

Ipsos Political Monitor - July 2023

Table 1
(JUL23)Q14LIZTRUSS. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Liz Truss

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age											Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority		
																														Total	
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065	
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065	
Much better	17 2%	13 2%	6 1%	6 1%	13 2%	11 1%	9 1%	6 1%	- -	12 2%	5 1%	6 2%	7 2%	3 1%	1 1%	5 3%	5 3%	2 1%	- -	3 1%	3 3%	1 1%	6 2%	2 1%	8 3%	7 1%	10 2%	10 1%	7 5%	15 1%	
Somewhat better	27 3%	21 3%	16 3%	18 3%	23 3%	23 3%	20 3%	19 3%	2 1%	8 2%	18 3%	5 2%	9 3%	13 3%	3 2%	2 1%	3 1%	7 4%	3 2%	9 4%	3 3%	10 4%	5 2%	7 3%	5 2%	15 3%	12 2%	23 2%	4 3%	26 2%	
Neither better nor worse	180 17%	124 15%	67 11%	67 11%	107 14%	102 13%	97 13%	72 11%	44 31%	86 17%	93 17%	58 19%	64 18%	58 14%	25 22%	32 17%	28 16%	36 20%	27 16%	31 13%	17 15%	38 13%	52 17%	41 19%	49 18%	90 15%	90 19%	152 16%	26 20%	186 17%	
Somewhat worse	183 17%	147 18%	103 17%	95 16%	140 18%	136 18%	126 18%	106 17%	13 9%	72 14%	108 20%	55 18%	61 17%	68 17%	28 25%	27 14%	33 19%	28 15%	24 15%	43 18%	19 17%	50 17%	41 14%	47 21%	46 17%	90 16%	93 19%	168 18%	16 12%	152 14%	
Much worse	588 55%	496 59%	390 64%	378 64%	465 59%	451 59%	428 60%	397 63%	72 50%	306 60%	264 50%	141 47%	200 56%	247 60%	47 41%	94 51%	96 55%	104 57%	104 63%	143 58%	58 52%	181 64%	169 57%	112 51%	125 47%	350 60%	237 49%	520 56%	62 46%	620 58%	
Don't know	70 7%	37 4%	23 4%	26 4%	43 5%	42 5%	38 5%	31 5%	12 8%	25 5%	44 8%	35 12%	14 4%	21 5%	10 9%	25 13%	8 5%	6 3%	7 4%	14 6%	12 11%	4 1%	25 8%	10 5%	31 12%	28 5%	42 9%	51 6%	19 14%	66 6%	
Combinations - Summary net Better (Top 2 Box)	44 4%	35 4%	22 4%	24 4%	36 5%	33 4%	30 4%	25 4%	2 1%	20 4%	23 4%	11 4%	17 5%	16 4%	4 3%	7 4%	8 4%	9 5%	3 2%	12 5%	6 6%	12 4%	11 4%	9 4%	13 5%	22 4%	21 4%	33 4%	10 8%	41 4%	
Worse (Bottom 2 Box)	771 72%	643 77%	493 81%	474 80%	605 76%	587 77%	555 77%	503 80%	86 60%	378 74%	372 70%	195 65%	261 73%	315 77%	75 65%	121 65%	129 75%	131 72%	129 78%	186 76%	76 68%	231 81%	210 71%	159 73%	171 65%	441 76%	330 68%	687 74%	77 58%	772 72%	
Net better-worse	-727 -68%	-609 -73%	-471 -78%	-449 -76%	-570 -72%	-554 -72%	-525 -73%	-478 -76%	-84 -59%	-358 -70%	-349 -66%	-184 -62%	-244 -69%	-299 -73%	-71 -62%	-113 -61%	-122 -70%	-122 -67%	-125 -76%	-174 -71%	-70 -63%	-219 -77%	-199 -67%	-151 -69%	-158 -60%	-418 -72%	-309 -64%	-654 -71%	-67 -50%	-731 -69%	

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 2

(JUL23)Q14LIZTRUSS. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Liz Truss

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	17 2%	2 1%	7 2%	4 4% s	6 3%	13 2%	8 2%	12 2%	5 1%	6 6%	8 1%	4 1%	3 1%	10 3%	7 1%	5 2%	9 3%	1 1%	2 1%	17 2%	- -	7 2%	6 2%	- - s	1 *	4 2%	7 1%	6 2%	15 1%
Somewhat better	27 3%	8 4%	8 2%	3 4% s	7 3%	15 3%	14 3%	6 1%	20 4%	1 1%	10 2%	11 3%	11 3%	5 1%	21 3%	6 2%	8 2%	8 3%	- -	22 2%	5 5%	8 3%	6 2%	2 2% s	7 4%	10 5%	11 2%	5 2%	26 2%
Neither better nor worse	180 17%	35 16%	29 9%	12 14% s	45 19%	74 13%	81 18%	78 16%	102 18%	19 18%	88 17%	47 15%	53 15%	78 20%	100 15%	43 17%	72 22%	26 11%	28 19%	158 17%	11 12%	49 17%	21 8%	10 12% s	19 11%	44 21%	96 18%	40 12%	186 17%
Somewhat worse	183 17%	50 23%	64 19%	9 10% s	31 13%	96 17%	81 18%	81 16%	102 18%	13 12%	102 19%	51 17%	69 19%	63 16%	120 18%	43 17%	57 17%	47 19%	25 17%	159 13%	12 13%	58 20%	45 17%	10 13% s	22 13%	29 14%	97 18%	58 18%	152 14%
Much worse	588 55%	114 53%	213 64%	54 64% s	140 59%	353 62%	255 56%	295 59%	292 52%	59 56%	294 55%	185 60%	212 59%	186 49%	398 59%	143 56%	165 50%	141 58%	78 54%	500 54%	61 66%	156 54%	165 64%	54 68% s	114 68%	99 48%	287 54%	202 62%	620 58%
Don't know	70 7%	8 4%	13 4%	3 4% s	8 3%	21 4%	16 3%	27 5%	43 8%	8 8%	30 6%	13 4%	15 4%	42 11%	28 4%	15 6%	20 6%	20 8%	12 8%	66 7%	3 4%	9 3%	15 6%	3 4% s	5 3%	19 9%	36 7%	15 4%	66 6%
Combinations - Summary net Better (Top 2 Box)	44 4%	9 4%	15 4%	7 8% s	13 6%	28 5%	23 5%	18 4%	25 4%	7 7%	18 3%	15 5%	14 4%	14 4%	28 4%	12 5%	17 5%	9 4%	2 1%	39 4%	5 5%	15 5%	13 5%	2 2% s	8 5%	14 7%	18 3%	12 4%	41 4%
Worse (Bottom 2 Box)	771 72%	164 76%	277 83%	63 74% s	172 72%	448 78%	336 74%	376 75%	395 70%	72 68%	396 74%	237 76%	281 77%	248 65%	518 77%	186 73%	222 67%	189 77%	102 71%	659 72%	73 79%	214 74%	210 81%	64 81% s	136 81%	128 62%	383 72%	260 80%	772 72%
Net better-worse	-727 -68%	-155 -72%	-262 -79%	-56 -67% s	-158 -67%	-421 -74%	-313 -69%	-358 -72%	-369 -65%	-64 -61%	-378 -71%	-222 -71%	-267 -74%	-234 -61%	-489 -73%	-174 -68%	-205 -62%	-180 -74%	-101 -70%	-620 -67%	-68 -73%	-198 -69%	-197 -76%	-63 -79% s	-128 -76%	-114 -56%	-365 -68%	-249 -76%	-731 -69%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

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Table 3

(JUL23)Q14BORISJOHNSON. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Boris Johnson

