 50%	-412 -71%	-205 -51%	-4 -1%	-88 -37%	-52 -13%	-127 -48%	-14 -4%	115 34%	-305 -68%	-165 -44%	* *	48 23%	-311 -62%	71 27%	-309 -51%

Mean	-0.49	0.31 CDE	-1.07	-1.17 *	-0.84 *	-0.95	0.10 F	0.78 IJKLMNO	-1.31	-1.00 I	-0.11 IULMN	-0.71 IUN	-0.34 IUN	-0.96 I	-0.15 IULMN	0.49 QRSU	-1.28	-0.89 QU	-0.08 QRU	0.36 QRSU	-1.17 Q	0.41 W	-1.00
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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



Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	124 11%	25 6%	75 18% B	93 32% E	16 3%	27 11%	56 14%	21 8%	62 17% H
Fairly favourable (1)	203 18%	48 12%	103 25% B	104 36% E	43 7%	31 13%	89 23% F	38 14%	81 23% H
Neither favourable nor unfavourable (0)	183 16%	44 11%	54 13%	38 13%	48 8%	32 14%	50 13%	20 8%	57 16% H
Fairly unfavourable (-1)	189 17%	65 16%	68 16%	40 14%	111 19%	41 17%	59 15%	36 14%	57 16%
Very unfavourable (-2)	396 35%	213 54% C	115 28%	13 5%	360 62% D	104 44%	138 35%	149 56% I	101 28%
Don't know	45 4%	3 1%	* *	1 *	3 *	* *	* *	- -	2 *

Net: Favourable	326 29%	73 18% B	178 43% B	197 68% E	58 10%	57 24%	145 37% F	59 22%	144 40% H
Net: Unfavourable	586 51%	278 70% C	183 44%	53 18%	471 81% D	145 62% G	198 50%	185 70% I	158 44%
Net Difference	-259 -23%	-205 -51%	-4 -1%	144 50%	-412 -71%	-88 -37%	-52 -13%	-127 -48%	-14 -4%

Mean	-0.49	-1.00	-0.11 B	0.78 E	-1.31	-0.71	-0.34 F	-0.96	-0.15 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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	33 3%	23 4% C	10 2%	8 7% GHI	8 4% I	12 7% GHI	2 1%	3 2%	- -	16 5% L	14 4% L	3 1%	10 7% OP	15 5% P	5 2%	3 1%	18 3%	15 3%	8 3%	9 3%	6 2%	9 6%	- *	2 2% *	30 3%	3 2%	25 3%	8 3%	1 1% *	27 7% e	6 1%	16 5% g	17 2%	28 4% i	5 1%		
Fairly favourable (1)	110 10%	62 11%	48 8%	11 9%	24 12% F	10 5% F	13 7%	15 9%	36 14% F	35 11% K	23 6% K	52 12% K	15 9%	29 10%	17 6%	39 11%	67 11%	43 8%	20 7%	33 11%	19 7%	24 16% SU	8 14% *	6 6% *	85 9%	25 13%	75 10%	19 7%	16 11% *	36 10%	74 10%	41 12%	68 9%	66 10%	43 9%		
Neither favourable nor unfavourable (0)	369 32%	177 32%	190 33%	36 30%	67 34%	62 34%	67 34%	60 34%	77 29%	103 33%	129 34%	137 31%	49 31%	99 33%	91 34%	114 32%	220 35%	149 29%	93 34%	107 36% V	84 32%	38 25%	18 32% *	29 30% *	296 31%	73 37%	247 34%	78 28%	44 30% *	127 35%	241 31%	123 35%	246 31%	222 33%	146 31%		
Fairly unfavourable (-1)	147 13%	88 16% C	59 10%	22 18% I	30 16%	25 13%	22 11%	24 13%	24 9%	52 16%	47 12%	48 11%	28 18% P	46 15%	31 12%	35 10%	85 13%	61 12%	30 11%	40 14%	26 10%	21 14%	15 26% STU*	15 15% *	122 13%	25 13%	80 11%	56 20%	11 8% *	44 12%	103 13%	48 14%	99 13%	96 14%	51 11%		
Very unfavourable (-2)	230 20%	126 23%	102 18%	18 15%	25 13%	34 19%	46 23% E	38 22% E	70 26% DE	42 13%	80 21% J	108 24% J	21 13%	50 17%	54 20%	91 26% MN	122 19%	108 21%	67 24% TW	47 16%	55 21%	28 18%	5 9% *	28 28% TW*	198 21%	32 16%	144 20%	45 16%	40 28% b*	59 16%	171 22% d	70 20%	160 20%	131 19%	99 21%		
Don't know	253 22%	80 14% B	172 30%	26 21%	42 21%	41 22%	47 24%	37 21%	60 23%	67 21%	88 23%	97 22%	34 22%	64 21%	69 26%	73 21%	124 19%	129 25%	55 20%	62 21%	73 28%	34 22%	10 19% *	18 19% *	212 23%	41 20%	147 21%	72 26%	33 23% *	73 20%	180 23%	53 15%	200 25% f	130 19%	122 26% h		
Net: Favourable	143 13%	85 15% C	58 10%	19 16% G	32 16% G	22 12%	15 8%	18 10%	36 14% K	51 16% K	37 10% K	54 12% K	25 16% O	45 15% O	22 8%	41 12%	85 13%	58 12%	28 10%	42 14%	25 10%	33 21% SUX	8 14% *	8 8% *	115 12%	28 14%	99 14%	27 10%	17 11% *	62 17% e	81 10%	58 16% g	85 11%	94 14%	49 10%		
Net: Unfavourable	377 33%	214 39% C	161 28%	40 33%	55 28%	59 32%	68 34%	62 35%	94 35% K	94 30% K	126 33% K	156 35% K	49 31%	96 32%	86 32%	126 36%	207 33%	170 34%	97 35%	87 29%	81 31%	49 32%	20 36% *	43 44% T*	320 34%	57 29%	224 31%	101 36%	52 35% *	103 28%	274 35% d	118 34%	259 33%	227 34%	150 32%		
Net Difference	-234 -20%	-129 -23%	-103 -18%	-20 -17%	-23 -12%	-37 -20%	-52 -27%	-44 -25%	-57 -21%	-43 -14%	-89 -23%	-102 -23%	-24 -15%	-52 -17%	-64 -24%	-84 -24%	-122 -19%	-112 -22%	-69 -25%	-46 -15%	-55 -21%	-16 -11%	-12 -22% *	-35 -36% *	-205 -22%	-29 -14%	-125 -17%	-74 -27%	-35 -24% *	-40 -11%	-194 -25% e	-61 -17%	-173 -22%	-133 -20%	-101 -22%		
Mean	-0.48	-0.49	-0.48	-0.31 *	-0.26 GHI*	-0.41 *	-0.64 *	-0.57	-0.61 *	-0.28 KL	-0.53	-0.60	-0.29 P*	-0.36	-0.57	-0.61	-0.44	-0.54	-0.59	-0.36 X	-0.55 *	-0.30 X*	-0.38 **	-0.77 *	-0.51	-0.36 *	-0.43	-0.54	-0.66 *	-0.25 e	-0.60	-0.38	-0.54	-0.43	-0.56		

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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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	33 3%	13 3%	9 3%	6 6% *	4 3%	15 3%	9 2%	22 7% IKMO	4 1%	18 5% IM	9 2% I	17 7% IKMO	7 2%	15 6% IKM	10 3% I	26 8% QSU	2 1%	21 6% QSU	9 2% QU	21 10% QSU	2 *	22 8% W	4 1%	
Fairly favourable (1)	110 10%	64 17% CD	17 6%	3 3% *	15 12% D	31 7%	58 14% F	81 28% IJKLMNO	7 1%	30 8% I	54 13% IJN	23 10% I	43 11% I	20 8% I	55 15% IJMN	81 24% QRSU	7 2%	32 9% QU	52 12% QU	61 29% QRSU	18 4% Q	54 21% W	23 4%	
Neither favourable nor unfavourable (0)	369 32%	168 44% CDE	66 24%	29 30% *	34 26%	134 30%	157 37%	109 38% IJMN	139 24%	106 27%	146 35% IJMN	75 32% IN	108 27%	61 23%	114 32% IN	134 39% QRSU	96 21%	111 30% QU	143 33% QU	80 38% QU	105 21%	92 36%	183 30%	
Fairly unfavourable (-1)	147 13%	39 10%	46 17% B	12 12% *	20 16%	70 16%	44 10%	19 7%	114 20% HJK	58 15% H	51 12% H	35 15% H	62 16% H	44 17% H	56 16% H	27 8%	72 16% PT	54 14% PT	61 14% P	18 8%	96 19% PRST	25 10%	92 15%	
Very unfavourable (-2)	230 20%	23 6%	90 33% B	27 28% B*	42 32% B	113 25% G	68 16%	8 3%	210 36% HIKLMNO	125 31% HKO	76 18% H	60 25% H	100 25% HKO	84 32% HKLO	70 19% H	9 3%	206 46% PRSTU	108 29% PST	88 20% PT	16 8% P	198 40% PRST	25 10%	164 27% V	
Don't know	253 22%	71 19%	49 18%	20 20% *	16 12%	87 19%	87 21%	50 17% L	106 18% L	61 15%	79 19% L	25 11% L	74 19% L	41 15% L	55 15%	63 18% RT	67 15% T	47 13% RT	82 19% RT	16 8% T	82 16% T	40 16%	145 24% V	

Net: Favourable	143 13%	77 20% CD	25 9%	9 9% *	19 14%	46 10%	67 16% F	103 36% IJKLMNO	11 2%	48 12% I	63 15% I	40 17% U	50 13% I	35 13% I	65 18% IJM	107 31% QRSU	10 2%	53 14% QU	61 14% QU	82 39% PQRSU	20 4% Q	76 29% W	27 4%
Net: Unfavourable	377 33%	62 16%	136 49% B	39 40% B*	62 48% B	183 41% G	112 26%	27 9%	324 56% HIKLMNO	182 46% HKO	127 31% H	95 40% HK	162 41% HKO	128 49% HKLO	126 35% H	36 11%	278 62% PRST	162 44% PST	149 34% PT	34 16% P	294 59% PRST	50 19%	256 42% V
Net Difference	-234 -20%	15 4%	-111 -40%	-30 -31% *	-43 -33%	-137 -31%	-45 -11%	76 26%	-312 -54%	-134 -34%	-64 -15%	-55 -23%	-113 -29%	-94 -35%	-61 -17%	71 21%	-268 -60%	-109 -29%	-88 -20%	48 23%	-274 -55%	26 10%	-229 -37%

Mean	-0.48	0.01 CDE	-0.84	-0.67 *	-0.71 *	-0.65	-0.31 F	0.37 IJKLMNO	-1.09	-0.71 I	-0.39 IJMN	-0.46 IJN	-0.64 I	-0.73 I	-0.39 IJMN	0.32 QRSU	-1.23	-0.61 QU	-0.47 QU	0.27 QRSU	-1.12 Q	0.10 W	-0.84
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs  
All Adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	33 3%	18 5%	9 2%	22 7% E	4 1%	17 7% G	7 2%	15 6%	10 3%
Fairly favourable (1)	110 10%	30 8%	54 13% B	81 28% E	7 1%	23 10%	43 11%	20 8%	55 15% H
Neither favourable nor unfavourable (0)	369 32%	106 27%	146 35% B	109 38% E	139 24%	75 32%	108 27%	61 23%	114 32% H
Fairly unfavourable (-1)	147 13%	58 15%	51 12%	19 7%	114 20% D	35 15%	62 16%	44 17%	56 16%
Very unfavourable (-2)	230 20%	125 31% C	76 18%	8 3%	210 36% D	60 25%	100 25%	84 32% I	70 19%
Don't know	253 22%	61 15%	79 19%	50 17%	106 18%	25 11%	74 19% F	41 15%	55 15%

Net: Favourable	143 13%	48 12%	63 15%	103 36% E	11 2%	40 17%	50 13%	35 13%	65 18%
Net: Unfavourable	377 33%	182 46% C	127 31%	27 9%	324 56% D	95 40%	162 41%	128 49% I	126 35%
Net Difference	-234 -20%	-134 -34%	-64 -15%	76 26%	-312 -54%	-55 -23%	-113 -29%	-94 -35%	-61 -17%

Mean	-0.48	-0.71	-0.39 B	0.37 E	-1.09	-0.46	-0.64	-0.73	-0.39 H
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	85 7%	45 8%	40 7%	5 4%	10 5%	17 9%	9 5%	16 9%	28 11%	15 5%	26 7%	45 10% J	6 4%	22 7%	16 6%	34 10% M	58 9%	27 5%	16 6%	23 8%	21 8%	17 11%	4 8% *	4 4% *	69 7%	16 8%	57 8%	19 7%	8 6% *	30 8%	55 7%	32 9%	53 7%	47 7%	38 8%		
Fairly favourable (1)	256 22%	115 21%	140 24%	21 18%	34 17%	33 18%	40 20%	38 22%	90 34% DEFGH	55 17%	73 19%	128 29% JK	23 15%	58 19%	54 20%	98 28% MN	145 23%	111 22%	62 23%	61 21%	65 25%	31 21%	20 35% x*	16 17% *	197 21%	59 30% y	177 25% b	43 15%	36 24% *	79 22%	177 23%	81 23%	174 22%	134 20%	122 26% h		
Neither favourable nor unfavourable (0)	287 25%	135 24%	150 26%	33 28% I	65 34% I	43 23%	51 26%	49 27% I	45 17%	99 31% L	94 25%	94 21%	49 32% P	85 28%	67 25%	71 20%	146 23%	141 28%	58 21%	91 31% s	61 23%	42 27%	16 29% *	19 19% *	236 25%	51 26%	172 24%	79 29%	36 24% *	104 28%	183 24%	77 22%	210 27%	178 26%	108 23%		
Fairly unfavourable (-1)	166 15%	85 15%	81 14%	20 16%	29 15%	29 15%	29 15%	32 18% I	27 10%	49 16%	58 15%	59 13%	26 16%	44 14%	46 17%	45 13%	106 17%	60 12%	40 15%	42 14%	37 14%	22 14%	7 12% *	19 19% *	143 15%	23 11%	104 14%	38 14%	24 16% *	53 14%	113 15%	63 18% g	103 13%	113 17% i	53 11%		
Very unfavourable (-2)	284 25%	153 28%	129 22%	31 26%	38 19%	47 25%	57 29% E	40 23%	72 27%	69 22%	104 27%	112 25%	41 26%	64 21%	72 27%	99 28%	153 24%	131 26%	83 31% T	62 21%	62 24%	31 20%	9 16% *	37 37% TUVW*	244 26%	40 20%	167 23%	78 28%	39 27% *	76 21%	208 27%	85 24%	200 25%	161 24%	124 26%		
Don't know	63 6%	22 4%	40 7%	10 9% HI	19 10% HI	16 9% HI	11 5% H	1 1%	6 2%	29 9% L	26 7% L	8 2%	12 8% P	32 10% OP	12 4%	8 2%	28 4%	35 7%	13 5%	18 6%	17 6%	10 7%	- - *	4 4% *	54 6%	9 5%	40 6%	20 7%	3 2% *	23 6%	40 5%	14 4%	49 6%	41 6%	22 5%		
Net: Favourable	341 30%	160 29%	180 31%	26 21%	44 22%	50 27%	49 25%	54 31%	118 44% DEFGH	70 22%	99 26%	172 39% JK	29 19%	80 26%	70 26%	132 37% MNO	202 32%	138 27%	78 29%	85 28%	86 33%	48 32%	24 43% x*	20 21% *	266 28%	75 38% y	235 33% b	62 22%	44 30% *	109 30%	231 30%	113 32%	228 29%	181 27%	160 34% h		
Net: Unfavourable	450 39%	238 43%	210 36%	51 42%	67 34%	75 41%	86 44%	72 41%	98 37%	118 37%	162 42%	171 38%	66 42%	108 36%	119 44%	144 41%	259 41%	191 38%	123 45% T	104 35%	99 38%	53 35%	16 28% *	55 56% TUVW*	387 41% z	63 32%	271 38%	116 42%	63 43% *	129 35%	322 41%	147 42%	303 38%	274 41%	176 38%		
Net Difference	-109 -10%	-78 -14%	-31 -5%	-25 -21%	-23 -12%	-25 -14%	-38 -19%	-18 -10%	20 7%	-49 -15%	-63 -16%	2 *	-37 -23%	-29 -9%	-48 -18%	-12 -4%	-57 -9%	-53 -10%	-45 -17%	-20 -7%	-13 -5%	-5 -3%	8 14%	-35 -35%	-121 -13%	12 6%	-37 -5%	-54 -19%	-19 -13%	-19 -5%	-90 -12%	-34 -10%	-75 -10%	-93 -14%	-16 -3%		
Mean	-0.29	-0.35	-0.22	-0.47	-0.29	-0.33	-0.46	-0.24	-0.09 DG	-0.36	-0.40	-0.15 K	-0.49	-0.26	-0.41	-0.22	-0.25	-0.33	-0.43	-0.21 x	-0.22 x	-0.13 x*	0.06 sx*	-0.71 *	-0.33	-0.07 y	-0.22 b	-0.44	-0.35 *	-0.19	-0.33	-0.26	-0.30	-0.33	-0.23		

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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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	85 7%	59 16% CDE	9 3%	5 6% *	5 4%	33 7%	46 11%	68 24% IJKLMNO	5 1%	18 5% I	46 11% IJM	18 8% I	31 8% I	19 7% I	41 11% IJM	85 25% QRSU	- -	26 7% QU	45 10% QU	52 25% QRSU	12 2% Q	45 18% W	16 3% W	
Fairly favourable (1)	256 22%	150 40% CDE	30 11%	16 17% *	24 18%	88 20%	130 31% F	132 46% IJKLMNO	65 11%	72 18% I	134 32% IULMN	56 24% U	100 25% IUN	49 18% I	108 30% IUN	256 75% QRSTU	- -	76 20% QU	133 31% QRU	99 47% QRSU	45 9% Q	85 33% W	125 21% W	
Neither favourable nor unfavourable (0)	287 25%	81 21%	62 23%	24 25% *	33 25%	99 22%	101 24%	57 20%	109 19%	83 21%	72 17%	60 25% IK	81 21%	54 21%	76 21%	- -	- -	74 20% PQ	85 20% PQ	43 20% PQ	89 18% PQ	56 22% W	141 23% W	
Fairly unfavourable (-1)	166 15%	55 14%	48 17%	17 18% *	18 14%	77 17%	55 13%	18 6% HJKLMNO	128 22% H	73 18% H	58 14% H	37 16% H	59 15% H	44 17% H	50 14% H	- -	166 37% PRSTU	65 18% PT	65 15% PT	8 4% P	100 20% PST	27 11% V	105 17% V	
Very unfavourable (-2)	284 25%	30 8%	118 43% B	28 30% B*	47 36% B	134 30% G	82 19%	9 3% HIJKLMNO	263 45% HKLO	141 35% H	101 24% H	59 25% H	119 30% HKO	93 35% HKLO	83 23% H	- -	284 63% PRSTU	128 35% PST	103 24% PT	8 4% P	248 50% PRST	40 16% W	190 31% V	
Don't know	63 6%	4 1%	9 3%	5 5% B*	4 3%	19 4%	9 2%	6 2%	10 2%	10 3%	4 1%	5 2%	3 1%	5 2%	2 1%	- -	- -	3 1% Q	4 1% Q	1 1% Q	6 1% Q	4 2% W	33 5% V	

Net: Favourable	341 30%	209 55% CDE	40 14%	22 23% *	28 22%	121 27%	176 42% F	200 69% IJKLMNO	70 12%	91 23% I	180 43% IULMN	75 32% U	131 33% IUN	68 26% I	149 41% IULMN	341 100% QRSTU	- -	102 27% QU	178 41% QRU	151 71% QRSU	58 11% Q	131 51% W	141 23% W
Net: Unfavourable	450 39%	84 22% B	166 60% B	45 47% B*	65 50% B	211 47% G	137 32%	27 9% HIJKLMNO	391 68% HKLMNO	214 54% HKLMO	159 38% H	96 41% H	178 45% HKO	137 52% HKLO	134 37% H	- -	450 100% PRSTU	193 52% PST	168 39% PT	16 8% P	349 70% PRST	68 26% W	296 48% V
Net Difference	-109 -10%	125 33%	-126 -46%	-24 -25%	-37 -28%	-90 -20%	39 9%	173 60%	-322 -56%	-124 -31%	21 5%	-21 -9%	-47 -12%	-69 -26%	15 4%	341 100%	-450 -100%	-92 -25%	10 2%	135 64%	-291 -58%	63 24%	-155 -25%

Mean	-0.29	0.41 CDE	-0.88	-0.52 C*	-0.62 *	-0.44	0.01 F	0.82 IJKLMNO	-1.02	-0.63 I	-0.08 IJMN	-0.27 IUN	-0.35 IJ	-0.55 I	-0.08 IJMN	1.25 QRSTU	-1.63	-0.53 QU	-0.11 QRU	0.85 QRSU	-1.06 Q	0.27 W	-0.57
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	85 7%	18 5%	46 11% B	68 24% E	5 1%	18 8%	31 8%	19 7%	41 11%
Fairly favourable (1)	256 22%	72 18%	134 32% B	132 46% E	65 11%	56 24%	100 25%	49 18%	108 30% H
Neither favourable nor unfavourable (0)	287 25%	83 21%	72 17%	57 20%	109 19%	60 25%	81 21%	54 21%	76 21%
Fairly unfavourable (-1)	166 15%	73 18%	58 14%	18 6%	128 22% D	37 16%	59 15%	44 17%	50 14%
Very unfavourable (-2)	284 25%	141 35% C	101 24%	9 3%	263 45% D	59 25%	119 30%	93 35% I	83 23%
Don't know	63 6%	10 3%	4 1%	6 2%	10 2%	5 2%	3 1%	5 2%	2 1%

Net: Favourable	341 30%	91 23%	180 43% B	200 69% E	70 12%	75 32%	131 33%	68 26%	149 41% H
Net: Unfavourable	450 39%	214 54% C	159 38%	27 9%	391 68% D	96 41%	178 45%	137 52% I	134 37%
Net Difference	-109 -10%	-124 -31%	21 5%	173 60%	-322 -56%	-21 -9%	-47 -12%	-69 -26%	15 4%

Mean	-0.29	-0.63	-0.08 B	0.82 E	-1.02	-0.27	-0.35	-0.55	-0.08 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(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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 Corbyn, Former 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/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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	85 7%	54 10% C	30 5%	16 14% GHI	27 14% GHI	17 9% GI	6 3%	9 5%	9 3%	44 14% KL	23 6%	18 4%	19 12% OP	39 13% OP	9 3%	16 5%	51 8%	34 7%	25 9%	19 6%	13 5%	20 13% TU	4 6% *	4 4% *	75 8%	9 10% c	54 8% c	29 10% c	2 1% *	45 12% e	40 5%	33 9%	51 7%	61 9% i	24 5%		
Fairly favourable (1)	140 12%	80 14%	60 10%	26 22% GHI	36 19% GHI	28 15% I	18 9%	17 10%	14 5%	63 20% KL	46 12% L	31 7%	33 21% OP	52 17% OP	28 10%	25 7%	86 14%	54 11%	47 17% TU	29 10%	16 6%	19 12%	10 17% U*	19 19% TU*	116 12%	24 12%	95 13%	35 13%	10 7% *	65 18% e	75 10%	50 14%	90 11%	102 15% i	37 8%		
Neither favourable nor unfavourable (0)	213 19%	95 17%	117 20%	31 25% HI	53 27% FHI	30 16%	38 20%	22 12%	39 15%	83 26% KL	68 18%	61 14%	43 28% P	61 20%	52 19%	47 13%	102 16%	111 22% Q	51 19%	56 19%	39 15%	35 23%	13 24% *	19 19% *	188 20% Z	25 12%	113 16%	67 24% a	33 23% *	77 21%	136 17%	72 21%	140 18%	131 19%	81 17%		
Fairly unfavourable (-1)	195 17%	91 16%	105 18%	17 14%	30 15%	33 18%	41 21%	36 20%	39 15%	47 15%	74 19%	74 17%	20 13%	50 16%	60 22% M	58 17%	116 18%	79 16%	45 17%	51 17%	52 20%	19 12%	12 22% *	17 17% *	169 18%	26 13%	132 18%	48 17%	15 10% *	66 18%	130 17%	63 18%	132 17%	117 17%	78 17%		
Very unfavourable (-2)	443 39%	213 38%	227 39%	16 13%	30 15%	59 32% DE	82 42% DE	90 51% DEF	165 62% DEFG	46 15%	141 37% J	255 57% JK	23 14%	73 24% M	105 39% MN	203 57% MNO	243 38%	200 40%	96 35%	121 41%	129 49% SWW	45 30%	16 29% *	36 36% *	336 36%	107 54% Y	284 40% b	78 28%	80 55% ab*	86 24%	356 46% d	120 34%	323 41% f	217 32% h	226 48% h		
Don't know	66 6%	23 4%	42 7%	14 12% GHI	19 9% HI	18 10% HI	10 5% I	3 2%	2 1%	33 10% L	28 7% L	5 1%	19 12% OP	30 10% OP	13 5% P	4 1%	38 6%	28 5%	8 3%	22 7% S	15 6% S	1 2% *	4 4% *	58 6%	8 4%	40 6% c	21 7%	6 4% *	27 7%	39 5%	14 4%	52 7% g	46 7% i	20 4%			
Net: Favourable	224 20%	134 24% C	90 16%	43 35% FGHI	64 33% GHI	45 24% GHI	24 12%	26 15%	22 8%	107 34% KL	69 18% L	49 11%	52 33% OP	90 30% OP	37 14%	41 12%	137 22%	88 17%	73 27% TU	48 16%	29 11%	39 26% TU	13 23% U*	23 23% U*	191 20%	33 17%	148 21% c	64 23% c	12 8% *	109 30% e	115 15%	83 24% g	142 18%	163 24% i	61 13%		
Net: Unfavourable	638 56%	303 55%	332 57%	33 27%	60 31%	92 50% DE	124 63% DEF	126 71% DEF	204 76% DEFG	93 29%	215 57% J	330 74% JK	43 27%	123 40% M	165 62% MN	262 74% MNO	359 56%	280 55%	141 52%	172 58% V	180 69% STVWX	64 42%	29 51% *	52 53% *	505 54%	133 67% Y	416 58% b	127 46%	95 65% b*	152 42%	486 63% d	182 52%	456 58%	334 50%	304 65% h		
Net Difference	-414 -36%	-169 -30%	-242 -42%	10 8%	4 2%	-47 -25%	-99 -51%	-100 -56%	-182 -68%	13 4%	-146 -38%	-281 -63%	9 6%	-33 -11%	-128 -48%	-221 -62%	-222 -35%	-192 -38%	-68 -25%	-124 -42%	-152 -58%	-25 -16%	-15 -27%	-30 -30%	-314 -33%	-100 -50%	-268 -37%	-62 -22%	-84 -57%	-43 -12%	-371 -48%	-100 -28%	-314 -40%	-171 -25%	-243 -52%		
Mean	-0.72	-0.62 C	-0.81	0.09 FGHI*	0.01 FGHI	-0.53 GHI	-0.94 I	-1.04	-1.27	0.04 KL	-0.75 L	-1.18	0.04 OP	-0.24 OP	-0.88 P	-1.17	-0.69	-0.75	-0.52 TU	-0.82	-1.08	-0.36 TU*	-0.51 U*	-0.65 U*	-0.65 Z	-1.04	-0.74 c	-0.44 ac	-1.16 *	-0.25 e	-0.93	-0.55 g	-0.79	-0.52 i	-1.00		

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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(\*)



Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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 Corbyn, Former leader of the Labour Party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	85 7%	5 1%	49 18% BD	7 7% B*	13 10% B	42 9%	24 6%	19 7%	58 10% KMO	58 15% HIKMO	16 4%	26 11% KMO	23 6%	45 17% HIKMO	16 4%	23 7% S	52 12% SU	51 14% PSU	15 3%	24 11% PS	41 8% S	26 10%	49 8%	
Fairly favourable (1)	140 12%	16 4%	66 24% BD	10 11% B*	25 19% B	72 16% G	35 8%	31 11% KO	95 16% KMO	90 23% HIKMO	22 5%	44 19% HKMO	39 10% KO	64 24% HIKMO	20 6%	27 8%	66 15% PS	82 22% POSTU	25 6%	24 12% S	75 15% PS	29 11%	79 13%	
Neither favourable nor unfavourable (0)	213 19%	27 7%	68 25% B	24 25% B*	33 25% B	82 18%	56 13%	29 10% K	107 18% HKMO	89 22% HKMNO	25 6%	45 19% HKMO	34 9%	44 17% HKMO	31 9%	34 10%	89 20% PSU	78 21% PSTU	33 8%	27 13% S	81 16% PS	42 16%	112 18%	
Fairly unfavourable (-1)	195 17%	57 15%	48 17%	22 23% *	20 15%	88 19%	61 14%	49 17%	115 20% KMO	83 22% KM	56 14%	54 23% KMO	54 14%	49 18%	54 15%	57 17%	85 19%	79 21%	66 15%	38 18%	93 18%	25 10%	130 21% v	
Very unfavourable (-2)	443 39%	268 71% CDE	40 14%	30 31% C*	34 26% C	151 34%	237 56% F	152 53% IILN	196 34% JLN	70 18% JLN	290 70% HILMN	64 27% JN	241 61% HILN	53 20%	237 66% HILN	197 58% QRTU	149 33% R	77 21% PQRTU	289 67% PQRTU	97 46% QR	206 41% QR	132 51% W	209 34%	
Don't know	66 6%	5 1%	5 2%	3 3% *	7 5% B	15 3%	10 2%	9 3% MO	9 2% M	8 2% M	6 1% M	2 1%	1 *	9 3% ILMO	2 1%	4 1%	10 2%	5 1%	6 1%	* *	6 1%	5 2%	32 5%	

Net: Favourable	224 20%	21 6%	116 42% BDE	17 18% B*	37 28% B	114 25% G	59 14%	50 17% KO	153 26% HKMO	149 37% HIKLMO	38 9%	70 30% HKMO	62 16% KO	109 41% HIKLMO	36 10%	50 15% S	119 26% PS	133 36% PQSTU	39 9%	48 23% PS	116 23% PS	55 21%	128 21%
Net: Unfavourable	638 56%	325 86% CDE	88 32%	52 54% C*	54 42%	239 53% F	298 70% IILN	201 54% JN	311 54% JN	152 38% HILMN	346 83% HILMN	118 50% JN	296 75% IILN	102 39% HILMN	291 81% HILMN	254 74% QRTU	233 52% R	156 42% PQRTU	356 82% PQRTU	135 64% QR	299 60% QR	157 61% QR	338 55%
Net Difference	-414 -36%	-304 -80%	28 10%	-35 -36%	-17 -13%	-125 -28% G	-239 -56% F	-151 -52% IILN	-159 -27% JN	-4 -1%	-308 -74% HILMN	-48 -20% JN	-234 -59% IILN	7 3%	-255 -71% HILMN	-204 -60% QRTU	-114 -25% R	-24 -6% PQRTU	-316 -73% PQRTU	-87 -41% QR	-183 -36% QR	-102 -40% W	-210 -34%

Mean	-0.72	-1.52	0.14 BDE	-0.62 B*	-0.31 B*	-0.54 G	-1.09	-1.01 KO	-0.52 HKMO	-0.04 HIKLMO	-1.42	-0.37 HKMO	-1.15 KO	* HIKLMO	-1.33	-1.12 S	-0.48 PSTU	-0.14 PQSTU	-1.38	-0.76 PS	-0.70 PS	-0.82	-0.64
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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 Corbyn, Former leader of the Labour Party  
All Adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	85 7%	58 15% C	16 4%	19 7%	58 10%	26 11% G	23 6%	45 17% I	16 4%
Fairly favourable (1)	140 12%	90 23% C	22 5%	31 11%	95 16%	44 19% G	39 10%	64 24% I	20 6%
Neither favourable nor unfavourable (0)	213 19%	89 22% C	25 6%	29 10%	107 18% D	45 19% G	34 9%	44 17% I	31 9%
Fairly unfavourable (-1)	195 17%	83 21% C	56 14%	49 17%	115 20%	54 23% G	54 14%	49 18%	54 15%
Very unfavourable (-2)	443 39%	70 18%	290 70% B	152 53% E	196 34%	64 27%	241 61% F	53 20%	237 66% H
Don't know	66 6%	8 2%	6 1%	9 3%	9 2%	2 1%	1 *	9 3% I	2 1%

Net: Favourable	224 20%	149 37% C	38 9%	50 17%	153 26% D	70 30% G	62 16%	109 41% I	36 10%
Net: Unfavourable	638 56%	152 38%	346 83% B	201 70% E	311 54%	118 50%	296 75% F	102 39%	291 81% H
Net Difference	-414 -36%	-4 -1%	-308 -74%	-151 -52%	-159 -27%	-48 -20%	-234 -59%	7 3%	-255 -71%

Mean	-0.72	-0.04 C	-1.42	-1.01	-0.52 D	-0.37 G	-1.15	* I	-1.33
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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(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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? - Tony Blair, Former leader of the Labour Party and former 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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379			
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467			
Very favourable (2)	54 5%	31 6%	23 4%	5 4%	11 6%	8 5%	11 6%	11 6%	7 3%	17 5%	19 5%	18 4%	8 5%	15 5%	16 6%	13 4%	39 6%	15 3%	21 8% U	11 4%	6 2%	12 8% U	1 2% *	4 4% *	46 5%	8 4%	40 6%	12 4%	2 1% *	27 7% e	27 3%	24 7% g	30 4%	37 5%	17 4%			
Fairly favourable (1)	183 16%	101 18%	83 14%	32 27% FGHI	36 18%	24 13%	27 14%	24 14%	40 15%	68 22% KL	51 13%	64 14%	38 24% NOP	47 15%	39 15%	49 14%	108 17%	76 15%	47 17%	43 14%	35 13%	24 16%	16 29% TU*	18 18% *	157 17%	26 13%	116 16%	48 17%	19 13% *	72 20%	112 14%	60 17%	124 16%	116 17%	67 14%			
Neither favourable nor unfavourable (0)	299 26%	140 25%	157 27%	32 27%	66 34% FI	37 20%	60 30% F	48 27%	56 21%	98 31% L	97 25%	104 23%	47 30%	79 26%	78 29%	84 24%	172 27%	127 25%	79 29%	67 23%	68 26%	42 28%	15 27% *	27 28% *	241 26%	57 29%	186 26%	70 25%	43 29% *	105 29%	193 25%	112 32% g	187 24%	184 27%	115 25%			
Fairly unfavourable (-1)	216 19%	101 18%	115 20%	19 15%	36 19%	34 19%	34 17%	42 24%	51 19%	55 17%	68 18%	93 21%	22 14%	58 19%	52 20%	78 22%	120 19%	95 19%	45 17%	73 24%	46 17%	23 15%	6 10% *	22 23% *	176 19%	40 20%	140 20%	53 19%	23 16% *	68 19%	148 19%	64 18%	152 19%	127 19%	88 19%			
Very unfavourable (-2)	323 28%	164 30%	156 27%	16 13%	28 14%	62 34% DE	54 27% DE	52 29% DE	111 42% DEGH	44 14%	116 31% J	163 37% J	22 14%	74 24% M	70 26% M	127 36% MNO	165 26%	158 31%	73 27%	82 28%	94 36% VX	36 23%	16 29% *	22 22% *	264 28%	59 30%	192 27%	77 28%	53 37% *	66 18%	257 33% d	77 22%	246 31% f	162 24%	160 34% h			
Don't know	66 6%	19 3%	46 8% B	16 13% GHI	18 9% HI	18 10% HI	11 6% HI	1 * HI	2 1%	34 11% L	29 8% L	3 1%	20 12% OP	32 10% OP	12 4% P	3 1%	31 5%	35 7%	7 3%	23 8% S	14 5%	15 10% S	1 2% *	6 6% *	58 6%	8 4%	43 6%	18 6%	6 4% *	27 7% e	39 5%	16 4%	51 6% f	48 7%	18 4%			
Net: Favourable	238 21%	131 24%	106 18%	38 31% FGHI	47 24%	32 18%	38 19%	35 20%	47 18%	85 27% KL	70 19%	82 19%	46 29% NP	62 20%	56 21%	62 18%	146 23%	91 18%	68 25% U	53 18%	41 16%	36 24%	17 31% U*	21 22% *	203 22%	34 17%	157 22%	60 22%	21 14% *	99 27% e	139 18%	83 24%	154 20%	153 23%	85 18%			
Net: Unfavourable	538 47%	265 48%	270 47%	35 29%	64 33%	97 52% DE	87 45% DE	93 53% DE	162 61% DEG	99 31%	184 48% J	256 57% JK	44 28%	132 43% M	123 46% M	205 58% MNO	286 45%	253 50%	119 43%	155 52% V	140 53% V	59 39%	22 39% *	44 45% *	440 47%	99 50%	332 46%	130 47%	76 52% *	134 37% d	405 52% d	141 40%	397 50% f	289 43%	249 53% h			
Net Difference	-301 -26%	-133 -24%	-164 -28%	3 3%	-17 -9%	-64 -35%	-49 -25%	-58 -33%	-115 -43%	-14 -4%	-114 -30%	-173 -39%	2 1%	-70 -23%	-67 -25%	-143 -40%	-139 -22%	-161 -32%	-51 -19%	-102 -34%	-98 -38%	-23 -15%	-5 -9%	-22 -23%	-237 -25%	-64 -32%	-175 -24%	-70 -25%	-55 -38%	-35 -10%	-266 -34%	-58 -16%	-243 -31%	-136 -20%	-164 -35%			
Mean	-0.53	-0.50	-0.56	-0.07 FGHI*	-0.19 FGHI	-0.71	-0.50 I	-0.56	-0.82	-0.14 KL	-0.60	-0.72	-0.09 NOP	-0.47 P	-0.47 P	-0.73	-0.44 R	-0.64	-0.39 U	-0.63	-0.75	-0.34 U*	-0.37 *	-0.44 *	-0.51	-0.60	-0.49	-0.52	-0.76 *	-0.22 e	-0.67	-0.33 g	-0.62	-0.42 i	-0.69			

