

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389		
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446		
Right direction (1)	146 13%	90 17% C	55 10% G	19 17% G	42 22% GH	29 17% G	10 5% G	17 10% G	29 11% G	61 20% KL	39 11% G	46 11% G	30 19% OP	52 18% OP	19 8% G	37 11% G	85 14% G	61 13% G	38 15% G	31 11% G	25 10% G	34 23% TUV*	2 4% *	15 16% *	119 13% G	26 15% G	89 14% G	39 13% G	18 13% *	57 19% e	89 11% G	59 18% g	87 11% G	79 12% G	67 15% G		
Wrong direction (-1)	689 63%	343 65% E	345 62% E	70 61% E	108 58% E	105 60% E	130 70% E	119 71% E	157 61% E	178 59% E	235 65% E	276 65% E	94 60% E	170 60% E	166 68% E	224 67% E	398 65% E	291 61% E	172 66% V	185 65% V	160 64% E	77 52% *	40 76% v*	55 58% *	582 64% G	107 60% G	414 63% G	189 64% G	87 62% *	177 60% G	512 65% G	215 64% G	474 63% G	408 64% G	281 63% G		
Neither (0)	178 16%	73 14% F	105 19% F	20 17% F	26 14% F	27 16% F	29 16% F	22 13% F	54 21% F	45 15% F	56 16% F	76 18% F	24 16% F	40 14% F	39 16% F	53 16% F	91 15% F	87 18% F	30 12% F	52 18% F	46 18% F	24 16% *	3 6% *	22 24% SW*	148 16% F	30 17% F	108 17% F	45 15% F	25 17% *	47 16% F	131 17% F	39 12% F	139 18% f	105 16% F	73 16% F		
Don't know	74 7%	24 5% B	49 9% B	6 5% B	12 6% B	12 7% B	18 9% B	11 6% B	15 6% B	18 6% B	30 8% B	26 6% B	7 5% B	23 8% B	19 8% B	21 6% B	36 6% B	39 8% B	18 7% B	15 5% B	19 8% B	12 8% *	7 14% x*	3 3% *	59 7% B	15 8% B	41 6% B	21 7% B	12 8% *	15 5% B	59 7% B	21 6% B	53 7% B	48 8% B	26 6% B		
Mean	-0.54	-0.50	-0.57	-0.47 GH*	-0.38 GH	-0.47 G	-0.71	-0.65	-0.53 G*	-0.41 KL	-0.59	-0.58	-0.43 O	-0.45 O	-0.65	-0.59	-0.55	-0.52	-0.55	-0.57	-0.59	-0.32 STU*	-0.84 **	-0.43 *	-0.54	-0.49	-0.53	-0.55	-0.53 *	-0.43 e	-0.58	-0.50	-0.55	-0.56	-0.51		

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/f,g,h/ 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/ Minimum Base: 30(**) Small Base: 100(*)

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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 Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Right direction (1)	146 13%	82 24% C	12 5%	15 15% C*	18 15% C*	51 11%	54 15%	90 38% IJKLMNOPQ	28 5%	51 13% I	60 15% I	47 19% IQ	51 14% I	47 16% IQ	46 16% IQ	47 32% IJKLMNOPQ*	48 11% I	102 36% STUWYabcdefg	15 3%	54 16% SWYa	58 14% SWYa	72 40% STUWYabcdefg	19 4%	61 38% STUWYabcdefg	33 6% SW	71 48% RSTUWXYabcdefg*	22 6% SW	38 19% SWYae	82 13% SWYa	46 19% SWYa	47 12% SWYa	49 21% STUWYace	52 14% SWYa	68 32% i	43 7%
Wrong direction (-1)	689 63%	147 43%	228 88% BDE	72 73% B*	85 69% B*	325 72% G	211 58%	58 24% HJKLMNOPQ	493 84% HJKLMNOPQ	303 78% HJKLMNOPQ	225 57% H	162 66% HKP	248 67% HKP	215 72% HKLP	188 63% HP	75 51% H*	320 71% HKOP	87 30% RTUVXYZabcdefg	455 88% RUVXZceg	258 75% RUVXZ	253 60% RUVXZ	51 29% RTUVXYZbcd	439 88% RTUVXYZbcd	59 37% Z	441 82% RTUVXZbcdefg	41 28% *	334 85% RTUVXZbcdefg	150 73% RUVXZceg	391 64% RUVXZ	176 70% RUVXZg	252 64% RUVXZ	161 70% RUVXZ	222 61% RUVXZ	88 41% h	489 79% h
Neither (0)	178 16%	86 25% CDE	14 6%	10 10% *	15 12% *	61 14%	67 18%	70 29% IJKLMNOPQ	51 9%	30 8%	79 20% IILMN	30 12% J	51 14% II	28 9%	50 17% IIN	23 15% IJ*	68 15% IIN	71 25% STWYabcdefg	37 7% STWYabdf	27 8% STWYabdf	80 19% STWYabdf	47 26% STWYabcdefg	33 7% STWYabdf	29 18% STWYabdf	56 10% SWa	30 21% STWYabdf*	28 7% STWYabdf	14 7% STWYabdf	109 18% STWYabdf	20 8% STWYabdf	67 17% STWYabdf	16 7% STWYabdf	64 18% STWYabdf	42 20% i	76 12%
Don't know	74 7%	28 8% C	4 2%	2 2% *	5 4% *	13 3%	34 9% F	21 9% IILNOPQ	14 2%	6 2%	31 8% IILNOPQ	6 2% IILNOPQ	19 5% II	9 3%	13 4% J	3 2% *	13 3%	27 9% STVWYZabcdf	8 2% STVWYZabcdf	6 2% STVWYZabcdf	29 7% STWYabdf	8 5% STWYabdf	11 2% STWYabdf	11 7% STWYabdf	12 2% STWYabdf	4 3% *	9 2% STWYabdf	5 2% STWYabdf	31 5% STWYa	7 3% STWYabdf	29 7% STWYabdf	5 2% STWYabdf	26 7% STWYabdf	15 7% i	13 2%
Mean	-0.54	-0.21 CDE	-0.85	-0.59 C*	-0.57 C*	-0.63	-0.47 F	0.15 IJKLMNOPQ	-0.81	-0.66 I	-0.45 IILMQ	-0.48 IILNQ	-0.56 I	-0.58 I	-0.50 IILQ	-0.20 IJKLMNOPQ*	-0.62 I	0.06 STUWYabcdefg	-0.87	-0.60 SWYa	-0.50 SWYa	0.12 STUWYabcdefg	-0.86	0.01 STUWYabcdefg*	-0.77 SW	0.21 STUWYabcdefg*	-0.81 SW	-0.55 SWYa	-0.53 SWYa	-0.53 SWYa	-0.56 SWYa	-0.49 STWYa	-0.50 SWYa	-0.10 i	-0.73

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

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Adults aged 18-75 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389		
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446		
Very favourable (2)	118	67	51	23	25	14	22	12	22	48	36	34	31	29	27	26	68	51	39	28	16	18	15	3	103	15	70	39	9	33	85	47	71	74	44		
	11%	13%	9%	20% FHI	13%	8%	12%	7%	9%	16% KL	10%	8%	20% NOP	10%	11%	8%	11%	11%	15% LX	10%	6%	12% +	28% STUVX*	4% +	103	15	11%	13%	9% +	11%	11%	14% g	9%	12%	10%		
Fairly favourable (1)	272	136	137	26	71	49	46	32	47	97	96	79	44	100	51	62	174	99	75	63	65	39	11	18	239	33	177	67	28	95	177	103	169	179	93		
	25%	26%	25%	23% Dghi	38%	28%	25%	19%	18%	32% L	27% L	19%	28% P	35% OP	21%	18%	28% R	21%	29%	22%	26%	27% +	22% +	19%	26%	19%	27%	23%	20% +	32% e	22%	31% g	22%	28% i	21%		
Neither favourable nor unfavourable (0)	242	96	144	26	32	47	56	37	44	59	102	81	33	60	77	66	144	98	47	61	51	46	12	24	202	40	144	69	30	79	163	74	168	150	92		
	22%	18%	26% B	23% B	17%	27%	30% EI	22%	17%	19%	28% JL	19%	21%	21%	32% MNP	20%	24%	21%	18%	22%	21%	31% S*	23% +	25% +	22%	22%	22%	23%	21% +	27%	21%	22%	22%	23%	21%		
Fairly unfavourable (-1)	186	107	79	16	29	23	18	38	62	45	41	100	21	36	32	79	98	88	29	55	45	26	3	27	152	34	99	52	35	35	151	59	128	98	88		
	17%	20% C	14%	14%	16%	13%	10%	23% FG	24% FG	15%	11%	24% JK	13%	13%	13%	24% MNO	16%	18%	11%	20% S	18%	18% +	6% +	29% SW*	17%	19%	15%	18%	25% a*	12% d	19% e	18%	17%	15%	20%		
Very unfavourable (-2)	209	112	97	12	12	26	36	40	82	24	63	122	13	31	47	95	94	115	54	58	62	8	8	18	161	48	133	43	33	34	175	38	171	95	114		
	19%	21%	17%	10%	7%	15% E	20% DE	24% DE	32% DEFG	8%	17% J	29% JK	8%	11%	19% MN	28% MNO	15%	24% Q	21% V	21% V	25% V	5% +	14% +	19% v*	18%	27% Y	20%	15%	23% +	11%	22% d	11%	23% f	15%	26% h		
Don't know	59	13	46	12	17	14	8	8	-	29	22	8	15	29	10	6	32	28	15	18	10	10	3	3	52	8	30	24	5	19	40	13	46	44	15		
	5%	2%	8% B	10% I	9% I	8% I	4% I	5% I	- -	10% L	6% L	2% P	9% P	10% OP	4%	2%	5%	6%	6%	6%	4%	7% +	6% +	4% +	6% +	4%	5%	8% a	4% +	7% f	5% g	4% h	6% i	7% i	3%		
Net: Very/Fairly favourable	391 36%	203 38%	188 34%	49 43% HI	96 51% FGHI	64 37% H	68 37% H	45 26%	69 27%	145 48% KL	132 37% L	113 27%	75 48% OP	129 45% OP	78 32% OP	88 26%	241 40% R	149 31%	114 44% TLX	90 32%	81 32%	57 39% x*	26 50% TLUX*	22 23% +	342 38% z	49 27%	247 38%	106 36%	37 27% +	128 43% e	262 33% g	150 45% g	240 32% i	253 40% i	137 31%		
Net: Very/Fairly unfavourable	395 36%	219 41% C	176 32%	28 24%	41 22%	50 29%	54 29%	79 47% DEFG	143 56% DEFG	69 23%	104 29%	222 52% JK	34 22%	67 24%	79 33% MN	175 52% MNO	192 32% Q	203 42% Q	83 32%	114 40% VW	108 43% VW	34 23% +	11 21% +	46 48% SWH*	313 34% Y	82 46% Y	232 36%	95 32%	68 48% ab*	69 23% d	326 41% f	97 29% f	298 40% f	193 30% h	202 45% h		
Net Difference	-4 *	-16 -3%	12 2%	22 19%	54 29%	14 8%	14 8%	-34 -20%	-74 -29%	76 25%	28 8%	-108 -26%	41 26%	62 22%	-2 -1%	-86 -26%	49 8%	-53 -11%	31 12%	-23 -8%	-27 -11%	23 15%	15 29%	-24 -25%	-29 3%	-33 -19%	15 2%	12 4%	-31 -22%	60 20%	-64 -8%	53 16%	-58 -8%	60 9%	-65 -15%		
Mean	-0.09	-0.12	-0.07	0.32 HI*	0.39 FGHI	0.01 HI	* HI	-0.39	-0.52	0.37 KL	* L	-0.47	0.42 OP	0.23 OP	-0.10 P	-0.47	0.04 R	-0.26	0.07 UX	-0.20	-0.31	0.24 TLUX*	0.46 TLUX*	-0.43 +	-0.03 Z	-0.39	-0.08	0.03 c	-0.40 +	0.21 e	-0.21	0.19 g	-0.22	0.07 i	-0.31		

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All Adults aged 18+ in Great Britain

							Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	General Election 2019 Vote																																				
	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 Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)			
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664			
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621			
Very favourable (2)	118	10	82	4	9	60	23	13	96	118	-	43	28	53	21	20	56	20	86	108	1	14	76	19	81	18	66	55	34	71	20	67	15	22	86			
	11%	3%	32%	4%	7%	13%	6%	6%	16%	30%	-	18%	17%	18%	7%	13%	12%	7%	17%	31%	*	8%	15%	12%	15%	12%	17%	27%	6%	28%	5%	29%	4%	10%	14%			
Fairly favourable (1)	272	41	114	41	26	163	57	41	203	272	-	103	47	103	50	33	127	52	179	181	27	43	151	31	171	39	113	85	126	111	37	102	37	39	206			
	25%	12%	44%	42%	21%	36%	16%	17%	35%	70%	-	42%	13%	35%	17%	23%	28%	18%	35%	53%	6%	24%	30%	19%	32%	27%	29%	41%	20%	44%	9%	44%	10%	18%	33%			
Neither favourable nor unfavourable (0)	242	56	46	26	24	97	69	42	106	-	-	47	50	75	35	14	88	61	91	35	65	33	87	31	100	23	74	34	109	34	51	34	50	25	156			
	22%	16%	18%	27%	20%	21%	19%	18%	18%	-	-	19%	13%	25%	12%	10%	20%	21%	18%	10%	15%	18%	17%	19%	19%	16%	19%	16%	18%	14%	13%	15%	14%	12%	25%			
Fairly unfavourable (-1)	186	98	12	16	34	66	85	61	89	-	186	39	84	39	65	14	101	74	66	14	138	42	76	27	90	29	65	24	147	28	103	15	95	43	94			
	17%	28%	5%	16%	27%	23%	26%	26%	15%	-	47%	16%	23%	13%	22%	9%	22%	26%	13%	4%	33%	24%	15%	17%	17%	20%	17%	12%	24%	11%	26%	6%	26%	20%	15%			
Very unfavourable (-2)	209	132	2	8	27	49	124	80	88	-	209	12	157	23	125	63	76	76	83	2	188	45	104	52	94	36	71	6	189	4	174	5%	44%	37%	60			
	19%	38%	1%	8%	22%	11%	34%	34%	15%	-	53%	5%	42%	8%	42%	43%	17%	26%	16%	1%	45%	25%	21%	32%	17%	25%	18%	3%	31%	1%	14%	4%	37%	10%				
Don't know	59	7	1	4	4	15	8	1	5	-	1	4	5	-	3	1	5	10	4	3	1	7	-	4	1	4	2	7	2	10	*	8	6	19				
	5%	2%	*	4%	3%	3%	2%	1%	1%	-	-	1%	1%	2%	-	2%	*	2%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	3%	*	2%	3%	3%			

Net: Very/Fairly favourable	391 36%	51 15% BDE	196 76% BE*	45 46% BE*	35 28% B*	223 50% G	80 22% K	54 23% HMQQ	298 51% HKLMMOPQ	391 100% HKLMMOPQ	-	146 59% HKLMMOPQ	75 20% K	157 52% HMQQ	72 24% K	53 36% HMQQ*	183 41% HMQQ	71 25% Ueg	266 52% RUVVWXYZac:eg	289 84% RSUVWXYZab:cdefg	28 7% RUEg	57 32% RUVVcog	227 45% RUVVcog	50 31% Ueg	251 47% RUVVcog	57 39% RUCeg*	179 46% RUVVcog	140 68% RSUVWXYZac:eg	160 26% Ueg	182 73% RSUVWXYZac:eg	57 14% U	169 74% RSUVWXYZac:eg	52 14% U	61 28% U	292 47% h
Net: Very/Fairly unfavourable	395 36%	230 67% CDE	15 6% CDE	23 23% C*	61 49% CD*	115 26% F	209 57% ULNQ	141 30% JLN	177 30% JLN	-	-	100% HULMNQ	50 15% J	241 65% JLN	62 21% J	190 64% ULNQ*	77 39% JLN	177 49% STWYbdf	149 52% Tbdf	148 77% RSTVWXYZab:cdefg	17 40% STWYbdf	326 57% STWYbdf	88 36% STWYbdf	180 50% STWYbdf	79 34% STWYbdf	185 45% STWYbdf	66 35% STWYbdf	136 15% T	31 55% STWYabdf	336 13% T	277 70% RSTVWXYZab:cdf	27 12% T	255 70% RSTVWXYZab:cdf	122 57% RSTVWXYZab:cdf	154 25% RSTVWXYZab:cdf
Net Difference	-4 *	-179 -52%	182 70%	22 22%	-26 -21%	108 24%	-129 -35%	-87 -37%	122 21%	391 100%	-395 -100%	95 39%	-166 -45%	94 31%	-119 -40%	-24 -17%	6 1%	-78 -27%	117 23%	272 79%	-298 -71%	-31 -17%	46 9%	-29 -18%	67 12%	-9 -6%	43 11%	110 53%	-176 -29%	151 60%	-220 -56%	143 62%	-203 -56%	-62 -29%	138 22%

Mean	-0.09	-0.89	1.02	0.20	-0.37	0.27	-0.64	-0.65	0.22	1.30	-1.53	0.52	-0.81	0.42	-0.75	-0.47	-0.03	-0.47	0.24	1.11	-1.16	-0.35	0.04	-0.39	0.10	-0.18	0.10	0.77	-0.55	0.88	-0.97	0.86	-0.97	-0.57	0.27
			BDE	BE*	B*	G		K	HMQQ	HKLMMOPQ		HMQQ	K	HMQQ	K	KMP	HMQQ	Ueg	RUVVWXYZac:eg	RSUVWXYZab:cdefg		Ueg	RUVVcog	Ueg	RUVVcog	RUCeg*	RUVVcog	RSUVWXYZac:eg	Ueg	RSUVWXYZac:eg	U	RSUVWXYZac:eg	U		h

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

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

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	60	36	24	6	17	7	2	8	21	23	8	29	10	17	6	16	28	32	8	24	7	13	1	7	50	11	39	12	9	19	41	22	38	28	32
	6%	7%	4%	5% G	9% G	4%	1%	5% G	8% G	8% K	2%	7% K	7% O	6%	2%	5%	5%	7%	3%	9%	3%	9% SU*	2%	8% +	5%	6%	6%	4%	6% +	7%	5%	7%	5%	4%	7%
Fairly favourable (1)	178	88	90	18	28	23	21	25	64	46	44	89	24	36	33	72	90	89	51	37	41	25	5	21	135	44	114	42	23	50	128	46	132	94	85
	16%	17%	16%	16%	15%	13%	11%	15%	25% FGH	15%	12%	21% K	15%	13%	13%	22% NO	15%	19%	20%	13%	16%	17% +	9%	22% +	15%	25% Y	17%	14%	16% +	17%	16%	14%	18%	15%	19%
Neither favourable nor unfavourable (0)	206	91	113	23	36	40	44	23	41	58	83	64	28	59	58	53	100	106	40	48	65	32	10	10	170	36	125	54	27	69	137	51	155	119	87
	19%	17%	20%	20%	19%	23% H	23% H	14%	16%	19%	23% L	15%	18%	21%	24%	16%	16%	22%	16%	17%	26%	22% STX	18% +	10% +	19%	20%	19%	18%	19% +	23%	17%	15%	21% f	19%	19%
Fairly unfavourable (-1)	167	78	89	21	20	24	28	33	41	42	52	74	28	34	33	58	108	59	45	44	43	21	4	10	141	26	92	42	33	35	132	61	106	101	66
	15%	15%	16%	19%	11%	14%	15%	19% E	16%	14%	14%	17%	18%	12%	13%	17%	18% R	12%	18%	15%	17%	14% +	8% +	10% +	15%	15%	14%	14%	24% +*	12%	17%	18%	14%	16%	15%
Very unfavourable (-2)	419	224	193	36	70	68	87	73	85	106	154	158	53	112	108	127	255	163	104	109	85	48	30	43	363	55	252	123	43	105	313	143	275	257	162
	39%	42% C	35%	31%	38%	39%	47% DI	43% D	33%	35%	43%	37%	34%	39%	44%	38%	42% R	34%	40%	39%	34%	32% +	56% TUV*	45% +	40%	31%	39%	42%	30% +	36%	40%	43%	37%	40%	36%
Don't know	57	13	44	11	15	14	6	7	4	27	19	11	13	27	7	9	28	29	11	21	9	9	4	4	51	6	30	21	6	17	40	11	47	42	15
	5%	2%	8% B	10% GI	8% I	8% I	3%	4%	1%	9% L	5%	3%	8% OP	10% OP	3%	3%	5%	6%	4%	7%	4%	6% +	7% +	5% +	6%	4%	5%	7%	4% +	6%	5%	3%	6% f	7%	3%
Net: Very/Fairly favourable	239 22%	124 23%	115 21%	24 21% G	45 24% G	30 17%	22 12%	32 19%	85 33% FGH	69 23% K	52 14%	118 28% K	34 22%	52 18%	38 16%	88 26% O	118 19%	121 25%	59 23%	61 22%	47 19%	38 26% +	6 11% +	28 29% w*	184 20%	54 31% Y	153 23%	54 22% +	31 22% +	70 24%	169 21%	68 21%	170 23%	121 19%	117 26% h
Net: Very/Fairly unfavourable	586 54%	302 57%	282 51%	57 50%	91 49%	91 52%	115 62% EI	106 63% DI	126 49%	148 49%	206 57%	232 55%	81 52%	146 51%	141 58%	185 55%	363 60% R	222 47%	149 58%	153 54%	129 52%	68 46% +	34 64% +	52 55% +	504 55%	82 46%	344 53%	165 56%	76 54% +	140 47%	446 56% d	204 61% g	382 51%	358 56%	227 51%
Net Difference	-347 -32%	-179 -34%	-167 -30%	-33 -29%	-46 -24%	-62 -35%	-93 -50%	-73 -43%	-41 -16%	-78 -26%	-154 -43%	-114 -27%	-47 -30%	-94 -33%	-102 -42%	-97 -29%	-246 -40%	-101 -21%	-91 -35%	-92 -32%	-81 -33%	-30 -21%	-28 -54%	-25 -26%	-320 -35%	-27 -15%	-191 -29%	-111 -38%	-45 -32%	-70 -24%	-276 -35%	-136 -41%	-211 -28%	-237 -37%	-110 -25%
Mean	-0.68	-0.71	-0.66	-0.60 G*	-0.58 G	-0.77	-0.98	-0.86	-0.42 GH	-0.59 K	-0.88	-0.59 K	-0.63	-0.74	-0.87	-0.64	-0.81	-0.52 Q	-0.75	-0.67	-0.66 W	-0.47 w*	-1.16 +	-0.67 +	-0.74	-0.42 Y	-0.65	-0.81	-0.58 +	-0.56	-0.73	-0.79	-0.64	-0.78	-0.55 h

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.

