

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q1. Would you say that the current Conservative government, led by Prime Minister Rishi Sunak, is doing well or badly at running the country, or do you not have an opinion?

All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)					Generation					Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)			
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446			
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668			
Very well (2)	26 3%	19 4%	6 1%	6 5%	1 1%	8 5%	3 2%	7 2%	8 2%	11 3%	7 2%	6 5%	9 3%	4 1%	6 2%	8 3%	6 2%	2 1%	8 6%	- -	1 1%	7 1%	19 4%	14 2%	12 3%	6 2%	19 3%			
Fairly well (1)	125 13%	65 13%	60 12%	17 14%	27 14%	25 15%	18 9%	39 12%	44 14%	42 12%	39 12%	18 13%	37 14%	34 11%	37 13%	36 15%	30 12%	36 16%	13 9%	3 6%	8 9%	69 12%	56 13%	92 14%	33 9%	40 12%	85 13%			
Neither well nor badly (0)	290 29%	128 26%	162 32%	29 24%	32 32%	22 22%	26 26%	35 35%	89 29%	88 24%	114 35%	32 24%	79 29%	86 27%	93 34%	53 22%	82 32%	85 37%	33 23%	36 36%	21 25%	164 29%	126 29%	177 27%	114 33%	84 26%	207 31%			
Fairly badly (-1)	169 17%	81 16%	88 18%	26 22%	36 19%	34 20%	23 12%	50 16%	62 20%	56 16%	50 16%	35 26%	49 18%	45 14%	39 14%	42 18%	52 20%	30 13%	27 19%	8 17%	10 12%	92 16%	77 18%	107 17%	62 18%	62 19%	107 16%			
Very badly (-2)	260 26%	150 31%	109 22%	32 27%	37 20%	44 26%	59 30%	88 27%	69 23%	103 28%	88 27%	33 25%	60 22%	93 29%	73 27%	65 27%	67 26%	47 21%	30 21%	13 27%	39 45%	159 28%	101 23%	177 27%	82 24%	96 30%	163 24%			
Don't know	123 12%	48 10%	73 15%	8 6%	27 14%	21 12%	41 21%	27 8%	35 11%	62 17%	27 8%	8 6%	36 13%	54 17%	24 9%	33 14%	22 8%	27 12%	28 20%	6 13%	7 8%	72 13%	51 12%	79 12%	44 13%	36 11%	87 13%			
NET: Well	151 15%	85 17%	66 13%	23 20%	28 15%	33 19%	21 11%	45 14%	52 17%	54 15%	45 14%	24 18%	46 17%	38 12%	43 16%	44 18%	36 14%	38 17%	22 16%	3 6%	9 10%	76 13%	75 17%	106 16%	45 13%	47 14%	104 16%			
NET: Badly	428 43%	231 47%	197 40%	58 49%	73 39%	78 46%	81 42%	138 43%	131 43%	159 44%	138 43%	68 51%	109 41%	138 44%	113 41%	107 45%	119 46%	77 34%	56 41%	21 45%	49 57%	251 45%	177 41%	284 44%	145 42%	158 49%	270 40%			
Mean	-0.59	-0.62	-0.55	-0.54	-0.50	-0.55	-0.76	-0.58	-0.52	-0.66	-0.58	-0.57	-0.49	-0.72	-0.55	-0.59	-0.60	-0.42	-0.51	-0.76	-0.99	-0.67	-0.49	-0.60	-0.56	-0.70	-0.53			

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

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All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very well (2)	26 3%	14 2%	12 12% B*	14 2%	8 3%	4 4% *	4 2%	9 2%	2 1%	10 4%	10 4%	16 2%	8 2%	2 1%	- -	9 4%	3 1%	15 4% Q
Fairly well (1)	125 13%	115 13%	9 10% *	71 12%	44 14%	10 11% *	21 11%	41 11%	34 17%	29 13%	41 16%	83 11%	77 24% NOP	17 7%	3 5% *	14 6%	53 14%	54 15%
Neither well nor badly (0)	290 29%	258 30%	29 30% *	178 31%	79 24%	33 34% *	56 30%	125 33%	46 23%	64 29%	70 27%	221 30%	117 37% NP	53 21%	16 30% *	53 24%	84 23%	118 33% Q
Fairly badly (-1)	169 17%	134 15%	27 28% B*	97 17%	61 19%	11 12% *	23 12%	64 17%	39 20%	43 19%	53 20%	116 16%	53 17%	43 17%	15 28% *	45 21%	66 18%	56 16%
Very badly (-2)	260 26%	242 28% C	8 8% *	147 26%	86 27%	27 27% *	53 28%	103 27%	47 24%	56 25%	51 19%	209 29% K	25 8%	125 50% MOP	14 27% M*	50 22% M	132 35% R	73 21%
Don't know	123 12%	111 13%	11 11% *	63 11%	47 14%	12 13% *	32 17%	40 11%	27 14%	24 11%	36 14%	86 12%	40 12% N	11 4%	5 10% *	50 23% MH	35 9%	40 11%
NET: Well	151 15%	128 15%	21 22% *	84 15%	52 16%	14 14% *	25 13%	50 13%	36 19%	39 17%	52 20%	99 14%	85 27% NOP	19 7%	3 5% *	23 10%	56 15%	69 19%
NET: Badly	428 43%	376 43%	35 37% *	243 43%	147 45%	38 39% *	77 40%	167 44%	87 44%	98 44%	104 40%	324 44%	79 25% MP	168 67% M*	29 54% M	95 43% R	198 53%	129 36%
Mean	-0.59	-0.62	-0.12 B*	-0.58	-0.62	-0.55 *	-0.64 *	-0.61	-0.57 *	-0.52 *	-0.41	-0.65	-0.04 NOP	-1.14	-0.84 *	-0.66 N*	-0.80	-0.38 Q

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Overlap formulae used

ColumnProportions (S%): 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 (S%): 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 Politics polling
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Q2. To what extent, would you say Rishi Sunak has been doing a good job or bad job as Prime Minister, or neither?
 All Adults aged 18-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good job (2)	27 3%	18 4%	9 2%	7 6%	2 1%	1 1%	5 3%	13 4%	9 3%	6 2%	13 4%	7 5%	3 1%	6 2%	12 4%	14 6%	7 3%	3 1%	3 2%	- -	1 1%	10 2%	17 4%	11 2%	16 5%	11 3%	16 2%
Fairly good job (1)	184 19%	95 19%	89 18%	20 17%	32 17%	43 25%	24 13%	65 20%	52 17%	67 18%	65 20%	23 17%	53 20%	49 16%	59 22%	44 19%	40 16%	46 21%	29 21%	9 18%	15 18%	109 19%	75 17%	124 19%	60 17%	55 17%	129 19%
Neither a good nor bad job (0)	358 36%	158 32%	200 40%	37 31%	81 43%	55 33%	67 35%	119 37%	117 38%	122 34%	119 37%	43 32%	105 39%	108 34%	102 37%	73 31%	104 40%	83 37%	47 34%	43 35%	30 36%	204 36%	155 36%	229 35%	129 37%	115 35%	243 36%
Fairly bad job (-1)	124 13%	69 14%	55 11%	25 22%	21 11%	23 14%	17 9%	38 12%	46 15%	40 11%	38 12%	29 22%	32 12%	37 12%	26 10%	33 14%	34 13%	26 12%	15 11%	9 19%	7 8%	74 13%	50 12%	81 13%	43 12%	48 15%	76 11%
Very bad job (-2)	173 17%	103 21%	70 14%	21 18%	24 13%	31 18%	43 22%	54 17%	45 15%	75 21%	54 17%	24 18%	39 15%	64 20%	46 17%	42 18%	45 18%	35 15%	16 11%	7 15%	28 32%	103 18%	70 16%	115 18%	58 17%	62 19%	111 17%
Don't know	125 13%	48 10%	75 15%	8 7%	29 16%	16 9%	37 19%	35 11%	37 12%	53 15%	35 11%	8 6%	38 14%	53 17%	27 10%	29 12%	27 10%	33 15%	28 21%	2 5%	6 11%	63 11%	63 15%	85 13%	40 12%	34 10%	92 14%
NET: Good job	211 21%	112 23%	99 20%	26 22%	34 18%	44 26%	29 15%	78 24%	61 20%	73 20%	78 24%	29 22%	56 21%	55 17%	71 26%	58 24%	48 18%	49 22%	32 23%	9 18%	16 18%	120 21%	92 21%	136 21%	76 22%	66 20%	145 22%
NET: Bad job	297 30%	173 35%	125 25%	47 40%	44 24%	55 32%	60 31%	92 28%	91 30%	115 32%	92 28%	52 39%	71 26%	101 32%	73 27%	75 32%	79 31%	61 27%	31 22%	16 34%	35 40%	177 31%	120 28%	195 30%	102 29%	110 34%	188 28%
Mean	-0.27	-0.33	-0.20	-0.32	-0.20	-0.27	-0.45	-0.19	-0.25	-0.36	-0.19	-0.32	-0.23	-0.40	-0.14	-0.22	-0.30	-0.23	-0.11	-0.32	-0.57	-0.30	-0.22	-0.29	-0.22	-0.33	-0.24

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Q2. To what extent, would you say Rishi Sunak has been doing a good job or bad job as Prime Minister, or neither?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good job (2)	27 3%	22 3%	5 5% *	11 2%	10 3%	7 7% D*	9 5%	12 3%	2 1%	3 1%	4 1%	24 3%	15 5%	2 1%	- -	9 4%	8 2%	12 4%
Fairly good job (1)	184 19%	166 19%	18 19% *	115 20%	53 16%	17 17% *	33 17%	67 18%	35 18%	49 22%	60 23%	124 17%	90 28% NOP	37 15%	6 11% *	28 13%	74 20%	78 22%
Neither a good nor bad job (0)	358 36%	314 36%	36 37% *	217 38%	107 33%	35 36% *	58 31%	152 40%	73 37%	75 33%	93 36%	265 36%	137 43% N	58 23%	23 43% N*	80 N	116 31%	145 41% Q
Fairly bad job (-1)	124 13%	109 12%	15 15% *	73 13%	41 13%	10 10% *	18 10%	42 11%	31 16%	33 15%	44 17%	80 11%	26 8% M	49 19%	7 14% *	30 14%	56 15% R	28 8%
Very bad job (-2)	173 17%	155 18% C	6 7% *	94 16%	58 18%	21 22% *	32 17%	63 17%	31 16%	47 21%	37 14%	137 19%	12 4% MOP	88 35% MOP	10 19% M*	33 15% M	84 22% R	52 15%
Don't know	125 13%	108 12%	16 17% *	60 11%	57 18% D	7 8% *	39 21% H	46 12%	23 12%	18 8%	24 9%	101 14%	41 13%	18 7%	7 13% *	42 19% N	37 10%	41 12%
NET: Good job	211 21%	188 22%	23 24% *	125 22%	62 19%	24 24% *	42 22%	79 21%	37 19%	53 23%	64 24%	147 20%	105 33% NOP	39 15%	6 11% *	36 16%	82 22%	90 25%
NET: Bad job	297 30%	264 30%	21 22% *	167 29%	99 31%	31 32% *	50 26%	105 27%	63 32%	79 35%	80 31%	217 30%	38 12% MOP	136 54% MOP	17 33% M*	63 29% M	139 37% R	80 22%
Mean	-0.27	-0.27	* *	-0.24	-0.32	-0.24 *	-0.20 *	-0.23	-0.32 *	-0.34	-0.21	-0.29	0.25 NOP	-0.78	-0.47 *	-0.28 N*	-0.39	-0.09 Q