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

Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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? - Tony Blair, Former leader of the Labour Party and former Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	54 5%	10 3%	24 9% B	10 11% BE*	4 3%	31 7%	15 3%	15 5% K	32 5% KM	42 11% HIKMO	4 1%	28 12% HIKMO	12 3% K	22 8% KMO	11 3% K	23 7% S	23 5% S	37 10% QSU	7 2% S	24 11% PQSU	21 4% S	19 7% S	31 5% S	
Fairly favourable (1)	183 16%	38 10%	77 28% B	18 19% B*	28 22% B	83 18%	65 15%	51 18% KMO	94 16% KMO	108 27% HIKMO	39 9%	65 27% HIKMO	33 8%	60 23% IKMO	39 11%	62 18% S	71 16% S	107 29% PQSU	36 8% S	56 26% PQSU	67 13% S	52 20% S	96 16% S	
Neither favourable nor unfavourable (0)	299 26%	69 18%	84 30% B	24 25% *	42 32% B	139 31% G	77 18%	54 19%	154 27% HKMO	113 28% HKMO	66 16%	74 31% HKMO	66 17%	67 25% KM	68 19%	66 19%	111 25% ST	108 29% PST	71 16% S	34 16% S	120 24% S	45 17% S	184 30% V	
Fairly unfavourable (-1)	216 19%	89 24%	46 17%	15 15% *	24 18%	95 21%	74 17%	61 21%	121 21%	72 18%	80 19%	42 18%	81 20%	59 22%	73 20%	71 21%	84 19%	69 19%	91 21%	43 20%	101 20%	39 15% S	132 22% S	
Very unfavourable (-2)	323 28%	166 44% CDE	41 15%	23 24% *	27 20%	84 19%	184 43% F	97 34% JLN	172 30% JLN	53 13%	222 53% HILNO	24 10%	199 51% HILN	47 18% JL	168 47% HILN	114 33% RT	151 33% R	41 11% PQRTU	228 52% R	52 25% R	186 37% RT	98 38% W	133 22% W	
Don't know	66 6%	6 2%	5 2%	5 5% *	6 4%	17 4%	10 2%	11 4% IKMO	7 1%	10 2% O	6 1%	3 1%	3 1%	10 4% ILMO	2 *	4 1%	10 2% U	9 2%	3 1%	2 1%	5 1%	6 2% S	35 6% S	

Net: Favourable	238 21%	47 13% BE	100 36% BE	28 30% B*	32 25% B	115 25% G	79 19%	66 23% KMO	125 22% KMO	150 38% HIKMNO	43 10%	92 39% HIKMNO	45 11%	82 31% HIKMO	50 14%	86 25% SU	94 21% SU	144 39% PQSU	43 10% S	80 38% PQSU	89 18% S	70 27% S	127 21% S
Net: Unfavourable	538 47%	256 68% CDE	87 31%	38 40% *	51 39%	179 40%	257 61% F	158 55% JLN	293 51% JLN	125 31% HILNO	301 73% HILNO	66 28%	280 71% HILN	106 40% JL	241 67% HILN	185 54% RT	235 52% R	111 30% PQRTU	318 73% R	95 45% R	287 57% QRT	137 53% W	264 43% W
Net Difference	-301 -26%	-208 -55%	13 5%	-10 -10% *	-18 -14%	-65 -14%	-178 -42%	-92 -32%	-168 -29%	25 6%	-258 -62%	26 11%	-235 -60%	-24 -9%	-192 -53%	-100 -29%	-140 -31%	34 9%	-275 -63%	-15 -7%	-199 -40%	-67 -26% S	-137 -23% S

Mean	-0.53	-0.98	-0.02 BE	-0.25 B*	-0.33 B*	-0.27 G	-0.84	-0.63 KMO	-0.54 KMO	0.04 HIKMNO	-1.16	0.13 HIKMNO	-1.08	-0.19 HIKMO	-0.97 K	-0.56 S	-0.61 SU	0.08 PQSTU	-1.15	-0.21 PQSU	-0.73 S	-0.58	-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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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? - Tony Blair, Former leader of the Labour Party and former Prime Minister  
All Adults aged 18+ in Great Britain

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	54 5%	42 11% C	4 1%	15 5%	32 5%	28 12% G	12 3%	22 8% I	11 3%
Fairly favourable (1)	183 16%	108 27% C	39 9%	51 18%	94 16%	65 27% G	33 8%	60 23% I	39 11%
Neither favourable nor unfavourable (0)	299 26%	113 28% C	66 16%	54 19%	154 27% D	74 31% G	66 17%	67 25%	68 19%
Fairly unfavourable (-1)	216 19%	72 18%	80 19%	61 21%	121 21%	42 18%	81 20%	59 22%	73 20%
Very unfavourable (-2)	323 28%	53 13%	222 53% B	97 34%	172 30%	24 10%	199 51% F	47 18%	168 47% H
Don't know	66 6%	10 2%	6 1%	11 4% E	7 1%	3 1%	3 1%	10 4% I	2 *

Net: Favourable	238 21%	150 38% C	43 10%	66 23%	125 22%	92 39% G	45 11%	82 31% I	50 14%
Net: Unfavourable	538 47%	125 31%	301 73% B	158 55%	293 51%	66 28%	280 71% F	106 40%	241 67% H
Net Difference	-301 -26%	25 6%	-258 -62%	-92 -32%	-168 -29%	26 11%	-235 -60%	-24 -9%	-192 -53%

Mean	-0.53	0.04 C	-1.16	-0.63	-0.54	0.13 G	-1.08	-0.19 I	-0.97
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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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Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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/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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379			
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467			
Very favourable (2)	43 4%	22 4%	21 4%	5 4%	11 5%	10 5%	5 3%	5 3%	8 3%	15 5%	15 4%	13 3%	7 4%	17 6%	7 3%	8 2%	27 4%	16 3%	15 5%	9 3%	3 1%	12 8%	2 3%	3 3%	38 4%	5 3%	28 4%	12 4%	3 2%	18 5%	25 3%	23 7%	20 3%	29 4%	14 3%			
Fairly favourable (1)	128 11%	66 12%	62 11%	12 10%	23 12%	23 13%	21 11%	17 10%	31 12%	35 11%	45 12%	48 11%	16 10%	36 12%	27 10%	40 11%	66 10%	62 12%	32 12%	41 14%	24 9%	27 17%	2 4%	2 2%	105 11%	23 12%	84 12%	28 10%	16 11%	46 12%	82 11%	40 11%	87 11%	73 11%	55 12%			
Neither favourable nor unfavourable (0)	310 27%	155 28%	154 26%	40 33%	58 30%	46 25%	44 22%	47 26%	75 28%	98 31%	90 24%	122 27%	53 34%	81 27%	59 22%	107 30%	170 27%	140 28%	69 25%	85 29%	78 30%	40 26%	17 30%	20 20%	253 27%	56 28%	204 28%	71 26%	34 23%	108 30%	202 26%	93 26%	217 28%	182 27%	128 27%			
Fairly unfavourable (-1)	165 14%	79 14%	85 15%	15 12%	30 15%	20 11%	29 15%	28 16%	42 16%	45 14%	49 13%	70 16%	18 12%	42 14%	41 15%	55 16%	102 16%	62 12%	34 12%	51 17%	39 15%	16 10%	12 21%	14 14%	130 14%	35 17%	105 15%	39 14%	21 14%	51 14%	114 15%	47 13%	118 15%	95 14%	70 15%			
Very unfavourable (-2)	327 29%	182 33%	144 25%	26 21%	36 18%	51 27%	66 34%	65 37%	83 31%	62 20%	117 31%	149 33%	31 20%	72 24%	88 33%	122 34%	191 30%	137 27%	84 31%	69 23%	74 28%	40 26%	15 26%	46 47%	279 30%	49 24%	194 27%	84 30%	50 34%	79 22%	248 32%	111 31%	217 27%	195 29%	132 28%			
Don't know	169 15%	52 9%	115 20%	23 19%	38 19%	35 19%	31 16%	15 8%	28 10%	61 19%	65 17%	42 10%	32 20%	57 19%	45 17%	22 6%	81 13%	88 17%	39 14%	44 15%	45 17%	18 12%	9 16%	14 14%	138 15%	31 16%	102 14%	44 16%	23 16%	63 17%	106 14%	38 11%	131 17%	100 15%	69 15%			
Net: Favourable	171 15%	88 16%	83 14%	17 14%	33 17%	33 18%	26 13%	22 12%	39 15%	50 16%	59 16%	61 14%	23 14%	54 18%	34 13%	48 14%	92 15%	78 15%	47 17%	49 17%	27 10%	39 25%	4 7%	5 5%	143 15%	28 14%	111 16%	40 14%	19 13%	64 17%	107 14%	64 18%	107 14%	102 15%	68 15%			
Net: Unfavourable	492 43%	261 47%	229 39%	41 34%	66 34%	71 38%	95 49%	93 53%	126 47%	107 34%	166 44%	219 49%	49 31%	113 37%	129 48%	177 50%	293 46%	199 39%	118 43%	120 40%	113 43%	56 37%	26 47%	60 61%	409 43%	83 42%	300 42%	122 44%	70 48%	130 36%	362 47%	158 45%	334 42%	290 43%	202 43%			
Net Difference	-322 -28%	-173 -31%	-146 -25%	-24 -20%	-32 -17%	-38 -20%	-69 -35%	-71 -40%	-87 -32%	-57 -18%	-107 -28%	-158 -36%	-27 -17%	-60 -20%	-95 -36%	-129 -36%	-201 -32%	-121 -24%	-71 -26%	-70 -23%	-86 -33%	-17 -11%	-23 -40%	-55 -56%	-266 -28%	-55 -28%	-188 -26%	-82 -30%	-51 -35%	-66 -18%	-255 -33%	-94 -27%	-227 -29%	-188 -28%	-134 -29%			
Mean	-0.62	-0.66	-0.58	-0.46 H*	-0.37 GH*	-0.52 *	-0.79	-0.82	-0.67 *	-0.40 KL	-0.66	-0.73	-0.41 OP*	-0.46 OP	-0.79	-0.73	-0.66	-0.58	-0.60 X	-0.51 X	-0.72 X	-0.34 UX*	-0.75 **	-1.16 *	-0.63	-0.59 *	-0.58	-0.66	-0.80 *	-0.42 e	-0.71	-0.58	-0.64	-0.62	-0.63			

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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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	43 4%	18 5%	8 3%	2 2% *	7 5%	15 3%	24 6%	27 9% UKMO	6 1%	14 4%	15 4%	16 7% U	13 3%	16 6% I	16 4%	26 8% QRSU	5 1%	14 4% QU	19 4% QU	27 13% PQRSU	9 2%	28 11% W	9 2%	
Fairly favourable (1)	128 11%	69 18% C	20 7%	10 10% *	17 13%	35 8%	68 16% F	77 27% UKLMNO	22 4%	38 10%	67 16% IUM	29 12% I	47 12% I	28 11% I	50 14% I	81 24% QRSU	14 3%	37 10% QU	64 15% QU	57 27% QRSU	24 5% Q	54 21% W	36 6%	
Neither favourable nor unfavourable (0)	310 27%	141 37% CDE	49 18%	18 19% *	25 19%	94 21%	139 33% F	113 39% UKLMNO	89 15%	75 19%	126 30% UMN	56 24% IN	99 25% UN	43 16%	99 27% UN	122 36% QRSU	69 15%	81 22% QU	123 28% QU	74 35% QRU	65 13%	83 32% W	135 22%	
Fairly unfavourable (-1)	165 14%	65 17%	39 14%	11 11% *	18 14%	59 13%	72 17% F	31 11% UKLMNO	93 16% N	64 16% N	56 13% H	31 13% HK	71 18% HKN	29 11% I	68 19% HKN	49 14% T	60 13% R	61 17% PST	68 16% PT	22 10% Q	81 16% W	44 17% V	86 14%	
Very unfavourable (-2)	327 29%	45 12% B	128 46% B	43 45% B*	54 41% B	190 42% G	75 18% G	11 4% HJKLMO	305 53% HIJKLMO	169 42% HKLMO	104 25% H	82 35% HK	124 32% HK	127 48% HKLMO	97 27% H	27 8% PRST	256 57% PST	155 42% PST	112 26% PT	19 9% Q	277 55% PRST	26 10% V	252 41% V	
Don't know	169 15%	40 11%	32 12%	12 13% *	10 8%	57 13%	46 11% F	31 11% UKLMNO	64 11% HIJKLMO	38 10% HKLMO	48 11% H	21 9% HK	38 10% HK	21 8% HKLMO	31 8% H	35 10% T	45 10% R	23 6% QRU	50 11% RT	13 6% Q	45 9% W	23 9% V	92 15%	

Net: Favourable	171 15%	87 23% C	29 10%	12 12% *	24 18%	50 11%	92 22% F	104 36% UKLMNO	28 5%	52 13% I	82 20% IUM	45 19% U	61 15% I	44 17% I	66 18% I	107 32% QRSU	19 4%	52 14% QU	82 19% QU	84 40% PQRSU	34 7% Q	82 32% W	45 7%
Net: Unfavourable	492 43%	110 29% B	167 60% B	54 56% B*	72 55% B	249 55% G	147 35% G	41 14% HIJKLMNO	399 69% HIJKLMNO	233 58% HKLMO	160 38% H	113 48% HK	195 50% HK	157 59% HKLMO	165 46% HK	76 22% PRST	316 70% PST	216 58% PST	180 41% PT	40 19% Q	358 71% PRST	70 27% V	338 55% V
Net Difference	-322 -28%	-23 -6%	-138 -50% B	-42 -44% B*	-48 -37% B	-200 -44% G	-55 -13% G	63 22% UKLMNO	-370 -64% HIJKLMNO	-180 -45% HKLMO	-78 -19% H	-68 -29% HK	-134 -34% HK	-112 -43% HKLMO	-98 -27% H	31 9% T	-297 -66% R	-164 -44% PST	-97 -22% PT	43 20% Q	-324 -65% PRST	12 5% W	-293 -48% V

Mean	-0.62	-0.14 CDE	-1.05	-0.99 *	-0.79 *	-0.95	-0.28 F	0.30 UKLMNO	-1.30	-0.93 I	-0.45 IJMN	-0.63 IJN	-0.69 IJN	-0.92 I	-0.54 IJMN	0.10 QRSU	-1.35	-0.87 QU	-0.49 QRU	0.26 QRSU	-1.30	0.06 W	-1.03
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ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	43 4%	14 4%	15 4%	27 9% E	6 1%	16 7%	13 3%	16 6%	16 4%
Fairly favourable (1)	128 11%	38 10%	67 16% B	77 27% E	22 4%	29 12%	47 12%	28 11%	50 14%
Neither favourable nor unfavourable (0)	310 27%	75 19%	126 30% B	113 39% E	89 15%	56 24%	99 25%	43 16%	99 27% H
Fairly unfavourable (-1)	165 14%	64 16%	56 13%	31 11%	93 16%	31 13%	71 18%	29 11%	68 19% H
Very unfavourable (-2)	327 29%	169 42% C	104 25%	11 4%	305 53% D	82 35%	124 32%	127 48% I	97 27%
Don't know	169 15%	38 10%	48 11%	31 11%	64 11%	21 9%	38 10%	21 8%	31 8%

Net: Favourable	171 15%	52 13%	82 20% B	104 36% E	28 5%	45 19%	61 15%	44 17%	66 18%
Net: Unfavourable	492 43%	233 58% C	160 38%	41 14%	399 69% D	113 48%	195 50%	157 59% I	165 46%
Net Difference	-322 -28%	-180 -45%	-78 -19%	63 22%	-370 -64%	-68 -29%	-134 -34%	-112 -43%	-98 -27%

Mean	-0.62	-0.93	-0.45 B	0.30 E	-1.30	-0.63	-0.69	-0.92	-0.54 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(\*)



Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	50 4%	32 6%	18 3%	8 6% I	13 7% GI	11 6% I	4 2%	10 5% I	4 1%	21 7% L	16 4%	13 3%	9 6%	22 7% O	7 3%	12 3%	30 5%	19 4%	8 3%	16 5%	8 3%	13 8% S	3 6% *	2 2% *	42 4%	8 4%	34 5%	14 5%	2 1% *	27 8% e	22 3%	22 6% g	28 3%	36 5%	13 3%		
Fairly favourable (1)	162 14%	80 14%	81 14%	16 13%	22 11%	19 10%	18 9%	22 12%	65 24% DEFGH	38 12%	37 10%	87 20% JK	22 14%	33 11%	24 9%	67 19% NO	97 15%	64 13%	28 10%	44 15%	35 13%	19 12%	17 30% STUV*	19 19% *	130 14%	31 16%	112 16%	29 10%	21 14% *	54 15%	107 14%	47 13%	115 15%	85 13%	76 16%		
Neither favourable nor unfavourable (0)	323 28%	145 26%	177 31%	33 28%	62 32% F	39 21%	55 28%	60 34% F	74 28%	95 30%	95 25%	134 30%	44 28%	79 26%	81 30%	105 30%	169 27%	154 31%	77 28%	92 31%	75 29%	52 34% WX	9 16% *	19 19% *	270 29%	53 27%	200 28%	77 28%	47 32% *	106 29%	217 28%	107 31%	216 27%	183 27%	141 30%		
Fairly unfavourable (-1)	222 19%	117 21%	104 18%	25 21%	31 16%	38 21%	36 19%	35 20%	55 20%	57 18%	75 20%	90 20%	29 18%	56 18%	50 19%	74 21%	138 22%	83 16%	60 22%	57 19%	50 19%	23 15%	11 20% *	19 20% *	179 19%	43 22%	140 20%	54 20%	27 18% *	66 18%	155 20%	68 19%	153 19%	132 20%	89 19%		
Very unfavourable (-2)	280 25%	149 27%	129 22%	19 16%	38 19%	56 30% DE	64 33% DE	41 23% DE	62 23%	57 18%	120 31% JL	104 23%	24 15%	80 26% M	77 29% M	89 25% M	145 23%	135 27%	82 30% T	59 20%	63 24%	31 21%	11 19% *	33 34% T*	232 25%	48 24%	165 23%	75 27%	39 27% *	70 19%	210 27% d	85 24%	195 25%	170 25%	109 23%		
Don't know	105 9%	32 6%	72 12% B	20 17% HI	28 15% HI	21 11% HI	18 9%	9 5%	8 3%	48 15% L	39 10% L	17 4%	30 19% NOP	35 11% P	28 10% P	7 2%	55 9%	49 10%	18 7%	30 10%	31 12%	15 9%	5 9% *	6 6% *	89 9%	16 8%	66 9%	29 10%	10 7% *	41 11%	64 8%	23 6%	82 10% f	67 10%	37 8%		
Net: Favourable	211 19%	112 20%	98 17%	24 19%	35 18%	30 16%	22 11%	31 18%	69 26% G	59 19%	53 14%	100 23% K	31 20% O	55 18%	31 12%	78 22% O	128 20%	84 17%	36 13%	60 20%	43 16%	32 21%	20 36% STU*	21 21% *	172 18%	39 20%	146 20%	42 15%	23 16% *	82 22% e	130 17%	69 20%	142 18%	122 18%	89 19%		
Net: Unfavourable	502 44%	267 48% C	233 40%	44 36%	69 36%	94 51% DE	100 51% DE	77 43%	117 44%	113 36%	194 51% J	194 44%	53 34%	136 45% M	128 48% M	163 46% M	284 45%	218 43%	142 52% TV	117 39%	113 43%	55 36%	22 39% *	52 53% TV*	411 44%	91 46%	306 43%	130 47%	66 46% *	136 37%	365 47% d	153 43%	349 44%	303 45%	199 43%		
Net Difference	-290 -25%	-155 -28%	-135 -23%	-20 -17%	-34 -18%	-64 -35%	-78 -40%	-45 -26%	-48 -18%	-55 -17%	-142 -37%	-94 -21%	-22 -14%	-82 -27%	-96 -36%	-85 -24%	-156 -25%	-135 -27%	-106 -39%	-57 -19%	-71 -27%	-23 -15%	-2 -3%	-31 -32%	-238 -25%	-52 -26%	-160 -22%	-87 -31%	-44 -30%	-55 -15%	-236 -30%	-84 -24%	-207 -26%	-181 -27%	-109 -23%		
Mean	-0.50	-0.52	-0.48	-0.31 FG*	-0.35 G	-0.66	-0.77	-0.46 G	-0.41 G	-0.34 K	-0.72	-0.43 K	-0.30 O	-0.52	-0.69	-0.47	-0.47	-0.55	-0.71	-0.37 S	-0.55	-0.31 S*	-0.17 S*	-0.68 *	-0.50	-0.51	-0.45	-0.60	-0.59 *	-0.30 e	-0.59	-0.44	-0.53	-0.52	-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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	50 4%	21 6%	8 3%	8 9% c*	9 7%	23 5%	20 5%	38 13% UKMNO	7 1%	24 6% IM	16 4% I	25 11% UKMO	12 3% I	18 7% IM	16 4% I	41 12% QRSU	3 1% U	27 7% QU	14 3% QU	50 24% QRSU	-	25 10% W	9 1%	
Fairly favourable (1)	162 14%	86 23% CDE	27 10%	10 11% *	16 12%	57 13%	86 20% F	94 32% UKLMNO	34 6%	48 12% I	71 17% IMN	41 18% UN	51 13% I	28 11% I	60 17% IM	110 32% QRSU	13 3% U	47 13% QU	77 18% QU	162 76% QRSU	-	64 25% W	73 12%	
Neither favourable nor unfavourable (0)	323 28%	131 35% CE	58 21%	25 26% *	27 21%	118 26%	116 27%	89 31% UN	105 18%	83 21%	112 27% I	61 26% I	95 24% I	55 21%	98 27% I	113 33% QRSTU	70 16% TU	83 22% QTU	103 24% QTU	-	-	87 34% W	150 25%	
Fairly unfavourable (-1)	222 19%	76 20%	62 22%	18 18% *	27 21%	84 19%	93 22%	34 12% HKLN	156 27% HKLN	95 24% H	84 20% H	49 21% H	89 23% H	54 20% H	77 21% H	39 12% T	120 27% PT	91 25% PT	99 23% PT	-	222 44% PQRST	37 14% V	135 22% V	
Very unfavourable (-2)	280 25%	41 11% B	107 39% B	30 32% B*	43 33% B	136 30% G	85 20%	13 5% HJKLMNO	255 44% HJKLMNO	132 33% HLO	110 26% H	53 23% H	127 32% HKLO	95 36% HKLO	92 26% H	18 5% T	229 51% PRST	112 30% PT	117 27% PT	-	280 56% PQRST	30 12% V	194 32% V	
Don't know	105 9%	22 6%	15 5%	4 4% *	8 6%	32 7%	22 5%	22 8% IL	22 4%	17 4%	22 5%	6 3% I	21 5% I	14 5% I	17 5% IM	19 6% TU	15 3% TU	12 3% TU	26 6% TU	-	-	15 6% W	51 8%	

Net: Favourable	211 19%	107 28% C	35 13%	19 19% *	25 19%	80 18%	106 25% F	131 45% UKLMNO	41 7%	72 18% I	86 21% IM	66 28% UMN	62 16% I	47 18% I	76 21% IM	151 44% QRSU	16 4% U	75 20% QU	90 21% QU	211 100% QRSU	-	89 34% W	81 13%
Net: Unfavourable	502 44%	118 31% B	169 61% B	48 50% B*	70 54% B	220 49%	179 42%	47 16% HJKLMNO	411 71% HJKLMNO	226 57% HKLO	194 47% H	102 43% H	215 55% HKLO	149 56% HKL	170 47% H	58 17% T	349 77% PRST	203 55% PT	216 50% PT	-	502 100% PQRST	67 26% V	328 54% V
Net Difference	-290 -25%	-11 -3%	-134 -49%	-29 -31%	-45 -34%	-140 -31%	-72 -17%	84 29%	-370 -64%	-155 -39%	-108 -26%	-35 -15%	-153 -39%	-102 -39%	-94 -26%	93 27%	-333 -74%	-128 -34%	-126 -29%	211 100%	-502 -100%	22 8%	-247 -40%

Mean	-0.50	-0.09 CDE	-0.89	-0.56 *	-0.64 *	-0.61	-0.34 F	0.40 UKLMNO	-1.11	-0.69 I	-0.51 IM	-0.28 IJKMN	-0.72 I	-0.71 I	-0.49 IM	0.36 QRSU	-1.28 U	-0.59 QU	-0.56 QU	1.24 QRSU	-1.56	0.07 W	-0.77
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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 Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

	Total	The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :	
		Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable	Favourable	Unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1141	421	386	273	593	252	377	310	332
Weighted base	1141	398	415	289	580	235	393	264	360
Very favourable (2)	50 4%	24 6%	16 4%	38 13% E	7 1%	25 11% G	12 3%	18 7%	16 4%
Fairly favourable (1)	162 14%	48 12%	71 17%	94 32% E	34 6%	41 18%	51 13%	28 11%	60 17%
Neither favourable nor unfavourable (0)	323 28%	83 21%	112 27%	89 31% E	105 18%	61 26%	95 24%	55 21%	98 27%
Fairly unfavourable (-1)	222 19%	95 24%	84 20%	34 12%	156 27% D	49 21%	89 23%	54 20%	77 21%
Very unfavourable (-2)	280 25%	132 33%	110 26%	13 5%	255 44% D	53 23%	127 32% F	95 36% I	92 26%
Don't know	105 9%	17 4%	22 5%	22 8% E	22 4%	6 3%	21 5%	14 5%	17 5%

Net: Favourable	211 19%	72 18%	86 21%	131 45% E	41 7%	66 28% G	62 16%	47 18%	76 21%
Net: Unfavourable	502 44%	226 57% C	194 47%	47 16%	411 71% D	102 43%	215 55% F	149 56%	170 47%
Net Difference	-290 -25%	-155 -39%	-108 -26%	84 29%	-370 -64%	-35 -15%	-153 -39%	-102 -39%	-94 -26%

Mean	-0.50	-0.69	-0.51	0.40 E	-1.11	-0.28 G	-0.72	-0.71	-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(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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/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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	138 12%	82 15% C	56 10%	24 20% FGH	32 16% G	21 11%	15 7%	18 10%	29 11%	56 18% KL	35 9%	47 11%	26 17%	41 13%	30 11%	38 11%	81 13%	57 11%	51 19% TU	26 9%	18 7%	27 18% TU	6 10% *	10 10% *	121 13%	17 9%	93 13%	25 9%	19 13% *	58 16% e	80 10%	53 15% g	85 11%	86 13%	52 11%		
Fairly favourable (1)	260 23%	121 22%	139 24%	25 21%	50 25%	32 17%	48 25%	37 21%	68 26%	75 24%	80 21%	106 24%	35 22%	65 21%	61 23%	83 23%	155 24%	105 21%	76 28% TU	57 19%	48 18%	37 24%	18 32% *	25 25% *	223 24%	37 19%	160 22%	70 25%	30 21% *	77 21%	183 24%	90 26%	170 22%	147 22%	113 24%		
Neither favourable nor unfavourable (0)	260 23%	116 21%	144 25%	36 30% I	49 25%	44 24%	44 22%	38 22%	50 19%	85 27%	87 23%	88 20%	44 28%	78 25%	61 23%	73 21%	144 23%	116 23%	46 17%	74 25%	58 22%	42 28% s	14 24% *	26 27% *	226 24%	34 17%	159 22%	67 24%	34 23% *	89 24%	171 22%	82 23%	178 23%	168 25%	92 20%		
Fairly unfavourable (-1)	195 17%	103 18%	89 15%	15 12%	24 12%	40 22% DE	37 19%	43 24% DEI	37 14%	39 12%	76 20% J	80 18%	16 10%	54 18%	48 18% M	66 19% M	121 19%	74 15%	44 16%	56 19% v	47 18%	15 10%	12 21% *	21 22% v*	141 15%	53 27% y	133 18%	48 17%	14 10% *	63 17%	132 17%	63 18%	132 17%	119 18%	76 16%		
Very unfavourable (-2)	221 19%	107 19%	113 19%	9 8%	18 9%	30 16% D	42 21% DE	40 22% DE	81 30% DEF	27 9%	72 19% J	121 27% JK	16 10%	35 11%	55 21% MN	91 26% MN	99 16%	121 24% Q	49 18%	61 20%	73 28% svx	20 13%	7 13% *	11 12% *	174 18%	46 23%	134 19%	42 15%	44 30% ab*	48 13%	172 22% d	47 13%	174 22% f	106 16%	114 24% h		
Don't know	68 6%	27 5%	39 7%	12 10% HI	23 12% HI	19 10% HI	11 6% HI	1 2% *	2 1%	35 11% L	29 8% L	3 1%	20 13% OP	33 11% OP	12 5% P	3 1%	35 6% R	32 6%	7 3%	25 8% s	19 7% s	12 8% s	- - *	5 5% *	57 6%	11 5%	39 5%	25 9%	4 3% *	30 8% e	38 5%	51 6%	49 7%	19 4%			
Net: Favourable	398 35%	203 37%	195 34%	49 40% F	82 42% F	52 28%	63 32%	56 31%	97 36%	130 41% K	115 30%	153 34%	61 39%	106 35%	91 34%	121 34%	236 37%	162 32%	127 46% TU	84 28%	66 25%	64 42% TU	23 42% u*	35 35% *	344 37% z	54 27%	253 35%	95 34%	50 34% *	135 37%	263 34%	143 41% g	255 32%	233 35%	165 35%		
Net: Unfavourable	415 36%	210 38%	203 35%	24 20%	42 21%	70 38% DE	79 40% DE	82 47% DE	118 44% DE	66 21%	149 39% J	201 45% J	33 21%	88 29%	103 39% MN	157 44% MN	220 35%	196 39%	93 34% v	116 39% v	120 46% sv	35 23%	19 34% *	33 33% *	316 33%	100 50% y	266 37%	90 33%	59 40% *	111 30%	304 39% d	110 31%	306 39% f	225 33%	190 41% h		
Net Difference	-17 -2%	-7 -1%	-7 -1%	24 20%	40 20%	-18 -10%	-16 -8%	-27 -15%	-21 -8%	64 20%	-34 -9%	-48 -11%	28 18%	18 6%	-12 -5%	-36 -10%	16 3%	-34 -7%	34 12%	-33 -11%	-54 -21%	29 19%	4 8%	2 2%	29 3%	-46 -23%	-13 -2%	5 2%	-9 -6%	24 7%	-41 -5%	33 10%	-51 -6%	8 1%	-25 -5%		
Mean	-0.09	-0.06	-0.12	0.35 FGHI	0.31 FGHI	-0.17	-0.23	-0.28	-0.27	0.33 KL	-0.20	-0.27	0.28 OP	0.09 P	-0.15	-0.25	* R	-0.21	0.14 TU	-0.24	-0.45	0.26 TU*	0.05 U*	0.01 U*	-0.03 Z	-0.40	-0.08	-0.05	-0.24 *	0.10 e	-0.18	0.12 g	-0.19	-0.02	-0.19		

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

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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties								Favourable to politicians						Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	138 12%	7 2%	93 33% BDE	11 11% B*	17 13% B	64 14%	41 10%	28 10% K	102 18% HKMO	138 35% HIKLMNO	- -	62 26% HIKMO	27 7% K	57 22% HKMO	22 6% K	31 9% S	88 20% PSU	116 31% PQSTU	9 2% PS	33 16% PS	78 15% PS	37 14% PS	87 14% PS	
Fairly favourable (1)	260 23%	45 12%	111 40% BE	33 34% BE*	26 20% G	147 33% G	63 15% K	37 13% K	190 33% HKMO	260 65% HIKLMNO	- -	86 37% HKMO	45 11% K	101 38% HKMO	44 12% K	60 18% S	126 28% PST	182 49% PQSTU	19 4% S	39 18% S	149 30% PST	42 16% V	178 29% V	
Neither favourable nor unfavourable (0)	260 23%	74 20%	37 13%	25 26% C*	36 27% C	96 21%	93 22%	54 19% JK	97 17% JK	- -	- -	48 20% JK	57 14% JK	52 20% JK	56 16% JK	68 20% S	72 16% S	56 15% RS	49 11% RS	47 22% RS	77 15% S	50 20% S	134 22% S	
Fairly unfavourable (-1)	195 17%	105 28% CD	24 9%	15 16% *	29 22% C	72 16%	85 20%	60 21% JL	100 17% J	- -	195 47% HIJLMNO	31 13% J	101 26% ULN	39 15% J	84 23% IULN	85 25% QRTU	64 14% R	10 3% PQRTU	147 34% PQRTU	36 17% R	88 17% QR	39 15% W	103 17% W	
Very unfavourable (-2)	221 19%	143 38% CDE	9 3%	7 8% *	17 13% C	56 12%	133 31% F	104 36% IULN	86 15% JLN	- -	221 53% HIJLMNO	4 2% J	163 41% ULN	10 4% J	152 42% IULN	95 28% R	95 21% R	3 1% PQRTU	203 47% PQRTU	50 24% R	107 21% R	84 33% W	77 13% W	
Don't know	68 6%	3 1%	4 1%	5 5% B*	6 5% B	14 3%	9 2%	6 2% JKM	5 1% J	- -	- -	4 2% JK	1 * *	5 2% JKM	3 1% K	2 * *	6 1% P	5 1% P	7 2% P	6 3% P	4 1% P	6 2% P	31 5% P	

Net: Favourable	398 35%	52 14% BDE	204 74% BDE	44 46% B*	42 33% B	211 47% G	104 25%	65 23% K	292 50% HKMO	398 100% HIKLMNO	- -	148 63% HIKMO	72 18% K	158 60% HIKMO	66 18% K	91 27% S	214 48% PST	298 80% PQSTU	29 7% PS	72 34% PS	226 45% PST	79 30% V	265 43% V
Net: Unfavourable	415 36%	248 66% CDE	33 12%	22 23% C*	46 35% C	128 28% F	218 51% F	164 57% IULN	186 32% JLN	- -	415 100% HIJLMNO	35 15% J	264 67% HIJLN	49 18% J	236 65% HIJLN	180 53% QRTU	159 35% R	13 3% PQRTU	350 80% PQRTU	86 41% R	194 39% R	123 48% W	180 29% W
Net Difference	-17 -2%	-196 -52%	171 62%	21 22%	-4 -3%	83 18%	-113 -27%	-99 -34%	106 18%	398 100%	-415 -100%	112 48%	-192 -49%	109 41%	-170 -47%	-90 -26%	55 12%	285 77%	-321 -74%	-15 -7%	32 6%	-44 -17%	85 14%

