

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401	
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466	
Right direction (1)	186 16%	108 20% C	78 14%	16 13%	27 14%	27 15%	35 18%	20 12%	62 23% DEH	42 13%	62 16%	82 19%	19 13%	48 15%	43 16%	60 17%	110 17%	77 15%	43 16% W	52 18% W	48 18% W	28 18% W	2 4% *	14 14% *	148 15%	38 22%	122 18% b	35 11%	29 19% *	73 20% e	113 15%	71 20% g	115 15%	111 17%	75 16%	
Wrong direction (-1)	663 58%	313 57%	344 60%	83 68% I	131 67% I	115 63% I	110 57% I	110 62% I	114 43%	214 67% L	224 60% L	224 51%	100 68% P	202 64% P	161 60%	190 54%	377 60%	286 57%	164 61%	156 53%	152 58%	95 62%	33 59% *	63 64% *	568 59%	94 54%	372 56%	205 65% a	86 54% *	215 59%	448 58%	211 60%	451 57%	411 61% i	252 54%	
Neither (0)	210 19%	94 17%	115 20%	20 16%	25 13%	26 14%	35 18%	32 18%	73 28% DEFH	44 14%	61 16%	105 24% JK	23 16%	42 13%	46 17%	80 23% N	107 17%	103 21%	52 19%	56 19%	47 18%	25 17%	16 29% *	13 13% *	178 19%	32 19%	124 19%	51 16%	36 23% *	55 15%	155 20%	51 14%	160 20% f	105 16%	105 23% h	
Don't know	76 7%	35 6%	38 7%	4 3%	13 7%	13 7%	14 7%	15 8%	16 6%	18 6%	28 7%	30 7%	6 4%	23 7%	19 7%	23 7%	40 6%	36 7%	11 4%	32 11% SUV	14 5%	5 3%	5 9% *	9 9% *	66 7%	10 6%	46 7%	23 7%	7 4% *	21 6%	55 7%	17 5%	59 8%	42 6%	34 7%	

Mean	-0.45	-0.40	-0.49	-0.57	-0.57	-0.52	-0.42	-0.55	-0.21 DEFGH	-0.57	-0.47	-0.35 J	-0.58	-0.53	-0.47	-0.40 M	-0.45	-0.45	-0.47	-0.39	-0.42	-0.45	-0.61 *	-0.55 *	-0.47	-0.34	-0.41 b	-0.58	-0.37 b*	-0.41	-0.47	-0.42	-0.46	-0.48	-0.41
------	-------	-------	-------	-------	-------	-------	-------	-------	----------------	-------	-------	------------	-------	-------	-------	------------	-------	-------	-------	-------	-------	-------	------------	------------	-------	-------	------------	-------	-------------	-------	-------	-------	-------	-------	-------

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E,F/G,H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Right direction (1)	186 16%	116 32% CDE	24 8%	12 13% *	11 10% *	52 12%	101 25% F	115 49% IJKLMNOPQ	26 4%	54 13% I	97 24% IUNQ	48 18% IJ	88 22% IUNQ	45 14% I	83 24% IUNQ	48 32% IULMNOQ	62 14% I	140 42% STUWY _a	22 4%	56 16% SWY _a	89 22% SWY _a	111 45% STUWY _a	26 5%	91 48% STUWY _a	31 6% S	75 50% STUWY _a	18 5% STUWY _a	111 48% c	36 6%
Wrong direction (-1)	663 58%	130 35%	228 81% BDE	60 66% B*	78 70% B*	297 69% G	193 48%	41 18% HJKLMNOPQ	496 83% HJKLMNOPQ	311 74% HKLMOPQ	197 49% H	166 63% HKOP	230 56% HKP	222 71% HKLMOP	187 53% H	70 46% H	283 65% HKMOP	86 26%	430 84% RTUVXYZ	256 72% RUVXZ	213 51% RVXZ	68 27%	408 82% RTUVXYZ	52 27%	395 78% RTUVXZ	36 24%	319 82% RTUVXYZ	62 27%	488 79% b
Neither (0)	210 19%	96 26% CE	25 9%	17 19% C*	15 14% *	69 16%	83 21%	65 28% IJKLMNOPQ	54 9%	50 12%	83 21% IUN	40 15% I	68 17% I	44 14% I	65 18% IJ	27 18% IJ	72 17% IJ	90 27% STUWXY _a	47 9%	38 11%	85 20% STWY _a	59 24% STWY _a	46 9%	37 20% STW _a	67 13% SW _a	33 22% STWY _a	40 10%	46 20% c	67 11%
Don't know	76 7%	26 7% C	4 1%	2 2% *	7 6% C*	15 4%	25 6%	11 5% JN	19 3% JN	7 2%	25 6% IUN	11 4% JN	23 6% IUN	4 1%	19 5% JN	5 4%	17 4% JN	17 5% T	15 3%	6 2%	27 7% STWY _a	11 5% T	18 4%	9 5% T	16 3%	7 5% T	10 3%	12 5%	26 4%

Mean	-0.45	-0.04 CDE	-0.74	-0.54 C*	-0.65 *	-0.59	-0.24 F	0.33 IJKLMNOPQ	-0.82	-0.62 I	-0.26 IULMNQ	-0.47 IUN	-0.37 IUNQ	-0.57 I	-0.31 IULNQ	-0.15 IULMNQ	-0.53 IJ	0.17 STUWY _a	-0.82	-0.57 SWY _a	-0.32 STWY _a	0.18 STUWY _a	-0.80	0.21 STUWY _a	-0.74 SW _a	0.27 STUWY _a	-0.80	0.22 c	-0.77
------	-------	--------------	-------	-------------	------------	-------	------------	-------------------	-------	------------	-----------------	--------------	---------------	------------	----------------	-----------------	-------------	----------------------------	-------	---------------------------	----------------------------	----------------------------	-------	----------------------------	--------------------------	----------------------------	-------	-----------	-------

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	Rishi Sunak, Leader of the Conservative party and Prime Minister	James Cleverly, Secretary of State for Foreign, ealth and Developm ent Affairs	Suella Braverman , Home Secretary	Jeremy Hunt, Chancellor of the Exchequer	The Labour Party	The Conservati ve Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135
Weighted base	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135
Very favourable (2)	109 10% CDEGHJ	106 9% CDEGHJ	32 3% C	42 4% C	55 5% C	148 13% ABCDEGHJ	61 5% CD	49 4% CD	67 6% CD	50 4% CD
Fairly favourable (1)	247 22% CDEGJ	227 20% CDGJ	119 10% CDEGJ	148 13% J	194 17% CDJ	273 24% CDEGHJ	170 15% CJ	216 19% CDGJ	248 22% CDEGJ	100 9% CDEGJ
Neither favourable nor unfavourable (0)	292 26% BFG	237 21% ABDEFGJ	390 34% ABDEFGJ	306 27% BFG	311 27% BFG	248 22% ABDEFGJ	244 21% ABDEFGJ	376 33% ABDEFGJ	361 32% ABDEFGJ	318 28% BFG
Fairly unfavourable (-1)	193 17% J	215 19% CDHJ	176 16% J	173 15% J	221 19% CDFGJ	168 15% J	180 16% J	225 20% CDFGJ	169 15% J	150 13% J
Very unfavourable (-2)	222 20% HI	299 26% ACFHI	211 19% ACFHI	336 30% ABCEFHJ	277 24% ACFHI	234 21% HI	415 37% ABCDPEFHJ	184 16% J	186 16% J	283 25% ACFHI
Don't know	72 6% B	51 4% B	207 18% ABDEFGHI	131 12% ABEFGHI	77 7% B	64 6% B	64 6% B	85 8% BFG	105 9% ABEFGH	234 21% ABDEFGHI

Net: Very/Fairly favourable	357 31% CDEGHJ	333 29% CDEGHJ	151 13% C	190 17% CJ	249 22% CDJ	421 37% ABCDEGHJ	232 20% CDJ	265 23% CDJ	315 28% CDEGHJ	150 13% C
Net: Very/Fairly unfavourable	415 37% I	514 45% ACFHIJ	387 34% ACFHIJ	509 45% ACFHIJ	498 44% ACFHIJ	402 35% I	595 52% ABCDPEFHJ	409 36% I	354 31% J	433 38% CI
Net Difference	-58 -5%	-182 -16%	-236 -21%	-319 -28%	-249 -22%	19 2%	-363 -32%	-144 -13%	-39 -3%	-282 -25%

Mean	-0.16 BCDEGHJ	-0.35 CDEGJ	-0.45 DGJ	-0.61	-0.44 DGJ	-0.06 ABCDEGHJ	-0.67	-0.27 CDEGJ	-0.15 BCDEGHJ	-0.57
------	------------------	----------------	--------------	-------	--------------	-------------------	-------	----------------	------------------	-------

d 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 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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	109 10%	63 12%	46 8%	11 9%	25 13% I	27 15% GI	15 8%	18 10%	15 6%	35 11%	42 11%	32 7%	13 9%	42 13% P	25 9%	28 8%	61 10%	48 10%	21 8%	22 7%	26 10%	30 20% STUX	5 9% *	5 5% *	101 11%	9 5%	56 8%	41 13% a	13 8% *	42 12%	67 9%	31 9%	78 10%	66 10%	44 9%
Fairly favourable (1)	247 22%	113 21%	132 23%	28 23%	50 26%	41 23%	40 21%	34 19%	54 20%	78 25%	81 22%	88 20%	37 25%	77 24%	54 20%	71 20%	157 25% R	90 18%	50 19%	62 21%	55 21%	34 22%	19 33% S*	28 28% *	203 21%	45 26%	155 23%	60 19%	32 21% *	89 24%	159 21%	103 29% g	145 18%	161 24%	87 19%
Neither favourable nor unfavourable (0)	292 26%	147 27%	142 25%	34 27%	51 26%	50 27%	54 28%	42 24%	62 23%	84 27%	104 28%	104 24%	38 25%	90 29%	68 25%	82 23%	168 26%	124 25%	81 30% X	75 25%	65 25%	43 28%	12 21% *	16 16% *	250 26%	42 24%	176 27%	75 24%	40 26% *	102 28%	190 25%	87 25%	205 26%	178 27%	114 24%
Fairly unfavourable (-1)	193 17%	103 19%	90 16%	20 16%	33 17% F	16 9%	30 16%	38 22% F	55 21% F	53 17%	46 12%	94 21% K	28 19% N	35 11%	43 16%	77 22% N	107 17%	86 17%	45 17%	58 19%	37 14%	17 11%	13 22% *	23 23% V*	162 17%	31 18%	106 16%	57 18%	30 19% *	61 17%	132 17%	58 17%	135 17%	116 17%	77 16%
Very unfavourable (-2)	222 20%	104 19%	115 20%	11 9%	21 11%	27 15%	49 25% DEF	40 22% DEF	72 27% DEF	33 10%	77 21% J	112 25% J	12 8%	41 13%	67 25% MN	86 24% MN	110 17%	111 22%	57 21% V	61 21%	55 21% V	19 12%	6 11% *	23 23% *	179 19%	42 24%	136 21%	52 17%	33 21% *	48 13%	174 23% d	57 16%	165 21%	117 17%	105 22%
Don't know	72 6%	20 4%	50 9% B	19 15% GHI	16 8% GHI	19 11% GHI	6 3%	5 3%	7 3%	35 11% L	25 7% L	12 3%	20 13% OP	29 9% OP	11 4%	9 3%	30 5%	42 8% Q	16 6%	18 6%	22 9%	9 6%	2 3% *	4 4% *	65 7%	7 4%	34 5%	30 9% a	8 5% *	22 6%	49 6%	14 4%	58 7% f	32 5%	40 9% h

Net: Very/Fairly favourable	357 31%	177 32%	178 31%	39 32%	75 38% I	68 38% I	55 28%	51 29%	69 26%	114 36% L	123 33%	120 27%	51 34%	119 38% P	79 30%	99 28%	218 35% R	138 28%	71 26%	84 28%	81 31%	64 42% STU	24 42% S*	33 34% *	304 32%	53 31%	211 32%	101 32%	45 29% *	131 36% e	226 29%	134 38% g	223 28%	226 34%	130 28%
Net: Very/Fairly unfavourable	415 37%	206 38%	205 36%	32 26%	54 28%	44 24%	80 41% DEF	78 44% DEF	127 48% DEF	86 27%	123 33%	205 47% JK	40 27%	76 24%	110 41% MN	164 46% MN	217 34%	197 39%	103 38% V	119 40% V	93 36% V	36 24%	19 33% *	46 46% V*	342 36%	73 42%	242 36%	109 35%	64 40% *	109 30%	306 40% d	115 33%	299 38%	233 35%	182 39%
Net Difference	-58 -5%	-30 -5%	-27 -5%	7 6%	20 10%	24 13%	-25 -13%	-27 -15%	-58 -22%	28 9%	* *	-85 -19%	11 7%	43 14%	-31 -11%	-65 -18%	1 *	-59 -12%	-32 -12%	-35 -12%	-12 -4%	28 19%	5 9%	-13 -13%	-38 -4%	-19 -11%	-31 -5%	-8 -3%	-18 -11%	23 6%	-80 -10%	19 5%	-76 -10%	-6 -1%	-51 -11%

Mean	-0.16	-0.13	-0.18	0.06 GHI*	0.13 GHI	0.15 GHI	-0.32	-0.28	-0.45	0.11 L	-0.10 L	-0.38	0.10 OP	0.16 OP	-0.28	-0.36	-0.08	-0.27	-0.27	-0.27	-0.17	0.28 STUX	0.07 *	-0.32 *	-0.13	-0.32	-0.18	-0.07	-0.26 *	0.05 e	-0.26	-0.02 g	-0.22	-0.09	-0.26
------	-------	-------	-------	--------------	-------------	-------------	-------	-------	-------	-----------	------------	-------	------------	------------	-------	-------	-------	-------	-------	-------	-------	--------------	-----------	------------	-------	-------	-------	-------	------------	-----------	-------	------------	-------	-------	-------

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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648	
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616	
Very favourable (2)	109 10%	9 3%	67 24% BDE	10 11% B*	5 4% *	55 13% G	30 8% K	16 7% K	82 14% HKMO	102 24% HIKMNOPQ	5 1% K	51 19% HIKMNOPQ	22 5% K	40 13% HKMO	21 6% K	19 12% HKMO	56 13% HKMO	24 7% U	75 14% RU	109 31% RSUVWXYZa	- - U	25 10% U	63 13% RU	17 9% U	64 13% RU	17 12% U	55 14% RU	25 11% RU	63 10%	
Fairly favourable (1)	247 22%	58 16%	94 33% BE	38 42% BE*	21 19% *	133 31% G	67 17% K	42 18% K	171 29% HKMO	189 45% HIKMNOPQ	11 3% K	106 40% HIKMNOPQ	55 14% K	117 37% HIKMNOPQ	50 14% K	32 21% KMO	109 25% HKMO	65 20% U	138 27% RUZ	247 69% RSUVWXYZa	- - RUZ	64 26% RUZ	121 24% U	37 20% U	137 27% RUZ	27 18% U	105 27% RUZ	38 16% RUZ	184 30% b	
Neither favourable nor unfavourable (0)	292 26%	80 22%	76 27%	19 21% *	29 26% *	106 24%	89 22%	45 19% K	127 21% K	81 19% K	46 12% K	53 20% K	81 20% K	72 23% K	70 20% K	28 19% K	94 22% K	82 25% TU	97 19% TU	- - TU	- - TU	58 23% TU	93 19% TU	41 22% TU	122 24% STUW _a	46 30% STUW _x	76 20% TU	54 23%	146 24%	
Fairly unfavourable (-1)	193 17%	93 25% CD	24 9%	12 13% *	23 20% C*	68 16%	79 20%	58 25% IULNPQ	90 15% J	26 6% K	134 33% HIJLMNOPQ	37 14% J	92 22% IULNPQ	51 16% J	70 20% J	22 14% J	77 18% J	74 22% STY _a	79 15% T	- - RSTVWXYZ _a	193 47% T	48 19% T	90 18% ST	43 23% ST	81 16% T	31 21% T	61 16% T	39 17%	100 16%	
Very unfavourable (-2)	222 20%	120 33% CD	15 5%	9 10% *	30 27% CD*	64 15%	123 31% F	67 29% IULNQ	112 19% JLN	16 4% K	198 49% HIJLMNOPQ	17 6% J	152 37% HIJLNQ	32 10% JL	136 38% HIJLNQ	47 31% IULNQ	95 22% JLN	77 23% T	116 22% T	- - RSTVWXYZ _a	222 53% T	50 20% TY	125 25% TY	47 25% T	101 20% T	29 19% T	89 23% T	70 30% c	83 13%	
Don't know	72 6%	7 2%	5 2%	2 3% *	2 2% *	8 2%	14 4%	4 2%	13 2% LQ	7 2%	7 2%	1 *	7 2%	3 1%	8 2% Q	3 2%	3 1%	11 3% TUVY _{2a}	10 2% TUVY _a	- - TU	- - TU	5 2% TU	6 1% TU	4 2% TU	4 1% TU	1 1%	2 *	5 2%	41 7% b	
Net: Very/Fairly favourable	357 31%	67 18%	161 57% BE	49 53% BE*	26 24% *	187 43% G	98 24%	58 25% K	253 42% HKMO	291 69% HIKLMNOPQ	16 4%	156 59% HIKMNOPQ	78 19% K	158 50% HIKMNOPQ	71 20% K	51 34% HKMO	164 38% HKMO	89 27% U	212 41% RUWXZ	357 100% RSUVWXYZ _a	- - RU	89 36% RU	183 37% RU	54 29% U	201 39% RUXZ	44 29% U	160 41% RUWXZ	63 27%	248 40% b	
Net: Very/Fairly unfavourable	415 37%	214 58% CD	39 14%	21 23% *	53 48% CD*	133 31% G	202 50% F	125 54% IJLNQ	201 34% JLN	42 10% K	332 83% HIJLMNOPQ	54 20% J	244 60% IULNPQ	83 26% JL	205 58% IULNPQ	69 46% IULN	171 40% IULN	151 45% TVY	195 38% T	- - RSTVWXYZ _a	415 100% T	98 39% T	215 43% STY _a	90 48% STVY	182 36% T	60 40% T	150 39% T	110 47% c	182 30%	
Net Difference	-58 -5%	-146 -40%	122 43%	28 30%	-27 -24%	55 13%	-105 -26%	-67 -29%	52 9%	249 59%	-316 -78%	102 39%	-166 -41%	75 24%	-135 -38%	-18 -12%	-7 -2%	-62 -18%	18 3%	357 100%	-415 -100%	-9 -4%	-32 -6%	-36 -19%	18 4%	-16 -10%	10 3%	-47 -20%	66 11%	
Mean	-0.16	-0.71	0.63 BE	0.32 BE*	-0.48 *	0.11 G	-0.51	-0.52 KM	0.04 HKMOPQ	0.81 HIKLMNOPQ	-1.29	0.52 HIKMNOPQ	-0.73 K	0.27 HIKMOPQ	-0.72 K	-0.31 KMO	-0.11 HKMO	-0.36 U	-0.05 RUWX	1.31 RSUVWXYZ _a	-1.53	-0.14 RUX	-0.19 U	-0.36 U	-0.04 RUWX	-0.18 U	-0.06 RUWX	-0.41	0.08 b	