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Overlap formulae used

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Ipsos UK Politics polling
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 GB Adults aged 18-75

Q3. To what extent, would you say Keir Starmer has been doing a good job or bad job as leader of the Labour party, or neither?
 All Adults aged 18-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good job (2)	60 6%	31 6%	29 6%	8 7%	2 1%	11 6%	10 5%	29 9%	11 3%	21 6%	29 9%	8 6%	9 3%	17 5%	25 9%	17 7%	19 7%	13 6%	4 3%	3 7%	5 5%	37 7%	23 5%	39 6%	21 6%	23 7%	37 5%
Fairly good job (1)	253 26%	145 30%	108 22%	36 30%	59 31%	51 30%	31 16%	76 24%	95 31%	83 23%	76 24%	40 30%	90 33%	60 19%	64 23%	59 25%	64 25%	51 23%	32 23%	12 26%	34 40%	158 28%	96 22%	168 26%	85 25%	109 34%	145 22%
Neither a good nor bad job (0)	284 29%	124 25%	161 32%	30 26%	57 30%	51 30%	59 31%	87 27%	87 29%	110 30%	87 27%	35 26%	83 31%	91 29%	75 28%	47 20%	76 29%	83 36%	41 29%	15 33%	24 27%	162 29%	123 29%	179 28%	105 30%	82 25%	202 30%
Fairly bad job (-1)	164 16%	88 18%	76 15%	22 19%	28 15%	22 13%	36 18%	55 17%	50 16%	58 16%	55 17%	27 20%	33 12%	54 17%	49 18%	50 21%	50 19%	29 13%	23 16%	7 15%	5 6%	87 15%	77 18%	104 16%	60 17%	43 13%	120 18%
Very bad job (-2)	116 12%	67 14%	47 10%	3 2%	12 6%	14 8%	31 16%	57 18%	14 5%	44 12%	57 18%	4 3%	18 7%	52 16%	42 15%	35 15%	31 12%	25 11%	14 10%	6 13%	4 4%	69 11%	47 11%	69 11%	46 13%	36 11%	79 12%
Don't know	115 12%	37 7%	78 16%	19 16%	30 16%	20 12%	26 14%	20 6%	49 16%	46 13%	20 6%	19 14%	37 14%	42 13%	17 6%	28 12%	18 7%	25 11%	25 18%	3 7%	15 18%	51 9%	64 15%	86 13%	29 8%	30 9%	85 13%
NET: Good job	313 32%	176 36%	137 27%	44 37%	61 32%	62 37%	41 21%	105 32%	105 34%	103 29%	105 32%	48 36%	99 37%	77 24%	89 33%	76 32%	83 32%	64 28%	36 26%	15 33%	39 45%	195 35%	118 28%	207 32%	106 31%	132 41%	181 27%
NET: Bad job	279 28%	155 32%	123 25%	25 21%	40 21%	36 21%	66 34%	112 35%	65 21%	102 28%	112 35%	31 23%	52 19%	106 33%	91 33%	85 36%	81 32%	54 24%	37 27%	13 28%	9 10%	156 28%	124 29%	173 27%	106 31%	80 25%	200 30%
Mean	-0.02	-0.03	-0.01	0.25 G*	0.07 G*	0.15 G*	-0.27 *	-0.12	0.14	-0.07	-0.12	0.19 N*	0.16 N	-0.23	-0.07	-0.14	-0.04	-0.01	-0.11 *	-0.01 **	0.43 **	0.01	-0.08	0.01	-0.08	0.13 a	-0.10

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Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good job (2)	60 6%	53 6%	5 5%	34 6%	16 5%	10 10%	14 7%	21 5%	16 8%	10 4%	17 6%	43 6%	3 1%	43 17% MOP	* 1%	7 3%	29 8%	22 6%
Fairly good job (1)	253 26%	232 27%	17 18%	143 25%	89 27%	21 22%	46 24%	91 24%	48 25%	68 30%	71 27%	183 25%	55 17%	103 41% MP	23 43% MP*	43 20%	136 36% R	62 17%
Neither a good nor bad job (0)	284 29%	247 28%	34 35%	159 28%	102 31%	24 25%	55 29%	109 29%	53 27%	67 30%	79 30%	205 28%	75 24%	61 24%	18 33%	67 31%	94 25%	107 30%
Fairly bad job (-1)	164 16%	140 16%	18 18%	106 19%	44 14%	14 14%	18 9%	64 17%	39 20% G	43 19% G	51 19%	113 15%	84 26% NOP	29 12%	5 10%	21 9%	54 14%	70 20%
Very bad job (-2)	116 12%	107 12%	4 4%	67 12%	27 8%	22 22% DE*	26 14%	57 15% J	17 9%	16 7%	20 8%	96 13%	69 22% NOP	6 2%	2 3%	26 12% N	31 8%	65 18% Q
Don't know	115 12%	94 11%	19 19%	62 11%	47 14%	7 7%	30 16%	40 11%	23 12%	21 9%	24 9%	91 12%	34 11% N	9 3%	5 10%	56 25% MNO	31 8%	29 8%
NET: Good job	313 32%	285 33%	22 23%	177 31%	105 32%	31 32%	60 32%	112 29%	64 33%	77 34%	87 33%	226 31%	58 18%	146 58% MP	23 44% MP*	51 23%	165 44% R	84 24%
NET: Bad job	279 28%	248 28%	22 23%	172 30% E	72 22%	35 37% E*	43 23%	121 32%	56 29%	59 26%	71 27%	208 29%	153 48% NOP	35 14%	7 13%	46 21%	84 23%	136 38% Q
Mean	-0.02	-0.02	0.02	-0.05	0.08	-0.18	0.03	-0.13	0.04	0.06	0.05	-0.05	-0.56	0.61 MP	0.31 M*	-0.08 M*	0.23 R	-0.29

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

Overlap formulae used

ColumnProportions (S%): 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 (S%): 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 Politics polling
Fieldwork: 4-8 November 2022
PUBLIC
GB Adults aged 18-75

Q4. 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				Age (aggregated)			Generation				Region					Social grade		Employment status		Education			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Keir Starmer, the Leader of the Labour Party	282 28%	157 32%	124 25%	38 32% *	48 25%	58 34% *	52 27%	86 27%	86 28%	110 30%	86 27%	43 32% *	79 29%	89 28%	70 26%	66 28%	78 30%	51 22%	32 23% *	16 14% **	39 46% **	187 33% w	94 22%	186 29%	96 28%	136 42% a	146 22%
Rishi Sunak, the Prime Minister	270 27%	134 27%	136 27%	24 21% *	37 19%	37 22% *	53 28%	119 37% DEF	61 20%	90 25%	119 37% U	27 20% *	48 18%	91 29% M	104 38% LM	73 31%	68 26%	66 29%	31 22% *	9 20% **	23 26% **	148 26%	122 28%	157 24%	113 33% x	76 23%	194 29%
No difference between the two	174 18%	77 16%	97 20%	17 14% *	43 23%	37 22% *	31 16%	47 14%	60 19%	68 19%	47 14%	20 15% *	59 22%	53 17%	41 15%	40 17%	40 16%	41 18%	37 27% Q*	4 9% **	12 14% **	99 18%	76 18%	122 19%	53 15%	50 16%	124 19%
Neither would make a good Prime Minister	174 18%	82 17%	91 18%	36 31% FH*	33 18%	24 14% *	36 18%	45 14%	70 23% K	60 16%	45 14%	41 31% MNO*	46 17%	57 18%	31 11%	41 17%	51 20%	33 15%	23 17% *	16 34% **	10 11% **	83 15%	92 21% v	120 19%	54 16%	37 11%	137 21% z
Don't know	92 9%	41 8%	50 10%	2 2% *	28 15% D	14 8% *	21 11% D	27 8%	30 10%	35 10%	27 8%	2 2% *	37 14% L	26 8% 9%	26 9% L	16 7%	20 8%	35 16% PQ	15 11% *	2 4% **	2 3% **	46 8%	45 11%	61 9%	31 9%	25 8%	67 10%

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Overlap formulae used

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q4. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18-75 in Great Britain

	Total (A)	Ethnicity		Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
		White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Keir Starmer, the Leader of the Labour Party	282 28%	255 29%	18 19% *	158 28%	100 31%	24 24% *	51 27%	107 28%	66 34%	58 26%	78 30%	203 28%	25 8%	160 64% MP	25 48% MP*	39 18% M	161 43% R	69 19%
Rishi Sunak, the Prime Minister	270 27%	247 28%	21 22% *	164 29%	70 21%	37 38% E*	48 25%	116 30%	54 28%	52 23%	60 23%	210 29%	182 57% NOP	23 9%	6 12% *	36 16%	89 24%	138 39% Q
No difference between the two	174 18%	143 16%	28 29% B*	102 18%	60 18%	13 14% *	38 20%	62 16%	24 12%	50 22%	66 25% L	108 15%	43 14%	31 13%	11 21% *	47 21%	51 14%	66 19%
Neither would make a good Prime Minister	174 18%	146 17%	20 21% *	102 18%	61 19%	12 13% *	25 13%	65 17%	36 18%	49 22%	38 15%	136 19%	47 15%	25 10%	6 11% *	62 28% MNO	49 13%	58 16%
Don't know	92 9%	81 9%	9 9% *	45 8%	36 11%	11 11% *	27 14%	33 9%	15 8%	17 7%	19 7%	73 10%	23 7%	12 5%	5 9% *	37 17% MN	23 6%	25 7%

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q5. How would you describe the current state of the British economy? Would you say it is...?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non- graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good (2)	12 1%	10 2%	2 *	3 2% *	1 1%	1 1%	6 3%	- -	4 1%	8 2%	- -	3 2%	3 1%	6 2%	- -	2 1%	2 1%	1 1%	6 4%	- -	* *	3 *	9 2%	10 2%	2 *	5 1%	7 1%
Fairly good (1)	63 6%	32 7%	30 6%	16 14% FGH*	26 14% FGH	7 4%	3 1%	11 3%	42 14%	9 3%	11 3%	20 15% NO*	28 10%	4 1%	11 4%	14 6%	15 6%	18 8%	11 8%	* 1%	4 5%	29 5%	34 8%	45 7%	18 5%	16 5%	47 7%
Fairly poor (-1)	341 34%	173 35%	167 33%	52 44% EG*	50 27%	57 33%	54 28%	128 39%	103 34%	110 30%	128 39%	57 43%	77 29%	95 30%	112 41% MN	94 40%	97 38%	80 35%	44 32%	7 14%	19 22%	194 34%	147 34%	214 33%	126 36%	112 35%	228 34%
Very poor (-2)	550 55%	265 54%	284 57%	46 39%	99 53%	99 59% D*	125 65% D	181 56% D	145 47%	224 62% I	181 56%	53 40%	149 55% L	201 64% L	147 54%	121 51%	135 52%	118 52%	75 54%	39 84%	62 72% **	325 58%	225 52%	355 55%	195 56%	184 57%	366 55%
Don't know	27 3%	11 2%	16 3%	* * *	12 6% H	5 3% *	6 3%	4 1%	12 4%	11 3%	4 1%	* * *	13 5%	10 3%	4 1%	5 2%	8 3%	9 4%	3 2%	* * **	1 2% **	13 2%	14 3%	21 3%	6 2%	7 2%	20 3%
Mean	-1.40	-1.35	-1.45	-1.04 FGH*	-1.24 GH	-1.49 *	-1.54	-1.50	-1.16 JK	-1.52	-1.50	-1.03 NO*	-1.33 N	-1.57	-1.47	-1.38	-1.40	-1.36	-1.26 *	-1.82 **	-1.62 **	-1.47	-1.31 v	-1.38	-1.45	-1.44	-1.39

