

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 2
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

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 qual-ifications | | Other qual-ifications | Degree + |
| Unweighted Total | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Total voting | 731 | 198 | 293 | 90 | 239 | 532 | 437 | 343 | 389 | 69 | 359 | 214 | 269 | 241 | 483 | 174 | 222 | 164 | 97 | 612 | 75 | 233 | 194 | 75 | 144 | 141 | 353 | 237 | 761 |
| Conservative | 198 | 198 | - | - | - | - | 198 | 92 | 107 | 14 | 85 | 55 | 96 | 47 | 151 | 44 | 63 | 51 | 25 | 171 | 16 | 161 | 2 | 1 | 5 | 56 | 102 | 40 | 208 |
| | 27% | 100% | - | -s | - | - | 45% | 27% | 27% | 21% | 24% | 26% | 36% | 19% | 31% | 25% | 28% | 31% | 26% | 28% | 21% | 69% | 1% | 2% | 4% | 40% | 29% | 17% | 27% |
| Labour | 293 | - | 293 | - | - | 293 | - | 146 | 147 | 35 | 140 | 85 | 93 | 114 | 177 | 88 | 91 | 48 | 48 | 256 | 17 | 30 | 160 | 26 | 35 | 50 | 125 | 118 | 323 |
| | 40% | - | 100% | -s | - | 55% | - | 43% | 38% | 51% | 39% | 40% | 34% | 47% | 37% | 51% | 41% | 30% | 49% | 42% | 23% | 13% | 83% | 34% | 24% | 35% | 35% | 50% | 42% |
| Liberal Democrats (Lib Dem) | 90 | - | - | 90 | 90 | 90 | 90 | 34 | 55 | 5 | 49 | 31 | 35 | 22 | 66 | 17 | 22 | 35 | 12 | 85 | 4 | 12 | 7 | 43 | 45 | 10 | 42 | 38 | 94 |
| | 12% | - | - | 100% | 38% | 17% | 21% | 10% | 14% | 8% | 14% | 14% | 13% | 9% | 14% | 10% | 10% | 22% | 12% | 14% | 5% | 5% | 4% | 57% | 31% | 7% | 12% | 16% | 12% |
| Scottish National Party (SNP) | 25 | - | - | -s | 25 | 25 | 25 | 13 | 12 | 4 | 15 | 9 | 12 | 4 | 21 | - | - | - | - | - | 25 | - | * | - | 23 | 1 | 10 | 13 | 28 |
| | 3% | - | - | -s | 10% | 5% | 6% | 4% | 3% | 6% | 4% | 4% | 5% | 2% | 4% | - | - | - | - | - | 33% | - | * | -s | 16% | 1% | 3% | 5% | 4% |
| Plaid Cymru | 5 | - | - | -s | 5 | 5 | 5 | 1 | 4 | 1 | 2 | 1 | 3 | 1 | 4 | - | 5 | - | - | - | - | * | - | - | 3 | - | 2 | 3 | 8 |
| | 1% | - | - | -s | 2% | 1% | 1% | * | 1% | 2% | 1% | 1% | 1% | * | 1% | - | 2% | - | - | - | - | * | - | -s | 2% | - | 1% | 1% | 1% |
| Green Party | 73 | - | - | -s | 73 | 73 | 73 | 37 | 36 | 6 | 45 | 19 | 14 | 40 | 33 | 15 | 24 | 20 | 11 | 65 | 4 | 5 | 24 | 6 | 26 | 11 | 40 | 22 | 52 |
| | 10% | - | - | -s | 31% | 14% | 17% | 11% | 9% | 8% | 13% | 9% | 5% | 17% | 7% | 9% | 11% | 12% | 11% | 11% | 5% | 2% | 12% | 7% | 18% | 8% | 11% | 9% | 7% |
| UKIP | 11 | - | - | -s | 11 | 11 | 11 | 4 | 7 | 1 | 6 | 2 | 3 | 5 | 5 | 2 | 3 | 4 | - | 8 | 3 | 3 | - | - | 2 | 3 | 8 | - | 12 |
| | 2% | - | - | -s | 5% | 2% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | - | 1% | 3% | 1% | - | -s | 1% | 2% | 2% | - | 2% |
| British National Party | * | - | - | -s | * | * | * | - | * | - | - | - | - | * | - | - | - | - | - | - | * | - | * | -s | - | - | - | * | 1 |
| Independent candidate | 2 | - | - | -s | 2 | 2 | 2 | - | 2 | - | - | - | - | 2 | - | - | - | - | - | - | 2 | - | - | - | - | 2 | - | - | 1 |
| | * | - | - | -s | 1% | * | * | - | 1% | - | - | - | - | 1% | - | - | - | - | - | - | 3% | - | - | -s | - | - | 1% | - | * |
| Scottish Socialist Party | 1 | - | - | -s | - | - | - | 1 | * | 1 | - | 1 | * | - | 1 | - | - | - | - | - | 1 | - | * | - | 1 | - | * | 1 | 2 |
| | * | - | - | -s | - | - | - | * | * | 1% | - | * | * | - | * | - | - | - | - | - | 2% | - | * | -s | 1% | - | * | * | * |
| Reform UK/The Brexit Party | 30 | - | - | -s | 30 | 30 | 30 | 12 | 17 | 1 | 15 | 11 | 12 | 6 | 23 | 8 | 13 | 5 | 2 | 26 | 1 | 20 | - | - | 3 | 8 | 19 | 3 | 28 |
| | 4% | - | - | -s | 12% | 6% | 7% | 4% | 4% | 1% | 4% | 5% | 5% | 3% | 5% | 5% | 6% | 3% | 2% | 4% | 2% | 9% | - | -s | 2% | 6% | 5% | 1% | 4% |
| Other | 3 | - | - | -s | 3 | 3 | 3 | 2 | 1 | * | 2 | * | * | * | 1 | - | - | * | * | * | 3 | * | - | - | 2 | 1 | 2 | * | 4 |
| | * | - | - | -s | 1% | 1% | 1% | 1% | * | * | 1% | * | * | * | * | - | - | * | * | * | 4% | * | - | -s | 2% | 1% | 1% | * | 1% |
| Conservative Lead over Labour | -95 | 198 | -293 | 0 | 0 | -293 | 198 | -55 | -40 | -21 | -55 | -30 | 3 | -68 | -27 | -45 | -28 | 3 | -23 | -85 | -1 | 131 | -158 | -25 | -29 | 7 | -23 | -78 | -115 |
| | -13% | 100% | -100% | 0% | 0% | -55% | 45% | -16% | -10% | -30% | -15% | -14% | 1% | -28% | -6% | -26% | -13% | 2% | -23% | -14% | -2% | 56% | -81% | -33% | -20% | 5% | -6% | -33% | -15% |
| Undecided | 110 | - | - | -s | - | - | - | 50 | 60 | 11 | 59 | 38 | 30 | 42 | 67 | 20 | 31 | 34 | 23 | 106 | 2 | 32 | 8 | 2 | 4 | 22 | 50 | 37 | 96 |
| | 11% | - | - | -s | - | - | - | 11% | 11% | 11% | 12% | 13% | 9% | 12% | 11% | 8% | 10% | 15% | 17% | 12% | 2% | 11% | 4% | 3% | 2% | 12% | 10% | 12% | 10% |
| Would not vote | 146 | - | - | -s | - | - | - | 75 | 71 | 19 | 75 | 37 | 34 | 75 | 71 | 46 | 51 | 30 | 12 | 135 | 8 | 24 | 20 | 3 | 4 | 28 | 94 | 25 | 127 |
| | 15% | - | - | -s | - | - | - | 16% | 13% | 19% | 15% | 12% | 10% | 21% | 11% | 19% | 16% | 13% | 9% | 16% | 9% | 8% | 9% | 3% | 3% | 14% | 19% | 8% | 13% |
| Refused/Prefer not to answer | 13 | - | - | -s | - | - | - | 4 | 9 | 1 | 3 | 5 | 6 | 2 | 11 | * | 7 | 2 | 4 | 13 | * | 1 | - | 1 | 1 | 1 | 5 | 7 | 17 |
| | 1% | - | - | -s | - | - | - | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | * | 2% | 1% | 3% | 1% | * | * | - | 1% | * | 1% | 1% | 2% | 2% |
| Don't know | 2 | - | - | -s | - | - | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | 1 | 2 |
| | * | - | - | -s | - | - | - | * | * | - | - | * | - | * | * | - | - | * | - | * | 1% | - | - | -s | 1% | 1% | - | * | * |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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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23 Oct 2023