Mean	-0.09	-0.89	0.93 BDE	0.27 B*	-0.03 B*	0.21 G	-0.49	-0.62 KMO	0.21 HKMO	1.35 HIKLMNO	-1.53	0.74 HIKMO	-0.84 K	0.60 HIKMO	-0.84 K	-0.45 S	0.11 PS	1.08 PQSTU	-1.20	-0.16 PS	0.01 PS	-0.36	0.16 V
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, former leader of the Conservative Party and former Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'Jeremy Corbyn, Former leader of the Labour Party' :		'Tony Blair, Former leader of the Labour Party and former Prime Minister' :		'Suella Braverman, Home Secretary' :		'Jeremy Hunt, Chancellor of the Exchequer' :	
		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)
Unweighted base	1141	382	406	303	609	151	389	325	474	246	601	264	494	178	504	204	507
Weighted base	1141	372	435	326	586	143	377	341	450	224	638	238	538	171	492	211	502
Very favourable (2)	138 12%	116 31% c	9 2%	27 8%	98 17% d	21 15%	75 20%	31 9%	88 20% h	69 31% k	42 7%	70 29% m	29 5%	21 12%	83 17%	33 16%	78 15%
Fairly favourable (1)	260 23%	182 49% c	19 4%	46 14%	180 31% d	28 19%	108 29%	60 18%	126 28% h	80 36% k	111 17%	81 34% m	96 18%	32 19%	150 30% n	39 18%	149 30% p
Neither favourable nor unfavourable (0)	260 23%	56 15%	49 11%	63 19%	115 20%	29 20%	61 16%	68 20%	72 16%	35 15%	131 21%	39 16%	105 20%	33 19%	96 20%	47 22%	77 15%
Fairly unfavourable (-1)	195 17%	10 3%	147 34% b	61 19%	96 16%	22 15%	63 17%	85 25% i	64 14%	31 14%	141 22% j	33 14%	112 21%	33 20%	77 16%	36 17%	88 17%
Very unfavourable (-2)	221 19%	3 1%	203 47% b	117 36% e	87 15%	41 29% g	65 17%	95 28%	95 21%	7 3%	206 32% j	10 4%	189 35% l	48 28% o	82 17%	50 24%	107 21%
Don't know	68 6%	5 1%	7 2%	12 4%	10 2%	3 2%	6 2%	2 *	6 1%	3 1%	8 1%	6 2%	7 1%	3 2%	4 1%	6 3%	4 1%

Net: Favourable	398 35%	298 80% c	29 7%	73 22%	278 47% d	48 34%	182 48% f	91 27%	214 48% h	149 66% k	152 24%	150 63% m	125 23%	52 31%	233 47% n	72 34%	226 45% p
Net: Unfavourable	415 36%	13 3%	350 80% b	178 55% e	183 31%	63 44%	127 34%	180 53% i	159 35%	38 17%	346 54% j	43 18%	301 56% l	82 48% o	160 32%	86 41%	194 39%
Net Difference	-17 -2%	285 77%	-321 -74%	-105 -32%	95 16%	-15 -10%	55 15%	-90 -26%	55 12%	111 49%	-194 -30%	108 45%	-176 -33%	-29 -17%	73 15%	-15 -7%	32 6%

Mean	-0.09	1.08 c	-1.20	-0.62	0.18 d	-0.25 *	0.18 f	-0.45	0.11 h	0.78 k	-0.57	0.72 m	-0.63	-0.34	0.15 n	-0.16	0.01
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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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/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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	97 9%	55 10%	43 7%	11 9%	17 8%	20 11% G	8 4%	18 10% G	24 9%	28 9%	28 7%	42 9%	14 9%	28 9%	17 6%	30 8%	54 9%	43 9%	13 5%	36 12% S	22 8%	16 10%	6 11% *	4 5% *	83 9%	15 7%	62 9%	22 8%	14 9% *	37 10%	60 8%	30 9%	67 8%	57 8%	41 9%		
Fairly favourable (1)	192 17%	98 18%	94 16%	23 19%	28 14%	21 12%	32 16%	29 16%	59 22% F	51 16%	53 14%	88 20%	26 17%	40 13%	42 16%	72 20%	117 18%	75 15%	41 15%	47 16% X	55 21% X	29 19% X	14 24% X*	6 6% *	155 16%	37 19%	128 18% b	30 11%	34 23% b*	69 19%	123 16%	56 16%	135 17%	116 17%	76 16%		
Neither favourable nor unfavourable (0)	212 19%	95 17%	116 20%	23 19%	44 23% F	22 12%	42 21% F	34 19%	46 17%	67 21%	64 17%	81 18%	33 21%	53 17%	49 18%	68 19%	97 15%	115 23% Q	46 17%	61 20%	50 19%	35 23%	7 12% *	13 13% *	174 18%	38 19%	134 19%	54 19%	24 16% *	66 18%	145 19%	66 19%	146 18%	120 18%	91 20%		
Fairly unfavourable (-1)	174 15%	80 14%	93 16%	21 17%	31 16%	33 18%	31 16%	23 13%	35 13%	52 17%	64 17%	58 13%	26 17%	55 18%	45 17%	40 11%	114 18% R	61 12%	40 15%	56 19% V	44 17%	15 10%	9 16% *	10 10% *	148 16%	26 13%	117 16%	45 16%	12 8% *	60 17%	114 15%	55 16%	119 15%	108 16%	66 14%		
Very unfavourable (-2)	405 36%	206 37%	197 34%	32 27%	56 29%	72 39% D	73 37% D	72 41% DE	100 37%	88 28%	145 38% J	172 39% J	42 27%	100 33%	104 39% M	139 39% M	224 35%	181 36%	123 45% TUV	75 25%	79 30%	47 31%	20 36% *	61 62% STUVW*	333 35%	72 37%	241 34%	106 38%	59 40% *	104 29%	301 39% d	127 36%	279 35%	233 35%	172 37%		
Don't know	60 5%	21 4%	38 7%	11 9% HI	19 10% HI	17 9% HI	10 5% H	1 *	3 1%	29 9% L	27 7% L	4 1%	16 10% OP	30 10% OP	11 4%	4 1%	30 5%	30 6%	9 3%	23 8%	13 5%	11 7%	- - *	4 4% *	51 5%	10 5%	35 5%	21 8%	5 3% *	28 8% e	32 4%	43 5%	40 6%	20 4%			
Net: Favourable	289 25%	153 28%	137 24%	34 28%	45 23%	41 22%	40 20%	47 26%	83 31%	79 25%	81 21%	130 29% K	40 26%	68 22%	59 22%	102 29%	171 27%	119 23%	55 20%	83 28% X	76 29% SX	45 29% X	20 35% SX*	11 11% *	237 25%	52 26%	190 26% b	52 19%	47 32% b*	106 29%	183 24%	87 25%	202 26%	172 26%	117 25%		
Net: Unfavourable	580 51%	287 52%	290 50%	53 44%	87 45%	105 57% DE	104 53%	95 54%	135 51%	141 45%	209 55% J	230 52%	68 44%	154 51%	149 56% M	180 51%	338 53%	242 48%	163 60% TUV	132 44%	123 47%	62 41%	30 53% *	71 72% TUV*	481 51%	99 50%	358 50%	151 54%	70 48% *	165 45%	415 53% d	182 52%	398 50%	341 51%	238 51%		
Net Difference	-290 -25%	-134 -24%	-154 -26%	-20 -16%	-42 -22%	-63 -34%	-64 -33%	-48 -27%	-52 -20%	-62 -20%	-128 -34%	-100 -23%	-28 -18%	-86 -28%	-90 -34%	-78 -22%	-167 -26%	-123 -24%	-108 -40%	-49 -16%	-46 -18%	-17 -11%	-10 -18%	-60 -61%	-243 -26%	-47 -24%	-168 -23%	-99 -36%	-23 -16%	-58 -16%	-232 -30%	-95 -27%	-195 -25%	-169 -25%	-121 -26%		
Mean	-0.55	-0.53	-0.57	-0.37	-0.46	-0.69	-0.70	-0.58	-0.49	-0.43 K	-0.69	-0.52	-0.40	-0.57	-0.69	-0.54	-0.56	-0.55	-0.82 X	-0.32 SX	-0.41 SX	-0.34 SX*	-0.43 X*	-1.24 *	-0.55	-0.56	-0.51	-0.71	-0.48 *	-0.37 e	-0.64	-0.57	-0.55	-0.55	-0.57		

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

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(\*)

**Ipsos UK January 2023 Political Pulse**  
**PUBLIC**  
**Fieldwork: 6-10 January 2023**  
**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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	97 9%	59 16% CD	12 4%	5 6% *	17 13% C	27 6%	56 13% F	97 34% IJKLMNO	- -	30 8% I	57 14% UMN	25 11% I	28 7% I	18 7% I	39 11% IM	74 22% QRSU	6 1%	34 9% QU	56 13% QU	59 28% PQRSU	7 1%	58 23% W	18 3%	
Fairly favourable (1)	192 17%	127 34% CDE	22 8%	8 8% *	12 9%	63 14%	98 23% F	192 66% IJKLMNO	- -	35 9% I	107 26% ULMN	35 15% U	80 20% IUN	37 14% U	84 23% IULN	126 37% QRSU	21 5%	38 10% Q	110 25% QRU	72 34% QRSU	40 8% Q	77 30% W	73 12%	
Neither favourable nor unfavourable (0)	212 19%	85 23% C	26 9%	12 12% *	17 13%	71 16%	81 19%	- -	- -	38 10% HI	62 15% HIN	31 13% HIN	58 15% HIUN	21 8% HI	68 19% HIJMN	68 20% QRU	25 6%	37 10% Q	77 18% QRU	34 16% QRU	39 8% Q	44 17% W	87 14%	
Fairly unfavourable (-1)	174 15%	61 16%	48 17%	13 14% *	14 11%	65 14%	68 16%	- -	174 30% HIJKLMNO	58 15% HN	77 19% HN	32 14% HN	84 21% HIJLN	24 9% H	74 20% HN	39 11%	77 17%	51 14%	72 17% P	23 11%	86 17% P	35 14%	98 16%	
Very unfavourable (-2)	405 36%	44 12%	166 60% BE	52 55% B*	63 48% B	210 47% G	113 27%	- -	405 70% HIJKLMNO	234 59% HKLMO	109 26% H	109 46% HKMO	143 36% HKO	158 60% HKLMO	95 26% H	31 9%	314 70% PRSTU	207 56% PST	115 26% PT	19 9%	326 65% PRST	39 15% W	308 50% V	
Don't know	60 5%	2 *	3 1%	5 5% BC*	7 6% BC	13 3%	7 2%	- -	- -	2 1% I	3 1% IM	3 1% I	* *	6 2% HIJMO	* *	3 1%	6 1%	4 1%	5 1%	4 2%	3 1%	5 2%	27 4%	

Net: Favourable	289 25%	187 49% CDE	34 12%	13 14% *	29 22% C	91 20%	154 36% F	289 100% IJKLMNO	- -	65 16% I	164 39% IULMN	60 26% U	108 28% U	55 21% I	123 34% IULMN	200 59% QRSU	27 6%	72 19% QU	165 38% QRU	131 62% QRSU	47 9% Q	135 52% W	91 15%
Net: Unfavourable	580 51%	105 28%	214 77% BE	66 69% B*	77 59% B	276 61% G	181 43%	- -	580 100% HIJKLMNO	292 73% HKLMO	186 45% H	141 60% HKO	227 58% HKO	182 69% HKLMO	169 47% H	70 20%	391 87% PRSTU	258 70% PST	187 43% PT	41 20%	411 82% PRST	74 29% W	406 66% V
Net Difference	-290 -25%	82 22%	-180 -65%	-52 -55%	-48 -37%	-185 -41%	-27 -6%	289 100%	-580 -100%	-227 -57%	-22 -5%	-81 -34%	-119 -30%	-127 -48%	-45 -13%	130 38%	-364 -81%	-186 -50%	-21 -5%	90 43%	-364 -73%	61 23%	-314 -51%

Mean	-0.55	0.26 CDE	-1.22	-1.10 *	-0.76 C*	-0.84	-0.20 F	1.34 IJKLMNO	-1.70	-1.09 I	-0.18 IULMN	-0.71 IUN	-0.59 IUN	-1.03 I	-0.28 IULMN	0.51 QRSU	-1.52	-0.97 QU	-0.19 QRU	0.63 QRSU	-1.37 Q	0.31 W	-1.03
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Overlap formulae used

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

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



Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, former leader of the Conservative Party and former Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'Jeremy Corbyn, Former leader of the Labour Party' :		'Tony Blair, Former leader of the Labour Party and former Prime Minister' :		'Suella Braverman, Home Secretary' :		'Jeremy Hunt, Chancellor of the Exchequer' :	
		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)
Unweighted base	1141	382	406	303	609	151	389	325	474	246	601	264	494	178	504	204	507
Weighted base	1141	372	435	326	586	143	377	341	450	224	638	238	538	171	492	211	502
Very favourable (2)	97 9%	34 9%	56 13%	71 22% E	14 2%	42 29% G	7 2%	74 22% I	6 1%	26 12%	60 9%	26 11%	53 10%	43 25% O	11 2%	59 28% Q	7 1%
Fairly favourable (1)	192 17%	38 10%	110 25% B	125 38% E	39 7%	61 43% G	20 5%	126 37% I	21 5%	24 11%	141 22% J	40 17%	106 20%	61 36% O	30 6%	72 34% Q	40 8%
Neither favourable nor unfavourable (0)	212 19%	37 10%	77 18% B	63 19% E	54 9%	27 19% G	22 6%	68 20% I	25 6%	19 8%	119 19% J	42 18%	82 15%	36 21% O	50 10%	34 16% Q	39 8%
Fairly unfavourable (-1)	174 15%	51 14%	72 17%	29 9%	109 19% D	9 6%	57 15% F	39 11%	77 17%	31 14%	110 17%	31 13%	92 17%	18 10%	84 17%	23 11%	86 17%
Very unfavourable (-2)	405 36%	207 56% C	115 26%	29 9%	362 62% D	3 2%	267 71% F	31 9%	314 70% H	122 54% K	201 31%	95 40%	201 37%	11 6%	315 64% N	19 9%	326 65% P
Don't know	60 5%	4 1%	5 1%	8 3%	8 1%	2 1%	4 1%	3 1%	6 1%	3 1%	6 1%	5 2%	5 1%	2 1%	2 *	4 2%	3 1%

Net: Favourable	289 25%	72 19%	165 38% B	197 60% E	53 9%	103 72% G	27 7%	200 59% I	27 6%	50 22%	201 32% J	66 28%	158 29%	104 61% O	41 8%	131 62% Q	47 9%
Net: Unfavourable	580 51%	258 70% C	187 43%	58 18%	471 80% D	11 8%	324 86% F	70 20%	391 87% H	153 68% K	311 49%	125 53%	293 54%	28 17%	399 81% N	41 20%	411 82% P
Net Difference	-290 -25%	-186 -50%	-21 -5%	139 42%	-418 -71%	92 64%	-297 -79%	130 38%	-364 -81%	-103 -46%	-110 -17%	-59 -25%	-135 -25%	76 44%	-357 -73%	90 43%	-364 -73%

Mean	-0.55	-0.97	-0.19 B	0.57 E	-1.33	0.93 G*	-1.50	0.51 I	-1.52	-0.90	-0.40 J	-0.55	-0.53	0.64 O	-1.35	0.63 Q	-1.37
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	43 4%	30 5% C	13 2%	7 6%	9 5%	13 7% GI	4 2%	5 3%	5 2%	16 5%	17 4%	10 2%	8 5%	20 6% OP	5 2%	7 2%	27 4%	15 3%	7 3%	7 2%	13 5%	11 7% T	1 1% *	4 4% *	35 4%	8 4%	22 3%	13 5%	8 6% *	23 6% e	19 3%	20 6% g	23 3%	33 5%	10 2%		
Fairly favourable (1)	193 17%	91 16%	101 17%	16 13%	37 19%	28 15%	34 17%	29 17%	49 18%	53 17%	61 16%	79 18%	18 11%	52 17%	52 20% M	64 18%	121 19%	72 14%	46 17%	45 15%	54 20%	20 13%	11 19% *	18 18% *	159 17%	34 17%	123 17%	38 14%	32 22% *	59 16%	134 17%	76 22% g	116 15%	114 17%	79 17%		
Neither favourable nor unfavourable (0)	409 36%	189 34%	219 38%	46 38%	73 37%	56 30%	76 39%	63 36%	96 36%	118 37%	131 34%	159 36%	65 42% N	94 31%	101 38%	125 35%	229 36%	180 36%	115 42% UX	102 34%	67 26%	73 47% TUX	26 45% U*	26 27% *	345 37%	64 32%	262 36%	101 36%	46 32% *	136 37%	273 35%	129 37%	280 35%	241 36%	168 36%		
Fairly unfavourable (-1)	215 19%	115 21%	99 17%	20 17%	23 12%	37 20%	38 20%	41 23% E	55 21%	43 14%	76 20%	96 22% J	24 15%	49 16%	53 20%	81 23%	125 20%	90 18%	42 15%	62 21% V	57 22% V	14 9%	12 21% *	28 29% SV*	167 18%	48 24%	143 20%	46 16%	27 19% *	61 17%	154 20%	56 16%	160 20%	126 19%	89 19%		
Very unfavourable (-2)	178 16%	97 17%	80 14%	13 10%	22 11%	29 16%	29 15%	36 20% DE	49 18%	34 11%	59 15%	85 19% J	18 11%	43 14%	39 14%	63 18%	84 13%	94 19% Q	45 16%	48 16%	45 17%	21 14%	6 11% *	14 14% *	149 16%	29 15%	112 16%	41 15%	24 17% *	46 13%	132 17%	45 13%	133 17%	94 14%	84 18%		
Don't know	103 9%	34 6% B	68 12% B	19 16% GHI	32 16% GHI	22 12% HI	15 8% H	2 1% H	13 5%	51 16% KL	37 10% L	15 3%	24 15% OP	48 16% OP	18 7%	14 4%	49 8%	54 11%	17 6%	35 12%	27 10%	14 9%	1 2% *	9 9% *	87 9%	16 8%	57 8%	39 14% ac	8 5% *	11% 8%	63 8%	25 7%	78 10%	65 10%	38 8%		
Net: Favourable	235 21%	120 22%	114 20%	23 19%	46 24%	40 22%	37 19%	34 19%	55 20%	69 22%	78 20%	89 20%	26 16%	72 23%	57 21%	71 20%	148 23% R	87 17%	53 20%	52 17%	66 25%	32 21%	12 21% *	21 22% *	194 21%	42 21%	144 20%	51 18%	40 28% *	82 23%	153 20%	96 27% g	139 18%	147 22%	89 19%		
Net: Unfavourable	393 34%	212 38% C	179 31%	33 27%	45 23%	66 36% E	68 35% E	77 44% DE	104 39% E	77 25%	134 35% J	182 41% J	42 27%	92 30%	92 34%	145 41% MN	209 33%	184 36%	87 32%	110 37% V	102 39% V	35 23%	18 32% *	42 43% V*	316 34%	77 39%	255 36%	87 31%	51 35% *	107 29%	286 37% d	101 29%	292 37% f	221 33%	172 37%		
Net Difference	-158 -14%	-92 -17%	-65 -11%	-10 -8%	1 1%	-26 -14%	-30 -15%	-43 -24%	-50 -19%	-9 -3%	-57 -15%	-93 -21%	-16 -10%	-20 -7%	-34 -13%	-74 -21%	-61 -10%	-97 -19%	-34 -12%	-58 -19%	-36 -14%	-3 -2%	-6 -11%	-21 -21%	-122 -13%	-36 -18%	-111 -15%	-36 -13%	-11 -8%	-25 -7%	-133 -17%	-5 -1%	-153 -19%	-74 -11%	-84 -18%		
Mean	-0.28	-0.30	-0.26	-0.15 *	-0.07 HI	-0.26	-0.31	-0.43	-0.37	-0.10 L	-0.29	-0.39	-0.19	-0.17	-0.27	-0.38	-0.20 R	-0.39	-0.28	-0.38	-0.29	-0.09 T*	-0.21 *	-0.34 *	-0.28	-0.31	-0.31	-0.27	-0.20 *	-0.15 e	-0.35	-0.09 g	-0.37	-0.22	-0.37		

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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(\*)

**Ipsos UK January 2023 Political Pulse**  
**PUBLIC**  
**Fieldwork: 6-10 January 2023**  
**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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	43 4%	5 1%	7 3%	17 18% BCE*	9 7% B	24 5%	10 2%	16 6% KMO	18 3% KM	29 7% IKMO	5 1% M	43 18% HIJKMNO	- -	26 10% IKMO	5 1% M	17 5% S	14 3% QS	25 7% QSU	9 2% QS	18 9% PQSU	14 3% S	20 8% W	19 3% S	
Fairly favourable (1)	193 17%	45 12%	57 21% B	45 47% BCE*	22 17%	118 26% G	49 12%	44 15% KMO	123 21% KMO	119 30% HIKMO	31 7% M	193 82% HIJKMNO	- -	88 33% HIKMO	25 7% M	58 17% S	82 18% S	112 30% PQSU	31 7% QS	48 23% PS	88 18% S	21 8% V	143 23% V	
Neither favourable nor unfavourable (0)	409 36%	131 35%	118 43% D	23 24% *	43 33%	166 37% G	141 33%	104 36% KMO	191 33% KLMO	158 40% IKLMO	104 25% LM	- -	- -	91 35% KLMO	78 22% LM	117 34% S	157 35% S	151 41% SU	104 24% SU	71 33% S	169 34% S	94 36% S	220 36% S	
Fairly unfavourable (-1)	215 19%	96 25% D	51 18% D	4 4% *	31 24% D	69 15%	114 27% F	61 21% JLN	126 22% JLN	47 12% L	131 31% HIJLN	- -	215 55% HIJKLNO	38 14% L	103 29% HIJLN	77 23% R	92 21% R	42 11% PQRTU	139 32% PQRTU	39 18% R	108 22% R	64 25% W	96 16% W	
Very unfavourable (-2)	178 16%	83 22% CD	30 11% D	2 2% *	18 14% D	50 11%	89 21% F	48 16% JLN	101 17% JLN	25 6% L	133 32% HIJLN	- -	178 45% HIJKLNO	14 5% L	143 40% HIJKLN	54 16% R	86 19% RT	21 6% PQRTU	134 31% PQRTU	23 11% R	107 21% RT	53 20% W	74 12% W	
Don't know	103 9%	18 5%	14 5%	4 4% *	6 5%	22 5%	20 5% KMO	17 6% KMO	20 4% LM	21 5% LMNO	12 3% LM	- -	- -	7 3% LM	6 2% M	18 5% S	19 4% S	21 6% U	17 4% U	12 6% S	16 3% S	6 2% V	59 10% V	

Net: Favourable	235 21%	50 13% B	64 23% B	62 65% BCE*	32 24% B	143 32% G	59 14%	60 21% KMO	141 24% KMO	148 37% HIKMO	35 9% M	235 100% HIJKMNO	- -	114 43% HIKMO	30 8% M	75 22% S	96 21% S	137 37% PQSU	40 9% QS	66 31% PQSU	102 20% S	41 16% V	162 27% V
Net: Unfavourable	393 34%	180 47% CD	81 29% D	6 6% *	49 38% D	120 27% F	203 48% F	108 37% JLN	227 39% JLN	72 18% L	264 64% HIJLN	- -	393 100% HIJKLNO	52 19% L	246 68% HIJLN	131 39% RT	178 40% RT	63 17% PQRTU	274 63% PQRTU	62 29% R	215 43% RT	117 45% W	170 28% W
Net Difference	-158 -14%	-129 -34%	-16 -6%	56 59%	-17 -13%	23 5%	-144 -34%	-48 -17%	-85 -15%	76 19%	-229 -55%	235 100%	-393 -100%	62 24%	-216 -60%	-56 -17%	-82 -18%	74 20%	-234 -54%	4 2%	-113 -23%	-76 -30%	-8 -1%

Mean	-0.28	-0.57	-0.15 B	0.78 BCE*	-0.21 B*	-0.01 G	-0.55	-0.29 KMO	-0.30 KMO	0.21 HIKMO	-0.89 M	1.18 HIJKMNO	-1.45	0.29 HIKMO	-1.00 M	-0.29 S	-0.36 S	0.22 PQSTU	-0.86	* PQSU	-0.43 S	-0.43	-0.12 V
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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L,M/N/O,P/Q/R/S/T/U,V/W Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, former leader of the Conservative Party and former Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'Jeremy Corbyn, Former leader of the Labour Party' :		'Tony Blair, Former leader of the Labour Party and former Prime Minister' :		'Suella Braverman, Home Secretary' :		'Jeremy Hunt, Chancellor of the Exchequer' :	
		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)
Unweighted base	1141	382	406	303	609	151	389	325	474	246	601	264	494	178	504	204	507
Weighted base	1141	372	435	326	586	143	377	341	450	224	638	238	538	171	492	211	502
Very favourable (2)	43 4%	25 7% c	9 2%	16 5%	20 3%	14 10% g	15 4%	17 5%	14 3%	18 8% k	13 2%	22 9% m	10 2%	18 10% o	21 4%	18 9% q	14 3%
Fairly favourable (1)	193 17%	112 30% c	31 7%	42 13%	126 21% d	26 18%	79 21%	58 17%	82 18%	52 23%	105 16%	71 30% m	56 10%	27 16%	93 19%	48 23%	88 18%
Neither favourable nor unfavourable (0)	409 36%	151 41% c	104 24%	102 31%	212 36%	49 34%	114 30%	117 34%	157 35%	86 38%	192 30%	83 35%	173 32%	57 34%	171 35%	71 33%	169 34%
Fairly unfavourable (-1)	215 19%	42 11%	139 32% b	77 23%	103 18%	22 15%	82 22%	77 23%	92 21%	40 18%	149 23%	29 12%	137 25% l	21 13%	103 21% n	39 18%	108 22%
Very unfavourable (-2)	178 16%	21 6%	134 31% b	69 21%	95 16%	28 20%	80 21%	54 16%	86 19%	22 10%	146 23% j	16 7%	143 26% l	39 23%	91 19%	23 11%	107 21% p
Don't know	103 9%	21 6%	17 4%	22 7%	31 5%	4 3%	6 2%	18 5%	19 4%	6 3%	33 5%	17 7%	19 4%	7 4%	13 3%	12 6%	16 3%

Net: Favourable	235 21%	137 37% c	40 9%	57 18%	145 25% d	40 28%	95 25%	75 22%	96 21%	70 31% k	118 18%	92 39% m	66 12%	45 26%	113 23%	66 31% q	102 20%
Net: Unfavourable	393 34%	63 17%	274 63% b	145 45% e	198 34%	50 35%	162 43%	131 39%	178 40%	62 28%	296 46% j	45 19%	280 52% l	61 36%	195 40%	62 29%	215 43% p
Net Difference	-158 -14%	74 20%	-234 -54%	-88 -27%	-52 -9%	-9 -7%	-67 -18%	-56 -17%	-82 -18%	8 4%	-178 -28%	47 20%	-213 -40%	-16 -9%	-82 -17%	4 2%	-113 -23%

Mean	-0.28	0.22 c	-0.86	-0.46	-0.23 d	-0.17 *	-0.36	-0.29	-0.36	0.02 k	-0.51	0.24 m	-0.67	-0.23	-0.32	* q	-0.43
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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very favourable (2)	66 6%	38 7%	29 5%	10 8%	16 8%	8 4%	12 6%	7 4%	13 5%	26 8%	20 5%	20 5%	13 8%	19 6%	16 6%	18 5%	42 7%	24 5%	14 5%	10 3%	12 4%	20 13%	2 3%	9 9%	60 6%	6 3%	45 6%	15 6%	6 4%	28 8%	39 5%	29 8%	38 5%	46 7%	20 4%		
Fairly favourable (1)	198 17%	105 19%	91 16%	23 19%	34 17%	30 16%	39 20%	44 25%	28 11%	56 18%	70 18%	72 16%	29 19%	48 16%	57 21%	54 15%	138 22%	60 12%	37 14%	51 17%	45 17%	31 21%	12 21%	22 22%	160 17%	38 19%	120 17%	47 17%	31 21%	63 17%	135 17%	82 23%	116 15%	135 20%	63 13%		
Neither favourable nor unfavourable (0)	407 36%	185 33%	222 38%	39 33%	71 37%	65 35%	71 36%	63 36%	98 37%	110 35%	136 36%	161 36%	51 33%	112 37%	91 34%	133 38%	207 33%	200 40%	122 45%	105 35%	78 30%	51 34%	20 36%	32 32%	342 36%	65 33%	255 36%	96 34%	56 39%	140 38%	267 34%	123 35%	284 36%	229 34%	179 38%		
Fairly unfavourable (-1)	166 15%	82 15%	83 14%	15 12%	24 12%	15 8%	26 13%	31 18%	55 21%	39 12%	41 11%	87 19%	19 12%	29 10%	40 15%	71 20%	92 15%	74 15%	37 14%	36 12%	53 20%	17 11%	10 18%	12 12%	133 14%	33 17%	115 16%	40 14%	11 8%	45 12%	121 16%	45 13%	121 15%	80 12%	86 18%		
Very unfavourable (-2)	194 17%	109 20%	86 15%	15 13%	22 11%	41 22%	30 15%	26 15%	60 22%	37 12%	71 19%	86 19%	20 13%	51 17%	41 15%	63 18%	98 15%	96 19%	44 16%	61 20%	44 17%	20 13%	9 17%	17 17%	158 17%	36 18%	120 17%	46 17%	29 20%	46 13%	148 19%	46 13%	149 19%	109 16%	85 18%		
Don't know	109 10%	37 7%	70 12%	18 15%	28 15%	26 14%	18 9%	6 3%	13 5%	47 15%	44 11%	18 4%	25 16%	46 15%	22 8%	15 4%	57 9%	52 10%	19 7%	35 12%	31 12%	13 9%	4 7%	7 7%	90 10%	19 10%	63 9%	34 12%	12 8%	43 12%	66 8%	81 10%	75 11%	34 7%			
Net: Favourable	264 23%	142 26%	120 21%	33 27%	49 25%	38 21%	52 26%	51 29%	41 15%	82 26%	90 24%	92 21%	42 27%	67 22%	73 27%	71 20%	181 28%	84 17%	51 19%	61 21%	56 22%	51 33%	13 23%	31 32%	220 23%	44 22%	164 23%	62 22%	37 26%	90 25%	174 22%	111 31%	154 19%	182 27%	83 18%		
Net: Unfavourable	360 32%	191 34%	169 29%	30 25%	46 24%	56 31%	55 28%	57 32%	115 43%	76 24%	112 29%	172 39%	39 25%	80 26%	81 30%	134 38%	191 30%	170 34%	81 30%	97 33%	97 37%	37 24%	19 34%	28 29%	291 31%	70 35%	234 33%	86 31%	40 27%	91 25%	269 35%	90 26%	270 34%	189 28%	171 37%		
Net Difference	-96 -8%	-48 -9%	-49 -8%	3 2%	3 2%	-18 -10%	-4 -2%	-6 -3%	-74 -28%	6 2%	-22 -6%	-80 -18%	4 2%	-13 -4%	-8 -3%	-62 -18%	-10 -2%	-86 -17%	-30 -11%	-36 -12%	-41 -16%	14 9%	-6 -11%	3 3%	-70 -7%	-26 -13%	-70 -10%	-24 -9%	-2 -2%	-1 *	-95 -12%	20 6%	-116 -15%	-7 -1%	-89 -19%		
Mean	-0.22	-0.23	-0.21	-0.03 i*	-0.02 i	-0.33	-0.12 i	-0.15 i	-0.47	-0.02 L	-0.22	-0.34	-0.02 P	-0.17	-0.14	-0.32	-0.11 R	-0.35	-0.24	-0.33	-0.31	0.10 STU*	-0.27 *	-0.05 *	-0.20	-0.31	-0.22	-0.22	-0.19 *	-0.06 e	-0.29	0.01 g	-0.32	-0.12 i	-0.36		

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

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(\*)

**Ipsos UK January 2023 Political Pulse**  
**PUBLIC**  
**Fieldwork: 6-10 January 2023**  
**Adults aged 18+ in GB**

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties								Favourable to politicians					Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very favourable (2)	66 6%	6 2%	27 10% B	9 9% B*	19 14% B	44 10% G	14 3% K	20 7% KMO	39 7% KMO	45 11% IKMO	8 2% O	29 12% HIKMO	11 3% O	66 25% HIJKLMO	- -	22 6% S	36 8% S	40 11% SU	9 2% SU	18 9% S	34 7% S	18 7% S	42 7% S	
Fairly favourable (1)	198 17%	28 7%	71 26% B	38 39% BCE*	29 23% B	121 27% G	47 11% G	35 12% O	144 25% HKMO	114 29% HKMO	41 10% O	85 36% HIJKMO	41 10% O	198 75% HIJKLMO	- -	46 13% PST	102 23% POSTU	110 30% POSTU	43 10% POSTU	28 13% PST	115 23% PST	30 12% V	137 22% V	
Neither favourable nor unfavourable (0)	407 36%	124 33%	112 41% E	34 36% *	37 29% B	160 36% G	142 34% G	91 31% MNO	203 35% KMNO	150 38% KMNO	120 29% MNO	86 37% MNO	86 22% NO	- -	- -	107 31% S	161 36% S	139 37% S	114 26% S	75 35% S	161 32% S	91 35% S	228 37% S	
Fairly unfavourable (-1)	166 15%	97 26% CDE	24 9% CDE	4 5% *	16 12% D	45 10% F	90 21% F	58 20% IULN	71 12% N	41 10% N	91 22% IULN	20 9% N	94 24% IULN	- -	166 46% HIJKLMN	71 21% QRU	55 12% R	38 10% QRU	98 23% QRU	40 19% R	63 12% R	43 16% R	80 13% R	
Very unfavourable (-2)	194 17%	106 28% CDE	26 9% CDE	5 5% *	20 15% D	57 13% F	100 24% F	65 23% JLN	98 17% JLN	24 6% N	145 35% HIJLN	10 4% N	152 39% HIJLN	- -	194 54% HIJKLMN	78 23% R	79 17% R	21 6% PQRTU	150 35% PQRTU	36 17% R	107 21% QR	66 25% W	63 10% W	
Don't know	109 10%	18 5%	17 6% *	6 6% *	10 8% *	23 5% G	30 7% G	20 7% KLMNO	26 4% NO	24 6% KLMNO	11 3% NO	5 2% NO	10 3% NO	- -	- -	18 5% S	19 4% PSU	23 6% PQSTU	21 5% PSU	14 7% PS	22 4% PS	12 5% V	61 10% V	

Net: Favourable	264 23%	34 9% B	98 35% B	46 48% B*	48 37% B	164 37% G	61 14% G	55 19% KMO	182 31% HKMO	158 40% HIKMO	49 12% O	114 48% HIJKMO	52 13% O	264 100% HIJKLMO	- -	68 20% S	137 30% PS	150 40% PQSTU	52 12% PS	47 22% S	149 30% PS	47 18% V	179 29% V
Net: Unfavourable	360 32%	203 54% CDE	50 18% CDE	9 10% *	35 27% D	103 23% F	191 45% F	123 43% IULN	169 29% JLN	66 16% N	236 57% HIJLN	30 13% N	246 63% HIJKLN	- -	360 100% HIJKLMN	149 44% QRU	134 30% R	59 16% PQRTU	248 57% PQRTU	76 36% R	170 34% QR	109 42% W	143 23% W
Net Difference	-96 -8%	-170 -45% CDE	48 17% CDE	37 39% *	13 10% D	62 14% F	-130 -31% F	-68 -24% KMO	13 2% HKMO	93 23% HIKMO	-187 -45% O	84 36% HIJKMO	-195 -49% O	264 100% HIJKLMO	-360 -100% HIJKLMN	-81 -24% S	3 1% PSU	91 25% PQSTU	-197 -45% PSU	-29 -14% PS	-21 -4% PS	-61 -24% V	36 6% V

Mean	-0.22	-0.75	0.19 B	0.45 B*	0.10 B*	0.11 G	-0.55	-0.42 KMO	-0.08 HKMO	0.30 HIKMO	-0.80 O	0.45 HIJKMO	-0.88 O	1.25 HIJKLMO	-1.54	-0.42 S	-0.09 PSU	0.32 PQSTU	-0.82	-0.24 PS	-0.20 PS	-0.44	0.03 V
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	'Keir Starmer, Leader of the Labour party' :		'Boris Johnson, former leader of the Conservative Party and former Prime Minister' :		'James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs' :		'Rishi Sunak, Leader of the Conservative party and Prime Minister' :		'Jeremy Corbyn, Former leader of the Labour Party' :		'Tony Blair, Former leader of the Labour Party and former Prime Minister' :		'Suella Braverman, Home Secretary' :		'Jeremy Hunt, Chancellor of the Exchequer' :	
		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)
Unweighted base	1141	382	406	303	609	151	389	325	474	246	601	264	494	178	504	204	507
Weighted base	1141	372	435	326	586	143	377	341	450	224	638	238	538	171	492	211	502
Very favourable (2)	66 6%	40 11% c	9 2%	21 6%	42 7%	16 11%	31 8%	22 6%	36 8%	31 14% k	23 4%	26 11% m	20 4%	20 12%	37 7%	18 9%	34 7%
Fairly favourable (1)	198 17%	110 30% c	43 10%	38 12%	143 24% d	18 13%	97 26% f	46 13%	102 23% h	78 35% k	79 12%	56 23% m	86 16%	25 14%	120 24% n	28 13%	115 23% p
Neither favourable nor unfavourable (0)	407 36%	139 37% c	114 26%	100 31%	211 36%	39 28%	110 29%	107 31%	161 36%	70 31%	212 33%	89 37%	167 31%	53 31%	153 31%	75 35%	161 32%
Fairly unfavourable (-1)	166 15%	38 10%	98 23% b	65 20% e	67 11%	28 20%	49 13%	71 21% i	55 12%	18 8%	127 20% j	24 10%	95 18% l	20 12%	73 15%	40 19%	63 12%
Very unfavourable (-2)	194 17%	21 6%	150 35% b	79 24% e	91 15%	37 26%	77 20%	78 23%	79 17%	18 8%	164 26% j	26 11%	147 27% l	47 27% o	91 19%	36 17%	107 21%
Don't know	109 10%	23 6%	21 5%	24 7%	32 5%	3 2%	12 3%	18 5%	19 4%	9 4%	33 5%	17 7%	24 4%	7 4%	17 4%	14 7%	22 4%