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

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to 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 Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)							
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664							
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621							
Very favourable (2)	60 6% 14% CDE	48 14% 1% CDE	3 3% 11% CDE	2 2% 10% C*	4 3% 9% C*	23 5% 15% F	27 7% 21% F	60 25% UKLMNOPQ	- - - - UKLMNOPQ	15 4% 10% I	40 10% 16% IUMN	16 7% 24% IUMN	24 7% 13% IUMN	14 5% 13% IUMN	23 8% 22% IUMN	20 14% 28% IUMN	33 7% 15% IUMN	52 18% 137 IUMN	3 1% 11% IUMN	18 5% 9% IUMN	37 25% 9% IUMN	44 26% 36% IUMN	1 * 7% IUMN	41 26% 2% IUMN	10 2% 28% IUMN	41 28% 5% IUMN	2 * 8% IUMN	17 8% 13% IUMN	36 6% 22% IUMN	20 8% 15% IUMN	29 7% 21% IUMN	18 8% 15% IUMN	29 8% 22% IUMN	39 18% 27% IUMN	9 1% 10% IUMN							
Fairly favourable (1)	178 16% 37% CDE	126 37% 11% CDE	7 3% 10% C*	10 10% 9% C*	11 9% 21% F	66 15% 11% F	75 21% 24% F	178 75% UKLMNOPQ	- - - - UKLMNOPQ	39 10% 10% I	101 26% 16% IUMN	39 16% 21% IUMN	78 21% 13% IUMN	39 13% 22% IUMN	65 28% 15% IUMN	41 14% 28% IUMN	65 15% 48% IUMN	137 48% 3% IUMN	16 3% 11% IUMN	36 11% 26% IUMN	108 26% 44% IUMN	79 7% 36% IUMN	34 44% 5% IUMN	58 36% 8% IUMN	62 42% 5% IUMN	21 5% 13% IUMN	27 13% 22% IUMN	137 15% 21% IUMN	38 21% 15% IUMN	84 15% 22% IUMN	35 15% 22% IUMN	82 22% 27% IUMN	58 27% 10% IUMN	65 10% 15% IUMN								
Neither favourable nor unfavourable (0)	206 19% 77% C	77 23% 11% C	28 11% 13% C	13 10% 9% C*	21 17% 21% F	48 11% 24% F	89 24% 24% F	- - - - HKLMPNOQ	- - - - HKLMPNOQ	37 9% 18% HI	71 16% 10% HJNQ	32 13% 10% HI	60 10% 12% HJNQ	30 21% 19% HI	63 25% 12% HJNQ	25 12% 19% HJNQ	52 19% 11% HJNQ	33 9% 10% HJNQ	47 9% 10% HJNQ	74 15% 15% HJNQ	27 10% 10% HJNQ	52 10% 10% HJNQ	31 13% 10% HJNQ	58 11% 10% HJNQ	19 10% 10% HJNQ	40 19% 10% HJNQ	9 9% 9% HJNQ	110 22% 7% HJNQ	22 9% 9% HJNQ	73 21% 15% HJNQ	21 9% 9% HJNQ	57 16% 16% HJNQ	93 15% 15% HJNQ									
Fairly unfavourable (-1)	167 15% 60% C	60 17% 10% C	25 10% 10% C	22 23% 10% C*	20 16% 20% C*	54 12% 20% F	72 20% 20% F	- - - - HKLMPNOQ	- - - - HKLMPNOQ	167 29% 14% HKLMPNOQ	56 14% 19% HKLMPNOQ	77 19% 16% HKLMPNOQ	38 16% 19% HKLMPNOQ	69 17% 17% HKLMPNOQ	51 20% 20% HKLMPNOQ	59 20% 20% HKLMPNOQ	30 14% 11% HKLMPNOQ	63 14% 11% HKLMPNOQ	78 16% 16% HKLMPNOQ	56 18% 18% HKLMPNOQ	77 18% 12% HKLMPNOQ	21 12% 15% HKLMPNOQ	73 13% 13% HKLMPNOQ	20 89% 10% HKLMPNOQ	89 16% 10% HKLMPNOQ	13 9% 15% HKLMPNOQ	60 10% 20% HKLMPNOQ	20 11% 11% HKLMPNOQ	116 27% 19% HKLMPNOQ	27 11% 11% HKLMPNOQ	75 24% 24% HKLMPNOQ	24 11% 11% HKLMPNOQ	76 21% 16% HKLMPNOQ	35 16% 15% HKLMPNOQ	93 15% 15% HKLMPNOQ							
Very unfavourable (-2)	419 39% 8% BDE	28 8% 75% BDE	193 50% 84% B*	50 49% 6% B*	60 55% 26% G	248 55% 26% G	95 26% 26% G	- - - - HKLMPNOQ	- - - - HKLMPNOQ	419 71% 62% HKLMPNOQ	242 58% 45% HKLMPNOQ	100 25% 48% HKLMPNOQ	118 28% 54% HKLMPNOQ	132 36% 19% HKLMPNOQ	162 48% 28% HKLMPNOQ	83 39% 19% HKLMPNOQ	27 18% 11% HKLMPNOQ	234 3% 71% HKLMPNOQ	9 3% 14% HKLMPNOQ	368 28% 28% HKLMPNOQ	199 28% 2% HKLMPNOQ	118 7% 63% HKLMPNOQ	4 5% 6% HKLMPNOQ	337 67% 5% HKLMPNOQ	8 7% 63% HKLMPNOQ	338 7% 63% HKLMPNOQ	11 68% 60% HKLMPNOQ	123 60% 34% HKLMPNOQ	206 56% 31% HKLMPNOQ	140 57% 31% HKLMPNOQ	124 30% 110% HKLMPNOQ	131 30% 110% HKLMPNOQ	110 13% 13% HKLMPNOQ	28 55% 5% HKLMPNOQ	343 15% 15% HKLMPNOQ							
Don't know	57 5% 1% CDE	5 1% 1% CDE	2 1% 1% CDE	2 2% 10% C*	8 6% 2% BC*	11 2% 2% BC*	8 2% 2% BC*	- - - - UKLMNOPQ	- - - - UKLMNOPQ	2 * 1% I	6 1% 1% I	1 2% 1% I	6 1% 1% I	4 1% 1% I	4 1% 1% I	4 3% 3% IUMN	1 * 1% IUMN	4 1% 1% IUMN	5 1% 1% IUMN	2 2% 2% IUMN	7 2% 2% IUMN	3 1% 1% IUMN	4 1% 1% IUMN	1 * 1% IUMN	2 * 1% IUMN	- - - - IUMN	3 1% 1% IUMN	7 1% 1% IUMN	3 1% 1% IUMN	10 3% 3% IUMN	- - - - IUMN	10 3% 3% IUMN	4 2% 2% IUMN	19 3% 3% IUMN								
Net: Very/Fairly favourable	239 22% 51% CDE	174 51% 4% CDE	11 4% 12% C*	12 12% 12% C*	15 12% 12% C*	89 20% 28% F	102 28% 100% F	239 100% UKLMNOPQ	- - - - UKLMNOPQ	54 14% 14% I	141 36% 23% IUMN	55 23% 28% IUMN	102 28% 10% IUMN	53 18% 10% IUMN	88 30% 41% IUMN	61 41% 22% IUMN	99 22% 66% IUMN	188 66% 66% IUMN	18 4% 16% IUMN	54 16% 34% IUMN	145 34% 69% IUMN	123 69% 7% IUMN	35 7% 62% IUMN	99 62% 10% IUMN	54 10% 71% IUMN	104 71% 1% IUMN	23 6% 21% IUMN	44 21% 28% IUMN	173 28% 23% IUMN	57 23% 28% IUMN	113 28% 23% IUMN	53 23% 23% IUMN	111 30% 110% IUMN	97 46% 16% IUMN	74 12% 12% IUMN							
Net: Very/Fairly unfavourable	586 54% 25% BDE	87 25% 84% BDE	218 72% 73% B*	72 65% 6% B*	80 67% 5% B*	302 67% 26% G	166 46% 26% G	- - - - HKLMPNOQ	- - - - HKLMPNOQ	586 76% 45% HKLMPNOQ	298 17% 17% HKLMPNOQ	177 45% 55% HKLMPNOQ	157 45% 55% HKLMPNOQ	202 71% 48% HKLMPNOQ	213 48% 39% HKLMPNOQ	143 57% 66% HKLMPNOQ	57 29% 19% HKLMPNOQ	297 41% 14% HKLMPNOQ	41 86% 74% HKLMPNOQ	255 19% 26% HKLMPNOQ	195 26% 14% HKLMPNOQ	26 82% 18% HKLMPNOQ	410 28% 18% HKLMPNOQ	28 79% 16% HKLMPNOQ	427 16% 83% HKLMPNOQ	24 16% 69% HKLMPNOQ	328 69% 53% HKLMPNOQ	143 67% 51% HKLMPNOQ	322 67% 51% HKLMPNOQ	167 200% 156% HKLMPNOQ	200 156% 187% HKLMPNOQ	156 187% 110% HKLMPNOQ	187 110% 13% HKLMPNOQ	62 29% 70% HKLMPNOQ	436 15% 15% HKLMPNOQ							
Net Difference	-347 -32% 25% CDE	87 25% 84% BDE	-207 -80% 73% B*	-60 -60% 6% B*	-65 -53% 5% B*	-213 -47% 26% G	-64 -18% 26% G	239 100% UKLMNOPQ	-586 -100% UKLMNOPQ	-244 -63% 45% HKLMPNOQ	-35 -9% 55% HKLMPNOQ	-102 -41% 10% IUMN	-99 -27% 10% IUMN	-160 -53% 10% IUMN	-55 -18% 10% IUMN	4 3% 3% IUMN	-198 -44% 1% IUMN	147 51% 1% IUMN	-427 -83% 1% IUMN	-201 -58% 1% IUMN	-50 -12% 1% IUMN	97 54% 1% IUMN	-374 -75% 1% IUMN	71 44% 1% IUMN	-373 -69% 1% IUMN	80 54% 1% IUMN	-305 -78% 1% IUMN	-99 -48% 1% IUMN	-149 -24% 1% IUMN	-110 -44% 1% IUMN	-87 -22% 1% IUMN	-103 -45% 1% IUMN	-76 -21% 1% IUMN	35 16% 1% IUMN	-362 -58% 1% IUMN							
Mean	-0.68 CDE	0.31 CDE	-1.54 CDE	-1.11 C*	-1.05 C*	-1.00 F	-0.37 F	1.25 UKLMNOPQ	-1.71 UKLMNOPQ	-1.21 I	-0.24 IUMN	-0.84 IUMN	-0.57 IUMN	-1.04 IUMN	-0.39 IUMN	-0.02 IUMN	-0.89 IUMN	0.67 STUWYabcde	-1.55 STUWYabcde	-1.12 SWYa	-0.32 STWYabdef	0.78 STUWYabcde	-1.43 S	0.66 STUWYabcde	-1.30 SWYa	0.75 STUWYabcde	-1.46 S	-1.00 SWYa	-0.53 STWYabdef	-0.93 STWYab	-0.47 STWYabdef	-0.94 STWYab	-0.44 STWYabdef	0.22 I	-1.16 IUMN							

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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: 20(**) 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(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 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	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389	
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446	
Very favourable (2)	59	37	21	10	15	13	9	6	7	25	21	13	16	20	10	13	44	15	9	18	14	15	2	1	47	12	42	16	1	25	34	30	29	44	15	
	5%	7%	4%	8%	8%	7%	5%	4%	3%	8%	6%	3%	10%	7%	4%	4%	7%	3%	3%	6%	5%	10%	4%	1%	5%	7%	6%	5%	1%	8%	4%	9%	4%	7%	3%	
Fairly favourable (1)	186	91	95	27	45	23	21	19	50	72	45	69	40	50	27	53	135	51	38	56	43	29	5	15	155	31	113	48	25	50	136	82	104	118	68	
	17%	17%	17%	23%	24%	13%	11%	11%	19%	24%	12%	16%	26%	18%	11%	16%	22%	11%	15%	20%	17%	20%	10%	15%	17%	17%	16%	18%	17%	17%	24%	14%	18%	15%		
Neither favourable nor unfavourable (0)	405	172	232	41	61	74	82	60	88	102	156	148	49	110	110	108	204	202	96	100	90	58	24	37	338	67	248	113	45	117	288	115	290	247	158	
	37%	33%	42%	35%	33%	42%	44%	35%	34%	34%	43%	35%	32%	39%	45%	32%	33%	42%	37%	35%	36%	39%	46%	39%	37%	38%	38%	38%	32%	40%	36%	34%	39%	39%	35%	
Fairly unfavourable (-1)	191	99	92	12	29	25	24	39	63	41	49	102	19	38	37	83	99	93	49	40	46	27	5	24	164	28	117	41	34	48	143	55	137	92	99	
	18%	19%	17%	10%	15%	14%	13%	23%	24%	13%	13%	24%	12%	13%	15%	25%	16%	19%	19%	14%	18%	18%	10%	25%	18%	15%	18%	14%	24%	16%	18%	16%	18%	14%	22%	
Very unfavourable (-2)	178	116	62	11	18	28	39	34	49	29	66	82	13	40	46	70	91	86	50	50	44	8	12	14	147	31	102	50	26	36	142	40	138	91	87	
	16%	22%	11%	10%	10%	16%	21%	20%	19%	10%	18%	19%	8%	14%	19%	21%	15%	18%	19%	18%	18%	5%	23%	15%	16%	18%	16%	17%	19%	12%	18%	12%	18%	14%	19%	
Don't know	67	16	52	15	18	12	12	10	-	33	24	10	18	27	13	9	37	30	18	18	13	10	4	3	58	9	31	27	9	19	48	12	55	48	20	
	6%	3%	9%	1%	10%	7%	6%	6%	-	11%	7%	2%	12%	10%	5%	3%	6%	6%	7%	6%	5%	7%	8%	4%	6%	5%	5%	9%	7%	7%	6%	4%	7%	7%	4%	
Net: Very/Fairly favourable	245 23%	127 24%	117 21%	37 32% FGH	60 32% FGH	36 21%	30 16%	25 15%	57 22%	97 32% KL	66 18%	82 19%	56 36% NOP	70 25% O	38 16%	66 20%	179 29% R	66 14%	46 18%	74 26%	57 23%	44 30% s*	7 14% +	16 17% +	202 22%	43 24%	155 24%	64 22%	26 19% +	75 25%	170 21%	112 34% g	133 18%	162 25% i	83 19%	
Net: Very/Fairly unfavourable	369 34%	215 40% c	153 28%	23 20%	47 25%	52 30%	62 33% D	73 43% DEF	111 49% DEF	70 23%	115 32% JK	184 43% JK	32 21%	78 27% M	83 34% MNO	153 46% MNO	190 31%	179 38%	99 38% V	90 32%	90 36% V	35 24% +	17 32% +	38 40% v*	310 34%	59 33%	219 34%	90 31%	60 43% +	84 29%	285 36% d	94 28%	275 36% f	183 29% h	186 42% h	
Net Difference	-124 -11%	-87 -16%	-37 -7%	14 12%	13 7%	-16 -9%	-32 -17%	-48 -28%	-54 -21%	27 9%	-49 -13%	-102 -24%	24 16%	-8 -3%	-45 -18%	-87 -26%	-11 -2%	-113 -24%	-52 -20%	-16 -6%	-33 -13%	9 6%	-10 -19%	-22 -23%	-108 -12%	-16 -9%	-64 -10%	-27 -9%	-34 -24%	-9 -3%	-115 -14%	17 5%	-141 -19%	-21 -3%	-103 -23%	
Mean	-0.24	-0.32	-0.15	0.13 GHI*	0.06 GHI	-0.19 H	-0.35	-0.48	-0.38	0.08 KL	-0.28	-0.41	0.20 NOP	-0.11 OP	-0.35	-0.44	-0.10 R	-0.41	-0.39	-0.18	-0.27	0.12 STUWXY*	-0.41 +	-0.38 +	-0.24	-0.21	-0.20	-0.23	-0.45 +	-0.08 e	-0.30	0.02 g	-0.36	-0.11 i	-0.41	

