

Table 1

Q1. To what extent, if at all, do you think each of the following are a strong or weak leader? -SUMMARY TABLE

Base: All adults 18+

	Rishi Sunak Prime	
	Minister and	Keir Starmer
	Conservative Party	Labour Party
	leader	leader
Unweighted Total	2318	2318
Weighted Total	2318	2318
Very strong	59	79
	3%	3%
Fairly strong	443	628
	19%	27%
Neither a strong nor weak	501	647
	22%	28%
Fairly weak	713	581
	31%	25%
Very weak	556	286
	24%	12%
Don't know	37	92
	2%	4%
Prefer not to say	9	6
	*	*
Strong	501	707
	22%	30%
Weak	1270	866
	55%	37%

Fieldwork dates: 13th - 14th November 2023

Respondent type: KnowledgePanel Members - GB, 18+

Source: Ipsos (JN J23-000461-01)



Q1. To what extent, if at all, do you think each of the following are a strong or weak leader? -Rishi Sunak Prime Minister and Conservative Party leader

Base: All adults 18+

		Ger	nder				Age				Eth	nicity	Worki	ng status	1			Education				1	Tenure			Annual hous	ehold income		
		GC.					7.50					T		I					I	Another type			I			1			
												Ethnic								of									
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/					
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100	000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999 a	oove	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B) Unv	wtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Very strong	59	20	38	13	4	10	5	7	6	14	34	17	17	42	15	36	10	6	18	1	1	31	8	18	14	13	7	4	52
	3%	2%	3%	5%	1%	3%	1%	2%	2%	6%	2%	6%	2%	3%	2%	2%	4%	1%	3%	*	1%	2%	3%	7%	3%	2%	2%	2%	2%
	jlqu			d						zdfgh		zj		zl		q	q		q					zuv					
Fairly strong	443	211	231	35	47	62	88	66	64	81	396	41	178	265	115	319	56	97	120	29	15	346	55	28	94	134			458
	19%	19%	20%	14%	12%	17%	22%	18%	22%	32%	20%	15%	17%	21%	16%	20%	22%	16%	23%	27%	17%	21%	17%	12%	20%	20%	23%	.8%	20%
	dnw						d	d	d	zcdefgh	Z					nq			znq	znq		ZW							
Neither a strong nor weak	501	206	292	32	86	62	92	89	83	56	441	54	191	305	145	351	59	126	114	33	20	357	56	65	127	155			550
	22%	18%	25%	13%	22%	17%	23%	25%	28%	23%	22%	19%	19%	24%	20%	22%	23%	21%	22%	30%	22%	22%	17%	27%	27%	23%	17%	.9%	24%
	acelA		za				ce	zce	zce	С				zl						zno				V	zA	A			
Fairly weak	713	354	353	79	122	123	103	129	88	69	623	83	339	366	246	464	67	184	154	29	30	511	98	61	118	204			719
	31% fmx	32%	30%	31%	31%	33%	26%	36% zfhi	30%	28%	31%	29%	33%	29%	35%	29%	27%	31%	29%	26%	33%	31%	31%	25%	25%	30%			31%
Voncuenk	556	212	232	80	127	105	93	21111	55	29	476	78	m 279	275	zop 183	366	52	162	114	15	23	373	94	66	108	168		x 50	507
Very weak	24%	312 28%	20%	32%	32%	29%	24%	18%	18%	12%	24%	27%	27%	21%	26%	23%	21%	27%	22%	14%	25%	23%	29%	27%	23%	25%			22%
	bghimsu	20/0 7h	2076	ghi	zfghi	zghi	2470 i	10/0	10/0	12/0	2470	2770	zm	21/0	2070	23/0	21/0	OS	22/0	14/0	23/6	23/0	2370	2770	23/0	23/6	23/0	.376	2270
Don't know	37	13	23	14	2 igili	2g111 5	11	1	1		28	9	13	25	5	37	6	17	7	1	2	21	7	3	15	3	4	5	25
Bon Cknow	2%	1%	2%	5%	1%	1%	3%	*	*	_	1%	3%	1%	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	1%	3%	*		3%	1%
	ghjnuy	170	270	zghi	270	270	zghi				1,0	3,0	1,0	270	1,0	n	270	zn	270	270	2,0	1,0	270	2,0	7V		170	v	170
Prefer not to say	9	1	7	1	4	1	2	1	-	-	6	2	3	5	2	6	3	-	1	2	-	4	4	-	2	2	3	-	7
,	*	*	1%	*	1%	*	*	*	_	_	*	1%	*	*	*	*	1%	_	*	2%	_	*	1%	_	*	*	1%	_	*
	ju																zoq			zoqr									
Strong	501	231	269	48	51	72	94	73	69	95	430	58	195	306	130	355	66	104	138	30	16	377	63	46	108	147	110	43	510
	22%	21%	23%	19%	13%	20%	24%	20%	23%	38%	21%	21%	19%	24%	18%	23%	26%	17%	26%	28%	18%	23%	20%	19%	23%	22%	24%	20%	22%
	dlnq						d	d	d	zcdefgh				zl		nq	nq		znoq	nq		z							
Weak	1270	666	585	159	249	228	196	195	143	99	1099	160	618	641	429	830	120	346	268	44	53	884	192	127	226	372	254	126	1226
	55%	60%	50%	63%	63%	62%	50%	54%	48%	39%	55%	57%	61%	50%	60%	53%	47%	58%	51%	40%	58%	54%	60%	53%	47%	55%	57%	88%	53%
	bfhimop	zb		fhi	zfghi	zfghi	i	i	i				zm		zoprs	S		oprs			S					х	x	х	
	sx																												

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/\gamma/A/B \ Overlap \ formulae \ used. * small \ base$



Q1. To what extent, if at all, do you think each of the following are a strong or weak leader? -Rishi Sunak Prime Minister and Conservative Party leader

Base: All adults 18+

					,																										
			Country		Er	ngland region (N	let)					England region	<u> </u>				Urba	nity			IMD Quintile			Voted i	in 2019 Genera	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018			582		1045	110									1771		399				475				725			225	2318
Weighted Total	2318	2003			555			97*									1842		461				463				648			237	2318
Very strong	59	49	8	2	15	10	25	1	9	4	3	7	3	5	6	11	47	12	17	13	10	10	9	2	25		11	18	2	11	52
	3%	2%	4%	2%	3%	3%	2%	1%	4%	2%	2%	3%	1%	2%	3%	3%	3%	2%	4%	3%	2%	2%	2%	•	4%		2%	2%	1%	5%	2%
	wy																								zwy					AC	
Fairly strong	443	401	30	11	103	77	221	14	43	46	39	38	40	73	52	57	342	101	66	88	82	87	119	32	220	36	122	171	60	43	458
, ,	19%	20%	15%	10%	19%	20%	21%	14%	16%	23%	22%	18%	18%	22%	25%	18%	19%	21%	14%	19%	18%	19%	26%	6%	33%	20%	19%	19%	21%	18%	20%
	crw	zc													zgh								zrstu		zwy	w					
Neither a strong nor weak	501	419	47	35	102	83	234	24	50	28	42	41	56	68	41	70	386	114	107	89	110	104	91	93	171	38	137	188	56	61	550
0	22%	21%	23%	31%	18%	22%	22%	25%	19%	14%	24%	20%	25%	21%	20%	22%	21%	24%	23%	19%	24%	22%	20%	16%	25%	21%	21%	21%	20%	26%	24%
	iw			za				i			i		i												zw						
Fairly weak	713	621	55	37	176	126	319	36	85	55	52	74	68	94	67	90	565	148	144	131	141	149	148	206	182	68	230	272	93	54	719
' '	31%	31%	28%	33%	32%	33%	30%	37%	33%	28%	30%	36%	31%	29%	33%	29%	31%	31%	31%	28%	30%	32%	32%	36%	27%	38%	36%	31%	33%	23%	31%
	хD																							7Y		Υ	zD		D		
Very weak	556	472	56	28	145	77	250	21	70	54	36	41	53	74	38	85	459	97	112	135	111	106	92	236	73	39	144	226	65	54	507
very weak	24%	24%	28%	25%	26%	20%	23%	21%	27%	27%	21%	20%	24%	23%	19%	27%	25%	20%	24%	29%	24%	23%	20%	41%	11%	22%	22%	25%	23%	23%	22%
	VX	2.70	2070	2370	20,0	2070	2570	2270	2770	2770	22/0	2070	2.,,0	2370	2370	27,0	2370	2070	2170	71/	2.,,0	2570	20%	ZXV	1170		22,0	2370	25/0	25,0	22,0
Don't know	37	33	3	1	9	9	15	_	1	6	2	7	1	10	1	2	36	1	13	7	8	6	3	3	_	^	3	11	3	13	25
DOIT E KITOW	2%	2%	2%	1%	2%	2%	1%	_	1%	3%	1%	3%	1%	3%	1%	1%	2%	*	3%	2%	2%	1%	1%	1%	_	_	1%	1%	1%	6%	1%
	qwxA	270	270	1/0	270	270	170		1/0	370	170	370	170	7	170	170	270		y	270	270	170	1/0	170			170	170	170	zABC	170
Prefer not to say	9	Q	1	_	6	-	2	2	_	Λ	_	_	_	2	_	_	7	2	2	1	1	3	2	_	_	_	1	1	_	-	7
Trefer flot to say	*	*	*		1%			2%		2%				1%					-			1%	*					-		_	*
					7f					2/0				1/0								170								-	
Strong	501	450	38	13	118	87	246	zho 15	52	50	42	45	43	78	58	67	389	113	84	101	92	97	128	2/	245	37	133	189	62	55	510
Strong	22%	22%	19%	11%	21%	23%	23%	15%	20%	26%	24%	22%	19%	24%	28%	21%	21%	24%	18%	22%	20%	21%	28%	6%	37%	20%	21%	21%	22%	23%	22%
		2276	1976	1170	2176	2370	2376	1376	20%	2076	2470	2270	1976	2476	2070	2176	2176	2470	1070	2270	20%	2170		U76		20%	2170	2170	2276	23%	2270
Week	cw	20	444		224	202	500	5.0	450	100	00	***	121	100	zg	475	1024	245	256	200	252	255	zrtu	442	zwy	W	374	400	150	100	1226
Weak	1270	1093	111	66	321	203	569	56	156	109	88	116	121	168	105	175	1024	245	256	266	252	255	240	442	255	107	-	499	158	108	1226
	55%	55%	55%	57%	58%	53%	53%	58%	60%	55%	50%	55%	55%	51%	51%	56%	56%	52%	55%	57%	54%	55%	52%	77%	38%	59%	58%	56%	57%	45%	53%
	xD																							zxy		X	D	D	D		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q1. To what extent, if at all, do you think each of the following are a strong or weak leader? -Keir Starmer Labour Party leader

Base: All adults 18+

		Gor	nder	1			Age				E+h	nicity	Workin	g status				Education				ı —	Tenure			Annual house	ehold income		
		Gei	luci				Age I	1 1		1	Lui	l	WOIKII	g status	1		I	Luucation	I	Another type			Tenure	1		Aiiiiuai iious	inoid income		+
												Ethnic								of								,	
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				,	
											White	White	Working full-	Not working	,	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £	100.000 and	ıl l
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*	396				296		2004		1020	1281	710							1642		241			448	216	2318
				•							•																		
Very strong	79	39	40	5	17	20	9	13	9	6	62	12	40	39	33	44	12	19	8	2	3	59	9	11	17	25	16	13	75
	3%	3%	3%	2%	4%	6%	2%	4%	3%	2%	3%	4%	4%	3%	5%	3%	5%	3%	2%	2%	3%	4%	3%	5%	4%	4%	4%	6%	3%
	jor					zf									r		r												
Fairly strong	628	323	298	58	120	104	116	84	85	61	552	75	277	344	243	377	72	147	115	26	17	445	93	62	97	183	158	61	627
	27%	29%	25%	23%	30%	28%	29%	23%	29%	24%	28%	27%	27%	27%	34%	24%	28%	25%	22%	24%	19%	27%	29%	26%	20%	27%	35%	28%	27%
	gorx						g								zoqrst											х	zxy	х	
Neither a strong nor weak	647	293	347	71	114	99	101	105	80	76	549	87	283	362	193	446	70	167	143	39	27	457	91	64	148	192	120	55	641
	28%	26%	30%	28%	29%	27%	26%	29%	27%	31%	27%	31%	28%	28%	27%	28%	28%	28%	27%	36%	30%	28%	28%	27%	31%	28%	27%	26%	28%
Fairly weak	581	276	299	56	93	86	90	105	81	69	520	53	257	319	161	416	56	169	144	31	16	447	60	55	122	173	106	56	612
	25%	25%	25%	22%	24%	23%	23%	29%	27%	28%	26%	19%	25%	25%	23%	26%	22%	28%	27%	29%	18%	27%	19%	23%	25%	25%	24%	26%	26%
	V							zt			Z											ZV							
Very weak	286	148	136	27	34	41	61	49	39	37	254	26	128	158	62	219	35	64	87	8	25	192	40	36	67	91	34	23	297
	12%	13%	12%	11%	8%	11%	15%	14%	13%	15%	13%	9%	13%	12%	9%	14%	14%	11%	16%	8%	28%	12%	13%	15%	14%	13%	8%	11%	13%
Darelt Ivanov	nA 92	20	52	26	16	17	zd	2	2		- 64	20	22	58	16	znq	n	20	znqs	1	znopqrs	20	25	12	28	Α 14	11	7	61
Don't know	4%	3%	52 4%	36 14%	16 4%	5%	17 4%	3 1%	1%	*	3%	28 10%	33 3%	58 4%	16 2%	70 4%	9 4%	28 5%	29 6%	1%	3%	39 2%	25 8%	12 5%	28 6%	14 2%	11 2%	3%	61 3%
	ghijnuy	370	470	zdefghi	470 ahi	ghi	ghi	170	170		370	10%	370	470	270	476	476	376	ns	170	376	270	ZU	376	υ/A	270	270	370	370
Prefer not to say	griijriuy	1	2	zueigiii 1	2	1	1	1		-	2	2)	2	2	2	2			1	2	-	2	20	u -	yA -	2	2	-	5
Freier not to say	*	*	*	*	*	*	*	*	_	_	*	1%	*	*	*	*			*	2%		*	1%			*	*	-	*
	i											170								zoqr			170	-					
Strong	707	362	338	63	137	124	125	97	95	67	614	87	317	384	276	421	84	166	123	28	20	505	102	73	114	208	174	75	702
	30%	32%	29%	25%	35%	34%	32%	27%	32%	27%	31%	31%	31%	30%	39%	27%	33%	28%	23%	26%	22%	31%	32%	30%	24%	31%	39%	35%	30%
	gorx	2270	_5/0		23/0	g	2270	_,,,,	/-	_,,,,	52,0	2270	1 22/0	2370	zogrst	,0	or	_5/0	_5/0	_3/0	/-	-170	-270	2370	- 1,70	x	zxy	x	
Weak	866	423	435	83	127	126	151	153	120	106	775	80	385	477	223	635	91	232	231	39	41	638	101	91	189	263	140	78	909
	37%	38%	37%	33%	32%	34%	38%	43%	41%	42%	39%	28%	38%	37%	31%	40%	36%	39%	44%	36%	45%	39%	31%	38%	39%	39%	31%	36%	39%
	knA			2,372				zde	d	d	zk					zn		n	zn		n	z			A	A			
	Ain							-30			LIN .								211							,,			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (IN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap formulae used. * small base$



Q1. To what extent, if at all, do you think each of the following are a strong or weak leader? -Keir Starmer Labour Party leader

Base: All adults 18+

			Country		E	ngland region (N	Net)					England region	ı				Urba	anity			IMD Quintile			Voted	in 2019 General	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England (a)	Scotland (b)	Wales (c)	North (d)	Midlands	South (f)	North East	North West	(i)	Midlands (i)	Midlands (k)	England (I)	South East (m)	South West	London (a)	Urban (n)	Rural (a)	deprived (r)	(s)	3 (t)	(u)	deprived (v)	Labour (w)	Conservative (v)	Democrat (v)	AB (A)	C1 (B)	C2 (C)	DE (D)	Unwtd
weighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	300	450	/91	503	475	567	772	209	725	880	289	225	231
eighted Total	2318	2013	200	114*	555	383	1045	97*	261	197	174	203	221	326	205	314	1842	476	461	450	451	466	463	571		187	648	892	279	237	231
eignteu rotai	2318	2003	200	117	333	303	1005	31	201	137	1/4	203	221	320	203	314	1042	470	401	403	403	400	403	3/1	072	102	0+0	032	2/3	237	231
ry strong	79	69	6	3	17	19	33	2	10	4	6	13	4	7	4	17	57	22	14	16	13	23	14	50	5	4	26	24	10	10	75
	3%	3%	3%	3%	3%	5%	3%	2%	4%	2%	4%	6%	2%	2%	2%	6%	3%	5%	3%	3%	3%	5%	3%	9%	1%	2%	4%	3%	3%	4%	3%
	x											m												zxy							A
airly strong	628	549	47	32	149	93	308	23	76	50	46	47	57	92	73	86	500	128	117	128	115	136	131	216	121	94	210	242	60	61	627
	27%	27%	23%	28%	27%	24%	29%	23%	29%	25%	26%	23%	26%	28%	36%	27%	27%	27%	25%	28%	25%	29%	28%	38%	18%	52%	32%	27%	22%	26%	27%
	x														zgkl									ZX		zwx	zBC				
either a strong nor weak	647	552	63	32	159	92	302	31	84	45	43	49	76	89	56	81	513	135	132	134	130	116	135	156	171	53	186	252	70	64	641
	28%	28%	31%	28%	29%	24%	28%	32%	32%	23%	25%	24%	34% ik	27%	27%	26%	28%	28%	29%	29%	28%	25%	29%	27%	26%	29%	29%	28%	25%	27%	28%
airly weak	581	496	60	24	136	107	253	25	57	54	49	58	53	78	42	79	464	117	115	102	119	123	122	104	221	28	157	234	86	48	612
	25%	25%	30%	21%	24%	28%	24%	26%	22%	28%	28%	28%	24%	24%	21%	25%	25%	25%	25%	22%	26%	26%	26%	18%	33%	15%	24%	26%	31%	20%	26%
	wy																								zwy				D		
ery weak	286	244	21	21	68	52	124	12	26	30	27	25	27	43	24	29	219	66	49	64	69	56	47	39	149	3	60	110	42	37	297
	12%	12%	10%	18%	12%	14%	12%	12%	10%	15%	16%	12%	12%	13%	12%	9%	12%	14%	11%	14%	15%	12%	10%	7%	22%	1%	9%	12%	15%	15%	13%
	wyA																							У	zwy				Α	Α	4
on't know	92	88	2	2	24	19	44	2	8	13	3	16	4	14	5	21	84	7	34	20	17	9	12	6	3	-	8	28	12	17	61
	4%	4%	1%	2%	4%	5%	4%	2%	3%	7%	2%	8%	2%	4%	2%	7%	5%	2%	7%	4%	4%	2%	3%	1%	*	-	1%	3%	4%	7%	3%
	quwxyA	Z								jl		zjln				jl	zq		ztuv									A	A	zAB	
refer not to say	6	5	1	-	3	-	2	2	-	1	-	-	-	2	-	-	5	1	-	1	-	3	2	-	-	-	1	1	-	-	5
	*		*	-		-	•	2%	-	•	-	-	-	1%	-	-		•	-	•	-	1%	•	-	-	-	•	•	-	-	
								zho																							
trong	707	619	53	35	165	112	341	25	86	54	52	60	61	99	77	103	557	149	131	144	128	159	145	266	126	98	236	267	70	71	702
	30%	31%	27%	31%	30%	29%	32%	26%	33%	27%	30%	29%	28%	30%	38%	33%	30%	31%	28%	31%	28%	34%	31%	46%	19%	54%	36%	30%	25%	30%	30%
	x														zl									ZX		ZX	zBC				
/eak	866	740	81	45	204	159	377	37	83	84	76	83	80	121	67	108	683	183	164	167	188	179	169	144	371	30	217	344	127	85	909
	37%	37%	41%	39%	37%	42%	35%	38%	32%	43%	44%	40%	36%	37%	33%	34%	37%	38%	36%	36%	41%	38%	36%	25%	55%	17%	33%	39%	46%	36%	39%
	wvA									h	hn													V	ZWV				zA		4

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Table 6

Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -SUMMARY TABLE

Base: All adults 18+

	Making David	Making James	Removing Suella
	Cameron the	Cleverley the	Braverman as the
	Foreign Secretary	Home Secretary	Home Secretary
Unweighted Total	2318	2318	2318
Weighted Total	2318	2318	2318
Definitely the right decision	171	93	1158
	7%	4%	50%
Probably the right decision	632	544	464
	27%	23%	20%
Neither the right nor wrong decision	310	732	172
	13%	32%	7%
Probably the wrong decision	565	371	208
	24%	16%	9%
Definitely the wrong decision	502	192	185
	22%	8%	8%
Don't know	133	382	124
	6%	16%	5%
Prefer not to say	4	4	7
	*	*	*
Right decision	803	638	1622
	35%	28%	70%
Wrong decision	1068	563	392
	46%	24%	17%

Fieldwork dates: 13th - 14th November 2023

Respondent type: KnowledgePanel Members - GB, 18+

Source: Ipsos (JN J23-000461-01)



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Making David Cameron the Foreign Secretary

Base: All adults 18+

		Gei	nder				Age				Eth	nicity	Worki	ng status	1			Education					Tenure			Annual house	ehold income	
		3 c.					7.50					I		I					1	Another type		1	1			7		
												Ethnic								of								
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from				
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100,000	and
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999 abov	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A) (B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447 193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448 216	2318
Definitely the right decision	171	109	61	27	7	32	26	25	21	33	141	25	71	98	52	113	12	44	46	7	6	129	18	23	27	51	44 18	169
	7%	10%	5%	11%	2%	9%	7%	7%	7%	13%	7%	9%	7%	8%	7%	7%	5%	7%	9%	6%	6%	8%	6%	10%	6%	7%	10% 8%	7%
	bdj	zb		d		d	d	d	d	zdfgh																	x	
Probably the right decision	632	300	330	55	74	87	130	93	108	86	548	81	263	370	195	431	78	155	138	37	23	484	64	51	139	173	145 63	675
	27%	27%	28%	21%	19%	24%	33%	26%	36%	34%	27%	28%	26%	29%	27%	27%	31%	26%	26%	34%	25%	30%	20%	21%	29%	26%	32% 29%	29%
	dv						zcdeg	d	zcdeg	zcdeg												ZVW					zy	
Neither the right nor wrong	310	134	173	24	56	68	53	51	33	25	266	36	127	179	88	218	42	76	74	14	12	215	45	36	84	82	50 33	305
decision																												
	13%	12%	15%	10%	14%	18%	13%	14%	11%	10%	13%	13%	12%	14%	12%	14%	17%	13%	14%	12%	14%	13%	14%	15%	18%	12%	11% 15%	13%
						zchi																			zyA			
Probably the wrong decision	565	260	300	62	119	85	89	79	71	61	497	66	269	294	170	390	58	146	136	31	20	397	88	53	110	190	95 57	559
	24%	23%	26%	24%	30%	23%	23%	22%	24%	24%	25%	23%	26%	23%	24%	25%	23%	25%	26%	28%	22%	24%	28%	22%	23%	28%	21% 26%	24%
- 0			***		g																					zA		
Definitely the wrong decision	502	272	223	51	111	79	72	97	54	40	443	51	237	264	163	337	51	131	112	16	26	348	76	61	88	160	96 38	499
	22%	24%	19%	20%	28%	21%	18%	27%	18%	16%	22%	18%	23%	21%	23%	21%	20%	22%	21%	15%	29%	21%	24%	25%	18%	24%	21% 18%	22%
Double longer	bhi	20	0.0	25	zfhi	17	22	zfhi	10	-	107	25		75	42	02		42	22	-	5	67	20	16	20	22	17 7	107
Don't know	133 6%	42 4%	86 7%	35 14%	30 8%	17 5%	23 6%	13 4%	10 3%	2%	107 5%	25 9%	55 5%	75 6%	42 6%	83 5%	9 4%	42 7%	22 4%	5 5%	4 4%	4%	28 9%	16 7%	30 6%	23 3%	17 7 4% 3%	5%
	aghijuy	470	za	zefghi	O/0	370	576	470	370	270	370	976	376	076	076	376	470	170	470	370	470	470	976	770	0%	370	470 370	370
Prefer not to say	agilijuy 4	1	24	zeigiii 1	- 111	1	2				2	-	-	2	1	2	2					2	u 1		У	1	1 -	1
Freier not to say	*	*	*	*		*	*		_		*			*	*	*	1%				_	*	*			*	* .	*
					-			-	_	_		-	-				70	_	-	-	-			-	_		_	
Right decision	803	409	391	82	80	119	156	118	129	119	689	106	333	468	247	545	91	199	184	43	28	613	82	74	167	224	189 81	844
	35%	37%	33%	32%	20%	32%	40%	33%	43%	48%	34%	37%	33%	37%	35%	35%	36%	33%	35%	40%	31%	37%	26%	31%	35%	33%	42% 37%	
	dv	3770	3370	d	2370	d	zdg	d	zcdeg	zcdeg	3470	3770	3370	3776	3370	3370	3070	3370	3370	.570	31/0	ZV	2070	51/0	3370	3370	ZV 3770	30%
Wrong decision	1068	532	522	112	229	164	161	176	124	101	940	117	505	558	333	727	109	277	248	47	46	744	165	114	198	349	191 95	1058
	46%	48%	44%	44%	58%	44%	41%	49%	42%	40%	47%	41%	50%	44%	47%	46%	43%	47%	47%	43%	51%	45%	51%	47%	41%	51%	43% 44%	
	fhmx	.070	.470	. 470	zcefghi	. 470	.170	fhi	.270	.070	7	.170	zm	.470	.,,,,	.570	.570	.,,,,	.,,,	.370	31/0	.570	3170	.,,,	.170	zxA	1370 4470	4070