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	106 9%	57 10%	48 8%	7 6%	15 8%	12 6%	15 8%	10 5%	47 18% DEFGH	22 7%	27 7%	57 13% JK	9 6%	23 7%	20 7%	48 14% MNO	63 10%	43 9%	19 7%	29 10%	26 10%	18 12% W	* 1% *	13 13% W*	89 9%	17 10%	74 11%	23 7%	8 5% *	37 10%	68 9%	38 11%	67 9%	55 8%	50 11%
Fairly favourable (1)	227 20%	104 19%	121 21%	22 18%	34 17%	27 15%	36 19%	37 21%	72 27% EF	55 17%	63 17%	109 25% JK	26 18%	51 16%	47 17%	83 23%	130 21%	97 19%	51 19%	57 19%	53 20%	38 25%	11 20% *	18 18% *	183 19%	44 25%	140 21% b	47 15%	41 26% b*	85 23%	142 18%	75 21%	153 19%	125 19%	102 22%
Neither favourable nor unfavourable (0)	237 21%	118 21%	117 20%	21 17%	39 20%	42 24%	46 24%	46 26% I	43 16%	60 19%	88 24%	88 20%	21 14%	72 23% M	69 26% M	65 18%	135 21%	102 20%	62 23%	63 21%	58 22%	26 17%	11 20% *	17 17% *	196 20%	41 24%	142 21%	59 19%	36 23% *	81 22%	156 20%	70 20%	167 21%	146 22%	91 19%
Fairly unfavourable (-1)	215 19%	110 20%	103 18%	32 26% F	44 22%	27 15%	34 18%	35 20%	43 16%	76 24% K	61 16%	78 18%	36 24%	63 20%	44 16%	64 18%	128 20%	88 17%	55 20%	58 19%	48 18%	28 18%	14 25% *	13 13% *	188 20%	27 15%	124 19%	62 20%	29 19% *	73 20%	142 18%	71 20%	144 18%	124 19%	91 20%
Very unfavourable (-2)	299 26%	147 27%	149 26%	31 25%	51 26%	59 33% I	59 30%	43 24%	57 22%	81 25%	118 31% L	100 23%	46 31%	80 26%	81 30%	84 24%	157 25%	142 28%	69 26%	75 25%	62 24%	41 27%	16 29% *	35 35% *	256 27%	43 25%	156 24%	105 33% a	38 24% *	73 20%	226 29% d	82 24%	217 28%	189 28%	110 24%
Don't know	51 4%	14 3%	36 6% B	10 8% GI	14 7% GI	14 8% GI	4 2%	7 4%	2 1%	24 8% L	18 5%	9 2%	10 7% P	25 8% OP	8 3%	8 2%	21 3%	30 6%	13 5%	15 5%	15 6% V	2 1%	3 5% *	3 3% *	48 5%	3 2%	27 4%	19 6%	5 3% *	16 4%	35 5%	13 4%	38 5%	29 4%	22 5%

Net: Very/Fairly favourable	333 29%	161 29%	170 29%	29 24%	48 25%	38 21%	51 26%	47 26%	119 45% DEFGH	77 24%	90 24%	166 38% JK	35 24%	74 24%	67 25%	131 37% MNO	193 30%	140 28%	70 26%	86 29%	79 30%	56 37% S	12 21% *	31 31% *	272 28%	61 35%	214 32% b	70 22%	49 31% *	122 34%	211 27%	113 32%	220 28%	181 27%	152 33%
Net: Very/Fairly unfavourable	514 45%	257 47%	253 44%	63 51% I	94 48%	85 47%	94 48%	78 44%	101 38%	157 49% L	179 48%	178 40%	81 55% P	144 46%	125 47%	149 42%	285 45%	230 46%	125 46%	133 45%	109 42%	69 45%	31 54% *	48 49% *	445 46%	70 40%	281 42%	167 53% a	67 43% *	146 40%	369 48% d	154 44%	361 46%	313 47%	201 43%
Net Difference	-182 -16%	-95 -17%	-83 -14%	-33 -27%	-46 -24%	-47 -26%	-43 -22%	-31 -18%	19 7%	-80 -25%	-90 -24%	-12 -3%	-46 -31%	-70 -22%	-58 -22%	-18 -5%	-92 -15%	-90 -18%	-55 -20%	-47 -16%	-30 -12%	-13 -9%	-19 -33%	-17 -18%	-173 -18%	-9 -5%	-66 -10%	-97 -31%	-19 -12%	-23 -6%	-158 -21%	-40 -12%	-141 -18%	-133 -20%	-49 -10%

Mean	-0.35	-0.35	-0.34	-0.50 *	-0.45	-0.57	-0.45	-0.38	0.03 DEFGH	-0.47	-0.51	-0.13 JK	-0.59	-0.44	-0.46	-0.16 MNO	-0.30	-0.40	-0.41	-0.33	-0.27	-0.25	-0.65 *	-0.41 *	-0.37	-0.20	-0.23 b	-0.60	-0.32 *	-0.17 e	-0.43	-0.25	-0.39	-0.42	-0.24
------	-------	-------	-------	------------	-------	-------	-------	-------	---------------	-------	-------	-------------	-------	-------	-------	--------------	-------	-------	-------	-------	-------	-------	------------	------------	-------	-------	------------	-------	------------	------------	-------	-------	-------	-------	-------

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	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 Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very favourable (2)	106 9%	70 19% CDE	10 4%	6 7% *	7 7% *	37 8%	54 14% F	74 32% IJKLMNOPQ	14 2%	26 6% I	57 14% IUNQ	27 10% IJ	48 12% IQ	26 8% I	45 13% IUNQ	25 17% I	35 8% I	106 32% STUVWYa	- -	30 8% SWYa	54 13% SWYa	77 31% STUWYa	9 2% S	55 29% STUWYa	22 4% SW	57 38% STUWXYa	12 3% S	50 22% c	31 5%
Fairly favourable (1)	227 20%	137 37% CDE	33 12%	15 16% *	12 11% *	81 19%	103 26% F	109 47% IJKLMNOPQ	39 6%	66 16% I	105 26% IILMNQ	49 19% I	84 21% I	51 16% I	80 23% IJ	40 27% IILN	83 19% I	227 68% STUVWXYZa	- -	59 16% SWYa	97 23% STWYa	106 42% STUWYa	30 6% S	75 39% STUWYa	51 10% SWa	54 36% STUWYa	20 5% S	86 37% c	92 15%
Neither favourable nor unfavourable (0)	237 21%	71 19%	53 19%	15 17% *	22 20% *	76 17%	86 21%	27 12%	86 14%	67 16%	67 17%	43 16%	69 17%	41 13%	67 19% H	28 19% H	65 15%	- -	- -	53 15% RSW	67 16% RSWa	39 16% RS	50 10% RS	29 15% RS	71 14% RSW	22 15% RS	44 11% RS	43 19%	106 17%
Fairly unfavourable (-1)	215 19%	47 13%	68 24% B	30 33% B*	21 19% *	106 25% G	55 14%	18 8%	161 27% HKMOQ	105 25% HKMO	66 16% H	81 31% HIJKMOPQ	69 17% H	89 28% HKMOPQ	54 15% H	29 19% H	91 21% HO	- -	215 42% RTUVWXYZa	92 26% RUVXZ	71 17% RVXZ	19 8% R	144 29% RUVXZ	13 7% R	134 26% RUVXZ	12 8% R	101 26% RUVXZ	24 11%	151 24% b
Very unfavourable (-2)	299 26%	40 11%	111 40% BD	22 24% B*	48 44% BD*	127 29%	95 24%	4 2%	288 48% HIKLMNOPQ	154 37% HKLP	102 25% HP	63 24% H	138 34% HKLP	105 33% HKLP	105 30% HP	26 18% H	156 36% HKLOP	- -	299 58% RTUVWXYZ	120 34% RUVXZ	124 30% RVXZ	7 3% R	264 53% RTUVXYZ	15 8% RVZ	228 45% RTUVXZ	3 2% R	210 54% RTUVXYZ	28 12%	211 34% b
Don't know	51 4%	3 1%	5 2%	3 4% *	- - *	7 2%	9 2%	- -	8 1%	3 1%	5 1% M	2 1%	1 *	2 1%	4 1%	2 1%	2 *	- -	- -	2 1% S	2 *	2 1% R	1 S	3 2% RS	2 * S	1 1%	* * -	- -	26 4% b

Net: Very/Fairly favourable	333 29%	207 56% CDE	43 15%	21 23% *	19 17% *	118 27%	157 39% F	183 79% IJKLMNOPQ	52 9%	92 22% I	162 40% IILMNQ	76 29% IJ	132 32% IUN	78 25% I	125 35% IUNQ	66 44% IILMNQ	118 27% IJ	333 100% STUVWXYZa	- -	89 25% SWYa	151 36% STWYa	183 73% STUWYa	38 8% S	130 69% STUWYa	74 14% SWa	112 74% STUWYa	32 8% S	136 59% c	123 20%
Net: Very/Fairly unfavourable	514 45%	88 24%	179 64% B	52 57% B*	70 63% B*	233 54% G	150 37%	22 9%	449 75% HIKLMNOPQ	259 61% HKLMOP	168 42% H	144 54% HKOP	207 51% HKOP	194 62% HKLMOP	159 45% H	55 37% H	247 57% HKMOP	- -	514 100% RTUVWXYZa	212 60% RUVXZ	195 47% RVXZ	25 10% R	408 82% RTUVXYZ	28 15% R	362 71% RTUVXZ	15 10% R	311 80% RTUVXYZ	52 23%	362 59% b
Net Difference	-182 -16%	119 32%	-136 -49%	-31 -34%	-50 -45%	-116 -27%	8 2%	161 70%	-397 -67%	-167 -40%	-6 -2%	-68 -26%	-75 -18%	-117 -37%	-34 -10%	11 7%	-129 -30%	333 100%	-514 -100%	-123 -35%	-44 -11%	158 63%	-369 -74%	103 54%	-288 -57%	96 64%	-279 -72%	84 36%	-239 -39%

Mean	-0.35	0.41 CDE	-0.86	-0.53 *	-0.82 *	-0.48	-0.08 F	1.00 IJKLMNOPQ	-1.14	-0.70 I	-0.13 IILMNQ	-0.40 IUN	-0.41 IUNQ	-0.62 I	-0.27 IUNQ	0.06 IILMNOQ	-0.58 I	1.32 STUVWXYZa	-1.58	-0.60 SWYa	-0.28 STWYa	0.92 STUWYa	-1.26 S	0.77 STUWYa	-0.98 SWa	1.01 STUWXYa	-1.24 S	0.45 c	-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/X/Y/Z/a,b/c 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	32 3%	21 4% C	9 2%	8 6% GH	7 3%	6 4%	2 1%	2 1%	6 2%	15 5%	9 2%	8 2%	9 6% OP	11 4%	4 1%	8 2%	22 3%	10 2%	7 2%	9 3% U	1 *	8 5% U	1 2% *	6 6% U*	29 3%	3 2%	17 3%	12 4%	3 2% *	18 5% e	14 2%	16 5% g	16 2%	20 3%	12 3%
Fairly favourable (1)	119 10%	67 12%	50 9%	24 19% EFGH	16 8%	17 10%	16 8%	10 5%	37 14% H	39 12%	33 9%	46 10%	24 16% NO	30 10%	21 8%	38 11%	72 11%	47 9%	31 11% x	25 9%	29 11%	25 16% TX	6 10% *	3 3% *	108 11%	10 6%	82 12%	26 8%	10 7% *	49 13%	70 9%	46 13% g	73 9%	66 10%	52 11%
Neither favourable nor unfavourable (0)	390 34%	174 32%	214 37%	37 30%	61 31%	60 33%	67 35%	65 37%	100 38%	98 31%	127 34%	165 37%	40 27%	107 34%	90 34%	131 37%	215 34%	175 35%	92 34%	106 36%	97 37%	50 33%	16 29% *	28 29% *	314 33%	75 43% Y	230 35%	94 30%	67 42% b*	132 36%	258 34%	105 30%	285 36% f	228 34%	162 35%
Fairly unfavourable (-1)	176 16%	92 17%	85 15%	18 15%	40 21%	23 13%	29 15%	31 17%	34 13%	59 18%	53 14%	65 15%	26 17%	50 16%	43 16%	48 14%	107 17%	69 14%	35 13%	50 17%	39 15%	22 15%	11 20% *	19 20% *	148 15%	28 16%	106 16%	44 14%	26 17% *	67 18%	110 14%	62 18%	115 15%	109 16%	67 14%
Very unfavourable (-2)	211 19%	125 23% C	83 15%	14 12%	32 17%	33 18%	44 22% D	37 21% D	50 19%	47 15%	77 20%	87 20%	20 14%	51 16%	58 21%	75 21%	112 18%	99 20%	47 17%	51 17%	50 19%	28 18%	13 22% *	22 20% *	178 19%	32 19%	113 17%	69 22%	28 18% *	48 13%	162 21% d	67 19%	144 18%	127 19%	84 18%
Don't know	207 18%	71 13%	134 23% B	21 17%	40 20%	40 22%	36 19%	31 18%	38 14%	61 19%	76 20%	70 16%	28 19%	65 21%	53 20%	52 15%	106 17%	101 20%	60 22% V	55 18%	45 17%	20 13%	10 17% *	19 20% *	182 19%	25 15%	114 17%	70 22%	23 15% *	51 14%	156 20% d	54 15%	154 20%	119 18%	89 19%

Net: Very/Fairly favourable	151 13%	89 16% C	59 10%	32 26% EFGH	22 11%	24 13%	18 9%	12 7%	43 16% H	54 17% K	42 11%	55 12%	34 23% NOP	41 13%	25 9%	46 13%	94 15%	57 11%	37 14%	35 12%	30 12%	33 21% TUX	7 12% *	9 9% *	138 14% Z	13 7%	99 15%	38 12%	13 9% *	67 18% e	84 11%	62 18% g	89 11%	86 13%	65 14%
Net: Very/Fairly unfavourable	387 34%	217 39% C	168 29%	33 27%	73 37%	56 31%	73 38%	68 39% D	84 32%	106 33%	129 34%	152 34%	46 31%	101 32%	101 38%	123 35%	219 35%	168 34%	81 30%	101 34%	89 34%	50 33%	24 42% *	42 42% *	326 34%	61 35%	220 33%	113 36%	54 34% *	115 32%	272 35%	128 37%	259 33%	236 35%	151 32%
Net Difference	-236 -21%	-128 -23%	-109 -19%	-1 -1%	-50 -26%	-33 -18%	-55 -28%	-56 -32%	-41 -16%	-51 -16%	-87 -23%	-98 -22%	-13 -8%	-60 -19%	-76 -28%	-77 -22%	-125 -20%	-111 -22%	-44 -16%	-67 -23%	-59 -22%	-18 -12%	-17 -30%	-32 -33%	-189 -20%	-48 -27%	-121 -18%	-75 -24%	-41 -26%	-48 -13%	-188 -24%	-66 -19%	-170 -22%	-150 -22%	-87 -19%

Mean	-0.45	-0.48	-0.41	-0.08 EGH*	-0.49	-0.42 *	-0.61	-0.63	-0.37 *	-0.33	-0.52	-0.47	-0.20 O*	-0.40	-0.60	-0.48	-0.41	-0.50	-0.40	-0.45	-0.50	-0.29 *	-0.60 **	-0.61 *	-0.43	-0.52 *	-0.40	-0.54	-0.49 *	-0.25 e	-0.55	-0.40	-0.47	-0.47	-0.42
------	-------	-------	-------	---------------	-------	------------	-------	-------	------------	-------	-------	-------	-------------	-------	-------	-------	-------	-------	-------	-------	-------	------------	-------------	------------	-------	------------	-------	-------	------------	------------	-------	-------	-------	-------	-------

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

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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very favourable (2)	32 3%	10 3%	4 2%	3 4% *	9 8% BC*	9 2%	12 3%	19 8% UKMOQ	5 1%	18 4% IQ	8 2%	16 6% IKMQ	9 2% I	15 5% IKQ	10 3% I	18 12% UKLMNOQ	7 2% SUWYa	25 8% Wa	4 1% Wa	15 4% SWYa	8 2% Wa	24 10% STUWYa	1 * RSTUWYa	24 13% a	4 1% RSTUVWXYa	32 21% -	- -	20 9% c	3 *
Fairly favourable (1)	119 10%	70 19% CDE	25 9%	7 7% *	7 6% *	35 8%	62 15% F	65 28% IJKLMNOQ	20 3%	43 10% I	58 15% IQ	39 15% IUQ	50 12% IQ	33 11% I	40 11% I	31 21% IUMNOQ	36 8% I	87 26% STUWYa	12 2% a	29 8% SWYa	51 12% SWYa	66 26% STUWYa	16 3% a	56 30% STUWYa	25 5% SWa	119 79% RSTUVWXYa	- -	56 24% c	31 5%
Neither favourable nor unfavourable (0)	390 34%	160 43% CDE	87 31%	23 25% *	23 21% *	143 33%	149 37%	104 45% IJKLMNOQ	142 24%	117 28% I	130 32% ILN	63 24%	122 30% I	77 24%	116 33% ILNQ	47 31%	117 27% STUWYZa	142 43% Za	106 21% Za	113 32% SWYZa	131 32% SWYZa	101 41% STUWYZa	93 19% Za	73 38% SWYZa	98 19% Za	- -	- -	88 38%	193 31%
Fairly unfavourable (-1)	176 16%	39 10%	54 19% B	22 24% B*	26 24% B*	75 17%	64 16%	12 5%	138 23% HKMOP	91 22% HKMOP	45 11% H	65 25% HKMOP	64 16% HK	75 24% HKMOP	54 15% HK	19 13% H	96 22% HKMOP	22 7% Z	125 24% RUVXZ	85 24% RUVXZ	49 12% RZ	27 11% RZ	127 25% RUVXZ	15 8% Z	132 26% RUVXZ	- -	176 46% RSTUVWXYZ	23 10%	124 20% b
Very unfavourable (-2)	211 19%	34 9%	81 29% B	20 22% B*	26 23% B*	102 24% G	61 15%	9 4% HIJKLMNQP	190 32% HIJKLMNQP	97 23% H	87 22% H	49 18% H	103 25% HP	64 20% H	88 25% HP	24 16% H	135 31% HIJKLMNQP	9 3% Z	186 36% RTUVXZ	75 21% RVXZ	101 24% RVXZ	8 3% Z	191 38% RTUVXZ	10 5% Z	186 37% RTUVXZ	- -	211 54% RSTUVWXYZ	20 9%	147 24% b
Don't know	207 18%	57 15%	29 10%	16 18% *	20 18% *	69 16%	54 14%	23 10%	100 17% HIPQ	55 13% P	73 18% HOPQ	33 12%	62 15% PQ	51 16% HPQ	46 13%	10 7%	42 10%	47 14% VXZa	82 16% TVXYZa	40 11% Za	73 18% TVXYZa	24 10% Za	70 14% XZa	12 6% Za	64 13% XZa	- -	- -	24 10%	118 19% b
Net: Very/Fairly favourable	151 13%	79 22% CD	29 10%	10 11% *	15 14% *	44 10%	74 18% F	84 36% IJKLMNOQ	25 4%	60 14% IQ	66 16% IQ	55 21% IUNQ	58 14% IQ	49 15% IQ	50 14% IQ	50 33% IJKLMNOQ	43 10% I	112 34% STUWYa	15 3% a	44 12% SWYa	60 14% SWYa	90 36% STUWYa	18 4% a	80 42% RSTUWYa	29 6% SWa	151 100% RSTUVWXYa	- -	76 33% c	34 5%
Net: Very/Fairly unfavourable	387 34%	72 20%	135 48% B	42 46% B*	52 47% B*	178 41% G	125 31%	21 9% HIJKLMNQP	328 55% HIJKLMNQP	188 45% HKP	133 33% H	114 43% HKP	167 41% HKP	139 44% HKP	142 40% HKP	43 29% H	231 53% HIJKLMNQP	32 9% Z	311 60% RTUVXZ	160 45% RUVXZ	150 36% RVXZ	35 14% RZ	318 64% RSTUVXZ	25 13% Z	318 63% RTUVXZ	- -	387 100% RSTUVWXYZ	44 19%	272 44% b
Net Difference	-236 -21%	7 2%	-106 -38%	-32 -35%	-37 -33%	-134 -31%	-51 -13%	63 27%	-303 -51%	-128 -30%	-67 -17%	-60 -23%	-109 -27%	-90 -29%	-92 -26%	6 4%	-188 -43%	80 24%	-296 -57%	-116 -32%	-90 -22%	55 22%	-300 -60%	55 29%	-289 -57%	151 100%	-387 -100%	32 14%	-238 -39%
Mean	-0.45	-0.05 CDE	-0.73	-0.64 *	-0.59 *	-0.62	-0.29 F	0.35 IJKLMNOQ	-0.99	-0.57 IQ	-0.44 IMQ	-0.40 IUQ	-0.59 IQ	-0.53 IQ	-0.55 IQ	* IJKLMNOQ	-0.81 I	0.34 STUWYa	-1.10 a	-0.55 SWYa	-0.53 SWYa	0.32 STUWYa	-1.14 a	0.39 STUWYa	-1.06 Wa	1.21 RSTUVWXYa	-1.54	0.16 c	-0.77