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/L/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(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

Net: Very/Fairly favourable	245 23%	44 13%	67 26% B	64 65% BCE*	32 26% B*	149 33% G	42 11%	55 23% KMO	157 27% KMO	146 37% HIKMOQ	50 13% MO	245 100% HIKMNOPQ	- -	139 46% HIKMOQ	23 8% M	40 27% KMO*	119 26% KMO	74 26% Ung	124 24% Ucog	134 39% RSUWXYcog	43 10% Ung	59 33% RUWcog	216 23% Ung	43 27% Ung	150 28% SUWcog	49 34% UWcog*	95 24% Ung	73 35% RSUWXYcog	121 20% Ung	114 46% RSTUWXYZab-cog	36 9% RSUWXYZab-cog	104 45% RSUWXYZab-cog	35 10% e	37 17% e	176 28% h
Net: Very/Fairly unfavourable	369 34% CD	185 54% D	65 25% D	8 8% *	52 42% CD*	113 25% F	188 51% JLN	102 43% JLN	202 34% JLN	75 19% L	241 61% HIJLNQ	- -	369 100% HIJLNOPQ	59 20% L	212 71% HIJLNQ	69 47% ULN*	186 43% ULN	122 36% Tbdf	187 20% Tbdf	68 20% RSTVWXYZab-cdf	258 61% Tbdf	66 37% STbdf	217 43% STbdf	62 39% Tbdf	194 36% Tbdf	56 38% Tbdf*	156 40% Tbdf	50 24% STVYabdf	288 47% RSTVWXYZab-cdf	46 19% RSTVWXYZab-cdf	253 64% RSTVWXYZab-cdf	46 20% RSTVWXYZab-cdf	217 59% RSTVWXYZab-cdf	119 30% i	158 26%
Net Difference	-124 -11%	-141 -41%	57 1%	57 57%	-20 -16%	36 8%	-146 -40%	-47 -20%	-45 -8%	71 18%	-190 -48%	245 100%	-369 -100%	80 27%	-190 -64%	-29 -20%	-68 -15%	-48 -17%	-62 -12%	-215 19%	-8 -51%	-102 -4%	-19 -20%	-44 -12%	-44 -8%	-6 -4%	-61 -15%	23 11%	-167 -27%	67 27%	-217 -55%	58 25%	-182 -50%	-81 -38%	18 3%

Mean	-0.24	-0.64	-0.06	0.84	-0.39	0.08	-0.70	-0.28	-0.20	0.21	-0.81	1.24	-1.48	0.34	-1.02	-0.46	-0.27	-0.25	-0.29	0.21	-0.82	-0.02	-0.42	-0.24	-0.20	-0.07	-0.31	0.13	-0.48	0.35	-0.93	0.32	-0.82	-0.63	* *
			BE	BCE*	*	G		KMO	KMOP	HIKMOQ	MO	HIKMNOPQ		HIKMOQ	M	KMO*	KMO	Ucog	UWcog	RSUWXYZac-eg		RSUWcog	Ung	Ucog	SUWcog	UWcog*	UWcog	RSUWXYcog	Ung	RSTUWXYZab-cog		RSUWXYZab-cog	e		h

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PUBLIC
Political Pulse May 2023 (Week 26)
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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
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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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389	
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446	
Very favourable (2)	94	51	42	20	21	13	17	10	13	41	30	23	27	26	19	19	64	29	21	20	24	18	5	6	84	10	59	29	6	29	64	40	53	71	23	
	9%	10%	8%	18% FGHI	11%	7%	9%	6%	5%	14% KL	8%	5%	17% NOP	9%	8%	6%	11% R	6%	8%	7%	10%	12% +	10% +	6% +	9%	6%	9%	10%	5% +	10%	8%	12% g	7%	11% i	5%	
Fairly favourable (1)	206	96	108	28	50	32	27	29	40	78	58	69	39	67	38	54	156	50	37	58	46	33	14	18	178	28	119	67	19	54	152	98	108	132	74	
	19%	18%	20%	24% G	27% GHI	18%	14%	17%	16%	26% KL	16%	16%	25% OP	24% O	15%	16%	26% R	10%	14%	20%	18%	22% +	26% +	19% +	20%	16%	18%	23%	13% +	18%	19%	29% g	14%	21%	17%	
Neither favourable nor unfavourable (0)	410	173	235	37	61	70	77	55	110	97	147	165	51	99	102	118	200	210	103	117	90	53	21	26	347	63	234	104	72	117	293	104	306	220	190	
	38%	33%	42% B	32%	32%	40%	41%	33%	43%	32%	41% J	39%	33%	35%	42%	35%	33%	44% Q	40%	41%	36%	36% +	39% +	37% +	38%	35%	36%	35%	51% ab*	40%	37%	31%	41% f	34%	43% h	
Fairly unfavourable (-1)	134	82	52	10	24	16	24	24	36	34	40	60	16	29	32	52	74	60	41	31	35	16	-	-	11	104	30	92	24	17	38	96	33	101	82	52
	12%	15% C	9%	9%	13%	9%	13%	14%	14%	11%	11%	14%	10%	10%	10%	12%	12%	13%	16% W	11%	14% W	11% W	11% W	11% W*	11% W*	17%	11%	14%	8%	12% +	13%	12%	10%	13%	13%	12%
Very unfavourable (-2)	163	106	58	6	13	28	28	34	55	18	56	89	7	33	37	76	74	89	36	33	39	15	9	31	128	35	107	38	17	32	131	41	122	78	85	
	15%	20% C	10%	5%	7%	16% DE	15% DE	20% DE	22% DE	6%	16% J	21% J	5%	12% M	15% M	23% MN	12%	19% Q	14%	12%	16%	10% +	17% +	33% STUV*	14%	20%	16%	13%	12% +	11%	17% d	12%	16%	12%	19% h	
Don't know	80	22	58	14	19	15	14	17	2	32	30	18	17	31	16	17	41	40	21	25	14	12	4	3	68	12	40	31	9	25	56	18	62	57	23	
	7%	4%	11% B	12% I	10% I	9% I	8% I	10% I	1%	11% L	8%	4%	11% P	11% P	6%	5%	7% R	8%	8%	9%	6%	8% +	8% +	4% +	7%	7%	6%	11% a	6% +	8%	7%	5%	8%	9%	5%	
Net: Very/Fairly favourable	300 28%	148 28%	151 27%	48 42% FGHI	71 38% FGHI	45 26%	43 23%	40 24%	53 21%	119 40% KL	88 24%	92 22%	66 42% OP	93 33% OP	57 23%	73 22%	220 36% R	79 17%	58 22%	78 27%	70 28%	51 35% s*	19 36% +	24 25% +	261 29%	38 21%	178 27%	96 33% c	25 18% +	83 28%	216 27%	138 41% g	161 21%	203 32% i	96 22%	
Net: Very/Fairly unfavourable	297 27%	187 35% C	110 20%	16 14%	37 20%	44 25% D	52 28% D	57 34% DE	92 36% DE	53 17%	96 27% J	149 35% JK	23 15%	62 22% M	69 28% MN	128 38% MNO	149 24% Q	149 31% Q	77 30%	64 23%	74 30%	31 21% +	9 17% +	42 44% STUVW*	232 26% Y	65 36% Y	200 31% b	63 21%	35 25% +	70 24%	227 29%	74 22% f	223 30% f	160 25%	137 31%	
Net Difference	2 *	-40 -7%	41 7%	33 28%	34 18%	1 1%	-9 -5%	-17 -10%	-39 -15%	66 22%	-8 -2%	-56 -13%	43 27%	31 11%	-12 -5%	-54 -16%	72 12%	-69 -15%	-20 -8%	14 5%	-4 -2%	20 14%	10 19%	-18 -19%	29 3%	-27 -15%	-22 -3%	33 11%	-10 -7%	13 4%	-11 -1%	64 19%	-62 -8%	43 7%	-41 -9%	
Mean	-0.07	-0.18	0.05 B	0.47 FGH*	0.25 FGHI	-0.08	-0.12	-0.27	-0.32	0.33 KL	-0.10	-0.30	0.45 NOP	0.10 P	-0.13	-0.35	0.11 R	-0.29	-0.15	* X	-0.08 X	0.17 SX*	0.14 X*	-0.48 +	-0.02 Z	-0.31	-0.11	0.09	-0.16 +	0.04	-0.11	0.20 g	-0.19 i	0.06 i	-0.24	

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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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)			
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664			
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621			
Very favourable (2)	94 9%	9 3%	30 12%	7 7%	26 21%	53 12%	15 4%	14 6%	69 12%	47 12%	22 6%	45 18%	18 5%	94 31%	- -	21 14%	43 10%	23 8%	55 11%	44 13%	27 6%	15 9%	50 10%	16 10%	51 9%	16 11%	42 20%	41 18%	32 5%	44 18%	14 4%	30 13%	19 5%	16 7%	65 10%			
Fairly favourable (1)	206 19%	33 10%	67 26%	39 40%	34 27%	133 29%	34 9%	165 16%	25% HMMO	28% HMMO	10% O	39% HUKMOQ	11% O	69% HUKMOQ	- -	27 18%	96 21%	49 17%	128 25%	96 28%	62 15%	37 21%	116 23%	33 21%	121 22%	31 21%	92 23%	74 36%	95 16%	89 36%	48 12%	80 35%	43 12%	28 13%	161 26%			
Neither favourable nor unfavourable (0)	410 38%	123 36%	112 43%	33 33%	32 26%	169 38%	140 38%	95 40%	210 36%	154 39%	130 33%	81 33%	84 23%	- -	- -	33 23%	147 33%	110 40%	172 33%	137 38%	131 31%	69 39%	159 32%	44 28%	212 39%	51 35%	130 33%	68 33%	212 35%	77 31%	119 30%	69 33%	121 26%	56 40%	249 40%			
Fairly unfavourable (-1)	134 12%	74 21%	22 8%	8 10%	10 8%	45 10%	56 15%	40 17%	62 11%	45 11%	69 17%	21 9%	78 21%	- -	134 45%	21 15%	74 16%	48 17%	57 11%	35 10%	65 16%	28 13%	66 13%	29 18%	64 12%	29 20%	49 12%	13 6%	109 18%	21 8%	72 18%	32 14%	63 17%	45 21%	69 11%			
Very unfavourable (-2)	163 15%	89 26%	19 7%	7 7%	18 14%	33 7%	101 28%	48 20%	81 14%	27 7%	121 31%	2 1%	135 37%	- -	163 55%	45 31%	86 19%	47 17%	85 16%	26 8%	123 29%	26 15%	90 18%	34 22%	84 16%	17 11%	69 4%	9 24%	145 6%	14 24%	124 31%	17 8%	108 30%	63 29%	45 7%			
Don't know	80 7%	15 4%	9 3%	4 4%	4 4%	17 4%	19 5%	3 1%	20 3%	8 2%	12 3%	2 1%	14 4%	- -	- -	+ +	3 1%	10 3%	18 4%	8 2%	14 3%	3 1%	19 4%	4 2%	8 1%	3 2%	9 1%	3 3%	20 2%	4 5%	19 1%	11 3%	6 3%	32 5%				
Net: Very/Fairly favourable	300 28%	43 12%	97 38%	46 47%	60 48%	186 41%	49 13%	53 22%	213 36%	157 40%	62 16%	139 57%	59 16%	300 100%	- -	47 32%	139 31%	71 25%	184 36%	140 41%	89 21%	53 29%	166 33%	49 31%	172 32%	47 32%	135 34%	114 55%	127 21%	133 53%	62 16%	110 48%	62 17%	44 21%	226 36%			
Net: Very/Fairly unfavourable	297 27%	163 47%	40 16%	16 16%	28 22%	78 17%	157 43%	88 37%	143 24%	72 18%	190 48%	23 9%	212 58%	- -	297 100%	67 45%	160 36%	96 28%	142 33%	61 18%	188 45%	55 31%	156 40%	63 27%	148 31%	46 30%	118 10%	22 41%	254 14%	35 50%	196 21%	49 47%	171 50%	107 18%	114 18%			
Net Difference	2 *	-120 -35%	57 22%	31 31%	32 26%	108 24%	-108 -30%	-35 -15%	70 12%	85 22%	-128 -32%	117 48%	-153 -42%	300 100%	-297 -100%	-19 -13%	-22 -5%	-24 -8%	42 8%	79 23%	-99 -24%	-2 -1%	10 2%	-14 -9%	24 4%	2 1%	16 4%	93 45%	-127 -21%	98 39%	-134 -34%	61 26%	-110 -30%	-64 -30%	112 18%			
Mean	-0.07	-0.61	0.27	0.32	0.34	0.30	-0.56	-0.29	0.10	0.27	-0.59	0.66	-0.76	1.31	-1.55	-0.30	-0.15	-0.18	0.02	0.29	-0.48	-0.07	-0.06	-0.21	0.01	-0.03	0.61	-0.41	0.52	-0.65	0.32	-0.56	-0.53	0.22				

