J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

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/ 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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Right direction (1)	399 18%	234 22% C	163 15%	40 16%	85 22% G	76 21% G	43 11%	62 18% G	93 18% G	125 20%	119 16%	155 18%	53 18%	126 21% OP	76 15%	118 16%	242 19%	156 16%	100 19% X	97 17%	77 15%	81 27% STUX	24 22% X*	20 10%	345 18%	54 16%	259 20% b	94 15%	45 16%	164 25% e	235 15%	143 21% g	256 17%	266 20% i	133 15%
Wrong direction (-1)	1330 60%	644 60%	672 60%	137 56%	220 58%	204 57%	258 69% DEFHI	205 59%	307 59%	357 57%	462 63% J	512 59%	171 57%	347 58%	329 65% MN	438 60%	765 62%	565 58%	320 60%	358 62%	282 55%	165 55%	67 62% *	138 71% STUV	1136 60%	195 59%	740 57%	418 65% a	173 61%	341 52%	989 63% d	426 62%	904 59%	785 60%	545 60%
Neither (0)	352 16%	148 14%	201 18% B	47 19%	52 14%	52 15%	59 16%	57 16%	86 17%	99 16%	111 15%	143 16%	55 18%	84 14%	82 16%	120 16%	175 14%	177 18% Q	93 17% V	89 15% V	110 22% TVWX	27 9%	11 10% *	22 11%	285 15%	67 20% Y	213 17%	101 16%	38 13%	118 18%	234 15%	84 12%	269 17% f	191 15%	161 18%
Don't know	140 6%	51 5%	88 8% B	20 8%	22 6%	24 7%	17 5%	21 6%	35 7%	42 7%	41 6%	56 6%	23 8%	40 7%	22 4%	54 7%	61 5%	79 8% Q	18 3%	36 6%	40 8% S	25 9% S	7 6% *	14 7%	125 7%	15 4%	79 6%	33 5%	27 10% b	30 5%	109 7%	32 5%	108 7% f	63 5%	76 8% h
Mean	-0.45	-0.40 C	-0.49	-0.43 G	-0.38 G	-0.38 G	-0.60	-0.44 G	-0.44 G	-0.40	-0.50	-0.44	-0.42	-0.40 O	-0.52	-0.47	-0.44	-0.45	-0.43 X	-0.48 X	-0.44 X	-0.31 TX	-0.42 X*	-0.66	-0.45	-0.45	-0.40 b	-0.53	-0.50	-0.28 e	-0.52	-0.43	-0.45	-0.42	-0.49

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(*)

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Right direction (1)	399 18%	215 31% CDE	45 8%	36 21% C	50 20% C	132 16%	193 24% F	267 50% IJKLMNOPQ	53 5%	115 15% I	185 22% IJMOQ	120 23% IJMNQ	137 17% I	106 18% IJ	123 18% I	109 34% IJKLMNOQ	141 16% I	278 45% STUWYac	47 5%	118 19% SWYac	186 20% SWYac	214 50% RSTUWXYZac	53 5%	157 43% STUWYac	79 7% SW	212 41% STUWYac	91 7% SW	167 56% RSTUVWXYZac	56 7% SW	208 43% e	85 7%
Wrong direction (-1)	1330 60%	314 45%	412 77% BDE	108 63% B	173 67% B	548 67% G	461 57%	136 26%	973 83% HJKLMNOPQ	564 71% HKLMOPQ	461 55% H	322 61% HKP	500 63% HKOP	414 70% HKLMOP	401 59% HKP	156 50% H	588 67% HKLOP	177 28%	870 84% RTUVWXYZab	432 68% RUVXZb	531 58% RVXZb	120 28%	810 81% RTUVXYZab	137 38% RVb	853 79% RTUVXZb	177 35% RV	969 77% RTUVXZb	90 30%	663 83% RTUVXYZab	179 37%	902 77% d
Neither (0)	352 16%	124 18% CDE	63 12%	18 10%	28 11%	103 13%	112 14%	100 19% IJLNPQ	116 10%	87 11%	142 17% IJLN	63 12% N	124 16% IJN	54 9%	117 17% IJLNP	39 12%	125 14% IJN	129 21% STWXYabc	77 7%	65 10% S	158 17% STWYac	77 18% STWYabc	101 10% Sc	54 15% STWc	119 11% Sc	89 17% STWYabc	152 12% SWc	37 12% S	66 8%	81 17% e	133 11%
Don't know	140 6%	37 5% E	17 3%	10 6%	5 2%	31 4%	40 5%	27 5% I	32 3%	24 3%	50 6% IJMNQ	22 4%	31 4%	21 3%	36 5% IJQ	12 4%	28 3%	40 6% STVWYabc	37 4% c	21 3% c	46 5% WYbc	14 3%	31 3% c	15 4% bc	32 3% c	34 7% STVWYabc	46 4% c	5 2%	14 2%	20 4%	50 4%
Mean	-0.45	-0.15 CDE	-0.70	-0.44 C	-0.49 C	-0.53	-0.35 F	0.26 IJKLMNOPQ	-0.80	-0.59 I	-0.35 IJMNOQ	-0.40 IJNQ	-0.48 IJ	-0.54 I	-0.43 IJNQ	-0.16 IJKLMNOQ	-0.52 IJ	0.17 STUWXYZac	-0.83	-0.51 SWYac	-0.39 STWYac	0.23 STUWXYZac	-0.79 S	0.06 STUWYac	-0.74 SWc	0.07 STUWYac	-0.72 SWc	0.26 STUWXYZac	-0.77 S	0.06 e	-0.73

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

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	Suella Braverman, Home Secretary	Jeremy Hunt, Chancellor of the Exchequer	Boris Johnson, former leader of the Conservative Party and former Prime Minister	Steve Barclay, Secretary of State for Health and Social Care	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	2221	2221	2221	2221	2221	2221	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221	2221	2221	2221	2221	2221	2221
Very favourable (2)	197 9% CDFHIK	165 7% CDFIK	107 5% F	84 4% F	175 8% CDFIK	56 3%	272 12% ABCDEFHIJK	144 7% CDFI	108 5% F	180 8% CDFIK	113 5% F
Fairly favourable (1)	440 20% CDEFK	459 21% CDEFHK	257 12% K	340 15% CFK	337 15% CFK	243 11% K	519 23% ACDEFHIJK	385 17% CEFK	419 19% CDEFK	415 19% CDEFK	203 9%
Neither favourable nor unfavourable (0)	539 24% EH	485 22% EH	542 24% BEH	633 29% ABCEGH	379 17%	688 31% ABCDEGHK	497 22% EH	434 20% E	747 34% ABCDEGHK	766 34% ABCDEFGHK	596 27% BEGH
Fairly unfavourable (-1)	428 19% CEFJK	415 19% CEFJK	357 16%	437 20% CEFHJK	332 15%	353 16%	382 17%	382 17% E	428 19% CEFJK	342 15%	340 15%
Very unfavourable (-2)	494 22% GIJ	615 28% ADFGIJK	727 33% ABDFGIJK	557 25% AFGIJ	927 42% ABCDFGHIJK	446 20% IJ	456 21% IJ	792 36% ABCDFGIJK	363 16%	334 15%	542 24% FGIJ
Don't know	123 6% BEGH	82 4%	231 10% ABDEGHIJ	168 8% ABEGH	72 3%	434 20% ABCDEGHIJ	95 4% E	83 4%	155 7% ABEGH	184 8% ABEGHI	428 19% ABCDEGHIJ
Net: Very/Fairly favourable	637 29% CDEFHIK	624 28% CDEFHIK	364 16% FK	425 19% CFK	512 23% CDFK	299 13%	791 36% ABCDEFHIJK	530 24% CDFK	528 24% CDFK	594 27% CDEFIK	315 14%
Net: Very/Fairly unfavourable	922 42% FGIJ	1030 46% AFGIJK	1083 49% ADFGIJK	995 45% AFGIJK	1259 57% ABCDFGHIJK	799 36% J	838 38% J	1174 53% ABCDFGIJK	791 36% J	676 30%	882 40% FIJ
Net Difference	-285 -13%	-406 -18%	-719 -32%	-570 -26%	-747 -34%	-500 -23%	-47 -2%	-645 -29%	-263 -12%	-82 -4%	-567 -26%
Mean	-0.28 BCDEFHK	-0.40 CDEFHK	-0.67	-0.51 CEH	-0.70	-0.50 CEH	-0.11 ABCDEFHIK	-0.60 CE	-0.25 BCDEFHK	-0.12 ABCDEFHIK	-0.56 CE

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

	Total	Gender		Age						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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	197 9%	119 11% C	79 7%	16 7%	43 11% I	35 10%	40 11%	30 9%	33 6%	59 10%	75 10%	63 7%	25 8%	64 11% P	49 10%	49 7%	118 9%	80 8%	53 10%	47 8%	35 7%	38 13% UX	13 12% *	11 6%	171 9%	27 8%	127 10%	50 8%	20 7%	74 11% e	123 8%	82 12% g	115 7%	133 10% i	65 7%
Fairly favourable (1)	440 20%	208 19%	229 20%	47 19%	95 25% GHI	73 21%	68 18%	64 19%	91 17%	143 23% L	142 19%	155 18%	63 21%	142 24% OP	88 17%	133 18%	280 23% R	160 16%	102 19%	114 20%	80 16%	75 25% U	28 25% U*	42 21%	376 20%	63 19%	271 21% c	129 20%	40 14%	159 24% e	281 18%	181 26% g	259 17%	255 19%	185 20%
Neither favourable nor unfavourable (0)	539 24%	255 24%	278 25%	74 30% I	105 28% I	87 24% I	94 25% I	88 26% I	91 18%	179 29% L	181 25%	179 21%	89 30% P	152 25%	132 26%	156 21%	278 22%	261 27% Q	134 25%	138 24%	135 27%	64 21%	21 19% *	47 24%	457 24%	82 25%	292 23%	169 26%	78 27%	173 27%	366 23%	165 24%	374 24%	333 25%	206 23%
Fairly unfavourable (-1)	428 19%	208 19%	215 19%	59 24% F	65 17%	50 14%	69 18%	60 17%	124 24% EF	124 20%	120 16%	184 21% K	66 22%	98 16%	91 18%	151 21%	261 21% R	167 17%	92 17%	110 19%	111 22%	54 18%	24 22% *	37 19%	365 19%	63 19%	228 18%	134 21%	66 23%	101 15%	327 21% d	121 18%	307 20%	246 19%	182 20%
Very unfavourable (-2)	494 22%	239 22%	250 22%	27 11%	32 8%	73 21% DE	98 26% DE	90 26% DE	173 33% DEF	59 10%	172 23% J	263 30% JK	29 10%	79 13%	134 26% MN	226 31% MN	247 20%	247 25% Q	127 24% V	136 23% V	121 24% V	46 15%	18 17% *	46 24%	410 22%	84 25%	304 24%	124 19%	66 23%	102 16%	392 25% d	115 17%	379 25% f	263 20%	231 25% h
Don't know	123 6%	48 4%	75 7% B	21 9% GHI	37 10% GHI	37 10% GHI	7 2%	13 4%	8 2%	59 9% KL	44 6% L	21 2%	30 10% OP	61 10% OP	15 3%	16 2%	60 5%	64 7%	24 5%	35 6%	27 5%	21 7%	5 5% *	11 6%	112 6%	11 3%	70 5%	40 6%	13 5%	44 7%	80 5%	20 3%	104 7% f	76 6%	47 5%
Net: Very/Fairly favourable	637 29%	327 30%	308 27%	63 26%	139 37% DGHI	109 31%	108 29%	94 27%	124 24%	202 32% L	217 30%	219 25%	87 29%	206 35% OP	137 27%	181 25%	398 32% R	240 24%	154 29% U	161 28%	115 23%	113 38% STUX	41 38% U*	53 27%	547 29%	90 27%	398 31% c	179 28%	60 21%	233 36% e	404 26%	263 38% g	374 24%	387 30%	250 27%
Net: Very/Fairly unfavourable	922 42%	447 42%	465 41%	86 35% E	97 26%	124 35% E	168 45% DEF	150 43% EF	297 57% DEFGH	184 29%	291 40% J	447 52% JK	95 31%	178 30%	225 44% MN	377 52% MNO	508 41%	414 42%	218 41%	246 42% V	232 46% V	100 34%	42 38% *	84 43%	775 41%	147 45%	532 41%	258 40%	131 46%	203 31%	719 46% d	236 35%	685 45% f	509 39%	413 45% h
Net Difference	-285 -13%	-120 -11%	-157 -14%	-23 -10%	41 11%	-15 -4%	-60 -16%	-56 -16%	-173 -33%	18 3%	-75 -10%	-228 -26%	-8 -3%	29 5%	-88 -17%	-196 -27%	-111 -9%	-174 -18%	-64 -12%	-85 -15%	-118 -23%	13 4%	-1 *	-31 -16%	-228 -12%	-57 -17%	-134 -10%	-80 -12%	-71 -25%	30 5%	-315 -20%	27 4%	-311 -20%	-122 -9%	-163 -18%
Mean	-0.28	-0.23	-0.31	-0.16 I	0.15 DFGHI	-0.17 I	-0.32 I	-0.35 I	-0.61	0.03 KL	-0.25 L	-0.51	-0.05 OP	0.03 OP	-0.35	-0.52	-0.20 R	-0.37	-0.27	-0.32	-0.42	0.02 STUX	-0.05 U*	-0.36	-0.26	-0.36	-0.25	-0.25	-0.43	* e	-0.39	-0.01 g	-0.40	-0.21 i	-0.38

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

All Adults aged 18+ in Great Britain

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
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Very favourable (2)	197 9%	19 3%	115 21% BDE	22 13% B	19 7% B	103 13% G	64 8%	43 8% KMO	138 12% KMOQ	181 23% HIKLMNOPQ	5 1%	98 19% HIKMNOQ	35 4% K	90 15% HIKMOQ	33 5% K	50 16% HKMOQ	69 8% KMO	52 8% U	124 12% RUWa	197 31% RSUVWXYZabc	- -	53 12% RU	104 10% U	45 12% RU	118 11% U	51 10% U	127 10% U	46 15% RUWZa	98 12% RUa	62 13%	112 10%
Fairly favourable (1)	440 20%	67 10%	194 36% BE	51 30% BE	39 15% B	220 27% G	109 13%	71 13% K	337 29% HKMOPQ	354 45% HIKLMNOPQ	22 3%	184 35% HIKMOPQ	81 10% K	191 32% HKMOPQ	74 11% K	55 17% KMO	213 24% HKMOP	112 18% U	254 25% RUXZ	440 69% RSUVWXYZabc	- -	87 20% UZ	225 23% RUXZ	59 16% U	275 25% RUWXZ	77 15% U	318 25% RUWXZ	64 21% UXZ	208 26% RUVWXZ	75 15%	301 26% d
Neither favourable nor unfavourable (0)	539 24%	128 19%	115 21%	56 33% BC	70 27% B	200 25%	163 20%	95 18% K	258 22% JKMOP	145 18% K	89 11%	126 24% HJKMOP	117 15% K	142 24% HJKMOP	107 16% K	43 14%	184 21% KMOP	119 19% TUX	211 20% TUX	- -	- -	83 20% TUX	205 21% TUX	50 14% TU	247 23% STUXZc	86 17% TU	294 23% RSTUWXZbc	51 17% TU	155 19% TUX	91 19%	312 27% d
Fairly unfavourable (-1)	428 19%	185 27% CD	70 13%	16 9%	54 21% CD	155 19%	162 20%	135 26% IJLNP	201 17% JL	76 10%	252 30% HIJLMNOPQ	69 13% J	195 25% IJLNP	99 17% JL	167 25% IJLNP	54 17% J	210 24% IJLNP	153 25% STWZabc	189 18% T	- -	428 46% RSTVWXYZabc	97 23% Tb	198 20% T	74 20% T	222 21% ST	106 21% T	254 20% T	54 18% T	157 20% T	86 18%	220 19%
Very unfavourable (-2)	494 22%	281 41% CDE	31 6%	20 12% C	67 26% CD	107 13%	296 37% F	178 34% IJLNQ	206 18% JLN	15 2%	459 55% HIJLMNOPQ	43 8% J	350 44% HIJLNPQ	58 10% J	278 41% HIJLNPQ	108 34% IJLNQ	194 22% IJLN	176 28% STVYac	223 22% Ta	- -	494 54% RSTVWXYZabc	98 23% Ta	249 25% STYac	134 37% RSTVWYabc	212 20% Ta	182 36% RSTVWYabc	216 17% T	82 27% TYa	175 22% TYa	168 34% e	162 14%
Don't know	123 6%	10 1%	11 2%	6 3%	8 3%	30 4% G	14 2%	8 1%	34 3% KLMQ	19 2%	11 1%	7 1%	13 2%	14 2%	17 3% K	6 2%	12 1%	10 2% TU	30 3% TUWYc	- -	- -	7 2% TU	13 1% TU	3 1% TU	10 1% TU	10 2% TU	50 4% RSTUVWXYbc	3 1% TU	8 1% TU	7 1%	63 5% d
Net: Very/Fairly favourable	637 29%	86 12%	309 58% BDE	74 43% BE	58 23% B	323 40% G	173 21%	114 22% KMO	475 40% HKMOPQ	535 68% HIKLMNOPQ	27 3%	282 53% HIKMNOPQ	116 15% K	281 47% HIKMOPQ	106 16% K	105 33% HKMO	282 32% HKMO	165 26% U	378 37% RUWXZ	637 100% RSUVWXYZabc	- -	140 33% RUZ	329 33% RUZ	103 28% U	393 36% RUWXZ	129 25% U	445 35% RUXZ	109 37% RUXZ	306 38% RUWXZa	137 28%	413 35% d
Net: Very/Fairly unfavourable	922 42%	466 68% CDE	101 19%	37 21%	121 47% CD	262 32%	458 57% F	313 59% IJLNPQ	407 35% JLN	92 12%	711 85% HIJLMNOPQ	112 21% J	545 69% HIJLNPQ	157 26% JL	446 66% HIJLNPQ	162 51% IJLN	404 46% IJLN	330 53% STVWYabc	412 40% Ta	- -	922 100% RSTVWXYZabc	195 46% TYa	447 45% STYac	208 57% STVWYabc	434 40% Ta	288 56% STVWYabc	470 37% T	136 45% Ta	331 41% Ta	254 52% e	383 33%
Net Difference	-285 -13%	-381 -55%	208 39%	37 21%	-63 -25%	61 8%	-286 -35%	-199 -38%	68 6%	444 56%	-684 -82%	170 32%	-429 -54%	124 21%	-339 -50%	-57 -18%	-122 -14%	-165 -26%	-34 -3%	637 100%	-922 -100%	-55 -13%	-117 -12%	-105 -29%	-41 -4%	-159 -31%	-25 -2%	-26 -9%	-26 -3%	-116 -24%	31 3%
Mean	-0.28	-0.95	0.56 BDE	0.23 BE	-0.45 B	0.07 G	-0.65	-0.64 KMO	* HKMOPQ	0.79 HIKLMNOPQ	-1.38	0.43 HIKMNOPQ	-0.96 K	0.27 HIKMOPQ	-0.89 K	-0.37 HKMO	-0.28 HKMO	-0.47 U	-0.13 RUWXZ	1.31 RSUVWXYZabc	-1.54	-0.24 RUXZ	-0.27 RUXZ	-0.54 U	-0.13 RUWXZ	-0.58 U	-0.09 RUWXZ	-0.21 RUXZ	-0.13 RUWXZ	-0.46	-0.02 d

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	165 7%	92 9%	73 6%	13 5%	33 9%	32 9%	20 5%	19 6%	48 9%	46 7%	52 7%	67 8%	18 6%	49 8%	32 6%	52 7%	92 7%	73 7%	37 7%	44 8%	35 7%	29 10% X	13 12% X*	7 4%	142 7%	24 7%	118 9% b	33 5%	14 5%	66 10% e	100 6%	62 9% g	103 7%	109 8%	57 6%
Fairly favourable (1)	459 21%	210 19%	248 22%	37 15%	75 20%	65 18%	80 21%	82 24% D	120 23% D	112 18%	144 20%	202 23% J	47 16%	118 20%	105 21%	163 22% M	292 23% R	167 17%	104 20%	129 22% X	120 24% X	57 19%	22 20% *	28 14%	372 20%	87 26% Y	277 21%	115 18%	66 23%	148 23%	310 20%	157 23%	302 20%	261 20%	198 22%
Neither favourable nor unfavourable (0)	485 22%	222 21%	261 23%	57 23%	89 23%	71 20%	84 22%	63 18%	122 23%	146 23%	154 21%	185 21%	69 23%	120 20%	118 23%	165 23%	256 21%	229 23%	118 22% X	128 22% X	126 25% X	69 23% X	19 18% *	25 13%	405 21%	80 24%	279 22%	142 22%	63 22%	152 23%	333 21%	129 19%	356 23% f	270 21%	215 23%
Fairly unfavourable (-1)	415 19%	196 18%	216 19%	47 19%	67 18%	66 19%	62 16%	76 22%	97 19%	114 18%	128 17%	173 20%	54 18%	115 19%	83 16%	146 20%	242 20%	173 18%	109 20%	109 19%	89 17%	54 18%	18 17% *	37 19%	368 19%	47 14%	238 18%	121 19%	56 20%	115 18%	301 19%	145 21% g	270 18%	245 19%	170 19%
Very unfavourable (-2)	615 28%	328 30% C	276 25%	76 31%	94 25%	97 27%	125 33% EI	97 28%	127 24%	170 27%	222 30%	224 26%	94 31%	156 26%	159 31%	193 26%	321 26%	294 30%	145 27%	149 26%	122 24%	78 26%	32 30% *	88 45% STUVW	528 28%	87 26%	334 26%	204 32% a	77 27%	147 22%	468 30% d	179 26%	437 28%	372 28%	243 27%
Don't know	82 4%	30 3%	52 5%	15 6% GHI	20 5% GHI	26 7% GHI	7 2%	7 2%	7 1%	35 6% L	32 4% L	14 2%	20 6% OP	39 7% OP	11 2%	11 2%	39 3%	43 4%	19 4%	21 4%	17 3%	13 4%	4 3% *	9 5%	76 4%	6 2%	45 3%	30 5%	7 2%	26 4%	56 4%	13 2%	69 4% f	49 4%	33 4%
Net: Very/Fairly favourable	624 28%	302 28%	321 29%	50 20%	108 29% D	97 27%	99 26%	102 29% D	168 32% D	158 25%	196 27%	270 31% J	66 22%	167 28%	137 27%	215 29% M	384 31% R	240 25%	141 26%	173 30% X	155 30% X	86 29% X	35 32% X*	35 18%	514 27%	110 33% Y	396 31% b	148 23%	80 28%	214 33% e	410 26%	219 32% g	405 26%	370 28%	254 28%
Net: Very/Fairly unfavourable	1030 46%	523 49% C	492 44%	123 50%	161 43%	163 46%	187 50%	173 50%	224 43%	284 46%	349 48%	397 46%	148 49%	271 45%	242 48%	339 46%	564 45%	466 48%	254 48%	258 45%	211 42%	131 44%	51 47% *	125 64% STUVW	896 47% Z	134 41%	572 44%	325 50% a	133 47%	262 40%	769 49% d	324 47%	707 46%	617 47%	413 45%
Net Difference	-406 -18%	-221 -21%	-171 -15%	-73 -30%	-53 -14%	-66 -18%	-87 -23%	-72 -21%	-56 -11%	-126 -20%	-153 -21%	-127 -15%	-83 -27%	-104 -17%	-106 -21%	-124 -17%	-179 -14%	-227 -23%	-113 -21%	-86 -15%	-57 -11%	-45 -15%	-15 -14%	-90 -46%	-382 -20%	-24 -7%	-176 -14%	-177 -27%	-53 -19%	-48 -7%	-359 -23%	-105 -15%	-301 -20%	-247 -19%	-159 -17%
Mean	-0.40	-0.44	-0.35	-0.59	-0.32 D	-0.39	-0.52	-0.44	-0.26 DG	-0.42	-0.46	-0.33	-0.56	-0.38	-0.47	-0.37	-0.34 R	-0.48	-0.43 X	-0.34 X	-0.29 X	-0.33 X	-0.33 X*	-0.92	-0.42	-0.27	-0.31 b	-0.57	-0.42	-0.21 e	-0.48	-0.33	-0.43	-0.41	-0.39

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	165 7%	105 15% CDE	15 3%	11 7% C	16 6% C	48 6%	90 11% F	134 25% IJKLMNOPQ	15 1%	51 7% I	79 9% IM	58 11% IJMQ	52 7% I	50 8% I	58 9% I	41 13% IJMNOQ	62 7% I	165 26% STUWYZac	- -	44 7% SWYac	83 9% SWYac	113 27% STUWYZac	18 2% S	94 26% STUWYZac	20 2% S	96 19% STUWYac	39 3% SWYc	85 28% STUWYZac	14 2% S	92 19% e	32 3%
Fairly favourable (1)	459 21%	247 36% CDE	52 10%	31 18% C	28 11%	161 20%	188 23%	272 51% IJKLMNOPQ	73 6%	114 14% I	239 28% IJLMNOQ	106 20% IJN	178 23% IJN	93 16% I	167 25% IJNQ	79 25% IJN	178 20% IJN	459 74% STUVWXYZabc	- -	121 19% SWYac	247 27% STWYac	203 48% STUWXYZac	75 8% S	138 38% STUWYac	120 11% SWc	216 42% STUWYac	141 11% SWc	135 45% STUWXYac	61 8% S	160 33% e	180 15%
Neither favourable nor unfavourable (0)	485 22%	175 25% C	78 15%	41 24% C	58 23% C	152 19%	184 23%	79 15%	190 16%	116 15%	175 21% HIJQ	102 19% HJQ	145 18% JQ	104 18% J	140 21% HIJQ	72 23% HIJNQ	132 15%	- -	- -	89 14% RS	178 19% RSTVWbc	56 13% RS	113 11% RS	61 17% RSWb	186 17% RSTWbc	103 20% RSTVWbc	219 17% RSTWbc	32 11% RS	105 13% RS	115 24% e	210 18%
Fairly unfavourable (-1)	415 19%	80 12%	143 27% BE	46 26% BE	45 18% B	177 22% G	137 17%	26 5%	329 28% HJKLMNOPQ	195 25% HKMOPQ	122 15% H	119 22% HKMOP	128 16% HP	131 22% HKMOP	110 16% HP	35 11% H	184 21% HKMOP	- -	415 40% RTUVWXYZabc	145 23% RUVXZb	155 17% RVXZb	29 7% R	262 26% RUVXZb	31 9% R	270 25% RUVXZb	48 9% R	310 25% RUVXZb	27 9% R	194 24% RUVXZb	50 10%	277 24% d
Very unfavourable (-2)	615 28%	78 11%	243 45% BD	39 23% B	106 42% BD	263 32% G	199 25%	16 3%	555 47% HJKLMNOPQ	306 39% HKLOP	219 26% H	139 26% H	280 35% HKLOP	214 36% HKLOP	195 29% H	87 27% H	321 36% HKLOP	- -	615 60% RTUVWXYZabc	233 37% RUVXZb	257 28% RVXZb	21 5% R	524 53% RTUVXYZab	39 11% RVb	481 44% RTUVXZab	45 9% RV	528 42% RTUVXZb	20 7% R	423 53% RTUVXYZab	68 14%	442 38% d
Don't know	82 4%	5 1%	6 1%	5 3%	4 1%	13 2%	8 1%	3 1%	13 1%	9 1% N	5 1%	4 1%	7 1%	3 *	6 1%	1 *	5 1%	- -	- -	6 1% RS	3 *	3 1% RS	3 *	1 *	5 1% S	3 1% RS	22 2% RSUWYc	1 *	2 * S	3 1%	30 3% d
Net: Very/Fairly favourable	624 28%	352 51% CDE	66 12%	42 25% C	43 17%	210 26%	278 34% F	405 77% IJKLMNOPQ	88 7%	165 21% I	317 38% IJLMNOQ	163 31% IJN	230 29% IJN	142 24% I	225 33% IJMNQ	120 38% IJLMNQ	240 27% IJ	624 100% STUVWXYZabc	- -	165 26% SWYac	330 36% STWYac	316 74% STUWXYZac	93 9% S	232 64% STUWYac	141 13% SWc	313 61% STUWYac	179 14% SWc	220 73% STUWXYZac	75 9% S	252 52% e	212 18%
Net: Very/Fairly unfavourable	1030 46%	158 23%	386 72% BDE	84 49% B	151 59% B	440 54% G	336 42%	42 8%	884 75% HJKLMNOPQ	501 63% HKLMNOPQ	341 41% H	258 49% HKP	408 52% HKOP	345 58% HKLMOP	304 45% HK	122 39% H	505 57% HKLMOP	- -	1030 100% RTUVWXYZabc	378 59% RUVXZb	412 45% RVXZb	50 12% R	786 79% RTUVXYZab	70 19% RV	752 69% RTUVXZab	93 18% RV	838 67% RTUVXZb	46 15% RV	617 77% RTUVXYZab	118 24%	718 61% d
Net Difference	-406 -18%	194 28%	-319 -60%	-42 -24%	-108 -42%	-230 -28%	-58 -7%	363 69%	-796 -68%	-336 -42%	-24 -3%	-95 -18%	-178 -22%	-203 -34%	-79 -12%	-2 -1%	-265 -30%	624 100%	-1030 -100%	-213 -33%	-82 -9%	266 63%	-693 -70%	162 44%	-611 -56%	220 43%	-659 -52%	173 58%	-542 -68%	134 27%	-506 -43%
Mean	-0.40	0.32 CDE	-1.03	-0.42 CE	-0.79 C	-0.55	-0.21 F	0.91 IJKLMNOPQ	-1.15	-0.75 I	-0.20 IJMNOQ	-0.34 IJMNQ	-0.52 IJ	-0.62 IJ	-0.32 IJMNQ	-0.15 IJLMNQ	-0.60 IJ	1.26 STUVWXYZabc	-1.60	-0.64 SWYac	-0.28 STWYac	0.85 STUWXYZac	-1.21 S	0.60 STUWYac	-0.99 SWc	0.53 STUWYac	-0.93 SWYc	0.80 STUWXYZac	-1.19 S	0.32 e	-0.80

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	107	65	42	10	13	22	10	14	39	23	31	53	12	27	16	47	61	46	19	31	20	24	5	8	91	17	70	23	14	37	70	44	63	61	46
	5%	6%	4%	4%	3%	6%	3%	4%	7%	4%	4%	6%	4%	5%	3%	6%	5%	5%	4%	5%	4%	8%	4%	4%	5%	5%	5%	4%	5%	6%	4%	6%	4%	5%	5%
		C				G			EG							O						SU	*									g			
Fairly favourable (1)	257	146	111	20	56	30	39	29	84	75	69	113	28	72	48	87	137	120	49	76	64	42	16	10	229	28	162	58	37	79	178	80	177	140	117
	12%	14%	10%	8%	15%	8%	10%	8%	16%	12%	9%	13%	9%	12%	9%	12%	11%	12%	9%	13%	13%	14%	15%	5%	12%	9%	13%	9%	13%	12%	11%	12%	12%	11%	13%
		C			DFH				DFGH											X	X	X	X*				b								
Neither favourable nor unfavourable (0)	542	240	298	84	127	83	83	68	96	211	166	164	103	166	119	141	272	270	132	155	125	72	20	37	450	92	309	175	58	191	351	134	408	327	215
	24%	22%	26%	34%	34%	23%	22%	20%	18%	34%	23%	19%	34%	28%	23%	19%	22%	28%	25%	27%	25%	24%	19%	19%	24%	28%	24%	27%	20%	29%	22%	20%	27%	25%	23%
				FGHI	FGHI					KL			OP	P				Q					*							e			f		
Fairly unfavourable (-1)	357	149	204	46	42	45	70	72	81	89	115	153	50	70	94	131	211	146	97	91	87	42	27	14	308	49	207	96	53	91	266	104	252	222	135
	16%	14%	18%	19%	11%	13%	18%	21%	16%	14%	16%	18%	17%	12%	19%	18%	17%	15%	18%	16%	17%	14%	24%	7%	16%	15%	16%	15%	19%	14%	17%	15%	16%	17%	15%
			B	E			E	EF							N	N			X	X	X	X	TVX*												
Very unfavourable (-2)	727	401	315	49	82	116	153	133	193	131	269	327	61	165	194	277	445	282	174	173	148	93	32	107	617	110	417	213	96	184	542	275	451	421	305
	33%	37%	28%	20%	22%	33%	41%	39%	37%	21%	37%	38%	20%	28%	38%	38%	36%	29%	33%	30%	29%	31%	29%	55%	33%	33%	32%	33%	34%	28%	35%	40%	29%	32%	33%
		C			DE	DEF	DE	DE	DE		J	J		M	MN	MN	R						*	STUVW						d	g			
Don't know	231	75	156	37	57	60	22	28	27	94	82	56	47	97	37	48	118	113	60	53	66	25	9	18	197	35	126	80	25	70	161	47	185	134	97
	10%	7%	14%	15%	15%	17%	6%	8%	5%	15%	11%	6%	16%	16%	7%	7%	9%	12%	11%	9%	13%	8%	9%	9%	10%	11%	10%	12%	9%	11%	10%	7%	12%	10%	11%
			B	GHI	GHI	GHI				L	L		OP	OP									*									f		
Net: Very/Fairly favourable	364	211	153	29	69	52	48	43	123	98	100	166	40	100	64	133	198	166	69	107	84	66	21	18	319	45	232	81	51	117	247	125	240	201	163
	16%	20%	14%	12%	18%	15%	13%	12%	24%	16%	14%	19%	13%	17%	13%	18%	16%	17%	13%	19%	16%	22%	19%	9%	17%	14%	18%	13%	18%	18%	16%	18%	16%	15%	18%
		C			H				DFGH			K				O				SX	X	SX	X*				b								
Net: Very/Fairly unfavourable	1083	551	519	95	125	161	223	205	275	220	384	480	111	234	289	408	656	428	270	264	235	135	58	121	925	159	625	309	149	275	808	380	704	643	440
	49%	51%	46%	39%	33%	45%	59%	60%	53%	35%	52%	55%	37%	39%	57%	56%	53%	44%	51%	46%	46%	45%	54%	62%	49%	48%	48%	48%	53%	42%	52%	55%	46%	49%	48%
		C				E	DEF	DEF	DE		J	J			MN	MN	R						*	STUV						d	g			
Net Difference	-719	-339	-366	-66	-56	-109	-174	-162	-152	-122	-284	-314	-71	-135	-225	-275	-458	-261	-202	-157	-151	-69	-38	-104	-605	-114	-392	-228	-98	-159	-561	-255	-464	-442	-277
	-32%	-32%	-33%	-27%	-15%	-31%	-46%	-47%	-29%	-20%	-39%	-36%	-24%	-23%	-44%	-38%	-37%	-27%	-38%	-27%	-30%	-23%	-35%	-53%	-32%	-34%	-30%	-35%	-35%	-24%	-36%	-37%	-30%	-34%	-30%
Mean	-0.67	-0.67	-0.66	-0.50	-0.39	-0.69	-0.90	-0.89	-0.62	-0.43	-0.80	-0.73	-0.47	-0.54	-0.85	-0.74	-0.75	-0.57	-0.76	-0.57	-0.63	-0.50	-0.65	-1.15	-0.67	-0.70	-0.63	-0.74	-0.70	-0.52	-0.73	-0.76	-0.63	-0.69	-0.66
				GH	FGHI				GH	KL			OP	OP				Q	X	SX	X	SX	X*							e			f		

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	107 5%	72 10% CDE	7 1%	8 5% C	11 4% C	29 4%	67 8% F	64 12% IJKLMNQ	15 1%	36 5% IQ	67 8% IJNQ	33 6% IQ	68 9% IJNQ	31 5% IQ	60 9% IJNQ	64 20% HIJKLMNOQ	21 2% I	68 11% STUWYac	25 2% Yac	35 6% SWYac	64 7% SWYac	57 13% STUWYac	27 3% Yac	107 29% RSTUVWYZabc	- -	81 16% RSTUWYac	16 1% Y	63 21% RSTUVWYZac	10 1% Y	71 14% e	11 1%
Fairly favourable (1)	257 12%	155 22% CDE	21 4%	15 9% C	23 9% C	62 8%	146 18% F	153 29% IJKLMNOQ	44 4%	68 9% I	147 18% IJMNQ	71 14% IJQ	116 15% IJNQ	64 11% IJQ	106 16% IJNQ	93 30% IJKLMNOQ	64 7% I	164 26% STUWYac	45 4% Y	68 11% SWYac	144 16% STWYac	134 31% RSTUWYac	56 6% SYac	257 71% RSTUVWYZabc	- -	151 29% STUWYac	49 4% Y	119 40% RSTUVWYZac	27 3% Y	138 28% e	53 4%
Neither favourable nor unfavourable (0)	542 24%	200 29% CDE	105 20%	33 19%	50 20%	155 19%	207 26% F	179 34% IJKLMNOPQ	172 15%	132 17% N	209 25% IJLNQ	92 17% N	180 23% IJLNQ	81 14%	169 25% IJLNQ	68 22% IJN	167 19% IN	210 34% STUVWXYabc	129 13% WXY	103 16% SWXYc	218 24% STWXYac	122 29% STUWXYac	102 10% XY	- -	- -	150 29% STUWXYac	206 16% SWXYc	73 24% STWXYac	91 11% XY	139 29% e	216 18%
Fairly unfavourable (-1)	357 16%	122 18%	89 17%	22 13%	45 18%	131 16%	138 17%	69 13%	218 19% HJLMNPQ	126 16% P	136 16% P	76 14%	122 15%	93 16% P	114 17% P	35 11%	136 15%	87 14% Xb	170 16% XZb	91 14% Xb	169 18% RVXZb	55 13% X	183 18% RSTVXZbc	- -	357 33% RSTUVWXZabc	59 12% X	243 19% RSTVXZbc	29 10% X	129 16% XZb	63 13%	201 17%
Very unfavourable (-2)	727 33%	106 15%	279 52% B	85 49% B	115 45% B	381 47% G	205 25%	37 7%	634 54% HJKLMNOP	373 47% HKMOP	220 26% HP	234 44% HKMOP	256 32% HKOP	289 49% HKMOP	188 28% HP	48 15% H	458 52% HJKLMOP	53 9% Xb	582 56% RTUVXZab	302 47% RUVXZb	265 29% RVXZb	41 10% XZb	574 58% RTUVXZab	- -	727 67% RSTUVWXZab	34 7% X	641 51% RUVXZb	13 4% X	531 66% RSTUVWXZab	60 12%	568 48% d
Don't know	231 10%	35 5%	35 7%	9 5%	12 5%	56 7%	44 6%	29 5% P	92 8% LPQ	56 7% LPQ	60 7% LPQ	21 4%	49 6% PQ	37 6% LPQ	40 6% P	7 2%	36 4%	42 7% VXYbc	80 8% VWXYbc	38 6% XYbc	62 7% VXYbc	16 4% XYbc	53 5% XYbc	- -	- -	36 7% VXYbc	103 8% TVWXYbc	3 1% XY	12 2% XY	16 3%	122 10% d
Net: Very/Fairly favourable	364 16%	227 33% CDE	28 5%	23 13% C	34 13% C	91 11%	213 26% F	216 41% IJKLMNOQ	58 5%	104 13% IQ	214 25% IJLNQ	104 20% IJNQ	184 23% IJNQ	95 16% IJQ	166 24% IJNQ	157 50% HIJKLMNOQ	85 10% I	232 37% STUWYac	70 7% Yac	103 16% SWYac	208 23% STWYac	190 45% RSTUWYac	83 8% SYac	364 100% RSTUVWYZabc	- -	232 45% RSTUWYac	65 5% Y	183 61% RSTUVWYZac	37 5% Y	209 43% e	64 5%
Net: Very/Fairly unfavourable	1083 49%	229 33%	369 69% B	107 62% B	159 62% B	513 63% G	343 42%	106 20%	852 73% HJKLMNOPQ	499 63% HKLMOP	356 42% HP	310 59% HKMOP	377 48% HKP	381 64% HKLMOP	302 45% HP	83 26% H	593 67% HJKLMOP	141 23% XZb	752 73% RTUVXZab	393 62% RUVXZb	434 47% RVXZb	97 23% XZb	756 76% RSTUVXZab	- -	1083 100% RSTUVWXZabc	93 18% X	884 70% RTUVXZb	41 14% X	659 82% RSTUVWXZab	124 25%	769 66% d
Net Difference	-719 -32%	-2 *	-340 -63%	-84 -49%	-125 -49%	-421 -52%	-130 -16%	110 21%	-794 -68%	-395 -50%	-142 -17%	-206 -39%	-193 -24%	-286 -48%	-136 -20%	74 23%	-508 -58%	91 15%	-682 -66%	-290 -45%	-226 -25%	94 22%	-673 -68%	364 100%	-1083 -100%	139 27%	-819 -65%	141 47%	-623 -78%	85 17%	-705 -60%
Mean	-0.67	-0.06 CDE	-1.22	-0.98 C	-0.94 C	-1.02	-0.35 F	0.27 IJKLMNOQ	-1.31	-1.00 IQ	-0.38 IJLMNQ	-0.80 IJNQ	-0.51 IJLNQ	-0.97 IQ	-0.41 IJLNQ	0.29 IJKLMNOQ	-1.12 I	0.18 STUWYac	-1.30 Yc	-0.93 SWYac	-0.50 STWYac	0.27 STUWYac	-1.30 Yc	1.29 RSTUVWYZabc	-1.67	0.39 RSTUWYac	-1.25 SYc	0.65 RSTUVWYZac	-1.45 Y	0.20 e	-1.20

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	84 4%	64 6% C	20 2%	10 4% G	20 5% G	21 6% G	5 1%	9 3%	20 4% G	30 5%	25 3%	29 3%	15 5% O	30 5% O	10 2%	21 3%	52 4%	33 3%	13 3%	23 4%	16 3%	18 6% S	9 9% SUX*	5 2%	78 4%	6 2%	58 5%	20 3%	6 2%	39 6% e	46 3%	39 6% g	46 3%	57 4%	28 3%
Fairly favourable (1)	340 15%	181 17%	160 14%	37 15%	57 15%	45 13%	51 14%	58 17%	93 18%	94 15%	96 13%	150 17% K	43 14%	84 14%	73 14%	119 16%	211 17% R	129 13%	74 14%	97 17% X	77 15%	52 17% X	21 20% X*	18 9%	279 15%	62 19%	221 17% b	77 12%	42 15%	122 19% e	219 14%	121 18% g	219 14%	202 15%	138 15%
Neither favourable nor unfavourable (0)	633 29%	280 26%	349 31% B	77 31%	125 33% FH	88 25%	111 29%	88 26%	145 28%	201 32% L	199 27%	233 27%	97 32%	167 28%	147 29%	203 28%	348 28%	285 29%	159 30% X	148 26%	165 32% TX	92 31% X	29 26% *	40 21%	535 28%	99 30%	346 27%	206 32% a	82 29%	190 29%	444 28%	165 24%	468 30% f	363 28%	270 30%
Fairly unfavourable (-1)	437 20%	198 18%	236 21%	50 21%	63 17%	68 19%	84 22%	72 21%	101 19%	113 18%	152 21%	172 20%	60 20%	105 17%	112 22%	144 20%	251 20%	187 19%	96 18%	114 20%	106 21%	61 21%	22 21% *	38 20%	369 20%	68 21%	261 20%	121 19%	55 20%	115 18%	322 21%	140 21%	297 19%	271 21%	166 18%
Very unfavourable (-2)	557 25%	303 28% C	244 22%	38 16%	74 20%	92 26% D	114 30% DE	104 30% DE	135 26% D	112 18%	207 28% J	238 28% J	47 16%	144 24% M	144 28% M	207 28% M	302 24%	255 26%	145 27% UV	153 26% UV	102 20%	52 18%	22 20% *	83 43% STUVW	483 26%	74 22%	312 24%	166 26%	79 28%	136 21%	422 27% d	180 26%	377 25%	320 25%	237 26%
Don't know	168 8%	52 5%	117 10% B	34 14% GHI	39 10% GHI	42 12% GHI	11 3%	14 4%	28 5%	73 12% KL	54 7%	42 5%	39 13% OP	68 11% OP	23 5%	36 5%	80 6%	89 9% Q	43 8%	45 8%	43 8%	23 8%	5 5% *	10 5%	146 8%	22 7%	94 7%	56 9%	19 7%	53 8%	116 7%	39 6%	130 8% f	92 7%	76 8%
Net: Very/Fairly favourable	425 19%	245 23% C	180 16%	46 19%	77 20%	65 18%	56 15%	67 19%	113 22% G	124 20%	121 17%	180 21%	59 19%	114 19%	83 16%	141 19%	263 21% R	162 17%	88 17%	120 21% X	93 18%	70 23% SX	30 28% SUX*	23 12%	357 19%	68 21%	279 22% b	97 15%	48 17%	160 25% e	264 17%	160 23% g	265 17%	259 20%	166 18%
Net: Very/Fairly unfavourable	995 45%	501 47%	480 43%	88 36%	137 36%	161 45% DE	198 53% DE	176 51% DE	235 45% DE	225 36%	359 49% J	411 47% J	107 35%	248 42%	256 50% MN	351 48% MN	553 44%	442 45%	241 45%	267 46%	208 41%	114 38%	44 41% *	121 62% STUVW	853 45%	142 43%	573 44%	287 44%	135 48%	251 38%	744 47% d	321 47%	674 44%	592 45%	403 44%
Net Difference	-570 -26%	-256 -24%	-300 -27%	-42 -17%	-60 -16%	-95 -27%	-142 -38%	-109 -32%	-122 -23%	-101 -16%	-237 -32%	-231 -27%	-48 -16%	-134 -22%	-173 -34%	-210 -29%	-290 -23%	-280 -29%	-153 -29%	-147 -25%	-115 -23%	-44 -15%	-14 -13%	-98 -50%	-496 -26%	-74 -22%	-294 -23%	-190 -29%	-86 -31%	-90 -14%	-480 -31%	-161 -24%	-409 -27%	-333 -26%	-237 -26%
Mean	-0.51	-0.48	-0.52	-0.33 GH	-0.34 GH	-0.53	-0.69	-0.62	-0.48 G	-0.33 KL	-0.62	-0.54	-0.31 OP	-0.47	-0.63	-0.57	-0.46	-0.56	-0.58 X	-0.52 X	-0.43 X	-0.28 STX	-0.25 SX*	-0.95	-0.52	-0.46	-0.46	-0.57	-0.60	-0.31 e	-0.59	-0.47	-0.53	-0.49	-0.53

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Hunt, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	84 4%	40 6%	18 3%	11 6%	7 3%	33 4%	39 5%	64 12% IJKLMNOQ	11 1%	39 5% I	34 4% I	39 7% IJKMNQ	27 3% I	29 5% I	33 5% I	28 9% IJKMNOQ	31 4% I	73 12% STUWYac	5 * W	40 6% SWYac	36 4% SWYac	84 20% RSTUWYZac	- -	58 16% RSTUWYZac	12 1% SW	61 12% STUWYac	13 1% SW	59 20% RSTUWYZac	9 1% SW	47 10% e	14 1%
Fairly favourable (1)	340 15%	188 27% CDE	38 7%	32 18% CE	20 8%	114 14%	157 19% F	212 40% IJKLMNOPQ	66 6%	99 13% I	172 21% IJMNOQ	113 21% IJMNOQ	119 15% I	93 16% IJ	110 16% IJ	71 22% IJMNOQ	127 14% I	243 39% STUWYZac	45 4% W	100 16% SWYac	159 17% SWYac	340 80% RSTUWXYZabc	- -	132 36% STUWYZac	84 8% SWc	159 31% STUWYac	105 8% SWc	137 46% RSTUWXYZac	41 5% W	136 28% e	128 11%
Neither favourable nor unfavourable (0)	633 29%	244 35% CDE	115 21%	45 26%	62 24%	202 25%	238 29%	167 31% IJKLMNPQ	227 19%	165 21%	222 27% IJMNQ	124 23% IN	185 23% I	113 19%	195 29% IJMNQ	80 25% IN	195 22% I	193 31% STUVWXYabc	149 14% VW	144 23% SVWc	248 27% SVWYabc	- -	- -	82 23% SVWc	213 20% SVWc	171 33% STUVWXYabc	266 21% SVWc	60 20% SVW	115 14% VW	151 31% e	272 23%
Fairly unfavourable (-1)	437 20%	107 15%	132 25% BE	38 22%	43 17%	180 22%	152 19%	52 10%	308 26% HKLMNOPQ	193 24% HKLOP	159 19% H	108 20% H	174 22% HK	132 22% H	134 20% H	57 18% H	204 23% HK	69 11% V	282 27% RTUVXZabc	129 20% RVXZb	187 20% RVXZb	- -	437 44% RSTUVXYZabc	49 13% V	286 26% RTUVXZb	67 13% V	310 25% RTUVXZb	30 10% V	197 25% RTUVXZb	72 15%	283 24% d
Very unfavourable (-2)	557 25%	89 13%	210 39% BD	38 22% B	113 44% BD	245 30% G	195 24%	16 3%	502 43% HJKLMNOPQ	259 33% HKLOP	220 26% H	127 24% H	259 33% HKLOP	204 34% HKLOP	180 27% H	72 23% H	304 34% HKLOP	24 4% V	504 49% RTUVXYZab	201 32% RVXZb	259 28% RVXZb	- -	557 56% RSTUVXYZab	34 9% RVb	471 43% RTUVXZab	34 7% RVb	485 39% RTUVXZb	10 3% V	431 54% RSTUVXYZab	66 13%	390 33% d
Don't know	168 8%	23 3%	23 4%	8 5%	10 4%	41 5%	27 3%	18 3%	61 5% LMQ	37 5% Q	31 4%	17 3%	27 3%	23 4% Q	24 4%	8 3%	21 2%	22 4% VWYbc	46 4% VWYbc	24 4% VWYbc	32 4% VWYbc	- -	- -	9 2% VWc	17 2% VWc	20 4% VWYbc	79 6% RSTUVWXYbc	3 1% VW	6 1% W	17 3%	84 7% d
Net: Very/Fairly favourable	425 19%	228 33% CE	56 11%	43 25% CE	28 11%	147 18%	196 24% F	276 52% IJKLMNOPQ	77 7%	138 17% I	206 25% IJMOQ	152 29% IJMNOQ	146 18% I	122 21% IJ	143 21% I	98 31% IJKMNOQ	158 18% I	316 51% STUWYZac	50 5% W	140 22% SWYac	195 21% SWYac	425 100% RSTUWXYZabc	- -	190 52% STUWYZac	97 9% SWc	220 43% STUWYac	118 9% SWc	196 66% RSTUWXYZac	50 6% SW	183 38% e	142 12%
Net: Very/Fairly unfavourable	995 45%	195 28%	342 64% BD	76 44% B	156 61% BD	425 52% G	347 43%	69 13%	810 69% HJKLMNOPQ	452 57% HKLOP	379 45% H	235 44% H	433 55% HKLOP	336 57% HKLOP	314 46% H	129 41% H	508 58% HKLOP	93 15% V	786 76% RTUVXYZab	329 52% RVXZb	447 48% RVXZb	- -	995 100% RSTUVXYZabc	83 23% RVb	756 70% RTUVXZab	101 20% RVb	796 63% RTUVXZb	40 13% V	628 79% RTUVXYZab	137 28%	673 57% d
Net Difference	-570 -26%	32 5%	-286 -53%	-33 -19%	-129 -50%	-278 -34%	-152 -19%	208 39%	-733 -62%	-314 -40%	-173 -21%	-82 -16%	-287 -36%	-214 -36%	-171 -25%	-30 -10%	-350 -40%	223 36%	-736 -71%	-190 -30%	-252 -27%	425 100%	-995 -100%	108 30%	-660 -61%	119 23%	-678 -54%	156 52%	-578 -72%	46 9%	-530 -45%
Mean	-0.51	-0.02 CDE	-0.93	-0.37 CE	-0.95	-0.63	-0.40 F	0.50 IJKLMNOPQ	-1.10	-0.71 I	-0.44 IJMNQ	-0.33 IJMNQ	-0.68 I	-0.68 I	-0.49 IJMNQ	-0.24 IJKMNOQ	-0.72 I	0.45 STUWYZac	-1.25 W	-0.57 SWYac	-0.53 SWYac	1.20 RSTUWXYZabc	-1.56	0.37 STUWYac	-1.05 SWc	0.30 STUWYac	-0.97 SWYc	0.69 RSTUWXYZac	-1.26 W	0.06 e	-0.83

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	175 8%	105 10% C	70 6%	17 7%	26 7%	27 8%	31 8%	22 6%	52 10%	43 7%	58 8%	74 9%	18 6%	48 8%	36 7%	59 8%	86 7%	89 9%	39 7% X	50 9% X	40 8% X	28 10% X	13 12% X*	4 2%	159 8%	17 5%	123 10% b	32 5%	20 7%	67 10% e	108 7%	54 8%	121 8%	105 8%	71 8%
Fairly favourable (1)	337 15%	153 14%	184 16%	33 13%	76 20% DFH	44 12%	53 14%	46 13%	84 16%	109 17%	98 13%	130 15%	40 13%	103 17%	72 14%	105 14%	177 14%	160 16%	84 16% X	100 17% X	76 15% X	44 15%	17 15% *	15 8%	287 15%	49 15%	210 16%	88 14%	38 14%	115 18%	221 14%	98 14%	239 16%	199 15%	137 15%
Neither favourable nor unfavourable (0)	379 17%	184 17%	193 17%	52 21% H	74 19%	66 19%	57 15%	51 15%	79 15%	126 20% L	123 17%	130 15%	70 23% NP	95 16%	88 17%	114 16%	194 16%	185 19%	89 17% X	105 18% X	96 19% X	58 20% X	12 11% *	19 10%	313 17%	66 20%	229 18%	104 16%	46 16%	126 19%	252 16%	93 14%	285 19% f	231 18%	147 16%
Fairly unfavourable (-1)	332 15%	140 13%	190 17% B	45 19%	59 16%	51 14%	54 14%	49 14%	73 14%	105 17%	105 14%	122 14%	53 17%	93 15%	72 14%	105 14%	209 17% R	123 13%	78 15%	79 14%	94 19%	42 14%	14 13% *	24 12%	275 15%	56 17%	181 14%	112 17%	38 14%	98 15%	233 15%	93 14%	239 16%	204 16%	128 14%
Very unfavourable (-2)	927 42%	471 44%	441 39%	82 33%	121 32%	148 42% E	176 47% DE	172 50% DEF	229 44% DE	203 33%	323 44% J	400 46% J	100 33%	224 38%	230 45% MN	342 47% MN	550 44% R	377 39%	221 42%	224 39%	190 37%	113 38%	49 45% *	130 67% STUVW	791 42%	136 41%	505 39%	286 44%	136 48% a	217 33%	710 45% d	336 49% g	591 38%	521 40%	405 44%
Don't know	72 3%	24 2%	48 4% B	15 6% GHI	22 6% GHI	19 5% GHI	6 2%	6 2%	4 1%	37 6% L	26 4% L	9 1%	22 7% OP	34 6% OP	11 2%	5 1%	29 2%	43 4% Q	20 4%	22 4%	12 2%	12 4%	4 3% *	2 1%	66 3%	6 2%	43 3%	25 4%	3 1%	30 5% e	42 3%	10 1%	62 4% f	45 3%	27 3%
Net: Very/Fairly favourable	512 23%	258 24%	254 23%	50 20%	102 27% H	72 20%	84 22%	68 20%	136 26%	152 24%	155 21%	204 24%	58 19%	151 25%	108 21%	163 22%	263 21%	249 25% Q	123 23% X	151 26% X	116 23% X	72 24% X	30 28% X*	20 10%	446 24%	66 20%	334 26% b	120 19%	59 21%	182 28% e	330 21%	152 22%	359 23%	304 23%	208 23%
Net: Very/Fairly unfavourable	1259 57%	611 57%	631 56%	127 52%	181 48%	199 56%	229 61% DE	221 64% DEF	302 58% E	308 49%	428 58% J	523 60% J	152 50%	317 53%	302 59% M	448 61% MN	758 61% R	500 51%	299 56%	303 52%	285 56%	155 52%	63 58% *	154 79% STUVW	1066 56%	192 58%	686 53%	398 62% a	175 62% a	315 48%	943 60% d	428 63% g	830 54%	725 56%	533 58%
Net Difference	-747 -34%	-353 -33%	-378 -34%	-77 -32%	-78 -21%	-127 -36%	-145 -39%	-153 -44%	-166 -32%	-155 -25%	-273 -37%	-319 -37%	-95 -31%	-166 -28%	-194 -38%	-284 -39%	-495 -40%	-251 -26%	-176 -33%	-152 -26%	-168 -33%	-83 -28%	-33 -30%	-134 -69%	-621 -33%	-126 -38%	-353 -27%	-278 -43%	-116 -41%	-133 -20%	-614 -39%	-276 -40%	-471 -31%	-421 -32%	-325 -36%
Mean	-0.70	-0.68	-0.69	-0.62 H	-0.49 FGH	-0.74	-0.78	-0.89	-0.66 H	-0.54 KL	-0.76	-0.75	-0.63	-0.61	-0.78	-0.78	-0.79	-0.58 Q	-0.70 X	-0.58 X	-0.64 X	-0.59 X	-0.65 X*	-1.35	-0.69	-0.76	-0.59 bc	-0.86	-0.83	-0.45 e	-0.80	-0.83	-0.64 f	-0.67	-0.74