Table 4

V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

| | 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 working | 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 | 633 | 141 | 259 | 66 | 170 | 429 | 311 | 277 | 356 | 109 | 224 | 204 | 272 | 140 | 476 | 137 | 189 | 131 | 84 | 504 | 92 | 212 | 192 | 74 | 140 | 101 | 280 | 252 | 633 |
| Weighted Total | 586 | 125 | 230 | 66 | 169 | 399 | 294 | 276 | 310 | 48 | 299 | 193 | 230 | 158 | 422 | 140 | 182 | 118 | 74 | 483 | 73 | 195 | 171 | 66 | 123 | 104 | 273 | 210 | 633 |
| Total voting | 526 | 125 | 230 | 66 | 169 | 399 | 294 | 248 | 278 | 45 | 267 | 168 | 210 | 141 | 379 | 127 | 159 | 107 | 67 | 431 | 64 | 174 | 165 | 65 | 120 | 93 | 244 | 189 | 572 |
| Conservative | 125 | 125 | - | - | - | 125 | 49 | 76 | 5 | 52 | 35 | 71 | 18 | 106 | 28 | 39 | 27 | 16 | 105 | 15 | 114 | - | 1 | 3 | 39 | 63 | 23 | 141 | |
| | 24% | 100% | - | -s | - | 43% | 20% | 27% | 12% | 20% | 21% | 34% | 13% | 28% | 22% | 25% | 25% | 23% | 24% | 24% | 65% | - | 2% | 2% | 42% | 26% | 12% | 25% | |
| Labour | 230 | - | 230 | - | - | 230 | 122 | 108 | 25 | 113 | 70 | 79 | 80 | 149 | 67 | 74 | 37 | 36 | 197 | 16 | 24 | 139 | 25 | 33 | 36 | 91 | 103 | 259 | |
| | 44% | - | 100% | -s | - | 58% | 49% | 39% | 57% | 42% | 42% | 38% | 57% | 39% | 53% | 46% | 34% | 53% | 46% | 25% | 14% | 84% | 38% | 27% | 39% | 37% | 54% | 45% | |
| Liberal Democrats (Lib Dem) | 66 | - | - | 66 | 66 | 66 | 27 | 39 | 3 | 40 | 27 | 27 | 11 | 53 | 14 | 17 | 22 | 9 | 61 | 4 | 10 | 6 | 34 | 36 | 6 | 33 | 27 | 66 | |
| | 13% | - | - | 100% | 39% | 16% | 11% | 14% | 8% | 15% | 16% | 13% | 8% | 14% | 11% | 11% | 21% | 13% | 14% | 5% | 6% | 3% | 52% | 30% | 6% | 13% | 15% | 12% | |
| Scottish National Party (SNP) | 21 | - | - | -s | 21 | 21 | 13 | 8 | 4 | 13 | 9 | 8 | 4 | 17 | - | - | - | -s | - | 21 | - | * | - | 20 | 1 | 9 | 11 | 26 | |
| | 4% | - | - | -s | 12% | 5% | 5% | 3% | 10% | 5% | 5% | 4% | 3% | 5% | - | - | - | -s | - | 32% | - | * | -s | 17% | 2% | 4% | 6% | 5% | |
| Plaid Cymru | 4 | - | - | -s | 4 | 4 | * | 4 | 1 | 1 | 1 | 2 | 1 | 3 | - | 4 | - | - | - | - | * | - | - | 2 | - | 2 | 2 | 6 | |
| | 1% | - | - | -s | 2% | 1% | * | 1% | 2% | * | 1% | 1% | 1% | 1% | - | 3% | - | -s | - | -s | * | - | -s | 2% | - | 1% | 1% | 1% | |
| Green Party | 45 | - | - | -s | 45 | 45 | 22 | 23 | 3 | 29 | 17 | 11 | 16 | 28 | 9 | 12 | 16 | 6 | 41 | 1 | 4 | 20 | 6 | 19 | 3 | 23 | 19 | 38 | |
| | 9% | - | - | -s | 27% | 11% | 9% | 8% | 7% | 11% | 10% | 5% | 11% | 8% | 7% | 8% | 15% | 9% | 9% | 2% | 2% | 12% | 8% | 16% | 4% | 9% | 10% | 7% | |
| UKIP | 10 | - | - | -s | 10 | 10 | 4 | 6 | 1 | 6 | 2 | 2 | 5 | 5 | 2 | 3 | 3 | - | 7 | 3 | 2 | - | - | 2 | 2 | 8 | - | 11 | |
| | 2% | - | - | -s | 6% | 3% | 2% | 2% | 2% | 2% | 1% | 1% | 4% | 1% | 1% | 2% | 3% | -s | 2% | 4% | 1% | - | -s | 2% | 2% | 3% | - | 2% | |
| Independent candidate | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | -s | - | - | - | - | - | - | - | - | - |
| Scottish Socialist Party | 1 | - | - | -s | - | - | 1 | * | 1 | - | 1 | * | - | 1 | - | - | - | - | - | 1 | - | * | - | 1 | - | * | 1 | 2 | |
| | * | - | - | -s | - | - | * | * | 2% | - | 1% | * | - | * | - | - | -s | - | - | 2% | - | * | -s | 1% | - | * | * | * | |
| Reform UK/The Brexit Party | 21 | - | - | -s | 21 | 21 | 8 | 13 | - | 10 | 6 | 9 | 6 | 15 | 8 | 9 | 1 | 1 | 19 | 1 | 19 | - | - | 1 | 6 | 12 | 3 | 21 | |
| | 4% | - | - | -s | 12% | 5% | 3% | 5% | - | 4% | 4% | 4% | 4% | 4% | 7% | 6% | 1% | 1% | 4% | 1% | 11% | - | -s | 1% | 6% | 5% | 1% | 4% | |
| Other | 2 | - | - | -s | 2 | 2 | 2 | - | * | 2 | * | - | - | * | - | - | - | - | - | 2 | - | - | - | 2 | - | 2 | * | 2 | |
| | * | - | - | -s | 1% | 1% | 1% | - | 1% | 1% | - | - | - | * | - | - | - | -s | - | 4% | - | - | -s | 2% | - | 1% | * | * | |
| Conservative Lead over Labour | -105 | 125 | -230 | 0 | 0 | -230 | 125 | -73 | -32 | -20 | -61 | -35 | -8 | -61 | -43 | -39 | -35 | -10 | -20 | -92 | -1 | 89 | -139 | -23 | -30 | 3 | -28 | -80 | -118 |
| | -20% | 100% | -100% | 0% | 0% | -58% | 43% | -30% | -11% | -45% | -23% | -21% | -4% | -44% | -11% | -31% | -22% | -9% | -30% | -21% | -1% | 51% | -84% | -36% | -25% | 3% | -11% | -42% | -21% |
| Undecided | 38 | - | - | -s | - | - | 15 | 23 | 2 | 20 | 13 | 14 | 11 | 28 | 10 | 13 | 9 | 4 | 36 | 2 | 20 | 5 | - | 1 | 8 | 23 | 8 | 41 | |
| | 7% | - | - | -s | - | - | 6% | 7% | 4% | 7% | 7% | 6% | 7% | 7% | 7% | 7% | 8% | 5% | 8% | 3% | 10% | 3% | -s | 1% | 7% | 8% | 4% | 6% | |
| Would not vote | 12 | - | - | -s | - | - | 10 | 2 | 1 | 10 | 6 | * | 5 | 6 | 2 | 5 | - | - | 6 | 5 | * | 1 | - | 2 | 2 | 3 | 6 | 8 | |
| | 2% | - | - | -s | - | - | 3% | 1% | 1% | 3% | 3% | * | 3% | 1% | 1% | 3% | - | -s | 1% | 6% | * | 1% | -s | 1% | 2% | 1% | 3% | 1% | |
| Refused/Prefer not to answer | 9 | - | - | -s | - | - | 2 | 7 | * | 2 | 4 | 4 | 1 | 8 | * | 4 | 1 | 3 | 9 | * | 1 | - | 1 | 1 | 1 | 2 | 6 | 11 | |
| | 2% | - | - | -s | - | - | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | * | 2% | 1% | 4% | 2% | s | 1% | - | 1% | 1% | 1% | 1% | 3% | 2% | |
| Don't know | 1 | - | - | -s | - | - | 1 | - | - | - | 1 | - | - | 1 | - | - | - | -s | - | 1 | - | - | - | - | - | - | 1 | 1 | |
| | * | - | - | -s | - | - | * | - | - | - | 1% | - | - | * | - | - | - | -s | - | 2% | - | - | -s | - | - | - | - | 1% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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 5
V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------------|--------------|---------------------------------------|--|---------------------------|------------|------------|------------|------------|----------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|--------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | | Total |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Conservative | 150 15% | 135 17% | 98 17% | 93 17% | 128 17% | 126 18% | 121 18% | 99 16% | 3 2% | 86 18% | 62 12% | 24 8% | 50 15% | 77 20% | 11 10% | 13 8% | 18 11% | 32 18% | 25 16% | 52 23% | 34 32% | 36 13% | 38 14% | 37 18% | 39 16% | 75 14% | 76 17% | 142 16% | 8 6% | 93 24% | 55 17% | 154 15% | |
| Labour | 266 27% | 237 30% | 216 37% | 209 37% | 244 33% | 238 34% | 236 35% | 222 37% | 1 1% | 123 25% | 138 27% | 89 31% | 85 25% | 92 24% | 37 33% | 51 30% | 53 33% | 32 18% | 36 23% | 56 24% | 20 19% | 74 27% | 84 30% | 58 28% | 51 20% | 157 29% | 109 24% | 228 26% | 34 27% | 168 44% | 96 29% | 292 29% | |
| Liberal Democrats (Lib Dem) | 71 7% | 68 8% | 55 9% | 49 9% | 66 9% | 65 9% | 64 9% | 55 9% | 1 1% | 37 8% | 33 6% | 17 6% | 28 8% | 26 7% | 8 7% | 9 5% | 5 3% | 23 14% | 8 5% | 19 8% | 9 8% | 31 12% | 22 8% | 7 3% | 11 4% | 54 10% | 17 4% | 61 7% | 7 6% | 32 8% | 39 12% | 78 8% | |
| Scottish National Party (SNP) | 22 2% | 22 3% | 20 3% | 20 4% | 20 3% | 20 3% | 20 3% | - 3% | - s | 7 1% | 14 3% | 9 3% | 8 3% | 4 1% | 3 3% | 6 4% | 6 2% | 3 1% | 2 1% | 2 1% | * * | 9 3% | 7 1% | 2 1% | 3 1% | 16 3% | 6 1% | 19 2% | - - | 12 3% | 9 3% | 26 3% | |
| Plaid Cymru | 4 * | 4 1% | 3 1% | 3 1% | 4 1% | 4 1% | 3 * | 3 1% | - s | 2 * | 2 * | - - | 2 1% | 2 1% | - - | - - | 1 * | 2 1% | 2 1% | 1 * | 1 1% | 2 1% | 1 * | - - | - - | 1 1% | 3 * | 1 1% | 4 1% | 2 1% | 2 1% | 7 1% | |
| Green Party | 59 6% | 44 5% | 40 7% | 36 6% | 46 7% | 46 7% | 42 6% | 40 7% | 11 10% | 32 7% | 27 5% | 22 8% | 19 6% | 18 5% | 11 10% | 11 6% | 9 5% | 11 6% | 14 9% | 4 2% | 1 1% | 9 3% | 21 8% | 13 6% | 16 6% | 30 6% | 29 6% | 52 6% | 7 6% | 27 7% | 31 9% | 43 4% | |
| UKIP | 10 1% | 10 1% | 9 2% | 9 2% | 9 1% | 9 1% | 9 1% | 9 2% | - s | 8 2% | 2 * | - - | 5 1% | 5 1% | - - | - - | - - | 5 3% | 3 2% | 2 1% | 1 1% | 3 1% | 2 1% | * * | 4 2% | 5 1% | 5 1% | 10 1% | - - | 8 2% | 1 * | 10 1% | |
| British National Party (BNP) | * - | - - | - - | - - | - - | - - | - - | - - | - s | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | 1 * |
| Independent candidate | - - | - - | - - | - - | - - | - - | - - | - - | - s | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Reform UK/The Brexit Party | 29 3% | 26 3% | 21 4% | 21 4% | 27 4% | 27 4% | 25 4% | 22 4% | - s | 19 4% | 10 2% | 4 2% | 6 2% | 18 5% | 2 2% | 2 1% | 3 2% | 3 2% | 10 7% | 8 3% | 4 4% | 10 4% | 5 2% | 3 1% | 11 4% | 15 3% | 14 3% | 29 3% | - - | 22 6% | 6 2% | 27 3% | |
| Other | 3 * | 3 * | 2 * | 2 * | 2 * | 2 * | 2 * | 2 * | * s | 1 * | 3 1% | 2 1% | * * | 1 * | - - | 2 1% | * * | - - | - - | 1 * | 1 1% | - - | 1 * | - - | 3 * | 1 * | 3 * | 3 * | 3 * | 3 1% | 1 * | 4 * | |
| Undecided | 208 21% | 161 20% | 89 15% | 90 16% | 136 19% | 128 18% | 119 17% | 96 16% | 9 9% | 83 17% | 122 24% | 54 19% | 71 21% | 84 22% | 21 19% | 32 19% | 31 19% | 39 23% | 25 16% | 58 25% | 26 24% | 50 19% | 63 22% | 44 21% | 50 20% | 113 21% | 95 21% | 168 19% | 39 31% | 9 2% | 85 25% | 200 20% | |
| Would not vote | 142 14% | 56 7% | 11 2% | 9 2% | 19 3% | 17 2% | 15 2% | 15 2% | 82 75% | 67 14% | 76 15% | 57 20% | 46 14% | 39 10% | 16 14% | 41 24% | 31 19% | 15 9% | 23 15% | 17 7% | 6 5% | 34 13% | 22 8% | 40 19% | 46 19% | 56 10% | 86 19% | 119 14% | 23 19% | - - | - - | 123 12% | |
| Refused/Prefer not to answer | 38 4% | 30 4% | 21 4% | 20 4% | 29 4% | 25 4% | 25 4% | 22 4% | 2 2% | 20 4% | 18 3% | 8 3% | 14 4% | 17 4% | 3 3% | 4 3% | 5 3% | 9 5% | 7 4% | 10 4% | 4 4% | 11 4% | 12 4% | 2 1% | 13 5% | 23 4% | 15 3% | 32 4% | 6 5% | 3 1% | 8 3% | 37 4% | |
| Don't know | - - | - - | - - | - - | - - | - - | - - | - - | - s | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Not stated | * * | * * | * * | * * | * * | * * | * * | * * | - s | * * | - - | - - | - - | - - | - - | - - | - - | - - | - - | - * | - - | - - | - * | - - | - * | - * | * * | * * | * * | * * | * * | 1 * | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 6

