

Ipsos UK Political polling
PUBLIC
Fieldwork: 21-22 October 2022
Adults aged 18-75 in GB

Q1. Would you say that the Conservative government,led by Prime Minister Liz Truss,has done well or badly at running the country, or do you not have an opinion?
All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Very well (2)	20 2%	16 3% C	4 1%	7 6% FGH	6 3% G	2 1%	* *	4 1%	10 2%	10 2%	8 3% M	3 1%	1 *	5 3% *	- - *	3 3% M*	18 2%	2 1%	12 2%	8 3%	- - *	6 3%	5 1%	3 1%	6 2%	8 2%	12 2%	17 2%	3 1%	4 2%	6 2%	2 1%	7 4%	1 1% *	5 1%	15 2%	16 2%	3 3% *	7 2%	4 2%	1 2% *	3 2%	8 2%	8 2%
Fairly well (1)	47 4%	35 7% C	12 2%	11 10% GH	20 10% GH	11 6% H	3 2%	2 *	29 5%	17 4%	10 4%	13 5%	5 2%	14 9% M*	3 6% *	2 2% *	43 5%	4 2%	25 4%	18 6%	4 4% *	4 2%	18 5%	17 7% V	8 3%	19 5%	28 4%	40 6% c	7 2%	9 4%	18 6%	9 4%	8 4%	2 2% *	23 6%	23 3%	38 4%	8 7% *	11 3%	10 4%	7 9% *	10 5%	20 5%	14 4%
Neither well nor badly (0)	125 12%	61 12%	64 12%	29 25% FGH	34 17% H	28 15% H	21 10% H	14 4%	53 9%	72 16% I	31 12%	28 10%	23 9%	33 22% LMO*	3 5% *	8 8% *	116 13%	9 6%	73 11%	48 16%	4 4% *	15 8%	30 8%	34 15% W	45 18% VW	33 9%	93 13%	84 12%	41 11%	29 12%	31 11%	27 12%	17 8%	22 20% *	56 16% J	69 10%	91 10%	30 23% k*	43 12%	19 7%	7 9% *	28 13%	35 8%	46 12%
Fairly badly (-1)	169 16%	89 17%	79 15%	20 18% FH	48 24% FH	22 11%	35 17%	44 13%	101 17%	69 15%	43 17% P	53 19% P	47 19% P	16 19% 10%	7 14% P*	4 4% *	138 15%	31 19%	99 15%	52 17%	18 17% *	28 15%	58 15%	39 17%	44 17%	56 16%	113 16%	119 17%	50 14%	41 18%	44 15%	38 17%	38 19%	8 8% *	62 17%	108 15%	141 15%	26 20% *	64 18%	31 11%	13 17% *	42 20% n	53 13%	68 18%
Very badly (-2)	674 64%	310 59%	363 68% B	44 38% B	87 43% DE	122 64% DE	138 68% DE	283 81% DEFG	405 67%	270 59%	147 60%	172 62%	160 66%	83 54% *	36 72% *	76 82% KLMN*	563 63%	111 69%	420 65% T	176 57%	79 73% T*	128 69% XY	272 70% XY	130 57%	144 56%	231 65%	443 63%	413 60%	261 71% b	141 61%	188 63%	152 66%	124 63%	70 66% *	202 56%	473 68% i	608 66% I	57 44% *	217 62%	200 75% mp	47 62% *	123 58%	308 72% r	233 62%
Don't know	26 2%	15 3%	11 2%	4 3%	7 3%	6 3%	4 2%	5 1%	9 1%	17 4%	8 3%	9 3%	6 3%	2 1% *	1 3% *	- - *	22 2%	4 3%	16 3%	7 2%	3 3% *	4 2%	7 2%	6 3%	8 3%	8 2%	18 3%	20 3%	6 2%	9 4%	8 3%	2 1%	3 2%	3 3% *	14 4%	12 2%	21 2%	4 3% *	7 2%	3 1%	1 1% *	7 3%	3 1%	8 2%

NET: Well	67 6%	50 10% C	16 3%	19 16% FGH	26 13% GH	13 7% GH	3 2%	5 2%	40 7%	27 6%	18 7% M	16 6%	5 2%	19 13% M*	3 6% *	5 5% *	61 7%	5 3%	37 6%	26 8%	4 4% *	10 5%	23 6%	20 9%	14 5%	27 8%	40 6%	57 8% c	10 3%	13 6%	25 8%	11 5%	15 8%	3 3% *	29 8%	38 5%	54 6%	12 9% *	18 5%	14 5%	8 10% *	13 6%	28 7%	22 6%
NET: Badly	843 79%	400 76%	442 83% B	65 56%	135 67%	143 75% D	173 86% DEF	328 93% DEFG	505 83% J	338 74%	190 77%	224 81% N	207 86% KN	98 64% *	43 86% N*	80 87% N*	701 78%	142 89% Q	518 80%	228 74%	97 90% T*	156 84% XY	330 85% XY	170 74%	187 74%	287 81%	556 79%	532 77%	312 85% b	181 78%	232 78%	190 83%	162 82%	78 74% *	263 73%	580 83% I	749 82% I	83 64% *	281 81%	231 87% p	61 79% *	166 78%	361 84%	301 80%

Mean	-1.38	-1.26 C	-1.50	-0.74 FGH	-0.97 FGH	-1.35 H	-1.56 H	-1.74	-1.44	-1.31	-1.30 MP	-1.41	-1.54	-1.04 LMOP*	-1.56 *	-1.60 *	-1.35 R	-1.57	-1.41	-1.23 SU	-1.63 *	-1.48	-1.50	-1.24 VW	-1.26 W	-1.40	-1.38	-1.30 c	-1.54	-1.37	-1.35	-1.44	-1.36	-1.41 **	-1.24 J	-1.46	-1.44	-0.99 k*	-1.38	-1.57	-1.30 *	-1.32 n	-1.49	-1.37
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Overlap formulae used

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

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

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Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q2A. How confident, if at all are, you that the Labour party can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