Net: Favourable	264 23%	150 40% c	52 12%	59 18%	185 32% d	35 24%	128 34%	68 20%	137 30% h	109 49% k	102 16%	82 34% m	106 20%	44 26%	157 32%	47 22%	149 30%
Net: Unfavourable	360 32%	59 16%	248 57% b	144 44% e	158 27%	65 46% g	126 33%	149 44% i	134 30%	36 16%	291 46% j	50 21%	241 45% l	66 39%	165 33%	76 36%	170 34%
Net Difference	-96 -8%	91 25%	-197 -45%	-85 -26%	27 5%	-31 -21%	2 1%	-81 -24%	3 1%	73 33%	-189 -30%	32 13%	-136 -25%	-22 -13%	-8 -2%	-29 -14%	-21 -4%

Mean	-0.22	0.32 c	-0.82	-0.47	-0.04 d	-0.37 *	-0.12	-0.42	-0.09 h	0.40 k	-0.55	0.15 m	-0.51	-0.30	-0.13	-0.24	-0.20
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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 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 Minimum Base: 30(\*\*) Small Base: 100(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very positive (2)	85 7%	52 9% C	33 6%	8 6%	7 4%	19 10% E	12 6%	10 6%	30 11% E	15 5%	31 8%	39 9%	9 6%	21 7%	18 7%	30 8%	40 6%	46 9%	17 6%	19 6%	22 8%	18 11%	4 8% *	5 5% *	71 8%	14 7%	55 8%	14 5%	17 12% *	34 9%	51 7%	39 11% g	46 6%	45 7%	41 9%		
Fairly positive (1)	173 15%	86 15%	87 15%	16 14%	33 17% F	17 9%	19 10%	27 15%	60 22% FG	50 16% K	36 9%	87 20% K	29 18% O	35 11%	26 10%	74 21% NO	99 16%	74 15%	41 15%	51 17%	38 15%	21 14%	6 11% *	15 16% *	149 16%	24 12%	118 16%	32 12%	23 16% *	58 16%	115 15%	40 11% f	133 17% f	87 13%	86 18% h		
Made no difference (0)	217 19%	128 23% C	88 15%	33 27% HI	46 23% I	40 22% I	37 19%	29 16%	32 12%	79 25% L	77 20% L	61 14%	43 27% OP	69 23% P	47 17%	51 14%	96 15%	120 24% Q	51 19% X	80 27% UX	42 16%	26 17%	9 17% *	8 8% *	186 20%	31 15%	127 18%	67 24%	23 16% *	74 20%	142 18%	51 15% f	166 21% f	142 21%	74 16%		
Fairly negative (-1)	274 24%	106 19%	166 29% B	28 24%	45 23% I	45 24% I	48 24%	43 24%	66 25% B	73 23% L	93 24% L	109 24% L	33 21%	75 25%	67 25%	84 24%	163 26%	111 22%	62 23% X	73 25% X	78 30% X	38 25% X	12 22% *	11 11% *	220 23%	54 27%	166 23%	68 24%	41 28% *	88 24%	186 24%	79 23% g	195 25% g	153 23%	121 26%		
Very negative (-2)	336 29%	163 29%	172 30%	27 22%	46 24% HI	55 30% I	71 36% DE	63 36% DE	74 28%	73 23% J	126 33% J	137 31% J	33 21%	80 26%	101 38% MN	104 29%	214 34% R	123 24%	88 32% T	57 19%	70 27%	45 29% T	21 37% T*	55 56% STUV*	274 29%	63 32%	224 31%	75 27%	37 26% *	93 25%	244 31% g	131 37% g	206 26%	214 32%	123 26%		
Don't know	55 5%	20 4%	34 6%	8 7%	18 9% HI	8 4%	9 5%	5 3%	6 2%	27 8% L	11 5% L	11 2%	10 7%	24 8% OP	9 3%	11 3%	24 4%	31 6%	14 5%	18 6%	11 4%	5 3%	3 6% *	4 4% *	43 5%	12 6%	28 4%	23 8% a	5 3% *	18 5%	37 5%	11 3% g	44 6%	33 5%	22 5%		
Net: Positive	258 23%	138 25%	120 21%	24 20%	40 21% I	36 20% I	31 16%	37 21%	89 33% DEFGH	65 20% L	67 18% L	127 28% JK	38 24%	56 18%	44 16%	104 29% NO	139 22%	120 24%	59 21%	70 23%	61 23%	39 25%	11 19% *	20 21% *	220 23%	39 19%	173 24% b	46 16%	40 27% b*	92 25%	166 21%	79 22%	179 23%	132 20%	126 27% h		
Net: Negative	611 54%	270 49%	338 58% B	55 46% I	91 47% I	100 54% I	119 61% DE	106 60% DE	140 52% B	146 46% L	219 57% J	246 55% J	66 42%	155 51%	168 63% MNP	188 53% M	377 59% R	234 46%	149 55% T	131 44%	149 57% T	83 54%	33 59% *	66 67% T*	494 52%	117 59%	390 54%	143 51%	78 54% *	181 50%	430 55% g	210 60% g	400 51%	367 54%	244 52%		
Mean	-0.56	-0.45 C	-0.65	-0.44 G	-0.51	-0.56	-0.79	-0.71	-0.37 GH	-0.48	-0.68	-0.50	-0.36 O	-0.56	-0.80	-0.46 O	-0.67	-0.40 Q	-0.62 X	-0.35 SX	-0.54 X	-0.48 X	-0.74 *	-1.01 *	-0.53	-0.68	-0.56	-0.62	-0.42 *	-0.42 e	-0.62	-0.65	-0.51	-0.63	-0.45		

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Overlap formulae used

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



Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very positive (2)	85 7%	45 12% C	13 5%	8 9% *	12 9%	14 3%	63 15% F	47 16% UKMN	25 4%	29 7% I	43 10% I	24 10% I	41 10% I	20 8% I	42 12% I	48 14% QRU	24 5%	29 8% U	44 10% QU	34 16% QRSU	23 5%	85 33% W	-	
Fairly positive (1)	173 15%	95 25% CD	29 11%	4 4% *	25 19% CD	23 5%	121 29% F	88 30% IJKLMNO	50 9%	50 12% IL	80 19% IULN	16 7%	76 19% IULN	27 10%	66 18% IULN	83 24% QRU	43 10%	60 16% QU	84 19% QU	55 26% QRU	45 9%	173 67% W	-	
Made no difference (0)	217 19%	71 19%	42 15%	17 18% *	26 20%	57 13%	94 22% F	60 21% IULN	81 14%	45 11% IL	99 24% IULN	29 12% IULN	93 24% IULN	33 12%	98 27% IULN	64 19% R	74 16% R	43 11%	104 24% QRU	38 18% R	88 17% R	-	-	
Fairly negative (-1)	274 24%	109 29% E	66 24% E	21 22% E*	13 10%	112 25%	96 23%	67 23%	130 22%	84 21%	97 23%	65 28% JN	84 21%	49 18%	81 22%	88 26%	88 20%	81 22%	95 22%	52 25%	107 21%	-	274 45% V	
Very negative (-2)	336 29%	53 14%	120 44% B	43 45% B*	52 40% B	239 53% G	38 9%	25 9% G	276 48% HKMO	181 67% HKMO	83 20% H	97 41% HKMO	86 22% HO	131 49% HKLMO	62 17% H	53 16%	207 46% PST	154 41% PST	93 21% PT	29 14%	222 44% PST	-	336 55% V	
Don't know	55 5%	6 2%	6 2%	2 2% *	2 2%	3 1%	11 3%	3 1%	19 3%	9 2%	14 3% H	4 2%	13 3%	5 2%	10 3%	6 2%	13 3%	6 2%	16 4%	3 1%	18 4% R	-	-	
Net: Positive	258 23%	139 37% CD	42 15%	12 13% *	38 29% CD	37 8%	184 43% F	135 47% IJKLMNO	74 13%	79 20% I	123 30% IULN	41 17%	117 30% IULN	47 18% I	109 30% IULN	131 38% QRSU	68 15%	88 24% QU	128 29% QU	89 42% QRSU	67 13%	258 100% W	-	
Net: Negative	611 54%	162 43% BE	187 67% BE	64 67% BE*	65 49% G	352 78% G	134 32%	91 32%	406 70% HKMO	265 67% HKMO	180 43% H	162 69% HKMO	170 43% H	179 68% HKMO	143 40% H	141 41%	296 66% PST	235 63% PST	188 43%	81 39%	328 65% PST	-	611 100% V	
Mean	-0.56	-0.08 CDE	-0.93	-0.93 *	-0.52 C*	-1.21	0.18 F	0.23 IJKLMNO	-1.04	-0.87 I	-0.24 IULN	-0.84 I	-0.26 IULN	-0.93	-0.16 IULN	-0.05 QRSU	-0.94	-0.74 QU	-0.26 QRU	0.06 QRSU	-0.95	1.33 W	-1.55	

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

Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18+ in Great Britain

	Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas?									
	Halving inflation this year	Growing the economy	Making sure the national debt is falling	Reducing NHS waiting lists	Passing new laws to stop small boat crossings from France	Easing the cost of living and giving people financial security	Creating better-paid jobs and opportunities right across the country	Securing the future of Britain's public services	Ensuring people get the NHS care they need more quickly	Making sure that people who come to Britain illegally are detained and swiftly removed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very good job (2)	68 6%	74 6% FGH	64 6%	55 5%	61 5%	55 5%	51 4%	53 5%	60 5%	56 5%
Fairly good job (1)	190 17%	233 20% ADFGHJ	241 21% ADFGHJ	162 14%	216 19% DHJ	199 17% DI	184 16%	177 16%	158 14%	174 15%
Neither a good nor a bad job (0)	266 23% D	283 25% DI	292 26% DFJ	217 19%	266 23% D	250 22%	317 28% ADEFHJ	280 25% DI	236 21%	235 21%
Fairly bad job (-1)	246 22% C	238 21%	207 18%	282 25% BCEG	217 19%	265 23% CE	237 21%	246 22% C	266 23% CE	271 24% CE
Very bad job (-2)	259 23% B	227 20%	239 21%	348 31% ABCEFGHJ	272 24% BC	291 26% ABCG	264 23% B	285 25% BC	347 30% ABCEFGHJ	282 25% BC
Don't know	112 10% BDFGI	85 7%	97 9% DI	76 7%	109 10% BDFI	80 7%	88 8%	100 9% DI	74 6%	123 11% BCDFGHI

Net: Good job	257 23% DI	307 27% ADFGHJ	305 27% ADFGHJ	218 19%	277 24% DGHJ	254 22% DI	235 21%	231 20%	218 19%	230 20%
Net: Bad job	505 44% BC	465 41%	447 39%	630 55% ABCEFGHJ	489 43% C	556 49% ABCEG	500 44% BC	530 46% BCEG	613 54% ABCEFGHJ	553 48% ABCEG

Mean	-0.43 DFHJ	-0.29 ADEFHJ	-0.30 ADEFHJ	-0.66	-0.41 DFHJ	-0.51 DI	-0.45 DI	-0.51 DI	-0.64	-0.54 DI
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Halving inflation this year

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	68 6%	43 8% c	25 4%	7 6%	15 8% g	14 8% g	5 3%	8 5%	18 7%	22 7%	19 5%	26 6%	12 8% o	21 7%	8 3%	21 6%	39 6%	29 6%	12 5%	20 7%	14 5%	9 6%	8 13% s*	5 5% *	59 6%	9 5%	49 7% c	18 6% c	1 1% *	28 8%	40 5%	28 8%	40 5%	44 7%	24 5%		
Fairly good job (1)	190 17%	90 16%	98 17%	14 12%	32 17%	27 15%	31 16%	33 19%	52 20%	46 15%	58 15%	85 19%	19 12%	46 15%	45 17%	72 20% m	112 18%	78 15%	51 19%	52 18%	36 14%	36 23% ux	5 9% *	9 9% *	157 17%	32 16%	129 18%	37 13%	23 16% *	55 15%	134 17%	63 18%	127 16%	107 16%	82 18%		
Neither a good nor a bad job (0)	266 23%	136 24%	130 22%	31 25%	42 21%	38 21%	47 24%	41 23%	69 26%	72 23%	85 22%	110 25%	41 26%	66 22%	54 20%	89 25%	149 23%	117 23%	58 21%	65 22%	68 26%	42 27%	10 18% *	23 24% *	224 24%	43 22%	176 25%	56 20%	35 24% *	93 26%	173 22%	85 24%	181 23%	157 23%	109 23%		
Fairly bad job (-1)	246 22%	114 20%	132 23%	31 26% e	31 16%	40 22%	39 20%	40 23%	65 24%	62 20%	79 21%	105 24%	33 21%	60 20%	60 22%	76 22%	144 23%	102 20%	51 19%	62 21%	66 25%	25 17%	18 32% v*	23 23% *	191 20%	55 28%	152 21%	59 21%	35 24% *	70 19%	176 23%	74 21%	172 22%	147 22%	99 21%		
Very bad job (-2)	259 23%	133 24%	124 21%	26 21%	51 26%	42 23%	50 26%	44 25%	47 18%	76 24%	92 24%	91 20%	36 23%	70 23%	68 25%	83 23%	134 21%	125 25%	74 27%	59 20%	55 21%	32 21%	10 18% *	29 30% *	216 23%	42 21%	151 21%	72 26%	36 25% *	80 22%	179 23%	77 22%	182 23%	160 24%	99 21%		
Don't know	112 10%	40 7%	71 12% b	12 10%	24 12%	23 13%	24 12%	12 7%	17 6%	36 12% l	47 12% l	28 6%	16 10% p	42 14% p	32 12% p	13 4%	57 9%	55 11%	26 10%	40 13%	23 9%	10 6%	5 9% *	9 9% *	96 10%	16 8%	60 8%	36 13%	16 11% *	39 11%	73 9%	25 7%	87 11% f	58 9%	54 12%		
Net: Good job	257 23%	133 24%	123 21%	21 17%	48 24%	41 23%	36 18%	41 23%	70 26%	69 22%	77 20%	112 25%	31 20%	68 22%	53 20%	94 26%	151 24%	107 21%	64 23%	73 24%	50 19%	45 29% ux	13 23% *	14 14% *	216 23%	41 21%	178 25%	55 20%	24 17% *	83 23%	174 22%	90 26%	167 21%	152 23%	106 23%		
Net: Bad job	505 44%	247 44%	256 44%	57 47%	81 42%	82 44%	90 46%	83 47%	112 42%	138 44%	172 45%	195 44%	69 44%	130 43%	127 48%	159 45%	279 44%	226 45%	125 46%	121 41%	121 46%	57 37%	28 50% *	52 53% v*	407 43%	98 49%	303 42%	131 47%	71 49% *	150 41%	355 46%	151 43%	354 45%	307 46%	198 42%		
Mean	-0.43	-0.40	-0.45	-0.50	-0.40	-0.42	-0.58	-0.47	-0.28	-0.44	-0.50	-0.36	-0.43	-0.42	-0.57	-0.37	-0.39	-0.48	-0.50	-0.34	-0.47	-0.24 x*	-0.35 *	-0.70 *	-0.41	-0.49	-0.35	-0.54	-0.63 *	-0.36	-0.45	-0.34	-0.47	-0.44	-0.40		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Halving inflation this year

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	68 6%	31 8% C	10 4%	7 7% *	12 9%	23 5%	37 9%	44 15% IKMNO	12 2%	28 7% I	26 6% I	24 10% IM	18 5% I	20 7% I	33 9% IM	56 17% QRSU	7 1%	32 9% QU	30 7% QU	42 20% QRSU	9 2% QRSU	42 16% W	11 2% W	
Fairly good job (1)	190 17%	109 29% CDE	31 11%	8 9% *	13 10%	57 13%	95 22% F	92 32% IJKLMNO	48 8%	47 12% I	99 24% IJMN	39 17% I	65 17% I	34 13% I	74 20% IJN	120 35% QRSU	24 5%	52 14% QU	92 21% QRU	68 32% QRSU	44 9% Q	77 30% W	71 12% W	
Neither a good nor a bad job (0)	266 23%	98 26% C	50 18%	27 28% *	33 25%	119 27%	91 22%	69 24%	104 18%	72 18%	95 23% I	50 21%	84 21%	53 20%	66 18%	80 23% QU	71 16%	68 18%	102 24% QU	44 21%	82 16%	56 22%	128 21%	
Fairly bad job (-1)	246 22%	77 20%	63 23%	24 25% *	24 18%	97 22%	92 22%	41 14%	156 27% HKMN	106 27% HKN	75 18%	50 21% H	87 22% H	55 21% H	84 23% HK	57 17%	102 23%	94 25% PST	79 18%	32 15%	126 25% PST	37 14%	170 28% V	
Very bad job (-2)	259 23%	38 10% B	101 36% B	23 25% B*	44 34% B	115 26% G	79 19%	23 8% HJKLMO	214 37% HJKLO	128 32% HKLO	87 21% H	57 24% H	103 26% HKO	83 31% HKLO	77 21% H	11 3% PRSTU	218 48% PRSTU	110 30% PST	93 21% PT	13 6% PT	205 41% PRST	34 13% V	184 30% V	
Don't know	112 10%	25 7%	22 8%	6 7% *	6 5%	38 8%	30 7%	21 7%	45 8% J	16 4%	33 8%	17 7%	36 9% J	19 7% J	26 7%	16 5%	29 6%	15 4%	38 9% PR	12 5%	35 7% R	13 5%	46 8%	
Net: Good job	257 23%	140 37% CDE	41 15%	15 16% *	24 18%	80 18%	132 31% F	136 47% IJKLMNO	60 10%	75 19% I	125 30% IJMN	63 27% IJN	83 21% I	54 20% I	107 30% IJMN	176 52% QRSU	30 7%	84 22% QU	123 28% QU	110 52% QRSU	53 11% Q	119 46% W	82 13% W	
Net: Bad job	505 44%	115 30% B	164 59% B	47 49% B*	67 52% B	213 47%	171 40%	63 22% HJKLMNO	370 64% HJKLMNO	235 59% HJKLMNO	163 39% H	107 45% H	190 48% HK	138 52% HK	160 45% H	68 20% PRSTU	320 71% PRSTU	205 55% PST	172 40% PT	45 21%	331 66% PRST	71 27% V	354 58% V	
Mean	-0.43	0.05 CDE	-0.83	-0.55 *	-0.61 *	-0.55	-0.21 F	0.35 IJKLMNO	-0.96	-0.68 I	-0.26 IJMN	-0.35 IJN	-0.53 I	-0.60 I	-0.29 IJMN	0.47 QRSU	-1.19	-0.56 QU	-0.28 QRU	0.47 QRSU	-1.02 Q	0.23 W	-0.79	

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 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Growing the economy  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	74 6%	41 7%	32 6%	8 6%	19 10% GH	15 8% G	5 3%	7 4%	19 7%	27 9%	21 5%	26 6%	14 9% O	26 9% O	8 3%	21 6%	48 8%	26 5%	19 7%	19 6%	14 5%	17 11% W	- - *	4 4% *	61 7%	12 6%	50 7%	16 6%	7 5% *	27 8%	46 6%	28 8%	46 6%	46 7%	27 6%		
Fairly good job (1)	233 20%	103 19%	130 22%	26 21%	25 13%	31 17%	41 21%	41 23%	71 27% E	50 16%	71 19%	112 25% J	30 19%	43 14%	55 21%	94 27% N	128 20%	106 21%	49 18%	58 19%	64 25%	30 20%	16 28% *	16 16% *	185 20%	48 24%	156 22%	46 17%	32 22% *	64 18%	169 22%	69 20%	164 21%	129 19%	104 22%		
Neither a good nor a bad job (0)	283 25%	152 27%	130 22%	25 21%	57 29%	45 25%	46 23%	42 23%	68 26%	82 26%	91 24%	110 25%	37 24%	85 28%	61 23%	78 22%	147 23%	136 27%	68 25%	76 25%	68 26%	31 21%	16 29% *	25 25% *	233 25%	51 26%	186 26%	69 25%	28 19% *	96 26%	187 24%	86 24%	198 25%	163 24%	121 26%		
Fairly bad job (-1)	238 21%	112 20%	125 21%	28 23%	38 20%	29 16%	40 21%	43 24%	59 22%	66 21%	70 18%	102 23%	33 21%	56 18%	55 20%	82 23%	142 22%	96 19%	52 19%	63 21%	63 24%	32 21%	10 19% *	17 17% *	198 21%	40 20%	142 20%	51 18%	45 31% ab*	78 21%	159 21%	79 23%	158 20%	138 21%	99 21%		
Very bad job (-2)	227 20%	119 22%	108 19%	25 21%	38 20%	42 23%	49 25% I	37 21%	36 13%	63 20%	91 24% L	73 16%	30 19%	61 20%	68 26%	66 19%	129 20%	99 20%	64 23%	53 18%	43 17%	31 20%	8 15% *	28 29% TU*	187 20%	41 21%	137 19%	65 23%	25 17% *	69 19%	159 20%	68 19%	160 20%	151 22% i	76 16%		
Don't know	85 7%	28 5%	56 10% B	10 8%	17 9%	22 12% HI	15 8%	8 4%	14 5%	27 8%	37 10% L	22 5%	14 9% P	34 11% P	21 8%	13 4%	42 7%	43 9%	20 7%	29 10% U	10 4%	12 8%	5 10% *	8 8% *	79 8% Z	6 3%	46 6%	31 11% a	9 6% *	30 8%	55 7%	22 6%	63 8%	46 7%	39 8%		
Net: Good job	307 27%	144 26%	162 28%	33 27%	44 23%	46 25%	46 23%	47 27%	90 34%	77 24%	92 24%	138 31%	44 28%	69 23%	62 23%	115 33% NO	175 28%	132 26%	69 25%	77 26%	79 30%	47 31%	16 28% *	20 21% *	247 26%	60 30%	206 29%	62 22%	39 27% *	92 25%	215 28%	97 28%	210 27%	175 26%	132 28%		
Net: Bad job	465 41%	232 42%	232 40%	53 44%	76 39%	71 38%	90 46%	80 45%	95 36%	129 41%	160 42%	175 39%	62 40%	116 38%	123 46%	148 42%	270 43%	195 39%	116 42%	116 39%	106 40%	62 41%	19 33% *	46 46% *	384 41%	81 41%	279 39%	115 42%	70 48% *	147 40%	318 41%	147 42%	318 40%	289 43%	176 38%		
Mean	-0.29	-0.31	-0.28	-0.34	-0.29	-0.31	-0.48	-0.37	-0.09 G	-0.31	-0.40	-0.20	-0.24	-0.30	-0.49	-0.23 O	-0.30	-0.29	-0.36	-0.27	-0.22	-0.21 *	-0.22 **	-0.55 *	-0.30	-0.25	-0.24	-0.41	-0.36 *	-0.29	-0.30	-0.27	-0.31	-0.35	-0.22		

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

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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Growing the economy

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	74 6%	39 10%	15 5%	4 4% *	11 8%	21 5%	41 10% F	48 16% IJKLMNO	14 2%	31 8%	30 7%	21 9%	16 4%	20 7%	26 7%	44 13% QRSU	10 2%	28 7% QU	30 7% QU	38 18% QRSU	15 3%	53 21% W	9 2%	
Fairly good job (1)	233 20%	133 35% CDE	30 11%	18 19% *	19 14%	82 18%	113 27% F	132 46% IJKLMNO	45 8%	58 15% I	119 29% IJMN	52 22% IJ	87 22% IJ	45 17% I	95 26% IJN	162 48% QRSU	25 6%	66 18% QU	120 28% QRU	90 43% QRSU	45 9% Q	92 36% W	88 14%	
Neither a good nor a bad job (0)	283 25%	105 28% C	50 18%	24 25% *	28 22%	97 22%	107 25%	59 21%	111 19%	67 17%	100 24% J	51 22% IJ	98 25% IJ	48 18% IJ	93 26% IJ	70 20%	71 16%	71 19%	102 24% Q	35 17%	99 20% Q	52 20% Q	135 22%	
Fairly bad job (-1)	238 21%	64 17%	67 24%	21 22% *	33 25%	102 23%	92 22%	34 12% HJKLMNO	166 29% HJKLMNO	112 28% HKLMO	73 18% H	49 21% H	81 21% H	60 23% H	62 17% H	41 12%	130 29% PST	95 26% PST	77 18% P	30 14%	132 26% PST	33 13% V	164 27% V	
Very bad job (-2)	227 20%	24 6%	95 34% B	25 26% B*	37 28% B	115 26% G	55 13%	8 3%	205 35% HIJKLMO	120 30% HKMO	72 17% H	56 24% H	88 22% HK	82 31% HKLMO	67 19% H	11 3%	195 43% PRSTU	102 27% PST	82 19% PT	9 4%	184 37% PRST	25 10% V	175 29% V	
Don't know	85 7%	13 3%	20 7%	4 4% *	3 3%	33 7% G	15 3%	8 3%	38 7% JLN	11 3%	22 5%	7 3%	23 6% J	8 3%	17 5%	13 4%	19 4%	10 3%	23 5%	10 5%	27 5% R	3 1%	39 6% V	
Net: Good job	307 27%	172 45% CDE	46 16%	22 23% *	29 22%	102 23%	154 36% F	180 62% IJKLMNO	59 10%	89 22% I	148 36% IJMN	72 31% IJ	104 26% I	65 25% I	121 34% IJMN	206 60% QRSU	35 8%	94 25% QU	150 35% QRU	128 60% QRSU	60 12% Q	145 56% W	98 16%	
Net: Bad job	465 41%	88 23% B	162 58% B	46 48% B*	70 53% B	218 48% G	147 35%	42 14%	371 64% HIJKLMNO	231 58% HKLMO	145 35% H	105 44% HK	169 43% HKO	143 54% HKLMO	129 36% H	52 15%	326 72% PRSTU	197 53% PST	159 37% PT	39 18%	316 63% PRST	58 23% V	339 55% V	
Mean	-0.29	0.27 CDE	-0.76	-0.48 *	-0.53 *	-0.50	-0.02 F	0.63 IJKLMNO	-0.93	-0.60 I	-0.10 IJMN	-0.30 IJN	-0.37 IJ	-0.55 I	-0.14 IJMN	0.57 QRSU	-1.10	-0.49 QU	-0.15 QRU	0.59 QRSU	-0.89 Q	0.45 W	-0.71	

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

Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Making sure the national debt is falling

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	64 6%	36 6%	28 5%	11 9% GH	16 8% G	13 7% G	2 1% G	6 4% G	15 5% G	27 9% K	16 4% K	21 5% K	12 8% O	23 8% O	7 3% O	18 5% O	37 6% O	27 5% O	13 5% O	20 7% O	14 6% O	13 8% O	- * O	2 2% O	2 * O	55 6% O	9 5% O	48 7% O	12 4% O	3 2% O	27 7% O	36 5% O	27 8% O	37 5% O	45 7% O	19 4% O	
Fairly good job (1)	241 21%	113 20%	128 22%	18 15% GH	33 17% G	40 22% G	41 21% G	41 23% G	68 25% G	51 16% K	81 21% K	109 25% J	27 17% O	58 19% O	56 21% O	90 26% O	139 22% O	102 20% O	56 20% O	68 23% O	60 23% O	31 20% O	15 26% O	13 13% O	203 22% O	38 19% O	167 23% b	41 15% O	34 23% O	80 22% O	162 21% O	78 22% O	163 21% O	138 21% O	103 22% O		
Neither a good nor a bad job (0)	292 26%	135 24%	156 27%	28 23% GH	42 22% G	31 17% G	55 28% F	44 25% F	92 34% EF	71 22% K	85 22% K	136 31% JK	36 23% O	59 19% O	67 25% O	100 28% N	152 24% O	140 28% O	71 26% O	71 24% O	69 26% O	41 27% O	17 30% O	24 24% O	232 25% O	60 30% O	180 25% O	72 26% O	40 27% O	80 22% O	212 27% O	75 21% O	217 28% f	159 24% O	133 28% O		
Fairly bad job (-1)	207 18%	107 19%	99 17%	31 26% FI	38 20% G	30 16% G	36 18% G	38 21% G	34 13% G	69 22% K	66 17% K	72 16% K	35 22% O	57 19% O	52 19% O	56 16% O	114 18% O	93 18% O	45 17% O	54 18% O	52 20% O	24 16% O	9 17% O	23 24% O	164 17% O	43 22% O	118 16% O	54 19% O	35 24% O	71 19% O	137 18% O	66 19% O	142 18% O	125 19% O	82 18% O		
Very bad job (-2)	239 21%	125 23%	113 19%	21 18% FI	41 21% G	46 25% G	43 22% G	37 21% G	51 19% G	62 20% K	89 23% K	88 20% K	29 19% O	66 21% O	62 23% O	81 23% O	135 21% O	104 21% O	69 25% O	53 18% O	52 20% O	26 17% O	13 23% O	28 28% O	202 21% O	38 19% O	149 21% O	64 23% O	27 18% O	70 19% O	170 22% O	78 22% O	162 21% O	148 22% O	92 20% O		
Don't know	97 9%	39 7%	57 10%	10 8% HI	25 13% HI	24 13% HI	20 10% I	10 6% I	8 3% I	35 11% L	44 12% L	18 4% L	18 11% P	41 13% P	25 9% P	9 3% P	58 9% O	39 8% O	19 7% O	33 11% O	16 6% O	18 12% O	3 5% O	9 9% O	87 9% O	10 5% O	55 8% O	35 13% a	8 5% O	38 10% O	60 8% O	29 8% O	69 9% O	59 9% O	38 8% O		
Net: Good job	305 27%	148 27%	156 27%	30 24% GH	49 25% G	53 29% G	43 22% G	48 27% G	82 31% G	78 25% K	97 25% K	130 29% J	39 25% O	82 27% O	62 23% O	108 31% O	176 28% O	129 26% O	69 25% O	88 30% x	74 28% x	43 28% x	15 26% O	15 15% O	258 27% O	47 24% O	215 30% b	53 19% O	36 25% O	107 29% O	198 26% O	105 30% O	200 25% O	183 27% O	122 26% O		
Net: Bad job	447 39%	233 42%	212 37%	53 44% GH	79 41% G	76 41% G	79 40% G	75 43% G	85 32% G	132 42% K	154 41% K	160 36% K	64 41% O	123 40% O	114 42% O	136 39% O	249 39% O	197 39% O	114 42% O	107 36% O	103 39% O	50 33% O	22 40% O	51 51% TV*	366 39% O	81 41% O	267 37% O	118 42% O	62 42% O	140 38% O	306 39% O	143 41% O	303 38% O	273 41% O	174 37% O		
Mean	-0.30	-0.34	-0.27	-0.30	-0.33	-0.35	-0.43	-0.35	-0.15	-0.32	-0.39	-0.23	-0.30	-0.32	-0.44	-0.27	-0.30	-0.31	-0.39	-0.19 x	-0.27 x	-0.15 x*	-0.38 *	-0.68 *	-0.30	-0.33	-0.23 b	-0.48	-0.36 *	-0.23	-0.34	-0.28	-0.32	-0.31	-0.29		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Making sure the national debt is falling  
 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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	64 6%	29 8%	13 5%	7 7% *	9 7%	17 4%	32 8% F	43 15% IJKLMNO	10 2%	23 6% I	27 7% I	21 9% I	18 5% I	18 7% I	23 6% I	43 13% QRSU	7 2%	25 7% QU	25 6% QU	32 15% QRSU	12 2% QRSU	47 18% W	5 1%	
Fairly good job (1)	241 21%	138 36% CDE	36 13%	15 16% *	27 21%	102 23%	109 26%	133 46% IJKLMNO	59 10%	61 15% I	115 28% IJMN	52 22% IJN	87 22% IJ	43 16% I	85 24% IJ	153 45% QRSU	34 8%	61 16% QU	123 28% QRU	94 45% QRSU	57 11% Q	89 35% W	102 17%	
Neither a good nor a bad job (0)	292 26%	108 29% E	64 23%	26 27% *	22 17%	104 23%	118 28%	59 20%	124 21%	90 23%	104 25%	55 23%	92 23%	55 21%	98 27% HI	81 24% QU	72 16%	82 22% QU	100 23% QU	43 20%	87 17%	63 24%	145 24%	
Fairly bad job (-1)	207 18%	56 15%	47 17%	23 24% *	28 21%	79 18%	74 18%	32 11%	138 24% HKMO	91 23% HK	64 15%	53 23% HK	74 19% H	53 20% H	61 17% H	36 11%	105 23% PST	84 23% PT	73 17% P	30 14%	111 22% PST	26 10%	145 24% V	
Very bad job (-2)	239 21%	28 7%	101 37% BD	20 21% B*	38 29% B	118 26% G	66 16%	9 3%	215 37% HJKLMNO	124 31% HKLMO	74 18% H	47 20% H	92 23% HKO	83 31% HKLMO	69 19% H	10 3%	211 47% PRSTU	110 30% PST	79 18% PT	2 1%	203 40% PRST	27 10%	174 29% V	
Don't know	97 9%	19 5%	16 6%	6 6% *	6 5%	30 7%	24 6%	13 4%	34 6% J	10 3%	31 8% JL	7 3%	30 8% JL	13 5% J	25 7% J	17 5%	21 5%	10 3%	34 8% QR	10 5%	31 6% R	6 2%	39 6% V	
Net: Good job	305 27%	167 44% CDE	49 18%	22 23% *	36 28% C	119 26%	141 33%	176 61% IJKLMNO	69 12%	83 21% I	142 34% IJMN	73 31% IJN	105 27% I	61 23% I	108 30% IJ	196 58% QRSU	41 9%	85 23% QU	149 34% QRU	126 60% QRSU	70 14% Q	137 53% W	108 18%	
Net: Bad job	447 39%	84 22%	148 53% B	42 44% B*	66 51% B	197 44% G	141 33%	42 14%	353 61% HJKLMNO	215 54% HKLMO	138 33% H	100 43% HK	166 42% HKO	136 51% HKLMO	130 36% H	46 13%	316 70% PRSTU	194 52% PST	152 35% PT	32 15%	314 63% PRST	53 20%	319 52% V	
Mean	-0.30	0.23 CDE	-0.72	-0.38 *	-0.48 *	-0.43	-0.08 F	0.61 IJKLMNO	-0.90	-0.60 I	-0.11 IJMN	-0.23 IJN	-0.37 IJ	-0.55 I	-0.20 IJMN	0.57 QRSU	-1.12	-0.54 QU	-0.14 QRU	0.62 QRSU	-0.92 Q	0.41 W	-0.67	