V1A/B. How do you intend to vote if a General Election tomorrow?

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 | |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 | |
| Conservative | 150 15% | 150 76% | - | -s | - | - | 69 15% | 82 15% | 11 11% | 61 12% | 42 14% | 66 19% | 41 11% | 108 17% | 32 13% | 46 15% | 42 19% | 18 13% | 128 15% | 12 13% | 122 42% | 2 1% | -s | 2 1% | 48 25% | 81 16% | 22 7% | 154 15% | |
| Labour | 266 27% | - | 266 91% | -s | - | 266 50% | - | - | 132 31% | 134 26% | 74 25% | 81 24% | 109 30% | 155 25% | 82 34% | 76 24% | 44 19% | 47 35% | 233 27% | 17 19% | 21 7% | 152 69% | 26 32% | 31 20% | 42 22% | 113 23% | 111 36% | 292 29% | |
| Liberal Democrats (Lib Dem) | 71 7% | - | - | 71 79% | 71 30% | 71 13% | 31 7% | 40 8% | 5 5% | 38 8% | 23 8% | 27 8% | 18 5% | 51 8% | 14 6% | 17 6% | 25 11% | 11 8% | 66 8% | 4 4% | 8 3% | 6 3% | 37 46% | 39 26% | 9 5% | 31 6% | 31 10% | 78 8% | |
| Scottish National Party (SNP) | 22 2% | - | - | -s | 22 9% | 22 4% | 13 3% | 9 2% | 4 4% | 12 2% | 8 3% | 10 3% | 4 1% | 18 3% | - | - | - | - | - | 22 25% | - | * | - | 20 13% | 1 * | 10 2% | 11 3% | 26 3% | |
| Plaid Cymru | 4 * | - | - | -s | 4 2% | 4 1% | 1 * | 4 1% | 1 1% | 2 * | 1 * | 2 * | 1 * | 3 1% | - | 4 1% | - | - | - | - | * | - | -s | 3 2% | - | 2 * | 2 1% | 7 1% | |
| Green Party | 59 6% | - | - | -s | 59 25% | 59 11% | 30 6% | 29 6% | 3 3% | 37 8% | 16 5% | 10 3% | 33 9% | 26 4% | 13 6% | 19 6% | 19 8% | 6 4% | 56 6% | 2 3% | 5 2% | 22 10% | 6 7% | 22 14% | 10 5% | 31 6% | 18 6% | 43 4% | |
| UKIP | 10 1% | - | - | -s | 10 4% | 10 2% | 4 1% | 6 1% | 1 1% | 6 1% | 1 1% | 3 1% | 5 1% | 5 1% | 2 1% | 3 1% | 3 1% | - | 7 1% | 3 3% | 3 1% | - | -s | 2 1% | 2 1% | 8 2% | - | 10 1% | |
| British National Party (BNP) | * * | - | - | -s | * * | * * | - | - | - | - | - | - | - | - | - | - | - | - | - | - | * | * | -s | - | - | - | * | 1 * | |
| Independent candidate | - - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - | |
| Reform UK/The Brexit Party | 29 3% | - | - | -s | 29 12% | 29 5% | 12 3% | 17 3% | 1 1% | 15 3% | 11 4% | 12 4% | 6 2% | 23 4% | 8 3% | 13 4% | 5 2% | 2 1% | 26 3% | 1 1% | 20 7% | - | -s | 3 2% | 8 4% | 18 4% | 3 1% | 27 3% | |
| Other | 3 * | - | - | -s | 3 1% | 3 1% | 2 * | 1 * | * * | 2 * | * * | * * | 1 * | - | - | - | - | - | - | 3 3% | * | - | -s | 2 2% | 1 * | 2 * | * * | 4 * | |
| Undecided | 208 21% | 45 23% | 24 8% | 11 12% | 31 13% | 56 10% | 77 18% | 91 19% | 116 22% | 23 23% | 101 20% | 66 23% | 79 23% | 61 17% | 146 23% | 37 15% | 64 21% | 54 24% | 36 26% | 183 21% | 16 19% | 82 28% | 17 8% | 8 10% | 24 16% | 42 22% | 95 19% | 71 23% | 200 20% |
| Would not vote | 142 14% | - | - | -s | - | - | 74 16% | 69 13% | 19 19% | 74 15% | 35 12% | 34 10% | 72 20% | 69 11% | 46 19% | 51 16% | 28 12% | 11 8% | 133 15% | 7 8% | 21 7% | 19 8% | 3 3% | 4 3% | 27 14% | 91 18% | 25 8% | 123 12% | |
| Refused/Prefer not to answer | 38 4% | 2 1% | 3 1% | 8 9% | 10 4% | 12 2% | 14 3% | 23 4% | 1 1% | 18 4% | 15 5% | 13 4% | 10 3% | 28 4% | 6 3% | 16 5% | 8 4% | 5 4% | 36 4% | 2 2% | 7 3% | 3 1% | 1 2% | 1 1% | 3 1% | 21 4% | 14 5% | 37 4% | |
| Don't know | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - | |
| Not stated | * * | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | * | * | -s | - | - | * | - | 1 * | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 7

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | |
|-------------------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------------------|--------------------|-------------|-----------------|----------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | | May change mind | Total |
| Unweighted Total | 237 | 196 | 118 | 116 | 169 | 158 | 150 | 124 | 12 | 99 | 134 | 52 | 73 | 112 | 25 | 27 | 32 | 41 | 38 | 74 | 38 | 63 | 88 | 35 | 51 | 151 | 86 | 195 | 40 | 9 | 101 | 237 | |
| Weighted Total | 246 | 191 | 110 | 110 | 165 | 154 | 145 | 118 | 11 | 104 | 139 | 61 | 84 | 100 | 24 | 37 | 36 | 48 | 32 | 68 | 30 | 61 | 75 | 46 | 63 | 136 | 110 | 200 | 45 | 12 | 93 | 237 | |
| Conservative | 48 19% | 44 23% | 27 25% | 26 24% | 36 22% | 34 22% | 31 21% | 27 23% | 1 5% | 28 27% | 18 13% | 8 14% | 10 12% | 30 30% | 4 16% | 5 12% | 3 9% | 6 13% | 7 22% | 23 33% | 10 34% | 14 24% | 11 15% | 15 32% | 7 12% | 26 19% | 22 20% | 45 23% | 3 6% | 1 7% | 40 43% | 54 23% | |
| Labour | 27 11% | 22 12% | 14 13% | 13 12% | 21 13% | 21 14% | 20 14% | 14 12% | 1 7% | 12 12% | 14 10% | 4 7% | 12 14% | 11 11% | 2 7% | 3 7% | 6 17% | 5 11% | 5 15% | 6 9% | 3 11% | 6 10% | 8 11% | 7 14% | 6 9% | 14 11% | 13 9% | 25 7% | 2 9% | 2 14% | 21 23% | 31 13% | |
| Liberal Democrats (Lib Dem) | 19 8% | 15 8% | 11 10% | 12 11% | 16 10% | 14 9% | 13 10% | 13 11% | - | 5 5% | 14 10% | 3 6% | 2 2% | 14 14% | 3 12% | 1 2% | 1 2% | 1 1% | 7 23% | 6 9% | 3 9% | 4 7% | 5 9% | 4 9% | 6 9% | 9 7% | 10 9% | 15 7% | 4 9% | 2 14% | 13 14% | 16 7% | |
| Scottish National Party | 3 1% | 3 2% | 1 1% | 1 1% | 1 * | 1 1% | 1 1% | 1 1% | - | 1 1% | 2 2% | - | 2 3% | 1 1% | - | - | - | 2 5% | 1 -s | 1 -s | - | - | 2 3% | 1 2% | - | 2 -s | 1 1% | 3 -s | - | 1 7% | 2 -s | 2 1% | |
| Plaid Cymru | 1 * | 1 * | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - | - | 1 1% | - | - | 1 1% | - | - | - | - | - | 1 1% | 1 3% | - | 1 -s | - | - | 1 -s | 1 * | - | - | 1 -s | 1 1% | 1 * | |
| Green Party | 14 6% | 7 4% | 5 4% | 5 5% | 5 3% | 5 3% | 5 3% | 5 4% | 3% | 2 2% | 12 9% | 2 3% | 9 10% | 4 4% | 1 1% | 1 4% | - | 9 18% | 1 1% | 4 5% | - | 7 11% | 2 3% | - | 5 8% | 9 7% | 5 5% | 9 4% | 5 12% | 9 43% | 9 10% | 9 4% | |
| UKIP | 1 * | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - | 1 1% | * | - | - | 1 1% | - | - | - | - | 1 -s | 1 2% | - | 1 1% | - | - | 1 * | 1 * | 1 * | 1 * | - | - | 1 -s | 1 1% | 2 1% |
| Independent candidate | 2 1% | 2 1% | - | - | - | - | - | - | - | 2 2% | - | 2 -s | - | - | - | - | 2 -s | - | - | - | - | - | - | 2 -s | - | 2 2% | 2 1% | 2 -s | 2 -s | 2 -s | 2 -s | 2 -s | 1 * |
| Reform UK/The Brexit Party | 1 * | 1 * | - | - | - | - | - | - | - | 1 1% | - | - | 1 -s | - | - | - | - | - | 1 -s | 1 2% | - | - | - | 1 -s | - | 1 1% | 1 1% | 1 * | - | - | 1 -s | 1 1% | 1 * |
| Other | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Undecided | 110 45% | 75 39% | 38 35% | 40 37% | 69 42% | 62 40% | 58 40% | 44 38% | 8 67% | 45 43% | 65 47% | 39 63% | 42 49% | 30 29% | 14 56% | 25 68% | 22 62% | 19 40% | 10 32% | 19 28% | 9 30% | 19 32% | 39 52% | 19 41% | 33 52% | 58 43% | 52 47% | 81 41% | 27 61% | - | - | 96 41% | |
| Would not vote | 4 2% | 4 2% | * | * | 2 1% | 2 1% | 2 1% | * | 1 11% | 1 1% | 2 2% | - | 4 4% | * | - | 2 4% | 2 5% | * | * | - | - | * | 2 2% | - | 2 3% | 2 1% | 2 2% | 4 2% | 4 -s | - | - | 4 -s | |
| Prefer not to answer/ Refusal | 13 5% | 12 6% | 9 9% | 8 8% | 11 6% | 11 7% | 11 7% | 9 8% | 1 6% | 7 6% | 6 4% | 4 6% | 2 3% | 7 7% | 2 8% | 2 4% | 2 5% | * | 2 1% | 5 6% | 2 8% | 2 6% | 8 13% | 4 5% | - | 1 2% | 12 9% | 1 1% | 10 5% | 3 8% | - | - | 17 7% |
| Don't know | 2 1% | 2 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - | - | 2 2% | - | 1 1% | 1 1% | - | - | - | 1 3% | - | 1 2% | 4 4% | - | 1 2% | 1 2% | 1 -s | 1 1% | 2 1% | 2 -s | 1 -s | 1 9% | 1 1% | 2 1% | |
| Not stated | 1 * | 1 * | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | 1 1% | - | - | 1 1% | 1 1% | - | - | 1 2% | - | - | - | - | - | - | 1 2% | - | - | - | 1 1% | - | 1 * | - | - | 1 -s | 1 1% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 8