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q5. How would you describe the current state of the British economy? Would you say it is...?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good (2)	12 1%	9 1%	1 1% *	3 1%	8 3%	- * *	1 *	* *	7 3% H	4 2%	4 2%	8 1%	6 2%	1 *	- *	3 1%	1 *	6 2%
Fairly good (1)	63 6%	48 5%	14 14% B*	27 5%	29 9%	6 6% *	15 8%	14 4%	16 8%	18 8%	27 10% L	36 5%	23 7%	15 6%	2 3% *	14 6%	18 5%	28 8%
Fairly poor (-1)	341 34%	304 35%	31 33% *	199 35%	110 34%	32 33% *	63 33%	118 31%	74 38%	85 38%	91 35%	249 34%	147 46% N	39 16%	22 40% N*	81 37% N	110 29%	131 37%
Very poor (-2)	550 55%	488 56%	48 50% *	325 57%	168 52%	57 59% *	99 52%	243 63% GU	93 47%	116 51%	135 52%	415 57%	136 43%	194 77% MOP	30 57% *	112 51%	241 64% R	184 52%
Don't know	27 3%	24 3%	2 2% *	15 3%	11 3%	2 2% *	11 6% HJ	7 2%	6 3%	2 1%	5 2%	22 3%	7 2%	2 1%	- * N	10 5% N	4 1%	6 2%
Mean	-1.40	-1.43	-1.20 *	-1.47	-1.27 D	-1.47 *	-1.37 H	-1.57	-1.21 H*	-1.31 H	-1.27 L	-1.45	-1.22 N	-1.65	-1.50 *	-1.35 N	-1.54	-1.31 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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q6. To what extent, if at all, do you think Jeremy Hunt has been doing a good job or a bad job, in his role as Chancellor of the Exchequer, or neither?
 All Adults aged 18-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good job (2)	15 2%	11 2%	4 1%	3 2%	1 1%	3 2%	5 2%	3 1%	4 1%	8 2%	3 1%	3 2%	4 2%	5 2%	3 1%	3 1%	5 2%	3 1%	3 2%	1 1%	- -	8 1%	7 2%	11 2%	4 1%	7 2%	8 1%
Fairly good job (1)	158 16%	91 18%	68 14%	15 13%	17 9%	28 17%	27 14%	71 22%	32 10%	55 15%	71 22%	15 11%	34 13%	42 13%	67 25%	40 17%	38 15%	35 16%	20 14%	7 15%	19 21%	76 14%	82 19%	93 14%	66 19%	55 17%	103 15%
Neither good nor bad job (0)	353 36%	159 32%	193 39%	42 36%	79 42%	48 28%	58 30%	126 39%	121 40%	105 29%	126 39%	52 39%	98 36%	97 31%	106 39%	74 31%	103 40%	94 41%	46 33%	12 26%	24 28%	207 37%	146 34%	222 34%	131 38%	117 36%	236 35%
Fairly bad job (-1)	108 11%	56 11%	52 10%	14 12%	21 11%	25 15%	22 11%	26 8%	35 11%	47 13%	26 8%	18 13%	32 12%	36 11%	22 8%	26 11%	28 11%	18 8%	16 12%	12 9%	8 12%	67 12%	41 10%	75 12%	32 9%	42 13%	66 10%
Very bad job (-2)	179 18%	104 21%	75 15%	22 18%	26 14%	42 25%	41 21%	48 15%	48 16%	83 23%	48 15%	23 18%	47 17%	71 22%	38 14%	44 19%	46 18%	35 15%	23 17%	5 11%	26 30%	114 20%	65 15%	124 19%	55 16%	61 19%	118 18%
Don't know	179 18%	71 15%	107 21%	22 19%	45 24%	23 14%	41 21%	48 15%	67 22%	65 18%	48 15%	22 17%	55 20%	64 20%	37 14%	49 21%	38 15%	42 19%	30 22%	10 11%	10 16%	91 16%	88 21%	120 19%	59 17%	41 13%	138 21%
NET: Good job	173 17%	101 21%	72 14%	17 15%	19 10%	31 18%	31 16%	75 23%	36 12%	62 17%	75 23%	17 13%	38 14%	48 15%	70 26%	43 18%	43 17%	38 17%	23 16%	8 17%	19 21%	85 15%	89 21%	103 16%	70 20%	62 19%	111 17%
NET: Bad job	287 29%	160 33%	127 26%	36 30%	47 25%	67 40%	63 33%	75 23%	82 27%	130 36%	75 23%	41 31%	79 29%	107 34%	60 22%	71 30%	75 29%	52 23%	40 29%	16 35%	34 39%	181 32%	106 25%	200 31%	87 25%	104 32%	184 27%
Mean	-0.34	-0.36	-0.32	-0.39	-0.37	-0.52	-0.45	-0.16	-0.38	-0.48	-0.16	-0.40	-0.39	-0.50	-0.11	-0.37	-0.33	-0.24	-0.34	-0.36	-0.54	-0.43	-0.22	-0.40	-0.24	-0.34	-0.34

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Overlap formulae used

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q6. To what extent, if at all, do you think Jeremy Hunt has been doing a good job or a bad job, in his role as Chancellor of the Exchequer, or neither?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good job (2)	15 2%	12 1%	2 2%	8 1%	6 2%	1 1%	1 *	7 2%	4 2%	3 2%	5 2%	10 1%	11 4%	2 1%	- -	1 1%	5 1%	8 2%
Fairly good job (1)	158 16%	138 16%	18 18%	100 18%	40 12%	18 18%	36 19%	64 17%	22 11%	36 16%	44 17%	114 16%	78 24% NP	36 14%	7 13%	20 9%	72 19%	70 20%
Neither good nor bad job (0)	353 36%	311 36%	34 36%	206 36%	110 34%	37 38%	65 34%	134 35%	83 42%	71 32%	95 36%	258 35%	126 39% N	64 25%	24 46% N*	81 37% N	120 32%	128 36%
Fairly bad job (-1)	108 11%	92 11%	13 13%	64 11%	32 10%	12 12%	19 10%	39 10%	20 10%	30 13%	33 13%	75 10%	23 7% MP	48 19% MP	7 13% *	21 9%	51 14%	34 9%
Very bad job (-2)	179 18%	157 18%	15 15%	98 17%	63 19%	18 19%	30 16%	69 18%	39 20%	41 18%	56 21%	124 17%	17 5% MP	78 31% MP	11 20% M*	31 14% M	73 20%	57 16%
Don't know	179 18%	162 19%	15 15%	94 17%	74 23%	11 11%	39 21%	69 18%	27 14%	43 19%	30 11%	149 20% K	65 20% N	23 9%	4 8% *	67 30% MNO	51 14%	60 17%
NET: Good job	173 17%	151 17%	20 21%	108 19%	46 14%	19 20%	37 19%	70 18%	26 13%	40 18%	49 19%	124 17%	89 28% NOP	38 15%	7 13% *	21 9%	78 21%	78 22%
NET: Bad job	287 29%	249 29%	27 28%	162 28%	96 29%	30 31%	48 26%	108 28%	59 30%	71 32%	88 34%	199 27%	40 13% MOP	126 50% MOP	18 33% M*	52 23% M	124 33%	90 25%
Mean	-0.34	-0.34	-0.25 *	-0.30	-0.42	-0.32 *	-0.27 *	-0.32	-0.40 *	-0.38 *	-0.39	-0.32	0.17 NOP	-0.72	-0.43 *	-0.40 *	-0.35	-0.21

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q7. To what extent, would you say Suella Braverman has been doing a good job or bad job as Home Secretary, or neither?
 All Adults aged 18-75 in Great Britain

	Gender			Age				Age (aggregated)				Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
Very good job (2)	35 4%	23 5%	12 2%	6 5%	4 2%	8 5%	11 6%	6 2%	10 3%	19 5%	6 2%	8 6%	11 4%	11 3%	6 2%	5 2%	7 3%	4 2%	19 13%	- PQR*	* **	18 3%	17 4%	24 4%	11 3%	11 3%	24 4%
Fairly good job (1)	77 8%	48 10%	28 6%	21 18%	8 4%	14 8%	8 4%	25 8%	29 9%	22 6%	25 8%	21 15%	16 6%	17 5%	23 8%	31 13%	14 5%	14 6%	9 7%	1 2%	7 8%	37 7%	39 9%	54 8%	23 7%	23 7%	53 8%
Neither a good nor bad job (0)	208 21%	104 21%	103 21%	32 27%	27 27%	14 14%	17 17%	21 21%	83 27%	58 16%	68 21%	37 28%	22 22%	55 17%	57 21%	39 17%	74 29%	59 26%	15 11%	36 5%	4 19%	108 19%	100 23%	131 20%	77 22%	54 17%	155 23%
Fairly bad job (-1)	147 15%	60 12%	88 18%	11 9%	24 13%	26 16%	27 14%	59 18%	35 11%	53 15%	59 18%	14 10%	35 13%	47 15%	52 19%	40 17%	30 12%	34 15%	14 10%	10 22%	18 20%	85 15%	62 14%	78 12%	70 20%	43 13%	104 16%
Very bad job (-2)	344 35%	190 39%	154 31%	23 20%	49 26%	66 39%	73 38%	132 41%	72 24%	139 38%	132 41%	28 21%	80 30%	129 41%	106 39%	74 31%	91 35%	65 29%	51 37%	14 29%	50 58%	218 39%	126 29%	230 36%	114 33%	143 44%	201 30%
Don't know	181 18%	67 14%	113 24%	25 21%	52 27%	30 18%	40 21%	34 10%	77 25%	70 19%	34 10%	25 19%	69 25%	58 18%	29 11%	47 20%	41 16%	51 22%	30 22%	5 11%	7 8%	97 17%	84 20%	129 20%	52 15%	50 15%	131 20%
NET: Good job	112 11%	71 14%	41 8%	26 22%	13 7%	22 13%	19 10%	31 10%	39 13%	41 11%	31 10%	28 21%	27 10%	28 9%	29 11%	36 15%	21 8%	18 8%	28 20%	1 2%	8 9%	55 10%	56 13%	78 12%	34 10%	34 11%	78 12%
NET: Bad job	491 50%	250 51%	242 48%	34 29%	74 39%	93 55%	100 52%	191 59%	107 35%	193 53%	191 59%	42 31%	115 43%	176 56%	158 58%	114 48%	122 47%	99 44%	65 47%	24 51%	68 78%	303 54%	188 44%	308 48%	184 53%	187 58%	305 46%
Mean	-0.85	-0.81	-0.89	-0.27 FGH*	-0.78 *	-0.92 *	-0.94 *	-0.99	-0.57 JK*	-0.93	-0.99	-0.31 MNO*	-0.79 *	-1.03	-0.94	-0.77 *	-0.85	-0.81 *	-0.64 *	-0.88 **	-1.38 **	-0.96	-0.70 V	-0.84	-0.86	-1.04	-0.75 Z

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

Ipsos UK Politics polling
Fieldwork: 4-8 November 2022
PUBLIC
GB Adults aged 18-75