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age												Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Total		
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065		
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065		
Much better	101 9%	77 9%	50 8%	56 9%	76 10%	69 9%	67 9%	57 9%	11 8%	46 9%	50 9%	24 8%	25 7%	52 13%	9 8%	15 7%	18 4%	7 10%	45 18%	26 23%	21 8%	18 6%	29 13%	32 12%	40 7%	61 13%	91 10%	10 8%	85 8%			
Somewhat better	166 16%	126 15%	94 16%	93 16%	127 16%	121 16%	118 16%	102 16%	20 14%	83 16%	82 15%	28 9%	55 15%	84 20%	8 7%	19 10%	26 15%	28 16%	40 24%	44 18%	12 11%	41 14%	48 16%	35 16%	43 16%	88 15%	78 16%	151 16%	13 10%	170 16%		
Neither better nor worse	111 10%	82 10%	55 9%	48 8%	75 10%	74 10%	72 10%	57 9%	23 16%	49 10%	62 12%	31 10%	29 8%	51 12%	11 10%	20 11%	15 9%	14 8%	22 13%	29 12%	17 15%	21 7%	33 11%	23 10%	34 13%	55 9%	57 12%	101 11%	10 8%	116 11%		
Somewhat worse	191 18%	148 18%	91 15%	91 15%	140 18%	135 18%	112 16%	96 15%	21 14%	90 18%	97 18%	72 24%	58 16%	61 15%	46 40%	26 14%	36 21%	22 12%	32 19%	29 12%	15 14%	55 19%	64 21%	42 19%	31 12%	118 20%	72 15%	162 18%	29 22%	179 17%		
Much worse	467 44%	393 47%	305 50%	293 50%	362 46%	354 46%	340 47%	309 49%	59 41%	227 45%	227 43%	135 45%	177 50%	155 38%	40 35%	95 52%	83 48%	94 51%	63 38%	91 37%	38 34%	144 50%	128 43%	77 35%	118 45%	272 47%	195 40%	392 42%	69 52%	488 46%		
Don't know	29 3%	13 2%	10 2%	9 1%	11 1%	11 1%	11 2%	10 2%	10 7%	14 3%	14 3%	10 3%	12 3%	7 2%	1 *	9 5%	6 3%	6 3%	1 1%	6 3%	3 3%	3 1%	6 2%	14 6%	6 2%	9 2%	20 4%	27 3%	2 1%	27 3%		
Combinations - Summary net Better (Top 2 Box)	267 25%	204 24%	145 24%	149 25%	203 26%	190 25%	185 26%	159 25%	31 22%	129 25%	131 25%	52 17%	80 22%	136 33%	17 15%	35 19%	33 19%	46 25%	47 28%	89 36%	38 34%	62 22%	66 22%	64 29%	76 29%	128 22%	139 29%	242 26%	24 18%	255 24%		
Worse (Bottom 2 Box)	658 62%	541 64%	396 65%	385 65%	502 63%	489 64%	452 63%	405 64%	79 55%	317 62%	324 61%	207 69%	235 66%	216 53%	86 75%	121 66%	119 69%	116 63%	96 58%	120 49%	54 48%	198 70%	192 65%	119 54%	149 56%	390 67%	268 55%	554 60%	98 73%	667 63%		
Net better-worse	-391 -37%	-337 -40%	-251 -41%	-236 -40%	-299 -38%	-299 -39%	-267 -37%	-245 -39%	-48 -34%	-187 -37%	-193 -36%	-155 -52%	-155 -44%	-80 -20%	-69 -60%	-87 -47%	-86 -49%	-69 -38%	-49 -30%	-31 -13%	-15 -14%	-136 -48%	-126 -42%	-55 -25%	-73 -28%	-262 -45%	-129 -27%	-311 -34%	-74 -56%	-412 -39%		

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

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Table 4

(JUL23)Q14BORISJOHNSON. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Boris Johnson

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
								Full-time Incl. Self Empl.	Not full-time/ Not work ing						Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot									
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab			Public	Private	Mort gage	Owned out- right	Renter									Con	Lab	LD	Oth incl. LD	No qual- ifications	Other qual- ifications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065	
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065	
Much better	101 9%	51 24%	8 2%	1 1%	21 9%	29 5%	72 16%	35 7%	66 12%	10 9%	38 7%	17 5%	49 13%	35 9%	66 10%	20 8%	49 15%	18 7%	12 8%	92 10%	2 2%	60 21%	5 2%	- s	3 2%	40 20%	39 7%	22 7%	85 8%	
Somewhat better	166 16%	71 33%	19 6%	13 15%	28 12%	47 8%	99 22%	77 15%	89 16%	18 17%	90 17%	50 16%	67 19%	47 12%	117 17%	29 12%	68 21%	47 19%	13 9%	145 16%	9 9%	100 35%	10 4%	3 4%	8 s	5 5%	32 16%	97 18%	37 11%	170 16%
Neither better nor worse	111 10%	21 10%	19 6%	11 13%	23 9%	42 7%	44 10%	53 11%	59 10%	10 9%	59 11%	31 10%	46 13%	33 9%	77 11%	29 11%	37 11%	26 11%	9 6%	93 10%	10 11%	29 10%	18 7%	9 11%	20 s	12%	33 16%	59 11%	20 6%	116 11%
Somewhat worse	191 18%	39 18%	64 19%	17 20%	39 16%	102 18%	78 17%	85 17%	106 19%	13 12%	92 17%	68 22%	61 17%	62 16%	128 19%	47 19%	45 14%	48 20%	34 24%	172 19%	15 16%	56 20%	40 16%	20 25%	28 s	16%	24 12%	103 19%	63 19%	179 17%
Much worse	467 44%	32 15%	220 66%	43 51%	122 51%	342 60%	154 34%	237 47%	230 41%	52 49%	240 45%	143 46%	132 36%	187 49%	275 41%	125 49%	121 37%	94 39%	72 50%	392 43%	55 60%	40 14%	184 71%	48 s	106 63%	68 33%	220 41%	179 55%	488 46%	
Don't know	29 3%	2 1%	4 1%	- s	5 2%	9 2%	7 2%	14 3%	15 3%	3 2%	14 3%	2 1%	8 2%	18 5%	11 2%	4 2%	9 3%	10 4%	4 3%	27 3%	2 2%	2 1%	* s	- s	4 2%	7 4%	17 3%	5 2%	27 3%	
Combinations - Summary net Better (Top 2 Box)	267 25%	122 56%	27 8%	14 16%	50 s	77 21%	171 38%	111 22%	156 28%	28 27%	128 24%	67 21%	116 32%	82 21%	183 27%	49 19%	118 36%	65 27%	25 17%	236 26%	10 11%	160 56%	15 6%	3 4%	10 s	6%	72 35%	136 25%	59 18%	255 24%
Worse (Bottom 2 Box)	658 62%	71 33%	283 85%	60 71%	161 s	445 68%	232 51%	322 64%	336 59%	65 62%	333 62%	211 68%	192 53%	249 65%	403 60%	173 68%	166 50%	143 58%	106 74%	564 61%	70 76%	96 33%	224 87%	67 85%	134 s	79%	92 45%	323 61%	242 74%	667 63%
Net better-worse	-391 -37%	51 23%	-256 -77%	-46 -54%	-112 s	-368 -47%	-61 -64%	-210 -42%	-180 -32%	-37 -35%	-204 -38%	-144 -46%	-76 -21%	-167 -44%	-220 -33%	-123 -48%	-49 -15%	-78 -32%	-81 -56%	-328 -36%	-60 -65%	64 22%	-209 -81%	-64 -82%	-123 s	-73%	-20 -10%	-187 -35%	-183 -56%	-412 -39%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

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Table 5

(JUL23)Q14THERESAMAY. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Theresa May