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

Overlap formulae used

ColumnProportions (5%): A:B/C:D/E:F/G:H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i Minimum Base: 20(**) 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(**)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ s eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	59 5%	37 7%	23 4%	7 6%	11 6%	8 5%	7 4%	7 4%	18 7%	19 6%	15 4%	25 6%	10 7%	12 4%	11 5%	19 6%	37 6%	22 5%	18 7%	8 3%	15 6%	9 6%	1 2%	7 8%	46 5%	13 7%	35 5%	9 3%	14 10%	21 7%	38 5%	21 6%	38 5%	31 5%	28 6%
Fairly favourable (1)	88 8%	57 11%	32 6%	15 13%	17 9%	11 6%	6 3%	11 7%	27 11%	32 11%	18 5%	38 9%	19 12%	21 7%	10 4%	31 9%	46 8%	42 9%	25 10%	37 13%	12 5%	11 7%	3 x*	* 7%	72 8%	17 9%	51 8%	29 10%	9 6%	22 8%	66 8%	30 9%	58 8%	54 8%	35 8%
Neither favourable nor unfavourable (0)	266 24%	103 19%	161 29%	39 34%	54 29%	47 27%	47 25%	33 18%	46 19%	94 31%	93 26%	79 19%	52 33%	78 27%	61 25%	61 18%	119 20%	147 31%	47 18%	72 25%	65 26%	53 36%	12 22%	17 18%	225 23%	40 23%	152 28%	84 32%	30 28%	95 32%	170 22%	71 21%	194 26%	156 24%	109 24%
Fairly unfavourable (-1)	163 15%	91 17%	72 13%	14 12%	32 17%	19 11%	28 15%	18 10%	52 20%	47 15%	13%	17%	19 12%	39 14%	38 16%	55 16%	89 15%	75 16%	43 17%	52 18%	32 13%	14 9%	6 12%	17 17%	134 15%	30 17%	103 16%	35 12%	25 18%	40 14%	123 16%	46 14%	117 16%	94 15%	69 15%
Very unfavourable (-2)	285 26%	182 34%	103 19%	14 12%	35 19%	47 27%	55 30%	53 31%	82 28%	49 32%	102 16%	135 32%	23 14%	68 24%	67 28%	107 32%	196 R	90 19%	69 27%	63 22%	67 27%	34 23%	17 31%	36 38%	241 26%	45 25%	187 29%	71 24%	28 20%	65 22%	220 28%	104 31%	181 24%	168 26%	117 26%
Don't know	225 21%	60 11%	164 30%	26 22%	36 19%	43 25%	43 23%	47 28%	30 12%	62 20%	86 24%	77 18%	33 21%	67 24%	56 23%	62 18%	123 20%	102 21%	57 22%	51 18%	59 24%	27 18%	14 26%	17 18%	192 21%	33 19%	123 19%	67 23%	35 25%	52 18%	173 22%	61 18%	164 22%	137 21%	88 20%

Net: Very/Fairly favourable	148 14%	93 18%	54 10%	22 19%	29 15%	19 11%	13 7%	19 11%	45 18%	51 17%	33 9%	64 15%	30 19%	33 12%	22 9%	50 15%	83 14%	64 13%	43 17%	45 16%	27 11%	20 13%	5 9%	8 8%	117 13%	30 17%	86 13%	38 13%	23 16%	43 15%	104 13%	51 15%	96 13%	84 13%	63 14%
Net: Very/Fairly unfavourable	449 41%	273 52%	176 32%	28 24%	68 36%	65 37%	83 45%	70 42%	134 53%	149 32%	205 41%	41 48%	107 26%	106 38%	162 43%	162 48%	284 47%	164 34%	112 43%	115 41%	98 39%	48 33%	23 43%	53 56%	374 41%	75 42%	290 45%	105 36%	53 38%	105 36%	344 43%	151 45%	298 40%	263 41%	186 42%
Net Difference	-301 -28%	-180 -34%	-122 -22%	-5 -5%	-39 -21%	-46 -26%	-70 -38%	-52 -31%	-89 -35%	-44 -15%	-116 -32%	-141 -33%	-12 -7%	-74 -26%	-84 -35%	-112 -33%	-201 -33%	-100 -21%	-69 -27%	-70 -25%	-71 -29%	-28 -19%	-18 -34%	-45 -48%	-257 -28%	-45 -25%	-204 -31%	-67 -23%	-30 -21%	-62 -21%	-239 -30%	-99 -30%	-202 -27%	-178 -28%	-123 -28%

Mean	-0.61	-0.69	-0.52	-0.13 FGH*	-0.42 GH*	-0.65 *	-0.82 *	-0.80 *	-0.68 *	-0.31 KL	-0.74	-0.72	-0.19 NOP*	-0.59	-0.75	-0.73	-0.74	-0.45 Q	-0.59	-0.54	-0.64 *	-0.44 x*	-0.86 **	-0.95 *	-0.63	-0.52 *	-0.67	-0.57	-0.41 *	-0.44 e	-0.68	-0.67	-0.59	-0.63	-0.59
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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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)	
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664	
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621	
Very favourable (2)	59	30	5	3	13	15	34	26	21	19	34	14	33	16	33	59	-	25	13	18	32	14	27	32	15	27	15	15	36	14	35	26	26	36	7	
	5%	9%	2%	3%	10%	3%	9%	11%	4%	5%	9%	6%	9%	5%	11%	40%	-	9%	3%	5%	8%	8%	5%	20%	3%	18%	4%	7%	6%	6%	9%	11%	7%	7%	1%	
Fairly favourable (1)	88	43	14	7	15	20	50	36	36	34	44	26	36	32	34	88	-	36	34	31	42	33	31	39	24	30	24	27	48	27	43	23	34	42	25	
	8%	12%	6%	7%	12%	4%	14%	15%	6%	9%	11%	11%	10%	11%	11%	60%	-	13%	7%	9%	10%	19%	6%	25%	4%	21%	6%	13%	8%	11%	11%	10%	9%	20%	4%	
Neither favourable nor unfavourable (0)	266	69	62	16	29	66	97	50	117	88	83	51	62	55	40	-	-	75	104	78	84	34	92	24	97	30	76	44	128	52	78	45	84	58	140	
	24%	20%	24%	16%	23%	15%	27%	21%	20%	23%	21%	21%	17%	18%	14%	-	-	26%	20%	23%	20%	19%	18%	15%	18%	21%	19%	21%	21%	21%	20%	19%	23%	27%	23%	
Fairly unfavourable (-1)	163	84	35	12	14	72	59	56	78	58	73	30	72	29	68	-	163	58	66	51	76	41	62	27	92	32	53	13	123	36	70	28	65	37	90	
	15%	24%	14%	12%	11%	16%	16%	23%	13%	15%	18%	12%	19%	10%	23%	-	36%	20%	13%	15%	18%	23%	12%	17%	17%	22%	13%	6%	20%	14%	18%	12%	18%	17%	14%	
Very unfavourable (-2)	285	62	100	47	35	195	53	43	218	125	104	88	114	110	93	-	285	52	200	113	120	34	202	19	232	17	178	74	167	94	103	91	102	16	236	
	26%	18%	39%	47%	28%	43%	14%	18%	37%	32%	26%	36%	31%	37%	31%	-	64%	58	39%	33%	28%	19%	40%	12%	43%	12%	45%	36%	27%	37%	26%	40%	28%	8%	38%	
Don't know	225	56	42	15	19	83	73	28	115	66	57	35	51	59	30	-	-	40	100	53	68	23	87	19	79	10	46	34	110	27	67	18	53	24	124	
	21%	16%	16%	15%	15%	19%	20%	12%	20%	17%	15%	14%	14%	20%	10%	-	-	14%	19%	15%	16%	13%	17%	12%	15%	7%	12%	17%	18%	11%	17%	8%	15%	11%	20%	
Net: Very/Fairly favourable	148	73	19	9	27	34	83	61	57	53	77	40	69	47	67	148	-	61	47	50	74	47	57	71	39	58	40	42	84	41	78	49	61	79	32	
	14%	21%	8%	9%	22%	8%	23%	26%	10%	14%	20%	16%	19%	16%	22%	100%	-	21%	9%	14%	18%	26%	11%	44%	7%	39%	10%	20%	14%	17%	20%	21%	17%	37%	5%	
Net: Very/Fairly unfavourable	449	145	136	59	48	267	112	99	297	183	177	119	186	139	160	-	449	111	266	164	195	75	265	46	325	49	231	87	290	129	173	119	167	53	325	
	41%	42%	53%	59%	39%	59%	31%	41%	51%	47%	45%	48%	50%	46%	54%	-	100%	39%	52%	48%	46%	42%	53%	29%	60%	34%	59%	42%	47%	52%	44%	52%	46%	25%	52%	
Net Difference	-301	-73	-116	-49	-21	-233	-28	-38	-240	-130	-100	-78	-117	-92	-94	148	-449	-49	-219	-115	-121	-28	-207	25	-285	8	-191	-45	-205	-88	-95	-70	-106	26	-294	
	-28%	-21%	-45%	-50%	-17%	-52%	-8%	-16%	-41%	-33%	-25%	-32%	-32%	-31%	-31%	100%	-100%	-17%	-42%	-33%	-29%	-16%	-41%	16%	-53%	6%	-49%	-22%	-34%	-35%	-24%	-30%	-29%	12%	-47%	
Mean	-0.61	-0.36	-0.98	-1.12	-0.42	-1.13	-0.16	-0.26	-0.93	-0.73	-0.50	-0.73	-0.62	-0.77	-0.57	1.40	-1.64	-0.31	-0.98	-0.71	-0.59	-0.31	-0.93	0.27	-1.09	0.13	-1.02	-0.60	-0.67	-0.75	-0.50	-0.63	-0.58	0.24	-1.05	
	CD			*	CD*		F	ULMNQ	Q	Q	Q	Q	Q	Q	Q	HUKLMNQ*		STUVWZadff	Y	SWTa	SWTa	STUVWZadff*	Y	STUVWZadff*		STUVWZadff*		-0.60	-0.67	-0.75	-0.50	-0.63	-0.58			