		Gender			Age				Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Very confident (4)	135 13%	78 15%	57 11%	17 15%	32 16% H	35 19% H	21 10%	30 8%	80 13%	54 12%	33 13%	37 13%	23 9%	22 15% *	9 18% *	11 11% *	124 14% R	10 6%	90 14%	35 11%	10 9% *	25 13%	35 15% W	35 16% W	40 16% W	52 15%	82 12%	96 14%	39 11%	26 11%	45 15%	31 14%	28 14%	5 5% *	58 16%	77 11%	114 12%	19 15% *	20 6%	77 29% mop	8 11% *	17 8%	75 18% r	30 8%
Fairly confident (3)	306 29%	144 27%	162 30%	36 31%	68 34%	47 25%	56 28%	98 28%	179 29%	127 28%	80 33% L	63 23%	69 29%	54 35% *	13 27% *	25 28% *	263 29%	43 27%	194 30% U	94 30% U	19 17% *	42 23%	115 29%	79 34% V	70 28%	104 29%	202 29%	197 28%	109 30%	56 24%	82 28%	73 32%	48 24%	47 45% de*	113 31%	193 28%	260 28%	41 32% *	69 20%	116 44% mp	33 43% mp*	47 22%	163 38% r	82 22%
Not very confident (2)	253 24%	121 23%	131 25%	36 31% F	44 22%	38 20%	47 24%	87 25%	154 25%	99 22%	42 17%	85 31% K	63 26% K	29 19% *	13 26% *	19 21% *	204 23%	48 30%	138 21%	81 26%	34 31% *	47 25%	100 26%	49 21%	57 22%	88 25%	164 23%	159 23%	94 25%	64 28% fh	83 28% fh	42 18%	56 28% fh	8 8% *	81 22%	172 25%	227 25%	24 19% *	87 25% n	38 14%	26 34% n*	60 28% n	84 20%	90 24%
Not at all confident (1)	280 26%	149 28%	130 24%	15 13%	37 18%	46 24% D	54 27% D	128 36% DEF	154 25%	127 28%	61 25%	73 26%	74 30%	26 17% *	12 24% *	35 38% KN*	231 26%	49 31%	182 28% T	61 20%	38 35% T*	58 31% X	103 26%	48 21%	72 28%	87 25%	193 27%	183 26%	97 26%	60 26%	73 25%	65 28%	53 27%	29 27% *	84 23%	197 28%	252 28%	28 22% *	158 45% nop	28 10%	7 9%	61 29% no	76 18%	161 43% q
Don't know	87 8%	33 6%	53 10%	11 9% H	21 10% H	23 12% H	23 12% H	9 3%	41 7%	47 10%	30 12% MP	19 7%	13 5%	22 14% P*	2 5% *	2 2% *	78 9%	10 6%	41 6%	38 12% S	8 8% *	14 8%	38 10%	20 8%	16 6%	23 7%	64 9%	58 8%	29 8%	26 11% e	13 4%	19 8%	13 7%	17 16% e*	27 7%	60 9%	62 7%	16 13% *	15 4%	7 3%	2 3% *	28 13% mno	30 7%	15 4%
NET: Confident	441 42%	222 42%	218 41%	53 46%	100 49% GH	83 43%	77 38%	128 36%	259 43%	182 40%	113 46% L	100 36%	92 38%	76 50% *	23 45% *	36 39% *	388 43% R	53 33%	284 44% U	128 42% U	28 26% *	67 36%	149 38%	114 50% VW	110 43%	156 44%	285 40%	292 42%	148 40%	82 35%	127 43%	104 45%	75 38%	52 49% *	170 47% j	270 39%	374 41%	61 47% *	89 25%	193 72% mop	41 54% mp*	64 30%	238 56% r	112 30%
NET: Not confident	533 50%	270 51%	261 49%	52 45%	81 40%	84 44%	101 50%	214 61% DEFG	307 51%	226 50%	103 42%	158 57% KN	137 57% KN	55 36% *	25 50% *	54 59% KN*	435 48%	98 61% Q	319 50%	142 46%	72 66% ST*	105 56% X	203 52%	97 42%	129 51%	175 49%	358 51%	342 49%	191 52%	124 54%	156 53%	107 46%	109 55% h	37 35% *	165 45%	368 53%	479 52%	52 40% *	245 70% nop	66 25%	33 43% n*	122 57% n	160 37%	250 66% q
Mean	2.30	2.31	2.30	2.52 GH	2.52 GH	2.43 H*	2.25	2.09	2.33	2.27	2.39	2.25	2.18	2.55 *	2.41 *	2.13 *	2.34 R	2.09	2.32 U	2.38 U	2.00 *	2.20	2.23	2.48 VW	2.33	2.37	2.27	2.32	2.27	2.23	2.35	2.33	2.27	2.32 **	2.43 j	2.24	2.28	2.46 *	1.85	2.93 mop	2.58 mp*	2.10 m	2.60 r	1.95

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Overlap formulae used

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

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

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q28.How confident, if at all are, you that the Conservative party can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