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	41 4%	26 3%	22 4%	28 5%	35 4%	32 4%	32 4%	30 5%	2 1%	19 4%	19 4%	9 3%	16 4%	16 4%	1 1%	8 5%	8 5%	7 4%	5 3%	12 3%	3 2%	6 2%	11 4%	9 4%	15 6%	17 3%	24 5%	26 3%	15 11%	36 3%
Somewhat better	176 17%	146 17%	106 17%	111 19%	143 18%	140 18%	128 18%	113 18%	21 15%	74 15%	95 18%	43 14%	56 16%	77 19%	24 21%	19 10%	27 15%	29 16%	27 16%	51 21%	21 19%	48 17%	41 14%	44 20%	43 16%	88 15%	87 18%	154 17%	21 16%	174 16%
Neither better nor worse	283 27%	229 27%	156 26%	145 24%	203 26%	197 26%	186 26%	156 25%	40 28%	134 26%	146 27%	72 24%	112 31%	100 24%	34 30%	38 21%	61 35%	50 28%	40 24%	60 25%	21 19%	92 32%	90 30%	51 23%	51 19%	182 31%	102 21%	246 27%	37 28%	312 29%
Somewhat worse	274 26%	232 28%	169 28%	151 26%	209 26%	201 26%	191 27%	171 27%	28 20%	137 27%	132 25%	80 27%	86 24%	108 26%	26 23%	54 29%	38 22%	48 26%	51 31%	57 23%	25 22%	90 32%	83 28%	49 22%	52 20%	173 30%	101 21%	253 27%	21 16%	266 25%
Much worse	240 23%	180 21%	134 22%	136 23%	170 22%	165 22%	156 22%	140 22%	44 31%	121 24%	113 21%	75 25%	74 21%	92 22%	19 16%	56 30%	34 20%	40 22%	40 24%	52 21%	30 27%	49 17%	64 22%	53 24%	75 29%	113 19%	128 26%	203 22%	31 23%	231 22%
Don't know	50 5%	27 3%	18 3%	20 3%	30 4%	29 4%	27 4%	20 3%	7 5%	23 5%	27 5%	21 7%	13 4%	17 4%	11 10%	9 5%	5 3%	8 4%	4 2%	13 5%	12 11%	1 *	8 3%	14 7%	27 10%	9 2%	41 9%	42 5%	8 6%	46 4%
Combinations - Summary net Better (Top 2 Box)	217 20%	172 20%	128 21%	139 24%	179 23%	172 22%	159 22%	143 23%	23 16%	93 18%	115 22%	52 17%	71 20%	93 23%	24 21%	28 15%	35 20%	37 20%	31 19%	62 25%	24 21%	54 19%	52 18%	53 24%	59 22%	106 18%	111 23%	180 19%	36 27%	210 20%
Worse (Bottom 2 Box)	514 48%	412 49%	304 50%	287 49%	380 48%	366 48%	348 48%	311 49%	73 51%	259 51%	245 46%	155 52%	160 45%	200 49%	45 39%	110 59%	72 42%	88 48%	91 55%	109 44%	55 49%	139 49%	147 49%	102 46%	127 48%	285 49%	229 47%	456 49%	52 39%	497 47%
Net better-worse	-297 -28%	-240 -29%	-176 -29%	-148 -25%	-201 -25%	-195 -25%	-188 -26%	-168 -27%	-49 -34%	-166 -33%	-130 -24%	-102 -34%	-88 -25%	-106 -26%	-20 -18%	-82 -44%	-37 -21%	-51 -28%	-60 -36%	-47 -19%	-31 -28%	-85 -30%	-95 -32%	-49 -22%	-68 -26%	-180 -31%	-117 -24%	-276 -30%	-16 -12%	-287 -27%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 6

(JUL23)Q14THERESAMAY. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

Theresa May

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	41 4%	13 6%	11 3%	4 5% s	4 2%	15 3%	17 4%	13 3%	28 5%	3 3%	22 4%	6 2%	9 2%	25 7%	15 2%	9 4%	21 6%	9 4%	2 1%	40 4%	1 1%	14 5%	4 1%	1 1% s	1 *	11 5%	21 4%	9 3%	36 3%
Somewhat better	176 17%	51 24%	43 13%	28 34% s	52 22%	95 17%	103 23%	68 14%	108 19%	20 18%	76 14%	50 16%	69 19%	55 14%	119 18%	37 14%	60 18%	36 15%	21 15%	146 16%	21 23%	64 22%	27 11%	18 23% s	37 22%	35 17%	90 17%	51 16%	174 16%
Neither better nor worse	283 27%	59 27%	76 23%	29 35% s	72 30%	148 26%	131 29%	144 29%	140 25%	30 29%	145 27%	92 30%	101 28%	86 23%	194 29%	79 31%	78 24%	65 27%	41 29%	251 27%	21 23%	78 27%	67 26%	32 40% s	49 29%	43 21%	148 28%	92 28%	312 29%
Somewhat worse	274 26%	56 26%	90 27%	14 17% s	59 25%	149 26%	115 25%	160 32%	114 20%	28 26%	156 29%	83 27%	95 26%	94 25%	178 26%	54 21%	83 25%	72 30%	42 29%	237 26%	21 23%	65 23%	69 27%	20 26% s	47 28%	50 24%	129 24%	95 29%	266 25%
Much worse	240 23%	28 13%	99 30%	9 10% s	49 21%	148 26%	78 17%	98 20%	143 25%	18 17%	117 22%	65 21%	79 22%	95 25%	144 21%	68 27%	67 20%	47 19%	32 22%	201 22%	26 28%	56 20%	86 33%	9 11% s	31 19%	54 26%	120 22%	67 21%	231 22%
Don't know	50 5%	9 4%	14 4%	- -s	2 1%	16 3%	11 2%	18 4%	32 6%	7 7%	18 3%	14 5%	10 3%	26 7%	24 4%	8 3%	21 6%	14 6%	6 4%	45 5%	1 1%	9 3%	5 2%	- -s	4 2%	12 6%	26 5%	12 4%	46 4%
Combinations - Summary net																													
Better (Top 2 Box)	217 20%	64 30%	54 16%	32 38% s	56 23%	109 19%	120 26%	80 16%	137 24%	23 21%	98 18%	56 18%	78 21%	81 21%	134 20%	46 18%	81 25%	45 19%	23 16%	186 20%	22 24%	78 27%	31 12%	18 23% s	38 22%	46 22%	111 21%	60 18%	210 20%
Worse (Bottom 2 Box)	514 48%	85 39%	189 57%	23 27% s	109 46%	297 52%	193 42%	258 52%	257 45%	46 43%	273 51%	149 48%	174 48%	189 50%	323 48%	122 48%	150 45%	120 49%	74 51%	439 48%	48 52%	121 42%	155 60%	29 37% s	78 46%	104 51%	248 46%	162 50%	497 47%
Net better-worse	-297 -28%	-21 -10%	-135 -41%	10 11% s	-53 -22%	-188 -33%	-73 -16%	-177 -35%	-120 -21%	-23 -22%	-175 -33%	-93 -30%	-96 -26%	-109 -28%	-189 -28%	-77 -30%	-69 -21%	-75 -31%	-51 -36%	-253 -27%	-25 -28%	-43 -15%	-124 -48%	-11 -13% s	-41 -24%	-58 -29%	-137 -26%	-102 -31%	-287 -27%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 7

(JUL23)Q14DAVIDCAMERON. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
David Cameron

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age											Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total	
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065	
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065	
Much better	43 4%	29 3%	21 3%	25 4%	34 4%	31 4%	30 4%	28 4%	4 3%	22 4%	21 4%	15 5%	21 6%	7 2%	5 4%	11 6%	4 2%	16 9%	2 1%	5 2%	1 1%	6 2%	10 3%	8 4%	19 7%	16 3%	26 5%	31 3%	12 9%	47 4%	
Somewhat better	265 25%	222 26%	146 24%	143 24%	208 26%	195 26%	182 25%	150 24%	17 12%	143 28%	119 22%	68 23%	80 22%	117 29%	36 32%	32 17%	46 27%	34 18%	44 27%	73 30%	35 32%	71 25%	72 24%	66 30%	56 21%	144 25%	122 25%	229 25%	36 27%	246 23%	
Neither better nor worse	221 21%	179 21%	133 22%	123 21%	162 21%	157 21%	152 21%	138 22%	33 23%	96 19%	120 23%	41 14%	74 21%	105 26%	15 13%	26 14%	35 20%	39 21%	36 22%	69 28%	29 26%	70 24%	56 19%	44 20%	51 19%	126 22%	95 20%	200 22%	19 15%	237 22%	
Somewhat worse	223 21%	180 21%	131 22%	125 21%	172 22%	171 22%	155 21%	135 21%	32 22%	99 19%	118 22%	68 23%	78 22%	78 19%	26 23%	42 23%	30 17%	48 26%	36 21%	42 17%	20 18%	51 18%	70 24%	47 21%	55 21%	121 21%	102 21%	191 21%	32 24%	217 20%	
Much worse	260 24%	207 25%	159 26%	155 26%	186 23%	183 24%	175 24%	160 25%	46 32%	131 26%	120 22%	87 29%	88 25%	85 21%	28 25%	59 32%	50 29%	38 21%	42 25%	43 18%	16 15%	83 29%	72 24%	47 22%	58 22%	155 27%	105 22%	229 25%	26 20%	265 25%	
Don't know	53 5%	23 3%	16 3%	19 3%	28 4%	28 4%	26 4%	20 3%	12 9%	19 4%	34 6%	20 7%	15 4%	18 4%	4 4%	16 8%	8 5%	7 4%	6 4%	12 5%	10 9%	5 2%	15 5%	8 4%	26 10%	20 3%	33 7%	45 5%	8 6%	53 5%	
Combinations - Summary net Better (Top 2 Box)	308 29%	251 30%	166 27%	168 28%	242 31%	226 30%	212 29%	178 28%	21 14%	165 32%	140 26%	84 28%	100 28%	124 30%	41 36%	43 23%	50 29%	50 28%	46 28%	78 32%	36 32%	77 27%	83 28%	73 33%	75 28%	160 27%	148 31%	259 28%	48 36%	293 28%	
Worse (Bottom 2 Box)	484 45%	387 46%	290 48%	280 47%	358 45%	353 46%	330 46%	295 47%	77 54%	230 45%	238 45%	155 52%	166 47%	162 40%	54 48%	101 55%	80 46%	86 47%	77 47%	85 35%	36 32%	134 47%	142 48%	94 43%	113 43%	276 47%	208 43%	420 45%	58 44%	482 45%	
Net better-worse	-176 -16%	-136 -16%	-123 -20%	-113 -19%	-116 -15%	-127 -17%	-117 -16%	-118 -19%	-57 -40%	-65 -13%	-98 -18%	-72 -24%	-66 -18%	-38 -9%	-14 -12%	-58 -31%	-30 -17%	-36 -20%	-31 -19%	-7 -3%	*	-57 -20%	-60 -20%	-21 -9%	-39 -15%	-116 -20%	-60 -12%	-160 -17%	-10 -8%	-189 -18%	