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Making David Cameron the Foreign Secretary

Base: All adults 18+

			Country		E	ngland region (N	let)					England region					Urb	anity			IMD Quintile			Voted	in 2019 General	Election		Social	Grade		
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London	Urban	Rural	1 - Most deprived	,	,	4	5 - Least deprived	Labour	Conservative	Liberal Democrat	AB	C1	C2	DE	
	(z)	(a)	(h)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(I)	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	12/	582	301	1045	110	272	200	188	203	233	322	252	238	1771	547	300	450	/91	503	475	567	772	209	725	880	289	225	2318
Weighted Total	2318	2013	200	114*	555	383	1045	97*	261	197	174	209	223	326	205	314	1842	476	461	465	463	466		571		182	648	892	279	237	2318
Weighted Total	2310	2003	200		333	303	1003	31	201	137	-/ 1	203		320	203	311	2012	.,,	101	103	.03	100	103	3/1	072	102	0.0	032	273	237	, 2310
Definitely the right decision	171	146	15	11	39	23	84	4	20	15	9	15	14	24	20	26	130	42	32	44	24	31	40	18	79	8	51	66	14	12	169
3	7%	7%	7%	10%	7%	6%	8%	4%	7%	8%	5%	7%	6%	7%	10%	8%	7%	9%	7%	9%	5%	7%	9%	3%	12%	5%	8%	7%	5%	5%	7%
	w																			t					zwy						4
Probably the right decision	632	545	61	26	141	109	295	18	65	57	54	55	71	79	61	85	476	156	104	112	132	143	142	105	244	65	210	241	70	65	675
	27%	27%	31%	22%	25%	29%	28%	19%	25%	29%	31%	26%	32%	24%	30%	27%	26%	33%	23%	24%	28%	31%	31%	18%	36%	36%	32%	27%	25%	27%	29%
	pw												g					zp				r	r		zw	zw	zB				
Neither the right nor wrong	310	269	22	19	86	50	133	22	40	24	24	26	25	51	14	43	253	57	66	60	63	68	53	79	65	29	86	118	31	31	305
decision																															4
	13%	13%	11%	16%	15%	13%	13%	23%	15%	12%	14%	12%	11%	16%	7%	14%	14%	12%	14%	13%	14%	15%	11%	14%	10%	16%	13%	13%	11%	13%	13%
	nx							zikln	n					n		n								x		х					4
Probably the wrong decision	565	497	36	33	134	94	269	27	64	44	41	52	52	74	63	79	452	113	117	108	117	115	108	181	142	45	158	226	84	48	559
	24%	25%	18%	29%	24%	24%	25%	28%	24%	22%	24%	25%	24%	23%	31%	25%	25%	24%	25%	23%	25%	25%	23%	32%	21%	25%	24%	25%	30%	20%	24%
	x														Z									ZX					D		
Definitely the wrong decision	502	424	58	21	129	86	209	19	59	51	43	43	49	65	34	60	411	92	106	116	99	84	98	170	123	26	123	197	71	60	499
	22%	21%	29%	19%	23%	22%	20%	19%	23%	26%	25%	20%	22%	20%	17%	19%	22%	19%	23%	25%	21%	18%	21%	30%	18%	14%	19%	22%	25%	25%	22%
Double Income	xy	420	za	_	20	24	72	-	45	n	2	40	0	22	12	24	110		20	u	27	25	20	zxy	10		10	42		24	407
Don't know	133	120 6%	4%	5	26 5%	21 5%	73 7%	/	15 6%	4	3	18 9%	8	32	12 6%	21 7%	119 6%	14 3%	36	25 5%	27 6%	25 5%	20	18	18 3%	8 4%	19 3%	43 5%	3%	21	107 5%
	6% jgwxA	076	476	4%	376	376	/76	8%	076	2%	2%	976	4%	10%	076	176	70	376	8%	376	0%	376	4%	3%	376	470	376	376	370	9% AC	376
Prefer not to say	JqWXA	2	1	-	1		2	· · ·		1		ı,	1	2131		J	24	2			1	1	2	-			1	1	-	AC -	1
Freier flot to say	*	*	*	-	*	-	*		-	1%	-	-	1%		-	-	*	*	_	-		*	*		-	-		•	-		*
								1		1/0			1/0											_		-					4
Right decision	803	691	76	37	179	133	379	22	84	73	63	70	85	103	81	111	606	197	136	156	156	173	182	123	323	73	261	307	85	77	844
	35%	34%	38%	32%	32%	35%	36%	23%	32%	37%	36%	34%	38%	32%	39%	35%	33%	42%	29%	34%	34%	37%	39%	22%	48%	40%	40%	34%	30%	32%	36%
	gprw									g	g		g		g	g		ZD				r	r		zw	w	zBC				
Wrong decision	1068	920	94	54	263	179	477	45	123	95	85	95	102	139	97	139	863	205	224	224	216	198	206	351	265	71	281	423	154	109	1058
	46%	46%	47%	47%	47%	47%	45%	47%	47%	48%	49%	45%	46%	43%	48%	44%	47%	43%	48%	48%	47%	43%	45%	61%	39%	39%	43%	47%	55%	46%	46%
	×																							zxy					zA		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/b/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D Overlap formulae used. * small base



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Making James Cleverley the Home Secretary

Base: All adults 18+

		Ger	nder				Age				Eth	nicity	Worki	ng status	1			Education				1	Tenure		l	Annual hous	ehold income		
		GC.	I						1			I	VVOIRI	I			1	Luucution	1	Another type			I	1		Aimaariious	Liloid ilicollic		
												Ethnic								of									1 1
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					1 1
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/					
											White	White	Working full	Not working		Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £	100 000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	1 1
	(7)	(a)	(h)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(n)	(n)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395		296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Weighted Total	2515																												
Definitely the right decision	93	48	45	5	8	7	19	15	17	23	73	15	29	65	24	67	12	24	27	4	*	74	14	5	17	29	21	10	99
,	4%	4%	4%	2%	2%	2%	5%	4%	6%	9%	4%	5%	3%	5%	3%	4%	5%	4%	5%	3%	*	5%	4%	2%	4%	4%	5%	5%	4%
	ejl						e		zde	zcdefg				zl								z							
Probably the right decision	544	269	272	37	42	76	90	91	101	107	489	55	200	342	183	355	63	112	125	31	25	441	46	45	111	178	100	60	612
, ,	23%	24%	23%	15%	11%	21%	23%	25%	34%	43%	24%	19%	20%	27%	26%	23%	25%	19%	24%	29%	27%	27%	14%	19%	23%	26%	22%	28%	26%
	cdlqv					d	d	cd	zcdefg	zcdefgh	z			zl	q	q				q		zvw							1 1
Neither the right nor wrong	732	365	359	66	122	136	140	119	98	51	636	85	342	386	207	518	86	193	177	37	25	510	102	83	164	202	162	66	744
decision																													
	32%	33%	31%	26%	31%	37%	35%	33%	33%	20%	32%	30%	34%	30%	29%	33%	34%	32%	34%	34%	28%	31%	32%	34%	34%	30%	36%	30%	32%
	i				i	zi	i	i	i																				
Probably the wrong decision	371	198	169	30	85	66	57	60	40	32	321	47	179	191	121	247	41	90	84	17	15	260	67	37	89	115	86	26	363
	16%	18%	14%	12%	22%	18%	15%	17%	14%	13%	16%	17%	18%	15%	17%	16%	16%	15%	16%	16%	16%	16%	21%	15%	19%	17%	19%	12%	16%
	b				zfhi																								1 1
Definitely the wrong decision	192	108	81	18	50	34	27	26	18	20	167	18	98	93	63	124	20	41	46	4	12	124	36	25	33	59	28	23	178
	8%	10%	7%	7%	13%	9%	7%	7%	6%	8%	8%	6%	10%	7%	9%	8%	8%	7%	9%	4%	14%	8%	11%	10%	7%	9%	6%	11%	8%
	bhu	b			zfgh																s								
Don't know	382	129	247	98	89	48	61	47	22	18	316	63	173	203	112	262	29	135	69	15	14	231	55	46	65	94	52	31	318
	16%	12%	21%	38%	22%	13%	15%	13%	7%	7%	16%	22%	17%	16%	16%	17%	12%	23%	13%	14%	15%	14%	17%	19%	14%	14%	12%	14%	14%
	aghijpr		za	zdefghi	zeghi	hi	hi	hi				j				pr		znopr											1 1
	uyA																												
Prefer not to say	4	1	2	1	-	1	2	-	-	-	2	-	-	2	1	2	2	-	-	-	-	2	1	-	-	1	1	-	4
	*	*	*	*	-	*	*	-	-	-	*	-	-	*	*	*	1%	-	-	-	-	*	*	-	-	*	*	-	*
	j																ZO												
Right decision	638	317	317	42	50	83	108	106	118	130	562	70	229	407	207	422	75	135	152	35	25	515	60	50	128	208	120	70	711
	28%	28%	27%	17%	13%	22%	27%	30%	40%	52%	28%	25%	22%	32%	29%	27%	30%	23%	29%	32%	27%	31%	19%	21%	27%	31%	27%	32%	31%
	cdelqvw					d	cd	cde	zcdefg	zcdefgh				zl	q	q						zvw							
Wrong decision	563	306	250	48	135	100	84	86	58	51	488	65	277	284	184	371	61	131	130	22	27	384	103	62	122	174	113	49	541
	24%	27%	21%	19%	34%	27%	21%	24%	20%	21%	24%	23%	27%	22%	26%	24%	24%	22%	25%	20%	30%	23%	32%	26%	26%	26%	25%	23%	23%
	hhm	7h			zcføhi	h							7m										711						

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Making James Cleverley the Home Secretary

Base: All adults 18+

			Country		En	ngland region (N	let)					England region					Urba	nity	1		IMD Quintile			Voted i	in 2019 General	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2 (C)	DE (D)	Housed Total
Unweighted Total	(-)	(a)	(D)	(C)	(a)	(e)	(T)	(g)	(n)	(1)	())	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(۲)	(S)	(t)	(u)	(V)	(W)	(X)	(y)	(A)	(B)	(C)	(-/	Unwtd Total
	2318 2318	2018	1/6	124	582	391	1045	110		200	188	203	233	322 326	252	238	1771 1842	54/	399	450	491	503	475	56/		209	725	880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Definitely the right decision	93	85	6	2	19	15	52		8	11	9	6	7	19	15	11	67	27	14	21	11	23	23	12	50	1	31	30	11	11	99
bennitely the right decision	4%	4%	3%	2%	3%	4%	5%	_	3%	6%	5%	3%	3%	6%	7%	4%	4%	6%	3%	5%	2%	5%	5%	2%	7%	2%	5%	3%	4%	5%	4%
	w	470	370	270	370	470	370		370	a	g	370	370	a	770	470	470	070	370	370	270	370	370	270	zwy	270	370	370	470	370	470
Probably the right decision	544	473	47	25	103	86	283	18	49	35	41	45	57	86	61	79	406	138	70	102	123	123	127	91	224	59	184	225	46	45	612
	23%	24%	23%	22%	19%	23%	27%	19%	19%	18%	24%	22%	26%	26%	30%	25%	22%	29%	15%	22%	27%	26%	27%	16%	33%	33%	28%	25%	17%	19%	26%
	dprwC						zd								zhi			ZD		r	r	r	r		zw	zw	zCD	C			1
Neither the right nor wrong	732	623	72	36	188	118	317	34	87	67	51	67	65	97	59	95	584	148	166	140	135	150	141	180	200	61	203	276	94	70	744
decision																															1
	32%	31%	36%	32%	34%	31%	30%	35%	33%	34%	29%	32%	30%	30%	29%	30%	32%	31%	36%	30%	29%	32%	30%	31%	30%	34%	31%	31%	34%	30%	32%
Probably the wrong decision	371	319	25	27	98	63	158	18	48	31	31	33	41	51	23	43	301	70	76	73	84	66	72	118	85	30	105	149	56	41	363
,	16%	16%	12%	24%	18%	17%	15%	19%	18%	16%	18%	16%	19%	16%	11%	14%	16%	15%	17%	16%	18%	14%	15%	21%	13%	17%	16%	17%	20%	17%	16%
	×			zb																				ZX							1 1
Definitely the wrong decision	192	159	23	10	59	26	74	9	25	26	13	13	11	20	15	28	163	29	42	49	39	29	32	82	42	13	54	64	23	23	178
	8%	8%	11%	9%	11%	7%	7%	9%	9%	13%	8%	6%	5%	6%	7%	9%	9%	6%	9%	11%	8%	6%	7%	14%	6%	7%	8%	7%	8%	10%	8%
	x				f					zlm										u				zxy							1
Don't know	382	340	28	14	88	74	179	18	44	26	29	45	39	52	32	56	320	62	93	79	70	74	66	88	70	14	72	147	50	46	318
	16%	17%	14%	12%	16%	19%	17%	18%	17%	13%	16%	22%	18%	16%	16%	18%	17%	13%	20%	17%	15%	16%	14%	15%	10%	8%	11%	16%	18%	20%	14%
	qxyA																q							xy				Α	Α	Α	
Prefer not to say	4	3	1	-	1	-	2	-	-	1	-	-	1	1	-	-	2	2	-	-	1	1	2	-	-	-	1	1	-	-	4
	*	•	•	-	•	-	•	-	-	1%	-	-	1%	•	-	-	•	•	-	-	•	•	•	-	-	-	*	•	-	-	*
Right decision	638	558	53	27	122	101	335	18	57	46	50	51	64	105	76	90	473	165	84	123	135	146	150	103	275	63	215	255	57	57	711
	28%	28%	26%	24%	22%	26%	31%	19%	22%	23%	29%	24%	29%	32%	37%	29%	26%	35%	18%	26%	29%	31%	32%	18%	41%	35%	33%	29%	20%	24%	31%
	dprwC						zd							gh	zghik			zp		r	r	r	zr		zw	zw	zCD	С			1
Wrong decision	563	478	47	37	157	89	232	27	73	57	44	46	52	71	38	72	464	99	118	123	123	95	104	200	127	43	158	213	78	64	541
	24%	24%	23%	33%	28%	23%	22%	28%	28%	29%	25%	22%	24%	22%	18%	23%	25%	21%	26%	26%	27%	20%	22%	35%	19%	24%	24%	24%	28%	27%	23%
	fux				zf				n	n														zxy							

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (IN J23-000461-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/b/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D Overlap formulae used. * small base



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Removing Suella Braverman as the Home Secretary

Base: All adults 18+

		Ger	nder				Age				Eth	nicity	Worki	ng status	1			Education				1	Tenure		1	Annual hous	ehold income		
		G E.	l .		I		1				-	T		T T						Another type			I			1			
												Ethnic								of							1		
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from			1		
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/			1		
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to	£100,000 and	ıl
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*							2004		1020	1281	710							1642		241	479		448		2318
				-																									
Definitely the right decision	1158	576	570	94	199	196	208	173	171	117	1018	129	567	586	449	701	123	288	204	53	34	891	138	94	200	335	259	136	1192
	50%	52%	48%	37%	50%	53%	53%	48%	58%	47%	51%	45%	56%	46%	63%	45%	48%	49%	39%	48%	37%	54%	43%	39%	42%	49%	58%	63%	51%
	cmortwx				С	С	С	С	zcgi		Z		zm		zopqrst	r	r	r				zvw				x	zxy	zxy	
Probably the right decision	464	202	259	54	79	63	80	75	61	53	397	67	196	262	126	333	45	132	113	23	20	314	67	54	106	143	77	44	467
	20%	18%	22%	21%	20%	17%	20%	21%	20%	21%	20%	24%	19%	20%	18%	21%	18%	22%	21%	21%	23%	19%	21%	22%	22%	21%	17%	21%	20%
			Z																										
Neither the right nor wrong	172	93	77	40	34	40	19	19	10	10	140	27	64	108	26	145	25	50	56	5	8	92	36	25	50	55	27	1	138
decision																												_	
	7%	8%	7%	16%	9%	11%	5%	5%	3%	4%	7%	9%	6%	8%	4%	9%	10%	8%	11%	5%	9%	6%	11%	11%	10%	8%	6%	•	6%
	fghijnu			zfghi	h	zfghi										zn	n	n	zn				zu	u	zAB	В	В		
Deale allow the consequent of the second	300 B	104	102	20	22	29	24	46	24	24	175	20	76	120	47	150	20	44	CE	12	-11	146	21	16	AF.	60	44	11	222
Probably the wrong decision	208 9%	104 9%	102 9%	20 8%	23 6%	29 8%	34 9%	46 13%	24 8%	31 12%	175 9%	28 10%	76 7%	130 10%	7%	158 10%	26 10%	44 7%	65 12%	13 12%	11 12%	146 9%	31 10%	16 7%	45 9%	60 9%	44 10%	11 5%	222 10%
	n n	370	370	876	0/6	876	370	zdefh	870	1270 d	376	1076	176	1076	//0	znq	10/6	770	znq	12/0	12/0	370	10%	770	376	376	1076	370	10/6
Definitely the wrong decision	185	99	85	6	20	23	29	38	30	39	170	10	68	116	31	149	22	36	64	12	16	135	16	30	50	59	25	15	207
benintery the wrong decision	8%	9%	7%	2%	5%	6%	7%	11%	10%	16%	8%	4%	7%	9%	4%	9%	9%	6%	12%	11%	18%	8%	5%	12%	10%	9%	6%	7%	9%
	ckn	3,0	,,,	2,0	3,0	0,0	,,,	zcde	zcd	zcdef	7k	.,,	1	3,0	1,70	zng	n	0,0	znog	n	znopq	0,0	3,0	ZV	A	3,0	0,0	,,,	3,0
Don't know	124	42	79	39	38	15	24	7	1	1	102	21	45	78	30	84	12	43	26	2	2	60	30	22	27	25	13	8	86
	5%	4%	7%	15%	10%	4%	6%	2%	*	*	5%	7%	4%	6%	4%	5%	5%	7%	5%	2%	2%	4%	9%	9%	6%	4%	3%	4%	4%
	aghiuyA		za	zefghi	zeghi	hi	ghi	h															zu	zu					
Prefer not to say	7	2	4	1	2	2	2	-	-	-	3	2	3	2	2	4	2	-	-	2	-	3	3	-	-	2	3	-	6
	*	*	*	*	*	1%	*	-	-	-	*	1%	*	*	*	*	1%	-	-	2%	-	*	1%	-	-	*	1%	-	*
	j																			zoqr									
Right decision	1622	778	829	148	278	260	288	248	231	170	1414	196	764	848	575	1033	167	420	316	75	54	1205	205	147	306	478	336	181	1659
	70%	70%	71%	58%	70%	70%	73%	69%	78%	68%	71%	69%	75%	66%	81%	66%	66%	71%	60%	69%	60%	73%	64%	61%	64%	70%	75%	84%	72%
	cmorwx					С	С	С	zcdegi				zm		zopqrst	r		or				zvw				x	ZX	zxyA	
Wrong decision	392	203	187	26	43	52	62	85	54	70	345	38	144	246	78	308	47	80	129	24	27	281	47	46	95	119	69	26	429
	17%	18%	16%	10%	11%	14%	16%	24%	18%	28%	17%	13%	14%	19%	11%	20%	19%	13%	24%	22%	30%	17%	15%	19%	20%	18%	15%	12%	19%
	dln							zcdefh	Н	zcdefh				7		700	n		7000	nn	7000				D				

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q2. As you may know Rishi Sunak has recently made changes to who is in his government team. From what you may have heard or seen, do you think Rishi Sunak has made the right or wrong decision in...? -Removing Suella Braverman as the Home Secretary

Base: All adults 18+

			Country		F	ngland region (N	ot)	1				England region					Urb	anity	1		IMD Quintile			Voted i	in 2019 General	Flection		Social	Grade		
			Country		<u> </u>	Ingiana region (N	ctj	+		ı		Lingiana region					015	I	 	l	I Quintile	1	1	Voted	l 2015 General	Licction		Jocial	I	I	1
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	2318
Weighted Total	2318	2003		114*	555		1065	97*			174					314	1842	476	461				463	571	672	182	648		279		2318
		•						•											•												
Definitely the right decision	1158	977	122	59	246	173	559	37	121	88	82	90	106	172	113	168	895	263	183	223	237	265	251	406	248	141	409	458	97	101	1192
	50%	49%	61%	52%	44%	45%	52%	38%	46%	45%	47%	43%	48%	53%	55%	54%	49%	55%	40%	48%	51%	57%	54%	71%	37%	78%	63%	51%	35%	43%	51%
	adgprxC		za				de							g	gk	g		zp		r	r	zrs	r	ZX		ZX	zBCD	CD			
Probably the right decision	464	407	37	20	152	76	179	23	77	52	40	37	34	61	36	47	374	90	117	99	75	92	81	81	153	24	114	173	75	50	467
	20%	20%	18%	18%	27%	20%	17%	24%	30%	26%	23%	18%	15%	19%	18%	15%	20%	19%	25%	21%	16%	20%	17%	14%	23%	13%	18%	19%	27%	21%	20%
	ftwy				zef				zklmno	lo									ztv						zwy				zAB		
Neither the right nor wrong	172	156	9	7	50	19	87	12	18	20	5	14	20	15	10	41	152	20	54	38	32	17	32	21	35	8	24	72	18	22	138
decision																															
	7%	8%	5%	6%	9%	5%	8%	12%	7%	10%	3%	6%	9%	5%	5%	13%	8%	4%	12%	8%	7%	4%	7%	4%	5%	4%	4%	8%	6%	9%	6%
	jquwxA				e			jmn		jm			j			zjmn	zq		ztuv	u								Α		Α	
Probably the wrong decision	208	188	7	12	49	47	93	9	21	18	22	25	23	20	20	29	162	46	39	36	49	48	36	24	107	2	47	76	41	25	222
	9%	9%	4%	11%	9%	12%	9%	9%	8%	9%	12%	12%	10%	6%	10%	9%	9%	10%	9%	8%	11%	10%	8%	4%	16%	1%	7%	9%	15%	11%	10%
	bwy	b		b		Z					m	m													zwy				zAB		
Definitely the wrong decision	185	158	15	11	35	38	86	10	13	12	21	17	28	29	12	16	143	42	36	32	47	28	42	19	115	3	37	65	32	25	207
	8%	8%	8%	10%	6%	10%	8%	10%	5%	6%	12%	8%	13%	9%	6%	5%	8%	9%	8%	7%	10%	6%	9%	3%	17%	2%	6%	7%	12%	10%	9%
	wyA										ho		zhino								u				zwy				Α	Α	
Don't know	124	110	9	5	21	30	59	5	11	5	4	26	9	26	12	12	112	13	32	37	23	13	19	20	13	3	16	45	16	14	86
	5%	5%	5%	4%	4%	8%	6%	5%	4%	3%	2%	12%	4%	8%	6%	4%	6%	3%	7%	8%	5%	3%	4%	4%	2%	2%	3%	5%	6%	6%	4%
	quxyA					zd						zhijlno		ij			zq		u	zuv								A	A	A	
Prefer not to say	7	6	1	-	3	-	3	2	-	1	-	-	1	2	-	-	5	2	-	-	1	4	2	-	-	-	1	2	-	-	6
	•	*	*	-	1%	-	•	2%	-	1%	-	-	1%	1%	-	-	•	•	-	-	•	1%	•	-	-	-	•	•	-	-	
								zho														Z									
Right decision	1622	1385	158	79	398	249	737	60	198	140	122	127	140	233	149	215	1269	353	300	323	312	357	331	487	401	165	524	631	172	151	1659
	70%	69%	79%	69%	72%	65%	69%	62%	76%	71%	70%	61%	63%	72%	73%	69%	69%	74%	65%	69%	67%	77%	72%	85%	60%	91%	81%	71%	62%	64%	72%
	klrxC	247	za	22	00	05	470	40	gkl	20	40	40		k	k		205	zp	75		0.5	zrst	70	ZX	222	ZX	zBCD	C	70		400
Wrong decision	392	347	22	23	83	85	179	18	35	30	43	42	51	49	33	46	305	88	75	68	96	75	78	43	222	6	83	141	73	50	429
	17%	17%	11%	20%	15%	22%	17%	19%	13%	15%	24%	20%	23%	15%	16%	15%	17%	18%	16%	15%	21%	16%	17%	8%	33%	3%	13%	16%	26%	21%	19%
	wyA					zdf					zhmo		zhmo								ZS				zwy				zAB	A	