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	175 8%	107 16% CDE	16 3%	9 5%	11 4%	26 3%	113 14% F	120 23% IJKLMNOQ	17 1%	42 5% I	103 12% IJNQ	52 10% IJNQ	89 11% IJNQ	41 7% I	85 13% IJNQ	56 18% IJKLMNOQ	45 5% I	127 20% STUWYac	32 3% a	48 8% SWYac	100 11% SWYac	85 20% STUWYac	33 3% Yac	110 30% RSTUVWYac	26 2% a	175 34% RSTUVWYabc	- -	83 28% RSTUVWYac	17 2% a	115 24% e	19 2%
Fairly favourable (1)	337 15%	201 29% CDE	30 6%	23 13% C	26 10% C	95 12%	172 21% F	199 38% IJKLMNOQ	54 5%	96 12% I	182 22% IJLMNOQ	85 16% IJNQ	140 18% IJNQ	65 11% I	123 18% IJNQ	109 34% IJKLMNOQ	94 11% I	185 30% STUWYac	61 6% a	80 13% SWYac	188 20% STWYac	135 32% STUWYac	67 7% a	122 34% STUWYac	68 6% a	337 66% RSTUVWXYab c	- -	104 35% STUWYac	47 6% a	154 32% e	91 8%
Neither favourable nor unfavourable (0)	379 17%	147 21% CD	59 11%	17 10%	38 15%	85 10%	160 20% F	105 20% IJLNQ	107 9%	78 10%	149 18% IJLNQ	44 8%	126 16% IJLNQ	54 9%	108 16% IJLNQ	50 16% IJLNQ	94 11%	125 20% STWYZac	91 9% Za	62 10% Za	155 17% STWYZac	83 20% STWYZac	94 9% Za	66 18% STWYZac	102 9% Za	- -	- -	51 17% STWYZac	73 9% Za	105 21% e	121 10%
Fairly unfavourable (-1)	332 15%	97 14%	77 14%	27 15%	32 13%	122 15%	119 15%	59 11%	179 15% HP	105 13%	138 16% HP	77 15% P	114 14% P	76 13%	112 17% HP	31 10%	132 15% HP	85 14% XZ	142 14% Z	79 12% Z	151 16% WXZc	63 15% XZ	130 13% Z	35 9% Z	156 14% XZc	- -	332 26% RSTUVWXYZb c	35 12% Z	96 12% Z	45 9%	203 17% d
Very unfavourable (-2)	927 42%	131 19%	350 65% BDE	92 54% B	144 56% B	480 59% G	234 29%	43 8%	810 69% HJKLMNOPQ	468 59% HKLMOP	255 30% HP	269 51% HKMOP	312 39% HKOP	356 60% HKLMOP	241 36% HKP	63 20% H	512 58% HKLMOP	94 15% XZb	696 68% RTUVXZb	365 57% RUVXZb	319 35% RVXZb	55 13% XZb	666 67% RTUVXZb	30 8% Z	728 67% RTUVXZb	- -	927 74% RSTUVWXYZb c	27 9% Z	565 71% RSTUVWXYZb	66 13%	715 61% d
Don't know	72 3%	5 1%	5 1%	4 2%	4 2%	6 1%	9 1%	4 1%	7 1%	3 *	11 1%	1 *	8 1%	2 *	6 1%	7 2% IJLNQ	5 1%	7 1% TZabc	8 1% Wac	2 * a	9 1% Zac	4 1% Zab	4 * a	1 *	5 * a	- -	- -	- -	2 * a	4 1%	22 2%
Net: Very/Fairly favourable	512 23%	309 45% CDE	46 8%	32 19% C	37 14% C	121 15%	285 35% F	319 60% IJKLMNOPQ	71 6%	138 17% I	285 34% IJLMNQ	136 26% IJNQ	230 29% IJNQ	106 18% I	209 31% IJNQ	165 52% IJKLMNOQ	139 16% I	313 50% STUWYac	93 9% a	129 20% SWYac	288 31% STWYac	220 52% STUWYac	101 10% Yac	232 64% RSTUVWYac	93 9% a	512 100% RSTUVWXYab c	- -	186 62% RSTUVWYac	64 8% a	269 55% e	110 9%
Net: Very/Fairly unfavourable	1259 57%	229 33%	427 80% BDE	119 69% B	177 69% B	602 74% G	353 44%	102 19%	989 84% HJKLMNOPQ	573 72% HKLMOP	393 47% HP	346 66% HKMOP	427 54% HKP	432 73% HKLMOP	353 52% HKP	93 30% H	645 73% HKLMOP	179 29% XZb	838 81% RTUVXZb	445 70% RUVXZb	470 51% RVXZb	118 28% XZb	796 80% RTUVXZb	65 18% Z	884 82% RTUVXZb	- -	1259 100% RSTUVWXYZb c	62 21% Z	660 83% RTUVWXZb	111 23%	918 78% d
Net Difference	-747 -34%	80 12%	-381 -71%	-86 -50%	-140 -55%	-481 -59%	-68 -8%	217 41%	-918 -78%	-435 -55%	-108 -13%	-210 -40%	-197 -25%	-326 -55%	-145 -21%	72 23%	-506 -57%	133 21%	-745 -72%	-316 -50%	-182 -20%	102 24%	-695 -70%	167 46%	-791 -73%	512 100%	-1259 -100%	124 41%	-596 -75%	158 32%	-808 -69%
Mean	-0.70	0.08 CDE	-1.35	-1.01 C	-1.09 C	-1.16	-0.24 F	0.56 IJKLMNOPQ	-1.47	-1.09 I	-0.31 IJLMNOQ	-0.81 IJNQ	-0.54 IJLNQ	-1.08 I	-0.45 IJLNQ	0.21 IJKLMNOQ	-1.11 I	0.27 STUWYac	-1.38 a	-1.00 SWYac	-0.44 STWYac	0.31 STUWYac	-1.34 ac	0.68 RSTUVWYac	-1.38 a	1.34 RSTUVWXYab c	-1.74	0.60 RSTUVWYac	-1.43 a	0.43 e	-1.31

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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? - Steve Barclay, Secretary of State for Health and Social Care
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	56 3%	46 4% C	10 1%	9 4% GH	16 4% GHI	18 5% GHI	4 1%	2 *	8 2%	25 4% L	22 3% L	10 1%	11 4% OP	29 5% OP	6 1%	8 1%	40 3% R	16 2%	8 1%	9 2%	14 3%	18 6% STUX	6 5% STX*	1 *	50 3%	6 2%	42 3% c	13 2%	1 *	38 6% e	18 1%	35 5% g	21 1%	47 4% i	9 1%
Fairly favourable (1)	243 11%	152 14% C	91 8%	30 12% H	53 14% GH	34 10%	31 8%	25 7%	71 14% GH	82 13% K	65 9%	96 11%	37 12%	73 12% O	41 8%	68 9%	141 11%	102 10%	47 9%	82 14% SUX	48 10%	40 13%	11 10% *	14 7%	204 11%	39 12%	147 11%	68 10%	29 10%	89 14% e	154 10%	80 12%	163 11%	139 11%	105 11%
Neither favourable nor unfavourable (0)	688 31%	295 27%	390 35% B	78 32%	138 37% FG	94 26%	108 29%	106 31%	164 32%	216 35% K	202 28%	270 31%	102 34%	183 31%	145 28%	244 33%	377 30%	311 32%	174 33% X	180 31% X	178 35% VX	79 27%	36 33% X*	41 21%	570 30%	118 36%	409 32%	185 29%	94 33%	211 32%	477 30%	175 26%	513 33% f	403 31%	285 31%
Fairly unfavourable (-1)	353 16%	181 17%	169 15%	47 19%	50 13%	51 14%	73 19% E	56 16%	77 15%	97 16%	123 17%	133 15%	52 17%	78 13%	100 20% NP	107 15%	206 17%	147 15%	80 15%	87 15%	75 15%	59 20%	14 13% *	38 20%	301 16%	52 16%	208 16%	97 15%	47 17%	106 16%	246 16%	120 18%	233 15%	208 16%	145 16%
Very unfavourable (-2)	446 20%	254 24% C	182 16%	29 12%	50 13%	64 18%	96 26% DEF	93 27% DEF	114 22% DE	80 13%	160 22% J	207 24% J	40 13%	97 16%	117 23% MN	177 24% MN	252 20%	195 20%	111 21%	123 21%	84 17%	48 16%	18 16% *	62 32% STUVW	387 20%	60 18%	249 19%	138 21%	59 21%	96 15%	351 22% d	166 24% g	281 18%	265 20%	182 20%
Don't know	434 20%	149 14%	283 25% B	51 21%	72 19%	96 27% EGHI	65 17%	64 18%	87 17%	123 20%	160 22%	151 17%	60 20%	138 23% P	99 19%	127 17%	227 18%	207 21%	111 21%	99 17%	108 21%	53 18%	24 22% *	38 19%	379 20%	55 17%	237 18%	145 22%	53 19%	113 17%	321 21%	108 16%	326 21% f	244 19%	190 21%
Net: Very/Fairly favourable	299 13%	198 18% C	101 9%	39 16% GH	68 18% GH	52 15% GH	34 9%	26 8%	79 15% GH	107 17% KL	87 12%	106 12%	49 16% OP	102 17% OP	48 9%	76 10%	181 15%	118 12%	55 10%	91 16% SX	62 12%	59 20% SUX	17 16% *	15 8%	255 13%	45 14%	189 15%	80 12%	30 11%	128 20% e	172 11%	115 17% g	185 12%	186 14%	113 12%
Net: Very/Fairly unfavourable	799 36%	435 40% C	351 31%	77 31%	100 26%	115 32%	169 45% DEFI	149 43% DEF	190 36% E	176 28%	283 39% J	339 39% J	91 30%	175 29%	218 43% MN	284 39% MN	458 37%	341 35%	191 36%	210 36%	160 31%	107 36%	32 29% *	100 52% STUVW	687 36%	112 34%	457 35%	236 36%	106 38%	202 31%	597 38% d	286 42% g	513 33%	473 36%	327 36%
Net Difference	-500 -23%	-237 -22%	-250 -22%	-38 -16%	-31 -8%	-62 -17%	-135 -36%	-123 -36%	-111 -21%	-69 -11%	-197 -27%	-234 -27%	-43 -14%	-73 -12%	-170 -33%	-207 -28%	-276 -22%	-223 -23%	-136 -26%	-119 -20%	-97 -19%	-49 -16%	-15 -13%	-85 -44%	-433 -23%	-67 -20%	-268 -21%	-155 -24%	-76 -27%	-74 -11%	-426 -27%	-171 -25%	-329 -21%	-287 -22%	-213 -23%
Mean	-0.50	-0.48	-0.50	-0.30 GH	-0.21 GHI	-0.41 GH	-0.73	-0.76	-0.50 GH	-0.25 KL	-0.59	-0.60	-0.29 OP	-0.31 OP	-0.69	-0.62	-0.48	-0.52	-0.57 X	-0.48 X	-0.42 X	-0.32 SX	-0.31 X*	-0.93 *	-0.51	-0.44	-0.45	-0.56	-0.58	-0.24 e	-0.61	-0.52	-0.49	-0.47	-0.53

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

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? - Steve Barclay, Secretary of State for Health and Social Care

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	56 3%	22 3%	9 2%	9 6% C	7 3%	24 3%	22 3%	46 9% IJKMNOQ	3 *	36 5% IKMOQ	16 2% I	36 7% IJKMOQ	16 2% I	34 6% IKMOQ	14 2% I	36 11% IJKLMNOQ	11 1% I	47 8% SUWYac	6 1% c	37 6% SUWYac	15 2% SWYac	42 10% STUWYac	6 1% c	46 13% RSTUWYZac	4 * c	43 8% SUWYac	7 1% c	56 19% RSTUVWXYZac	-	41 8% e	6 *
Fairly favourable (1)	243 11%	143 21% CDE	19 4%	17 10% C	19 7% C	71 9%	123 15% F	165 31% IJKLMNOQ	39 3%	71 9% I	126 15% IJQ	72 14% IJQ	105 13% IJQ	69 12% IJQ	102 15% IJQ	86 27% IJKLMNOQ	72 8% I	173 28% STUWYac	41 4% c	73 11% SWYac	121 13% SWYac	155 36% RSTUWYZac	34 3% c	137 38% RSTUWYZac	38 3% c	143 28% STUWYac	56 4% Yc	243 81% RSTUVWXYZac	-	126 26% e	59 5%
Neither favourable nor unfavourable (0)	688 31%	277 40% CDE	138 26%	38 22%	66 26%	207 25%	289 36% F	198 37% IJKLMNOPQ	243 21%	184 23% N	270 32% IJLNPQ	124 24% N	234 30% IJLN	108 18%	212 31% IJLNQ	82 26% N	229 26% IN	236 38% STUVWXYabc	196 19% Wbc	138 22% Wbc	297 32% STWYabc	138 33% STWYabc	166 17% bc	113 31% STWYabc	226 21% Wbc	195 38% STUVWXYabc	283 23% SWbc	-	-	192 39% e	287 25%
Fairly unfavourable (-1)	353 16%	79 11%	116 22% B	36 21% B	49 19% B	156 19% G	103 13%	35 7%	257 22% HKMOP	155 20% HKP	116 14% H	105 20% HKP	127 16% H	118 20% HKP	120 18% HKP	40 13% H	174 20% HKMP	52 8% b	218 21% RUVXZb	130 20% RUVXZb	134 15% RVXZb	40 9% b	224 22% RUVXZb	25 7% b	253 23% RUVXZab	36 7% b	259 21% RUVXZb	-	353 44% RSTUVWXYZab	43 9%	236 20% d
Very unfavourable (-2)	446 20%	65 9%	179 33% B	43 25% B	84 33% B	214 26% G	152 19%	22 4%	406 35% HJKLMNOP	222 28% HKLOP	164 20% HP	119 23% HP	196 25% HKOP	171 29% HKLOP	142 21% HP	44 14% H	287 33% HJKLMOP	23 4% b	399 39% RTUVXZab	176 28% RUVXZb	198 21% RVXZb	10 2% b	404 41% RTUVYZab	12 3% b	407 38% RTUVXZab	28 5% Vb	402 32% RTUVXZb	-	446 56% RSTUVWXYZab	39 8%	329 28% d
Don't know	434 20%	105 15%	75 14%	28 16%	31 12%	144 18%	118 15%	63 12%	226 19% HJLMNOPQ	123 16% PQ	146 17% HMOPQ	70 13% P	114 14% P	95 16% HPQ	86 13%	28 9%	109 12%	94 15% VXbc	172 17% TVXYbc	85 13% VXbc	157 17% VXZbc	40 9% bc	161 16% VXbc	31 9% bc	157 14% VXbc	67 13% VXbc	252 20% RSTUVWXYZbc	-	-	47 10%	254 22% d
Net: Very/Fairly favourable	299 13%	165 24% CDE	28 5%	27 16% C	26 10% C	94 12%	145 18% F	211 40% IJKLMNOQ	42 4%	107 14% IQ	142 17% IQ	108 21% IJMQ	120 15% IQ	103 17% IJQ	116 17% IQ	121 38% IJKLMNOQ	84 9% I	220 35% STUWYac	46 4% c	109 17% SWYac	136 15% SWYac	196 46% RSTUWYZac	40 4% c	183 50% RSTUWYZac	41 4% c	186 36% STUWYac	62 5% Yc	299 100% RSTUVWXYZac	-	167 34% e	65 6%
Net: Very/Fairly unfavourable	799 36%	144 21%	295 55% B	79 46% B	133 52% B	369 45% G	255 32%	58 11%	663 56% HJKLMNOPQ	377 48% HKLMOP	280 33% HP	225 43% HKP	323 41% HKP	289 49% HKLMOP	262 39% HKP	84 27% H	461 52% HJKLMOP	75 12% b	617 60% RTUVXZab	306 48% RUVXZb	331 36% RVXZb	50 12% b	628 63% RSTUVXZab	37 10% b	659 61% RTUVXZab	64 13% b	660 52% RTUVXZb	-	799 100% RSTUVWXYZab	82 17%	565 48% d
Net Difference	-500 -23%	21 3%	-267 -50%	-53 -31%	-107 -42%	-275 -34%	-110 -14%	153 29%	-620 -53%	-270 -34%	-138 -16%	-117 -22%	-203 -26%	-186 -31%	-146 -22%	37 12%	-377 -43%	145 23%	-571 -55%	-196 -31%	-196 -21%	146 34%	-588 -59%	146 40%	-618 -57%	122 24%	-598 -48%	299 100%	-799 -100%	85 17%	-500 -43%
Mean	-0.50	-0.04 CDE	-0.95	-0.60 C	-0.82	-0.69	-0.35 F	0.38 IJKLMNOPQ	-1.08	-0.68 IQ	-0.41 IJMNQ	-0.44 IJNQ	-0.56 IQ	-0.64 IQ	-0.46 IJMNQ	0.10 IJKLMNOQ	-0.84 I	0.32 STUWYac	-1.12 Wc	-0.61 SWYac	-0.49 SWYac	0.46 RSTUWYZac	-1.18 c	0.54 RSTUWYZac	-1.10 Wc	0.31 STUWYac	-0.99 SWYc	1.19 RSTUVWXYZac	-1.56	0.20 e	-0.90

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

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? - Steve Barclay, Secretary of State for Health and Social Care

All Adults aged 18+ in Great Britain

		The Labour Party :		The Conservative Party :		The Liberal Democrats :		The Green Party :		Reform UK :	
	Total	Very/Fairly favourable	Very/Fairly unfavourable	Very/Fairly favourable	Very/Fairly unfavourable	Very/Fairly favourable	Very/Fairly unfavourable	Very/Fairly favourable	Very/Fairly unfavourable	Very/Fairly favourable	Very/Fairly unfavourable
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	2221	873	778	539	1198	594	743	702	635	334	921
Weighted base	2221	791	838	530	1174	528	791	594	676	315	882
Very favourable (2)	56 3%	36 5% C	16 2%	46 9% E	3 *	36 7% G	16 2%	34 6% I	14 2%	36 11% K	11 1%
Fairly favourable (1)	243 11%	71 9%	126 15% B	165 31% E	39 3%	72 14%	105 13%	69 12%	102 15%	86 27% K	72 8%
Neither favourable nor unfavourable (0)	688 31%	184 23%	270 32% B	198 37% E	243 21%	124 24%	234 30% F	108 18%	212 31% H	82 26%	229 26%
Fairly unfavourable (-1)	353 16%	155 20% C	116 14%	35 7%	257 22% D	105 20%	127 16%	118 20%	120 18%	40 13%	174 20% J
Very unfavourable (-2)	446 20%	222 28% C	164 20%	22 4%	406 35% D	119 23%	196 25%	171 29% I	142 21%	44 14%	287 33% J
Don't know	434 20%	123 16%	146 17%	63 12%	226 19% D	70 13%	114 14%	95 16%	86 13%	28 9%	109 12%
Net: Very/Fairly favourable	299 13%	107 14%	142 17%	211 40% E	42 4%	108 21% G	120 15%	103 17%	116 17%	121 38% K	84 9%
Net: Very/Fairly unfavourable	799 36%	377 48% C	280 33%	58 11%	663 56% D	225 43%	323 41%	289 49% I	262 39%	84 27%	461 52% J
Net Difference	-500 -23%	-270 -34%	-138 -16%	153 29%	-620 -53%	-117 -22%	-203 -26%	-186 -31%	-146 -22%	37 12%	-377 -43%
Mean	-0.50	-0.68	-0.41 B	0.38 E	-1.08	-0.44	-0.56	-0.64	-0.46 H	0.10 K	-0.84

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	272	142	131	36	69	40	44	43	41	105	84	84	47	90	58	70	156	116	76	77	55	40	12	12	240	32	168	81	23	109	164	107	166	179	93
	12%	13%	12%	15%	18%	11%	12%	13%	8%	17%	11%	10%	15%	15%	11%	10%	13%	12%	14%	13%	11%	13%	11%	6%	13%	10%	13%	13%	8%	17%	10%	16%	11%	14%	10%
				I	FGI			I		KL			P	P					X	X		X	*							e		g		i	
Fairly favourable (1)	519	254	262	77	114	90	81	71	87	191	170	157	102	166	104	134	311	208	132	125	90	92	32	48	449	70	313	151	55	190	329	199	320	329	190
	23%	24%	23%	32%	30%	25%	21%	21%	17%	31%	23%	18%	34%	28%	20%	18%	25%	21%	25%	22%	18%	31%	29%	25%	24%	21%	24%	23%	19%	29%	21%	29%	21%	25%	21%
				GHI	GHI	I				KL	L		OP	OP					U			TU	U*							e		g		i	
Neither favourable nor unfavourable (0)	497	237	254	62	101	87	78	66	104	162	165	170	78	155	104	149	268	229	106	127	129	62	21	53	423	74	268	167	62	156	341	145	352	288	209
	22%	22%	23%	25%	27%	24%	21%	19%	20%	26%	23%	20%	26%	26%	21%	20%	22%	23%	20%	22%	25%	21%	19%	27%	22%	22%	21%	26%	22%	24%	22%	21%	23%	22%	23%
					HI					L				P									*					a							
Fairly unfavourable (-1)	382	179	199	29	37	59	73	67	117	66	132	184	31	76	104	148	226	156	76	97	101	38	28	42	312	70	211	102	70	84	298	102	280	207	176
	17%	17%	18%	12%	10%	17%	19%	19%	22%	11%	18%	21%	10%	13%	20%	20%	18%	16%	14%	17%	20%	13%	26%	21%	17%	21%	16%	16%	25%	13%	19%	15%	18%	16%	19%
						E	DE	DE	DE		J	J			MN	MN					SV		STV*	V					ab		d		f		
Very unfavourable (-2)	456	227	223	21	34	55	92	88	167	55	147	254	22	68	122	218	237	219	121	130	111	48	13	33	383	73	276	115	64	85	371	117	339	243	213
	21%	21%	20%	8%	9%	15%	24%	25%	32%	9%	20%	29%	7%	11%	24%	30%	19%	22%	23%	22%	22%	16%	12%	17%	20%	22%	21%	18%	23%	13%	24%	17%	22%	19%	23%
						DE	DEF	DEF	DEFG		J	JK			MN	MN			VW	W	W		*								d		f		h
Don't know	95	39	56	20	23	26	9	11	6	43	35	16	24	43	16	12	45	50	20	25	22	19	2	6	84	11	56	30	9	29	66	15	80	60	35
	4%	4%	5%	8%	6%	7%	2%	3%	1%	7%	5%	2%	8%	7%	3%	2%	4%	5%	4%	4%	4%	6%	2%	3%	4%	3%	4%	5%	3%	4%	4%	2%	5%	5%	4%
				GHI	GI	GHI				L	L		OP	OP									*										f		
Net: Very/Fairly favourable	791	396	393	113	183	129	125	114	127	296	254	241	149	256	161	204	467	324	208	202	145	132	44	60	689	102	481	233	77	299	492	305	486	508	283
	36%	37%	35%	46%	48%	36%	33%	33%	24%	48%	35%	28%	49%	43%	32%	28%	38%	33%	39%	35%	29%	44%	41%	31%	36%	31%	37%	36%	27%	46%	31%	45%	32%	39%	31%
				FGHI	FGHI	I	I	I		KL	L		OP	OP					U			TUX	U*				c	c		e		g		i	
Net: Very/Fairly unfavourable	838	406	423	50	71	114	164	155	284	121	279	438	52	144	227	366	463	375	197	227	212	86	42	75	695	143	487	216	134	169	669	219	619	449	389
	38%	38%	38%	20%	19%	32%	44%	45%	54%	19%	38%	51%	17%	24%	45%	50%	37%	38%	37%	39%	42%	29%	38%	39%	37%	43%	38%	34%	48%	26%	43%	32%	40%	34%	42%
						DE	DEF	DEF	DEFGH		J	JK		M	MN	MN			V	V	V		*			Y			ab		d		f		h
Net Difference	-47	-11	-30	64	111	15	-40	-40	-157	175	-25	-197	96	111	-65	-162	5	-51	11	-25	-67	47	2	-15	-6	-41	-6	16	-57	130	-177	86	-133	59	-106
	-2%	-1%	-3%	26%	29%	4%	-11%	-12%	-30%	28%	-3%	-23%	32%	19%	-13%	-22%	*	-5%	2%	-4%	-13%	16%	2%	-8%	*	-12%	*	3%	-20%	20%	-11%	13%	-9%	5%	-12%
Mean	-0.11	-0.09	-0.11	0.35	0.41	*	-0.24	-0.25	-0.55	0.39	-0.13	-0.43	0.43	0.24	-0.26	-0.43	-0.06	-0.17	-0.06	-0.14	-0.25	0.14	0.01	-0.19	-0.08	-0.25	-0.09	-0.03	-0.36	0.25	-0.26	0.11	-0.21	*	-0.26
				FGHI	FGHI	GHI	I	I		KL	L		NOP	OP								TUX	*				c	c		e		g		i	

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	272 12%	22 3%	172 32% BDE	20 12% B	17 7% B	145 18% G	73 9%	44 8% K	212 18% HKMOQ	272 34% HIKLMNOPQ	- -	119 23% HIKMOPQ	65 8% K	123 21% HKMOQ	47 7% K	53 17% HKMO	113 13% HKMO	47 8% U	192 19% RUVWXYZa	215 34% RSUVWXYZabc	22 2%	47 11% RUZ	163 16% RUVXZ	37 10% U	172 16% RUVXZ	39 8% U	207 16% RUVXZ	40 13% RUZ	149 19% RUVWXYZ	57 12%	186 16%
Fairly favourable (1)	519 23%	75 11%	230 43% BDE	56 32% BE	45 18% B	243 30% G	135 17%	87 16% KMO	386 33% HKMOPQ	519 66% HIKLMNOPQ	- -	219 41% HIKMOPQ	87 11% K	232 39% HIKMOPQ	83 12% K	62 20% KMO	233 26% HKMOP	118 19% U	309 30% RUVXZb	320 50% RSUVWXYZabc	70 8%	91 21% U	289 29% RUVXZb	66 18% U	327 30% RUVXZb	99 19% U	366 29% RUVXZb	67 22% U	228 29% RUVXZ	98 20%	351 30% d
Neither favourable nor unfavourable (0)	497 22%	124 18%	79 15%	50 29% BC	79 31% BC	178 22% G	137 17%	88 17% JKM	206 18% JKM	- -	- -	101 19% JKMP	96 12% JK	118 20% JKMP	105 16% JKM	42 13% JK	183 21% IJKMOP	129 21% TUVWXZb	175 17% TUX	69 11%	105 11%	71 17% TUX	158 16% TU	43 12%	220 20% STUWXc	81 16% TUX	262 21% STUWXZbc	46 15% T	136 17% TUX	86 18%	268 23% d
Fairly unfavourable (-1)	382 17%	187 27% CDE	32 6%	23 14% C	49 19% C	123 15%	183 23% F	124 23% IJLNPQ	173 15% JL	- -	382 46% HIJLMNOPQ	61 12% J	196 25% IJLNOPQ	74 13% J	142 21% IJLNP	38 12% J	167 19% IJLNP	131 21% STWYac	154 15% T	23 4%	276 30% RSTVWXYZabc	103 24% STWYac	165 17% T	77 21% STYac	170 16% T	116 23% STWYac	198 16% T	61 20% ST	127 16% T	85 17%	182 16%
Very unfavourable (-2)	456 21%	275 40% CDE	18 3%	21 12% C	65 26% CD	107 13%	269 33% F	179 34% IJLNQ	184 16% JLN	- -	456 54% HIJLMNOPQ	26 5% J	343 43% HIJLNQ	42 7% JL	290 43% HIJLNQ	117 37% IJLNQ	183 21% IJLN	186 30% STVWYac	187 18% Ta	4 1%	435 47% RSTVWXYZabc	103 24% STYa	214 21% STYac	137 38% RSTVWYabc	186 17% T	169 33% STVWYabc	196 16% T	81 27% STYac	153 19% Ta	157 32% e	148 13%
Don't know	95 4%	8 1%	5 1%	2 1%	1 *	18 2%	10 1%	8 1% JKQ	15 1% JKQ	- -	- -	2 * J	5 1% JK	5 1% JK	9 1% JKMQ	4 1% JK	3 * JK	13 2% WY	13 1% W	5 1%	14 2% W	9 2% TWY	6 1%	4 1%	9 1%	8 2%	30 2% STWYc	4 1%	6 1%	6 1%	34 3%
Net: Very/Fairly favourable	791 36%	96 14%	402 75% BDE	76 44% BE	62 24% B	388 48% G	208 26%	131 25% KMO	597 51% HKMOPQ	791 100% HIKLMNOPQ	- -	338 64% HIKMNOPQ	152 19% K	355 60% HIKMOPQ	129 19% K	115 37% HKMO	346 39% HKMO	165 27% U	501 49% RUVWXZab	535 84% RSUVWXYZabc	92 10%	138 32% RUZ	452 45% RUVXZb	104 28% U	499 46% RUVXZb	138 27% U	573 46% RUVXZb	107 36% RUXZ	377 47% RUVXZb	155 32%	538 46% d
Net: Very/Fairly unfavourable	838 38%	462 67% CDE	50 9%	44 25% C	115 45% CD	229 28%	452 56% F	303 57% IJLNPQ	357 30% JLN	- -	838 100% HIJLMNOPQ	87 16% J	538 68% HIJLNOPQ	116 20% J	432 64% HIJLNPQ	155 49% IJLNQ	350 40% IJLN	317 51% STWYac	341 33% T	27 4%	711 77% RSTVWXYZabc	206 49% STWYac	379 38% STYac	214 59% RSTVWYabc	356 33% T	285 56% RSTVWYabc	393 31% T	142 47% STWYac	280 35% Ta	242 50% e	330 28%
Net Difference	-47 -2%	-366 -53%	353 66%	32 19%	-53 -21%	159 20%	-244 -30%	-172 -32%	241 20%	791 100%	-838 -100%	251 48%	-386 -49%	239 40%	-303 -45%	-39 -12%	-4 *	-152 -24%	160 16%	508 80%	-619 -67%	-68 -16%	73 7%	-110 -30%	143 13%	-147 -29%	180 14%	-35 -12%	98 12%	-87 -18%	207 18%
Mean	-0.11	-0.91	0.96 BDE	0.19 BE	-0.40 B	0.25 G	-0.55	-0.59 KMO	0.23 HKMOPQ	1.34 HIKLMNOPQ	-1.54	0.66 HIKMNOPQ	-0.84 K	0.54 HIKMOPQ	-0.82 K	-0.33 HKMO	-0.08 HKMOP	-0.47 U	0.16 RUVWXZb	1.14 RSUVWXYZabc	-1.14	-0.30 RUXZ	0.02 RUVXZb	-0.58 U	0.12 RUVWXZb	-0.55 U	0.16 RUVWXZb	-0.26 RUXZ	0.12 RUVWXZb	-0.39	0.22 d

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	144 7%	84 8%	61 5%	12 5%	29 8%	30 8% H	20 5%	13 4%	41 8% H	41 7%	49 7%	55 6%	16 5%	46 8%	29 6%	40 5%	81 7%	63 6%	32 6%	40 7%	30 6%	25 8%	9 8% *	8 4%	120 6%	24 7%	106 8% b	26 4%	12 4%	57 9% e	88 6%	52 8%	93 6%	95 7%	50 5%
Fairly favourable (1)	385 17%	201 19%	184 16%	38 16%	71 19%	53 15%	51 13%	62 18%	111 21% G	109 18%	103 14%	173 20% K	48 16%	100 17%	76 15%	143 20%	242 19% R	144 15%	86 16%	112 19% X	96 19% X	52 18%	20 18% *	21 11%	323 17%	63 19%	249 19% b	92 14%	45 16%	132 20% e	254 16%	124 18%	261 17%	229 18%	156 17%
Neither favourable nor unfavourable (0)	434 20%	190 18%	243 22% B	60 24% HI	68 18%	71 20%	84 22%	61 18%	91 17%	128 21%	155 21%	151 18%	72 24% P	108 18%	110 22%	128 18%	210 17%	224 23% Q	98 19%	119 21% WX	119 23% WX	63 21% WX	11 10% *	23 12%	368 19%	66 20%	235 18%	137 21%	61 22%	139 21%	295 19%	113 16%	321 21% f	244 19%	190 21%
Fairly unfavourable (-1)	382 17%	174 16%	207 18%	40 16%	66 17%	62 17%	65 17%	61 18%	89 17%	106 17%	126 17%	149 17%	48 16%	109 18%	82 16%	131 18%	233 19%	149 15%	85 16%	108 19%	92 18%	45 15%	24 22% *	28 15%	326 17%	56 17%	215 17%	117 18%	51 18%	103 16%	280 18%	121 18%	262 17%	222 17%	160 18%
Very unfavourable (-2)	792 36%	397 37%	381 34%	74 30%	119 31%	121 34%	155 41% DE	142 41% DE	182 35%	193 31%	276 38% J	324 37% J	93 31%	193 32%	207 41% MN	277 38% M	440 35%	352 36%	211 40% TUV	187 32%	152 30%	94 31%	41 38% *	108 56% STUVW	680 36%	112 34%	438 34%	247 38%	107 38%	198 30%	595 38% d	262 38%	530 34%	464 36%	329 36%
Don't know	83 4%	32 3%	51 5%	21 8% GHI	25 7% GHI	20 6% GHI	3 1%	6 2%	7 1%	46 7% KL	23 3%	13 2%	24 8% OP	42 7% OP	5 1%	12 2%	37 3%	45 5%	19 4%	14 2%	20 4%	19 7% T	3 3% *	6 3%	74 4%	8 3%	49 4%	27 4%	6 2%	25 4%	57 4%	13 2%	70 5% f	52 4%	31 3%
Net: Very/Fairly favourable	530 24%	284 26% C	244 22%	50 21%	100 26% G	82 23%	70 19%	76 22%	152 29% DGH	150 24%	152 21%	228 26% K	65 21%	145 24%	105 21%	183 25%	323 26% R	207 21%	117 22%	152 26% X	126 25% X	77 26% X	29 27% X*	29 15%	443 23%	87 26%	355 27% bc	118 18%	57 20%	188 29% e	342 22%	176 26%	354 23%	324 25%	206 22%
Net: Very/Fairly unfavourable	1174 53%	571 53%	588 52%	114 47%	185 49%	183 51%	220 58% DE	202 59% DE	271 52%	299 48%	403 55% J	473 55% J	141 47%	302 51%	289 57% M	408 56% M	673 54%	501 51%	296 56% UV	295 51%	243 48%	138 46%	65 60% UV*	136 70% STUV	1006 53%	168 51%	653 51%	364 56% a	158 56%	300 46%	874 56% d	383 56% g	791 52%	686 53%	489 53%
Net Difference	-645 -29%	-286 -27%	-343 -31%	-64 -26%	-85 -23%	-100 -28%	-150 -40%	-126 -37%	-119 -23%	-149 -24%	-250 -34%	-245 -28%	-76 -25%	-156 -26%	-185 -36%	-224 -31%	-351 -28%	-294 -30%	-179 -34%	-143 -25%	-118 -23%	-61 -20%	-36 -33%	-108 -55%	-564 -30%	-81 -25%	-298 -23%	-246 -38%	-100 -36%	-112 -17%	-532 -34%	-207 -30%	-438 -28%	-362 -28%	-283 -31%
Mean	-0.60	-0.57	-0.62	-0.56	-0.50 GH	-0.57	-0.76	-0.75	-0.51 GH	-0.52	-0.67	-0.60	-0.55	-0.55	-0.72	-0.64	-0.59	-0.62	-0.70 X	-0.51 SX	-0.49 SX	-0.46 SX	-0.65 X*	-1.11	-0.62	-0.52	-0.51 b	-0.75	-0.71	-0.40 e	-0.69	-0.62	-0.60	-0.58	-0.64

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Overlap formulae used

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

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PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	144 7%	111 16% CDE	9 2%	5 3%	6 2%	38 5%	86 11% F	144 27% IJKLMNOPQ	- -	44 6% I	79 9% IJMQ	45 8% IJQ	51 6% I	39 7% I	51 8% I	39 12% IJLMNOQ	51 6% I	124 20% STUWYac	5 1%	41 7% SWYac	78 8% SWYac	91 21% STUWYac	13 1% S	81 22% STUWYac	17 2% S	106 21% STUWYac	17 1% S	78 26% RSTUWYZac	12 1% S	75 15% e	29 3%
Fairly favourable (1)	385 17%	253 37% CDE	23 4%	21 12% C	19 7%	132 16%	171 21% F	385 73% IJKLMNOPQ	- -	87 11% I	224 27% IJLMNOQ	92 17% IJN	158 20% IJNQ	81 14% IJ	143 21% IJNQ	91 29% IJLMNOQ	144 16% IJ	282 45% STUWXYac	37 4%	73 11% SWYac	236 26% STWYac	185 44% STUWXYac	56 6% S	136 37% STUWYac	90 8% SWac	213 42% STUWYac	85 7% S	133 45% STUWXYac	46 6% S	168 35% e	122 10%
Neither favourable nor unfavourable (0)	434 20%	162 23% C	47 9%	32 19% C	49 19% C	110 14%	172 21% F	- -	- -	57 7% HI	173 21% HIJLNQ	69 13% HIJ	158 20% HIJLNQ	69 12% HIJ	146 22% HIJLNQ	76 24% HIJLNQ	104 12% HIJ	122 20% STVWYabc	93 9% T	43 7%	192 21% STVWYabc	66 16% STWYac	112 11% ST	89 24% RSTVWYabc	119 11% ST	114 22% STVWYabc	142 11% ST	44 15% STc	76 10% T	119 24% e	155 13%
Fairly unfavourable (-1)	382 17%	89 13%	116 22% B	38 22% B	40 16%	135 17%	151 19%	- -	382 33% HJKLMNOPQ	155 20% H	138 16% H	94 18% H	135 17% H	101 17% H	130 19% H	49 15% H	151 17% H	62 10%	193 19% RVXZbc	125 20% RVXZbc	147 16% RVXZb	49 12% Z	177 18% RVXZb	34 9%	209 19% RUVXZbc	41 8%	267 21% RSUVWXYZbc	30 10%	127 16% RXZb	55 11%	232 20% d
Very unfavourable (-2)	792 36%	73 11%	338 63% BDE	72 42% B	137 54% BD	382 47% G	224 28%	- -	792 67% HJKLMNOPQ	443 56% HKLMNOPQ	219 26% HP	223 42% HKMOP	284 36% HKOP	302 51% HKLMOP	200 30% HP	58 18% H	427 48% HKLMOP	26 4%	691 67% RTUVWXYZab	350 55% RUVXZb	260 28% RVXZb	28 7% R	632 64% RTUVXYZab	24 7% R	643 59% RTUVXZb	30 6%	722 57% RUVXZb	12 4%	536 67% RTUVWXYZab	65 13%	603 52% d
Don't know	83 4%	1 *	3 1%	5 3% BC	4 2% B	18 2% G	4 *	- -	- -	6 1% HI	5 1% I	5 1% HI	5 1% I	2 * I	7 1% HI	3 1% HI	6 1% I	9 1% WXc	11 1% WYc	5 1%	9 1% c	5 1%	4 *	1 *	6 1%	8 2% WXc	26 2% STUWXYc	2 1%	2 *	6 1%	29 2%
Net: Very/Fairly favourable	530 24%	364 53% CDE	32 6%	26 15% C	25 10%	170 21%	257 32% F	530 100% IJKLMNOPQ	- -	131 17% I	303 36% IJLMNOQ	136 26% IJN	209 26% IJNQ	120 20% IJ	194 29% IJNQ	129 41% IJLMNOQ	195 22% IJ	405 65% STUWXYac	42 4%	114 18% SWYac	313 34% STWYac	276 65% STUWXYac	69 7% S	216 59% STUWYac	106 10% SWac	319 62% STUWYac	102 8% S	211 70% RSTUVWXYZac	58 7% S	244 50% e	152 13%
Net: Very/Fairly unfavourable	1174 53%	162 24%	454 85% BDE	109 63% B	177 69% B	516 63% G	375 46%	- -	1174 100% HJKLMNOPQ	597 75% HKLMNOPQ	357 43% HP	317 60% HKMOP	418 53% HKOP	403 68% HKLMOP	330 49% HKP	106 34% H	577 65% HKLMOP	88 14%	884 86% RTUVWXYZab c	475 75% RUVXZb	407 44% RVXZb	77 18% RZ	810 81% RTUVYZab	58 16%	852 79% RTUVXZb	71 14%	989 79% RTUVXZb	42 14%	663 83% RTUVXYZab	120 25%	836 71% d
Net Difference	-645 -29%	202 29%	-422 -79%	-83 -48%	-152 -60%	-346 -42%	-119 -15%	530 100%	-1174 -100%	-466 -59%	-54 -6%	-180 -34%	-209 -26%	-283 -48%	-136 -20%	23 7%	-383 -43%	317 51%	-842 -82%	-361 -57%	-94 -10%	199 47%	-741 -75%	158 43%	-745 -69%	248 48%	-887 -70%	168 56%	-605 -76%	124 25%	-684 -58%
Mean	-0.60	0.35 CDE	-1.41	-0.89 C	-1.13 C	-0.87	-0.32 F	1.27 IJKLMNOPQ	-1.67	-1.10 I	-0.23 IJLMNOQ	-0.69 IJNQ	-0.56 IJNQ	-0.92 IJ	-0.42 IJLMNQ	0.01 IJKLMNOQ	-0.87 IJ	0.67 STUWYac	-1.50	-1.06 SWYac	-0.30 STWYac	0.63 STUWYac	-1.37 S	0.59 STUWYac	-1.27 SWc	0.64 STUWYac	-1.29 SWc	0.79 STUVWXYZac	-1.42 S	0.28 e	-1.10

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	108 5%	71 7% C	38 3%	16 7%	21 5%	14 4%	19 5%	19 5%	20 4%	37 6%	33 5%	38 4%	20 7%	28 5%	25 5%	34 5%	77 6% R	31 3%	22 4%	24 4%	25 5%	26 9% ST	4 4% *	7 4%	92 5%	16 5%	72 6%	27 4%	10 3%	41 6%	67 4%	58 8% g	51 3%	77 6% i	32 3%
Fairly favourable (1)	419 19%	199 18%	215 19%	45 18%	83 22% H	72 20%	66 18%	48 14%	105 20% H	128 21%	138 19%	153 18%	59 20%	128 21%	85 17%	123 17%	270 22% R	149 15%	78 15%	105 18%	103 20% S	75 25% ST	23 21% *	35 18%	349 18%	70 21%	241 19%	122 19%	56 20%	142 22% e	277 18%	173 25% g	246 16%	268 21% i	151 17%
Neither favourable nor unfavourable (0)	747 34%	317 29%	425 38% B	77 32%	139 37%	116 33%	121 32%	118 34%	176 34%	216 35%	237 32%	294 34%	99 33%	199 33%	176 35%	244 33%	399 32%	348 36%	176 33%	205 35%	176 35%	86 29%	42 39% *	63 32%	627 33%	120 36%	444 34%	206 32%	97 34%	216 33%	532 34%	223 33%	524 34%	408 31%	340 37% h
Fairly unfavourable (-1)	428 19%	219 20%	206 18%	41 17%	66 18%	68 19%	82 22%	76 22%	95 18%	107 17%	151 21%	171 20%	45 15%	119 20%	100 20%	153 21% M	247 20%	182 19%	103 19%	114 20%	108 21% V	43 14%	16 15% *	44 23% V	361 19%	67 20%	248 19%	124 19%	57 20%	129 20%	300 19%	108 16%	320 21% f	258 20%	171 19%
Very unfavourable (-2)	363 16%	213 20% C	146 13%	33 13%	39 10%	42 12%	76 20% DEF	66 19% EF	106 20% DEF	72 12%	118 16% J	173 20% J	43 14%	58 10%	99 20% N	145 20% MN	174 14%	189 19% Q	105 20% U	92 16%	69 13%	48 16%	16 15% *	34 17%	319 17%	44 13%	206 16%	111 17%	45 16%	76 12%	287 18% d	95 14%	268 17% f	208 16%	154 17%
Don't know	155 7%	58 5%	96 9% B	33 13% EGHI	30 8% GI	43 12% GHI	12 3%	18 5%	19 4%	63 10% L	55 8% L	37 4%	36 12% OP	66 11% OP	23 4%	30 4%	77 6%	79 8%	48 9% U	41 7%	27 5%	20 7%	7 7% *	12 6%	142 8% Z	13 4%	81 6%	56 9%	18 6%	50 8%	105 7%	28 4%	127 8% f	87 7%	68 7%
Net: Very/Fairly favourable	528 24%	270 25%	253 22%	61 25%	104 27% H	86 24%	85 23%	67 19%	125 24%	165 26%	171 23%	192 22%	79 26%	156 26%	110 22%	158 22%	347 28% R	181 18%	100 19%	129 22%	129 25% S	101 34% STUX	27 25% *	42 22%	441 23%	87 26%	313 24%	149 23%	65 23%	184 28% e	344 22%	231 34% g	297 19%	345 26% i	183 20%
Net: Very/Fairly unfavourable	791 36%	432 40% C	352 31%	73 30%	105 28%	111 31%	158 42% DEF	142 41% DEF	201 39% DE	179 29%	269 37% J	343 40% J	87 29%	177 30%	200 39% MN	299 41% MN	421 34%	370 38%	207 39% V	206 35%	177 35%	91 31%	32 29% *	78 40%	680 36%	111 33%	454 35%	235 36%	102 36%	204 31%	587 37% d	203 30%	588 38% f	466 36%	325 35%
Net Difference	-263 -12%	-162 -15%	-99 -9%	-12 -5%	-2 *	-25 -7%	-73 -19%	-75 -22%	-76 -15%	-14 -2%	-98 -13%	-152 -18%	-8 -3%	-20 -3%	-90 -18%	-141 -19%	-74 -6%	-190 -19%	-108 -20%	-77 -13%	-48 -9%	9 3%	-4 -4%	-36 -18%	-239 -13%	-24 -7%	-141 -11%	-86 -13%	-37 -13%	-21 -3%	-242 -15%	28 4%	-291 -19%	-121 -9%	-142 -16%
Mean	-0.25	-0.30	-0.20	-0.14 GH	-0.06 GHI	-0.17 H	-0.36	-0.38	-0.33	-0.09 KL	-0.27	-0.34	-0.12 OP	-0.10 OP	-0.34	-0.36	-0.15 R	-0.39	-0.39	-0.27	-0.19 S	-0.05 STX	-0.16 *	-0.34	-0.27	-0.16	-0.23	-0.29	-0.27	-0.09 e	-0.32	-0.01 g	-0.36	-0.21	-0.31

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	108 5%	22 3%	16 3%	47 27% BCE	11 4%	56 7% G	32 4%	33 6% KMO	64 5% KMO	69 9% IKMOQ	15 2% M	108 21% HIJKMNOPQ	- -	63 11% HIKMOQ	14 2% M	31 10% HIKMOQ	45 5% KMO	38 6% U	54 5% U	69 11% RSUWYac	21 2%	40 9% RSUWYa	44 4% U	32 9% SUWYa	58 5% U	41 8% UWa	58 5% U	30 10% RSUWYa	51 6% UWa	38 8% e	55 5%
Fairly favourable (1)	419 19%	89 13%	125 23% B	81 47% BCE	49 19% B	219 27% G	108 13%	103 19% KMO	252 21% KMO	268 34% HIKMOPQ	71 9% M	419 79% HIJKMNOPQ	- -	216 36% HIKMOPQ	57 8% M	76 24% KMO	184 21% KMO	125 20% U	204 20% U	213 33% RSUVWXYZabc	91 10%	112 26% RSUWXZ	191 19% U	72 20% U	253 23% SUW	96 19% U	288 23% SUW	78 26% RSUWXZ	174 22% UW	90 18%	281 24% d
Neither favourable nor unfavourable (0)	747 34%	218 32% D	213 40% BDE	27 16%	72 28% D	288 35%	248 31%	167 32% KLMOP	389 33% KLMNOP	277 35% KLMNOPQ	184 22% LMP	- -	- -	172 29% KLMOP	150 22% LMP	41 13% LM	274 31% KLMOP	201 32% UVXZb	322 31% UXZb	220 35% UVWXZbc	230 25% X	119 28% Xb	293 29% UXZb	72 20%	360 33% UWXZbc	123 24%	418 33% UWXZbc	65 22%	237 30% UXZb	137 28%	433 37% d
Fairly unfavourable (-1)	428 19%	176 25% CD	105 19% D	9 5%	61 24% D	146 18%	190 24% F	120 23% JLNP	223 19% JLN	97 12% L	255 30% HIJLNPQ	- -	428 54% HIJKLNOPQ	93 16% JL	183 27% IJLNP	49 16% L	228 26% IJLNP	139 22% T	202 20% T	75 12%	258 28% RSTVWYabc	90 21% T	214 22% TYa	86 24% T	203 19% T	121 24% TY	239 19% T	62 21% T	160 20% T	87 18%	223 19%
Very unfavourable (-2)	363 16%	167 24% CD	56 11% D	4 2%	53 21% CD	69 8%	202 25% F	90 17% JLN	195 17% JLN	55 7% L	283 34% HIJLNQ	- -	363 46% HIJKLNOPQ	36 6% L	261 39% HIJKLNQ	113 36% HIJLNQ	142 16% JLN	91 15% T	206 20% RTVYa	41 6%	287 31% RSTVWYZabc	56 13% T	219 22% RSTVYa	98 27% RSTVYZabc	174 16% T	109 21% RTVYa	188 15% T	58 19% RTV	163 20% RTVYa	125 26% e	115 10%
Don't know	155 7%	17 2%	21 4%	3 2%	9 4%	35 4%	27 3%	17 3% LMQ	50 4% LMNOPQ	25 3% LMQ	29 3% LMOQ	- -	- -	15 2% LMQ	12 2% LM	5 1% LM	9 1% LM	30 5% VXbc	42 4% VXc	19 3%	35 4% VXc	8 2%	34 3% Xc	4 1%	36 3% c	23 4% VXbc	68 5% STUVWXYbc	5 2%	14 2%	13 3%	64 5% d
Net: Very/Fairly favourable	528 24%	112 16%	141 26% B	128 75% BCE	60 24% B	275 34% G	140 17%	136 26% KMO	317 27% KMO	338 43% HIKMOPQ	87 10% M	528 100% HIJKMNOPQ	- -	279 47% HIJKMOPQ	71 11% M	107 34% HIKMOQ	228 26% KMO	163 26% U	258 25% U	282 44% RSUVWXYZabc	112 12%	152 36% RSUWXYZac	235 24% U	104 29% U	310 29% SUW	136 27% U	346 27% SUW	108 36% RSUWXYZac	225 28% SUW	127 26%	336 29%
Net: Very/Fairly unfavourable	791 36%	343 50% CD	161 30% D	14 8%	114 45% CD	216 26%	392 49% F	209 39% JLN	418 36% JLN	152 19% L	538 64% HIJLNPQ	- -	791 100% HIJKLNOPQ	129 22% L	444 66% HIJLNPQ	163 52% HIJLNQ	370 42% IJLN	230 37% T	408 40% TYa	116 18%	545 59% RSTVWXYZabc	146 34% T	433 44% RSTVYac	184 51% RSTVWYZabc	377 35% T	230 45% RTVYa	427 34% T	120 40% TV	323 40% TYa	212 43% e	338 29%
Net Difference	-263 -12%	-232 -34%	-20 -4%	115 67%	-54 -21%	60 7%	-252 -31%	-73 -14%	-102 -9%	185 23%	-451 -54%	528 100%	-791 -100%	150 25%	-372 -55%	-55 -17%	-142 -16%	-67 -11%	-150 -15%	166 26%	-433 -47%	6 1%	-198 -20%	-80 -22%	-67 -6%	-94 -18%	-81 -6%	-12 -4%	-98 -12%	-84 -17%	-1 *
Mean	-0.25	-0.56	-0.12 BE	0.93 BCE	-0.39	0.06 G	-0.54	-0.25 KMOP	-0.21 KMOP	0.26 HIKMOPQ	-0.89 M	1.21 HIJKMNOPQ	-1.46	0.30 HIKMOPQ	-0.93 M	-0.44 KMO	-0.27 KMO	-0.20 UWXZ	-0.31 UW	0.31 RSUVWXYZabc	-0.79	-0.02 RSUWXYZac	-0.39 U	-0.41 U	-0.18 SUWXZc	-0.33 U	-0.18 SUWXZc	-0.14 UWXZ	-0.27 UW	-0.36	-0.06 d

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	180 8%	97 9%	77 7%	24 10% I	49 13% GHI	33 9% I	28 7%	23 7%	23 4%	73 12% L	60 8% L	46 5%	27 9% P	74 12% OP	37 7%	38 5%	120 10% R	60 6%	35 7%	39 7%	38 7%	36 12% ST	14 12% *	18 9%	158 8%	21 6%	99 8%	63 10%	18 6%	68 10% e	112 7%	94 14% g	86 6%	126 10% i	53 6%
Fairly favourable (1)	415 19%	209 19%	199 18%	60 24% HI	74 20%	72 20%	71 19%	54 16%	84 16%	134 21% L	143 20%	138 16%	70 23% OP	126 21%	86 17%	119 16%	258 21% R	157 16%	98 19% W	109 19% W	89 18% W	59 20% W	9 9% *	50 26% UW	356 19%	59 18%	250 19% c	129 20% c	36 13%	147 22% e	268 17%	183 27% g	232 15%	250 19%	165 18%
Neither favourable nor unfavourable (0)	766 34%	352 33%	411 37%	77 32%	131 35%	127 36%	129 34%	120 35%	183 35%	208 33%	256 35%	302 35%	102 34%	200 34%	178 35%	255 35%	419 34%	347 35%	188 35% X	208 36% X	179 35% X	104 35% X	44 40% X*	43 22%	641 34%	125 38%	461 36%	216 33%	90 32%	230 35%	536 34%	198 29%	569 37% f	439 34%	327 36%
Fairly unfavourable (-1)	342 15%	178 17%	163 15%	35 14%	55 14%	40 11%	68 18% F	58 17% F	87 17%	90 14%	107 15%	145 17%	45 15%	75 13%	85 17%	125 17% N	184 15%	159 16%	73 14%	88 15%	96 19% V	34 12%	22 20% V*	28 14%	284 15%	58 18%	189 15%	92 14%	61 21% ab	87 13%	256 16%	89 13%	253 16% f	199 15%	143 16%
Very unfavourable (-2)	334 15%	189 18% C	143 13%	20 8%	32 8%	43 12%	61 16% DE	63 18% DEF	115 22% DEF	52 8%	104 14% J	178 21% JK	24 8%	56 9%	88 17% MN	148 20% MN	176 14%	158 16%	84 16%	87 15%	69 14%	36 12%	12 11% *	46 24% STUVW	286 15%	47 14%	191 15%	94 15%	49 17%	68 10%	266 17% d	85 12%	249 16% f	185 14%	149 16%
Don't know	184 8%	52 5%	133 12% B	28 12% GI	38 10% G	42 12% GI	19 5%	26 8%	30 6%	66 11% L	62 8%	56 7%	34 11% OP	67 11% OP	35 7%	46 6%	86 7%	98 10% Q	51 10%	48 8%	38 7%	28 9%	8 7% *	11 5%	165 9%	19 6%	102 8%	52 8%	30 11%	54 8%	131 8%	36 5%	148 10% f	106 8%	78 9%
Net: Very/Fairly favourable	594 27%	307 28%	276 25%	84 34% GHI	123 33% HI	105 29% I	99 26%	78 22%	106 20%	207 33% L	204 28% L	184 21%	98 32% OP	200 33% OP	123 24%	157 21%	378 30% R	216 22%	134 25%	148 26%	127 25%	96 32%	23 21% *	67 35% STUW	514 27%	80 24%	349 27% c	192 30% c	53 19%	215 33% e	380 24%	276 40% g	318 21%	376 29% i	218 24%
Net: Very/Fairly unfavourable	676 30%	367 34% C	306 27%	55 23%	86 23%	82 23%	129 34% DEF	121 35% DEF	202 39% DEF	142 23%	211 29% J	323 37% JK	68 23%	131 22%	172 34% MN	273 37% MN	359 29%	317 32%	158 30%	175 30%	165 32% V	70 24%	34 31% *	74 38% V	570 30%	106 32%	380 29%	186 29%	110 39% ab	155 24%	521 33% d	174 25%	502 33% f	384 29%	292 32%
Net Difference	-82 -4%	-60 -6%	-30 -3%	28 12%	37 10%	22 6%	-30 -8%	-44 -13%	-96 -18%	65 10%	-7 -1%	-139 -16%	29 10%	69 12%	-49 -10%	-117 -16%	19 2%	-101 -10%	-24 -5%	-27 -5%	-38 -8%	25 9%	-11 -10%	-7 -3%	-56 -3%	-25 -8%	-31 -2%	6 1%	-57 -20%	60 9%	-141 -9%	102 15%	-184 -12%	-8 -1%	-74 -8%
Mean	-0.12	-0.15	-0.10	0.15 GHI	0.16 GHI	0.04 GHI	-0.18 I	-0.26	-0.38	0.16 KL	-0.08 L	-0.34	0.12 OP	0.16 OP	-0.21	-0.33	-0.03 R	-0.23	-0.15	-0.14	-0.15	0.10 STU	-0.09 *	-0.19	-0.11	-0.17	-0.10 c	-0.04 c	-0.35	0.10 e	-0.21	0.17 g	-0.25	-0.06 i	-0.20