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Overlap formulae used

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

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



Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Reducing NHS waiting lists  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	55 5%	30 5%	25 4%	8 6% GH	14 7% GH	11 6% GH	3 2%	3 1%	17 6%	22 7%	14 4%	19 4%	11 7% O	20 7% O	6 2%	17 5%	29 4%	27 5%	12 5%	17 6%	11 4%	12 8%	- *	3 3% *	47 5%	8 4%	39 5% c	16 6% c	- *	23 6%	33 4%	23 7%	32 4%	31 5%	25 5%		
Fairly good job (1)	162 14%	87 16%	75 13%	17 14%	26 13%	30 17% G	16 8%	25 14%	47 18% G	43 14%	47 12%	72 16%	21 14%	49 16% O	26 10%	60 17% O	95 15%	68 13%	38 14%	43 14%	45 17% X	23 15%	7 13% *	7 7% *	134 14%	28 14%	113 16% b	27 10%	22 15% *	57 16%	106 14%	50 14%	112 14%	101 15%	61 13%		
Neither a good nor a bad job (0)	217 19%	106 19%	111 19%	25 21%	44 23%	31 17%	38 19%	32 18%	47 17%	69 22%	69 18%	79 18%	37 23%	58 19%	46 17%	56 16%	111 17%	106 21%	49 18%	70 23%	47 18%	25 17%	10 18% *	17 17% *	180 19%	37 19%	135 19%	51 18%	31 21% *	81 22%	137 18%	67 19%	150 19%	127 19%	90 19%		
Fairly bad job (-1)	282 25%	128 23%	154 27%	30 25%	38 19%	41 22%	57 29% E	51 29%	65 24%	68 21%	98 26%	116 26%	35 22%	63 21%	83 31% N	85 24%	167 26%	115 23%	79 29%	74 25%	62 24%	32 21%	10 18% *	24 25% *	227 24%	54 27%	187 26%	62 22%	33 22% *	90 25%	192 25%	83 24%	199 25%	173 26%	109 23%		
Very bad job (-2)	348 31%	181 33%	165 28%	31 26%	55 28%	57 31%	67 34%	58 33%	81 30%	86 27%	124 33%	139 31%	39 25%	89 29%	90 34%	122 35% M	193 30%	156 31%	81 30%	70 23%	82 31%	50 33%	24 42% T*	42 43% ST*	285 30%	64 32%	206 29%	93 33%	50 34% *	89 25%	259 33% d	112 32%	237 30%	202 30%	147 31%		
Don't know	76 7%	24 4%	51 9% B	10 8%	18 9%	13 7%	15 8%	9 5%	11 4%	28 9% L	28 7%	20 5%	15 9% P	26 9% P	17 6%	13 4%	41 7%	35 7%	15 5%	24 8%	16 6%	11 7%	5 9% *	6 6% *	69 7%	7 4%	38 5%	28 10% a	11 8% *	26 7%	50 6%	17 5%	59 7%	40 6%	36 8%		
Net: Good job	218 19%	117 21%	100 17%	25 21% G	40 21% G	42 23% G	19 10%	27 15%	64 24% G	65 21%	61 16%	91 21%	32 20% O	69 23% O	32 12%	77 22% O	123 19%	94 19%	50 18%	60 20% X	55 21% X	35 23% X	7 13% *	9 10% *	181 19%	36 18%	152 21%	44 16%	22 15% *	79 22%	138 18%	73 21%	144 18%	132 20%	86 18%		
Net: Bad job	630 55%	309 56%	319 55%	61 51%	92 47%	98 53%	124 63% DE	108 61% E	146 54%	153 49%	222 58% J	254 57%	74 47%	152 50%	173 65% MN	207 59% M	360 57%	270 53%	160 59% T	144 48%	144 55%	81 53%	34 61% *	67 68% T*	512 54%	118 59%	392 55%	155 56%	83 57% *	179 49%	451 58% d	194 55%	436 55%	375 56%	256 55%		
Mean	-0.66	-0.65	-0.68	-0.54 G	-0.52 G	-0.60 G	-0.93	-0.81	-0.57 G	-0.53 K	-0.77	-0.67	-0.49 O	-0.55 O	-0.90	-0.69	-0.67	-0.65	-0.69 X	-0.50 WX	-0.65 X	-0.59 X*	-0.99 *	-1.04 *	-0.65	-0.72	-0.60	-0.75	-0.82 *	-0.49 e	-0.74	-0.63	-0.68	-0.65	-0.68		

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

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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Reducing NHS waiting lists

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	55 5%	20 5%	19 7%	3 3% *	8 6%	14 3%	26 6%	37 13% IJKMNO	9 2%	31 8%	17 4%	18 8%	11 3%	16 6%	19 5%	37 11% QSU	5 1%	29 8%	19 4%	31 15% QRSU	15 3%	33 13% W	9 1%	
Fairly good job (1)	162 14%	91 24% CE	21 8%	15 16% C*	18 14%	67 15%	74 18%	98 34% IJKLMNO	25 4%	38 10%	79 19%	48 20%	48 12%	29 11%	61 17%	117 34% QRSU	17 4%	44 12% QU	89 21% QRU	64 30% QRSU	33 7%	72 28% W	54 9%	
Neither a good nor a bad job (0)	217 19%	93 25% CE	35 13%	14 14% *	19 15%	72 16%	91 21%	74 26% IJLN	62 11%	40 10%	90 22% IJLN	29 12%	83 21% IJLN	32 12%	71 20% IJLN	75 22% QRU	35 8%	44 12% Q	91 21% QRU	44 21% QRU	51 10% Q	60 23% W	78 13%	
Fairly bad job (-1)	282 25%	95 25%	60 22%	26 28% *	26 20%	101 23%	112 26%	50 17%	163 28% HLN	109 27% HN	101 24% H	50 21%	99 25% H	56 21%	90 25% H	71 21%	107 24%	94 25% H	106 24%	46 22%	128 25%	44 17%	180 30% V	
Very bad job (-2)	348 31%	61 16%	133 48% B	34 36% B*	51 39% B	170 38% G	107 25%	23 8%	296 51% HJKLMO	176 44% HKLMO	102 25% H	81 35% HK	130 33% HKO	125 47% HKLMO	98 27% H	28 8%	270 60% PRSTU	156 42% PST	109 25% PT	20 9%	258 51% PRST	46 18%	258 42% V	
Don't know	76 7%	18 5%	9 3%	3 3% *	7 6%	26 6%	14 3%	8 3%	25 4% J	4 1%	26 6% HJN	9 4% J	22 6% J	7 3%	22 6% HJ	14 4% R	15 3% R	4 1% R	21 5% R	7 3% R	18 3% R	3 1%	31 5% V	
Net: Good job	218 19%	112 30% C	40 14%	18 19% *	26 20%	81 18%	101 24%	135 47% IJKLMNO	34 6%	69 17% I	96 23% IM	66 28% IJMN	59 15% I	45 17% I	80 22% IM	154 45% QRSU	23 5%	74 20% QU	108 25% QU	95 45% QRSU	47 9% Q	105 41% W	63 10%	
Net: Bad job	630 55%	156 41% B	192 69% B	61 63% B*	78 59% B	272 60% G	218 52%	73 25% HJKLMNO	459 79% HJKLMNO	285 71% HKLMO	203 49% H	131 56% H	229 58% HKO	181 69% HKLMO	188 52% H	99 29% PRSTU	377 84% PST	250 67% PT	215 49% PT	65 31% PRST	386 77% PRST	90 35% V	439 72% V	
Mean	-0.66	-0.23 CDE	-1.00	-0.79 *	-0.77 *	-0.82	-0.48 F	0.27 IJKLMNO	-1.28	-0.92 I	-0.49 IJMN	-0.57 IJN	-0.78 I	-0.95 I	-0.55 IJMN	0.20 QRSU	-1.42	-0.83 QU	-0.48 QRU	0.20 QRSU	-1.20 Q	0.01 W	-1.08	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Passing new laws to stop small boat crossings from France

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	61 5%	36 6%	26 4%	6 5%	21 11% GH	12 6% G	3 1%	4 2%	16 6%	27 9% K	15 4%	20 4%	9 6% O	27 9% O	5 2%	16 5%	33 5%	29 6%	17 6%	16 5%	12 5%	15 10% X	1 1% *	1 1% *	54 6%	7 4%	49 7% b	8 3%	4 3% *	31 9% e	30 4%	29 8% g	33 4%	44 7%	18 4%		
Fairly good job (1)	216 19%	100 18%	116 20%	22 18%	30 16%	36 20%	34 18%	29 17%	63 24%	53 17%	71 19%	92 21%	32 20%	48 16%	50 19%	63 18%	111 18%	104 21%	57 21%	53 18%	48 18%	31 20%	10 17% *	18 18% *	176 19%	40 20%	131 18%	46 17%	38 26% *	73 20%	142 18%	58 17%	158 20%	120 18%	96 21%		
Neither a good nor a bad job (0)	266 23%	128 23%	137 24%	29 24%	57 29%	37 20%	41 21%	38 22%	64 24%	86 27%	78 20%	102 23%	37 23%	80 26%	52 19%	80 23%	148 23%	118 23%	61 22%	78 26% v	60 23%	25 16%	15 26% *	28 28% *	224 24%	42 21%	179 25%	61 22%	26 18% *	91 25%	175 23%	75 21%	191 24%	165 24%	101 22%		
Fairly bad job (-1)	217 19%	100 18%	118 20%	28 23% F	28 14%	24 13%	52 26% EFI	43 24% EF	43 16%	56 18%	76 20%	86 19%	31 20%	42 14%	68 25% N	71 20%	138 22% R	80 16%	47 17%	58 19% x	62 23% x	30 19% x	13 24% x*	7 8% *	168 18%	50 25%	143 20%	49 18%	25 17% *	61 17%	156 20%	67 19%	151 19%	125 19%	92 20%		
Very bad job (-2)	272 24%	153 28% C	116 20%	21 18%	38 19%	53 29% D	50 25%	42 24%	68 25%	59 19%	103 27% J	110 25%	28 18%	71 23%	66 25%	102 29% M	150 24%	122 24%	68 25%	60 20%	56 22%	41 27%	12 21% *	34 35% TU*	231 24%	41 21%	160 22%	74 27%	37 26% *	71 20%	200 26% d	93 26%	179 23%	168 25%	104 22%		
Don't know	109 10%	39 7%	68 12% B	15 12% I	20 10%	21 12% I	17 9%	21 12% I	14 5%	35 11%	39 10%	35 8%	20 13% P	37 12% P	27 10%	21 6%	56 9%	53 10%	23 8%	33 11%	25 9%	12 8%	6 10% *	11 11% *	90 10%	19 9%	55 8%	39 14% a	14 10% *	37 10%	72 9%	30 9%	79 10%	52 8%	57 12% h		
Net: Good job	277 24%	136 24%	141 24%	28 23%	52 27%	48 26%	37 19%	33 19%	79 30% GH	80 25%	85 22%	112 25%	41 26%	75 25%	55 20%	79 22%	144 23%	133 26%	74 27%	69 23%	60 23%	46 30%	10 18% *	18 19% *	230 24%	47 24%	180 25%	54 20%	43 29% *	104 29% e	173 22%	87 25%	190 24%	164 24%	113 24%		
Net: Bad job	489 43%	253 46%	234 40%	49 40%	66 34%	78 42%	101 52% E	85 48% E	111 41%	114 36%	179 47% J	196 44%	59 38%	113 37%	134 50% MN	173 49% MN	287 45%	202 40%	115 42%	118 40%	118 45%	70 46%	25 45% *	42 43% *	398 42%	91 46%	303 42%	123 44%	63 43% *	133 36%	356 46% d	160 45%	329 42%	293 43%	196 42%		
Mean	-0.41	-0.45	-0.36	-0.35 *	-0.17 GH	-0.44	-0.62	-0.57	-0.33	-0.24 K	-0.53	-0.42	-0.26 O	-0.30 O	-0.58	-0.54	-0.45	-0.36	-0.37	-0.35	-0.43	-0.35 *	-0.52 **	-0.66 *	-0.40	-0.43	-0.35	-0.56	-0.40 *	-0.21 e	-0.50	-0.43	-0.40	-0.41	-0.41		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Passing new laws to stop small boat crossings from France  
 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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	61 5%	24 6%	17 6%	5 5% *	11 8%	16 4%	34 8% F	39 13% IJKMNO	11 2%	26 6% I	20 5% I	21 9% IM	13 3% I	15 6% I	18 5% I	38 11% QSU	6 1%	26 7% QU	21 5% QU	29 14% QRSU	13 3% Q	45 17% W	6 1%	
Fairly good job (1)	216 19%	114 30% CDE	33 12%	15 16% *	21 16%	80 18%	100 24%	114 39% IJKLMNO	54 9%	71 18% I	95 23% IM	51 22% I	67 17% I	45 17% I	80 22% IM	134 39% QRSU	23 5%	74 20% QU	97 22% QU	82 39% QRSU	41 8% Q	73 28% W	98 16%	
Neither a good nor a bad job (0)	266 23%	98 26%	50 18%	20 21% *	22 17%	99 22%	94 22%	58 20%	106 18%	70 18%	93 22%	42 18% IUN	93 24% IUN	43 16%	81 22%	90 26% QRU	67 15%	71 19%	97 22% QU	43 20%	83 17%	62 24%	117 19%	
Fairly bad job (-1)	217 19%	71 19%	62 22%	22 23% *	24 18%	90 20%	89 21%	46 16%	132 23%	87 22%	76 18%	54 23% H	72 18%	60 23% H	73 20%	44 13%	100 22% P	78 21% P	81 19% P	34 16%	118 23% PS	34 13%	148 24% V	
Very bad job (-2)	272 24%	48 13%	98 35% B	25 26% B*	44 34% B	124 28% G	86 20%	15 5%	234 40% HJKLMNO	130 33% HKLO	96 23% H	55 23% H	122 31% HKO	88 33% HKL	90 25% H	20 6%	225 50% PRSTU	112 30% PT	106 24% PT	16 7%	215 43% PRST	39 15%	187 31% V	
Don't know	109 10%	23 6%	17 6%	9 9% *	8 6%	41 9% G	21 5%	18 6%	42 7% J	15 4%	35 8% JO	13 6% I	26 7% I	13 5% I	18 5% I	16 5%	29 7% R	11 3% R	33 8% R	8 4% R	32 6% R	6 2%	54 9% V	
Net: Good job	277 24%	138 36% CDE	50 18%	20 20% *	32 24%	96 21%	134 32% F	153 53% IJKLMNO	65 11%	96 24% I	115 28% IM	72 31% IJMN	80 20% I	60 23% I	98 27% IM	172 50% QRSU	29 7%	100 27% QU	118 27% QU	111 53% QRSU	54 11% Q	118 46% W	105 17%	
Net: Bad job	489 43%	120 32%	160 58% B	47 49% B*	68 52% B	214 48%	175 41%	61 21% HJKLMNO	366 63% HJKLMNO	217 55% HKLO	172 41% H	109 46% H	194 49% HK	148 56% HKLO	163 45% H	63 19%	325 72% PRSTU	190 51% PT	186 43% PT	49 23%	333 66% PRST	73 28%	334 55% V	
Mean	-0.41	-0.02 CDE	-0.74	-0.55 *	-0.57 *	-0.55	-0.23 F	0.43 IJKLMNO	-0.98	-0.59 I	-0.35 IJMN	-0.32 IJMN	-0.61 I	-0.64 I	-0.40 IM	0.39 QRSU	-1.22	-0.49 QU	-0.38 QU	0.37 QRSU	-1.02 Q	0.20 W	-0.74	

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Easing the cost of living and giving people financial security  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	55 5%	29 5%	26 4%	4 3%	21 11% DGH	9 5% GH	2 1%	1 1%	18 7% GH	25 8% K	12 3%	19 4%	9 6% O	24 8% O	3 1%	17 5% O	28 4%	27 5%	11 4%	17 6%	9 3%	13 8%	3 5% *	4 4% *	46 5%	9 5%	41 6%	11 4%	3 2% *	24 7%	31 4%	19 5%	36 5%	36 5%	19 4%		
Fairly good job (1)	199 17%	100 18%	98 17%	22 18%	26 14%	34 18%	30 15%	34 19%	54 20%	48 15%	64 17%	87 20%	27 17%	47 16%	44 16%	71 20%	113 18%	86 17%	50 18%	55 19%	51 19%	24 16%	10 19%	8 8% *	162 17%	37 19%	128 18%	43 15%	29 20% *	72 20%	127 16%	60 17%	139 18%	120 18%	79 17%		
Neither a good nor a bad job (0)	250 22%	128 23%	121 21%	29 24%	42 21%	29 16%	40 20%	41 23%	70 26% F	71 22%	69 18%	111 25%	39 25%	56 18%	50 19%	87 25%	137 22%	113 22%	59 22%	67 22%	50 19%	36 24%	16 28% *	23 23% *	201 21%	49 25%	161 22%	65 23%	24 16% *	69 19%	181 23%	82 23%	168 21%	131 19%	119 25%		
Fairly bad job (-1)	265 23%	131 24%	134 23%	33 27%	43 22%	41 22%	44 22%	50 28%	54 20%	76 24%	85 22%	104 23%	41 26%	69 23%	65 24%	74 21%	148 23%	117 23%	59 22%	76 25%	69 26%	31 20%	11 19%	20 20% *	226 24%	39 20%	177 25%	57 21%	30 21% *	91 25%	174 22%	74 21%	191 24%	164 24%	101 22%		
Very bad job (-2)	291 26%	145 26%	144 25%	25 21%	47 24%	52 28%	62 32% D	48 27%	57 21%	72 23%	114 30%	105 24%	32 20%	78 25%	84 31% M	94 27%	171 27%	120 24%	74 27%	63 21%	65 25%	39 26%	13 22% *	38 39% TU*	241 26%	51 26%	172 24%	74 27%	45 31% *	82 22%	209 27%	100 28%	192 24%	183 27%	108 23%		
Don't know	80 7%	22 4%	57 10% B	8 7%	15 8% H	19 10% H	18 9% H	4 2%	16 6%	23 7%	37 10% L	20 4%	9 6%	31 10% P	22 8% P	11 3%	37 6%	44 9%	21 8%	21 7%	19 7%	10 6%	4 8% *	6 6% *	67 7%	13 7%	38 5%	28 10% a	15 10% *	26 7%	54 7%	18 5%	62 8%	41 6%	40 8%		
Net: Good job	254 22%	129 23%	124 21%	25 21%	48 24%	43 24%	32 16%	35 20%	71 27% G	73 23%	75 20%	106 24%	36 23%	71 23%	47 18%	88 25%	142 22%	113 22%	61 22%	72 24% X	60 23%	37 24% X	13 23% *	12 12% *	208 22%	46 23%	169 24%	54 19%	32 22% *	96 26% e	158 20%	79 22%	175 22%	156 23%	98 21%		
Net: Bad job	556 49%	277 50%	278 48%	58 48%	90 46%	93 51%	106 54% I	98 55% I	111 41%	148 47%	200 52%	208 47%	73 46%	147 48%	149 56%	168 48%	320 50%	237 47%	132 49%	138 46%	134 51%	70 46%	23 41% *	58 59% *	467 50%	90 45%	349 49%	131 47%	76 52% *	174 48%	383 49%	173 49%	383 49%	347 51%	210 45%		
Mean	-0.51	-0.49	-0.52	-0.48	-0.38 G	-0.56	-0.75	-0.63	-0.31 GH	-0.42 K	-0.66	-0.44 K	-0.40 O	-0.47 O	-0.74	-0.46 O	-0.54	-0.47	-0.53	-0.41 X	-0.54	-0.42 X*	-0.39 *	-0.87 *	-0.52	-0.46	-0.46	-0.56	-0.66 *	-0.40	-0.56	-0.53	-0.50	-0.53	-0.47		

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

Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Easing the cost of living and giving people financial security

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	55 5%	26 7%	17 6%	4 4% *	7 5%	15 3%	32 8% F	38 13% IJKMNO	8 1%	30 7% IM	20 5% I	21 9% IM	12 3% I	18 7% IM	18 5% I	41 12% QRSU	5 1%	25 7% QU	19 4% QU	30 14% QRSU	7 1% QRSU	36 14% W	11 2% W	
Fairly good job (1)	199 17%	108 29% CDE	23 8%	16 17% *	15 11%	74 16%	90 21%	118 41% IJKLMNO	38 7%	43 11% I	99 24% IJMN	52 22% IJN	62 16% I	37 14% I	77 21% IJMN	146 43% QRSU	17 4%	61 16% QU	104 24% QRU	85 40% QRSU	33 7% Q	80 31% W	70 11% W	
Neither a good nor a bad job (0)	250 22%	113 30% CD	44 16%	16 16% *	27 21%	87 19%	97 23%	68 23% IJLN	90 15%	61 15% I	100 24% IJLN	30 13% IJN	97 25% IJLN	38 14% IJLN	92 25% IJLN	79 23% QRU	53 12%	55 15% QRU	103 24% QRU	42 20% Q	76 15% Q	61 24% Q	112 18% Q	
Fairly bad job (-1)	265 23%	81 21%	73 27%	23 24% *	29 22%	107 24%	107 25%	35 12% HKLM	169 29% HKLM	112 28% HL	87 21% H	50 21% H	95 24% H	64 24% H	86 24% H	46 13% PST	123 27% PST	90 24% P	91 21% P	39 19% PST	136 27% PST	40 15% V	164 27% V	
Very bad job (-2)	291 26%	34 9%	108 39% B	31 32% B*	50 39% B	141 31% G	80 19%	20 7% HJKLMO	247 43% HJKLMO	146 37% HKLMO	83 20% H	70 30% HKO	104 26% HKO	103 39% HKLMO	67 19% H	15 4% PRSTU	240 53% PRSTU	134 36% PST	90 21% PT	12 6% PRST	225 45% PRST	36 14% V	220 36% V	
Don't know	80 7%	16 4%	12 4%	6 6% *	3 2%	26 6%	17 4%	10 3% JN	28 5% JN	6 2% JN	25 6% JN	13 6% JN	23 6% JN	5 2% JN	21 6% JN	13 4% QRT	13 3% QRT	7 2% QRT	28 7% QRT	3 2% QR	24 5% QR	6 2% QR	34 6% QR	
Net: Good job	254 22%	134 35% CDE	41 15%	20 21% *	21 16%	89 20%	122 29% F	156 54% IJKLMNO	46 8% I	73 18% I	119 29% IJMN	72 31% IJMN	74 19% I	54 21% I	95 26% IJM	187 55% QRSU	22 5% QU	87 23% QU	122 28% QU	115 54% QRSU	40 8% Q	116 45% W	81 13% W	
Net: Bad job	556 49%	115 30% B	181 65% B	54 57% B*	79 61% B	248 55% G	187 44%	55 19% HJKLMNO	416 72% HJKLMNO	258 65% HKLMO	170 41% H	120 51% HK	199 51% HKO	167 63% HKLMO	153 42% H	61 18% PRSTU	363 81% PRSTU	224 60% PST	181 42% PT	51 24% P	362 72% PRST	76 29% V	384 63% V	
Mean	-0.51	0.03 CDE	-0.87	-0.68 *	-0.79 *	-0.67	-0.28 F	0.42 IJKLMNO	-1.10	-0.77 I	-0.29 IJMN	-0.44 IJN	-0.59 I	-0.77 I	-0.32 IJMN	0.47 QRSU	-1.32	-0.67 QU	-0.32 QRU	0.39 QRSU	-1.13 Q	0.16 W	-0.89	

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

Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Creating better-paid jobs and opportunities right across the country

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	51 4%	28 5%	23 4%	6 5% GH	26 13% DFGHI	9 5% GH	1 1%	1 1%	7 3%	32 10% KL	11 3%	9 2%	9 6% OP	29 10% OP	3 1%	7 2%	27 4%	23 5%	8 3%	15 5%	10 4%	13 8% S	3 5% *	2 2% *	45 5%	6 3%	34 5%	9 3%	7 5% *	30 8% e	21 3%	20 6%	31 4%	38 6%	13 3%		
Fairly good job (1)	184 16%	89 16%	94 16%	22 18%	29 15%	32 17%	27 14%	23 13%	52 19%	51 16%	59 15%	75 17%	30 19%	47 15%	37 14%	53 15%	93 15%	92 18%	47 17% X	54 18% X	44 17% X	22 14%	12 21% X*	6 6% *	138 15%	46 23% Y	123 17%	45 16%	17 11% *	63 17%	121 16%	55 16%	129 16%	116 17%	68 15%		
Neither a good nor a bad job (0)	317 28%	153 28%	163 28%	33 27%	56 29%	45 24%	49 25%	57 32%	77 29%	89 28%	94 25%	135 30%	46 29%	75 25%	72 27%	106 30%	174 27%	143 28%	77 28%	92 31%	71 27%	45 30%	10 18% *	22 23% *	271 29%	46 23%	213 30%	67 24%	37 26% *	108 30%	210 27%	89 25%	228 29%	179 27%	138 30%		
Fairly bad job (-1)	237 21%	120 22%	117 20%	26 22% E	25 13%	32 17%	49 25% E	42 24% E	61 23% E	51 16%	81 21%	104 23% J	30 19%	49 16%	66 25% N	78 22%	144 23%	92 18%	54 20%	59 20%	59 22%	26 17%	17 29% *	22 22% *	196 21%	41 21%	150 21%	50 18%	36 25% *	66 18%	171 22%	83 24%	154 19%	132 20%	104 22%		
Very bad job (-2)	264 23%	136 25%	125 22%	25 21%	46 24%	49 27%	51 26%	44 25%	47 18%	71 23%	101 26%	92 21%	30 19%	79 26%	68 25%	84 24%	150 24%	113 22%	62 23%	55 18%	60 23%	36 24%	11 19% *	40 40% STUVW*	214 23%	50 25%	155 22%	74 27%	35 24% *	74 20%	190 24%	82 23%	182 23%	169 25%	95 20%		
Don't know	88 8%	29 5%	58 10% B	9 7%	13 7%	17 9%	18 9%	9 5%	22 8%	22 7%	35 9%	31 7%	11 7%	25 8%	21 8%	26 7%	47 7%	42 8%	25 9%	23 8%	18 7%	11 7%	4 8% *	6 6% *	79 8%	9 5%	42 6%	32 12% a	14 10% *	24 7%	64 8%	22 6%	66 8%	39 6%	49 10% h		
Net: Good job	235 21%	117 21%	117 20%	27 23% H	55 28% GH	41 22% H	28 14%	24 14%	59 22%	82 26% KL	69 18%	83 19%	40 25% O	76 25% OP	41 15%	61 17%	120 19%	115 23%	55 20% X	69 23% X	55 21% X	34 23% X	14 26% X*	8 8% *	183 19%	52 26%	157 22%	54 20%	24 16% *	93 26% e	142 18%	75 21%	160 20%	154 23%	81 17%		
Net: Bad job	500 44%	256 46%	242 42%	52 43%	71 36%	82 44%	101 51% E	86 49% E	109 41%	123 39%	182 48% J	195 44%	60 38%	128 42%	134 50% M	162 46%	295 46%	206 41%	116 42%	114 38%	119 45%	62 41%	27 49% *	62 63% STUV*	409 43%	91 46%	305 43%	124 45%	71 48% *	140 38%	360 46% d	165 47%	335 42%	301 45%	199 43%		
Mean	-0.45	-0.47	-0.44	-0.39 G	-0.20 GH	-0.48	-0.69	-0.63	-0.36 G*	-0.27 K	-0.59	-0.47	-0.28 OP	-0.37 O	-0.64	-0.54	-0.51	-0.39	-0.47 X	-0.31 X	-0.47 X	-0.36 X*	-0.41 X*	-1.00 *	-0.46	-0.44	-0.40	-0.55	-0.56 *	-0.27 e	-0.55	-0.46	-0.45	-0.44	-0.48		

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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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Creating better-paid jobs and opportunities right across the country

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	51 4%	19 5%	12 4%	4 4% *	11 8%	16 4%	23 5%	31 11% IJKMNO	11 2%	24 6% IM	19 4% IM	25 10% IJKMNO	9 2%	15 6% IM	17 5% IM	34 10% QRSU	4 1%	21 6% QU	20 5% QU	28 13% QRSU	5 1% QRSU	38 15% W	5 1% W	
Fairly good job (1)	184 16%	104 27% CE	26 9%	16 17% *	19 14%	68 15%	92 22% F	111 38% IJKLMNO	37 6%	45 11% I	97 23% IULMN	33 14% I	68 17% IJ	37 14% I	71 20% IJ	128 38% QRSU	22 5%	49 13% QU	103 24% QRU	74 35% QRSU	40 8% Q	79 31% W	59 10% W	
Neither a good nor a bad job (0)	317 28%	136 36% CE	52 19%	26 27% *	28 22%	116 26%	127 30%	95 33% IJN	99 17%	75 19%	112 27% IJN	60 26% IJN	103 26% IJN	51 19%	120 33% IJKMN	109 32% QRU	61 14%	83 22% QU	120 28% QU	56 26% QU	88 18% Q	75 29%	136 22% Q	
Fairly bad job (-1)	237 21%	73 19%	69 25%	18 19% *	23 17%	93 21%	91 21%	27 9%	165 28% HKL MN O	103 26% H	79 19% H	48 20% H	92 23% HK	55 21% H	70 19% H	45 13%	124 28% PS	91 25% P	83 19% P	41 19% P	131 26% PS	37 14%	158 26% V	
Very bad job (-2)	264 23%	29 8%	102 37% B	24 26% B*	46 36% B	126 28% G	70 16%	12 4%	233 40% HKLMO	142 36% HKLMO	79 19% H	60 26% H	100 25% HKO	99 37% HKLMO	68 19% H	11 3%	221 49% PRSTU	118 32% PST	85 20% PT	5 2%	209 42% PRST	22 8%	206 34% V	
Don't know	88 8%	17 4%	17 6%	7 7% *	4 3%	30 7%	20 5%	14 5%	35 6% JN	9 2%	28 7% JNO	9 4%	21 5% J	7 3%	15 4%	14 4%	19 4%	9 2%	24 6%	7 3%	27 5% R	7 3%	45 7% V	
Net: Good job	235 21%	123 33% C	38 14%	21 22% *	29 23%	85 19%	115 27% F	141 49% IJKLMNO	47 8%	69 17% I	116 28% IJMN	58 25% IJ	77 20% I	52 20% I	88 24% IJM	162 48% QRSU	26 6%	70 19% QU	122 28% QRU	102 49% QRSU	46 9% Q	117 45% W	64 11% W	
Net: Bad job	500 44%	103 27% BD	170 61% BD	43 44% B*	69 53% B	219 49% G	161 38%	39 13%	398 69% HJKL MN O	245 61% HKLMO	158 38% H	108 46% H	192 49% HKO	154 58% HKLMO	137 38% H	55 16%	345 77% PRSTU	209 56% PST	168 39% PT	46 22%	340 68% PRST	59 23%	365 60% V	
Mean	-0.45	0.03 CDE	-0.85	-0.47 C*	-0.59 *	-0.58	-0.23 F	0.44 IJKLMNO	-1.05	-0.75 I	-0.27 IJMN	-0.38 IJN	-0.55 IJ	-0.72 I	-0.29 IJMN	0.40 QRSU	-1.24	-0.65 QU	-0.27 QRU	0.39 QRSU	-1.05 Q	0.30 W	-0.89	

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Overlap formulae used

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

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



Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Securing the future of Britain's public services

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	53 5%	29 5%	24 4%	6 5% H	19 10% GH	13 7% GH	3 2%	1 1%	11 4%	25 8% L	16 4%	12 3%	12 8% OP	24 8% OP	5 2%	11 3%	27 4%	26 5%	10 4%	16 5%	11 4%	14 9%	- *	3 3% *	46 5%	8 4%	38 5%	12 4%	3 2% *	26 7% e	27 3%	26 7% g	27 3%	37 6%	16 3%		
Fairly good job (1)	177 16%	92 17%	85 15%	18 15%	32 17%	29 16%	22 11%	26 14%	50 19%	51 16%	51 13%	75 17%	22 14%	51 17%	34 13%	54 15%	108 17%	69 14%	41 15%	47 16%	45 17%	25 16%	8 14% *	11 11% *	142 15%	36 18%	126 18% b	27 10%	25 17% *	70 19% e	107 14%	58 17%	119 15%	110 16%	67 14%		
Neither a good nor a bad job (0)	280 25%	137 25%	143 25%	31 25%	43 22%	43 23%	46 24%	48 27%	70 26%	73 23%	89 23%	118 26%	41 26%	67 22%	60 22%	94 27%	143 23%	137 27%	61 22%	83 28%	64 24%	35 23%	17 30% *	21 21% *	236 25%	44 22%	163 23%	66 24%	52 35% a*	95 26%	186 24%	73 21%	207 26%	153 23%	127 27%		
Fairly bad job (-1)	246 22%	117 21%	127 22%	32 27%	42 21%	34 18%	42 22%	45 25%	51 19%	74 23%	76 20%	96 21%	40 25%	62 20%	61 23%	74 21%	142 22%	104 21%	65 24%	66 22%	54 21%	24 16%	16 29% *	20 20% *	196 21%	49 25%	167 23% c	61 22%	17 12% *	68 19%	177 23%	76 22%	169 21%	152 23%	94 20%		
Very bad job (-2)	285 25%	148 27%	134 23%	22 18%	40 20%	50 27%	55 28%	50 29% D	67 25%	62 20%	105 28% J	118 27%	27 17%	70 23%	78 29% M	102 29% M	169 27%	116 23%	71 26%	56 19%	70 27%	37 24%	14 24% *	37 38% T*	234 25%	51 26%	172 24%	70 25%	43 29% *	77 21%	208 27%	95 27%	189 24%	168 25%	116 25%		
Don't know	100 9%	32 6%	67 12% B	11 9%	19 10%	17 9%	27 14% H	8 4%	18 7%	30 10%	44 11% L	26 6%	15 10%	32 10% P	30 11% P	19 5%	46 7%	54 11%	25 9%	30 10%	17 7%	19 12%	1 3% *	7 7% *	89 9%	11 5%	51 7%	42 15% ac	7 5% *	29 8%	71 9%	23 7%	77 10%	53 8%	46 10%		
Net: Good job	231 20%	121 22%	109 19%	25 20% GH	51 26% GH	41 22% G	26 13%	27 15%	61 23% G	76 24%	67 18%	88 20%	34 22%	75 25% O	39 14%	65 18%	135 21%	95 19%	51 19%	63 21%	57 22%	38 25%	8 14% *	14 14% *	187 20%	43 22%	164 23% b	39 14%	28 19% *	96 26% e	134 17%	84 24% g	146 19%	148 22%	83 18%		
Net: Bad job	530 46%	266 48%	262 45%	54 45%	82 42%	84 46%	97 49%	95 54% E	118 44%	136 43%	181 48%	213 48%	67 42%	132 43%	139 52%	176 50%	311 49%	220 43%	136 50%	122 41%	125 48%	61 40%	30 53% *	57 58% TV*	430 46%	100 50%	339 47%	131 47%	60 41% *	145 40%	385 50% d	171 49%	359 45%	320 48%	210 45%		
Mean	-0.51	-0.50	-0.51	-0.42 G	-0.29 GH	-0.48	-0.72	-0.69	-0.46	-0.34 K	-0.60	-0.55	-0.33 O	-0.38 O	-0.73	-0.60	-0.54	-0.47	-0.59	-0.37 X	-0.52	-0.34 X*	-0.65 *	-0.86 *	-0.51	-0.53	-0.47	-0.63	-0.52 *	-0.29 e	-0.61	-0.48	-0.53	-0.49	-0.54		

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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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Securing the future of Britain's public services

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	53 5%	20 5%	15 5%	6 7% *	9 7%	15 3%	26 6%	37 13% UKMO	7 1%	29 7%	13 3%	26 11% IKMO	11 3%	20 8%	16 4%	38 11%	6 1%	28 7%	16 4%	32 15%	6 1%	34 13% W	8 1%	
Fairly good job (1)	177 16%	101 27% CDE	28 10%	12 12% *	15 11%	68 15%	81 19%	115 40% IJKLMNO	27 5%	42 10%	94 23%	39 17%	58 15%	26 10%	71 20%	123 36% QRSU	23 5%	48 13%	96 22%	81 39%	28 6%	88 34% W	55 9%	
Neither a good nor a bad job (0)	280 25%	120 32% CD	41 15%	14 15% *	28 21%	96 21%	118 28%	74 25% IJLN	92 16%	59 15%	115 28% IJLN	41 17%	100 25% IJLN	33 12%	106 29% IJLN	97 28% QRU	47 10%	58 16% Q	115 26% QRU	49 23% QRU	76 15% Q	54 21% Q	127 21%	
Fairly bad job (-1)	246 22%	80 21%	67 24%	24 25% *	20 16%	96 21%	91 21%	33 12% HJKLMNO	167 29%	105 26% HO	82 20% H	52 22% H	88 22% H	60 23% H	69 19% H	50 15% PST	114 25% PST	93 25% PT	84 19%	27 13% PST	140 28% PST	39 15% PST	156 26% V	
Very bad job (-2)	285 25%	36 10%	113 41% B	32 33% B*	50 38% B	149 33% G	80 19%	12 4% HIKLMO	253 44% HIKLMO	152 38% HKLMO	79 19% H	71 30% HKO	106 27% HKO	113 43% HKLMO	72 20% H	10 3% PRSTU	236 52% PRSTU	133 36% PST	90 21% PT	12 6%	227 45% PRST	26 10% PST	222 36% V	
Don't know	100 9%	20 5%	12 4%	8 9% *	9 7%	26 6%	28 7%	18 6% J	33 6%	12 3%	34 8% JL	6 3%	30 8% JL	12 5%	26 7% JL	23 7% R	25 6%	12 3% R	33 8% R	10 5%	26 5% R	16 6% R	43 7%	
Net: Good job	231 20%	121 32% CDE	43 16%	18 19% *	24 18%	83 18%	107 25% F	152 53% IJKLMNO	34 6%	71 18% I	106 26% IJMN	66 28% IJMN	69 18% I	46 18% I	88 24% IJM	161 47% QRSU	29 6% QU	76 20% QU	112 26% QU	113 54% QRSU	33 7% R	122 47% W	63 10% W	
Net: Bad job	530 46%	116 31% B	180 65% B	56 58% B*	70 54% B	245 55% G	171 40%	46 16% HIJKLMNO	421 73% HIJKLMNO	257 65% HKLMO	160 39% H	123 52% HKO	194 49% HKO	173 65% HKLMO	142 39% H	60 18% PRSTU	350 78% PRSTU	226 61% PST	175 40% PT	39 19% PRST	367 73% PRST	66 25% PST	378 62% V	
Mean	-0.51	-0.03 CDE	-0.89	-0.72 *	-0.72 *	-0.70	-0.30 F	0.48 IJKLMNO	-1.16	-0.80 I	-0.32 IJMN	-0.44 IJN	-0.60 IJN	-0.87 I	-0.33 IJMN	0.40 QRSU	-1.29 QU	-0.71 QU	-0.34 QRU	0.47 QRSU	-1.17 Q	0.27 W	-0.93	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Ensuring people get the NHS care they need more quickly