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (IN J23-000461-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/b/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D Overlap formulae used. * small base



Table 13

Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -SUMMARY TABLE

Base: All adults 18+

		The Conservative	The level of
		Partys chances of	competence in the
	Britain's standing	winning the next	current
	in the world	election	government
Unweighted Total	2318	2318	2318
Weighted Total	2318	2318	2318
Very positive impact	103	44	91
	4%	2%	4%
Fairly positive impact	578	375	655
	25%	16%	28%
It won't make any difference	896	1003	839
	39%	43%	36%
Fairly negative impact	422	489	344
	18%	21%	15%
Very negative impact	202	295	288
	9%	13%	12%
Don't know	111	108	93
	5%	5%	4%
Prefer not to say	6	4	7
	*	*	*
Positive impact	681	419	746
	29%	18%	32%
Negative impact	624	784	633
	27%	34%	27%

Fieldwork dates: 13th - 14th November 2023

Respondent type: KnowledgePanel Members - GB, 18+

Source: Ipsos (JN J23-000461-01)



Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -Britain's standing in the world

Base: All adults 18+

		Ger	nder				Age				Ethi	nicity	Workin	ng status				Education					Tenure			Annual hous	ehold income		
												Ethnic		Ĭ						Another type of									
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/			1 1		
							l				White	White		Not working		Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to		£52,000 up to £		
	Total	Male	Female (h)	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e) (n)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage (u)	landlord	association	£25,999	£51,999	£99,999 (A)	above	
Unweighted Total	2318	(a)	(2)	(c)	(a)	(e) 312	(1)	(g)	(n)	(1)	())	(14)	(I)	(m)	(n)	(0)	(p)	(q)	(r)	(S)	(t)	(u)	(V)	(w)	(X)	(y)	(/	(B)	Unwtd Total 2318
Weighted Total	2318	1121 1118	1168 1175	103 254*	189	312	426 205	573 250	502 206	213 250	2095	195 283	917 1020	1281	710	1533 1574	264 254	509 502	545 528	122 109	93	1602	226 321	213 241	479	732 679	447 448	193 216	2318
weighted rotal	2310	1110	11/3	254	390	309	333	333	230	230	2004	283	1020	1201	710	13/4	234	333	328	109	91	1042	321	241	4/3	079	440	210	2310
Very positive impact	103	67	36	14	5	19	19	11	15	20	81	20	42	61	30	71	10	19	33	7	2	85	13	4	14	33	22	14	101
	4%	6%	3%	6%	1%	5%	5%	3%	5%	8%	4%	7%	4%	5%	4%	4%	4%	3%	6%	6%	2%	5%	4%	2%	3%	5%	5%	7%	4%
	bdgj	zb				d	d		d	zdg									oq			z							
Fairly positive impact	578	279	297	40	66	77	114	96	102	81	505	68	240	335	198	370	81	132	100	28	29	446	69	39	103	168	131	62	631
	25%	25%	25%	16%	17%	21%	29%	27%	35%	33%	25%	24%	24%	26%	28%	24%	32%	22%	19%	26%	32%	27%	22%	16%	22%	25%	29%	29%	27%
	cdrw						zcde	cd	zcdeg	zcde					r	r	zoqr				r	zw					x		
It won't make any difference	896	428	459	91	126	144	165	144	121	105	798	91	392	498	258	632	84	221	244	49	34	657	96	104	201	275	165	81	924
	39%	38%	39%	36%	32%	39%	42%	40%	41%	42%	40%	32%	38%	39%	36%	40%	33%	37%	46%	45%	38%	40%	30%	43%	42%	40%	37%	37%	40%
	dv						d	d	d	d	Z					p			znopq	р		ZV		V					
Fairly negative impact	422	204	208	46	111	80	55	67	35	28	363	51	202	216	143	274	46	122	79	19	/	278	79	49	93	113	88	37	390
	18% fhitu	18%	18%	18%	28% zfghi	22% fhi	14%	19%	12%	11%	18%	18%	20%	17%	20% rt	17%	18%	21%	15%	18%	8%	17%	25% zu	20%	19%	17%	20%	17%	17%
Very negative impact	202	102	98	34	50	33	23	32	17	13	167	30	100	102	49	149	20	55	55	4	16	118	42	32	47	66	33	11	184
very negative impact	9%	9%	8%	13%	13%	9%	6%	9%	6%	5%	8%	10%	10%	8%	7%	9%	8%	9%	10%	3%	17%	7%	13%	13%	10%	10%	7%	5%	8%
	fhsu	3,0	0,0	fhi	fhi	3,0	0,0	3,0	0,0	3,0	0,0	2070	10,0	0,0	7,0	5	0,0	3,0	5	3,0	znops	7,0	7U	zu	2070	2070	,,,,	3,0	0,0
Don't know	111	34	76	27	37	14	17	8	5	2	89	22	44	66	32	74	11	43	16	2	1	57	19	12	18	24	9	10	82
	5%	3%	6%	10%	9%	4%	4%	2%	2%	1%	4%	8%	4%	5%	4%	5%	5%	7%	3%	2%	1%	3%	6%	5%	4%	3%	2%	5%	4%
	aghijuA		za	zefghi	zefghi		hi											zor											
Prefer not to say	6	3	1	2	-	1	3	1	-	-	1	3	-	4	1	4	1	1	-	-	2	1	3	1	2	1	-	-	6
	*	*	*	1%	-	*	1%	*	-	-	*	1%	-	*	*	*	*	*	-	-	2%	*	1%	*	*	*	-	-	*
	ju											j									znor		u						
Positive impact	681	346	333	54	72	97	132	107	117	102	586	88	282	396	228	441	91	151	133	35	31	531	82	43	117	201	153	76	732
	29%	31%	28%	21%	18%	26%	34%	30%	39%	41%	29%	31%	28%	31%	32%	28%	36%	25%	25%	32%	34%	32%	26%	18%	24%	30%	34%	35%	32%
	drwx					d	zcde	d	zcdeg	zcdeg					qr		zoqr					ZW					ZX	X	
Negative impact	624	306	305	80	161	113	78	99	53	40	530	81	302	318	192	423	66	177	134	23	23	396	121	82	140	179	122	49	574
	27% fhimu	27%	26%	32%	41%	31%	20%	28%	18%	16%	26%	28%	30%	25%	27%	27%	26%	30%	25%	21%	25%	24%	38%	34%	29%	26%	27%	23%	25%
	Tnimu			I thi	zefghi	Thi		Thi					7m										zu	zu					

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap formulae used. * small base$

Overlap formulae useu. Siliali base



Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -Britain's standing in the world

Base: All adults 18+

		1	Country		E	ngland region (f	Net)	1				England region	ı				Urba	anity			IMD Quintile			Voted i	in 2019 General	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England (a)	Scotland (b)	Wales (c)	North (d)	Midlands	South (f)	North East	North West	The Humber	Midlands (i)	Midlands (k)	England (I)	South East	South West	London	Urban (n)	Rural (a)	deprived (r)	(s)	3 (t)	(u)	deprived (v)	Labour (w)	Conservative (v)	Democrat (v)	AB (A)	C1 (B)	C2 (C)	DE (D)	Unwtd
weighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	231
eighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842		461	465	463	466	463	571		182	648	892	279	237	231
			_																												
positive impact	103	95	7	2	28	15	52	5	11	13	3	12	6	15	14	16	81	22	14	18	19	24	28	5	59	5	32	33	12	8	1
	4%	5%	3%	1%	5%	4%	5%	5%	4%	6%	2%	6%	3%	5%	7%	5%	4%	5%	3%	4%	4%	5%	6%	1%	9%	3%	5%	4%	4%	3%	4
	w	400			400		274	4.5	70	2.5					J	7.	400			400	447	400	400	400	zwy		404	222			
positive impact	578	489	55	33	120	98	271	15	70	36	47	52	63	87	51	71	433	144	84	103	117	139	136	100	221	65	194	232	50	50	
	25%	24%	28%	29%	22%	26%	25%	15%	27%	18%	27%	25%	28%	27%	25%	23%	24%	30%	18%	22%	25%	30%	29%	18%	33%	36%	30%	26%	18%	21%	
	gprwC								g		g		gı	g				zp			r	zrs	zrs		ZW	zw	zCD	C			
n't make any difference	896	784	69	43	230	160	395	39	102	89	75	85	87	125	75	108	711	185	195	167	181	189	164	238	267	57	251	323	125	106	
	39%	39%	35%	37%	41%	42%	37%	40%	39%	45%	43%	41%	39%	39%	37%	34%	39%	39%	42%	36%	39%	41%	35%	42%	40%	32%	39%	36%	45%	45%	
nogative impact	422	260	40	22	00	65	197	21	42	25	31	35	35		41	70	343	79	00	06	88	62	85	y 141	70	40	123	181	52	32	
negative impact	18%	360 18%	20%	22 19%	98 18%	17%	19%	21 22%	16%	35 18%	18%	17%	16%	52 16%	20%	22%	19%	17%	90 20%	96 21%	19%	13%	18%	141 25%	79 12%	22%	19%	20%	19%	13%	
	UX	1076	20%	1976	10%	1/76	1976	2276	10%	10%	1076	1/76	10%	10%	20%	2270	19%	1/70	20%	21%	19%	15%	10%	2370	1276	22%	19%	20%	19%	15%	
negative impact	202	168	24	10	50	28	81	16	26	18	11	17	18	23	13	26	172	30	50	61	33	31	27	66	26	X 7	32	78	31	29	
negative impact	9%	8%	12%	9%	11%	7%	8%	16%	10%	9%	6%	8%	8%	7%	6%	8%	9%	6%	11%	13%	33 7%	7%	6%	12%	5%	4%	5%	9%	11%	12%	
		0/0	1276	370	11/0	770	070		1076	370	076	0/0	0/0	770	076	0/0	370	076	11/0	ztuv	776	770	076		370	470	376	376 A	11/0	12/0	
know	qvxyA 111	101		-	20	16	64	zjmn	11	7		0	11	21	12	20	97	14	27	19	23	20	21	zxy 20	0	7	16	45	0	11	
KIIOW	5%	5%	2%	4%	4%	4%	6%	2%	4%	4%	4%	4%	5%	7%	6%	6%	5%	3%	6%	4%	5%	4%	5%	4%	1%	4%	2%	5%	3%	5%	
	qxA	370	270	470	470	470	7	270	470	470	470	470	370	7,0	070	0,0	370	370	0,0	470	370	470	370	Y	170	470 Y	270	Δ	370	370	
r not to say	6	5	1	-	-	_	5	-	_	-	_	_	1	2	-	2	5	2	-	1	2	1	2	-	_	-	1	-	1	2	
	*	*	*	_	_	_	1%	_	_	_	_	_	1%	1%	_	1%	*	•	_		•		*	_	_	_	•	_		1%	
							2,0						2,0	2,0		2,0														В	
ve impact	681	584	62	35	148	113	323	19	81	48	50	63	69	102	64	88	515	166	98	121	136	163	163	105	280	69	225	265	62	58	
	29%	29%	31%	30%	27%	30%	30%	20%	31%	24%	29%	30%	31%	31%	31%	28%	28%	35%	21%	26%	29%	35%	35%	18%	42%	38%	35%	30%	22%	24%	1
	gprwC	1			1			1						g				zp			r	zrs	zrs		zw	zw	zCD	С			
ive impact	624	529	64	32	157	94	278	37	68	53	41	52	54	74	54	96	516	109	141	157	122	93	112	208	115	47	155	259	83	61	
	27%	26%	32%	28%	28%	24%	26%	38%	26%	27%	24%	25%	24%	23%	26%	31%	28%	23%	31%	34%	26%	20%	24%	36%	17%	26%	24%	29%	30%	26%	
	quxA							zhjklm									a		u	ztuv	u			zxy		x		Α			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

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Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -The Conservative Partys chances of winning the next election

Base: All adults 18+

		Ge	nder	1			Age				Ethi	nicity	Workin	ng status				Education					Tenure			Annual hous	ehold income		
												Ethnic		Ĭ						Another type of									
											White (including	minorities (excluding			Graduates (Degree/Mas		Other Higher Education		GCSE/ O- Level/ CSE/	qualification (vocational/p		Owned outright/	Rent from	Rent from council/					
											White	White			ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to		£52,000 up to £		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	
Unweighted Total	(z) 2318	(a) 1121	(b) 1168	(c) 103	(d)	(e) 312	(f) 426	(g)	(h) 502	(I) 213	(J)	(k)	(I)	(m)	(n)	(o) 1533	(p) 264	(q) 509	(r)	(s) 122	(t)	(u)	(V)	(w) 213	(x)	(y)	(A) 447	(B)	Unwtd Total 2318
Weighted Total	2318	1118	1175	254*	396	369	395	573 359	296	250	2095 2004	195 283	917 1020	1281	710	1574	254	593	545 528	109	91*	1642	226 321	241	479	732 679	448	193 216	2318
Very positive impact	44	21	23	2	6	14	8	5	3	8	32	10	13	31	15	26	7	8	7	1	4	34	7	1	12	11	4	5	40
	2% hi	2%	2%	1%	1%	4% zgh	2%	1%	1%	3%	2%	3%	1%	2%	2%	2%	3%	1%	1%	1%	4%	2%	2%	*	3%	2%	1%	3%	2%
Fairly positive impact	375	169	204	64	47	57	51	46	53	57	308	61	142	231	128	239	46	88	81	12	11	273	58	28	82	94	86	41	360
	16%	15%	17%	25% zdefg	12%	15%	13%	13%	18% fø	23% zdefg	15%	22%	14%	18% 7l	18%	15%	18%	15%	15%	11%	12%	17%	18%	12%	17%	14%	19% v	19%	16%
It won't make any difference	1003	506	485	49	130	167	211	178	151	115	912	80	456	542	323	673	112	240	222	59	40	758	103	102	194	311	211	108	1093
,	43% cdkv	45%	41%	19%	33%	45% cd	54% zcde	50% zcd	51% zcd	46% cd	45%	28%	45%	42%	45%	43%	44%	41%	42%	54%	44%	46% zv	32%	42%	41%	46%	47%	50%	47%
Fairly negative impact	489	221	262	69	117	74	66	69	54	41	415	68	224	257	140	345	45	148	111	zoqr 25	16	330	82	50	102	150	89	38	457
,	21%	20%	22%	27% fi	29% zefghi	20%	17%	19%	18%	17%	21%	24%	22%	20%	20%	22%	18%	25%	21%	23%	17%	20%	25%	21%	21%	22%	20%	18%	20%
Very negative impact	295	151	141	45	65	45	32	53	31	24	252	41	146	149	75	214	32	76	83	6	18	186	53	45	63	89	47	15	280
	13% fsuB	14%	12%	18% f	16% f	12%	8%	15% fh	10%	10%	13%	14%	14%	12%	11%	14% s	12%	13% s	16% ns	6%	19% ns	11%	16%	19% zu	13%	13% B	10%	7%	12%
Don't know	108	48	58	24	31	11	26	7	4	5	84	24	39	69	28	75	11	32	23	6	3	59	18	14	26	23	11	8	84
	5% ghjuA	4%	5%	9% zeghi	8% zeghi	3%	7% zeghi	2%	1%	2%	4%	9% zi	4%	5%	4%	5%	4%	5%	4%	6%	3%	4%	5%	6%	5%	3%	3%	4%	4%
Prefer not to say	4	1	1	1	-	1	1	1	-	-	1	-	-	1	1	2	1	1	-	-	-	1	1	-	1	1	-	-	4
	* i	*	*	*	-	*	*	*	-	-	*	-	-	*	*	*	*	*	-	-	-	*	*	-	*	*	-		*
Positive impact	419	190	226	66	53	71	59	51	56	64	340	71	155	262	144	265	53	96	89	13	15	307	65	29	94	105	90	47	400
	18% gjlwy	17%	19%	26% dfg	13%	19%	15%	14%	19%	26% zdfg	17%	25%	15%	20%	20%	17%	21%	16%	17%	12%	16%	19%	20%	12%	20%	15%	20%	22%	17%
Negative impact	784	372	404	114	181	119	98	122	85	201g 65	667	108	370	406	215	559	77	225	194	31	33	517	134	95	164	239	135	53	737
	34%	33%	34%	45%	46%	32%	25%	34%	29%	26%	33%	38%	36%	32%	30%	36%	30%	38%	37%	28%	37%	31%	42%	40%	34%	35%	30%	25%	32%
	fhimnuB			zefhi	zefghi	f		fi								7n		n	n				zu	- 11	B B	R			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap formulae used. * small base$



Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -The Conservative Partys chances of winning the next election

Base: All adults 18+

			Country		Er	ngland region (N	Net)					England region					Urba	nity			IMD Quintile			Voted	in 2019 General	Election		Social	Grade		1
	Total	England	Contland	Wales	North	Midlands	South	North Fact	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of	Courth Fact	South Wast	London	Hebon	Dural	1 - Most	2	,		5 - Least	Lahaur	Consequetive	Liberal	AB	C1		DE	
	Total (z)	England (a)	Scotland (h)	Wales (c)	North (d)	(e)	South (f)	North East	(h)	(i)	(i)	(k)	England (I)	South East (m)	South West	London (a)	Urban (n)	Rural (n)	deprived (r)	(s)	(t)	(u)	deprived (v)	Labour (w)	Conservative (x)	Democrat (v)	(A)	(B)	C2 (C)	DE (D)	Unwto
eighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	23
nted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	23
positive impact	44	39	2	2	13	8	18	1	7	5	3	5	3	6	4	6	38	6	10	12	5	8	10	8	24	1	13	8	1	q	
ositive impact	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	4%	*	2%	1%	•	4%	
	В																								zwy					BC	
positive impact	375	329	31	15	86	61	183	15	43	28	26	34	41	56	31	54	285	90	63	76	73	83	81	56	144	23	96	172	40	36	
	16%	16%	15%	13%	15%	16%	17%	15%	17%	14%	15%	16%	19%	17%	15%	17%	15%	19%	14%	16%	16%	18%	17%	10%	21%	12%	15%	19%	14%	15%	
	w																								zwy			zA			\perp
t make any difference	1003	865	90	47	229	168	468	35	105	89	74	94	93	144	88	143	784	218	189	185	204	231	194	264	298	100	331	383	102	91	4
	43%	43%	45%	41%	41%	44%	44%	36%	40%	45%	43%	45%	42%	44%	43%	45%	43%	46%	41%	40%	44%	50%	42%	46%	44%	55%	51%	43%	37%	38%	4
agativa impast	C 489	422	22	22	128	82	222	20	64	26	43	39	44	61	53	65	404	or	100	84	102	zrsv 81	112	146	120	2X 34	zBCD 125	102	84	42	4
egative impact	21%	433 22%	33 16%	23 20%	23%	21%	223 21%	28 29%	25%	36 18%	25%	19%	20%	61 19%	26%	21%	22%	85 18%	109 24%	18%	103 22%	17%	112 24%	146 26%	120 18%	19%	19%	192 22%	30%	18%	
	×	22,0	1070	2070	2570	2270	2270	2370	2570	2070	2370	1370	2070	1370	2070	2270	2270	2070	2175	2070	EE/0	27,70	u	ZX	20,0	2570	1370	2270	zABD	2070	
egative impact	295	240	35	20	71	55	115	13	31	26	25	30	26	37	19	33	237	58	59	91	54	44	48	80	74	16	65	100	39	41	
	13%	12%	18%	17%	13%	14%	11%	14%	12%	13%	15%	14%	12%	11%	9%	10%	13%	12%	13%	20%	12%	9%	10%	14%	11%	9%	10%	11%	14%	17%	4
	afuA																			zrtuv										AB	
now	108	94	7	7	29	10	56	4	10	14	2	7	13	20	10	13	91	17	33	17	24	18	16	17	12	8	17	38	11	19	
	5%	5%	4%	6%	5%	3%	5%	5%	4%	7%	1%	3%	6%	6%	5%	4%	5%	4%	7%	4%	5%	4%	3%	3%	2%	4%	3%	4%	4%	8%	
not to say	xA 4	2					2			J			j	J			2	2	zv				2						1	A	-
IOL LO Say	*	*	*	-	-	-	*		-	-	-	-	1%	*		-	2	*	-		-		*	-	-	-		-		-	4
				-	-	-		-	-	-	-	-	1/0		-	-			-		-			-	-	-		-		-	
e impact	419	369	33	17	99	68	201	16	50	32	29	39	44	62	34	61	324	96	72	88	78	90	91	64	168	23	109	179	42	45	
	18%	18%	17%	15%	18%	18%	19%	17%	19%	16%	17%	19%	20%	19%	17%	19%	18%	20%	16%	19%	17%	19%	20%	11%	25%	13%	17%	20%	15%	19%	
	w																								zwy						\perp
ve impact	784	673	68	43	199	137	338	41	95	62	68	68	70	98	72	98	641	143	168	174	157	125	160	226	194	50	190	292	123	82	
	34%	34%	34%	37%	36%	36%	32%	42%	36%	32%	39%	33%	32%	30%	35%	31%	35%	30%	36%	37%	34%	27%	35%	40%	29%	28%	29%	33%	44% zAB	35%	

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 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -The level of competence in the current government

Base: All adults 18+

		Gen	ıder				Age				Ethr	nicity	Workin	ng status				Education					Tenure			Annual house	ehold income		
												Ethnic		Ĭ						Another type of									
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					
											(including White	(excluding White	Working full-	Nataddaa	(Degree/Mas ter/PhD/abov	Non-	Education below degree	A-level or	Level/ CSE/ NVQ12/	(vocational/p	No formal	outright/	Rent from	council/	Up to	C2C 000 +-	£52,000 up to	C100 000	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	rofessional/f oreign)	qualifications	buying on mortgage	private landlord	housing association	£25,999	£51,999	£99,999	above	1
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Very positive impact	91	52	38	q	7	17	19	10	11	18	78	10	38	52	36	52	7	15	25	Λ	1	77	Q	5	15	25	24	q	93
very positive impact	4%	5%	3%	4%	2%	5%	5%	3%	4%	7%	4%	3%	4%	4%	5%	3%	3%	2%	5%	3%	1%	5%	2%	2%	3%	4%	5%	4%	4%
										zdg					q							Z							
Fairly positive impact	655	317	337	60	94	102	119	91	100	89	579	71	282	366	236	408	78	137	139	34	21	510	82	41	135	175	139	92	675
	28%	28%	29%	23%	24%	28%	30%	25%	34%	36%	29%	25%	28%	29%	33%	26%	31%	23%	26%	31%	23%	31%	26%	17%	28%	26%	31%	43%	29%
It won't make any difference	oqw 839	415	413	73	120	125	146	157	zdg 125	zcdg 94	740	88	374	461	zoqr 246	587	9 89	229	186	47	36	2W 618	90	91	167	277	166	zxyA 66	888
te won't make any amerence	36%	37%	35%	29%	30%	34%	37%	44%	42%	38%	37%	31%	37%	36%	35%	37%	35%	39%	35%	43%	40%	38%	28%	38%	35%	41%	37%	31%	38%
	v							zcdef	zcde		Z											ZV				zB			
Fairly negative impact	344	146	192	51	64	60	52	50	36	32	295	46	146	196	99	242	34	94	85	15	15	220	59	48	84	95	57	22	332
	15% hu	13%	16%	20%	16%	16%	13%	14%	12%	13%	15%	16%	14%	15%	14%	15%	13%	16%	16%	14%	16%	13%	18%	20%	17%	14%	13%	10%	14%
Very negative impact	288	156	127	40	77	51	41	44	19	15	237	45	140	147	64	219	31	90	78	6	15	169	63	44	57	92	53	20	255
very negative impact	12%	14%	11%	16%	19%	14%	10%	12%	6%	6%	12%	16%	14%	12%	9%	14%	12%	15%	15%	5%	16%	10%	20%	18%	12%	14%	12%	9%	11%
	bhijnsu			hi	zfghi	hi	h	hi								zns		ns	ns		S		zu	zu					4
Don't know	93	29	64	17	34	12	17	6	6	1	70	23	39	54	27	61	14	27	15	3	3	43	18	11	21	14	9	6	69
	4%	3%	5%	7%	9%	3%	4%	2%	2%	*	4%	8%	4%	4%	4%	4%	5%	4%	3%	3%	3%	3%	6%	5%	4%	2%	2%	3%	3%
	aghijuy A		za	ghi	zeghi	'	gı					ZJ											u						
Prefer not to say	7	1	5	4		2	1	1	-	-	5	-	1	4	2	4	1	3		-	-	5	1		1	1	-	-	6
	*	*	*	1%	-	1%	*	*	-	-	*	-	*	*	*	*	*	1%	-	-	-	*	*	-	*	*	-	-	*
Positive impact	746 32%	369 33%	375 32%	69 27%	101 25%	119 32%	139 35%	101 28%	111 37%	107 43%	657 33%	81 29%	320 31%	419 33%	273 38%	460 29%	85 33%	152 26%	165 31%	37 34%	22 24%	587 36%	90 28%	46 19%	150 31%	200 29%	162 36%	101 47%	768 33%
	dgoqw	3370	3270	2170	2370	3270	35% dg	2070	37% zdg	zcdeg	3370	2370	3170	3370	zogrt	2370	3370 O	2070	3170	3470	2470	ZVW	2070	1370	3170	2370	30% V	ZXVA	3370
Negative impact	633	303	319	92	141	111	93	94	55	48	532	91	285	344	162	461	64	183	163	21	30	388	122	92	141	187	111	42	587
	27%	27%	27%	36%	36%	30%	23%	26%	18%	19%	27%	32%	28%	27%	23%	29%	25%	31%	31%	19%	33%	24%	38%	38%	29%	28%	25%	19%	25%
	hijnuB			fhi	zfghi	hi		hi								zns		ns	ns				zu	zu	В	В			