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

| | 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 | 237 | 54 | 31 | 16 | 32 | 63 | 86 | 91 | 145 | 42 | 78 | 73 | 95 | 64 | 168 | 46 | 77 | 63 | 34 | 211 | 17 | 93 | 23 | 14 | 27 | 44 | 106 | 87 | 237 |
| Weighted Total | 246 | 48 | 27 | 19 | 41 | 68 | 89 | 105 | 140 | 24 | 119 | 82 | 92 | 71 | 174 | 43 | 81 | 63 | 41 | 219 | 18 | 90 | 20 | 10 | 25 | 45 | 116 | 85 | 237 |
| Conservative | 48 19% | 48 100% | -s | -s | -s | -s | 54% | 22% | 18% | 13% | 20% | 15% | 32% | 8% | 24% | 27% | 20% | 13% | 17% | 20% | 24% | 44% | -s | 12% | 12% | 19% | 19% | 21% | 23% |
| Labour | 27 11% | -s | 27 100% | -s | -s | 40% | -s | 14% | 9% | 4% | 10% | 11% | 11% | 5% | 22% | 7% | 15% | 4% | 1% | 23% | 1% | 9% | 8% | * 3% | 7% | 12% | 8% | 31% | |
| Liberal Democrats (Lib Dem) | 19 8% | -s | -s | 19 100% | 19 46% | 19 28% | 19 21% | 3 3% | 15 11% | -s | 11% | 7% | 8% | 3% | 16% | 3% | 5% | 11% | * 1% | 19% | -s | 4% | 1% | 6% | 6% | 1% | 11% | 7% | 16% |
| Scottish National Party | 3 1% | -s | -s | -s | 3 8% | 3 5% | 3 3% | -s | 2% | -s | 3% | 1% | 2% | -s | 2% | -s | -s | -s | -s | 3% | -s | -s | -s | 3% | 12% | 2% | -s | 3% | 1% |
| Plaid Cymru | 1 * | -s | -s | -s | 1 2% | 1 1% | 1 1% | -s | 1% | 4% | -s | -s | 1% | -s | * | -s | 1% | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | 1% |
| Green Party | 14 6% | -s | -s | -s | 14 35% | 14 21% | 14 16% | 7 7% | 5% | 13% | 7% | 4% | 4% | 10% | 4% | 5% | 6% | 2% | 12% | 4% | 7% | 1% | 9% | -s | 14% | 3% | 8% | 4% | 4% |
| UKIP | 1 * | -s | -s | -s | 1 3% | 1 2% | 1 1% | -s | 1% | -s | -s | 1% | -s | -s | 1% | -s | -s | 2% | -s | 1% | -s | -s | -s | -s | 1% | 1% | 1% | -s | 1% |
| Independent candidate | 2 1% | -s | -s | -s | 2 5% | 2 3% | 2 2% | -s | 1% | -s | -s | -s | -s | 3% | -s | -s | -s | -s | -s | -s | 11% | -s | -s | -s | -s | -s | 2% | -s | * |
| Reform UK/The Brexit Party | 1 * | -s | -s | -s | 1 2% | 1 1% | 1 1% | -s | 1% | -s | -s | -s | -s | 1% | -s | -s | -s | -s | -s | -s | 4% | 1% | -s | -s | -s | -s | 1% | -s | * |
| Other | - | -s | -s | -s | -s | -s | -s | -s | - | -s | -s | -s | -s | -s | - | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | -s | - |
| Undecided | 110 45% | -s | -s | -s | -s | -s | -s | 50 47% | 60 43% | 11 46% | 59 49% | 38 46% | 30 32% | 42 59% | 67 39% | 20 45% | 31 39% | 34 54% | 23 56% | 106 49% | 2 12% | 32 35% | 8 42% | 2 22% | 4 15% | 22 50% | 50 43% | 37 44% | 96 41% |
| Would not vote | 4 2% | -s | -s | -s | -s | -s | -s | 2 1% | 2 2% | -s | 2% | 2% | -s | 3% | 1% | * s | -s | 1% | 2% | 1% | 2% | 3% | 1% | -s | -s | 2% | 2% | * s | 4 2% |
| Prefer not to answer/ Refusal | 13 5% | -s | -s | -s | -s | -s | -s | 4 3% | 9 6% | 1 4% | 3 3% | 5 6% | 6 3% | 2 3% | 11 6% | * 1% | 7 8% | 2 3% | 4 10% | 13 6% | * 2% | 1 1% | -s | 1 6% | 1 2% | 5 4% | 7 8% | 17 7% | |
| Don't know | 2 1% | -s | -s | -s | -s | -s | -s | 1 1% | 1 1% | -s | -s | 2% | -s | 2% | 1% | -s | -s | 2% | -s | * 7% | -s | -s | -s | 4% | 2% | -s | 1% | 1% | |
| Not stated | 1 * | -s | -s | -s | -s | -s | -s | 1 1% | - | 1 4% | -s | 1% | -s | -s | 1% | -s | -s | -s | -s | -s | 1% | -s | -s | -s | 4% | -s | -s | 1% | * |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 9
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | |
|------------------------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----|------|-----------|-------|----------------------|--------------------|-------------|-----------------|-------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | | May change mind | Total |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| 1 - Absolutely certain not to vote | 110 | 36 | - | - | - | - | - | - | 110 | 56 | 54 | 36 | 39 | 34 | 16 | 20 | 26 | 13 | 20 | 14 | 7 | 18 | 19 | 32 | 41 | 37 | 73 | 96 | 14 | 11 | 4 | 99 | |
| 2 | 17 | 7 | - | - | - | - | - | - | - | 10 | 7 | 8 | 5 | 3 | 1 | 7 | 2 | 4 | - | 3 | 2 | 6 | 3 | 5 | 3 | 9 | 8 | 13 | 4 | 1 | 3 | 16 | |
| 3 | 23 | 14 | - | - | - | - | - | - | - | 10 | 13 | 8 | 9 | 6 | 4 | 5 | 1 | 8 | 2 | 4 | 2 | 3 | 7 | 5 | 8 | 10 | 13 | 20 | 3 | 3 | 10 | 22 | |
| 4 | 14 | 7 | - | - | - | - | - | - | - | 11 | 3 | 6 | 5 | 3 | 4 | 2 | 3 | 2 | 3 | - | - | 5 | 4 | 4 | 1 | 9 | 5 | 12 | 3 | 1 | 7 | 16 | |
| 5 | 90 | 43 | - | - | - | - | - | - | - | 45 | 44 | 31 | 33 | 25 | 12 | 19 | 16 | 16 | 6 | 20 | 6 | 12 | 14 | 17 | 46 | 26 | 63 | 75 | 15 | 19 | 30 | 66 | |
| 6 | 23 | 10 | - | - | 23 | - | - | - | - | 12 | 11 | 6 | 11 | 5 | 3 | 3 | 10 | 2 | 1 | 5 | 1 | 3 | 4 | 11 | 5 | 7 | 16 | 17 | 6 | 1 | 13 | 20 | |
| 7 | 25 | 16 | - | - | 25 | 25 | - | - | - | 10 | 13 | 9 | 4 | 12 | 5 | 3 | 3 | 1 | 8 | 4 | 4 | 3 | 7 | 8 | 6 | 11 | 14 | 18 | 7 | 9 | 10 | 24 | |
| 8 | 78 | 67 | - | - | 78 | 78 | - | - | - | 38 | 38 | 28 | 27 | 23 | 14 | 14 | 13 | 14 | 5 | 18 | 9 | 21 | 25 | 17 | 15 | 46 | 32 | 66 | 11 | 25 | 34 | 74 | |
| 9 | 45 | 42 | 42 | - | 45 | 45 | 45 | 45 | - | 21 | 24 | 20 | 18 | 7 | 8 | 12 | 5 | 12 | 6 | 1 | 1 | 13 | 15 | 2 | 14 | 28 | 16 | 38 | 6 | 13 | 21 | 42 | |
| 10 - Absolutely certain to vote | 561 | 545 | 545 | 561 | 561 | 561 | 561 | 561 | - | 268 | 285 | 128 | 174 | 259 | 44 | 84 | 79 | 95 | 104 | 154 | 74 | 176 | 175 | 104 | 106 | 350 | 210 | 498 | 53 | 292 | 200 | 611 | |