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(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389			
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446			
Very positive (2)	62 14%	40 8%	22 4%	3 2%	6 3%	9 5%	14 8%	13 8%	18 7%	9 3%	23 6%	31 7%	4 3%	13 5%	14 6%	22 6%	32 5%	30 6%	14 5%	24 9%	10 4%	6 4%	* 1%	7 8%	55 6%	7 4%	38 6%	10 3%	14 10%	20 7%	43 5%	24 7%	39 5%	35 6%	27 6%			
Fairly positive (1)	151 14%	81 15%	70 13%	14 12%	28 15%	18 10%	19 10%	27 16%	46 18%	41 14%	37 10%	73 17%	20 13%	33 12%	28 11%	56 17%	79 13%	72 15%	32 12%	38 13%	42 17%	19 13%	10 18%	10 11%	116 13%	35 20%	104 16%	26 9%	21 15%	42 14%	109 14%	40 12%	111 15%	84 13%	67 15%			
Made no difference (0)	187 17%	90 17%	95 17%	29 25%	22 12%	29 17%	30 16%	25 15%	52 20%	51 17%	59 16%	77 18%	31 20%	41 14%	42 17%	62 19%	82 13%	105 22%	51 20%	44 16%	45 18%	15 10%	10 19%	21 22%	152 17%	35 20%	107 16%	56 19%	23 16%	50 17%	136 17%	35 10%	152 20%	102 16%	84 19%			
Fairly negative (-1)	272 25%	126 24%	145 26%	28 25%	49 26%	35 20%	59 32%	46 27%	54 21%	78 26%	94 26%	100 23%	45 29%	58 20%	75 31%	81 24%	160 26%	112 23%	69 26%	76 27%	59 24%	41 28%	11 20%	16 17%	223 25%	48 27%	151 23%	80 27%	41 29%	76 26%	195 25%	81 24%	191 25%	155 24%	116 26%			
Very negative (-2)	350 32%	176 33%	172 31%	34 29%	64 34%	73 42%	49 26%	53 32%	78 30%	97 32%	122 34%	131 31%	47 30%	112 39%	68 28%	104 31%	226 37%	124 26%	78 30%	81 29%	84 34%	54 36%	19 36%	33 35%	305 34%	45 25%	218 33%	97 33%	34 24%	93 32%	256 32%	140 42%	210 28%	223 35%	127 29%			
Don't know	66 6%	16 3%	49 9%	8 7%	18 10%	11 7%	15 8%	6 3%	8 3%	26 8%	26 7%	14 3%	9 6%	28 10%	16 7%	10 3%	30 5%	35 7%	15 6%	20 7%	9 4%	12 8%	3 6%	6 7%	57 6%	8 5%	33 5%	25 8%	8 6%	14 5%	52 7%	15 4%	51 7%	41 6%	25 5%			

Net: Very/Fairly positive	213 20%	121 23%	92 17%	17 14%	34 18%	26 15%	33 18%	39 23%	64 25%	50 17%	60 17%	103 24%	24 16%	46 16%	42 17%	78 23%	112 18%	102 21%	47 18%	62 22%	52 21%	25 17%	10 19%	17 18%	171 19%	42 24%	142 22%	37 12%	35 25%	61 21%	152 19%	64 19%	150 20%	120 19%	94 21%
Net: Very/Fairly negative	621 57%	303 57%	318 57%	62 54%	113 60%	108 62%	108 58%	99 59%	132 51%	175 58%	216 60%	231 54%	92 59%	170 60%	143 59%	185 55%	386 63%	236 49%	147 57%	157 55%	143 57%	95 64%	30 56%	50 53%	529 58%	93 52%	370 57%	177 60%	75 53%	170 57%	451 57%	221 66%	401 53%	378 59%	244 55%

Mean	-0.68	-0.62	-0.74	-0.71 *	-0.81	-0.90	-0.64	-0.61	-0.51 F	-0.77	-0.76	-0.55	-0.75	-0.87	-0.68	-0.58 N	-0.81	-0.52 Q	-0.67	-0.57	-0.69	-0.87 *	-0.77 *	-0.66 *	-0.71	-0.52	-0.66	-0.84 b*	-0.65	-0.69	-0.86	-0.60 f	-0.74	-0.59
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (3%): A,B/C,D/E,F/G,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/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (3%): A,B/C,D/E,F/G,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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 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 Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Milliband	Unfavourable to David Milliband	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)	(f)	(g)	(h)	(i)	
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664	
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621	
Very positive (2)	62 6%	38 11% CD	9 3%	1 1% *	11 9% D*	11 2%	48 13% F	28 12% IUKLNQ	24 4%	18 5%	35 9% INQ	12 5%	34 9% UNQ	12 4%	31 10% IUKLNQ	26 17% IUKLMNQ*	15 3%	29 10% STWYad	16 3%	16 5% Y	37 9% SWYac	24 14% STWYabdcff	22 4%	26 16% SY	11 2%	26 18% RSTUWYabdcff e*	14 3% Y	13 6% SY	38 5% STa	13 5% Y	32 8% SWYa	13 6% Y	31 9% SWYa	62 29% I	-	-
Fairly positive (1)	151 14%	91 26% CDE	17 7%	5 5% *	19 15% CD*	18 4%	98 27% F	69 29% IUKLNQ	38 6%	43 11%	87 22% IUKLNQ	25 10%	32 23% IUKLNQ	77 11% I	77 26% IUKLNQ	53 36% IUKLMNQ*	38 9%	78 27% STWYabdcffg	38 7%	38 11% Sa	88 21% STWYabdcff	47 26% STWYabdcff	51 10% Sa	56 35% STUWYabdcff e*	46 9%	52 35% STUWYabdcff e*	27 7% TYdf	20 10% STWYabdcff	99 16% STWYabdcff	26 11% STWYabdcff	88 22% STa	33 14% STWYabdcff	72 20% STWYabdcff	151 71% I	-	-
Made no difference (0)	187 17%	86 25% CDE	25 10%	11 11% *	17 14% *	27 6%	104 28% F	58 24% JN	73 12%	31 8%	99 25% IUKLNQ	27 11%	22 21% N	68 7% IUKLNQ	35 24% JN	60 13% JN	59 21% STWYZbcff	69 13% T	31 9% STWYZabdcff	97 23% TYZbcff	37 20% T	67 13% T	27 17% T	64 12% TYdf	17 15% STWYZabdcff	60 12% STWYZabdcff	24 20% STWYZabdcff	120 10% STWYZabdcff	25 25% STWYZabdcff	97 9% STWYZabdcff	21 25% STWYZabdcff	92 25% STWYZabdcff	-	-	-	
Fairly negative (-1)	272 25%	86 25% 20%	52 20%	30 31% *	29 24% *	138 31% G	67 18% P	56 23% OP	141 24% OP	94 24% P	83 21% P	55 21% P	78 25% P	75 18% P	54 10% P	14 10% *	117 26% OP	76 27% Xf	120 23% Wkadeff	93 27% 21%	89 21% Xf	48 27% Xf	106 21%	29 18% SUWadeffg	145 27% Xf*	41 28% Xf*	77 20% 21%	44 21% UWkaeffg	167 27% 21%	52 21% 20%	78 20% 18%	42 21% 21%	75 21% -	-	272 44% h	
Very negative (-2)	350 32%	27 8%	152 59% BE	51 52% BE*	44 36% B*	249 55% G	32 9%	18 8%	295 50% HKMOP	198 51% HKMOP	71 18% H	122 50% HKMOP	80 22% HP	151 50% HKMOP	60 12% H	18 10% *	208 46% HKMOP	32 11% X	258 50% RUVXZceg	161 47% RUVXZceg	92 22% RUVXZ	17 9% RUVXZceg	241 48% RUVXZceg	15 7% RUVXZceg	261 48% RUVXZceg	10 53% *	208 49% RUVXZceg	101 27% RUVXZceg	167 27% RUVXZceg	125 50% RUVXZceg	82 21% RUVXZ	116 50% RUVXZceg	77 21% RUVXZ	-	350 56% h	
Don't know	66 6%	16 5%	3 1%	* 2% *	3 2% *	8 2%	17 5%	10 4%	15 3%	7 2%	20 5%	5 2%	13 4%	8 3%	8 3%	2 2% *	10 2% Z	12 4% Z	15 3%	6 2% a	18 4% a	6 3%	14 3%	6 4% Z	13 2%	1 1% *	8 2%	5 2%	21 3%	7 5% TYa	19 5% TYa	5 2% TYa	18 5% TYa	-	-	-

Net: Very/Fairly positive	213	128	26	6	30	2	146	97	62	61	122	37	119	44	107	79	53	107	54	54	125	72	73	83	58	78	40	33	137	40	119	47	103	213	-
	20%	37%	10%	6%	24%	6%	40%	41%	11%	16%	31%	15%	32%	15%	36%	53%	12%	37%	11%	16%	30%	40%	52%	11%	53%	10%	16%	22%	16%	30%	20%	28%	100%	-	
	CDE			*	CD*		F	IUKLNQ	I	IUKLNQ	I	IUKLNQ	I	IUKLNQ	HUKLMNQ*		STUWYabdcfg		STa	STWYabdcff	STUWYabdcff e	STa	RSTUWYabdc defg		RSTUWYabdc defa*		STa	STWYad	STa	STWYabdcff	SWYa	STWYabdcff	I	-	
Net: Very/Fairly negative	621	113	204	82	73	386	98	74	436	292	154	176	158	226	114	32	325	108	377	254	181	65	347	44	406	35	285	145	334	178	160	158	152	-	621
	57%	33%	79%	83%	59%	86%	27%	31%	74%	75%	39%	72%	43%	75%	38%	22%	73%	38%	73%	74%	43%	36%	69%	27%	75%	51%	73%	70%	55%	71%	40%	68%	42%	-	100%
	BE	BE*	BE*	B*	G	G	P	HKMOP	HKMOP	HP	HKMOP	HP	HKMOP	HP	HKMOP	P	HKMOP	X	RUVXZceg	RUVXZceg	X	36%	RUVXZceg	27%	RUVXZceg		RUVXZceg		RUVXZceg	RUVXZceg	X	X	X	X	h

Mean	-0.68	0.08 CDE	-1.26	-1.28 *	-0.64 CD*	-1.35	0.18 F	0.15 IUKLMNQ	-1.13	-1.07	-0.18 IUKLNQ	-1.04	-0.24 IUKLNQ	-1.10	-0.12 IUKLNQ	0.38 IUKLMNQ*	-1.06	-0.02 STUWYabdcff e	-1.13	-1.01	-0.27 STWYabdcff	0.08 STUWYabdcff e	-1.01 STa	0.33 RSTUWYabdc efg*	-1.13	0.30 RSTUWYabdc efg*	-1.14	-0.99	-0.55 STWYabdcff	-1.03	-0.24 STWYabdcff	-0.95 STa	-0.27 STWYabdcff	1.29 I	-1.56
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Overlap formulae used

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

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

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q8_2326. Which of the following comes closest to your view of 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennial (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Widowed/ Divorced/ Separated (b)	At least one child present (c)	No children present (d)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)			
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389		
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446		
I like their individual policies and think they can run the country competently	117	63	55	2	24	13	13	19	46	25	26	65	7	27	20	54	57	60	29	32	30	16	1	9	96	21	74	22	21	25	92	33	85	61	56		
	11%	12%	10%	2%	13%	8%	7%	12%	18%	8%	7%	15%	4%	9%	8%	16%	9%	13%	11%	11%	12%	11%	2%	9%	11%	12%	11%	7%	15%	9%	12%	10%	11%	10%	13%		
I like their individual policies but do not think they can run the country competently	109	63	46	12	15	16	13	16	37	27	28	53	13	22	21	43	61	48	32	24	29	16	2	7	83	25	73	23	12	29	79	33	75	59	50		
	10%	12%	8%	11%	8%	9%	7%	10%	14%	9%	8%	12%	8%	8%	8%	13%	10%	10%	13%	8%	11%	11%	3%	7%	9%	14%	11%	8%	9%	10%	10%	10%	10%	9%	11%		
I don't know much about their policies but think they can run the country competently	73	45	28	18	19	5	11	8	12	37	16	20	23	19	12	13	48	25	14	21	21	11	-	6	61	12	40	23	10	24	49	26	47	47	26		
	7%	8%	5%	16%	10%	3%	6%	5%	5%	12%	4%	5%	15%	7%	5%	4%	8%	5%	6%	7%	8%	7%	-	6%	7%	7%	6%	8%	7%	8%	6%	8%	6%	7%	6%		
I don't know much about their policies and do not think they can run the country competently	101	51	49	20	26	11	13	9	23	46	24	31	30	25	17	24	55	46	18	30	26	13	3	11	89	12	58	31	12	36	65	33	68	60	41		
	9%	10%	9%	17%	14%	6%	7%	5%	9%	15%	7%	7%	19%	9%	7%	7%	9%	10%	7%	11%	11%	9%	5%	11%	10%	6%	9%	10%	8%	12%	8%	10%	9%	9%	9%		
I dislike their individual policies but think they can run the country competently	51	30	21	6	11	10	8	8	9	17	17	17	11	14	9	14	32	19	8	16	14	7	7	*	6	37	15	38	11	3	22	30	19	32	32	20	
	5%	6%	4%	5%	6%	4%	4%	5%	3%	6%	5%	4%	7%	5%	4%	4%	5%	4%	3%	5%	5%	5%	1%	7%	4%	8%	6%	4%	4%	7%	4%	4%	4%	5%	4%		
I dislike their individual policies and do not think they can run the country competently	415	216	198	33	57	81	77	80	87	90	158	167	43	118	99	137	257	158	106	109	83	43	32	43	349	66	259	115	42	101	314	149	266	256	159		
	38%	41%	36%	29%	30%	46%	41%	47%	34%	30%	44%	39%	28%	41%	40%	41%	42%	33%	41%	38%	33%	29%	60%	45%	38%	37%	40%	39%	30%	34%	40%	45%	35%	40%	36%		
None of these	79	28	51	6	10	20	15	8	20	16	35	28	6	25	23	19	39	40	14	18	20	16	3	9	69	10	36	29	14	15	64	16	63	47	32		
	7%	5%	9%	5%	5%	12%	8%	5%	8%	5%	10%	7%	4%	9%	9%	6%	6%	8%	5%	6%	8%	11%	6%	9%	8%	6%	6%	10%	10%	5%	8%	5%	8%	7%	7%		
Don't know	142	35	106	17	26	19	37	19	23	43	56	43	24	35	43	32	61	81	38	35	26	25	13	5	125	17	74	41	27	44	98	24	118	80	62		
	13%	7%	19%	15%	14%	11%	20%	12%	9%	14%	15%	10%	15%	12%	18%	9%	10%	17%	15%	12%	10%	17%	24%	5%	14%	10%	11%	14%	14%	15%	12%	7%	16%	12%	14%		