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	180 8%	20 3%	58 11% B	22 13% B	53 21% BC	101 12% G	41 5%	46 9% KMO	110 9% KMO	115 15% HIKMOQ	37 4% O	97 18% HIJKMOQ	46 6% O	180 30% HIJKLMOPQ	- -	44 14% HIKMO	92 10% KMO	59 9% U	98 10% U	91 14% RSUWYZac	44 5%	48 11% U	97 10% U	40 11% U	104 10% U	47 9% U	118 9% U	50 17% RSUVWXYZac	75 9% U	50 10%	116 10%
Fairly favourable (1)	415 19%	58 8%	134 25% B	50 29% B	85 33% BC	211 26% G	92 11%	74 14% KO	294 25% HKMOQ	240 30% HIKMOPQ	79 9% O	182 34% HIJKMOPQ	83 11% O	415 70% HIJKLMOPQ	- -	64 20% HKMO	190 22% HKMO	84 13%	247 24% RUVXZb	190 30% RSUVWXYZab	113 12%	74 18% RUZ	239 24% RUVXZb	55 15%	277 26% RUVXZb	59 12%	314 25% RUVXZb	53 18% RUZ	214 27% RSUVWXZb	70 14%	295 25% d
Neither favourable nor unfavourable (0)	766 34%	255 37% E	206 38% E	58 34% E	56 22%	265 33%	298 37%	191 36% KMNOPQ	374 32% MNOPQ	271 34% MNOPQ	244 29% MNOP	167 32% MNOP	196 25% NO	- -	- -	65 21% NO	255 29% MNOP	222 36% UWXabc	329 32% bc	221 35% WXabc	276 30%	140 33% Xb	300 30%	95 26%	353 33% WXbc	170 33% Xb	391 31% b	72 24%	232 29%	163 33%	423 36%
Fairly unfavourable (-1)	342 15%	152 22% CDE	76 14% E	23 13%	21 8%	117 14%	149 18% F	98 18% JLN	170 14% JLN	89 11% N	182 22% IJLNP	49 9% N	180 23% IJLNP	- -	342 51% HIJKLMNPQ	47 15% LN	178 20% IJLN	124 20% STWYac	139 14%	77 12%	193 21% STWYac	85 20% STWYa	139 14%	74 20% STWYa	153 14%	105 20% STWYac	175 14%	64 21% STWYac	123 15% T	94 19% e	151 13%
Very unfavourable (-2)	334 15%	177 26% CDE	36 7%	12 7%	37 14% CD	81 10%	187 23% F	97 18% IJLN	160 14% JLN	41 5% N	251 30% HIJLNQ	22 4% N	263 33% HIJKLNQ	- -	334 49% HIJKLMNPQ	92 29% HIJLNQ	159 18% IJLN	100 16% T	165 16% TYa	30 5%	253 27% RSTVWYZabc	59 14% T	175 18% TYa	91 25% RSTVWYZabc	148 14% T	104 20% RTVYa	179 14% T	52 18% T	139 17% TYa	97 20% e	101 9%
Don't know	184 8%	28 4%	26 5% E	6 4%	4 1%	41 5%	40 5%	24 5% LNOPQ	67 6% LMNOPQ	36 5% LNOPQ	46 5% LMNOPQ	11 2% NO	23 3% NOQ	- -	- -	4 1% NO	8 1% NO	35 6% Xbc	51 5% Xc	29 5% c	43 5% Xc	19 4% Xc	45 5% c	8 2%	48 4% c	27 5% Xbc	82 7% STUWXYbc	8 3%	17 2%	16 3%	84 7% d
Net: Very/Fairly favourable	594 27%	78 11%	192 36% B	72 42% B	138 54% BCD	311 38% G	133 16%	120 23% KMO	403 34% HKMO	355 45% HIKMOPQ	116 14% O	279 53% HIJKMOPQ	129 16% O	594 100% HIJKLMOPQ	- -	108 34% HKMO	282 32% HKMO	142 23% U	345 34% RUXZ	281 44% RSUVWXYZab c	157 17%	122 29% RUZ	336 34% RUXZ	95 26% UZ	381 35% RUVXZ	106 21%	432 34% RUVXZ	103 34% RUVXZ	289 36% RUVXZ	119 24%	411 35% d
Net: Very/Fairly unfavourable	676 30%	328 48% CDE	112 21%	35 20%	58 23%	197 24%	336 42% F	194 37% IJLN	330 28% JLN	129 16% N	432 52% HIJLNPQ	71 13% N	444 56% HIJKLNPQ	- -	676 100% HIJKLMNPQ	138 44% HIJLN	337 38% IJLN	225 36% STYa	304 30% T	106 17%	446 48% RSTVWYZabc	143 34% TYa	314 32% TYa	166 45% RSTVWYabc	302 28% T	209 41% RSTVWYac	353 28% T	116 39% STWYa	262 33% STYa	191 39% e	252 22%
Net Difference	-82 -4%	-250 -36%	80 15%	37 22%	80 31%	114 14%	-204 -25%	-74 -14%	74 6%	226 29%	-316 -38%	208 39%	-315 -40%	594 100%	-676 -100%	-30 -10%	-55 -6%	-82 -13%	41 4%	175 27%	-288 -31%	-21 -5%	22 2%	-70 -19%	80 7%	-102 -20%	79 6%	-13 -4%	27 3%	-72 -15%	159 14%
Mean	-0.12	-0.62	0.20 B	0.28 B	0.38 B	0.17 G	-0.46	-0.25 KMO	0.02 HKMOPQ	0.40 HIKMOPQ	-0.67 O	0.55 HIJKMOPQ	-0.69 O	1.30 HIJKLMOPQ	-1.49	-0.25 KMO	-0.14 KMO	-0.21 UZ	-0.03 RUXZ	0.39 RSUVWXYZab c	-0.57	-0.08 RUXZ	-0.06 RUXZ	-0.34 U	0.03 RUWXZc	-0.33 U	0.02 RUWXZ	-0.05 RUXZ	-0.05 RUXZ	-0.25	0.16 d

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very favourable (2)	113 5%	71 7% C	41 4%	10 4%	14 4%	24 7% H	17 5%	10 3%	38 7% H	24 4%	41 6%	47 5%	11 4%	31 5%	23 5%	39 5%	61 5%	52 5%	29 5%	29 5%	18 4%	30 10% STUWX	3 2% *	4 2%	101 5%	12 4%	73 6%	29 5%	11 4%	40 6%	72 5%	41 6%	71 5%	79 6% i	33 4%
Fairly favourable (1)	203 9%	132 12% C	71 6%	35 14% GHI	52 14% GHI	35 10%	30 8%	20 6%	31 6%	87 14% KL	65 9%	51 6%	43 14% OP	75 13% OP	39 8%	41 6%	103 8%	100 10%	45 9% X	59 10% X	42 8% X	41 14% SUX	13 12% X*	2 1%	169 9%	34 10%	126 10% c	64 10% c	13 5%	87 13% e	116 7%	79 12% g	124 8%	143 11% i	60 7%
Neither favourable nor unfavourable (0)	596 27%	259 24%	334 30% B	84 34% FI	120 32% FI	79 22%	110 29% I	93 27%	111 21%	203 33% KL	189 26%	204 24%	106 35% NOP	156 26%	138 27%	179 24%	303 24%	293 30% Q	142 27%	176 30% X	134 26%	78 26%	25 23% *	40 21%	514 27%	81 25%	342 26%	188 29%	66 23%	183 28%	413 26%	127 19%	469 30% f	344 26%	252 28%
Fairly unfavourable (-1)	340 15%	179 17%	158 14%	37 15%	58 15%	58 16%	50 13%	42 12%	94 18% H	95 15%	109 15%	136 16%	44 15%	100 17%	70 14%	107 15%	190 15%	149 15%	77 14%	90 16%	96 19% V	37 12%	16 15% *	24 12%	282 15%	58 18%	207 16%	84 13%	49 17%	117 18%	223 14%	90 13%	250 16%	206 16%	134 15%
Very unfavourable (-2)	542 24%	302 28% C	232 21%	35 14%	58 15%	67 19%	101 27% DEF	113 33% DEF	167 32% DEF	94 15%	168 23% J	280 32% JK	45 15%	96 16%	141 28% MN	239 33% MN	345 28% R	197 20%	129 24%	119 21%	115 23%	68 23%	28 25% *	85 44% STUVW	461 24%	81 25%	305 24%	151 23%	86 30% a	112 17%	430 27% d	225 33% g	317 21%	297 23%	245 27%
Don't know	428 19%	134 12%	290 26% B	43 18%	76 20%	92 26% DGI	68 18%	67 19%	81 15%	120 19%	160 22% L	148 17%	54 18%	140 23% P	98 19%	125 17%	242 19%	185 19%	109 21%	107 18%	103 20%	45 15%	23 22% *	39 20%	364 19%	64 19%	240 19%	130 20%	58 20%	114 17%	314 20%	121 18%	306 20%	236 18%	192 21%
Net: Very/Fairly favourable	315 14%	203 19% C	112 10%	45 18% H	66 17% H	59 17% H	47 13%	30 9%	68 13%	111 18% L	106 15%	98 11%	54 18% OP	106 18% OP	62 12%	81 11%	163 13%	152 16%	75 14% X	88 15% X	60 12% X	70 24% STUX	16 15% X*	6 3%	270 14%	46 14%	198 15% c	94 14% c	24 8%	128 20% e	188 12%	120 18% g	195 13%	222 17% i	93 10%
Net: Very/Fairly unfavourable	882 40%	481 45% C	390 35%	73 30%	116 31%	125 35%	151 40% DE	155 45% DEF	261 50% DEFG	189 30%	277 38% J	416 48% JK	89 29%	196 33%	211 41% MN	346 47% MN	535 43% R	347 35%	205 39%	209 36%	211 41%	105 35%	44 40% *	108 56% STUVW	743 39%	139 42%	512 40%	235 36%	135 48% ab	229 35%	653 42% d	316 46% g	566 37%	503 39%	379 41%
Net Difference	-567 -26%	-278 -26%	-277 -25%	-28 -11%	-50 -13%	-66 -19%	-104 -28%	-125 -36%	-193 -37%	-78 -13%	-170 -23%	-318 -37%	-35 -11%	-90 -15%	-149 -29%	-266 -36%	-372 -30%	-194 -20%	-130 -25%	-121 -21%	-151 -30%	-34 -12%	-28 -26%	-102 -52%	-473 -25%	-93 -28%	-314 -24%	-141 -22%	-112 -39%	-101 -15%	-465 -30%	-195 -29%	-371 -24%	-281 -22%	-286 -31%
Mean	-0.56	-0.54	-0.56	-0.27 GHI	-0.31 GHI	-0.41 HI	-0.61	-0.82	-0.73	-0.30 KL	-0.52 L	-0.77	-0.27 OP	-0.34 OP	-0.65	-0.77	-0.66	-0.43 Q	-0.54 X	-0.45 X	-0.61 X	-0.29 SUX	-0.62 X*	-1.18 *	-0.55	-0.61	-0.52 c	-0.51 c	-0.83	-0.32 e	-0.66	-0.67	-0.50 f	-0.47 i	-0.69

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very favourable (2)	113 5%	54 8% C	6 1%	9 5% C	22 9% C	21 3%	70 9% F	40 8% IJQ	41 4% Q	33 4% Q	76 9% IJLNQ	30 6% IQ	74 9% IJLNQ	35 6% IJQ	62 9% IJLQ	113 36% HIJKLMNOQ	- -	32 5% Ya	49 5% Yac	30 5% Ya	76 8% RSTWYac	29 7% Yac	56 6% Yac	64 18% RSTUVWYZabc	27 2%	57 11% RSTVWYac	41 3% Y	39 13% RSTUVWYac	26 3%	68 14% e	11 1%
Fairly favourable (1)	203 9%	76 11% C	35 7%	18 10%	34 13% C	44 5%	98 12% F	89 17% IJKMNOQ	65 6% Q	83 10% IQ	78 9% IQ	77 15% IJKQ	88 11% IQ	72 12% IQ	76 11% IQ	203 64% HIJKLMNOQ	- -	88 14% SUWYac	72 7% Ya	75 12% SWYac	86 9% SYa	69 16% STUWYac	73 7% Ya	93 26% RSTUVWYac	56 5% a	108 21% RSTUVWYac	53 4%	82 27% RSTUVWYZac	58 7% Ya	107 22% e	47 4%
Neither favourable nor unfavourable (0)	596 27%	193 28% D	139 26% D	23 14%	72 28% D	167 20%	247 31% F	141 27% MNOPQ	260 22% PQ	199 25% IMNOPQ	196 23% OPQ	122 23% NPQ	163 21% PQ	114 19% PQ	126 19% PQ	- -	- -	169 27% WYac	232 23% Wc	152 24% c	219 24% c	118 28% WYac	204 20%	93 26%	238 22%	137 27% Wac	273 22%	76 25%	159 20%	158 32% e	268 23%
Fairly unfavourable (-1)	340 15%	135 20% CE	78 15%	25 14%	27 10%	119 15%	135 17%	112 21% IJKLNP	163 14% P	114 14% LP	133 16% LP	61 12% P	142 18% ILNP	74 12% P	147 22% IJKLMNP	- -	340 39% HIJKLMNOP	132 21% STWXYZabc	137 13%	93 15%	170 18% SWYc	84 20% STWXYc	147 15%	52 14%	166 15% S	84 16%	201 16% S	49 17%	119 15%	69 14%	175 15%
Very unfavourable (-2)	542 24%	125 18%	182 34% B	68 40% B	77 30% B	316 39% G	121 15%	83 16% P	415 35% HJKMOP	232 29% HP	217 26% HP	168 32% HKP	228 29% HP	209 35% HJKMOP	190 28% HP	- -	542 61% HIJKLMNOP	108 17% XZb	368 36% RTUVXZb	189 30% RVXZb	234 25% RVXZb	75 18% XZb	361 36% RTUVXZb	33 9%	428 39% RSTUVWXZab	55 11%	444 35% RTUVXZb	34 11%	342 43% RSTUVWXYZab	46 10%	416 36% d
Don't know	428 19%	107 15% E	96 18% E	29 17% E	24 9%	148 18%	136 17%	65 12% PQ	231 20% HJLMNOPQ	131 17% HLMOPQ	138 16% HMOPQ	70 13% PQ	96 12% PQ	90 15% PQ	75 11% PQ	- -	- -	95 15% VXb	172 17% VXbc	98 15% Xbc	138 15% Xbc	50 12% Xb	154 15% Xbc	29 8%	169 16% Xbc	71 14% Xb	248 20% RSTUVWXYZbc	19 6%	96 12% b	39 8%	254 22% d
Net: Very/Fairly favourable	315 14%	130 19% C	41 8%	27 16% C	57 22% C	65 8%	168 21% F	129 24% IJKNQ	106 9% Q	115 15% IQ	155 18% IQ	107 20% IJQ	163 21% IJQ	108 18% IJQ	138 20% IJQ	315 100% HIJKLMNOQ	- -	120 19% SWYac	122 12% Ya	105 16% SWYac	162 18% SWYac	98 23% RSTUWYac	129 13% Yac	157 43% RSTUVWYZac	83 8%	165 32% RSTUVWYac	93 7%	121 40% RSTUVWYZac	84 10% Ya	175 36% e	58 5%
Net: Very/Fairly unfavourable	882 40%	259 38%	259 48% B	93 54% BE	104 41%	436 53% G	256 32%	195 37% P	577 49% HJKLP	346 44% HP	350 42% HP	228 43% HP	370 47% HKP	282 47% HKP	337 50% HJKLP	- -	882 100% HIJKLMNOP	240 38% XZb	505 49% RTUVXZb	282 44% RVXZb	404 44% RVXZb	158 37% XZb	508 51% RTUVXZb	85 23%	593 55% RSTUVWXZab	139 27%	645 51% RTUVXZb	84 28%	461 58% RSTUVWXYZab	116 24%	591 51% d
Net Difference	-567 -26%	-129 -19%	-218 -41%	-66 -38%	-47 -18%	-371 -46%	-88 -11%	-65 -12%	-471 -40%	-230 -29%	-195 -23%	-121 -23%	-208 -26%	-174 -29%	-198 -29%	315 100%	-882 -100%	-120 -19%	-383 -37%	-177 -28%	-242 -26%	-60 -14%	-379 -38%	71 20%	-510 -47%	26 5%	-551 -44%	37 13%	-377 -47%	59 12%	-534 -46%
Mean	-0.56	-0.34 CD	-0.89	-0.87	-0.44 CD	-1.00	-0.21 F	-0.23 IJKLMNOQ	-0.89 Q	-0.65 IQ	-0.48 IJNQ	-0.56 IQ	-0.52 INQ	-0.69 IQ	-0.54 IQ	1.36 HIJKLMNOQ	-1.61	-0.37 STUWYac	-0.82 Yac	-0.63 SWYac	-0.51 SWYac	-0.28 STUWYac	-0.81 Yac	0.30 RSTUVWYZabc	-1.00	0.06 RSTUVWYac	-0.94	0.15 RSTUVWYac	-0.98	0.18 e	-1.02

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very positive (2)	140 6%	86 8% C	54 5%	13 5%	27 7%	22 6%	30 8% H	13 4%	35 7%	40 6%	52 7%	48 6%	16 5%	37 6%	41 8%	38 5%	69 6%	71 7%	29 5%	45 8% X	25 5%	29 10% UX	8 7% *	4 2%	122 6%	18 5%	96 7% b	29 5%	14 5%	52 8%	88 6%	55 8% g	85 6%	95 7%	45 5%
Fairly positive (1)	348 16%	191 18% C	156 14%	35 14% G	81 21% DFGH	48 13% G	31 8%	45 13%	110 21% DFGH	116 19% K	78 11%	154 18% K	46 15% O	110 18% O	47 9%	121 16% O	178 14%	170 17%	86 16% X	89 15% X	87 17% X	49 17% X	23 22% X*	12 6%	310 16%	39 12%	226 18% c	90 14%	32 11%	115 18%	233 15%	95 14%	254 17%	199 15%	150 16%
Made no difference (0)	443 20%	237 22%	206 18%	58 24% I	68 18%	85 24% I	75 20%	72 21%	85 16%	127 20%	160 22%	157 18%	70 23%	114 19%	114 22%	133 18%	205 16%	239 24% Q	110 21%	118 20%	111 22%	55 18%	19 18% *	31 16%	371 20%	72 22%	243 19%	135 21%	65 23%	146 22%	298 19%	97 14%	346 23% f	280 21%	164 18%
Fairly negative (-1)	532 24%	217 20%	309 27% B	68 28%	81 22%	76 21%	105 28%	84 24%	117 22%	150 24%	181 25%	201 23%	77 25%	129 22%	138 27%	176 24%	326 26% R	206 21%	131 25%	158 27% V	120 23%	59 20%	25 23% *	39 20%	447 24%	85 26%	295 23%	165 26%	72 26%	148 23%	384 25%	145 21%	387 25% f	287 22%	245 27% h
Very negative (-2)	639 29%	309 29%	318 28%	61 25%	100 26%	101 28%	111 29%	111 32%	155 30%	160 26%	212 29%	266 31%	81 27%	165 28%	141 28%	226 31%	402 32% R	237 24%	142 27%	144 25%	137 27%	88 29%	31 28% *	98 50% STUVW	541 29%	97 30%	363 28%	192 30%	84 30%	162 25%	477 30% d	265 39% g	373 24%	373 29%	266 29%
Don't know	118 5%	36 3%	82 7% B	10 4%	20 5%	25 7%	24 6%	20 6%	19 4%	30 5%	49 7%	39 4%	12 4%	43 7%	27 5%	36 5%	62 5%	56 6%	34 6%	25 4%	29 6%	19 6%	2 2% *	9 5%	99 5%	20 6%	69 5%	34 5%	16 5%	31 5%	87 6%	27 4%	91 6%	72 6%	46 5%
Net: Very/Fairly positive	488 22%	278 26% C	210 19%	48 19%	108 29% DFGH	69 19%	61 16%	58 17%	145 28% DFGH	156 25% K	130 18%	202 23% K	62 21%	147 25% O	88 17%	159 22%	248 20%	241 25% Q	115 22% X	134 23% X	113 22% X	78 26% X	31 29% X*	17 9%	432 23% Z	56 17%	322 25% bc	119 18%	46 16%	167 26% e	321 20%	149 22%	339 22%	293 22%	195 21%
Net: Very/Fairly negative	1171 53%	527 49%	628 56% B	129 53%	181 48%	177 50%	216 57% E	195 57% E	272 52%	310 50%	393 54%	468 54%	158 52%	294 49%	279 55%	403 55%	729 59% R	442 45%	273 51%	303 52%	256 50%	146 49%	56 51% *	137 71% STUVW	989 52%	182 55%	658 51%	357 55%	156 55%	309 47%	861 55% d	410 60% g	760 49%	661 51%	510 56% h
Mean	-0.56	-0.45 C	-0.65	-0.55	-0.41 GH	-0.56	-0.67	-0.72	-0.49 H	-0.46	-0.62	-0.58	-0.56	-0.50	-0.61	-0.62	-0.69	-0.40 Q	-0.54 X	-0.48 X	-0.53 X	-0.46 X	-0.44 X*	-1.16	-0.54	-0.66	-0.49 b	-0.65	-0.67	-0.41 e	-0.63	-0.72	-0.49 f	-0.52	-0.62

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very positive (2)	140	72	16	13	21	28	91	74	32	52	66	41	63	42	59	65	26	80	40	50	68	51	37	75	26	88	32	55	27	140	-
	6%	10%	3%	7%	8%	3%	11%	14%	3%	7%	8%	8%	8%	7%	9%	20%	3%	13%	4%	8%	7%	12%	4%	21%	2%	17%	3%	18%	3%	29%	-
		C		C	C		F	IJKLMNOQ		IQ	IQ	IQ	IQ	IQ	IQ	HIJKLMNOQ		STUWYac	Ya	SWYac	SWYac	STUWYac	Ya	RSTUVWYac		RSTUVWYac		RSTUVWYac	Y	e	
Fairly positive (1)	348	183	53	17	40	51	223	170	88	103	176	86	149	77	132	110	89	172	78	87	185	133	100	134	97	180	78	112	55	348	-
	16%	26%	10%	10%	16%	6%	28%	32%	7%	13%	21%	16%	19%	13%	20%	35%	10%	28%	8%	14%	20%	31%	10%	37%	9%	35%	6%	37%	7%	71%	-
		CDE			C		F	IJKLMNOQ		IQ	IJLNQ	IJNQ	IJNQ	IQ	IJNQ	IJKLMNOQ	I	STUWYac	a	SWYac	STWYac	STUWYac	Sac	RSTUVWYac	Sac	RSTUVWYac		RSTUVWYac		e	
Made no difference (0)	443	177	70	19	47	72	232	114	179	87	222	59	211	57	209	76	158	138	163	71	237	88	155	82	161	111	191	63	139	-	-
	20%	26%	13%	11%	18%	9%	29%	22%	15%	11%	26%	11%	27%	10%	31%	24%	18%	22%	16%	11%	26%	21%	16%	22%	15%	22%	15%	21%	17%	-	-
		CDE					F	IJLN	JLN		HIJLNQ		HIJLNQ		HIJKLMNPQ	IJLNQ	IJLN	STWYac	T		STVWYac	STWYa	T	STWYa	T	STWYa	T	TWYa	TYa		
Fairly negative (-1)	532	158	130	40	50	219	162	110	294	195	177	128	163	141	133	41	194	153	244	142	193	93	218	44	263	82	345	49	174	-	532
	24%	23%	24%	23%	20%	27%	20%	21%	25%	25%	21%	24%	21%	24%	20%	13%	22%	24%	24%	22%	21%	22%	22%	12%	24%	16%	27%	16%	22%	-	45%
						G		P	KMOPQ	OP	P	P	P	P	P		P	XZb	XZb	XZb	XZ	XZb	XZ		UWXZbc	X	STUVWXYZbc	X	XZ		d
Very negative (-2)	639	68	259	80	95	436	57	41	542	343	153	209	175	270	120	17	397	60	474	271	190	49	454	20	505	28	573	16	391	-	639
	29%	10%	48%	47%	37%	54%	7%	8%	46%	43%	18%	40%	22%	45%	18%	5%	45%	10%	46%	43%	21%	12%	46%	5%	47%	5%	46%	5%	49%	-	55%
			BE	B	B	G			HKLMOP	HKMOP	HP	HKMOP	HKOP	HKLMOP	HP		HKLMOP	XZb	RUVXZb	RUVXZb	RVXZb	XZb	RUVXZb		RTUVXZb		RUVXZb		RTUVWXZab		d
Don't know	118	32	9	2	3	9	43	20	40	12	44	6	31	7	24	7	18	22	31	16	48	11	30	9	30	22	38	5	13	-	-
	5%	5%	2%	1%	1%	1%	5%	4%	3%	1%	5%	1%	4%	1%	4%	2%	2%	4%	3%	2%	5%	3%	3%	3%	3%	4%	3%	2%	2%	-	-
		CE					F	JLNQ	JLNQ		IJLNOPQ		JLNQ		JLNQ			bc	c		STVWXYabc		c		c	bc	c				
Net: Very/Fairly positive	488	254	69	30	61	79	314	244	120	155	242	127	212	119	191	175	116	252	118	137	254	183	137	209	124	269	111	167	82	488	-
	22%	37%	13%	17%	24%	10%	39%	46%	10%	20%	29%	24%	27%	20%	28%	55%	13%	40%	11%	22%	28%	43%	14%	57%	11%	53%	9%	56%	10%	100%	-
		CDE			C		F	IJKLMNOQ		IQ	IJNQ	IJNQ	IJNQ	IQ	IJNQ	HIJKLMNOQ	I	STUWYac	a	SWYac	STWYac	STUWYac	SYac	RSTUVWYac	a	RSTUVWYac		RSTUVWYac		e	
Net: Very/Fairly negative	1171	226	389	121	145	655	219	152	836	538	330	336	338	411	252	58	591	212	718	413	383	142	673	64	769	110	918	65	565	-	1171
	53%	33%	72%	70%	57%	80%	27%	29%	71%	68%	39%	64%	43%	69%	37%	18%	67%	34%	70%	65%	41%	33%	68%	18%	71%	21%	73%	22%	71%	-	100%
			BE	BE	B	G		P	HJKLMOPQ	HKLMOP	HP	HKMOP	HOP	HKLMOP	HP		HKMOP	XZb	RTUVXZb	RUVXZb	RVXZb	XZb	RUVXZb		RTUVWXZb		RSTUVWXZb		RTUVWXZb		d
Mean	-0.56	0.05	-1.07	-0.93	-0.62	-1.22	0.17	0.24	-1.08	-0.86	-0.22	-0.72	-0.31	-0.88	-0.19	0.54	-0.98	0.10	-1.03	-0.80	-0.29	0.10	-0.99	0.56	-1.07	0.45	-1.10	0.48	-1.08	1.29	-1.55
		CDE			CD		F	IJKLMNOQ		IQ	IJLMNQ	IJNQ	IJLNQ	I	IJLMNQ	HIJKLMNOQ	I	STUWYac	a	SWYac	STWYac	STUWYac		RSTUVWYac		RSTUVWYac		RSTUVWYac		e	

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q12_2321. Which of the following, if either, do you think would make a better 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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Rishi Sunak, Prime Minister	618 28%	288 27%	329 29%	46 19%	115 31% D	85 24%	100 27% D	101 29% D	170 33% DF	162 26%	185 25%	271 31% JK	68 22%	155 26%	144 28%	222 30% M	401 32% R	217 22%	131 25%	150 26%	153 30%	98 33% S	34 31% *	52 27%	503 27%	115 35% Y	370 29%	164 25%	84 30%	182 28%	436 28%	236 34% g	382 25%	358 27%	261 28%
Boris Johnson, former Prime Minister	371 17%	191 18%	180 16%	52 21% E	54 14%	53 15%	66 18%	56 16%	90 17%	106 17%	119 16%	146 17%	56 19%	94 16%	81 16%	118 16%	177 14%	194 20% Q	104 20% X	104 18% X	86 17% X	41 14%	21 19% X*	15 8%	328 17%	43 13%	214 17%	114 18%	43 15%	117 18%	254 16%	92 13%	279 18% f	226 17%	145 16%
No difference between the two	326 15%	159 15%	165 15%	47 19% HI	64 17% HI	69 19% HI	63 17% HI	39 11%	45 9%	111 18% L	132 18% L	83 10%	51 17% P	105 18% P	89 18% P	73 10%	169 14%	157 16%	63 12%	103 18% SX	72 14%	54 18% SX	13 12% *	20 11%	281 15%	45 14%	198 15%	90 14%	38 14%	130 20% e	196 13%	73 11%	254 17% f	220 17% i	106 12%
Neither would make a good Prime Minister	790 36%	391 36%	385 34%	83 34%	118 31%	120 34%	134 36%	139 40% E	196 38%	201 32%	254 35%	335 39% J	107 36%	196 33%	175 34%	288 39% N	439 35%	351 36%	200 38% V	204 35% V	168 33%	82 27%	36 33% *	101 52% STUVW	681 36%	109 33%	442 34%	239 37%	110 39%	187 29%	603 38% d	258 38%	532 35%	440 34%	350 38%
Don't know	116 5%	48 4%	68 6%	17 7% H	26 7% GH	29 8% GHI	13 3%	10 3%	21 4%	43 7% L	42 6%	31 4%	20 7%	47 8% OP	18 4%	30 4%	57 5%	59 6%	33 6% T	19 3%	30 6%	23 8% T	5 4% *	6 3%	98 5%	18 5%	68 5%	40 6%	8 3%	37 6%	79 5%	26 4%	89 6% f	62 5%	54 6%

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

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Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q12_2321. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Rishi Sunak, Prime Minister	618 28%	276 40% CE	98 18%	70 40% CE	60 24%	286 35% G	203 25%	248 47% IJKLMNOPQ	230 20%	195 25% I	249 30% IJMP	174 33% IJMNOP	196 25% I	170 29% IJP	178 26% I	72 23%	267 30% IJMP	355 57% STUVWXYZabc	107 10%	174 27% SWc	267 29% SWYc	213 50% STUWXYZabc	153 15% S	133 37% STUWYZac	259 24% SWc	140 27% SWc	356 28% SWYc	121 40% STUWYZac	138 17% S	167 34% e	321 27%
Boris Johnson, former Prime Minister	371 17%	213 31% CDE	44 8%	14 8%	29 11%	63 8%	232 29% F	183 34% IJKLMNOQ	76 6%	92 12% I	217 26% IJLNQ	80 15% IJN	193 24% IJLNQ	59 10% I	174 26% IJLNQ	107 34% IJKLMNOQ	110 13% I	163 26% STWYac	117 11% Ya	74 12% a	220 24% STWYac	108 25% STWYac	120 12% Yac	133 37% RSTUVWYac	104 10% a	270 53% RSTUVWXYabc	31 2%	97 33% RSTUVWYac	79 10% a	185 38% e	78 7%
No difference between the two	326 15%	80 12%	83 15% D	13 7%	44 17% BD	95 12%	111 14%	70 13%	147 13%	109 14% Q	115 14% Q	69 13%	118 15% Q	78 13%	99 15% Q	61 19% HIJKLNQ	94 11%	66 11%	129 12%	92 14% RYa	119 13%	59 14% R	121 12%	57 16% RY	118 11%	70 14%	149 12%	45 15% R	100 13%	62 13%	145 12%
Neither would make a good Prime Minister	790 36%	103 15%	300 56% BDE	69 40% B	121 47% B	346 42% G	237 29%	17 3%	694 59% HJKLMNOPQ	383 48% HKLMOP	230 27% HP	196 37% HKOP	266 34% HKOP	279 47% HKLMOP	195 29% HP	67 21% H	395 45% HKLMOP	21 3%	668 65% RTUVWXYZabc	287 45% RUVXZb	290 31% RVXZb	34 8% RZ	589 59% RTUVXYZab	29 8% RZ	585 54% RTUVXZb	21 4%	688 55% RTUVXZb	27 9% RZ	474 59% RTUVXYZab	59 12%	593 51% d
Don't know	116 5%	18 3%	11 2%	6 4%	2 1%	24 3%	23 3%	12 2%	28 2%	12 2%	28 3% JNQ	9 2%	19 2%	9 2%	29 4% HIJLMNQ	9 3%	16 2%	18 3% SWc	10 1%	11 2%	25 3% SWYc	10 2% S	12 1%	11 3% SWc	17 2% S	12 2%	34 3% SWYc	9 3% SWc	8 1%	15 3%	33 3%

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - Summary

All Adults aged 18+ in Great Britain

	Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either?							
	A Labour majority government	A Conservative majority government	A Labour / Liberal Democrat coalition government	A Labour minority government requiring the support of the Liberal Democrats to pass legislation.	A Labour minority government requiring the support of the SNP to pass legislation.	A Conservative / Liberal Democrat coalition government	A Conservative minority government requiring the support of the Liberal Democrats to pass legislation.	A Conservative minority government requiring the support of the DUP to pass legislation.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2221	2221	2221	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221	2221	2221	2221
Very good outcome (1)	408 18% BCDEFGH	250 11% CDEFGH	172 8% DEFGH	137 6% FGH	118 5% FGH	68 3%	84 4%	66 3%
Fairly good outcome (2)	467 21% BEFGH	358 16% FGH	526 24% ABDEFGH	479 22% BEFGH	366 16% FGH	308 14% H	272 12% H	200 9%
Neither good nor bad (3)	410 18%	373 17%	491 22% AB	500 23% AB	450 20% B	464 21% AB	467 21% AB	456 21% B
Fairly bad outcome (4)	315 14%	294 13%	419 19% AB	456 21% AB	460 21% AB	565 25% ABCDEH	633 29% ABCDEFH	508 23% ABC
Very bad outcome (5)	435 20%	766 34% ACDEFG	411 19%	427 19%	596 27% ACD	608 27% ACDG	546 25% ACD	729 33% ACDEFG
Don't know	186 8%	179 8%	201 9% B	222 10% ABC	230 10% ABC	207 9% B	220 10% AB	261 12% ABCDEFG
NET: Very good/fairly good outcome	875 39% BCDEFGH	609 27% EFGH	699 31% BDEFGH	616 28% EFGH	484 22% FGH	376 17% H	356 16% H	266 12%
NET: Very bad/Fairly bad outcome	750 34%	1060 48% ACD	830 37% A	883 40% AC	1056 48% ACD	1173 53% ABCDE	1179 53% ABCDE	1238 56% ABCDEFG
Mean	2.95	3.47 ACD	3.18 A	3.28 AC	3.53 ACD	3.66 ABCDE	3.64 ABCDE	3.83 ABCDEFG

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour majority government

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	408 18%	204 19%	202 18%	48 20%	75 20%	56 16%	84 22% FI	72 21% I	73 14%	123 20%	140 19%	146 17%	61 20%	108 18%	102 20%	117 16%	248 20%	160 16%	113 21% U	106 18% U	64 13%	72 24% UX	27 25% UX*	27 14%	358 19%	50 15%	246 19%	115 18%	48 17%	140 21% e	268 17%	153 22% g	255 17%	253 19%	155 17%
Fairly good outcome (2)	467 21%	244 23%	219 19%	64 26% GHI	112 30% GHI	92 26% GHI	60 16%	58 17%	81 16%	175 28% KL	152 21% L	139 16%	84 28% OP	166 28% OP	86 17%	123 17%	259 21%	208 21%	116 22%	114 20%	92 18%	66 22%	28 26% *	51 26% U	399 21%	68 21%	280 22% c	150 23% c	36 13%	169 26% e	297 19%	169 25% g	298 19%	287 22%	179 20%
Neither good nor bad (3)	410 18%	200 19%	205 18%	65 27% FGHI	88 23% I	62 17%	65 17%	65 19% I	66 13%	152 24% KL	127 17%	130 15%	80 27% OP	125 21%	80 16%	124 17%	218 18%	192 20%	93 17%	105 18%	98 19%	55 19%	14 13% *	45 23%	359 19%	52 16%	215 17%	145 23% a	50 18%	137 21%	273 17%	130 19%	280 18%	256 20%	154 17%
Fairly bad outcome (4)	315 14%	157 15%	155 14%	24 10%	38 10%	48 14%	51 14%	49 14%	104 20% DEG	62 10%	100 14%	153 18% J	26 9%	68 11%	76 15% M	124 17% MN	204 16% R	111 11%	62 12%	73 13%	99 19% STV	34 11%	22 20% SV*	24 13%	255 13%	60 18% Y	184 14%	81 13%	50 18%	64 10%	251 16% d	83 12%	231 15%	176 14%	138 15%
Very bad outcome (5)	435 20%	206 19%	227 20%	16 6%	26 7%	48 14% DE	87 23% DEF	83 24% DEF	175 34% DEFGH	42 7%	136 19% J	258 30% JK	18 6%	52 9%	121 24% MN	210 29% MN	228 18%	207 21%	107 20% V	134 23% V	107 21% V	39 13%	15 14% *	35 18%	353 19%	82 25% Y	267 21% b	96 15%	73 26% b	89 14%	346 22% d	108 16%	328 21% f	218 17%	217 24% h
Don't know	186 8%	67 6%	117 10% B	28 12% HI	40 11% HI	49 14% GHI	29 8%	18 5%	22 4%	68 11% L	78 11% L	40 5%	33 11% P	77 13% OP	42 8% P	33 5%	86 7%	100 10% Q	41 8%	49 8%	48 9%	32 11% W	3 3% *	12 6%	167 9%	19 6%	101 8%	60 9%	26 9%	54 8%	132 8%	41 6%	145 9% f	114 9%	72 8%
NET: Very good/fairly good outcome	875 39%	448 42%	421 37%	112 46% I	186 49% GHI	148 42% I	144 38% I	130 38% I	154 30%	298 48% KL	292 40% L	285 33%	146 48% OP	275 46% OP	189 37%	239 33%	507 41%	368 38%	229 43% U	219 38% U	156 31%	138 46% TU	55 50% TU*	78 40% U	757 40%	118 36%	526 41% c	265 41% c	84 30%	309 47% e	566 36%	322 47% g	553 36%	541 41% i	334 37%
NET: Very bad/Fairly bad outcome	750 34%	363 34%	382 34%	39 16%	64 17%	97 27% DE	139 37% DEF	132 38% DEF	279 54% DEFGH	104 17%	235 32% J	411 47% JK	44 15%	120 20%	198 39% MN	334 46% MNO	432 35%	318 32%	169 32%	207 36% V	206 40% SVX	73 24%	37 34% *	59 30%	608 32%	142 43% Y	451 35% b	176 27%	123 43% ab	153 23%	597 38% d	191 28%	559 36% f	395 30%	355 39% h
Mean	2.95	2.92	2.99	2.51	2.50	2.81 DE	2.99 DE	3.04 DE	3.45 DEFGH	2.50	2.91 J	3.29 JK	2.46	2.60	3.06 MN	3.27 MN	2.92	3.00	2.87	3.03 V	3.20 SVW	2.63	2.72 *	2.94	2.91	3.18 Y	2.95	2.82	3.25 ab	2.66	3.08 d	2.73	3.06 f	2.85	3.10 h

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour majority government

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	408 18%	29 4%	251 47% BDE	36 21% BE	31 12% B	226 28% G	109 14%	41 8% K	351 30% HKMOPQ	373 47% HIKLMNOPQ	14 2%	154 29% HKMOPQ	101 13% HKO	182 31% HKMOPQ	63 9% K	47 15% HKO	197 22% HKMOP	52 8% U	305 30% RUVWXYZab	323 51% RSUVWXYZabc	39 4%	53 13% RU	272 27% RUVXZb	41 11% U	293 27% RUVXZb	50 10% U	326 26% RUVXZb	47 16% RUXZ	240 30% RUVWXYZab	63 13%	303 26% d
Fairly good outcome (2)	467 21%	92 13%	168 31% BE	43 25% B	53 21% B	203 25% G	131 16%	89 17% KMO	334 28% HKMOPQ	298 38% HIKLMNOPQ	37 4%	178 34% HIKMOPQ	95 12% K	189 32% HKMOPQ	82 12% K	68 21% KMO	189 21% HKMO	106 17% U	265 26% RUVXZ	209 33% RSUVWXYZabc	80 9%	81 19% U	241 24% RUXZ	58 16% U	270 25% RUVXZ	82 16% U	326 26% RUVXZ	62 21% UXZ	197 25% RUVXZ	91 19%	303 26% d
Neither good nor bad (3)	410 18%	83 12%	69 13%	41 24% BC	67 26% BC	137 17%	113 14%	69 13%	169 14% J	77 10%	104 12%	89 17% JK	112 14% J	113 19% HIJKMO	90 13% J	50 16% J	157 18% HIJKMO	103 16% T	155 15% T	70 11%	143 15% T	66 16% T	147 15% T	49 13%	184 17% STW	77 15% T	216 17% STW	41 14%	129 16% T	72 15%	208 18%
Fairly bad outcome (4)	315 14%	160 23% CDE	23 4%	22 13% C	37 14% C	114 14%	137 17%	109 20% IJLNPQ	131 11% J	18 2%	228 27% HIJLMNOPQ	58 11% J	149 19% IJLNPQ	60 10% J	135 20% IJLNPQ	29 9% J	136 15% IJLNP	110 18% STWYac	116 11% T	18 3%	206 22% RSTWXYabc	81 19% STWYabc	127 13% T	60 16% STac	144 13% STac	94 18% STWYac	143 11% T	45 15% T	90 11% T	70 14%	146 12%
Very bad outcome (5)	435 20%	301 44% CDE	12 2%	16 10% C	47 18% CD	92 11%	279 35% F	202 38% IJLNQ	133 11% JLN	5 1%	421 50% HIJLMNOPQ	31 6% J	303 38% IJLNQ	33 5% J	266 39% IJLNQ	111 35% IJLNQ	173 20% IJLN	218 35% STVWYac	145 14% T	4 1%	411 45% RSTVWYZabc	125 29% STWYac	167 17% STYa	148 41% RSTVWYabc	146 13% T	191 37% STVWYac	163 13% T	100 33% STWYac	120 15% Ta	172 35% e	130 11%
Don't know	186 8%	24 3%	13 2%	13 8% BC	21 8% BC	43 5%	38 5%	21 4%	57 5% JNQ	20 3%	34 4%	18 3%	31 4%	18 3%	40 6% JKMNQ	10 3%	30 3%	36 6% TXZbc	44 4% Tc	12 2%	44 5% Tbc	19 4% Tb	41 4% Tc	9 2%	47 4% Tc	19 4%	85 7% STUWXYZbc	6 2%	23 3%	21 4%	80 7%
NET: Very good/fairly good outcome	875 39%	121 18%	419 78% BDE	79 46% BE	84 33% B	429 53% G	240 30%	130 24% K	685 58% HKMOPQ	670 85% HIKLMNOPQ	51 6%	332 63% HIKMOPQ	196 25% KO	371 62% HIKMOPQ	145 21% K	115 36% HKMO	386 44% HKMOP	158 25% U	571 55% RUVWXYZab	532 84% RSUVWXYZabc	118 13%	134 32% RUZ	513 52% RUVXZb	99 27% U	563 52% RUVXZb	132 26% U	652 52% RUVXZb	108 36% RUXZ	437 55% RUVWXZb	154 32%	607 52% d
NET: Very bad/Fairly bad outcome	750 34%	461 67% CDE	35 7%	39 23% C	84 33% CD	206 25%	417 52% F	311 59% IJLNPQ	264 22% JLN	23 3%	649 77% HIJLMNOPQ	88 17% J	453 57% IJLNPQ	93 16% J	401 59% IJLNPQ	140 44% IJLNQ	310 35% IJLN	328 53% STWYac	262 25% T	22 4%	617 67% RSTVWXYZabc	206 49% STWYac	293 30% STYac	208 57% STVWYabc	290 27% Ta	284 56% STVWYabc	306 24% T	145 48% STWYac	210 26% T	242 50% e	277 24%
Mean	2.95	3.92 CDE	1.81	2.63 C	3.07 CD	2.54	3.45 F	3.67 IJLNPQ	2.43 JLN	1.68	4.25 HIJLMNOPQ	2.28 J	3.60 IJLNPQ	2.26 J	3.72 IJLMNPQ	3.29 IJLNQ	2.88 IJLN	3.57 STVWYabc	2.52 T	1.67	3.99 RSTVWXYZabc	3.36 STWYac	2.66 STac	3.61 STVWYabc	2.59 T	3.59 STVWYabc	2.57 T	3.31 STWYac	2.55 T	3.42 e	2.54

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative majority government

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	250 11%	144 13% C	106 9%	14 6%	43 11% D	39 11% D	38 10%	41 12% D	76 15% D	57 9%	77 10%	117 14% J	17 5%	66 11% M	55 11% M	92 13% M	150 12%	100 10%	50 9%	65 11%	62 12%	45 15% SX	15 14% *	13 7%	203 11%	47 14%	178 14% b	45 7%	27 10%	84 13%	166 11%	84 12%	167 11%	155 12%	95 10%
Fairly good outcome (2)	358 16%	171 16%	186 16%	38 16%	73 19% FGH	46 13%	48 13%	46 13%	106 20% FGH	111 18% K	94 13%	152 18% K	48 16%	99 17%	66 13%	130 18% O	210 17%	149 15%	77 15% X	119 20% SX	87 17% X	47 16% X	16 15% X*	12 6%	302 16%	56 17%	225 17%	88 14%	46 16%	120 18%	238 15%	117 17%	241 16%	204 16%	154 17%
Neither good nor bad (3)	373 17%	193 18%	180 16%	45 18%	68 18%	60 17%	74 20%	50 15%	75 14%	113 18%	135 18%	126 15%	56 19%	94 16%	106 21% P	109 15%	185 15%	188 19% Q	100 19%	86 15%	92 18%	44 15%	18 17% *	34 18%	310 16%	63 19%	206 16%	126 19%	41 15%	105 16%	269 17%	96 14%	277 18% f	218 17%	155 17%
Fairly bad outcome (4)	294 13%	118 11%	176 16% B	42 17% I	58 15% I	54 15% I	44 12%	47 14%	50 10%	100 16% L	98 13%	96 11%	53 18% P	88 15%	64 13%	77 11%	170 14%	124 13%	76 14%	67 12%	71 14%	43 14%	20 18% X*	18 9%	260 14%	34 10%	160 12%	96 15%	38 13%	106 16% e	188 12%	97 14%	198 13%	188 14%	107 12%
Very bad outcome (5)	766 34%	399 37% C	353 31%	77 31%	105 28%	111 31%	146 39% E	141 41% DEF	185 36% E	182 29%	257 35% J	326 38% J	95 31%	182 30%	183 36%	281 38% N	443 36%	323 33%	189 36% U	194 34%	148 29%	93 31%	37 34% *	105 54% STUVW	653 35%	113 34%	420 33%	235 36%	110 39%	187 29%	579 37% d	261 38% g	505 33%	440 34%	326 36%
Don't know	179 8%	53 5%	125 11% B	28 12% HI	31 8%	45 13% GHI	26 7%	20 6%	28 5%	60 10% L	71 10% L	48 6%	33 11% P	68 11% OP	35 7%	42 6%	86 7%	93 10%	39 7%	48 8%	50 10%	27 9%	3 3% *	12 6%	163 9% Z	16 5%	103 8%	56 9%	21 7%	51 8%	128 8%	31 4%	149 10% f	101 8%	78 9%
NET: Very good/fairly good outcome	609 27%	315 29%	292 26%	52 21%	116 31% DG	85 24%	86 23%	87 25%	182 35% DFGH	168 27%	171 23%	269 31% K	65 22%	165 28%	121 24%	222 30% MO	359 29%	249 25%	127 24% X	184 32% SX	149 29% X	92 31% X	31 28% X*	25 13%	505 27%	104 31%	403 31% b	133 21%	73 26%	205 31% e	404 26%	200 29%	408 27%	359 28%	249 27%
NET: Very bad/Fairly bad outcome	1060 48%	517 48%	529 47%	119 49%	163 43%	165 46%	190 51%	187 54% EI	235 45%	282 45%	356 49%	422 49%	148 49%	270 45%	247 49%	358 49%	613 49%	447 46%	265 50%	262 45%	219 43%	135 45%	56 52% *	123 63% STUV	912 48%	148 45%	580 45%	332 51% a	148 52%	293 45%	767 49%	358 52% g	703 46%	627 48%	433 47%
Mean	3.47	3.45	3.48	3.60 E	3.31	3.49	3.61 EI	3.61 EI	3.33	3.42	3.55	3.44	3.60	3.42	3.54	3.47	3.47	3.48	3.56 U	3.39	3.34	3.33	3.45 *	4.04 STUVW	3.50	3.35	3.35	3.66 a	3.61 a	3.32	3.54 d	3.51	3.46	3.46	3.50

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative majority government

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	250 11%	175 25% CDE	14 3%	23 13% CE	12 5%	80 10%	132 16% F	213 40% IJKLMNOPQ	15 1%	58 7% I	153 18% IJLMNQ	63 12% IJN	111 14% IJNQ	49 8% I	106 16% IJNQ	66 21% IJLMNOQ	93 11% IJ	209 33% STUWYac	22 2%	56 9% SWYac	156 17% STWYac	144 34% STUWYac	29 3% S	120 33% STUWYac	40 4% S	171 33% STUWYac	43 3% S	110 37% STUWYac	25 3% S	128 26% e	63 5%
Fairly good outcome (2)	358 16%	239 35% CDE	28 5%	16 9%	27 10% C	98 12%	191 24% F	224 42% IJKLMNOPQ	41 4%	80 10% I	212 25% IJLMNOQ	83 16% IJN	161 20% IJNQ	71 12% I	141 21% IJLNQ	95 30% IJLMNOQ	121 14% IJ	211 34% STUWYac	60 6%	59 9% Sac	225 24% STWYac	146 34% STUWYac	77 8% Sac	136 37% STUWYac	84 8% Sac	187 37% STUWYac	69 6%	113 38% STUWYac	46 6%	170 35% e	96 8%
Neither good nor bad (3)	373 17%	114 17% C	56 10%	24 14%	47 19% C	100 12%	138 17% F	51 10%	113 10%	63 8%	158 19% HIJLNQ	68 13% IJN	136 17% HIJNQ	57 10%	139 21% HIJLMNQ	69 22% HIJLNQ	99 11% J	93 15% STWc	101 10%	49 8%	172 19% RSTWYabc	66 16% STWYc	109 11% T	59 16% STWbc	127 12% ST	76 15% STW	165 13% STWc	35 12% T	89 11% T	92 19% e	140 12%
Fairly bad outcome (4)	294 13%	60 9%	85 16% B	21 12%	31 12%	100 12%	101 13%	20 4%	215 18% HJKLMNOPQ	119 15% HKLPQ	86 10% H	61 12% H	94 12% H	84 14% HKQ	85 13% H	34 11% H	96 11% H	52 8%	148 14% RUVXZbc	91 14% RUVXZb	93 10% Z	35 8%	136 14% RUVXZbc	25 7%	149 14% RUVXZbc	34 7%	209 17% RSUVWXYZbc	22 7%	94 12% XZ	39 8%	175 15% d
Very bad outcome (5)	766 34%	73 11%	343 64% BDE	80 46% B	125 49% B	394 48% G	210 26%	7 1%	738 63% HJKLMNOPQ	454 57% HKLMOPQ	188 22% HP	246 47% HKMOP	256 32% HKOP	320 54% HKLMOP	171 25% HP	47 15% H	445 50% HKMOP	32 5%	659 64% RTUVWXYZab	368 58% RUVXZb	228 25% RVXZb	25 6%	608 61% RUVXZab	17 5%	643 59% RUVXZab	22 4%	700 56% RUVXZb	16 5%	529 66% RTUVWXYZab	50 10%	616 53% d
Don't know	179 8%	28 4%	10 2%	8 5%	14 5% C	43 5%	35 4%	15 3%	53 5% JLNPQ	17 2%	40 5% HJLNP	7 1%	32 4% JLNP	13 2%	33 5% JLNP	4 1%	28 3% L	26 4% TVXbc	41 4% Tbc	14 2%	48 5% TVXbc	8 2%	36 4% c	7 2%	41 4% Tc	22 4% TVXbc	72 6% STVWXYbc	4 1%	17 2%	10 2%	81 7% d
NET: Very good/fairly good outcome	609 27%	414 60% CDE	42 8%	39 22% C	39 15% C	178 22%	323 40% F	437 82% IJKLMNOPQ	56 5%	138 17% I	365 44% IJLMNOQ	146 28% IJN	272 34% IJLNQ	120 20% I	248 37% IJLNQ	162 51% IJKLMNOQ	214 24% IJN	420 67% STUWYac	82 8%	115 18% SWYac	381 41% STWYac	290 68% STUWYac	105 11% Sac	256 70% STUWYac	124 11% Sac	358 70% STUWYac	113 9%	222 74% RSTUVWYac	71 9%	298 61% e	159 14%
NET: Very bad/Fairly bad outcome	1060 48%	133 19%	428 80% BDE	101 59% B	156 61% B	494 61% G	311 39%	27 5%	953 81% HJKLMNOPQ	573 72% HKLMNOPQ	274 33% HP	307 58% HKMOP	350 44% HKOP	405 68% HKLMOPQ	256 38% HKP	81 26% H	541 61% HKMOP	85 14%	807 78% RTUVWXYZab	459 72% RUVXZb	321 35% RVXZb	60 14%	745 75% RUVXZab	42 12%	792 73% RUVXZb	56 11%	909 72% RUVXZb	38 13%	623 78% RTUVWXYZab	89 18%	792 68% d
Mean	3.47	2.42	4.36 BDE	3.73 B	3.95 B	3.82 G	3.09	1.80	4.44 HJKLMNOPQ	4.07 HKLMNOPQ	2.93 HP	3.66 HKMOP	3.29 HKOP	3.96 HKLMOPQ	3.11 HKP	2.68 H	3.80 HKMOP	2.14	4.38 RTUVWXYZab	4.05 RUVXZb	3.01 RVXZb	2.17	4.27 RTUVXZb	2.11	4.22 RTUVXZb	2.08	4.22 RTUVXZb	2.06	4.35 RTUVWXYZab	2.40	4.09 d

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour / Liberal Democrat coalition government

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	172 8%	102 9% C	69 6%	27 11% HI	46 12% HI	32 9% I	32 9% I	19 5%	16 3%	73 12% L	65 9% L	35 4%	38 13% P	59 10% P	43 9% P	29 4%	100 8%	72 7%	29 6%	35 6%	29 6%	41 14% STU	17 16% STU*	20 10%	156 8%	16 5%	102 8%	58 9% c	12 4%	73 11% e	100 6%	80 12% g	92 6%	131 10% i	41 4%
Fairly good outcome (2)	526 24%	263 24%	255 23%	63 26% I	117 31% GI	95 27% GI	73 19%	88 26% I	90 17%	180 29% KL	167 23%	179 21%	81 27% O	181 30% OP	100 20%	152 21%	329 26% R	197 20%	135 25% X	132 23%	117 23%	82 27% X	28 25% *	33 17%	444 24%	82 25%	311 24%	158 24%	57 20%	182 28% e	345 22%	206 30% g	320 21%	331 25%	196 21%
Neither good nor bad (3)	491 22%	236 22%	251 22%	79 32% FGHI	104 27% HI	74 21%	78 21%	64 18%	93 18%	183 29% KL	152 21%	156 18%	94 31% NOP	141 24% P	107 21%	133 18%	264 21%	227 23%	111 21%	135 23%	107 21%	62 21%	20 18% *	57 29% SU	421 22%	70 21%	277 21%	165 26% c	50 18%	165 25% e	326 21%	140 20%	351 23%	294 22%	198 22%
Fairly bad outcome (4)	419 19%	202 19%	215 19%	34 14%	46 12%	60 17%	79 21% DE	67 19% E	133 25% DEF	80 13%	139 19% J	199 23% J	41 14%	87 15%	103 20% MN	159 22% MN	244 20%	175 18%	101 19%	106 18%	108 21%	51 17%	19 18% *	33 17%	350 19%	69 21%	243 19%	106 16%	71 25% b	103 16%	316 20% d	111 16%	307 20% f	231 18%	188 21%
Very bad outcome (5)	411 19%	208 19%	201 18%	13 5%	29 8%	45 13% DE	88 23% DEF	82 24% DEF	156 30% DEF	41 7%	133 18% J	238 27% JK	15 5%	54 9% M	117 23% MN	206 28% MN	207 17%	205 21% Q	108 20% V	125 21% V	93 18%	36 12%	17 15% *	33 17%	340 18%	71 22%	254 20% b	95 15%	63 22% b	74 11%	338 22% d	103 15%	308 20% f	204 16%	208 23% h
Don't know	201 9%	66 6%	134 12% B	30 12% GI	36 10%	50 14% GHI	26 7%	26 8%	33 6%	66 11% L	76 10% L	59 7%	34 11% P	77 13% OP	39 8%	51 7%	100 8%	101 10%	47 9%	47 8%	55 11%	26 9%	8 8% *	18 9%	179 9%	22 7%	106 8%	64 10%	31 11%	57 9%	144 9%	43 6%	158 10% f	116 9%	85 9%
NET: Very good/fairly good outcome	699 31%	365 34% C	325 29%	90 37% GI	163 43% GHI	127 36% GI	105 28% I	107 31% I	107 20%	253 41% KL	232 32% L	214 25%	119 39% OP	239 40% OP	143 28%	181 25%	429 34% R	270 28%	165 31%	167 29%	146 29%	123 41% STUX	45 42% TUX*	53 27%	600 32%	98 30%	413 32% c	216 33% c	69 24%	254 39% e	444 28%	286 42% g	412 27%	462 35% i	237 26%
NET: Very bad/Fairly bad outcome	830 37%	410 38%	416 37%	46 19%	75 20%	105 29% DE	167 44% DEF	149 43% DEF	288 55% DEFGH	121 19%	272 37% J	437 50% JK	56 18%	140 24%	219 43% MN	366 50% MNO	451 36%	380 39%	209 39% V	231 40% V	201 40% V	87 29%	36 33% *	67 34%	690 36%	140 42%	496 38% b	201 31%	133 47% ab	176 27%	654 42% d	215 31%	616 40% f	434 33%	396 43% h
Mean	3.18	3.15	3.23	2.73	2.69	2.97 E	3.34 DEF	3.33 DEF	3.66 DEFGH	2.71	3.16 J	3.53 JK	2.68	2.80	3.32 MN	3.53 MNO	3.11	3.28 Q	3.25 VW	3.29 VW	3.26 VW	2.85	2.90 *	3.16 V	3.16	3.31	3.20 b	3.04	3.45 ab	2.87	3.31 d	2.92	3.30 f	3.04	3.39 h

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour / Liberal Democrat coalition government

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	172 8%	21 3%	63 12% B	32 19% BCE	23 9% B	73 9%	59 7%	31 6% K	119 10% HKMO	126 16% HIKMOQ	11 1%	105 20% HIJKMNOPQ	31 4% K	98 16% HIKMOQ	24 4% K	43 14% HKMOQ	74 8% KMO	45 7% U	103 10% U	105 17% RSUVWXYZac	27 3%	54 13% RUZa	92 9% U	37 10% U	103 9% U	46 9% U	107 9% U	43 14% RUWXYZa	83 10% RUa	52 11%	94 8%
Fairly good outcome (2)	526 24%	78 11%	234 44% BE	60 35% BE	53 21% B	272 33% G	128 16%	86 16% KMO	392 33% HKMOPQ	361 46% HIKMNOPQ	50 6%	234 44% HIKMNOPQ	82 10% K	237 40% HIKMOPQ	79 12% K	67 21% HKMO	237 27% HKMO	105 17% U	323 31% RUVWXZb	300 47% RSUVWXYZabc	91 10%	93 22% RUXZ	288 29% RUVXZ	62 17% U	338 31% RUVXZb	78 15% U	395 31% RUVWXZb	69 23% RUXZ	241 30% RUVXZb	93 19%	361 31% d
Neither good nor bad (3)	491 22%	84 12%	136 25% B	42 24% B	67 26% B	194 24% G	125 16%	79 15%	267 23% HKMOP	178 23% HKMOP	123 15%	105 20% HKMP	116 15%	143 24% HKLMOP	116 17%	44 14%	199 23% HKMOP	102 16% VX	232 23% RUVXZb	143 22% RUVXZb	134 15%	56 13%	225 23% RUVXZb	41 11%	246 23% RUVXZb	83 16% X	286 23% RUVXZb	41 14%	191 24% RUVXZb	86 18%	295 25% d
Fairly bad outcome (4)	419 19%	225 33% CDE	64 12%	21 12%	34 13%	153 19%	185 23%	150 28% IJLNOPQ	175 15% JLN	80 10%	239 29% IJLMNOPQ	62 12%	200 25% IJLNOPQ	67 11%	146 22% IJLNP	36 11%	177 20% IJLNP	169 27% STWXYZabc	156 15% T	58 9%	260 28% STWXYZabc	106 25% STWYabc	159 16% T	73 20% T	198 18% STW	112 22% STWac	213 17% T	55 18% T	132 16% T	91 19%	213 18%
Very bad outcome (5)	411 19%	254 37% CDE	21 4%	8 4%	61 24% CD	75 9%	272 34% F	165 31% IJLNQ	155 13% JLN	18 2%	378 45% HIJLNOPQ	8 1%	335 42% HIJLNQ	32 5% JL	278 41% HIJLNQ	118 37% HIJLNQ	163 18% IJLN	170 27% STWYac	164 16% TYa	8 1%	368 40% RSTVWYZabc	107 25% STWYac	188 19% STYac	144 39% RSTVWYabc	149 14% T	175 34% RSTVWYac	164 13% T	88 29% STWYac	132 16% TYa	158 32% e	121 10%
Don't know	201 9%	28 4%	18 3%	10 6%	18 7% C	48 6%	37 5%	18 3%	67 6% JLMNPQ	28 4%	37 4%	14 3%	28 3%	18 3%	34 5% LP	7 2%	32 4%	33 5% VXbc	53 5% VXbc	23 4% b	43 5% VXbc	10 2%	43 4% bc	7 2%	48 4% bc	18 4% b	93 7% STUVWXYZbc	4 1%	21 3%	10 2%	87 7% d
NET: Very good/fairly good outcome	699 31%	99 14%	297 55% BE	92 54% BE	76 30% B	345 42% G	188 23%	117 22% KMO	510 43% HKMOPQ	488 62% HIKMNOPQ	61 7%	339 64% HIKMNOPQ	113 14% K	335 56% HIKMOPQ	103 15% K	110 35% HKMO	312 35% HKMO	150 24% U	425 41% RUVWXZ	405 64% RSUVWXYZabc	118 13%	147 35% RUXZ	380 38% RUXZ	99 27% U	441 41% RUVXZ	124 24% U	502 40% RUXZ	112 37% RUXZ	325 41% RUXZ	145 30%	455 39% d
NET: Very bad/Fairly bad outcome	830 37%	479 69% CDE	85 16%	29 17%	95 37% CD	228 28%	457 57% F	316 60% IJLNPQ	331 28% JLN	97 12%	617 74% HIJLMNOPQ	70 13%	534 68% HIJLNOPQ	99 17% JL	424 63% IJLNPQ	154 49% IJLNQ	340 38% IJLN	339 54% STVWYabc	320 31% T	66 10%	628 68% RSTVWXYZabc	212 50% STWYac	347 35% STYa	217 59% STVWYabc	348 32% Ta	287 56% STVWYabc	377 30% T	143 48% STWYac	263 33% Ta	248 51% e	333 28%
Mean	3.18	3.93 CDE	2.51	2.45	3.24 CD	2.85	3.63 F	3.65 IJLNPQ	2.87 JLN	2.35	4.15 HIJLMNOPQ	2.29	3.95 HIJLNPQ	2.48 JL	3.89 HIJLNPQ	3.38 IJLNQ	3.14 IJLN	3.53 STVWYabc	2.95 T	2.29	3.97 RSTVWXYZabc	3.28 STWYac	3.07 STYac	3.63 STVWYabc	2.95 T	3.59 STVWYabc	2.94 T	3.26 STYac	2.98 T	3.44 e	2.91

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour minority government requiring the support of the Liberal Democrats to pass legislation.