		Gender			Age				Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Very confident (4)	52 5%	37 7% C	15 3% F	8 7% F	17 8% F	3 2%	11 5%	13 4%	28 5%	23 5%	17 7%	10 4%	11 5%	5 3% *	3 7% *	5 5% *	43 5%	9 5%	22 3%	27 9% s	3 3% *	11 6%	12 3%	12 5%	17 7%	17 5%	35 5%	40 6%	12 3%	10 4%	17 6%	15 7%	8 4%	1 1% *	26 7% j	25 4%	45 5%	6 5% *	29 8% np	6 2%	4 5% *	7 3%	15 4%	28 7%
Fairly confident (3)	188 18%	105 20%	81 15%	31 26% FGH	41 20%	29 15%	32 16%	55 16%	110 18%	78 17%	41 16%	48 17%	56 23% O	28 18% *	4 8% *	12 13% *	155 17%	32 20%	124 19%	47 15%	16 15% *	27 15%	59 15%	58 25% VWY	43 17%	59 18%	128 19%	59 16%	42 18%	56 19%	32 14%	36 18%	22 21% *	70 19%	117 17%	163 18%	21 16% *	98 28% nop	26 10%	7 9% *	33 15%	51 12%	83 22% q	
Not very confident (2)	281 26%	125 24%	155 29%	34 30%	45 22%	46 24%	55 27%	100 29%	168 28%	113 25%	52 21%	91 33% KP	60 25% P	52 34% P*	15 30% P*	12 13% *	238 26%	43 27%	166 26%	80 26%	35 32% *	37 20%	115 30%	54 24%	74 29%	95 27%	186 26%	169 24%	112 30%	53 23%	82 28%	52 22%	63 32%	31 29% *	94 26%	187 27%	240 26%	33 26% *	119 34% n	37 14%	21 27% n*	57 27% n	105 25%	97 26%
Not at all confident (1)	468 44%	236 45%	232 44%	31 27%	83 41% D	97 51% D	90 44% D	166 47% D	276 45%	193 42%	113 46%	109 39%	103 43%	55 36% *	27 54% *	61 66% KLMN*	406 45%	62 39%	290 45%	127 41%	51 47% *	100 54% XY	168 43%	96 42%	104 41%	169 48%	300 42%	314 45%	154 42%	107 46%	122 41%	118 51%	84 43%	36 34% *	149 41%	320 46%	413 45%	55 42% *	82 24%	193 72% mop	43 57% m*	96 45% m	236 55% r	147 39%
Don't know	73 7%	22 4%	50 9% B	11 10%	15 7%	14 8%	15 7%	17 5%	25 4%	47 10% I	24 10%	19 7%	12 5%	14 9% *	1 1% *	3 4% *	59 7%	14 9%	43 7%	27 9%	2 2% *	11 6%	35 9%	10 4%	16 6%	15 4%	58 8% Z	42 6%	31 8%	19 8% g	18 6%	13 6%	6 3%	16 15% g*	23 6%	50 7%	54 6%	14 11% *	21 6% n	4 2%	1 2% *	21 10% n	20 5%	21 6%
NET: Confident	239 23%	142 27% C	96 18%	39 34% FGH	58 29% FH	33 17%	42 21%	68 19%	138 23%	101 22%	58 23%	58 21%	67 28%	33 22% *	8 15% *	16 18% *	198 22%	41 26%	145 23%	74 24%	20 18% *	38 20%	71 18%	70 30% VW	60 24%	76 21%	163 23%	168 24%	71 19%	52 22%	73 25%	47 20%	45 23%	23 21% *	97 27%	143 20%	208 23%	27 21% *	127 36% nop	32 12%	11 14% *	40 19%	66 15%	112 30% q
NET: Not confident	749 71%	361 69%	387 73%	66 57%	129 64%	143 75% D	145 72% D	267 76% DE	444 73%	305 67%	165 67%	200 72%	163 67%	106 70% *	42 84% KM*	73 79% *	644 71%	106 66%	456 71%	207 67%	86 79% *	137 74%	284 73%	150 65%	178 70%	264 74%	485 69%	483 70%	266 72%	161 69%	204 69%	170 74%	147 74%	67 63% *	242 67%	507 72%	653 71%	88 68% *	201 58% mp	230 86%	64 84% m*	153 72% m	342 80% r	244 65%
Mean	1.82	1.89	1.75	2.15 FGH	1.95 F	1.65 *	1.80	1.74	1.81	1.83	1.83 P	1.84 P	1.89 P	1.88 *	1.67 *	1.55 *	1.80	1.91	1.80	1.91	1.73 *	1.71	1.76	1.93	1.89	1.78	1.84	1.84	1.79	1.79	1.89	1.74	1.84	1.86 **	1.93 J	1.77	1.81	1.81 *	2.22 nop	1.41	1.61 *	1.74 n	1.62	1.98 q

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Overlap formulae used

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

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

	Q3. How much confidence, if any, do you have that the UK Government is running the country...?	
	... properly, competently, and seriously	... with integrity
	(A)	(B)
Unweighted base	1061	1061
Weighted base	1061	1061
A great deal (4)	59 6%	55 5%
A fair amount (3)	167 16%	162 15%
Not very much (2)	359 34%	382 36%
None at all (1)	421 40%	412 39%
Don't know	55 5%	50 5%

NET: Great deal/fair amount	226 21%	217 20%
NET: Not very much/not at all	780 74%	794 75%

Mean	1.87	1.86
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q3. How much confidence, if any, do you have that the UK Government is running the country...? - ... properly, competently, and seriously