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Q3. To what extent, do you think David Cameron being made Foreign Secretary will have a positive or negative impact on each of the following, or will it not make any difference? -The level of competence in the current government

Base: All adults 18+

			Country		Ei	ngland region (N	let)					England region	<u> </u>				Urba	nity			IMD Quintile			Voted i	in 2019 Genera	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal				95	
	Total (z)	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB (A)	C1	C2 (C)	DE (D)	Unwtd Total
	(-)	(d)	(D)	(C)	(u)	(e)	(1)	(g)	(11)	(1)	())	(K)	(1)	(111)	(11)	(0)	(p)	(4)	(1)	(5)	(L)	(u)	(V)	(w)	(x)	(y)	(A)	(D)	(C)		
Unweighted Total	2318	2018	176	124	582	391	1045	110		200	188	203	233	322	252	238	1771	54/	399	450	491	503	475	56/	//2	209	/25	880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very positive impact	91	96	4	1	25	17	45	2	12	0	4	12	11	11	11	11	66	25	12	12	17	24	24	7	50	6	29	30	10	c	93
very positive impact	4%	4%	2%	1%	4%	4%	4%	3%	5%	4%	2%	13	5%	3%	6%	4%	4%	5%	3%	3%	4%	5%	5%	1%	7%	4%	4%	3%	4%	2%	4%
	.,.	476	276	170	470	476	476	376	3%	470	270	076	3%	376	0%	470	470	376	376	370	476	376	3%	170		470	470	370	476	276	476
Fairly positive impact	655	571	52	33	146	114	310	17	72	r.c		60	64	101	F.0	88	492	162	101	117	122	140	164	126	2W 240	64	215	263	60	64	675
rainly positive impact	28%	28%	52 26%	29%	146 26%	114 30%	29%	1	28%	56 28%	55 31%	60 29%	29%	101 31%	58 28%	28%	27%	163 34%	101 22%	117 25%	132 29%	140 30%	164 35%	136 24%	36%	35%	33%	29%	69 25%	27%	29%
		28%	26%	29%	26%	30%	29%	18%	28%	28%	31%	29%	29%	31%	28%	28%	2/%		22%	25%	29%	30%		24%				29%	25%	27%	29%
	gprw										g			g				zp				r	zrs		ZW	ZW	zC				
It won't make any difference	839	719	73	46	202	131	387	33	87	82	66	65	76	119	82	110	681	158	181	170	175	174	139	221	230	74	249	315	104	78	888
	36%	36%	37%	41%	36%	34%	36%	34%	33%	42%	38%	31%	34%	36%	40%	35%	37%	33%	39%	37%	38%	37%	30%	39%	34%	41%	38%	35%	37%	33%	38%
	v																		v		v	v									
Fairly negative impact	344	294	36	14	84	53	157	23	41	20	24	29	36	40	27	56	279	65	63	74	68	65	75	91	88	21	90	153	39	37	332
	15%	15%	18%	12%	15%	14%	15%	23%	16%	10%	14%	14%	16%	12%	13%	18%	15%	14%	14%	16%	15%	14%	16%	16%	13%	11%	14%	17%	14%	16%	14%
								zimn																				z			
Very negative impact	288	242	30	16	77	55	110	17	35	25	20	35	23	37	19	30	237	51	79	73	51	40	45	95	59	11	51	102	47	40	255
	12%	12%	15%	14%	14%	14%	10%	17%	13%	13%	11%	17%	11%	11%	9%	10%	13%	11%	17%	16%	11%	9%	10%	17%	9%	6%	8%	11%	17%	17%	11%
	fuxyA											n							ztuv	uv				zxy				Α	zAB	Α	
Don't know	93	84	5	4	23	12	50	5	11	6	5	7	9	14	7	19	81	12	26	14	21	20	13	21	5	5	13	29	10	13	69
	4%	4%	2%	3%	4%	3%	5%	5%	4%	3%	3%	3%	4%	4%	4%	6%	4%	3%	6%	3%	4%	4%	3%	4%	1%	3%	2%	3%	3%	6%	3%
	xA				1																			x		x				A	
Prefer not to say	7	6	1	-	-	-	6	-	-	-	-	-	2	4	-	-	6	2	-	4	-	1	2	-	-	-	2	-	1	-	6
,				_	_	_	1%	_	_	_	_	_	1%	1%	_	_			_	1%	_			_	_	_		_		_	*
														z																	
Positive impact	746	657	56	34	171	131	355	20	87	64	59	72	75	112	69	99	559	188	113	131	149	165	189	143	290	70	244	293	79	69	768
1	32%	33%	28%	30%	31%	34%	33%	21%	33%	32%	34%	35%	34%	34%	34%	32%	30%	39%	24%	28%	32%	35%	41%	25%	43%	39%	38%	33%	28%	29%	33%
	gprw								g		g	g	g	g	g			zp			r	rs	zrst		zw	w	zC				
Negative impact	633	537	66	30	161	108	267	39	76	45	44	64	59	77	46	86	516	116	142	146	118	106	120	186	147	31	141	255	86	77	587
	27%	27%	33%	26%	29%	28%	25%	40%	29%	23%	25%	31%	27%	24%	22%	27%	28%	24%	31%	32%	26%	23%	26%	32%	22%	17%	22%	29%	31%	33%	25%
	uxyA	2770	3370	2070	2570	2070	2370	zijlmno	2370	2370	23/0	3170	2770	2470	2270	2770	2076	2.470		u		2370	2070	zxy	2270	2770	2270	Δ	Α Α	Α	2370
	UXYA							21,1111110											u	u				ZAY				A	A	A	

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Table 20
Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -SUMMARY TABLE

Base: All adults 18+

	Managing the UK's relationship with the European Union	Managing immigration	Managing the economy	Managing foreign affairs	Improving public services	Running the country competently
Unweighted Total	2318	2318	2318	2318	2318	2318
Weighted Total	2318	2318	2318	2318	2318	2318
Very good job	56	29	89	63	32	81
	2%	1%	4%	3%	1%	3%
Fairly good job	338	201	534	508	245	548
	15%	9%	23%	22%	11%	24%
Neither a good nor bad job	361	641	524	656	636	506
	16%	28%	23%	28%	27%	22%
Fairly bad job	561	684	567	480	641	622
	24%	29%	24%	21%	28%	27%
Very bad job	880	550	441	411	591	438
	38%	24%	19%	18%	26%	19%
Don't know	115	205	157	191	166	112
	5%	9%	7%	8%	7%	5%
Prefer not to say	8	8	5	8	7	11
	*	*	*	*	*	*
Good job	395	230	623	571	277	629
	17%	10%	27%	25%	12%	27%
Bad job	1440	1234	1008	891	1233	1060
	62%	53%	43%	38%	53%	46%

Fieldwork dates: 13th - 14th November 2023

Respondent type: KnowledgePanel Members - GB, 18+

Source: Ipsos (JN J23-000461-01)



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? - Managing the UK's relationship with the European Union

Base: All adults 18+

		C	nder	1							Fals	nicity	Mr. di	ng status				Education					Tenure			A b	ehold income		
		Ger	naer				Age				Eth	l	Workii	ng status				Education		I A = = + h = = + - = =			Tenure	_		Annual nous	enoia income	\longrightarrow	
											White (including	Ethnic minorities (excluding			Graduates (Degree/Mas		Other Higher Education	r	GCSE/ O- Level/ CSE/	Another type of qualification (vocational/p		Owned outright/	Rent from	Rent from council/					
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to		£52,000 up to £	100,000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103		312	426				2095		917	1386	762		264	509	545	122		1802	226	213	504		447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Very good job	56	32	24	14	6	12	7	5	7	6	44	12	21	35	16	40	12	11	15	1	1	34	10	10	16	14	10	7	46
	2%	3%	2%	5%	2%	3%	2%	1%	2%	2%	2%	4%	2%	3%	2%	3%	5%	2%	3%	1%	1%	2%	3%	4%	3%	2%	2%	3%	2%
	j			g													ZO												
Fairly good job	338	145	191	28	32	47	70	44	55	62	292	39	126	212	89	245	37	87	85	15	21	267	27	29	73	106	71	23	363
	15%	13%	16%	11%	8%	13%	18%	12%	18%	25%	15%	14%	12%	17%	13%	16%	14%	15%	16%	14%	24%	16%	9%	12%	15%	16%	16%	11%	16%
	dlv		Z				zdg		zdeg	zcdeg				zl							zn	ZV							
Neither a good nor bad job	361	161	196	39	47	58	58	51	52	56	313	43	132	224	68	283	28	92	109	21	33	229	56	50	101	101	52	25	370
	16%	14%	17%	15%	12%	16%	15%	14%	18%	22%	16%	15%	13%	17%	10%	18%	11%	16%	21%	19%	36%	14%	17%	21%	21%	15%	12%	12%	16%
	InuA									zdfg				zl		znp		n	znp	n	znopqrs			u	zyAB				
Fairly bad job	561	284	273	51	85	81	98	97	82	66	496	60	252	304	149	410	75	134	150	37	15	403	79	60	119	176	104	48	581
	24%	25%	23%	20%	21%	22%	25%	27%	28%	26%	25%	21%	25%	24%	21%	26%	30%	23%	28%	34%	17%	25%	24%	25%	25%	26%	23%	22%	25%
	n								Z							zn	nt		znt	znqt									
Very bad job	880	459	408	84	201	153	140	147	96	57	777	90	452	424	367	507	87	226	144	33	17	653	127	72	140	258	203	108	864
	38%	41%	35%	33%	51%	42%	35%	41%	32%	23%	39%	32%	44%	33%	52%	32%	34%	38%	27%	30%	19%	40%	40%	30%	29%	38%	45%	50%	37%
	bhimort wx	zb			zcfghi	hi	i	hi	i		Z		zm		zopqrst	rt	t	ort				ZW				х	zxy	zxy	
Don't know	115	34	80	37	22	16	19	13	5	3	77	38	36	77	19	84	13	41	25	2	3	53	21	17	28	21	7	4	87
	5%	3%	7%	15%	6%	4%	5%	4%	2%	1%	4%	13%	4%	6%	3%	5%	5%	7%	5%	2%	3%	3%	6%	7%	6%	3%	2%	2%	4%
	ahijinu		za	zdefghi	hi	h	hi					zi		zl		n		n					u	u	vA				
	vA											-,												-	,				
Prefer not to say	8	2	4	1	2	2	2	1	-	-	6	-	1	4	2	5	2	2	1	-	-	4	1	2	2	2	1	-	7
•	*	*	*	*	*	1%	*	*	-	-	*	-	*	*	*	*	1%	*	*	-	-	*	*	1%	*	*	*		*
Good job	395	177	215	41	39	59	77	49	62	68	336	52	147	247	105	285	48	98	99	17	23	301	38	39	89	120	81	30	409
	17%	16%	18%	16%	10%	16%	20%	14%	21%	27%	17%	18%	14%	19%	15%	18%	19%	17%	19%	15%	25%	18%	12%	16%	19%	18%	18%	14%	18%
	dgl						dg		zdg	zcdefg	1			zl							n	zv							
Bad job	1440	743	680	136	286	234	238	245	178	123	1273	151	704	729	516	917	162	360	294	69	32	1056	206	132	259	434	307	156	1445
	62%	66%	58%	53%	72%	64%	60%	68%	60%	49%	64%	53%	69%	57%	73%	58%	64%	61%	56%	64%	36%	64%	64%	55%	54%	64%	68%	72%	62%
	bikmort	zb			zcefhi	i	i	zcfhi	i		zk		zm		zopqrt	t	t	t	t	t		zw				x	ZX	zx	
	wx														.,,,,,														

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B Overlap formulae used. * small base



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing the UK's relationship with the European Union

Base: All adults 18+

			Country		E	ngland region (I	Net)	1				England region	1				Urb	anity	1		IMD Quintile			Voted i	n 2019 General	Election		Social	Grade		1
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England (a)	Scotland (b)	Wales (c)	North (d)	Midlands	South (f)	North East	North West	The Humber	Midlands (i)	Midlands (k)	England (I)	South East	South West	London (a)	Urban (n)	Rural (a)	deprived (r)	(s)	3 (t)	4 (u)	deprived (v)	Labour (w)	Conservative (v)	Democrat (v)	AB (A)	C1 (R)	C2 (C)	DE (D)	Unwtd
weighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	231
eighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842		461	465	463	466	463	571		182	648	892	279	237	231
						40						•						•		40			40		20		47	45		40	
ry good job	56 2%	52 3%	1	3	1%	12 3%	32 3%	20/	3	3 1%	4 2%	8 4%	2%	3%	3 1%	15 5%	48	8 2%	11 2%	13 3%	2%	5 1%	19 4%	1%	30 4%	-	17	15 2%	5 2%	10	46 2%
	Wy	3%		3%	1%	3%	3%	2%	1%	1%	2%	4%	2%	3%	1%	5%	3%	2%	2%	3%	2%	1%	4% zu	1%	4% ZWY	-	3%	2%	2%	4%	2%
irly good job	338	290	29	19	75	74	141	9	32	33	31	43	28	50	26	37	256	82	49	74	58	77	81	39	148	26	87	143	41	29	363
707	15%	14%	15%	17%	13%	19%	13%	10%	12%	17%	18%	21%	13%	15%	12%	12%	14%	17%	11%	16%	13%	16%	17%	7%	22%	15%	13%	16%	15%	12%	169
	rw					zdf						zgho										r	r		zwy	w					
either a good nor bad job	361	318	28	15	101	49	168	9	57	35	25	24	41	53	30	44	294	67	87	77	65	70	62	54	127	19	76	130	59	46	370
	16%	16%	14%	13%	18%	13%	16%	9%	22%	18%	14%	12%	18%	16%	15%	14%	16%	14%	19%	17%	14%	15%	13%	9%	19%	10%	12%	15%	21%	19%	169
	wA								zgk																zwy				zAB	Α	
irly bad job	561	504	33	24	143	98	263	34	68	41	45	53	67	65	63	69	436	124	112	94	124	113	118	109	223	39	160	206	77	64	581
	24%	25%	16%	21%	26%	26%	25%	34%	26%	21%	26%	26%	30%	20%	31%	22%	24%	26%	24%	20%	27%	24%	26%	19%	33%	21%	25%	23%	28%	27%	25%
	bw	zb						zimo					m		zim						S				zwy						
ery bad job	880	728	102	49	199	134	395	40	88	71	66	69	64	127	74	130	698	182	169	185	181	181	164	353	128	92	292	352	93	67	864
	38%	36%	51%	43%	36%	35%	37%	42%	33%	36%	38%	33%	29%	39%	36%	41%	38%	38%	37%	40%	39%	39%	36%	62%	19%	51%	45%	40%	33%	28%	379
	alxD		za					1						I		I								zxy		ZX	zCD	D			4
on't know	115	104	6	4	26	14 4%	63	4	12	11	3	11	15	19 6%	10 5%	19	104	10	32	22 5%	25 5%	18	17	11	15	5 3%	14	42	4	20	87
	5% gwxAC	5%	3%	4%	5%	4%	6%	4%	4%	6%	2%	6%	7%	6%	5%	6%	6%	2%	7%	5%	5%	4%	4%	2%	2%	3%	2%	5%	1%	8% zAC	4%
refer not to say	qwxAC	7	1		4		2		2	2			J 1	3			2q 6	2	2	1	1	2	2			-	1	AC 2	-	2AC	7
elei liot to say	*	*	*		1%		*		1%	1%			1%	1%			*	*	*			*	*				•	*		1%	*
					1/0				1/0	170			1/0	1/0										-						1/0	
ood job	395	342	30	22	82	87	173	11	35	36	36	51	33	59	28	52	304	91	60	86	66	82	100	44	178	26	104	158	46	39	409
	17%	17%	15%	20%	15%	23%	16%	12%	13%	18%	20%	24%	15%	18%	14%	17%	17%	19%	13%	19%	14%	18%	22%	8%	26%	15%	16%	18%	17%	16%	18%
	rw					zdf						zghln											zrt		zwy	w					
ad job	1440	1233	135	73	342	233	658	74	156	112	111	122	131	192	137	199	1134	306	280	279	305	294	283	462	352	131	452	559	170	131	144
	62%	62%	67%	64%	62%	61%	62%	76%	60%	57%	64%	58%	59%	59%	67%	63%	62%	64%	61%	60%	66%	63%	61%	81%	52%	72%	70%	63%	61%	55%	62%
	v							zhiklmo																7YV		7X	7RCD				4

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing immigration

Base: All adults 18+

				1																									_
		Ge	nder	ļ			Age				Eth	nicity	Worki	ng status				Education					Tenure			Annual hous	ehold income		
											White (including	Ethnic minorities (excluding			Graduates (Degree/Mas		Other Higher Education		GCSE/ O- Level/ CSE/	Another type of qualification (vocational/p		Owned outright/	Rent from	Rent from council/					
											White	White		Not working		Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to		£52,000 up to		,
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	1
Unweighted Total	(Z)	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(1)	(J)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(S)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Weighted Total	2318 2318	1121 1118	1168 1175	103 254*	189	312	426	573 359	502	213 250	2095 2004	195 283	917 1020	1386 1281	762 710	1533 1574	264 254	509	545 528	122 109	93	1802 1642	226 321	213 241	504 479	732 679	447 448	193 216	2318 2318
Weighted Total	2516	1110	11/3	254	330	309	333	339	230	230	2004	263	1020	1201	710	13/4	234	333	328	109	31	1042	321	241	473	079	446	210	2316
Very good job	29	18	11	5	4	13	4	1	2	1	18	8	9	20	8	18	1	8	7	-	1	19	9	-	4	10	6	1	19
, , , , , , ,	1%	2%	1%	2%	1%	3%	1%	*	1%	*	1%	3%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	3%	-	1%	1%	1%	1%	1%
	gj					zfghi						j																	
Fairly good job	201	93	105	34	36	42	30	23	19	17	161	36	87	113	71	126	19	46	48	6	7	149	32	13	43	48	49	33	180
	9%	8%	9%	13%	9%	11%	8%	6%	6%	7%	8%	13%	9%	9%	10%	8%	7%	8%	9%	6%	8%	9%	10%	5%	9%	7%	11%	15%	8%
	ghj			gh		gh																					У	zxy	
Neither a good nor bad job	641	309	325	47	100	111	113	98	98	73	571	61	282	353	247	384	56	149	128	33	18	476	71	70	125	196	129	68	677
	28%	28%	28%	19%	25%	30%	29%	27%	33%	29%	28%	22%	28%	28%	35%	24%	22%	25%	24%	30%	20%	29%	22%	29%	26%	29%	29%	31%	29%
Fairly bad job	684	319	357	42	93	93	130	118	111	96	610	72	301	382	zopqrt 176	506	94	180	156	43	34	513	93	56	142	210	144	63	748
,	29%	29%	30%	16%	24%	25%	33%	33%	38%	39%	30%	25%	29%	30%	25%	32%	37%	30%	30%	39%	37%	31%	29%	23%	30%	31%	32%	29%	32%
	cn						cde	zcde	zcde	zcde	Z					zn	zn			zn	n	zw							'
Very bad job	550	303	242	53	117	89	86	102	56	49	487	52	273	274	147	394	63	127	158	20	27	363	86	81	132	173	90	36	540
	24%	27%	21%	21%	29%	24%	22%	28%	19%	19%	24%	18%	27%	21%	21%	25%	25%	21%	30%	19%	30%	22%	27%	33%	28%	26%	20%	17%	23%
	bhmnuB	zb			hi			zfhi					zm			n			znoqs					zu	AB	В			
Don't know	205	72	131	72	46	19	29	17	10	12	152	53	67	134	60	141	18	83	29	7	3	117	29	20	33	38	28	15	147
	9%	6%	11%	29%	12%	5%	7%	5%	3%	5%	8%	19%	7%	10%	8%	9%	7%	14%	5%	7%	4%	7%	9%	8%	7%	6%	6%	7%	6%
	aeghijl ruy		za	zdefghi	eghi		h					ZJ		Zl		r		znoprt										1	
Prefer not to say	8	4	4	1		2	3	-		2	5	1	1	5	2	6	2		3	-		5	1	1	-	4	1	-	7
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	* j	*	*	*	-	1%	1%	-	-	1%	*	*	*	*	*	*	1%	-	1%	-	-	*	*	1%	-	1%	*	-	*
Good job	230	111	115	39	40	54	34	23	20	18	179	44	96	133	79	144	20	55	55	6	9	168	41	13	47	58	55	34	199
	10%	10%	10%	15%	10%	15%	9%	7%	7%	7%	9%	16%	9%	10%	11%	9%	8%	9%	10%	6%	10%	10%	13%	5%	10%	8%	12%	16%	9%
	ghjw			gh		zfghi						zj											w					zy	
Bad job	1234	621	600	94	210	181	216	220	168	145	1097	124	574	656	323	900	157	307	313	63	61	876	178	136	274	383	235	99	1288
	53%	56%	51%	37%	53%	49%	55%	61%	57%	58%	55%	44%	56%	51%	45%	57%	62%	52%	59%	58%	67%	53%	56%	57%	57%	56%	52%	46%	56%
	ckn				С	С	С	zcef	ce	С	zk		zm			znq	znq		znq	n	znq				В	В			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/\gamma/A/B \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing immigration

Base: All adults 18+

			Country		Er	ngland region (N	let)					England region					Urba	nity			IMD Quintile			Voted in	n 2019 Genera	Election		Social	Grade		ullet
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					1
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	1
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018			582		1045	110								238		547	399				475			209		880			2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	29	29	-	-	14	2	12	2	11	1	-	2	1	8	-	3	26	3	13	5	2	4	4	6	10	1	7	8	1	3	19
	1%	1%	-	-	3%	1%	1%	2%	4%	•	-	1%	1%	2%	-	1%	1%	1%	3%	1%	•	1%	1%	1%	2%	1%	1%	1%	•	1%	1%
					ze			n	zijln					n					zt												
Fairly good job	201	182	12	7	40	34	108	3	17	20	17	17	18	35	20	34	152	49	26	47	34	37	56	22	70	18	58	73	28	18	180
	9%	9%	6%	6%	7%	9%	10%	3%	6%	10%	10%	8%	8%	11%	10%	11%	8%	10%	6%	10%	7%	8%	12%	4%	10%	10%	9%	8%	10%	8%	8%
	rw													g		g				r			zrt		w	w					1 1
Neither a good nor bad job	641	550	58	33	135	91	324	21	65	49	43	48	62	94	63	105	513	127	112	136	114	136	143	159	173	68	208	259	69	47	677
	28%	27%	29%	29%	24%	24%	30%	21%	25%	25%	25%	23%	28%	29%	31%	33%	28%	27%	24%	29%	25%	29%	31%	28%	26%	37%	32%	29%	25%	20%	29%
	D						zde									k										zwx	zD	D			
Fairly bad job	684	584	67	33	171	135	278	33	82	56	59	75	62	87	63	66	521	163	125	122	147	144	145	186	225	54	213	276	74	67	748
	29%	29%	33%	29%	31%	35%	26%	33%	32%	28%	34%	36%	28%	27%	31%	21%	28%	34%	27%	26%	32%	31%	31%	33%	34%	30%	33%	31%	27%	28%	32%
	fo					zf		0	0		0	mo			0			zp							z		z				
Very bad job	550	463	53	35	153	85	225	32	69	52	41	45	50	70	40	65	451	100	140	125	124	91	70	157	160	26	118	209	85	74	540
	24%	23%	26%	30%	28%	22%	21%	33%	26%	27%	23%	21%	23%	21%	20%	21%	24%	21%	30%	27%	27%	20%	15%	27%	24%	14%	18%	23%	30%	31%	23%
	fuvyA				zf			mno											zuv	uv	uv			zy	У			Α	zA	zAB	
Don't know	205	189	10	6	42	34	113	7	17	18	12	22	26	29	18	40	174	32	44	29	40	51	41	42	30	15	44	63	22	27	147
	9%	9%	5%	5%	8%	9%	11%	7%	7%	9%	7%	11%	12%	9%	9%	13%	9%	7%	9%	6%	9%	11%	9%	7%	4%	8%	7%	7%	8%	11%	6%
	xAB	z					Z															S									
Prefer not to say	8	8	1	-	1	1	5	-	-	1	1	-	1	4	-	-	6	2	1	-	1	2	4	-	3	-	1	4	-	-	7
	*	*	*	-		•	•	-	-	1%	1%	-	1%	1%	-	-	•	•		-	•	•	1%	-		-	•	•	-	-	*
														Z																	
Good job	230	210	12	7	54	36	120	5	28	21	17	19	19	43	20	37	178	52	40	52	36	42	60	27	80	19	65	81	29	22	199
	10%	10%	6%	6%	10%	9%	11%	6%	11%	11%	10%	9%	9%	13%	10%	12%	10%	11%	9%	11%	8%	9%	13%	5%	12%	10%	10%	9%	10%	9%	9%
	w																						zt		zw	w					
Bad job	1234	1046	120	68	323	220	503	64	151	108	100	120	112	156	103	131	971	263	265	247	271	235	215	343	385	80	331	484	159	141	1288
	53%	52%	60%	59%	58%	57%	47%	66%	58%	55%	57%	58%	51%	48%	51%	42%	53%	55%	57%	53%	59%	50%	46%	60%	57%	44%	51%	54%	57%	60%	56%
	afovy				zf	f		zlmno	mo	0	0	0							v		zuv			zy	zy						