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	137 6%	82 8% C	54 5%	26 11% FGI	41 11% FGHI	16 4%	21 5%	21 6% I	13 3%	66 11% KL	36 5%	34 4%	39 13% NOP	39 7% P	27 5%	26 4%	77 6%	60 6%	30 6%	34 6%	24 5%	25 8%	15 13% STUX*	10 5%	124 7%	13 4%	90 7% c	40 6% c	7 2%	55 8% e	82 5%	58 8% g	79 5%	102 8% i	35 4%
Fairly good outcome (2)	479 22%	247 23%	226 20%	47 19%	97 26% I	101 28% DGI	76 20%	78 23% I	81 15%	144 23% L	177 24% L	158 18%	61 20%	167 28% MOP	107 21%	132 18%	294 24% R	185 19%	109 21%	121 21%	102 20%	83 28% SUX	29 27% *	35 18%	399 21%	80 24%	282 22%	139 21%	59 21%	167 26% e	312 20%	190 28% g	289 19%	307 24% i	172 19%
Neither good nor bad (3)	500 23%	228 21%	270 24%	74 30% FGHI	103 27% HI	77 22%	84 22%	61 18%	101 19%	177 28% KL	161 22%	162 19%	91 30% OP	143 24%	110 22%	145 20%	268 22%	233 24%	119 22%	121 21%	120 24%	67 22%	16 15% *	57 29% TW	431 23%	69 21%	264 20%	177 27% a	59 21%	164 25%	336 21%	165 24%	335 22%	314 24%	186 20%
Fairly bad outcome (4)	456 21%	228 21%	223 20%	40 17%	56 15%	62 17%	86 23% E	81 24% DE	130 25% DEF	96 15%	148 20% J	212 24% J	43 14%	96 16%	118 23% MN	174 24% MN	268 22%	188 19%	105 20%	129 22%	103 20%	56 19%	25 23% *	38 20%	382 20%	74 22%	278 22%	117 18%	62 22%	115 18%	341 22%	123 18%	333 22% f	237 18%	219 24% h
Very bad outcome (5)	427 19%	219 20%	206 18%	22 9%	37 10%	47 13%	80 21% DEF	82 24% DEF	160 31% DEFG	59 9%	127 17% J	241 28% JK	25 8%	70 12%	102 20% MN	204 28% MNO	229 18%	199 20%	121 23% V	119 20%	94 18%	45 15%	15 14% *	34 17%	358 19%	70 21%	257 20%	104 16%	66 23% b	89 14%	338 22% d	104 15%	324 21% f	220 17%	208 23% h
Don't know	222 10%	73 7%	146 13% B	36 15% GHI	44 12% HI	53 15% GHI	30 8%	22 6%	36 7%	81 13% L	83 11% L	58 7%	45 15% OP	82 14% OP	44 9%	48 7%	108 9%	113 12%	47 9%	56 10%	66 13%	24 8%	8 7% *	21 11%	196 10%	26 8%	122 9%	69 11%	31 11%	62 10%	159 10%	45 7%	177 11% f	127 10%	95 10%
NET: Very good/fairly good outcome	616 28%	329 30% C	280 25%	73 30% I	137 36% GHI	117 33% I	96 26% I	99 29% I	94 18%	210 34% L	213 29% L	192 22%	99 33% P	207 35% OP	134 26%	158 22%	371 30% R	245 25%	139 26%	155 27%	126 25%	107 36% STUX	44 40% STUX*	44 23%	524 28%	92 28%	372 29%	179 28%	65 23%	222 34% e	394 25%	248 36% g	368 24%	409 31% i	207 23%
NET: Very bad/Fairly bad outcome	883 40%	447 42%	429 38%	62 25%	93 25%	109 31%	166 44% DEF	163 47% DEF	290 56% DEFGH	155 25%	275 38% J	453 52% JK	68 22%	166 28%	220 43% MN	379 52% MNO	496 40%	387 40%	226 42% V	247 43% V	197 39%	101 34%	41 37% *	72 37%	740 39%	143 43%	535 41% b	221 34%	127 45% b	204 31%	679 43% d	226 33%	657 43% f	456 35%	427 47% h
Mean	3.28	3.26	3.31	2.93	2.86	3.08	3.37 DEF	3.39 DEF	3.71 DEFGH	2.88	3.23 J	3.58 JK	2.82	2.98	3.35 MN	3.58 MNO	3.24	3.32	3.37 VW	3.34 VW	3.32 VW	3.05	2.98 *	3.30	3.27	3.36	3.28	3.18	3.48 b	3.03	3.38 d	3.04	3.39 f	3.14	3.48 h

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour minority government requiring the support of the Liberal Democrats to pass legislation.

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	137 6%	21 3%	49 9% B	25 14% BE	15 6%	63 8% G	39 5%	37 7% KMO	90 8% KMO	109 14% HIKMNOQ	8 1%	81 15% HIKMNOQ	24 3% K	67 11% HIKMOQ	24 3% K	35 11% HKMOQ	54 6% KMO	41 7% U	81 8% Ua	94 15% RSUVWXYZac	18 2%	40 9% RUa	72 7% U	29 8% U	79 7% Ua	41 8% U	76 6% U	36 12% RSUWXYZac	61 8% Ua	43 9%	78 7%
Fairly good outcome (2)	479 22%	69 10%	216 40% BE	66 38% BE	56 22% B	246 30% G	138 17%	66 12% KMO	365 31% HKMOPQ	336 42% HIKMOPQ	46 5%	226 43% HIKMOPQ	58 7% K	239 40% HIKMOPQ	60 9% K	69 22% HKMO	221 25% HKMO	94 15% U	290 28% RUVXZb	288 45% RSUVWXYZabc	74 8%	85 20% RUZ	266 27% RUVXZb	59 16% U	308 28% RUVXZb	81 16% U	349 28% RUVXZb	58 19% RU	233 29% RUVXZb	91 19%	331 28% d
Neither good nor bad (3)	500 23%	93 14%	137 26% B	37 21% B	69 27% B	200 25% G	124 15%	87 16% K	268 23% HKMOP	188 24% HKMOP	104 12%	121 23% HKMOP	127 16% K	147 25% HKMOP	115 17% K	46 15%	192 22% HKMOP	110 18% X	235 23% RUVXZb	135 21% UVXZb	144 16%	69 16%	221 22% RUVXZb	48 13%	265 24% RTUVXZb	77 15%	308 24% RTUVWXZb	46 15%	189 24% RUVXZb	88 18%	278 24% d
Fairly bad outcome (4)	456 21%	224 33% CDE	81 15%	20 11%	44 17%	155 19%	208 26% F	150 28% IJLNOPQ	196 17% JLP	97 12%	260 31% IJLMNOPQ	62 12%	211 27% IJLNOP	90 15% JL	155 23% IJLNP	35 11%	204 23% IJLNP	177 28% STWXYZac	177 17% T	78 12%	264 29% STWXYZac	123 29% STWXYZac	184 18% T	80 22% T	216 20% ST	116 23% ST	229 18% T	73 24% STWa	149 19% T	94 19%	237 20%
Very bad outcome (5)	427 19%	252 37% CDE	30 6%	17 10%	55 22% CD	91 11%	261 32% F	168 32% IJLNQ	166 14% JLN	23 3%	374 45% HIJLNQ	24 5% J	331 42% HIJLNQ	29 5% J	285 42% HIJLNQ	126 40% HIJLNQ	169 19% IJLN	171 27% STVWYac	174 17% TYa	13 2%	369 40% RSTVWYZabc	97 23% STYa	198 20% STYa	140 38% RSTVWYabc	157 14% T	176 34% RSTVWYabc	187 15% T	81 27% STWYac	145 18% TYa	158 32% e	135 12%
Don't know	222 10%	31 4%	23 4%	9 5%	16 6%	60 7%	38 5%	22 4% P	89 8% HJLMNPQ	38 5% LP	46 5% LP	14 3%	39 5% P	22 4%	37 6% LP	5 2%	43 5% LP	31 5% VXbc	74 7% TVWXYZbc	30 5% bc	54 6% VXbc	11 3%	54 5% VXbc	9 2%	59 5% VXbc	21 4% b	111 9% RSTUVWXYZbc	6 2%	22 3%	14 3%	111 10% d
NET: Very good/fairly good outcome	616 28%	90 13%	265 49% BE	90 52% BE	71 28% B	309 38% G	177 22%	103 19% KMO	455 39% HKMOQ	445 56% HIKMNOPQ	54 6%	306 58% HIKMNOPQ	82 10% K	306 51% HIKMOPQ	83 12% K	103 33% HKMO	275 31% HKMO	134 22% U	371 36% RUVXZ	382 60% RSUVWXYZabc	92 10%	124 29% RUZ	338 34% RUXZ	88 24% U	388 36% RUVXZ	121 24% U	424 34% RUXZ	94 31% RUXZ	294 37% RUVWXZa	134 27%	409 35% d
NET: Very bad/Fairly bad outcome	883 40%	476 69% CDE	111 21%	36 21%	99 39% CD	246 30%	469 58% F	318 60% IJLNPQ	362 31% JLN	120 15%	634 76% HIJLMNOPQ	86 16%	542 69% HIJLNPQ	120 20% JL	441 65% IJLNPQ	161 51% IJLNQ	373 42% IJLN	348 56% STWYac	351 34% T	91 14%	632 69% RSTVWXYZabc	220 52% STWYac	382 38% STYa	220 60% STVWYabc	373 34% T	293 57% STWYac	415 33% T	154 51% STWYac	294 37% Ta	252 52% e	372 32%
Mean	3.28	3.94 CDE	2.66	2.62	3.29 CD	2.95	3.67 F	3.68 IJLNPQ	2.98 JLN	2.45	4.19 HIJLMNOPQ	2.46	4.02 HIJLNPQ	2.61 JL	3.97 HIJLNPQ	3.48 IJLNQ	3.25 IJLN	3.58 STVWYabc	3.08 T	2.39	4.03 RSTVWXYZabc	3.37 STWYac	3.18 STYa	3.68 STVWYabc	3.06 T	3.62 STVWYabc	3.09 T	3.36 STYac	3.11 T	3.49 e	3.02

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

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	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	118 5%	73 7% C	43 4%	26 11% FGHI	42 11% FGHI	21 6% HI	16 4% I	8 2%	5 1%	68 11% KL	37 5% L	14 2%	35 11% OP	51 9% OP	19 4%	13 2%	76 6%	42 4%	27 5%	18 3%	17 3%	22 7% TU	12 11% STU*	22 11% STU	104 6%	14 4%	71 5% c	43 7% c	4 1%	62 9% e	56 4%	57 8% g	61 4%	87 7% i	31 3%
Fairly good outcome (2)	366 16%	201 19% C	162 14%	51 21% GHI	102 27% FGHI	68 19% GI	38 10%	49 14%	57 11%	153 25% KL	107 15%	106 12%	72 24% OP	143 24% OP	52 10%	92 13%	221 18%	146 15%	81 15%	82 14%	70 14%	71 24% STU	17 16% *	45 23% STU	334 18% Z	32 10%	214 17%	116 18%	36 13%	133 20% e	234 15%	155 23% g	211 14%	229 18%	137 15%
Neither good nor bad (3)	450 20%	192 18%	253 22% B	75 30% FGHI	96 25% I	79 22% I	79 21% I	69 20% I	53 10%	170 27% KL	158 22% L	122 14%	89 29% P	138 23% P	116 23% P	91 12%	240 19%	211 22%	127 24%	109 19%	98 19%	65 22%	15 14% *	35 18%	377 20%	74 22%	251 19%	159 25% ac	40 14%	169 26% e	281 18%	137 20%	313 20%	289 22% i	162 18%
Fairly bad outcome (4)	460 21%	214 20%	244 22%	34 14%	53 14%	58 16%	73 20%	81 24% DEF	161 31% DEFGH	87 14%	131 18%	242 28% JK	38 13%	95 16%	94 19% M	204 28% MNO	272 22%	188 19%	93 18%	144 25% SVX	124 24% SVX	47 16%	27 25% X*	25 13%	379 20%	80 24%	279 22% b	107 17%	74 26% b	111 17%	349 22% d	137 20%	323 21%	246 19%	214 23% h
Very bad outcome (5)	596 27%	315 29% C	278 25%	18 7%	44 12%	75 21% DE	131 35% DEF	115 33% DEF	213 41% DEFH	62 10%	206 28% J	328 38% JK	22 7%	87 15% M	173 34% MN	286 39% MN	326 26%	271 28%	148 28% V	170 29% V	137 27% V	58 19%	33 30% V*	51 26%	492 26%	104 32%	356 28% b	139 22%	101 36% ab	109 17%	487 31% d	148 22%	449 29% f	315 24%	281 31% h
Don't know	230 10%	83 8%	146 13% B	41 17% GHI	42 11% I	55 16% HI	38 10%	23 7%	31 6%	83 13% L	93 13% L	54 6%	46 15% P	83 14% P	54 11% P	45 6%	109 9%	121 12% Q	54 10%	57 10%	63 12% W	35 12% W	4 4% *	16 8%	204 11%	26 8%	121 9%	82 13% a	28 10%	69 11%	161 10%	51 7%	179 12% f	139 11%	91 10%
NET: Very good/fairly good outcome	484 22%	273 25% C	205 18%	77 31% GHI	144 38% FGHI	89 25% GHI	54 14%	57 16%	63 12%	221 35% KL	143 20% L	120 14%	107 35% OP	195 33% OP	71 14%	105 14%	297 24% R	188 19%	108 20%	100 17%	87 17%	93 31% STU	29 27% TU*	67 34% STU	439 23% Z	46 14%	285 22% c	159 25% c	40 14%	194 30% e	290 18%	212 31% g	272 18%	316 24% i	168 18%
NET: Very bad/Fairly bad outcome	1056 48%	529 49%	522 46%	52 21%	96 25%	132 37% DE	205 54% DEF	196 57% DEF	374 72% DEFGH	149 24%	337 46% J	570 66% JK	61 20%	182 30% M	268 53% MN	490 67% MNO	598 48%	459 47%	242 45% V	314 54% SVX	261 51% VX	104 35%	60 55% VX*	76 39%	871 46%	185 56% Y	635 49% b	246 38%	175 62% ab	220 34%	836 53% d	284 42%	772 50% f	561 43%	495 54% h
Mean	3.53	3.50	3.56	2.84	2.86	3.32 DE	3.79 DEF	3.76 DEF	4.06 DEFGH	2.86	3.57 J	3.94 JK	2.77	3.05 M	3.77 MN	3.96 MNO	3.49	3.58	3.53 VX	3.70 VX	3.66 VX	3.18	3.49 *	3.22	3.49	3.76 Y	3.54 b	3.32	3.91 ab	3.12	3.69 d	3.26	3.65 f	3.41	3.70 h

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Labour minority government requiring the support of the SNP to pass legislation.

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	118 5%	14 2%	43 8% B	12 7% B	30 12% B	51 6%	37 5%	38 7% KMOQ	58 5% KO	89 11% HIKMOQ	14 2%	54 10% IKMOQ	32 4% K	78 13% HIKMOQ	20 3% K	35 11% HIKMOQ	38 4% K	44 7% U	59 6% U	77 12% RSUWYZac	23 2%	44 10% RSUWYac	48 5% U	35 10% SUWYac	57 5% U	39 8% UWa	61 5% U	41 14% RSUWXYZac	39 5% U	48 10% e	54 5%
Fairly good outcome (2)	366 16%	32 5%	163 30% BE	46 27% B	55 22% B	191 24% G	84 10%	62 12% KO	266 23% HKMOQ	254 32% HIKLMOPQ	36 4%	149 28% HIKMOPQ	74 9% KO	184 31% HIKMOPQ	37 6%	61 19% HKMO	171 19% HKMO	77 12% U	220 21% RUVXZ	198 31% RSUVWXYZabc	68 7%	63 15% U	210 21% RUVXZ	54 15% U	221 20% RUVXZ	73 14% U	253 20% RUVXZ	59 20% RUVXZ	178 22% RUVXZ	76 16%	242 21% d
Neither good nor bad (3)	450 20%	66 10%	145 27% B	34 20% B	59 23% B	175 21% G	113 14%	62 12%	268 23% HKMOPQ	199 25% HKMOPQ	83 10%	128 24% HKMOPQ	89 11%	138 23% HKMOPQ	69 10%	46 15% KO	145 16% HKMO	88 14% XZ	240 23% RUVXZb	164 26% RUVWXYZab	108 12%	57 13% X	213 21% RUVXZb	32 9%	239 22% RUVXZb	56 11%	268 21% RUVXZb	42 14% X	192 24% RUVWXZab	77 16%	262 22% d
Fairly bad outcome (4)	460 21%	188 27% CE	97 18%	37 22%	38 15%	169 21%	188 23%	129 24% JLMNP	242 21% JNP	122 15%	201 24% JMNP	103 20% JP	156 20% JP	98 17%	152 22% JNP	38 12%	214 24% IJLMNP	142 23% TX	208 20% T	102 16%	217 24% STX	93 22% TX	205 21% T	61 17%	258 24% STWXc	101 20%	278 22% TX	56 19%	165 21% T	89 18%	266 23%
Very bad outcome (5)	596 27%	358 52% CDE	54 10%	35 20% C	58 23% C	165 20%	342 42% F	222 42% IJLNQ	238 20% JLN	77 10%	459 55% HIJLMNPQ	72 14% JN	395 50% HIJLNPQ	63 11%	356 53% HIJLNPQ	130 41% IJLNQ	265 30% IJLN	240 39% STWYac	225 22% T	58 9%	450 49% RSTVWYZabc	159 37% STWYac	255 26% STYa	177 49% RSTVWYabc	248 23% T	223 44% RSTVWYabc	274 22% T	100 33% STWYac	197 25% STa	187 38% e	229 20%
Don't know	230 10%	32 5%	34 6%	9 5%	16 6%	63 8%	43 5%	17 3%	103 9% HJKLMNOPQ	50 6% HLP	45 5% HP	20 4%	44 6% HP	33 6% HP	43 6% HP	6 2%	49 6% HP	33 5% VXb	79 8% VWXYZbc	38 6% VXbc	56 6% VXbc	8 2% b	63 6% VXbc	5 1%	60 6% VXbc	20 4% VXb	125 10% RSTUVWXYZbc	1 * 	28 4% b	11 2%	117 10% d
NET: Very good/fairly good outcome	484 22%	46 7%	206 38% B	57 33% B	85 33% B	242 30% G	121 15%	100 19% KMO	324 28% HKMOQ	343 43% HIKLMOPQ	50 6%	203 39% HIKMOPQ	106 13% KO	262 44% HIKLMOPQ	57 8% K	96 30% HKMOQ	208 24% HKMO	121 19% U	278 27% RUZ	275 43% RSUVWXYZabc	90 10%	108 25% RU	258 26% RU	89 24% RU	279 26% RU	112 22% U	314 25% RU	100 33% RUVWXYZa	217 27% RU	124 25%	296 25%
NET: Very bad/Fairly bad outcome	1056 48%	545 79% CDE	151 28%	72 42% C	96 37% C	334 41%	530 66% F	351 66% IJLNPQ	479 41% JLN	199 25%	660 79% HIJLMNOPQ	176 33% JN	552 70% IJLNPQ	162 27%	507 75% HIJLMNPQ	168 53% IJLN	479 54% IJLN	383 61% STVWYabc	433 42% T	160 25%	668 72% RSTVWXYZabc	252 59% STWYabc	461 46% ST	238 65% STVWYabc	506 47% STa	324 63% STWYabc	552 44% T	155 52% STa	362 45% ST	276 57% e	495 42%
Mean	3.53	4.28 CDE	2.91	3.24 C	3.16 C	3.27	3.93 F	3.85 IJLNPQ	3.31 JLN	2.79	4.33 HIJLMNOPQ	2.98 JN	4.08 HIJLNPQ	2.80	4.24 HIJLMNPQ	3.54 IJLN	3.60 IJLN	3.78 STVWYabc	3.34 T	2.78	4.16 RSTVWXYZabc	3.62 STWYabc	3.44 ST	3.81 STVWYabc	3.41 ST	3.81 STVWYabc	3.40 T	3.38 T	3.39 T	3.61 e	3.35

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Overlap formulae used

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative / Liberal Democrat coalition government

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	68 3%	50 5% C	18 2%	14 6% GHI	31 8% FGHI	14 4% GHI	4 1%	2 1%	4 1%	44 7% KL	18 2% L	6 1%	18 6% OP	35 6% OP	10 2%	6 1%	42 3%	26 3%	9 2%	19 3%	9 2%	24 8% STUX	5 4% *	2 1%	61 3%	7 2%	45 4%	19 3%	4 1%	42 6% e	26 2%	32 5% g	37 2%	61 5% i	7 1%
Fairly good outcome (2)	308 14%	156 15%	151 13%	43 18% GHI	77 20% GHI	55 15% G	36 9%	40 12%	57 11%	120 19% KL	90 12%	97 11%	56 19% OP	106 18% OP	55 11%	85 12%	180 15%	128 13%	54 10%	87 15% S	86 17% SX	49 17% S	14 13% *	18 9%	258 14%	50 15%	192 15%	89 14%	27 10%	127 19% e	181 12%	119 17% g	189 12%	207 16% i	101 11%
Neither good nor bad (3)	464 21%	197 18%	263 23% B	69 28% FHI	84 22%	60 17%	89 24% F	63 18%	100 19%	153 25% L	149 20%	163 19%	84 28% NP	109 18%	117 23%	131 18%	254 20%	210 21%	107 20%	123 21%	117 23%	68 23%	18 17% *	31 16%	382 20%	82 25%	263 20%	129 20%	73 26%	146 22%	318 20%	126 18%	339 22% f	272 21%	192 21%
Fairly bad outcome (4)	565 25%	266 25%	294 26%	50 21%	79 21%	90 25%	103 27%	101 29% DE	141 27%	130 21%	193 26% J	242 28% J	60 20%	141 24%	136 27% M	207 28% M	344 28% R	220 23%	146 27% VX	155 27% V	138 27% V	57 19%	33 30% V*	37 19%	485 26%	79 24%	343 27%	159 25%	63 22%	146 22%	418 27%	171 25%	394 26%	316 24%	248 27%
Very bad outcome (5)	608 27%	334 31% C	268 24%	39 16%	68 18%	85 24% D	120 32% DEF	110 32% DEF	186 36% DEF	107 17%	205 28% J	297 34% JK	50 17%	127 21%	150 30% MN	251 34% MN	317 25%	291 30%	170 32% TUV	146 25%	100 20%	72 24%	33 30% U*	88 45% STUVW	520 28%	88 27%	335 26%	185 29%	89 31%	134 20%	475 30% d	192 28%	416 27%	328 25%	280 31% h
Don't know	207 9%	73 7%	132 12% B	30 12% GI	39 10%	52 15% GHI	26 7%	28 8%	32 6%	69 11% L	78 11% L	60 7%	35 12% P	79 13% OP	41 8%	51 7%	105 8%	102 10%	45 9%	50 9%	58 11%	29 10%	7 6% *	18 9%	184 10%	23 7%	115 9%	66 10%	27 10%	58 9%	150 10%	46 7%	162 11% f	121 9%	86 9%
NET: Very good/fairly good outcome	376 17%	207 19% C	169 15%	57 23% GHI	107 28% FGHI	69 19% GHI	39 10%	43 12%	61 12%	164 26% KL	108 15%	104 12%	74 24% OP	142 24% OP	64 13%	90 12%	222 18%	154 16%	63 12%	106 18% SX	95 19% SX	73 25% SX	18 17% *	20 10%	319 17%	57 17%	237 18% c	108 17%	31 11%	169 26% e	207 13%	150 22% g	226 15%	268 21% i	108 12%
NET: Very bad/Fairly bad outcome	1173 53%	600 56% C	562 50%	89 36%	148 39%	175 49% DE	223 59% DEF	211 61% DEF	328 63% DEF	236 38%	398 54% J	539 62% JK	109 36%	268 45% M	286 56% MN	458 63% MNO	661 53%	512 52%	316 59% TUV	300 52% V	238 47%	129 43%	65 60% UV*	125 64% TUV	1006 53%	167 51%	677 52%	344 53%	152 54%	280 43%	893 57% d	363 53%	810 53%	644 49%	529 58% h
Mean	3.66	3.67	3.65	3.26	3.23	3.58 DE	3.86 DEF	3.87 DEF	3.92 DEF	3.24	3.73 J	3.90 JK	3.26	3.42	3.77 MN	3.90 MN	3.63	3.71	3.85 TUV	3.60 V	3.52	3.38	3.74 V*	4.08 STUVW	3.67	3.62	3.62	3.69	3.80	3.34	3.80 d	3.58	3.70 f	3.54	3.84 h

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PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative / Liberal Democrat coalition government

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	68 3%	21 3%	10 2%	12 7% BC	10 4%	28 3%	22 3%	42 8% IKMOQ	14 1%	43 5% IKMOQ	11 1%	43 8% IJKMNOQ	10 1%	31 5% IKMOQ	12 2%	33 10% IJKMNOQ	15 2%	45 7% SUWYac	11 1%	40 6% SUWYac	15 2%	48 11% RSTUWYZac	9 1%	38 11% RSTUWYac	13 1%	40 8% SUWYac	18 1%	36 12% RSTUWYZac	14 2% W	40 8% e	13 1%
Fairly good outcome (2)	308 14%	144 21% CE	38 7%	33 19% CE	24 9%	125 15%	95 12%	166 31% IJKLMNOPQ	68 6%	104 13% I	121 14% IM	117 22% IJKMNOQ	82 10% I	92 16% IMQ	88 13% IM	73 23% IJKMNOQ	103 12% I	177 28% STUWYac	62 6%	89 14% SWYac	125 14% SWYac	136 32% STUWYac	60 6%	98 27% STUWYac	81 7% SWc	147 29% STUWYac	96 8% SWc	109 36% RSTUWXYZac	47 6%	117 24% e	119 10%
Neither good nor bad (3)	464 21%	189 27% CDE	68 13%	32 18%	43 17%	138 17%	185 23% F	147 28% IJLMNOPQ	147 13%	103 13%	200 24% IJMNOPQ	101 19% IJN	141 18% IJ	89 15%	134 20% IJN	47 15%	149 17% IJ	158 25% STWYabc	128 12%	82 13%	217 24% STWYac	100 24% STWYac	129 13%	83 23% STWYac	164 15% SWc	128 25% STWYac	196 16% STWc	61 21% STWYc	102 13%	120 24% e	213 18%
Fairly bad outcome (4)	565 25%	184 27%	165 31% E	45 26%	53 21%	228 28%	202 25%	113 21%	362 31% HKLP	229 29% HLP	210 25% P	133 25% P	219 28% HP	169 28% HP	198 29% HKP	56 18%	264 30% HKLP	150 24%	295 29% VXZbc	178 28% VXZb	235 25%	96 23%	271 27% XZb	78 21%	317 29% RUVXZbc	112 22%	376 30% RUVWXZbc	60 20%	200 25%	92 19%	341 29% d
Very bad outcome (5)	608 27%	121 18%	237 44% BD	43 25% B	112 44% BD	255 31%	256 32%	44 8%	510 43% HJKLMNOPQ	282 36% HKLO	250 30% HL	124 23% H	304 38% HKLNOP	193 32% HL	204 30% HL	99 31% HL	317 36% HKLO	57 9%	483 47% RTUVXYZab	229 36% RUVXZb	277 30% RVXZb	34 8%	477 48% RTUVXYZab	57 16% RVb	456 42% RTUVXZab	65 13% RVb	483 38% RUVXZb	26 9%	417 52% RSTUVWXYZab	102 21%	401 34% d
Don't know	207 9%	30 4%	18 3%	6 4%	14 6%	41 5%	47 6%	19 4%	73 6% JLNPQ	30 4% L	47 6% LNP	10 2%	36 5% L	19 3%	41 6% HJLNPQ	8 2%	35 4% L	37 6% TVXZbc	51 5% Tc	18 3%	54 6% TVXbc	12 3%	49 5% Tc	9 3%	52 5% Tc	20 4%	90 7% STVWXYZbc	7 2%	19 2%	17 3%	84 7% d
NET: Very good/fairly good outcome	376 17%	166 24% CE	49 9%	46 27% CE	34 13%	153 19% G	117 15%	208 39% IJKLMNOQ	82 7%	147 19% IMQ	132 16% IM	160 30% IJKMNOQ	91 12% I	124 21% IKMOQ	100 15% IM	106 34% IJKMNOQ	118 13% I	222 36% STUWYac	73 7%	129 20% SUWYac	139 15% SWYac	183 43% RSTUWXYZac	68 7%	136 37% STUWYac	95 9% SW	187 37% STUWYac	114 9% SW	145 48% RSTUWXYZac	61 8%	158 32% e	132 11%
NET: Very bad/Fairly bad outcome	1173 53%	304 44%	402 75% BDE	88 51%	164 64% BD	483 59%	458 57%	157 30%	872 74% HJKLMNOPQ	512 65% HKLNOP	459 55% HL	257 49% H	522 66% HKLNOP	362 61% HKLP	401 59% HKLP	155 49% H	581 66% HJKLNOP	207 33%	778 76% RTUVXYZab	407 64% RUVXZb	512 55% RVXZb	130 31%	748 75% RTUVXYZab	135 37% Vb	773 71% RTUVXZab	177 35% b	859 68% RTUVXZb	86 29%	618 77% RTUVXYZab	194 40%	741 63% d
Mean	3.66	3.36	4.12 BD	3.44	3.96 BD	3.72	3.76	2.90	4.17 HJKLMNOPQ	3.79 HLNP	3.71 HLP	3.34 H	3.96 HJKLNOP	3.70 HLP	3.78 HLP	3.38 H	3.90 HJKLNOP	3.00 Vb	4.20 RTUVXYZab	3.75 RVXZb	3.73 RVXZb	2.84	4.21 RTUVXYZab	3.05 Vb	4.09 RTUVXZab	3.03 Vb	4.04 RTUVXZb	2.77	4.23 RTUVXYZab	3.21	3.92 d

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Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative minority government requiring the support of the Liberal Democrats to pass legislation.

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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	84 4%	64 6% C	20 2%	15 6% GHI	31 8% GHI	16 4% HI	10 3%	4 1%	7 1%	47 7% KL	26 4% L	11 1%	20 7% OP	40 7% OP	13 3%	7 1%	52 4%	32 3%	19 4%	22 4%	13 2%	20 7% UX	7 7% UX*	3 2%	72 4%	12 4%	60 5% c	24 4% c	1 *	49 8% e	35 2%	37 5% g	47 3%	70 5% i	14 2%
Fairly good outcome (2)	272 12%	139 13%	133 12%	34 14%	66 17% GHI	44 12%	33 9%	34 10%	59 11%	101 16% KL	78 11%	93 11%	45 15% O	89 15% OP	48 10%	78 11%	173 14% R	99 10%	52 10%	69 12%	71 14%	52 17% SX	10 9% *	18 9%	239 13%	32 10%	172 13%	70 11%	30 11%	104 16% e	167 11%	107 16% g	165 11%	177 14% i	94 10%
Neither good nor bad (3)	467 21%	199 18%	266 24% B	67 27% I	85 23% I	75 21%	83 22%	73 21%	84 16%	152 24% L	158 22%	157 18%	79 26% NP	119 20%	124 24% P	123 17%	245 20%	221 23%	108 20%	135 23% X	118 23% X	62 21%	19 18% *	25 13%	383 20%	84 25%	255 20%	142 22%	69 24%	159 24% e	307 20%	126 18%	341 22% f	289 22%	178 19%
Fairly bad outcome (4)	633 29%	295 27%	334 30%	56 23%	84 22%	99 28%	107 29%	102 30% E	184 35% DE	141 23%	206 28% J	286 33% J	64 21%	152 25%	144 28% M	250 34% MN	377 30%	257 26%	151 28%	166 29%	146 29%	73 25%	39 36% V*	58 30%	526 28%	107 32%	396 31% b	167 26%	71 25%	160 25%	473 30% d	191 28%	442 29%	334 26%	299 33% h
Very bad outcome (5)	546 25%	303 28% C	235 21%	36 15%	66 17%	75 21%	112 30% DEF	107 31% DEF	150 29% DEF	102 16%	187 26% J	257 30% J	52 17%	112 19%	137 27% MN	222 30% MN	285 23%	260 27%	153 29% U	136 23%	95 19%	65 22%	27 25% *	70 36% TUV	474 25%	72 22%	290 22%	172 27%	84 30% a	117 18%	428 27% d	176 26%	369 24%	310 24%	236 26%
Don't know	220 10%	78 7%	138 12% B	36 15% GHI	45 12% HI	47 13% GHI	30 8%	24 7%	37 7%	81 13% L	78 11% L	61 7%	41 13% OP	85 14% OP	43 8%	50 7%	111 9%	108 11%	49 9%	52 9%	66 13% W	27 9%	6 5% *	20 10%	197 10%	23 7%	119 9%	72 11%	29 10%	63 10%	157 10%	47 7%	172 11% f	126 10%	94 10%
NET: Very good/fairly good outcome	356 16%	202 19% C	153 14%	50 20% GHI	97 26% FGHI	60 17% H	44 12%	38 11%	66 13%	147 24% KL	104 14%	105 12%	66 22% OP	130 22% OP	61 12%	85 12%	225 18% R	131 13%	71 13%	91 16%	83 16%	72 24% STUX	18 16% *	21 11%	311 16%	44 13%	232 18% c	93 14%	31 11%	154 24% e	202 13%	144 21% g	212 14%	247 19% i	108 12%
NET: Very bad/Fairly bad outcome	1179 53%	598 55% C	569 51%	92 38%	151 40%	174 49% DE	220 58% DEF	209 61% DEF	334 64% DEF	243 39%	393 54% J	543 63% JK	117 39%	264 44%	281 55% MN	472 65% MNO	662 53%	517 53%	303 57% UV	302 52%	241 47%	138 46%	66 61% UV*	128 66% TUV	1000 53%	179 54%	685 53%	339 52%	155 55%	277 42%	901 58% d	368 54%	811 53%	644 49%	535 58% h
Mean	3.64	3.64	3.64	3.30	3.26	3.56 DE	3.80 DEF	3.85 DEF	3.85 DEF	3.28	3.69 J	3.85 JK	3.32	3.40	3.74 MN	3.88 MN	3.59	3.71	3.76 UV	3.61	3.54	3.41	3.67 *	4.00 STUVW	3.64	3.63	3.58	3.69	3.82 a	3.33	3.77 d	3.57	3.68	3.54	3.79 h

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q13_2321. Thinking about the different possible outcomes of the next General Election, do you think the following would be good or bad outcomes for the country, if either? - A Conservative minority government requiring the support of the Liberal Democrats to pass legislation.

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good outcome (1)	84 4%	31 4%	14 3%	16 9% BC	10 4%	29 4%	36 4%	52 10% IJKMNOQ	19 2%	52 7% IKMOQ	11 1%	55 10% IJKMNOQ	9 1%	33 6% IKMOQ	16 2% KM	40 13% IJKMNOQ	17 2%	55 9% SUWYac	16 2%	46 7% SUWYac	21 2%	46 11% STUWYac	15 2%	40 11% STUWYac	19 2%	50 10% SUWYac	17 1%	46 15% RSTUVWXYZac	12 2%	56 11% e	16 1%
Fairly good outcome (2)	272 12%	128 19% CE	29 5%	28 17% C	26 10% C	104 13%	97 12%	157 30% IJKLMNOPQ	52 4%	95 12% IM	118 14% IMQ	117 22% IJKMNOQ	56 7% I	86 14% IMQ	77 11% IM	65 21% IJKMNOQ	85 10% IM	174 28% STUWYac	43 4%	77 12% SWYac	126 14% SWYac	120 28% STUWYac	58 6% S	98 27% STUWYac	66 6% S	136 27% STUWYac	82 7% S	89 30% STUWYac	50 6% S	110 22% e	106 9%
Neither good nor bad (3)	467 21%	168 24% CE	83 15%	32 19%	43 17%	141 17%	173 21%	136 26% IJLMNOPQ	174 15%	108 14%	194 23% IJLMNOPQ	85 16%	147 19% IJ	91 15%	127 19% IJ	49 16%	152 17% IJ	151 24% STWYac	143 14%	90 14%	199 22% STWYac	110 26% STWXYac	130 13%	73 20% STWc	174 16% SWc	117 23% STWYac	197 16% SWc	78 26% STWXYac	104 13%	117 24% e	189 16%
Fairly bad outcome (4)	633 29%	225 33% E	184 34% E	44 26%	57 22%	264 32%	235 29%	129 24%	392 33% HJLP	239 30% HLP	261 31% HLP	133 25%	268 34% HLP	187 31% HLP	225 33% HLP	68 21%	298 34% HLP	162 26%	338 33% RVZb	193 30% VZb	280 30% RVZb	102 24%	327 33% RVZb	102 28% b	355 33% RVZb	127 25%	412 33% RVZb	67 23%	248 31% RVZb	110 22%	398 34% d
Very bad outcome (5)	546 25%	102 15%	202 38% BD	43 25% B	107 42% BD	219 27%	223 28%	32 6%	461 39% HJKLMNOPQ	264 33% HKLNOP	204 24% H	121 23% H	268 34% HKLNOP	170 29% HL	187 28% H	85 27% H	289 33% HKLNO	46 7%	428 42% RTUVXYZab	204 32% RUVXZb	240 26% RVXZb	37 9% b	419 42% RTUVXYZab	45 12% RVb	410 38% RTUVXZab	55 11% Rb	444 35% RUVXZb	16 5%	364 46% RSTUVWXYZab	83 17%	361 31% d
Don't know	220 10%	36 5%	25 5%	9 5%	12 5%	58 7%	43 5%	23 4%	77 7% JLNPQ	34 4%	51 6% LP	16 3%	43 5%	27 5%	43 6% LP	9 3%	41 5%	37 6% VXbc	62 6% TVWXbc	27 4% VXbc	55 6% VXbc	9 2%	45 5% VXbc	5 2%	59 5% VXbc	27 5% VXbc	106 8% RSTUVWXYZbc	3 1%	20 3%	12 3%	100 9% d
NET: Very good/fairly good outcome	356 16%	159 23% CE	42 8%	44 26% CE	37 14% C	132 16%	133 16%	209 39% IJKLMNOPQ	70 6%	146 18% IMOQ	128 15% IMQ	172 33% IJKMNOQ	65 8% I	119 20% IKMOQ	94 14% IM	104 33% IJKMNOQ	103 12% IM	229 37% STUWYac	59 6%	123 19% SWYac	147 16% SWYac	167 39% STUWYac	74 7% S	138 38% STUWYac	85 8% S	186 36% STUWYac	99 8% S	135 45% RSTUVWXYZac	63 8% S	166 34% e	123 10%
NET: Very bad/Fairly bad outcome	1179 53%	326 47%	386 72% BDE	87 51%	164 64% BD	483 59%	458 57%	161 30%	853 73% HJKLMNOPQ	503 64% HKLP	465 55% HLP	254 48% H	536 68% HKLNOP	358 60% HLP	412 61% HKLP	153 48% H	587 67% HKLNOP	207 33% b	766 74% RTUVXYZab	397 62% RUVXZb	520 56% RVXZb	139 33%	746 75% RTUVXYZab	147 40% RVb	765 71% RTUVXZab	182 36% b	856 68% RTUVXZb	83 28%	612 77% RTUVXYZab	193 39%	759 65% d
Mean	3.64	3.36	4.04 BD	3.43	3.92 BD	3.72	3.67	2.87	4.12 HJKLMNOPQ	3.75 HLP	3.67 HLP	3.29 H	3.98 HJKLNOP	3.66 HLP	3.77 HKLP	3.31 H	3.90 HJKLNOP	2.95 b	4.16 RTUVXYZab	3.71 RVXZb	3.68 RVXZb	2.91 b	4.13 RTUVXYZab	3.04 b	4.05 RTUVXZb	3.00 b	4.03 RTUVXZb	2.72	4.16 RTUVXYZab	3.11	3.92 d

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PUBLIC

Political Pulse May 2023 (Week 21)

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	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good outcome (1)	66 3%	48 4% C	18 2%	12 5% GHI	26 7% GHI	17 5% GHI	5 1%	2 1%	5 1%	38 6% KL	21 3% L	7 1%	20 7% OP	31 5% OP	7 1%	7 1%	39 3%	27 3%	7 1%	23 4% SU	7 1%	20 7% SUX	6 5% SU*	2 1%	59 3%	7 2%	51 4% bc	13 2%	2 1%	43 7% e	23 1%	36 5% g	30 2%	55 4% i	11 1%
Fairly good outcome (2)	200 9%	128 12% C	72 6%	33 13% GHI	58 15% FGHI	34 10% G	20 5%	18 5%	37 7%	91 15% KL	54 7%	55 6%	39 13% OP	81 14% OP	27 5%	37 5%	119 10%	81 8%	51 10% X	55 9% X	37 7% X	39 13% UX	13 12% X*	5 3%	175 9%	25 8%	126 10%	59 9%	16 6%	92 14% e	108 7%	82 12% g	118 8%	135 10% i	65 7%
Neither good nor bad (3)	456 21%	191 18%	264 23% B	66 27% FHI	95 25% I	67 19%	75 20%	67 20%	86 17%	161 26% KL	142 19%	153 18%	80 27% P	125 21%	110 22%	133 18%	234 19%	223 23%	113 21%	125 22%	119 23%	51 17%	15 14% *	34 17%	386 20%	70 21%	263 20%	142 22%	52 18%	151 23%	306 20%	103 15%	353 23% f	274 21%	183 20%
Fairly bad outcome (4)	508 23%	234 22%	271 24%	54 22%	63 17%	81 23%	81 22%	82 24% E	147 28% E	117 19%	162 22%	229 26% J	60 20%	114 19%	117 23%	193 26% MN	308 25% R	200 20%	118 22%	129 22%	127 25%	60 20%	34 31% V*	41 21%	425 22%	83 25%	294 23%	140 22%	74 26%	132 20%	376 24%	154 23%	354 23%	274 21%	234 26% h
Very bad outcome (5)	729 33%	388 36% C	333 30%	42 17%	93 25% D	101 28% D	153 41% DEF	141 41% DEF	198 38% DEF	135 22%	254 35% J	340 39% J	56 19%	164 27% M	188 37% MN	292 40% MN	420 34%	309 32%	184 35%	179 31%	144 28%	95 32%	36 34% *	91 47% STUV	618 33%	112 34%	412 32%	214 33%	103 36%	167 26%	562 36% d	254 37% g	475 31%	421 32%	309 34%
Don't know	261 12%	89 8%	168 15% B	39 16% HI	42 11%	56 16% HI	43 11%	34 10%	48 9%	81 13%	99 14% L	81 9%	46 15% P	82 14% P	60 12%	69 9%	123 10%	138 14% Q	58 11%	69 12% W	74 15% W	34 11%	4 4% *	21 11%	228 12%	33 10%	146 11%	79 12%	36 13%	68 10%	193 12%	54 8%	207 13% f	146 11%	115 13%
NET: Very good/fairly good outcome	266 12%	176 16% C	90 8%	44 18% GHI	84 22% FGHI	51 14% GHI	25 7%	20 6%	42 8%	129 21% KL	75 10%	62 7%	60 20% OP	113 19% OP	35 7%	44 6%	158 13%	108 11%	58 11% X	78 13% UX	44 9% X	60 20% STUX	19 18% UX*	7 4%	234 12%	32 10%	177 14% c	71 11%	18 6%	135 21% e	131 8%	118 17% g	148 10%	191 15% i	75 8%
NET: Very bad/Fairly bad outcome	1238 56%	622 58%	604 54%	96 39%	157 41%	182 51% DE	234 62% DEF	224 65% DEF	345 66% DEF	253 41%	416 57% J	569 66% JK	116 38%	278 47% M	304 60% MN	485 66% MNO	728 59% R	509 52%	301 57%	308 53%	272 53%	154 52%	70 65% V*	132 68% STUV	1042 55%	195 59%	706 55%	354 55%	177 63% a	299 46%	938 60% d	409 60% g	829 54%	695 53%	543 59% h
Mean	3.83	3.79	3.87	3.40	3.42	3.72 DE	4.07 DEF	4.10 DEF	4.05 DEF	3.41	3.91 J	4.07 JK	3.36	3.58	4.00 MN	4.10 MN	3.85	3.81	3.89 V	3.76	3.84	3.64	3.79 *	4.24 STUVW	3.82	3.90	3.78	3.85	4.06 a	3.49	3.98 d	3.81	3.85	3.75	3.96 h

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	(A)	(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)
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Very good outcome (1)	66 3%	17 3%	9 2%	17 10% BCE	10 4%	29 4%	16 2%	50 9% IJKMNOQ	7 1%	43 5% IKMOQ	13 2% I	46 9% IJKMNOQ	11 1% I	36 6% IKMOQ	18 3% IKM	37 12% IJKMNOQ	15 2% I	46 7% SUWYac	11 1% Y	36 6% SUWYac	17 2% Y	37 9% STUWYac	15 2% Y	40 11% RSTUWYac	6 1%	46 9% STUWYac	14 1% Y	37 12% RSTUVWYac	12 2% Y	50 10% e	11 1%
Fairly good outcome (2)	200 9%	99 14% CE	27 5%	19 11% C	19 7%	54 7%	93 12% F	123 23% IJKLMNOQ	36 3%	79 10% IQ	79 9% IQ	69 13% IJOQ	80 10% IQ	65 11% IQ	62 9% IQ	79 25% IJKLMNOQ	54 6% I	124 20% STUWYac	36 4%	69 11% SWYac	88 10% SWYac	100 23% RSTUWYac	39 4%	88 24% STUWYac	42 4%	118 23% STUWYac	43 3%	96 32% RSTUVWXYZa c	30 4%	108 22% e	52 4%
Neither good nor bad (3)	456 21%	185 27% CDE	72 13%	15 9%	46 18% D	129 16%	176 22% F	160 30% IJKLMNOPQ	121 10%	98 12% I	202 24% IJLNQ	70 13% I	167 21% IJLNQ	74 12%	162 24% IJLNQ	76 24% IJLNQ	135 15% IJ	170 27% STWYac	120 12%	73 11%	225 24% STWYac	114 27% STWYac	131 13%	99 27% STWYac	139 13%	138 27% STWYac	148 12%	73 24% STWYac	101 13%	132 27% e	148 13%
Fairly bad outcome (4)	508 23%	192 28% E	120 22%	35 21%	51 20%	177 22%	214 27%	107 20% P	285 24% JLNP	162 20% P	219 26% HJLNP	106 20% P	196 25% HJNP	120 20% P	164 24% P	47 15%	201 23% P	139 22% b	234 23% c	133 21%	218 24% Zbc	89 21%	211 21% c	74 20%	251 23% c	96 19%	317 25% STWYZbc	53 18%	144 18%	101 21%	297 25%
Very bad outcome (5)	729 33%	135 20%	279 52% B	78 45% B	117 46% B	357 44% G	244 30%	57 11%	622 53% HJKLMNOPQ	365 46% HKLMOP	244 29% HP	213 40% HKOP	277 35% HKOP	271 46% HKLMOP	210 31% HP	64 20% H	432 49% HKLMOP	89 14%	553 54% RTUVXZab	295 46% RUVXZb	285 31% RVXZb	63 15% b	535 54% RTUVXZab	43 12%	578 53% RTUVXZab	69 13%	622 49% RUVXZb	32 11%	485 61% RSTUVWXYZa b	79 16%	541 46% d
Don't know	261 12%	60 9%	29 5%	7 4%	12 5%	68 8%	64 8%	33 6%	103 9% JLNPQ	44 6%	82 10% HJLMNPQ	23 4%	60 8% LNPQ	29 5%	60 9% JLNPQ	13 4%	46 5%	56 9% TVXYbc	76 7% Tbc	31 5%	89 10% STVWXYbc	22 5%	64 6% bc	20 5% b	67 6% c	46 9% TVXbc	115 9% STVWXYbc	9 3%	27 3%	19 4%	122 10% d
NET: Very good/fairly good outcome	266 12%	117 17% C	37 7%	36 21% CE	29 11%	82 10%	109 14%	172 33% IJKLMNOQ	43 4%	122 15% IKMQ	91 11% IQ	115 22% IJKMNOQ	91 11% IQ	101 17% IKMOQ	80 12% IQ	115 37% IJKLMNOQ	69 8% I	170 27% STUWYac	47 5%	105 16% SUWYac	105 11% SWYac	137 32% RSTUWYac	54 5%	129 35% RSTUWYac	48 4%	164 32% RSTUWYac	56 4%	133 44% RSTUVWXYZa c	42 5%	158 32% e	62 5%
NET: Very bad/Fairly bad outcome	1238 56%	328 48%	399 74% BE	114 66% B	168 66% B	535 66% G	458 57%	164 31%	907 77% HJKLMNOPQ	526 67% HKLMOP	463 55% HP	320 61% HP	473 60% HKOP	391 66% HKLMOP	375 55% HP	111 35%	632 72% HJKLMNOP	228 37% b	787 76% RTUVXZb	428 67% RUVXZb	503 55% RVXZb	152 36% b	745 75% RTUVXZb	117 32%	829 77% RTUVXZab	165 32%	939 75% RTUVZb	85 28%	628 79% RTUVWXZab	180 37%	838 72% d
Mean	3.83	3.52	4.25 BDE	3.84 B	4.01 B	4.05 G	3.78	3.00	4.38 HJKLMNOPQ	3.97 HKLOP	3.80 HP	3.74 HP	3.89 HKOP	3.93 HLP	3.79 HP	3.08	4.17 HJKLMNOP	3.18 XZb	4.34 RTUVXZb	3.96 RUVXZb	3.80 RVXZb	3.10 b	4.30 RTUVXZb	2.97 b	4.33 RTUVXZb	3.05 b	4.30 RTUVZb	2.82	4.37 RTUVWXZab	3.11	4.25 d

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18+ in Great Britain

	Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?				
	Halving inflation this year	Growing the economy	Making sure the national debt is falling	Reducing NHS waiting lists	Passing new laws to stop small boat crossings from France
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221
Very good job (1)	90 4%	98 4%	94 4%	97 4%	104 5%
Fairly good job (2)	297 13% D	394 18% ACDE	334 15% D	211 9%	306 14% D
Neither a good nor a bad job (3)	478 22% D	502 23% DE	512 23% DE	417 19%	444 20%
Fairly bad job (4)	505 23%	531 24%	514 23%	567 26% AE	511 23%
Very bad job (5)	709 32% BC	580 26%	581 26%	807 36% ABCE	697 31% BC
Don't know	143 6% B	117 5%	186 8% ABD	124 6%	159 7% BD
NET: Very good/Fairly good job	386 17% D	492 22% ACDE	428 19% AD	307 14%	410 18% D
NET: Very bad/Fairly bad job	1214 55% BC	1110 50%	1095 49%	1373 62% ABCE	1209 54% BC
Mean	3.70 BC	3.52	3.57	3.85 ABCE	3.68 BC
Net diff	-828 -37%	-618 -28%	-666 -30%	-1066 -48%	-799 -36%

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Halving inflation this year

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	90	59	30	14	39	17	8	8	3	53	25	11	21	48	12	9	54	35	10	24	19	29	3	4	82	8	64	22	4	57	32	44	45	77	13
	4%	6%	3%	6%	10%	5%	2%	2%	1%	9%	3%	1%	7%	8%	2%	1%	4%	4%	2%	4%	4%	10%	3%	2%	4%	2%	5%	3%	1%	9%	2%	6%	3%	6%	1%
		C		GHI	FGHI	I				KL	L		OP	OP						S		STUX	*				c			e		g		i	
Fairly good job (2)	297	150	144	27	66	55	31	41	76	94	86	117	35	95	55	88	174	123	66	84	66	54	18	9	258	39	206	63	28	114	183	101	196	181	116
	13%	14%	13%	11%	18%	15%	8%	12%	15%	15%	12%	13%	11%	16%	11%	12%	14%	13%	12%	15%	13%	18%	16%	5%	14%	12%	16%	10%	10%	17%	12%	15%	13%	14%	13%
					DG	G			G					O					X	X	X	X	X*				bc			e					
Neither a good nor a bad job (3)	478	234	244	53	83	68	83	66	126	135	150	192	64	120	116	158	239	239	143	115	115	60	16	29	400	78	272	144	62	134	343	119	359	276	202
	22%	22%	22%	21%	22%	19%	22%	19%	24%	22%	21%	22%	21%	20%	23%	22%	19%	24%	27%	20%	23%	20%	14%	15%	21%	23%	21%	22%	22%	21%	22%	17%	23%	21%	22%
																		Q	TWX				*										f		
Fairly bad job (4)	505	225	279	57	68	64	88	91	138	125	151	229	63	114	112	201	292	213	119	129	115	57	38	47	424	82	277	142	87	126	379	169	336	271	235
	23%	21%	25%	23%	18%	18%	23%	26%	27%	20%	21%	27%	21%	19%	22%	28%	24%	22%	22%	22%	23%	19%	35%	24%	22%	25%	21%	22%	31%	19%	24%	25%	22%	21%	26%
								EF	EF			JK				MN							STUV*						ab		d				h
Very bad job (5)	709	360	336	75	100	114	145	122	152	176	259	274	97	170	185	236	409	300	174	195	148	77	31	85	602	106	403	216	89	195	514	226	482	424	285
	32%	33%	30%	31%	27%	32%	39%	35%	29%	28%	35%	32%	32%	28%	36%	32%	33%	31%	33%	34%	29%	26%	29%	44%	32%	32%	31%	33%	32%	30%	33%	33%	31%	32%	31%
							EI	E			J				N					V			*	STUVW											
Don't know	143	49	92	19	22	39	21	16	27	40	60	42	23	52	28	39	75	68	20	32	46	22	3	20	125	18	70	59	14	27	116	25	118	78	65
	6%	5%	8%	8%	6%	11%	6%	5%	5%	6%	8%	5%	7%	9%	6%	5%	6%	7%	4%	6%	9%	8%	3%	10%	7%	6%	5%	9%	5%	4%	7%	4%	8%	6%	7%
			B			EGHI					L			P							ST	S	*	SW				a			d		f		
NET: Very good/Fairly good job	386	209	175	42	105	72	40	49	79	147	111	128	55	143	67	97	228	158	76	109	85	83	21	13	340	47	270	85	32	171	215	145	241	257	129
	17%	19%	16%	17%	28%	20%	10%	14%	15%	24%	15%	15%	18%	24%	13%	13%	18%	16%	14%	19%	17%	28%	19%	7%	18%	14%	21%	13%	11%	26%	14%	21%	16%	20%	14%
		C		G	DFGHI	G				KL				OP					X	X	X	STUX	X*				bc			e		g		i	
NET: Very bad/Fairly bad job	1214	585	615	132	168	178	233	213	290	300	411	503	160	284	297	437	701	513	293	324	263	133	69	132	1026	188	680	358	176	321	893	396	818	695	519
	55%	54%	55%	54%	45%	50%	62%	62%	56%	48%	56%	58%	53%	47%	58%	60%	56%	53%	55%	56%	52%	45%	63%	68%	54%	57%	53%	55%	62%	49%	57%	58%	53%	53%	57%
				E			EF	EF	E		J	J			N	N			V	V			V*	STUV					a		d	g			
Mean	3.70	3.66	3.72	3.67	3.35	3.64	3.93	3.85	3.73	3.47	3.79	3.77	3.65	3.48	3.84	3.82	3.71	3.68	3.74	3.70	3.66	3.36	3.72	4.14	3.68	3.77	3.61	3.80	3.85	3.46	3.80	3.66	3.72	3.64	3.78
				E		E	DEFI	E	E		J	J			N	N			V	V	V		V*	STUVW				a	a		d				h
Net diff	-828	-376	-440	-90	-63	-106	-193	-164	-211	-153	-299	-375	-105	-141	-230	-340	-472	-355	-217	-215	-178	-51	-48	-119	-687	-141	-410	-273	-144	-150	-678	-250	-577	-438	-390
	-37%	-35%	-39%	-37%	-17%	-30%	-51%	-48%	-41%	-25%	-41%	-43%	-35%	-24%	-45%	-47%	-38%	-36%	-41%	-37%	-35%	-17%	-44%	-61%	-36%	-43%	-32%	-42%	-51%	-23%	-43%	-37%	-38%	-34%	-43%