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 8

(JUL23)Q14DAVIDCAMERON. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
David Cameron

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	43 4%	19 9%	8 2%	5 6% s	5 2%	13 2%	24 5%	20 4%	22 4%	6 5%	21 4%	13 4%	10 3%	19 5%	23 3%	5 2%	11 3%	19 8%	6 4%	38 4%	2 2%	21 7%	5 2%	2 3% s	3 2%	10 5%	21 4%	12 4%	47 4%
Somewhat better	265 25%	92 43%	54 16%	22 26% s	65 27%	119 21%	158 35%	118 24%	147 26%	20 19%	137 26%	67 22%	104 29%	93 24%	171 25%	61 24%	92 28%	49 20%	40 28%	229 25%	24 26%	116 40%	33 13%	12 15% s	39 23%	44 22%	140 26%	80 25%	246 23%
Neither better nor worse	221 21%	52 24%	57 17%	16 19% s	37 16%	94 16%	89 20%	96 19%	125 22%	22 20%	95 18%	74 24%	90 25%	54 14%	164 24%	45 18%	81 25%	53 22%	28 20%	199 22%	13 14%	70 24%	37 14%	18 23% s	31 19%	51 25%	122 23%	48 15%	237 22%
Somewhat worse	223 21%	28 13%	92 28%	21 24% s	54 23%	146 26%	82 18%	107 21%	116 21%	23 22%	131 25%	67 21%	72 20%	85 22%	138 21%	60 23%	67 20%	50 21%	25 18%	185 20%	21 23%	41 14%	75 29%	24 30% s	38 23%	36 17%	119 22%	69 21%	217 20%
Much worse	260 24%	19 9%	107 32%	21 25% s	74 31%	181 32%	94 21%	138 28%	123 22%	27 26%	129 24%	79 25%	72 20%	105 28%	151 22%	68 27%	64 19%	62 26%	36 25%	222 24%	30 33%	34 12%	99 38%	23 29% s	57 34%	51 25%	106 20%	103 32%	265 25%
Don't know	53 5%	5 3%	15 4%	- -s	3 1%	18 3%	8 2%	21 4%	32 6%	8 8%	20 4%	11 4%	16 4%	26 7%	27 4%	16 6%	15 5%	10 4%	9 6%	47 5%	2 3%	6 2%	9 3%	- -s	* *	14 7%	25 5%	14 4%	53 5%
Combinations - Summary net Better (Top 2 Box)	308 29%	112 52%	62 19%	27 32% s	70 29%	133 23%	182 40%	138 28%	170 30%	25 24%	158 30%	80 26%	114 31%	112 29%	194 29%	66 26%	103 31%	67 28%	45 32%	267 29%	25 28%	137 48%	38 15%	14 18% s	42 25%	54 26%	162 30%	92 28%	293 28%
Worse (Bottom 2 Box)	484 45%	48 22%	199 60%	42 49% s	128 54%	327 57%	176 39%	245 49%	239 42%	51 48%	261 49%	145 47%	144 40%	190 50%	289 43%	128 50%	130 39%	113 46%	61 42%	407 44%	52 56%	75 26%	174 67%	46 59% s	95 56%	86 42%	225 42%	172 53%	482 45%
Net better-worse	-176 -16%	64 30%	-137 -41%	-15 -17% s	-58 -24%	-195 -34%	6 1%	-107 -21%	-69 -12%	-25 -24%	-103 -19%	-65 -21%	-30 -8%	-79 -21%	-95 -14%	-62 -24%	-27 -8%	-45 -19%	-15 -11%	-140 -15%	-26 -28%	62 22%	-136 -53%	-32 -41% s	-52 -31%	-32 -16%	-64 -12%	-80 -24%	-189 -18%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

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Table 9

(JUL23)Q14GORDONBROWN. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Gordon Brown

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	70 7%	67 8%	52 9%	52 9%	58 7%	58 8%	56 8%	52 8%	- -	32 6%	37 7%	9 3%	28 8%	33 8%	5 5%	3 2%	13 7%	16 9%	14 9%	19 13%	22 8%	13 4%	8 4%	27 10%	35 6%	35 7%	51 6%	19 15%	74 7%	
Somewhat better	224 21%	183 22%	150 25%	147 25%	177 22%	172 23%	169 23%	156 25%	31 22%	118 23%	105 20%	55 18%	87 24%	82 20%	22 19%	33 18%	44 25%	43 24%	37 22%	45 18%	20 17%	80 28%	67 23%	35 16%	41 16%	147 25%	77 16%	200 22%	23 17%	248 23%
Neither better nor worse	314 30%	251 30%	183 30%	170 29%	243 31%	236 31%	220 31%	189 30%	38 27%	131 26%	178 33%	87 29%	115 32%	112 27%	45 39%	43 23%	59 34%	56 31%	42 25%	70 29%	28 25%	93 33%	93 31%	71 32%	57 22%	186 32%	128 27%	276 30%	38 28%	324 30%
Somewhat worse	167 16%	135 16%	88 15%	86 15%	116 15%	110 14%	99 14%	90 14%	27 19%	92 18%	67 13%	51 17%	45 13%	71 17%	13 12%	37 20%	16 9%	29 16%	30 18%	41 17%	22 20%	27 10%	45 15%	41 19%	53 20%	73 13%	94 19%	151 16%	15 11%	158 15%
Much worse	179 17%	151 18%	97 16%	97 16%	132 17%	128 17%	121 17%	99 16%	27 19%	94 18%	79 15%	44 15%	44 12%	91 22%	6 5%	37 20%	15 9%	29 16%	34 21%	57 23%	20 18%	45 16%	50 17%	32 14%	53 20%	94 16%	84 17%	161 17%	15 11%	152 14%
Don't know	111 10%	51 6%	36 6%	38 7%	66 8%	61 8%	55 8%	45 7%	21 15%	42 8%	66 12%	55 18%	36 10%	21 5%	23 20%	31 17%	27 16%	9 5%	8 5%	12 5%	7 6%	18 6%	29 10%	32 15%	33 12%	47 8%	65 13%	85 9%	22 17%	109 10%
Combinations - Summary net Better (Top 2 Box)	294 28%	250 30%	201 33%	199 34%	235 30%	230 30%	224 31%	208 33%	31 22%	150 29%	142 27%	63 21%	116 32%	115 28%	27 24%	36 20%	56 33%	59 32%	51 31%	64 26%	34 31%	102 36%	80 27%	44 20%	69 26%	182 31%	112 23%	251 27%	43 32%	322 30%
Worse (Bottom 2 Box)	345 32%	287 34%	185 31%	183 31%	247 31%	238 31%	220 31%	189 30%	53 37%	186 36%	146 27%	94 31%	89 25%	162 39%	19 17%	75 40%	31 18%	58 32%	64 39%	98 40%	42 37%	72 25%	95 32%	73 33%	106 40%	167 29%	178 37%	312 34%	30 23%	310 29%
Net better-worse	-51 -5%	-37 -4%	16 3%	16 3%	-13 -2%	-8 -1%	4 1%	19 3%	-22 -16%	-36 -7%	-4 -1%	-31 -10%	26 7%	-46 -11%	7 7%	-38 -21%	26 15%	1 *	-12 -7%	-34 -14%	-8 -7%	30 11%	-16 -5%	-29 -13%	-37 -14%	15 3%	-66 -14%	-61 -7%	12 9%	12 1%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 10