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing the economy

Base: All adults 18+

		Ge	nder			,	Age				Eth	nicity	Worki	ng status				Education					Tenure			Annual hous	ehold income		
											White (including	Ethnic minorities (excluding			Graduates (Degree/Mas		Other Higher Education		GCSE/ O- Level/ CSE/	Another type of qualification (vocational/p		Owned outright/	Rent from	Rent from council/					
											White	White		Not working			below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to		£52,000 up to		
	Total	Male	Female (h)	18-24	25-34 (d)	35-44 (e)	45-54	55-64	65-74 (h)	75+	minorities)	minorities) (k)	time	full-time (m)	e)	graduates (o)	level (n)	equivalent	equivalent	oreign)	qualifications (+)	mortgage	landlord (v)	association (w)	£25,999 (x)	£51,999 (v)	£99,999 (A)	above (B)	Unwtd Total
Unweighted Total	2318	(a) 1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	(P) 264	509	545	122	(r)	(u) 1802	226	213	504	732	(A) 447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109		1642	321	241	479	679	448	216	2318
3		•		•							•				•							•			•				
Very good job	89	62	27	15	10	17	16	12	10	8	72	13	40	49	29	58	4	21	29	2	2	71	15	3	15	27	26	9	81
	4%	6%	2%	6%	3%	5%	4%	3%	3%	3%	4%	5%	4%	4%	4%	4%	2%	4%	5%	2%	2%	4%	5%	1%	3%	4%	6%	4%	3%
	bj	zb										-							ор								Z		
Fairly good job	534	262	270	46	41	82	110	89 25%	78	87	479	51	227	303	155	379	65	130	123	32	29	421	46	51	99	158	128	65	586
	23 % dv	23%	23%	18%	10%	22%	28% zd	25% d	26% zd	35% zcdegh	24%	18%	22%	24%	22%	24%	26%	22%	23%	30%	32%	26% zv	14%	21%	21%	23%	29% zx	30% zx	25%
Neither a good nor bad job	524	232	286	29	85	93	82	82	82	70	450	68	222	298	148	367	51	134	126	31	24	389	58	55	120	163	87	34	541
Treatier a good not bad job	23%	21%	24%	11%	22%	25%	21%	23%	28%	28%	22%	24%	22%	23%	21%	23%	20%	23%	24%	29%	27%	24%	18%	23%	25%	24%	19%	16%	23%
	сВ				С	С	С	С	zcf	С												z			В	В			
Fairly bad job	567	262	296	51	117	81	91	99	77	51	504	57	264	302	168	392	70	144	132	30	16	405	87	54	120	171	100	53	587
	24%	23%	25%	20%	30% i	22%	23%	28%	26%	20%	25%	20%	26%	24%	24%	25%	28%	24%	25%	27%	17%	25%	27%	23%	25%	25%	22%	25%	25%
Very bad job	441	239	196	45	105	76	76	65	44	29	384	49	214	225	166	270	47	101	94	10	17	288	84	56	87	142	94	41	419
	19%	21%	17%	18%	26%	21%	19%	18%	15%	12%	19%	17%	21%	18%	23%	17%	19%	17%	18%	9%	19%	18%	26%	23%	18%	21%	21%	19%	18%
	bhiosu	zb			zghi	hi	i	i							zoqrs	S	S		S				zu						
Don't know	157	58	98	66	37	16	17	12	4	5	112	46	52	102	42	107	13	63	24	4	3	66	31	21	37	15	12	12	99
	7%	5%	8%	26%	9%	4%	4%	3%	1%	2%	6%	16%	5%	8%	6%	7%	5%	11%	5%	3%	3%	4%	10%	9%	8%	2%	3%	6%	4%
	afghijl ruyA		za	zdefghi	efghi	h	h					ZJ		ZI		r		znoprs					u	u	yA			У	1
Prefer not to say	5	2	2	1	-	2	2	-	-	-	3	-	1	2	2	2	2	-	-	-	-	3	1	-	-	2	1	-	5
	* i	*	*	*	-	1%	*	-	-	-	*	-	*	*	*	*	1%	-	-	-	-	*	*	-	-	*	*	-	*
Good job	623	324	297	62	51	100	127	101	89	94	551	64	267	353	184	437	69	151	152	34	31	492	61	54	114	185	154	74	667
	27%	29%	25%	24%	13%	27%	32%	28%	30%	38%	27%	23%	26%	28%	26%	28%	27%	26%	29%	32%	34%	30%	19%	22%	24%	27%	34%	35%	29%
	dv			d		d	zd	d	d	zcdeg												ZVW					zxy	ZX	
Bad job	1008	501	491	96	222	157	167	164	121	80	888	105	478	526	334	662	118	246	226	40	33	692	171	110	207	313	194	95	1006
	43%	45%	42%	38%	56%	43%	42%	46%	41%	32%	44%	37%	47%	41%	47%	42%	46%	41%	43%	36%	36%	42%	53%	46%	43%	46%	43%	44%	43%
	imu				zcefghi	i	i	i	i		Z		zm		Z								zu						

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/\gamma/A/B \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing the economy

Base: All adults 18+

			Country		Er	ngland region (N	let)		,			England region	<u> </u>				Urba	inity			IMD Quintile			Voted i	in 2019 General	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					1
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	1
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018			582		1045	110								238	1771	547	399				475				725	880			2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	89	85	2	3	20	12	52	1	11	9	3	9	9	13	11	19	72	17	15	21	11	18	24	3	55	2	19	33	10	10	81
	4%	4%	1%	2%	4%	3%	5%	1%	4%	4%	2%	4%	4%	4%	5%	6%	4%	4%	3%	5%	2%	4%	5%	•	8%	1%	3%	4%	4%	4%	3%
	w																								zwy						
Fairly good job	534	474	34	25	107	105	263	15	53	40	47	58	65	74	60	64	391	143	73	96	102	121	142	54	277	39	185	201	71	35	586
	23%	24%	17%	22%	19%	27%	25%	15%	20%	20%	27%	28%	29%	23%	29%	20%	21%	30%	16%	21%	22%	26%	31%	9%	41%	22%	29%	23%	25%	15%	25%
	dprwD					d	d					g	g		zgh			zp				r	zrst		zwy	w	zBD	D	D		1
Neither a good nor bad job	524	455	45	25	124	97	233	27	52	46	43	55	49	73	47	64	424	101	113	108	99	111	93	110	173	41	144	199	66	63	541
	23%	23%	22%	22%	22%	25%	22%	28%	20%	23%	24%	26%	22%	22%	23%	21%	23%	21%	25%	23%	21%	24%	20%	19%	26%	22%	22%	22%	24%	26%	23%
																									zw						
Fairly bad job	567	474	62	31	147	89	238	30	73	44	52	38	49	79	41	70	443	124	107	109	123	109	118	177	110	51	147	239	67	65	587
	24%	24%	31%	27%	26%	23%	22%	30%	28%	22%	30%	18%	22%	24%	20%	22%	24%	26%	23%	24%	27%	23%	26%	31%	16%	28%	23%	27%	24%	27%	25%
	x							k	k		k													ZX		x					
Very bad job	441	367	47	26	123	58	186	22	56	45	24	34	34	63	32	58	373	68	109	106	98	74	53	202	48	42	125	168	55	44	419
	19%	18%	24%	23%	22%	15%	18%	22%	21%	23%	14%	16%	15%	19%	16%	18%	20%	14%	24%	23%	21%	16%	11%	35%	7%	23%	19%	19%	20%	19%	18%
	qvx				e												zq		zuv	uv	v			zxy		x					
Don't know	157	144	9	5	33	22	89	4	17	13	6	16	15	22	13	39	137	21	44	24	29	30	31	26	8	6	28	50	10	20	99
	7%	7%	4%	4%	6%	6%	8%	4%	6%	6%	4%	8%	7%	7%	6%	12%	7%	4%	9%	5%	6%	7%	7%	5%	1%	3%	4%	6%	3%	9%	4%
	qwxAC						z									zgj	q		S					x						AC	1
Prefer not to say	5	4	1	-	1	-	3	-	-	1	-	-	1	2	-	-	3	2	-	-	1	2	2	-	-	-	1	2	-	-	5
	*	*	*	-	*	-	•	-	-	1%	-	-	1%	1%	-	-		•	-	-	•		*	-	-	-		•	-	-	*
Good job	623	559	36	28	128	116	315	16	64	48	50	67	74	88	71	83	463	160	88	118	113	138	167	56	332	41	204	233	81	45	667
	27%	28%	18%	24%	23%	30%	30%	16%	24%	25%	29%	32%	33%	27%	35%	26%	25%	34%	19%	25%	24%	30%	36%	10%	49%	23%	31%	26%	29%	19%	29%
	bdgprwD	zb				d	zd				g	g	g		zgh			zp				r	zrst		zwy	w	zBD		D		
Bad job	1008	841	110	57	270	147	425	51	129	89	75	72	82	141	74	128	816	192	217	215	221	184	171	379	158	93	271	407	123	109	1006
	43%	42%	55%	50%	49%	38%	40%	53%	49%	45%	43%	34%	37%	43%	36%	41%	44%	40%	47%	46%	48%	39%	37%	66%	24%	51%	42%	46%	44%	46%	43%
	afknvx		za		zef			kln	kln										v	v	uv			zxy		ZX					

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Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing foreign affairs

Base: All adults 18+

		Ger	nder				Age				Fth	nicity	Workin	ng status	1			Education					Tenure			Annual hous	ehold income		
		C E.			l		7.50					I		I					1	Another type		1	I			1			
												Ethnic								of									
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from					
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/					
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100	000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999		oove	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B) Ur	nwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*							2004		1020	1281	710							1642		241	479		448	216	2318
				•							•		•		•							•		•	•				•
Very good job	63	37	25	5	5	19	7	6	8	13	54	6	27	36	23	37	9	11	12	3	2	48	9	5	16	22	11	4	60
	3%	3%	2%	2%	1%	5%	2%	2%	3%	5%	3%	2%	3%	3%	3%	2%	4%	2%	2%	3%	2%	3%	3%	2%	3%	3%	3%	2%	3%
						zdfg				zdfg																			
Fairly good job	508	262	244	51	64	55	92	77	80	89	445	59	204	303	147	355	58	110	131	28	28	417	53	27	90	158	122	51	533
	22%	23%	21%	20%	16%	15%	23%	22%	27%	36%	22%	21%	20%	24%	21%	23%	23%	19%	25%	26%	31%	25%	17%	11%	19%	23%	27%	24%	23%
	dew						de	е	zde	zcdefgh				Z		q			q		q	zvw					ZX		
Neither a good nor bad job	656	311	338	45	101	116	125	109	99	62	571	81	292	358	179	467	74	175	156	35	27	463	84	77	146	194		61	683
	28%	28%	29%	18%	25%	31%	32%	30%	33%	25%	28%	28%	29%	28%	25%	30%	29%	30%	30%	32%	29%	28%	26%	32%	30%	29%	26%	28%	29%
	cn					С	С	С	zcdi																				
Fairly bad job	480	224	245	38	84	81	68	90	68	51	423	50	223	257	165	311	55	119	100	25	12	350	74	49	113	147		48	513
	21%	20%	21%	15%	21%	22%	17%	25%	23%	20%	21%	18%	22%	20%	23%	20%	22%	20%	19%	23%	13%	21%	23%	20%	24%	22%	21%	22%	22%
								zct	Ť																				
Very bad job	411	216	191	54	109	63	66	60	35	25	362	40	204	206	143	264	38	106	93	10	17	254	82	57	78	122		38	375
	18%	19%	16%	21%	27%	17%	17%	17%	12%	10%	18%	14%	20%	16%	20%	17%	15%	18%	18%	9%	19%	15%	26%	24%	16%	18%	19%	18%	16%
De di Lee	himsu	62	420	hi ca	zefghi	hi	hi	hi	_		445	4.5	zm	440	S	5	4.5	5	S			405	zu	zu	26	24	22	42	4.46
Don't know	191 8%	63	128	61	34	31 9%	33	16 4%	2%	9 4%	145 7%	46	69	118 9%	51 7%	136 9%	16 6%	71 12%	35	8 7%	6 6%	106 6%	17 5%	25	36	34 5%		13	146 6%
	l l	6%	11% za	24% zdefghi	9%		8%	4%	270	4%	/70	16%	7%	976	/70	9%	6%		7%	/70	0%	6%	5%	11%	8%	5%	5%	6%	6%
	aghijlu vA		Zd	zaeigni	n	ghi	ghi					2)						znopr											
Prefer not to say	8 8	1	2	1		2	2	1		-	1	2	2	2	2	Λ	2		1		-	1	1		-	2	1	-	0
Freier not to say	*	*	*	*		1%	1%	*			*	1%	*	*	*	*	1%		*			*	*			*	-	_	*
	i				_	170	170		-	_		170					170	_		-	-			-				-	
Good job	571	299	269	55	68	74	99	83	88	103	499	65	231	340	170	393	67	121	143	31	30	465	62	32	105	180	134	56	593
2004,00	25%	27%	23%	22%	17%	20%	25%	23%	30%	41%	25%	23%	23%	27%	24%	25%	27%	20%	27%	28%	33%	28%	19%	13%	22%	27%		26%	26%
	dgw	2770	2370		2770	2070	d	2370	zdeg	zcdefgh	1 23/0	2370	25%	7		23/0	2770	2070	2770	2370	0	ZVW	2370	2370	22/0	2770	ZX .	-0/0	20/0
Bad job	891	440	436	92	193	144	134	150	102	76	785	90	426	463	308	575	93	225	192	35	28	604	156	106	191	269		85	888
200,02	38%	39%	37%	36%	49%	39%	34%	42%	34%	30%	39%	32%	42%	36%	43%	37%	37%	38%	36%	32%	31%	37%	49%	44%	40%	40%		10%	38%
	fhimou	3370	5770	3370	zefhi	i	3 470	fhi	3 470	3070	7	3270	7E70	3070	zors	3776	3770	3070	5570	3270	31/0	1 3776	7U	. 470	2070	7070		.0,0	50,0

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Managing foreign affairs

Base: All adults 18+

			Country		E-	ngland region (N	lot)	1				England region					Urba	nity			IMD Quintile		1	Voted	in 2019 Genera	Election		Social	Grado		
		1	Country	1	-	igiano region (N	et)	†		1		England region			1		UIDa	anity	+		I Quintile		1	voteu	III 2019 Genera	Election		SUCIAI	Grade		
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London	Urban	Rural	1 - Most deprived	2	3	4	5 - Least deprived	Labour	Conservative	Liberal Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
		50		•		40	22		-		•	40			-			•		40	•	•	40				22	24	•		
Very good job	63 3%	60 3%	1	3 2%	16 3%	12 3%	32 3%	3%	3%	3%	1%	10 5%	2%	14 4%	3%	2%	55 3%	2%	13 3%	13 3%	2%	8 2%	19 4%	4 1%	41 6%	1%	22 3%	21 2%	3 1%	2%	60 3%
	3% W	3%		270	376	3%	370	376	376	376	170	376	270	476	376	270	376	270	3%	370	276	270	476	170	ZWV	176	376	276	170	270	376
Fairly good job	508	437	46	26	111	87	238	10	55	46	46	41	63	72	50	52	364	144	59	91	94	135	128	64	237	39	155	199	66	37	533
, 5 ,	22%	22%	23%	23%	20%	23%	22%	10%	21%	23%	27%	19%	29%	22%	25%	17%	20%	30%	13%	20%	20%	29%	28%	11%	35%	22%	24%	22%	24%	15%	23%
	gprwD								g	g	go		zgo	g	g			zp		r	r	zrst	zrst		zwy	w	D			,	
Neither a good nor bad job	656	564	55	38	151	113	300	25	72	54	50	63	58	87	61	94	516	141	138	133	139	123	124	150	188	62	189	236	77	81	683
	28%	28%	28%	33%	27%	29%	28%	26%	27%	28%	29%	30%	26%	27%	30%	30%	28%	30%	30%	29%	30%	26%	27%	26%	28%	34% w	29%	26%	28%	34%	29%
Fairly bad job	480	417	40	23	119	83	215	30	57	32	37	46	43	60	41	70	384	96	93	105	108	85	90	154	123	43	143	205	62	39	513
	21%	21%	20%	20%	21%	22%	20%	31%	22%	16%	21%	22%	20%	18%	20%	22%	21%	20%	20%	23%	23%	18%	19%	27%	18%	24%	22%	23%	22%	16%	22%
								zilm																ZX							
Very bad job	411	346	45 22%	21	115	55	176	21	51	43	29	26	28	63	33 16%	52	354	57	108	92	78 17%	69	64	166	53 8%	28	110	154 17%	55	47	375
	18%	17%	22%	18%	21%	14%	17%	22%	19%	22%	17%	12%	13%	19%	16%	17%	19%	12%	23% ztuv	20%	1/%	15%	14%	29%	8%	15%	17%	1/%	20%	20%	16%
Don't know	qvx 191	174	13	4	41	33	100	8	19	14	10	23	23	27	11	38	2q 163	28	47	29	35	44	36	zxy 34	31	8	28	73	15	27	146
Some killow	8%	9%	6%	4%	7%	9%	9%	8%	7%	7%	6%	11%	10%	8%	6%	12%	9%	6%	10%	6%	8%	9%	8%	6%	5%	4%	4%	8%	6%	12%	6%
	qwxA															n												Α		AC	
Prefer not to say	8	7	1	-	2	-	5	-	-	2	-	-	1	2	2	-	6	2	2	1	1	2	2	-	-	-	1	3	-	-	8
	*		*	-		-	•	-	-	1%	-	-	1%	1%	1%	-	•	•		•	•	•	•	-	-	-	•	•	-	-	
Good job	571	496	46	29	127	99	270	13	63	51	48	51	68	86	57	59	419	152	73	105	103	144	147	68	278	41	177	220	69	42	593
	25%	25%	23%	25%	23%	26%	25%	13%	24%	26%	28%	24%	31%	27%	28%	19%	23%	32%	16%	23%	22%	31%	32%	12%	41%	22%	27%	25%	25%	18%	26%
	gprwD								g	g	g	g	go	g	go			zp		r	r	zrst	zrst		zwy	w	D				
Bad job	891	762	85	44	234	138	390	51	108	75	66	72	71	122	74	123	738	153	201	197	186	153	154	320	175	70	253	360	118	86	888
	38%	38%	42%	38%	42%	36%	37%	53%	41%	38%	38%	34%	32%	38%	36%	39%	40%	32%	44%	42%	40%	33%	33%	56%	26%	39%	39%	40%	42%	36%	38%
	quvx							zijklmn									zq		zuv	uv	u			zxy		x					
								0																							

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (IN J23-000461-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D Overlap formulae used. * small base



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Improving public services

Base: All adults 18+

		Ger	nder				Age				Eth	nicity	Worki	ng status				Education					Tenure			Annual house	ehold income	
		- C.					7.50					T T		I					1	Another type			I			7		
												Ethnic								of								
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from				
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100,00	and
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999 abov	:
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A) (B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447 193	2318
Weighted Total	2318	1118	1175	254*							2004		1020	1281	710							1642		241	479		448 216	2318
				•							•		•		•							•		•	•			•
Very good job	32	25	6	11	2	7	3	3	3	2	24	5	13	19	4	25	2	11	9	1	2	29	3	-	3	9	15 2	23
	1%	2%	*	4%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	-	1%	1%	3% 1%	1%
	bjn	zb		zdfg																		Z					zxy	
Fairly good job	245	107	136	26	33	36	42	29	24	54	207	36	90	154	61	180	29	53	80	12	7	186	27	21	58	63	50 30	232
	11%	10%	12%	10%	8%	10%	11%	8%	8%	22%	10%	13%	9%	12%	9%	11%	11%	9%	15%	11%	8%	11%	8%	9%	12%	9%	11% 149	10%
	gl									zcdefgh				zl					znoq			Z						
Neither a good nor bad job	636	291	343	50	80	104	111	109	95	89	557	72	252	379	167	456	76	157	151	42	31	458	82	74	142	196	119 53	674
	27%	26%	29%	20%	20%	28%	28%	30%	32%	35%	28%	25%	25%	30%	23%	29%	30%	27%	29%	38%	34%	28%	25%	31%	30%	29%	26% 25%	29%
	dln						d	cd	zcd	zcd				zl		n				znoq								
Fairly bad job	641	303	327	56	106	99	118	104	101	57	565	72	302	335	204	435	69	172	138	31	25	457	92	60	134	195	116 56	679
	28%	27%	28%	22%	27%	27%	30%	29%	34%	23%	28%	25%	30%	26%	29%	28%	27%	29%	26%	28%	28%	28%	29%	25%	28%	29%	26% 26%	29%
									zcei																			
Very bad job	591	328	255	56	139	98	90	100	64	44	527	54	294	295	232	354	60	130	122	19	22	420	88	65	105	184	133 64	578
	26%	29%	22%	22%	35%	27%	23%	28%	22%	18%	26%	19%	29%	23%	33%	22%	24%	22%	23%	17%	24%	26%	27%	27%	22%	27%	30% 30%	25%
	bhimo	zb			zcfhi	1		hi			Z		zm		zopqrs					_							Х	
Don't know	166	59	106 9%	55 21%	35	22 6%	27	14 4%	8	4	122 6%	43	66	97	40 6%	123 8%	15 6%	70	29 5%	5 5%	4 4%	90 5%	28 9%	21 9%	3/	30 4%	14 11 3% 5%	126 5%
	7%	5%			9%	b‰ hi	7%	4%	376	2%	0%	15%	6%	8%	076	8%	6%	12%	576	570	4%	5%	9%	9%	8%	4%	3% 5%	5%
	aghijuy A		za	zdefghi	ghi	nı	nı					ZJ				r		znoprs							yА			
Prefer not to say	7 A	1	2	1		2	3			-	3	2	3	2	2	2	2					3	1		-	2	1 -	6
Freier not to say	*	*	*	*		1%	1%				*	1%	*	*	*	*	1%					*	*			*	* .	*
						170	7					170					0							-	_			
Good job	277	133	142	37	36	43	45	32	28	56	231	41	103	173	66	205	31	64	88	13	9	214	30	21	60	71	65 32	255
	12%	12%	12%	15%	9%	12%	11%	9%	9%	22%	12%	14%	10%	14%	9%	13%	12%	11%	17%	12%	10%	13%	9%	9%	13%	11%	14% 159	
	ghin	12.70	12/0	13,0	3,0	12/0	/-	3,0	3,0	zdefgh	1	2.70	1 20%	7	3,0	n	22,0	2270	znoq	22/0	2070	7	3,0	3,0	10,0	22/0	1.70	1 22/2
Bad job	1233	631	581	112	245	197	209	204	165	101	1091	126	597	630	436	788	129	302	260	50	47	877	179	125	239	379	249 120	1257
,	53%	56%	49%	44%	62%	53%	53%	57%	56%	41%	54%	44%	58%	49%	61%	50%	51%	51%	49%	46%	52%	53%	56%	52%	50%	56%	56% 56%	
	bikmo	zb.	.570	. 1,70	zcfi	i	i	zci	ci	.270	7k	, , , ,	zm	.570	zopgrs	23/0	2270	2270	.570		2270	23/0	2070	2270	2070	2070	50,	31,0

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

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Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Improving public services