NET: Like their policies	226	125	100	14	39	29	26	36	83	53	55	118	20	49	41	97	118	108	62	55	59	32	3	15	179	46	147	45	34	55	171	66	160	120	106
	21%	24%	18%	12%	21%	17%	14%	21%	32%	17%	15%	28%	13%	17%	17%	29%	19%	23%	24%	19%	24%	22%	5%	16%	20%	26%	23%	15%	24%	18%	22%	20%	21%	19%	24%
NET: Dislike their policies	466	246	219	39	67	91	85	89	96	107	175	184	54	132	108	151	289	178	114	124	97	50	32	49	386	81	296	125	45	122	344	169	298	288	179
	43%	46%	40%	34%	36%	52%	45%	53%	37%	35%	49%	43%	35%	46%	44%	45%	47%	37%	44%	44%	39%	34%	61%	52%	42%	45%	45%	43%	32%	41%	43%	51%	40%	45%	40%
NET: Don't know much about their policies	174	95	77	38	45	16	24	16	34	83	40	51	53	44	29	37	103	71	32	51	47	24	3	17	150	24	98	54	22	60	114	59	114	106	67
	16%	18%	14%	33%	24%	9%	13%	10%	13%	28%	11%	12%	34%	15%	12%	11%	17%	15%	12%	18%	19%	16%	5%	18%	16%	13%	15%	18%	15%	20%	14%	18%	15%	17%	15%
NET: They can run the country competently	241	137	104	26	53	28	32	36	67	79	60	102	40	60	42	81	137	104	51	68	65	35	1	21	193	48	151	56	35	71	171	78	163	139	102
	22%	26%	19%	23%	28%	16%	17%	21%	26%	26%	17%	24%	26%	21%	17%	24%	23%	22%	20%	24%	26%	24%	3%	22%	21%	27%	23%	19%	25%	24%	22%	23%	22%	22%	23%
NET: Do not think they can run the country competently	624	330	293	65	98	108	102	105	146	163	210	251	86	165	136	204	372	252	156	163	138	71	36	60	522	103	390	168	66	166	459	216	408	374	250
	57%	62%	53%	57%	52%	62%	55%	62%	57%	54%	58%	59%	55%	58%	56%	61%	61%	53%	60%	57%	55%	49%	68%	64%	57%	58%	60%	57%	47%	56%	58%	65%	54%	58%	56%

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

Overlap formulae used

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

22-087220-26 - 30th June - 3rd July 2023

PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

QR_2326. Which of the following comes closest to your view of 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								
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Miliband	Unfavourable to David Miliband	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)	(f)	(g)	(h)		
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664	
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621	
I like their individual policies and think they can run the country competently	117	99	2	7	4	46	60	100	7	18	86	21	62	22	50	25	56	101	2	66	81	60	7	49	26	54	12	13	96	20	67	22	61	55	36	
	11%	29%	1%	7%	3%	10%	16%	42%	1%	5%	22%	9%	17%	7%	17%	13%	35%	*	*	19%	33%	1%	31%	5%	37%	3%	6%	16%	8%	17%	10%	17%	26%	6%		
		CDE		C*	*		F	UNKNOWQ		I	UNKNQ	U	UNL	U	UNL	UNL*	UN	STWYNaeaf	Swa	STWYNaeaf	STWYNaeaf	S	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf			
I like their individual policies but do not think they can run the country competently	109	66	8	5	11	40	51	43	30	26	56	28	43	23	43	27	41	48	20	27	56	39	28	43	39	28	22	17	82	19	53	21	45	34	46	
	10%	19%	3%	5%	9%	9%	14%	18%	5%	7%	14%	11%	12%	8%	14%	18%	9%	17%	4%	8%	13%	22%	6%	27%	7%	19%	6%	8%	13%	7%	13%	9%	12%	16%	7%	
		CDE		C*	*			UNKNQ			UNQ	U	U	U	UNQ	UNQ*	STWYNaeaf	STWYNaeaf	Swa	Swa	STWYNaeaf	S	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf			
I don't know much about their policies but think they can run the country competently	73	36	12	6	5	18	25	35	18	25	34	24	21	15	20	23	20	40	15	22	31	29	13	24	22	22	15	19	41	24	26	15	34	28	28	
	7%	10%	5%	6%	4%	4%	7%	15%	3%	6%	9%	10%	6%	5%	7%	16%	4%	14%	3%	6%	7%	16%	3%	14	15%	4%	15%	4%	9%	7%	10%	7%	6%	9%	13%	4%
		C		*	*			I		UNQ	UNQ	I		I	I	UNKNQ*	STWYNaeaf	Swa	Swa	Swa	STWYNaeaf	W	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	STWYNaeaf	Swa	Swa	Swa	Swa			
I don't know much about their policies and do not think they can run the country competently	101	22	19	11	28	34	37	15	56	38	35	18	35	33	24	18	36	18	51	34	41	16	47	9	47	16	42	17	60	22	42	27	43	16	57	
	9%	6%	7%	11%	23%	8%	10%	6%	10%	10%	9%	7%	9%	11%	8%	12%	8%	18	10%	10%	10%	9%	9%	6%	9%	11%	11%	8%	10%	9%	11%	12%	12%	8%	9%	
I dislike their individual policies but think they can run the country competently	51	18	10	9	8	26	15	10	27	17	21	17	24	19	19	7	28	15	23	17	24	7	26	11	27	4	21	9	32	12	22	13	21	11	29	
	5%	5%	4%	9%	6%	6%	4%	4%	5%	4%	5%	7%	6%	6%	7%	5%	6%	5%	5%	5%	6%	4%	5%	3%	5%	3%	5%	4%	5%	5%	6%	5%	5%	5%	5%	
I dislike their individual policies and do not think they can run the country competently	415	43	182	52	51	232	101	9	387	230	102	122	125	155	91	28	221	11	352	191	127	10	317	9	326	15	242	113	210	137	123	119	111	33	328	
	38%	12%	70%	53%	42%	51%	28%	4%	66%	59%	26%	50%	34%	52%	31%	19%	49%	4%	68%	55%	30%	6%	63%	5%	60%	10%	62%	54%	34%	55%	31%	52%	30%	15%	53%	
		IDE	B*	B*	B*	G			UNKNQ	UNKNQ	H	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	STWYNaeaf	UNKNQ	UNKNQ	UNKNQ		UNKNQ	UNKNQ	B*	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ	UNKNQ		
None of these	79	29	12	2	7	20	32	9	25	14	25	4	22	11	25	10	20	18	25	14	28	5	22	5	20	4	16	7	38	5	24	6	17	14	38	
	7%	9%	5%	2%	6%	4%	9%	4%	4%	4%	6%	2%	6%	4%	8%	7%	4%	6%	5%	4%	7%	3%	4%	4%	4%	2%	4%	4%	6%	2%	6%	3%	5%	6%	6%	
				*	*		F		L		L		L		UNQ	L*	Vd	d			Vd			*		Vd										
Don't know	142	31	13	7	8	34	45	17	37	23	35	11	37	21	24	11	27	35	27	18	34	12	40	10	33	3	24	12	53	11	39	7	33	23	60	
	13%	9%	5%	7%	7%	8%	12%	7%	6%	6%	9%	5%	10%	7%	8%	7%	6%	12%	5%	5%	8%	7%	8%	6%	6%	2%	6%	9%	4%	10%	9%	11%	10%	10%	10%	
				*	*												STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf	STWYNaeaf			

NET: Like their policies	226	165	10	12	15	86	111	143	36	44	143	49	105	45	93	51	97	149	22	49	137	99	35	92	65	83	34	30	178	38	119	43	106	89	82	
	21%	48%	4%	12%	13%	19%	30%	60%	6%	11%	36%	20%	29%	15%	31%	35%	22%	52%	4%	14%	32%	55%	7%	57%	12%	56%	9%	14%	29%	15%	30%	19%	29%	42%	13%	
	CDE			C*	C*			UKRANQDQ			UKRANQ	UN	UNQ	I	UNQ	UNQ*		STUWYVadef		SWa	STWYVadef	STUWYVadef	STUWYVadef	SWa	STUWYVadef		SWa	STWYVadef	SWa	STWYVadef	SWY	STWYVadef				
NET: Dislike their policies	466	61	192	61	59	258	116	19	414	247	123	139	149	174	111	34	249	27	376	208	151	18	343	20	353	19	262	122	242	149	145	133	132	43	357	
	43%	18%	74%	62%	48%	57%	32%	8%	71%	63%	31%	57%	40%	58%	37%	23%	55%	9%	73%	60%	36%	10%	69%	13%	65%	13%	67%	59%	39%	60%	37%	58%	36%	20%	57%	
		BE		B*	B*	G		HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HEP	HUKRANQDQ	HEP	H*		STUWYVadef		RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing		RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing	RUKVZUJing			
NET: Don't know much about their policies	174	58	31	16	34	52	61	50	74	63	69	42	56	48	44	41	56	58	66	56	72	45	61	33	70	38	56	37	101	46	68	41	78	44	84	
	16%	17%	12%	16%	16%	27%	12%	17%	21%	13%	16%	18%	17%	15%	16%	15%	28%	13%	20%	13%	16%	17%	25%	12%	21%	13%	26%	14%	18%	16%	19%	17%	18%	21%	21%	14%
						BC*		IQ		I	IQ						UKRANQDQ	SWY		SWY	STUWYVadef		SWY	STUWYVadef		SW	SWY	SWY	SWY	SWY	SWY	SW	W	SWYVadef		
NET: They can run the country competently	241	153	25	22	17	90	100	145	52	60	141	63	107	57	90	55	104	157	41	61	136	96	46	84	76	81	47	41	169	56	114	50	116	93	93	
	22%	45%	10%	22%	14%	20%	27%	61%	9%	15%	36%	26%	29%	19%	30%	37%	23%	55%	8%	18%	32%	54%	9%	53%	14%	55%	12%	20%	28%	22%	29%	22%	32%	44%	15%	
	CDE			C*	*			UKRANQDQ			UNQ	UNQ	I	UNQ	UNQ		STUWYVadef		SWa	STWYVadef	STUWYVadef		STUWYVadef	SW	STWYVadef		SW	SWYVadef	SWY	SWYVadef	SWYVadef	SWYVadef				
NET: Do not think they can run the country competently	624	130	208	68	90	305	189	67	472	294	193	167	203	210	159	72	288	77	423	251	224	66	392	61	412	59	305	147	352	177	217	167	199	83	430	
	57%	38%	81%	69%	73%	68%	52%	28%	81%	75%	49%	68%	55%	70%	53%	49%	66%	27%	82%	73%	53%	37%	78%	38%	76%	40%	78%	71%	57%	71%	55%	73%	54%	39%	69%	
		BD	B*	B*	B*	G		HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ	HUKRANQDQ

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 (B%): A,B,C,D,E,F,G,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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