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	42 4%	28 5% C	14 2%	10 8%	6 3%	5 3%	7 4%	6 3%	8 3%	16 5%	13 3%	14 3%	11 7%	10 3%	9 3%	12 3%	18 3%	24 5%	5 2%	15 5%	7 3%	7 5%	* 1% *	7 7% s*	41 4%	1 1%	24 4%	14 4%	4 3% *	21 6% e	21 3%	16 4%	26 3%	28 4%	14 3%
Fairly favourable (1)	148 13%	74 13%	73 13%	14 12%	22 11%	24 13%	16 8%	19 11%	53 20% EGH	36 11%	40 11%	72 16% K	15 10%	42 13%	24 9%	54 15% O	87 14%	61 12%	29 11%	29 10%	43 17% T	24 16%	6 11% *	16 17% *	122 13%	26 15%	99 15%	32 10%	17 11% *	50 14%	98 13%	52 15%	96 12%	80 12%	67 14%
Neither favourable nor unfavourable (0)	306 27%	134 24%	168 29%	35 29%	63 32% H	45 25%	52 27%	38 22%	71 27%	98 31%	97 26%	110 25%	42 29%	94 30%	67 25%	89 25%	157 25%	148 30%	81 30%	90 30%	62 24%	40 26%	12 21% *	20 21% *	255 27%	51 29%	180 27%	81 26%	44 28% *	114 31% e	192 25%	83 24%	222 28%	182 27%	123 26%
Fairly unfavourable (-1)	173 15%	85 15%	87 15%	21 17%	27 14%	19 11%	30 15%	29 17%	46 17%	49 15%	49 13%	76 17%	24 16%	40 13%	40 15%	62 18%	102 16%	71 14%	54 20% V	48 16%	36 14%	14 9%	10 17% *	10 11% *	147 15%	26 15%	103 16%	40 13%	29 19% *	52 14%	121 16%	57 16%	116 15%	96 14%	77 16%
Very unfavourable (-2)	336 30%	193 35% C	140 24%	18 14%	49 25% D	57 31% D	64 33% D	67 38% DE	81 31% D	67 21%	121 32% J	148 34% J	27 18%	82 26%	92 34% MN	118 33% M	209 33% R	127 25%	70 26%	75 25%	78 30%	51 33%	25 44% ST*	38 38% ST*	281 29%	55 31%	185 28%	98 31%	53 34% *	85 23%	251 33% d	113 32%	223 28%	205 31%	131 28%
Don't know	131 12%	36 7%	93 16% B	24 20% HI	28 14% I	31 17% I	25 13% I	17 10% I	5 2%	52 16% L	56 15% L	22 5%	29 19% P	47 15% P	36 14% P	19 5%	61 10%	70 14%	31 12%	39 13%	34 13%	16 10%	3 6% *	7 7% *	114 12%	16 9%	72 11%	50 16% ac	9 6% *	43 12%	88 11%	29 8%	101 13% f	77 11%	54 12%

Net: Very/Fairly favourable	190 17%	102 19%	87 15%	24 20%	28 14%	29 16%	23 12%	25 14%	61 23% GH	52 16%	52 14%	86 19%	26 18%	52 16%	33 12%	66 19%	104 16%	85 17%	34 13%	44 15%	50 19%	32 21% S	7 12% *	23 23% S*	163 17%	27 15%	123 19%	45 14%	21 14% *	71 20%	119 15%	68 19%	122 16%	108 16%	82 18%
Net: Very/Fairly unfavourable	509 45%	278 51% C	227 39%	39 32%	77 39%	76 42%	94 48% D	96 54% DEF	128 48% D	116 36%	170 45% J	224 51% J	51 34%	122 39%	132 49% MN	180 51% MN	311 49% R	198 39%	124 46%	123 41%	115 44%	65 42%	34 61% TV*	48 49% *	429 45%	80 46%	289 44%	138 44%	82 52% *	137 37%	372 48% d	169 48%	340 43%	301 45%	207 44%
Net Difference	-319 -28%	-176 -32%	-140 -24%	-15 -12%	-49 -25%	-47 -26%	-71 -36%	-71 -40%	-67 -25%	-64 -20%	-117 -31%	-138 -31%	-25 -17%	-70 -22%	-99 -37%	-114 -32%	-206 -33%	-113 -23%	-90 -33%	-79 -27%	-64 -25%	-33 -21%	-28 -49%	-25 -25%	-266 -28%	-53 -31%	-166 -25%	-93 -29%	-61 -39%	-65 -18%	-254 -33%	-102 -29%	-218 -28%	-193 -29%	-126 -27%

Mean	-0.61	-0.66	-0.55	-0.24 FGH*	-0.55 H	-0.65 *	-0.76	-0.83	-0.54 H	-0.43 K	-0.71	-0.65	-0.34 OP*	-0.53 O	-0.78	-0.66	-0.69	-0.50 Q	-0.65	-0.54 W	-0.60	-0.56 *	-0.98 *	-0.61 *	-0.60	-0.67	-0.55	-0.67	-0.74 *	-0.40 e	-0.71	-0.62	-0.61	-0.63	-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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648	
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616	
Very favourable (2)	42 4%	17 4%	12 4%	3 3% *	5 5% *	12 3%	20 5%	21 9% IUKMQ	11 2% I	21 5% IQ	11 3% Q	15 6% IQ	17 4% IQ	20 6% IKQ	20 6% IKQ	29 19% HIUKLMNOQ	3 1%	32 10% STUWYa	4 1% Y	14 4% SWYa	20 5% SWYa	24 9% STUWYa	9 2% SY	42 22% RSTUVWYZa	- -	21 14% STUWYa	5 1% Y	24 10% c	9 2%	
Fairly favourable (1)	148 13%	92 25% CDE	15 5%	11 12% *	16 14% C*	41 9%	80 20% F	80 35% IUKLMNOQ	37 6% I	38 9% I	82 20% IUNQ	35 13% IUN	77 19% IUNQ	28 9%	66 19% IUNQ	48 32% IUKLMNOQ	42 10% I	98 30% STUWYa	23 5% Y	40 11% SWYa	70 17% SWYa	71 29% STUWYa	33 7% SY	148 78% RSTUVWYZa	- -	59 39% RSTUVWYa	19 5% Y	73 32% c	30 5%	
Neither favourable nor unfavourable (0)	306 27%	127 34% CDE	56 20%	11 12% *	25 23% *	104 24%	113 28%	82 35% IUKLMNOPQ	85 14% I	85 20% I	113 28% IUNQ	50 19% IUNQ	101 25% INQ	18%	86 24% IQ	39 26% IN	80 19% I	108 32% STWXYa	74 14% WXYa	72 20% SWXYa	114 28% STWXYa	84 34% STWXYa	58 12% XYa	- -	- -	40 26% SWXYa	35 9% XY	76 33% c	137 22%	
Fairly unfavourable (-1)	173 15%	66 18%	38 14%	14 15% *	19 17% *	60 14%	71 18%	28 12%	102 17% JP	51 12%	63 16%	38 14%	64 16%	47 15%	66 19% HJP	15 10%	78 18% HJP	57 17% X	82 16% X	47 13% X	62 15% X	41 16% X	79 16% X	- -	173 34% RSTUVWXZa	23 15% X	70 18% TX	25 11%	98 16%	
Very unfavourable (-2)	336 30%	46 12% BE	141 50% BE	45 49% B*	41 37% B*	190 44% G	89 22%	8 4% HIKLMNOP	309 52% HJKLMNOP	187 44% HKMOP	105 26% HP	108 41% HKMOP	128 31% HKP	140 44% HKMOP	99 28% HP	14 9% H	219 51% HIKLMNOP	17 5% X	280 55% RTUVXZ	153 43% RUVXZ	120 29% RVXZ	23 9% RXZ	281 56% RTUVXZ	- -	336 66% RSTUVWXZ	6 4% X	248 64% RSTUVWXZ	25 11%	264 43% b	
Don't know	131 12%	21 6%	17 6%	8 9% *	5 4% *	26 6%	30 8%	12 5% MOQ	51 9% MOQ	38 9% OPQ	27 7% Q	19 7% Q	23 6% Q	24 8% Q	17 5%	6 4%	11 3%	21 6% VXYZa	51 10% VWXYZa	30 8% VXYZa	28 7% VXYZa	7 3% XY	38 8% VXYZa	- -	- -	2 1% Y	9 2% Y	7 3%	78 13% b	
Net: Very/Fairly favourable	190 17%	108 29% CD	27 10%	14 15% *	21 19% C*	53 12%	100 25% F	102 44% IUKLMNOQ	48 8%	59 14% I	93 23% IUNQ	50 19% IUNQ	94 23% IQ	48 15% IQ	86 24% IUNQ	77 51% IUKLMNOQ	45 10%	130 39% STUWYa	28 5% Y	54 15% SWYa	90 22% STWYa	95 38% STUWYa	42 8% SY	190 100% RSTUVWYZa	- -	80 53% RSTUVWYa	25 6% Y	97 42% c	39 6%	
Net: Very/Fairly unfavourable	509 45%	112 30%	180 64% B	59 64% B*	60 54% B*	250 58% G	159 40%	36 16% HIKLMNOP	411 69% HJKLMNOP	238 57% HKMOP	169 42% HP	146 55% HKP	191 47% HP	187 59% HKMOP	165 47% HP	29 19% HIKLMNOP	297 69% X	74 22% RTUVXZ	362 70% RUVXZ	201 56% RVXZ	182 44% X	64 26% RTUVXZ	360 72% RTUVXZ	- -	509 100% RSTUVWXZa	29 19% X	318 82% RSTUVWXZ	51 22%	363 59% b	
Net Difference	-319 -28%	-3 -1%	-153 -55%	-45 -49%	-39 -35%	-197 -46%	-59 -15%	65 28%	-363 -61%	-179 -43%	-75 -19%	-97 -37%	-97 -24%	-139 -44%	-79 -22%	48 32%	-252 -58%	56 17%	-335 -65%	-146 -41%	-92 -22%	31 12%	-318 -64%	190 100%	-509 -100%	51 34%	-293 -76%	47 20%	-324 -53%	
Mean	-0.61	-0.09 CDE	-1.07	-1.04 *	-0.70 C*	-0.92	-0.34 F	0.36 IUKLMNOQ	-1.22	-0.90 IQ	-0.45 IUNQ	-0.77 IQ	-0.54 IUNQ	-0.89 IQ	-0.47 IUNQ	0.44 IUKLMNOQ	-1.11 I	0.23 STUWYa	-1.32 Ya	-0.87 SWYa	-0.50 STWYa	0.13 STUWYa	-1.28 Ya	1.22 RSTUVWYZa	-1.66	0.44 RSTUVWYa	-1.42 Y	0.20 c	-1.08	

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	55 5%	34 6%	22 4%	3 3%	9 5%	11 6%	7 4%	6 4%	19 7%	12 4%	18 5%	25 6%	5 3%	18 6%	10 4%	17 5%	30 5%	25 5%	10 4%	15 5%	7 3%	11 7%	1 1% *	11 11% SU*	42 4%	13 7%	27 4%	23 7%	5 3% *	20 6%	35 5%	22 6%	33 4%	31 5%	24 5%
Fairly favourable (1)	194 17%	96 18%	93 16%	16 13%	29 15%	27 15%	32 16%	29 16%	61 23%	45 14%	59 16%	90 20%	21 14%	48 15%	40 15%	75 21%	116 18%	77 15%	35 13%	57 19%	39 15%	36 23% s	11 20% *	16 16% *	160 17%	34 19%	130 20% b	40 13%	24 15% *	68 19%	126 16%	76 22% g	117 15%	112 17%	82 18%
Neither favourable nor unfavourable (0)	311 27%	133 24%	176 31% B	35 29%	54 28%	44 24%	59 31%	49 28%	69 26%	90 28%	104 28%	117 27%	38 26%	83 26%	83 31%	90 26%	171 27%	139 28%	83 31%	71 24%	82 31%	42 28%	12 22% *	20 20% *	270 28%	40 23%	187 28%	72 23%	51 33% *	110 30%	200 26%	78 22%	232 30% f	189 28%	121 26%
Fairly unfavourable (-1)	221 19%	117 21%	104 18%	29 24%	39 20%	38 21%	31 16%	39 22%	45 17%	68 21%	70 19%	84 19%	33 22%	67 21%	49 18%	64 18%	135 21%	86 17%	57 21%	56 19%	53 20%	30 20%	10 18% *	16 16% *	186 19%	35 20%	123 19%	64 20%	35 22% *	79 22%	142 18%	79 23%	142 18%	124 19%	97 21%
Very unfavourable (-2)	277 24%	141 26%	133 23%	19 16%	47 24%	41 23%	57 29% D	46 26% D	67 25%	66 21%	97 26%	113 26%	29 20%	67 21%	76 28%	94 27%	143 23%	134 27%	66 24%	72 24%	60 23%	25 16%	20 36% V*	34 34% V*	232 24%	45 26%	157 24%	83 26%	37 23% *	61 17%	216 28% d	74 21%	203 26%	175 26%	102 22%
Don't know	77 7%	29 5%	47 8%	20 16% GHI	17 9% I	20 11% GHI	8 4%	8 5%	4 2%	37 12% L	28 7% L	13 3%	22 15% OP	32 10% OP	12 4%	12 3%	36 6%	41 8%	19 7%	25 9%	20 8%	9 6%	1 2% *	2 2% *	70 7%	8 4%	39 6%	33 11% ac	5 3% *	26 7%	51 7%	19 6%	58 7%	38 6%	40 9%

Net: Very/Fairly favourable	249 22%	130 24%	115 20%	19 16%	38 20%	37 21%	39 20%	35 20%	80 30% DEH	58 18%	76 20%	115 26% J	26 17%	66 21%	50 18%	93 26%	147 23%	102 20%	45 17%	72 24%	46 18%	47 31% SU	12 22% *	27 27% *	202 21%	47 27%	157 24%	63 20%	29 19% *	88 24%	161 21%	99 28% g	150 19%	143 21%	106 23%
Net: Very/Fairly unfavourable	498 44%	258 47%	237 41%	48 39%	86 44%	79 44%	88 45%	85 48%	112 42%	134 42%	167 45%	197 45%	62 42%	134 43%	124 46%	158 45%	278 44%	220 44%	122 45%	128 43%	113 43%	55 36%	31 54% V*	49 50% *	418 44%	80 46%	280 42%	147 47%	71 45% *	140 38%	358 46% d	153 44%	345 44%	299 45%	199 43%
Net Difference	-249 -22%	-128 -23%	-122 -21%	-29 -23%	-48 -24%	-42 -23%	-49 -25%	-50 -28%	-32 -12%	-77 -24%	-91 -24%	-82 -19%	-37 -25%	-69 -22%	-75 -28%	-65 -19%	-132 -21%	-117 -23%	-77 -28%	-56 -19%	-67 -26%	-8 -5%	-18 -33%	-22 -23%	-216 -22%	-33 -19%	-123 -19%	-84 -27%	-42 -27%	-52 -14%	-197 -26%	-54 -16%	-195 -25%	-156 -23%	-93 -20%

Mean	-0.44	-0.45	-0.44	-0.44 *	-0.48	-0.45	-0.53	-0.53	-0.31	-0.46	-0.49	-0.40	-0.48 *	-0.42	-0.55	-0.42	-0.41	-0.49	-0.53	-0.42	-0.50	-0.15 SUW	-0.69 *	-0.46 *	-0.46	-0.39	-0.41	-0.51	-0.48 *	-0.27 e	-0.53	-0.32 g	-0.50	-0.47	-0.40
------	-------	-------	-------	------------	-------	-------	-------	-------	-------	-------	-------	-------	------------	-------	-------	-------	-------	-------	-------	-------	-------	--------------	------------	------------	-------	-------	-------	-------	------------	------------	-------	------------	-------	-------	-------