| Don't know | 17 | 10 | - | - | - | - | - | - | - | 4 | 13 | 3 | 7 | 7 | 1 | 2 | 3 | 5 | - | 7 | 2 | 8 | 6 | - | 3 | 15 | 3 | 12 | 5 | 5 | 3 | 12 | |
| Prefer not to answer | 1 | 1 | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | 1 | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 10
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| 1 - Absolutely certain not to vote | 110 11% | 3 2% | 2 1% | 1 1% s | 12 5% | 14 3% | 16 4% | 43 9% | 66 13% | 14 14% | 53 11% | 20 7% | 27 8% | 62 17% | 47 7% | 30 12% | 38 12% | 27 12% | 12 9% | 105 12% | 2 3% | 19 7% | 11 5% | 1 2% s | 5 3% | 25 13% | 71 14% | 14 5% | 99 10% |
| 2 | 17 2% | - - | 1 * | 1 1% s | 1 1% | 3 * | 1 * | 10 2% | 7 1% | 2 2% | 10 2% | 4 1% | 11 3% | 6 1% | 6 2% | 3 1% | 4 2% | 3 2% | 16 2% | 1 1% | 5 2% | 1 * | 2 2% s | 3 2% | 4 2% | 10 2% | 2 1% | 16 2% | |
| 3 | 23 2% | 2 1% | 5 2% | 1 1% s | 6 3% | 11 2% | 9 2% | 13 3% | 10 2% | 4 4% | 11 2% | 4 2% | 7 2% | 12 3% | 11 2% | 5 2% | 9 3% | 6 3% | 1 1% | 19 2% | 2 2% | 4 1% | 4 2% s | 1 1% | 3 1% | 14 3% | 6 2% | 22 2% | |
| 4 | 14 1% | 4 2% | 3 1% | 2 2% s | 2 1% | 5 1% | 5 1% | 9 2% | 6 1% | 2 2% | 7 1% | 5 2% | 3 1% | 7 2% | 8 1% | 5 2% | 5 2% | 3 1% | 1 1% | 13 2% | - - | 1 * | 3 1% s | - * | 1 * | 9 2% | 5 2% | 16 2% | |
| 5 | 90 9% | 21 10% | 16 5% | 3 3% s | 13 5% | 29 5% | 33 8% | 43 9% | 47 9% | 14 14% | 34 7% | 31 11% | 23 7% | 36 10% | 54 8% | 31 13% | 22 7% | 21 9% | 9 6% | 80 9% | 6 7% | 22 8% | 12 6% | 2 3% s | 7 5% | 22 11% | 54 11% | 14 4% | 66 7% |
| 6 | 23 2% | 4 2% | 6 2% | 3 4% s | 3 1% | 9 2% | 8 2% | 11 2% | 12 2% | 2 2% | 15 3% | 1 * | 7 2% | 15 4% | 8 1% | 4 2% | 5 2% | 9 4% | 5 4% | 23 3% | 1 1% | 4 1% | 2 1% s | 2 1% | 2 1% | 11 2% | 11 3% | 20 2% | |
| 7 | 25 2% | 8 4% | 3 1% | 1 1% s | 8 3% | 11 2% | 16 4% | 12 3% | 12 2% | 5 5% | 7 1% | 7 2% | 8 2% | 10 3% | 14 2% | 7 3% | 9 3% | 4 2% | 5 4% | 23 4% | 1 1% | 5 2% | 3 1% s | 1 1% | 2 4% | 8 2% | 11 2% | 6 2% | 24 2% |
| 8 | 78 8% | 26 13% | 20 7% | 11 12% s | 16 7% | 36 7% | 42 10% | 42 9% | 37 7% | 6 6% | 40 8% | 25 9% | 23 7% | 30 8% | 48 8% | 9 4% | 22 7% | 34 15% | 12 9% | 70 8% | 2 2% | 29 10% | 13 6% | 4 6% s | 10 6% | 21 11% | 33 7% | 24 8% | 74 7% |
| 9 | 45 4% | 7 3% | 14 5% | 7 8% s | 13 6% | 27 5% | 20 5% | 24 5% | 20 4% | 3 3% | 28 6% | 14 5% | 10 3% | 19 5% | 24 4% | 7 3% | 20 6% | 6 3% | 6 4% | 37 4% | 7 8% | 13 4% | 8 3% | 2 3% s | 4 3% | 3 2% | 22 4% | 19 6% | 42 4% |
| 10 - Absolutely certain to vote | 561 56% | 119 60% | 222 76% | 60 67% s | 158 66% | 381 72% | 278 64% | 257 54% | 303 57% | 48 48% | 280 56% | 182 62% | 224 66% | 149 41% | 406 64% | 137 57% | 169 54% | 115 50% | 74 55% | 464 54% | 66 76% | 184 64% | 164 74% | 64 79% s | 119 78% | 101 53% | 261 52% | 198 65% | 611 61% |
| Don't know | 17 2% | 5 2% | 1 * | - - s | 5 2% | 5 1% | 9 2% | 9 2% | 8 1% | 1 1% | 12 2% | * * | 7 2% | 10 3% | 7 1% | * * | 9 3% | 2 1% | 7 5% | 17 2% | - - | 4 1% | - - s | - - | 3 1% | 6 1% | 8 3% | 12 1% | |
| Prefer not to answer | 1 * | - - | - - | - - s | - - | - - | - - | - - | 1 * | - - | - - | - - | - - | 1 * | - - | - - | - - | 1 1% | 1 * | - - | - - | 1 * | - - s | - - | 1 * | - - | - - | 1 * | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 11
(SEP23)Q2A. Have you definitely decided to vote for (party at VI1 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|--------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|------------------|--------|--------|-------|-------|-----|------------------|------------------|-------|-------|-------|-----|-----|--------------|-----|-----|-----|------|------|-----------|------------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 759 | 689 | 570 | 546 | 673 | 659 | 639 | 581 | 15 | 387 | 360 | 167 | 238 | 354 | 80 | 87 | 125 | 113 | 127 | 227 | 114 | 215 | 290 | 119 | 135 | 505 | 254 | 662 | 88 | 380 | 359 | 759 |
| Weighted Total | 730 | 645 | 524 | 500 | 628 | 615 | 596 | 534 | 18 | 365 | 353 | 184 | 239 | 306 | 81 | 104 | 105 | 135 | 119 | 187 | 89 | 206 | 212 | 147 | 166 | 417 | 313 | 650 | 71 | 378 | 332 | 759 |
| Definitely decided | 378 | 333 | 296 | 292 | 340 | 339 | 330 | 305 | 11 | 179 | 193 | 84 | 109 | 186 | 33 | 51 | 41 | 68 | 78 | 108 | 54 | 109 | 106 | 72 | 93 | 214 | 164 | 336 | 39 | 378 | - | 380 |
| | 52% | 52% | 56% | 58% | 54% | 55% | 55% | 57% | 64% ^s | 49% | 55% | 45% | 46% | 61% | 41% ^s | 49% ^s | 40% | 50% | 65% | 58% | 60% | 53% | 50% | 49% | 56% | 51% | 52% | 52% | 55% ^s | 100% | - | 50% |
| May change mind | 332 | 294 | 218 | 198 | 275 | 262 | 253 | 219 | 4 | 175 | 151 | 99 | 128 | 105 | 47 | 52 | 62 | 66 | 37 | 69 | 32 | 93 | 102 | 74 | 63 | 195 | 137 | 296 | 31 | - | 332 | 359 |
| | 45% | 46% | 42% | 40% | 44% | 43% | 42% | 41% | 23% ^s | 48% | 43% | 54% | 53% | 34% | 58% ^s | 50% ^s | 59% | 49% | 31% | 37% | 36% | 45% | 48% | 50% | 38% | 47% | 44% | 46% | 43% ^s | - | 100% | 47% |
| Don't know | 20 | 18 | 11 | 11 | 14 | 14 | 14 | 11 | 2 | 10 | 10 | 2 | 2 | 15 | 1 | 1 | 1 | 1 | 5 | 10 | 4 | 4 | 4 | 1 | 10 | 8 | 12 | 18 | 1 | - | - | 20 |
| | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 13% ^s | 3% | 3% | 1% | 1% | 5% | 2% ^s | 1% ^s | 1% | 1% | 4% | 5% | 4% | 2% | 2% | 1% | 6% | 2% | 4% | 3% | 2% ^s | - | - | 3% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 12
(SEP23)Q2A. Have you definitely decided to vote for (party at VI1 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