Q7. To what extent, would you say Suella Braverman has been doing a good job or bad job as Home Secretary, or neither?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
Very good job (2)	35 4%	21 2%	14 15% B*	18 3%	15 5%	2 2% *	5 3%	7 2%	11 5%	12 5%	16 6%	19 3%	16 5%	4 2%	- *	3 1%	1 *	30 8% Q
Fairly good job (1)	77 8%	65 7%	12 13% *	43 8%	25 8%	8 9% *	12 6%	24 6%	21 11%	20 9%	32 12% L	45 6%	47 15% NOP	11 4%	- *	15 7%	26 7%	36 10%
Neither a good nor bad job (0)	208 21%	192 22%	14 15% *	128 23%	66 20%	14 14% *	33 18%	81 21%	43 22%	51 23%	49 19%	159 22%	96 30% N	22 9%	8 15% *	46 21% N	57 15%	76 21%
Fairly bad job (-1)	147 15%	129 15%	14 15% *	81 14%	47 15%	18 19% *	33 17%	57 15%	29 15%	28 13%	41 16%	107 15%	60 19%	35 14%	5 10% *	29 13%	48 13%	67 19%
Very bad job (-2)	344 35%	310 36% C	20 20% *	207 36%	94 29%	43 44% E*	63 33%	144 38%	64 33%	72 32%	87 33%	257 35%	46 14%	160 64% MP	35 65% MP*	54 24% M	192 51% R	93 26%
Don't know	181 18%	156 18%	22 23% *	92 16%	78 24% DF	11 11% *	43 23%	69 18%	28 14%	41 18%	36 14%	144 20%	54 17% N	20 8%	5 10% *	75 34% MNO	50 13%	55 15%
NET: Good job	112 11%	86 10%	26 27% B*	61 11%	40 12%	11 11% *	17 9%	31 8%	32 16% H	32 14%	48 18% L	64 9%	64 20% NOP	15 6%	- *	18 8%	27 7%	66 18% Q
NET: Bad job	491 50%	439 50% C	34 35% *	289 51%	141 43%	61 63% E*	96 51%	202 53%	93 47%	101 45%	128 49%	363 50%	106 33%	195 77% MP	40 75% MP*	83 38%	240 64% R	160 45%
Mean	-0.85	-0.90	-0.18 **	-0.87	-0.73 *	-1.06 *	-0.93 *	-0.98	-0.68 *	-0.70 *	-0.67	-0.92	-0.27 NOP	-1.45	-1.55 *	-0.79 NO*	-1.25	-0.52 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 Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I,J,K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 10Q(*)

Ipsos UK Politics polling
Fieldwork: 4-8 November 2022

PUBLIC

GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - Summary

All Adults aged 18-75 in Great Britain

	Q8a. To what extent, if at all, do you trust the Labour Party to...				
	have the right policies towards asylum seekers?	have the right immigration policies?	handle the issue of migrants crossing the English Channel?	manage Britain's taxes and public spending?	reduce you and your family's cost of living?
	(A)	(B)	(C)	(D)	(E)
Unweighted base	992	992	992	992	992
Weighted base	992	992	992	992	992
A great deal (4)	101 10%	91 9%	88 9%	96 10%	104 11%
A fair amount (3)	251 25%	254 26%	237 24%	280 28% c	261 26%
Not very much (2)	207 21%	228 23%	234 24%	232 23%	236 24%
Not at all (1)	290 29%	287 29%	297 30% d	267 27%	277 28%
Don't know	142 14% de	133 13%	136 14% e	117 12%	114 11%

NET: Great deal/fair amount	352 36% c	345 35%	325 33%	376 38% bc	365 37% c
NET: Not very much/not at all	497 50%	514 52%	531 53% ad	499 50%	513 52%

Mean	2.19 c	2.17	2.14	2.23 c	2.22 c
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requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - have the right policies towards asylum seekers?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	101 10%	54 11%	47 9%	20 17% H*	19 10%	23 13% *	14 7%	25 8%	40 13%	37 10%	25 8%	22 16% *	31 12%	27 8%	21 8%	25 11%	24 9%	20 9%	15 11% *	6 12% **	11 13% **	69 12%	32 7%	73 11%	28 8%	49 15% a	52 8%
A fair amount (3)	251 25%	137 28%	114 23%	40 34% H*	61 32% GH	53 31% H*	40 21%	58 18%	100 33% K	93 26%	58 18%	51 38% NO*	90 33% NO	61 19%	50 18%	59 25%	64 25%	53 23%	37 27% *	12 25% **	27 32% **	152 27%	99 23%	171 26%	81 23%	110 34% a	141 21%
Not very much (2)	207 21%	96 19%	112 22%	26 22% *	30 16%	29 17% *	47 24%	75 23%	56 18%	76 21%	75 23%	27 20% *	43 16%	73 23%	64 24%	40 17%	51 20%	58 26%	30 22% *	16 34% **	13 15% **	128 23%	80 19%	117 18%	91 26% x	68 21%	140 21%
Not at all (1)	290 29%	154 31%	135 27%	14 12% *	43 23%	46 27% D*	68 35% DE	118 37% DE	58 19%	114 31% I	118 37% I	16 12% *	59 22%	122 38% LM	92 34% LM	86 36%	80 31%	65 29%	35 25% *	11 24% **	12 14% **	141 25%	149 35% v	187 29%	103 30%	60 19% z	230 34% z
Don't know	142 14%	50 10%	91 18% B	17 15% *	35 19%	18 11% *	24 12%	48 15%	52 17%	42 12%	48 15%	17 13% *	46 17%	34 11%	45 17%	26 11%	39 15%	31 14%	21 15% *	2 4% **	22 26% **	72 13%	70 16%	98 15%	44 13%	37 11%	105 16%
NET: Great deal/fair amount	352 36%	191 39%	161 32%	60 51% GH*	80 42% GH	76 45% GH*	54 28%	82 25%	140 46% K	130 36% K	82 25%	72 54% NO*	122 45% NO	87 28%	71 26%	84 36%	88 34%	73 32%	52 37% *	18 38% **	39 45% **	222 39% w	130 30%	244 38%	109 31%	159 49% a	193 29%
NET: Not very much/not at all	497 50%	250 51%	247 49%	40 34% *	74 39%	75 45% *	115 60% DEF	193 60% DEF	114 37%	190 53% I	193 60% I	44 33% *	102 38%	195 62% LM	156 57% LM	126 53%	131 51%	122 54%	66 47% *	27 58% **	25 29% **	269 48%	229 53%	303 47%	194 56% x	128 40%	369 55% z
Mean	2.19	2.21	2.18	2.66 GH*	2.36 GH*	2.35 GH*	2.00 *	1.96	2.48 JK	2.16	1.96	2.67 NO*	2.42 NO	1.97	2.00	2.11	2.15	2.14	2.27 *	2.27 **	2.58 **	2.31 w	2.04	2.24	2.11	2.51 a	2.03

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - have the right policies towards asylum seekers?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	101 10%	90 10%	7 8% *	61 11%	30 9%	11 11% *	16 9%	40 10%	20 10%	24 11%	39 15% L	62 9%	9 3%	55 22% MP	7 13% M*	18 8% M	58 16% R	21 6%
A fair amount (3)	251 25%	204 23%	37 39% B*	132 23%	101 31%	18 19% *	49 26%	84 22%	56 29%	62 28%	87 33% L	164 22%	33 10%	115 46% MP	21 39% MP*	46 21% M	121 32% R	74 21%
Not very much (2)	207 21%	186 21%	20 21% *	115 20%	71 22%	21 22% *	45 24%	64 17%	48 24%	51 23%	47 18%	160 22%	73 23%	39 16%	16 30% N*	55 25%	73 19%	74 21%
Not at all (1)	290 29%	268 31% C	16 16% *	179 31% E	72 22%	40 41% E*	49 26%	134 35% J	52 27%	55 24%	64 24%	226 31%	176 55% NDP	11 4%	4 8% *	56 25% NO	67 18% Q	159 45% Q
Don't know	142 14%	125 14%	15 16% *	83 15%	52 16%	7 7% *	31 16%	60 16%	19 10%	33 14%	24 9%	118 16% K	29 9%	32 13%	5 10% *	45 21% M	55 15% R	29 8%

NET: Great deal/fair amount	352 36%	294 34%	45 47% *	193 34%	131 40%	29 30% *	65 35%	124 32%	76 39%	87 38%	126 48% L	227 31%	42 13%	170 67% MP	28 52% MP*	65 29% M	179 48% R	95 27%
NET: Not very much/not at all	497 50%	454 52%	36 38% *	294 52%	143 44%	61 63% E*	94 49%	198 52%	100 51%	106 47%	111 43%	386 53% K	249 78% NDP	50 20%	20 38% N*	111 50% N	140 37% R	233 65% Q

Mean	2.19	2.16	2.45 *	2.15	2.33 F	2.00 *	2.21 *	2.09	2.25 *	2.29 *	2.42 L	2.10	1.57	2.97 MDP	2.62 MP*	2.16 M*	2.53 R	1.87
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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 Minimum Base: 30(**) Small Base: 100(*)

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Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - have the right immigration policies?

All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	Gen Z	Gen Y	Gen X	Baby Boomer	North	Midlands	South	London	Wales	Scotland	ABC1	C2DE	Working	Not Working	Graduates	Non-graduates
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	91 9%	47 10%	43 9%	13 11% *	13 7%	24 14% *	15 8%	24 7%	27 9%	40 11%	24 7%	16 12% *	30 11%	25 8%	19 7%	21 9%	22 8%	21 9%	19 13% *	3 6% **	6 7% **	57 10%	33 8%	68 10%	23 7%	42 13% a	49 7%
A fair amount (3)	254 26% c	145 30%	109 22%	39 33% *	57 30% g	53 31% gh*	37 19%	67 21%	96 31% k	91 25%	67 21%	45 33% n*	86 32% n	62 20%	61 22%	53 22%	66 26%	61 27%	35 25% *	13 29% **	25 29% **	149 26%	105 24%	173 27%	81 23%	108 33% a	146 22%
Not very much (2)	228 23%	97 20%	131 26%	34 29% *	44 23%	32 19% *	43 22%	75 23%	78 26%	75 21%	75 23%	39 29% *	57 21%	69 22%	63 23%	55 23%	57 22%	61 27%	31 22% *	12 26% **	11 13% **	149 27% w	78 18%	129 20%	98 28% x	75 23%	152 23%
Not at all (1)	287 29%	154 31%	132 26%	19 16% *	35 18%	45 26% *	72 37% de	116 36% de	54 18%	117 32% i	116 36% i	21 16% *	48 18%	127 40% lm	90 33% lm	80 34%	74 29%	60 27%	34 24% *	16 34% **	23 26% **	140 25%	147 34% v	183 28%	104 30%	62 19%	225 34% z
Don't know	133 13%	49 10%	83 17% b	12 11% *	39 20% f	15 9% *	25 13%	42 13%	51 17%	40 11%	42 13%	12 9% *	48 18%	34 11%	39 14%	28 12%	39 15%	23 10%	21 15% *	2 4% **	21 24% **	68 12%	65 15%	92 14%	41 12%	36 11%	97 14%

NET: Great deal/fair amount	345 35%	192 39% c	153 31%	52 44% gh*	71 38%	78 46% gh*	53 27%	91 28%	123 40% k	131 36%	91 28%	61 46% no*	117 43% no	87 28%	80 29%	74 31%	88 34%	82 36%	53 38% *	16 35% **	31 36% **	206 37%	138 32%	241 37%	104 30%	150 46% a	195 29%
NET: Not very much/not at all	514 52%	251 51%	263 53%	53 45% *	79 42%	76 45% *	115 60% ef	191 59% ef	132 43%	192 53%	191 59% i	60 45% *	105 39%	196 62% lm	153 56% m	135 57%	131 51%	122 54%	64 46% *	28 61% **	34 40% **	289 51%	226 53%	312 48%	202 58% x	137 42%	377 56% z

Mean	2.17	2.19	2.15	2.44 gh*	2.33 gh*	2.37 gh*	1.98 *	2.00	2.37 k	2.17	2.00	2.46 no*	2.44 no	1.95	2.04	2.07	2.16	2.21	2.32 *	2.07 **	2.22 **	2.25	2.07	2.23	2.07	2.45 a	2.03
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Overlap formulae used