(JUL23)Q14GORDONBROWN. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Gordon Brown

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	70 7%	5 2%	51 15%	2 3%	8 3%	60 10%	13 3%	31 6%	40 7%	9 9%	29 5%	21 7%	27 7%	22 6%	47 7%	28 11%	19 6%	10 4%	7 5%	61 7%	6 7%	8 3%	45 17%	6 8%	10 6%	21 10%	23 4%	27 8%	74 7%
Somewhat better	224 21%	30 14%	91 27%	28 33%	62 26%	153 27%	92 20%	107 21%	117 21%	29 27%	100 19%	76 24%	69 19%	78 20%	145 22%	59 23%	47 14%	49 20%	40 28%	189 21%	28 31%	44 15%	65 25%	27 34%	51 30%	26 13%	111 21%	87 27%	248 23%
Neither better nor worse	314 30%	61 28%	103 31%	30 36%	69 29%	173 30%	130 29%	157 31%	157 28%	28 27%	159 30%	105 34%	99 27%	106 28%	204 30%	60 24%	104 31%	71 29%	45 31%	263 29%	34 37%	79 27%	82 32%	29 37%	56 33%	52 25%	153 29%	109 33%	324 30%
Somewhat worse	167 16%	52 24%	28 8%	13 15%	36 15%	64 11%	88 19%	71 14%	96 17%	13 13%	95 18%	46 15%	64 18%	57 15%	110 16%	35 14%	61 19%	41 17%	19 13%	142 15%	11 12%	56 19%	24 9%	9 11%	28 16%	35 17%	101 19%	30 9%	158 15%
Much worse	179 17%	56 26%	21 6%	9 10%	56 23%	76 13%	112 25%	84 17%	95 17%	10 10%	100 19%	39 13%	76 21%	61 16%	115 17%	54 21%	59 18%	40 16%	19 13%	164 18%	7 8%	86 30%	24 9%	5 7%	18 11%	51 25%	81 15%	47 14%	152 14%
Don't know	111 10%	12 5%	39 12%	3 3%	7 3%	45 8%	19 4%	50 10%	61 11%	16 15%	51 9%	25 8%	28 8%	58 15%	52 8%	19 8%	40 12%	33 14%	15 10%	101 11%	5 5%	15 5%	19 7%	3 4%	5 3%	21 10%	64 12%	27 8%	109 10%
Combinations - Summary net Better (Top 2 Box)	294 28%	35 16%	142 43%	30 35%	71 30%	213 37%	106 23%	138 28%	156 28%	38 36%	129 24%	96 31%	96 26%	101 26%	192 29%	87 34%	66 20%	59 24%	46 32%	250 27%	35 38%	52 18%	110 43%	33 42%	61 36%	47 23%	134 25%	114 35%	322 30%
Worse (Bottom 2 Box)	345 32%	108 50%	49 15%	22 25%	92 38%	140 25%	200 44%	155 31%	191 34%	24 22%	195 37%	85 27%	140 38%	117 31%	225 33%	88 35%	120 36%	80 33%	38 26%	307 33%	19 20%	142 49%	47 18%	14 18%	46 27%	86 42%	182 34%	77 24%	310 29%
Net better-worse	-51 -5%	-73 -34%	93 28%	8 10%	-21 -9%	72 13%	-94 -21%	-17 -3%	-34 -6%	15 14%	-66 -12%	11 4%	-44 -12%	-17 -4%	-33 -5%	-1 *	-54 -16%	-21 -9%	8 6%	-57 -6%	16 18%	-90 -31%	62 24%	19 24%	15 9%	-39 -19%	-49 -9%	36 11%	12 1%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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Table 11

(JUL23)Q14TONYBLAIR. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

Tony Blair

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	171 16%	152 18%	133 22%	133 22%	154 19%	152 20%	148 21%	138 22%	6 4%	97 19%	74 14%	29 10%	84 24%	58 14%	12 10%	17 9%	42 24%	42 23%	28 17%	30 12%	9 8%	58 20%	44 15%	34 16%	35 13%	102 17%	69 14%	135 15%	35 26%	184 17%
Somewhat better	279 26%	241 29%	166 27%	158 27%	218 28%	209 27%	194 27%	169 27%	18 13%	134 26%	141 27%	67 22%	97 27%	115 28%	26 23%	40 22%	54 31%	43 24%	58 35%	57 23%	30 27%	76 27%	82 28%	54 25%	67 25%	158 27%	121 25%	251 27%	27 20%	292 27%
Neither better nor worse	160 15%	120 14%	84 14%	84 14%	115 15%	113 15%	106 15%	89 14%	28 20%	68 13%	89 17%	52 17%	51 14%	58 14%	25 22%	27 15%	31 18%	20 11%	16 10%	42 17%	12 11%	48 17%	38 13%	26 12%	48 18%	86 15%	74 15%	128 14%	31 24%	155 15%
Somewhat worse	158 15%	125 15%	95 16%	92 16%	121 15%	115 15%	107 15%	98 16%	19 13%	63 12%	89 17%	58 19%	43 12%	56 14%	21 19%	37 20%	10 6%	33 18%	20 12%	37 15%	22 19%	35 12%	52 17%	33 15%	38 15%	86 15%	72 15%	146 16%	12 9%	146 14%
Much worse	221 21%	162 19%	101 17%	97 16%	136 17%	132 17%	125 17%	104 17%	59 41%	124 24%	89 17%	53 18%	58 16%	110 27%	14 13%	38 21%	22 12%	36 20%	42 25%	68 28%	31 27%	54 19%	61 21%	49 22%	56 21%	115 20%	106 22%	199 22%	15 12%	218 20%
Don't know	76 7%	39 5%	28 5%	26 4%	47 6%	43 6%	39 5%	33 5%	13 9%	22 4%	51 10%	42 14%	23 6%	12 3%	16 14%	26 14%	15 9%	8 4%	2 1%	11 4%	8 7%	14 5%	20 7%	22 10%	20 8%	34 6%	42 9%	64 7%	12 9%	70 7%
Combinations - Summary net																														
Better (Top 2 Box)	450 42%	393 47%	299 49%	290 49%	372 47%	361 47%	343 48%	307 49%	24 17%	231 45%	215 40%	95 32%	181 51%	173 42%	38 34%	57 31%	96 55%	85 47%	86 52%	87 36%	39 35%	134 47%	126 42%	89 40%	101 38%	260 45%	190 39%	386 42%	62 47%	476 45%
Worse (Bottom 2 Box)	379 36%	287 34%	196 32%	189 32%	257 32%	247 32%	232 32%	202 32%	78 55%	187 37%	178 33%	111 37%	101 28%	167 41%	36 31%	75 41%	32 18%	70 38%	62 37%	105 43%	52 47%	89 31%	113 38%	82 38%	95 36%	202 35%	177 37%	345 37%	28 21%	364 34%
Net better-worse	71 7%	106 13%	103 17%	101 17%	115 15%	114 15%	110 15%	104 17%	-54 -38%	44 9%	37 7%	-15 -5%	80 22%	6 2%	3 2%	-18 -10%	64 37%	15 8%	24 15%	-18 -7%	-13 -12%	45 16%	13 4%	6 3%	6 2%	58 10%	13 3%	41 4%	35 26%	112 11%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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Table 12