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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very favourable (2)	55 5%	32 9% C	8 3%	4 5% *	4 4% *	12 3%	33 8% F	37 16% UKLMNOQ	6 1%	21 5% I	23 6% I	23 9% I	19 5% I	17 5% I	19 5% I	15 10% UMQ	17 4% I	47 14% STUWYa	3 1% W	27 8% SWYa	20 5% SWYa	55 22% RSTUWYa	- -	33 17% STUWYa	9 2% SW	29 19% STUWYa	6 1% W	32 14% c	12 2%
Fairly favourable (1)	194 17%	111 30% CE	28 10%	19 21% C*	11 10% *	83 19%	83 21%	102 44% UKLMNOPQ	36 6%	49 12% I	97 24% IJMN	47 18% IJ	66 16% I	50 16% IJ	73 21% IJM	39 26% IJLMN	84 20% IJ	136 41% STUWXYa	22 4% W	62 17% SWYa	78 19% SWYa	194 78% RSTUWXYZa	- -	62 33% STUWYa	55 11% SWa	60 40% STUWYa	29 7% SW	68 29% c	86 14%
Neither favourable nor unfavourable (0)	311 27%	114 31% DE	68 24% D	12 13% *	22 20% *	104 24%	104 26%	58 25%	109 18%	102 24% ILQ	90 22%	50 19%	94 23% I	68 22%	80 23%	36 24%	84 19%	98 29% STUVWYa	67 13% VWa	78 22% SVWYa	88 21% SVWYa	- -	- -	51 27% SVWYa	78 15% VWa	41 27% SVWYa	32 8% VW	66 29%	145 24%
Fairly unfavourable (-1)	221 19%	48 13%	73 26% B	31 34% BE*	21 19% *	101 23%	76 19%	15 7%	170 29% HKMOPQ	112 27% HKMO	64 16% H	79 30% HKMOPQ	80 20% H	85 27% HKMOQ	62 18% H	29 20% H	93 22% HK	29 9% V	152 30% RTUVXZ	86 24% RVXZ	85 21% RVXZ	- -	221 44% RSTUVXYZa	18 10% V	145 28% RUVXZ	14 9% V	118 31% RTUVXZ	31 13%	140 23% b
Very unfavourable (-2)	277 24%	57 16%	98 35% BD	18 19% *	49 44% BD*	117 27%	96 24%	13 5%	255 43% HIKLMNOPQ	124 29% HLP	114 28% HP	63 24% H	138 34% HKLP	89 28% HP	112 32% HLP	28 19% H	146 34% HLP	9 3% V	256 50% RTUVXYZ	98 27% RVXZ	130 31% RVXZ	- -	277 56% RSTUVXYZ	24 12% RVZ	215 42% RTUVXZ	4 3% V	199 52% RTUVXYZ	34 15%	188 31% b
Don't know	77 7%	6 2%	6 2%	7 7% BC*	4 3% *	16 4%	11 3%	6 3%	20 3% N	13 3%	14 3%	4 2%	11 3%	5 2%	7 2%	3 2%	9 2%	14 4% TVWXYa	14 3% VWYa	6 2% VW	13 3% VWYa	- -	- -	2 1% VW	7 1% W	3 2% VW	3 1% W	1 *	46 7% b
Net: Very/Fairly favourable	249 22%	143 39% CDE	35 13%	24 26% C*	15 14% *	95 22%	117 29% F	139 60% UKLMNOPQ	41 7%	70 17% I	120 30% IJMNQ	70 26% IJ	85 21% I	67 21% IJ	92 26% IJM	54 36% IJKLMNOPQ	101 23% IJ	183 55% STUWYa	25 5% W	89 25% SWYa	98 24% SWYa	249 100% RSTUWXYZa	- -	95 50% STUWYa	64 13% SWa	90 60% STUWXYa	35 9% SW	100 43% c	97 16%
Net: Very/Fairly unfavourable	498 44%	105 28%	171 61% B	49 54% B*	70 63% B*	218 50%	171 43%	28 12% HIKLMNOPQ	425 71% HKP	235 56% H	178 44% HKP	141 53% HKP	219 53% HKP	175 55% HKP	174 49% HP	58 38% H	239 55% HKP	38 12% V	408 79% RTUVXYZ	183 51% RVXZ	215 52% RVXZ	- -	498 100% RSTUWXYZa	42 22% RVZ	360 71% RTUVXZ	18 12% V	318 82% RTUVXYZ	65 28%	328 53% b
Net Difference	-249 -22%	38 10%	-136 -49%	-25 -28%	-55 -49%	-124 -28%	-55 -14%	112 48%	-383 -64%	-165 -39%	-58 -14%	-71 -27%	-134 -33%	-107 -34%	-82 -23%	-4 -3%	-138 -32%	145 43%	-383 -74%	-94 -26%	-118 -28%	249 100%	-498 -100%	53 28%	-296 -58%	72 48%	-283 -73%	35 15%	-231 -37%
Mean	-0.44	0.04 CDE	-0.82	-0.46 CE*	-0.93 *	-0.55	-0.30 F	0.60 UKLMNOPQ	-1.10	-0.66 I	-0.39 IJMQ	-0.43 UQ	-0.64 I	-0.58 I	-0.50 IM	-0.12 UKLMNOQ	-0.63 I	0.57 STUWXYa	-1.27 W	-0.47 SWYa	-0.57 SWYa	1.22 RSTUWXYZa	-1.56	0.33 STUWYa	-1.00 SWa	0.66 STUWXYa	-1.24 W	0.14 c	-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/X/Y/Z/a,b/c 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	148 13%	79 14%	67 12%	22 18% G	34 17%	25 14%	19 10%	22 12%	26 10%	56 18% KL	44 12%	48 11%	26 17%	49 16%	30 11%	38 11%	86 14%	62 12%	41 15% X	27 9%	33 13%	39 26% STUWX	2 4% *	6 6% *	139 14% Z	9 5%	80 12%	53 17%	15 9% *	58 16%	90 12%	47 14%	101 13%	86 13%	62 13%
Fairly favourable (1)	273 24%	136 25%	137 24%	35 28% I	55 28% I	55 31% HI	45 23%	36 20%	47 18%	90 28% L	100 27% L	83 19%	46 31% P	91 29% P	63 23%	71 20%	166 26%	107 21%	60 22%	67 23%	60 23%	40 26%	20 36% *	26 26% *	230 24%	43 24%	170 26%	62 20%	41 26% *	101 28%	172 22%	98 28% g	175 22%	176 26%	97 21%
Neither favourable nor unfavourable (0)	248 22%	109 20%	135 23%	30 24%	47 24%	39 22%	43 22%	36 21%	53 20%	77 24%	82 22%	89 20%	36 24%	74 23%	57 21%	66 19%	138 22%	110 22%	64 24%	70 24%	56 22%	23 15%	16 28% *	18 19% *	204 21%	44 25%	144 22%	67 21%	37 24% *	92 25%	156 20%	76 22%	172 22%	156 23%	92 20%
Fairly unfavourable (-1)	168 15%	97 18% C	71 12%	16 13%	25 13%	20 11%	33 17%	31 17%	43 16%	41 13%	53 14%	74 17%	20 13%	37 12%	41 15%	65 18%	94 15%	74 15%	34 13%	51 17%	32 12%	19 12%	9 16% *	23 24% SU*	145 15%	23 13%	104 16%	48 15%	16 10% *	51 14%	117 15%	51 14%	118 15%	99 15%	69 15%
Very unfavourable (-2)	234 21%	106 19%	125 22%	7 6%	19 10%	24 13% D	49 25% DEF	43 24% DEF	91 35% DEF	26 8%	73 19% J	135 30% JK	7 5%	36 11% M	67 25% MN	102 29% MN	120 19%	114 23%	52 19%	65 22%	61 24%	27 17%	8 14% *	21 21% *	182 19%	52 30% Y	134 20%	59 19%	41 26% *	43 12%	191 25% d	63 18%	171 22%	118 18%	115 25% h
Don't know	64 6%	22 4%	41 7%	13 11% GI	16 8% GI	17 9% GI	5 3%	8 5%	5 2%	29 9% L	22 6%	13 3%	14 10% OP	27 8% OP	10 4%	11 3%	29 5%	35 7%	19 7%	16 5%	18 7%	4 3%	1 2% *	5 5% *	59 6%	5 3%	32 5%	26 8%	6 4% *	19 5%	45 6%	14 4%	50 6%	33 5%	31 7%

Net: Very/Fairly favourable	421 37%	215 39%	204 35%	57 47% GHI	89 45% GHI	80 44% GHI	64 33%	58 33%	73 27%	146 46% L	145 39% L	131 30%	71 48% OP	141 45% OP	93 35%	109 31%	252 40%	169 34%	101 37%	94 32%	93 36%	79 52% STUX	22 40% *	31 32% *	369 38%	51 29%	250 38%	115 37%	56 36% *	159 44% e	262 34%	145 42% g	275 35%	262 39%	159 34%
Net: Very/Fairly unfavourable	402 35%	203 37%	196 34%	23 19%	44 23%	44 24%	82 42% DEF	74 42% DEF	135 51% DEF	67 21%	126 34% J	209 47% JK	26 18%	73 23%	109 40% MN	167 47% MN	214 34%	188 37%	86 32%	116 39%	93 36%	46 30%	17 30% *	44 45% V*	327 34%	75 43%	238 36%	107 34%	58 37% *	94 26%	308 40% d	114 33%	288 37%	217 33%	185 40% h
Net Difference	19 2%	12 2%	8 1%	34 28%	44 23%	36 20%	-18 -9%	-16 -9%	-62 -23%	78 25%	19 5%	-78 -18%	45 30%	67 21%	-16 -6%	-58 -16%	37 6%	-19 -4%	15 5%	-22 -8%	* *	33 22%	5 10%	-12 -13%	42 4%	-24 -14%	12 2%	8 3%	-2 -1%	65 18%	-46 -6%	32 9%	-13 -2%	45 7%	-26 -6%

Mean	-0.06	-0.03	-0.09	0.45 GHI*	0.32 GHI	0.23 GHI	-0.25	-0.23	-0.49	0.37 KL	-0.03 L	-0.39	0.48 OP	0.28 OP	-0.21	-0.36	* *	-0.15	0.01	-0.22	-0.12	0.31 TUX	* *	-0.29 *	* Z	-0.39	-0.07	0.01	-0.19 *	0.23 e	-0.20	0.05	-0.11	0.02	-0.18
------	-------	-------	-------	--------------	-------------	-------------	-------	-------	-------	------------	------------	-------	------------	------------	-------	-------	--------	-------	------	-------	-------	-------------	--------	------------	--------	-------	-------	------	------------	-----------	-------	------	-------	------	-------

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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648	
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616	
Very favourable (2)	148 13%	8 2%	108 39% BDE	13 14% BE*	3 3% *	85 20% G	41 10%	16 7% K	112 19% HKMO	148 35% HIKLMNOPQ	- -	64 24% HKMNOQ	43 10% K	56 18% HKMO	33 9% K	27 18% HKMO	70 16% HKMO	28 8% U	99 19% RUVX	123 34% RSUVWXYZa	7 2% U	24 10% U	93 19% RUVX	20 11% U	87 17% RUV	27 18% RUVX	70 18% RUVX	31 13%	94 15%	
Fairly favourable (1)	273 24%	50 13%	110 39% BE	37 40% BE*	25 22% *	134 31% G	75 19%	41 18% K	194 33% HKMOQ	273 65% HIKLMNOPQ	- -	111 42% HIKMOPQ	61 15% K	137 43% HIKMOPQ	43 12% K	40 26% HKMO	108 25% HKMO	64 19% U	160 31% RUVX	168 47% RSUVWXYZa	35 8% U	46 18% RUV	143 29% RUV	39 21% U	151 30% RUVX	34 23% U	118 31% RUVX	43 18%	193 31% b	
Neither favourable nor unfavourable (0)	248 22%	77 21% C	36 13%	20 21% *	29 26% C*	81 19%	72 18%	43 18% JKMP	104 18% JKM	- -	- -	50 19% JKMP	50 12% JK	59 19% JKMP	53 15% JK	16 11% JK	70 16% JK	74 22% STUWZ	80 16% U	47 13% U	38 9% U	56 22% STUZ	79 16% U	34 18% U	96 19% STU	22 15% U	63 16% U	42 18%	125 20%	
Fairly unfavourable (-1)	168 15%	84 23% C	13 5%	11 13% C*	22 20% C*	59 14%	69 17%	48 21% IULNP	72 12% J	- -	168 42% HULMNOPQ	25 10% J	89 22% IULNP	41 13% J	68 19% IULP	16 11% J	79 18% IULN	65 19% Ta	70 14% T	10 3% RSTVWXYZa	122 29% STa	51 20% STa	71 14% T	32 17% T	74 15% T	26 17% T	51 13% T	39 17%	92 15%	
Very unfavourable (-2)	234 21%	143 39% CDE	11 4%	7 8% *	30 27% CD*	67 15%	135 34% F	81 35% IULNQ	108 18% JLN	- -	234 58% HULMNOPQ	13 5% J	165 40% IULNQ	21 7% J	155 44% HULNPQ	49 33% IULNQ	102 24% IULN	97 29% STWYa	98 19% T	6 2% RSTVWXYZa	210 51% STY	69 28% STY	107 21% T	61 32% STWYa	94 18% T	40 27% TY	82 21% T	74 32% c	81 13%	
Don't know	64 6%	6 2%	2 1%	3 3% *	2 2% *	7 2%	11 3%	3 1% JK	4 1% J	- -	- -	2 1% J	1 * *	1 * *	2 1% K	2 1% JK	4 1% JK	5 1% JK	7 1% JK	2 1% JK	3 1% JK	4 1% JK	6 1% JK	4 2% JK	7 1% JK	2 1% JK	3 1% JK	3 2%	32 5% b	
Net: Very/Fairly favourable	421 37%	58 16%	218 78% BDE	50 55% BE*	28 25% *	219 50% G	116 29%	57 24% K	307 52% HKMOQ	421 100% HIKLMNOPQ	- -	175 66% HIKMOPQ	104 25% K	193 61% HIKMOPQ	76 21% K	67 44% HKMO	178 41% HKMO	92 28% U	259 50% RUVXZ	291 82% RSUVWXYZa	42 10% U	70 28% U	235 47% RUVX	59 31% U	238 47% RUVX	60 40% RUVX	188 49% RUVX	73 32%	286 46% b	
Net: Very/Fairly unfavourable	402 35%	227 62% CDE	24 9%	19 21% C*	52 47% CD*	126 29% F	204 51% F	129 56% IULNPQ	180 30% JLN	- -	402 100% HULMNOPQ	38 14% J	254 62% IULNPQ	62 20% JL	223 63% IULNPQ	65 43% IULN	181 42% IULN	162 49% STWYa	168 33% T	16 5% RSTVWXYZa	332 80% STWYa	120 48% STWYa	178 36% T	93 49% STWYa	169 33% T	66 44% STY	133 34% T	113 49% c	173 28%	
Net Difference	19 2%	-169 -46%	194 69%	31 34%	-24 -22%	93 21%	-88 -22%	-72 -31%	127 21%	421 100%	-402 -100%	136 51%	-150 -37%	131 42%	-148 -42%	2 1%	-3 -1%	-70 -21%	90 18%	274 77%	-290 -70%	-50 -20%	57 12%	-34 -18%	70 14%	-6 -4%	56 14%	-40 -17%	114 18%	
Mean	-0.06	-0.84	1.05 BDE	0.42 BE*	-0.47 B*	0.26 G	-0.46	-0.60 K	0.22 HKMOPQ	1.35 HIKLMNOPQ	-1.58	0.71 HIKMNOPQ	-0.67 K	0.53 HIKMOPQ	-0.77 K	-0.14 HKMO	-0.08 HKMO	-0.42 U	0.18 RUVXZ	1.10 RSUVWXYZa	-1.20	-0.39 U	0.09 RUVX	-0.40 U	0.13 RUVX	-0.13 RUVX	0.11 RUVX	-0.36	0.22 b	

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	61 5%	38 7%	24 4%	10 8% H	14 7% H	7 4%	13 7% H	2 1%	16 6% H	24 7%	20 5%	17 4%	12 8%	19 6%	13 5%	15 4%	33 5%	28 6%	13 5%	17 6%	12 5%	8 5%	1 2% *	10 10% *	52 5%	9 5%	43 7%	13 4%	6 4% *	31 8% e	31 4%	28 8% g	33 4%	37 6%	24 5%
Fairly favourable (1)	170 15%	83 15%	85 15%	10 9%	25 13%	21 12%	26 14%	30 17% D	57 21% DF	36 11%	48 13%	87 20% JK	10 7%	43 14%	38 14% M	60 17% M	111 18% R	59 12%	35 13%	51 17%	38 15%	29 19%	5 8% *	12 12% *	134 14%	37 21% Y	107 16%	35 11%	28 18% *	50 14%	120 16%	58 17%	112 14%	99 15%	71 15%
Neither favourable nor unfavourable (0)	244 21%	120 22%	122 21%	30 25%	45 23%	38 21%	36 18%	31 18%	65 24%	75 23%	73 20%	96 22%	35 24%	72 23%	45 17%	78 22%	131 21%	113 22%	63 23%	71 24%	46 18%	33 22%	13 23% *	17 17% *	211 22%	33 19%	155 23%	62 20%	27 17% *	94 26% e	150 19%	55 16%	189 24% f	145 22%	99 21%
Fairly unfavourable (-1)	180 16%	81 15%	97 17%	24 20%	37 19%	25 14%	23 12%	29 16%	41 16%	61 19% K	48 13%	70 16%	32 21% O	51 16%	35 13%	61 17%	100 16%	79 16%	44 16%	40 13%	57 22% TX	22 14%	6 10% *	11 11% *	156 16%	23 13%	109 16%	50 16%	21 13% *	65 18%	115 15%	69 20% g	111 14%	102 15%	78 17%
Very unfavourable (-2)	415 37%	209 38%	203 35%	34 28%	60 30%	71 39%	89 46% DEI	76 43% DEI	85 32%	93 29%	160 43% J	161 37%	45 31%	101 32%	124 46% MN	131 37%	232 37%	183 36%	94 35%	98 33%	92 35%	57 38%	30 52% ST*	43 44% *	351 37%	64 37%	221 33%	124 40%	70 45% a*	101 28%	314 41% d	127 36%	288 37%	251 38%	164 35%
Don't know	64 6%	19 3%	44 8% B	14 11% GHI	16 8% I	18 10% GI	7 4% I	8 5% I	2 1%	30 9% L	25 7% L	10 2%	14 9% P	29 9% OP	12 5%	8 2%	25 4%	39 8% Q	20 7% V	20 7%	14 5%	3 2%	2 4% *	6 6% *	57 6%	8 4%	29 4%	30 10% a	5 3% *	24 6%	41 5%	12 3% f	52 7% f	34 5%	31 7%

Net: Very/Fairly favourable	232 20%	120 22%	109 19%	21 17%	39 20%	29 16%	39 20%	32 18%	72 27% F	59 19%	68 18%	104 24%	22 15%	62 20%	52 19%	74 21%	145 23%	87 17%	49 18%	68 23%	51 19%	38 25%	6 10% *	21 22% *	186 19%	46 26%	150 23% b	48 15%	34 22% *	81 22%	151 20%	86 25% g	145 18%	137 20%	95 20%
Net: Very/Fairly unfavourable	595 52%	290 53%	299 52%	58 47%	97 49%	96 53%	112 58%	105 60% DI	126 48%	155 49%	209 56%	231 52%	77 52%	152 48%	159 59% N	193 55%	332 52%	263 52%	138 51%	138 47%	150 57% T	79 52%	35 62% *	54 55% *	507 53%	87 50%	330 50%	174 55%	91 58% *	166 45%	429 56% d	195 56%	399 51%	353 53%	242 52%
Net Difference	-363 -32%	-170 -31%	-190 -33%	-37 -30%	-58 -30%	-68 -38%	-73 -37%	-73 -41%	-54 -20%	-95 -30%	-141 -37%	-127 -29%	-55 -37%	-90 -28%	-107 -40%	-118 -34%	-188 -30%	-175 -35%	-90 -33%	-71 -24%	-99 -38%	-42 -27%	-29 -52%	-33 -33%	-322 -33%	-41 -24%	-180 -27%	-127 -40%	-57 -36%	-85 -23%	-278 -36%	-109 -31%	-254 -32%	-216 -32%	-147 -32%

Mean	-0.67	-0.64	-0.70	-0.56 H*	-0.58 H	-0.81	-0.80	-0.88	-0.47 FGH	-0.57 K	-0.80	-0.63	-0.66	-0.60 O	-0.85	-0.68	-0.64	-0.71	-0.68	-0.55 W	-0.73	-0.61	-1.06 *	-0.71 *	-0.69	-0.58	-0.56 b	-0.84	-0.80 *	-0.45 e	-0.77	-0.62	-0.69	-0.68	-0.66
------	-------	-------	-------	-------------	------------	-------	-------	-------	--------------	------------	-------	-------	-------	------------	-------	-------	-------	-------	-------	------------	-------	-------	------------	------------	-------	-------	------------	-------	------------	------------	-------	-------	-------	-------	-------