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - have the right immigration policies?
 All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	91 9%	72 8%	17 18% B*	59 10%	21 6%	11 12% *	11 6%	22 6%	21 11%	37 16% GH	50 19% L	41 6%	4 1%	49 19% MP	4 7% M*	16 7% M	47 13%	27 8%
A fair amount (3)	254 26%	221 25%	23 24% *	138 24%	97 30%	19 20% *	53 28%	92 24%	49 25%	60 26%	68 26%	186 25%	41 13%	116 46% MP	25 47% MP*	42 19%	131 35% R	60 17%
Not very much (2)	228 23%	201 23%	23 24% *	120 21%	87 27%	20 21% *	48 25%	78 20%	58 30%	43 19%	55 21%	173 24%	79 25%	44 18%	13 24% *	62 28% N	78 21%	84 24%
Not at all (1)	287 29%	261 30%	20 21% *	179 31% E	71 22%	38 39% E*	43 23%	134 35% GI	53 27%	56 25%	66 25%	221 30%	174 54% NDP	14 6%	5 9% *	53 24% NO	63 17%	164 46% Q
Don't know	133 13%	118 14%	13 13% *	74 13%	50 15%	9 9% *	34 18% I	56 15% I	14 7%	29 13%	24 9%	109 15%	21 7%	28 11%	7 12% *	48 22% MN	54 14% R	20 6%

NET: Great deal/fair amount	345 35%	293 34%	40 41% *	196 34%	118 36%	30 31% *	64 34%	114 30%	70 36%	97 43% H	118 45% L	227 31%	45 14%	165 65% MP	29 55% MP*	58 26% M	178 48% R	88 25%
NET: Not very much/not at all	514 52%	462 53%	43 45% *	299 52%	158 49%	57 59% *	91 48%	212 56% J	112 57%	99 44%	120 46%	394 54%	253 79% NDP	58 23%	18 33% *	115 52% NO	142 38%	248 70% Q

Mean	2.17	2.14	2.44 *	2.15	2.25	2.04 *	2.20 *	2.00	2.21 *	2.40 H*	2.43 L	2.08	1.58	2.89 MP	2.61 MP*	2.12 M*	2.51 R	1.85
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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - handle the issue of migrants crossing the English Channel?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	88 9%	46 9%	42 8%	13 11% *	12 6%	28 17% EH*	16 8%	20 6%	25 8%	44 12% K	20 6%	15 11% *	32 12%	25 8%	16 6%	19 8%	23 9%	22 10%	14 10% *	5 11% **	6 7% **	53 9%	36 8%	64 10%	24 7%	37 11%	52 8%
A fair amount (3)	237 24%	131 27%	106 21%	42 35% G*	50 27%	40 23% *	35 18%	71 22%	92 30% J	74 21%	71 22%	48 36% NO*	69 25%	60 19%	61 22%	55 23%	57 22%	52 23%	34 24% *	11 23% **	28 32% **	152 27%	85 20%	155 24%	82 24%	104 32% a	133 20%
Not very much (2)	234 24%	110 22%	124 25%	34 29% *	47 25%	34 20% *	44 23%	75 23%	81 26%	77 21%	75 23%	38 28% *	61 22%	70 22%	66 24%	53 22%	65 25%	56 25%	33 24% *	13 27% **	14 16% **	142 25%	91 21%	138 21%	96 28%	81 25%	152 23%
Not at all (1)	297 30%	157 32%	139 28%	15 12% *	39 21%	49 29% D*	73 38% DE	121 37% DE	54 18%	122 34% I	121 37% I	17 13% *	56 21%	130 41% LM	95 35% LM	84 35%	82 32%	65 29%	32 23% *	16 34% **	18 21% **	146 26%	151 35% v	190 29%	107 31%	66 20%	231 35% z
Don't know	136 14%	47 10%	88 18% B	14 12% *	41 22% FH	19 11% *	26 14%	37 11%	55 18%	45 12%	37 11%	16 12% *	53 20% N	32 10%	35 13%	26 11%	31 12%	32 14%	26 19% *	2 4% **	20 23% **	70 12%	66 15%	98 15%	38 11%	36 11%	100 15%
NET: Great deal/fair amount	325 33%	177 36%	148 30%	55 47% GH*	62 33%	68 40% GH*	50 26%	91 28%	117 38% K	118 33%	91 28%	63 47% NO*	101 37% N	85 27%	77 28%	74 32%	80 31%	74 33%	48 34% *	16 34% **	34 39% **	205 36% w	120 28%	219 34%	106 30%	140 43% a	185 28%
NET: Not very much/not at all	531 53%	267 54%	262 53%	49 42% *	86 46%	83 49% *	116 60% DE	197 61% DE	135 44%	199 55% I	197 61% I	54 41% *	116 43%	199 63% LM	161 59% LM	136 58%	147 57%	121 53%	65 47% *	29 62% **	32 38% **	288 51%	242 56%	328 51%	203 59%	147 45%	383 57% z
Mean	2.14	2.15	2.13	2.51 GH*	2.23 *	2.31 GH*	1.96 *	1.96	2.35 K	2.13	1.96	2.52 NO*	2.36 NO*	1.93	1.99	2.05	2.09	2.16	2.25 *	2.10 **	2.33 **	2.23 w	2.01	2.17	2.07	2.39 a	2.01

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - handle the issue of migrants crossing the English Channel?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	88 9%	72 8%	15 15% *	57 10%	22 7%	10 10% *	10 5%	27 7%	20 10%	31 14% GH	45 17% L	43 6%	8 3%	46 18% MDP	2 5% *	16 7% M	38 10%	31 9%
A fair amount (3)	237 24%	200 23%	26 27% *	119 21%	99 30% D	19 19% *	52 28%	88 23%	45 23%	51 24%	62 24%	175 24%	32 10%	109 44% MP	24 44% MP*	36 16%	126 34% R	57 16%
Not very much (2)	234 24%	204 23%	28 29% *	134 24%	82 25%	18 18% *	43 23%	74 19%	61 31% H	55 25%	65 25%	168 23%	78 24%	46 18%	18 33% N*	72 32% N	94 25%	75 21%
Not at all (1)	297 30%	274 31% C	16 17% *	179 31%	76 23%	42 44% DE*	52 28%	137 36% J	51 26%	57 25%	61 23%	236 32% K	180 56% NDP	17 7%	4 8% *	53 24% NO	68 18%	167 47% Q
Don't know	136 14%	122 14%	12 12% *	81 14%	47 14%	8 8% *	31 16%	56 15%	19 10%	30 14%	27 10%	109 15%	22 7%	33 13%	5 10% *	44 20% M	48 13%	27 7%

NET: Great deal/fair amount	325 33%	273 31%	40 42% *	176 31%	121 37%	28 29% *	63 33%	115 30%	65 33%	82 36%	108 41% L	218 30%	40 13%	155 62% MP	26 49% MP*	52 24% M	164 44% R	87 25%
NET: Not very much/not at all	531 53%	478 55%	44 45% *	313 55%	158 48%	60 62% *	96 50%	211 55%	112 57%	113 50%	127 48%	404 55%	258 81% NDP	63 25%	22 41% N*	124 56% N	162 43%	242 68% Q

Mean	2.14	2.09	2.47 B*	2.11	2.24	1.95 *	2.13 *	2.02	2.19 *	2.29 H*	2.39 L	2.04	1.56	2.85 MDP	2.50 MP*	2.09 M*	2.41 R	1.85
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Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - manage Britain's taxes and public spending?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	96 10%	50 10%	45 9%	13 11% *	17 9%	19 11% *	19 10%	28 9%	30 10%	38 10%	28 9%	14 11% *	29 11%	27 9%	25 9%	27 11%	24 9%	16 7%	15 11% *	6 14% **	7 8% **	64 11%	32 7%	68 10%	28 8%	50 15% a	46 7%
A fair amount (3)	280 28%	154 31%	126 25%	49 41% GH*	53 28%	56 33% G*	38 20%	84 26%	102 33%	94 26%	84 26%	57 43% NO*	84 31% N	68 22%	71 26%	59 25%	75 29%	58 26%	35 25% *	11 23% **	43 50% **	175 31%	105 24%	179 28%	101 29%	112 35% a	168 25%
Not very much (2)	232 23%	96 20%	135 27% B	27 23% *	40 21%	30 18% *	51 26%	83 26%	68 22%	81 22%	83 26%	30 23% *	49 18%	78 25%	74 27%	51 22%	59 23%	65 29%	29 21% *	11 24% **	15 18% **	132 24%	99 23%	139 22%	92 27%	71 22%	161 24%
Not at all (1)	267 27%	142 29%	124 25%	20 17% *	38 20%	45 26% *	58 30%	107 33% DE	58 19%	103 28% I	107 33% I	22 17% *	51 19%	111 35% LM	83 30% LM	74 31%	69 27%	65 29%	31 22% *	17 36% **	13 15% **	140 25%	128 30%	168 26%	100 29%	62 19%	206 31% z
Don't know	117 12%	48 10%	68 14%	9 8% *	40 21% DH	20 12% *	27 14% H	22 7%	49 16% K	47 13% K	22 7%	9 7% *	56 21% LNO	32 10%	20 7%	25 11%	31 12%	23 10%	28 20% R*	2 4% **	8 10% **	52 9%	65 15% V	91 14% Y	26 7%	29 9%	88 13%
NET: Great deal/fair amount	376 38%	205 42%	171 34%	61 52% GH*	71 37%	75 44% G*	57 30%	112 35%	132 43%	132 36%	112 35%	71 53% NO*	114 42% N	96 30%	95 35%	86 36%	99 38%	74 33%	51 37% *	17 36% **	50 57% **	239 42% w	137 32%	247 38%	129 37%	162 50% a	214 32%
NET: Not very much/not at all	499 50%	238 48%	260 52%	47 40% *	78 42%	75 44% *	109 56% E	190 59% DEF	125 41%	184 51%	190 59% I	52 39% *	101 37%	189 60% LM	157 58% LM	125 53%	128 50%	129 57%	60 43% *	28 60% **	28 33% **	272 48%	227 53%	307 48%	192 55%	132 41%	367 55% z
Mean	2.23	2.26	2.21	2.50 GH*	2.34 *	2.33 *	2.11 *	2.11	2.41 K	2.21	2.11	2.51 NO*	2.43 NO*	2.04	2.15	2.18	2.24	2.13	2.32 *	2.14 **	2.55 **	2.32 w	2.11	2.26	2.18	2.51 a	2.09

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 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - manage Britain's taxes and public spending?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	96 10%	86 10%	7 7% *	58 10%	24 7%	13 14% *	18 9%	30 8%	23 12%	24 11%	40 15% L	55 8%	4 1%	64 26% MDP	4 7% M*	15 7% M	53 14% R	27 7%
A fair amount (3)	280 28%	236 27%	37 38% *	147 26%	115 35% DF	19 20% *	53 28%	103 27%	58 30%	66 29%	81 31%	199 27%	41 13%	125 50% MP	25 47% MP*	54 24% M	150 40% R	61 17%
Not very much (2)	232 23%	214 25% C	12 12% *	134 24%	76 23%	21 22% *	47 25%	88 23%	49 25%	47 21%	55 21%	176 24%	98 31% N	34 13%	16 30% N*	51 23% N	76 20%	101 28%
Not at all (1)	267 27%	244 28%	21 22% *	161 28%	71 22%	35 36% E*	48 25%	118 31%	51 26%	51 23%	54 21%	213 29% K	158 49% NDP	9 4%	4 8% *	59 27% NO	66 18%	134 38% Q
Don't know	117 12%	94 11%	20 20% B*	69 12%	40 12%	8 8% *	24 13%	42 11%	14 7%	37 16% I	31 12%	87 12%	20 6%	19 8%	5 9% *	42 19% MN	29 8%	34 10%