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Overlap formulae used

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	90 4%	33 5% C	12 2%	13 8% C	13 5%	31 4%	31 4%	64 12% IJKMNOQ	16 1%	52 7% IKMOQ	21 3% I	48 9% IJKMNOQ	19 2%	40 7% IKMOQ	22 3% I	41 13% IJKLMNOQ	18 2%	70 11% STUWYac	12 1%	51 8% SUWYac	26 3% SWYa	54 13% STUWYac	16 2% Y	52 14% STUWYac	11 1%	63 12% STUWYac	16 1%	51 17% RSTUVWYZac	17 2% SYa	58 12% e	14 1%
Fairly good job (2)	297 13%	160 23% CDE	43 8%	23 13%	20 8%	91 11%	141 17% F	183 35% IJKLMNOPQ	49 4%	96 12% I	137 16% IJMNQ	93 18% IJMNQ	104 13% I	71 12% I	110 16% IJMQ	61 19% IJMNQ	106 12% I	202 32% STUWYZac	36 3%	74 12% SWYac	155 17% STWYac	156 37% RSTUWYZac	46 5% S	114 31% STUWYZac	73 7% SWc	133 26% STUWYac	76 6% SW	110 37% STUWYZac	42 5% S	139 28% e	85 7%
Neither a good nor a bad job (3)	478 22%	199 29% CDE	79 15%	29 17%	47 18%	136 17%	202 25% F	143 27% IJLMNQ	145 12%	100 13%	213 25% IJLMNQ	78 15%	174 22% IJLNQ	74 13%	164 24% IJLNQ	83 26% IJLNQ	156 18% IJN	170 27% STWYac	121 12%	83 13%	216 23% STWYac	111 26% STWYac	121 12%	104 29% STUWYac	156 14% SWc	138 27% STWYac	197 16% STWc	82 27% STWYac	97 12%	139 28% e	170 14%
Fairly bad job (4)	505 23%	151 22%	122 23%	45 26%	56 22%	207 25%	168 21%	89 17%	316 27% HJKLOPQ	184 23% H	187 22% H	119 23% H	185 23% H	147 25% H	152 22% H	66 21%	212 24% H	114 18% b	247 24% RVXb	144 23% RVXb	219 24% RVXb	67 16% b	241 24% RVXbc	57 16% b	269 25% RVXbc	104 20% VXb	319 25% RVXbc	35 12%	174 22% VXb	79 16%	312 27% d
Very bad job (5)	709 32%	114 16%	271 50% BD	53 31% B	107 42% BD	310 38% G	227 28%	36 7%	605 51% HJKLMNOPQ	339 43% HKLMOP	237 28% HP	175 33% HP	281 36% HKOP	245 41% HKLMOP	201 30% HP	60 19% H	362 41% HKLMOP	41 7%	589 57% RTUVXYZab	268 42% RUVXZb	262 28% RVXZb	29 7%	546 55% RTUVXYZab	32 9%	541 50% RTUVXZab	56 11% RVb	588 47% RTUVXZb	20 7%	457 57% RTUVXYZab	60 12%	519 44% d
Don't know	143 6%	34 5% C	10 2%	10 6% C	13 5% C	39 5%	39 5%	16 3%	45 4% JP	20 3%	43 5% HJLMNPQ	14 3%	28 4% P	16 3%	27 4% P	4 1%	28 3%	28 4% VWXbc	25 2% bc	18 3% bc	45 5% SVWXYbc	6 1%	25 2% bc	6 2%	33 3% bc	19 4% VXbc	63 5% STVWXYbc	1 *	11 1%	12 2%	71 6% d
NET: Very good/Fairly good job	386 17%	193 28% CE	55 10%	36 21% CE	33 13%	122 15%	172 21% F	247 47% IJKLMNOPQ	65 6%	148 19% IQ	158 19% IMQ	141 27% IJKMNOQ	123 16% I	112 19% IQ	133 20% IMQ	102 32% IJKMNOQ	124 14% I	272 44% STUWYZac	48 5%	125 20% SWYac	181 20% SWYac	210 50% RSTUWYZac	62 6% S	166 45% STUWYZac	83 8% SW	196 38% STUWYac	92 7% S	161 54% RSTUWXYZac	59 7% S	197 40% e	99 8%
NET: Very bad/Fairly bad job	1214 55%	264 38%	392 73% BDE	97 57% B	163 64% B	517 64% G	395 49%	124 23%	920 78% HJKLMNOPQ	523 66% HKLMOP	424 51% HP	294 56% HP	466 59% HKOP	392 66% HKLMOP	353 52% HP	126 40% H	574 65% HKLMOP	155 25% b	836 81% RTUVWXYZab	412 65% RUVXZb	481 52% RVXZb	97 23%	787 79% RTUVXYZab	89 24% b	811 75% RTUVXZab	159 31% RVXb	906 72% RTUVXZb	55 18%	631 79% RTUVXYZab	140 29%	832 71% d
Mean	3.70	3.23	4.13 BDE	3.63 B	3.93 BD	3.87 G	3.55	2.71	4.28 HJKLMNOPQ	3.86 HKLOP	3.61 HP	3.54 HP	3.79 HKLOP	3.84 HKLOP	3.61 HP	3.14 H	3.93 HKLMOP	2.76 b	4.36 RTUVWXYZab c	3.82 RUVXZb	3.61 RVXZb	2.67 b	4.29 RTUVXYZab	2.73 b	4.20 RTUVXZb	2.91 RVXb	4.16 RTUVXZb	2.54	4.29 RTUVXYZab	2.88	4.13 d
Net diff	-828 -37%	-71 -10%	-337 -63%	-62 -36%	-131 -51%	-395 -49%	-223 -28%	122 23%	-855 -73%	-375 -47%	-265 -32%	-153 -29%	-344 -43%	-280 -47%	-220 -33%	-24 -8%	-450 -51%	117 19%	-788 -76%	-287 -45%	-300 -33%	114 27%	-725 -73%	77 21%	-727 -67%	36 7%	-815 -65%	106 36%	-572 -72%	58 12%	-733 -63%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Growing the economy

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	98 4%	57 5%	42 4%	17 7% GHI	37 10% GHI	22 6% GHI	8 2%	8 2%	7 1%	54 9% KL	30 4% L	15 2%	23 7% OP	49 8% OP	14 3%	11 1%	56 5%	42 4%	16 3%	27 5%	22 4%	26 9% STUX	3 3% *	5 3%	90 5%	8 2%	72 6% c	25 4% c	2 1%	62 10% e	36 2%	39 6% g	59 4%	79 6% i	20 2%
Fairly good job (2)	394 18%	215 20% C	178 16%	42 17%	81 21% GH	64 18%	54 14%	52 15%	102 20%	123 20%	117 16%	153 18%	52 17%	111 19%	87 17%	117 16%	226 18%	168 17%	86 16% X	114 20% X	92 18% X	62 21% X	22 20% X*	16 8%	334 18%	60 18%	247 19%	103 16%	44 16%	142 22% e	252 16%	131 19%	263 17%	255 20% i	139 15%
Neither a good nor a bad job (3)	502 23%	231 21%	269 24%	54 22%	80 21%	64 18%	83 22%	80 23%	140 27% F	134 22%	147 20%	221 25% K	62 20%	122 20%	108 21%	190 26% N	273 22%	229 23%	132 25%	131 23%	111 22%	61 20%	25 23% *	42 22%	406 21%	95 29% Y	296 23%	144 22%	61 22%	129 20%	373 24%	137 20%	365 24% f	277 21%	225 25%
Fairly bad job (4)	531 24%	236 22%	289 26%	61 25%	93 25%	78 22%	83 22%	87 25%	128 25%	155 25%	161 22%	215 25%	77 26%	145 24%	107 21%	187 26%	294 24%	237 24%	118 22%	146 25%	140 28% V	56 19%	25 23% *	46 24%	456 24%	74 22%	292 23%	153 24%	85 30% a	144 22%	386 25%	171 25%	360 23%	288 22%	243 27% h
Very bad job (5)	580 26%	301 28%	268 24%	56 23%	68 18%	92 26% E	131 35% DEFI	107 31% DE	126 24%	124 20%	223 30% J	233 27% J	70 23%	126 21%	167 33% MN	199 27% N	335 27%	245 25%	159 30% TU	137 24%	111 22%	72 24%	27 25% *	73 38% TUV	501 26%	79 24%	321 25%	177 27%	81 29%	150 23%	429 27%	184 27%	396 26%	346 27%	234 26%
Don't know	117 5%	37 3%	79 7% B	15 6%	18 5%	37 10% EGHI	18 5%	10 3%	18 4%	33 5%	55 8% L	29 3%	18 6%	46 8% P	26 5%	26 4%	59 5%	58 6%	20 4%	25 4%	32 6%	22 7%	5 5% *	12 6%	103 5%	13 4%	63 5%	44 7%	9 3%	25 4%	92 6%	22 3%	95 6% f	61 5%	55 6%
NET: Very good/Fairly good job	492 22%	271 25% C	220 20%	59 24% GH	118 31% GHI	85 24% G	62 16%	60 17%	108 21%	177 28% KL	147 20%	168 19%	75 25% P	160 27% OP	100 20%	128 17%	282 23%	210 21%	102 19% X	142 24% X	114 22% X	88 30% SX	25 23% X*	21 11%	424 22%	68 21%	319 25% bc	127 20%	46 16%	205 31% e	288 18%	171 25% g	321 21%	334 26% i	158 17%
NET: Very bad/Fairly bad job	1110 50%	538 50%	558 50%	117 48%	162 43%	170 48%	214 57% DEFI	194 56% DEF	254 49%	278 45%	384 52% J	448 52% J	148 49%	270 45%	275 54% N	386 53% N	629 51%	481 49%	277 52% V	283 49%	251 49%	128 43%	53 49% *	119 61% TUV	957 51%	153 46%	614 47%	331 51%	166 59% a	295 45%	816 52% d	355 52%	756 49%	634 49%	477 52%
Mean	3.52	3.49	3.54	3.42	3.21	3.49 E	3.77 DEFI	3.70 DE	3.53 E	3.29	3.64 J	3.60 J	3.43	3.34	3.68 MN	3.63 MN	3.53	3.52	3.62 TV	3.45	3.48	3.31	3.50 *	3.91 STUVW	3.53	3.49	3.44	3.59 a	3.73 a	3.28	3.62 d	3.50	3.53	3.46	3.62 h
Net diff	-618 -28%	-267 -25%	-338 -30%	-58 -24%	-43 -11%	-85 -24%	-152 -40%	-135 -39%	-145 -28%	-101 -16%	-237 -32%	-280 -32%	-73 -24%	-111 -19%	-175 -34%	-258 -35%	-347 -28%	-271 -28%	-175 -33%	-141 -24%	-137 -27%	-40 -13%	-27 -25%	-98 -50%	-533 -28%	-85 -26%	-295 -23%	-203 -31%	-120 -42%	-90 -14%	-528 -34%	-184 -27%	-434 -28%	-300 -23%	-318 -35%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Growing the economy

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	98 4%	31 4%	19 4%	11 6%	14 5%	27 3%	37 5%	63 12% IJKLMNOQ	15 1%	50 6% IKMQ	27 3% I	39 7% IKMOQ	23 3% I	35 6% IKMQ	28 4% I	28 9% IKMOQ	28 3% I	66 11% STUWYac	13 1%	42 7% SUWYac	29 3% SWYa	51 12% STUWYac	10 1%	45 12% STUWYac	12 1%	61 12% STUWYac	20 2%	48 16% RSTUVWYZac	16 2% SWY	56 11% e	20 2%
Fairly good job (2)	394 18%	235 34% CDE	44 8%	30 18% C	27 10%	124 15%	194 24% F	266 50% IJKLMNOPQ	58 5%	111 14% I	204 24% IJMNOQ	110 21% IJNQ	139 18% I	93 16% I	138 20% IJQ	102 32% IJKLMNOQ	132 15% I	288 46% STUWYZac	43 4%	93 15% SWYac	210 23% STWYac	197 46% STUWYZac	62 6% S	152 42% STUWYac	90 8% SW	197 39% STUWYac	105 8% SW	142 48% STUWYZac	55 7% S	176 36% e	117 10%
Neither a good nor a bad job (3)	502 23%	183 27% CD	91 17%	31 18%	59 23%	170 21%	179 22%	120 23% IJLNQ	191 16%	119 15%	205 24% IJLNQ	92 17%	188 24% IJLNQ	94 16%	159 24% IJLNQ	61 19%	152 17%	155 25% STWYac	131 13%	97 15%	221 24% STWYac	95 22% STWc	147 15% S	78 21% STWc	203 19% STWc	118 23% STWc	234 19% STWc	63 21% STWc	106 13%	130 27% e	219 19%
Fairly bad job (4)	531 24%	134 19%	141 26% B	44 25%	55 22%	198 24%	178 22%	57 11%	356 30% HJKLMNPQ	201 25% HP	181 22% H	123 23% H	186 24% H	146 24% H	187 28% HKMP	63 20% H	232 26% HKP	87 14% b	302 29% RTUVXYZb	162 25% RVXZb	218 24% RVXZb	57 13% b	281 28% RUVXZb	57 16% b	290 27% RVXZb	90 18% RVb	356 28% RUVXZb	29 10%	214 27% RVXZb	75 15%	323 28% d
Very bad job (5)	580 26%	82 12%	235 44% BD	46 27% B	94 37% B	269 33% G	188 23%	16 3%	521 44% HJKLMNOPQ	294 37% HKLMOP	194 23% H	151 29% HKOP	234 30% HKOP	212 36% HKLMOP	151 22% H	56 18% H	315 36% HKLMOP	14 2%	524 51% RTUVWXYZab	228 36% RUVXZb	218 24% RVXZb	20 5% R	476 48% RTUVXYZab	26 7% R	466 43% RTUVXZab	34 7% R	499 40% RTUVXZb	13 5% R	400 50% RTUVXYZab	45 9%	437 37% d
Don't know	117 5%	25 4% C	7 1%	10 6% C	7 3%	28 3%	32 4%	8 1%	33 3%	16 2%	28 3% HOP	12 2%	21 3%	15 2%	12 2%	4 1%	22 2%	14 2%	16 2%	16 3% c	26 3% SVc	5 1%	18 2% c	5 1%	23 2% c	11 2%	45 4% SVWYc	4 1%	7 1%	6 1%	54 5% d
NET: Very good/Fairly good job	492 22%	266 39% CDE	63 12%	41 24% C	41 16%	150 18%	230 29% F	329 62% IJKLMNOPQ	73 6%	161 20% I	230 27% IJMNQ	150 28% IJMNQ	162 21% I	128 22% I	167 25% IMQ	131 41% IJKLMNOQ	161 18% I	354 57% STUWYZac	55 5%	134 21% SWYac	239 26% SWYac	248 58% STUWYZac	73 7% S	198 54% STUWYac	102 9% SW	258 50% STUWYac	125 10% SW	190 64% RSTUWXYZac	71 9% SW	232 48% e	138 12%
NET: Very bad/Fairly bad job	1110 50%	216 31%	375 70% BDE	90 52% B	150 59% B	466 57% G	366 45%	73 14%	877 75% HJKLMNOPQ	495 63% HKLMOP	375 45% HP	274 52% HKP	420 53% HKP	358 60% HKLMOP	338 50% HKP	120 38% H	547 62% HKLMOP	101 16%	827 80% RTUVWXYZab c	389 61% RUVXZb	436 47% RVXZb	77 18%	757 76% RTUVXYZab	83 23% Rb	756 70% RTUVXZb	125 24% RVb	855 68% RTUVXZb	43 14%	614 77% RTUVXYZab	120 25%	760 65% d
Mean	3.52	3.00	4.00 BDE	3.53 B	3.76 B	3.71 G	3.37	2.42	4.15 HJKLMNOPQ	3.75 HKLMOP	3.39 HP	3.46 HP	3.61 HKOP	3.70 HKLOP	3.44 HP	3.05 H	3.78 HKLMOP	2.50 b	4.27 RTUVWXYZab c	3.71 RUVXZb	3.43 RVXZb	2.52 b	4.18 RTUVXYZab	2.63 Rb	4.05 RTUVXZab	2.68 RVb	4.00 RTUVXZb	2.38	4.17 RTUVXYZab	2.74	3.93 d
Net diff	-618 -28%	50 7%	-312 -58%	-49 -29%	-109 -43%	-316 -39%	-135 -17%	256 48%	-804 -68%	-335 -42%	-145 -17%	-124 -24%	-258 -33%	-229 -39%	-171 -25%	11 4%	-387 -44%	254 41%	-771 -75%	-255 -40%	-197 -21%	171 40%	-684 -69%	115 31%	-654 -60%	133 26%	-730 -58%	148 49%	-543 -68%	112 23%	-622 -53%

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

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PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Making sure the national debt is falling

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	94 4%	59 6% C	35 3%	17 7% GHI	33 9% GHI	21 6% HI	11 3%	7 2%	6 1%	50 8% KL	32 4% L	13 1%	21 7% OP	46 8% OP	16 3%	10 1%	50 4%	44 5%	16 3%	30 5%	17 3%	22 7% SUX	5 5% *	3 2%	87 5%	7 2%	62 5% c	28 4%	4 2%	57 9% e	37 2%	41 6% g	53 3%	81 6% i	14 1%
Fairly good job (2)	334 15%	173 16%	161 14%	37 15% G	75 20% G	61 17% G	36 9%	48 14%	78 15% G	112 18% K	96 13%	126 15%	44 15%	108 18% O	63 12%	100 14%	198 16%	136 14%	81 15% X	90 16% X	64 13%	67 22% STUX	18 17% X*	14 7%	286 15%	48 15%	226 17% bc	79 12%	30 11%	139 21% e	195 12%	111 16%	223 15%	212 16%	122 13%
Neither a good nor a bad job (3)	512 23%	239 22%	271 24%	48 19%	96 25% F	63 18%	83 22%	84 24%	137 26% F	144 23%	146 20%	221 26% K	59 19%	134 22%	115 23%	179 25%	274 22%	238 24%	142 27% X	128 22%	127 25% X	62 21%	22 20% *	32 16%	425 23%	86 26%	289 22%	159 25%	64 23%	135 21%	376 24%	132 19%	380 25% f	271 21%	241 26% h
Fairly bad job (4)	514 23%	239 22%	268 24%	62 25%	73 19%	71 20%	95 25%	81 23%	132 25%	135 22%	166 23%	212 25%	70 23%	122 20%	120 24%	182 25%	305 25%	209 21%	107 20%	147 25% V	125 25% V	52 17%	29 27% *	53 27% V	424 22%	89 27%	293 23%	134 21%	87 31% ab	125 19%	389 25% d	164 24%	349 23%	303 23%	210 23%
Very bad job (5)	581 26%	304 28% C	268 24%	62 26%	77 20%	91 26%	118 31% E	102 30% E	130 25%	139 22%	209 29% J	233 27%	84 28% N	128 21%	151 30% N	202 28% N	317 26%	264 27%	153 29%	142 25%	117 23%	70 23%	25 23% *	74 38% STUVW	503 27%	78 24%	328 25%	181 28%	72 26%	159 24%	422 27%	185 27%	396 26%	337 26%	244 27%
Don't know	186 8%	62 6%	123 11% B	19 8%	23 6%	49 14% DEHI	34 9%	23 7%	38 7%	42 7%	83 11% JL	61 7%	24 8%	59 10%	44 9%	57 8%	99 8%	87 9%	33 6%	42 7%	60 12% ST	26 9%	8 8% *	18 9%	165 9%	21 6%	95 7%	66 10%	26 9%	39 6%	147 9% d	52 8%	134 9%	101 8%	85 9%
NET: Very good/Fairly good job	428 19%	233 22% C	196 17%	54 22% G	108 29% GHI	81 23% GHI	47 12%	55 16%	84 16%	162 26% KL	128 17%	138 16%	65 22% OP	155 26% OP	78 15%	111 15%	248 20%	180 18%	97 18% X	120 21% X	81 16% X	89 30% STUX	24 22% X*	17 9%	373 20%	55 17%	288 22% bc	106 16%	34 12%	196 30% e	233 15%	152 22% g	277 18%	293 22% i	135 15%
NET: Very bad/Fairly bad job	1095 49%	543 50%	536 48%	124 51% E	150 40%	163 46%	213 56% EF	183 53% E	262 50% E	275 44%	375 51% J	445 51% J	155 51% N	250 42%	271 53% N	384 53% N	622 50%	472 48%	260 49%	290 50% V	242 48%	122 41%	55 50% *	127 65% STUVW	928 49%	167 51%	621 48%	315 49%	159 56% a	284 43%	811 52% d	349 51%	746 49%	641 49%	454 50%
Mean	3.57	3.55	3.57	3.51 E	3.24	3.50 E	3.80 DEF	3.69 E	3.63 E	3.35	3.65 J	3.65 J	3.55 N	3.33	3.71 N	3.69 N	3.56	3.58	3.60 V	3.52 V	3.58 V	3.30	3.50 *	4.02 STUVW	3.56	3.59	3.50	3.62	3.75 a	3.31	3.68 d	3.54	3.58	3.50	3.66 h
Net diff	-666 -30%	-310 -29%	-340 -30%	-71 -29%	-42 -11%	-81 -23%	-166 -44%	-128 -37%	-178 -34%	-112 -18%	-247 -34%	-307 -35%	-89 -29%	-95 -16%	-193 -38%	-273 -37%	-374 -30%	-292 -30%	-162 -31%	-169 -29%	-161 -32%	-33 -11%	-31 -28%	-110 -56%	-555 -29%	-112 -34%	-333 -26%	-209 -32%	-124 -44%	-88 -13%	-578 -37%	-198 -29%	-469 -31%	-348 -27%	-319 -35%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Making sure the national debt is falling

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	94 4%	42 6%	22 4%	7 4%	13 5%	34 4%	39 5%	68 13% IJKLMNOQ	8 1%	52 7% IKMOQ	23 3% I	45 9% IKMNOQ	21 3% I	34 6% IKMOQ	21 3% I	31 10% IJKMNOQ	23 3% I	64 10% STUWYac	11 1%	46 7% SUWYac	33 4% SWYac	42 10% SUWYac	13 1%	47 13% STUWYac	15 1%	57 11% STUWYac	14 1%	42 14% RSTUVWYac	15 2% Sa	60 12% e	13 1%
Fairly good job (2)	334 15%	171 25% CDE	47 9%	29 17% C	25 10%	104 13%	155 19% F	207 39% IJKLMNOPQ	66 6%	107 14% I	144 17% IMQ	99 19% IJQ	113 14% I	101 17% IJQ	99 15% I	82 26% IJKLMNOQ	115 13% I	234 37% STUWXYZac	45 4%	82 13% SWYac	155 17% SWYac	171 40% STUWXYZac	53 5%	116 32% STUWYac	77 7% SWc	161 31% STUWYac	89 7% SWc	126 42% STUWXYZac	40 5%	138 28% e	99 8%
Neither a good nor a bad job (3)	512 23%	215 31% CDE	84 16%	26 15%	48 19%	153 19%	207 26% F	154 29% IJLMNPQ	183 16%	112 14%	236 28% IJLMNPQ	83 16%	188 24% IJLN	78 13%	174 26% IJLNQ	64 20% JN	185 21% IJLN	187 30% STWYabc	124 12%	95 15% S	248 27% STWYac	112 26% STWYac	147 15% S	100 27% STWYac	188 17% SWc	148 29% STUWYac	220 18% SWc	73 24% STWYac	117 15% S	131 27% e	224 19%
Fairly bad job (4)	514 23%	143 21%	134 25%	41 24%	60 23%	212 26% G	162 20%	71 13%	337 29% HJKLMNPQ	200 25% H	178 21% H	126 24% H	177 22% H	138 23% H	175 26% HKM	65 21% H	211 24% H	85 14%	299 29% RUVXZb	164 26% RVXZb	207 22% RVZb	68 16%	269 27% RUVXZb	65 18% Rb	292 27% RUVXZb	92 18% Rb	342 27% RUVXZb	37 12%	213 27% RUVXZb	81 17%	328 28% d
Very bad job (5)	581 26%	81 12%	229 43% BD	47 27% B	96 38% B	254 31% G	195 24%	16 3%	502 43% HJKLMNOPQ	284 36% HKLOP	200 24% H	142 27% H	250 32% HKOP	207 35% HKLOP	176 26% H	68 21% H	304 34% HKLOP	18 3%	505 49% RTUVXYZab	217 34% RUVXZb	226 25% RVXZb	18 4%	465 47% RTUVXYZab	29 8% RV	448 41% RTUVXZb	34 7% RV	494 39% RTUVXZb	17 6% R	388 49% RTUVXYZab	67 14%	412 35% d
Don't know	186 8%	37 5%	22 4%	22 13% BCE	14 5%	58 7%	50 6%	14 3%	78 7% HJPQ	37 5% P	56 7% HOP	32 6% HP	41 5% HP	37 6% HP	31 5% P	5 2%	44 5% HP	36 6% VXbc	46 4% bc	33 5% Xbc	52 6% Xbc	14 3%	48 5% Xbc	8 2%	64 6% SVXbc	20 4% b	99 8% STUVWXYZbc	5 2%	26 3%	11 2%	95 8% d
NET: Very good/Fairly good job	428 19%	213 31% CDE	69 13%	36 21% C	38 15%	138 17%	194 24% F	275 52% IJKLMNOPQ	74 6%	159 20% IQ	168 20% IMQ	144 27% IJKMNOQ	135 17% I	135 23% IMQ	120 18% I	113 36% IJKLMNOQ	139 16% I	298 48% STUWYZac	56 5%	128 20% SWYac	188 20% SWYac	213 50% STUWYZac	66 7% S	163 45% STUWYac	92 9% SWc	218 43% STUWYac	103 8% SW	169 56% RSTUVWXYZac	55 7%	198 41% e	112 10%
NET: Very bad/Fairly bad job	1095 49%	224 32%	362 68% BD	89 52% B	156 61% B	466 57% G	357 44%	87 16%	839 71% HJKLMNOPQ	483 61% HKLMOP	379 45% H	268 51% HP	427 54% HKP	345 58% HKLP	351 52% HKP	133 42% H	514 58% HKLMOP	103 17%	804 78% RTUVWXYZabc	381 60% RUVXZb	434 47% RVXZb	86 20% R	733 74% RTUVYZab	93 26% RVb	739 68% RTUVXZb	126 25% Rb	837 66% RTUVXZb	53 18%	601 75% RTUVXYZab	148 30%	739 63% d
Mean	3.57	3.08	3.97 BD	3.62 B	3.83 B	3.72 G	3.42	2.53	4.15 HJKLMNOPQ	3.74 HKLOP	3.50 HP	3.45 HP	3.69 HKLOP	3.69 HKLP	3.60 HKP	3.18 H	3.78 HKLOP	2.59	4.26 RTUVWXYZabc	3.70 RUVXZb	3.50 RVXZb	2.63	4.18 RTUVYZab	2.75 Rb	4.06 RTUVXZb	2.77 RVb	4.05 RTUVXZb	2.52	4.19 RTUVXYZab	2.91	3.95 d
Net diff	-666 -30%	-10 -2%	-294 -55%	-53 -31%	-118 -46%	-328 -40%	-163 -20%	188 36%	-765 -65%	-325 -41%	-211 -25%	-124 -23%	-293 -37%	-210 -35%	-231 -34%	-20 -6%	-376 -43%	195 31%	-748 -73%	-254 -40%	-246 -27%	127 30%	-667 -67%	70 19%	-647 -60%	92 18%	-733 -58%	115 39%	-546 -68%	51 10%	-627 -54%

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Overlap formulae used

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing NHS waiting lists

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	97 4%	59 5% C	37 3%	26 10% FGHI	39 10% FGHI	20 6% GHI	6 2% I	5 2% I	- -	65 10% KL	27 4% L	5 1%	31 10% OP	53 9% OP	9 2%	4 1%	58 5%	39 4%	14 3%	32 6% S	15 3%	28 10% SUX	4 4% *	3 2%	89 5%	8 2%	60 5% c	34 5% c	3 1%	56 9% e	41 3%	42 6% g	55 4%	81 6% i	15 2%
Fairly good job (2)	211 9%	116 11%	95 8%	30 12% GHI	62 16% GHI	39 11% GH	21 6%	20 6%	38 7%	92 15% KL	60 8%	58 7%	41 13% OP	78 13% OP	37 7%	38 5%	106 9%	105 11%	43 8% X	71 12% SX	51 10% X	35 12% X	7 7% *	4 2%	185 10%	25 8%	133 10%	53 8%	25 9%	100 15% e	111 7%	77 11% g	133 9%	147 11% i	63 7%
Neither a good nor a bad job (3)	417 19%	203 19%	213 19%	43 18%	66 18%	67 19%	66 18%	61 18%	113 22%	109 18%	133 18%	174 20%	54 18%	103 17%	98 19%	148 20%	213 17%	204 21%	119 22% T	94 16%	96 19%	60 20%	17 16% *	31 16%	346 18%	70 21%	253 20%	126 19%	38 14%	115 18%	302 19%	115 17%	302 20%	233 18%	183 20%
Fairly bad job (4)	567 26%	249 23%	314 28% B	67 27% E	75 20%	85 24%	93 25%	95 28% E	151 29% E	142 23%	178 24%	246 28% J	73 24%	138 23%	118 23%	217 30% NO	324 26%	242 25%	123 23%	148 25%	146 29%	72 24%	31 29% *	45 23%	471 25%	95 29%	305 24%	168 26%	93 33% a	150 23%	417 27%	147 22%	419 27% f	321 25%	245 27%
Very bad job (5)	807 36%	402 37%	392 35%	64 26%	107 28%	111 31%	168 45% DEF	150 44% DEF	207 40% DEF	170 27%	279 38% J	357 41% J	84 28%	172 29%	221 43% MN	300 41% MN	483 39% R	323 33%	209 39% V	207 36% V	173 34%	80 27%	43 40% V*	95 49% TUV	688 36%	119 36%	478 37%	213 33%	116 41% b	197 30%	610 39% d	277 40% g	530 34%	452 35%	354 39%
Don't know	124 6%	49 5%	75 7%	16 6% I	29 8% HI	33 9% HI	22 6% I	13 4%	12 2%	44 7% L	55 7% L	25 3%	21 7% P	53 9% OP	26 5%	24 3%	59 5%	65 7%	23 4%	28 5%	28 6%	23 8%	5 5% *	16 8%	111 6%	13 4%	64 5%	53 8% ac	7 3%	36 5%	88 6%	26 4%	98 6% f	70 5%	54 6%
NET: Very good/Fairly good job	307 14%	175 16% C	132 12%	56 23% GHI	101 27% FGHI	60 17% GHI	27 7%	26 7%	38 7%	157 25% KL	87 12% L	64 7%	71 24% OP	131 22% OP	46 9%	42 6%	164 13%	143 15%	57 11% X	103 18% SX	66 13% X	63 21% SUWX	12 11% X*	7 4%	274 14%	33 10%	193 15%	87 13%	28 10%	156 24% e	151 10%	119 17% g	188 12%	229 18% i	78 9%
NET: Very bad/Fairly bad job	1373 62%	651 60%	706 63%	130 53%	182 48%	196 55%	262 70% DEF	245 71% DEF	358 69% DEF	312 50%	458 62% J	604 70% JK	157 52%	311 52%	338 67% MN	517 71% MN	808 65% R	565 58%	332 63% V	355 61% V	319 63% V	152 51%	75 69% V*	140 72% STUV	1160 61%	214 65%	783 61%	381 59%	209 74% ab	347 53%	1027 65% d	424 62%	949 62%	773 59%	600 66% h
Mean	3.85	3.80	3.88	3.49	3.42	3.70 E	4.12 DEF	4.10 DEF	4.03 DEF	3.45	3.92 J	4.06 JK	3.49	3.55	4.04 MN	4.09 MN	3.90 R	3.77	3.92 V	3.78 V	3.86 V	3.51	3.98 V*	4.26 STUV	3.83	3.92	3.82	3.80	4.07 ab	3.54	3.98 d	3.82	3.86	3.74	4.00 h
Net diff	-1066 -48%	-476 -44%	-573 -51%	-74 -30%	-81 -21%	-136 -38%	-235 -62%	-220 -64%	-320 -61%	-155 -25%	-371 -51%	-540 -62%	-86 -28%	-180 -30%	-292 -57%	-475 -65%	-644 -52%	-422 -43%	-275 -52%	-252 -44%	-253 -50%	-89 -30%	-63 -58%	-133 -69%	-886 -47%	-180 -55%	-590 -46%	-295 -46%	-181 -64%	-191 -29%	-876 -56%	-306 -45%	-760 -49%	-545 -42%	-522 -57%

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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	97 4%	30 4%	16 3%	13 8% C	14 5%	31 4%	31 4%	63 12% IJKMNOQ	19 2%	60 8% IKMOQ	16 2%	53 10% IJKMOQ	21 3%	49 8% IKMOQ	20 3%	46 15% IJKLMNOQ	17 2%	64 10% SUWYac	15 1%	60 9% SUWYac	12 1%	50 12% SUWYac	14 1%	48 13% SUWYac	13 1%	63 12% SUWYac	22 2% Y	51 17% RSTUVWYZac	16 2% Y	56 11% e	21 2%
Fairly good job (2)	211 9%	89 13% C	38 7%	21 12%	23 9%	74 9%	85 11%	131 25% IJKLMNOPQ	41 3%	77 10% IQ	81 10% I	71 13% IJKMNQ	65 8% I	57 10% I	68 10% IQ	60 19% IJKLMNOQ	64 7% I	139 22% STUWYac	35 3%	53 8% SWYac	95 10% SWYac	108 25% STUWYac	37 4%	94 26% STUWYZac	40 4%	107 21% STUWYac	51 4%	98 33% RSTUVWXYZac	30 4%	109 22% e	48 4%
Neither a good nor a bad job (3)	417 19%	202 29% CDE	50 9%	27 16% C	45 17% C	134 16%	174 22% F	166 31% IJKLMNOPQ	96 8%	79 10% I	190 23% IJLMNQ	69 13% IJ	149 19% IJLNQ	71 12% I	137 20% IJLNQ	65 21% IJLNQ	134 15% IJN	193 31% STUVWXYZabc	84 8%	69 11% S	210 23% STWYac	112 26% STWYac	94 9%	88 24% STWYac	105 10% S	136 27% STWYac	134 11% Sc	73 24% STWYac	68 9%	140 29% e	127 11%
Fairly bad job (4)	567 26%	204 30% CDE	126 24%	28 16%	51 20%	184 23%	229 28% F	117 22%	308 26% JLNP	178 22%	248 30% HJLNP	116 22%	216 27% HJNP	124 21%	190 28% HJLNP	56 18%	247 28% HJLNP	148 24% b	241 23% bc	139 22%	276 30% RSTVWXZbc	103 24% b	216 22%	74 20%	304 28% STWXbc	118 23% b	346 27% STWXbc	50 17%	156 20%	104 21%	323 28% d
Very bad job (5)	807 36%	148 21%	295 55% BDE	71 41% B	116 45% B	362 44% G	265 33%	43 8%	680 58% HJKLMNOPQ	382 48% HKLMOP	276 33% HP	207 39% HKP	319 40% HKOP	282 47% HKLMOP	239 35% HP	81 26% H	404 46% HKLMOP	56 9%	639 62% RTUVXYZab	298 47% RUVXZb	307 33% RVXZb	44 10%	617 62% RTUVXYZab	52 14% RVb	605 56% RTUVXZab	75 15% RVb	661 53% RTUVXZb	24 8%	522 65% RSTUVWXYZab	70 14%	598 51% d
Don't know	124 6%	16 2%	11 2%	11 6% BC	8 3%	30 4%	24 3%	10 2%	30 3%	16 2%	27 3% Q	11 2%	21 3%	12 2%	22 3% Q	7 2%	15 2%	24 4% SVWYbc	17 2% c	17 3% c	23 2% c	8 2%	16 2% c	9 2% c	17 2% c	13 2% c	44 4% SWYc	4 1%	6 1%	9 2%	54 5% d
NET: Very good/Fairly good job	307 14%	119 17% C	54 10%	35 20% C	36 14%	104 13%	116 14%	194 37% IJKLMNOQ	60 5%	136 17% IKMOQ	97 12% I	124 24% IJKMNOQ	87 11% I	106 18% IKMOQ	88 13% IQ	106 34% IJKLMNOQ	82 9% I	204 33% STUWYac	50 5%	114 18% SUWYac	107 12% SWYac	158 37% RSTUWYac	52 5%	142 39% RSTUWYZac	53 5%	170 33% STUWYac	73 6%	149 50% RSTUVWXYZac	46 6%	165 34% e	69 6%
NET: Very bad/Fairly bad job	1373 62%	352 51%	421 79% BDE	99 58%	167 65% B	547 67% G	494 61%	160 30%	989 84% HJKLMNOPQ	560 71% HKLOP	525 63% HP	323 61% HP	535 68% HKLOP	406 68% HKLP	429 63% HP	137 44% H	651 74% HKLMNOP	204 33% b	879 85% RTUVXZab	437 69% RUVXZb	582 63% RVXZb	147 35% b	833 84% RTUVXZab	126 35% b	909 84% RTUVXZab	193 38% Rb	1007 80% RTUVXZb	73 24%	679 85% RTUVXZab	174 36%	921 79% d
Mean	3.85	3.52	4.23 BDE	3.76 B	3.94 B	3.99 G	3.78	2.90	4.39 HJKLMNOPQ	3.96 HLP	3.85 HLP	3.68 HP	3.97 HKLOP	3.91 HLP	3.86 HLP	3.22 H	4.10 HJKLMNOP	2.99 b	4.43 RTUVXYZab	3.91 RVXZb	3.86 RVXZb	2.96 b	4.41 RTUVXYZab	2.97 b	4.36 RTUVXZab	3.07 b	4.30 RTUVXZb	2.65	4.44 RTUVXYZab	3.05	4.28 d
Net diff	-1066 -48%	-232 -34%	-367 -68%	-65 -38%	-130 -51%	-442 -54%	-378 -47%	34 6%	-928 -79%	-424 -54%	-428 -51%	-199 -38%	-448 -57%	-299 -50%	-341 -50%	-32 -10%	-570 -65%	-1 *	-829 -80%	-324 -51%	-475 -52%	11 3%	-781 -79%	16 4%	-856 -79%	-23 -4%	-934 -74%	76 25%	-633 -79%	-9 -2%	-852 -73%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Passing new laws to stop small boat crossings from France

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	104	62	42	20	33	20	10	15	4	54	31	20	26	46	15	17	58	46	19	31	19	26	7	2	94	10	71	28	5	58	45	39	64	84	20
	5%	6%	4%	8%	9%	6%	3%	4%	1%	9%	4%	2%	9%	8%	3%	2%	5%	5%	4%	5%	4%	9%	7%	1%	5%	3%	5%	4%	2%	9%	3%	6%	4%	6%	2%
				GI	GHI	I		I		KL			OP	OP						X		SUX	X*				c			e				i	
Fairly good job (2)	306	164	140	41	77	59	35	38	55	118	95	93	53	105	59	76	165	140	52	107	66	45	15	21	265	41	203	76	27	136	170	99	206	199	107
	14%	15%	12%	17%	20%	17%	9%	11%	11%	19%	13%	11%	17%	18%	12%	10%	13%	14%	10%	19%	13%	15%	14%	11%	14%	12%	16%	12%	10%	21%	11%	15%	13%	15%	12%
				GI	GHI	GI				KL			OP	OP						SUX			*				bc			e				i	
Neither a good nor a bad job (3)	444	193	250	68	96	73	71	49	87	164	144	136	84	132	101	105	237	207	113	111	105	64	20	31	370	74	230	159	55	129	315	118	326	268	176
	20%	18%	22%	28%	25%	21%	19%	14%	17%	26%	20%	16%	28%	22%	20%	14%	19%	21%	21%	19%	21%	21%	19%	16%	20%	22%	18%	25%	19%	20%	20%	17%	21%	21%	19%
			B	GHI	GHI	H				KL			OP	P	P								*					a					f		
Fairly bad job (4)	511	237	273	40	75	68	92	89	148	114	160	237	52	116	119	201	295	216	134	121	136	63	23	33	429	82	301	129	81	139	373	157	354	277	234
	23%	22%	24%	16%	20%	19%	24%	26%	28%	18%	22%	27%	17%	19%	23%	27%	24%	22%	25%	21%	27%	21%	21%	17%	23%	25%	23%	20%	29%	21%	24%	23%	23%	21%	26%
							D	D	DEF			JK				MN					TX		*						b						h
Very bad job (5)	697	377	309	54	67	89	144	140	204	120	233	344	58	136	180	301	397	301	176	173	146	80	36	86	595	103	408	191	98	150	548	229	468	395	302
	31%	35%	27%	22%	18%	25%	38%	41%	39%	19%	32%	40%	19%	23%	35%	41%	32%	31%	33%	30%	29%	27%	33%	44%	31%	31%	32%	30%	35%	23%	35%	34%	30%	30%	33%
		C				E	DEF	DEF	DEF		J	JK			MN	MN							*	STUV							d				
Don't know	159	46	111	22	30	46	24	13	23	53	70	36	28	63	34	31	92	67	36	36	37	21	8	21	138	21	79	63	16	42	117	41	118	82	76
	7%	4%	10%	9%	8%	13%	6%	4%	4%	8%	10%	4%	9%	10%	7%	4%	7%	7%	7%	6%	7%	7%	7%	11%	7%	6%	6%	10%	6%	6%	7%	6%	8%	6%	8%
			B	HI	H	GHI				L	L		P	OP									*					a							
NET: Very good/Fairly good job	410	225	182	61	110	80	46	54	59	171	126	113	79	151	74	93	223	187	72	138	84	70	22	23	359	51	273	104	33	194	216	139	271	283	127
	18%	21%	16%	25%	29%	22%	12%	16%	11%	28%	17%	13%	26%	25%	15%	13%	18%	19%	13%	24%	17%	24%	20%	12%	19%	15%	21%	16%	12%	30%	14%	20%	18%	22%	14%
		C		GHI	GHI	GHI				KL	L		OP	OP						SUX		SUX	*				bc			e				i	
NET: Very bad/Fairly bad job	1209	614	582	93	141	157	236	229	352	235	393	581	111	252	299	502	692	517	310	294	282	143	59	120	1024	185	709	320	179	289	920	386	822	672	537
	54%	57%	52%	38%	37%	44%	63%	67%	68%	38%	54%	67%	37%	42%	59%	69%	56%	53%	58%	51%	55%	48%	54%	62%	54%	56%	55%	50%	63%	44%	59%	56%	54%	51%	59%
		C					DEF	DEF	DEF		J	JK			MN	MNO			TV				*	TV			b		ab		d				h
Mean	3.68	3.68	3.66	3.30	3.19	3.47	3.92	3.91	3.99	3.23	3.71	3.96	3.23	3.36	3.82	3.99	3.70	3.64	3.80	3.55	3.69	3.46	3.64	4.05	3.66	3.73	3.64	3.65	3.90	3.30	3.83	3.68	3.67	3.57	3.82
						E	DEF	DEF	DEF		J	JK			MN	MNO			TV		V		*	STUVW					ab		d				h
Net diff	-799	-389	-400	-32	-31	-77	-190	-176	-293	-63	-267	-468	-32	-101	-225	-409	-469	-330	-239	-156	-198	-73	-37	-97	-665	-134	-436	-216	-147	-95	-704	-248	-551	-389	-410
	-36%	-36%	-35%	-13%	-8%	-22%	-50%	-51%	-56%	-10%	-36%	-54%	-10%	-17%	-44%	-56%	-38%	-34%	-45%	-27%	-39%	-24%	-34%	-50%	-35%	-41%	-34%	-33%	-52%	-14%	-45%	-36%	-36%	-30%	-45%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14A_2321. As you may know, earlier this year Prime Minister Rishi Sunak made a series of pledges that he said the public should judge him against. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Passing new laws to stop small boat crossings from France

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	104 5%	39 6% C	10 2%	19 11% BCE	14 5% C	32 4%	44 5%	65 12% IJKMNOQ	19 2%	57 7% IKMOQ	27 3% I	52 10% IJKMNOQ	22 3% I	43 7% IKMOQ	22 3% I	37 12% IJKMNOQ	29 3% I	71 11% STUWYac	18 2%	52 8% SUWYac	27 3% S	52 12% STUWYac	19 2%	49 13% STUWYac	19 2%	62 12% STUWYac	27 2%	51 17% RSTUVWYZac	19 2%	60 12% e	20 2%
Fairly good job (2)	306 14%	149 22% CDE	48 9%	16 9%	28 11%	90 11%	134 17% F	192 36% IJKLMNOPQ	66 6%	105 13% I	135 16% IMQ	83 16% IQ	103 13% I	84 14% I	101 15% IQ	74 24% IJKLMNOQ	103 12% I	192 31% STUWYac	54 5%	85 13% SWYac	143 16% SWYac	147 35% STUWYZac	68 7% S	114 31% STUWYac	74 7% S	150 29% STUWYac	78 6%	111 37% RSTUWXYZac	56 7% S	139 29% e	83 7%
Neither a good nor a bad job (3)	444 20%	142 21%	99 19%	26 15%	46 18%	150 18%	156 19%	126 24% IJKMNOPQ	174 15%	125 16%	152 18% I	105 20% IJNP	139 18%	95 16%	123 18% I	43 14%	150 17%	161 26% STUVWXYZabc	135 13%	89 14%	187 20% STWYac	93 22% STWXYac	130 13%	61 17% c	152 14% c	102 20% STWYc	208 17% SWYc	60 20% STWYc	95 12%	106 22%	217 19%
Fairly bad job (4)	511 23%	173 25% E	125 23% E	47 27% E	40 16%	205 25%	172 21%	98 18%	277 24% HJLNP	157 20%	214 25% HJLNP	103 20%	198 25% HJLNP	118 20%	165 24% HJP	53 17%	219 25% HJLNP	135 22% b	224 22% c	133 21%	231 25% WXZbc	86 20%	211 21%	63 17%	277 26% STVWXZbc	97 19%	320 25% STVWXZbc	49 17%	152 19%	82 17%	306 26% d
Very bad job (5)	697 31%	168 24%	235 44% BD	56 33% B	109 43% B	290 36%	273 34%	41 8%	568 48% HJKLMNOPQ	309 39% HKLP	280 33% H	167 32% H	301 38% HKL	218 37% HL	243 36% H	102 32% H	354 40% HKLP	50 8%	548 53% RTUVXYZab	252 40% RUVXZb	299 32% RVXZb	41 10%	524 53% RTUVXYZab	75 21% RVb	517 48% RTUVXZab	90 18% RVb	540 43% RUVXZb	28 9%	453 57% RSTUVWXYZab	90 18%	463 40% d
Don't know	159 7%	19 3%	20 4%	7 4%	19 7% BC	47 6%	29 4%	9 2%	71 6% HKLMOPQ	38 5% HPQ	31 4% H	18 3%	28 4% H	35 6% HLMPQ	23 3% H	5 2%	27 3%	16 2% VXb	52 5% RVXZbc	26 4% VXb	34 4% VXb	5 1%	43 4% VXbc	2 1%	44 4% VXb	12 2% Xb	87 7% RSTUVWXYZbc	1 *	24 3% Xb	12 2%	82 7% d
NET: Very good/Fairly good job	410 18%	188 27% CE	57 11%	35 21% C	42 16% C	122 15%	178 22% F	257 48% IJKLMNOPQ	85 7%	163 21% IMQ	162 19% IMQ	135 25% IJKMNOQ	125 16% I	128 21% IMQ	123 18% I	112 35% IJKLMNOQ	133 15% I	263 42% STUWYac	71 7%	137 22% SWYac	170 18% SWYac	199 47% RSTUWYZac	87 9% S	163 45% STUWYac	94 9% S	212 41% STUWYac	104 8% S	162 54% RSTUVWXYZac	75 9% S	199 41% e	103 9%
NET: Very bad/Fairly bad job	1209 54%	340 49%	360 67% BE	104 60% B	149 58% B	495 61% G	444 55%	139 26%	845 72% HJKLMNOPQ	466 59% HLP	493 59% HLP	270 51% H	499 63% HKLNP	336 57% HLP	407 60% HLP	155 49% H	573 65% HJKLNOP	185 30%	772 75% RTUVXZab	385 60% RVXZb	530 57% RVXZb	127 30%	735 74% RTUVXZab	139 38% RVb	794 73% RTUVXZab	187 36% RVb	859 68% RTUVXZb	77 26%	605 76% RTUVXYZab	172 35%	769 66% d
Mean	3.68	3.42	4.02 BD	3.64	3.85 B	3.82 G	3.64	2.73	4.19 HJKLMNOPQ	3.74 HLP	3.72 HLP	3.49 H	3.86 HKLNP	3.68 HLP	3.77 HLP	3.35 H	3.89 HJKLNOP	2.84 b	4.26 RTUVXYZab	3.73 RVXZb	3.71 RVXZb	2.80 b	4.21 RTUVXYZab	3.01 RVb	4.15 RTUVXZab	3.01 RVb	4.08 RTUVXZb	2.64	4.24 RTUVXYZab	3.01	4.02 d
Net diff	-799 -36%	-152 -22%	-303 -56%	-68 -40%	-107 -42%	-373 -46%	-267 -33%	118 22%	-759 -65%	-303 -38%	-332 -40%	-136 -26%	-374 -47%	-208 -35%	-284 -42%	-44 -14%	-440 -50%	78 13%	-701 -68%	-248 -39%	-359 -39%	72 17%	-648 -65%	24 7%	-700 -65%	25 5%	-755 -60%	84 28%	-530 -66%	28 6%	-666 -57%

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18+ in Great Britain

	Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?				
	Easing the cost of living and giving people financial security	Creating better-paid jobs and opportunities right across the country	Securing the future of Britain's public services	Ensuring people get the NHS care they need more quickly	Making sure that people who come to Britain illegally are detained and swiftly removed
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221
Very good job (1)	94 4%	105 5%	103 5%	98 4%	98 4%
Fairly good job (2)	306 14% DE	282 13% D	283 13% D	215 10%	246 11%
Neither a good nor a bad job (3)	401 18%	527 24% ADE	519 23% ADE	440 20%	448 20%
Fairly bad job (4)	520 23% E	503 23%	502 23%	516 23% E	461 21%
Very bad job (5)	804 36% BC	639 29%	667 30%	837 38% BCE	774 35% BC
Don't know	96 4%	165 7% AD	147 7% AD	114 5% A	194 9% ABCD
NET: Very good/Fairly good job	400 18% DE	387 17% DE	387 17% DE	313 14%	344 15%
NET: Very bad/Fairly bad job	1324 60% BCE	1142 51%	1169 53%	1353 61% BCE	1235 56% BC
Mean	3.77 BC	3.63	3.65	3.84 ABCE	3.77 BC
Net diff	-923 -42%	-754 -34%	-782 -35%	-1040 -47%	-891 -40%

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

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

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Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Easing the cost of living and giving people financial security

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	94 4%	53 5%	41 4%	16 7% GHI	36 10% GHI	23 6% GHI	8 2%	7 2%	4 1%	52 8% KL	31 4% L	11 1%	18 6% OP	55 9% OP	13 3%	8 1%	49 4%	45 5%	10 2%	29 5% SX	19 4%	28 9% STUX	6 6% SX*	2 1%	86 5%	8 3%	67 5% c	24 4%	4 1%	50 8% e	44 3%	39 6% g	55 4%	80 6% i	14 1%
Fairly good job (2)	306 14%	171 16% C	134 12%	34 14%	70 19% GH	45 13%	37 10%	41 12%	79 15%	104 17% K	82 11%	120 14%	42 14%	88 15%	64 13%	90 12%	168 14%	138 14%	72 14%	90 16%	62 12%	48 16%	16 15% *	18 9%	269 14%	37 11%	192 15%	79 12%	35 12%	119 18% e	187 12%	104 15%	203 13%	191 15%	115 13%
Neither a good nor a bad job (3)	401 18%	189 18%	212 19%	36 15%	74 19%	62 18%	67 18%	59 17%	102 20%	110 18%	129 18%	162 19%	51 17%	102 17%	98 19%	134 18%	213 17%	188 19%	116 22% VX	106 18%	94 18%	44 15%	15 14% *	25 13%	321 17%	80 24% Y	239 19%	118 18%	43 15%	109 17%	292 19%	114 17%	287 19%	214 16%	186 20% h
Fairly bad job (4)	520 23%	249 23%	268 24%	70 29% EF	71 19%	71 20%	92 24%	86 25%	131 25%	141 23%	163 22%	216 25%	80 27% N	115 19%	118 23%	187 26% N	306 25%	214 22%	122 23%	139 24%	125 25%	68 23%	23 22% *	43 22%	450 24%	70 21%	289 22%	155 24%	76 27%	143 22%	377 24%	154 22%	366 24%	299 23%	221 24%
Very bad job (5)	804 36%	378 35%	412 37%	74 30%	110 29%	126 35%	163 43% DE	140 41% DE	190 37%	184 30%	290 40% J	330 38% J	95 32%	197 33%	204 40% MN	288 39% MN	456 37%	347 36%	200 38%	200 35%	175 34%	89 30%	45 41% *	94 48% STUV	678 36%	126 38%	450 35%	236 37%	117 41%	215 33%	588 38%	258 38%	546 36%	465 36%	339 37%
Don't know	96 4%	38 4%	58 5%	14 6% G	18 5%	29 8% GHI	9 2%	11 3%	15 3%	32 5%	38 5%	26 3%	16 5%	41 7% OP	13 3%	24 3%	51 4%	45 5%	10 2%	16 3%	34 7% ST	21 7% ST	3 3% *	12 6% S	86 5%	10 3%	55 4%	33 5%	8 3%	18 3%	79 5% d	16 2%	80 5% f	55 4%	41 4%
NET: Very good/Fairly good job	400 18%	224 21% C	175 16%	50 20% G	106 28% DFGHI	68 19% G	45 12%	49 14%	83 16%	156 25% KL	113 15%	131 15%	60 20% P	142 24% OP	77 15%	98 13%	217 17%	183 19%	82 15%	119 21% X	81 16%	76 25% SUX	22 20% X*	20 10%	355 19%	45 14%	259 20% bc	102 16%	39 14%	169 26% e	232 15%	142 21% g	258 17%	272 21% i	129 14%
NET: Very bad/Fairly bad job	1324 60%	627 58%	680 60%	145 59% E	181 48%	197 55%	255 68% DEF	225 65% EF	321 62% E	325 52%	452 62% J	546 63% J	176 58%	312 52%	321 63% N	474 65% N	762 61%	562 57%	323 61%	339 58%	300 59%	157 53%	68 63% *	137 70% STUV	1128 60%	196 59%	739 57%	392 61%	193 68% a	358 55%	966 62% d	412 60%	912 59%	764 59%	560 61%
Mean	3.77	3.70	3.82	3.67 E	3.41	3.71 E	3.99 DEF	3.93 DEF	3.84 E	3.51	3.86 J	3.87 J	3.67	3.56	3.88 MN	3.93 MN	3.80	3.73	3.83 V	3.69	3.79 V	3.52	3.81 *	4.15 STUVW	3.76	3.84	3.70	3.82	3.98 a	3.56	3.86 d	3.73	3.79	3.70	3.86 h
Net diff	-923 -42%	-403 -37%	-505 -45%	-95 -39%	-74 -20%	-129 -36%	-210 -56%	-177 -51%	-238 -46%	-169 -27%	-339 -46%	-415 -48%	-116 -38%	-169 -28%	-245 -48%	-376 -51%	-545 -44%	-378 -39%	-240 -45%	-220 -38%	-219 -43%	-81 -27%	-46 -43%	-117 -60%	-773 -41%	-150 -45%	-480 -37%	-289 -45%	-155 -55%	-190 -29%	-734 -47%	-270 -39%	-654 -43%	-493 -38%	-431 -47%