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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very favourable (2)	61 5%	40 11% c	6 2%	5 5% *	6 6% *	21 5%	29 7%	61 27% IJKLMNOPQ	- - -	24 6% I	31 8% IQ	23 9% IQ	22 5% I	21 7% IQ	26 7% IQ	19 12% IUMNQ	17 4% I	52 16% STUWYa	6 1%	21 6% SWYa	30 7% SWYa	43 17% STUWYa	8 2%	33 17% STUWYa	10 2% STUWYa	30 20% STUWYa	7 2%	32 14% c	16 3%
Fairly favourable (1)	170 15%	118 32% CDE	12 4%	11 12% C*	8 8% *	58 13%	80 20% F	170 73% IJKLMNOPQ	- - -	33 13% I	99 25% IULMNOQ	36 14% IUN	72 18% IUNQ	23 7% I	66 19% IUNQ	40 27% IULMNOQ	56 13% IUN	131 39% STUWYa	16 3%	37 10% SWYa	95 23% STWYa	96 39% STUWYa	20 4%	69 36% STUWYa	26 5% s	54 36% STUWYa	14 4%	71 31% c	46 7%
Neither favourable nor unfavourable (0)	244 21%	114 31% CDE	41 15%	12 13% *	13 12% *	71 16%	102 25% F	- - -	- - -	54 13% HI	89 22% HULNQ	40 15% HI	82 20% HIJN	36 12% HI	81 23% HULNQ	34 23% HULN	69 16% HIN	92 28% STUWXYa	35 7%	44 12% SW	84 20% STWYa	64 26% STWYa	40 8%	37 20% STWYa	55 11% SW	40 26% STWYa	34 9%	66 29% c	89 14%
Fairly unfavourable (-1)	180 16%	43 12%	50 18%	17 19% *	21 19% *	72 17%	66 16%	- - -	180 30% HIJKLMNOPQ	67 16% H	66 16% H	46 17% H	70 17% H	58 18% H	63 18% H	26 17% H	70 16% H	42 13%	81 16%	53 15%	69 17%	29 12%	88 18%	28 15%	92 18% v	20 14%	58 15%	27 12%	118 19% b
Very unfavourable (-2)	415 37%	48 13%	167 60% B	45 49% B*	62 56% B*	208 48% G	115 29%	- - -	415 70% HIJKLMNOPQ	240 57% HKLMOPQ	113 28% H	117 44% HKOP	159 39% HKOP	176 56% HKLMOP	115 32% HP	30 20% H	218 50% HKMOP	10 3%	368 72% RTUVWXYZ	200 56% RUVXZ	133 32% RVXZ	12 5%	337 68% RTUVXYZ	20 10% RVZ	319 63% RTUVXZ	4 3%	270 70% RTUVXYZ	34 15%	319 52% b
Don't know	64 6%	5 1%	3 1%	2 3% *	1 * *	4 1%	11 3%	- - -	- - -	3 1% I	4 1% I	3 1% I	4 1% I	1 * *	4 1% I	1 * *	3 1% I	5 2%	9 2%	2 1%	4 1%	5 2%	5 1%	3 2%	7 1%	2 2%	4 1%	1 * *	29 5% b

Net: Very/Fairly favourable	232 20%	158 43% CDE	18 6%	15 17% C*	15 13% *	79 18% F	109 27% F	232 100% IJKLMNOPQ	- - -	57 13% I	129 32% IULMNOQ	60 23% IUNQ	94 23% IUNQ	44 14% I	93 26% IUNQ	59 39% IULMNOQ	73 17% I	183 55% STUWYa	22 4%	58 16% SWYa	125 30% STWYa	139 56% STUWYa	28 6%	102 54% STUWYa	36 7% s	84 56% STUWYa	21 5%	103 44% c	61 10%
Net: Very/Fairly unfavourable	595 52%	91 25%	218 78% B	62 68% B*	82 75% B*	279 64% G	181 45%	- - -	595 100% HIJKLMNOPQ	307 73% HKLMOPQ	180 45% H	163 61% HKOP	229 56% HKOP	234 74% HKLMOPQ	177 50% HP	56 37% H	288 66% HKMOP	52 16%	449 87% RTUVXYZ	253 71% RUVXZ	201 49% RVXZ	41 17%	425 85% RTUVXYZ	48 25% RVZ	411 81% RTUVXZ	25 17%	328 85% RTUVXYZ	62 27%	437 71% b
Net Difference	-363 -32%	67 18%	-200 -71%	-47 -51%	-68 -61%	-201 -46%	-72 -18%	232 100%	-595 -100%	-250 -59%	-50 -13%	-103 -39%	-135 -33%	-190 -60%	-85 -24%	3 2%	-215 -50%	131 39%	-427 -83%	-195 -55%	-76 -18%	98 39%	-397 -80%	54 28%	-375 -74%	59 39%	-307 -79%	41 18%	-376 -61%

Mean	-0.67	0.16 CDE	-1.30	-0.97 C*	-1.12 *	-0.90	-0.40 F	1.27 IJKLMNOPQ	-1.70	-1.12 I	-0.33 IULMNOQ	-0.75 IUNQ	-0.67 IUNQ	-1.09 I	-0.49 IULMNQ	-0.06 IJKLMNOPQ	-0.97 I	0.53 STUWXYa	-1.56	-1.05 SWYa	-0.44 STWYa	0.53 STUWYa	-1.47 s	0.36 STUWYa	-1.36 SWa	0.57 STUWXYa	-1.49	0.17 c	-1.16
------	-------	-------------	-------	-------------	------------	-------	------------	-------------------	-------	------------	------------------	---------------	---------------	------------	-----------------	--------------------	------------	-----------------	-------	---------------	----------------	----------------	------------	----------------	--------------	-----------------	-------	-----------	-------

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	49 4%	25 4%	24 4%	7 6%	13 7% H	7 4%	4 2%	3 2%	13 5%	21 6% K	11 3%	16 4%	13 9% O	14 5%	5 2%	16 5%	32 5%	16 3%	6 2%	13 4%	11 4%	8 5%	5 8% *	6 6% *	41 4%	7 4%	25 4%	10 3%	14 9% ab*	23 6% e	26 3%	25 7% g	24 3%	30 5%	18 4%
Fairly favourable (1)	216 19%	105 19%	111 19%	25 20%	36 19%	47 26% G	26 13%	33 19%	49 18%	61 19%	73 20%	82 19%	29 19%	74 24% O	41 15%	61 17%	142 22% R	74 15%	43 16%	46 15%	45 17%	48 32% STUX	17 31% ST*	16 17% *	189 20%	28 16%	138 21%	57 18%	22 14% *	81 22%	135 18%	89 26% g	127 16%	143 21% i	73 16%
Neither favourable nor unfavourable (0)	376 33%	172 31%	201 35%	41 33%	67 34%	58 32%	79 40% I	58 33%	73 28%	108 34%	137 36%	131 30%	45 30%	110 35%	102 38%	107 30%	216 34%	159 32%	90 33%	108 36% X	88 34%	49 32%	18 32% *	23 23% *	309 32%	67 38%	211 32%	109 35%	55 35% *	123 34%	253 33%	102 29%	274 35%	225 34%	151 32%
Fairly unfavourable (-1)	225 20%	115 21%	110 19%	18 14%	42 21%	25 14%	46 24% F	38 22%	56 21%	59 19%	72 19%	94 21%	24 16%	50 16%	62 23% N	80 23%	114 18%	112 22%	57 21%	61 21%	43 16%	23 15%	7 13% *	35 35% STUVW*	189 20%	36 21%	145 22%	57 18%	23 15% *	67 18%	158 20%	66 19%	159 20%	133 20%	92 20%
Very unfavourable (-2)	184 16%	112 20% C	70 12%	12 10%	17 9%	25 14%	32 16% E	33 19% DE	64 24% DEF	29 9%	57 15% J	98 22% JK	16 11%	34 11%	45 17%	69 20% MN	92 15%	92 18%	52 19%	44 15%	48 19%	16 11%	8 15% *	15 15% *	153 16%	30 17%	106 16%	46 15%	31 20% *	42 11%	142 18% d	48 14%	135 17%	99 15%	85 18%
Don't know	85 8%	22 4%	60 10% B	20 16% GHI	20 10% GI	18 10% GI	7 4%	11 6%	10 4%	40 13% KL	25 7%	20 5%	21 14% OP	32 10% OP	13 5%	19 5%	37 6%	49 10% Q	22 8%	25 8%	26 10%	7 5%	1 2% *	4 4% *	80 8%	6 3%	38 6%	35 11% a	12 8% *	29 8%	57 7%	19 5%	67 8%	39 6%	46 10% h

Net: Very/Fairly favourable	265 23%	129 24%	135 23%	32 26% G	50 25% G	54 30% G	30 16%	37 21%	62 23%	82 26%	85 23%	99 22%	41 28% O	89 28% O	46 17%	78 22%	174 28% R	91 18%	49 18%	59 20%	56 21%	57 37% STUX	22 39% STU*	22 22% *	230 24%	35 20%	163 25%	67 21%	35 22% *	104 29% e	161 21%	114 33% g	151 19%	173 26% i	92 20%
Net: Very/Fairly unfavourable	409 36%	227 41% C	179 31%	30 24%	59 30%	50 28%	78 40% DF	71 41% DEF	121 46% DEF	89 28%	128 34%	192 44% JK	40 27%	84 27%	107 40% MN	150 42% MN	206 32%	203 40% Q	108 40% V	105 35%	91 35%	39 26%	15 27% *	50 51% TUVW*	342 36%	67 38%	251 38%	103 33%	55 35% *	109 30%	300 39% d	115 33%	294 37%	232 35%	177 38%
Net Difference	-144 -13%	-97 -18%	-44 -8%	3 2%	-9 -5%	4 2%	-48 -25%	-35 -20%	-59 -22%	-7 -2%	-43 -12%	-94 -21%	1 1%	5 2%	-61 -23%	-72 -20%	-31 -5%	-113 -22%	-59 -22%	-46 -16%	-35 -14%	18 12%	7 12%	-28 -28%	-113 -12%	-31 -18%	-89 -13%	-36 -11%	-19 -12%	-5 -1%	-139 -18%	-1 *	-143 -18%	-58 -9%	-86 -18%

Mean	-0.27	-0.35	-0.17 B	-0.02 GHI*	-0.08 GHI	-0.08 GHI	-0.40	-0.39	-0.43	-0.06 KL	-0.25	-0.42	-0.02 OP*	-0.05 OP	-0.40	-0.37	-0.15 R	-0.41	-0.42	-0.28	-0.31	0.07 STUX	0.05 S*	-0.39 *	-0.25	-0.32	-0.27	-0.26	-0.26 *	-0.07 e	-0.36	-0.07 g	-0.35	-0.20	-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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very favourable (2)	49 4%	5 1%	7 3%	25 27% BCE*	6 5% B*	32 7% G	8 2% 2%	17 7% KMOQ	29 5% KMO	38 9% IKMOQ	5 1% M	49 18% HIUKMNOPQ	- - -	35 11% IKMOQ	6 2% M	17 11% IKMOQ	15 3% KM	16 5% U	25 5% U	38 11% RSUVWYya	8 2% U	15 6% U	27 5% U	13 7% U	25 5% U	15 10% RSUY	21 5% U	15 6% 6%	32 5%
Fairly favourable (1)	216 19%	38 10%	85 30% BE	45 49% BCE*	16 14% *	114 26% G	59 15% 15%	43 19% KMO	134 22% KMO	137 33% HIKMOQ	34 8% M	216 82% HIUKMNOPQ	- - -	121 38% HIUKMOQ	29 8% M	45 30% HIKMOQ	90 21% KMO	60 18% U	119 23% U	119 33% RSUVWXya	46 11% U	55 22% U	115 23% U	36 19% U	121 24% U	40 26% RU	93 24% U	45 19% 19%	127 21%
Neither favourable nor unfavourable (0)	376 33%	122 33% D	102 36% D	17 19% *	37 33% D*	155 36% G	113 28% 28%	73 31% KLMOP	181 30% KLMOP	134 32% KLMOP	97 24% LMO	- - -	- - -	92 29% LMOP	64 18% LM	29 19% LM	120 28% LMO	110 33% UWXZa	150 29% W	117 33% UWxa	102 24% UWXZa	86 35% UWXZa	124 25% U	41 21% U	156 31% UWxa	36 24% U	98 25% 25%	53 23% 23%	221 36% b
Fairly unfavourable (-1)	225 20%	103 28% CD	54 19% D	3 4% *	25 23% D*	77 18% F	102 25% F	49 21% LNP	124 21% JLNP	71 17% L	119 30% HIJLNP	- - -	225 55% HIJLNPQ	46 15% L	101 28% HIJLNP	18 12% L	112 26% IJLNP	70 21% TV	110 21% T	59 16% RSTY	112 27% T	51 21% T	113 23% T	44 23% T	107 21% T	32 21% T	84 22% T	51 22% 22%	118 19%
Very unfavourable (-2)	184 16%	88 24% CD	26 9% D	* 1% *	25 23% CD*	43 10% F	105 26% F	45 19% JLN	104 18% JLN	32 8% L	135 34% HIJLNQ	- - -	184 45% HIJLNPQ	16 5% L	149 42% HIJLNPQ	38 25% IJLN	92 21% IJLN	61 18% TV	97 19% T	19 5% RSTVWXYZa	131 32% T	33 13% T	106 21% TVY	50 26% RTVYZ	85 17% T	26 18% T	83 21% TVY	66 29% c	65 11%
Don't know	85 8%	14 4%	6 2%	1 1% *	2 2% *	13 3% 3%	17 4% 4%	5 2% LM	22 4% JLMNOQ	8 2% LM	13 3% LMOQ	- - -	- - -	5 2% LM	4 1% M	3 2% LM	4 1% M	15 5% TZ	14 3% 3%	6 2% 2%	15 4% 4%	8 3% 3%	14 3% 3%	6 3% 3%	15 3% 3%	1 1% 1%	7 2% 2%	2 1% 1%	53 9% b

Net: Very/Fairly favourable	265 23%	43 12% BE	92 33% BE	70 76% BCE*	22 20% *	146 34% G	66 16% 16%	60 26% KMO	163 27% KMO	175 42% HIKMOQ	38 10% M	265 100% HIUKMNOPQ	- - -	156 49% HIKMOQ	36 10% M	62 41% HIKMOQ	104 24% KMO	76 23% U	144 28% U	156 44% RSUVWXYa	54 13% U	70 28% RU	141 28% U	50 26% U	146 29% U	55 36% RUVX	114 30% U	59 26% 26%	160 26%
Net: Very/Fairly unfavourable	409 36%	190 52% CD	80 29% D	4 4% *	50 45% CD*	120 28% F	206 51% F	94 41% JLN	229 38% JLN	104 25% LN	254 63% HIJLNPQ	- - -	409 100% HIJLNPQ	62 20% L	250 70% HIJLNPQ	56 37% JLN	204 47% IJLN	132 40% T	207 40% T	78 22% RSTVWXYZa	244 59% T	85 34% T	219 44% STVY	94 49% RTVYZ	191 38% T	58 39% T	167 43% TVY	117 51% c	184 30%
Net Difference	-144 -13%	-148 -40%	12 4%	66 72%	-28 -25%	26 6%	-140 -35%	-34 -15%	-66 -11%	71 17%	-216 -54%	265 100%	-409 -100%	94 30%	-214 -60%	6 4%	-100 -23%	-56 -17%	-63 -12%	79 22%	-189 -46%	-15 -6%	-77 -15%	-44 -23%	-45 -9%	-4 -3%	-53 -14%	-58 -25%	-24 -4%

Mean	-0.27	-0.65	-0.02 BE	0.99 BCE*	-0.43 *	0.04 G	-0.62	-0.28 KMO	-0.25 KMOQ	0.19 HIKMOQ	-0.89 MO	1.18 HIUKMNOPQ	-1.45	0.37 HIKMOQ	-1.02 M	-0.11 KMOQ	-0.41 KMO	-0.32 U	-0.27 U	0.28 RSUVWXYZa	-0.78	-0.14 RUX	-0.32 U	-0.44 U	-0.21 UW	-0.10 RUX	-0.30 U	-0.48	-0.10 b
------	-------	-------	-------------	--------------	------------	-----------	-------	--------------	---------------	----------------	-------------	-------------------	-------	----------------	------------	---------------	--------------	------------	------------	-------------------	-------	--------------	------------	------------	-------------	--------------	------------	-------	------------

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	67 6%	32 6%	34 6%	11 9% I	14 7%	9 5%	15 8%	10 6%	8 3%	25 8%	24 6%	19 4%	13 9% P	20 6%	16 6%	14 4%	46 7%	21 4%	9 3%	16 5%	17 7%	10 7%	7 12% S*	8 8% *	55 6%	12 7%	44 7%	17 5%	6 4% *	31 9% e	36 5%	36 10% g	31 4%	50 7% i	17 4%
Fairly favourable (1)	248 22%	113 21%	131 23%	30 24%	52 26%	43 24%	40 21%	34 19%	49 19%	81 26%	83 22%	83 19%	37 25%	84 27% O	50 19%	71 20%	155 24% R	93 19%	42 16%	71 24% S	61 23% S	39 26% S	18 32% S*	16 16% *	209 22%	39 22%	127 19%	72 23%	49 31% a*	84 23%	164 21%	94 27% g	154 20%	160 24%	88 19%
Neither favourable nor unfavourable (0)	361 32%	164 30%	195 34%	32 26%	70 36%	68 38%	55 28%	58 33%	78 29%	102 32%	123 33%	136 31%	40 27%	111 35%	88 33%	104 30%	205 32%	156 31%	107 40% U	100 34% U	63 24%	49 32%	15 26% *	27 27% *	305 32%	56 32%	220 33%	98 31%	43 27% *	134 37% e	227 29%	93 27%	267 34% f	210 31%	151 32%
Fairly unfavourable (-1)	169 15%	98 18% C	69 12%	22 18%	22 11%	18 10%	38 19% EF	25 14%	44 17%	44 14%	56 15%	69 16%	25 17%	34 11%	46 17% N	53 15%	82 13%	87 17%	30 11%	40 13%	39 15%	24% STU	8 14% *	15 15% *	147 15%	22 12%	97 15%	54 17%	17 11% *	41 11%	128 17% d	48 14%	121 15%	104 16%	65 14%
Very unfavourable (-2)	186 16%	113 21% C	71 12%	10 8%	16 8%	17 9%	33 17% DEF	38 21% DEF	72 27% DEF	26 8%	50 13% J	109 25% JK	13 9%	25 8%	46 17% MN	88 25% MNO	102 16%	84 17%	48 18% V	34 11%	54 21% TV	12 8%	8 14% *	29 29% STV*	152 16%	34 19%	114 17%	38 12%	33 21% b*	35 10%	151 20% d	57 16%	129 16%	91 14%	95 20% h
Don't know	105 9%	29 5%	75 13% B	17 14% HI	23 12% I	26 14% GHI	13 7%	12 7%	14 5%	40 13% L	39 10% L	26 6%	20 13% P	40 13% P	22 8%	23 6%	43 7%	62 12% Q	33 12% V	35 12% V	26 10% V	5 4%	1 2% *	4 4% *	92 10%	13 7%	61 9%	35 11%	9 6% *	41 11%	64 8%	22 6%	83 11% f	54 8%	50 11%

Net: Very/Fairly favourable	315 28%	146 26%	165 29%	41 33% I	65 33% I	52 29%	55 28%	44 25%	57 22%	106 33% L	107 29%	102 23%	50 34% P	105 33% OP	66 25%	84 24%	201 32% R	114 23%	51 19%	88 30% S	78 30% S	49 32% S	25 44% SX*	24 24% *	264 28%	51 29%	171 26%	89 28%	55 35% *	115 32%	200 26%	129 37% g	186 24%	210 31% i	105 23%
Net: Very/Fairly unfavourable	354 31%	212 39% C	141 24%	33 27%	37 19%	35 19%	71 37% EF	63 35% EF	116 44% DEF	70 22%	106 28%	178 40% JK	38 26%	59 19%	92 34% N	142 40% MN	184 29%	170 34%	79 29%	74 25%	94 36% T	49 32%	16 28% *	44 44% ST*	299 31%	55 32%	212 32%	93 29%	50 32% *	75 21%	279 36% d	105 30%	250 32%	195 29%	160 34%
Net Difference	-39 -3%	-66 -12%	24 4%	8 7%	28 14%	17 9%	-16 -8%	-18 -10%	-58 -22%	36 11%	1 *	-76 -17%	12 8%	46 15%	-25 -9%	-57 -16%	17 3%	-56 -11%	-28 -10%	14 5%	-15 -6%	* *	9 16%	-20 -20%	-35 -4%	-4 -2%	-41 -6%	-3 -1%	5 3%	39 11%	-79 -10%	25 7%	-64 -8%	15 2%	-55 -12%