All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
A great deal (4)	59 6%	39 7%	21 4%	17 15% FGH	21 10% GH	9 5%	7 3%	6 2%	34 6%	26 6%	22 9% MO	16 6% M	1 1%	13 9% M*	- - *	6 7% M*	56 6%	3 2%	33 5%	19 6%	7 7% *	10 5%	16 4%	11 5%	22 9% W	18 5%	41 6%	51 7% c	9 2%	13 6%	28 9% f	4 2%	10 5%	5 4% *	33 9% j	27 4%	43 5%	15 11% k*	19 5%	10 4%	10 13% np*	6 3%	17 4%	19 5%
A fair amount (3)	167 16%	107 20% C	59 11%	32 27% FGH	45 22% GH	28 15%	25 13%	37 11%	94 15%	73 16%	38 16%	49 18%	44 18%	20 13% *	7 14% *	9 9% *	137 15%	30 19%	99 15%	53 17%	14 13% *	25 14%	42 11%	50 22% W	49 19%	59 17%	108 15%	119 17%	48 13%	36 15%	51 17%	37 16%	36 18%	7 7% *	76 21% j	91 13%	139 15%	26 20% *	78 22% np	27 10%	8 11% *	26 12%	55 13%	67 18%
Not very much (2)	359 34%	148 28%	209 39% B	30 26%	65 32%	48 25%	70 35%	146 42% DF	194 32%	165 36%	73 30%	103 37% P	87 36%	59 39% *	14 29% *	22 24% *	302 34%	58 36%	223 35%	99 32%	37 34% *	52 28%	165 42% VXY	66 29%	76 30%	123 35%	236 33%	214 31%	145 39% b	79 34%	92 31%	72 31%	70 35%	46 44% *	99 27% i	261 37% l	316 35%	38 29% *	148 42% n	64 24%	26 34% *	76 35% n	134 31%	143 38%
None at all (1)	421 40%	203 39%	218 41%	30 26%	57 28%	91 48% DE	94 47% DE	149 42% DE	266 44% J	156 34%	91 37%	98 36%	97 40%	54 35% *	28 57% KLN*	53 57% KLMN*	357 40%	64 40%	256 40%	119 39%	46 43% *	92 49% WY	149 38%	90 39%	90 35%	150 42%	272 38%	273 39%	148 40%	88 38%	109 37%	108 47%	77 39%	40 37% *	133 37% i	289 41%	371 41%	43 33% *	89 25%	159 60% mop	32 42% m*	93 43% m	212 50% r	132 35%
Don't know	55 5%	29 5%	26 5%	7 6%	15 7%	14 8%	6 3%	13 4%	20 3%	34 8% I	22 9% L	11 4%	12 5%	7 5% *	* 1% *	2 2% *	49 5%	5 3%	33 5%	19 6%	3 3% *	7 4%	18 5%	12 5%	17 7%	5 1%	50 7% Z	36 5%	18 5%	15 7%	17 6%	9 4%	5 3%	8 7% *	22 6% i	33 5%	45 5%	8 6% *	15 4%	7 3%	- - *	13 6%	10 2%	16 4%

NET: Great deal/fair amount	226 21%	145 28% C	80 15%	48 42% FGH	65 32% FGH	37 19%	32 16%	43 12%	127 21%	99 22%	61 25%	64 23%	46 19%	33 22% *	7 14% *	15 16% *	192 21%	34 21%	132 20%	73 24%	22 20% *	35 19%	58 15%	62 27% W	71 28% W	77 22%	149 21%	169 24% c	57 15%	49 21%	78 26%	41 18%	46 23%	12 11% *	109 30% j	117 17%	182 20%	41 32% k*	97 28% np	37 14%	18 23% *	32 15%	72 17%	86 23%
NET: Not very much/not at all	780 74%	351 67%	427 80% B	60 52%	122 60%	139 73% DE	164 81% DE	296 84% DEF	459 76%	321 71%	164 66%	202 73%	184 76% K	113 74% *	43 85% k*	75 82% K*	658 73%	122 76%	479 74%	217 70%	84 77% *	144 77% Y	315 81%	156 68%	166 65%	272 77%	508 72%	487 70%	293 80% b	167 72%	201 68%	180 78% e	146 74%	86 81% *	231 64%	549 79% i	687 75% l	81 62% *	236 68%	223 84% m	58 77% *	169 79% m	346 81% r	275 73%

Mean	1.87	1.96 C	1.77	2.32 FGH	2.15 FGH	1.75 *	1.72	1.71	1.82	1.93	1.96 OP	1.93 OP	1.78	1.95 *	1.57 *	1.65 *	1.87	1.83	1.85	1.91	1.83 *	1.74	1.80	1.92	2.01 VW	1.85	1.88	1.92	1.77	1.88	1.99 f	1.71	1.89	1.76 **	2.03 j	1.78	1.83	2.10 k*	2.08 np	1.56	1.94 n*	1.73	1.71	1.92 q
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Overlap formulae used

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

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

Ipsos UK Political polling
PUBLIC
Fieldwork: 21-22 October 2022
Adults aged 18-75 in GB

Q3. How much confidence, if any, do you have that the UK Government is running the country...? - ... with integrity
All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
A great deal (4)	55 5%	38 7% C	17 3%	12 10% GH	19 9% GH	11 6%	4 2%	9 3%	31 5%	24 5%	22 9% LM	10 4%	8 3%	8 5% *	* 1% *	7 7% *	50 6%	5 3%	35 5%	16 5%	3 3% *	8 4%	11 3%	15 7%	22 8% W	29 8% a	26 4%	45 6%	10 3%	13 6%	17 6%	7 3%	14 7%	3 3% *	30 8% j	25 4%	41 4%	14 11% k*	21 6%	11 4%	2 3% *	10 5%	16 4%	20 5%
A fair amount (3)	162 15%	99 19% C	61 11%	27 24% H	41 20% H	27 14%	30 15%	37 11%	96 16%	66 14%	44 18% P	39 14%	44 18% P	22 14% *	8 15% *	6 6% *	135 15%	27 17%	92 14%	55 18%	15 13% *	27 14%	53 14%	39 17%	43 17%	53 15%	109 15%	119 17%	43 12%	30 13%	45 15%	38 17%	36 18%	13 12% *	67 19%	95 14%	130 14%	24 19% *	72 21% np	27 10%	11 14% *	26 12%	50 12%	64 17%
Not very much (2)	382 36%	158 30%	223 42% B	41 36%	64 31%	52 28%	74 37%	150 43% EF	202 33%	180 40%	76 31%	121 44% KP	85 35%	58 38% *	17 33% *	26 28% *	321 36%	60 38%	239 37%	101 33%	42 39% *	52 28%	174 45% VXY	75 33%	80 32%	124 35%	258 37%	234 34%	147 40%	88 38%	118 40% f	66 29%	65 33%	45 42% *	116 32%	265 38%	336 37%	39 30% *	145 42% n	64 24%	31 40% n*	84 39% n	139 33%	142 38%
None at all (1)	412 39%	203 39%	209 39%	30 26%	63 31%	89 47% DE	89 44% DE	142 40% D	257 42% J	155 34%	88 36%	96 35%	94 39%	57 37% *	25 50% *	52 56% KLM*	347 39%	65 41%	249 39%	118 38%	46 43% *	94 51% WXY	137 35%	89 39%	92 36%	144 41%	269 38%	267 39%	146 40%	85 37%	103 35%	113 49% deg	75 38%	36 34% *	130 36%	283 40%	364 40%	48 37% *	93 27%	160 60% mop	32 42% m*	83 39% m	212 50% r	134 36%
Don't know	50 5%	27 5%	23 4%	6 5% G	16 8% G	11 6%	4 2%	13 4%	20 3%	30 7%	17 7%	11 4%	11 4%	9 6% *	- - *	2 3% *	47 5%	3 2%	30 5%	18 6%	2 2% *	6 3%	15 4%	11 5%	18 7%	6 2%	44 6% Z	28 4%	22 6%	15 7%	13 4%	6 3%	7 3%	9 8% *	19 5%	31 4%	44 5%	5 4% *	18 5%	5 2%	1 1% *	10 5%	10 2%	16 4%