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	60 5%	37 7%	23 4%	7 6% H	22 11% GHI	13 7% H	5 2%	1 *	12 5% H	30 9% KL	18 5%	13 3%	10 7%	30 10% OP	7 3%	13 4%	33 5%	27 5%	10 4%	17 6%	9 3%	18 12% SU	3 5% *	4 4% *	54 6%	6 3%	43 6%	16 6%	2 1% *	30 8% e	30 4%	25 7%	35 4%	40 6%	20 4%		
Fairly good job (1)	158 14%	82 15%	76 13%	19 16%	24 13%	24 13%	22 11%	25 14%	43 16%	43 14%	46 12%	69 15%	27 17%	38 12%	31 12%	50 14%	86 14%	72 14%	42 15% X	43 14% X	49 19% X	16 11%	3 6% *	5 5% *	124 13%	34 17%	103 14%	31 11%	23 16% *	55 15%	103 13%	42 12%	116 15%	99 15%	59 13%		
Neither a good nor a bad job (0)	236 21%	118 21%	116 20%	30 25%	46 24%	31 17%	36 18%	34 19%	60 22%	76 24%	67 17%	94 21%	41 26%	58 19%	48 18%	66 19%	129 20%	107 21%	51 19%	81 27% SUX	40 15%	38 25%	11 20% *	15 15% *	204 22%	32 16%	139 19%	62 22%	35 24% *	76 21%	160 21%	74 21%	162 20%	129 19%	107 23%		
Fairly bad job (-1)	266 23%	118 21%	147 25%	27 22%	37 19%	42 23%	50 25%	52 30% E	58 22%	64 20%	92 24%	110 25%	32 20%	67 22%	69 26%	85 24%	152 24%	114 23%	69 25%	65 22%	71 27% V	24 16%	14 25% *	22 22% *	215 23%	51 26%	186 26%	55 20%	25 17% *	87 24%	178 23%	82 23%	184 23%	158 23%	107 23%		
Very bad job (-2)	347 30%	175 31%	171 29%	29 24%	51 26%	58 32%	64 33%	59 33%	87 33%	79 25%	122 32%	146 33%	37 23%	84 28%	89 33% M	132 37% MN	194 31%	153 30%	83 31%	69 23%	81 31%	47 31%	21 37% *	46 47% STUV*	278 30%	69 35%	210 29%	87 31%	50 34% *	92 25%	255 33% d	110 31%	237 30%	200 30%	147 32%		
Don't know	74 6%	24 4%	48 8% B	9 7%	15 7%	17 9% HI	20 10% HI	6 3%	7 3%	24 7% L	37 10% L	13 3%	11 7% P	28 9% P	24 9% P	8 2%	42 7%	32 6%	17 6%	24 8%	12 4%	9 6%	4 8% *	7 7% *	67 7%	6 3%	36 5%	27 10% a	10 7% *	24 7%	49 6%	18 5%	55 7%	47 7%	26 6%		
Net: Good job	218 19%	120 22%	99 17%	26 22% GH	47 24% GH	37 20%	26 13%	26 15%	56 21%	73 23%	63 17%	82 18%	37 24% O	67 22% O	38 14%	63 18%	119 19%	99 20%	52 19% X	60 20% X	58 22% X	34 22% X	6 10% *	8 9% *	178 19%	40 20%	146 20%	47 17%	25 17% *	85 23% e	133 17%	67 19%	151 19%	139 21%	79 17%		
Net: Bad job	613 54%	293 53%	318 55%	56 46%	88 45%	100 54%	114 58% DE	111 63% DE	145 54%	143 45%	214 56% J	256 58% J	68 44%	151 50%	157 59% M	217 61% MN	346 54%	268 53%	153 56% T	133 45%	153 58% T	72 47%	35 62% *	68 69% TV*	493 52%	120 60%	396 55%	142 51%	75 52% *	180 49%	434 56%	192 54%	422 53%	358 53%	255 55%		
Mean	-0.64	-0.59	-0.69	-0.45 GH	-0.38 GH	-0.65	-0.83	-0.84	-0.63	-0.41 KL	-0.74	-0.71	-0.39 OP	-0.50 OP	-0.82	-0.79	-0.65	-0.62	-0.68 X	-0.46 X	-0.67 X	-0.46 X*	-0.90 *	-1.11 *	-0.62	-0.74	-0.61	-0.66	-0.73 *	-0.46 e	-0.72	-0.63	-0.64	-0.60	-0.69		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Ensuring people get the NHS care they need more quickly

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	60 5%	21 6%	16 6%	5 5% *	14 11%	16 4%	28 7%	37 13% IKMNO	13 2%	34 9% IKM	18 4%	23 10% IKMN	7 2%	15 6% IM	23 6% IM	45 13% QRSU	4 1%	30 8% QSU	17 4% QU	38 18% QRSU	7 1%	39 15% W	8 1%	
Fairly good job (1)	158 14%	91 24% CE	22 8%	14 14% *	10 8%	58 13%	72 17%	100 35% IJKLMNO	20 3%	32 8% I	86 21% IUNO	31 13% IJ	66 17% IUN	26 10% I	54 15% IJ	107 31% QRSTU	19 4%	43 11% QU	89 21% QRU	52 25% QRU	26 5%	71 27% W	44 7%	
Neither a good nor a bad job (0)	236 21%	98 26% C	40 14%	17 18% *	22 17%	86 19%	94 22%	70 24% IUN	71 12%	55 14%	91 22% IUN	42 18% I	72 18% I	33 13%	85 24% IJMN	81 24% QRU	49 11%	50 13%	99 23% QRU	55 26% QRU	62 12%	59 23% W	101 16%	
Fairly bad job (-1)	266 23%	102 27%	59 21%	19 20% *	23 17%	100 22%	110 26%	51 18%	148 26% H	93 23%	101 24% H	51 22% H	104 27% H	61 23%	90 25% H	75 22%	102 23%	84 23%	103 24%	40 19%	128 26%	44 17%	167 27% V	
Very bad job (-2)	347 30%	54 14%	131 47% BD	32 33% B*	55 42% B	167 37% G	108 26%	21 7%	301 52% HJKLMNO	181 45% HKLMO	97 23% H	83 35% HKO	124 32% HKO	121 46% HKLMO	92 25% H	22 6%	260 58% PRSTU	158 43% PST	107 25% PT	20 10%	259 52% PRST	43 17%	254 42% V	
Don't know	74 6%	12 3%	8 3%	9 9% BC*	6 5%	23 5%	11 3%	10 3% J	27 5% J	4 1%	21 5% J	5 2%	20 5% J	7 3% J	16 5% J	11 3%	17 4%	7 2%	20 5%	6 3%	18 4%	3 1%	37 6% V	
Net: Good job	218 19%	112 30% CE	38 14%	18 19% *	24 19%	74 16%	101 24% F	137 47% IJKLMNO	33 6%	66 17% I	104 25% IJMN	54 23% IUN	73 19% I	41 16% I	77 21% I	152 45% QRSU	23 5%	73 20% QU	106 24% QU	90 43% QRSU	33 7%	110 43% W	53 9%	
Net: Bad job	613 54%	156 41%	191 69% BD	52 54% *	78 60% B	267 59%	218 52%	72 25%	450 78% HJKLMNO	273 69% HKLMO	199 48% H	134 57% HK	228 58% HKO	183 69% HKLMO	182 51% H	97 28%	362 80% PRSTU	242 65% PST	210 48% PT	60 29%	387 77% PRST	87 34%	421 69% V	
Mean	-0.64	-0.21 CDE	-0.99	-0.70 *	-0.76 *	-0.81	-0.48 F	0.29 IJKLMNO	-1.28	-0.90 I	-0.44 IJMN	-0.61 IUN	-0.73 IUN	-0.96 I	-0.51 IJMN	0.24 QRSU	-1.37	-0.81 QU	-0.47 QRU	0.23 QRSU	-1.25 Q	0.08 W	-1.07	

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Making sure that people who come to Britain illegally are detained and swiftly removed

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379	
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467	
Very good job (2)	56 5%	31 6%	25 4%	5 4%	16 8% GH	11 6%	4 2%	4 2%	15 6%	22 7%	15 4%	19 4%	7 5%	23 8% O	6 2%	18 5%	32 5%	24 5%	14 5%	12 4%	16 6%	13 8%	- *	2 2% *	53 6%	3 2%	41 6%	12 4%	2 1% *	25 7%	31 4%	22 6%	34 4%	35 5%	21 4%	
Fairly good job (1)	174 15%	90 16%	84 15%	23 19% GH	38 20% GH	31 17% G	18 9%	17 10%	48 18% G	61 19% K	49 13%	65 15%	32 20% OP	50 17%	30 11%	45 13%	100 16%	75 15%	37 14%	55 19%	35 13%	29 19%	8 15% *	9 9% *	137 14%	38 19%	106 15%	37 13%	31 21% *	73 20% e	101 13%	56 16%	119 15%	108 16%	66 14%	
Neither a good nor a bad job (0)	235 21%	111 20%	122 21%	29 24%	51 26%	38 21%	39 20%	32 18%	46 17%	80 25% L	77 20%	78 18%	38 24%	73 24%	49 18%	59 17%	125 20%	110 22%	51 19%	65 22%	61 23%	26 17%	11 20% *	21 22% *	197 21%	38 19%	158 22%	50 18%	27 18% *	85 23%	150 19%	73 21%	162 21%	148 22%	86 19%	
Fairly bad job (-1)	271 24%	149 27%	122 21%	34 28% F	39 20%	32 17%	48 25%	56 32% EF	62 23%	73 23%	80 21%	118 27%	42 27%	59 19%	65 24%	99 28% N	162 25%	109 22%	57 21%	67 23%	75 29%	31 20%	13 24% *	28 29% *	215 23%	56 28%	185 26%	63 23%	24 16% *	80 22%	191 25%	83 24%	188 24%	158 23%	114 24%	
Very bad job (-2)	282 25%	143 26%	137 24%	16 13%	33 17%	50 27% DE	59 30% DE	51 29% DE	73 27% D	49 16%	109 29% J	124 28% J	21 13%	63 21%	79 30% MN	111 31% MN	157 25%	125 25%	85 31% TU	67 23%	52 20%	38 25%	11 20% *	29 29% *	236 25%	46 23%	171 24%	71 25%	41 28% *	69 19%	213 27% d	88 25%	194 25%	166 25%	116 25%	
Don't know	123 11%	32 6%	90 16% B	14 12%	17 9%	22 12%	28 14%	18 10%	23 9%	31 10%	50 13%	41 9%	17 11%	36 12% P	37 14% P	22 6%	61 10%	62 12%	29 11%	24 11%	24 9%	16 10%	12 21% U*	9 10% *	105 11%	18 9%	56 8%	46 16% a	21 14% *	34 9%	89 11%	31 9%	92 12%	59 9%	64 14% h	
Net: Good job	230 20%	121 22%	109 19%	28 23% GH	54 28% GH	42 23% GH	22 11%	21 12%	63 24% GH	82 26% KL	64 17%	84 19%	39 25% O	73 24% O	37 14%	63 18%	131 21%	99 20%	51 19%	68 23% X	51 19%	42 27% X	8 15% *	11 11% *	189 20%	41 21%	148 21%	49 18%	33 23% *	98 27% e	133 17%	77 22%	153 19%	144 21%	87 19%	
Net: Bad job	553 48%	292 53% C	259 45%	50 41%	73 37%	82 45%	107 55% DE	106 60% DEF	135 50% E	122 39%	189 50% J	242 54% J	63 40%	123 40%	144 54% MN	210 59% MN	319 50%	234 46%	142 52%	134 45%	127 48%	69 45%	24 44% *	57 58% *	451 48%	102 51%	355 50%	134 48%	64 44% *	149 41%	404 52% d	171 49%	382 48%	323 48%	230 49%	
Mean	-0.54	-0.54	-0.53	-0.31 GH*	-0.20 GH	-0.49 GH	-0.83	-0.83	-0.53 *	-0.24 KL	-0.66	-0.65	-0.26 OP	-0.33 OP	-0.78	-0.72	-0.54	-0.53	-0.67	-0.46 X	-0.47	-0.38 X*	-0.61 **	-0.82 *	-0.53	-0.57	-0.51	-0.61	-0.56 *	-0.29 e	-0.66	-0.50	-0.56	-0.50	-0.59	

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

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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q8. In your opinion, do you think a Conservative government led by Rishi Sunak will do a good job or a bad job, if either, at delivering in the following areas? - Making sure that people who come to Britain illegally are detained and swiftly removed

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	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611
Very good job (2)	56 5%	23 6%	17 6%	8 8% *	6 5%	22 5%	24 6%	36 13% IJKMNO	12 2%	24 6%	17 4%	21 9% IKMO	12 3%	18 7%	15 4%	41 12% QRSU	6 1%	23 6% QU	21 5% QU	34 16% QRSU	8 2%	31 12% W	14 2%
Fairly good job (1)	174 15%	91 24% CDE	29 10%	8 9% *	18 14%	61 14%	80 19%	99 34% IJKLMNO	38 7%	50 13%	86 21% IULMN	31 13% I	62 16% I	31 12% I	64 18% I	115 34% QRSU	24 5%	55 15% QU	87 20% QU	62 29% QRSU	36 7%	76 29% W	62 10%
Neither a good nor a bad job (0)	235 21%	77 20%	39 14%	22 23% *	26 20%	97 22%	65 15%	66 23% U	86 15%	62 16%	81 20% I	48 20% I	74 19% I	43 16%	70 19%	59 17%	58 13%	59 16%	84 19% Q	41 20%	77 15%	46 18%	103 17%
Fairly bad job (-1)	271 24%	107 28%	70 25%	20 21% *	31 23%	105 23%	116 27%	52 18%	164 28% H	112 28% H	99 24% H	68 29% H	93 24%	75 28% H	98 27% H	83 24%	119 27%	108 29%	95 22%	46 22%	128 26%	52 20%	174 29% V
Very bad job (-2)	282 25%	58 15%	98 36% B	27 28% B*	42 32% B	115 26%	112 27%	22 8%	230 40% HJKLMNO	127 32% HL	101 24% H	53 22% H	124 31% HKLO	82 31% HL	92 26% H	19 6%	216 48% PRSTU	110 29% PT	114 26% PT	20 10% P	216 43% PRST	44 17%	189 31% V
Don't know	123 11%	22 6%	24 9%	11 12% *	8 6%	49 11% G	26 6%	14 5%	51 9% J	24 6%	32 8%	15 6%	29 7%	16 6%	22 6%	24 7%	27 6%	17 5%	33 8%	8 4%	36 7%	10 4%	68 11% V
Net: Good job	230 20%	113 30% CDE	46 17%	16 17% *	24 18%	83 18%	104 25%	135 47% IJKLMNO	49 9%	74 19% I	102 25% IM	52 22% I	73 19% I	48 18% I	79 22% I	156 46% QRSU	30 7%	78 21% QU	108 25% QU	96 45% QRSU	45 9% Q	107 41% W	76 12%
Net: Bad job	553 48%	166 44% B	168 61% B	47 49% *	73 56% B	220 49%	228 54%	75 26% HJKLMNO	394 68% HJKLMNO	239 60% HKL	200 48% H	121 51% H	217 55% HK	158 60% HKL	190 53% H	103 30% PRSTU	336 75% PRSTU	218 59% PST	210 48% PT	66 31% P	344 68% PRST	96 37%	364 60% V
Mean	-0.54	-0.25 CE	-0.80	-0.58 *	-0.69 *	-0.57	-0.53	0.27 IJKLMNO	-1.06	-0.72 I	-0.48 IJMN	-0.45 IJN	-0.70 I	-0.70 I	-0.56 IM	0.24 QRSU	-1.22	-0.64 QU	-0.49 QU	0.21 QRSU	-1.09 Q	-0.01 W	-0.85

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Summary

All Adults aged 18+ in Great Britain

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office?										
	Halving inflation this year	Growing the economy	Making sure the national debt is falling	Reducing NHS waiting lists	Passing new laws to stop small boat crossings from France	Easing the cost of living and giving people financial security	Creating better-paid jobs and opportunities right across the country	Securing the future of Britain's public services	Ensuring people get the NHS care they need more quickly	Making sure that people who come to Britain illegally are detained and swiftly removed
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very good job (2)	70 6%	74 7%	79 7%	98 9% ABE	70 6%	88 8%	96 8%	102 9%	111 10%	77 7%
Fairly good job (1)	179 16%	233 20% ACEJ	178 16%	230 20% ACEJ	161 14%	270 24%	236 21% ABCDEGJ	283 25%	279 24%	159 14%
Neither a good nor a bad job (0)	313 27%	289 25%	308 27%	296 26%	306 27%	279 24%	337 30% BDFHIJ	279 24%	274 24%	275 24%
Fairly bad job (-1)	230 20% GHI	220 19% GH	232 20% GHI	203 18%	219 19% GH	208 18%	183 16%	181 16%	190 17%	240 21% DGH
Very bad job (-2)	200 18% FGHI	189 17% FGHI	206 18% DFGHI	179 16% H	215 19% BDFGHI	158 14%	160 14%	147 13%	159 14%	217 19% BDFGHI
Don't know	149 13% I	136 12%	138 12%	134 12%	170 15% BCDFGI	137 12%	130 11%	148 13% GI	129 11%	173 15% BCDFGHI

Net: Good job	249 22%	307 27% ACEJ	257 22%	329 29% ACEJ	231 20%	359 31% ABCEJ	331 29% ACEJ	386 34% ABCDEGJ	390 34% ABCDEFJG	236 21%
Net: Bad job	430 38% DFGHI	409 36% FGHI	439 38% BDFGHI	382 33% GHI	435 38% DFGHI	366 32% H	343 30%	328 29%	349 31%	457 40% BDFGHI

Mean	-0.31	-0.22 ACEJ	-0.31	-0.13 ABCEJ	-0.36	-0.08 ABCEJ	-0.08 ABCEJ	0.01 ABCDEFGJ	-0.01 ABCDEFJG	-0.37
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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Halving inflation this year  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	70 6%	38 7%	32 6%	7 6%	24 12% GHI	13 7%	7 4%	7 4%	12 4%	31 10% KL	20 5%	19 4%	13 8%	29 10% OP	10 4%	16 5%	45 7%	25 5%	23 9% X	12 4%	12 5%	19 12% TUX	3 6% *	1 1% *	61 6% 6%	9 5%	48 7%	13 5%	9 6% *	35 10% e	35 5%	29 8% g	41 5%	45 7%	25 5%		
Fairly good job (1)	179 16%	106 19% C	73 13%	25 21% I	36 19%	33 18%	32 16%	23 13%	30 11%	61 19% L	65 17%	53 12%	32 20%	52 17%	45 17%	47 13%	106 17%	73 14%	43 16%	50 17%	32 12%	31 21% W	3 5% *	20 20% W*	153 16%	26 13%	118 17%	43 16%	17 12% *	74 20% e	104 13%	71 20% g	107 14%	128 19% i	51 11%		
Neither a good nor a bad job (0)	313 27%	147 26%	165 28%	36 29%	47 24%	42 23%	43 22%	56 32%	89 33% G	83 26%	85 22%	144 32% K	44 28%	72 24%	66 25%	105 30%	178 28%	135 27%	85 31%	72 24%	64 24%	43 28%	19 34% *	30 30% *	267 28%	46 23%	194 27%	77 28%	42 29% *	94 26%	219 28%	100 28%	213 27%	156 23%	157 34% h		
Fairly bad job (-1)	230 20%	115 21%	112 19%	27 23% E	21 11%	36 20% E	35 18%	49 27% EG	62 23% E	49 15%	71 19%	110 25% J	28 18%	51 17%	47 18%	91 26% NO	138 22%	92 18%	45 17%	63 21%	60 23%	24 15%	17 31% SV*	21 21% *	174 18%	56 28% Y	148 21%	55 20%	26 18% *	67 18%	163 21%	71 20%	159 20%	134 20%	96 21%		
Very bad job (-2)	200 18%	101 18%	99 17%	14 11%	40 20%	29 16%	43 22% D	33 19%	43 16%	53 17%	72 19%	75 17%	20 13%	54 18%	56 21%	66 19%	98 15%	103 20%	42 16%	54 18%	64 24% SV	16 11%	7 12% *	18 18% *	165 18%	35 18%	128 18%	49 18%	23 16% *	50 14%	151 19% d	49 14%	151 19% f	132 20%	68 15%		
Don't know	149 13%	48 9% B	99 17% B	12 10%	26 13% H	31 17% H	37 19% DH	10 6%	33 12%	38 12% L	68 18% L	43 10%	19 12%	46 15% P	44 16% P	29 8%	71 11%	78 15%	34 12%	48 16%	30 12%	20 13%	7 13% *	9 9% *	123 13%	26 13%	80 11%	40 14%	29 20% a*	45 12%	104 13%	31 9%	118 15% f	79 12%	70 15%		
Net: Good job	249 22%	144 26% C	105 18%	32 26% I	61 31% GHI	46 25%	39 20%	30 17%	42 16%	92 29% L	84 22%	72 16%	45 29% P	82 27% P	55 20%	64 18%	151 24%	98 19%	67 24%	61 21%	44 17%	50 33% TUV	6 10% *	21 21% *	214 23%	35 18%	167 23%	56 20%	26 18% *	109 30% e	140 18%	101 29% g	148 19%	173 26% i	76 16%		
Net: Bad job	430 38%	216 39%	211 36%	41 34%	61 31%	65 36%	77 39%	81 46% DE	104 39%	102 32%	143 38%	186 42% J	49 31%	105 34%	103 39%	157 44% MN	236 37%	195 39%	87 32%	116 39%	124 47% V	40 26%	24 42% *	38 39% *	339 36%	91 46% Y	276 39%	105 38%	50 34% *	117 32%	313 40% d	120 34%	310 39%	266 39%	164 35%		
Mean	-0.31	-0.27	-0.36	-0.15 H	-0.09 GH	-0.24	-0.47	-0.46	-0.39 *	-0.11 L	-0.35	-0.42	-0.08 OP	-0.19	-0.42	-0.44	-0.24	-0.41	-0.17 U	-0.39	-0.57	0.10 TUX*	-0.44 **	-0.38 *	-0.28	-0.48 *	-0.30	-0.35	-0.33 *	-0.07 e	-0.43	-0.12 g	-0.41	-0.30	-0.33		

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Overlap formulae used

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



Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Halving inflation this year

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	70 6%	10 3%	40 14% BE	7 7% *	8 6%	27 6%	25 6%	22 8% KO	35 6% K	53 13% HIKMN	6 1%	31 13% HIKMO	18 5% K	24 9% IKMO	13 3% K	22 7% S	34 8% S	53 14% PQSU	7 2%	25 12% PS	32 6% S	33 13% W	25 4%	
Fairly good job (1)	179 16%	32 8%	73 27% B	17 17% B*	26 20% B	79 18%	62 15%	45 16% KMO	115 20% KMO	129 32% HIKLMNO	17 4%	56 24% HKMO	33 8% K	62 23% HKMO	32 9% K	52 15% S	84 19% S	129 35% PQSTU	20 5%	46 22% PS	94 19% S	42 16% S	102 17%	
Neither a good nor a bad job (0)	313 27%	97 26%	72 26%	41 42% BC*	37 28%	145 32%	109 26%	67 23% KMO	170 29% KMO	124 31% HKMO	75 18%	71 30% KMO	77 19%	83 31% HKMO	75 21%	83 24% S	121 27% S	117 31% PSU	74 17%	61 29% S	127 25% S	59 23% S	191 31% V	
Fairly bad job (-1)	230 20%	118 31% CDE	36 13%	17 18% *	23 18%	75 17%	98 23%	79 27% IULN	102 18% J	48 12%	134 32% IULMN	37 16%	106 27% IULN	39 15%	104 29% IULN	87 26% QRT	73 16% R	32 9%	144 33% PQRTU	39 19% R	99 20% QR	48 19% R	120 20%	
Very bad job (-2)	200 18%	93 25% CD	27 10%	5 5% *	28 21% CD	62 14%	92 22% F	60 21% JLN	98 17% JLN	19 5%	150 36% HIJLN	19 8% J	125 32% HIJLN	33 12% J	111 31% HIJLN	63 19% R	106 24% RT	9 2%	154 35% PQRTU	31 15% R	102 20% R	58 22% R	98 16%	
Don't know	149 13%	28 7%	29 10%	10 10% *	9 7%	61 14%	37 9%	16 5% HI	60 10% HI	26 7%	34 8% HI	22 9%	36 9% HI	24 9%	26 7%	33 10% T	32 7%	31 8%	37 8% Q	9 4%	48 10% Q	17 7% Q	75 12%	
Net: Good job	249 22%	42 11% BDE	113 41% BDE	23 25% B*	34 26% B	106 24%	87 21%	67 23% KMO	150 26% KMO	182 46% HIKLMNO	23 6%	87 37% HIKMO	51 13% K	86 32% HIKMO	44 12% K	74 22% S	119 26% S	182 49% PQSTU	26 6%	71 34% PS	126 25% S	75 29% W	127 21%	
Net: Bad job	430 38%	210 56% CDE	63 23%	22 23% *	51 39% CD	137 31%	190 45% F	140 48% IULN	200 34% JLN	66 17%	283 68% HIJLMNO	56 24% J	230 59% HIJLN	72 27% J	215 60% HIJLN	150 44% RT	179 40% R	41 11%	298 68% PQRTU	70 33% R	201 40% R	106 41% R	218 36%	
Mean	-0.31	-0.72	0.25 BE	0.04 B*	-0.31 B*	-0.17 G	-0.44	-0.40 KMO	-0.22 KMO	0.40 HIKLMNO	-1.06	0.20 HIKLMNO	-0.80 K	0.03 HIKMO	-0.81 K	-0.38 S	-0.32 S	0.54 PQSTU	-1.05	-0.03 PQSU	-0.32 S	-0.23	-0.30	

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Growing the economy

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	74 7%	37 7%	37 6%	10 9%	18 9% H	16 8%	9 4%	6 4%	15 6%	29 9%	24 6%	22 5%	12 8%	28 9%	13 5%	19 5%	42 7%	32 6%	27 10% X	14 5%	15 6%	16 10% X	2 3% *	1 1% *	64 7%	11 5%	53 7%	14 5%	7 5% *	34 9% e	40 5%	35 10% g	39 5%	45 7%	29 6%		
Fairly good job (1)	233 20%	121 22%	111 19%	28 23%	52 27% I	34 18%	36 18%	41 23%	41 16%	80 25% K	70 18%	83 19%	35 22%	70 23%	57 21%	63 18%	137 22%	96 19%	65 24%	59 20%	42 16%	34 22%	8 14% *	25 25% *	202 21%	30 15%	147 20%	56 20%	30 20% *	85 23%	148 19%	82 23%	151 19%	155 23% i	77 17%		
Neither a good nor a bad job (0)	289 25%	144 26%	143 25%	32 26%	51 26%	41 22%	46 23%	49 28%	71 27%	82 26%	87 23%	120 27%	43 28%	72 23%	61 23%	94 27%	164 26%	125 25%	63 23%	74 25%	57 22%	45 30%	22 40% SU*	27 28% *	241 26%	49 24%	181 25%	71 26%	37 25% *	98 27%	191 25%	89 25%	200 25%	154 23%	135 29%		
Fairly bad job (-1)	220 19%	108 19%	112 19%	26 21% E	23 12%	34 18%	29 15%	38 22% E	70 26% EG	49 15%	63 17%	108 24% JK	31 19%	43 14%	41 15%	86 24% NO	141 22% R	79 16%	45 17%	61 20%	64 24%	23 15%	10 18% *	17 17% *	171 18%	49 25%	145 20%	53 19%	22 15% *	59 16%	161 21%	67 19%	153 19%	128 19%	92 20%		
Very bad job (-2)	189 17%	101 18%	87 15%	14 11%	30 15%	28 15%	43 22% D	34 19%	41 15%	43 14%	71 19%	74 17%	19 12%	48 16%	56 21% M	64 18%	88 14%	101 20% Q	37 14%	49 16%	56 21% V	18 12%	10 17% *	19 19% *	153 16%	36 18%	119 17%	46 17%	24 17% *	47 13%	143 18% d	47 13%	142 18%	117 17%	72 15%		
Don't know	136 12%	44 8%	90 16% B	12 10%	21 11% H	32 17% H	8 5% H	29 5%	11% 11%	33 10% JL	66 17% JL	37 8%	18 11%	44 14% P	38 14% P	28 8%	63 10%	72 14%	35 13%	42 14%	28 11%	18 12%	4 8% *	9 9% *	112 12%	24 12%	73 10%	37 13%	26 18% *	43 12%	93 12%	32 9%	103 13%	74 11%	62 13%		
Net: Good job	307 27%	158 28%	148 25%	38 31% GI	70 36% GI	49 27%	45 23%	48 27%	57 21%	109 34% KL	94 25%	104 24%	47 30%	99 32% P	71 26%	82 23%	179 28%	128 25%	92 34% TUW	73 25%	57 22%	49 32%	10 17% *	26 26% *	266 28%	41 21%	200 28%	70 25%	37 25% *	119 33% e	188 24%	117 33% g	190 24%	201 30% i	106 23%		
Net: Bad job	409 36%	209 38%	199 34%	39 33%	53 27%	62 34%	72 37%	72 41% E	111 41% E	92 29%	134 35%	183 41% J	50 32%	91 30%	97 36%	151 43% MN	229 36%	180 36%	83 30%	110 37%	121 46% SV	41 27%	20 35% *	36 36% *	324 34%	85 43%	263 37%	99 36%	47 32% *	106 29%	304 39% d	114 32%	295 37%	245 36%	164 35%		
Mean	-0.22	-0.22	-0.21	-0.04 G	0.03 GHI	-0.17	-0.38	-0.30	-0.34 *	* KL	-0.28	-0.32	-0.07 P	-0.04 P	-0.30	-0.35	-0.17	-0.28	-0.01 U	-0.28	-0.45	0.05 TU*	-0.35 *	-0.31 *	-0.18	-0.39 *	-0.20	-0.26	-0.23 *	* e	-0.32	-0.03 g	-0.30	-0.19	-0.25		

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

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(\*)

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Growing the economy  
 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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	74 7%	10 3%	41 15% BE	11 11% B*	8 6%	28 6%	25 6%	25 9%	38 7%	60 15%	5 1%	35 15%	13 3%	25 10%	14 4%	29 8%	33 7%	56 15%	5 1%	27 13%	31 6%	33 13%	30 5%	
Fairly good job (1)	233 20%	42 11%	100 36% BE	24 25% B*	31 24% B	125 28% G	62 15%	52 18%	166 29% HKMO	171 43% HIKMO	26 6%	86 37% HIKMO	44 11% K	98 37% HIKMO	36 10%	53 15% S	124 27% PS	167 45% PQSTU	30 7%	43 20% S	130 26% PS	49 19%	143 23%	
Neither a good nor a bad job (0)	289 25%	88 23%	63 23%	29 30% *	36 28%	118 26%	98 23%	65 22%	144 25% K	95 24%	79 19%	45 19%	80 20%	58 22%	72 20%	72 21%	99 22%	82 22%	78 18%	51 24%	109 22%	57 22%	160 26%	
Fairly bad job (-1)	220 19%	125 33% CDE	28 10%	12 13% *	24 18%	72 16%	108 26% F	74 26% IULN	90 16% J	39 10%	126 30% IULMN	35 15% J	97 25% IULN	38 14% J	105 29% IULN	91 27% QRU	75 17% R	33 9% R	136 31% QRTU	44 21% R	95 19% R	41 16%	126 21%	
Very bad job (-2)	189 17%	92 24% CD	20 7%	7 7% *	25 19% CD	55 12%	91 22% F	60 21% JLN	90 16% JLN	15 4%	145 35% HJLN	14 6% J	127 32% HJLN	27 10% JL	111 31% HJLN	66 19% R	91 20% R	9 2% R	154 35% PQRTU	39 18% R	93 18% R	61 23% W	86 14%	
Don't know	136 12%	22 6%	26 9%	13 13% B*	7 5%	51 11%	38 9%	14 5%	50 9% J	18 5%	33 8%	21 9% J	33 8% J	18 7%	23 6%	30 9% T	29 6%	25 7%	32 7%	7 3%	43 9% QT	18 7%	65 11%	
Net: Good job	307 27%	51 14%	140 51% BDE	35 37% B*	40 30% B	153 34% G	88 21%	77 27% KMO	204 35% HKMO	231 58% HIKMO	31 8%	121 52% HIKMO	56 14% K	124 47% HIKMO	50 14% K	81 24% S	157 35% PS	223 60% PQSTU	35 8%	70 33% PS	162 32% PS	82 32%	174 28%	
Net: Bad job	409 36%	217 57% CDE	48 17%	19 20% *	48 37% CD	127 28%	200 47% F	134 46% IULN	180 31% JLN	54 14%	272 65% HIJLMNO	49 21% J	223 57% HIJLN	65 25% J	215 60% HIJLN	157 46% QRU	166 37% R	42 11% R	290 67% PQRTU	83 39% R	188 38% R	101 39%	212 35%	
Mean	-0.22	-0.70	0.45 BE	0.24 BE*	-0.20 B*	* G	-0.46	-0.33 KMO	-0.05 HKMO	0.58 HIKMO	-1.00	0.44 HIKMO	-0.78 K	0.23 HIKMO	-0.78 K	-0.36 S	-0.16 S	0.66 PQSTU	-1.00	-0.12 PS	-0.19 S	-0.20	-0.17	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure the national debt is falling