Mean	-0.15	-0.28	-0.03 B	0.09 HI*	0.15 GHI	0.06 HI	-0.19	-0.28	-0.48	0.13 L	-0.08 L	-0.40	0.10 OP	0.15 OP	-0.22	-0.40	-0.07 R	-0.27	-0.28	-0.02 SX	-0.22	-0.01 SX	0.15 SX*	-0.43 *	-0.15	-0.16	-0.18	-0.09	-0.15 *	0.11 e	-0.27	0.01 g	-0.23	-0.04 i	-0.32
------	-------	-------	------------	-------------	-------------	------------	-------	-------	-------	-----------	------------	-------	------------	------------	-------	-------	------------	-------	-------	-------------	-------	-------------	-------------	------------	-------	-------	-------	-------	------------	-----------	-------	-----------	-------	------------	-------

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos 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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648	
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616	
Very favourable (2)	67 6%	8 2%	22 8% B	8 9% B*	21 19% BC*	34 8%	20 5%	14 6% O	49 8% KMO	38 9% KMO	14 4% O	38 14% HIKMOQ	13 3% O	67 21% HIJKLMOPQ	- -	18 12% HKMO	30 7% KMO	20 6%	43 8% U	30 8% U	18 4%	15 6%	36 7% U	13 7%	34 7%	14 9% U	28 7%	16 7%	42 7%	
Fairly favourable (1)	248 22%	41 11%	89 32% B	40 43% B*	32 29% B*	139 32% G	52 13%	30 13% O	185 31% HIKMOQ	155 37% HIKMOQ	48 12% O	118 45% HIKMOQ	49 12% O	248 79% HIJKLMOPQ	- -	47 31% HKMO	96 22% HKMO	58 17%	151 29% RUVX	128 36% RSUVWXYZa	65 16%	53 21%	138 28% RUX	34 18%	153 30% RUVX	35 23% U	111 29% RUVX	42 18%	179 29% b	
Neither favourable nor unfavourable (0)	361 32%	121 33%	105 37% D	19 21% *	28 26% *	140 32%	121 30%	87 38% IKLMNOPQ	154 26% MNOP	134 32% IKLMNOPQ	99 25% MNO	68 26% NOP	82 20% NO	- -	- -	27 18% NO	103 24% NO	116 35% SUWXYa	128 25%	119 33% SUWYa	100 24%	79 32% U	123 25%	50 27%	134 26%	51 34% UW	95 24%	77 33%	182 30%	
Fairly unfavourable (-1)	169 15%	86 23% CDE	29 10%	9 10% *	12 11% *	52 12%	86 21% F	39 17% JLN	80 13% JN	41 10% N	94 23% HIJLN	24 9% N	102 25% HIJLNP	- -	169 48% HIJKLMNPQ	24 16% JLN	100 23% IJLN	61 18% T	68 13%	45 13%	76 18% S	55 22% STWY	71 14%	39 21% ST	75 15%	27 18% STWY	70 18%	42 18%	82 13%	
Very unfavourable (-2)	186 16%	91 25% CDE	23 8%	10 11% *	16 14% *	52 12%	95 24% F	53 23% JLN	98 16% JLN	35 8% LN	130 32% HIJLNPQ	11 4% N	147 36% HIJLNPQ	- -	186 52% HIJKLMNPQ	33 22% JLN	92 21% IJLN	64 19% T	90 18% T	26 7%	129 31% RSTVWYZa	37 15% T	103 21% ST	47 25% TVZ	90 18% T	23 16% T	72 19% T	48 21% c	73 12%	
Don't know	105 9%	22 6%	12 4%	5 5% *	1 1% *	17 4%	30 7%	8 3% NO	29 5% LNOPQ	18 4% NO	18 4% NO	5 2% NO	15 4% NO	- -	- -	2 1%	11 3% NO	15 5% Z	33 6% TYZa	9 2%	26 6% TZa	10 4% Z	26 5% TZa	6 3%	22 4% a	1 1%	11 3%	7 3%	57 9% b	
Net: Very/Fairly favourable	315 28%	48 13%	111 40% B	48 52% B*	54 48% B*	173 40% G	71 18%	44 19% O	234 39% HKMOQ	193 46% HIKMOQ	62 15% O	156 59% HIJKMOPQ	62 15% O	315 100% HIJKLMOPQ	- -	65 43% HKMOQ	126 29% HKMO	78 23%	194 38% RUVX	158 44% RSUVWXYZa	83 20%	67 27% U	175 35% RUX	48 25%	187 37% RUVX	49 32% RU	139 36% RUVX	57 25%	222 36% b	
Net: Very/Fairly unfavourable	354 31%	177 48% CDE	52 18%	20 22% *	27 25% *	104 24% F	181 45% F	93 40% IJLN	177 30% JLN	76 18% LN	223 56% HIJLNPQ	36 13% N	250 61% HIJLNPQ	- -	354 100% HIJKLMNPQ	57 38% JLN	193 45% IJLN	125 37% T	159 31% T	71 20%	205 50% RSTVWYZa	92 37% T	174 35% ST	86 45% RSTVWYZ	165 32% T	50 33% T	142 37% STY	90 39% c	155 25%	
Net Difference	-39 -3%	-128 -35%	59 21%	28 31%	26 24%	69 16%	-110 -27%	-49 -21%	56 9%	117 28%	-161 -40%	120 45%	-188 -46%	315 100%	-354 -100%	8 5%	-67 -15%	-47 -14%	36 7%	87 24%	-123 -30%	-25 -10%	* *	-38 -20%	22 4%	-2 -1%	-3 -1%	-33 -14%	66 11%	
Mean	-0.15	-0.61	0.22 B	0.30 B*	0.29 B*	0.12 G	-0.50	-0.39 KMO	0.01 HKMOQ	0.30 HIKMOPQ	-0.72 O	0.56 HIJKMOPQ	-0.82 O	1.21 HIJKLMOPQ	-1.52	-0.05 HKMO	-0.31 KMO	-0.29 U	-0.02 RUWX	0.26 RSUVWXYZa	-0.60	-0.20 U	-0.14 UX	-0.39 RUX	-0.07 RUX	-0.07 RUX	-0.13 UX	-0.29	0.06 b	

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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? - Reform UK
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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very favourable (2)	50 4%	33 6% C	17 3%	5 4%	12 6%	7 4%	8 4%	9 5%	9 3%	17 5%	15 4%	18 4%	6 4%	17 6%	10 4%	13 4%	22 4%	28 5%	15 5%	10 3%	9 3%	12 8%	* 1% *	4 4% *	46 5%	4 2%	31 5%	18 6% c	1 1% *	18 5%	32 4%	21 6%	29 4%	34 5%	16 3%
Fairly favourable (1)	100 9%	49 9%	51 9%	18 15% GHI	22 11% H	20 11% H	14 7%	8 5%	17 6%	41 13% L	35 9%	25 6%	21 14% P	38 12% P	20 8%	18 5%	53 8%	47 9%	24 9%	29 10%	19 7%	19 12%	4 7% *	6 6% *	90 9%	10 6%	58 9%	28 9%	15 9% *	48 13% e	53 7%	43 12% g	58 7%	68 10%	32 7%
Neither favourable nor unfavourable (0)	318 28%	146 27%	169 29%	44 36% GH	63 32% H	55 30%	48 25%	37 21%	71 27%	107 34% L	103 27%	108 24%	50 34% OP	105 33% OP	60 22%	80 23%	167 26%	150 30%	89 33% U	92 31% U	56 22%	40 27%	14 25% *	26 26% *	264 28%	54 31%	175 26%	90 29%	52 33% *	127 35% e	191 25%	79 23%	239 30% f	185 28%	133 29%
Fairly unfavourable (-1)	150 13%	84 15%	65 11%	15 12%	27 14%	24 13%	26 13%	32 18% I	25 10%	43 13%	49 13%	57 13%	21 14%	38 12%	37 14%	50 14%	91 14%	58 12%	39 14%	35 12%	29 11%	26 17%	12 21% *	10 10% *	133 14%	16 9%	88 13%	46 15%	15 9% *	51 14%	98 13%	56 16%	94 12%	108 16% i	42 9%
Very unfavourable (-2)	283 25%	169 31% C	113 20%	19 15%	31 16%	37 21%	52 27% DE	57 32% DEF	87 33% DEF	50 16%	89 24% J	144 33% JK	24 16%	50 16%	77 29% MN	118 34% MN	176 28% R	107 21%	49 18%	70 24%	81 31% S	36 23%	16 28% *	32 32% S*	222 23%	61 35% Y	175 26%	69 22%	39 25% *	59 16%	224 29% d	89 26%	194 25%	149 22%	134 29% h
Don't know	234 21%	69 13%	161 28% B	21 17%	41 21%	38 21%	46 23%	33 19%	56 21%	62 19%	83 22%	89 20%	26 17%	66 21%	63 24%	72 21%	122 19%	111 22%	55 20%	60 20%	67 26% V	20 13%	10 18% *	21 22% *	204 21%	29 17%	135 20%	63 20%	36 23% *	62 17%	172 22%	61 18%	173 22%	125 19%	109 23%

Net: Very/Fairly favourable	150 13%	82 15%	67 12%	24 19% HI	34 17% HI	27 15%	23 12%	18 10%	25 10%	57 18% L	50 13%	43 10%	27 18% P	55 18% P	31 11%	32 9%	76 12%	75 15%	39 14%	40 13%	27 10%	31 20% U	4 7% *	10 10% *	136 14%	14 8%	89 13%	46 15%	15 10% *	66 18% e	84 11%	64 18% g	87 11%	102 15% i	48 10%
Net: Very/Fairly unfavourable	433 38%	253 46% C	178 31%	34 28%	59 30%	61 34%	78 40% D	89 50% DEF	113 43% DE	92 29%	139 37% J	201 46% JK	45 31%	88 28%	114 42% MN	169 48% MN	267 42% R	165 33%	87 32%	105 35%	110 42% S	61 40%	28 49% S*	41 42% *	355 37%	77 44%	263 40%	116 37%	53 34% *	110 30%	323 42% d	145 42%	288 37%	257 38%	176 38%
Net Difference	-282 -25%	-170 -31%	-111 -19%	-10 -8%	-25 -13%	-34 -19%	-55 -28%	-71 -40%	-88 -33%	-35 -11%	-89 -24%	-158 -36%	-18 -12%	-33 -10%	-83 -31%	-137 -39%	-192 -30%	-91 -18%	-49 -18%	-65 -22%	-83 -32%	-31 -20%	-24 -42%	-31 -32%	-219 -23%	-63 -36%	-174 -26%	-70 -22%	-38 -24%	-44 -12%	-238 -31%	-81 -23%	-201 -26%	-155 -23%	-128 -27%

Mean	-0.57	-0.64	-0.50	-0.23 GHI*	-0.28 GHI	-0.45 H*	-0.66 *	-0.82	-0.80 *	-0.26 KL	-0.56 L	-0.81	-0.29 OP*	-0.26 OP	-0.73	-0.86	-0.68	-0.44 Q	-0.38 U	-0.53	-0.80	-0.41 U*	-0.85 **	-0.76 *	-0.52 Z	-0.83 *	-0.60	-0.48	-0.63 *	-0.28 e	-0.72	-0.52	-0.60	-0.50	-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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 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? - Reform UK
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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648	
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616	
Very favourable (2)	50 4%	20 5%	8 3%	5 5% *	10 9% C*	14 3%	29 7% F	18 8% IUQ	23 4% Q	17 4% Q	29 7% IQ	18 7% IUQ	24 6% Q	19 6% Q	26 7% IQ	50 33% HIUKLMNOQ	- - Y	20 6% Y	22 4% Y	12 3% Y	27 6% Y	16 6% Y	23 5% Y	25 13% RSTUVWYa	9 2% RSTUVWYa	19 12% Y	18 5% Y	28 12% c	9 1%	
Fairly favourable (1)	100 9%	33 9%	27 10%	13 14% *	18 16% *	23 5%	53 13% F	41 18% IUKMOQ	33 6% Q	50 12% IQ	36 9% IQ	44 16% IUKMOQ	32 8% Q	46 14% IUKMOQ	31 9% Q	100 67% HIUKLMNOQ	- - SWYa	46 14% SWYa	33 6% Y	39 11% SWYa	42 10% SY	38 15% SUWYa	35 7% Y	52 28% RSTUVWYa	20 4% RSTUVWYa	31 21% Y	26 7% Y	46 20% c	27 4%	
Neither favourable nor unfavourable (0)	318 28%	106 29% D	82 29% D	9 10% *	28 26% D*	100 23%	103 26% KMOQ	66 28% KMOQ	131 22% PQ	111 26% INOPQ	88 22% PQ	60 23% PQ	87 21% PQ	67 19% PQ	67 19% PQ	- - Y	- - Ya	91 27% Ya	119 23% a	94 26% Ya	91 22% X	63 25% a	115 23% a	49 26% a	101 20% Ya	44 29% Ya	66 17% SWX	69 30% SWX	141 23%	
Fairly unfavourable (-1)	150 13%	67 18% E	35 12%	13 15% *	7 6% *	57 13%	65 16%	30 13% P	81 14% P	55 13% P	66 16% P	39 15% P	68 17% P	36 11% P	65 18% INP	- - HIUKLMNOP	150 35% X	50 15% X	66 13% X	51 14% X	57 14% X	50 20% RSTUWXZ	61 12% X	12 7% SWX	88 17% SWX	20 13% X	63 16% SWX	30 13%	90 15%	
Very unfavourable (-2)	283 25%	79 22%	81 29%	33 37% B*	32 29% *	164 38% G	73 18%	43 19% P	206 35% HIKLNP	123 29% HP	115 29% HP	65 25% P	136 33% HLP	90 29% HP	128 36% HKLNP	- - HIUKLMNOP	283 65% HIUKLMNOP	68 20% RUVXZ	181 35% RUVXZ	113 32% RVXZ	115 28% RVXZ	51 21% RUVXZ	177 36% RUVXZ	32 17% RSTUVWXZ	209 41% RSTUVWXZ	23 15% RSTUVWXZ	168 43% RSTUVWXZ	33 14%	207 34% b	
Don't know	234 21%	63 17%	47 17%	17 19% *	16 14% *	76 17%	80 20%	34 15% PQ	120 20% JLMOPQ	65 15% PQ	68 17% OPQ	39 15% PQ	62 15% OPQ	57 18% OPQ	38 11% PQ	- - -	- - VXZ	58 18% VXZ	93 18% TXZa	47 13% TXZa	84 20% TVXZa	31 13% XZa	87 17% XZa	19 10% a	83 16% a	14 10% a	47 12% a	26 11%	143 23% b	
Net: Very/Fairly favourable	150 13%	53 14%	35 12%	18 20% *	27 25% BC*	37 9%	82 20% F	59 26% IUKMOQ	56 9% Q	67 16% IQ	65 16% IQ	62 23% IUKMOQ	56 14% IQ	65 21% UMQ	57 16% IQ	150 100% HIUKLMNOQ	- - SWYa	66 20% SWYa	55 11% Y	51 14% Y	69 17% SWYa	54 22% STWYa	58 12% Y	77 41% RSTUVWYa	29 6% RSTUVWYa	50 33% RSTUVWYa	43 11% Y	74 32% c	36 6%	
Net: Very/Fairly unfavourable	433 38%	147 40%	116 41%	47 51% E*	39 36% *	221 51% G	138 34%	73 31% P	288 48% HIJLNP	178 42% HP	181 45% HP	104 39% HP	204 50% HJLNP	126 40% HP	193 54% HIKLNP	- - HIUKLMNOP	433 100% HIUKLMNOP	118 36% X	247 48% RUXZ	164 46% RXZ	171 41% XZ	101 41% XZ	239 48% RUXZ	45 24% RSTUVWXZ	297 58% RSTUVWXZ	43 29% RSTUVWXZ	231 60% RSTUVWXZ	63 27%	296 48% b	
Net Difference	-282 -25%	-94 -26%	-81 -29%	-29 -32%	-12 -11%	-184 -42%	-56 -14%	-14 -6%	-231 -39%	-111 -26%	-116 -29%	-43 -16%	-148 -36%	-61 -19%	-136 -38%	150 100%	-433 -100%	-53 -16%	-192 -37%	-114 -32%	-103 -25%	-47 -19%	-181 -36%	32 17%	-268 -53%	7 4%	-187 -48%	11 5%	-260 -42%	
Mean	-0.57	-0.50	-0.66	-0.77 *	-0.37 *	-0.93	-0.31 F	-0.19 IUKMNOQ	-0.87 Q	-0.61 IQ	-0.60 IQ	-0.40 UMQ	-0.75 Q	-0.51 IQ	-0.75 Q	1.33 HIUKLMNOQ	-1.65	-0.37 STWYa	-0.84 Ya	-0.69 Ya	-0.58 SWYa	-0.38 STWYa	-0.82 Ya	0.14 RSTUVWYa	-1.10	0.02 RSTUVWYa*	-0.99 Y	0.03 c	-0.97	

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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	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	1135	561	564	140	206	189	206	241	153	346	395	394	165	327	302	311	747	388	272	292	262	154	54	101	955	180	677	329	129	396	739	592	543	734	401
Weighted base	1135	550	575	123	196	181	194	176	265	319	375	441	148	315	268	353	633	502	270	296	261	153	57	99	960	175	663	315	157	365	770	349	786	669	466
Very positive (2)	64 6%	40 7%	25 4%	6 5%	10 5%	10 6%	11 6%	12 7%	15 6%	16 5%	22 6%	26 6%	9 6%	16 5%	17 6%	21 6%	41 7%	23 5%	18 7%	13 4%	13 5%	15 10%	2 4%	3 3%	57 6%	7 4%	42 6%	14 4%	8 5%	22 6%	42 5%	26 7%	39 5%	37 6%	27 6%
Fairly positive (1)	167 15%	79 14%	86 15%	9 8%	25 13%	25 14%	23 12%	21 12%	64 24%	35 11%	47 13%	86 19%	12 8%	44 14%	29 11%	61 17%	91 14%	76 15%	39 15%	52 18%	36 14%	14 9%	11 20%	14 15%	144 15%	23 13%	110 17%	33 11%	24 16%	57 16%	110 14%	58 17%	109 14%	88 13%	79 17%
Made no difference (0)	214 19%	119 22%	93 16%	19 16%	45 23%	37 20%	49 25%	29 16%	35 13%	64 20%	86 23%	64 15%	22 15%	72 23%	61 23%	54 15%	104 16%	110 22%	56 21%	53 18%	42 16%	35 23%	12 21%	15 15%	189 20%	25 14%	135 20%	54 17%	25 16%	79 22%	134 17%	55 16%	159 20%	143 21%	71 15%
Fairly negative (-1)	269 24%	114 21%	151 26%	52 43%	47 24%	37 21%	39 20%	33 19%	60 23%	100 31%	77 20%	93 21%	57 39%	69 22%	55 21%	83 24%	148 23%	121 24%	63 23%	83 28%	70 27%	32 21%	7 13%	14 15%	230 24%	39 22%	142 21%	86 27%	41 26%	99 27%	171 22%	87 25%	182 23%	151 23%	118 25%
Very negative (-2)	347 31%	180 33%	166 29%	27 22%	57 29%	61 34%	64 33%	67 38%	72 27%	84 26%	124 33%	139 31%	38 26%	93 30%	94 35%	110 31%	210 33%	137 27%	69 26%	78 26%	81 31%	51 33%	20 36%	47 48%	282 29%	65 37%	203 31%	100 32%	45 28%	86 23%	262 34%	116 33%	232 29%	218 33%	129 28%
Don't know	73 6%	19 3%	54 9%	9 7%	11 6%	11 6%	8 4%	14 8%	19 7%	20 6%	19 5%	34 8%	9 6%	21 7%	12 4%	23 7%	39 6%	35 7%	24 9%	16 6%	18 7%	6 4%	3 6%	5 5%	57 6%	16 9%	33 5%	27 9%	14 9%	22 6%	51 7%	8 2%	65 8%	31 5%	43 9%