(JUL23)Q14TONYBLAIR. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

Tony Blair

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	171 16%	15 7%	101 30%	19 22% s	35 15%	136 24%	50 11%	95 19%	76 13%	23 22%	89 17%	62 20%	52 14%	57 15%	114 17%	48 19%	45 14%	25 10%	34 24%	145 16%	18 20%	22 8%	71 28%	23 29% s	45 27%	27 13%	66 12%	77 24%	184 17%
Somewhat better	279 26%	42 19%	112 34%	29 34% s	61 26%	173 30%	103 23%	138 28%	140 25%	32 30%	154 29%	88 28%	98 27%	91 24%	186 28%	60 24%	72 22%	72 29%	41 29%	237 26%	33 36%	56 19%	82 32%	32 40% s	59 35%	47 23%	129 24%	102 31%	292 27%
Neither better nor worse	160 15%	41 19%	36 11%	13 16% s	35 15%	71 12%	76 17%	73 15%	88 15%	12 12%	83 16%	49 16%	54 15%	55 14%	103 15%	29 11%	48 15%	49 20%	20 14%	136 15%	14 16%	41 14%	31 12%	15 19% s	26 16%	23 11%	89 17%	48 15%	155 15%
Somewhat worse	158 15%	66 30%	29 9%	13 16% s	35 15%	64 11%	101 22%	70 14%	88 16%	14 13%	82 15%	54 17%	46 13%	59 15%	99 15%	41 16%	51 16%	39 16%	17 11%	141 15%	9 10%	77 27%	31 12%	4 5% s	12 7%	29 14%	93 17%	36 11%	146 14%
Much worse	221 21%	48 22%	33 10%	9 11% s	62 26%	96 17%	110 24%	96 19%	125 22%	14 14%	100 19%	47 15%	93 26%	77 20%	140 21%	60 24%	87 27%	38 15%	25 17%	193 21%	11 12%	87 30%	31 12%	3 4% s	20 12%	65 32%	110 21%	46 14%	218 20%
Don't know	76 7%	4 2%	22 7%	1 2% s	9 4%	31 5%	13 3%	29 6%	48 8%	10 10%	25 5%	12 4%	20 5%	44 11%	32 5%	16 6%	26 8%	22 9%	7 5%	67 7%	6 6%	5 2%	12 5%	3 4% s	7 4%	13 6%	47 9%	16 5%	70 7%
Combinations - Summary net Better (Top 2 Box)	450 42%	57 26%	213 64%	48 56% s	97 41%	309 54%	153 34%	233 47%	216 38%	55 52%	243 45%	150 48%	150 41%	148 39%	299 44%	109 43%	117 35%	97 40%	75 52%	382 41%	52 56%	78 27%	153 59%	54 69% s	104 62%	75 37%	195 37%	179 55%	476 45%
Worse (Bottom 2 Box)	379 36%	114 53%	62 19%	22 26% s	98 41%	160 28%	211 47%	165 33%	213 38%	29 27%	182 34%	101 32%	139 38%	135 35%	240 36%	102 40%	139 42%	77 31%	41 29%	335 36%	20 22%	164 57%	62 24%	7 9% s	32 19%	93 46%	203 38%	82 25%	364 34%
Net better-worse	71 7%	-57 -26%	150 45%	25 30% s	-1 *	149 26%	-58 -13%	68 14%	3 1%	26 25%	60 11%	49 16%	11 3%	12 3%	60 9%	7 3%	-22 -7%	20 8%	34 24%	47 5%	31 34%	-87 -30%	92 36%	48 60% s	72 43%	-19 -9%	-7 -1%	97 30%	112 11%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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Table 13

(JUL23)Q14JOHNMAJOR. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

John Major

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	44 4%	30 4%	26 4%	26 4%	33 4%	33 4%	30 4%	29 5%	5 4%	32 6%	10 2%	6 2%	17 5%	20 5%	3 2%	4 2%	8 5%	9 5%	6 3%	15 6%	5 4%	12 4%	13 4%	12 5%	7 3%	24 4%	19 4%	35 4%	9 7%	44 4%
Somewhat better	233 22%	207 25%	144 24%	140 24%	182 23%	177 23%	167 23%	146 23%	19 13%	118 23%	109 20%	19 6%	94 26%	120 29%	11 9%	8 5%	39 23%	55 30%	46 28%	74 30%	31 28%	83 29%	65 22%	33 15%	51 19%	148 26%	85 18%	211 23%	22 16%	240 23%
Neither better nor worse	378 35%	301 36%	217 36%	210 36%	285 36%	277 36%	259 36%	225 36%	46 32%	165 32%	208 39%	125 42%	116 33%	137 33%	60 52%	66 35%	51 29%	65 36%	53 32%	84 34%	35 32%	106 37%	95 32%	72 33%	105 40%	201 35%	177 37%	322 35%	55 41%	378 35%
Somewhat worse	134 13%	122 15%	101 17%	97 16%	111 14%	108 14%	106 15%	101 16%	16 11%	69 14%	61 11%	12 4%	46 13%	76 18%	2 2%	10 5%	18 10%	28 15%	36 22%	40 16%	27 24%	31 11%	43 14%	36 16%	24 9%	74 13%	60 12%	128 14%	6 4%	136 13%
Much worse	68 6%	50 6%	37 6%	37 6%	48 6%	48 6%	46 6%	38 6%	15 11%	43 8%	24 4%	11 4%	26 7%	31 8%	4 4%	6 3%	10 6%	16 9%	14 9%	17 7%	6 6%	16 6%	17 6%	14 6%	21 8%	33 6%	35 7%	59 6%	5 4%	75 7%
Don't know	208 20%	128 15%	81 13%	80 14%	132 17%	122 16%	111 15%	91 14%	42 29%	83 16%	120 23%	126 42%	57 16%	26 6%	34 30%	92 49%	47 27%	10 5%	11 6%	15 6%	7 7%	36 13%	64 22%	52 24%	55 21%	100 17%	108 22%	170 18%	36 27%	192 18%
Combinations - Summary net Better (Top 2 Box)	277 26%	237 28%	169 28%	166 28%	215 27%	210 28%	197 27%	175 28%	24 17%	149 29%	119 22%	25 8%	111 31%	141 34%	13 12%	12 7%	47 27%	64 35%	52 31%	89 36%	36 32%	95 33%	78 26%	45 21%	59 22%	173 30%	104 22%	245 27%	31 23%	284 27%
Worse (Bottom 2 Box)	202 19%	172 21%	138 23%	134 23%	160 20%	156 20%	152 21%	139 22%	31 22%	112 22%	85 16%	23 8%	72 20%	107 26%	7 6%	16 9%	28 16%	44 24%	50 30%	57 23%	33 30%	48 17%	59 20%	50 23%	45 17%	107 18%	95 20%	186 20%	11 8%	211 20%
Net better-worse	75 7%	65 8%	31 5%	32 5%	55 7%	55 7%	45 6%	36 6%	-7 -5%	37 7%	34 6%	3 1%	38 11%	34 8%	7 6%	-4 -2%	19 11%	20 11%	2 1%	32 13%	3 2%	47 17%	19 6%	-5 -2%	14 5%	66 11%	9 2%	59 6%	19 15%	73 7%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 14

(JUL23)Q14JOHNMAJOR. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

John Major

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	44 4%	13 6%	9 3%	10 12% s	14 6%	23 4%	27 6%	16 3%	28 5%	4 4%	17 3%	11 4%	17 5%	15 4%	28 4%	7 3%	15 4%	7 3%	13 9%	39 4%	2 2%	11 4%	6 2%	7 9% s	9 5%	9 4%	19 4%	15 5%	44 4%
Somewhat better	233 22%	68 31%	63 19%	17 21% s	49 21%	112 20%	117 26%	106 21%	127 22%	19 18%	128 24%	71 23%	104 29%	55 14%	175 26%	43 17%	74 22%	57 23%	31 22%	194 21%	28 31%	93 32%	43 17%	17 21% s	38 23%	48 24%	105 20%	80 24%	240 23%
Neither better nor worse	378 35%	86 40%	127 38%	34 40% s	82 34%	209 37%	168 37%	169 34%	209 37%	35 33%	185 35%	116 37%	116 32%	143 37%	232 34%	96 38%	116 35%	94 38%	44 31%	337 37%	28 31%	102 36%	105 41%	33 42% s	59 35%	65 32%	197 37%	116 36%	378 35%
Somewhat worse	134 13%	29 13%	35 11%	7 9% s	35 15%	70 12%	64 14%	63 13%	71 13%	13 13%	59 11%	39 12%	62 17%	33 9%	100 15%	32 12%	42 13%	29 12%	20 14%	111 12%	12 13%	41 14%	32 12%	9 12% s	29 17%	37 18%	58 11%	39 12%	136 13%
Much worse	68 6%	4 2%	24 7%	2 3% s	21 9%	45 8%	25 6%	33 7%	35 6%	6 6%	27 5%	16 5%	25 7%	26 7%	41 6%	16 6%	26 8%	12 5%	4 3%	53 6%	10 10%	14 5%	20 8%	4 5% s	9 5%	28 14%	22 4%	19 6%	75 7%
Don't know	208 20%	16 7%	75 22%	13 16% s	36 15%	111 19%	52 11%	113 23%	96 17%	29 27%	118 22%	58 19%	38 11%	109 29%	97 14%	62 24%	56 17%	46 19%	32 22%	187 20%	13 14%	25 9%	52 20%	9 11% s	25 15%	18 9%	132 25%	58 18%	192 18%
Combinations - Summary net Better (Top 2 Box)	277 26%	81 37%	72 22%	28 33% s	63 27%	135 24%	144 32%	122 25%	154 27%	23 22%	144 27%	82 26%	121 33%	70 18%	204 30%	50 20%	89 27%	64 26%	44 31%	234 25%	30 32%	104 36%	49 19%	24 30% s	47 28%	57 28%	125 23%	95 29%	284 27%
Worse (Bottom 2 Box)	202 19%	33 15%	59 18%	10 12% s	56 24%	116 20%	90 20%	96 19%	106 19%	20 18%	87 16%	55 18%	87 24%	59 15%	141 21%	48 19%	69 21%	41 17%	24 16%	163 18%	21 23%	55 19%	52 20%	13 17% s	37 22%	65 32%	80 15%	57 18%	211 20%
Net better-worse	75 7%	48 22%	13 4%	18 21% s	7 3%	20 3%	55 12%	26 5%	49 9%	3 3%	58 11%	27 9%	35 10%	11 3%	62 9%	2 1%	20 6%	23 9%	21 15%	70 8%	9 9%	49 17%	-2 -1%	11 13% s	10 6%	-8 -4%	45 8%	38 12%	73 7%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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Table 15