ColumnMeans (B%): A,B,C,D,E,F,G,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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q9_2326. Which of the following comes closest to your view 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	Millennial	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	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	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389							
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446							
I like their individual policies and think they can run the country competently	198	106	91	17	39	32	40	27	42	56	72	69	30	57	44	57	131	67	50	55	48	27	10	8	179	19	133	40	24	63	134	89	109	127	70							
	18%	20%	16%	15%	21%	19%	21%	16%	16%	19%	20%	16%	19%	20%	18%	17%	21%	14%	19%	20%	19%	18%	18%	8%	20%	11%	20%	14%	17%	21%	17%	27%	14%	20%	16%							
I like their individual policies but do not think they can run the country competently	96	53	43	15	31	17	15	7	11	46	32	18	23	36	20	17	70	26	19	19	19	25	8	7	80	17	51	34	11	36	60	37	59	73	23							
	9%	10%	8%	13%	17%	10%	8%	4%	4%	15%	9%	4%	15%	13%	8%	5%	12%	5%	7%	7%	8%	17%	14%	8%	9%	9%	8%	12%	8%	12%	11%	8%	11%	5%								
I don't know much about their policies but think they can run the country competently	143	69	72	21	31	25	21	26	20	52	45	45	26	46	31	31	87	56	37	33	33	19	9	13	113	30	78	48	17	42	101	52	91	84	59							
	13%	13%	13%	19%	16%	14%	11%	15%	8%	17%	13%	11%	17%	16%	13%	9%	14%	12%	14%	12%	13%	13%	17%	14%	12%	17%	12%	16%	12%	14%	13%	16%	12%	13%	13%							
I don't know much about their policies and do not think they can run the country competently	130	73	58	18	19	11	20	22	40	37	31	63	23	23	23	55	73	58	26	39	36	10	5	14	107	23	86	34	10	26	104	40	91	72	58							
	12%	14%	10%	16%	10%	6%	11%	13%	16%	12%	9%	15%	15%	12%	10%	17%	12%	12%	10%	14%	15%	7%	10%	15%	12%	13%	13%	12%	7%	9%	13%	12%	12%	11%	13%							
I dislike their individual policies but think they can run the country competently	49	24	25	10	9	9	9	6	6	19	18	12	12	14	11	6	35	13	8	14	10	9	1	7	45	3	25	17	7	32	19	30	35	13								
	4%	5%	4%	8%	5%	5%	5%	3%	2%	6%	5%	3%	8%	5%	5%	2%	6%	3%	3%	5%	4%	6%	2%	7%	5%	2%	4%	6%	5%	6%	4%	6%	4%	3%								
I dislike their individual policies and do not think they can run the country competently	258	142	117	8	22	42	31	50	105	30	74	155	9	51	47	123	120	138	70	70	68	14	8	28	193	66	163	55	41	55	204	54	205	125	134							
	24%	27%	21%	7%	12%	24%	17%	29%	41%	10%	20%	36%	6%	18%	19%	36%	20%	29%	27%	25%	27%	10	14%	30%	21%	37%	25%	19%	29%	18%	26%	16%	27%	19%	30%							
None of these	73	31	43	7	9	20	16	9	12	16	36	22	9	22	24	17	33	40	14	15	13	20	4	8	66	8	39	25	9	16	58	16	58	43	31							
	7%	6%	8%	6%	5%	12%	8%	6%	5%	5%	10%	5%	6%	8%	10%	5%	5%	8%	5%	5%	5%	13%	8%	8%	7%	4%	6%	8%	7%	5%	7%	5%	8%	7%	7%							
Don't know	139	32	106	18	27	18	35	22	20	46	53	41	24	36	43	31	60	79	35	39	22	25	9	10	126	13	76	42	21	41	98	28	112	82	57							
	13%	6%	19%	16%	15%	10%	19%	13%	8%	15%	15%	10%	15%	13%	18%	9%	10%	17%	14%	14%	9%	17%	16%	10%	14%	8%	12%	14%	15%	15%	15%	13%	13%	13%								

NET: Like their policies	294 27%	160 30%	134 24%	32 28% HI	70 38% HI	49 28% HI	55 30% HI	34 20% HI	53 21% HI	102 34% L	104 20% L	87 20%	53 34% P	93 33% P	64 26% P	73 22% R	201 33% R	93 19% R	70 27% R	74 26% R	66 27% R	51 35% x*	17 32% *	15 16% *	258 28% Y	35 28% Y	184 25% Y	75 25% Y	35 25% *	99 34% e	195 25% e	126 38% g	168 22% g	200 31% i	94 21% i
NET: Dislike their policies	307 28%	166 31%	141 26%	18 16% DE	31 17% DE	51 29% DE	40 22% DEG	33 19% DEG	43 22% DEFG	111 43% DEFG	49 16% J	92 29% JK	22 14% M	65 23% M	59 24% MNO	129 38% MNO	156 26% Q	152 32% Q	78 30% V	84 30% V	79 32% V	23 16% *	9 16% *	35 26% vw*	238 26% Y	69 39% Y	188 29% Y	71 24% Y	48 34% *	71 24% *	236 30% f	73 31% f	235 25% f	160 33% h	147 33% h
NET: Don't know much about their policies	273 25%	141 27%	130 23%	39 34% FG	49 27% FG	36 21% FG	40 22% FG	48 29% K	60 23% K	89 29% K	76 21% K	108 25% K	49 31% P	69 24% P	54 22% P	86 26% R	160 26% R	114 24% R	63 25% R	72 25% R	69 28% R	29 20% *	14 27% *	27 29% *	221 24% Y	53 30% Y	164 28% Y	82 23% Y	27 19% *	68 23% *	205 26% f	92 27% f	182 24% f	156 24% f	118 26% f
NET: They can run the country competently	389 36%	199 38%	188 34%	48 42% I	80 43% I	66 38% I	69 37% I	59 35% I	67 26% I	128 42% L	136 38% L	126 30% L	68 44% P	117 41% P	86 35% P	94 28% R	253 42% R	136 29% R	96 37% R	102 36% R	91 36% R	54 37% R	20 29% *	28 37% *	337 37% Y	52 29% Y	237 36% Y	105 36% Y	47 34% *	122 41% e	267 34% e	159 48% g	230 31% g	246 38% g	143 32% g
NET: Do not think they can run the country competently	485 45%	268 51% C	217 39%	41 36% I	71 38% I	70 40% I	66 36% I	79 47% G	157 61% G	113 37% DEFGH	137 38% I	235 55% JK	55 35% P	110 39% P	90 37% P	195 58% MNO	263 43% Q	222 46% Q	115 44% R	127 45% R	124 50% V	49 33% *	20 39% *	50 53% v*	380 42% Y	105 59% Y	299 46% Y	123 42% Y	63 45% *	116 39% *	368 47% f	131 39% f	354 47% f	270 42% f	215 48% f

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 formulas 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(**)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q9_2326. Which of the following comes closest to your view of the Labour Party?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote	Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country								
		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 Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Milliband	Unfavourable to Ed Milliband	Favourable to David Miliband	Unfavourable to David Miliband	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)	(f)	(g)	(h)	(i)	
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664	
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621	
I like their individual policies and think they can run the country competently	198	20	116	22	16	129	36	16	166	182	2	83	31	91	35	20	114	25	147	167	6	22	123	23	146	22	107	76	115	23	103	13	25	159		
	18%	6%	45%	22%	13%	29%	10%	7%	28%	47%	*	34%	8%	30%	12%	13%	25%	9%	29%	49%	1%	13%	25%	14%	27%	15%	27%	37%	12%	46%	6%	45%	4%	12%	26%	
I like their individual policies but do not think they can run the country competently	96	30	27	7	15	45	27	27	55	44	23	33	30	44	14	20	33	30	50	42	30	17	49	27	44	23	30	39	42	28	36	31	26	23	63	
	9%	9%	10%	7%	12%	10%	7%	11%	9%	11%	6%	13%	8%	15%	5%	14%	7%	11%	10%	12%	7%	9%	17%	8%	16%	8%	19%	17%	11%	9%	14%	7%	11%	10%		
I don't know much about their policies but think they can run the country competently	143	24	54	21	15	71	33	16	106	84	19	37	41	49	29	18	63	32	86	72	22	14	83	14	86	21	72	40	71	45	32	38	39	17	104	
	13%	7%	21%	21%	12%	16%	9%	7%	18%	21%	5%	15%	11%	16%	10%	12%	14%	11%	17%	21%	5%	8%	17%	9%	16%	15%	18%	19%	12%	18%	8%	17%	11%	8%	17%	
I don't know much about their policies and do not think they can run the country competently	130	59	11	7	25	39	60	42	51	18	68	35	45	35	32	19	41	42	50	13	74	32	52	28	53	29	44	11	90	18	49	17	50	28	62	
	12%	17%	4%	7%	21%	9%	16%	18%	9%	5%	17%	14%	12%	12%	11%	13%	9%	15%	10%	4%	18%	10%	17%	18%	10%	20%	11%	5%	15%	7%	12%	7%	14%	13%	10%	
I dislike their individual policies but think they can run the country competently	49	11	10	9	9	23	13	9	32	17	21	16	18	22	15	10	30	14	29	14	21	10	27	8	33	7	26	10	29	13	21	9	21	11	28	
	4%	3%	4%	9%	7%	5%	4%	6%	4%	5%	6%	5%	6%	7%	5%	6%	7%	5%	6%	4%	5%	5%	5%	5%	6%	5%	5%	5%	5%	5%	4%	6%	5%	4%	5%	4%
I dislike their individual policies and do not think they can run the country competently	258	154	10	19	31	78	142	100	103	9	220	25	159	24	140	55	115	98	89	7	217	69	105	53	117	41	68	9	227	12	190	15	173	88	92	
	24%	45%	4%	19%	26%	17%	39%	42%	18%	2%	56%	10%	43%	8%	47%	37%	26%	34%	17%	2%	51%	38%	21%	33%	22%	28%	17%	5%	37%	5%	48%	6%	48%	41%	15%	
None of these	73	19	13	2	6	22	21	8	28	14	21	3	20	6	15	2	20	12	31	10	22	5	24	3	26	1	21	10	30	7	16	9	15	9	40	
	7%	6%	5%	2%	5%	5%	6%	3%	5%	4%	5%	1%	6%	2%	5%	2%	4%	4%	6%	3%	5%	3%	5%	2%	5%	1%	5%	5%	5%	3%	4%	4%	4%	4%	6%	
Don't know	139	27	18	11	6	43	33	20	44	23	21	15	25	30	17	3	33	32	34	20	29	11	38	4	35	3	23	12	48	13	28	8	28	13	73	
	13%	8%	7%	11%	5%	9%	9%	8%	7%	6%	5%	6%	7%	10%	6%	2%	7%	11%	6%	6%	7%	6%	6%	8%	3%	6%	6%	6%	6%	8%	5%	7%	4%	8%	6%	12%

NET: Like their policies	294	50	143	29	31	175	63	43	221	226	25	116	61	135	49	40	147	56	198	209	36	39	172	50	190	45	137	115	117	142	59	134	39	47	222	
	27%	14%	55%	29%	25%	39%	17%	18%	38%	58%	6%	47%	17%	45%	17%	27%	33%	19%	38%	61%	9%	22%	34%	31%	35%	31%	35%	56%	19%	57%	15%	58%	11%	22%	36%	
		IDE	B*		B*	G	K	HMMQD	K	HMMQD	K	HMMQ*	K	HMMQ*	K	HMMQ*	U	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg		
NET: Dislike their policies	307	165	20	29	40	101	155	109	135	26	241	40	177	45	155	64	145	112	118	20	238	78	132	60	150	48	95	19	256	25	211	23	194	99	120	
	28%	48%	8%	29%	32%	23%	42%	F	46%	23%	7%	61%	16%	48%	15%	52%	44%	32%	39%	23%	6%	56%	44%	26%	38%	28%	33%	24%	9%	42%	10%	53%	10%	53%	46%	19%
		CDE	C*		C*		F	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	
NET: Don't know much about their policies	273	83	64	29	40	109	93	58	158	102	87	72	85	84	61	38	104	75	136	85	96	46	135	42	139	50	116	51	161	62	81	55	89	46	166	
	25%	24%	25%	29%	33%	24%	26%	24%	27%	26%	22%	29%	23%	28%	20%	25%	23%	26%	26%	25%	23%	26%	27%	26%	24%	30%	25%	26%	25%	20%	24%	24%	21%	27%		
			*		*			O			OQ				*						*															
NET: They can run the country competently	389	55	180	52	39	223	82	41	305	283	41	136	89	161	79	47	207	72	263	253	49	46	233	45	265	50	206	125	175	173	76	150	72	53	291	
	36%	16%	70%	53%	32%	50%	23%	17%	52%	72%	11%	55%	24%	54%	27%	32%	46%	25%	51%	73%	12%	26%	47%	28%	49%	34%	52%	61%	29%	69%	19%	65%	20%	25%	47%	
		IDE	B*		B*	G	K	HMMQD	K	HMMQD	K	HMMQ*	K	HMMQ*	K	HMMQ*	U	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	RUWVZg	
NET: Do not think they can run the country competently	485	243	47	34	72	162	229	169	209	71	311	92	234	103	187	95	189	171	189	62	321	118	206	108	215	93	142	60	359	57	275	63	250	139	217	
	45%	71%	18%	34%	59%	36%	63%	71%	36%	18%	79%	38%	63%	34%	63%	64%	42%	60%	37%	18%	76%	66%	41%	68%	40%	63%	36%	29%	59%	23%	70%	27%	68%	65%	35%	
		CDE	C*		C*		F	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	UWVZ	

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj, 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj, Minimum Base: 30 (**), Small Base: 100 (**)