| | 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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 759 | 208 | 323 | 94 | 228 | 551 | 436 | 332 | 427 | 141 | 261 | 230 | 314 | 196 | 544 | 160 | 228 | 176 | 102 | 615 | 93 | 247 | 213 | 85 | 157 | 128 | 345 | 286 | 759 |
| Weighted Total | 730 | 198 | 293 | 90 | 239 | 532 | 437 | 342 | 388 | 68 | 359 | 213 | 269 | 241 | 482 | 174 | 222 | 164 | 97 | 612 | 74 | 233 | 193 | 75 | 143 | 141 | 353 | 236 | 759 |
| Definitely decided | 378 | 94 | 170 | 34 | 115 | 285 | 208 | 174 | 204 | 33 | 185 | 90 | 150 | 134 | 241 | 99 | 112 | 77 | 53 | 318 | 38 | 112 | 123 | 28 | 60 | 97 | 171 | 110 | 380 |
| | 52% | 47% | 58% | 37% | 48% | 54% | 48% | 51% | 53% | 48% | 52% | 42% | 56% | 55% | 50% | 57% | 50% | 47% | 55% | 52% | 51% | 48% | 64% | 37% | 42% | 69% | 48% | 47% | 50% |
| May change mind | 332 | 96 | 117 | 52 | 119 | 236 | 215 | 162 | 170 | 33 | 166 | 118 | 108 | 104 | 225 | 74 | 96 | 83 | 43 | 275 | 36 | 111 | 67 | 48 | 82 | 35 | 175 | 122 | 359 |
| | 45% | 48% | 40% | 58% | 50% | 44% | 49% | 47% | 44% | 48% | 46% | 55% | 40% | 43% | 47% | 42% | 43% | 51% | 45% | 45% | 49% | 48% | 35% | 63% | 57% | 25% | 50% | 51% | 47% |
| Don't know | 20 | 9 | 6 | 4 | 5 | 11 | 14 | 6 | 14 | 2 | 8 | 5 | 11 | 4 | 16 | 1 | 14 | 4 | 1 | 20 | - | 10 | 3 | - | 1 | 8 | 7 | 4 | 20 |
| | 3% | 4% | 2% | 4% | 2% | 2% | 3% | 2% | 4% | 3% | 2% | 3% | 4% | 1% | 3% | 1% | 6% | 2% | 1% | 3% | -s | 4% | 1% | -s | 1% | 6% | 2% | 2% | 3% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 13
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|--------|--------|-------|-------|------|-------|-------|-------|-------|-------|------|------|--------------|------|------|------|------|------|-----------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Satisfied | 140 | 109 | 89 | 92 | 115 | 108 | 104 | 95 | 9 | 62 | 73 | 34 | 36 | 69 | 15 | 19 | 19 | 18 | 21 | 49 | 30 | 30 | 40 | 30 | 40 | 70 | 70 | 113 | 27 | 63 | 43 | 144 |
| | 14% | 14% | 15% | 16% | 16% | 15% | 15% | 16% | 8% | 13% | 14% | 12% | 11% | 18% | 13% | 11% | 11% | 10% | 13% | 21% | 28% | 11% | 14% | 14% | 16% | 13% | 15% | 13% | 21% | 17% | 13% | 14% |
| Dissatisfied | 802 | 650 | 476 | 448 | 586 | 571 | 551 | 489 | 91 | 384 | 411 | 235 | 276 | 291 | 92 | 144 | 133 | 143 | 129 | 162 | 71 | 228 | 229 | 162 | 183 | 457 | 346 | 700 | 92 | 301 | 276 | 803 |
| | 80% | 82% | 81% | 80% | 80% | 81% | 81% | 81% | 83% | 79% | 81% | 83% | 83% | 76% | 81% | 84% | 82% | 83% | 84% | 70% | 67% | 85% | 82% | 79% | 74% | 83% | 76% | 81% | 73% | 79% | 83% | 80% |
| Don't know | 61 | 37 | 21 | 20 | 31 | 29 | 29 | 21 | 10 | 38 | 22 | 15 | 22 | 24 | 6 | 9 | 10 | 12 | 5 | 19 | 6 | 10 | 11 | 14 | 25 | 22 | 39 | 54 | 7 | 16 | 16 | 56 |
| | 6% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 9% | 8% | 4% | 5% | 7% | 6% | 5% | 5% | 6% | 7% | 3% | 8% | 5% | 4% | 4% | 7% | 10% | 4% | 9% | 6% | 5% | 4% | 5% | 6% |
| Net satisfied | -662 | -541 | -388 | -356 | -471 | -464 | -447 | -393 | -82 | -321 | -338 | -201 | -239 | -222 | -77 | -124 | -114 | -125 | -108 | -114 | -42 | -198 | -189 | -133 | -143 | -387 | -276 | -587 | -65 | -238 | -233 | -659 |
| | -66% | -68% | -66% | -64% | -64% | -65% | -65% | -65% | -74% | -66% | -67% | -71% | -72% | -58% | -68% | -72% | -71% | -73% | -70% | -49% | -39% | -74% | -67% | -64% | -58% | -71% | -61% | -68% | -52% | -63% | -70% | -66% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 14
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Satisfied | 140 | 83 | 12 | 9 | 17 | 29 | 100 | 53 | 87 | 17 | 55 | 42 | 52 | 45 | 94 | 19 | 46 | 39 | 23 | 119 | 12 | 81 | 7 | - | 6 | 32 | 76 | 31 | 144 |
| | 14% | 42% | 4% | 10% | 7% | 5% | 23% | 11% | 16% | 17% | 11% | 14% | 15% | 12% | 15% | 8% | 15% | 17% | 17% | 14% | 14% | 28% | 3% | -s | 4% | 17% | 15% | 10% | 14% |
| Dissatisfied | 802 | 94 | 274 | 77 | 217 | 492 | 312 | 387 | 415 | 78 | 418 | 237 | 266 | 293 | 502 | 203 | 245 | 173 | 107 | 689 | 74 | 187 | 212 | 80 | 148 | 141 | 400 | 262 | 803 |
| | 80% | 48% | 94% | 86% | 91% | 92% | 71% | 82% | 78% | 77% | 84% | 80% | 78% | 81% | 79% | 85% | 79% | 75% | 79% | 80% | 85% | 65% | 95% | 100% | 96% | 73% | 80% | 85% | 80% |
| Don't know | 61 | 21 | 6 | 4 | 5 | 11 | 26 | 32 | 28 | 6 | 23 | 16 | 22 | 23 | 37 | 17 | 19 | 17 | 7 | 59 | 1 | 21 | 3 | - | - | 20 | 27 | 14 | 56 |
| | 6% | 11% | 2% | 4% | 2% | 2% | 6% | 7% | 5% | 6% | 5% | 5% | 6% | 6% | 6% | 7% | 6% | 8% | 5% | 7% | 1% | 7% | 1% | -s | - | 10% | 5% | 5% | 6% |
| Net satisfied | -662 | -11 | -262 | -69 | -201 | -462 | -212 | -334 | -328 | -61 | -363 | -195 | -214 | -248 | -408 | -184 | -199 | -134 | -84 | -571 | -61 | -106 | -204 | -80 | -142 | -108 | -324 | -231 | -659 |
| | -66% | -6% | -89% | -77% | -84% | -87% | -48% | -71% | -62% | -61% | -73% | -66% | -63% | -69% | -64% | -77% | -64% | -58% | -62% | -66% | -70% | -37% | -92% | -100% | -92% | -56% | -64% | -75% | -66% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 15

RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----|-----------|------|----------------------|-----------------|-------------|--------------------|-----------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | | Definitely decided | May change mind |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Satisfied | 264 | 205 | 161 | 159 | 201 | 192 | 190 | 167 | 22 | 143 | 118 | 53 | 90 | 120 | 19 | 34 | 41 | 48 | 36 | 84 | 47 | 66 | 70 | 61 | 67 | 136 | 128 | 232 | 30 | 87 | 115 | 259 |
| | 26% | 26% | 27% | 28% | 27% | 27% | 28% | 28% | 20% | 29% | 23% | 19% | 27% | 31% | 17% | 20% | 26% | 28% | 23% | 37% | 44% | 25% | 25% | 29% | 27% | 25% | 28% | 27% | 24% | 23% | 34% | 26% |
| Dissatisfied | 635 | 519 | 387 | 364 | 470 | 460 | 438 | 397 | 71 | 294 | 331 | 202 | 203 | 230 | 82 | 120 | 101 | 102 | 108 | 122 | 47 | 182 | 187 | 124 | 142 | 369 | 266 | 551 | 76 | 266 | 200 | 644 |
| | 63% | 65% | 66% | 65% | 64% | 65% | 64% | 66% | 65% | 61% | 65% | 71% | 61% | 60% | 73% | 70% | 63% | 59% | 70% | 53% | 44% | 68% | 67% | 60% | 57% | 67% | 58% | 64% | 61% | 70% | 60% | 64% |
| Don't know | 105 | 71 | 38 | 38 | 61 | 56 | 55 | 41 | 17 | 47 | 57 | 29 | 41 | 35 | 12 | 18 | 19 | 22 | 10 | 24 | 13 | 20 | 23 | 22 | 39 | 43 | 62 | 84 | 19 | 27 | 20 | 100 |
| | 10% | 9% | 6% | 7% | 8% | 8% | 8% | 7% | 15% | 10% | 11% | 10% | 12% | 9% | 10% | 10% | 12% | 13% | 7% | 10% | 12% | 8% | 8% | 11% | 16% | 8% | 14% | 10% | 15% | 7% | 6% | 10% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 16

RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Satisfied | 264 | 121 | 40 | 26 | 44 | 84 | 164 | 118 | 146 | 21 | 117 | 83 | 109 | 69 | 193 | 56 | 87 | 79 | 26 | 232 | 17 | 137 | 22 | 12 | 27 | 49 | 152 | 62 | 259 |
| | 26% | 61% | 14% | 29% | 18% | 16% | 38% | 25% | 28% | 21% | 24% | 28% | 32% | 19% | 30% | 23% | 28% | 34% | 19% | 27% | 19% | 47% | 10% | 15% | 17% | 26% | 30% | 20% | 26% |
| Dissatisfied | 635 | 59 | 241 | 53 | 175 | 415 | 233 | 308 | 327 | 70 | 328 | 183 | 211 | 235 | 394 | 163 | 193 | 128 | 88 | 539 | 64 | 125 | 187 | 65 | 119 | 111 | 312 | 212 | 644 |
| | 63% | 30% | 82% | 59% | 73% | 78% | 53% | 65% | 62% | 70% | 66% | 62% | 62% | 65% | 62% | 68% | 62% | 56% | 65% | 62% | 73% | 43% | 85% | 81% | 77% | 58% | 62% | 69% | 64% |
| Don't know | 105 | 19 | 12 | 11 | 21 | 33 | 40 | 47 | 57 | 9 | 51 | 28 | 19 | 57 | 47 | 21 | 31 | 23 | 22 | 95 | 7 | 27 | 12 | 3 | 8 | 32 | 39 | 34 | 100 |
| | 10% | 10% | 4% | 12% | 9% | 6% | 9% | 10% | 11% | 9% | 10% | 10% | 6% | 16% | 7% | 9% | 10% | 10% | 17% | 11% | 7% | 9% | 6% | 4% | 5% | 17% | 8% | 11% | 10% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 17
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|------|--------|-------|-------|------|-------|-------|-------|-------|-------|------|--------------|------|------|------|------|-----------|------|----------------------|-----------------|-------------|--------------------|-----------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | | Definitely decided | May change mind |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Satisfied | 302 | 270 | 230 | 216 | 267 | 261 | 254 | 234 | 12 | 153 | 146 | 75 | 106 | 122 | 26 | 48 | 58 | 48 | 46 | 76 | 39 | 95 | 91 | 57 | 59 | 187 | 116 | 274 | 22 | 151 | 113 | 333 |
| | 30% | 34% | 39% | 39% | 36% | 37% | 37% | 39% | 11% | 32% | 29% | 26% | 32% | 32% | 23% | 28% | 36% | 28% | 30% | 33% | 36% | 35% | 33% | 28% | 24% | 34% | 25% | 32% | 18% | 40% | 34% | 33% |
| Dissatisfied | 529 | 423 | 295 | 281 | 366 | 357 | 340 | 300 | 76 | 258 | 264 | 140 | 168 | 222 | 55 | 85 | 79 | 89 | 100 | 122 | 52 | 144 | 141 | 117 | 128 | 284 | 245 | 456 | 69 | 186 | 181 | 507 |
| | 53% | 53% | 50% | 50% | 50% | 50% | 50% | 50% | 70% | 53% | 52% | 49% | 50% | 58% | 49% | 49% | 49% | 52% | 65% | 53% | 49% | 54% | 50% | 57% | 51% | 52% | 54% | 53% | 55% | 49% | 54% | 51% |
| Don't know | 171 | 103 | 62 | 64 | 98 | 91 | 90 | 71 | 21 | 73 | 96 | 70 | 60 | 41 | 31 | 39 | 24 | 36 | 8 | 33 | 16 | 30 | 47 | 32 | 62 | 77 | 94 | 137 | 34 | 43 | 40 | 163 |
| | 17% | 13% | 11% | 11% | 13% | 13% | 13% | 12% | 19% | 15% | 19% | 25% | 18% | 11% | 28% | 23% | 15% | 21% | 5% | 14% | 15% | 11% | 17% | 16% | 25% | 14% | 21% | 16% | 27% | 11% | 12% | 16% |
| Net satisfied | -227 | -153 | -65 | -65 | -100 | -96 | -85 | -67 | -64 | -105 | -118 | -65 | -62 | -99 | -29 | -37 | -20 | -42 | -54 | -46 | -13 | -48 | -49 | -60 | -69 | -98 | -129 | -182 | -46 | -34 | -67 | -174 |
| | -23% | -19% | -11% | -12% | -14% | -14% | -12% | -11% | -59% | -22% | -23% | -23% | -19% | -26% | -25% | -21% | -13% | -24% | -35% | -20% | -13% | -18% | -18% | -29% | -28% | -18% | -28% | -21% | -37% | -9% | -20% | -17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 18

PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Satisfied | 302 30% | 43 22% | 166 57% | 39 43% | 60 25% | 225 42% | 103 24% | 147 31% | 156 29% | 36 35% | 153 31% | 89 30% | 112 33% | 98 27% | 201 32% | 85 36% | 73 24% | 78 34% | 38 28% | 261 30% | 28 32% | 65 22% | 103 46% | 45 56% | 70 45% | 43 22% | 148 29% | 112 36% | 333 33% |
| Dissatisfied | 529 53% | 127 64% | 99 34% | 43 48% | 150 63% | 249 47% | 277 63% | 255 54% | 275 52% | 47 47% | 270 55% | 162 55% | 182 54% | 180 50% | 344 54% | 112 46% | 185 60% | 119 52% | 68 50% | 451 52% | 46 52% | 188 65% | 98 44% | 31 38% | 70 46% | 106 55% | 281 56% | 143 46% | 507 51% |
| Don't know | 171 17% | 28 14% | 28 10% | 8 9% | 30 12% | 58 11% | 58 13% | 71 15% | 99 19% | 17 17% | 73 15% | 43 15% | 45 13% | 82 23% | 88 14% | 43 18% | 52 17% | 33 14% | 29 22% | 155 18% | 14 16% | 37 13% | 21 10% | 5 6% | 14 9% | 44 23% | 74 15% | 53 17% | 163 16% |
| Net satisfied | -227 -23% | -84 -42% | 66 23% | -5 -5% | -90 -38% | -24 -4% | -174 -40% | -108 -23% | -119 -22% | -12 -12% | -118 -24% | -74 -25% | -70 -21% | -82 -23% | -143 -23% | -26 -11% | -112 -36% | -41 -18% | -30 -22% | -190 -22% | -18 -21% | -123 -43% | 5 2% | 14 18% | -1 * | -63 -33% | -133 -26% | -31 -10% | -174 -17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 19

PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|--------------|-----|-----|-----|-----|-----------|------|----------------------|-----------------|-------------|--------------------|-----------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | | Definitely decided | May change mind |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Satisfied | 201 | 178 | 151 | 145 | 176 | 167 | 165 | 154 | 10 | 95 | 103 | 52 | 62 | 87 | 21 | 32 | 38 | 23 | 33 | 54 | 24 | 71 | 69 | 38 | 23 | 139 | 61 | 178 | 20 | 92 | 84 | 223 |
| | 20% | 22% | 26% | 26% | 24% | 24% | 24% | 25% | 9% | 20% | 20% | 18% | 19% | 23% | 19% | 18% | 24% | 14% | 21% | 23% | 23% | 26% | 25% | 18% | 9% | 25% | 13% | 20% | 16% | 24% | 25% | 22% |
| Dissatisfied | 355 | 283 | 200 | 185 | 241 | 237 | 228 | 203 | 60 | 175 | 174 | 83 | 126 | 145 | 24 | 60 | 64 | 62 | 61 | 84 | 38 | 103 | 92 | 65 | 94 | 195 | 160 | 311 | 43 | 132 | 113 | 363 |
| | 35% | 36% | 34% | 33% | 33% | 33% | 33% | 33% | 54% | 36% | 34% | 29% | 38% | 38% | 21% | 35% | 40% | 36% | 39% | 37% | 36% | 38% | 33% | 32% | 38% | 36% | 35% | 36% | 35% | 35% | 34% | 36% |
| Don't know | 447 | 335 | 236 | 231 | 314 | 304 | 290 | 249 | 40 | 214 | 229 | 149 | 146 | 153 | 68 | 81 | 59 | 87 | 61 | 92 | 45 | 95 | 118 | 103 | 131 | 214 | 234 | 378 | 62 | 157 | 137 | 417 |
| | 45% | 42% | 40% | 41% | 43% | 43% | 42% | 41% | 36% | 44% | 45% | 52% | 44% | 40% | 60% | 47% | 37% | 50% | 39% | 40% | 42% | 35% | 42% | 50% | 53% | 39% | 51% | 44% | 50% | 41% | 41% | 42% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 20
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Satisfied | 201 | 28 | 73 | 59 | 75 | 148 | 104 | 96 | 105 | 21 | 105 | 64 | 66 | 70 | 130 | 44 | 40 | 65 | 39 | 180 | 13 | 44 | 54 | 46 | 55 | 22 | 100 | 79 | 223 |
| | 20% | 14% | 25% | 66% ^s | 32% | 28% | 24% | 20% | 20% | 21% | 21% | 22% | 19% | 19% | 20% | 19% | 13% | 28% | 28% | 21% | 15% | 15% | 24% | 57% ^s | 36% | 11% | 20% | 26% | 22% |
| Dissatisfied | 355 | 84 | 67 | 15 | 98 | 165 | 182 | 169 | 186 | 32 | 178 | 103 | 122 | 125 | 225 | 83 | 123 | 82 | 33 | 299 | 35 | 125 | 67 | 15 | 49 | 68 | 197 | 90 | 363 |
| | 35% | 42% | 23% | 16% ^s | 41% | 31% | 42% | 36% | 35% | 32% | 36% | 35% | 36% | 35% | 36% | 34% | 39% | 36% | 24% | 34% | 41% | 43% | 30% | 19% ^s | 32% | 35% | 39% | 29% | 36% |
| Don't know | 447 | 86 | 152 | 16 | 66 | 218 | 152 | 208 | 238 | 47 | 213 | 127 | 151 | 167 | 278 | 113 | 148 | 83 | 65 | 388 | 39 | 120 | 101 | 19 | 49 | 103 | 206 | 138 | 417 |
| | 45% | 43% | 52% | 18% ^s | 28% | 41% | 35% | 44% | 45% | 46% | 43% | 43% | 45% | 46% | 44% | 47% | 48% | 36% | 48% | 45% | 45% | 41% | 46% | 24% ^s | 32% | 54% | 41% | 45% | 42% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 21
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|--------|--------|-------|-------|------|-------|-------|-------|-------|-------|------|------|--------------|------|------|------|------|------|-----------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Improve | 206 | 179 | 140 | 132 | 164 | 162 | 157 | 142 | 6 | 121 | 82 | 41 | 64 | 101 | 10 | 32 | 31 | 33 | 34 | 66 | 30 | 67 | 52 | 33 | 55 | 118 | 88 | 185 | 20 | 70 | 74 | 211 |
| | 21% | 23% | 24% | 24% | 22% | 23% | 23% | 23% | 6% | 25% | 16% | 15% | 19% | 26% | 9% | 18% | 19% | 19% | 22% | 29% | 28% | 25% | 18% | 16% | 22% | 22% | 19% | 21% | 16% | 18% | 22% | 21% |
| Stay the same | 200 | 168 | 122 | 116 | 163 | 159 | 153 | 131 | 11 | 84 | 114 | 51 | 72 | 77 | 18 | 33 | 24 | 48 | 27 | 50 | 19 | 65 | 66 | 36 | 34 | 131 | 69 | 174 | 23 | 79 | 61 | 210 |
| | 20% | 21% | 21% | 21% | 22% | 22% | 22% | 22% | 10% | 17% | 23% | 18% | 21% | 20% | 16% | 19% | 15% | 28% | 17% | 22% | 18% | 24% | 24% | 17% | 13% | 24% | 15% | 20% | 19% | 21% | 18% | 21% |
| Get worse | 550 | 414 | 298 | 289 | 376 | 362 | 347 | 307 | 81 | 253 | 289 | 183 | 183 | 184 | 79 | 104 | 103 | 80 | 88 | 96 | 46 | 124 | 152 | 123 | 151 | 276 | 274 | 464 | 80 | 214 | 189 | 545 |
| | 55% | 52% | 51% | 52% | 51% | 51% | 51% | 51% | 74% | 52% | 57% | 64% | 55% | 48% | 70% | 60% | 64% | 46% | 57% | 42% | 43% | 46% | 55% | 59% | 61% | 50% | 60% | 53% | 64% | 56% | 56% | 54% |
| Don't know | 47 | 35 | 26 | 24 | 28 | 26 | 26 | 26 | 11 | 26 | 21 | 10 | 15 | 22 | 6 | 4 | 3 | 12 | 5 | 17 | 12 | 13 | 10 | 15 | 9 | 23 | 24 | 43 | 2 | 17 | 12 | 37 |
| | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 10% | 5% | 4% | 3% | 4% | 6% | 5% | 2% | 2% | 7% | 3% | 8% | 11% | 5% | 3% | 7% | 4% | 4% | 5% | 5% | 2% | 5% | 3% | 4% |
| Net improve | -344 | -235 | -158 | -157 | -212 | -200 | -191 | -165 | -74 | -132 | -206 | -141 | -119 | -84 | -69 | -72 | -73 | -47 | -54 | -30 | -16 | -57 | -101 | -90 | -96 | -158 | -186 | -279 | -60 | -145 | -115 | -334 |
| | -34% | -30% | -27% | -28% | -29% | -28% | -28% | -27% | -6% | -27% | -41% | -50% | -36% | -22% | -61% | -42% | -45% | -27% | -35% | -13% | -15% | -21% | -36% | -44% | -39% | -29% | -41% | -32% | -48% | -38% | -34% | -33% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 22
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Improve | 206 21% | 85 43% | 35 12% | 18 20% ^s | 28 12% | 64 12% | 113 26% | 108 23% | 98 19% | 18 18% | 96 19% | 76 26% | 78 23% | 49 14% | 154 24% | 53 22% | 77 25% | 47 20% | 21 15% | 187 22% | 9 10% | 105 36% | 21 10% | 11 14% ^s | 21 13% | 43 22% | 108 21% | 55 18% | 211 21% |
| Stay the same | 200 20% | 46 23% | 59 20% | 16 18% ^s | 40 17% | 99 19% | 86 20% | 98 21% | 102 19% | 20 20% | 109 22% | 60 20% | 82 24% | 57 16% | 142 22% | 40 17% | 61 20% | 41 18% | 36 27% | 170 20% | 21 24% | 68 24% | 41 18% | 20 25% ^s | 31 20% | 33 17% | 88 17% | 79 26% | 210 21% |
| Get worse | 550 55% | 64 32% | 186 63% | 46 51% ^s | 157 66% | 343 64% | 221 50% | 255 54% | 296 56% | 60 60% | 269 54% | 151 51% | 160 47% | 235 65% | 311 49% | 130 54% | 161 52% | 132 57% | 76 56% | 471 54% | 51 58% | 104 36% | 153 69% | 45 56% ^s | 97 63% | 102 53% | 290 58% | 159 52% | 545 54% |
| Don't know | 47 5% | 4 2% | 13 4% | 9 10% ^s | 14 6% | 26 5% | 18 4% | 13 3% | 33 6% | 3 3% | 23 5% | 7 2% | 20 6% | 19 5% | 27 4% | 17 7% | 11 4% | 10 4% | 3 2% | 39 5% | 6 7% | 12 4% | 7 3% | 4 5% ^s | 5 3% | 15 8% | 18 4% | 14 5% | 37 4% |
| Net improve | -344 -34% | 21 11% | -150 -51% | -28 -32% ^s | -129 -54% | -279 -52% | -108 -25% | -147 -31% | -198 -37% | -42 -42% | -173 -35% | -74 -25% | -82 -24% | -186 -52% | -157 -25% | -77 -32% | -85 -27% | -85 -37% | -55 -41% | -284 -33% | -42 -48% | 1 * | -131 -59% | -34 -43% ^s | -76 -50% | -58 -30% | -182 -36% | -104 -34% | -334 -33% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