Base: All adults 18+

			Country	-	E	ngland region (N	Net)		-			England region	1		-	-	Urb	anity	1	·	IMD Quintile		,	Voted	in 2019 General	Election	1	Social	l Grade		1
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd To
Jnweighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	2318
Veighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
'ery good job	32	32	-	-	13	3	16	1	6	5	-	3	2	7	2	6	27	5	8	9	2	4	9	1	14	-	7	6	5	2	23
	1%	2%	-	-	2%	1%	2%	1%	2%	3%	-	1%	1%	2%	1%	2%	1%	1%	2%	2%	•	1%	2%		2%	-	1%	1%	2%	1%	1%
	wB																						t		w						
airly good job	245	220	14	10	62	40	118	7	35	20	20	20	27	42	24	25	185	60	39	38	43	47	77	18	133	10	70	101	29	20	232
	11%	11%	7%	9%	11%	10%	11%	7%	13%	10%	11%	10%	12%	13%	12%	8%	10%	13%	8%	8%	9%	10%	17%	3%	20%	6%	11%	11%	10%	9%	10%
	wy																						zrstu		zwy						
Neither a good nor bad job	636	546	51	38	132	124	290	21	59	51	51	73	71	83	59	77	504	132	130	114	123	133	136	84	272	35	188	223	87	79	674
	27%	27%	26%	33%	24%	32%	27%	22%	23%	26%	30%	35%	32%	25%	29%	25%	27%	28%	28%	24%	27%	29%	29%	15%	41%	19%	29%	25%	31%	33%	29%
	wy					zd						zghmo	h												zwy					В	
Fairly bad job	641	551	55	36	148	109	293	32	68	48	54	55	62	85	56	90	489	152	112	143	137	129	121	204	154	63	179	271	81	52	679
	28%	27%	27%	31%	27%	29%	28%	33%	26%	24%	31%	26%	28%	26%	27%	29%	27%	32%	24%	31%	30%	28%	26%	36%	23%	35%	28%	30%	29%	22%	29%
	x																	zp						ZX		ZX		D			
Very bad job	591	496	70	25	159	85	252	29	73	57	42	43	43	81	48	80	492	99	131	130	128	121	82	244	75	65	169	234	68	57	578
	26%	25%	35%	22%	29%	22%	24%	30%	28%	29%	24%	20%	19%	25%	23%	26%	27%	21%	28%	28%	28%	26%	18%	43%	11%	36%	26%	26%	24%	24%	25%
	qvx		zac							I							zq		v	v	v	v		ZX		ZX					
Don't know	166	152	9	5	40	22	91	6	19	14	7	15	15	25	15	35	142	25	40	31	29	30	36	20	23	8	35	56	9	28	126
	7%	8%	4%	4%	7%	6%	9%	7%	7%	7%	4%	7%	7%	8%	7%	11%	8%	5%	9%	7%	6%	6%	8%	3%	3%	5%	5%	6%	3%	12%	5%
	wxAC															zj														zABC	
Prefer not to say	7	6	1	-	1	-	5	-	-	1	-	-	1	2	2	-	5	2	2	-	1	2	2	-	-	-	1	2	-	-	6
	*	*	•	-	*	-	•	-	-	1%	-	-	1%	1%	1%	-		•	•	-	•	•	•	-	-	-	*	•	-	-	*
Good job	277	252	14	10	75	43	135	8	41	25	20	23	29	49	25	31	212	65	48	47	45	51	87	20	147	10	77	107	34	22	255
•	12%	13%	7%	9%	14%	11%	13%	9%	16%	13%	11%	11%	13%	15%	12%	10%	11%	14%	10%	10%	10%	11%	19%	3%	22%	6%	12%	12%	12%	9%	11%
	wy	z			1			1															zrstu		zwy						
Bad job	1233	1047	125	61	308	194	545	61	141	105	96	98	105	167	104	170	981	252	242	273	265	249	202	448	230	128	348	504	149	109	1257
	53%	52%	62%	53%	55%	51%	51%	63%	54%	53%	55%	47%	47%	51%	51%	54%	53%	53%	53%	59%	57%	54%	44%	78%	34%	71%	54%	57%	53%	46%	54%
	104							1.1												71/								-0			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Running the country competently

Base: All adults 18+

		Ger	nder				Age				Eth	nicity	Workin	ng status	1			Education				1	Tenure			Annual hous	ehold income	
		3 c.					7.50					I		T Status					1	Another type			I			1		
												Ethnic								of								
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from				
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100,0	0 and
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999 abo	ve
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A) (E	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447 19	3 2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448 2:	6 2318
Very good job	81	45	35	11	5	19	16	8	9	13	66	11	28	53	25	53	8	19	23	1	1	65	12	2	17	20	26	73
	3%	4%	3%	4%	1%	5%	4%	2%	3%	5%	3%	4%	3%	4%	3%	3%	3%	3%	4%	1%	1%	4%	4%	1%	4%	3%	6% 4	3%
						dg	d			d												ZW					zy	
Fairly good job	548	266	282	46	58	76	105	84	85	94	483	61	211	334	160	381	67	129	127	35	24	437	49	50	107	155	112 5	
	24%	24%	24%	18%	15%	21%	27%	23%	29%	38%	24%	22%	21%	26%	22%	24%	27%	22%	24%	32%	26%	27%	15%	21%	22%	23%	25% 27	% 25%
	dlv						d	d	zcde	zcdefgh				zl						znoq		ZV						
Neither a good nor bad job	506	235	264	47	75	79	93	85	70	56	438	61	244	256	130	368	55	136	118	37	23	346	67	67	102	157	90 4	
	22%	21%	22%	18%	19%	21%	24%	24%	24%	23%	22%	22%	24%	20%	18%	23%	22%	23%	22%	34%	25%	21%	21%	28%	21%	23%	20% 22	% 22%
est batta	mn	202	200	50		22	404		02				200	224	245	zn		455	427	znopqr	40	462			420	407	420	624
Fairly bad job	622 27%	302	309 26%	59	114	98 27%	104 26%	98 27%	83	66 27%	554 28%	63 22%	288	334	215	403	69 27%	155 26%	137 26%	23	18	462	88 27%	54 22%	128 27%	197 29%	120 6 27% 30	
	2/%	27%	20%	23%	29%	2170	20%	2/%	28%	2/70	28%	22%	28%	26%	30%	26%	2/%	20%	20%	21%	20%	28%	2/%	22%	2/%	29%	27% 30	76 27%
Very bad job	438	226	207	42	116	78	59	77	46	20	379	49	216	220	146	288	40	106	112	12	18	280	84	59	97	133	88 3	423
very bad job	19%	20%	18%	16%	29%	21%	15%	21%	16%	8%	19%	17%	21%	17%	21%	18%	16%	18%	21%	11%	20%	17%	26%	24%	20%	20%	20% 15	
	fhimsu	2070	10/0	10/0	zcfghi	fi	i	fhi	i	070	1370	1770	zm	1770	21/0	10/0	10/0	10/0	21/0	11/0	2070	1770	ZU	u 2470	2070	2070	20/0 13	10/0
Don't know	112	36	75	46	27	16	14	6	3	-	79	32	30	79	34	75	12	48	11	1	3	49	20	10	29	14	10 3	73
Son Canon	5%	3%	6%	18%	7%	4%	3%	2%	1%	-	4%	11%	3%	6%	5%	5%	5%	8%	2%	1%	3%	3%	6%	4%	6%	2%	2% 1	
	aghijlr		za	zdefghi	ghi	ghi	hi	i				7i		71	r	rs		znors					U		vAB			
	suyAB				9	8						-,													,			
Prefer not to say	11	8	3	5	-	2	4	-	-	-	4	6	3	6	2	6	2	-	-	-	4	4	1	-	-	3	1 .	8
	*	1%	*	2%	-	1%	1%	-	-	-	*	2%	*	*	*	*	1%	-	-	-	4%	*	*	-	-	*	* .	*
	ju						gh					zj									znoqrs							
Good job	629	311	318	56	63	96	121	92	94	107	550	72	238	387	184	434	75	148	150	36	25	502	61	52	124	175	138 6	663
	27%	28%	27%	22%	16%	26%	31%	26%	32%	43%	27%	26%	23%	30%	26%	28%	30%	25%	28%	33%	27%	31%	19%	21%	26%	26%	31% 31	% 29%
	dlv					d	d	d	zdg	zcdefgh				zl								zvw						
Bad job	1060	527	516	100	230	176	163	175	129	87	933	112	505	554	361	690	109	261	248	35	36	742	172	112	225	330	208 9	
	46%	47%	44%	39%	58%	48%	41%	49%	44%	35%	47%	39%	49%	43%	51%	44%	43%	44%	47%	32%	40%	45%	54%	47%	47%	49%	47% 46	% 46%
	fimos				zcefghi	i		fi	i		Z		zm		ZOS	S		S	S				zu					

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q5.As you may know, David Cameron was Conservative Party leader and Prime Minister from 2010 to 2016. To what extent, if at all, do you think David Cameron's government did a good or bad job at...? -Running the country competently

Base: All adults 18+

			Country		Er	ngland region (N	Net)	1				England region	1				Urba	anity			IMD Quintile			Voted i	in 2019 Genera	l Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total (z)	England (a)	Scotland (b)	Wales	North (d)	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East (m)	South West	London (o)	Urban (n)	Rural (a)	deprived	2	3	4	deprived (v)	Labour (w)	Conservative	Democrat	AB (A)	C1	C2 (C)	DE (D)	Unwtd To
to Selected Tetal	(-/	(+)	(6)	(0)	(u)	(e)	1045	(g)	(11)	(1)	())	(K)	(1)	(111)	(11)	(0)	(P)	(4)	(1)	(5)	(L)	(u)	(*)	(W)	(x)	(y)	(A)	(B)	(-)		
Inweighted Total	2318	2018	176 200	114*	582	391	1045	97*		200 197	188	203	233 221	322 326	252 205	238 314	1771 1842	547 476	399	450	491	503	475	567 571		209 182	725	880 892	289 279	225	2318 2318
Veighted Total	2318	2003	200	114*	555	383	1065	9/*	261	197	1/4	209	221	326	205	314	1842	4/6	461	465	463	466	463	5/1	672	182	648	892	2/9	237	2318
ery good job	81	77	2	2	18	15	44	3	11	5	5	9	7	13	7	17	67	14	16	16	12	15	22	5	53	1	25	32	3	8	73
, ,	3%	4%	1%	2%	3%	4%	4%	3%	4%	2%	3%	5%	3%	4%	4%	5%	4%	3%	3%	4%	3%	3%	5%	1%	8%	1%	4%	4%	1%	3%	3%
	wyC																								zwy						
airly good job	548	483	40	25	117	106	260	14	57	46	48	59	65	77	62	55	399	149	72	98	112	125	142	62	286	40	176	205	75	40	590
	24%	24%	20%	22%	21%	28%	24%	15%	22%	23%	27%	28%	29%	24%	30%	18%	22%	31%	16%	21%	24%	27%	31%	11%	43%	22%	27%	23%	27%	17%	25%
	prwD					d		1			go	go	go		zgo			zp			r	r	zrs		zwy	w	zD		D		
leither a good nor bad job	506	434	43	28	107	90	237	14	49	44	38	52	55	76	41	65	402	104	109	104	88	102	102	84	159	42	130	200	56	65	517
,	22%	22%	22%	24%	19%	24%	22%	15%	19%	22%	22%	25%	25%	23%	20%	21%	22%	22%	24%	22%	19%	22%	22%	15%	24%	23%	20%	22%	20%	27%	22%
	w																								w	w					
airly bad job	622	527	56	39	151	98	277	40	67	44	53	46	45	89	54	90	493	129	121	129	134	122	116	217	116	64	188	247	89	52	634
	27%	26%	28%	34%	27%	26%	26%	41%	26%	22%	30%	22%	20%	27%	26%	29%	27%	27%	26%	28%	29%	26%	25%	38%	17%	35%	29%	28%	32%	22%	27%
	lx							zhiklmn																zx		zx			D		
								0																							
/ery bad job	438	369	50	20	130	57	182	21	63	46	24	33	33	54	34	61	372	66	111	98	95	78	57	188	53	30	113	166	50	55	423
	19%	18%	25%	17%	23%	15%	17%	21%	24%	24%	14%	16%	15%	17%	16%	19%	20%	14%	24%	21%	21%	17%	12%	33%	8%	16%	18%	19%	18%	23%	18%
	qvx				zef				jl	j							zq		zuv	v	v			zxy		x					
Oon't know	112	103	8	1	26	16	60	5	10	11	6	11	14	14	6	26	100	12	28	20	21	22	22	15	5	5	16	39	5	18	73
	5%	5%	4%	1%	5%	4%	6%	5%	4%	6%	3%	5%	6%	4%	3%	8%	5%	3%	6%	4%	4%	5%	5%	3%	1%	3%	2%	4%	2%	7%	3%
	qwxAC							1								zn	q							×		x				AC	
Prefer not to say	11	11	1	-	5	-	5	-	4	1	-	-	2	2	2	-	9	2	6	-	2	2	2	-	-	-	1	3	-	-	8
	*	1%	•	-	1%	-	1%	-	2%	1%	-	-	1%	1%	1%	-	1%	•	1%	-	•	•	*	-	-	-	•	•	-	-	*
Good job	629	560	42	27	135	121	304	17	68	51	53	68	72	91	69	72	466	163	87	114	124	139	164	67	339	41	201	237	78	48	663
	27%	28%	21%	24%	24%	32%	29%	17%	26%	26%	30%	33%	32%	28%	34%	23%	25%	34%	19%	25%	27%	30%	35%	12%	50%	23%	31%	27%	28%	20%	29%
	gprwD					d					g	g	g		zgo			zp			r	r	zrst		zwy	w	zD				
Bad job	1060	896	106	59	281	155	459	61	130	90	77	78	79	143	87	151	865	195	231	227	229	200	173	404	169	94	301	412	140	107	1057
	46%	45%	53%	51%	51%	41%	43%	63%	50%	46%	44%	37%	35%	44%	43%	48%	47%	41%	50%	49%	50%	43%	37%	71%	25%	52%	46%	46%	50%	45%	46%
	aklqvx				zef			zijklmn	kl							1	q		v	v	v			zxy		x					
																															4

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Table 33

Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -SUMMARY TABLE

Base: All adults 18+

	Managing the UK's relationship with the European Union	Managing immigration	Managing the economy	Managing foreign affairs	Improving public service	Running the country competently
Unweighted Total	2318	2318	2318	2318	2318	2318
Weighted Total	2318	2318	2318	2318	2318	2318
Very good job	34	13	48	29	10	42
	1%	1%	2%	1%	*	2%
Fairly good job	336	108	349	362	154	308
	14%	5%	15%	16%	7%	13%
Neither a good nor bad job	585	342	390	592	459	440
	25%	15%	17%	26%	20%	19%
Fairly bad job	586	760	641	617	719	663
	25%	33%	28%	27%	31%	29%
Very bad job	670	1013	820	600	886	794
	29%	44%	35%	26%	38%	34%
Don't know	100	75	61	110	81	56
	4%	3%	3%	5%	4%	2%
Prefer not to say	7	8	9	8	8	14
	*	*	*	*	*	1%
Good job	370	121	397	391	164	351
	16%	5%	17%	17%	7%	15%
Bad job	1256	1773	1462	1217	1606	1457
	54%	76%	63%	53%	69%	63%

Fieldwork dates: 13th - 14th November 2023

Respondent type: KnowledgePanel Members - GB, 18+

Source: Ipsos (JN J23-000461-01)



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing the UK's relationship with the European Union

Base: All adults 18+

		Gei	nder				Age				Eth	nicity	Worki	ng status				Education				1	Tenure			Annual hous	ehold income	
		3 c.	I				1,50					T T		I					1	Another type			1			7411144111043		
												Ethnic								of								
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from				
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to £100,00	and
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999 abov	•
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A) (B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447 193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448 216	2318
Very good job	34	20	14	7	-	5	4	3	3	11	29	4	10	24	8	26	4	8	11	1	1	26	*	7	2	10	9 6	29
	1%	2%	1%	3%	-	1%	1%	1%	1%	4%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	*	3%	*	2%	2% 3%	1%
				d						zdefgh														v			х	
Fairly good job	336	170	165	27	43	34	57	49	56	71	279	49	117	216	104	225	40	68	87	12	19	250	45	24	77	106	59 26	352
	14%	15%	14%	11%	11%	9%	14%	14%	19%	28%	14%	17%	11%	17%	15%	14%	16%	11%	16%	11%	21%	15%	14%	10%	16%	16%	13% 12%	15%
	ejl						e		zdeg	zcdefgh				zl							q							
Neither a good nor bad job	585	286	293	54	68	83	97	107	100	74	520	59	231	346	149	427	57	154	145	45	26	421	70	64	134	169	104 51	627
	25%	26%	25%	21%	17%	23%	25%	30%	34%	30%	26%	21%	23%	27%	21%	27%	22%	26%	28%	41%	28%	26%	22%	27%	28%	25%	23% 24%	27%
E-11 b - 11-b	dln	272	242		402	05	d	zde	zcdef	d	Z		200	1	470	zn			n	znopqr	22	420	74	62	447	464	422 55	507
Fairly bad job	586	272	313	61	102	96	107	95	78	47	518	63	280	306	178	400	61	144	148	25	22	428	71	63	117	164	122 55	597
	25%	24%	27%	24%	26%	26%	27%	27%	26%	19%	26%	22%	27%	24%	25%	25%	24%	24%	28%	23%	24%	26%	22%	26%	25%	24%	27% 26%	26%
Very bad job	670	342	312	75	162	132	104	98	56	44	584	78	344	323	250	415	78	177	117	23	20	454	120	72	127	211	141 66	631
very bad job	29%	31%	27%	30%	41%	36%	26%	27%	19%	18%	29%	28%	34%	25%	35%	26%	31%	30%	22%	21%	22%	28%	38%	30%	26%	31%	31% 31%	
	bhimoru	31/0	2770	hi	zfghi	zfghi	hi	hi	1370	1070	2570	2070	zm	2370	zorst	2070 r	7170 r	7 r	22/0	21/0	22/0	2070	ZU	3070	2070	31/0	31/0 31/	2770
Don't know	100	24	75	28	21	16	22	6	3	3	72	28	37	63	19	78	11	42	20	3	1	59	11	12	20	16	12 12	76
Son Canon	4%	2%	6%	11%	5%	4%	6%	2%	1%	1%	4%	10%	4%	5%	3%	5%	4%	7%	4%	3%	1%	4%	3%	5%	4%	2%	3% 6%	3%
	aghijnu		za	zeghi	ghi	ghi	ghi				1	zi.				n		znor										
	v				8	8	8					-,																
Prefer not to say	7	4	2	1	-	2	4	-	-	-	3	2	1	4	2	4	2	-	-	-	2	3	3	-	2	2	1 -	6
	*	*	*	*	-	1%	1%	-	-	-	*	1%	*	*	*	*	1%	-	-	-	2%	*	1%	-	*	*	* .	*
	j						zg														zoqr							
Good job	370	189	179	35	43	39	61	52	59	82	308	53	127	240	111	251	44	76	98	13	20	277	45	31	79	116	68 31	381
	16%	17%	15%	14%	11%	11%	15%	14%	20%	33%	15%	19%	12%	19%	16%	16%	17%	13%	19%	12%	22%	17%	14%	13%	17%	17%	15% 15%	16%
	dejl								zdeg	zcdefgh				zl		q			q		q	z						
Bad job	1256	614	625	136	264	228	211	193	134	91	1101	141	624	628	429	814	139	321	265	47	42	882	192	135	244	376	263 121	1228
	54%	55%	53%	54%	67%	62%	53%	54%	45%	36%	55%	50%	61%	49%	60%	52%	55%	54%	50%	44%	46%	54%	60%	56%	51%	55%	59% 56%	53%
	himos			i	zcfghi	zfghi	hi	hi	i		Z		zm		zorst												x	

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing the UK's relationship with the European Union

Base: All adults 18+

			Country		Er	ngland region (N	let)					England region					Urba	nity			IMD Quintile			Voted in	n 2019 General	Election		Social	Grade		
	Tabel	Fredrick	Continue	Wales	North	Midlende	Country	North Foot	North West	Yorkshire and	East	West	East of	County Food	Carrello Marca	Landan	Unbara	D	1 - Most	2	2		5 - Least	Labour	Commention	Liberal	4.0	-	C 2	DF	
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands (k)	England	South East	South West	London	Urban	Rural	deprived	(-)	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE (D)	Unwtd Total
Harristohand Tatal	(2)	(a)	(D)	(c)	(0)	(e)	(1)	(g)	(n)	(1)	(J)	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(1)	(S)	(t)	(u)	(V)	(W)	(X)	(y)	(A)	(B)	(C)	,	
Unweighted Total	2318	2018	176	124	582	391	1045	110		200	188	203	233	322	252	238	1771 1842	547	399	450	491	503	4/5	56/	772	209		880	289	225	2318 2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	4/6	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	34	31	2	-	0	0	16	1		6	4	2	-	1	1	0	24	10		2	6	10	7	г	18	-	14	6	4	7	29
very good job	1%	2%	1%	-	1%	2%	1%	10/	-	3%	2%	2%	2%			3%	1%	2%	2%	*	1%	2%	2%	1%	3%	-		1%	1%	3%	1%
	176	270	170	-	170	276	176	1%	-	370	276	276	276			376 L	170	276	270		170	276	270	176		-	2%	176	170	370	170
Fairly good job	336	205	21	10	82	66	157	12	46	nm	20	26	n 26	42	37	51	262	72	74	64	F2	5 72	74	30	zwy 167	10	92	146	27	27	352
Fairly good job		305 15%	21 10%	9%	15%	66 17%	157 15%	12 12%	46 18%	25 12%	17%	36 17%	26 12%	43 13%	18%	16%	263	73 15%	16%	14%	53 11%	72 15%	16%		25%	19 11%	14%	146 16%	10%	12%	15%
	14%	15%	10%	9%	15%	1/%	15%	12%	18%	12%	1/%	1/%	12%	13%	18%	16%	14%	15%	16%	14%	11%	15%	16%	5%			14%	16%	10%	12%	15%
	wc	2	**	22	105	0.0	205	24		47	25			0.5	50	07			407	400		405	122		zwy	w	460		67	70	507
Neither a good nor bad job	585	515	40	30	135	96	285 27%	21	66	47	35	61 29%	53	85	59	87	440 24%	145	107	120	111	125	123	89	236	40	163	214	67	73	627 27%
	25%	26%	20%	26%	24%	25%	27%	22%	25%	24%	20%	29%	24%	26%	29%	28%	24%	30%	23%	26%	24%	27%	27%	15%	35%	22%	25%	24%	24%	31%	21%
	pw																	zp							zwy						
Fairly bad job	586	514	47	25	139	97	278	28	63	49	55	42	66	84	54	74	469	118	110	97	154	105	121	167	152	54	174	227	84	62	597
	25%	26%	24%	22%	25%	25%	26%	29%	24%	25%	31%	20%	30%	26%	26%	24%	25%	25%	24%	21%	33%	22%	26%	29%	23%	30%	27%	25%	30%	26%	26%
	S										k										zrsuv			ZX							
Very bad job	670	540	86	45	169	100	271	33	81	55	46	54	60	86	47	78	554	116	134	159	121	139	117	267	83	64	191	263	87	50	631
	29%	27%	43%	39%	30%	26%	25%	33%	31%	28%	26%	26%	27%	26%	23%	25%	30%	24%	29%	34%	26%	30%	25%	47%	12%	35%	30%	30%	31%	21%	27%
	afqxD		za	za													q			ztv				zxy		x	D	D	D		
Don't know	100	93	3	4	22	17	54	3	5	14	4	13	10	24	7	13	88	12	29	23	17	13	18	14	15	5	13	34	10	17	76
	4%	5%	2%	4%	4%	4%	5%	3%	2%	7%	3%	6%	5%	7%	3%	4%	5%	3%	6%	5%	4%	3%	4%	2%	2%	3%	2%	4%	4%	7%	3%
	qwxA									h				zh					u											Α	
Prefer not to say	7	6	1	-	1	-	5	-	-	1	-	-	1	2	-	2	5	2	-	-	3	2	2	-	-	-	1	2	-	2	6
		*	*	-	*	-	•	-	-	1%	-	-	1%	1%	-	1%	•	•	-	-	1%	*	•	-	-	-	•	•	-	1%	*
Good job	370	336	23	10	90	73	173	13	46	31	34	40	31	45	38	59	287	82	82	66	59	82	81	35	185	19	106	152	31	34	381
	16%	17%	12%	9%	16%	19%	16%	13%	18%	16%	20%	19%	14%	14%	18%	19%	16%	17%	18%	14%	13%	18%	18%	6%	28%	11%	16%	17%	11%	15%	16%
	w	z																							zwy			С			
Bad job	1256	1054	133	70	308	197	549	60	144	104	100	96	126	170	101	152	1022	234	244	256	274	243	239	434	235	117	365	490	171	111	1228
	54%	53%	66%	61%	55%	51%	52%	62%	55%	53%	58%	46%	57%	52%	50%	49%	55%	49%	53%	55%	59%	52%	52%	76%	35%	65%	56%	55%	61%	47%	53%
	akqx		za					ko									q				ZV			zxy		ZX	D		zD		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing immigration