NET: Great deal/fair amount	376 38%	322 37%	43 45% *	205 36%	138 42%	32 34% *	70 37%	134 35%	81 42%	91 40%	122 47% L	254 35%	45 14%	189 75% MDP	29 54% MP*	69 31% M	203 54% R	87 25%
NET: Not very much/not at all	499 50%	458 52% C	33 35% *	295 52%	147 45%	56 58% *	95 50%	207 54%	100 51%	98 43%	109 42%	390 53% K	256 80% NDP	43 17%	20 37% N*	110 50% N	142 38%	235 66% Q

Mean	2.23	2.21	2.37 *	2.20	2.32	2.12 *	2.24 *	2.13	2.30 *	2.34 *	2.47 L	2.15	1.64	3.05 MDP	2.58 MP*	2.14 M*	2.55 R	1.94
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Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - reduce you and your family's cost of living?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	104 11%	55 11%	49 10%	17 15%	17 9%	27 16%	15 8%	28 9%	34 11%	42 12%	28 9%	20 15%	36 13%	24 8%	24 9%	29 12%	22 9%	23 10%	19 14%	4 8%	7 9%	65 12%	39 9%	76 12%	28 8%	47 15%	57 9%
A fair amount (3)	261 26%	139 28%	122 24%	41 35%	49 26%	51 30%	45 23%	76 23%	90 29%	96 26%	76 23%	48 36%	75 28%	73 23%	64 24%	54 23%	71 28%	47 21%	38 27%	14 31%	37 43%	160 28%	101 24%	173 27%	88 25%	104 32%	157 23%
Not very much (2)	236 24%	110 22%	126 25%	32 28%	37 20%	34 20%	55 28%	77 24%	70 23%	89 25%	77 24%	36 27%	50 19%	81 26%	68 25%	61 26%	58 22%	61 27%	24 17%	13 27%	19 22%	140 25%	96 22%	133 21%	102 30%	84 26%	152 23%
Not at all (1)	277 28%	147 30%	129 26%	19 16%	47 25%	44 26%	58 30%	109 34%	66 22%	102 28%	109 34%	21 16%	61 23%	110 35%	85 31%	70 29%	76 29%	69 30%	34 25%	14 30%	14 17%	142 25%	134 31%	182 28%	95 27%	59 18%	217 33%
Don't know	114 11%	40 8%	73 15%	8 7%	38 20%	13 8%	21 11%	34 11%	46 15%	34 9%	34 11%	8 6%	47 17%	28 9%	22 9%	31 12%	28 12%	24 12%	2 4%	8 9%	8 10%	55 10%	59 14%	81 12%	33 10%	28 9%	86 13%
NET: Great deal/fair amount	365 37%	194 39%	171 34%	58 50%	66 35%	78 46%	60 31%	103 32%	124 41%	138 38%	103 32%	68 51%	111 41%	98 31%	88 32%	83 35%	94 36%	69 31%	56 41%	18 39%	45 52%	226 40%	140 33%	249 39%	116 34%	152 47%	214 32%
NET: Not very much/not at all	513 52%	257 52%	255 51%	51 44%	84 45%	79 46%	112 58%	186 57%	136 44%	191 53%	186 57%	57 43%	112 41%	191 60%	153 56%	131 56%	134 52%	130 57%	58 42%	27 57%	33 39%	282 50%	231 54%	316 49%	197 57%	144 44%	369 55%
Mean	2.22	2.23	2.22	2.52 GH*	2.24 *	2.39 H*	2.10 *	2.08	2.36 K	2.24	2.08	2.54 NO*	2.39 NO	2.04	2.11	2.20	2.18	2.12	2.36 *	2.17 **	2.48 **	2.29	2.12	2.25	2.16	2.47 a	2.09

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

Ipsos UK Politics polling
Fieldwork: 4-8 November 2022
PUBLIC
GB Adults aged 18-75

Q8a. To what extent, if at all, do you trust the Labour Party to... - reduce you and your family's cost of living?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	104 11%	85 10%	15 16% *	61 11%	31 9%	13 13% *	18 9%	25 6%	27 14% H	35 16% H	48 18% L	56 8%	14 5%	51 20% MP	7 12% M*	16 7%	51 14%	38 11%
A fair amount (3)	261 26%	222 25%	29 30% *	139 24%	104 32%	19 19% *	53 28%	107 28%	46 24%	56 25%	72 27%	189 26%	36 11%	136 54% MDP	16 31% M*	40 18%	136 36% R	63 18%
Not very much (2)	236 24%	212 24%	22 23% *	134 24%	76 23%	26 27% *	42 22%	82 22%	55 28%	56 25%	56 21%	180 25%	96 30% N	35 14%	18 33% N*	56 25% N	88 24%	88 25%
Not at all (1)	277 28%	252 29%	20 21% *	169 30%	76 23%	32 33% *	46 24%	126 33%	51 26%	54 24%	65 25%	212 29%	148 46% NDP	13 5%	7 13% N*	65 30% NO	66 18%	137 38% Q
Don't know	114 11%	102 12%	9 9% *	66 12%	40 12%	8 8% *	31 16%	42 11%	16 8%	24 11%	21 8%	93 13%	25 8%	16 6%	6 10% *	43 20% MN	33 9%	30 8%

NET: Great deal/fair amount	365 37%	307 35%	45 46% *	200 35%	134 41%	31 32% *	70 37%	131 34%	73 37%	91 40%	120 46% L	245 34%	51 16%	187 74% MDP	23 43% MP*	56 26% M	187 50% R	101 28%
NET: Not very much/not at all	513 52%	464 53%	42 44% *	303 53%	152 47%	58 60% *	88 46%	208 55%	106 54%	110 49%	120 46%	392 54%	244 76% NDP	48 19%	25 47% N*	121 55% N	154 41%	225 63% Q

Mean	2.22	2.18	2.45 *	2.18	2.31	2.13 *	2.26 *	2.09	2.27 *	2.36 H*	2.43 L	2.14	1.72	2.96 MDP	2.47 MP*	2.04 M*	2.50 R	2.01
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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
Fieldwork: 4-8 November 2022

PUBLIC

GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - Summary

All Adults aged 18-75 in Great Britain

	Q8b. To what extent, if at all, do you trust the Conservative party to...				
	have the right policies towards asylum seekers?	have the right immigration policies?	handle the issue of migrants crossing the English Channel?	manage Britain's taxes and public spending?	reduce you and your family's cost of living?
	(A)	(B)	(C)	(D)	(E)
Unweighted base	992	992	992	992	992
Weighted base	992	992	992	992	992
A great deal (4)	57 6% E	51 5% E	47 5%	42 4%	30 3%
A fair amount (3)	150 15%	151 15%	130 13%	228 23% ABCE	140 14%
Not very much (2)	263 27%	273 27%	286 29%	299 30%	322 32% AB
Not at all (1)	414 42% D	421 42% D	434 44% D	343 35%	425 43% D
Don't know	107 11% CDE	97 10% E	94 9% E	81 8%	75 8%

NET: Great deal/fair amount	208 21% CE	202 20% CE	178 18%	270 27% ABCE	170 17%
NET: Not very much/not at all	677 68% D	694 70% D	720 73% ABD	642 65%	746 75% ABD

Mean	1.83 CE	1.81	1.77	1.97 ABCE	1.76
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requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

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

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - have the right policies towards asylum seekers?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	57 6%	46 9%	11 2%	15 12% GH*	10 5%	15 9% H*	7 4%	10 3%	25 8% K	22 6%	10 3%	15 12% NO*	25 9% NO	8 3%	9 3%	18 8%	14 5%	9 4%	14 10% *	* 1%	2 2% **	26 5%	32 7%	38 6%	19 6%	20 6%	37 6%
A fair amount (3)	150 15%	67 14%	83 17%	29 25% G*	34 18% G	26 15% *	15 8%	45 14%	64 21% J	41 11%	45 14%	34 25% N*	41 15%	37 12%	39 14%	37 15%	48 19%	33 15%	17 13% *	6 13% **	9 10% **	85 15%	65 15%	101 16%	49 14%	47 14%	103 15%
Not very much (2)	263 27%	120 24%	143 29%	19 16% *	39 21%	43 25% *	58 30%	103 32% DE	58 19%	101 28% I	103 32% I	22 16% *	60 22%	91 29%	90 33% LM	54 23%	60 23%	74 33%	26 19% *	22 48% **	27 31% **	152 27%	111 26%	157 24%	106 31%	84 26%	179 27%
Not at all (1)	414 42%	218 44%	196 39%	42 35% *	71 38%	71 42% *	88 46%	142 44%	113 37%	160 44%	142 44%	49 37% *	103 38%	149 47%	114 42%	104 44%	105 41%	80 35%	65 47% *	17 35% **	44 51% **	247 44%	167 39%	272 42%	143 41%	151 47%	264 39%
Don't know	107 11%	40 8%	65 13%	13 11% *	33 18% FH	14 8% *	24 12%	23 7%	47 15% K	38 10%	23 7%	13 10% *	42 16% O	31 10%	21 8%	23 10%	31 12%	30 13%	16 12% *	1 3% **	5 6% **	52 9%	55 13%	77 12%	30 9%	22 7%	86 13% Z
NET: Great deal/fair amount	208 21%	113 23%	94 19%	44 37% GH*	45 24% G	41 24% G*	22 12%	55 17%	88 29% JK	64 18%	55 17%	49 37% NO*	65 24% N	46 14%	48 18%	55 23%	62 24%	42 18%	32 23% *	6 14% **	11 13% **	111 20%	97 23%	139 22%	68 20%	67 21%	140 21%
NET: Not very much/not at all	677 68%	338 69%	339 68%	60 51% *	111 59%	114 67% *	147 76% DE	245 76% DE	171 56%	261 72% I	245 76% I	71 53% *	163 60%	240 76% LM	204 75% LM	158 67%	165 64%	154 68%	90 65% *	39 83% **	70 81% **	400 71%	278 65%	429 66%	249 72%	235 73%	442 66%
Mean	1.83	1.87	1.79	2.16 GH*	1.89 *	1.90 *	1.65 *	1.75	2.00 K	1.77	1.75	2.12 NO*	1.95 N	1.67	1.77	1.85	1.87	1.85	1.85 *	1.78 **	1.62 **	1.78	1.90	1.83	1.82	1.79	1.85

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - have the right policies towards asylum seekers?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	57 6%	42 5%	15 16% B*	25 4%	25 8%	7 8% *	11 6%	15 4%	9 5%	22 10% H	25 10% L	32 4%	29 9% N	4 2%	1 2% *	15 7% N	12 3%	29 8% Q
A fair amount (3)	150 15%	129 15%	19 20% *	89 16%	53 16%	8 9% *	25 13%	51 13%	40 20%	35 15%	52 20%	98 13%	72 10% NP	26 10%	5 10% *	28 13%	56 15%	58 16%
Not very much (2)	263 27%	238 27%	21 22% *	166 29% E	66 20%	31 32% *	51 27%	102 27%	48 25%	61 27%	67 26%	195 27%	99 31%	61 24%	19 36% *	55 25%	97 26%	107 30%
Not at all (1)	414 42%	376 43% C	24 25% *	233 41%	141 43%	41 42% *	72 38%	172 45%	88 45%	83 37%	98 38%	316 43%	92 29%	145 58% MP	25 46% M*	83 38%	180 48% R	135 38%
Don't know	107 11%	88 10%	16 17% *	57 10%	41 12%	9 10% *	31 16% I	42 11%	10 5%	24 11%	18 7%	89 12%	28 9%	15 6%	3 6% *	39 18% MN	28 8%	27 8%