Net: Very/Fairly positive	232 20%	118 21%	110 19%	15 12%	35 18%	35 19%	34 18%	33 19%	79 30%	50 16%	69 18%	112 25%	21 14%	60 19%	46 17%	82 23%	133 21%	99 20%	58 21%	65 22%	50 19%	28 19%	13 24%	17 17%	201 21%	30 17%	152 23%	47 15%	33 21%	79 22%	152 20%	84 24%	148 19%	125 19%	106 23%
Net: Very/Fairly negative	616 54%	293 53%	317 55%	79 65%	105 53%	98 54%	103 53%	100 57%	132 50%	184 58%	201 54%	231 52%	96 65%	162 51%	150 56%	193 55%	358 57%	258 51%	132 49%	161 54%	151 58%	83 54%	28 49%	61 62%	513 53%	104 59%	344 52%	186 59%	86 55%	184 51%	432 56%	203 58%	414 53%	369 55%	247 53%

Mean	-0.63	-0.59	-0.67	-0.75 *	-0.63	-0.67	-0.65	-0.75	-0.45	-0.68	-0.66	-0.57	-0.74	-0.61	-0.71	-0.60	-0.66	-0.59	-0.51 x	-0.58 x	-0.70	-0.62	-0.61 *	-0.95 *	-0.59	-0.83	-0.56 b	-0.78	-0.62 *	-0.49 e	-0.69	-0.61	-0.64	-0.67	-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: 10Q(*)
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: 10Q(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 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 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1135	340	295	105	117	475	366	241	610	439	381	294	382	353	334	163	452	331	517	379	397	261	500	191	529	164	398	227	648
Weighted base	1135	368	280	91	111	434	403	232	595	421	402	265	409	315	354	150	433	333	514	357	415	249	498	190	509	151	387	232	616
Very positive (2)	64 6%	32 9%	14 5%	5 5% *	6 5% *	13 3%	41 10% F	31 13% IJKLNQ	15 3% 3%	22 5% I	33 8% IQ	19 7% IQ	36 9% IQ	19 6% IQ	31 9% IQ	31 21% HIJKLMNOQ	14 3% 3%	40 12% STUWYa	16 3% 3%	15 4% Y	33 8% SWYa	30 12% STWYa	17 3% Y	36 19% RSTUVWYa	10 2% STUWYa	27 18% RSTUVWYa	10 2%	64 28% c	- -
Fairly positive (1)	167 15%	111 30% CDE	24 8%	6 7% *	15 13% *	31 7%	117 29% F	72 31% IJKLMNOQ	46 8% 8%	51 12% I	80 20% IUNQ	40 15% I	81 20% IUNQ	39 12% I	59 17% IQ	43 28% IJKLMNOQ	49 11% I	96 29% STUWYa	36 7% 7%	47 13% SYa	76 18% SWYa	70 28% STUWYa	48 10% S	61 32% STUWYa	41 8% 8%	49 32% STUWYa	34 9%	167 72% c	- -
Made no difference (0)	214 19%	78 21% D	44 16% D	6 6% *	23 20% D*	46 11%	101 25% F	55 24% IUNQ	81 14% N	52 12% IUNQ	96 24% IUNQ	35 13% N	94 23% IUNQ	29 9% IUNQ	94 26% IUNQ	38 25% IUNQ	60 14% N	60 18% T	82 16% T	38 11% RSTVWYa	99 24% T	44 18% T	85 17% T	48 25% RSTVWYa	75 15% T	37 24% STVY	62 16% T	- -	- -
Fairly negative (-1)	269 24%	81 22%	60 21%	24 26% *	23 21% *	101 23%	76 19%	44 19%	148 25% MOP	95 23%	85 21%	54 20%	78 19%	78 25% P	69 20%	25 17%	98 23%	87 26% WXZ	106 21%	83 23% X	87 21%	59 24% X	97 19%	28 15%	110 22%	27 18%	78 20%	- -	269 44% b
Very negative (-2)	347 31%	49 13%	136 48% B	49 53% B*	44 40% B*	239 55% G	50 13%	17 7%	289 49% HKLMOP	191 45% HKMOP	88 22% HP	106 40% HKMOP	106 26% HP	144 46% HKMOP	86 24% HP	11 7% HKMOP	198 46% HKMOP	36 11% XZ	255 50% RUVXZ	165 46% RUVXZ	95 23% RVXZ	38 15% RXZ	231 46% RUVXZ	11 6% RUVXZ	252 50% RUVXZ	6 4% RUVXZ	193 50% RUVXZ	- -	347 56% b
Don't know	73 6%	17 5% C	4 1%	2 2% *	* * *	3 1%	17 4% F	13 6% JNP	15 2%	9 2%	21 5% IJ	11 4%	14 4%	7 2%	15 4%	2 2%	14 3%	15 4%	18 4%	8 2%	23 6% Ta	9 3%	20 4%	5 3%	21 4% a	5 3%	10 3%	- -	- -
Net: Very/Fairly positive	232 20%	143 39% CDE	38 13%	11 12% *	21 19% *	45 10%	158 39% F	103 44% IJKLMNOQ	62 10%	73 17% I	113 28% IUNQ	59 22% IUNQ	117 29% IUNQ	57 18% I	90 25% IUNQ	74 49% IJKLMNOQ	63 15% I	136 41% STUWYa	52 10%	63 18% SWYa	110 26% STWYa	100 40% STUWYa	65 13% SY	97 51% RSTUVWYa	51 10%	76 50% RSTUVWYa	44 11%	232 100% c	- -
Net: Very/Fairly negative	616 54%	130 35%	195 70% B	73 79% BE*	67 61% B*	340 78% G	126 31%	61 26% HJKLMOPQ	437 73% HKLMOPQ	286 68% HKLMOP	173 43% HP	160 60% HKMOP	184 45% HP	222 70% HKLMOP	155 44% HP	36 24% HKLMOP	296 68% HKLMOP	123 37% XZ	362 70% RUVWXZ	248 69% RUVXZ	182 44% RXZ	97 39% XZ	328 66% RUVXZ	39 20%	363 71% RUVWXZ	34 22%	272 70% RUVWXZ	- -	616 100% b
Mean	-0.63	-0.01 CDE	-1.01	-1.18 *	-0.77 D*	-1.21	0.06 F	0.25 IJKLMNOQ	-1.12	-0.93 I	-0.30 IUNQ	-0.73 IUNQ	-0.35 IUNQ	-0.94 I	-0.35 IUNQ	0.39 IJKLMNOQ	-1.00 I	0.06 STUWYa	-1.11	-0.96 SY	-0.34 STWYa	-0.02 STUWYa	-1.00 SY	0.45 RSTUVWYa	-1.14	0.43 RSTUVWYa	-1.09	1.28 c	-1.56

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q11. Do you think you are better or worse off, if either, than when Boris Johnson's Conservative government was re-elected in December 2019?
All Adults aged 18-75 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	Millennial s	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	1085	536	539	140	206	189	206	241	103	346	395	344	165	327	302	291	708	377	262	278	247	150	53	95	926	159	651	327	107	396	689	570	515	729	356
Weighted base	1050	513	528	123	196	181	194	176	181	319	375	357	148	315	268	320	576	475	253	274	237	145	53	89	910	140	625	310	116	365	686	330	720	658	392
Much better off (2)	27 3%	18 3%	9 2%	3 2%	2 1%	11 6% EH	6 3%	2 1%	3 2% *	5 2%	16 4% L	5 1%	3 2%	13 4%	6 2%	5 1%	17 3%	10 2%	6 2%	3 1%	9 4%	4 3%	2 4% *	2 2% *	24 3%	3 2%	23 4% b	3 1%	1 * *	16 4% e	11 2%	16 5% g	11 2%	19 3%	8 2%
A little better off (1)	106 10%	58 11%	47 9%	21 17% FGH	27 14% GH	16 9%	9 5%	11 6%	22 12% *	48 15% KL	25 7%	32 9%	25 17% OP	37 12% O	14 5%	29 9%	61 11%	45 9%	22 9%	24 9%	22 9%	23 16%	5 8% *	11 13% *	95 10%	11 8%	65 10%	33 11%	8 7% *	50 14% e	56 8%	41 13%	65 9%	65 10%	41 11%
Neither better nor worse off (0)	259 25%	108 21%	145 27% B	27 22%	46 24%	41 23%	54 28%	51 29%	40 22% *	73 23%	95 25%	91 25%	33 22%	72 23%	73 27%	81 25%	139 24%	120 25%	62 25%	73 27%	58 24%	39 27%	12 23% *	15 17% *	227 25%	32 23%	168 27% b	63 20%	28 24% *	90 25%	169 25%	68 21%	191 27% f	162 25%	97 25%
A little worse off (-1)	272 26%	143 28%	128 24%	39 32%	47 24%	39 22%	56 29%	40 22%	51 28% *	86 27%	95 25%	91 26%	47 32% N	69 22%	72 27%	84 26%	148 26%	123 26%	69 27% v	80 29% v	67 28% v	22 15%	17 32% v*	17 20% *	228 25%	44 31%	152 24%	85 27%	35 30% *	90 25%	182 27%	89 27%	183 25%	172 26%	100 25%
Much worse off (-2)	327 31%	163 32%	162 31%	21 17%	64 33% D	59 33% D	57 29% D	62 35% D	64 36% D*	86 27%	116 31%	126 35% J	29 20%	100 32% M	87 32% M	111 35% M	183 32%	144 30%	78 31%	79 29%	64 27%	51 35%	16 31% *	38 43% TU*	281 31%	46 33%	185 30%	100 32%	43 37% *	98 27%	229 33%	105 32%	222 31%	203 31%	124 32%
Don't know	60 6%	23 5%	37 7%	11 9% I	9 5% I	15 8% I	13 7% I	12 7% I	- - *	20 6%	28 8% L	12 3%	11 7%	23 7% P	17 6%	9 3%	27 5%	33 7%	16 6%	15 5%	17 7%	6 4%	1 3% *	5 6% *	55 6%	5 3%	32 5%	26 8% c	2 2% *	21 6%	39 6%	12 4%	48 7% f	37 6%	23 6%
NET: Better off	133 13%	76 15%	56 11%	24 20% GH	29 15% GH	27 15% H	15 8%	13 7%	25 14% *	54 17% KL	42 11%	37 10%	28 19% OP	50 16% O	20 8%	34 11%	78 14%	55 12%	28 11%	28 10%	31 13%	27 19% T	7 12% *	13 15% *	119 13%	14 10%	88 14%	36 12%	8 7% *	66 18% e	67 10%	57 17% g	76 11%	84 13%	49 13%
NET: Worse off	599 57%	306 60%	290 55%	61 49%	111 57%	98 54%	112 58%	101 57%	116 64% D*	172 54%	210 56%	217 61%	77 52%	169 54%	158 59%	195 61%	331 58%	267 56%	147 58%	158 58%	132 56%	73 50%	33 62% *	55 62% *	509 56%	90 64%	336 54%	185 60%	77 67% a*	188 52%	410 60% d	194 59%	405 56%	375 57%	224 57%
Mean	-0.77	-0.77	-0.79	-0.49 EGHI*	-0.77	-0.72	-0.82	-0.90	-0.84 *	-0.66 L	-0.77	-0.87	-0.54 OP	-0.71	-0.87	-0.86	-0.77	-0.78	-0.81	-0.79	-0.71	-0.66	-0.79 *	-0.94 *	-0.76	-0.87	-0.69 c	-0.87	-0.98 *	-0.60 e	-0.87	-0.71	-0.80	-0.77	-0.79

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/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 Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q11. Do you think you are better or worse off, if either, than when Boris Johnson’s Conservative government was re-elected in December 2019?
All Adults aged 18-75 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1085	310	288	101	113	453	343	222	592	424	356	280	357	340	311	158	432	308	501	364	373	244	480	180	502	157	380	209	625
Weighted base	1050	321	269	85	101	397	367	201	564	398	361	243	366	292	318	142	406	295	487	332	376	225	464	172	465	140	362	202	579
Much better off (2)	27 3%	12 4%	6 2%	2 2% *	4 4% *	12 3%	12 3%	15 8% IKMOQ	8 1%	17 4% IMQ	7 2%	14 6% IKMOQ	6 2%	15 5% IKMQ	7 2%	12 8% IKMOQ	6 1%	17 6% SUWYa	5 1%	14 4% SWYa	8 2%	15 7% SUWYa	8 2%	12 7% SUWYa	10 2% a	17 12% RSTUVWYa	3 1%	18 9% c	8 1%
A little better off (1)	106 10%	42 13%	22 8%	5 6% *	15 15% *	37 9%	38 10%	44 22% IJKLMNOP	30 5%	45 11% I	41 11% I	34 14% INQ	35 10% I	29 10% I	43 13% IMQ	26 19% IKMNQ	38 9% I	59 20% STUWYa	24 5%	37 11% SWYa	35 9% SY	50 22% STUWYa	30 7% S	36 21% STUWYa	24 5%	40 28% RSTUWYa	24 7%	52 26% c	31 5%
Neither better nor worse off (0)	259 25%	99 31% CDE	55 20%	12 14% *	18 18% *	69 17%	114 31% F	61 30% IULNQ	99 18%	70 18%	94 26% IUN	47 19%	100 27% IULNQ	44 15%	89 28% IULNQ	37 26% IUN	86 21% N	78 26% STWYa	83 17%	46 14%	103 27% STWYa	58 26% STWY	79 17%	54 32% STWYa	81 17%	44 31% STWYa	69 19% T	53 26% c	89 15%
A little worse off (-1)	272 26%	86 27%	69 26%	23 27% *	30 29% *	105 27%	101 27%	57 28%	152 27%	94 24%	107 30%	60 25%	98 27%	84 29% J	83 26%	42 29%	104 26%	84 29%	122 25%	81 24%	112 30% a	61 27%	116 25%	49 29%	117 25% a	30 22%	78 21%	53 26%	154 27%
Much worse off (-2)	327 31%	72 22%	112 42% B	38 45% B*	32 32% *	164 41% G	86 23%	21 11%	255 45% HIJKLMNOP	160 40% HKLMOP	98 27% HP	82 34% HP	116 32% HOP	113 39% HKOP	84 26% HP	21 15%	165 41% HKMOP	47 16% XZ	234 48% RUVXZ	142 43% RUVXZ	104 28% RVXZ	35 16% XZ	217 47% RUVXZ	15 8%	224 48% RUVXZ	8 6%	179 50% RTUVXZ	22 11%	276 48% b
Don't know	60 6%	9 3%	5 2%	5 6% *	2 2% *	10 3%	16 4%	3 1%	19 3% Q	11 3%	15 4% HQ	6 3%	11 3%	6 2%	13 4% Q	4 3%	7 2%	9 3%	19 4% Y	12 4%	15 4%	5 2%	14 3%	6 3%	9 2%	1 1%	9 2%	5 2%	20 3%

NET: Better off	133 13%	55 17% C	28 10%	7 8% *	19 19% C*	49 12%	50 14%	59 29% IJKLMNOPQ	38 7%	62 16% IQ	48 13% I	48 20% IKMQ	41 11% I	44 15% IQ	49 15% IMQ	38 27% IJKLMNOPQ	44 11% I	76 26% STUWYa	29 6%	51 15% SWYa	43 11% SYa	66 29% STUWYa	38 8% S	48 28% STUWYa	34 7%	57 40% RSTUVWXYa	27 7%	70 35% c	39 7%
NET: Worse off	599 57%	158 49%	181 67% B	61 72% B*	62 61% *	269 68% G	186 51%	78 39%	407 72% HIJKLMNOPQ	254 64% HOP	205 57% HP	142 58% HP	214 58% HOP	197 67% HKLMOP	167 52% H	63 44%	270 66% HKLMOP	131 45% Z	356 73% RTUVXZ	223 67% RUVXZ	215 57% RVXZ	97 43% Z	332 72% RUVXZ	64 37% Z	342 73% RTUVXZ	39 27%	257 71% RUVXZ	75 37%	430 74% b

Mean	-0.77	-0.52 CD	-0.98	-1.13 *	-0.72 D*	-0.96	-0.60 F	-0.12 IJKLMNOPQ	-1.13	-0.86 I	-0.72 IQ	-0.69 IUNQ	-0.80 IQ	-0.88 I	-0.64 IJMNQ	-0.24 IJKLMNOPQ	-0.96 I	-0.30 STUWYa	-1.19	-0.94 SWYa	-0.74 STWYa	-0.23 STUWYa	-1.12 S	-0.11 RSTUWYa	-1.15	0.19 RSTUVWXYa	-1.15	-0.04 c	-1.18
------	-------	-------------	-------	------------	-------------	-------	------------	--------------------	-------	------------	-------------	---------------	-------------	------------	----------------	--------------------	------------	-----------------	-------	---------------	----------------	-----------------	------------	------------------	-------	-------------------	-------	------------	-------

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB
Q12. And do you think you will be better or worse off, if either, in the future... - Summary
All Adults aged 18-75 in Great Britain

	Q12. And do you think you will be better or worse off, if either, in the future...	
	If Rishi Sunak's Conservatives win the next General Election?	If Keir Starmer's Labour Party wins the next General Election?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1050	1050
Much better off (2)	52 5%	81 8% A
A little better off (1)	143 14%	269 26% A
Neither better nor worse off (0)	275 26%	255 24%
A little worse off (-1)	196 19% B	145 14%
Much worse off (-2)	286 27% B	183 17%
Don't know	98 9%	117 11% A