NET: Great deal/fair amount	217 20%	137 26% C	78 15%	39 34% FGH	59 29% GH	38 20%	34 17%	47 13%	127 21%	90 20%	66 27% LP	49 18%	52 21%	30 19% *	8 16% *	13 14% *	185 21%	32 20%	127 20%	72 23%	18 17% *	35 19%	63 16%	55 24%	64 25% W	82 23%	135 19%	163 24% c	54 15%	44 19%	62 21%	45 20%	50 25%	16 15% *	97 27% j	120 17%	171 19%	38 29% k*	93 27% np	38 14%	13 17% *	37 17%	66 15%	84 22% q
NET: Not very much/not at all	794 75%	361 69%	432 81% B	71 61%	126 63%	142 74% DE	163 81% DE	292 83% DE	459 76%	335 74%	164 66%	217 78% K	179 74%	115 75% *	42 84% k*	78 84% K*	668 74%	126 78%	487 76%	219 71%	88 81% *	146 78% Y	312 80% XY	164 71%	172 68%	267 75%	527 75%	501 72%	293 79%	173 75%	221 75%	179 78%	140 71%	81 77% *	246 68%	548 78% i	699 76%	86 67% *	238 68%	224 84% m	63 82% *	167 78% m	352 82% r	276 73%

Mean	1.86	1.94 C	1.78	2.19 FGH	2.08 FGH	1.78	1.74	1.75	1.83	1.90	2.00 OP	1.86	1.85	1.87 *	1.67 *	1.64 *	1.87	1.82	1.86	1.90	1.77 *	1.71	1.83	1.91	1.97 V	1.91	1.84	1.91	1.77	1.87	1.91	1.73	1.94 f	1.82 **	1.99 j	1.79	1.83	2.04 *	2.06 nop	1.57	1.77 *	1.82 n	1.69	1.92 q
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Overlap formulae used
ColumnProportions (5%): A,B/C,D,E/F/G,H,I/J,K/L,M/N/O/P,Q/R,S/T/U,V/W/X/Y,Z/a,b/c,d/e/f/g/h,i/j,k/l,m/n/o/p,q/r Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D,E/F/G,H,I/J,K/L,M/N/O/P,Q,R,S/T/U,V/W/X/Y,Z/a,b/c,d/e/f/g/h,i/j,k,l,m/n/o/p,q,r Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q4A. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Keir Starmer, the Leader of the Labour Party	362 34%	186 35%	176 33%	38 33%	78 39%	64 34%	66 33%	116 33%	215 35%	147 32%	87 35%	78 28%	73 30%	66 43% *	23 46% LM*	34 36% *	323 36% R	39 24%	238 37% U	97 31%	27 25% *	55 30%	132 34%	78 34%	96 38%	136 38%	226 32%	238 34%	124 34%	67 29%	89 30%	101 44% de	71 36%	34 32% *	132 36%	230 33%	309 34%	49 38% *	61 18%	185 69% mop	34 44% mp*	46 21%	223 52% r	90 24%
Rishi Sunak, the former Chancellor of the Exchequer	262 25%	147 28% C	113 21%	19 16%	30 15%	37 19%	58 29% DE	118 34% DEF	156 26%	105 23%	55 22%	71 26%	67 28%	37 24% *	12 24% *	20 21% *	204 23%	58 36% Q	167 26% T	56 18%	39 36% T*	50 27%	111 28%	48 21%	53 21%	84 24%	178 25%	169 24%	93 25%	53 23%	83 28%	54 23%	53 27%	18 17% *	76 21%	186 27%	234 26%	25 19% *	158 45% nop	19 7%	20 26% n*	41 19% n	89 21%	128 34% q
No difference between the two	139 13%	64 12%	74 14%	24 20% GH	38 19% GH	23 12%	18 9%	36 10%	71 12%	68 15%	37 15%	33 12%	35 14%	19 12% *	6 13% *	9 9% *	123 14%	15 10%	84 13% U	51 17% U	4 3% *	18 9%	50 13%	41 18% V	30 12%	49 14%	90 13%	88 13%	50 14%	32 14%	35 12%	23 10%	35 18% f	13 13% *	53 15%	86 12%	115 13%	22 17% *	41 12%	23 9%	16 20% n*	31 14%	34 8%	49 13%
Neither would make a good Prime Minister	190 18%	86 16%	104 19%	21 18%	30 15%	41 22%	38 19%	61 17%	114 19%	75 17%	37 15%	61 22% N	44 18%	14 9% *	7 13% *	27 29% KMNO*	156 17%	33 21%	109 17%	62 20%	18 17% *	35 19%	67 17%	35 15%	52 21%	67 19%	123 17%	133 19%	56 15%	50 21%	56 19%	34 15%	27 14%	22 21% *	59 16%	131 19%	171 19%	18 14% *	70 20% n	23 8%	6 8% *	64 30% mno	52 12%	82 22% q
Don't know	109 10%	42 8%	67 13%	15 13% H	25 13% H	26 13% H	22 11%	21 6%	51 8%	58 13%	31 12% P	34 12% P	22 9%	17 11% *	2 4% *	3 4% *	95 10%	15 9%	45 7%	43 14% S	21 20% S*	29 15% W	30 8%	28 12%	23 9%	19 5%	90 13% Z	64 9%	45 12%	30 13% g	33 11% g	18 8%	10 5%	18 17% g*	42 12%	67 10%	86 9%	15 12% *	19 5%	17 6%	1 2% *	33 15% mno	30 7%	27 7%