NET: Great deal/fair amount	208 21%	171 20%	34 36% B*	114 20%	78 24%	16 16% *	35 19%	66 17%	49 25%	57 25%	77 30% L	130 18%	101 31% NDP	30 12%	7 12% *	44 20%	68 18%	87 24%
NET: Not very much/not at all	677 68%	614 70% C	45 47% *	398 70%	207 64%	72 74% *	123 65%	274 72%	136 70%	144 64%	166 63%	512 70%	192 60%	206 82% MP	44 82% MP*	138 63%	277 74%	242 68%

Mean	1.83	1.79	2.32 B*	1.82	1.87	1.80 *	1.84 *	1.73	1.84 *	1.98 H*	2.02 L	1.76	2.13 NDP	1.53	1.66 *	1.87 N*	1.71	1.94 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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - have the right immigration policies?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	51 5%	38 8% c	13 3%	14 12% GH*	10 5%	10 6% *	6 3%	11 3%	24 8%	16 4%	11 3%	15 11% NO*	17 6%	9 3%	10 4%	14 6%	15 6%	13 6%	6 4% *	1 2% **	1 1% **	28 5%	23 5%	31 5%	20 6%	19 6%	32 5%
A fair amount (3)	151 15%	76 15%	75 15%	24 21% *	34 18%	31 18% *	18 9%	43 13%	58 19%	49 14%	43 13%	26 20% *	50 18%	36 11%	39 14%	37 16%	41 16%	38 17%	26 18% *	7 15% **	3 3% **	78 14%	73 17%	106 17%	44 13%	44 14%	106 16%
Not very much (2)	273 27%	125 25%	147 30%	21 18% *	46 25%	41 24% *	61 31%	103 32%	67 22%	102 28%	103 32% I	28 21% *	61 23%	96 30%	87 32%	60 25%	62 24%	72 32%	35 25% *	16 34% **	28 32% **	159 28%	114 27%	166 26%	107 31%	95 29%	178 27%
Not at all (1)	421 42%	221 45%	200 40%	47 40% *	71 38%	71 42% *	87 45%	144 45%	119 39%	159 44%	144 45%	53 40% *	105 39%	148 47%	115 42%	106 45%	109 42%	80 36%	55 40% *	21 45% **	50 58% **	253 45%	168 39%	274 43%	147 42%	149 46%	273 41%
Don't know	97 10%	31 6%	64 13% B	11 9% *	27 14% H	16 9% *	21 11%	22 7%	38 12%	36 10%	22 7%	11 8% *	37 14%	27 9%	21 8%	19 8%	30 12%	23 10%	17 12% *	1 3% **	5 6% **	46 8%	51 12%	68 11%	29 8%	17 5%	79 12% Z
NET: Great deal/fair amount	202 20%	114 23%	88 18%	38 32% GH*	44 23% G	41 24% G*	24 13%	55 17%	82 27% JK	65 18%	55 17%	41 31% NO*	67 25% N	45 14%	49 18%	51 22%	56 22%	51 23%	32 23% *	8 17% **	4 4% **	105 19%	96 22%	137 21%	64 19%	63 20%	138 21%
NET: Not very much/not at all	694 70%	347 71%	347 70%	68 58% *	118 62%	112 66% *	148 77% DE	247 76% DE	186 61%	261 72% I	247 76% I	81 61% *	166 62%	244 77% LM	203 74% M	165 70%	171 66%	152 67%	90 65% *	37 80% **	78 90% **	412 73%	282 66%	440 68%	254 73%	243 75% a	451 67%
Mean	1.81	1.85	1.77	2.05 G*	1.89 *	1.87 *	1.67 *	1.74	1.95	1.76	1.74	2.02 N*	1.91 N	1.68	1.77	1.82	1.83	1.92	1.86 *	1.73 **	1.44 **	1.77	1.87	1.82	1.80	1.78	1.83

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Overlap formulae used

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Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - have the right immigration policies?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	White ethnic group (B)	Minority ethnic group (C)	Married/ Living as Married (D)	Single (E)	Widowed/ Divorced/ Separated (F)	1 (G)	2 (H)	3 (I)	4+ (J)	ANY (K)	NONE (L)	Conservati ve (M)	Labour (N)	Lib Dems (O)	Other (P)	Remain (Q)	Leave (R)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	51 5%	41 5%	8 9% *	23 4%	20 6%	7 8% *	11 6%	16 4%	10 5%	14 6%	21 8%	30 4%	25 8%	7 3%	2 4% *	11 5%	17 5%	16 5%
A fair amount (3)	151 15%	134 15%	15 16% *	91 16%	53 16%	7 8% *	25 13%	51 13%	33 17%	41 18%	46 17%	105 14%	82 6% NDP	16 6%	4 7% *	23 11%	45 12%	66 19%
Not very much (2)	273 27%	239 27%	27 28% *	171 30% E	71 22%	31 32% *	47 25%	102 27%	56 29%	68 30%	82 31%	191 26%	104 33%	64 25%	22 41% N*	59 27%	111 30%	114 32%
Not at all (1)	421 42%	376 43%	33 35% *	235 41%	145 45%	41 43% *	77 40%	176 46%	86 44%	83 37%	97 37%	324 44%	85 27%	148 59% MP	23 43% M*	93 42% M	179 48% R	134 38%
Don't know	97 10%	83 9%	12 12% *	50 9%	36 11%	10 10% *	31 16% I	36 10%	11 5%	19 8%	16 6%	80 11%	24 7%	16 6%	2 5% *	34 15% MN	21 6%	26 7%

NET: Great deal/fair amount	202 20%	175 20%	23 24% *	113 20%	73 23%	15 15% *	36 19%	68 18%	43 22%	55 25%	67 25%	135 18%	107 33% NDP	23 9%	6 11% *	35 16%	62 17%	82 23%
NET: Not very much/not at all	694 70%	615 70%	61 63% *	406 71%	216 66%	72 75% *	123 65%	278 73%	142 73%	151 67%	179 68%	515 71%	189 59%	212 84% MP	45 84% M*	153 69%	290 78%	248 70%

Mean	1.81	1.80	1.98 *	1.81	1.82	1.78 *	1.81 *	1.73	1.82 *	1.93	1.96 L	1.75	2.16 NDP	1.50	1.72 *	1.75 N*	1.72	1.89
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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - handle the issue of migrants crossing the English Channel?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	47 5%	33 7% c	14 3%	10 8% *	11 6%	11 6% *	6 3%	9 3%	21 7%	17 5%	9 3%	10 7% *	20 7%	10 3%	8 3%	11 5%	12 5%	12 5%	12 8% *	- - **	1 1% **	26 5%	21 5%	32 5%	15 4%	15 4%	33 5%
A fair amount (3)	130 13%	72 15%	58 12%	22 19% H*	33 17% GH	31 18% GH*	16 9%	28 9%	55 18% K	48 13%	28 9%	27 20% O*	44 16%	34 11%	26 10%	34 14%	40 16%	27 12%	18 13% *	6 13% **	6 7% **	59 10%	72 17% v	93 14%	38 11%	36 11%	94 14%
Not very much (2)	286 29%	129 26%	158 32%	29 25% *	46 25%	44 26% *	56 29%	111 34%	76 25%	99 27%	111 34% I	33 24% *	68 25%	88 28%	97 36%	59 25%	64 25%	70 31%	45 33% *	15 32% **	33 38% **	168 30%	119 28%	173 27%	114 33%	107 33%	179 27%
Not at all (1)	434 44%	224 46%	209 42%	43 37% *	73 39%	69 41% *	94 49%	155 48%	116 38%	163 45%	155 48%	51 38% *	103 38%	159 50% M	122 45%	110 47%	115 45%	94 41%	49 35% *	24 52% **	42 49% **	262 46%	173 40%	280 43%	154 44%	147 45%	287 43%
Don't know	94 9%	33 7%	60 12% B	13 11% *	26 14% H	15 9% *	20 10%	20 6%	39 13% K	35 10%	20 6%	13 10% *	35 13%	26 8%	19 7%	22 9%	27 10%	24 11%	15 11% *	1 3% **	5 6% **	48 9%	45 11%	68 10%	26 8%	19 6%	75 11% z
NET: Great deal/fair amount	178 18%	105 21% c	72 14%	32 27% GH*	43 23% GH	42 25% GH*	23 12%	37 12%	75 25% K	65 18%	37 12%	37 27% NO*	63 23% NO	43 14%	34 13%	45 19%	53 20%	38 17%	29 21% *	6 13% **	6 7% **	85 15%	93 22%	125 19%	53 15%	51 16%	127 19%
NET: Not very much/not at all	720 73%	353 72%	367 74%	72 62% *	119 63%	112 66% *	150 78% DE	267 82% DEF	191 62%	263 72% I	267 82% IJ	83 63% *	171 63%	247 78% LM	219 80% LM	169 72%	179 69%	164 72%	95 68% *	39 84% **	75 87% **	429 76% W	291 68%	453 70%	267 77%	255 79% a	466 70%
Mean	1.77	1.81	1.72	1.99 GH*	1.89 GH*	1.90 GH*	1.62 *	1.64	1.93 K	1.75	1.64	1.96 N*	1.92 NO	1.64	1.69	1.75	1.78	1.78	1.93 *	1.59 **	1.57 **	1.71	1.85	1.79	1.73	1.73	1.79

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - handle the issue of migrants crossing the English Channel?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	47 5%	41 5%	5 6% *	21 4%	20 6%	6 6% *	8 4%	17 5%	6 3%	15 7%	15 6%	32 4%	18 6%	10 4%	- -	13 6% *	15 4%	12 3%
A fair amount (3)	130 13%	108 12%	19 20% *	72 13%	50 15%	8 8% *	24 13%	39 10%	34 17%	33 15%	45 17%	85 12%	66 21% NDP	16 6%	4 7% *	23 10%	44 12%	61 17%
Not very much (2)	286 29%	255 29%	29 30% *	181 32%	83 26%	22 23% *	52 28%	114 30%	55 28%	65 29%	81 31%	205 28%	112 35%	63 25%	22 41% N*	64 29%	112 30%	111 31%
Not at all (1)	434 44%	389 45%	30 31% *	244 43%	138 43%	52 54% *	78 41%	174 46%	90 46%	91 41%	104 40%	330 45%	101 32%	148 59% MP	25 48% M*	86 39%	179 48%	150 42%
Don't know	94 9%	80 9%	12 12% *	52 9%	33 10%	8 8% *	26 14% I	37 10%	10 5%	20 9%	16 6%	78 11%	23 7%	14 6%	2 5% *	35 16% MN	24 6%	22 6%

NET: Great deal/fair amount	178 18%	149 17%	25 26% *	93 16%	71 22%	14 15% *	33 17%	56 15%	40 20%	49 22%	61 23% L	117 16%	84 26% NDP	26 10%	4 7% *	36 16%	58 16%	74 21%
NET: Not very much/not at all	720 73%	644 74%	59 62% *	424 74%	222 68%	74 77% *	131 69%	289 76%	145 74%	156 69%	185 71%	535 73%	213 67%	211 84% MP	47 89% MP*	150 68%	291 78%	261 73%