Base: All adults 18+

		Ge	nder				Age				Eth	nicity	Workin	ng status				Education					Tenure			Annual hous	ehold income		
			1				7.50				-	Ι		I						Another type			10			1			
												Ethnic								of								, ,	
											White	minorities			Graduates		Other Higher		GCSE/ O-	qualification		Owned		Rent from				, ,	
											(including	(excluding			(Degree/Mas		Education		Level/ CSE/	(vocational/p		outright/	Rent from	council/				, ,	
											White	White	Working full-	Not working	ter/PhD/abov	Non-	below degree	A-level or	NVQ12/	rofessional/f	No formal	buying on	private	housing	Up to	£26,000 up to	£52,000 up to	£100,000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103	189	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	93	1802	226	213	504	732	447	193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Very good job	13	10	3	3	1	3	4	-	1	-	4	9	5	9	6	6	2	1	2	-	1	5	5	1	-	7	*	- '	10
	1%	1%	*	1%	*	1%	1%	-	*	-	*	3%	*	1%	1%	*	1%	*	*	-	1%	*	2%	1%	-	1%	*	- '	*
	ju						g					zj											u						
Fairly good job	108	51	54	19	20	18	8	11	11	20	86	18	31	77	28	79	10	26	37	3	4	72	13	19	33	29	30	4	98
	5%	5%	5%	8%	5%	5%	2%	3%	4%	8%	4%	7%	3%	6%	4%	5%	4%	4%	7%	2%	4%	4%	4%	8%	7%	4%	7%	2%	4%
	fgjl			f		f				zfg				zl					zno					zu	zB		В		
Neither a good nor bad job	342	166	173	35	52	54	69	46	45	42	280	53	157	178	113	223	36	70	85	17	14	231	50	32	78	89	53	45	344
	15%	15%	15%	14%	13%	15%	17%	13%	15%	17%	14%	19%	15%	14%	16%	14%	14%	12%	16%	16%	16%	14%	16%	13%	16%	13%	12%	21%	15%
est to test	750	222	422	74		445	424	440	407	07		04	220	427	200	F.46		222	462	45	22	565	20	7.	447	220	452	zyA	772
Fairly bad job	760	332	423 36%	74 29%	114 29%	115 31%	134 34%	119 33%	107 36%	97 39%	665	91 32%	320 31%	437 34%	206 29%	546 35%	94 37%	222 37%	162	45 41%	23 26%	565	89 28%	74 31%	147	239 35%	152 34%	73	773
	33 %	30%	30% za	29%	29%	31%	34%	33%	30%	39%	33%	32%	3176	34%	29%	35% znr	3/% n	3/% ZN	31%	41% nrt	26%	34%	28%	31%	31%	35%	34%	34%	33%
Very bad job	1013	528	471	94	194	167	159	178	129	92	909	92	480	528	338	664	102	252	226	43	41	728	145	106	199	305	206	86	1034
very bad job	44%	47%	40%	37%	49%	45%	40%	50%	43%	37%	45%	32%	47%	41%	48%	42%	40%	42%	43%	40%	46%	44%	45%	44%	42%	45%	46%	40%	45%
	bikm	zb	4070	3770	i	4370	4070	zcfhi	4370	3770	7k	3270	zm	41/0	ZO	4270	4070	42/0	4370	4070	4070	4470	4370	4470	4270	4370	4070	40%	4370
Don't know	75	26	49	28	15	9	17	3	3	-	56	19	27	48	17	52	8	23	16	1	5	38	15	7	20	7	6	8	52
Bon Chilon	3%	2%	4%	11%	4%	2%	4%	1%	1%	-	3%	7%	3%	4%	2%	3%	3%	4%	3%	1%	5%	2%	5%	3%	4%	1%	1%	4%	2%
	aghijuy		78	zdefghi	gi	i	ghi					zi.	•												vA			v	
	A				Ü		Ü					,													·			,	
Prefer not to say	8	4	3	1	-	2	4	1	-	-	4	2	1	4	2	5	2	1	-	-	2	4	3	-	2	2	1	-	7
	*	*	*	*	-	1%	1%	*	-	-	*	1%	*	*	*	*	1%	*	-	-	2%	*	1%	-	*	*	*	-	*
	j						Z														zoqr								
Good job	121	61	57	23	21	21	12	11	13	20	91	27	35	86	34	85	12	26	39	3	5	77	19	21	33	36	30	4	108
	5%	5%	5%	9%	5%	6%	3%	3%	4%	8%	5%	10%	3%	7%	5%	5%	5%	4%	7%	2%	6%	5%	6%	9%	7%	5%	7%	2%	5%
	fgjluB			fg						fg		zj		zl					ZO					zu	В		В	'	
Bad job	1773	860	894	168	308	282	293	297	236	189	1574	182	799	965	544	1210	195	474	388	88	65	1293	235	180	345	544	358	159	1807
	76%	77%	76%	66%	78%	77%	74%	83%	80%	75%	79%	64%	78%	75%	77%	77%	77%	80%	74%	81%	71%	79%	73%	75%	72%	80%	80%	74%	78%
	ckx				С			zcefi	С		zk							r				Z				ZX	x		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

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Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing immigration

Base: All adults 18+

			Country		E	ngland region (N	let)					England region	·				Urba	anity			IMD Quintile			Voted i	in 2019 General	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd To
Unweighted Total	2318	2018			582		1045	110									1771		399				475			209					2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
/ery good job	13	13	-	-	6	3	5	1	5	-	1	1	1	-	2	1	12	1	10	-	1	2		1	2	-	3	6	-	1	10
	1%	1%	-	-	1%	1%		1%	2%	-	1%	1%	1%	-	1%	•	1%	•	2%	-	•	•	•		*	-	•	1%	-	1%	
									zm										zstv												
airly good job	108	103	2	3	24	20	59	4	9	11	9	11	10	11	14	23	84	24	23	21	24	17	23	7	50	2	24	42	14	13	98
	5%	5%	1%	3%	4%	5%	6%	4%	3%	5%	5%	5%	5%	3%	7%	7%	5%	5%	5%	5%	5%	4%	5%	1%	7%	1%	4%	5%	5%	5%	4%
	bwy	zb																							zwy						
Neither a good nor bad job	342	295	30	17	100	35	161	13	49	37	17	18	35	50	20	56	265	77	64	68	66	74	70	59	119	24	111	117	40	29	344
	15%	15%	15%	15%	18%	9%	15%	13%	19%	19%	10%	9%	16%	15%	10%	18%	14%	16%	14%	15%	14%	16%	15%	10%	18%	13%	17%	13%	14%	12%	15%
	ekw				ze		e		jkn	jkn						jkn									zw						
Fairly bad job	760	665	64	31	175	133	357	39	86	51	64	69	71	124	74	88	596	164	146	143	141	149	182	169	243	67	226	310	82	85	773
	33%	33%	32%	27%	32%	35%	34%	40%	33%	26%	37%	33%	32%	38%	36%	28%	32%	35%	32%	31%	30%	32%	39%	30%	36%	37%	35%	35%	29%	36%	33%
								i						io									zrstu		zw						
Very bad job	1013	851	100	62	234	175	443	38	106	90	81	93	93	126	89	135	808	205	190	214	213	212	183	319	255	85	280	389	136	95	1034
	44%	42%	50%	54%	42%	46%	42%	39%	41%	46%	47%	45%	42%	39%	43%	43%	44%	43%	41%	46%	46%	46%	39%	56%	38%	47%	43%	44%	49%	40%	45%
	ax			za																				zxy		x					
Don't know	75	68	4	2	15	17	36	2	7	7	1	16	9	13	6	9	72	3	28	18	17	9	3	16	3	3	4	24	7	11	52
	3%	3%	2%	2%	3%	4%	3%	2%	3%	4%	1%	7%	4%	4%	3%	3%	4%	1%	6%	4%	4%	2%	1%	3%	*	2%	1%	3%	2%	5%	2%
	Axvp											zhj					zq		zuv	v	v			x		x		Α	Α	Α	
Prefer not to say	8	7	1	-	1	1	5	-	-	1	-	1	1	2	-	2	6	2	-	-	3	2	2	-	-	-	1	2	-	2	7
	*		•	-		•	•	-	-	1%	-	•	1%	1%	-	1%	•	•	-	-	1%	•	1%	-	-	-	•	•	-	1%	
Good job	121	116	2	3	30	23	64	6	14	11	10	12	12	11	16	24	96	25	33	21	24	19	23	8	53	2	27	48	14	14	108
	5%	6%	1%	3%	5%	6%	6%	6%	5%	5%	6%	6%	5%	3%	8%	8%	5%	5%	7%	5%	5%	4%	5%	1%	8%	1%	4%	5%	5%	6%	5%
	bwy	zb													m										zwy						
Bad job	1773	1517	163	93	409	307	800	77	192	141	146	162	164	250	163	223	1404	369	336	357	354	361	365	489	498	152	505	700	218	180	1807
	76%	76%	82%	81%	74%	80%	75%	79%	73%	71%	84%	78%	74%	77%	80%	71%	76%	78%	73%	77%	76%	78%	79%	86%	74%	84%	78%	78%	78%	76%	78%
						d					zhilo													zx		zx					

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing the economy

Base: All adults 18+

		Ge	nder				Age				Eth	nicity	Worki	ng status				Education					Tenure			Annual house	ehold income		
Unweighted Total Weighted Total	Total (z) 2318 2318	Male (a) 1121 1118	Female (b) 1168 1175	18-24 (c) 103 254*	25-34 (d) 189	35-44 (e) 312	45-54 (f) 426	55-64 (g) 573 359	65-74 (h) 502 296	75+ (i) 213 250	White (including White minorities) (j) 2095 2004	Ethnic minorities (excluding White minorities) (k) 195	Working full- time (I) 917 1020	- Not working full-time (m)	Graduates (Degree/Mas ter/PhD/abov e) (n) 762 710	Non- graduates (o) 1533 1574	Other Higher Education below degree level (p) 264 254	A-level or equivalent (q)	GCSE/ O- Level/ CSE/ NVQ12/ equivalent (r) 545 528	Another type of qualification (vocational/p rofessional/f oreign) (s) 122 109	No formal qualifications (t) 93 91*	Owned outright/ buying on mortgage (u) 1802	Rent from private landlord (v) 226 321	Rent from council/ housing association (w) 213 241	Up to £25,999 (x) 504 479	£26,000 up to £51,999 (y) 732 679	£52,000 up to £99,999 (A) 447 448	£100,000 and above (B) 193 216	Unwtd Total 2318 2318
Very good job	48 2%	28	19 2%	11 4%	4 1%	9	4 1%	5 1%	6 2%	10 4% f	32 2%	13 5% zi	15 1%	34 3%	16 2%	30 2%	3 1%	12 2%	13 2%	-	2 2%	35 2%	6 2%	7 3%	5 1%	17 2%	10 2%	5 2%	40 2%
Fairly good job	349 15% del	172 15%	176 15%	21 8%	36 9%	40 11%	61 15% d	58 16% cde	56 19% zcde	75 30% zcdefgh	309 15%	34 12%	120 12%	225 18% zl	102 14%	245 16%	41 16%	78 13%	91 17%	20 19%	14 16%	262 16% z	39 12%	34 14%	94 20% zA	106 16%	61 14%	36 17%	373 16%
Neither a good nor bad job	390 17% dnA	184 16%	200 17%	36 14%	35 9%	56 15% d	72 18% d	70 20% zd	69 23% zde	50 20% d	337 17%	48 17%	151 15%	234 18%	91 13%	294 19% zn	40 16%	102 17%	96 18% n	29 27% znopq	27 29% znopqr	274 17%	54 17%	34 14%	83 17%	124 18% A	55 12%	34 16%	434 19%
Fairly bad job	641 28% t	299 27%	338 29%	52 20%	121 31%	104 28%	104 26%	111 31% zc	86 29%	64 26%	557 28%	78 27%	298 29%	341 27%	203 29% t	432 27% t	77 30% t	152 26%	148 28%	39 35% t	15 17%	477 29% z	76 24%	68 28%	121 25%	182 27%	132 29%	62 29%	663 29%
Very bad job	820 35% ghimors	414 37%	393 33%	113 45% ghi	190 48% zfghi	148 40% ghi	132 34% hi	113 31% i	77 26%	48 19%	719 36%	93 33%	417 41% zm	402 31%	289 41% zoprs	522 33% s	81 32% s	230 39% ors	161 30% s	19 17%	30 34% s	563 34%	129 40%	88 36%	157 33%	238 35%	186 42% zx	75 35%	758 33%
Don't know	61 3% aghjinu yA	15 1%	46 4% za	20 8% zdeghi	9 2%	9 3% gh	16 4% gh	2 1%	2 1%	4 1%	47 2%	14 5%	18 2%	42 3%	7	48 3% n	9 3% n	18 3% n	18 3% n	2 2%	1 1%	29 2%	14 4% u	9 4%	18 4% yA	9 1%	2 1%	3 2%	43 2%
Prefer not to say	9 * ju	6 1%	2 *	1	-	2 1%	5 1% zgh	-	-	-	3 *	3 1% j	3 *	4	2 *	4 *	2 1%	-	-	-	2 2% zoqr	3 *	3 1%	-	2 *	2 *	1 *	-	7
Good job	397 17% dl	200 18%	195 17%	32 13%	40 10%	49 13%	65 17% d	63 18% d	63 21% zde	85 34% zcdefgh	342 17%	47 17%	134 13%	259 20% zl	118 17%	275 17%	44 17%	90 15%	104 20%	20 19%	16 18%	297 18% z	45 14%	41 17%	99 21% z	123 18%	71 16%	41 19%	413 18%
Bad job	1462 63% himorst x	713 64%	731 62%	165 65% i	311 79% zcefghi	251 68% zfhi	236 60% i	223 62% hi	163 55% i	112 45%	1276 64%	171 60%	714 70% zm	743 58%	492 69% zorst	953 61%	159 63%	383 64% st	309 59%	57 53%	46 50%	1040 63%	205 64%	156 65%	277 58%	421 62%	318 71% zxy	137 64%	1421 61%

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested \ (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/l/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing the economy

Base: All adults 18+

			Country		Er	ngland region (N	let)					England region					Urba	enity			IMD Quintile			Voted in	n 2019 General	Election		Social	Grade		
									1	Yorkshire and	East	West	East of						1 - Most				5 - Least			Liberal				25	
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	Ine Humber	Midlands	Midlands (k)	England	South East	South West	London	Urban	Rural	deprived	2	3 (1)	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(Z)	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(1)	(J)	(K)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(S)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	124	582		1045	110			188				252		1771	547	399		491		475	567		209		880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	48	45	1	2	16	7	22	1	9	6	•	6	7	5	3	7	39	10	13	7	10	9	10	3	23	1	14	14	7	8	40
	2%	2%	*	2%	3%	2%	2%	1%	3%	3%	•	3%	3%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	1%	3%	1%	2%	2%	3%	3%	2%
	w																								zw						
Fairly good job	349	307	32	9	74	43	190	14	33	27	20	23	39	62	39	49	270	78	62	55	61	84	87	29	191	19	105	127	37	47	373
	15%	15%	16%	8%	13%	11%	18%	14%	13%	14%	12%	11%	18%	19%	19%	16%	15%	16%	13%	12%	13%	18%	19%	5%	28%	11%	16%	14%	13%	20%	16%
	w						ze							k	k							S	zst		zwy	w					1
Neither a good nor bad job	390	344	26	19	104	75	165	16	49	39	32	43	30	60	36	39	288	102	88	66	84	75	77	42	169	28	98	150	51	47	434
	17%	17%	13%	17%	19%	20%	15%	17%	19%	20%	18%	21%	14%	18%	17%	12%	16%	21%	19%	14%	18%	16%	17%	7%	25%	15%	15%	17%	18%	20%	19%
	pw																	zp							zwy	w					
Fairly bad job	641	560	50	31	146	136	279	25	71	50	68	67	50	75	54	100	510	132	109	137	128	127	139	172	184	55	194	261	72	49	663
1 ' '	28%	28%	25%	27%	26%	35%	26%	25%	27%	25%	39%	32%	23%	23%	26%	32%	28%	28%	24%	29%	28%	27%	30%	30%	27%	30%	30%	29%	26%	21%	29%
	D					zdf					zghilmn	m															D	D			ı l
Very bad job	820	683	85	51	206	108	370	39	98	69	50	58	87	107	65	110	675	146	172	186	161	158	142	319	102	77	227	321	107	71	758
,	35%	34%	43%	45%	37%	28%	35%	40%	38%	35%	29%	28%	39%	33%	32%	35%	37%	31%	37%	40%	35%	34%	31%	56%	15%	42%	35%	36%	38%	30%	33%
	aekqvx		2	а.				k					k				0			V				ZXV		,.					
Don't know	61	56	4	2	8	1/1	33	2	1	5	3	12	6	1/	6	7	55	7	16	1/1	16	9	6	6	3	2	8	16	1	12	43
Bon cknow	3%	3%	2%	1%	1%	4%	3%	2%	*	3%	1%	6%	3%	4%	3%	2%	3%	1%	3%	3%	3%	2%	1%	1%	1%	1%	1%	2%	2%	5%	2%
	hwxA	370	270	170	170	470	370	270		3/0	170	7h	370		370	270	3/0	170	370	370	370	270	1/0	170	170	1/0	170	270	270	zAB	1 2/0
Prefer not to say	n n	0	1		1		7	-		1		211	1	2	2	2	6	2	2		2	2	2			_	1	า		2 A B	7
Freier flot to say		*	*		1		1%	-		1%			1%	1%	1%	1%					1%	*	*			-		*		1%	
				-		-	1/0	-	-	1/0	-	-	1/0	1/0	1/0	1/0				-	1/0			-	-	-			-	1/0	
Coodiah	207	252	22	11	00	50	212	15	42	22	21	20	46	67	42	57	200	00	75	63	71	02	07	22	214	20	110	142	45		413
Good job	397	352	33	11	90	50	212	15	42	33	21	29	46	67	42	57	309	88	75	62	71	93	97	32	214	20	119	142	45	55	413
	17%	18%	17%	10%	16%	13%	20%	16%	16%	17%	12%	14%	21%	21%	21%	18%	17%	18%	16%	13%	15%	20%	21%	6%	32%	11%	18%	16%	16%	23%	18%
=	eswy						ze						j	j	J							S	ZS		zwy	w				zB	$\overline{}$
Bad job	1462	1244	136	82	351	244	649	64	169	119	119	125	138	183	119	209	1184	277	281	323	290	286	282	491	286	132	422	582	180	121	1421
	63%	62%	68%	72%	63%	64%	61%	66%	65%	60%	68%	60%	62%	56%	58%	67%	64%	58%	61%	70%	63%	61%	61%	86%	43%	72%	65%	65%	64%	51%	61%
	amqxD										m					m	q			zruv				zxy		ZX	D	D	D		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Managing foreign affairs

Base: All adults 18+

				1									1					F1							1				
		Gei	nder				Age				Etr	nicity	Work	ing status	-			Education					Tenure			Annual house	noia income		\longrightarrow
											White (including White	Ethnic minorities (excluding White	Working ful	- Not working	Graduates (Degree/Mas ter/PhD/abov	Non-	Other Higher Education below degree	A-level or	GCSE/ O- Level/ CSE/ NVQ12/	Another type of qualification (vocational/p rofessional/f	No formal	Owned outright/	Rent from private	Rent from council/ housing	Up to	£36,000 up to	£52,000 up to	£100 000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	c)	graduates					qualifications	buying on	landlord	association	£25,999	£51,999	£99,999	above	1
	(7)	(a)	(b)	(c)	(d)	(e)	45-54 (f)	33-04	(h)	/5+ /i)	(i)	(k)	(I)	(m)	(n)	graduates (a)	level	equivalent (a)	equivalent	oreign)	(t)	mortgage	(v)	(w)	(x)	(v)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	102	190	312	426	573	502	213	2095	195	917	1386	762	1533	264	509	545	122	(1)	1902	226	213	504	732	(A) 447	193	2318
Weighted Total	2318	1118	1175	254*	103	312	205	359	206	250	2004	283	1020	1281	710	1574	254	503	528	109	01*	1642	321	241	479	679	110	216	2318
weignted rotal	2516	1110	11/3	234	330	303	333	339	230	230	2004	263	1020	1201	710	1374	234	333	328	103	91	1042	321	241	473	079	446	210	2318
Very good job	29	18	11	3	-	4	4	3	3	13	22	7	6	23	11	18	5	2	8	1	1	22	5	2	3	11	3	6	29
ve., good job	1%	2%	1%	1%	-	1%	1%	1%	1%	5%	1%	3%	1%	2%	2%	1%	2%	*	2%	1%	1%	1%	1%	1%	1%	2%	1%	3%	1%
	il									zdefgh	-/-			zl	-/-										-/-				
Fairly good job	362	194	167	26	48	40	62	56	54	77	312	41	129	232	114	240	41	69	94	19	17	275	42	32	73	107	76	33	373
	16%	17%	14%	10%	12%	11%	16%	15%	18%	31%	16%	14%	13%	18%	16%	15%	16%	12%	18%	18%	19%	17%	13%	13%	15%	16%	17%	15%	16%
	elq								de	zcdefgh				zl		q			q			z							1
Neither a good nor bad job	592	281	305	44	62	87	102	110	108	78	525	63	234	350	153	433	75	144	147	42	25	446	65	52	124	193	103	52	659
	26%	25%	26%	17%	16%	24%	26%	31%	36%	31%	26%	22%	23%	27%	22%	28%	30%	24%	28%	38%	28%	27%	20%	22%	26%	28%	23%	24%	28%
	dln					d	d	zcde	zcdef	cd	Z			1		zn	n		n	znoqr		z							
Fairly bad job	617	298	316	53	133	100	103	103	77	48	537	75	307	307	202	409	68	170	123	27	22	433	97	60	132	175	133	60	632
	27%	27%	27%	21%	34%	27%	26%	29%	26%	19%	27%	26%	30%	24%	28%	26%	27%	29%	23%	24%	24%	26%	30%	25%	28%	26%	30%	28%	27%
	im				zci	i		i					zm																
Very bad job	600	286	302	87	140	124	92	78	49	30	521	70	304	295	213	380	51	162	126	17	23	405	94	81	115	173	124	58	538
	26%	26%	26%	34%	35%	34%	23%	22%	17%	12%	26%	25%	30%	23%	30%	24%	20%	27%	24%	16%	25%	25%	29%	33%	24%	26%	28%	27%	23%
	ghimosu			fghi	zfghi	zfghi	hi	hi					zm		zoprs	S		S						zu					
Don't know	110	38	70	37	13	11	30	9	5	5	82	28	39	71	16	89	11	43	30	2	2	55	17	14	31	17	8	7	81
	5%	3%	6%	15%	3%	3%	8%	2%	2%	2%	4%	10%	4%	6%	2%	6%	4%	7%	6%	2%	3%	3%	5%	6%	7%	3%	2%	3%	3%
	aghijnu		za	zdeghi			zdeghi					zj				zn		zn	n						yA				1
	yA		_											_		_													
Prefer not to say	8	2	5 *	4	-	2	2	-	-	-	6	-	1	5	2	5	2	3	-	-	-	6	1	-	-	2	1	-	6
	1	•	•	1%	-	1%	•	-		-	•	-		•		•	1%	•	-	-	-	1	•	-	-	•	•	-	1
Good job	201	212	170	20	40	42	66	EO	E 7	90	224	48	125	255	125	250	46	71	102	21	10	200	47	24	76	110	90	20	402
3000 300	391 17%	212 19%	178 15%	30 12%	48 12%	43 12%	17%	58 16%	57 19%	89 36%	334 17%	48 17%	135 13%	255 20%	125 18%	258 16%	18%	71 12%	102 19%	21 19%	19 21%	298 18%	15%	34 14%	16%	118 17%	80 18%	39 18%	17%
	belg	zb	1370	1270	1270	1270	1/70	10%	de	zcdefgh	1/70	1/70	1370	20%	1070	10%	1070	1270	1970	1370	2170	1070	1370	1470	10%	1/70	1070	1070	1/70
Bad job	1217	584	617	140	273	224	194	181	127	78	1058	145	611	601	414	789	119	332	249	44	44	838	191	141	247	349	257	118	1170
544 105	53%	52%	53%	55%	69%	61%	49%	51%	43%	31%	53%	51%	60%	47%	58%	50%	47%	56%	47%	40%	49%	51%	60%	59%	52%	51%	57%	55%	50%
	himorsu	32/0	33/0	hi	zcfghi	zfghi	4370 i	51% hi	43/0 i	31/0	33/6	31/0	zm	47/0	ZODLS	50%	4770	oprs	4770	4070	4570	31/6	U	3370	32/0	31/0	3770	33/0	30/0
	IIIIIIOISU			111	ZCIğili	Zigili		III	- 1				2111		Zuprs	3		ohis					u						