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

Overlap formulae used

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

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

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q4B. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

		Gender			Age				Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Rishi Sunak, the former Chancellor of the Exchequer	316 30%	170 32%	145 27%	18 16%	54 27% D	53 28% D	66 33% D	126 36% D	214 35% J	102 23%	59 24%	81 29%	74 31%	44 29% *	19 39% K*	39 42% KL*	256 28%	60 37% Q	196 30%	86 28%	33 31% *	69 37% Y	112 29%	69 30%	66 26%	132 37% a	183 26%	208 30%	108 29%	63 27%	94 32%	68 30%	68 35%	23 22% *	95 26%	221 32%	276 30%	37 29% *	93 27%	95 36% p	42 55% mmp*	48 23%	176 41% r	91 24%
Boris Johnson, the former Prime Minister	245 23%	136 26%	107 20%	28 25%	41 20%	42 22%	48 24%	86 25%	136 22%	109 24%	47 19%	75 27% KP	70 29% KP	30 19% *	10 20% *	13 14% *	205 23%	40 25%	156 24%	63 20%	26 24% *	28 15%	80 21%	69 30% VW	67 26% V	73 21%	172 24%	156 22%	89 24%	45 19%	78 26%	56 25%	45 23%	20 19% *	84 23%	161 23%	213 23%	27 21% *	137 39% nop	25 9%	11 15% *	46 22% n	56 13%	130 35% q
No difference between the two	185 17%	73 14%	112 21% B	32 27% FGH	47 23% F	24 13%	30 15%	53 15%	74 12%	111 24% I	53 22% LP	38 14%	40 17% P	37 24% P*	11 21% P*	7 7% *	164 18%	21 13%	114 18%	60 19%	12 11% *	27 14%	83 21%	32 14%	44 17%	54 15%	131 19%	117 17%	69 19%	50 21% g	46 16%	40 17%	23 12%	26 25% *	73 20%	113 16%	153 17%	30 23% *	65 19%	49 18%	11 15% *	31 15%	64 15%	68 18%
Neither would make a good Prime Minister	228 21%	117 22%	111 21%	24 20%	41 20%	50 26%	47 23%	68 19%	148 J	80 18%	61 25% M	64 23%	40 17%	26 17% *	8 15% *	30 32% MO*	199 22%	29 18%	137 21%	72 23%	20 18% *	42 23%	86 22%	40 18%	60 23%	81 23%	147 21%	162 23%	66 18%	47 20%	57 19%	50 22%	52 26%	22 21% *	76 21%	152 22%	204 22%	23 18% *	34 10%	89 33% mo	9 11% *	63 29% mo	110 26% r	63 17%
Don't know	87 8%	29 6%	58 11% B	14 12% H	20 10%	22 12%	12 6%	20 6%	35 6%	52 11% I	26 11%	20 7%	18 7%	17 11% *	3 5% *	4 5% *	76 8%	11 7%	41 6%	28 9%	17 16% S*	20 11%	30 8%	19 8%	18 7%	14 4%	73 10% Z	50 7%	37 10%	28 12% g	20 7%	16 7%	9 4%	14 14% *	34 9%	53 8%	68 7%	12 9% *	20 6%	9 3%	3 4% *	25 11% mn	22 5%	24 6%

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

Overlap formulae used

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

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

Ipsos UK Political polling
PUBLIC
Fieldwork: 21-22 October 2022
Adults aged 18-75 in GB

Q4C. Which of the following, if either, do you think would make a better Prime Minister?
All Adults aged 18-75 in Great Britain

		Gender			Age				Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)				Ethnicity				General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)				
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354				
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377				
Rishi Sunak, the former Chancellor of the Exchequer	354 33%	184 35%	169 32%	22 19%	62 31% D	48 25%	76 38% DF	145 41% DF	213 35%	141 31%	65 26%	90 32%	95 39% K	45 29% *	23 47% K*	35 38% *	285 43% Q	69	229 36% T	79 26%	46 42% T*	61 33%	129 33%	79 34%	84 33%	134 38% a	220 31%	236 34%	118 32%	62 27%	104 35%	90 39% d	70 35%	28 26% *	116 32%	238 34%	304 33%	46 36% *	143 41% np	82 31% p	44 57% mnp*	45 21%	173 40%	129 34%				
Penny Mordaunt, the Leader of the House of Commons	160 15%	95 18% C	64 12%	18 16%	34 17%	20 10%	23 11%	65 18%	94 15%	66 15%	30 12%	41 15%	30 12%	32 21% *	10 19% *	17 18% *	138 15%	22 14%	105 16%	43 14%	11 10% *	24 13%	71 18%	32 14%	32 13%	54 15%	106 15%	98 14%	61 17%	30 13%	34 12%	38 17%	35 18%	22 20% *	51 14%	109 16%	144 16%	15 11% *	78 22% np	32 12%	8 10% *	28 13%	56 13%	76 20% q				
No difference between the two	182 17%	77 15%	104 20%	33 28% EGH	31 15%	36 19%	37 18%	46 13%	97 16%	85 19%	54 22% MP	46 16%	34 14%	37 24% P*	5 11% *	7 7% *	158 18%	24 15%	104 16%	67 22% U	11 11% *	33 18%	71 18%	40 18%	38 15%	62 17%	121 17%	120 17%	62 19%	59 20%	35 15%	29 15%	15 14% *	62 17%	120 17%	154 17%	24 19% *	46 13%	48 18%	13 17% *	41 19%	56 13%	66 17%					
Neither would make a good Prime Minister	258 24%	133 25%	126 24%	30 26%	50 25%	58 30%	49 24%	72 20%	157 26%	101 22%	67 27%	73 26%	57 24%	21 14% *	10 19% *	30 33% N*	226 25%	33 20%	156 24%	81 26%	22 20% *	45 24%	88 23%	50 22%	76 30%	88 25%	171 24%	175 25%	83 23%	65 28%	68 23%	49 21%	50 25%	26 25% *	92 25%	167 24%	227 25%	30 23% *	57 16%	86 32% mo	11 14% *	72 34% mo	108 25%	80 21%				
Don't know	107 10%	36 7%	71 13% B	13 11%	25 12%	29 15% H	17 8%	24 7%	47 8%	61 13% I	31 13% P	27 10%	26 11%	17 11% *	2 4% *	4 4% *	94 10%	13 8%	51 8%	38 12%	18 17% S*	23 12%	31 8%	29 12%	25 10%	18 5%	89 13% Z	63 9%	44 12%	31 13% g	30 10%	18 8%	13 6%	15 14% *	42 12%	65 9%	85 9%	14 11% *	25 7%	17 6%	1 1% *	29 13% mno	35 8%	27 7%				