Mean	1.77	1.75	2.00 *	1.75	1.84	1.64 *	1.77 *	1.71	1.76 *	1.87	1.89	1.72	2.00 NO	1.53	1.57 *	1.80 N*	1.70	1.81
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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F,G/H/I,J,K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - manage Britain's taxes and public spending?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	42 4%	26 5%	15 3%	9 7%	6 3%	5 3%	7 3%	15 5%	14 5%	12 3%	15 5%	11 9%	6 2%	12 4%	15 6%	10 4%	6 3%	7 5%	3 6%	2 2%	28 5%	14 3%	29 4%	13 4%	24 7%	18 3%	
A fair amount (3)	228 23%	124 25%	104 21%	24 20%	27 14%	45 27%	35 18%	97 30%	50 16%	80 22%	97 30%	24 18%	51 19%	63 20%	90 33%	49 21%	66 25%	50 22%	42 30%	6 13%	16 18%	116 21%	112 26%	129 20%	99 29%	57 18%	171 26%
Not very much (2)	299 30%	142 29%	156 31%	38 32%	68 36%	43 25%	65 34%	85 26%	106 35%	108 30%	85 26%	44 33%	89 33%	97 31%	69 25%	65 27%	80 31%	82 36%	29 21%	23 50%	20 23%	169 30%	130 30%	204 32%	95 27%	103 32%	196 29%
Not at all (1)	343 35%	174 35%	169 34%	34 29%	63 34%	63 37%	71 37%	111 34%	98 32%	134 37%	111 34%	41 31%	91 34%	123 39%	87 32%	89 38%	83 32%	67 30%	47 34%	13 27%	44 51%	208 37%	135 31%	228 35%	115 33%	125 39%	217 33%
Don't know	81 8%	25 5%	54 11%	13 11%	25 13%	12 7%	15 8%	15 5%	38 12%	28 8%	15 5%	13 10%	32 12%	21 7%	19 8%	20 8%	20 9%	14 10%	2 4%	5 6%	43 8%	38 9%	57 9%	24 7%	15 5%	66 10%	
NET: Great deal/fair amount	270 27%	150 31%	119 24%	32 27%	32 17%	51 30%	41 22%	113 35%	65 21%	92 25%	113 35%	35 26%	57 21%	75 24%	102 37%	63 27%	75 29%	56 25%	48 35%	9 18%	17 20%	144 26%	126 29%	157 24%	112 32%	81 25%	189 28%
NET: Not very much/not at all	642 65%	316 64%	326 65%	72 62%	131 70%	106 63%	136 70%	196 60%	203 67%	242 67%	196 60%	85 64%	180 67%	221 70%	156 57%	154 65%	163 63%	149 66%	76 55%	36 77%	64 74%	377 67%	265 62%	431 67%	211 61%	228 70%	414 62%
Mean	1.97	2.01	1.92	2.06	1.85	1.95	1.87	2.06	1.93	1.91	2.06	2.04	1.88	1.88	2.11	1.95	2.01	1.98	2.06	1.97	1.70	1.93	2.01	1.93	2.03	1.93	1.98

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Overlap formulae used

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

Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - manage Britain's taxes and public spending?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	42 4%	35 4%	7 7% *	21 4%	13 4%	7 8% *	12 6%	13 3%	7 4%	10 4%	13 5%	28 4%	24 7% N	4 2%	1 2% *	9 4%	16 4%	16 4%
A fair amount (3)	228 23%	202 23%	24 25% *	142 25%	66 20%	20 21% *	39 21%	98 26%	41 21%	50 22%	61 23%	167 23%	138 43% NDP	27 11%	8 15% *	34 15%	71 19%	107 30% Q
Not very much (2)	299 30%	263 30%	27 28% *	172 30%	96 29%	31 32% *	51 27%	104 27%	72 37%	73 32%	82 31%	217 30%	97 30%	67 27%	24 45% MN*	72 33%	111 30%	109 31%
Not at all (1)	343 35%	303 35%	29 30% *	188 33%	120 37%	35 36% *	68 36%	136 36%	66 34%	73 33%	94 36%	249 34%	45 14%	138 55% MDP	20 38% M*	78 35% M	158 42% R	106 30%
Don't know	81 8%	69 8%	10 10% *	47 8%	31 9%	3 3% *	20 10%	32 8%	10 5%	19 8%	12 5%	69 9%	16 5%	15 6%	- 12% *	28 5% MD	18 5%	19 5%

NET: Great deal/fair amount	270 27%	237 27%	31 32% *	163 29%	79 24%	28 29% *	51 27%	111 29%	48 25%	60 27%	74 28%	196 27%	162 51% NDP	31 12%	9 17% *	43 20%	87 23%	122 34% Q
NET: Not very much/not at all	642 65%	567 65%	55 58% *	360 63%	216 66%	66 68% *	118 63%	239 63%	137 70%	146 65%	176 67%	466 64%	142 82% MP	205 83% MP*	44 68% M	150 72% R	269 72% R	215 60%

Mean	1.97	1.96	2.11 *	1.99	1.90	2.00 *	1.97 *	1.96	1.94 *	1.98	1.97	1.96	2.46 NDP	1.56	1.81 *	1.87 N*	1.85	2.10 Q
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Ipsos UK Politics polling
 Fieldwork: 4-8 November 2022
 PUBLIC
 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - reduce you and your family's cost of living?
 All Adults aged 18-75 in Great Britain

	Gender			Age					Age (aggregated)			Generation				Region						Social grade		Employment status		Education	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	18-34 (I)	35-54 (J)	55-75 (K)	Gen Z (L)	Gen Y (M)	Gen X (N)	Baby Boomer (O)	North (P)	Midlands (Q)	South (R)	London (S)	Wales (T)	Scotland (U)	ABC1 (V)	C2DE (W)	Working (X)	Not Working (Y)	Graduates (Z)	Non-graduates (a)
Unweighted base	992	458	532	120	176	172	205	319	296	377	319	132	267	336	257	248	264	230	121	49	80	693	299	665	327	546	446
Weighted base	992	491	499	118	188	169	193	324	306	362	324	133	270	317	273	236	258	226	138	47	86	563	429	645	347	324	668
A great deal (4)	30 3%	22 4%	8 2%	6 5% *	10 5%	5 3% *	2 1%	8 2%	15 5%	7 2%	8 2%	6 4% *	14 5% N	4 1%	6 2%	11 5% R	7 3%	1 1%	8 6% R*	1 3% **	1 1% **	19 3%	11 3%	22 3%	9 2%	14 4%	17 3%
A fair amount (3)	140 14%	80 16%	60 12%	26 22% EG*	19 10%	32 19% G*	17 9%	46 14%	45 15%	49 13%	46 14%	30 23% MN*	30 11%	36 11%	44 16%	30 13%	48 18%	33 15%	24 17% *	3 6% **	2 2% **	70 12%	70 16%	86 13%	54 16%	40 12%	100 15%
Not very much (2)	322 32%	151 31%	171 34%	35 30% *	56 30%	44 26% *	72 37%	114 35%	91 30%	116 32%	114 35%	41 30% *	75 28%	108 34%	97 36%	75 32%	75 29%	78 34%	43 31% *	25 54% **	26 30% **	177 31%	145 34%	192 30%	130 37%	103 32%	218 33%
Not at all (1)	425 43%	210 43%	214 43%	43 36% *	80 42%	79 47% *	84 44%	139 43%	122 40%	164 45%	139 43%	49 37% *	120 45%	147 46%	109 40%	102 43%	107 42%	95 42%	53 38% *	16 35% **	52 60% **	262 47% w	163 38%	289 45%	136 39%	152 47%	273 41%
Don't know	75 8%	28 6%	46 9%	8 7% *	24 13% H	10 6% *	17 9%	16 5%	33 11% K	27 7%	16 5%	8 6% *	30 11%	21 7%	16 6%	18 8%	21 8%	19 9%	10 8% *	1 2% **	5 6% **	35 6%	40 9%	57 9%	18 5%	15 5%	61 9% Z
NET: Great deal/fair amount	170 17%	102 21% C	68 14%	31 27% G*	29 15%	36 21% G*	19 10%	54 17%	60 20%	56 15%	54 17%	36 27% N*	44 16%	40 13%	50 18%	42 18%	55 21%	34 15%	32 23% *	4 9% **	3 4% **	89 16%	81 19%	108 17%	63 18%	54 17%	116 17%
NET: Not very much/not at all	746 75%	361 73%	385 77%	78 66% *	136 72%	123 73% *	157 81% D	253 78%	213 70%	280 77%	253 78%	89 67% *	195 72%	255 81% L	206 76%	177 75%	182 71%	173 76%	96 69% *	42 89% **	78 90% **	439 78%	307 72%	481 74%	266 77%	255 79%	491 73%
Mean	1.76	1.81	1.70	1.95 G*	1.75 *	1.76 *	1.64	1.75	1.83	1.70	1.75	1.94 N*	1.74	1.65	1.80	1.78	1.81	1.71	1.90 *	1.76 **	1.41 **	1.71	1.82	1.73	1.80	1.73	1.77

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 GB Adults aged 18-75

Q8b. To what extent, if at all, do you trust the Conservative party to... - reduce you and your family's cost of living?

All Adults aged 18-75 in Great Britain

	Ethnicity			Marital Status			Household Size				Presence of children HH (17 or under)		General Election 2019 Vote				Referendum 2016 vote	
	Total	White ethnic group	Minority ethnic group	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	ANY	NONE	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)
Unweighted base	992	863	106	589	303	100	187	377	196	232	279	713	309	270	63	217	432	315
Weighted base	992	873	96	570	326	97	189	382	195	225	262	730	320	251	53	221	374	356
A great deal (4)	30 3%	24 3%	6 6% *	16 3%	8 3%	5 6% *	5 3%	8 2%	5 3%	12 5%	14 6% L	16 2%	14 4%	8 3%	1 2% *	4 2%	14 4%	9 3%
A fair amount (3)	140 14%	115 13%	23 24% B*	75 13%	56 17%	9 10% *	30 16%	51 13%	26 13%	33 15%	41 16%	99 13%	76 24% NDP	17 7%	3 5% *	27 12%	40 11%	63 18% Q
Not very much (2)	322 32%	286 33%	28 29% *	188 33%	99 30%	34 35% *	57 30%	120 31%	76 39%	69 31%	74 28%	248 34%	139 43% NP	67 27%	22 40% *	63 29%	109 29%	131 37%
Not at all (1)	425 43%	383 44%	30 31% *	247 43%	136 42%	42 44% *	76 40%	173 45%	80 41%	96 42%	116 44%	309 42%	73 23%	152 60% MP	28 52% M*	98 44% M	193 52% R	135 38%
Don't know	75 8%	64 7%	9 9% *	43 8%	27 8%	5 5% *	21 11%	29 8%	9 4%	16 7%	16 6%	59 8%	18 6%	9 3%	- *	28 13% MNO	18 5%	18 5%

NET: Great deal/fair amount	170 17%	140 16%	29 30% B*	91 16%	64 20%	15 15% *	35 19%	60 16%	31 16%	44 20%	56 21%	114 16%	90 28% NDP	24 10%	4 8% *	31 14%	54 14%	72 20%
NET: Not very much/not at all	746 75%	669 77% C	58 60% *	435 76%	235 72%	76 79% *	133 70%	293 77%	156 80%	164 73%	189 72%	557 76%	212 87%	218 87% MP	49 92% MP*	162 73%	302 81%	266 75%

Mean	1.76	1.73	2.06 B*	1.74	1.79	1.76 *	1.79 *	1.70	1.77 *	1.81	1.81	1.73	2.10 NDP	1.51	1.58 *	1.68 *	1.65	1.84 Q
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI 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 Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D/E,F,G,H/I,J,K/L,M/N/O/P,Q/R Minimum Base: 30(**) Small Base: 10Q(*)