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Base: All adults 18+

			Country	_	Er	ngland region (N	let)					England region					Urba	nity			IMD Quintile			Voted i	in 2019 General	Election		Social	Grade		
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East of England	South East	South West	London	Urban	Rural	1 - Most deprived	2	3	4	5 - Least deprived	Labour	Conservative	Liberal Democrat	AB	C1	C2	DE	
	(7)	(a)	(h)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(n)	(a)	(r)	(s)	(t)	(11)	(v)	(w)	(x)	(v)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	12/	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	300	450	/91	503	475	567	772	209	725	880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1045	97*	261	197	174	209	223	326	205	314	1842	476	461	465	491	466	4/3	571		187	648	892	279	237	2318
Weighted Total	2318	2003	200	117	333	363	1003	31	201	137	1/4	203	221	320	203	314	1042	470	401	403	403	400	403	3/1	072	102	0-10	032	2/3	237	2310
Very good job	29	29	-	-	8	7	13	2	4	2	3	4	6	1	2	3	18	11	7	4	5	10	4	2	16	-	14	9	-	3	29
, ,	1%	1%	-	-	2%	2%	1%	2%	2%	1%	2%	2%	3%		1%	1%	1%	2%	1%	1%	1%	2%	1%		2%	-	2%	1%	-	1%	1%
	pw												m					zp							zwy		zC				4
Fairly good job	362	326	26	11	83	57	186	10	44	29	32	25	36	56	37	57	284	78	60	58	57	91	95	29	200	16	104	143	36	33	373
	16%	16%	13%	9%	15%	15%	17%	10%	17%	15%	19%	12%	16%	17%	18%	18%	15%	16%	13%	13%	12%	20%	21%	5%	30%	9%	16%	16%	13%	14%	16%
	twy																					zrst	zrst		zwy						1
Neither a good nor bad job	592	515	44	33	141	107	266	18	68	56	53	55	44	90	55	77	446	146	116	112	126	129	109	104	217	51	178	207	77	65	659
	26%	26%	22%	29%	25%	28%	25%	18%	26%	28%	30%	26%	20%	28%	27%	25%	24%	31%	25%	24%	27%	28%	24%	18%	32%	28%	27%	23%	28%	28%	28%
	pw										gl							zp							zw	w					
Fairly bad job	617	539	50	28	146	113	280	36	67	43	44	69	64	75	63	78	497	120	111	132	126	101	146	176	145	66	177	240	90	68	632
	27%	27%	25%	25%	26%	30%	26%	37%	26%	22%	25%	33%	29%	23%	31%	25%	27%	25%	24%	28%	27%	22%	32%	31%	22%	36%	27%	27%	32%	29%	27%
	ux							zim				im								u			zru	ZX		ZX					1 1
Very bad job	600	488	75	38	156	75	257	28	73	54	38	36	57	79	42	79	494	107	130	138	128	114	90	249	74	46	164	246	65	48	538
	26%	24%	37%	33%	28%	20%	24%	29%	28%	28%	22%	17%	26%	24%	20%	25%	27%	22%	28%	30%	28%	24%	19%	44%	11%	25%	25%	28%	23%	20%	23%
	aekvx		za		е			k	k	k									v	v	v			zxy		x					
Don't know	110	101	4	4	21	23	57	3	5	12	3	20	12	20	6	19	99	11	37	18	20	18	17	12	19	3	10	44	11	20	81
	5%	5%	2%	4%	4%	6%	5%	3%	2%	6%	2%	10%	6%	6%	3%	6%	5%	2%	8%	4%	4%	4%	4%	2%	3%	1%	1%	5%	4%	8%	3%
	qwxyA											zhjn		h			zq		zsuv									Α		zA	1 1
Prefer not to say	8	7	1	-	1	-	6	-	-	1	-	-	1	5	-	-	6	2	-	3	1	2	2	-	-	-	1	2	-	-	6
	*	*		-	*	-	1%	-	-	1%	-	-	1%	1%	-	-	•	•	-	1%	•	•		-	-	-		•	-	-	
														Z																	
Good job	391	355	26	11	91	64	199	13	48	31	35	29	42	57	39	60	302	89	67	63	62	101	99	31	217	16	118	152	36	36	402
	17%	18%	13%	9%	16%	17%	19%	13%	18%	16%	20%	14%	19%	18%	19%	19%	16%	19%	15%	13%	13%	22%	21%	5%	32%	9%	18%	17%	13%	15%	17%
	twy	ZC																				zrst	zrst		zwy						oxdot
Bad job	1217	1026	125	66	301	188	537	64	140	97	83	105	121	154	104	157	990	227	242	270	254	215	236	424	218	112	341	487	155	116	1170
	53%	51%	62%	58%	54%	49%	50%	66%	54%	49%	48%	50%	55%	47%	51%	50%	54%	48%	52%	58%	55%	46%	51%	74%	33%	62%	53%	55%	56%	49%	50%
	aqux		za					zijkmno									q			zu	u			zxy		ZX					4

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Improving public service

Base: All adults 18+

													1 11		1										1	•			
		Gei	nder				Age				Ethr	nicity	Workir	g status	1			Education		I			Tenure		l	Annual hous	sehold income		├
											White	Ethnic minorities			Graduates		Other Higher		GCSE/ O-	Another type of qualification		Owned		Rent from					
											(including White	(excluding White	Working full-	Not working	(Degree/Mas ter/PhD/abov	Non-	Education below degree	A-level or	Level/ CSE/ NVQ12/	(vocational/p rofessional/f	No formal	outright/ buying on	Rent from private	council/ housing	Up to		£52,000 up to	£100,000 and	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	minorities)	minorities)	time	full-time	e)	graduates	level	equivalent	equivalent	oreign)	qualifications	mortgage	landlord	association	£25,999	£51,999	£99,999	above	1
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	Unwtd Total
Unweighted Total	2318	1121	1168	103		312					2095		917		762					122		1802			504			193	2318
Weighted Total	2318	1118	1175	254*	396	369	395	359	296	250	2004	283	1020	1281	710	1574	254	593	528	109	91*	1642	321	241	479	679	448	216	2318
Very good job	10	7	3	-	2	3	2	-	1	3	4	3	3	7	2	5	1	-	3	-	1	6	-	4	2	3	1	-	7
	*	1%	*	-	1%	1%	*	-	*	1%	*	1%	*	1%	*	*	*	-	1%	-	1%	*	-	2%	*	1%	*		*
	j											j									q			zu					
Fairly good job	154	76	75	23	23	24	26	14	16	28	126	23	65	88	39	115	21	46	34	10	5	108	25	19	38	42	32	13	136
	7%	7%	6%	9%	6%	7%	7%	4%	5%	11%	6%	8%	6%	7%	5%	7%	8%	8%	6%	9%	5%	7%	8%	8%	8%	6%	7%	6%	6%
	gj									zgh																			
Neither a good nor bad job	459	194	263	30	53	69	78	83	68	77	395	58	173	280	110	334	54	84	137	32	26	332	59	41	102	143	83	38	489
	20%	17%	22%	12%	13%	19%	20%	23%	23%	31%	20%	20%	17%	22%	15%	21%	21%	14%	26%	29%	29%	20%	18%	17%	21%	21%	18%	17%	21%
	adlnq		za					zcd	zcd	zcdefgh				zl		nq	q		znoq	znoq	nq								
Fairly bad job	719	356	358	57	127	110	131	116	99	79	613	98	306	406	190	521	81	207	165	38	30	515	91	78	145	222	139	65	744
	31%	32%	30%	23%	32%	30%	33%	32%	34%	32%	31%	35%	30%	32%	27%	33%	32%	35%	31%	35%	33%	31%	28%	33%	30%	33%	31%	30%	32%
	n								С							zn		n											
Very bad job	886	457	415	110	173	153	139	141	108	61	801	79	441	444	357	527	88	222	163	28	26	636	130	86	167	258	187	92	880
	38%	41%	35%	43%	44%	41%	35%	39%	37%	25%	40%	28%	43%	35%	50%	33%	35%	37%	31%	26%	29%	39%	41%	36%	35%	38%	42%	43%	38%
	bikmors	zb		i	i	i	i	i	i		zk		zm		zopqrst			S											
Don't know	81	25	56	30	16	8	17	4	4	2	60	22	30	51	11	68	6	32	26	1	2	40	15	13	25	9	6	8	56
	4%	2%	5%	12%	4%	2%	4%	1%	1%	1%	3%	8%	3%	4%	2%	4%	3%	5%	5%	1%	3%	2%	5%	5%	5%	1%	1%	4%	2%
	aghijnu		za	zdefghi	gi		ghi					zj				zn		zns	n					u	yA			,	1
	yA																												
Prefer not to say	8	2	5	4	-	2	2	-	-	-	6	-	1	5	2	5	2	3	-	-	-	6	1	-	-	2	1	-	6
	*	*	*	1%	-	1%	*	-	-	-	*	-	*	*	*	*	1%	*	-	-	-	*	*	-	-	*	*	-	*
Good job	164	83	78	23	25	27	28	14	16	31	129	26	69	95	41	120	21	46	37	10	6	114	25	23	40	45	34	13	143
	7%	7%	7%	9%	6%	7%	7%	4%	5%	12%	6%	9%	7%	7%	6%	8%	8%	8%	7%	9%	7%	7%	8%	9%	8%	7%	7%	6%	6%
	gj					g	g			zdfgh																			
Bad job	1606	813	773	168	301	262	270	257	208	140	1414	177	747	851	547	1048	169	428	328	67	56	1151	221	164	312	479	325	157	1624
	69%	73%	66%	66%	76%	71%	68%	72%	70%	56%	71%	63%	73%	66%	77%	67%	67%	72%	62%	61%	61%	70%	69%	68%	65%	71%	73%	73%	70%
	bimor	zb			zi	i	i	i	i		Z		zm		zoprst	r		ors									х		

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k - z/n/m - z/n/o/p/q/r/s/t - z/u/v/w - z/x/y/A/B \ Overlap \ formulae \ used. * small \ base$



Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Improving public service

Base: All adults 18+

			Country	•	Er	ngland region (N	let)		•	•		England region	1	•	•		Urba	nity			IMD Quintile			Voted i	in 2019 General	Election	i	Social	l Grade		
										Yorkshire and	East	West	East of						1 - Most	_	_		5 - Least			Liberal					
	Total (z)	England (a)	Scotland (b)	Wales (c)	North (d)	Midlands (e)	South (f)	North East (g)	North West (h)	The Humber	Midlands (i)	Midlands (k)	England (I)	South East (m)	South West (n)	London (o)	Urban (n)	Rural (a)	deprived (r)	2 (s)	3 (t)	(u)	deprived (v)	Labour (w)	Conservative (x)	Democrat (v)	AB (A)	C1 (B)	C2 (C)	DE (D)	Unwtd Tota
Unweighted Total	2318	2018	176	124	582	391	1045	110	272	200	188	203	233	322	252	238	1771	547	399	450	491	503	475	567	772	209	725	880	289	225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	10	8	-	2	4	2	2	-	3	1	-	2	2	-	-	-	10	-	2	3	4	1	1	-	3	-	2	2	2	1	7
	*	*	-	2%	1%	1%	•	-	1%	•	-	1%	1%	-	-	-	1%	-		1%	1%	•	•	-	•	-		•	1%	1%	
Fairly good job	154	145	5	5	42	26	77	6	20	16	12	14	14	27	14	22	112	41	42	28	22	25	36	9	72	4	32	61	26	21	136
	7%	7%	2%	4%	8%	7%	7%	7%	8%	8%	7%	6%	6%	8%	7%	7%	6%	9%	9%	6%	5%	5%	8%	2%	11%	2%	5%	7%	9%	9%	6%
	bwyA	zb																	t						zwy				Α		
Neither a good nor bad job	459 20%	398 20%	38 19%	23 20%	102 18%	75 20%	221 21%	14 15%	55 21%	33 17%	39 22%	37 18%	44 20%	72 22%	37 18%	67 21%	361 20%	98 21%	81 18%	89 19%	92 20%	112 24%	85 18%	49 9%	201 30%	20 11%	136 21%	168 19%	53 19%	53 22%	489 21%
	wy																					zr			zwy						4
Fairly bad job	719	618	64	37	167	134	316	33	77	58	59	76	71	89	65	90	571	148	151	134	145	119	170	160	256	50	191	284	85	72	744
	31%	31%	32%	32%	30%	35%	30%	34%	29%	29%	34%	36%	32%	27%	32%	29%	31%	31%	33%	29%	31%	26%	37%	28%	38%	28%	30%	32%	30%	30%	32%
Wanahad lab	u 886	754	00	46	221	120	404	44	102	77	60	60	0.4	445	02	120	708	470	101	100	404	101	zsu 155	240	zwy	103	202	346	103	72	000
Very bad job	38%	751 37%	90 45%	46 40%	40%	129 34%	401 38%	41 42%	39%	39%	60 35%	69 33%	84 38%	115 35%	83 41%	120 38%	38%	178 38%	161 35%	198 43%	181 39%	191 41%	33%	348 61%	129 19%	57%	282 43%	39%	37%	73 31%	880 38%
	vxD																			v		v		zx		zx	zD				4
Don't know	81	77	3	2	18	16	43	3	4	11	4	12	5	18	5	15	74	8	24	11	17	15	14	5	10	5	5	28	10	17	56
	4%	4%	1%	2%	3%	4%	4%	3%	2%	6%	3%	6%	2%	6%	2%	5%	4%	2%	5%	2%	4%	3%	3%	1%	1%	3%	1%	3%	4%	7%	2%
	qwxA													h			q										i	Α	Α	zAB	
Prefer not to say	8	7	1	-	1	-	6	-	-	1	-	-	1	5	-	-	6	2	-	3	1	2	2	-	-	-	1	2	-	-	6
		*	*	-	*	-	1%	-	-	1%	-	-	1%	1%	-	-	•	•	-	1%	•	•	*	-	-	-		*	-	-	4 .
Condish	464	452	-	7	46	20	70		22	47	12	16	46	2		22	422	44		20	26	20	27	0	75		24	62	20	22	142
Good job	164 7%	152	5 20/	/ cv	46 8%	28 7%	78	5	23 9%	17 9%	12 7%	16 8%	16 7%	27 8%	14 7%	22 7%	122 7%	41 9%	44 10%	30 7%	26 6%	26	37 8%	2%	75 11%	4	34 5%	63 7%	28	22	143
	1	8%	2%	6%	8%	1%	7%	7%	3%	3%	176	6%	1%	0%	176	1%	176	3%	10%	1%	0%	6%	0%	2%		2%	5%	1%	10%	9%	6%
Bad job	bwyA	20	454	02	200	262	740	74	470	425	110	445	455	204	140	210	4270	227	242	222	227	240	225	500	zwy	452	472	624	A 100	1.45	1624
Dau Jub	1606 69%	1369 68%	154 77%	83 72%	388 70%	263 69%	718 67%	74 76%	179 69%	135 69%	119 68%	145 69%	155 70%	204 63%	149 73%	210 67%	1279 69%	327 69%	312 68%	332 72%	327 71%	310 67%	325 70%	508 89%	385 57%	153 84%	473 73%	631 71%	188 67%	145 61%	1624 70%

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

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Q6.To what extent, if at all, do you think Rishi Sunak's government is a good or bad job at...? -Running the country competently

Base: All adults 18+

		Ge	ender				Age				Eth	nicity	Worki	ng status				Education					Tenure			Annual house	ehold income		
Unweighted Total Weighted Total	Total (2) 2318 2318	Male (a) 1121 1118	Female (b) 1168 1175	18-24 (c) 103 254*	25-34 (d) 189 396	35-44 (e) 312 369	45-54 (f) 426 395	55-64 (g) 573 359	65-74 (h) 502 296	75+ (i) 213 250	White (including White minorities) (j) 2095 2004	Ethnic minorities (excluding White minorities) (k) 195 283	Working full- time (I) 917 1020	Not working full-time (m) 1386 1281	Graduates (Degree/Mas ter/PhD/abov e) (n) 762 710	Non- graduates (o) 1533 1574	Other Higher Education below degree level (p) 264 254	A-level or equivalent (q) 509 593	GCSE/ O- Level/ CSE/ NVQ12/ equivalent (r) 545 528	Another type of qualification (vocational/p rofessional/f oreign) (s) 122 109	No formal qualifications (t) 93 91*	Owned outright/ buying on mortgage (u) 1802	Rent from private landlord (v) 226 321	Rent from council/ housing association (w) 213 241	Up to £25,999 (x) 504 479	£26,000 up to £51,999 (y) 732 679	£52,000 up to £99,999 (A) 447 448	£100,000 and above (B) 193 216	Unwtd Total 2318 2318
Very good job	42 2%	24 2%	19 2%	9 3%	1 *	11 3%	6 1%	3 1%	3 1%	8 3% dg	26 1%	14 5%	14 1%	29 2%	12 2%	28 2%	5 2%	12 2%	8 1%	2 2%	2 2%	29 2%	8 2%	5 2%	9 2%	14 2%	4 1%	4 2%	36 2%
Fairly good job	308 13% dl	140 12%	168 14%	26 10%	28 7%	39 11%	52 13% d	47 13% d	48 16% zde	68 27% zcdefgh	271 14%	35 12%	101 10%	205 16% zl	83 12%	220 14%	28 11%	76 13%	88 17% zn	16 15%	12 13%	231 14%	37 12%	31 13%	76 16%	91 13%	51 11%	28 13%	323 14%
Neither a good nor bad job Fairly bad job	440 19% cnq 663	201 18%	236 20% 336	28 11% 67	56 14%	60 16% 96	79 20% c 125	83 23% zcde 112	73 25% zcde 79	60 24% cde 64	389 19% 586	43 15% 72	180 18%	254 20% 353	115 16% 195	320 20% nq 460	62 25% znq 62	79 13% 200	121 23% znq	35 32% znoqr 29	22 24% q 21	329 20% z 474	52 16%	41 17% 61	102 21%	145 21% 192	76 17%	36 16% 77	479 21% 675
Very bad job	29%	29%	29%	26%	30%	26%	32% 115	31%	27%	26%	29%	25%	308 30% 404	28% 387	27%	29%	25%	34% znop 200	148 28%	27%	23%	29%	29%	25%	124 26% 149	28%	31%	36% zx 66	29%
Don't know	34% bfimors	36%	32%	37% i	46% zfghi	40% zfghi	29% i 13	31% i	31% i	20%	35%	33%	40% zm 13	30%	41% zoqrs	31%	34%	34% s 24	29%	23%	31%	34%	39%	38%	31%	34%	38% x	31%	33%
	56 2% ghijlnu Y	21 2%	35 3%	9% zdeghi	2%	11 3% ghi	3% ghi	1%	1%	-	34 2%	19 7% zj	1%	43 3% zl	1%	41 3%	3%	4% zn	2%	1%	1%	21 1%	2%	11 4% u	15 3% y	1%	5 1%	2% y	2%
Prefer not to say	14 1% jlu	8 1%	5 *	8 3% zdgh	-	2 1%	5 1% gh	-	-	-	6 *	7 2% zj	1 *	11 1% I	2 *	12 1%	3 1% r	3 *	-	-	6 6% znopqrs	6 *	3 1%	1 *	3 1%	2 *	1 *	-	9
Good job	351 15% dl	163 15%	187 16%	35 14%	30 8%	51 14% d	57 15% d	50 14% d	51 17% d	76 30% zcdefgh	297 15%	49 17%	114 11%	233 18% zl	95 13%	248 16%	33 13%	88 15%	96 18% n	18 17%	13 15%	260 16%	45 14%	36 15%	86 18% A	105 16%	55 12%	31 15%	359 15%
Bad job	1457 63% bhimors x	725 65%	713 61%	162 64% i	304 77% zcefghi	245 66% hi	240 61% i	223 62% i	170 57% i	114 46%	1278 64% z	167 59%	712 70% zm	740 58%	488 69% zoprst	954 61% s	148 58%	401 68% zoprst	302 57%	55 50%	49 54%	1026 62%	215 67%	153 63%	273 57%	422 62%	312 70% zxy	143 66% x	1434 62%

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

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Base: All adults 18+

																										_					
			Country	,	Eı	ngland region (N	let)		,			England region					Urba	nity			IMD Quintile			Voted i	in 2019 Genera	Election		Social	Grade		
										Yorkshire and	East	West	East of						1 - Most	_			5 - Least			Liberal					
	Total	England	Scotland	Wales	North	Midlands	South	North East	North West	The Humber	Midlands	Midlands	England	South East	South West	London	Urban	Rural	deprived	2	3	4	deprived	Labour	Conservative	Democrat	AB	C1	C2	DE	
	(z)	(a)	(b)	(c)	(d)	(e)	(†)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	Unwtd Total
Unweighted Total	2318	2018	176	124	582		1045	110			188				252		1771	547	399				475	567		209	725			225	2318
Weighted Total	2318	2003	200	114*	555	383	1065	97*	261	197	174	209	221	326	205	314	1842	476	461	465	463	466	463	571	672	182	648	892	279	237	2318
Very good job	42	42	-	-	14	4	25	3	10	1	2	2	6	5	4	9	31	11	15	10	7	7	4	5	18	1	12	11	•	10	36
	2%	2%	-	-	3%	1%	2%	3%	4%	•	1%	1%	3%	2%	2%	3%	2%	2%	3%	2%	1%	2%	1%	1%	3%	1%	2%	1%		4%	2%
		z							Z										v						zw					zBC	
Fairly good job	308	273	22	13	68	56	148	5	34	29	25	31	30	50	36	32	240	68	62	48	58	67	73	24	161	12	85	122	41	26	323
	13%	14%	11%	11%	12%	15%	14%	5%	13%	15%	15%	15%	13%	16%	18%	10%	13%	14%	13%	10%	13%	14%	16%	4%	24%	7%	13%	14%	15%	11%	14%
	gwy									g	g	g		g	go								s		zwy						
Neither a good nor bad job	440	378	38	24	102	72	204	18	45	39	37	35	53	56	39	55	330	110	83	79	92	77	109	52	199	28	116	169	57	54	479
	19%	19%	19%	21%	18%	19%	19%	18%	17%	20%	21%	17%	24%	17%	19%	17%	18%	23%	18%	17%	20%	17%	24%	9%	30%	15%	18%	19%	20%	23%	21%
	pw																	zp					zsu		zwy	w					
Fairly bad job	663	581	50	32	163	123	295	34	70	58	61	63	59	94	51	90	527	137	117	136	135	133	142	160	193	51	193	272	78	63	675
	29%	29%	25%	28%	29%	32%	28%	35%	27%	29%	35%	30%	27%	29%	25%	29%	29%	29%	25%	29%	29%	29%	31%	28%	29%	28%	30%	30%	28%	27%	29%
Very bad job	794	668	82	44	196	115	357	35	96	65	48	67	69	103	68	117	648	146	159	183	159	167	126	326	99	85	238	304	99	68	759
, ,	34%	33%	41%	39%	35%	30%	33%	36%	37%	33%	28%	32%	31%	32%	33%	37%	35%	31%	35%	39%	34%	36%	27%	57%	15%	47%	37%	34%	35%	29%	33%
	vx																			zv	v	v		zxy		ZX					
Don't know	56	48	7	1	7	12	29	2	1	4	1	11	3	12	6	9	54	2	21	6	10	11	7	3	2	5	4	12	4	13	37
	2%	2%	4%	1%	1%	3%	3%	2%		2%	1%	5%	1%	4%	3%	3%	3%		4%	1%	2%	2%	2%	1%		3%	1%	1%	2%	6%	2%
	gwxAB											zhil		h	h		zq		zsv							wx				zABC	
Prefer not to say	14	14	1	-	5	1	8	-	4	1	-	1	1	5	-	2	12	2	5	3	3	2	2	-	-	-	1	2	-	2	9
, , , , , , , ,	1%	1%		_	1%		1%	_	2%	1%	_		1%	1%	_	1%	1%		1%	1%	1%			_	_	_			_	1%	*
	Δ																														
Good job	351	315	22	13	82	60	173	8	44	30	27	32	36	55	40	42	271	79	77	58	65	74	77	29	180	13	96	133	41	36	359
,	15%	16%	11%	11%	15%	16%	16%	8%	17%	15%	16%	16%	16%	17%	19%	13%	15%	17%	17%	13%	14%	16%	17%	5%	27%	7%	15%	15%	15%	15%	15%
	wv	2070	11/0	11/0	1370	2070	2370	370	2770	2370	20/0	2070	2070	2770	2370	23/0	2370	1770	1 27/0	23/0	2470	2070	2770	3/0	ZWV	. 70	1370	2370	1370	1370	2570
Bad job	1457	1249	132	77	359	238	651	69	167	123	109	130	128	197	119	207	1174	283	276	319	294	300	268	486	292	136	431	575	177	132	1434
555,55	63%	62%	66%	67%	65%	62%	61%	71%	64%	62%	63%	62%	58%	61%	58%	66%	64%	60%	60%	69%	63%	65%	58%	85%	43%	75%	67%	65%	63%	56%	62%
	VX	0276	00%	0776	05%	0276	01%	/176 In	04%	0276	0376	0276	36%	0176	30%	00%	U-476	00%	00%		03%	U376	30%		43%	75% ZX	zD	05% D	03%	30%	0276
	VX							111												zrv				zxy		ZX	20	U			

Fieldwork dates: 13th - 14th November 2023 Respondent type: KnowledgePanel Members - GB, 18+ Source: Ipsos (JN J23-000461-01)

 $Proportions/Means: Columns \ Tested (5\% \ risk \ level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l/m/n/o - z/p/q - z/r/s/t/u/v - z/w/x/y - z/A/B/C/D \ Overlap \ formulae \ used. * small \ base$