Overlap formulae used

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

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

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Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q4D. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	1	2	3	4+	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservative	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Keir Starmer, the Leader of the Labour Party	385 36%	200 38%	185 35%	37 32%	85 42%	73 39%	75 37%	113 32%	241 40% J	144 32%	86 35%	81 29%	92 38%	68 44% *	24 49% L*	33 36% *	335 37%	49 31%	235 36%	114 37%	36 33% *	62 33%	139 36%	94 41%	90 35%	143 40%	242 34%	263 38%	121 33%	67 29%	107 36%	109 47% deg	72 36%	30 28% *	136 38%	249 36%	324 35%	57 44% *	56 16% mop	195 73%	42 55% mp*	56 26% m	228 53% r	99 26%
Penny Mordaunt, the Leader of the House of Commons	197 19%	115 22% C	80 15%	19 16%	18 9%	24 13%	35 17% E	101 29% DEFG	109 18%	88 19%	36 15%	56 20%	47 20%	33 21% *	9 19% *	16 17% *	162 18%	35 22%	133 21% T	42 14%	22 21% *	36 19%	84 22% X	29 13%	48 19%	68 19%	130 18%	120 17%	77 21%	41 17%	53 18%	41 18%	40 20%	23 22% *	54 15%	143 21%	186 20% I	10 8% *	134 38% nop	11 4%	7 9% *	23 11% n	62 14%	107 28% q
No difference between the two	144 14%	60 11%	82 15%	26 22% FH	36 18% H	22 12%	28 14%	31 9%	80 13%	63 14%	40 16%	40 14%	27 11%	21 13% *	6 11% *	11 12% *	127 14%	17 10%	90 14%	46 15%	8 7% *	17 9%	53 14%	41 18% V	32 13%	56 16%	87 12%	96 14%	48 13%	35 15%	43 15%	25 11%	32 16%	8 7% *	63 17% J	81 12%	115 13%	25 19% *	44 13%	22 8%	20 26% mnp*	29 14%	43 10%	40 11%
Neither would make a good Prime Minister	219 21%	106 20%	114 21%	19 16%	33 16%	43 23%	46 23%	79 22%	129 21%	90 20%	52 21%	64 23% N	55 23% N	13 9% *	8 16% *	27 29% N*	180 20%	40 25%	135 21%	62 20%	23 21% *	43 23%	80 20%	36 15%	61 24% X	62 18%	157 22%	141 20%	79 21%	57 25% f	58 20%	36 15%	39 20%	29 28% *	67 18%	153 22%	199 22%	20 15% *	90 26% no	22 8%	3 5% *	72 34% no	59 14%	96 25% q
Don't know	116 11%	44 8%	72 14% B	14 12%	29 14% H	28 15% H	19 9%	27 8%	48 8%	69 15% I	33 13%	36 13%	20 8%	19 12% *	3 6% *	6 7% *	96 11%	20 12%	51 8%	45 15% S	20 19% S*	29 15%	34 9%	30 13%	23 9%	26 7%	91 13% Z	72 10%	44 12%	32 14%	34 12%	20 9%	15 7%	15 14% *	43 12% 10%	73 10%	91 10%	17 13% *	25 7%	17 6%	5 6% *	34 16% mn	36 8%	34 9%

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Overlap formulae used

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

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

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q4E. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