NET: Better off	195 19%	350 33% A
NET: Worse off	482 46% B	328 31%

Mean	-0.55	-0.09 A
------	-------	------------

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

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Rishi Sunak’s Conservatives win the next General Election?
All Adults aged 18-75 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	Millennial s	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	1085	536	539	140	206	189	206	241	103	346	395	344	165	327	302	291	708	377	262	278	247	150	53	95	926	159	651	327	107	396	689	570	515	729	356
Weighted base	1050	513	528	123	196	181	194	176	181	319	375	357	148	315	268	320	576	475	253	274	237	145	53	89	910	140	625	310	116	365	686	330	720	658	392
Much better off (2)	52 5%	35 7% C	17 3%	12 10% EH	6 3%	10 6%	8 4%	4 2%	11 6% *	18 6%	18 5%	15 4%	12 8%	15 5%	10 4%	15 5%	32 6%	20 4%	12 5%	8 3%	9 4%	16 11% STUW	- - *	7 7% *	47 5%	5 3%	39 6%	12 4%	1 1% *	26 7% e	26 4%	22 7%	30 4%	39 6%	13 3%
A little better off (1)	143 14%	79 15%	63 12%	21 17% F	29 15%	15 8%	25 13%	20 11%	33 18% F*	50 16%	40 11%	53 15%	23 15%	42 13%	29 11%	50 16%	80 14%	63 13%	23 9%	45 16% s	33 14%	25 17% s	8 14% *	10 12% *	124 14%	19 14%	90 14%	44 14%	9 8% *	52 14%	91 13%	55 17%	89 12%	86 13%	58 15%
Neither better nor worse off (0)	275 26%	122 24%	149 28%	23 19%	53 27%	39 21%	58 30% D	49 28%	53 29% *	76 24%	97 26%	102 29%	29 19%	72 23%	84 31% MN	90 28%	152 26%	123 26%	74 29%	70 25%	65 28%	29 20%	14 27% *	22 25% *	224 25%	50 36% Y	169 27%	68 22%	39 33% b*	111 30% e	164 24%	76 23%	199 28%	173 26%	102 26%
A little worse off (-1)	196 19%	102 20%	94 18%	25 20%	35 18%	33 18%	34 18%	38 21%	31 17% *	60 19%	68 18%	69 19%	31 21%	58 18%	48 18%	60 19%	105 18%	91 19%	43 17%	47 17%	55 23%	26 18%	13 24% *	13 15% *	173 19%	23 16%	114 18%	55 18%	27 23% *	72 20%	124 18%	67 20%	129 18%	125 19%	72 18%
Much worse off (-2)	286 27%	142 28%	141 27%	33 27%	54 28%	59 33% I	52 27%	54 31% I	34 19% *	87 27%	111 30%	88 25%	44 30%	90 28%	78 29%	75 23%	163 28%	123 26%	72 29%	68 25%	59 25%	42 29%	16 30% *	29 33% *	252 28%	35 25%	157 25%	101 32% a	28 24% *	73 20%	213 31% d	91 28%	195 27%	181 28%	105 27%
Don't know	98 9%	33 6%	64 12% B	9 7%	18 9%	24 13% H	17 9%	11 6%	19 10% *	27 8%	41 11%	30 8%	10 7%	39 12%	20 7%	29 9%	43 8%	55 12%	29 12%	36 13% UV	16 7%	8 5%	3 5% *	7 8% *	90 10%	8 6%	56 9%	31 10%	12 10% *	30 8%	68 10%	20 6%	79 11% f	56 8%	43 11%

NET: Better off	195 19%	114 22% C	80 15%	33 27% FGH	35 18%	25 14%	33 17%	24 13%	45 25% H*	68 21%	58 16%	69 19%	35 23% O	57 18%	39 15%	65 20%	112 19%	83 17%	35 14%	53 19%	42 18%	41 28% SU	8 14% *	17 19% *	171 19%	24 17%	129 21% c	56 18%	10 9% *	78 21%	117 17%	77 23% g	118 16%	124 19%	71 18%
NET: Worse off	482 46%	244 48%	235 44%	58 47%	89 45%	92 51% I	86 44%	92 52% I	65 36% *	147 46%	179 48%	157 44%	75 50%	147 47%	126 47%	135 42%	268 47%	214 45%	115 45%	115 42%	114 48%	67 46%	29 54% *	43 48% *	425 47%	57 41%	272 43%	156 50%	55 47% *	145 40%	337 49% d	158 48%	324 45%	306 46%	177 45%

Mean	-0.55	-0.49	-0.60	-0.41 H*	-0.57	-0.74	-0.55	-0.72	-0.26 FH*	-0.51	-0.64	-0.49	-0.52	-0.60	-0.62	-0.45	-0.54	-0.56	-0.63	-0.51	-0.55	-0.38	-0.73 *	-0.60 *	-0.56	-0.48 *	-0.46 b	-0.68	-0.69 *	-0.34 e	-0.66	-0.48	-0.58	-0.54	-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: 10Q(*)
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: 10Q(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Rishi Sunak’s Conservatives win the next General Election?
All Adults aged 18-75 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1085	310	288	101	113	453	343	222	592	424	356	280	357	340	311	158	432	308	501	364	373	244	480	180	502	157	380	209	625
Weighted base	1050	321	269	85	101	397	367	201	564	398	361	243	366	292	318	142	406	295	487	332	376	225	464	172	465	140	362	202	579
Much better off (2)	52 5%	31 10% C	9 3%	2 2% *	5 5% *	22 6%	21 6%	36 18% IJKLMNOPQ	5 1%	18 5% I	28 8% IQ	15 6% I	20 5% I	16 6% I	23 7% IQ	17 12% IJKLMNOPQ	14 3% I	47 16% STUWYa	2 *	17 5% SWYa	22 6% SWYa	36 16% STUWYa	6 1% S	31 18% STUWYa	10 2% Sa	30 21% STUWYa	3 1%	24 12% c	14 2%
A little better off (1)	143 14%	79 25% CE	19 7%	14 17% C*	9 9% *	51 13%	64 17%	83 41% IJKLMNOPQ	25 4%	37 9% I	78 22% IJKLMNOPQ	40 16% IJ	61 17% IJ	35 12% I	59 19% IJ	34 24% IJKLMNOPQ	57 14% IJ	102 35% STUWYa	19 4%	36 11% SWYa	77 20% STUWYa	89 39% STUWYa	17 4%	57 33% STUWYa	25 5% W	58 42% STUWYa	15 4%	63 31% c	48 8%
Neither better nor worse off (0)	275 26%	112 35% CD	50 19%	11 13% *	25 25% *	90 23%	108 29%	63 31% IULNQ	90 16%	68 17%	96 27% IULN	44 18%	88 24% IUN	47 16%	84 26% IULN	36 25% IUN	95 23% IUN	88 30% STWYZa	65 13%	58 18% S	100 27% STWYa	67 30% STWYZa	74 16% S	49 29% STWYZa	85 18% S	26 19%	67 18% S	65 32% c	110 19%
A little worse off (-1)	196 19%	36 11%	70 26% B	25 29% B*	23 23% B*	80 20%	74 20%	6 3% HJKLMNOPQ	155 27% HJKLMNOPQ	92 23% HK	58 16% H	65 27% HJKLMNOPQ	68 19% H	82 28% HJKLMNOPQ	59 19% H	29 21% H	75 18% H	34 11%	120 25% RUVXZ	72 22% RVXZ	63 17% RV	23 10%	117 25% RUVXZ	21 12% RUVXZ	109 23% RUVXZ	20 14%	97 27% RUVXZ	28 14%	124 21% b
Much worse off (-2)	286 27%	37 12%	115 43% B	29 34% B*	36 35% B*	135 34% G	70 19%	6 3% HJKLMNOPQ	265 47% HJKLMNOPQ	170 43% HJKLMNOPQ	77 21% H	70 29% HKP	111 30% HKOP	105 36% HKLMP	80 25% HP	22 15% H	153 38% HKLMP	5 2% RTUVXYZa	261 54% RUVXZ	136 41% RVXZ	90 24% RVXZ	4 2%	235 51% RTUVXZ	6 4% RUVXZ	218 47% RUVXZ	5 3%	171 47% RUVXZ	16 8%	232 40% b
Don't know	98 9%	25 8% C	6 2%	4 5% *	4 3% *	18 5%	30 8%	8 4%	25 4% N	12 3%	24 7% JNPQ	9 4%	17 5%	6 2%	13 4%	3 2%	12 3%	19 7% VZa	18 4%	12 4%	23 6% WZa	8 3%	16 3%	7 4% Z	18 4%	1 1%	9 2%	6 3%	51 9% b

NET: Better off	195 19%	111 35% CDE	28 10%	16 19% *	14 14% *	73 18%	84 23%	118 59% IJKLMNOPQ	29 5%	56 14% I	106 29% IJKLMNOPQ	55 22% IJ	81 22% IJ	52 18% I	82 26% IUNQ	52 36% IULMNOQ	72 18% I	149 50% STUWYa	21 4%	53 16% SWYa	99 26% STWYa	124 55% STUWYa	23 5%	89 52% STUWYa	35 8% SWa	88 63% RSTUWXYa	18 5%	88 44% c	62 11%
NET: Worse off	482 46%	73 23%	184 69% B	54 63% B*	59 58% B*	215 54% G	145 40%	12 6% HJKLMNOPQ	419 74% HJKLMNOPQ	262 66% HJKLMNOPQ	135 37% H	136 56% HKOP	180 49% HKOP	187 64% HKLMPQ	139 44% HK	51 36% H	227 56% HKMOP	39 13%	382 78% RTUVXYZa	209 63% RUVXZ	154 41% RVXZ	27 12%	352 76% RTUVXYZ	27 16%	327 70% RTUVXZ	24 17%	268 74% RTUVXZ	44 22%	356 61% b

Mean	-0.55	0.11 CDE	-1.00	-0.80 *	-0.77 *	-0.67	-0.33 F	0.70 IJKLMNOPQ	-1.21	-0.93 I	-0.23 IULMNQ	-0.58 IUN	-0.54 IUNQ	-0.78 IJ	-0.37 IJMNQ	-0.03 IULMNOQ	-0.75 IJ	0.55 STUWYa	-1.32	-0.86 SWYa	-0.35 STWYa	0.59 STUWYa	-1.25 S	0.53 STUWYa	-1.12 SW	0.64 STUWYa	-1.18 S	0.27 c	-0.97
------	-------	-------------	-------	------------	------------	-------	------------	-------------------	-------	------------	-----------------	--------------	---------------	-------------	----------------	------------------	-------------	----------------	-------	---------------	----------------	----------------	------------	----------------	-------------	----------------	------------	-----------	-------

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

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Keir Starmer’s Labour Party wins the next General Election?
All Adults aged 18-75 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	Millennial s	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	1085	536	539	140	206	189	206	241	103	346	395	344	165	327	302	291	708	377	262	278	247	150	53	95	926	159	651	327	107	396	689	570	515	729	356
Weighted base	1050	513	528	123	196	181	194	176	181	319	375	357	148	315	268	320	576	475	253	274	237	145	53	89	910	140	625	310	116	365	686	330	720	658	392
Much better off (2)	81 8%	54 10% C	27 5%	15 12% GHI	25 13% GHI	17 9% I	11 5%	9 5%	5 3% *	40 13% KL	28 7%	14 4%	18 12% P	34 11% P	18 7%	11 3%	42 7%	39 8%	17 7%	19 7%	24 10%	16 11%	2 3% *	3 3% *	74 8%	7 5%	46 7%	32 10% c	3 3% *	34 9%	47 7%	28 8%	53 7%	53 8%	28 7%
A little better off (1)	269 26%	142 28%	126 24%	35 29%	55 28%	55 30%	47 24%	42 24%	36 20% *	90 28%	101 27%	77 22%	46 31% P	92 29% P	65 24%	67 21%	171 30% R	98 21%	64 25%	57 21%	62 26%	48 33% T	17 31% *	21 24% *	233 26%	37 26%	170 27%	76 25%	23 20% *	107 29%	162 24%	103 31% g	166 23%	186 28% i	83 21%
Neither better nor worse off (0)	255 24%	111 22%	140 27%	34 28%	57 29% I	38 21%	50 25%	45 26%	32 17% *	91 29%	88 23%	77 21%	40 27%	77 25%	69 26%	69 22%	133 23%	122 26%	56 22%	69 25%	53 22%	36 25%	13 24% *	29 32% *	221 24%	34 24%	142 23%	83 27%	30 26% *	100 28%	155 23%	76 23%	179 25%	159 24%	96 24%
A little worse off (-1)	145 14%	82 16%	63 12%	17 14%	21 11%	30 17%	26 14%	22 12%	28 16% *	39 12%	56 15%	50 14%	21 14%	43 14%	37 14%	45 14%	80 14%	65 14%	35 14%	39 14%	33 14%	25 17%	3 6% *	10 12% *	126 14%	19 14%	87 14%	43 14%	15 13% *	52 14%	93 14%	46 14%	99 14%	93 14%	52 13%
Much worse off (-2)	183 17%	82 16%	98 19%	6 5%	19 10%	21 11%	38 19% DE	44 25% DEF	56 31% DEFG*	25 8%	58 16% J	100 28% JK	8 6%	32 10%	53 20% MN	90 28% MNO	97 17%	86 18%	48 19% v	51 18% v	45 19% v	14 10%	8 15% *	18 20% *	153 17%	31 22%	112 18%	41 13%	30 26% b*	44 12%	139 20% d	54 16%	129 18%	103 16%	80 21%
Don't know	117 11%	42 8%	74 14% B	15 13%	18 9%	20 11%	24 12%	15 9%	24 13% *	33 11%	44 12%	39 11%	15 10%	37 12%	27 10%	38 12%	52 9%	65 14% Q	31 12% v	40 14% v	21 9%	6 4%	11 21% UV*	8 9% *	104 11%	12 9%	68 11%	35 11%	14 13% *	27 7%	90 13% d	24 7%	93 13% f	64 10%	52 13%

NET: Better off	350 33%	196 38% C	153 29%	50 41% GHI	80 41% GHI	72 40% HI	57 30%	50 29%	40 22% *	130 41% L	129 34% L	91 25%	64 43% OP	126 40% OP	83 31%	77 24%	213 37% R	137 29%	82 32%	76 28%	86 36%	64 44% STX	18 34% *	24 27% *	306 34%	44 31%	216 35% c	108 35% c	26 22% *	141 39% e	209 30%	130 40% g	220 30%	239 36% i	111 28%
NET: Worse off	328 31%	164 32%	160 30%	23 19%	41 21%	51 28%	64 33% DE	66 37% DE	84 47% DEFG*	64 20%	114 31% J	150 42% JK	29 20%	75 24%	90 33% MN	135 42% MN	178 31%	151 32%	84 33%	89 33%	77 33%	39 27%	11 21% *	28 32% *	279 31%	50 36%	199 32%	84 27%	45 39% b*	97 26%	232 34% d	100 30%	229 32%	196 30%	133 34%

Mean	-0.09	0.01	-0.17	0.34 GHI*	0.25 GHI	0.11 HI	-0.19 I	-0.32	-0.61 *	0.29 KL	-0.05 L	-0.46	0.34 OP	0.19 OP	-0.17 P	-0.49	-0.04	-0.15	-0.15	-0.19	-0.06	0.20 STX	0.03 **	-0.23 *	-0.06	-0.23 *	-0.09 c	0.06 c	-0.46 *	0.10 e	-0.19	0.01	-0.14	-0.01	-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: 10Q(*)
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: 10Q(*)

Ipsos UK Political Pulse
PUBLIC
Fieldwork: 17-20 March 2023
Adults aged 18+ in GB

Q12. And do you think you will be better or worse off, if either, in the future... - If Keir Starmer’s Labour Party wins the next General Election?
All Adults aged 18-75 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 Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Suella Braverman	Unfavourable to Suella Braverman	Favourable to Cleverly	Unfavourable to Cleverly	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1085	310	288	101	113	453	343	222	592	424	356	280	357	340	311	158	432	308	501	364	373	244	480	180	502	157	380	209	625
Weighted base	1050	321	269	85	101	397	367	201	564	398	361	243	366	292	318	142	406	295	487	332	376	225	464	172	465	140	362	202	579
Much better off (2)	81 8%	12 4%	45 17% BDE	3 3% *	6 6% *	43 11% G	21 6%	15 8% K	58 10% KMO	70 18% HIKLMNOPQ	5 1%	27 11% KO	26 7% K	34 12% KMO	15 5% K	14 10% KO	39 10% KO	20 7% U	56 12% U	69 21% RSUVVWXYZa	7 2% U	16 7% U	48 10% U	17 10% U	47 10% U	13 9% U	38 11% U	21 10% U	51 9%
A little better off (1)	269 26%	42 13%	130 48% BE	38 44% BE*	22 22% *	136 34% G	75 21%	28 14% K	208 37% HKMOQ	217 55% HIKLMNOPQ	17 5%	111 46% HIKMOQ	67 18% K	121 42% HKMOPQ	53 17% K	42 29% HKMO	119 29% HKMO	50 17% U	174 36% RUVXZ	174 52% RSUVVWXYZa	31 8% U	41 18% U	164 35% RUVXZ	29 17% U	162 35% RUVXZ	31 22% U	130 36% RUVXZ	42 21% U	193 33% b
Neither better nor worse off (0)	255 24%	58 18%	61 23%	23 27% *	31 31% B*	95 24%	75 20%	46 23% U	128 23% JM	74 19%	67 19%	59 24% JM	61 17% U	67 23% JM	65 20%	31 22% U	89 22% M	63 21%	103 21%	61 18%	68 18%	53 23%	87 19%	40 23% U	106 23% W	33 23% U	87 24% TUW	36 18% U	133 23%
A little worse off (-1)	145 14%	61 19% C	20 8%	8 9% *	12 12% *	43 11% U	60 16% F	43 21% IULNP	53 9% J	19 5%	82 23% IULNPQ	21 9% J	73 20% IULNP	29 10% J	65 20% IULNP	12 8% U	72 18% IULNP	63 22% STWYa	48 10% T	15 5% U	83 22% STWYa	54 24% STWYa	53 11% T	34 20% STWYa	57 12% T	35 25% STWYa	37 10% T	37 18% c	66 11%
Much worse off (-2)	183 17%	119 37% CDE	5 2%	4 5% *	22 22% CD*	51 13% U	104 28% F	67 33% IULNQ	76 13% JLN	3 1%	166 46% HIULMNOPQ	10 4% J	117 32% IULNQ	23 8% JL	105 33% IULNQ	41 29% IULNQ	72 18% IULN	79 27% STWYa	75 15% T	5 1% U	162 43% RSTVWXYZa	50 22% STY	81 17% TY	45 26% STWYa	63 14% T	25 18% T	56 16% T	58 29% c	69 12%
Don't know	117 11%	28 9% C	6 2%	10 12% C*	8 8% C*	28 7% U	32 9%	2 1%	40 7% HJPQ	14 4%	23 6% HP	14 6% HP	23 6% HP	17 6% HP	15 5% H	2 1% U	17 4% H	20 7% TZ	30 6% Ta	8 2% U	26 7% Ta	12 5% T	31 7% Ta	7 4% U	31 7% Ta	4 3% U	14 4% U	9 4% U	67 12% b

NET: Better off	350 33%	54 17% BDE	176 65% BDE	40 47% BE*	28 27% B*	179 45% G	96 26%	44 22% K	266 47% HKMOQ	287 72% HIKLMNOPQ	22 6%	139 57% HIKMOQ	93 25% K	155 53% HIKMOQ	68 21% K	56 40% HKMO	158 39% HKMO	70 24% U	230 47% RUVXZ	243 73% RSUVVWXYZa	37 10% U	57 25% U	212 46% RUVXZ	45 26% U	209 45% RUVXZ	43 31% U	168 46% RUVXZ	62 31% U	244 42% b
NET: Worse off	328 31%	180 56% CDE	26 10%	12 14% *	34 34% CD*	94 24% U	164 45% F	110 55% IULNPQ	129 23% JLN	22 6%	249 69% HIULMNOPQ	31 13% J	190 52% IULNPQ	52 18% JL	170 54% IULNPQ	53 37% IULN	143 35% IULN	142 48% STWYa	123 25% T	20 6% U	244 65% RSTVWXYZa	104 46% STWYa	134 29% ST	79 46% STWYa	120 26% T	60 43% STWYa	93 26% T	96 47% c	134 23%

Mean	-0.09	-0.79	0.72 BDE	0.35 BE*	-0.24 B*	0.21 G	-0.45	-0.59 K	0.23 HKMOPQ	0.87 HIKLMNOPQ	-1.15	0.54 HIKMOQ	-0.55 K	0.41 HIKMOQ	-0.64 K	-0.16 HKMO	-0.05 HKMO	-0.48 U	0.19 RUVXZ	0.88 RSUVVWXYZa	-1.03	-0.37 U	0.11 RUVXZ	-0.38 U	0.17 RUVXZ	-0.22 RU	0.16 RUVXZ	-0.37	0.18 b
------	-------	-------	-------------	-------------	-------------	-----------	-------	------------	----------------	-------------------	-------	----------------	------------	----------------	------------	---------------	---------------	------------	---------------	--------------------	-------	------------	---------------	------------	---------------	-------------	---------------	-------	-----------

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