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	79 7%	43 8%	35 6%	13 11% GH	27 14% FGHI	12 7% H	8 4% 4%	3 2% 2%	15 6% 6%	40 13% KL	20 5% 4%	18 4% 4%	19 12% OP	32 11% OP	10 4% 4%	16 5% 5%	43 7% 7%	36 7% 7%	27 10% UX	20 7% 4%	11 4% 4%	17 11% UX	3 5% *	1 2% *	70 7% 7%	9 4% 4%	54 8% 8%	18 7% 7%	6 4% *	41 11% e	38 5% 5%	33 9% g	46 6% 6%	55 8% 8%	23 5% 5%		
Fairly good job (1)	178 16%	98 18%	80 14%	23 19% I	34 18% I	41 22% I	28 14% 4%	31 17% 4%	21 8% 8%	57 18% L	69 18% L	52 12% 4%	31 20% P	57 19% P	47 17% P	37 11% 4%	108 17% 7%	70 14% 7%	51 19% 19%	35 12% 11%	30 11% 19%	30 19% 16%	9 16% *	23 23% TU*	154 16% 16%	24 12% 12%	107 15% 15%	48 17% 17%	23 16% *	65 18% 18%	113 15% 15%	71 20% g	107 14% 14%	118 18% 18%	60 13% 13%		
Neither a good nor a bad job (0)	308 27%	154 28%	152 26%	35 29% F	59 30% FG	34 19% 19%	40 20% 4%	54 31% FG	86 32% FG	93 30% K	74 19% 19%	141 32% K	43 27% 27%	80 26% 26%	53 20% 20%	119 34% O	172 27% 27%	136 27% 27%	71 26% 26%	83 28% 28%	66 25% 25%	44 28% 28%	18 32% *	26 27% *	262 28% 28%	46 23% 23%	199 28% 28%	71 25% 25%	38 26% *	99 27% 27%	209 27% 27%	89 25% 25%	219 28% 28%	160 24% 24%	148 32% h		
Fairly bad job (-1)	232 20%	115 21%	116 20%	23 19% E	18 9% 9%	36 20% E	40 20% E	45 26% E	70 26% E	41 13% 13%	76 20% J	115 26% J	26 17% 17%	44 14% 14%	54 20% 20%	91 26% MN	145 23% 23%	88 17% 17%	44 16% 16%	66 22% 22%	68 26% SV	22 15% 15%	9 16% *	23 24% *	175 19% 19%	58 29% y	158 22% 22%	51 18% 18%	24 16% *	59 16% 16%	174 22% d	74 21% 21%	158 20% 20%	137 20% 20%	95 20% 20%		
Very bad job (-2)	206 18%	98 18%	108 19%	15 13% 13%	35 18% 18%	31 17% 17%	43 22% D	32 18% 18%	50 19% 19%	50 16% 16%	74 20% 20%	82 18% 18%	19 12% 12%	53 18% 18%	57 21% M	68 19% 19%	105 16% 16%	102 20% 20%	47 17% 17%	53 18% 18%	60 23% V	18 12% 12%	12 22% *	15 15% *	168 18% 18%	38 19% 19%	124 17% 17%	51 18% 18%	31 21% *	54 15% 15%	152 20% 20%	56 16% 16%	150 19% 19%	129 19% 19%	77 17% 17%		
Don't know	138 12%	47 8% B	90 15% B	12 10% 10%	22 11% 11%	29 16% H	38 19% DHI	11 6% 6%	26 10% 10%	34 11% 11%	67 18% JL	37 8% 8%	20 13% P	38 13% P	46 17% P	23 6% 6%	63 10% 10%	75 15% Q	33 12% 12%	41 14% 14%	26 10% 10%	22 15% 15%	5 9% *	10 10% *	113 12% 12%	25 13% 13%	76 11% 11%	38 14% 14%	23 16% *	47 13% 13%	91 12% 12%	29 8% 8%	109 14% f	75 11% 11%	63 14% 14%		
Net: Good job	257 22%	141 25%	115 20%	36 30% GHI	61 31% GHI	53 29% GHI	36 18% 18%	34 19% 19%	36 13% 13%	98 31% KL	89 23% L	70 16% 16%	50 32% OP	89 29% P	57 21% 21%	53 15% 15%	151 24% 24%	106 21% 21%	78 28% TU	55 19% 19%	41 16% 16%	46 30% TU	12 21% *	24 25% *	224 24% 24%	32 16% 16%	161 22% 22%	67 24% 24%	29 20% *	106 29% e	151 19% 19%	104 29% g	153 19% 19%	173 26% i	83 18% 18%		
Net: Bad job	439 38%	213 38%	224 39%	38 32% 32%	53 27% 27%	68 37% 37%	83 42% E	77 44% DE	120 45% DE	91 29% 29%	151 40% J	197 44% J	45 28% 28%	98 32% 32%	111 42% MN	159 45% MN	249 39% 39%	189 37% 37%	92 34% 34%	119 40% V	128 49% SV	41 27% 27%	21 38% *	38 39% *	343 36% 36%	96 48% y	281 39% 39%	102 37% 37%	55 38% *	113 31% 31%	326 42% d	130 37% 37%	308 39% 39%	266 39% 39%	173 37% 37%		
Mean	-0.31	-0.25	-0.37	-0.03 GHI	* GHI	-0.21	-0.52	-0.44	-0.49 *	-0.01 KL	-0.37	-0.47	0.04 OP	-0.11 OP	-0.46	-0.48	-0.28	-0.35	-0.14 U	-0.38	-0.58	0.03 TU*	-0.38 *	-0.31 *	-0.26 Z	-0.54 *	-0.30	-0.29	-0.42 *	-0.06 e	-0.42	-0.15 g	-0.38	-0.28	-0.36		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure the national debt is falling  
 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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	79 7%	9 2%	42 15% B	9 10% B*	13 10% B	28 6%	26 6%	31 11% IKMO	36 6% K	65 16% IKMNO	5 1%	35 15% IKMO	15 4% K	27 10% IKMO	17 5% K	33 10% SU	32 7% S	63 17% PQSU	7 2%	32 15% PQSU	27 5% S	45 18% W	26 4%	
Fairly good job (1)	178 16%	31 8%	80 29% BE	17 18% B*	20 16% B	86 19% G	53 12%	39 14% KMO	118 20% HKMO	124 31% HIKMNO	18 4%	62 26% HKMO	34 9% K	62 23% HKMO	27 8% K	46 14% S	86 19% S	123 33% PQSTU	30 7%	31 15% S	94 19% S	40 15% S	109 18%	
Neither a good nor a bad job (0)	308 27%	80 21%	82 30% B	39 40% B*	42 32% B	138 31% G	98 23%	54 19% KMO	188 33% HKMO	121 30% HKMO	73 17%	72 31% HKMO	72 18%	82 31% HKMO	69 19%	61 18%	133 30% PS	117 31% PST	58 13%	48 23% S	142 28% PS	46 18% S	185 30% V	
Fairly bad job (-1)	232 20%	133 35% CDE	28 10%	15 16% *	18 14%	82 18%	106 25% F	78 27% IULN	98 17% J	44 11%	136 33% IULN	35 15%	116 29% IULN	41 15% J	105 29% IULN	99 29% QRU	74 16% R	30 8%	147 34% QRTU	48 23% R	99 20% QR	52 20% QR	126 21%	
Very bad job (-2)	206 18%	98 26% CD	26 9%	6 6% *	25 19% CD	57 13%	103 24% F	68 23% IULN	90 16% JUN	18 5%	151 36% HULN	14 6%	124 31% HULN	24 9% J	118 33% HULN	67 20% R	97 22% R	9 2%	164 38% PQRTU	40 19% R	100 20% R	60 23% W	94 15%	
Don't know	138 12%	27 7%	19 7%	10 10% *	12 9%	59 13%	37 9%	18 6%	49 8%	25 6%	33 8%	18 7%	33 8%	29 11% HU	23 6%	33 10% T	27 6%	30 8%	30 7%	11 5%	41 8% Q	15 6% Q	70 11% V	
Net: Good job	257 22%	40 11%	122 44% BDE	27 28% B*	34 26% B	114 25%	79 19%	71 25% KMO	154 27% KMO	190 48% HIKMNO	23 6%	97 41% HIKMNO	49 12% K	88 33% HIKMNO	44 12% K	80 23% S	118 26% S	186 50% PQSTU	36 8%	64 30% PS	120 24% S	85 33% W	135 22%	
Net: Bad job	439 38%	231 61% CDE	54 19%	21 22% *	43 33% C	139 31%	209 49% F	146 51% IULN	188 32% JUN	62 16%	287 69% HIJLMNO	49 21% J	240 61% HULN	65 24% J	224 62% HULN	167 49% QRU	172 38% R	39 10%	311 71% PQRTU	88 42% R	199 40% R	112 43% R	221 36%	
Mean	-0.31	-0.80	0.33 BE	0.10 B*	-0.18 B*	-0.14 G	-0.54	-0.41 KMO	-0.17 HKMO	0.47 HIKMNO	-1.07	0.31 HIKMNO	-0.83 K	0.11 HIKMNO	-0.83 K	-0.39 S	-0.28 S	0.59 PQSTU	-1.07	-0.16 PS	-0.33 S	-0.17	-0.29	

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

Ipsos UK January 2023 Political Pulse  
**PUBLIC**  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Reducing NHS waiting lists

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	98 9%	48 9%	51 9%	12 10%	21 11%	15 8%	15 8%	14 8%	21 8%	33 11%	30 8%	36 8%	15 10%	31 10%	18 7%	33 9%	56 9%	42 8%	34 12% TU	16 5%	14 5%	23 15% TU	3 5% *	10 10% *	86 9%	13 6%	59 8%	19 7%	20 14% *	39 11%	59 8%	40 11% g	59 7%	58 9%	40 9%		
Fairly good job (1)	230 20%	129 23% C	100 17%	35 29% EI	34 18%	37 20%	40 21%	37 21%	47 18%	69 22%	77 20%	84 19%	39 25%	55 18%	59 22%	64 18%	146 23% R	85 17%	60 22%	54 18%	53 20%	33 22%	16 28% *	15 16% *	195 21%	36 18%	139 19%	65 23%	26 18% *	87 24%	144 19%	83 24%	148 19%	150 22%	80 17%		
Neither a good nor a bad job (0)	296 26%	153 28%	142 24%	26 21%	64 33% DG	48 26%	38 19%	49 28%	71 27%	90 28%	86 23%	121 27%	41 26%	90 29% O	57 21%	91 26%	177 28%	119 24%	65 24%	94 32% U	51 20%	42 28%	14 24% *	30 31% *	251 27%	45 23%	201 28%	70 25%	26 18% *	103 28%	193 25%	90 26%	206 26%	160 24%	136 29%		
Fairly bad job (-1)	203 18%	107 19%	96 16%	19 15%	22 11%	31 17%	35 18%	37 21% E	59 22% E	41 13%	67 17%	96 22% J	21 13%	45 15%	47 18%	77 22% M	116 18%	87 17%	55 20%	48 16%	56 21% V	18 12%	11 20% *	15 15% *	159 17%	45 22%	136 19%	44 16%	23 16% *	51 14%	153 20% d	65 18%	139 18%	123 18%	80 17%		
Very bad job (-2)	179 16%	75 13%	103 18%	19 15%	29 15%	29 15%	35 18%	27 15%	40 15%	48 15%	63 17%	67 15%	23 15%	45 15%	48 18%	57 16%	79 12%	99 20% Q	31 11%	49 16%	60 23% SV	15 10%	9 15% *	15 15% *	146 16%	33 16%	113 16%	44 16%	22 15% *	49 13%	130 17%	45 13%	133 17%	111 16%	68 15%		
Don't know	134 12%	44 8%	89 15% B	10 9%	24 12%	25 14%	33 17% H	12 7%	29 11%	35 11%	58 15% L	41 9%	17 11%	39 13%	38 14%	31 9%	61 10%	73 14% Q	27 10%	39 13%	29 11%	22 14%	4 8% *	13 13% *	106 11%	28 14%	69 10%	36 13%	29 20% a*	37 10%	97 13%	29 8%	105 13% f	72 11%	62 13%		
Net: Good job	329 29%	177 32%	151 26%	48 39% FGI	55 28%	52 28%	55 28%	51 29%	68 25%	103 32%	107 28%	120 27%	55 35%	86 28%	78 29%	97 27%	202 32% R	127 25%	94 34% T	69 23%	66 25%	56 37% TU	18 33% *	25 26% *	281 30%	48 24%	198 28%	84 30%	47 32% *	126 35% e	203 26%	123 35% g	206 26%	208 31%	121 26%		
Net: Bad job	382 33%	181 33%	199 34%	37 31%	52 26%	60 32%	70 36%	64 36%	99 37%	89 28%	130 34%	163 37% J	44 28%	90 30%	95 35%	134 38%	196 31%	186 37%	87 32%	96 32% V	116 44% STVX	33 21%	20 36% *	30 30% *	305 32%	77 39%	249 35%	88 32%	45 31% *	99 27%	283 36% d	110 31%	272 34%	234 35%	148 32%		
Mean	-0.13	-0.06	-0.20	0.04	-0.03	-0.14	-0.22	-0.15	-0.21 *	*	-0.18	-0.19	0.02	-0.07	-0.20	-0.19	-0.03 R	-0.27	0.04 TU	-0.23	-0.41	0.24 TU*	-0.15 *	-0.12 *	-0.10	-0.29 *	-0.16	-0.12	* *	0.05 e	-0.22	0.02 g	-0.21	-0.13	-0.14		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

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Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Reducing NHS waiting lists

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	98 9%	7 2%	55 20% BE	12 13% B*	14 11% B	44 10%	29 7%	26 9% KMO	61 10% KMO	84 21% HIKMNO	3 1%	49 21% HIKMNO	17 4% K	38 14% IKMO	12 3%	24 7% S	61 14% PSU	81 22% PQSTU	6 1%	27 13% PS	55 11% S	34 13%	56 9%	
Fairly good job (1)	230 20%	56 15%	86 31% B	26 27% B*	27 20%	123 27% G	67 16%	54 19% KMO	158 27% HKMO	166 42% HIKLMNO	28 7%	75 32% HKMO	48 12% K	99 37% HIKMO	37 10% K	68 20% S	103 23% S	155 42% PQSTU	30 7%	51 24% S	127 25% S	47 18%	149 24%	
Neither a good nor a bad job (0)	296 26%	107 28%	68 24%	23 24% *	35 27%	111 25%	105 25%	78 27% LN	137 24% N	82 21%	95 23%	43 18%	93 24%	50 19%	89 25%	97 28% QSU	91 20%	87 23%	92 21%	52 25%	100 20%	66 25%	150 25%	
Fairly bad job (-1)	203 18%	105 28% CDE	24 9%	15 16% *	22 17% C	71 16%	92 22%	62 21% JLN	89 15% J	33 8%	126 30% HULMN	33 14% J	95 24% ULN	32 12%	98 27% ULN	69 20% R	71 16% R	20 5%	137 31% PQRTU	39 18% R	96 19% QR	41 16%	104 17%	
Very bad job (-2)	179 16%	76 20% CD	27 10%	8 8% *	23 18% C	49 11%	91 21% F	52 18% JLN	89 15% JLN	20 5%	124 30% HULN	15 6%	106 27% HULN	26 10% J	96 27% HULN	51 15% R	94 21% RU	11 3%	138 32% PQRTU	34 16% R	88 17% R	51 20%	90 15%	
Don't know	134 12%	27 7%	16 6%	12 12% *	11 8%	52 12%	40 9%	18 6%	46 8% J	13 3%	39 9% J	21 9% J	36 9% J	20 7% J	28 8% J	32 9% RT	30 7%	17 5%	33 8%	8 4%	37 7%	20 8%	62 10%	
Net: Good job	329 29%	63 17% BE	141 51% BE	39 40% B*	40 31% B	167 37% G	96 23%	80 28% KMO	218 38% HKMO	250 63% HIKLMNO	31 8%	123 52% HIKMO	65 16% K	137 52% HIKMO	49 14% K	92 27% S	164 36% PS	236 64% PQSTU	35 8%	78 37% PS	181 36% PS	81 31%	205 34%	
Net: Bad job	382 33%	181 48% CDE	51 19%	23 24% *	45 34% C	120 27%	183 43% F	114 39% ULN	178 31% JLN	54 13%	250 60% HULMNO	48 20% J	200 51% HULN	58 22% J	194 54% HULN	120 35% R	165 37% R	31 8%	274 63% PQRTU	73 35% R	184 37% R	92 36%	194 32%	
Mean	-0.13	-0.53	0.45 BE	0.24 B*	-0.12 B*	0.11 G	-0.39	-0.22 KMO	0.02 HKMO	0.68 HIKMNO	-0.90	0.51 HIKMO	-0.63 K	0.37 HIKMO	-0.69 K	-0.18 S	-0.08 S	0.78 PQSTU	-0.92	-0.01 S	-0.08 S	-0.12	-0.04	

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Overlap formulae used

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Ipsos UK January 2023 Political Pulse

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Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Passing new laws to stop small boat crossings from France

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	70 6%	37 7%	33 6%	10 8% G	22 11% GH	10 5%	5 2%	6 4%	17 6%	32 10% KL	14 4%	23 5%	14 9% O	26 8% O	10 4%	19 5%	39 6%	31 6%	26 10% U	15 5%	8 3%	15 9% U	3 6% *	2 2% *	60 6%	10 5%	51 7%	14 5%	5 3% *	37 10% e	32 4%	30 9% g	40 5%	43 6%	27 6%		
Fairly good job (1)	161 14%	87 16%	73 13%	28 23% GHI	36 19% HI	33 18% HI	23 12%	18 10%	21 8%	65 20% L	57 15% L	39 9%	34 22% P	52 17% P	41 15% P	31 9%	87 14%	74 15%	47 17%	40 13%	27 10%	29 19% U	4 7% *	13 13% *	143 15%	18 9%	99 14%	46 17%	16 11% *	70 19% e	91 12%	54 15%	107 14%	113 17% i	47 10%		
Neither a good nor a bad job (0)	306 27%	154 28%	150 26%	28 23%	63 32%	42 23%	50 26%	46 26%	77 29%	90 29%	92 24%	123 28%	38 24%	85 28%	67 25%	93 26%	186 29%	119 24%	62 23%	80 27%	67 26%	46 30%	17 30% *	34 34% *	253 27%	53 27%	191 27%	65 23%	50 34% *	107 29%	199 26%	98 28%	207 26%	176 26%	130 28%		
Fairly bad job (-1)	219 19%	109 20%	107 18%	29 24% E	23 12%	37 20% E	32 16%	41 23% E	58 22% E	51 16%	69 18%	99 22%	32 20%	52 17%	39 14%	86 24% O	137 22%	82 16%	42 15%	69 23% SV	57 22% V	16 10%	20 35% SVX*	16 16% *	168 18%	52 26% Y	158 22% c	50 18% c	11 8% *	58 16% e	162 21%	70 20%	149 19%	132 20%	87 19%		
Very bad job (-2)	215 19%	115 21%	100 17%	12 10%	29 15%	35 19% D	44 22% D	41 23% D	55 21% D	41 13%	78 21% J	96 22% J	18 12%	50 16%	61 23% M	76 22% M	110 17%	105 21%	55 20%	50 17%	60 23%	27 17%	7 12% *	17 17% *	178 19%	37 19%	127 18%	61 22%	27 19% *	50 14% d	165 21% d	61 17%	155 20%	125 19%	90 19%		
Don't know	170 15%	52 9%	117 20% B	14 12%	22 11%	28 15% DE	42 22% DE	24 14%	40 15%	36 11%	70 18% J	64 14%	20 13%	40 13%	50 19%	49 14%	76 12%	94 19% Q	41 15%	43 14%	43 17%	21 14%	6 10% *	16 16% *	141 15%	29 15%	92 13%	41 15%	37 25% ab*	44 12% e	127 16%	39 11%	132 17% f	85 13% h	85 18%		
Net: Good job	231 20%	125 22%	106 18%	38 32% GHI	58 30% GHI	43 23% GH	28 14%	25 14%	38 14%	97 31% KL	71 19%	62 14%	48 31% OP	78 26% P	50 19%	50 14%	126 20%	105 21%	73 27% TU	55 19%	35 14%	44 29% TUX	7 13% *	15 16% *	203 22%	28 14%	149 21%	60 22%	21 14% *	107 29% e	123 16%	84 24% g	146 19%	156 23% i	74 16%		
Net: Bad job	435 38%	224 40%	207 36%	41 34%	52 27%	72 39% E	76 39% E	82 46% DE	113 42% E	93 29%	147 39% J	195 44% J	50 32%	102 33%	100 37%	162 46% MN	247 39%	188 37%	97 35%	120 40% V	116 44% V	42 28%	27 48% V*	33 34% *	346 37%	89 45%	285 40% c	111 40% c	38 26% *	108 29%	327 42% d	131 37%	304 39%	257 38%	177 38%		
Mean	-0.36	-0.35	-0.36	-0.04 GHI*	* FGHI	-0.34	-0.56 *	-0.60	-0.50 *	-0.02 KL	-0.45	-0.54	-0.05 OP	-0.18 OP	-0.47	-0.56	-0.34	-0.38	-0.23 U	-0.39	-0.60	-0.08 U*	-0.45 **	-0.39 *	-0.33	-0.53 *	-0.34	-0.41	-0.37 *	-0.04 e	-0.52	-0.25	-0.41	-0.31	-0.43		

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Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Passing new laws to stop small boat crossings from France

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	70 6%	9 2%	40 15% BE	6 6% *	8 7%	23 5%	27 6%	29 10% KMO	34 6% K	53 13% IKMNO	8 2%	25 10% IKMO	15 4% K	19 7% K	17 5% K	26 8% S	28 6% S	52 14% PQSU	7 2%	27 13% PQSU	23 5% S	34 13% W	26 4%	
Fairly good job (1)	161 14%	26 7%	64 23% B	21 22% B*	21 16% B	67 15%	50 12%	43 15% KMO	97 17% KMO	110 28% HIKMN	19 5%	60 25% HIKMO	38 10% K	58 22% HIKMO	31 8% K	53 16% S	71 16% S	114 31% PQSTU	23 5%	44 21% S	73 15% S	49 19%	78 13%	
Neither a good nor a bad job (0)	306 27%	102 27%	70 25%	27 28% *	43 33%	136 30%	102 24%	78 27% KM	161 28% KMO	116 29% KMO	81 20%	62 26% M	71 18%	75 28% KM	79 22%	84 25% S	121 27% S	110 30% S	85 19%	56 26%	133 27% S	54 21%	180 30% V	
Fairly bad job (-1)	219 19%	89 23% C	38 14%	22 23% *	28 21%	92 20%	78 18%	59 20% J	111 19% J	55 14%	113 27% HIJLN	44 19%	92 23% J	52 20% J	91 25% U	71 21% R	83 18% R	41 11% PQRTU	118 27% R	40 19% R	104 21% R	33 13%	133 22% V	
Very bad job (-2)	215 19%	113 30% CDE	27 10%	6 6% *	20 15%	55 12%	120 28% F	61 21% JLN	101 17% JLN	18 4%	156 38% HIJLN	15 6%	133 34% HIJLN	25 10% J	116 32% HIJLN	74 22% R	99 22% R	12 3% PQRTU	167 38% R	37 18% R	103 21% R	66 26% W	95 16%	
Don't know	170 15%	39 10%	39 14%	13 14% *	10 8%	77 17% G	46 11%	19 6% KMO	76 13% HKD	46 12% H	37 9%	30 13% HO	44 11% HO	35 13% HO	26 7%	33 10% T	48 11% T	42 11% T	36 8% T	7 4%	65 13% ST	22 9%	99 16% V	
Net: Good job	231 20%	35 9% BE	104 38% BE	27 29% B*	30 23% B	90 20%	77 18%	72 25% KMO	130 23% KMO	163 41% HIKMN	28 7%	84 36% HIKMN	53 14% K	77 29% IKMO	48 13% K	79 23% S	100 22% S	166 45% PQSTU	30 7% S	71 34% PQSU	96 19% S	83 32% W	104 17%	
Net: Bad job	435 38%	202 53% CDE	65 23%	28 29% *	48 37% C	147 33%	198 47% F	120 42% JLN	212 37% JLN	72 18%	269 65% HIJLMNO	59 25% J	225 57% HIJLN	77 29% J	207 57% HIJLN	146 43% R	182 40% R	54 14% PQRTU	285 65% R	77 36% R	207 41% R	99 38%	228 37%	
Mean	-0.36	-0.80	0.22 BE	-0.01 B*	-0.25 B*	-0.24 G	-0.57	-0.30 KMO	-0.29 KMO	0.36 HIKLMNO	-1.03	0.17 HIKMN	-0.83 K	-0.03 HIKMO	-0.77 K	-0.37 S	-0.38 S	0.46 PQSTU	-1.04	-0.08 PQSU	-0.44 S	-0.21	-0.38	

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Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Easing the cost of living and giving people financial security

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	88 8%	46 8%	42 7%	14 11% H	25 13% H	14 8%	13 7%	6 3%	17 6%	38 12% KL	27 7%	23 5%	18 12%	29 10%	19 7%	22 6%	49 8%	39 8%	33 12% TU	10 3%	12 4%	23 15% TU	4 7% *	6 6% *	82 9% Z	7 3%	53 7%	18 6%	17 12% *	38 11% e	50 6%	33 9%	56 7%	53 8%	35 7%		
Fairly good job (1)	270 24%	153 28% C	117 20%	26 22%	52 27%	42 23%	50 26%	45 25%	55 21%	78 25%	93 24%	100 22%	35 22%	74 24%	70 26%	86 24%	165 26%	105 21%	71 26%	70 24%	49 19%	38 25%	12 21% *	30 31% U*	234 25%	37 18%	185 26%	61 22%	25 17% *	98 27%	173 22%	99 28% g	171 22%	182 27% i	88 19%		
Neither a good nor a bad job (0)	279 24%	130 23%	148 25%	30 25%	39 20%	37 20%	36 18%	47 27%	89 33% EFG	69 22%	73 19%	137 31% JK	38 24%	64 21%	49 18%	96 27% O	154 24%	125 25%	66 24%	72 24%	60 23%	41 27%	16 29% *	24 25% *	237 25%	43 22%	175 24%	66 24%	38 26% *	83 23%	196 25%	88 25%	192 24%	137 20%	142 30% h		
Fairly bad job (-1)	208 18%	95 17%	110 19%	27 22% E	25 13%	35 19%	30 15%	42 24% E	49 18%	52 16%	65 17%	91 20%	30 19%	51 17%	44 16%	70 20%	125 20%	83 16%	38 14%	60 20%	62 24% SV	18 12%	10 19% *	18 19% *	143 15%	65 33% Y	139 19%	45 16%	24 16% *	58 16%	150 19%	62 18%	146 18%	119 18%	88 19%		
Very bad job (-2)	158 14%	82 15%	76 13%	10 8%	27 14%	29 16%	38 19% DI	28 16%	26 10%	37 12%	67 18% J	54 12%	16 10%	41 13%	53 20% M	50 14%	77 12%	82 16%	34 12%	39 13%	47 18%	17 11%	9 15% *	13 13% *	134 14%	24 12%	93 13%	45 16%	21 14% *	45 12%	113 15%	40 11%	118 15%	110 16% i	48 10%		
Don't know	137 12%	49 9%	87 15% B	14 12% H	27 14% H	27 15% H	29 15% H	10 5%	30 11%	42 13%	56 15% L	40 9%	20 13%	46 15% P	33 12%	30 9%	66 10%	71 14%	31 12%	47 16%	33 12%	15 10%	5 8% *	7 7% *	114 12%	23 12%	73 10%	42 15% a	22 15% *	42 12%	95 12%	30 8%	107 14% f	72 11%	65 14%		
Net: Good job	359 31%	199 36% C	160 27%	40 33% HI	76 39% HI	57 31%	63 32%	50 28%	72 27%	116 37% L	120 31%	123 28%	53 34%	103 34%	89 33%	108 31%	214 34%	145 29%	104 38% TU	80 27%	61 23%	61 40% TU	16 29% *	36 37% U*	315 33% Z	43 22%	238 33%	79 28%	42 29% *	136 37% e	222 29%	132 38% g	226 29%	236 35% i	123 26%		
Net: Bad job	366 32%	177 32%	186 32%	37 31%	52 26%	64 34%	68 35%	70 39% E	76 28%	89 28%	132 35%	145 33%	46 29%	91 30%	96 36%	120 34%	201 32%	164 33%	71 26%	100 33%	109 42% SV	36 23%	19 34% *	31 32% *	277 29%	89 45% Y	231 32%	90 33%	44 30% *	103 28%	263 34%	102 29%	264 33%	229 34%	136 29%		
Mean	-0.08	-0.03	-0.12	0.06 H*	0.14 H	-0.13	-0.18	-0.25	-0.05 *	0.10 KL	-0.16	-0.13	0.07	*	-0.17	-0.12	-0.03	-0.14	0.13 TU	-0.20	-0.36	0.22 TU*	-0.15 *	-0.01 *	-0.02 Z	-0.36 *	-0.05	-0.17	-0.05 *	0.08 e	-0.15	0.07 g	-0.15	-0.08	-0.07		

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Easing the cost of living and giving people financial security

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	88 8%	10 3%	45 16% B	9 9% B*	16 12% B	37 8%	27 6%	19 7% K	58 10% KMO	76 19% HIKMNO	4 1%	42 18% HIKMNO	14 3% K	29 11% KMO	14 4% K	17 5% S	57 13% PSU	68 18% PQSTU	7 2% PS	19 9% PS	46 9% PS	30 12%	48 8%	
Fairly good job (1)	270 24%	53 14%	117 42% BE	29 30% B*	39 30% B	139 31% G	84 20%	60 21% KMO	188 32% HKMO	188 47% HIKLMNO	27 7%	89 38% HKMO	58 15% K	108 41% HIKMO	43 12% K	74 22% S	136 30% PS	183 49% PQSTU	25 6% PS	59 28% PS	147 29% PS	59 23%	170 28%	
Neither a good nor a bad job (0)	279 24%	106 28% C	50 18%	27 28% *	30 23%	108 24%	111 26%	71 24%	127 22%	86 21%	94 23%	50 21%	81 21%	59 22%	80 22%	97 28% QRU	80 18%	79 21%	102 24% Q	51 24%	104 21%	60 23%	145 24%	
Fairly bad job (-1)	208 18%	100 26% CDE	33 12%	11 12% *	19 14%	72 16%	86 20%	59 20% JL	97 17% JL	30 8%	130 31% HIJLN	23 10%	111 28% HIJLN	40 15% JL	98 27% HIJLN	68 20% R	72 16% R	21 6% R	134 31% PQRTU	46 22% R	85 17% R	41 16%	111 18%	
Very bad job (-2)	158 14%	78 21% CD	14 5%	8 9% *	18 14% C	48 11%	75 18% F	62 21% IJLN	66 11% JLN	7 2%	115 28% HIJLN	14 6% J	92 23% IJLN	18 7% J	90 25% IJLN	56 17% R	76 17% R	7 2% R	124 29% PQRTU	30 14% R	77 15% R	45 17%	76 12%	
Don't know	137 12%	30 8%	19 7%	12 12% *	9 7%	46 10%	40 10%	19 6% J	43 7% JN	11 3%	44 11% HJN	18 7% JN	37 9% JN	10 4%	34 10% JN	30 9% RT	30 7% R	13 4% RT	42 10% RT	6 3% RT	43 9% RT	23 9%	62 10%	
Net: Good job	359 31%	64 17% BDE	162 58% BDE	38 39% B*	55 42% B	176 39% G	111 26%	79 27% KMO	247 43% HKMO	264 66% HIKLMNO	32 8%	131 55% HIKMO	72 18% K	136 52% HIKMO	58 16% K	90 27% S	193 43% PSU	252 68% PQSTU	32 7% PS	78 37% PS	193 39% PS	90 35%	217 36%	
Net: Bad job	366 32%	178 47% CDE	47 17%	19 20% *	37 28% C	120 27%	161 38% F	121 42% IJLN	163 28% JLN	38 9%	246 59% HIJLMNO	37 16% J	203 52% HIJLN	59 22% JL	188 52% HIJLN	124 36% R	148 33% R	27 7% R	258 59% PQRTU	76 36% R	161 32% R	86 33%	186 31%	
Mean	-0.08	-0.52	0.56 BDE	0.22 B*	0.13 B*	0.11 G	-0.26	-0.32 KMO	0.14 HKMO	0.76 HIKLMNO	-0.87	0.56 HIKMNO	-0.59 K	0.35 HIKMO	-0.63 K	-0.24 S	0.06 PS	0.80 PQSTU	-0.87	-0.05 PS	* PS	-0.05	0.01	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Creating better-paid jobs and opportunities right across the country

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	96 8%	51 9%	45 8%	14 11% H	21 11% H	15 8%	14 7%	8 4%	25 9%	34 11%	29 8%	32 7%	17 11%	28 9%	19 7%	30 8%	55 9%	40 8%	30 11% T	14 5%	16 6%	24 15% TU	2 4% *	10 10% *	86 9%	9 5%	61 8%	18 7%	17 11% *	37 10%	58 8%	41 12% g	55 7%	57 8%	39 8%		
Fairly good job (1)	236 21%	122 22%	112 19%	29 24%	43 22%	41 22%	33 17%	43 24%	47 18%	72 23%	74 19%	90 20%	35 22%	67 22%	57 21%	71 20%	144 23%	92 18%	62 23%	63 21%	46 18%	30 20%	14 25% *	20 20% *	202 21%	34 17%	152 21%	58 21%	26 18% *	83 23%	153 20%	85 24%	151 19%	154 23%	82 18%		
Neither a good nor a bad job (0)	337 30%	167 30%	169 29%	37 31%	63 32%	49 27%	46 24%	49 28%	93 35% G	99 31%	96 25%	142 32%	54 35% O	86 28%	64 24%	100 28%	178 28%	159 31%	74 27%	93 31%	71 27%	45 29%	19 34% *	35 36% *	271 29%	65 33%	209 29%	83 30%	45 31% *	107 29%	230 30%	94 27%	243 31%	186 28%	151 32%		
Fairly bad job (-1)	183 16%	87 16%	93 16%	20 16%	24 12%	24 13%	31 16%	37 21% E	47 18%	43 14%	56 15%	84 19%	21 14%	43 14%	40 15%	68 19%	116 18%	67 13%	39 14%	47 16%	54 21%	21 14%	8 15% *	13 14% *	139 15%	44 22% Y	131 18% c	40 14%	12 8% *	59 16%	124 16%	65 18%	118 15%	107 16%	76 16%		
Very bad job (-2)	160 14%	81 15%	80 14%	11 9%	25 13%	28 15%	41 21% DI	29 17% E	26 10%	35 11%	69 18% J	55 12%	14 9%	42 14%	55 20% M	49 14%	80 13%	80 16%	31 12%	43 14%	47 18%	16 11%	8 14% *	15 15% *	132 14%	29 14%	94 13%	42 15%	24 16% *	39 11%	121 16%	40 11%	120 15%	105 16%	55 12%		
Don't know	130 11%	47 8%	82 14% B	11 9%	20 10%	27 15% H	30 15% H	11 6%	30 11%	31 10%	57 15% L	42 9%	15 10%	41 13%	34 13%	36 10%	62 10%	68 13%	36 13%	39 13%	28 11%	17 11%	5 8% *	5 6% *	112 12%	17 9%	70 10%	37 13%	23 16% *	40 11%	90 12%	28 8%	102 13% f	65 10%	64 14%		
Net: Good job	331 29%	173 31%	157 27%	43 35% G	64 33%	56 30%	47 24%	50 28%	71 27%	106 34%	103 27%	122 27%	52 33%	94 31%	76 28%	101 28%	199 31%	132 26%	92 34% U	77 26%	63 24%	53 35% U	16 29% *	30 30% *	289 31% Z	43 22%	212 30%	76 27%	43 29% *	120 33%	211 27%	125 36% g	206 26%	210 31%	121 26%		
Net: Bad job	343 30%	168 30%	173 30%	30 25%	49 25%	52 28%	73 37% DE	66 37% DE	73 27%	79 25%	125 33% J	139 31%	35 22%	84 28%	94 35% M	117 33% M	196 31%	147 29%	70 26%	90 30%	101 39% SV	38 25%	16 28% *	28 29% *	270 29%	73 37%	226 31%	82 29%	36 24% *	98 27%	245 32%	105 30%	238 30%	212 32%	131 28%		
Mean	-0.08	-0.05	-0.10	0.14 GH	0.06 GH	-0.06	-0.31	-0.23	-0.01 *	0.09 K	-0.19	-0.10	0.15 O	-0.02	-0.23	-0.11	-0.04	-0.12	0.09 U	-0.16	-0.29	0.17 TU*	-0.10 *	-0.04 *	-0.03	-0.27	-0.07	-0.12	* *	0.06 e	-0.14	0.06 g	-0.14	-0.08	-0.06		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Creating better-paid jobs and opportunities right across the country

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	96 8%	10 3%	46 17% B	13 14% B*	17 13% B	38 8%	32 7%	24 8% KMO	61 10% KMO	81 20% HIKMNO	4 1%	44 18% HIKMNO	17 4% K	33 13% KMO	12 3% K	30 9% S	56 13% SU	78 21% PQSTU	5 1%	29 14% PS	44 9% S	35 14% W	49 8%	
Fairly good job (1)	236 21%	45 12%	98 35% BE	27 28% B*	23 18%	122 27% G	66 16%	42 14% K	171 29% HKMO	168 42% HIKMO	23 5%	85 36% HKMO	49 13% K	105 40% HIKMO	40 11% K	47 14% S	124 28% PST	159 43% PQSTU	25 6%	37 18% S	141 28% PST	46 18%	151 25%	
Neither a good nor a bad job (0)	337 30%	123 33%	68 25%	29 30% *	44 34%	133 30%	126 30%	95 33% JLN	155 27%	95 24%	124 30%	54 23%	112 28%	61 23%	104 29%	111 32% QRU	108 24%	83 22%	128 29% U	70 33% QRU	119 24%	79 31%	174 29%	
Fairly bad job (-1)	183 16%	95 25% CDE	26 9%	13 13% *	18 14%	67 15%	79 19%	59 20% ULN	77 13% J	27 7%	111 27% HULMN	30 13% J	86 22% ULN	31 12% J	88 24% ULN	74 22% QRU	56 12% R	24 6%	117 27% QRU	43 20% QR	76 15% R	35 14%	96 16%	
Very bad job (-2)	160 14%	78 21% CD	15 5%	5 6% *	21 16% CD	43 10%	82 19% F	56 19% ULN	71 12% JLN	13 3%	118 28% HULN	9 4%	96 24% ULN	19 7% JL	89 25% ULN	49 14% R	78 17% R	6 2%	126 29% PQRTU	27 13% R	81 16% R	44 17%	79 13%	
Don't know	130 11%	27 7%	23 8%	8 9% *	7 5%	48 11%	39 9%	13 5%	45 8% J	13 3%	37 9% HI	14 6%	34 9% HI	15 6%	28 8% J	30 9% T	27 6%	22 6% T	35 8% T	5 2%	40 8% QT	19 7%	62 10%	
Net: Good job	331 29%	54 14% BE	144 52% BE	40 42% B*	40 31% B	160 35% G	98 23%	66 23% KO	232 40% HKMO	250 63% HIKLMNO	26 6%	129 55% HIKMO	66 17% K	138 52% HIKMO	51 14% K	77 23% S	181 40% PS	236 64% PQSTU	31 7%	66 31% PS	185 37% PS	81 32%	200 33%	
Net: Bad job	343 30%	173 46% CDE	41 15%	18 19% *	39 30% C	110 24%	161 38% F	115 40% ULN	148 26% JLN	40 10%	229 55% HULMNO	39 16% J	182 46% ULN	51 19% J	177 49% HULN	123 36% R	135 30% R	30 8%	242 56% PQRTU	71 33% R	157 31% R	79 31%	175 29%	
Mean	-0.08	-0.53	0.53 BE	0.34 B*	-0.03 B*	0.11 G	-0.29	-0.29 KMO	0.14 HKMO	0.72 HIKLMNO	-0.84	0.56 HIKMNO	-0.54 K	0.41 HIKMO	-0.61 K	-0.21 S	0.06 PS	0.80 PQSTU	-0.83	-0.02 PS	-0.02 S	-0.03	-0.01	