		Gender			Age				Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)				Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354		
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377		
Boris Johnson, the former Prime Minister	288 27%	155 29%	133 25%	34 29%	61 30%	41 22%	59 29%	93 27%	149 25%	139 31%	57 23%	83 30%	89 37% KNOP	31 20% *	10 19% *	18 20% *	238 26%	50 31%	178 28%	86 28%	24 22% *	40 21%	90 23%	70 31%	88 34% VW	87 25%	200 28%	188 27%	100 27%	55 24%	86 29%	73 31%	52 26%	23 22% *	108 30%	179 26%	250 27%	32 25% *	160 46% nop	35 13%	10 14% *	54 25% n	75 18%	147 39% q		
Penny Mordaunt, the Leader of the House of Commons	237 22%	134 25% C	101 19%	16 14%	40 20%	37 20%	38 19%	106 30% DEFG	153 25%	84 19%	38 15%	51 19%	50 21%	47 31% K*	20 39% KLM*	31 34% KLM*	204 23%	33 21%	152 24%	56 18%	29 26% *	45 24% Y	116 30% XY	42 18%	34 13%	80 23%	157 22%	144 21%	93 25%	40 17%	73 25%	55 24%	45 23%	23 22% *	56 15%	181 26% i	217 24%	18 14% *	77 22%	69 26% p	27 36% mp*	31 15%	129 30% r	78 21%		
No difference between the two	136 13%	62 12%	74 14%	31 27% EFGH	27 13%	20 10%	23 11%	36 10%	71 12%	66 14%	45 18% MP	34 12% P	22 9%	26 17% p*	5 11% *	3 3% *	124 14%	13 8%	82 13%	44 14%	10 9% *	19 10%	46 12%	34 15%	37 15%	55 16%	81 12%	92 13%	45 12%	44 19% f	36 12%	20 9%	26 13%	11 10% *	53 15%	83 12%	102 11%	31 24% k*	47 13%	30 11%	11 14% *	20 9%	42 10%	51 14%		
Neither would make a good Prime Minister	292 27%	144 27%	147 28%	24 21%	51 25%	63 33% D	61 30%	93 26%	191 31% J	101 22%	70 28%	84 30%	62 26%	29 19% *	13 25% *	34 36% N*	242 27%	50 31%	182 28%	85 28%	25 23% *	55 29%	106 27%	57 25%	75 29%	108 30%	184 26%	210 30% c	81 22%	60 26%	69 23%	65 28%	63 32% e	34 32% *	102 28%	190 27%	258 28%	32 24% *	40 12%	115 43% m	23 30% m*	76 35% m	151 35% r	71 19%		
Don't know	108 10%	31 6%	78 15% B	10 9%	23 12%	29 15% H	22 11%	23 7%	44 7%	64 14% I	36 15% LM	23 8%	19 8%	20 13% *	3 6% *	7 7% *	94 10%	15 9%	50 8%	38 12%	20 18% s*	27 15%	32 8%	27 12%	22 9%	24 7%	84 12% z	59 8%	49 13%	33 14% g	32 11%	17 8%	11 6%	14 14% *	43 12%	65 9%	87 9%	16 12% *	24 7%	16 6%	5 6% *	33 16% mn	31 7%	31 8%		

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Overlap formulae used

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

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

Ipsos UK Political polling

PUBLIC

Fieldwork: 21-22 October 2022

Adults aged 18-75 in GB

Q4F. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

	Gender			Age					Social grade		Region						Urban / Rural		Marital Status			Household Size				Education		Employment status		Income					Pres of children HH (17 or under)		Ethnicity		General Election 2019 Vote				Referendum 2016 vote	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	1	2	3	4+	Graduates	Non- graduates	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	Prefer not to say	At least one child present	No children present	White ethnic group	Minority ethnic group	Conservati ve	Labour	Lib Dems	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1061	513	545	154	201	174	209	323	695	366	256	277	243	139	53	93	887	174	649	316	96	184	365	237	275	529	532	731	330	216	278	241	243	83	376	685	899	146	315	300	79	220	448	354
Weighted base	1061	525	533	115	202	190	202	352	607	454	247	277	242	153	50	92	900	161	644	309	108	186	390	230	255	355	706	692	369	232	296	230	197	106	362	699	914	129	349	266	76	214	428	377
Keir Starmer, the Leader of the Labour Party	393 37%	204 39%	189 35%	33 29%	86 42% D	73 39%	78 39%	123 35%	247 41% J	146 32%	81 33%	89 32%	91 38%	65 43% *	26 52% KL*	41 44% *	342 38%	51 32%	245 38%	109 35%	39 36% *	66 35%	143 37%	90 39%	95 37%	154 44% a	239 34%	265 38%	129 35%	70 30%	108 37%	106 46% dh	85 43% dh	24 23% *	145 40%	248 35%	330 36%	60 46% *	48 14% mp	196 74% mp*	52 69% mp*	62 29% m	234 55% r	102 27%
Boris Johnson, the former Prime Minister	282 27%	159 30% C	121 23%	30 26%	46 23%	38 20%	57 28%	111 31% F	167 28%	114 25%	62 25%	87 31% NP	88 36% KNOP	20 13% *	9 18% *	16 17% *	227 25%	54 34% Q	184 29%	73 24%	25 23% *	43 23%	103 26%	69 30%	67 26%	92 26%	190 27%	186 27%	95 26%	58 25%	89 30%	62 27%	52 26%	21 20% *	92 25%	190 27%	254 28%	24 18% *	178 51% nop	18 7%	6 8% *	48 23% no	70 16%	158 42% q
No difference between the two	110 10%	54 10%	56 11%	21 18% FGH	23 11%	15 8%	18 9%	33 9%	47 8%	63 14% I	36 14% M	28 10%	18 8%	18 12% *	2 5% *	7 8% *	98 11%	12 7%	60 9%	46 15% SU	4 4% *	20 11%	45 11%	20 8%	25 10%	40 11%	70 10%	64 9%	46 12%	29 12%	38 13% g	16 7%	13 6%	14 14% *	14 8%	80 11%	92 10%	17 13% *	38 11%	15 6%	9 12% *	20 9%	27 6%	37 10%
Neither would make a good Prime Minister	198 19%	81 15%	115 22% B	19 17%	31 15%	42 22%	34 17%	71 20%	111 18%	86 19%	43 17%	50 18%	34 14%	36 23% *	10 20% *	26 28% M*	167 19%	30 19%	120 19%	52 17%	26 24% *	35 19%	79 20% x	29 13%	54 21% x	58 16%	140 20%	128 19%	69 19%	51 22% e	41 14%	33 14%	39 20%	32 31% ef*	64 18%	133 19%	179 20%	18 14% *	72 21% n	22 8%	9 12% *	62 29% no	74 17%	63 17%
Don't know	78 7%	27 5%	52 10% B	12 10% H	16 8%	22 11% H	14 7%	14 4%	34 6%	45 10% I	25 10% M	24 9%	10 4%	14 9% *	2 5% *	3 3% *	65 7%	13 8%	36 6%	28 9%	15 13% s*	22 12% wy	20 5%	23 10%	13 5%	10 3%	69 10% z	49 7%	29 8%	25 11% g	19 6%	13 6%	9 4%	14 13% *	31 9%	48 7%	60 7%	11 9% *	12 3%	16 6%	* **	21 10% mo	23 5%	17 5%

Overlap formulae used

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

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

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