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Overlap formulae used

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

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Easing the cost of living and giving people financial security

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	94 4%	30 4%	15 3%	15 9% BC	16 6%	32 4%	33 4%	63 12% IJKMNOQ	11 1%	55 7% IKMOQ	22 3% I	54 10% IJKMNOQ	21 3% I	43 7% IKMOQ	22 3% I	41 13% IJKMNOQ	20 2% I	65 10% STUWYac	18 2% Y	47 7% SUWYac	26 3% Ya	51 12% STUWYac	18 2% Y	55 15% RSTUWYac	12 1%	62 12% STUWYac	20 2%	47 16% RSTUWYac	15 2% Y	62 13% e	17 1%
Fairly good job (2)	306 14%	177 26% CDE	40 8%	20 12%	26 10%	86 11%	155 19% F	205 39% IJKLMNOPQ	44 4%	86 11% I	158 19% IJLMNQ	74 14% IJN	120 15% IJN	64 11% I	116 17% IJNQ	78 25% IJKLMNOQ	109 12% I	211 34% STUWYac	28 3%	78 12% SWYac	158 17% STWYac	157 37% STUWYac	40 4% S	133 37% STUWYac	54 5% S	164 32% STUWYac	63 5% S	120 40% RSTUWYZac	38 5% S	152 31% e	67 6%
Neither a good nor a bad job (3)	401 18%	173 25% CDE	55 10%	25 15%	41 16% C	133 16%	155 19%	123 23% IJLMNPQ	113 10%	81 10%	175 21% IJLMNPQ	67 13% I	136 17% IJLN	68 12%	134 20% IJLNQ	48 15% IJ	129 15% IJN	158 25% STUWXYZac	71 7%	59 9% S	186 20% STWYac	94 22% STWYac	86 9% S	67 18% STWYac	132 12% STWc	100 20% STWYac	158 13% STWc	64 21% STWYac	68 9% S	117 24% e	153 13%
Fairly bad job (4)	520 23%	155 22%	140 26% E	39 23%	41 16%	178 22%	189 23%	95 18%	309 26% HJNQ	182 23% H	196 23% H	126 24% H	193 24% H	124 21%	166 25% H	66 21%	206 23% H	129 21%	240 23% Xb	150 24% Xb	223 24% Xb	87 20%	228 23% Xb	60 16%	265 24% Xbc	110 22% Xb	320 25% RVWXbc	50 17%	169 21%	78 16%	314 27% d
Very bad job (5)	804 36%	136 20%	282 53% BD	66 38% B	126 49% BD	353 43% G	260 32%	37 7%	682 58% HJKLMNOPQ	378 48% HKLMOP	266 32% HP	200 38% HKP	307 39% HKOP	285 48% HKLMOP	226 33% HP	80 25% H	402 46% HKLMOP	47 8%	661 64% RTUVWXYZab	295 46% RUVXZb	306 33% RVXZb	33 8%	610 61% RTUVXYZab	48 13% RVb	606 56% RTUVXZab	68 13% RVb	661 53% RTUVXZb	19 6%	505 63% RTUVXYZab	75 15%	581 50% d
Don't know	96 4%	19 3% C	4 1%	7 4% C	7 3%	33 4% G	15 2%	6 1%	15 1%	9 1%	20 2% I	8 2%	15 2%	9 2%	13 2%	3 1%	16 2%	14 2% VXbc	13 1% c	8 1% bc	23 3% SVWXYbc	3 1% b	13 1% c	2 1%	15 1% c	8 2% b	37 3% STVWXYbc	- -	3 *	5 1%	40 3% d
NET: Very good/Fairly good job	400 18%	207 30% CDE	55 10%	35 20% C	42 16% C	118 14%	188 23% F	268 51% IJKLMNOPQ	55 5%	141 18% IQ	180 21% IMQ	127 24% IJMNQ	141 18% IQ	107 18% IQ	138 20% IQ	119 38% IJKLMNOQ	129 15% I	276 44% STUWYac	46 4%	125 20% SWYac	183 20% SWYac	207 49% RSTUWYac	58 6% S	188 52% RSTUWYZac	66 6% S	226 44% STUWYac	82 7% S	167 56% RSTUVWYZac	53 7% S	214 44% e	84 7%
NET: Very bad/Fairly bad job	1324 60%	291 42%	422 79% BDE	105 61% B	166 65% B	531 65% G	450 56%	132 25%	991 84% HJKLMNOPQ	561 71% HKLMOP	462 55% HP	326 62% HKP	500 63% HKOP	409 69% HKLMOP	392 58% HP	146 46% H	608 69% HKLMOP	176 28% b	901 87% RTUVWXYZab c	445 70% RUVXZb	529 57% RVXZb	120 28% b	838 84% RTUVXYZab	107 29% b	871 80% RTUVXZab	178 35% RVXb	981 78% RTUVXZb	69 23%	674 84% RTUVXYZab	152 31%	894 76% d
Mean	3.77	3.28	4.19 BDE	3.74 B	3.94 B	3.94 G	3.62	2.69	4.39 HJKLMNOPQ	3.95 HKLOP	3.64 HP	3.66 HP	3.83 HKLOP	3.93 HKLOP	3.69 HP	3.21 H	3.99 HKLMOP	2.81 b	4.47 RTUVWXYZab c	3.90 RUVXZb	3.70 RVXZb	2.75 b	4.40 RTUVXYZab	2.76 b	4.31 RTUVXZab	2.92 VXb	4.26 RTUVXZb	2.58	4.40 RTUVXYZab	2.90	4.22 d
Net diff	-923 -42%	-84 -12%	-367 -68%	-70 -41%	-124 -49%	-413 -51%	-262 -32%	136 26%	-936 -80%	-420 -53%	-283 -34%	-198 -38%	-359 -45%	-302 -51%	-254 -38%	-27 -9%	-479 -54%	100 16%	-855 -83%	-320 -50%	-345 -37%	88 21%	-781 -78%	80 22%	-805 -74%	48 9%	-899 -71%	98 33%	-621 -78%	61 13%	-810 -69%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Creating better-paid jobs and opportunities right across the country

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	105	64	41	20	38	28	6	5	7	59	35	12	27	53	15	9	53	52	11	29	26	33	5	1	97	8	77	24	4	61	44	45	60	85	20
	5%	6%	4%	8%	10%	8%	2%	1%	1%	9%	5%	1%	9%	9%	3%	1%	4%	5%	2%	5%	5%	11%	4%	1%	5%	2%	6%	4%	1%	9%	3%	7%	4%	6%	2%
		C		GHI	GHI	GHI				KL	L		OP	OP						SX	SX	STUX	*				c			e		g		i	
Fairly good job (2)	282	168	115	39	75	48	35	34	52	114	83	86	46	101	57	61	166	117	67	80	59	47	19	10	249	34	184	69	30	132	150	100	182	193	90
	13%	16%	10%	16%	20%	13%	9%	10%	10%	18%	11%	10%	15%	17%	11%	8%	13%	12%	13%	14%	12%	16%	18%	5%	13%	10%	14%	11%	11%	20%	10%	15%	12%	15%	10%
		C		GHI	FGHI					KL			P	OP					X	X	X	X	X*							e				i	
Neither a good nor a bad job (3)	527	240	286	56	88	76	80	86	140	145	156	226	67	134	107	189	277	250	139	140	132	61	21	34	427	99	294	158	75	133	394	131	396	288	239
	24%	22%	25%	23%	23%	21%	21%	25%	27%	23%	21%	26%	22%	22%	21%	26%	22%	26%	26%	24%	26%	20%	20%	18%	23%	30%	23%	24%	26%	20%	25%	19%	26%	22%	26%
																			X		X		*			Y				d		f		
Fairly bad job (4)	503	229	271	53	67	77	105	73	127	120	182	200	63	115	138	168	283	220	118	135	117	61	23	49	428	74	302	145	55	137	366	163	339	286	216
	23%	21%	24%	22%	18%	22%	28%	21%	24%	19%	25%	23%	21%	19%	27%	23%	23%	22%	22%	23%	23%	20%	22%	25%	23%	22%	23%	22%	20%	21%	23%	24%	22%	22%	24%
							E		E		J				N								*												
Very bad job (5)	639	324	302	57	90	91	131	119	151	148	222	270	78	145	168	238	377	262	164	161	129	72	30	83	544	96	353	195	91	161	478	209	430	376	263
	29%	30%	27%	23%	24%	26%	35%	34%	29%	24%	30%	31%	26%	24%	33%	33%	30%	27%	31%	28%	25%	24%	28%	43%	29%	29%	27%	30%	32%	25%	30%	31%	28%	29%	29%
							DEF	DEF			J	J			MN	MN							*	STUVW							d				
Don't know	165	53	111	19	20	36	19	28	44	38	55	72	22	50	24	65	87	78	32	35	47	26	10	17	146	20	82	54	28	29	136	36	130	78	87
	7%	5%	10%	8%	5%	10%	5%	8%	8%	6%	8%	8%	7%	8%	5%	9%	7%	8%	6%	6%	9%	9%	9%	9%	8%	6%	6%	8%	10%	4%	9%	5%	8%	6%	10%
			B			EG								O		O							*							d		f		h
NET: Very good/Fairly good job	387	232	156	59	113	76	41	39	59	172	117	98	73	154	72	70	219	169	78	110	85	80	24	11	346	42	260	93	34	193	194	145	242	277	110
	17%	22%	14%	24%	30%	21%	11%	11%	11%	28%	16%	11%	24%	26%	14%	10%	18%	17%	15%	19%	17%	27%	22%	6%	18%	13%	20%	14%	12%	30%	12%	21%	16%	21%	12%
		C		GHI	FGHI	GHI				KL	L		OP	OP	P				X	X	X	STUX	X*		Z		bc			e		g		i	
NET: Very bad/Fairly bad job	1142	553	573	111	157	168	236	192	278	268	404	470	140	260	306	406	660	481	282	296	245	132	54	132	972	170	655	341	146	298	844	373	769	663	479
	51%	51%	51%	45%	41%	47%	63%	56%	53%	43%	55%	54%	46%	44%	60%	56%	53%	49%	53%	51%	48%	44%	49%	68%	51%	51%	51%	53%	52%	46%	54%	54%	50%	51%	52%
							DEFI	DEF	E		J	J			MN	MN			V				*	STUVW							d	g			
Mean	3.63	3.57	3.67	3.39	3.27	3.48	3.90	3.84	3.76	3.32	3.70	3.79	3.42	3.36	3.80	3.85	3.66	3.58	3.72	3.58	3.57	3.34	3.56	4.14	3.61	3.69	3.56	3.71	3.78	3.33	3.76	3.60	3.64	3.55	3.74
							DEF	DEF	DEF		J	J			MN	MN			V	V	V		*	STUVW				a	a		d				h
Net diff	-754	-321	-417	-52	-44	-91	-195	-153	-219	-96	-287	-372	-67	-106	-234	-336	-442	-313	-204	-186	-161	-53	-30	-121	-626	-128	-395	-247	-112	-105	-650	-228	-527	-385	-369
	-34%	-30%	-37%	-21%	-12%	-26%	-52%	-44%	-42%	-15%	-39%	-43%	-22%	-18%	-46%	-46%	-36%	-32%	-38%	-32%	-32%	-18%	-27%	-62%	-33%	-39%	-31%	-38%	-39%	-16%	-41%	-33%	-34%	-30%	-40%

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	105 5%	34 5%	19 4%	14 8% C	13 5%	29 4%	33 4%	65 12% IJKLMNOQ	22 2%	68 9% IKMOQ	24 3%	57 11% IKMNOQ	28 4% I	48 8% IKMOQ	30 4% IKQ	55 17% HIJKLMNOQ	21 2%	69 11% SUWYac	17 2%	62 10% SUWYac	26 3% SWYa	61 14% RSTUWYac	17 2%	59 16% RSTUWYac	13 1%	70 14% STUWYac	19 2%	58 19% RSTUVWYZac	18 2% Y	75 15% e	17 1%
Fairly good job (2)	282 13%	147 21% CDE	38 7%	17 10%	23 9%	91 11%	119 15%	195 37% IJKLMNOPQ	35 3%	84 11% I	129 15% IJMQ	84 16% IJQ	101 13% I	80 13% IJ	88 13% I	69 22% IJKLMNOQ	97 11% I	198 32% STUWYac	31 3%	69 11% SWYac	142 15% STWYac	143 34% STUWYac	56 6% S	107 29% STUWYac	71 7% Sc	150 29% STUWYac	70 6% S	117 39% RSTUVWXYZac	35 4% S	130 27% e	81 7%
Neither a good nor a bad job (3)	527 24%	246 36% CDE	80 15%	31 18%	51 20%	156 19%	243 30% F	161 30% IJLMNPQ	161 14%	107 14%	247 29% IJLMNPQ	78 15%	195 25% IJLNQ	74 12%	185 27% IJLNPQ	62 20% IJLN	164 19% IJLN	204 33% STUWYabc	121 12%	86 14%	251 27% STWYac	127 30% STWYac	126 13%	104 29% STWYac	161 15% SWc	150 29% STWYac	209 17% STWYc	76 25% STWYac	92 11%	156 32% e	204 17%
Fairly bad job (4)	503 23%	132 19%	141 26% B	42 24%	53 21%	209 26% G	155 19%	74 14%	336 29% HJKLMNOPQ	193 24% HP	173 21% H	129 24% HP	173 22% H	142 24% HP	163 24% HKP	55 17%	217 25% HKP	92 15%	270 26% RUVWXZb	152 24% RVXZb	204 22% RVXZb	69 16%	235 24% RVXZb	49 13%	290 27% RUVWXZb	83 16%	335 27% RUVWXZb	39 13%	196 25% RVXZb	49 10%	332 28% d
Very bad job (5)	639 29%	91 13%	241 45% BD	54 32% B	100 39% B	274 34% G	215 27%	14 3%	570 49% HJKLMNOPQ	313 40% HKLMOP	213 25% HP	157 30% HP	257 33% HKOP	227 38% HKLMOP	180 27% HP	60 19% H	345 39% HKLMOP	28 5% b	556 54% RTUVXYZab	250 39% RUVXZb	245 27% RVXZb	16 4%	527 53% RTUVXYZab	36 10% RVb	500 46% RTUVXZab	43 8% RVb	547 43% RTUVXZb	6 2%	447 56% RTUVWXYZab	62 13%	460 39% d
Don't know	165 7%	41 6%	17 3%	15 8% C	16 6%	56 7%	44 5%	20 4%	51 4%	27 3%	53 6% HIJM	23 4%	37 5%	24 4%	31 5%	15 5%	40 4%	33 5% TVXZbc	35 3% c	18 3% c	54 6% STVWXZbc	9 2%	35 3% bc	8 2%	49 5% STVWbc	15 3% b	78 6% STVWXYZbc	3 1%	12 1%	16 3%	76 6% d
NET: Very good/Fairly good job	387 17%	180 26% CDE	57 11%	31 18% C	36 14%	120 15%	151 19%	260 49% IJKLMNOPQ	57 5%	151 19% IQ	152 18% IQ	141 27% IJKMNOQ	129 16% I	127 21% IMQ	117 17% IQ	124 39% IJKLMNOQ	118 13% I	267 43% STUWYac	48 5%	130 20% SWYac	168 18% SWYac	204 48% RSTUWYac	72 7% S	166 46% STUWYac	84 8% S	221 43% STUWYac	89 7% S	175 58% RSTUVWXYZac	53 7% S	205 42% e	98 8%
NET: Very bad/Fairly bad job	1142 51%	223 32%	382 71% BDE	96 56% B	153 60% B	483 59% G	369 46%	88 17%	906 77% HJKLMNOPQ	506 64% HKLMOP	386 46% HP	286 54% HKP	430 54% HKP	369 62% HKLMOP	343 51% HKP	114 36% H	561 64% HKLMOP	120 19%	826 80% RTUVWXYZab	403 63% RUVXZb	449 49% RVXZb	85 20% b	762 77% RTUVXYZab	86 24% b	790 73% RTUVXZab	126 25% RVb	882 70% RTUVXZb	45 15%	643 80% RTUVWXYZab	111 23%	792 68% d
Mean	3.63	3.15	4.05 BD	3.67 B	3.85 B	3.80 G	3.52	2.56	4.24 HJKLMNOPQ	3.78 HKLOP	3.54 HP	3.48 HP	3.70 HKLOP	3.74 HKLP	3.58 HP	2.98 H	3.91 HJKLMNOP	2.68 b	4.32 RTUVWXYZab	3.74 RUVXZb	3.58 RVXZb	2.60 b	4.25 RTUVXYZab	2.71 b	4.15 RTUVXZb	2.75 Vb	4.12 RTUVXZb	2.39	4.29 RTUVXYZab	2.77	4.04 d
Net diff	-754 -34%	-42 -6%	-326 -61%	-65 -38%	-118 -46%	-364 -45%	-218 -27%	172 32%	-849 -72%	-355 -45%	-233 -28%	-145 -27%	-302 -38%	-242 -41%	-226 -33%	10 3%	-444 -50%	147 23%	-778 -75%	-272 -43%	119 -30%	119 28%	-690 -69%	80 22%	-706 -65%	95 18%	-792 -63%	129 43%	-590 -74%	94 19%	-694 -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 Minimum Base: 30(**) Small Base: 100(*)

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Securing the future of Britain's public services

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	103	62	41	23	37	22	6	8	6	61	29	14	29	52	11	9	54	49	19	29	21	26	6	2	95	8	69	32	2	56	47	45	58	83	20
	5%	6%	4%	10%	10%	6%	2%	2%	1%	10%	4%	2%	9%	9%	2%	1%	4%	5%	4%	5%	4%	9%	5%	1%	5%	3%	5%	5%	1%	9%	3%	7%	4%	6%	2%
		C		GHI	GHI	GHI				KL	L		OP	OP								SUX	*				c	c		e		g		i	
Fairly good job (2)	283	156	127	34	75	48	42	26	58	110	90	84	41	97	66	65	149	134	62	87	52	54	12	15	252	31	189	65	30	120	164	93	190	187	97
	13%	14%	11%	14%	20%	13%	11%	8%	11%	18%	12%	10%	14%	16%	13%	9%	12%	14%	12%	15%	10%	18%	11%	8%	13%	9%	15%	10%	11%	18%	10%	14%	12%	14%	11%
				H	FGHI	H				KL			P	P						UX		SUX	*				b			e			f	i	
Neither a good nor a bad job (3)	519	254	264	62	87	87	82	84	117	149	169	201	76	134	118	169	286	233	139	131	134	63	21	31	416	103	301	153	65	152	367	126	392	314	205
	23%	24%	23%	25%	23%	24%	22%	24%	22%	24%	23%	23%	25%	22%	23%	23%	23%	24%	26%	23%	26%	21%	20%	16%	22%	31%	23%	24%	23%	23%	23%	18%	26%	24%	22%
																			X		X		*			Y							f		
Fairly bad job (4)	502	222	278	56	72	63	88	82	141	128	151	223	65	117	110	186	279	223	121	122	120	62	31	46	422	80	268	159	74	134	368	152	350	261	241
	23%	21%	25%	23%	19%	18%	23%	24%	27%	21%	21%	26%	22%	20%	22%	25%	22%	23%	23%	21%	24%	21%	29%	24%	22%	24%	21%	25%	26%	20%	23%	22%	23%	20%	26%
			B						EF			JK				N						*												h
Very bad job (5)	667	337	317	48	87	100	138	123	170	135	239	293	69	149	177	256	397	270	168	171	139	70	34	85	573	94	386	185	96	159	508	231	436	386	281
	30%	31%	28%	20%	23%	28%	37%	36%	33%	22%	33%	34%	23%	25%	35%	35%	32%	28%	32%	30%	27%	23%	31%	44%	30%	28%	30%	29%	34%	24%	32%	34%	28%	30%	31%
						D	DEF	DE	DE		J	J			MN	MN			V				*	STUV								g			
Don't know	147	46	99	20	19	36	20	22	30	39	55	52	22	48	27	46	79	68	22	40	43	23	4	15	133	13	78	51	17	33	114	35	111	75	71
	7%	4%	9%	8%	5%	10%	5%	6%	6%	6%	8%	6%	7%	8%	5%	6%	6%	7%	4%	7%	8%	8%	3%	7%	7%	4%	6%	8%	6%	5%	7%	5%	7%	6%	8%
			B			EG															S		*												
NET: Very good/Fairly good job	387	218	168	58	113	70	49	33	64	171	119	97	70	148	76	74	203	183	81	116	73	80	18	18	347	40	258	97	31	176	211	139	248	270	117
	17%	20%	15%	24%	30%	20%	13%	10%	12%	27%	16%	11%	23%	25%	15%	10%	16%	19%	15%	20%	14%	27%	17%	9%	18%	12%	20%	15%	11%	27%	13%	20%	16%	21%	13%
		C		GHI	FGHI	GHI				KL	L		OP	OP	P					UX		STUX	*		Z		bc			e		g		i	
NET: Very bad/Fairly bad job	1169	559	595	104	159	163	226	205	310	263	390	516	134	267	287	442	675	494	289	293	259	132	65	131	995	174	655	344	170	293	876	384	785	647	522
	53%	52%	53%	43%	42%	46%	60%	60%	60%	42%	53%	60%	44%	45%	56%	61%	54%	50%	54%	50%	51%	44%	60%	67%	53%	53%	51%	53%	60%	45%	56%	56%	51%	50%	57%
							DEF	DEF	DEF		J	JK			MN	MN			V				V*	STUV					a		d	g			h
Mean	3.65	3.60	3.68	3.32	3.27	3.54	3.87	3.89	3.84	3.29	3.71	3.86	3.37	3.39	3.78	3.90	3.70	3.58	3.70	3.59	3.65	3.35	3.71	4.09	3.64	3.69	3.59	3.67	3.87	3.35	3.77	3.66	3.64	3.55	3.79
						E	DEF	DEF	DEF		J	JK			MN	MN			V	V	V		V*	STUVW					a		d				h
Net diff	-782	-341	-427	-47	-46	-94	-178	-172	-247	-93	-271	-419	-64	-118	-210	-369	-472	-310	-208	-177	-186	-52	-47	-113	-648	-135	-397	-247	-139	-117	-666	-245	-537	-377	-405
	-35%	-32%	-38%	-19%	-12%	-26%	-47%	-50%	-47%	-15%	-37%	-48%	-21%	-20%	-41%	-50%	-38%	-32%	-39%	-30%	-36%	-17%	-43%	-58%	-34%	-41%	-31%	-38%	-49%	-18%	-42%	-36%	-35%	-29%	-44%

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	(A)	(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)
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Fairly bad job (4)	502 23%	152 22%	137 25%	33 19%	59 23%	202 25%	172 21%	68 13%	320 27% HJKLMNPQ	175 22% H	187 22% H	119 23% H	170 21% H	126 21% H	160 24% HP	55 18% H	209 24% HP	99 16%	254 25% RVXZbc	138 22% RVb	221 24% RVXZb	68 16%	227 23% RVXb	61 17%	282 26% RTVWXZbc	99 19% Rb	334 27% RTVWXZbc	39 13%	175 22% RVb	76 16%	315 27% d
Very bad job (5)	667 30%	97 14%	259 48% BDE	65 38% B	101 39% B	303 37% G	218 27%	13 3%	601 51% HJKLMNOPQ	336 42% HKLMOP	220 26% HP	179 34% HKOP	264 33% HKOP	251 42% HKLMOP	182 27% HP	63 20% H	358 41% HKLMOP	23 4%	574 56% RTUVXYZab	267 42% RUVXZb	253 27% RVXZb	17 4%	549 55% RTUVXYZab	37 10% RVb	535 49% RTUVXZab	42 8% RVb	570 45% RUVXZb	13 5%	476 60% RSTUVWXYZab	59 12%	494 42% d
Don't know	147 7%	32 5% C	10 2%	9 5% C	10 4%	43 5%	32 4%	18 3%	39 3% J	15 2%	50 6% HIJMNOQ	18 3% J	31 4% J	20 3% J	27 4% J	11 4%	27 3%	35 6% STVWXYZbc	29 3% c	18 3% c	40 4% SWYZbc	15 4% c	27 3% c	12 3%	26 2% c	12 2%	66 5% STWYZbc	5 2%	11 1%	14 3%	70 6% d
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NET: Very bad/Fairly bad job	1169 53%	249 36%	395 74% BDE	98 57% B	160 62% B	504 62% G	389 48%	81 15%	921 78% HJKLMNOPQ	511 65% HKLMOP	407 49% HP	298 56% HKP	434 55% HKOP	377 63% HKLMOP	342 51% HP	119 38% H	567 64% HKLMOP	121 19%	828 80% RTUVWXYZab	405 64% RUVXZb	474 51% RVXZb	85 20%	776 78% RTUVXYZab	98 27% RVb	818 75% RTUVXZab	141 28% RVb	903 72% RTUVXZb	53 18%	651 81% RTUVWXYZab	135 28%	809 69% d
Mean	3.65	3.19	4.09 BDE	3.75 B	3.86 B	3.85 G	3.53	2.56	4.26 HJKLMNOPQ	3.81 HKLOP	3.58 HP	3.59 HP	3.70 HKOP	3.80 HKLOP	3.57 HP	3.06 H	3.92 HJKLMNOP	2.69 Vb	4.33 RTUVXYZab	3.79 RUVXZb	3.60 RVXZb	2.60 b	4.29 RTUVXYZab	2.74 Vb	4.19 RTUVXZb	2.80 RVb	4.15 RTUVXZb	2.45	4.34 RTUVXYZab	2.86	4.08 d
Net diff	-782 -35%	-64 -9%	-332 -62%	-67 -39%	-125 -49%	-387 -47%	-227 -28%	173 33%	-854 -73%	-353 -45%	-257 -31%	-167 -32%	-300 -38%	-255 -43%	-214 -32%	-4 -1%	-449 -51%	137 22%	-775 -75%	-275 -43%	-305 -33%	126 30%	-717 -72%	73 20%	-744 -69%	80 16%	-824 -65%	116 39%	-596 -75%	59 12%	-717 -61%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring people get the NHS care they need more quickly

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	98 4%	62 6% C	36 3%	21 9% GHI	38 10% FGHI	18 5% HI	11 3% I	6 2%	4 1%	59 10% KL	28 4% L	10 1%	24 8% OP	51 9% OP	14 3% P	5 1%	53 4%	44 5%	16 3%	31 5% X	19 4% X	27 9% SUX	3 3% *	* *	90 5%	7 2%	71 6% c	24 4% c	2 1%	56 9% e	42 3%	46 7% g	51 3%	78 6% i	20 2%
Fairly good job (2)	215 10%	111 10%	104 9%	35 14% GHI	66 18% FGHI	37 10% GH	21 5%	19 5%	37 7%	102 16% KL	58 8%	56 6%	46 15% OP	82 14% OP	34 7%	43 6%	117 9%	99 10%	40 7%	66 11% X	52 10%	38 13% SX	9 8% *	11 6%	192 10%	23 7%	142 11%	52 8%	21 8%	106 16% e	109 7%	82 12% g	134 9%	153 12% i	62 7%
Neither a good nor a bad job (3)	440 20%	232 22%	207 18%	56 23%	82 22%	66 18%	71 19%	64 18%	102 20%	139 22%	136 19%	166 19%	71 24%	108 18%	107 21%	138 19%	218 18%	223 23% Q	129 24% UX	119 21%	89 17%	55 18%	19 18% *	29 15%	358 19%	82 25% Y	245 19%	148 23%	47 17%	126 19%	315 20%	108 16%	332 22% f	256 20%	184 20%
Fairly bad job (4)	516 23%	213 20%	299 27% B	57 23%	73 19%	88 25%	86 23%	74 21%	139 27% E	130 21%	174 24%	213 25%	66 22%	138 23%	110 22%	186 25%	306 25%	210 21%	113 21%	128 22%	140 28% SV	58 19%	32 29% *	46 24%	427 23%	89 27%	290 22%	145 22%	82 29%	142 22%	374 24%	155 23%	361 23%	274 21%	243 27% h
Very bad job (5)	837 38%	417 39%	407 36%	58 24%	94 25%	119 33% DE	174 46% DEF	170 49% DEF	223 43% DEF	152 24%	292 40% J	393 45% J	74 24%	174 29%	225 44% MN	333 46% MN	492 40%	346 35%	216 41%	211 36%	177 35%	98 33%	41 37% *	94 49% TUV	719 38%	118 36%	485 38%	230 36%	122 43%	196 30%	641 41% d	270 39%	567 37%	480 37%	358 39%
Don't know	114 5%	41 4%	73 6% B	17 7% I	24 6% I	29 8% GHI	15 4%	12 3%	16 3%	42 7% L	44 6% L	28 3%	22 7% P	45 7% OP	20 4%	25 3%	58 5%	57 6%	17 3%	25 4%	31 6%	22 8% S	5 5% *	13 7%	104 5%	10 3%	59 5%	46 7% ac	9 3%	28 4%	86 6%	23 3%	91 6% f	65 5%	49 5%
NET: Very good/Fairly good job	313 14%	173 16% C	140 12%	56 23% FGHI	105 28% FGHI	55 15% GHI	31 8%	25 7%	41 8%	161 26% KL	86 12% L	66 8%	70 23% OP	133 22% OP	48 9%	48 7%	170 14%	143 15%	56 10%	97 17% SX	72 14% X	65 22% SUWX	12 11% *	11 6%	282 15% Z	31 9%	213 16% bc	76 12%	23 8%	162 25% e	151 10%	128 19% g	185 12%	231 18% i	82 9%
NET: Very bad/Fairly bad job	1353 61%	630 59%	706 63%	115 47%	167 44%	206 58% DE	260 69% DEF	244 71% DEF	361 69% DEF	282 45%	466 64% J	606 70% JK	139 46%	312 52%	334 66% MN	519 71% MN	798 64% R	556 57%	329 62% V	339 58%	317 62% V	156 52%	72 67% V*	141 73% STUV	1147 61%	207 63%	775 60%	375 58%	203 72% ab	338 52%	1015 65% d	425 62%	928 60%	753 58%	600 66% h
Mean	3.84	3.78	3.89	3.42	3.33	3.77 DE	4.08 DEF	4.15 DEF	4.07 DEF	3.37	3.94 J	4.10 JK	3.42	3.55	4.01 MN	4.13 MN	3.90	3.78	3.92 V	3.76	3.84 V	3.59	3.95 V*	4.24 STUV	3.84	3.90	3.79	3.84	4.09 ab	3.51	3.99 d	3.79	3.87	3.74	3.99 h
Net diff	-1040 -47%	-457 -42%	-566 -50%	-59 -24%	-62 -16%	-151 -42%	-229 -61%	-220 -64%	-320 -61%	-121 -19%	-380 -52%	-540 -62%	-69 -23%	-179 -30%	-286 -56%	-471 -64%	-627 -50%	-413 -42%	-273 -51%	-242 -42%	-245 -48%	-90 -30%	-60 -56%	-130 -67%	-865 -46%	-176 -53%	-562 -44%	-299 -46%	-180 -64%	-176 -27%	-864 -55%	-297 -43%	-743 -48%	-522 -40%	-518 -57%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Ensuring people get the NHS care they need more quickly

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	98 4%	36 5%	16 3%	11 7%	14 5%	30 4%	33 4%	63 12% IJKLMNOQ	20 2%	61 8% IKMOQ	15 2%	43 8% IKMOQ	22 3%	43 7% IKMOQ	19 3%	39 12% IJKLMNOQ	19 2%	64 10% SUWYac	11 1%	53 8% SUWYac	17 2% Y	54 13% STUWYac	16 2% SY	51 14% RSTUWYac	9 1%	59 11% SUWYac	18 1% Y	50 17% RSTUWYZac	14 2% SY	62 13% e	18 2%
Fairly good job (2)	215 10%	93 14% CE	32 6%	24 14% C	19 7%	72 9%	85 11%	139 26% IJKLMNOPQ	37 3%	84 11% IQ	77 9% I	87 16% IJKMNOQ	61 8% I	66 11% IMQ	61 9% I	65 21% IJKMNOQ	61 7% I	140 22% STUWYac	36 4%	67 10% SWYac	88 10% SWYac	115 27% RSTUWYZac	36 4%	93 26% STUWYac	38 3%	113 22% STUWYac	49 4%	96 32% RSTUVWXYZac	25 3%	105 22% e	55 5%
Neither a good nor a bad job (3)	440 20%	204 30% CDE	61 11%	27 16%	43 17%	130 16%	180 22% F	170 32% IJKLMNOPQ	104 9%	82 10%	204 24% IJLMNQ	65 12% I	161 20% IJLN	69 12% I	159 24% IJLMNQ	62 20% IJLN	151 17% IJLN	203 32% STUWXYZabc	76 7%	62 10% S	218 24% STWYac	122 29% STUWYac	83 8%	92 25% STWYac	119 11% SW	143 28% STWYac	147 12% SWc	77 26% STWYac	75 9% S	138 28% e	143 12%
Fairly bad job (4)	516 23%	172 25%	120 22%	31 18%	49 19%	185 23%	186 23%	113 21%	286 24% JNP	148 19%	215 26% HJNP	112 21%	199 25% JNP	109 18%	177 26% HJNP	55 17%	212 24% JNP	136 22% b	222 22% bc	130 20% b	240 26% RSTVWXbc	87 21% b	217 22% bc	66 18%	267 25% STWXbc	111 22% b	316 25% STWXbc	45 15%	146 18%	86 18%	303 26% d
Very bad job (5)	837 38%	170 25%	295 55% BD	73 43% B	120 47% B	364 45% G	302 37%	37 7%	698 59% HJKLMNOPQ	404 51% HKLMOP	296 35% HP	215 41% HP	327 41% HKOP	296 50% HKLMOP	240 36% HP	90 28% H	423 48% HKLMOP	64 10%	665 65% RTUVXYZab	311 49% RUVXZb	336 36% RVXZb	40 9%	625 63% RTUVXYZab	56 15% RVb	633 58% RTUVXZab	72 14% RVb	687 55% RTUVXZb	25 8%	536 67% RTUVWXYZab	87 18%	606 52% d
Don't know	114 5%	14 2%	12 2%	6 3%	11 4%	33 4%	21 3%	7 1%	29 2% L	13 2%	30 4% HJLQ	5 1%	21 3%	12 2%	20 3% L	5 2%	16 2%	18 3% c	21 2% c	14 2% c	23 2% c	7 2% c	18 2% c	7 2% c	18 2% c	14 3% c	42 3% SWYc	6 2% c	2 *	10 2%	45 4%
NET: Very good/Fairly good job	313 14%	129 19% C	48 9%	35 20% C	33 13%	103 13%	118 15%	202 38% IJKLMNOQ	58 5%	144 18% IKMOQ	92 11% I	130 25% IJKMNOQ	84 11% I	109 18% IKMOQ	80 12% IQ	104 33% IJKLMNOQ	80 9% I	204 33% STUWYac	47 5%	119 19% SUWYac	105 11% SWYac	169 40% RSTUWYZac	52 5%	144 40% RSTUWYZac	46 4%	171 33% STUWYac	66 5% Y	146 49% RSTUVWXYZac	40 5%	167 34% e	73 6%
NET: Very bad/Fairly bad job	1353 61%	343 50%	414 77% BDE	104 60% B	169 66% B	549 67% G	488 60%	151 28%	984 84% HJKLMNOPQ	552 70% HKLOP	511 61% HP	327 62% HP	526 66% HKOP	405 68% HKLOP	417 62% HP	145 46% H	635 72% HKLMOP	200 32% b	887 86% RTUVXYZab	442 69% RUVXZb	575 62% RVXZb	127 30% b	841 85% RTUVXZab	122 33% b	900 83% RTUVXZab	183 36% Vb	1003 80% RTUVXZb	71 24%	683 85% RTUVXYZab	173 36%	909 78% d
Mean	3.84	3.51	4.23 BDE	3.79 B	3.99 B	4.00 G	3.81	2.85	4.40 HJKLMNOPQ	3.97 HLP	3.87 HLP	3.71 HP	3.97 HKLOP	3.94 HLP	3.85 HP	3.30 H	4.11 HJKLMNOP	2.99 Vb	4.48 RTUVWXYZab	3.93 RVXZb	3.88 RVXZb	2.87 b	4.43 RTUVXZab	2.95 b	4.39 RTUVXZab	3.05 Vb	4.32 RTUVXZb	2.66	4.46 RTUVXYZab	3.06	4.27 d
Net diff	-1040 -47%	-213 -31%	-367 -68%	-69 -40%	-136 -53%	-447 -55%	-370 -46%	52 10%	-926 -79%	-408 -52%	-419 -50%	-197 -37%	-442 -56%	-296 -50%	-337 -50%	-41 -13%	-556 -63%	4 1%	-840 -82%	-322 -51%	-470 -51%	41 10%	-789 -79%	22 6%	-854 -79%	-12 -2%	-937 -74%	75 25%	-643 -80%	-6 -1%	-836 -71%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Making sure that people who come to Britain illegally are detained and swiftly removed

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	98 4%	61 6% C	37 3%	23 10% GHI	31 8% GHI	24 7% GHI	6 2%	8 2%	7 1%	54 9% KL	30 4% L	14 2%	30 10% OP	45 7% OP	11 2%	8 1%	61 5%	38 4%	20 4% X	20 3% X	19 4% X	31 11% STUX	8 7% X*	- -	91 5%	7 2%	65 5% c	29 5% c	4 1%	57 9% e	41 3%	47 7% g	52 3%	79 6% i	20 2%
Fairly good job (2)	246 11%	129 12%	116 10%	38 16% GHI	77 20% FGHI	47 13% GHI	30 8%	24 7%	30 6%	115 18% KL	77 11% L	54 6%	53 18% OP	95 16% OP	45 9%	45 6%	135 11%	111 11%	49 9%	78 13% X	51 10%	41 14%	12 11% *	14 7%	216 11%	30 9%	150 12%	76 12%	20 7%	127 19% e	119 8%	85 12%	161 10%	177 14% i	69 8%
Neither a good nor a bad job (3)	448 20%	202 19%	244 22%	70 28% FGHI	97 26% HI	73 21% I	74 20%	61 18%	74 14%	166 27% KL	147 20% L	134 16%	83 28% OP	133 22% P	104 21%	116 16%	227 18%	221 23% Q	110 21%	123 21%	98 19%	63 21%	18 17% *	37 19%	367 19%	81 24%	245 19%	147 23%	56 20%	140 21%	308 20%	114 17%	334 22% f	275 21%	173 19%
Fairly bad job (4)	461 21%	215 20%	246 22%	40 17%	61 16%	64 18%	82 22%	81 24% DE	133 26% DEF	101 16%	146 20%	214 25% JK	47 16%	107 18%	106 21%	174 24% MN	286 23% R	174 18%	112 21%	116 20%	115 23%	49 17%	25 23% *	42 22%	391 21%	70 21%	282 22%	118 18%	60 21%	126 19%	335 21%	148 22%	313 20%	235 18%	226 25% h
Very bad job (5)	774 35%	407 38% C	357 32%	49 20%	75 20%	104 29% DE	153 41% DEF	150 43% DEF	244 47% DEF	124 20%	257 35% J	393 45% JK	58 19%	148 25%	199 39% MN	341 47% MNO	432 35%	343 35%	200 38% V	196 34%	173 34%	87 29%	38 35% *	82 42% V	654 35%	120 36%	451 35%	208 32%	116 41% b	154 24%	621 40% d	245 36%	530 34%	431 33%	343 37%
Don't know	194 9%	64 6%	126 11% B	24 10%	38 10%	44 12% HI	32 8%	22 6%	34 6%	62 10% L	76 10% L	56 6%	31 10% P	69 12% P	43 9%	46 6%	102 8%	91 9%	39 7%	47 8%	54 11%	26 9%	7 7% *	20 10%	171 9%	23 7%	98 8%	68 10%	28 10%	50 8%	144 9%	46 7%	148 10% f	109 8%	85 9%
NET: Very good/Fairly good job	344 15%	190 18% C	152 14%	62 25% GHI	107 28% FGHI	71 20% GHI	36 9%	31 9%	36 7%	169 27% KL	107 15% L	68 8%	83 27% OP	140 23% OP	56 11%	54 7%	195 16%	149 15%	70 13%	98 17% X	69 14% X	73 24% STUX	20 18% X*	14 7%	307 16% Z	37 11%	215 17% c	105 16% c	24 8%	184 28% e	160 10%	132 19% g	212 14%	255 20% i	89 10%
NET: Very bad/Fairly bad job	1235 56%	622 58%	603 54%	89 37%	136 36%	168 47% DE	235 62% DEF	231 67% DEF	377 72% DEFG	225 36%	403 55% J	608 70% JK	105 35%	255 43% M	305 60% MN	515 70% MNO	718 58% R	517 53%	312 59% V	312 54% V	288 57% V	136 46%	63 58% *	124 64% TV	1046 55%	190 57%	733 57% b	326 51%	176 62% b	279 43%	956 61% d	392 57%	843 55%	666 51%	569 62% h
Mean	3.77	3.77	3.77	3.24	3.21	3.56 DE	4.01 DEF	4.06 DEF	4.19 DEFG	3.22	3.80 J	4.13 JK	3.18	3.41 M	3.94 MN	4.16 MNO	3.78	3.76	3.86 V	3.73 V	3.82 V	3.43	3.72 *	4.10 TUVW	3.76	3.86	3.76	3.69	4.03 ab	3.32	3.97 d	3.72	3.80	3.64	3.97 h
Net diff	-891 -40%	-432 -40%	-451 -40%	-28 -11%	-28 -7%	-96 -27%	-199 -53%	-199 -58%	-340 -65%	-56 -9%	-296 -40%	-540 -62%	-22 -7%	-115 -19%	-249 -49%	-461 -63%	-523 -42%	-368 -38%	-242 -46%	-214 -37%	-219 -43%	-63 -21%	-43 -40%	-110 -56%	-739 -39%	-153 -46%	-518 -40%	-221 -34%	-152 -54%	-96 -15%	-795 -51%	-261 -38%	-631 -41%	-411 -31%	-480 -52%

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Overlap formulae used

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

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q14B_2321. In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas? - Making sure that people who come to Britain illegally are detained and swiftly removed

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	98 4%	34 5%	14 3%	16 9% CE	9 4%	29 4%	38 5%	65 12% IJKMOQ	19 2%	61 8% IKMOQ	25 3% I	53 10% IJKMOQ	27 3% I	54 9% IKMOQ	20 3%	48 15% IJKLMNOQ	23 3% I	65 10% SUWYac	26 3% Y	50 8% SUWYac	26 3% Y	48 11% STUWYac	22 2% Y	52 14% RSTUWYac	14 1%	62 12% STUWYac	27 2% Y	58 19% RSTUVWXYZac	13 2%	56 11% e	22 2%
Fairly good job (2)	246 11%	97 14% C	50 9%	16 9%	27 11%	93 11%	86 11%	143 27% IJKLMNOPQ	52 4%	103 13% IKQ	73 9% I	76 14% IKMQ	79 10% I	76 13% IKQ	72 11% I	58 18% IJKMNOQ	87 10% I	147 24% STUWYac	46 4%	85 13% SWYac	97 10% SWYac	107 25% STUWYZac	60 6% S	77 21% STUWYac	61 6% S	105 20% STUWYac	76 6% S	82 27% STUWXYZac	48 6% S	104 21% e	92 8%
Neither a good nor a bad job (3)	448 20%	139 20%	98 18%	32 19%	53 21%	165 20%	135 17%	120 23% IJLMNPQ	172 15%	122 15%	161 19% INP	94 18% NP	133 17%	85 14%	128 19% IP	39 12%	147 17%	141 23% STUWXYac	147 14%	88 14%	172 19% STWac	99 23% STUWXYabc	127 13%	66 18% W	174 16% W	118 23% STUWXYabc	185 15% W	54 18% W	113 14%	97 20%	209 18%
Fairly bad job (4)	461 21%	162 24% E	125 23% E	41 24% E	37 14%	192 24%	160 20%	114 21% P	259 22% MP	173 22% MP	180 21% MP	111 21% P	140 18% P	133 22% MP	130 19% P	36 11%	206 23% MOP	153 25% SWXZbc	196 19% X	141 22% X	194 21% X	102 24% XZb	193 19% X	46 13%	264 24% SUWXZbc	91 18% X	297 24% SWXZc	54 18% X	156 19% X	81 17%	283 24% d
Very bad job (5)	774 35%	228 33%	218 41% B	56 32%	112 44% BD	272 33%	347 43% F	66 13%	590 50% HJKLNOPQ	286 36% HL	353 42% HJLN	162 31% H	376 48% HJKLNQ	209 35% HL	298 44% HJLN	132 42% HLN	370 42% HJLN	84 13%	557 54% RTUVXYZab	238 37% RVZb	384 42% RVXZb	55 13%	540 54% RTUVXYZab	114 31% RVZb	514 47% RTUVXZb	118 23% RVb	573 46% RTUVXZb	45 15%	442 55% RTUVXYZab	135 28%	465 40% d
Don't know	194 9%	29 4%	31 6%	12 7%	17 7%	63 8%	41 5%	21 4% P	82 7% HMOP	47 6% P	45 5% P	31 6% P	36 5% P	38 6% P	28 4% P	3 1%	50 6% P	35 6% VXZb	58 6% Xbc	36 6% VXbc	49 5% Xbc	14 3%	53 5% Xbc	9 2%	56 5% bc	19 4%	100 8% STUVWXYZbc	6 2%	27 3%	15 3%	101 9% d
NET: Very good/Fairly good job	344 15%	131 19% C	64 12%	32 18%	36 14%	123 15%	124 15%	209 39% IJKLMNOQ	72 6%	164 21% IKMOQ	98 12% I	130 25% IJKMOQ	106 13% I	130 22% IKMOQ	92 14% I	106 34% IJKLMNOQ	110 12% I	212 34% STUWYac	72 7%	134 21% SUWYac	122 13% SWYac	155 36% STUWYac	82 8%	129 35% STUWYac	75 7%	166 32% STUWYac	104 8% Y	140 47% RSTUVWXYZac	61 8%	160 33% e	114 10%
NET: Very bad/Fairly bad job	1235 56%	390 57%	343 64% B	97 56%	149 58%	464 57%	508 63% F	180 34%	849 72% HJKLMNOPQ	459 58% HL	533 64% HJLNP	273 52% H	517 65% HJLNP	341 57% HL	429 63% HJLP	167 53% H	575 65% HJLNP	237 38%	754 73% RTUVXZab	378 59% RVXZb	578 63% RVXZb	157 37%	732 74% RTUVXZab	161 44% RVb	778 72% RTUVXZab	209 41% b	871 69% RTUVXZb	99 33%	597 75% RTUVXYZab	216 44%	748 64% d
Mean	3.77	3.68	3.96 BD	3.65	3.90 B	3.78	3.91	2.95	4.23 HJKLMNOPQ	3.70 HLP	3.96 HJLNP	3.51 H	4.01 HJLNP	3.66 HLP	3.95 HJLNP	3.46 H	3.98 HJLNP	3.08 b	4.25 RTUVXYZab	3.72 RVXZb	3.93 RTVXZb	3.02 b	4.24 RTUVXYZab	3.27 RVb	4.17 RTUVXZb	3.20 RVb	4.13 RTUVXZb	2.82	4.25 RTUVXYZab	3.29	4.01 d
Net diff	-891 -40%	-259 -38%	-279 -52%	-65 -38%	-113 -44%	-341 -42%	-384 -48%	29 5%	-777 -66%	-295 -37%	-435 -52%	-144 -27%	-410 -52%	-212 -36%	-337 -50%	-61 -19%	-466 -53%	-25 -4%	-682 -66%	-244 -38%	-456 -49%	-2 -1%	-651 -65%	-32 -9%	-703 -65%	-43 -8%	-767 -61%	40 13%	-536 -67%	-57 -12%	-634 -54%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Summary
All Adults aged 18+ in Great Britain

	Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office?				
	Halving inflation this year	Growing the economy	Making sure the national debt is falling	Reducing NHS waiting lists	Passing new laws to stop small boat crossings from France
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221
Very good job (1)	144 6%	177 8% ACE	141 6%	207 9% ABCE	138 6%
Fairly good job (2)	383 17% E	461 21% AE	425 19% AE	491 22% ACE	338 15%
Neither a good nor a bad job (3)	531 24%	507 23%	509 23%	489 22%	542 24% D
Fairly bad job (4)	443 20% E	426 19%	418 19%	400 18%	394 18%
Very bad job (5)	469 21% BD	413 19%	470 21% BD	424 19%	521 23% ABCD
Don't know	252 11% D	236 11% D	257 12% D	211 9%	288 13% ABCD
NET: Very good/Fairly good job	527 24% E	638 29% ACE	566 25% AE	698 31% ABCE	475 21%
NET: Very bad/Fairly bad job	911 41% BD	839 38%	888 40% BD	823 37%	915 41% BD
Mean	3.36 BD	3.22 D	3.33 BD	3.17	3.43 ABCD
Net diff	-385 -17%	-201 -9%	-322 -15%	-125 -6%	-440 -20%

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

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PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Halving inflation this year

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	144 6%	80 7%	64 6%	26 10% HI	42 11% FGHI	21 6%	24 6% I	18 5%	14 3%	68 11% KL	45 6% L	32 4%	32 11% OP	53 9% P	29 6%	24 3%	86 7%	58 6%	28 5%	41 7%	25 5%	34 12% SUX	8 8% *	7 4%	127 7%	18 5%	90 7%	39 6%	15 5%	73 11% e	71 5%	57 8% g	87 6%	110 8% i	35 4%
Fairly good job (2)	383 17%	193 18%	188 17%	40 16%	88 23% GI	75 21% GI	54 14%	60 17%	65 12%	128 21% L	129 18%	125 14%	54 18%	138 23% OP	72 14%	104 14%	232 19%	151 15%	89 17%	99 17%	72 14%	71 24% STUX	25 23% UX*	25 13%	340 18%	43 13%	247 19% c	105 16%	30 11%	145 22% e	238 15%	139 20% g	243 16%	252 19% i	131 14%
Neither a good nor a bad job (3)	531 24%	260 24%	266 24%	72 29% FI	111 29% FI	69 19%	92 24%	82 24%	105 20%	184 29% KL	160 22%	187 22%	90 30% P	143 24%	124 24%	158 22%	301 24%	230 23%	134 25%	129 22%	126 25%	61 21%	25 23% *	55 28%	452 24%	79 24%	275 21%	176 27% a	80 28% a	162 25%	369 24%	170 25%	361 24%	308 24%	223 24%
Fairly bad job (4)	443 20%	213 20%	228 20%	45 18%	51 13%	69 19%	75 20% E	63 18%	141 27% DEFGH	96 15%	143 20%	203 24% J	54 18%	92 15%	101 20%	168 23% N	256 21%	187 19%	121 23% V	122 21% V	108 21% V	37 12%	18 17% *	36 19%	357 19%	86 26% Y	263 20%	113 18%	66 23%	111 17%	331 21%	121 18%	322 21%	241 18%	201 22%
Very bad job (5)	469 21%	242 22%	221 20%	34 14%	46 12%	69 19% E	90 24% DE	83 24% DE	147 28% DEF	80 13%	159 22% J	230 27% J	39 13%	89 15%	129 25% MN	197 27% MN	236 19%	233 24% Q	112 21%	136 23%	105 21%	56 19%	16 15% *	44 23%	401 21%	68 21%	280 22%	131 20%	57 20%	111 17%	358 23% d	129 19%	340 22%	270 21%	199 22%
Don't know	252 11%	90 8%	158 14% B	28 11%	40 11%	53 15% I	43 11%	39 11%	49 9%	68 11%	96 13%	88 10%	34 11%	82 14%	54 11%	79 11%	132 11%	119 12%	47 9%	52 9%	72 14% ST	39 13%	15 14% *	26 13%	215 11%	37 11%	136 11%	81 13%	34 12%	51 8%	201 13% d	68 10%	184 12%	125 10%	127 14% h
NET: Very good/Fairly good job	527 24%	273 25%	252 22%	66 27% I	130 34% GHI	96 27% I	78 21%	78 23% I	79 15%	196 31% KL	174 24% L	157 18%	86 28% OP	191 32% OP	101 20%	128 18%	318 26% R	209 21%	117 22%	141 24%	97 19%	105 35% STUX	34 31% UX*	33 17%	466 25% Z	61 18%	337 26% c	144 22%	46 16%	218 33% e	309 20%	197 29% g	330 21%	362 28% i	165 18%
NET: Very bad/Fairly bad job	911 41%	455 42%	449 40%	79 32%	97 26%	138 39% E	164 44% DE	146 42% DE	288 55% DEFGH	176 28%	302 41% J	433 50% JK	92 30%	181 30%	230 45% MN	365 50% MN	492 40%	420 43%	233 44% VW	258 44% VW	213 42% V	93 31%	34 32% *	80 41% V	758 40%	154 47% Y	544 42%	244 38%	123 44%	222 34%	689 44% d	250 37%	662 43% f	511 39%	400 44%
Mean	3.36	3.35	3.37	3.10	2.92	3.30 E	3.45 DE	3.44 DE	3.72 DEFGH	2.99	3.38 J	3.61 JK	3.05	3.05	3.50 MN	3.63 MN	3.29	3.45 Q	3.41 V	3.40 V	3.45 VW	3.03	3.09 *	3.50 VW	3.34	3.49	3.34	3.34	3.48	3.07	3.49 d	3.20	3.43 f	3.26	3.51 h
Net diff	-385 -17%	-182 -17%	-198 -18%	-13 -5%	33 9%	-42 -12%	-86 -23%	-68 -20%	-208 -40%	20 3%	-128 -17%	-277 -32%	-6 -2%	10 2%	-129 -25%	-237 -32%	-173 -14%	-211 -22%	-116 -22%	-117 -20%	-116 -23%	12 4%	-1 -1%	-48 -25%	-291 -15%	-93 -28%	-207 -16%	-100 -16%	-78 -27%	-4 -1%	-380 -24%	-53 -8%	-332 -22%	-149 -11%	-235 -26%

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Halving inflation this year

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	144 6%	29 4%	73 14% BE	13 7%	11 4%	68 8% G	44 5%	49 9% KMOQ	85 7% KMOQ	125 16% HIKMNOQ	9 1%	69 13% HIKMOQ	36 5% K	69 12% IKMOQ	28 4% K	45 14% HIKMOQ	42 5% K	47 7% U	82 8% U	112 18% RSUVWXYZac	13 1%	35 8% U	75 8% U	41 11% RUWYa	73 7% U	48 9% U	85 7% U	40 13% RSUVWYZac	66 8% UYa	49 10% e	76 7%
Fairly good job (2)	383 17%	61 9%	180 34% BDE	33 19% B	40 16% B	186 23% G	113 14%	84 16% KMO	252 21% HKMO	300 38% HIKLMNOPQ	38 5%	171 32% HIKMNOPQ	80 10% K	164 28% HIKMOPQ	63 9% K	66 21% HKMO	168 19% KMO	100 16% U	229 22% RUXZa	247 39% RSUVWXYZabc	66 7%	98 23% RUXZ	207 21% RUZ	61 17% U	225 21% RUZ	80 16% U	242 19% U	70 23% RUXZ	184 23% RUXZa	93 19%	234 20%
Neither a good nor a bad job (3)	531 24%	123 18%	159 30% B	47 28% B	67 26% B	200 25%	180 22%	96 18% P	298 25% HKMOP	205 26% HKMOP	128 15%	132 25% HKMOP	144 18% KP	149 25% HKMOP	106 16%	42 13%	214 24% HKMOP	125 20% U	219 21% U	159 25% RSUXZb	151 16%	87 21%	220 22% U	62 17%	273 25% RSUWXZb	93 18%	313 25% RSUWXZb	54 18%	189 24% UXZ	107 22%	287 25%
Fairly bad job (4)	443 20%	198 29% CD	42 8%	24 14% C	55 22% C	144 18%	172 21%	147 28% IJLNPQ	192 16% JL	71 9%	241 29% IJLMNPQ	70 13% J	185 23% IJLNP	95 16% J	178 26% IJLNPQ	56 18% JL	197 22% IJLN	182 29% STWXYabc	162 16% T	56 9%	260 28% STWXYabc	110 26% STWXYabc	175 18% ST	65 18% T	200 18% ST	129 25% STWXYabc	223 18% ST	59 20% T	133 17% T	85 17%	240 20%
Very bad job (5)	469 21%	236 34% CDE	42 8%	32 19% C	57 22% C	129 16%	244 30% F	138 26% IJLN	228 19% JLN	39 5%	367 44% HIJLMNOPQ	45 9% J	302 38% HIJLNPQ	63 11% J	260 38% HIJLNPQ	98 31% IJLNQ	192 22% JLN	135 22% T	240 23% TYa	28 4%	379 41% RSTVWXYZabc	81 19% T	235 24% TYa	123 34% RSTVWYZabc	225 21% T	144 28% RTVYac	242 19% T	72 24% TV	178 22% Ta	138 28% e	181 15%
Don't know	252 11%	43 6%	40 8%	23 13% BC	24 10%	87 11% G	55 7%	17 3%	118 10% HIKMOPQ	51 6% HP	55 7% HP	41 8% HP	44 6% HP	56 9% HJMOP	41 6% HP	9 3%	68 8% HMP	36 6% VXZb	99 10% RTUVXYZbc	36 6% Vb	53 6% VXZb	13 3% b	83 8% TUVXZbc	11 3% b	87 8% TUVXZbc	17 3% b	153 12% RSTUVWXYZbc	4 1%	49 6% VZb	15 3%	153 13% d
NET: Very good/Fairly good job	527 24%	90 13%	253 47% BDE	46 27% B	51 20% B	254 31% G	157 19%	132 25% KMO	337 29% KMOQ	426 54% HIKLMNOPQ	47 6%	239 45% HIKMNOPQ	116 15% K	233 39% HIKMOQ	91 13% K	111 35% HIKMOQ	211 24% KMO	146 23% U	311 30% RUYa	359 56% RSUVWXYZabc	80 9%	133 31% RUZa	282 28% RUa	102 28% U	298 28% U	128 25% U	327 26% U	110 37% RUVWXYZa	251 31% RUWYZa	143 29%	310 27%
NET: Very bad/Fairly bad job	911 41%	433 63% CDE	84 16%	56 33% C	113 44% CD	273 34%	415 51% F	285 54% IJLNQ	421 36% JLN	110 14%	608 73% HIJLMNOPQ	115 22% J	487 62% HIJLNPQ	157 26% JL	438 65% HIJLNPQ	154 49% IJLN	389 44% IJLN	317 51% STVWYabc	402 39% T	83 13%	638 69% RSTVWXYZabc	191 45% TYa	410 41% Ta	188 52% STVWYabc	425 39% Ta	273 53% STVWYabc	465 37% T	131 44% Ta	311 39% T	223 46% e	420 36%
Mean	3.36	3.85 CDE	2.60	3.20 C	3.47 C	3.11	3.61 F	3.47 IJLN	3.21 JLN	2.46	4.17 HIJLMNOPQ	2.70 J	3.85 HIJLNPQ	2.85 JL	3.91 HIJLNPQ	3.31 JLN	3.40 IJLN	3.44 STVYabc	3.27 T	2.40	4.06 RSTVWXYZabc	3.25 T	3.32 Tc	3.48 STVYabc	3.28 T	3.49 STVWYabc	3.27 T	3.18 T	3.23 T	3.36	3.21
Net diff	-385 -17%	-343 -50%	169 31%	-10 -6%	-62 -24%	-19 -2%	-259 -32%	-153 -29%	-83 -7%	316 40%	-561 -67%	125 24%	-371 -47%	76 13%	-347 -51%	-43 -14%	-178 -20%	-171 -27%	-91 -9%	276 43%	-559 -61%	-58 -14%	-128 -13%	-86 -24%	-127 -12%	-145 -28%	-138 -11%	-21 -7%	-60 -8%	-80 -16%	-110 -9%