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Securing the future of Britain's public services

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	102 9%	56 10%	46 8%	16 13% GH	28 15% GH	16 9%	12 6%	10 6%	19 7%	44 14% KL	28 7%	29 7%	20 13%	35 11%	19 7%	26 7%	65 10%	37 7%	37 13% TX	19 6%	19 7%	20 13% TX	5 10% *	3 3% *	91 10%	11 6%	76 11%	18 7%	8 6% *	43 12% e	59 8%	43 12% g	59 7%	66 10%	36 8%		
Fairly good job (1)	283 25%	165 30% C	117 20%	31 25%	46 24%	38 21%	52 27%	51 29%	65 24%	77 24%	91 24%	116 26%	37 23%	68 22%	74 28%	97 27%	170 27%	113 22%	78 28% U	63 21%	51 19%	42 28%	18 31% *	33 33% TU*	244 26%	40 20%	171 24%	72 26%	40 28% *	88 24%	196 25%	100 29%	183 23%	176 26%	107 23%		
Neither a good nor a bad job (0)	279 24%	124 22%	155 27%	34 28%	52 27%	41 22%	39 20%	46 26%	68 25%	86 27%	79 21%	114 26%	49 31% O	72 24%	53 20%	84 24%	160 25%	119 24%	54 20%	89 30% S	58 22%	39 25%	11 19% *	29 30% *	234 25%	45 23%	174 24%	68 25%	36 25% *	97 27%	182 24%	88 25%	192 24%	162 24%	118 25%		
Fairly bad job (-1)	181 16%	88 16%	91 16%	15 12%	23 12%	31 17%	23 12%	33 19%	55 21%	38 12%	55 14%	88 20% J	20 12%	46 15%	33 12%	68 19% O	102 16%	80 16%	37 14%	45 15%	62 24% STV	16 11%	7 13% *	14 14% *	132 14%	49 25% Y	127 18%	40 14%	15 10% *	55 15%	126 16%	53 15%	128 16%	98 15%	83 18%		
Very bad job (-2)	147 13%	77 14%	69 12%	11 9%	23 12%	28 15%	36 19% DI	25 14%	22 8%	35 11%	65 17% JL	47 11%	14 9%	40 13%	50 19% M	42 12%	72 11%	75 15%	34 12%	38 13%	42 16%	15 10%	6 11% *	13 13% *	121 13%	25 13%	91 13%	38 14%	17 12% *	39 11%	108 14%	36 10%	111 14%	103 15% I	44 9%		
Don't know	148 13%	45 8%	102 18% B	14 11% GH*	22 11%	29 16% H	33 17% H	12 7%	38 14% H	36 11% K	63 16% J	50 11% L	17 11% O	44 15%	39 15% P	37 10% Q	66 10% R	82 16% Q	34 12% U	46 15%	32 12% V	21 14%	9 16% *	7 7% *	120 13% Z	27 14% *	78 11% a*	42 15% b	43 12% c	105 13% d	31 9% e	117 15% f	69 10% g	79 17% h			
Net: Good job	386 34%	221 40% C	163 28%	47 39%	74 38%	55 30%	65 33%	61 34%	85 32%	121 38%	119 31%	145 33%	57 37%	102 34%	93 35%	123 35%	236 37% R	150 30%	114 42% TU	81 27%	70 27%	63 41% TU	23 41% *	35 36% *	335 36% Z	51 26%	247 34%	90 32%	49 33% *	131 36% g	255 33%	143 41% g	242 31%	242 36%	143 31%		
Net: Bad job	328 29%	166 30%	161 28%	26 22%	47 24%	59 32%	60 30%	59 33% D	77 29%	73 23%	119 31% J	136 31%	34 22%	86 28%	82 31%	110 31%	174 27%	155 31%	71 26%	82 28%	103 39% STV	31 20%	13 24% *	27 27% *	253 27% Y	75 38% Y	218 30%	78 28%	32 22% *	94 26% e	234 30% f	89 25% g	239 30% h	201 30% i	127 27% j		
Mean	0.01	0.07	-0.04	0.23 GH*	0.19	-0.11	-0.12	-0.08	0.02 *	0.20 K	-0.11	-0.02	0.21 O	0.04	-0.09	-0.01	0.10	-0.10	0.19 U	-0.08	-0.25	0.28 TU*	0.19 **	-0.02 *	0.06 Z	-0.22 *	0.02	-0.03	0.06 *	0.13	-0.04	0.19 g	-0.07	0.01	0.02		

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Securing the future of Britain's public services

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	102 9%	7 2%	60 22% BE	14 15% B*	11 9% B	40 9%	30 7%	25 9%	68 12% KMO	83 21% HIKMO	7 2%	48 20% HIKMO	12 3%	43 16% HIKMO	13 4%	23 7%	60 13% PS	79 21% PQSTU	6 1%	23 11% PS	55 11% S	34 13%	55 9%	
Fairly good job (1)	283 25%	55 14%	114 41% B	29 31% B*	39 30% B	154 34% G	83 20%	50 17% K	206 35% HKMO	196 49% HIKLMO	33 8%	97 41% HKMO	64 16% K	118 45% HIKMO	46 13% K	64 19% S	154 34% PS	181 49% PQSTU	43 10%	56 27% PS	163 32% PS	56 22%	187 31% V	
Neither a good nor a bad job (0)	279 24%	113 30% C	42 15%	23 24% *	33 25% C	96 21%	106 25%	85 29% ULN	111 19% N	65 16%	109 26% IULN	38 16% J	98 25% IULN	39 15%	83 23% JN	104 30% QRU	77 17%	57 15%	108 25% QRU	53 25% QR	87 17%	64 25%	132 22%	
Fairly bad job (-1)	181 16%	92 24% CDE	27 10%	11 12% *	16 12%	68 15%	79 19%	58 20% IULN	76 13% J	28 7%	109 26% HULN	28 12% J	87 22% IULN	30 11% J	96 27% HULN	67 20% QR	57 13% R	24 7%	114 26% PQRU	48 23% QRU	74 15% R	38 15%	99 16%	
Very bad job (-2)	147 13%	71 19% CD	11 4%	5 5% *	22 17% CD	40 9%	72 17% F	51 18% IULN	66 11% JUN	9 2%	111 27% HULN	7 3%	90 23% ULN	14 5% J	85 24% IULN	46 13% R	71 16% R	5 1%	118 27% PQRU	22 10% R	72 14% R	41 16%	73 12%	
Don't know	148 13%	39 10%	23 8%	13 14% *	9 7%	51 11%	54 13%	20 7%	53 9% J	18 4%	46 11% HI	17 7%	43 11% J	20 8% J	38 11% J	37 11% T	32 7%	25 7%	46 11% QT	10 5%	51 10% QT	25 10%	65 11%	
Net: Good job	386 34%	62 16%	174 63% BDE	43 45% B*	51 39% B	194 43% G	113 27%	76 26% KMO	273 47% HKMO	278 70% HIKLMNO	40 10%	145 61% HIKMO	76 19% K	161 61% HIKMO	59 16% K	87 25% S	214 48% PSTU	260 70% PQSTU	49 11%	79 37% PS	218 43% PS	90 35%	242 40%	
Net: Bad job	328 29%	164 43% CDE	38 14%	16 17% *	38 29% C	108 24%	151 36% F	109 38% IULN	142 25% JUN	38 9%	220 53% HULMN	36 15% J	177 45% IULN	45 17% J	181 50% HULN	113 33% R	128 28% R	30 8%	232 53% PQRU	70 33% R	146 29% R	79 31%	171 28%	
Mean	0.01	-0.49	0.73 BE	0.44 BE*	0.02 B*	0.22 G	-0.22	-0.22 KMO	0.25 HKMO	0.82 HIKLMNO	-0.77	0.68 HIKMO	-0.51 K	0.59 HIKMO	-0.60 K	-0.16 S	0.18 PS	0.88 PQSTU	-0.76	0.05 PS	0.12 PS	0.02	0.10	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Ensuring people get the NHS care they need more quickly

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	111 10%	62 11%	48 8%	13 11%	30 16% F	12 7%	18 9%	15 9%	22 8%	43 14% KL	30 8%	37 8%	20 13%	31 10%	24 9%	34 10%	59 9%	52 10%	41 15% TU	18 6%	16 6%	22 15% TU	5 9%	8 8% *	100 11%	10 5%	73 10%	21 8%	17 11% *	45 12%	66 8%	40 11%	70 9%	71 11%	40 9%		
Fairly good job (1)	279 24%	155 28% C	123 21%	32 26%	44 23%	48 26%	44 23%	44 25%	66 25%	76 24%	93 24%	110 25%	39 25%	72 24%	66 25%	89 25%	175 28% R	104 21%	73 27%	68 23%	59 23%	45 29%	14 24% *	20 21% *	233 25%	46 23%	176 25%	69 25%	34 23% *	88 24%	191 25%	104 30% g	175 22%	168 25%	111 24%		
Neither a good nor a bad job (0)	274 24%	132 24%	141 24%	27 23%	51 26%	40 22%	40 21%	47 26%	68 25%	79 25%	81 21%	115 26%	41 26%	73 24%	53 20%	84 24%	151 24%	123 24%	61 22%	81 27%	52 20%	34 22%	13 23% *	33 34% U*	227 24%	47 24%	174 24%	72 26%	28 19% *	98 27%	176 23%	85 24%	189 24%	160 24%	114 24%		
Fairly bad job (-1)	190 17%	86 16%	101 17%	24 20% E	20 10%	31 17%	29 15%	29 17%	56 21% E	44 14%	60 16%	86 19%	26 17%	42 14%	40 15%	68 19%	120 19%	70 14%	41 15%	50 17%	53 20% V	14 9%	13 24% V*	17 17% *	146 15%	44 22%	129 18%	39 14%	22 15% *	55 15%	135 17%	59 17%	131 17%	105 16%	84 18%		
Very bad job (-2)	159 14%	77 14%	82 14%	10 9%	28 14%	27 15%	37 19% DI	30 17% D	27 10%	38 12%	64 17%	57 13%	14 9%	44 15%	52 19% M	49 14%	75 12%	84 17%	29 11%	36 12%	54 21% ST	20 13%	6 11% *	14 14% *	126 13%	33 17%	103 14%	38 14%	18 12% *	42 12%	117 15%	38 11%	121 15% f	105 16%	54 12%		
Don't know	129 11%	43 8%	85 15% B	14 12%	22 11%	25 14% H	27 14% H	11 6%	29 11%	36 11%	53 14%	40 9%	17 11%	42 14%	33 12%	29 8%	55 9%	74 15% Q	28 10%	45 15%	27 10%	18 12%	4 8% *	6 7% *	110 12%	18 9%	63 9%	38 14% a	28 19% a*	36 10%	93 12%	26 7%	103 13% f	64 10%	64 14%		
Net: Good job	390 34%	217 39% C	172 30%	45 37%	74 38%	61 33%	63 32%	60 34%	88 33%	119 38%	123 32%	147 33%	60 38%	104 34%	90 34%	124 35%	234 37%	156 31%	114 42% TU	86 29%	76 29%	67 44% TUX	19 34% *	28 29% *	334 35%	56 28%	249 35%	90 33%	51 35% *	134 37%	256 33%	145 41% g	245 31%	239 36%	150 32%		
Net: Bad job	349 31%	164 29%	183 32%	35 29%	48 24%	58 32%	66 34%	59 34%	83 31%	82 26%	124 33%	143 32%	40 25%	86 28%	92 34%	117 33%	195 31%	153 30%	70 26%	87 29%	108 41% STV	34 22%	20 35% *	31 31% *	272 29%	77 39% Y	232 32%	77 28%	40 27% *	98 27%	251 32%	97 28%	252 32%	210 31%	139 30%		
Mean	-0.01	0.07	-0.09	0.12 *	0.17	-0.08	-0.13	-0.09	* *	0.15 K	-0.11	-0.04	0.19 O	0.02	-0.13	-0.03	0.04	-0.07	0.23 TU	-0.07	-0.30	0.27 TU*	-0.03 *	-0.09 *	0.04 Z	-0.24	-0.02	-0.01	0.08 *	0.12	-0.07	0.15 g	-0.08	-0.01	-0.01		

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Overlap formulae used

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



Ipsos UK January 2023 Political Pulse

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Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Ensuring people get the NHS care they need more quickly

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	111 10%	9 2%	58 21% B	12 12% B*	20 15% B	52 12%	32 8%	27 9% KM	75 13% KMO	95 24% HIKMNO	4 1%	50 21% HIKMO	20 5% K	43 16% HKMO	21 6% K	30 9% S	67 15% PSU	91 25% PQSTU	6 1%	31 15% PS	56 11% S	39 15%	64 10%	
Fairly good job (1)	279 24%	61 16%	111 40% BE	36 37% B*	32 24%	144 32% G	86 20%	54 19% KO	192 33% HKMO	183 46% HIKLMO	31 7%	87 37% HKMO	63 16% KO	111 42% HIKMO	42 12% K	67 20% S	133 30% PS	178 48% PQSTU	36 8%	52 25% S	156 31% PS	59 23%	172 28%	
Neither a good nor a bad job (0)	274 24%	107 28%	57 21%	23 24% *	30 23%	107 24%	100 24%	81 28% IULN	117 20%	69 17%	112 27% IULN	44 19%	95 24% JN	44 17%	81 22%	101 30% QRU	79 18%	62 17%	107 25% QRU	50 24% R	96 19%	62 24%	134 22%	
Fairly bad job (-1)	190 17%	93 25% CD	24 9%	9 9% *	21 16% C	67 15%	81 19%	56 19% JLN	84 14% J	29 7%	116 28% HULMN	29 12% J	77 20% IULN	33 13% J	94 26% HULMN	72 21% QRU	62 14% R	17 5%	123 28% PQRTU	42 20% R	76 15% R	37 14%	99 16%	
Very bad job (-2)	159 14%	77 20% CD	12 4%	8 8% *	19 15% C	39 9%	81 19% F	56 19% IULN	74 13% JLN	10 3%	117 28% HULN	13 5% J	102 26% IULN	17 7% J	90 25% IULN	44 13% R	81 18% R	6 2%	126 29% PQRTU	30 14% R	79 16% R	42 16%	84 14%	
Don't know	129 11%	30 8%	15 5%	8 9% *	9 7%	41 9%	43 10%	14 5% J	38 7% J	12 3%	36 9% HI	13 6% J	36 9% HI	16 6% J	32 9% HI	26 8% T	27 6% S	17 4% S	37 8% T	6 3% S	38 8% RT	20 8%	58 9%	
Net: Good job	390 34%	70 19% BE	169 61% BE	47 49% B*	52 39% B	195 43% G	118 28%	81 28% KMO	268 46% HKMO	278 70% HIKLMNO	34 8%	137 58% HIKMO	83 21% K	154 58% HIKMO	63 18% K	97 29% S	201 45% PS	269 72% PQSTU	42 10%	83 39% PS	212 42% PS	97 38%	236 39%	
Net: Bad job	349 31%	171 45% CDE	36 13%	17 18% *	40 31% CD	106 24%	162 38% F	113 39% IULN	158 27% JLN	39 10%	233 56% HULMN	41 18% J	180 46% IULN	51 19% J	184 51% HULMN	116 34% R	143 32% R	24 6%	249 57% PQRTU	73 34% R	155 31% R	79 30%	183 30%	
Mean	-0.01	-0.49	0.68 BE	0.39 B*	0.10 B*	0.25 G	-0.25	-0.22 KMO	0.21 HKMO	0.84 HIKLMNO	-0.82	0.60 HIKMO	-0.50 K	0.52 HIKMO	-0.58 K	-0.10 S	0.10 S	0.93 PQSTU	-0.82	0.05 S	0.07 S	0.06	0.06	

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Overlap formulae used

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

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure that people who come to Britain illegally are detained and swiftly removed

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379		
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467		
Very good job (2)	77 7%	47 9%	30 5%	10 8% H	25 13% GHI	14 7% H	10 5% H	4 2%	15 6% I	35 11% KL	23 6% K	19 4% L	12 8% M	33 11% OP	14 5% O	18 5% P	44 7% Q	33 7% R	26 10% S	14 5% T	12 5% U	18 12% TU	3 6% *	3 3% *	68 7% Y	9 5% Z	60 8% a	12 4% b	5 3% *	38 11% e	39 5% f	32 9% g	45 6% h	53 8% i	24 5% j		
Fairly good job (1)	159 14%	82 15%	77 13%	26 21% GHI	36 18% GI	33 18% I	20 10% I	22 12% I	22 8% I	62 20% L	53 14% L	44 10% L	30 19% P	54 18% P	37 14% O	35 10% P	92 14% Q	67 13% R	46 17% U	40 13% T	25 10% U	24 15% V	10 17% *	15 15% *	139 15% Y	20 10% Z	102 14% a	39 14% b	18 12% *	69 19% e	90 12% f	56 16% g	103 13% h	106 16% i	53 11% j		
Neither a good nor a bad job (0)	275 24%	145 26%	129 22%	29 24% H	56 29% GHI	39 21% I	46 23% I	43 24% I	63 23% I	85 27% KL	85 22% K	105 24% L	45 29% M	74 24% N	59 22% O	80 22% P	155 24% Q	120 24% R	65 24% S	78 26% T	54 20% U	39 25% V	9 16% *	31 31% *	237 25% Y	38 19% Z	160 22% a	79 29% b	35 24% *	91 25% e	184 24% f	93 27% g	182 23% h	163 24% i	112 24% j		
Fairly bad job (-1)	240 21%	119 21%	119 21%	27 23% H	27 14% GHI	30 16% I	36 19% I	39 22% I	80 30% I	55 17% KL	66 17% K	119 27% L	33 21% M	43 14% N	48 18% O	101 29% P	145 23% Q	95 19% R	44 16% S	69 23% T	70 27% U	25 16% V	15 27% *	17 17% *	184 20% Y	56 28% Z	172 24% a	39 14% b	29 20% *	64 18% e	176 23% f	72 20% g	169 21% h	131 19% i	109 23% j		
Very bad job (-2)	217 19%	111 20%	104 18%	15 13% H	30 15% GHI	37 20% I	45 23% I	42 24% I	48 18% I	45 14% KL	81 21% K	90 20% L	19 12% M	56 18% N	59 22% O	74 21% P	116 18% Q	100 20% R	49 18% S	53 18% T	58 22% U	28 18% V	10 18% *	19 20% *	177 19% Y	40 20% Z	128 18% a	61 22% b	28 19% *	56 15% e	161 21% f	55 16% g	162 21% h	132 20% i	84 18% j		
Don't know	173 15%	51 9%	121 21% B	13 11% H	21 11% GHI	33 18% I	39 20% I	27 15% I	40 15% I	34 11% KL	72 19% K	67 15% L	17 11% M	45 15% N	51 19% O	46 13% P	84 13% Q	89 18% R	43 16% S	44 15% T	43 17% U	20 13% V	9 16% *	14 14% *	138 15% Y	35 17% Z	95 13% a	47 17% b	30 21% *	47 13% e	126 16% f	44 12% g	129 16% h	88 13% i	85 18% j		
Net: Good job	236 21%	129 23%	107 18%	36 30% GHI	61 31% GHI	47 25% GHI	30 15% H	26 15% H	37 14% I	97 31% KL	77 20% K	63 14% L	42 27% P	87 29% OP	51 19% O	53 15% P	135 21% Q	101 20% R	72 26% TU	54 18% T	38 14% U	42 27% U	13 23% *	18 19% *	207 22% Y	30 15% Z	162 23% a	51 18% b	23 16% *	107 29% e	129 17% f	88 25% g	148 19% h	159 24% i	77 16% j		
Net: Bad job	457 40%	230 41%	224 39%	43 35% H	57 29% GHI	66 36% I	81 41% I	81 46% I	128 48% I	100 32% KL	148 39% K	210 47% L	53 34% M	99 32% N	107 40% O	176 50% MNO	262 41% Q	195 39% R	93 34% S	122 41% T	128 49% U	53 35% V	25 45% *	36 37% *	361 38% Y	96 48% Z	300 42% a	100 36% b	57 39% *	120 33% e	337 43% d	126 36% f	331 42% g	264 39% h	193 41% i		
Mean	-0.37	-0.33	-0.42	-0.11 GHI*	* GHI	-0.28 H	-0.55	-0.62	-0.55 *	-0.04 KL	-0.42	-0.58	-0.13 OP	-0.13 OP	-0.46	-0.58	-0.36	-0.39	-0.19 U	-0.42	-0.62	-0.16 U*	-0.40 **	-0.40 *	-0.33	-0.59 *	-0.33	-0.42	-0.50 *	-0.09 e	-0.51	-0.20 g	-0.45	-0.31	-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(\*)

Ipsos UK January 2023 Political Pulse

PUBLIC

Fieldwork: 6-10 January 2023

Adults aged 18+ in GB

Q9. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure that people who come to Britain illegally are detained and swiftly removed

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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Very good job (2)	77 7%	13 3%	43 16% BE	10 10% B*	9 7%	26 6%	30 7%	29 10% KMO	40 7% KM	58 15% IKMNO	9 2%	35 15% IKMNO	14 4%	26 10% KMO	16 4% K	30 9% S	33 7% S	56 15% PQSU	7 2%	29 14% PQSU	29 6% S	33 13% W	32 5%	
Fairly good job (1)	159 14%	27 7%	62 22% BE	18 18% B*	15 12%	66 15%	47 11%	35 12% K	102 18% KMO	108 27% HIKMNNO	18 4%	50 21% HKMO	39 10% K	50 19% HKMO	30 8% K	53 16% S	71 16% S	110 30% PQSTU	20 5%	43 20% S	76 15% S	45 17%	80 13%	
Neither a good nor a bad job (0)	275 24%	76 20%	76 27%	29 30% *	33 25%	126 28% G	82 19%	55 19%	160 28% HKMO	113 28% HKMO	65 16%	60 25% KMO	60 15%	76 29% HKMO	62 17%	60 18%	123 27% PSTU	107 29% PST	67 15%	39 19%	119 24% S	45 17%	164 27% V	
Fairly bad job (-1)	240 21%	112 30% CD	38 14%	16 17% *	28 22%	85 19%	107 25%	79 27% IULN	93 16% KMO	57 14%	124 30% IULN	44 19%	105 27% IUN	50 19% J	108 30% IULN	99 29% QRU	77 17% R	43 12%	130 30% QRU	52 24% R	102 20% QR	52 20%	134 22%	
Very bad job (-2)	217 19%	110 29% CD	23 8%	7 8% *	30 23% CD	63 14%	116 27% F	71 25% IULN	102 18% JUN	18 4%	158 38% HULN	19 8% J	134 34% HULN	27 10% J	120 33% HULN	72 21% R	93 21% R	11 3%	173 40% PQRTU	41 19% R	109 22% R	58 22%	99 16%	
Don't know	173 15%	41 11%	35 13%	16 17% *	15 12%	85 19% G	41 10%	20 7%	83 14% HKO	45 11% O	41 10%	28 12%	42 11% O	36 14% HO	24 7%	27 8% T	53 12% T	44 12% T	38 9% T	8 4%	67 13% PST	26 10%	103 17% V	
Net: Good job	236 21%	40 10% BE	105 38% BE	28 29% B*	24 19% B	91 20%	77 18%	64 22% KMO	142 24% KMO	166 42% HIKMNNO	27 7%	85 36% HIKMNNO	53 13% K	76 29% KMO	46 13% K	83 24% S	104 23% S	167 45% PQSTU	28 6%	71 34% PQSU	104 21% S	78 30% W	112 18%	
Net: Bad job	457 40%	222 59% CDE	61 22%	23 24% *	58 44% CD	148 33%	223 53% F	150 52% IULN	195 34% JL	74 19%	282 68% HULMN	63 27% J	238 61% HULN	76 29% J	228 63% HULN	171 50% QRU	170 38% R	54 14%	302 70% PQRTU	93 44% R	211 42% QR	110 43%	233 38%	
Mean	-0.37	-0.83	0.27 BE	0.08 BE*	-0.47 B*	-0.26 G	-0.61	-0.48 KMO	-0.23 HKMO	0.37 HIKLMNO	-1.08	0.18 HIKMO	-0.87 K	-0.01 HIKMO	-0.85 K	-0.42 S	-0.31 SU	0.48 PQSTU	-1.11	-0.17 PS	-0.43 S	-0.25	-0.37	

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Overlap formulae used

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

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

Ipsos UK January 2023 Political Pulse  
 PUBLIC  
 Fieldwork: 6-10 January 2023  
 Adults aged 18+ in GB

Q10. Which of the below, if any, are the most important priorities for you?  
 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1141	561	575	164	202	191	210	217	157	366	401	374	200	317	284	309	776	365	276	296	262	155	55	97	951	190	734	303	104	409	732	589	552	762	379
Weighted base	1141	555	581	121	195	184	196	177	268	316	381	445	157	305	268	354	635	506	273	298	262	153	56	98	942	199	717	278	146	365	776	352	789	674	467
Easing the cost of living and giving people financial security	694 61%	318 57%	373 64% B	59 48%	112 58%	104 57%	129 66%	116 66%	174 65%	171 54%	233 61%	290 65%	75 48%	174 57%	173 65%	246 69%	384 60%	310 61%	163 60%	175 59%	168 64%	86 56%	31 56%	70 71%	576 61%	118 59%	439 61%	159 57%	96 66%	203 56%	491 63%	198 56%	496 63%	385 57%	309 66%
Ensuring people get the NHS care they need more quickly	651 57%	281 51%	368 63% B	50 42%	80 41%	88 48%	120 61%	117 66%	196 73%	130 41%	209 55%	313 70%	62 40%	136 44%	162 61%	254 72%	352 55%	299 59%	149 55%	155 52%	167 64%	89 58%	30 54%	60 61%	525 56%	127 64%	417 58%	142 51%	92 63%	165 45%	486 63%	179 51%	472 60%	329 49%	323 69%
Reducing NHS waiting lists	573 50%	254 46%	317 55% B	49 41%	95 49%	75 41%	78 40%	108 61%	168 63%	144 46%	154 40%	276 62%	67 43%	135 44%	119 45%	219 62%	326 51%	248 49%	139 51%	147 49%	138 53%	56 37%	33 59%	60 61%	467 50%	106 54%	379 53%	120 43%	74 51%	157 43%	416 54%	159 45%	414 52%	294 44%	279 60%
Halving inflation this year	411 36%	214 38%	196 34%	37 31%	73 38%	71 39%	76 39%	72 41%	82 31%	110 35%	147 39%	154 35%	51 32%	113 37%	105 39%	133 38%	239 38%	172 34%	111 41%	103 35%	93 35%	62 40%	14 25%	28 29%	354 38%	57 29%	262 36%	96 35%	53 36%	136 37%	275 35%	135 38%	276 35%	274 41%	137 29%
Growing the economy	393 34%	214 38% C	177 30%	37 31%	59 30%	65 35%	66 34%	81 46%	85 32%	97 31%	130 34%	166 37%	48 30%	94 31%	104 39%	131 37%	215 34%	178 35%	102 37%	89 30%	97 37%	54 35%	18 33%	32 33%	326 35%	67 34%	258 36%	86 31%	49 34%	124 34%	268 35%	135 38%	258 33%	240 36%	153 33%
Making sure that people who come to Britain illegally are detained and swiftly removed	299 26%	142 25%	156 27%	18 15%	41 21%	37 20%	45 23%	44 25%	114 43%	59 19%	82 22%	158 35%	28 18%	62 20%	56 21%	122 34%	166 26%	133 26%	83 30%	89 30%	62 23%	36 24%	10 18%	19 19%	235 25%	64 32%	176 24%	57 20%	66 46%	76 21%	223 29%	75 21%	224 28%	140 21%	159 34%
Creating better-paid jobs and opportunities right across the country	242 21%	108 19%	134 23%	28 23%	55 28%	36 20%	53 27%	34 19%	36 13%	83 26%	89 23%	69 16%	34 22%	78 25%	67 25%	52 15%	147 23%	95 19%	52 19%	62 21%	56 21%	30 19%	20 36%	23 24%	207 22%	34 17%	150 21%	68 24%	24 17%	85 23%	157 20%	79 23%	163 21%	164 24%	78 17%
Securing the future of Britain's public services	228 20%	111 20%	116 20%	20 17%	25 13%	43 23%	43 22%	48 27%	49 18%	46 14%	85 22%	97 22%	28 18%	50 16%	60 22%	77 22%	148 23%	80 16%	49 18%	56 19%	54 21%	33 21%	11 20%	25 25%	184 20%	44 22%	150 21%	49 18%	29 20%	71 19%	157 20%	103 29%	125 16%	149 22%	78 17%
Making sure the national debt is falling	194 17%	96 17%	99 17%	26 21%	38 20%	32 17%	36 18%	27 15%	36 14%	64 20%	68 18%	63 14%	34 21%	58 19%	48 18%	46 13%	112 18%	83 16%	53 20%	58 19%	36 14%	29 19%	9 16%	10 10%	157 17%	38 19%	131 18%	50 18%	14 9%	67 18%	128 16%	60 17%	134 17%	129 19%	65 14%
Passing new laws to stop small boat crossings from France	189 17%	89 16%	100 17%	6 5%	26 13%	27 15%	28 14%	25 14%	76 28%	33 10%	55 15%	101 23%	11 7%	45 15%	35 13%	80 23%	102 16%	87 17%	54 20%	59 20%	40 15%	16 10%	13 23%	8 8%	158 17%	31 16%	121 17%	41 15%	27 18%	45 12%	144 19%	53 15%	136 17%	88 13%	101 22%
I have other priorities	19 2%	13 2%	6 1%	1 1%	-	5 3%	5 2%	5 3%	4 1%	1 *	10 3%	9 2%	1 1%	4 1%	8 3%	5 2%	18 3%	2 *	4 1%	1 *	5 2%	2 1%	2 3%	6 6%	12 1%	7 3%	12 2%	5 2%	2 1%	5 1%	14 2%	14 4%	5 1%	10 2%	9 2%
None of these	22 2%	11 2%	10 2%	5 4%	4 2%	5 3%	3 2%	* *	4 2%	9 3%	8 2%	5 1%	6 4%	7 2%	4 1%	1 *	9 1%	13 3%	7 3%	5 2%	3 1%	6 4%	- *	1 1%	16 2%	6 3%	14 2%	8 3%	- *	9 2%	13 2%	8 2%	13 2%	15 2%	7 1%
Don't know	42 4%	25 4%	16 3%	7 6%	10 5%	15 8%	9 5%	1 *	- *	18 6%	24 6%	1 *	9 6%	22 7%	10 4%	1 *	17 3%	25 5%	4 2%	14 5%	13 5%	7 5%	* 1%	3 3%	37 4%	5 2%	19 3%	18 7%	5 3%	19 5%	23 3%	10 3%	32 4%	29 4%	13 3%

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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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Q10. Which of the below, if any, are the most important priorities for you?  
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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	Positive impact	Negative impact
Unweighted base	1141	358	307	102	135	500	362	273	593	421	386	252	377	310	332	325	474	382	406	204	507	237	647	
Weighted base	1141	378	277	96	131	450	423	289	580	398	415	235	393	264	360	341	450	372	435	211	502	258	611	
Easing the cost of living and giving people financial security	694 61%	221 58%	189 68% BD	52 55% *	80 61%	296 66%	262 62%	145 50%	401 69% HKMO	271 68% HKMO	237 57% H	157 67% HKMO	224 57%	173 65% HKMO	198 55%	194 57%	300 67% PST	245 66% PST	243 56%	113 53%	324 65% PST	128 49%	419 69% V	
Ensuring people get the NHS care they need more quickly	651 57%	223 59%	170 61% E	63 66% E*	63 49%	288 64%	256 60%	136 47%	370 64% HKMO	253 64% HKMO	223 54%	144 61% H	214 54%	162 61% H	196 54%	194 57%	275 61% ST	227 61% ST	229 53%	107 51%	301 60% S	127 49%	415 68% V	
Reducing NHS waiting lists	573 50%	191 50%	156 56% D	39 41% *	58 45%	227 50%	228 54%	130 45%	315 54% HKMO	215 54% HKM	189 45%	115 49%	182 46%	136 51%	172 48%	157 46%	250 55% PSTU	208 56% PST	206 47%	96 46%	255 51%	131 51%	331 54%	
Halving inflation this year	411 36%	150 40% E	103 37% E	33 35% *	32 25%	184 41% G	132 31%	96 33%	217 37% M	152 38%	148 36%	98 42% M	126 32%	112 42% HMO	119 33%	127 37%	159 35%	139 37%	154 35%	75 36%	188 37%	76 29%	242 40% V	
Growing the economy	393 34%	159 42% DE	96 35%	24 25% *	38 29%	149 33%	151 36%	122 42% ILN	188 32%	141 35% N	158 38% N	78 33%	142 36%	76 29%	134 37%	141 41% QRU	128 28%	123 33%	157 36% QU	85 40% QU	154 31%	99 38%	207 34%	
Making sure that people who come to Britain illegally are detained and swiftly removed	299 26%	152 40% CDE	38 14%	25 26% C*	37 28% C	72 16%	187 44% F	116 40% ILN	107 19%	65 16%	163 39% ILN	48 20%	137 35% ILN	48 18%	135 37% ILN	126 37% QRU	89 20%	73 20%	167 38% QRU	79 38% QRU	115 23% Q	114 44% W	101 17%	
Creating better-paid jobs and opportunities right across the country	242 21%	61 16%	65 24%	20 21% *	38 29% B	120 27% G	60 14%	50 17%	142 25% HKMO	103 26% HKO	71 17%	53 23%	78 20%	70 27% HKO	60 17%	59 17%	103 23% S	83 22%	73 17%	37 18%	116 23% S	42 16%	152 25% V	
Securing the future of Britain's public services	228 20%	54 14% B	81 29% B	28 29% B*	32 24% B	132 29% G	64 15%	44 15%	155 27% HKMO	113 28% HKMO	69 17%	65 28% HKMO	69 17%	90 34% HUKMO	49 14%	41 12%	132 29% PST	101 27% PST	68 16%	26 12%	138 28% PST	34 13%	160 26% V	
Making sure the national debt is falling	194 17%	75 20%	40 14%	17 17% *	16 12%	66 15%	73 17%	70 24% ILN	78 14%	51 13%	82 20% U	34 14%	84 21% U	41 16%	71 20% U	76 22% QRU	55 12%	57 15%	84 19% Q	50 24% QRU	77 15% Q	53 21%	85 14%	
Passing new laws to stop small boat crossings from France	189 17%	106 28% CD	30 11%	8 9% *	24 18%	43 10%	129 31% F	78 27% ILN	64 11% N	44 11% N	103 25% ILN	27 11% N	97 25% ILN	17 7% U	93 26% ILN	90 26% QRU	56 12%	40 11%	116 27% QRU	54 26% QRU	71 14% QRU	86 33% W	56 9%	
I have other priorities	19 2%	5 1%	2 1%	5 5% C*	5 4%	15 3% G	2 1%	2 1%	14 2% O	7 2%	9 2% O	3 1%	7 2%	13 5% HULMO	2 1%	6 2%	11 2%	6 2%	7 2%	2 1%	11 2%	2 1%	17 3%	
None of these	22 2%	2 1%	2 1%	4 4% B*	2 2%	4 1%	6 1%	6 2%	7 1%	4 1%	6 2%	2 1%	7 2%	6 2% L	7 2%	3 1%	9 2%	3 1%	9 2%	2 1%	9 2%	4 1%	9 2%	
Don't know	42 4%	3 1%	3 1%	2 2% *	1 *	5 1%	5 1%	2 1%	16 3% JN	2 *	15 4% HUN	3 1%	15 4% HUN	1 *	13 4% HIN	5 1%	13 3% R	4 1%	13 3%	2 1%	13 3%	4 1%	14 2%	

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

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(\*)