(JUL23)Q14MARGARETTATHATCHER. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?
Margaret Thatcher

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Total
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	252 24%	203 24%	155 26%	158 27%	196 25%	190 25%	183 25%	165 26%	30 21%	144 28%	104 19%	29 10%	81 23%	143 35%	12 10%	17 9%	26 15%	55 30%	46 28%	97 40%	49 43%	61 21%	61 20%	72 33%	59 22%	122 21%	131 27%	225 24%	22 17%	248 23%
Somewhat better	231 22%	195 23%	131 22%	125 21%	177 22%	167 22%	149 21%	132 21%	24 17%	108 21%	122 23%	43 14%	92 26%	97 24%	26 23%	17 9%	42 24%	50 27%	44 27%	52 21%	21 19%	64 23%	73 25%	45 20%	49 18%	138 24%	94 19%	204 22%	26 19%	216 20%
Neither better nor worse	90 8%	59 7%	29 5%	28 5%	50 6%	47 6%	42 6%	31 5%	25 18%	30 6%	56 10%	40 13%	23 7%	27 7%	8 7%	31 17%	15 9%	8 5%	9 6%	18 7%	8 7%	21 7%	21 7%	20 9%	28 11%	42 7%	48 10%	75 8%	15 11%	83 8%
Somewhat worse	108 10%	81 10%	56 9%	54 9%	78 10%	75 10%	72 10%	56 9%	20 14%	53 10%	53 10%	35 12%	37 11%	35 9%	19 17%	16 9%	13 8%	24 13%	16 9%	19 8%	5 5%	29 10%	29 10%	19 9%	31 12%	58 10%	50 10%	94 10%	14 10%	118 11%
Much worse	291 27%	244 29%	200 33%	190 32%	230 29%	227 30%	220 30%	202 32%	30 21%	130 26%	149 28%	100 34%	88 25%	102 25%	38 33%	63 34%	47 27%	41 23%	47 28%	55 23%	26 23%	94 33%	88 30%	40 18%	68 26%	182 31%	109 22%	257 28%	31 24%	307 29%
Don't know	93 9%	57 7%	34 6%	36 6%	60 8%	59 8%	55 8%	44 7%	13 9%	44 9%	49 9%	52 17%	34 10%	7 2%	11 10%	41 22%	30 18%	4 2%	4 2%	3 1%	3 2%	16 6%	25 8%	23 11%	29 11%	41 7%	52 11%	68 7%	25 19%	93 9%
Combinations - Summary net Better (Top 2 Box)	484 45%	398 47%	286 47%	282 48%	373 47%	357 47%	332 46%	297 47%	54 38%	252 49%	225 42%	72 24%	172 48%	239 58%	38 33%	34 18%	68 39%	104 57%	90 54%	149 61%	69 62%	125 44%	134 45%	117 53%	107 41%	259 45%	224 46%	430 46%	48 36%	464 44%
Worse (Bottom 2 Box)	399 37%	325 39%	256 42%	244 41%	308 39%	302 39%	291 40%	258 41%	51 35%	183 36%	202 38%	136 45%	126 35%	137 33%	57 50%	79 43%	60 35%	66 36%	62 38%	75 31%	31 28%	122 43%	117 40%	59 27%	100 38%	240 41%	159 33%	351 38%	45 34%	425 40%
Net better-worse	85 8%	73 9%	30 5%	38 6%	65 8%	55 7%	40 6%	39 6%	3 2%	69 13%	23 4%	-64 -21%	47 13%	102 25%	-19 -17%	-45 -24%	8 5%	39 21%	28 17%	75 31%	38 34%	3 1%	17 6%	58 26%	8 3%	20 3%	65 14%	78 8%	3 2%	39 4%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - July 2023

31 Jul 2023

Table 16

(JUL23)Q14MARGARETTATHATCHER. Do you think that each of the following Prime Ministers changed Britain for the better or for the worse during their time in office, or neither?

Margaret Thatcher

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	252 24%	124 57%	24 7%	12 14% s	43 18%	67 12%	168 37%	117 23%	135 24%	16 15%	122 23%	59 19%	114 31%	76 20%	172 26%	38 15%	96 29%	71 29%	30 21%	217 24%	17 19%	147 51%	8 3%	3 4% s	19 11%	90 44%	96 18%	66 20%	248 23%
Somewhat better	231 22%	60 28%	51 15%	26 31% s	60 25%	111 19%	120 26%	99 20%	133 23%	13 12%	129 24%	78 25%	89 25%	64 17%	167 25%	48 19%	81 25%	62 25%	28 19%	205 22%	13 14%	93 32%	33 13%	25 31% s	41 24%	27 13%	136 25%	68 21%	216 20%
Neither better nor worse	90 8%	12 6%	18 5%	10 11% s	19 8%	37 7%	31 7%	39 8%	51 9%	8 8%	44 8%	21 7%	22 6%	46 12%	43 6%	30 12%	28 8%	17 7%	11 8%	81 9%	4 5%	11 4%	16 6%	14 18% s	20 12%	16 8%	54 10%	20 6%	83 8%
Somewhat worse	108 10%	6 3%	44 13%	15 18% s	33 14%	77 13%	39 9%	48 10%	60 11%	14 13%	50 9%	30 10%	33 9%	45 12%	63 9%	25 10%	23 7%	25 10%	24 17%	95 10%	10 11%	12 4%	31 12%	13 16% s	31 19%	13 6%	59 11%	36 11%	118 11%
Much worse	291 27%	5 2%	171 51%	16 19% s	67 28%	239 42%	73 16%	145 29%	146 26%	38 36%	138 26%	90 29%	83 23%	116 30%	172 26%	93 37%	72 22%	47 19%	37 26%	241 26%	41 45%	15 5%	151 59%	18 23% s	49 29%	48 23%	135 25%	108 33%	307 29%
Don't know	93 9%	8 4%	24 7%	6 7% s	16 7%	40 7%	24 5%	52 10%	41 7%	17 16%	50 9%	34 11%	22 6%	36 9%	56 8%	21 8%	29 9%	22 9%	14 10%	82 9%	7 7%	10 4%	19 7%	6 7% s	9 5%	11 5%	54 10%	28 9%	93 9%
Combinations - Summary net Better (Top 2 Box)	484 45%	184 85%	75 22%	38 45%s	104 43%	179 31%	288 63%	216 43%	268 47%	29 27%	251 47%	137 44%	203 56%	140 37%	339 50%	86 34%	178 54%	133 55%	57 40%	422 46%	30 32%	239 83%	41 16%	28 36%s	60 36%	117 57%	232 43%	134 41%	464 44%
Worse (Bottom 2 Box)	399 37%	12 5%	216 65%	31 36%s	100 42%	315 55%	111 25%	193 39%	206 36%	52 49%	188 35%	119 38%	116 32%	161 42%	235 35%	119 47%	95 29%	72 29%	61 43%	336 36%	51 56%	27 9%	182 71%	31 39%s	80 47%	61 30%	194 36%	144 44%	425 40%
Net better-worse	85 8%	173 80%	-141 -42%	7 9%s	4 2%	-137 -24%	176 39%	23 5%	62 11%	-24 -22%	63 12%	18 6%	87 24%	-21 -5%	104 15%	-33 -13%	82 25%	62 25%	-4 -3%	87 9%	-21 -23%	212 74%	-141 -55%	-3 -4%s	-20 -12%	57 28%	38 7%	-9 -3%	39 4%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 17

(JUL23)Q15. And do you think that Rishi Sunak will have changed Britain for the better or for the worse by the time of next General Election, or neither?