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Growing the economy

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	177 8%	105 10% C	72 6%	28 11% HI	49 13% FHI	26 7%	33 9% I	21 6%	21 4%	76 12% KL	59 8% L	42 5%	35 12% P	61 10% P	40 8% P	33 5%	101 8%	76 8%	43 8%	50 9%	27 5%	34 11% UX	15 14% UX*	9 4%	156 8%	21 6%	107 8%	50 8%	20 7%	85 13% e	92 6%	72 10% g	106 7%	130 10% i	47 5%
Fairly good job (2)	461 21%	240 22%	214 19%	52 21%	111 29% DGHI	80 22%	65 17%	69 20%	84 16%	163 26% KL	145 20%	154 18%	68 22%	161 27% OP	89 17%	126 17%	293 24% R	168 17%	105 20%	107 18%	95 19%	87 29% STUX	32 30% STUX*	35 18%	413 22% Z	48 15%	293 23% c	122 19%	45 16%	156 24% e	305 19%	174 25% g	287 19%	290 22%	171 19%
Neither a good nor a bad job (3)	507 23%	251 23%	254 23%	68 28%	90 24%	77 22%	88 23%	74 22%	110 21%	158 25%	165 23%	184 21%	84 28%	134 22%	115 23%	160 22%	271 22%	236 24%	118 22%	141 24% W	117 23%	66 22%	15 14% *	50 26% W	418 22%	89 27%	275 21%	172 27% a	60 21%	152 23%	356 23%	158 23%	349 23%	305 23%	202 22%
Fairly bad job (4)	426 19%	190 18%	233 21%	50 20%	53 14%	58 16%	69 18%	67 19%	129 25% EF	103 17%	128 17%	196 23% JK	55 18%	88 15%	98 19%	159 22% N	248 20%	178 18%	114 21% V	114 20% V	112 22% V	32 11%	16 15% *	38 20% V	353 19%	73 22%	247 19%	119 18%	60 21%	108 17%	318 20%	109 16%	317 21% f	240 18%	186 20%
Very bad job (5)	413 19%	214 20%	195 17%	25 10%	38 10%	63 18% DE	83 22% DE	78 23% DE	127 24% DE	63 10%	146 20% J	204 24% J	32 11%	74 12%	119 23% MN	173 24% MN	197 16%	217 22% Q	102 19%	116 20%	96 19%	45 15%	17 15% *	38 19%	349 18%	64 19%	248 19%	105 16%	61 21%	106 16%	307 20%	112 16%	302 20%	220 17%	193 21% h
Don't know	236 11%	77 7%	157 14% B	23 9%	38 10%	51 14%	39 10%	35 10%	50 10%	60 10%	90 12%	86 10%	29 9%	79 13%	48 9%	79 11%	133 11%	103 11%	50 9%	51 9%	63 12%	34 11%	14 13% *	25 13%	201 11%	35 11%	121 9%	79 12%	36 13%	46 7%	190 12% d	60 9%	176 11%	120 9%	117 13% h
NET: Very good/Fairly good job	638 29%	345 32% C	286 25%	80 33% I	159 42% DFGHI	106 30% I	98 26%	90 26%	105 20%	239 38% KL	204 28% L	195 23%	103 34% OP	222 37% OP	129 25%	160 22%	395 32% R	244 25%	147 28%	157 27%	122 24%	121 41% STUX	47 43% STUX*	43 22%	569 30% Z	69 21%	401 31% c	172 27%	66 23%	241 37% e	397 25%	245 36% g	393 26%	421 32% i	218 24%
NET: Very bad/Fairly bad job	839 38%	404 37%	428 38%	75 30%	91 24%	121 34% E	152 40% DE	145 42% DE	255 49% DEFG	166 27%	273 37% J	400 46% JK	87 29%	162 27%	217 43% MN	332 45% MN	445 36%	394 40%	216 41% V	230 40% V	208 41% V	77 26%	32 30% *	76 39% V	702 37%	137 42%	495 38%	224 35%	121 43%	214 33%	625 40% d	221 32%	619 40% f	460 35%	379 41% h
Mean	3.22	3.17	3.27	2.96	2.77	3.17 E	3.31 DE	3.36 DE	3.54 DEFG	2.85	3.24 J	3.47 JK	2.93	2.91	3.36 MN	3.48 MN	3.13	3.33 Q	3.27 VW	3.26 VW	3.35 VW	2.88	2.86 *	3.37 VW	3.19	3.38	3.20	3.19	3.39	2.99	3.32 d	3.02	3.31 f	3.11	3.38 h
Net diff	-201 -9%	-59 -5%	-142 -13%	5 2%	68 18%	-16 -4%	-54 -14%	-54 -16%	-150 -29%	73 12%	-70 -9%	-205 -24%	16 5%	60 10%	-88 -17%	-172 -24%	-51 -4%	-151 -15%	-69 -13%	-73 -13%	-86 -17%	44 15%	15 14%	-33 -17%	-133 -7%	-68 -21%	-94 -7%	-52 -8%	-55 -20%	27 4%	-228 -15%	25 4%	-226 -15%	-40 -3%	-161 -18%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Growing the economy

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	177 8%	29 4%	91 17% BDE	17 10% B	17 7%	91 11% G	50 6%	51 10% KMO	108 9% KMOQ	155 20% HIKLMNOPQ	9 1%	78 15% HIKMOQ	42 5% K	80 13% HIKMOQ	30 4% K	46 15% HIKMOQ	60 7% KO	54 9% U	102 10% Ua	140 22% RSUVWXYZabc	12 1%	49 12% RU	92 9% U	42 11% U	93 9% U	55 11% U	106 8% U	45 15% RSUWYZa	84 11% UYa	66 14% e	91 8%
Fairly good job (2)	461 21%	77 11%	208 39% BDE	44 26% B	55 22% B	222 27% G	135 17%	85 16% KMO	326 28% HKMOPQ	342 43% HIKLMNOPQ	52 6%	196 37% HIKMOPQ	94 12% K	201 34% HIKMOPQ	68 10% K	63 20% KMO	207 23% HKMO	108 17% U	278 27% RUVXZa	295 46% RSUVWXYZabc	84 9%	86 20% U	261 26% RUVXZ	67 18% U	297 27% RUVXZa	89 17% U	304 24% RUXZ	68 23% RUZ	223 28% RUVXZa	97 20%	305 26% d
Neither a good nor a bad job (3)	507 23%	142 21%	117 22%	45 26%	57 22%	185 23%	162 20%	113 21% KM	247 21% KM	147 19%	140 17%	124 23% JKMP	127 16%	121 20% M	130 19% M	52 16%	203 23% JKMOP	136 22% TZ	206 20%	108 17%	171 19%	95 22% TXZ	190 19%	64 18%	239 22% TUWZ	82 16%	297 24% STUWXZ	60 20%	177 22% TUWZ	83 17%	272 23% d
Fairly bad job (4)	426 19%	189 27% CDE	52 10%	24 14%	48 19% C	137 17%	181 22% F	146 27% IJLNPQ	177 15% J	75 9%	243 29% IJLNOPQ	64 12% J	207 26% IJLNPQ	91 15% JL	163 24% IJLN	60 19% JL	192 22% IJLN	159 26% STWXYac	156 15% T	45 7%	256 28% STWXYabc	109 26% STWXYabc	168 17% T	75 21% STc	185 17% Tc	126 25% STWYac	215 17% STc	63 21% STc	118 15% T	86 18%	223 19%
Very bad job (5)	413 19%	212 31% CDE	37 7%	23 13% C	53 21% C	107 13%	222 27% F	124 23% IJLNQ	199 17% JLN	30 4%	341 41% HIJLMNPQ	31 6% J	276 35% HIJLNPQ	53 9% JL	249 37% HIJLNPQ	84 27% IJLNQ	167 19% JLN	130 21% TVa	206 20% TYa	17 3%	345 37% RSTVWXYZabc	70 16% T	211 21% TYa	106 29% RSTVWYabc	188 17% Ta	141 28% RSTVWYabc	195 15% T	61 20% T	159 20% TYa	133 27% e	148 13%
Don't know	236 11%	41 6%	32 6%	20 12% BC	26 10%	73 9%	58 7%	12 2%	117 10% HIJKLMOPQ	42 5% H	52 6% HP	34 6% HP	44 6% H	49 8% HJP	36 5% H	10 3%	53 6% H	37 6% VXZb	82 8% TUVXZbc	31 5% b	54 6% Xb	15 4% b	72 7% TVXZbc	10 3% b	82 8% TVXZbc	19 4% b	142 11% RSTUVWXYZbc	4 1%	37 5% b	23 5%	132 11% d
NET: Very good/Fairly good job	638 29%	106 15%	299 56% BDE	61 35% B	72 28% B	313 38% G	185 23%	136 26% KMO	434 37% HKMOQ	497 63% HIKLMNOPQ	61 7%	274 52% HIKMNOPQ	136 17% K	281 47% HIKMOPQ	97 14% K	109 35% HKMO	267 30% KMO	162 26% U	381 37% RUXZa	435 68% RSUVWXYZabc	96 10%	135 32% RU	353 36% RUZa	109 30% U	390 36% RUZa	143 28% U	410 33% RU	113 38% RUVXZ	308 38% RUVWXZa	163 33%	396 34%
NET: Very bad/Fairly bad job	839 38%	401 58% CDE	89 17%	46 27% C	101 39% CD	244 30%	402 50% F	269 51% IJLNQ	376 32% JLN	105 13%	585 70% HIJLMNOPQ	96 18% J	483 61% HIJLNPQ	144 24% JL	412 61% HIJLNPQ	144 46% IJLN	359 41% IJLN	290 46% STWYac	362 35% Ta	62 10%	601 65% RSTVWXYZabc	179 42% STYac	379 38% STYac	181 50% STVWYabc	373 34% T	267 52% RSTVWYabc	410 33% T	123 41% Ta	278 35% T	219 45% e	371 32%
Mean	3.22	3.74 CDE	2.48	2.95 C	3.28 CD	2.93	3.52 F	3.40 IJLNQ	3.03 JLN	2.31	4.09 HIJLMNOPQ	2.54 J	3.78 HIJLNPQ	2.70 JL	3.84 HIJLNPQ	3.24 IJLN	3.24 IJLN	3.35 STVWYabc	3.09 T	2.18	3.97 RSTVWXYZabc	3.16 T	3.16 TYac	3.38 STVWYabc	3.08 T	3.43 STVWYabc	3.08 T	3.09 T	3.06 T	3.26 e	3.03
Net diff	-201 -9%	-295 -43%	211 39%	14 8%	-29 -11%	69 8%	-218 -27%	-134 -25%	58 5%	392 50%	-524 -63%	179 34%	-347 -44%	137 23%	-314 -47%	-35 -11%	-92 -10%	-127 -20%	19 2%	372 58%	-505 -55%	-44 -10%	-26 -3%	-72 -20%	17 2%	-124 -24%	* *	-11 -4%	30 4%	-56 -12%	25 2%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure the national debt is falling

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	141 6%	81 8%	60 5%	20 8% I	53 14% DFGHI	22 6% I	18 5%	16 5%	12 2%	73 12% KL	40 5%	28 3%	29 10% OP	62 10% OP	24 5%	22 3%	86 7%	55 6%	35 7%	32 6%	23 4%	32 11% TUX	11 10% U*	8 4%	124 7%	17 5%	93 7%	36 6%	12 4%	73 11% e	68 4%	60 9% g	81 5%	107 8% i	34 4%
Fairly good job (2)	425 19%	221 21%	199 18%	58 24% I	94 25% GHI	77 22% I	69 18%	60 17%	67 13%	152 24% L	146 20% L	127 15%	74 25% OP	138 23% P	92 18%	103 14%	259 21% R	166 17%	101 19%	111 19%	78 15%	81 27% STUX	26 24% U*	28 14%	371 20%	54 16%	260 20% c	134 21% c	31 11%	160 24% e	265 17%	155 23% g	270 18%	273 21% i	152 17%
Neither a good nor a bad job (3)	509 23%	244 23%	263 23%	60 25%	99 26%	79 22%	85 23%	75 22%	110 21%	160 26%	164 22%	185 21%	78 26%	144 24%	113 22%	161 22%	259 21%	251 26% Q	129 24%	120 21%	126 25%	65 22%	23 21% *	47 24%	428 23%	81 25%	277 21%	161 25%	71 25%	152 23%	357 23%	157 23%	352 23%	300 23%	210 23%
Fairly bad job (4)	418 19%	201 19%	213 19%	51 21% E	48 13%	61 17%	70 19% E	64 19% E	124 24% E	98 16%	131 18%	188 22% J	55 18%	91 15%	95 19%	147 20% N	252 20%	166 17%	97 18%	139 24% SVW	98 19% V	37 12%	13 12% *	33 17%	354 19%	65 20%	252 19%	111 17%	55 20%	113 17%	306 19%	116 17%	302 20%	239 18%	179 20%
Very bad job (5)	470 21%	238 22%	227 20%	31 13%	43 11%	59 17%	95 25% DEF	92 27% DEF	150 29% DEF	74 12%	154 21% J	242 28% JK	35 12%	77 13%	135 27% MN	208 29% MN	242 19%	228 23%	120 23%	120 21%	112 22%	49 17%	21 20% *	47 24%	394 21%	76 23%	275 21%	117 18%	78 28% b	104 16%	366 23% d	132 19%	338 22%	256 20%	214 23%
Don't know	257 12%	92 9%	164 15% B	25 10%	41 11%	58 16% G	39 10%	37 11%	58 11%	66 11%	97 13%	95 11%	32 11%	85 14% O	50 10%	90 12%	145 12%	112 11%	49 9%	58 10%	71 14% S	35 12%	13 12% *	32 16% ST	220 12%	38 11%	135 10%	87 13%	36 13%	52 8%	206 13% d	63 9%	194 13% f	130 10%	128 14% h
NET: Very good/Fairly good job	566 25%	303 28% C	259 23%	78 32% GHI	147 39% FGHI	99 28% I	86 23% I	77 22% I	79 15%	225 36% KL	186 25% L	156 18%	104 34% OP	200 33% OP	116 23% P	125 17%	345 28% R	221 23%	136 26%	143 25%	101 20%	112 38% STUX	38 35% UX*	36 18%	495 26%	71 22%	353 27% c	170 26% c	43 15%	233 36% e	333 21%	215 31% g	351 23%	381 29% i	185 20%
NET: Very bad/Fairly bad job	888 40%	439 41%	440 39%	81 33% E	91 24%	120 34% E	166 44% DEF	156 45% DEF	274 53% DEFG	172 28%	286 39% J	430 50% JK	90 30%	168 28%	230 45% MN	355 49% MN	494 40%	394 40%	217 41% V	259 45% VW	211 41% V	86 29%	35 32% *	80 41% V	748 40%	140 42%	527 41% b	228 35%	133 47% b	217 33%	671 43% d	248 36%	640 42% f	496 38%	393 43% h
Mean	3.33	3.30	3.36	3.07 E	2.81	3.19 E	3.46 DEF	3.50 DEF	3.72 DEFGH	2.91	3.34 J	3.63 JK	2.97	2.97	3.49 MN	3.65 MN	3.28	3.40	3.34 V	3.39 V	3.45 VW	2.97	3.08 *	3.51 VW*	3.31	3.44	3.31	3.25	3.63 ab	3.02	3.47 d	3.17	3.41 f	3.22	3.49 h
Net diff	-322 -15%	-137 -13%	-182 -16%	-4 -2%	56 15%	-21 -6%	-79 -21%	-79 -23%	-195 -37%	52 8%	-100 -14%	-274 -32%	14 5%	32 5%	-114 -22%	-230 -32%	-149 -12%	-173 -18%	-81 -15%	-116 -20%	-109 -22%	26 9%	3 3%	-44 -23%	-253 -13%	-69 -21%	-174 -13%	-58 -9%	-91 -32%	16 3%	-338 -22%	-33 -5%	-289 -19%	-115 -9%	-207 -23%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure the national debt is falling

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	141 6%	22 3%	68 13% BDE	11 6%	15 6%	70 9% G	38 5%	48 9% KMOQ	78 7% KMO	118 15% HIKMNOQ	10 1%	68 13% HIKMOQ	29 4% K	64 11% IKMOQ	30 4% K	39 12% IKMOQ	45 5% K	51 8% U	75 7% U	106 17% RSUVWXYZac	15 2%	33 8% U	69 7% U	36 10% UYa	69 6% U	49 10% UYa	80 6% U	37 12% RSUVWYac	62 8% U	57 12% e	65 6%
Fairly good job (2)	425 19%	72 10%	188 35% BDE	43 25% B	53 21% B	194 24% G	121 15%	93 17% KMO	281 24% HKMOQ	326 41% HIKLMNOPQ	49 6%	188 36% HIKMNOPQ	86 11% K	180 30% HIKMOQ	63 9% K	78 25% HKMO	179 20% KMO	105 17% U	248 24% RUZa	282 44% RSUVWXYZabc	74 8%	101 24% RUZ	226 23% RU	72 20% U	247 23% RU	92 18% U	266 21% RU	73 24% RUZ	191 24% RUZa	104 21%	259 22%
Neither a good nor a bad job (3)	509 23%	125 18%	144 27% B	49 28% B	54 21%	203 25%	163 20%	88 17%	282 24% HKMOP	177 22% HKMOP	118 14%	124 23% HKMOP	133 17% K	134 22% HKMP	121 18% K	51 16%	210 24% HKMOP	116 19% X	223 22% UXZ	135 21% UXZ	148 16%	74 17%	213 21% UXZ	52 14%	265 24% RSUVWXZb	84 17%	297 24% RUVXZ	54 18%	190 24% RUVXZ	77 16%	293 25% d
Fairly bad job (4)	418 19%	177 26% CDE	60 11%	29 17%	40 15%	143 18%	167 21%	133 25% IJLNP	188 16% J	84 11%	217 26% IJLMNPQ	73 14% J	165 21% IJLP	99 17% J	153 23% IJLNP	39 12%	190 22% IJLNP	152 24% STWXYZac	159 15% T	54 9%	230 25% STWXYZac	121 28% RSTWXYZabc	155 16% T	67 18% T	194 18% STW	104 20% STW	225 18% STW	62 21% T	136 17% T	80 16%	235 20%
Very bad job (5)	470 21%	247 36% CDE	37 7%	24 14% C	65 25% CD	119 15%	252 31% F	147 28% IJLNQ	219 19% JLN	37 5%	382 46% HIJLMNOPQ	38 7% J	314 40% HIJLNPQ	63 11% JL	268 40% HIJLNPQ	97 31% IJLNQ	197 22% IJLN	154 25% TVYa	235 23% TYa	22 3%	390 42% RSTVWXYZabc	82 19% T	244 24% TYac	123 34% RSTVWYabc	212 20% T	160 31% RSTVWYabc	237 19% T	67 22% T	176 22% TYa	144 29% e	175 15%
Don't know	257 12%	46 7%	39 7%	16 9%	29 11% B	86 11%	65 8%	21 4%	127 11% HIJKLMOPQ	50 6% P	62 7% HP	37 7% HP	63 8% HP	54 9% HJP	41 6%	11 3%	62 7% H	46 7% VXZb	91 9% TVXZbc	37 6% b	65 7% VXZb	14 3%	87 9% TVXZbc	13 4%	96 9% TVXZbc	22 4%	154 12% RSTUVWXYZbc	7 2%	45 6%	26 5%	145 12% d
NET: Very good/Fairly good job	566 25%	94 14%	256 48% BDE	54 31% B	68 27% B	264 32% G	159 20%	140 26% KMO	359 31% KMOQ	443 56% HIKLMNOPQ	59 7%	255 48% HIKMNOPQ	116 15% K	244 41% HIKMOQ	93 14% K	117 37% HIKMOQ	223 25% KMO	156 25% U	322 31% RUa	388 61% RSUVWXYZabc	89 10%	134 32% RU	295 30% U	108 30% U	316 29% U	142 28% U	346 27% U	110 37% RUWXYZa	253 32% RUa	161 33%	323 28%
NET: Very bad/Fairly bad job	888 40%	424 62% CDE	97 18%	53 31% C	105 41% C	262 32%	420 52% F	280 53% IJLNPQ	407 35% JLN	120 15%	599 71% HIJLMNOPQ	111 21% J	479 61% HIJLNPQ	163 27% JL	421 62% HIJLNPQ	136 43% IJLN	387 44% IJLN	306 49% STWYabc	394 38% T	76 12%	620 67% RSTVWXYZabc	202 48% STWYac	399 40% TYa	190 52% STWYabc	406 38% T	264 52% STWYabc	462 37% T	129 43% T	312 39% T	224 46% e	410 35%
Mean	3.33	3.86 CDE	2.62	3.08 C	3.38 C	3.06	3.64 F	3.47 IJLNP	3.18 JLN	2.45	4.17 HIJLMNOPQ	2.65 J	3.89 HIJLNPQ	2.85 JL	3.89 HIJLNPQ	3.25 JLN	3.38 IJLN	3.44 STVYabc	3.25 T	2.34	4.06 RSTVWXYZabc	3.29 T	3.31 T	3.48 STVYabc	3.24 T	3.47 STVWYabc	3.25 T	3.17 T	3.23 T	3.32	3.19
Net diff	-322 -15%	-330 -48%	159 30%	1 1%	-36 -14%	2 *	-260 -32%	-140 -26%	-48 -4%	323 41%	-539 -64%	144 27%	-363 -46%	82 14%	-328 -48%	-19 -6%	-163 -19%	-150 -24%	-71 -7%	312 49%	-531 -58%	-68 -16%	-104 -10%	-83 -23%	-91 -8%	-122 -24%	-116 -9%	-19 -6%	-59 -7%	-63 -13%	-86 -7%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Reducing NHS waiting lists

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	207 9%	118 11% C	89 8%	28 11% I	56 15% FGI	32 9% I	33 9% I	37 11% I	22 4%	84 13% KL	64 9%	59 7%	40 13% P	65 11% P	48 10%	46 6%	126 10%	81 8%	54 10%	55 9%	37 7%	42 14% UX	9 9% *	10 5%	182 10%	25 8%	126 10%	60 9%	21 8%	84 13% e	123 8%	88 13% g	119 8%	151 12% i	56 6%
Fairly good job (2)	491 22%	253 24%	236 21%	57 23%	103 27% GI	78 22%	75 20%	78 23%	100 19%	160 26% L	153 21%	178 21%	69 23%	156 26% OP	100 20%	148 20%	299 24% R	192 20%	112 21%	124 21%	105 21%	82 27% X	37 34% STUX*	32 16%	424 22%	67 20%	292 23%	150 23%	49 17%	160 24%	331 21%	181 27% g	310 20%	288 22%	203 22%
Neither a good nor a bad job (3)	489 22%	241 22%	245 22%	59 24%	95 25%	71 20%	83 22%	79 23%	101 19%	155 25%	154 21%	180 21%	72 24%	138 23%	113 22%	154 21%	261 21%	227 23%	135 26% V	120 21%	117 23% V	45 15%	25 23% *	45 23%	406 21%	83 25%	267 21%	150 23%	72 25%	141 22%	348 22%	142 21%	347 23%	296 23%	193 21%
Fairly bad job (4)	400 18%	184 17%	213 19%	47 19% E	36 10%	56 16% E	66 18% E	60 17% E	134 26% EFGH	83 13%	122 17%	194 22% JK	52 17%	78 13%	82 16%	160 22% NO	231 19%	169 17%	78 15%	125 22% SV	90 18%	42 14%	17 16% *	47 24% SV	329 17%	71 21%	245 19%	105 16%	49 17%	112 17%	287 18%	104 15%	296 19% f	221 17%	179 20%
Very bad job (5)	424 19%	205 19%	212 19%	28 12%	44 12%	69 19% DE	88 23% DE	69 20% DE	126 24% DE	72 12%	157 21% J	194 22% J	37 12%	81 14%	126 25% MN	164 22% MN	208 17%	216 22% Q	114 21%	107 18%	106 21%	46 15%	13 12% *	37 19%	366 19%	57 17%	253 20%	104 16%	67 24% b	109 17%	314 20%	113 16%	311 20% f	237 18%	187 20%
Don't know	211 9%	77 7%	131 12% B	25 10%	43 11% H	50 14% GHI	32 8%	24 7%	37 7%	68 11% L	81 11% L	61 7%	34 11%	79 13% OP	39 8%	58 8%	118 10%	92 9%	38 7%	48 8%	54 11%	42 14% STW	6 6% *	23 12%	183 10%	28 8%	108 8%	77 12% a	25 9%	47 7%	164 10% d	56 8%	155 10%	112 9%	98 11%
NET: Very good/Fairly good job	698 31%	371 34% C	325 29%	85 35% I	159 42% FGHI	110 31% I	107 29%	114 33% I	123 24%	244 39% KL	217 30%	237 27%	108 36% P	221 37% OP	148 29%	194 27%	425 34% R	273 28%	166 31% X	179 31% X	142 28%	123 41% STUX	46 43% STUX*	42 22%	606 32%	92 28%	418 32% c	210 32% c	70 25%	244 37% e	455 29%	270 39% g	429 28%	439 34% i	259 28%
NET: Very bad/Fairly bad job	823 37%	388 36%	425 38%	75 31% E	81 21%	125 35% E	154 41% DE	128 37% E	260 50% DEFGH	156 25%	279 38% J	388 45% JK	89 29%	159 27%	208 41% MN	325 44% MN	438 35%	385 39%	192 36%	233 40% VW	196 39% V	88 29%	31 28% *	84 43% VW	695 37%	128 39%	498 39% b	209 32%	116 41% b	222 34%	601 38%	217 32%	607 39% f	458 35%	365 40% h
Mean	3.17	3.10	3.22	2.96	2.73	3.17 E	3.30 DE	3.14 E	3.50 DEFH	2.82	3.24 J	3.36 J	2.92	2.91	3.29 MN	3.37 MN	3.08	3.28 Q	3.18 V	3.20 V	3.27 VW	2.88	2.88 *	3.40 VW	3.16	3.23	3.17	3.08	3.36 b	3.01	3.24 d	2.95	3.27 f	3.09	3.29 h
Net diff	-125 -6%	-17 -2%	-100 -9%	10 4%	79 21%	-15 -4%	-47 -13%	-14 -4%	-137 -26%	88 14%	-62 -8%	-151 -17%	20 6%	62 10%	-60 -12%	-131 -18%	-13 -1%	-112 -11%	-27 -5%	-54 -9%	-54 -11%	36 12%	16 15%	-42 -22%	-89 -5%	-36 -11%	-80 -6%	1 *	-46 -16%	22 3%	-147 -9%	53 8%	-178 -12%	-19 -1%	-106 -12%

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J-22-087220-21 - 26 - 30 May 2023

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Political Pulse May 2023 (Week 21)

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	207 9%	29 4%	105 20% BE	24 14% B	24 9% B	99 12% G	63 8%	54 10% KMO	136 12% KMO	176 22% HIKMNOPQ	13 2%	102 19% HIKMNOQ	45 6% K	91 15% HIKMOQ	39 6% K	54 17% HIKMOQ	85 10% KMO	58 9% U	126 12% Ua	160 25% RSUVWXYZabc	20 2%	46 11% U	121 12% Ua	48 13% RU	116 11% U	57 11% U	128 10% U	43 14% RU	113 14% RUWYa	58 12%	120 10%
Fairly good job (2)	491 22%	102 15%	201 38% BDE	46 27% B	48 19%	244 30% G	133 16%	89 17% KO	352 30% HKMOPQ	344 43% HIKLMNOPQ	59 7%	190 36% HIKMOPQ	111 14% K	211 35% HIKMOPQ	87 13% K	65 21% KMO	228 26% HKMO	122 19% U	287 28% RUXZ	285 45% RSUVWXYZabc	84 9%	103 24% RUXZ	271 27% RUXZ	61 17% U	317 29% RUXZa	90 18% U	338 27% RUXZ	79 27% RUXZ	225 28% RUXZ	97 20%	333 28% d
Neither a good nor a bad job (3)	489 22%	136 20%	114 21%	43 25%	60 24%	182 22%	164 20%	118 22% JKP	229 20% JP	134 17%	149 18%	100 19%	142 18%	115 19% P	129 19%	45 14%	181 21% JP	144 23% STUWc	180 17%	104 16%	173 19%	101 24% STUWc	169 17%	71 20%	213 20% STW	100 19%	260 21% STWc	61 20%	144 18%	109 22%	235 20%
Fairly bad job (4)	400 18%	184 27% CD	42 8%	23 13%	50 19% C	128 16%	164 20% F	130 25% IJLNPQ	149 13% J	54 7%	230 27% IJLMNOPQ	70 13% J	173 22% IJLN	77 13% J	155 23% IJLNQ	57 18% IJLN	170 19% IJLN	155 25% STWXYabc	141 14% T	35 5%	264 29% STVWXYZabc	100 24% STWYabc	141 14% T	72 20% STWc	169 16% STc	108 21% STWYac	198 16% STc	56 19% Tc	106 13% T	81 17%	213 18%
Very bad job (5)	424 19%	201 29% CDE	44 8%	22 13%	54 21% C	101 12%	226 28% F	122 23% JLN	217 18% JLN	47 6%	335 40% HIJLMNOPQ	43 8% J	276 35% HIJLNPQ	65 11% JL	229 34% HIJLNQ	90 29% HIJLNQ	177 20% JLN	113 18% TV	226 22% TVYa	27 4%	335 36% RSTVWXYZabc	56 13% T	237 24% RTVYa	103 28% RSTVYab	210 19% TVa	139 27% RSTVYab	219 17% T	54 18% TV	179 22% TVYa	124 25% e	165 14%
Don't know	211 9%	37 5%	30 6%	15 9%	21 8%	61 8%	57 7%	17 3%	92 8% HJLMPQ	36 5% P	51 6% HP	23 4% P	44 6% HP	37 6% HP	37 6% HP	5 2%	40 5% P	32 5% Xb	69 7% TWXYZbc	26 4%	46 5% b	18 4% b	55 5% Xbc	10 3%	59 5% bc	19 4%	116 9% RSTUVWXYZbc	6 2%	32 4%	19 4%	105 9% d
NET: Very good/Fairly good job	698 31%	131 19%	306 57% BDE	69 40% BE	71 28% B	343 42% G	196 24%	144 27% KMO	488 42% HKMOQ	520 66% HIKLMNOPQ	73 9%	293 55% HIKMNOPQ	156 20% K	301 51% HIKMOPQ	126 19% K	119 38% HKMO	313 35% HKMO	180 29% U	414 40% RUXZa	445 70% RSUVWXYZabc	104 11%	149 35% RUZ	392 39% RUXZ	108 30% U	432 40% RUXZa	147 29% U	465 37% RUXZ	122 41% RUVXZ	338 42% RUVWXZa	155 32%	453 39% d
NET: Very bad/Fairly bad job	823 37%	385 56% CDE	86 16%	45 26% C	104 40% CD	229 28%	390 48% F	251 47% IJLNQ	366 31% JLN	101 13%	566 67% HIJLMNOPQ	112 21% J	449 57% HIJLNPQ	142 24% J	384 57% HIJLNPQ	147 46% IJLN	348 39% IJLN	268 43% STVYabc	367 36% Ta	62 10%	599 65% RSTVWXYZabc	156 37% T	378 38% STYa	175 48% STVWYabc	379 35% T	246 48% RSTVWYabc	417 33% T	110 37% T	285 36% T	205 42% e	378 32%
Mean	3.17	3.65 CDE	2.44	2.83 C	3.27 CD	2.85	3.47 F	3.34 IJLNQ	2.96 JLN	2.27	4.04 HIJLMNOPQ	2.53 J	3.70 HIJLNPQ	2.67 JL	3.70 HIJLNPQ	3.21 IJLN	3.15 IJLN	3.24 STVYabc	3.06 T	2.16	3.93 RSTVWXYZabc	3.04 T	3.11 Tc	3.34 STVWYabc	3.04 T	3.37 RSTVWYabc	3.04 T	2.99 T	3.02 T	3.25 e	2.97
Net diff	-125 -6%	-253 -37%	220 41%	24 14%	-32 -13%	114 14%	-194 -24%	-108 -20%	122 10%	419 53%	-493 -59%	180 34%	-293 -37%	160 27%	-259 -38%	-27 -9%	-35 -4%	-89 -14%	46 4%	383 60%	-495 -54%	-8 -2%	14 1%	-67 -18%	53 5%	-100 -20%	48 4%	13 4%	53 7%	-50 -10%	75 6%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Passing new laws to stop small boat crossings from France

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	138	84	52	19	41	25	21	16	16	60	46	32	21	60	28	20	74	64	33	35	27	30	8	6	124	14	90	33	15	70	68	53	84	106	32
	6%	8%	5%	8%	11%	7%	6%	5%	3%	10%	6%	4%	7%	10%	5%	3%	6%	7%	6%	6%	5%	10%	8%	3%	7%	4%	7%	5%	5%	11%	4%	8%	5%	8%	3%
		C		I	GHI	I	I			KL	L		P	OP	P							UX	*							e		g		i	
Fairly good job (2)	338	162	173	48	84	60	48	47	49	132	109	97	66	112	68	88	217	120	80	86	70	53	24	24	297	40	206	101	31	134	204	121	217	225	113
	15%	15%	15%	20%	22%	17%	13%	14%	10%	21%	15%	11%	22%	19%	13%	12%	17%	12%	15%	15%	14%	18%	22%	12%	16%	12%	16%	16%	11%	21%	13%	18%	14%	17%	12%
				GI	GHI	I				KL			OP	OP			R						X*							e		g		i	
Neither a good nor a bad job (3)	542	268	270	74	115	89	98	70	95	190	188	164	96	164	130	132	290	252	133	142	129	75	23	40	452	90	306	180	56	179	363	171	371	334	207
	24%	25%	24%	30%	31%	25%	26%	20%	18%	30%	26%	19%	32%	27%	26%	18%	23%	26%	25%	25%	25%	25%	21%	20%	24%	27%	24%	28%	20%	27%	23%	25%	24%	26%	23%
				HI	HI	I	I			L	L		P	P	P								*					c							
Fairly bad job (4)	394	185	208	46	43	53	62	68	121	90	115	190	48	85	80	155	239	155	90	114	92	40	23	34	328	66	230	111	53	96	298	110	285	213	182
	18%	17%	18%	19%	11%	15%	17%	20%	23%	14%	16%	22%	16%	14%	16%	21%	19%	16%	17%	20%	18%	14%	21%	18%	17%	20%	18%	17%	19%	15%	19%	16%	19%	16%	20%
				E				E	EFG			JK				NO							*								d				
Very bad job (5)	521	266	250	30	41	73	101	98	177	72	174	276	34	83	146	235	257	264	136	137	122	58	17	52	438	83	312	132	77	112	409	148	374	277	244
	23%	25%	22%	12%	11%	20%	27%	29%	34%	11%	24%	32%	11%	14%	29%	32%	21%	27%	26%	24%	24%	19%	16%	27%	23%	25%	24%	20%	27%	17%	26%	22%	24%	21%	27%
						DE	DE	DEF	DEF		J	JK			MN	MN		Q					*								d				h
Don't know	288	113	173	27	53	56	45	45	62	80	101	107	37	93	57	100	166	123	59	66	69	42	13	40	251	37	148	90	50	62	226	82	207	151	137
	13%	10%	15%	11%	14%	16%	12%	13%	12%	13%	14%	12%	12%	16%	11%	14%	13%	13%	11%	11%	13%	14%	12%	20%	13%	11%	11%	14%	18%	10%	14%	12%	13%	12%	15%
			B																				*	ST					a		d				h
NET: Very good/Fairly good job	475	246	225	67	125	85	70	63	65	192	155	128	87	172	96	108	291	184	113	121	97	83	32	29	422	54	295	134	46	204	272	174	301	331	145
	21%	23%	20%	27%	33%	24%	19%	18%	12%	31%	21%	15%	29%	29%	19%	15%	23%	19%	21%	21%	19%	28%	30%	15%	22%	16%	23%	21%	16%	31%	17%	25%	20%	25%	16%
				GHI	FGHI	I	I	I		KL	L		OP	OP			R					TUX	UX*		Z		c			e		g		i	
NET: Very bad/Fairly bad job	915	450	457	76	85	126	163	167	299	161	289	466	83	169	226	390	496	419	226	251	214	98	40	86	766	149	542	243	130	209	707	257	658	489	426
	41%	42%	41%	31%	22%	35%	43%	48%	57%	26%	39%	54%	27%	28%	44%	53%	40%	43%	43%	43%	42%	33%	37%	44%	41%	45%	42%	38%	46%	32%	45%	38%	43%	37%	47%
				E		E	DE	DEF	DEFGH		J	JK			MN	MNO			V	V	V		*	V					b		d		f		h
Mean	3.43	3.40	3.45	3.10	2.88	3.29	3.52	3.62	3.86	2.96	3.41	3.77	3.03	3.04	3.55	3.79	3.36	3.51	3.46	3.45	3.48	3.17	3.18	3.67	3.40	3.56	3.41	3.37	3.63	3.08	3.58	3.29	3.49	3.29	3.63
						E	DE	DEF	DEFGH		J	JK			MN	MNO			V	V	V		*	VW*					b		d		f		h
Net diff	-440	-204	-232	-10	40	-40	-93	-103	-234	31	-134	-337	4	3	-130	-283	-205	-235	-113	-129	-117	-15	-8	-57	-345	-96	-247	-109	-84	-5	-435	-83	-357	-159	-281
	-20%	-19%	-21%	-4%	11%	-11%	-25%	-30%	-45%	5%	-18%	-39%	1%	*	-26%	-39%	-17%	-24%	-21%	-22%	-23%	-5%	-8%	-29%	-18%	-29%	-19%	-17%	-30%	-1%	-28%	-12%	-23%	-12%	-31%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15A_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Passing new laws to stop small boat crossings from France

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	138 6%	24 3%	62 12% BE	19 11% BE	12 5%	65 8%	48 6%	48 9% KMOQ	75 6% KMOQ	110 14% HIKMNOQ	12 1%	71 13% HIKMOQ	25 3% K	65 11% IKMOQ	21 3% K	44 14% HIKMOQ	43 5% K	55 9% UYa	72 7% U	106 17% RSUVWXYZac	14 2%	43 10% UWYa	67 7% U	40 11% SUWYa	63 6% U	44 9% U	75 6% U	46 15% RSUVWXYZac	59 7% UY	57 12% e	61 5%
Fairly good job (2)	338 15%	75 11%	133 25% BDE	27 15%	38 15%	144 18% G	105 13%	90 17% KMO	203 17% KMOQ	237 30% HIKLMNOPQ	41 5%	124 23% HIKMOQ	85 11% KO	129 22% HIKMOQ	55 8% K	59 19% KMOQ	117 13% KO	101 16% U	170 16% U	200 31% RSUVWXYZabc	63 7%	85 20% RUZa	163 16% U	62 17% U	170 16% U	81 16% U	190 15% U	60 20% U	131 16% U	88 18%	195 17%
Neither a good nor a bad job (3)	542 24%	113 16%	178 33% BDE	38 22%	59 23% B	226 28% G	142 18%	103 19% KM	307 26% HKMOP	240 30% HIKMOP	121 14%	162 31% HIKMOP	121 15%	165 28% HKMOP	114 17%	58 18%	237 27% HIKMOP	129 21% UX	261 25% UVXZ	189 30% RSUVWXZb	147 16%	85 20% X	235 24% UX	51 14%	292 27% RUVWXZb	101 20% X	335 27% RUVWXZb	60 20% X	214 27% RUVWXZ	90 18%	313 27% d
Fairly bad job (4)	394 18%	153 22% C	63 12%	33 19% C	51 20% C	138 17%	162 20%	112 21% IJLNP	186 16% JP	89 11%	192 23% IJLMNOPQ	72 14%	158 20% IJLP	94 16% JP	130 19% JLP	35 11%	171 19% IJLNP	134 21% STWXac	153 15% T	63 10%	216 23% STWXYabc	97 23% STWXabc	164 16% T	56 16% T	204 19% STWa	99 19% ST	213 17% ST	52 17% T	136 17% ST	78 16%	226 19%
Very bad job (5)	521 23%	280 41% CDE	42 8%	32 19% C	61 24% C	126 15%	292 36% F	152 29% IJLN	246 21% JLN	36 5%	416 50% HIJLMNOPQ	50 9% J	338 43% HIJLNQ	71 12% J	307 45% HIJLNPQ	117 37% HIJLNQ	219 25% IJLN	167 27% TYa	249 24% TYa	23 4%	421 46% RSTVWYZabc	99 23% T	263 26% STYac	148 41% RSTVWYZabc	230 21% T	165 32% RSTVWYabc	261 21% T	78 26% T	184 23% T	162 33% e	195 17%
Don't know	288 13%	44 6%	57 11% B	23 14% B	34 13% B	115 14% G	59 7%	25 5% P	157 13% HIJKLMOPQ	79 10% HKP	57 7% P	50 9% HP	64 8% HP	71 12% HKMOP	49 7% P	3 1%	96 11% HKMOP	37 6% VXb	126 12% RTUVWXZbc	57 9% RVXZb	60 6% VXb	15 4% b	103 10% RUVXZb	6 2%	124 11% RTUVXZbc	23 4% Xb	184 15% RSTUVWXYZbc	3 1%	75 9% RUVXZb	13 3%	181 15% d
NET: Very good/Fairly good job	475 21%	98 14%	195 36% BDE	46 27% B	50 20%	209 26% G	152 19%	137 26% KMOQ	278 24% KMOQ	348 44% HIKLMNOPQ	52 6%	195 37% HIKMNOQ	110 14% KO	194 33% HIKMOQ	76 11% K	103 33% HIKMOQ	160 18% KMO	156 25% U	242 23% Ua	306 48% RSUVWXYZabc	78 8%	128 30% RSUWYZac	230 23% U	102 28% UYa	233 21% U	124 24% U	266 21% U	106 35% RSUVWXYZac	190 24% Ua	145 30% e	256 22%
NET: Very bad/Fairly bad job	915 41%	434 63% CDE	106 20%	65 38% C	113 44% C	264 32%	453 56% F	264 50% IJLNQ	433 37% JLN	125 16%	608 73% HIJLMNOPQ	121 23% J	496 63% HIJLNPQ	165 28% JL	437 65% HIJLNPQ	152 48% IJLN	390 44% IJLN	301 48% STWYac	402 39% T	86 14%	638 69% RSTVWXYZabc	196 46% STYa	427 43% STYa	205 56% RSTVWYabc	434 40% Ta	264 52% STWYabc	474 38% T	130 43% T	321 40% T	240 49% e	421 36%
Mean	3.43	3.92 CDE	2.77	3.22 C	3.51 C	3.17	3.73 F	3.46 JLN	3.32 JLN	2.58	4.23 HIJLMNOPQ	2.80 J	3.96 HIJLNPQ	2.96 JL	4.03 HIJLNPQ	3.39 JLN	3.52 IJLN	3.44 TVb	3.37 T	2.48	4.12 RSTVWXYZabc	3.30 T	3.44 Tabc	3.59 RSTVYabc	3.38 Tb	3.53 TVabc	3.37 T	3.19 T	3.35 T	3.42	3.30
Net diff	-440 -20%	-335 -49%	89 17%	-20 -11%	-63 -25%	-55 -7%	-301 -37%	-127 -24%	-155 -13%	223 28%	-556 -66%	73 14%	-386 -49%	29 5%	-361 -53%	-49 -16%	-230 -26%	-145 -23%	-160 -16%	220 34%	-560 -61%	-68 -16%	-197 -20%	-103 -28%	-202 -19%	-139 -27%	-209 -17%	-24 -8%	-130 -16%	-95 -20%	-165 -14%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Summary

All Adults aged 18+ in Great Britain

	Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office?				
	Easing the cost of living and giving people financial security	Creating better-paid jobs and opportunities right across the country	Securing the future of Britain's public services	Ensuring people get the NHS care they need more quickly	Making sure that people who come to Britain illegally are detained and swiftly removed
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2221	2221	2221	2221	2221
Weighted base	2221	2221	2221	2221	2221
Very good job (1)	202 9% E	184 8% E	238 11% ABE	229 10% BE	154 7%
Fairly good job (2)	536 24% E	498 22% E	553 25% BE	534 24% E	350 16%
Neither a good nor a bad job (3)	493 22%	559 25% AD	517 23%	476 21%	520 23%
Fairly bad job (4)	374 17%	367 17%	336 15%	389 18% C	393 18% C
Very bad job (5)	386 17% BC	353 16%	347 16%	367 17%	506 23% ABCD
Don't know	230 10%	259 12% ACD	229 10%	226 10%	297 13% ABCD
NET: Very good/Fairly good job	738 33% BE	682 31% E	791 36% ABE	763 34% BE	504 23%
NET: Very bad/Fairly bad job	760 34% BC	721 32% C	683 31%	756 34% C	900 41% ABCD
Mean	3.10 C	3.11 C	3.00	3.07 C	3.39 ABCD
Net diff	-22 -1%	-39 -2%	108 5%	7 *	-395 -18%

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Easing the cost of living and giving people financial security

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	202 9%	116 11% C	85 8%	29 12% HI	57 15% GHI	37 10% I	34 9% I	23 7%	22 4%	86 14% KL	71 10% L	45 5%	37 12% P	78 13% P	45 9% P	34 5%	125 10%	77 8%	57 11% U	52 9%	33 7%	36 12% U	11 10% *	13 6%	182 10%	19 6%	122 9%	58 9%	22 8%	100 15% e	102 7%	77 11% g	124 8%	149 11% i	53 6%
Fairly good job (2)	536 24%	263 24%	268 24%	63 26% I	117 31% FI	82 23%	94 25% I	88 25% I	92 18%	180 29% L	176 24%	180 21%	79 26%	165 28% P	122 24%	154 21%	324 26% R	212 22%	124 23%	140 24%	106 21%	86 29% U	37 34% U*	43 22%	477 25% Z	59 18%	321 25% c	166 26% c	50 18%	175 27%	361 23%	203 30% g	333 22%	327 25%	209 23%
Neither a good nor a bad job (3)	493 22%	256 24%	234 21%	72 29% EGHI	83 22%	88 25% G	65 17%	75 22%	111 21%	154 25%	153 21%	186 21%	86 29% OP	133 22%	102 20%	153 21%	270 22%	223 23%	122 23%	125 22%	127 25% VW	51 17%	16 15% *	52 27% VW	394 21%	99 30% Y	261 20%	153 24%	78 28% a	132 20%	361 23%	145 21%	348 23%	292 22%	201 22%
Fairly bad job (4)	374 17%	175 16%	198 18%	34 14%	43 11%	39 11%	73 19% EF	60 17% EF	125 24% DEFH	78 13%	112 15%	185 21% JK	41 13%	71 12%	87 17% N	151 21% MN	216 17%	158 16%	88 17%	117 20% V	82 16%	38 13%	16 15% *	33 17%	309 16%	66 20%	224 17%	93 14%	57 20%	106 16%	268 17%	96 14%	279 18% f	198 15%	176 19% h
Very bad job (5)	386 17%	191 18%	188 17%	23 9%	40 11%	57 16% D	78 21% DE	66 19% DE	123 24% DEF	63 10%	134 18% J	188 22% J	29 10%	73 12%	110 22% MN	162 22% MN	193 15%	193 20% Q	94 18%	95 16%	98 19%	51 17%	14 13% *	34 17%	331 18%	55 17%	234 18%	100 16%	52 18%	90 14%	296 19% d	106 15%	280 18%	219 17%	168 18%
Don't know	230 10%	76 7%	152 13% B	23 10%	38 10%	54 15% GHI	32 9%	33 10%	48 9%	62 10%	87 12%	81 9%	31 10%	79 13% O	43 8%	76 10%	116 9%	114 12%	46 9%	51 9%	63 12%	35 12%	15 14% *	20 10%	197 10%	32 10%	130 10%	75 12%	25 9%	51 8%	179 11% d	58 8%	172 11% f	121 9%	109 12%
NET: Very good/Fairly good job	738 33%	379 35%	353 31%	92 38% I	174 46% FGHI	118 33% I	129 34% I	111 32% I	115 22%	266 43% KL	247 34% L	225 26%	116 38% P	243 41% OP	167 33% P	188 26%	449 36% R	289 30%	181 34% U	192 33%	140 27%	123 41% TUX	47 43% UX*	55 29%	660 35% Z	78 24%	443 34% c	224 35% c	71 25%	275 42% e	463 30%	281 41% g	457 30%	476 36% i	262 29%
NET: Very bad/Fairly bad job	760 34%	366 34%	386 34%	58 24%	84 22%	96 27%	150 40% DEF	126 36% DEF	247 47% DEFH	141 23%	246 34% J	373 43% JK	69 23%	143 24%	197 39% MN	313 43% MN	408 33%	352 36%	182 34%	212 37%	180 35%	89 30%	31 28% *	67 34%	640 34%	120 36%	458 35% b	193 30%	109 39% b	196 30%	564 36% d	201 29%	559 36% f	417 32%	344 38% h
Mean	3.10	3.06	3.14	2.82	2.69	2.99 E	3.19 DE	3.19 DE	3.49 DEFGH	2.74	3.10 J	3.37 JK	2.80	2.80	3.20 MN	3.39 MNO	3.02	3.21 Q	3.08	3.12	3.23 VW	2.93	2.87 *	3.19	3.08	3.26	3.11	3.02	3.26 b	2.85	3.21 d	2.92	3.19 f	3.01	3.24 h
Net diff	-22 -1%	13 1%	-33 -3%	35 14%	90 24%	23 6%	-22 -6%	-15 -4%	-133 -25%	125 20%	1 *	-148 -17%	47 16%	100 17%	-29 -6%	-126 -17%	41 3%	-63 -6%	* *	-20 -4%	-40 -8%	33 11%	17 15%	-12 -6%	20 1%	-42 -13%	-15 -1%	31 5%	-38 -13%	79 12%	-101 -6%	79 12%	-101 -7%	59 5%	-82 -9%

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Overlap formulae used

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

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J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Easing the cost of living and giving people financial security

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	202 9%	30 4%	102 19% BDE	18 10% B	20 8%	104 13% G	58 7%	57 11% KMO	125 11% KMOQ	173 22% HIKMNOPQ	13 2%	100 19% HIKMNOQ	39 5% K	89 15% HIKMOQ	33 5% K	46 15% KMOQ	70 8% KMO	63 10% U	121 12% UYa	153 24% RSUVWXYZabc	21 2%	57 13% RUa	110 11% U	53 15% RUYZa	107 10% U	56 11% U	123 10% U	49 16% RUWYZa	94 12% UYa	70 14% e	109 9%
Fairly good job (2)	536 24%	103 15%	223 42% BE	56 32% BE	52 20%	250 31% G	159 20%	101 19% KO	387 33% HKMOPQ	382 48% HIKLMNOPQ	65 8%	199 38% HIKMOPQ	126 16% K	238 40% HIKMOPQ	91 13% K	67 21% KMO	251 28% HKMOP	122 20% U	320 31% RUVXZ	320 50% RSUVWXYZabc	102 11%	99 23% RUXZ	306 31% RUVXZ	66 18% U	340 31% RUVXZb	91 18% U	373 30% RUVXZ	74 25% RUXZ	248 31% RUVXZ	103 21%	362 31% d
Neither a good nor a bad job (3)	493 22%	123 18%	112 21%	41 24%	68 27% B	181 22% G	141 17%	101 19%	229 19% JM	134 17%	152 18%	115 22% JM	128 16%	113 19%	123 18%	59 19%	195 22% IJKMO	138 22% TUWX	188 18% T	96 15%	160 17%	90 21% T	178 18%	62 17%	226 21% STUW	96 19%	261 21% STUW	57 19%	165 21% STW	95 19%	254 22%
Fairly bad job (4)	374 17%	200 29% CDE	41 8%	24 14% C	36 14% C	114 14%	181 22% F	143 27% IJLMNPQ	136 12% J	48 6%	217 26% IJLMNPQ	59 11% J	171 22% IJLNP	66 11% J	155 23% IJLNP	46 14% J	176 20% IJLN	163 26% STWXYabc	122 12% T	35 6%	243 26% STWXYabc	107 25% STWXYabc	133 13% T	70 19% STWc	157 15% STc	114 22% STWYac	190 15% STc	56 19% STWc	99 12% T	77 16%	192 16%
Very bad job (5)	386 17%	190 28% CD	29 5%	17 10% C	58 23% CD	91 11%	214 26% F	111 21% JLN	201 17% JLN	20 2%	332 40% HIJLMNOPQ	28 5% J	282 36% HIJLNPQ	48 8% JL	239 35% HIJLNPQ	91 29% HIJLNQ	148 17% JLN	107 17% T	201 20% TVYa	10 2%	335 36% RSTVWXYZabc	62 15% T	206 21% TVYa	103 28% RSTVWYabc	180 17% T	132 26% RSTVWYabc	189 15% T	57 19% TV	159 20% TVYa	126 26% e	133 11%
Don't know	230 10%	43 6%	29 5%	16 9%	21 8%	74 9%	55 7%	18 3%	97 8% HJLMOPQ	35 4%	59 7% HJPQ	27 5% P	45 6% HP	41 7% HJP	36 5% P	6 2%	43 5%	32 5% VXb	78 8% TVWXZbc	22 3%	61 7% TVXbc	10 2%	62 6% TVXbc	8 2%	73 7% TVXbc	23 4% VXb	123 10% RSTUVWXYZbc	7 2%	33 4%	17 3%	122 10% d
NET: Very good/Fairly good job	738 33%	133 19%	325 61% BDE	73 43% BE	72 28% B	354 43% G	216 27%	158 30% KMO	512 44% HKMOPQ	555 70% HIKLMNOPQ	78 9%	299 57% HIKMOPQ	165 21% K	327 55% HIKMOPQ	124 18% K	113 36% HKMO	321 36% HKMO	185 30% U	441 43% RUXZa	474 74% RSUVWXYZabc	123 13%	156 37% RUZ	417 42% RUXZ	120 33% U	447 41% RUXZ	147 29% U	496 39% RUXZ	123 41% RUXZ	342 43% RUXZa	173 35%	471 40%
NET: Very bad/Fairly bad job	760 34%	390 57% CDE	70 13%	42 24% C	94 37% CD	206 25%	395 49% F	253 48% IJLNQ	337 29% JLN	68 9%	549 65% HIJLMNOPQ	87 17% J	453 57% HIJLNPQ	114 19% J	394 58% HIJLNPQ	137 43% IJLN	323 37% IJLN	270 43% STWYac	324 31% T	46 7%	577 63% RSTVWXYZabc	169 40% STYac	339 34% STYa	174 48% STVWYabc	338 31% T	246 48% RSTVWYabc	379 30% T	113 38% TYa	258 32% T	203 42% e	324 28%
Mean	3.10	3.65 CDE	2.35	2.80 C	3.25 CD	2.78	3.45 F	3.29 IJLNQ	2.91 JLN	2.15	4.01 HIJLMNOPQ	2.43 J	3.71 HIJLNPQ	2.54 JL	3.74 HIJLNPQ	3.22 IJLN	3.10 IJLN	3.22 STVWYabc	2.96 T	2.07	3.89 RSTVWXYZabc	3.04 T	3.02 T	3.29 STVWYabc	2.96 T	3.36 RSTVWYabc	2.96 T	3.00 T	2.98 T	3.18 e	2.88
Net diff	-22 -1%	-257 -37%	255 48%	32 18%	-22 -9%	149 18%	-179 -22%	-95 -18%	175 15%	487 62%	-471 -56%	212 40%	-289 -36%	213 36%	-269 -40%	-24 -7%	-2 *	-85 -14%	117 11%	428 67%	-454 -49%	-13 -3%	78 8%	-54 -15%	109 10%	-99 -19%	117 9%	9 3%	84 10%	-30 -6%	146 13%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Creating better-paid jobs and opportunities right across the country

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	184	105	78	28	46	37	30	20	22	74	67	42	38	67	38	33	105	79	42	54	34	29	15	11	163	21	116	43	24	85	98	78	105	137	47
	8%	10%	7%	12%	12%	10%	8%	6%	4%	12%	9%	5%	12%	11%	7%	5%	8%	8%	8%	9%	7%	10%	14%	5%	9%	6%	9%	7%	8%	13%	6%	11%	7%	10%	5%
		C		HI	HI	HI	I			L	L		OP	P									UX*							e		g		i	
Fairly good job (2)	498	256	239	58	114	88	83	73	82	172	171	155	75	166	116	129	320	178	107	126	107	89	30	37	433	65	309	152	37	179	319	198	300	321	177
	22%	24%	21%	24%	30%	25%	22%	21%	16%	28%	23%	18%	25%	28%	23%	18%	26%	18%	20%	22%	21%	30%	28%	19%	23%	20%	24%	24%	13%	27%	20%	29%	20%	25%	19%
				I	GHI	I	I			L	L		P	P			R					STUX	*				c	c		e		g		i	
Neither a good nor a bad job (3)	559	277	280	76	104	76	77	91	135	181	152	227	89	145	114	184	292	267	158	147	115	63	19	57	474	85	299	186	74	164	395	151	409	306	253
	25%	26%	25%	31%	28%	21%	20%	27%	26%	29%	21%	26%	30%	24%	22%	25%	24%	27%	30%	25%	23%	21%	17%	29%	25%	26%	23%	29%	26%	25%	25%	22%	27%	23%	28%
				FG	G					K		K	O						UVW				*	W				a				f		
Fairly bad job (4)	367	175	192	33	42	43	77	63	109	75	120	172	39	70	92	144	211	156	85	117	83	36	16	31	294	74	215	94	59	92	276	100	267	218	149
	17%	16%	17%	14%	11%	12%	20%	18%	21%	12%	16%	20%	13%	12%	18%	20%	17%	16%	16%	20%	16%	12%	15%	16%	16%	22%	17%	15%	21%	14%	18%	15%	17%	17%	16%
							DEF	EF	DEF		J	J			N	MN				V			*			Y			b						
Very bad job (5)	353	170	176	23	32	52	74	62	111	55	125	173	28	63	102	152	179	174	87	84	92	44	15	32	304	49	212	91	50	79	274	99	254	197	157
	16%	16%	16%	10%	8%	14%	20%	18%	21%	9%	17%	20%	9%	11%	20%	21%	14%	18%	16%	14%	18%	15%	14%	16%	16%	15%	16%	14%	18%	12%	17%	14%	17%	15%	17%
						E	DE	DE	DEF		J	J			MN	MN							*								d				
Don't know	259	95	161	25	40	61	36	35	62	65	96	97	33	86	46	89	136	123	51	52	78	37	13	27	222	37	142	79	39	54	205	58	201	127	132
	12%	9%	14%	10%	11%	17%	10%	10%	12%	11%	13%	11%	11%	14%	9%	12%	11%	13%	10%	9%	15%	12%	12%	14%	12%	11%	11%	12%	14%	8%	13%	9%	13%	10%	14%
			B			DEGH								O							ST		*								d		f		h
NET: Very good/Fairly good job	682	360	317	86	160	125	113	93	104	246	238	197	113	234	154	162	425	257	149	180	141	118	45	48	596	85	425	196	61	265	417	276	406	457	224
	31%	33%	28%	35%	42%	35%	30%	27%	20%	40%	33%	23%	37%	39%	30%	22%	34%	26%	28%	31%	28%	40%	42%	25%	32%	26%	33%	30%	22%	40%	27%	40%	26%	35%	24%
		C		HI	GHI	HI	I	I		KL	L		P	OP	P		R					STUX	SUX*				c	c		e		g		i	
NET: Very bad/Fairly bad job	721	345	368	57	74	95	151	125	220	131	245	345	67	133	194	296	390	331	172	201	175	80	31	62	598	123	426	186	109	171	550	199	522	415	306
	32%	32%	33%	23%	20%	27%	40%	36%	42%	21%	34%	40%	22%	22%	38%	40%	31%	34%	32%	35%	34%	27%	28%	32%	32%	37%	33%	29%	39%	26%	35%	29%	34%	32%	33%
						E	DEF	DEF	DEF		J	JK			MN	MN				V			*						b		d		f		
Mean	3.11	3.05	3.15	2.84	2.70	2.95	3.24	3.24	3.45	2.76	3.10	3.36	2.79	2.80	3.22	3.39	3.04	3.20	3.14	3.10	3.21	2.91	2.85	3.21	3.09	3.22	3.08	3.07	3.30	2.83	3.23	2.91	3.20	3.01	3.24
						E	DEF	DEF	DEF		J	JK			MN	MN		Q	V		VW		*						b		d		f		h
Net diff	-39	16	-51	29	86	30	-37	-32	-116	116	-7	-148	46	100	-40	-134	35	-74	-24	-21	-33	38	14	-14	-2	-37	-1	10	-48	94	-133	77	-116	43	-82
	-2%	1%	-5%	12%	23%	8%	-10%	-9%	-22%	19%	-1%	-17%	15%	17%	-8%	-18%	3%	-8%	-4%	-4%	-7%	13%	13%	-7%	*	-11%	*	2%	-17%	14%	-8%	11%	-8%	3%	-9%

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	184 8%	31 5%	92 17% BDE	15 9%	14 5%	91 11% G	55 7%	57 11% KMOQ	109 9% KMOQ	159 20% HIKLMNOPQ	11 1%	89 17% HIKMNOQ	34 4% K	81 14% IKMOQ	32 5% K	46 15% IKMOQ	63 7% KMO	55 9% U	106 10% Ua	141 22% RSUVWXYZabc	19 2%	53 13% RUYa	96 10% U	42 11% U	96 9% U	58 11% U	106 8% U	46 15% RSUWYZa	90 11% UYa	61 12%	103 9%
Fairly good job (2)	498 22%	80 12%	213 40% BE	55 32% B	61 24% B	248 30% G	134 17%	85 16% KO	370 32% HKMOPQ	375 47% HIKLMNOPQ	48 6%	205 39% HIKMOPQ	101 13% K	225 38% HIKMOPQ	77 11% K	72 23% HKMO	226 26% HKMO	111 18% U	302 29% RUVXZ	306 48% RSUVWXYZabc	78 9%	87 20% U	291 29% RUVXZ	72 20% U	318 29% RUVXZ	89 17% U	356 28% RUVXZ	70 23% RUZ	252 32% RUVXZab	98 20%	339 29% d
Neither a good nor a bad job (3)	559 25%	174 25%	124 23%	45 26%	69 27%	200 25%	185 23%	136 26% JKMP	253 22%	155 20%	169 20%	118 22%	167 21%	133 22%	147 22%	61 19%	211 24% JK	171 27% STUWXZc	216 21%	119 19%	194 21%	124 29% STUWXYZabc	201 20%	70 19%	257 24% STWc	117 23%	298 24% STWc	68 23%	169 21%	108 22%	282 24%
Fairly bad job (4)	367 17%	170 25% CDE	46 9%	22 13%	33 13%	119 15%	160 20% F	131 25% IJLNPQ	141 12% J	47 6%	226 27% IJLMNOPQ	58 11% J	178 22% IJLNP	68 11% J	153 23% IJLNP	48 15% J	171 19% IJLN	150 24% STWYac	133 13% T	27 4%	246 27% STVWXYZabc	90 21% STWYac	142 14% T	74 20% STWYac	153 14% T	104 20% STWYac	174 14% T	59 20% STWYac	105 13% T	77 16%	193 16%
Very bad job (5)	353 16%	184 27% CDE	24 4%	18 10% C	49 19% CD	74 9%	203 25% F	97 18% JLN	184 16% JLN	13 2%	319 38% HIJLMNOPQ	22 4% J	259 33% HIJLNPQ	37 6% JL	224 33% HIJLNPQ	77 24% HIJLNQ	149 17% JLN	97 16% T	182 18% TVYa	11 2%	319 35% RSTVWXYZabc	54 13% T	187 19% TVYa	95 26% RSTVWYabc	163 15% T	119 23% RSTVYabc	177 14% T	45 15% T	142 18% TVYa	120 25% e	112 10%
Don't know	259 12%	49 7%	37 7%	18 10%	29 11%	84 10%	69 9%	24 4%	118 10% HJLMOPQ	42 5%	65 8% HP	37 7% P	52 7% P	51 9% HJP	44 6%	11 4%	63 7% HP	39 6% VX	92 9% TVXZbc	33 5%	65 7% VX	16 4%	77 8% TVXbc	11 3%	96 9% TVXZbc	25 5%	148 12% RSTUVWXYZbc	12 4%	42 5%	24 5%	142 12% d
NET: Very good/Fairly good job	682 31%	112 16%	305 57% BDE	70 41% BE	75 29% B	338 42% G	189 23%	142 27% KMO	479 41% HKMOQ	534 67% HIKLMNOPQ	59 7%	293 56% HIKMOPQ	135 17% K	306 51% HIKMOPQ	109 16% K	118 38% HKMO	289 33% HKMO	166 27% U	408 40% RUVXZa	448 70% RSUVWXYZabc	97 11%	140 33% RU	387 39% RUXZ	114 31% U	414 38% RUXZ	146 29% U	462 37% RUZ	115 39% RUVXZ	341 43% RSUVWXYZa	159 32%	443 38%
NET: Very bad/Fairly bad job	721 32%	354 51% CDE	70 13%	40 23% C	83 32% C	193 24%	364 45% F	228 43% IJLNQ	325 28% JLN	60 8%	545 65% HIJLMNOPQ	79 15% J	436 55% HIJLNPQ	104 18% J	376 56% HIJLNPQ	124 39% IJLN	320 36% IJLN	247 40% STVWYac	315 31% Ta	38 6%	566 61% RSTVWXYZabc	144 34% Ta	329 33% STYa	169 46% RSTVWYabc	316 29% T	224 44% STVWYabc	350 28% T	104 35% Ta	247 31% Ta	197 40% e	304 26%
Mean	3.11	3.62 CDE	2.39	2.82 C	3.19 CD	2.78	3.44 F	3.25 IJLN	2.93 JLN	2.17	4.03 HIJLMNOPQ	2.43 J	3.71 HIJLNPQ	2.55 JL	3.73 HIJLNPQ	3.12 IJLN	3.14 IJLN	3.21 STVWYabc	2.98 T	2.11	3.90 RSTVWXYZabc	3.01 T	3.04 Tac	3.31 STVWYabc	2.97 T	3.29 STVWYabc	2.96 T	2.96 T	2.94 T	3.21 e	2.87
Net diff	-39 -2%	-243 -35%	235 44%	31 18%	-8 -3%	146 18%	-175 -22%	-86 -16%	154 13%	474 60%	-486 -58%	214 41%	-301 -38%	201 34%	-268 -40%	-6 -2%	-31 -4%	-81 -13%	93 9%	410 64%	-468 -51%	-4 -1%	58 6%	-55 -15%	99 9%	-77 -15%	112 9%	11 4%	94 12%	-39 -8%	138 12%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Securing the future of Britain's public services

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	238 11%	138 13% C	99 9%	32 13% I	62 16% GHI	41 11% I	41 11% I	31 9%	32 6%	94 15% KL	81 11% L	63 7%	44 15% P	84 14% P	50 10%	51 7%	140 11%	98 10%	62 12%	63 11%	46 9%	37 12%	14 13% *	15 8%	212 11%	26 8%	142 11%	65 10%	31 11%	95 15% e	143 9%	95 14% g	143 9%	158 12% i	80 9%
Fairly good job (2)	553 25%	281 26%	266 24%	61 25%	108 29%	90 25%	88 23%	90 26%	116 22%	169 27%	179 24%	205 24%	76 25%	167 28%	116 23%	174 24%	352 28% R	201 21%	122 23%	138 24%	116 23%	97 32% STU	34 31% *	46 24%	470 25%	83 25%	340 26% c	167 26% c	47 17%	188 29% e	365 23%	213 31% g	340 22%	343 26%	210 23%
Neither a good nor a bad job (3)	517 23%	252 23%	263 23%	66 27%	100 26%	74 21%	77 20%	83 24%	117 22%	166 27% K	151 21%	200 23%	82 27%	135 23%	116 23%	163 22%	271 22%	247 25%	143 27% V	124 21%	121 24%	51 17%	21 19% *	56 29% V	428 23%	89 27%	267 21%	172 27% a	78 28% a	153 23%	364 23%	137 20%	380 25% f	300 23%	218 24%
Fairly bad job (4)	336 15%	156 14%	179 16%	34 14%	39 10%	48 13%	64 17% E	52 15%	100 19% E	73 12%	112 15%	152 18% J	38 13%	74 12%	79 16%	122 17%	185 15%	151 15%	77 14%	105 18%	76 15%	40 13%	16 15% *	23 12%	286 15%	50 15%	196 15%	91 14%	49 17%	92 14%	245 16%	90 13%	246 16%	195 15%	141 15%
Very bad job (5)	347 16%	178 17%	163 14%	24 10%	32 8%	50 14% E	77 20% DE	59 17% DE	105 20% DE	56 9%	127 17% J	165 19% J	28 9%	62 10%	107 21% MN	142 19% MN	175 14%	172 18%	82 15%	96 17%	84 16%	39 13%	14 13% *	32 16%	300 16%	48 14%	219 17% b	84 13%	44 16%	75 11%	273 17% d	97 14%	250 16%	196 15%	151 17%
Don't know	229 10%	72 7%	155 14% B	28 11%	37 10%	53 15% GH	30 8%	30 9%	51 10%	65 10%	83 11%	81 9%	35 11%	76 13% O	41 8%	78 11%	120 10%	109 11%	46 9%	53 9%	65 13%	34 11%	10 9% *	21 11%	195 10%	34 10%	127 10%	67 10%	35 12%	51 8%	179 11% d	52 8%	177 12% f	114 9%	115 13% h
NET: Very good/Fairly good job	791 36%	419 39% C	366 32%	93 38% I	170 45% FGHI	131 37% I	129 34%	121 35%	147 28%	263 42% KL	260 35%	268 31%	120 40% P	251 42% OP	167 33%	226 31%	492 40% R	299 31%	184 35%	202 35%	162 32%	134 45% STUX	47 44% U*	62 32%	682 36%	109 33%	482 37% c	232 36% c	77 27%	283 43% e	508 32%	308 45% g	483 31%	501 38% i	290 32%
NET: Very bad/Fairly bad job	683 31%	334 31%	342 30%	58 24%	71 19%	98 28% E	141 37% DEF	111 32% DE	205 39% DEF	128 21%	239 33% J	316 37% J	66 22%	136 23%	186 36% MN	265 36% MN	361 29%	323 33%	158 30%	201 35% V	160 31%	79 26%	30 28% *	55 28%	586 31%	98 30%	416 32% b	175 27%	93 33%	166 25%	517 33% d	187 27%	497 32% f	391 30%	292 32%
Mean	3.00	2.96	3.04	2.80	2.62	2.92 E	3.14 DE	3.06 DE	3.28 DEFH	2.69	3.04 J	3.19 J	2.74	2.74	3.16 MN	3.20 MN	2.92	3.11 Q	2.99	3.06 V	3.08 V	2.80	2.83 *	3.06	2.99	3.04	3.01	2.93	3.12	2.77	3.10 d	2.81	3.09 f	2.94	3.09 h
Net diff	108 5%	84 8%	23 2%	35 14%	99 26%	33 9%	-12 -3%	10 3%	-58 -11%	135 22%	21 3%	-48 -6%	54 18%	115 19%	-19 -4%	-39 -5%	131 11%	-23 -2%	26 5%	1 *	3 1%	55 18%	17 16%	6 3%	97 5%	11 3%	66 5%	57 9%	-15 -5%	117 18%	-9 -1%	121 18%	-13 -1%	110 8%	-2 *

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Securing the future of Britain's public services

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	238 11%	33 5%	123 23% BDE	21 12% B	24 10% B	115 14% G	73 9%	58 11% KMO	160 14% KMOQ	198 25% HIKMNOPQ	12 1%	117 22% HIKMOPQ	53 7% K	119 20% HIKMOQ	38 6% K	52 16% HKMOQ	93 11% KMO	65 10% U	150 15% RUYa	182 29% RSUVWXYZabc	25 3%	51 12% U	139 14% RUa	51 14% RU	138 13% U	60 12% U	153 12% U	51 17% RUVZa	124 15% RUYa	69 14%	144 12%
Fairly good job (2)	553 25%	110 16%	216 40% BE	58 34% B	63 25% B	264 32% G	152 19%	104 20% KO	400 34% HKMOPQ	365 46% HIKLMNOPQ	70 8%	210 40% HIKMOPQ	131 17% K	228 38% HIKMOPQ	97 14% K	78 25% HKMO	255 29% HKMO	117 19% U	321 31% RUVXZ	313 49% RSUVWXYZabc	101 11%	107 25% RUXZ	305 31% RUXZ	70 19% U	360 33% RUVWXZab	102 20% U	384 30% RUVXZ	76 25% RUXZ	263 33% RUVXZb	106 22%	375 32% d
Neither a good nor a bad job (3)	517 23%	162 23%	113 21%	37 21%	59 23%	173 21%	189 23%	134 25% IJLMNP	217 18%	141 18%	181 22% M	106 20%	143 18%	111 19%	153 23% IJM	56 18%	194 22% IJM	167 27% STUWXYZabc	193 19% T	91 14%	196 21% TW	112 26% STUWXYZbc	170 17%	74 20% T	212 20% TW	105 20% T	272 22% STWYc	62 21% T	146 18% T	98 20%	252 22%
Fairly bad job (4)	336 15%	155 23% CDE	37 7%	22 13% C	39 15% C	113 14%	138 17%	113 21% IJLNQ	124 11% J	37 5%	208 25% IJLMNOPQ	47 9% J	162 20% IJLNQ	61 10% J	128 19% IJLN	55 18% IJLN	145 16% IJLN	133 21% STWYac	120 12% T	17 3%	229 25% STWYabc	89 21% STWYac	133 13% STc	72 20% STWYac	149 14% STc	106 21% STWYac	159 13% T	56 19% STWac	90 11% T	83 17%	156 13%
Very bad job (5)	347 16%	184 27% CD	23 4%	17 10% C	51 20% CD	77 9%	202 25% F	100 19% JLN	185 16% JLN	21 3%	307 37% HIJLMNOPQ	22 4%	258 33% HIJLNPQ	44 7% JL	221 33% HIJLNPQ	70 22% IJLN	148 17% JLN	106 17% TV	174 17% TYa	13 2%	309 33% RSTVWXYZabc	54 13% T	191 19% STVYa	90 25% RSTVWYabc	160 15% T	116 23% RSTVYab	172 14% T	47 16% T	148 19% TVYa	113 23% e	122 10%
Don't know	229 10%	46 7%	24 5%	17 10% C	20 8%	72 9%	54 7%	21 4% P	89 8% HJLMPQ	30 4% P	61 7% HJP	26 5% P	44 6% P	33 6% JP	39 6% P	4 1%	47 5% P	36 6% TVXb	73 7% TVWXbc	21 3%	62 7% TVXbc	12 3%	56 6% TVXbc	7 2%	65 6% TVXbc	23 4% X	119 9% RSTUVWXYZbc	7 2%	28 4%	20 4%	122 10% d
NET: Very good/Fairly good job	791 36%	143 21%	338 63% BDE	80 46% BE	87 34% B	379 47% G	225 28%	161 30% KMO	560 48% HKMOQ	563 71% HIKLMNOPQ	83 10%	327 62% HIKMOPQ	183 23% KO	346 58% HIKMOPQ	135 20% K	130 41% HKMO	348 39% HKMO	182 29% U	471 46% RUVXZa	495 78% RSUVWXYZabc	126 14%	158 37% RUZ	443 45% RUVXZ	121 33% U	498 46% RUVXZa	162 32% U	537 43% RUXZ	127 42% RUXZ	387 48% RUVWXZa	174 36%	519 44% d
NET: Very bad/Fairly bad job	683 31%	339 49% CDE	61 11%	39 23% C	90 35% CD	190 23%	340 42% F	213 40% IJLNQ	308 26% JLN	58 7%	514 61% HIJLMNOPQ	68 13% J	420 53% HIJLNPQ	104 18% JL	349 52% HIJLNPQ	125 40% IJLN	293 33% IJLN	239 38% STVWYac	294 29% Ta	29 5%	538 58% RSTVWXYZabc	143 34% Ta	325 33% STYac	162 44% RSTVWYabc	308 28% Ta	222 43% RSTVWYabc	331 26% T	103 34% Ta	238 30% Ta	195 40% e	278 24%
Mean	3.00	3.54 CDE	2.26	2.71 C	3.13 CD	2.69	3.32 F	3.19 IJLNQ	2.79 JLN	2.10	3.93 HIJLMNOPQ	2.29 J	3.59 HIJLNPQ	2.44 JL	3.62 HIJLNPQ	3.05 IJLN	3.00 IJLN	3.17 STVWYabc	2.84 T	1.97	3.81 RSTVWXYZabc	2.97 T	2.93 STYac	3.22 STVWYabc	2.83 T	3.24 STVWYabc	2.84 T	2.91 T	2.84 T	3.14 e	2.75
Net diff	108 5%	-196 -28%	278 52%	41 24%	-3 -1%	189 23%	-115 -14%	-52 -10%	251 21%	505 64%	-432 -52%	259 49%	-237 -30%	242 41%	-214 -32%	4 1%	55 6%	-58 -9%	177 17%	466 73%	-412 -45%	15 4%	119 12%	-41 -11%	190 18%	-60 -12%	205 16%	23 8%	149 19%	-21 -4%	242 21%

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Ensuring people get the NHS care they need more quickly

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	229	130	99	35	65	32	39	32	27	100	71	59	44	80	50	47	143	86	62	63	41	40	11	12	200	29	137	69	23	95	134	97	132	160	69
	10%	12%	9%	14%	17%	9%	10%	9%	5%	16%	10%	7%	15%	13%	10%	6%	11%	9%	12%	11%	8%	13%	10%	6%	11%	9%	11%	11%	8%	15%	9%	14%	9%	12%	8%
		C		I	FGHI		I			KL			P	P								UX	*							e		g		i	
Fairly good job (2)	534	268	260	56	102	93	79	88	115	159	172	203	72	165	107	167	325	209	116	141	113	86	35	43	466	67	324	162	47	172	362	198	336	319	215
	24%	25%	23%	23%	27%	26%	21%	25%	22%	26%	23%	23%	24%	28%	21%	23%	26%	21%	22%	24%	22%	29%	33%	22%	25%	20%	25%	25%	17%	26%	23%	29%	22%	24%	23%
										R				O			R						SU*				c	c				g			
Neither a good nor a bad job (3)	476	234	240	56	97	68	73	78	104	154	141	182	75	122	111	152	255	221	114	136	110	57	18	41	391	85	246	148	82	137	339	147	329	284	191
	21%	22%	21%	23%	26%	19%	19%	23%	20%	25%	19%	21%	25%	20%	22%	21%	21%	23%	21%	23%	22%	19%	16%	21%	21%	26%	19%	23%	29%	21%	22%	21%	21%	22%	21%
										K													*						a						
Fairly bad job (4)	389	198	190	43	39	56	76	64	112	82	132	175	47	88	89	144	219	170	96	113	80	38	18	43	322	67	239	97	53	109	280	90	299	220	169
	18%	18%	17%	18%	10%	16%	20%	18%	21%	13%	18%	20%	16%	15%	17%	20%	18%	17%	18%	20%	16%	13%	17%	22%	17%	20%	19%	15%	19%	17%	18%	13%	19%	17%	18%
				E			E	E	E		J	J				N				V			*	V									f		
Very bad job (5)	367	164	194	30	36	50	76	60	116	65	126	176	34	60	110	151	182	185	95	85	102	44	14	27	318	48	223	94	50	87	279	100	267	199	168
	17%	15%	17%	12%	9%	14%	20%	17%	22%	10%	17%	20%	11%	10%	22%	21%	15%	19%	18%	15%	20%	15%	13%	14%	17%	15%	17%	15%	18%	13%	18%	15%	17%	15%	18%
							DE	E	DEF		J	J			MN	MN		Q			T		*								d				
Don't know	226	84	141	25	39	57	35	24	47	63	92	71	31	83	41	70	120	106	48	42	62	34	12	29	193	33	122	75	29	53	174	53	174	123	103
	10%	8%	13%	10%	10%	16%	9%	7%	9%	10%	13%	8%	10%	14%	8%	10%	10%	11%	9%	7%	12%	11%	11%	15%	10%	10%	9%	12%	10%	8%	11%	8%	11%	9%	11%
			B			EGHI					L			OP							T		*	T								f			
NET: Very good/Fairly good job	763	398	359	91	167	125	118	119	143	258	243	262	116	245	157	214	468	295	178	204	154	126	46	55	666	97	461	232	70	267	496	295	468	479	284
	34%	37%	32%	37%	44%	35%	31%	35%	27%	41%	33%	30%	38%	41%	31%	29%	38%	30%	34%	35%	30%	42%	43%	28%	35%	29%	36%	36%	25%	41%	32%	43%	30%	37%	31%
		C		I	FGHI	I				KL			P	OP			R					SUX	UX*				c	c		e		g		i	
NET: Very bad/Fairly bad job	756	362	385	73	75	106	152	124	227	147	257	351	81	147	199	295	401	355	191	198	183	82	32	70	640	115	463	191	102	196	559	190	566	419	337
	34%	34%	34%	30%	20%	30%	40%	36%	44%	24%	35%	41%	27%	25%	39%	40%	32%	36%	36%	34%	36%	27%	29%	36%	34%	35%	36%	30%	36%	30%	36%	28%	37%	32%	37%
				E		E	DEF	E	DEF		J	J			MN	MN			V		V		*				b				d		f		
Mean	3.07	3.00	3.12	2.89	2.64	3.00	3.21	3.10	3.36	2.74	3.11	3.26	2.83	2.77	3.22	3.28	2.98	3.18	3.10	3.03	3.20	2.85	2.88	3.18	3.05	3.13	3.07	2.97	3.23	2.87	3.15	2.84	3.17	2.98	3.19
				E		E	DE	E	DEFH		J	J			MN	MN		Q	V		V		*	V					b		d		f		h
Net diff	7	36	-26	18	93	19	-34	-4	-85	111	-15	-89	35	98	-41	-81	67	-60	-13	5	-29	44	15	-15	26	-19	-1	41	-32	71	-64	105	-98	60	-53
	*	3%	-2%	7%	25%	5%	-9%	-1%	-16%	18%	-2%	-10%	11%	16%	-8%	-11%	5%	-6%	-2%	1%	-6%	15%	13%	-8%	1%	-6%	*	6%	-11%	11%	-4%	15%	-6%	5%	-6%

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Ensuring people get the NHS care they need more quickly

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	229 10%	30 4%	116 22% BDE	21 12% B	23 9% B	113 14% G	58 7%	61 11% KMO	152 13% KMOQ	195 25% HIKLMNOPQ	13 2%	111 21% HIKMOQ	46 6% K	105 18% HIKMOQ	35 5% K	58 18% HIKMOQ	90 10% KMO	63 10% U	142 14% UYa	177 28% RSUVWXYZabc	23 3%	52 12% U	131 13% U	45 12% U	127 12% U	60 12% U	148 12% U	53 18% RUVXYZa	118 15% RUYa	64 13%	136 12%
Fairly good job (2)	534 24%	107 16%	215 40% BE	59 34% BE	59 23% B	259 32% G	165 20%	95 18% KO	387 33% HKMOPQ	383 48% HIKLMNOPQ	58 7%	210 40% HIKMOPQ	117 15% KO	241 40% HIKMOPQ	82 12% K	57 18% KO	245 28% HIKMOP	115 18% U	325 32% RUXZ	311 49% RSUVWXYZabc	91 10%	113 27% RUXZ	295 30% RUXZ	76 21% U	353 33% RUVWXZa	98 19% U	369 29% RUXZ	80 27% RUXZ	252 32% RUXZ	103 21%	359 31% d
Neither a good nor a bad job (3)	476 21%	150 22%	101 19%	42 25%	49 19%	178 22%	143 18%	122 23% IJKMNP	209 18% J	112 14%	157 19% J	107 20% JNP	129 16%	96 16%	141 21% JMP	48 15%	180 20% IJMN	158 25% STUWXYZabc	160 16% T	81 13%	175 19% ST	102 24% STUWXYZbc	163 16% T	67 18% T	198 18% ST	86 17%	252 20% STWc	56 19% T	137 17% T	93 19%	243 21%
Fairly bad job (4)	389 18%	179 26% CD	43 8%	19 11%	50 20% CD	116 14%	178 22% F	138 26% IJLNPQ	133 11% J	48 6%	238 28% IJLMNOPQ	52 10% J	196 25% IJLNQ	69 12% J	153 23% IJLN	62 20% IJLN	169 19% IJLN	149 24% STWYac	134 13% T	30 5%	261 28% RSTVWYabc	93 22% STWYac	144 14% T	89 24% STWYac	149 14% T	126 25% STWYabc	180 14% T	59 20% STYac	107 13% T	93 19%	185 16%
Very bad job (5)	367 17%	185 27% CD	30 6%	16 9%	50 20% CD	78 10%	205 25% F	96 18% JLN	197 17% JLN	21 3%	316 38% HIJLMNOPQ	27 5% J	259 33% HIJLNPQ	46 8% JL	225 33% HIJLNPQ	81 26% HIJLNQ	151 17% JLN	104 17% TV	190 18% TVa	16 3%	316 34% RSTVWXYZabc	55 13% T	202 20% TVYa	82 23% RTVYab	185 17% Ta	119 23% RSTVYab	185 15% T	48 16% T	150 19% TVa	119 24% e	132 11%
Don't know	226 10%	38 6%	31 6%	16 9%	25 10% B	71 9%	57 7%	18 3%	97 8% HJLMPQ	32 4%	57 7% HJLP	21 4%	45 6%	38 6% HJLP	41 6% HP	9 3%	47 5%	36 6% TVXb	79 8% TVWXZbc	22 3% b	55 6% TVXb	10 2%	60 6% TVXbc	6 2%	72 7% TVXbc	22 4% VXb	124 10% RSTUVWXYZbc	4 1%	34 4% Xb	16 3%	117 10% d
NET: Very good/Fairly good job	763 34%	138 20%	331 62% BDE	80 46% BE	82 32% B	371 46% G	223 28%	156 29% KMO	539 46% HKMOPQ	578 73% HIKLMNOPQ	70 8%	321 61% HIKMOPQ	163 21% KO	346 58% HIKMOPQ	117 17% K	115 37% HKMO	335 38% HKMO	178 29% U	467 45% RUVWXZa	488 77% RSUVWXYZabc	115 12%	165 39% RUXZ	426 43% RUXZ	121 33% U	480 44% RUXZa	158 31% U	518 41% RUXZ	133 44% RUXZ	370 46% RUVWXZa	167 34%	494 42% d
NET: Very bad/Fairly bad job	756 34%	364 53% CDE	73 14%	35 20%	100 39% CD	194 24%	384 48% F	234 44% IJLNQ	330 28% JLN	69 9%	554 66% HIJLMNOPQ	79 15% J	454 57% HIJLNPQ	115 19% JL	378 56% HIJLNPQ	143 45% IJLNQ	320 36% IJLN	253 40% STVWYac	324 31% Ta	46 7%	577 63% RSTVWXYZabc	148 35% Ta	346 35% STYa	171 47% RSTVWYabc	333 31% T	246 48% RSTVWYabc	365 29% T	107 36% Ta	257 32% Ta	212 44% e	317 27%
Mean	3.07	3.58 CDE	2.32	2.68 C	3.20 CD	2.72	3.41 F	3.22 IJLNQ	2.85 JLN	2.10	4.01 HIJLMNOPQ	2.35 J	3.67 HIJLNPQ	2.48 JL	3.71 HIJLNPQ	3.17 IJLN	3.05 IJLN	3.20 STVWYabc	2.90 T	2.02	3.87 RSTVWXYZabc	2.97 T	2.99 STYac	3.25 STVWYabc	2.91 T	3.30 STVWYabc	2.90 T	2.90 T	2.89 T	3.21 e	2.83
Net diff	7 *	-226 -33%	258 48%	45 26%	-18 -7%	177 22%	-161 -20%	-79 -15%	209 18%	509 64%	-483 -58%	242 46%	-291 -37%	231 39%	-261 -39%	-28 -9%	15 2%	-75 -12%	143 14%	442 69%	-462 -50%	17 4%	80 8%	-50 -14%	146 14%	-87 -17%	153 12%	26 9%	113 14%	-45 -9%	177 15%

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

Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure that people who come to Britain illegally are detained and swiftly removed

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Very good job (1)	154	92	62	22	48	30	21	17	17	69	51	34	30	66	26	26	82	72	34	49	24	29	8	9	140	14	100	39	15	75	79	58	96	118	36
	7%	9%	5%	9%	13%	8%	6%	5%	3%	11%	7%	4%	10%	11%	5%	4%	7%	7%	6%	9%	5%	10%	8%	5%	7%	4%	8%	6%	5%	12%	5%	9%	6%	9%	4%
		C		I	GHI	I				KL	L		OP	OP						U		U	*							e		g		i	
Fairly good job (2)	350	179	170	46	94	60	55	40	55	140	115	95	62	123	75	82	207	144	87	82	74	61	21	25	306	44	214	106	30	149	201	137	214	223	127
	16%	17%	15%	19%	25%	17%	15%	12%	11%	22%	16%	11%	20%	21%	15%	11%	17%	15%	16%	14%	14%	20%	20%	13%	16%	13%	17%	16%	11%	23%	13%	20%	14%	17%	14%
				HI	FGHI	I				KL	L		P	OP								T	*				c			e		g			
Neither a good nor a bad job (3)	520	247	269	70	103	87	87	81	92	173	173	174	86	153	121	138	297	223	138	142	116	61	27	37	444	75	281	175	63	167	353	158	362	322	198
	23%	23%	24%	28%	27%	24%	23%	24%	18%	28%	24%	20%	28%	26%	24%	19%	24%	23%	26%	25%	23%	20%	24%	19%	23%	23%	22%	27%	22%	26%	23%	23%	24%	25%	22%
				I	I					L			P	P									*					a							
Fairly bad job (4)	393	183	206	48	41	50	66	66	122	89	116	188	54	77	85	154	226	167	83	112	102	40	20	36	319	74	228	97	68	112	281	107	286	220	173
	18%	17%	18%	20%	11%	14%	17%	19%	23%	14%	16%	22%	18%	13%	17%	21%	18%	17%	16%	19%	20%	13%	19%	19%	17%	22%	18%	15%	24%	17%	18%	16%	19%	17%	19%
				E			E	E	EF			JK				N					V		*			Y			ab						
Very bad job (5)	506	263	238	35	39	68	96	98	170	74	164	269	37	79	138	234	268	238	133	132	117	62	19	44	426	80	302	138	67	87	419	139	368	273	233
	23%	24%	21%	14%	10%	19%	25%	29%	33%	12%	22%	31%	12%	13%	27%	32%	22%	24%	25%	23%	23%	21%	17%	23%	23%	24%	23%	21%	24%	13%	27%	20%	24%	21%	25%
						E	DE	DEF	DEF		J	JK			MN	MN							*								d		f		h
Don't know	297	112	181	24	54	61	52	42	64	78	113	106	33	100	63	96	164	134	57	62	76	45	13	43	255	42	167	90	40	63	235	86	212	149	149
	13%	10%	16%	10%	14%	17%	14%	12%	12%	13%	15%	12%	11%	17%	12%	13%	13%	14%	11%	11%	15%	15%	12%	22%	14%	13%	13%	14%	14%	10%	15%	13%	14%	11%	16%
			B			D								M									*	ST						d				h
NET: Very good/Fairly good job	504	271	232	68	141	90	76	58	71	209	166	129	92	189	101	108	289	216	121	131	98	90	30	34	446	58	314	146	45	224	280	195	309	341	163
	23%	25%	21%	28%	37%	25%	20%	17%	14%	34%	23%	15%	30%	32%	20%	15%	23%	22%	23%	23%	19%	30%	27%	17%	24%	18%	24%	23%	16%	34%	18%	28%	20%	26%	18%
		C		GHI	DFGHI	HI	I			KL	L		OP	OP	P							STUX	*		Z		c			e		g		i	
NET: Very bad/Fairly bad job	900	446	444	83	80	118	161	164	293	163	280	457	91	155	223	388	494	406	215	244	219	102	39	81	745	154	530	235	135	199	700	246	654	494	406
	41%	41%	39%	34%	21%	33%	43%	48%	56%	26%	38%	53%	30%	26%	44%	53%	40%	41%	41%	42%	43%	34%	36%	41%	39%	47%	41%	36%	48%	31%	45%	36%	43%	38%	44%
				E		E	DEF	DEF	DEFGH		J	JK			MN	MNO					V		*			Y			b		d		f		h
Mean	3.39	3.36	3.41	3.13	2.79	3.23	3.49	3.62	3.82	2.92	3.37	3.74	3.02	2.96	3.53	3.77	3.36	3.42	3.41	3.38	3.49	3.17	3.21	3.55	3.36	3.56	3.37	3.34	3.58	2.98	3.57	3.22	3.47	3.27	3.57
				E		E	DEF	DEF	DEFG		J	JK			MN	MNO					V		*	V*		Y			b		d		f		h
Net diff	-395	-175	-213	-15	61	-29	-85	-106	-221	46	-114	-328	1	34	-123	-280	-205	-190	-94	-112	-121	-11	-9	-47	-299	-96	-216	-89	-90	25	-420	-51	-344	-153	-242
	-18%	-16%	-19%	-6%	16%	-8%	-23%	-31%	-42%	7%	-16%	-38%	*	6%	-24%	-38%	-17%	-19%	-18%	-19%	-24%	-4%	-9%	-24%	-16%	-29%	-17%	-14%	-32%	4%	-27%	-7%	-22%	-12%	-26%

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Overlap formulae used

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

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q15B_2321_POL. And do you think a Labour government led by Keir Starmer would do a good job or a bad job, if either, at delivering in the following areas if they were in office? - Making sure that people who come to Britain illegally are detained and swiftly removed

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to 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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Very good job (1)	154 7%	32 5%	74 14% BE	17 10% BE	9 4%	69 8%	60 7%	52 10% KMOQ	86 7% KMOQ	130 16% HIKMNOQ	14 2%	71 14% HIKMOQ	33 4% K	65 11% IKMOQ	24 4% K	44 14% HIKMOQ	43 5% K	47 8% U	90 9% UYa	117 18% RSUVWXYZac	18 2%	46 11% RUYa	75 8% Ua	40 11% RUYa	78 7% Ua	56 11% RUWYa	75 6% U	44 15% RSUVWYac	74 9% UWYa	55 11% e	76 7%
Fairly good job (2)	350 16%	55 8%	145 27% BDE	32 19% B	49 19% B	154 19% G	97 12%	84 16% KMO	224 19% KMOQ	254 32% HIKLMNOPQ	32 4%	147 28% HIKMOPQ	70 9% K	153 26% HIKMOQ	60 9% K	65 21% HKMOQ	131 15% KMO	103 16% U	188 18% U	220 34% RSUVWXYZabc	56 6%	95 22% RUWYac	166 17% U	68 19% U	186 17% U	94 18% U	208 17% U	73 24% RSUWXYZac	134 17% U	105 21% e	191 16%
Neither a good nor a bad job (3)	520 23%	103 15%	178 33% BE	47 28% B	53 21%	231 28% G	126 16%	94 18% K	302 26% HKMOP	226 29% HIKMOP	113 13%	154 29% HKMOP	119 15%	160 27% HKMOP	98 14%	44 14%	231 26% HKMOP	121 19% UXZb	247 24% UVXZb	166 26% RUVXZb	136 15%	70 16%	234 24% UVXZb	46 13%	280 26% RUVWXZb	75 15%	327 26% RUVWXZb	38 13%	215 27% RSUVWXZb	69 14%	317 27% d
Fairly bad job (4)	393 18%	167 24% CE	49 9%	31 18% C	37 15% C	121 15%	168 21% F	128 24% IJLMNP	174 15% J	81 10%	200 24% IJLMNOPQ	73 14% J	149 19% IJLNP	80 14% J	133 20% IJLNP	36 12%	177 20% IJLNP	146 23% STWXabc	147 14% T	60 9%	216 23% STWXYabc	96 23% STWXabc	169 17% ST	55 15% T	210 19% STWac	107 21% STXac	203 16% ST	53 18% T	125 16% T	85 17%	211 18%
Very bad job (5)	506 23%	284 41% CDE	34 6%	22 13% C	71 28% CD	121 15%	287 36% F	150 28% IJLN	232 20% JLN	28 4%	417 50% HIJLMNPQ	40 8% J	360 46% HIJLNPQ	65 11% JL	314 46% HIJLNPQ	117 37% HIJLNQ	209 24% IJLN	169 27% STYa	227 22% TY	20 3%	429 47% RSTVWYZabc	105 25% TY	241 24% STYa	149 41% RSTVWYZabc	210 19% T	157 31% STVWYac	257 20% T	87 29% STYac	180 22% TY	159 33% e	185 16%
Don't know	297 13%	50 7%	57 11%	24 14% B	35 14% B	118 15% G	70 9%	23 4%	157 13% HJKLMOPQ	73 9% HP	63 7% HP	43 8% HP	61 8% HP	71 12% HJKLMOP	47 7% HP	8 3%	92 10% HKMOP	38 6% VXb	131 13% RTUVWXZbc	53 8% VXZb	66 7% VXZb	12 3%	109 11% RTUVXZbc	5 1%	120 11% RTUVXZbc	22 4% Xb	188 15% RSTUVWXYZbc	4 1%	71 9% VXZb	17 3%	190 16% d
NET: Very good/Fairly good job	504 23%	87 13%	219 41% BDE	49 28% B	59 23% B	223 27% G	157 19%	135 26% KMOQ	310 26% KMOQ	384 49% HIKLMNOPQ	46 5%	218 41% HIKMNOPQ	103 13% K	218 37% HIKMOQ	84 12% K	110 35% HIKMOQ	174 20% KMO	150 24% U	278 27% UWYa	336 53% RSUVWXYZabc	75 8%	141 33% RSUWYac	241 24% U	108 30% RUa	263 24% U	150 29% RUWa	284 23% U	117 39% RSUVWXYZac	208 26% Ua	160 33% e	268 23%
NET: Very bad/Fairly bad job	900 41%	451 65% CDE	83 15%	52 30% C	109 43% CD	242 30%	455 56% F	278 52% IJLNQ	406 35% JLN	109 14%	617 74% HIJLMNOPQ	113 21% J	509 64% HIJLNPQ	145 24% J	447 66% HIJLNPQ	154 49% IJLN	386 44% IJLN	316 51% STWYac	374 36% T	81 13%	645 70% RSTVWXYZabc	201 47% STYac	410 41% STac	205 56% RSTVWYabc	420 39% Ta	264 52% STWYac	460 37% T	140 47% STYac	305 38% T	244 50% e	396 34%
Mean	3.39	3.96 CDE	2.63	3.06 C	3.51 CD	3.10	3.71 F	3.48 IJLN	3.24 JLN	2.47	4.26 HIJLMNOPQ	2.72 J	4.00 HIJLNPQ	2.86 JL	4.04 HIJLNPQ	3.38 JLN	3.48 IJLN	3.49 STVYabc	3.26 T	2.40	4.15 RSTVWXYZabc	3.29 T	3.38 STYc	3.57 STVWYabc	3.30 T	3.44 STb	3.33 ST	3.23 T	3.28 T	3.40	3.24
Net diff	-395 -18%	-364 -53%	136 25%	-4 -2%	-50 -20%	-18 -2%	-298 -37%	-143 -27%	-97 -8%	275 35%	-571 -68%	105 20%	-406 -51%	73 12%	-364 -54%	-44 -14%	-212 -24%	-166 -27%	-97 -9%	256 40%	-571 -62%	-60 -14%	-169 -17%	-96 -26%	-157 -14%	-114 -22%	-177 -14%	-23 -8%	-96 -12%	-84 -17%	-128 -11%

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Overlap formulae used

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

J-22-087220-21 - 26 - 30 May 2023
PUBLIC
Political Pulse May 2023 (Week 21)
Adults aged 18+ in GB

Q16_2321. Which of the below, if any, are the most important priorities for you?
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	2221	1063	1140	278	408	359	389	395	392	686	748	787	332	641	528	661	1472	749	539	589	503	288	109	193	1859	362	1310	666	245	707	1514	1192	1029	1422	799
Weighted base	2221	1077	1126	245	378	356	376	345	521	623	732	866	302	598	509	731	1243	978	531	580	509	298	108	194	1891	330	1292	646	283	653	1568	684	1537	1306	915
Easing the cost of living and giving people financial security	1305 59%	583 54%	708 63% B	120 49%	229 60% D	212 59% D	246 65% DI	204 59% D	296 57%	348 56%	457 62% J	499 58%	155 51%	366 61% M	314 62% M	411 56%	739 59%	565 58%	327 62% V	344 59%	285 56%	157 53%	71 65% *	121 62%	1104 58%	201 61%	725 56%	385 60%	195 69% ab	386 59%	919 59%	403 59%	901 59%	756 58%	549 60%
Ensuring people get the NHS care they need more quickly	1204 54%	517 48%	673 60% B	105 43%	176 47%	169 48%	192 51%	209 61% DEFG	353 68% DEFG	281 45%	361 49%	562 65% JK	134 44%	275 46%	270 53% MN	472 65% MNO	698 56%	506 52%	300 57% V	317 55% V	289 57% V	126 42%	62 57% V*	110 57% V	1001 53%	203 62% Y	726 56% b	312 48%	166 59% b	310 47%	894 57% d	360 53%	844 55%	639 49%	565 62% h
Reducing NHS waiting lists	1130 51%	514 48%	608 54% B	102 42%	169 45%	138 39%	198 53% DF	197 57% DEF	326 63% DEFG	272 44%	336 46%	523 60% JK	135 45%	242 40%	264 52% N	438 60% MNO	631 51%	500 51%	270 51% V	309 53% V	256 50% V	120 40%	74 68% STUVX*	102 52% V	950 50%	181 55%	661 51% b	295 46%	174 62% ab	285 44%	846 54% d	325 48%	805 52% f	615 47%	515 56% h
Growing the economy	816 37%	462 43% C	350 31%	79 32%	137 36%	137 39%	137 36%	137 40%	189 36%	215 35%	274 37%	326 38%	92 31%	226 38% M	191 37%	279 38% M	491 39% R	325 33%	183 34%	225 39%	199 39%	109 37%	33 31% *	67 34%	675 36%	141 43% Y	494 38%	219 34%	102 36%	267 41% e	549 35%	285 42% g	531 35%	511 39% i	305 33%
Halving inflation this year	746 34%	397 37% C	348 31%	81 33%	134 36% I	131 37% I	143 38% I	121 35% I	136 26%	215 35%	274 37% L	257 30%	97 32%	229 38% P	181 36%	219 30%	445 36% R	301 31%	169 32%	197 34%	167 33%	100 33%	42 39% *	72 37%	645 34%	102 31%	422 33%	232 36%	92 33%	241 37%	505 32%	247 36%	499 32%	481 37% i	265 29%
Making sure that people who come to Britain illegally are detained and swiftly removed	635 29%	302 28%	333 30%	40 16%	78 21%	80 22%	112 30% DEF	115 33% DEF	210 40% DEFG	118 19%	192 26% J	325 38% JK	50 17%	123 21%	155 30% MN	280 38% MNO	337 27%	298 30%	155 29%	166 29%	162 32% X	82 27%	27 25% *	44 23%	527 28%	108 33%	411 32% b	140 22%	84 30% b	135 21%	500 32% d	165 24%	470 31% f	338 26%	297 32% h
Creating better-paid jobs and opportunities right across the country	553 25%	288 27%	257 23%	96 39% FGHI	134 35% GHI	105 29% HI	88 23% HI	54 16%	76 15%	230 37% KL	193 26% L	130 15%	123 41% NOP	186 31% OP	126 25% P	106 14%	315 25%	237 24%	126 24%	137 24%	123 24%	93 31% STW	18 17% *	54 28%	482 26%	70 21%	307 24%	195 30% ac	50 18%	206 31% e	347 22%	206 30% g	346 23%	375 29% i	178 19%
Securing the future of Britain's public services	510 23%	255 24%	251 22%	50 21%	90 24%	74 21%	81 22%	89 26%	126 24%	140 23%	155 21%	215 25%	61 20%	143 24%	107 21%	179 25%	327 26% R	183 19%	122 23%	127 22%	116 23%	73 24%	22 20% *	52 27%	436 23%	74 22%	291 23%	148 23%	71 25%	133 20%	377 24%	222 32% g	289 19%	288 22%	222 24%
Passing new laws to stop small boat crossings from France	483 22%	219 20%	263 23%	24 10%	55 14%	55 16%	88 23% DEF	90 26% DEF	171 33% DEFG	78 13%	143 20% J	261 30% JK	29 9%	87 14% M	117 23% MN	225 31% MNO	239 19%	244 25% Q	118 22%	129 22%	123 24%	63 21%	17 16% *	34 17%	410 22%	73 22%	306 24% b	106 16%	72 25% b	115 18%	368 23% d	109 16%	374 24% f	247 19%	236 26% h
Making sure the national debt is falling	340 15%	170 16%	169 15%	52 21% FGHI	68 18%	50 14%	51 14%	47 14%	71 14%	120 19% KL	101 14%	119 14%	60 20% OP	98 16%	70 14%	104 14%	184 15%	156 16%	92 17%	97 17%	80 16%	39 13%	12 11% *	20 10%	288 15%	52 16%	185 14%	118 18% a	37 13%	115 18%	225 14%	106 16%	234 15%	214 16%	126 14%
I have other priorities	71 3%	40 4%	30 3%	3 1%	7 2%	14 4%	11 3%	11 3%	26 5% DE	10 2%	25 3% J	37 4% J	3 1%	18 3%	16 3%	28 4% M	43 3%	29 3%	16 3%	12 2%	19 4%	11 4%	3 3% *	10 5%	65 3%	6 2%	32 2%	29 4% a	11 4%	7 1%	64 4% d	28 4%	43 3%	33 3%	38 4%
None of these	30 1%	14 1%	15 1%	8 3% HI	5 1%	8 2% I	4 1%	2 1%	2 *	13 2% L	13 2%	5 1%	9 3% P	10 2%	6 1%	5 1%	16 1%	14 1%	8 2%	6 1%	8 2%	4 1%	- - *	3 2%	28 1%	2 1%	18 1%	12 2%	- -	9 1%	21 1%	6 1%	24 2%	19 1%	11 1%
Don't know	56 2%	21 2%	34 3%	11 4% GI	10 3% I	17 5% GI	6 2%	9 3% I	2 *	21 3% L	24 3% L	11 1%	15 5% OP	23 4% OP	6 1%	11 1%	18 1%	38 4% Q	11 2%	13 2%	10 2%	16 5% STU	1 1% *	4 2%	51 3%	5 1%	26 2%	24 4% a	5 2%	18 3%	38 2%	3 *	52 3% f	28 2%	27 3%

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

J-22-087220-21 - 26 - 30 May 2023

PUBLIC

Political Pulse May 2023 (Week 21)

Adults aged 18+ in GB

Q16_2321. Which of the below, if any, are the most important priorities for you?

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 Johnson	Unfavourable to Johnson	Favourable to Barclay	Unfavourable to Barclay	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)	(d)	(e)
Unweighted base	2221	655	563	195	257	917	709	539	1198	873	778	594	743	702	635	334	921	659	1029	720	850	459	1002	363	1134	490	1313	321	832	476	1242
Weighted base	2221	690	536	172	256	815	807	530	1174	791	838	528	791	594	676	315	882	624	1030	637	922	425	995	364	1083	512	1259	299	799	488	1171
Easing the cost of living and giving people financial security	1305 59%	366 53%	368 69% BDE	100 58%	149 58%	558 69% G	425 53%	233 44%	805 69% HJKLMOPQ	515 65% HKLMOP	443 53% HP	316 60% HKOP	447 57% HKOP	391 66% HKLMOP	350 52% HP	133 42%	565 64% HKMOP	308 49% VXb	694 67% RUVXZb	410 64% RUVXZb	507 55% RVXZb	186 44%	675 68% RUVXZb	149 41%	736 68% RUVXZb	246 48% X	842 67% RUVXZb	129 43%	536 67% RUVXZb	205 42%	826 71% d
Ensuring people get the NHS care they need more quickly	1204 54%	368 53%	346 64% BDE	88 51%	134 52%	513 63% G	428 53%	247 47% P	724 62% HKLMOP	479 60% HKMOP	432 52% HP	302 57% HMOP	401 51% P	359 60% HKMOP	330 49% P	107 34%	536 61% HKMOP	304 49% VXb	621 60% RUVXZb	378 59% RUVXZb	476 52% VXb	183 43%	601 60% RUVXZb	154 42%	652 60% RUVXZb	243 48% b	770 61% RUVXZb	117 39%	479 60% RUVXZb	193 39%	753 64% d
Reducing NHS waiting lists	1130 51%	334 48%	317 59% BDE	82 47%	128 50%	451 55%	409 51%	236 45%	661 56% HKLMNOP	422 53% HMOP	417 50% HMP	268 51% HP	365 46% P	304 51% HP	323 48% P	123 39%	495 56% HKLMNOP	292 47% X	572 56% RUVXZb	332 52% RVXZb	457 50% XZ	190 45%	541 54% RUVXZb	142 39%	630 58% RSTUVWXZab c	225 44%	702 56% RUVXZb	130 44%	440 55% RUVXZb	215 44%	669 57% d
Growing the economy	816 37%	315 46% CDE	184 34%	61 36%	74 29%	303 37%	317 39%	261 49% IJKLMNOPQ	383 33% N	285 36% IN	324 39% IN	199 38% IN	303 38% IN	170 29%	282 42% IJN	126 40% IN	346 39% IN	295 47% STUWXYZac	327 32%	237 37% SWc	351 38% SWac	204 48% STUWXYZac	310 31%	140 38% SW	379 35% SWc	214 42% SWYac	430 34% SW	134 45% STUWXYac	255 32%	200 41%	415 35%
Halving inflation this year	746 34%	238 35%	192 36%	55 32%	78 30%	283 35%	274 34%	184 35% P	415 35% P	284 36% P	269 32%	188 36% P	252 32%	212 36% P	220 33%	90 29%	320 36% KMP	218 35% XZ	365 35% X	221 35% X	309 34% X	146 34% X	343 34% X	98 27%	391 36% XZ	155 30%	454 36% XZ	93 31%	268 33% X	153 31%	432 37%
Making sure that people who come to Britain illegally are detained and swiftly removed	635 29%	328 48% CDE	76 14%	39 23% C	69 27% C	140 17%	365 45% F	205 39% IJLNQ	264 23% JLN	132 17%	385 46% HIJLMNQ	93 18%	330 42% IJLNQ	94 16%	312 46% HIJLMNQ	152 48% HIJLMNQ	192 22% JLN	216 35% STWYac	256 25% TYa	115 18%	383 42% RSTWYac	155 36% STWYac	262 26% TYac	200 55% RSTUVWYZab c	219 20%	234 46% RSTVWYac	265 21%	123 41% RSTWYac	181 23% TY	227 47% e	202 17%
Creating better-paid jobs and opportunities right across the country	553 25%	119 17%	138 26% B	52 30% B	70 28% B	225 28% G	153 19%	121 23%	320 27% KMO	248 31% HIKMOPQ	161 19%	160 30% HKMOQ	168 21%	190 32% HIKMOPQ	125 18%	78 25% KO	223 25% KMO	133 21%	288 28% RUXZ	183 29% RUVXZ	187 20%	99 23%	269 27% RUXZ	77 21%	288 27% RUZ	105 20%	356 28% RUXZ	75 25%	223 28% RUXZ	103 21%	342 29% d
Securing the future of Britain's public services	510 23%	101 15%	179 33% B	53 31% B	79 31% B	256 31% G	133 16%	93 17%	346 29% HKMOP	250 32% HKMOPQ	136 16%	161 31% HKMOP	150 19% KO	220 37% HIJKLMOPQ	100 15%	59 19%	237 27% HKMOP	110 18%	279 27% RUVXZb	204 32% RSUVXZb	158 17%	84 20%	285 29% RUVXZb	64 17%	323 30% RSUVXZb	81 16%	361 29% RUVXZb	57 19%	243 30% RSUVXZb	91 19%	339 29% d
Passing new laws to stop small boat crossings from France	483 22%	264 38% CDE	57 11%	23 13%	53 21% C	99 12%	300 37% F	178 34% IJLNQ	181 15% JN	103 13%	305 36% IJLNQ	78 15% N	264 33% IJLNQ	70 12%	222 33% IJLNQ	122 39% IJLNQ	146 16% JN	192 31% STWYac	183 18% TYa	91 14%	301 33% STWYac	146 34% STWYac	196 20% STYac	171 47% RSTUVWYZab c	162 15%	200 39% RSTUWYac	188 15%	100 33% STWYac	137 17% Ya	195 40% e	144 12%
Making sure the national debt is falling	340 15%	121 17%	73 14%	25 15%	36 14%	102 13%	139 17% F	107 20% IJMNOQ	127 11%	105 13% I	138 16% IQ	87 16% IJ	113 14% I	82 14% I	98 14% I	57 18% IJ	117 13% I	143 23% STUWYZac	109 11%	90 14% SWYc	154 17% SWYac	89 21% STWYac	110 11%	75 21% STWYac	115 11%	96 19% STWYac	154 12% SYc	59 20% STWYac	82 10%	99 20% e	141 12%
I have other priorities	71 3%	21 3%	17 3%	8 4%	14 5%	25 3%	35 4%	4 1%	51 4% HJL	17 2%	40 5% HJL	11 2%	42 5% HJL	35 6% HJL	27 4% HJ	10 3% H	37 4% HJL	13 2%	41 4% Zb	17 3%	37 4% RZb	10 2%	44 4% RTZb	13 4% Zb	44 4% RZb	9 2%	55 4% RTZb	4 1%	37 5% RTZb	12 2%	38 3%
None of these	30 1%	3 *	2 *	2 1%	3 1%	7 1%	5 1%	6 1% LN	6 *	3 *	9 1% LN	* *	10 1% IJLN	1 *	10 1% IJLN	2 1%	9 1% LN	4 1%	5 *	1 *	11 1%	2 *	9 1% ST	1 *	7 1%	3 1%	13 1% ST	2 1%	9 1% ST	3 1%	6 *
Don't know	56 2%	4 1%	6 1%	* *	6 2%	9 1%	9 1%	5 1%	17 1% Q	11 1% Q	9 1% Q	4 1%	10 1% Q	6 1%	10 1% Q	3 1%	3 *	9 1%	13 1% Y	11 2% Y	10 1%	4 1%	13 1% Y	8 2% YZ	7 1%	3 1%	17 1% Y	2 1%	8 1%	4 1%	17 1%

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

Overlap formulae used

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

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