31 Jul 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	
Unweighted Total	1065	856	639	609	793	773	732	656	135	542	499	256	350	459	106	150	156	194	183	276	120	275	382	176	232	657	408	908	149	1065
Weighted Total	1065	839	606	590	791	764	720	631	143	509	532	299	356	410	114	185	173	182	166	244	112	285	297	219	264	582	483	924	133	1065
Much better	39 4%	28 3%	25 4%	26 4%	32 4%	32 4%	28 4%	28 4%	2 1%	20 4%	19 3%	3 1%	13 4%	22 5%	3 3%	* *	5 3%	8 4%	4 2%	18 7%	14 13%	5 2%	6 2%	10 5%	17 6%	11 2%	27 6%	25 3%	13 10%	40 4%
Somewhat better	209 20%	169 20%	125 21%	120 20%	169 21%	160 21%	152 21%	133 21%	14 10%	107 21%	97 18%	52 17%	62 17%	95 23%	22 19%	30 16%	28 16%	34 19%	25 15%	70 29%	27 24%	65 23%	54 18%	50 23%	39 15%	119 21%	90 19%	189 20%	19 15%	205 19%
Neither better nor worse	378 35%	298 36%	197 32%	182 31%	271 34%	257 34%	237 33%	201 32%	55 38%	173 34%	200 37%	91 30%	131 37%	155 38%	41 36%	50 27%	68 39%	63 35%	63 38%	92 38%	38 34%	107 38%	113 38%	69 32%	88 33%	220 38%	158 33%	334 36%	42 32%	387 36%
Somewhat worse	159 15%	135 16%	92 15%	92 16%	122 15%	121 16%	116 16%	96 15%	18 13%	88 17%	70 13%	43 14%	59 16%	58 14%	15 13%	28 15%	27 15%	32 18%	30 18%	28 11%	18 16%	41 14%	54 18%	31 14%	33 13%	95 16%	64 13%	137 15%	22 17%	177 17%
Much worse	246 23%	194 23%	156 26%	154 26%	178 22%	174 23%	167 23%	157 25%	46 32%	111 22%	127 24%	94 31%	80 23%	72 18%	29 25%	65 35%	40 23%	40 22%	42 26%	30 12%	11 10%	59 21%	64 22%	51 23%	72 27%	123 21%	124 26%	213 23%	30 22%	218 20%
Don't know	34 3%	15 2%	11 2%	16 3%	20 3%	20 3%	20 3%	16 3%	9 6%	10 2%	21 4%	16 5%	10 3%	7 2%	5 4%	11 6%	6 3%	5 3%	1 1%	6 2%	4 3%	7 2%	6 2%	7 3%	14 5%	13 2%	21 4%	26 3%	7 5%	38 4%
Combinations - Summary net																														
Better (Top 2 Box)	248 23%	196 23%	150 25%	146 25%	201 25%	192 25%	181 25%	161 26%	15 11%	127 25%	115 22%	55 18%	75 21%	117 29%	25 22%	30 16%	33 19%	42 23%	28 17%	89 36%	41 36%	71 25%	60 20%	60 28%	56 21%	131 23%	117 24%	214 23%	33 25%	245 23%
Worse (Bottom 2 Box)	406 38%	330 39%	248 41%	246 42%	299 38%	295 39%	283 39%	253 40%	64 45%	199 39%	197 37%	137 46%	139 39%	130 32%	44 38%	93 50%	67 38%	72 40%	72 44%	58 24%	29 26%	100 35%	118 40%	83 38%	106 40%	218 37%	188 39%	350 38%	52 39%	395 37%
Net better-worse	-158 -15%	-133 -16%	-98 -16%	-100 -17%	-99 -12%	-103 -14%	-102 -14%	-91 -14%	-49 -34%	-71 -14%	-82 -15%	-82 -27%	-63 -18%	-13 -3%	-19 -17%	-63 -34%	-34 -19%	-30 -16%	-44 -27%	31 13%	12 11%	-29 -10%	-57 -19%	-22 -10%	-49 -19%	-87 -15%	-71 -15%	-136 -15%	-19 -14%	-150 -14%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J23-004953-01

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Table 18

(JUL23)Q15. And do you think that Rishi Sunak will have changed Britain for the better or for the worse by the time of next General Election, or neither?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1065	212	334	92	251	585	463	516	549	228	372	311	417	310	728	232	330	229	131	855	143	292	262	78	181	181	523	361	1065
Weighted Total	1065	216	333	85	238	571	454	500	565	106	534	311	363	382	674	255	330	244	144	921	92	287	258	79	169	205	534	326	1065
Much better	39 4%	20 9%	7 2%	5 6%	6 2%	12 2%	26 6%	12 2%	27 5%	7 7%	10 2%	6 2%	17 5%	14 4%	24 3%	3 1%	16 5%	6 3%	11 8%	33 4%	2 3%	18 6%	5 2%	3 4%	3 2%	18 9%	14 3%	7 2%	40 4%
Somewhat better	209 20%	93 43%	48 14%	11 13%	25 11%	73 13%	118 26%	105 21%	104 18%	13 13%	106 20%	55 18%	89 25%	63 17%	144 21%	32 13%	82 25%	48 20%	27 19%	170 19%	20 22%	93 32%	23 9%	8 11%	22 13%	35 17%	103 19%	71 22%	205 19%
Neither better nor worse	378 35%	86 40%	88 26%	38 45%	90 38%	178 31%	176 39%	175 35%	203 36%	37 35%	199 37%	134 43%	130 36%	111 29%	264 39%	100 39%	112 34%	79 32%	55 38%	334 36%	31 34%	125 44%	59 23%	39 49%	64 38%	76 37%	198 37%	104 32%	387 36%
Somewhat worse	159 15%	11 5%	73 22%	15 18%	50 21%	123 21%	61 13%	86 17%	73 13%	23 22%	72 14%	46 15%	55 15%	57 15%	101 15%	38 15%	41 12%	47 19%	19 13%	138 15%	15 16%	23 8%	59 23%	12 15%	36 21%	27 13%	76 14%	56 17%	177 17%
Much worse	246 23%	1 1%	117 35%	15 18%	66 28%	182 32%	67 15%	114 23%	133 24%	17 16%	139 26%	66 21%	65 18%	113 30%	131 19%	75 29%	70 21%	53 22%	26 18%	214 23%	22 24%	23 8%	110 43%	17 21%	44 26%	40 19%	125 23%	81 25%	218 20%
Don't know	34 3%	4 2%	2 1%	1 1%	1 1%	3 1%	5 1%	8 2%	26 5%	8 7%	7 1%	3 1%	6 2%	24 6%	10 1%	7 3%	9 3%	12 5%	5 3%	31 3%	2 2%	5 2%	2 1%	1 1%	1 *	9 4%	17 3%	7 2%	38 4%
Combinations - Summary net																													
Better (Top 2 Box)	248 23%	114 53%	54 16%	16 19%	31 13%	85 15%	144 32%	117 23%	131 23%	20 19%	116 22%	62 20%	106 29%	78 20%	168 25%	35 14%	98 30%	54 22%	39 27%	203 22%	22 24%	111 38%	28 11%	11 14%	25 15%	53 26%	117 22%	78 24%	245 23%
Worse (Bottom 2 Box)	406 38%	13 6%	189 57%	30 36%	116 49%	305 53%	128 28%	200 40%	206 36%	41 38%	211 40%	112 36%	120 33%	170 44%	232 34%	113 44%	111 34%	100 41%	45 31%	352 38%	37 40%	46 16%	169 66%	28 36%	79 47%	66 32%	202 38%	138 42%	395 37%
Net better-worse	-158 -15%	101 47%	-135 -41%	-14 -16%	-85 -36%	-220 -39%	16 3%	-83 -17%	-75 -13%	-20 -19%	-95 -18%	-50 -16%	-14 -4%	-92 -24%	-64 -10%	-78 -31%	-13 -4%	-45 -19%	-7 -5%	-148 -16%	-14 -16%	64 22%	-141 -55%	-17 -21%	-55 -32%	-13 -6%	-85 -16%	-60 -18%	-150 -14%

Fieldwork dates : Wednesday 19th to Sunday 23rd July 2023

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

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