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>

Ipsos Political Monitor - October 2023

Table 23
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|--------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|-----|------|------|-----------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Keir Starmer | 356 | 309 | 270 | 258 | 311 | 305 | 298 | 276 | 15 | 164 | 186 | 111 | 119 | 126 | 47 | 64 | 68 | 51 | 54 | 72 | 30 | 110 | 114 | 65 | 67 | 224 | 132 | 303 | 47 | 195 | 123 | 395 |
| | 35% | 39% | 46% | 46% | 43% | 43% | 44% | 46% | 13% | 34% | 37% | 39% | 36% | 33% | 42% | 37% | 42% | 29% | 35% | 31% | 28% | 41% | 41% | 31% | 27% | 41% | 29% | 35% | 37% | 51% | 37% | 39% |
| Rishi Sunak | 313 | 258 | 190 | 183 | 239 | 230 | 223 | 195 | 28 | 160 | 150 | 72 | 97 | 144 | 25 | 47 | 42 | 56 | 49 | 95 | 53 | 86 | 78 | 73 | 77 | 164 | 150 | 283 | 30 | 103 | 135 | 302 |
| | 31% | 32% | 32% | 33% | 33% | 32% | 33% | 32% | 26% | 33% | 30% | 25% | 29% | 37% | 22% | 27% | 26% | 32% | 31% | 41% | 49% | 32% | 28% | 35% | 31% | 30% | 33% | 33% | 34% | 27% | 40% | 30% |
| Neither | 179 | 127 | 75 | 74 | 98 | 95 | 90 | 77 | 54 | 80 | 96 | 53 | 52 | 73 | 22 | 31 | 24 | 28 | 36 | 37 | 11 | 47 | 48 | 36 | 47 | 95 | 84 | 151 | 23 | 53 | 41 | 170 |
| | 18% | 16% | 13% | 13% | 13% | 13% | 13% | 13% | 49% | 17% | 19% | 19% | 16% | 19% | 20% | 18% | 15% | 16% | 23% | 16% | 10% | 18% | 17% | 18% | 19% | 17% | 18% | 17% | 18% | 14% | 12% | 17% |
| No difference | 12 | 7 | 2 | 3 | 7 | 4 | 3 | 3 | 2 | 7 | 5 | 4 | 5 | 3 | 1 | 3 | 3 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 4 | 5 | 6 | 6 | 6 | 2 | 2 | 9 |
| | 1% | 1% | * | 1% | 1% | * | * | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | * | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 5% | 1% | * | 1% |
| Other | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | - | 2 | 3 | - | 3 | 3 | - | 3 | - | 1 | 1 | * | * | 2 | 4 | - | - | 5 | - | 5 | - | 1 | - | 6 |
| | 1% | 1% | * | * | * | * | * | * | -s | * | 1% | - | 1% | 1% | - | 2% | - | 1% | 1% | * | * | 1% | 1% | - | - | 1% | - | 1% | - | * | - | 1% |
| Don't know | 136 | 87 | 46 | 40 | 74 | 71 | 67 | 52 | 12 | 69 | 65 | 42 | 58 | 36 | 15 | 27 | 22 | 36 | 13 | 23 | 13 | 21 | 31 | 30 | 53 | 52 | 84 | 119 | 17 | 24 | 31 | 120 |
| | 14% | 11% | 8% | 7% | 10% | 10% | 10% | 9% | 11% | 14% | 13% | 15% | 17% | 9% | 13% | 16% | 13% | 21% | 8% | 10% | 12% | 8% | 11% | 15% | 22% | 10% | 18% | 14% | 14% | 6% | 9% | 12% |
| Not stated | 2 | 2 | - | - | - | - | - | - | - | 2 | - | 2 | - | - | 2 | - | - | - | - | - | - | - | 2 | - | - | 2 | - | - | 2 | - | 2 | 1 |
| | * | * | - | - | - | - | - | - | -s | * | - | 1% | - | - | 2% | - | - | - | - | - | - | - | 1% | - | - | * | - | - | 2% | - | 1% | * |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 24
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Keir Starmer | 356 35% | 6 3% | 230 79% | 44 49% | 82 34% | 312 59% | 88 20% | 178 38% | 178 34% | 40 40% | 182 37% | 107 36% | 112 33% | 135 37% | 218 34% | 98 41% | 96 31% | 63 28% | 63 46% | 300 35% | 35 40% | 29 10% | 152 68% | 59 73% | 81 53% | 54 28% | 152 30% | 150 49% | 395 39% |
| Rishi Sunak | 313 31% | 156 79% | 26 9% | 26 29% | 60 25% | 86 16% | 216 49% | 131 28% | 182 34% | 19 19% | 150 30% | 96 33% | 138 41% | 78 22% | 234 37% | 66 28% | 110 35% | 81 35% | 34 25% | 276 32% | 22 25% | 180 62% | 20 9% | 10 12% | 31 20% | 68 35% | 173 35% | 72 23% | 302 30% |
| Neither | 179 18% | 12 6% | 12 4% | 12 13% | 74 31% | 86 16% | 86 20% | 82 17% | 97 18% | 24 24% | 89 18% | 50 17% | 54 16% | 71 20% | 104 16% | 40 17% | 57 18% | 41 18% | 23 17% | 153 18% | 17 20% | 39 14% | 35 16% | 8 10% | 31 20% | 38 20% | 98 20% | 43 14% | 170 17% |
| No difference | 12 1% | 2 1% | 2 1% | - -s | * * | 2 * | 2 * | 9 2% | 3 * | - - | 8 2% | 3 1% | 2 * | 7 2% | 5 1% | 2 1% | 2 1% | 4 2% | 2 2% | 9 1% | 2 2% | 2 1% | 5 2% | - -s | - - | 1 * | 6 1% | 5 2% | 9 1% |
| Other | 5 1% | 1 * | - - | - -s | 1 1% | 1 * | 2 * | 1 * | 5 1% | * * | 3 1% | 1 * | 2 1% | 3 1% | 3 * | 1 * | 4 1% | - - | - - | 5 1% | 1 1% | 1 1% | - -s | - * | * * | 1 * | 1 * | 3 1% | 6 1% |
| Don't know | 136 14% | 22 11% | 22 7% | 8 9% | 19 8% | 41 8% | 41 9% | 70 15% | 66 12% | 17 17% | 61 12% | 37 13% | 32 9% | 66 18% | 69 11% | 32 13% | 41 13% | 40 17% | 14 10% | 124 14% | 9 10% | 38 13% | 9 4% | 4 5% | 11 7% | 31 16% | 72 14% | 33 11% | 120 12% |
| Not stated | 2 * | - - | - - | - -s | 2 1% | 2 * | 2 1% | 2 * | - - | - - | 2 * | - - | - - | 2 1% | - - | - - | - - | - - | - - | - - | 2 3% | - - | 2 1% | - -s | - - | - - | - - | 2 1% | 1 * |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 26

(OCT23)Q9. Which leader do you trust the most to deliver the change Britain needs if they win the next General Election, the Conservatives' Rishi Sunak or Labour's Keir Starmer?

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Rishi Sunak | 265 26% | 150 75% | 6 2% | 19 21% | 48 20% | 54 10% | 198 45% | 113 24% | 151 29% | 17 17% | 126 25% | 78 27% | 102 30% | 83 23% | 180 28% | 62 26% | 89 29% | 75 33% | 24 17% | 235 27% | 16 18% | 172 59% | 5 2% | 7 8% | 19 12% | 70 36% | 146 29% | 49 16% | 246 25% |
| Keir Starmer | 404 40% | 12 6% | 252 86% | 51 57% | 102 43% | 354 67% | 114 26% | 214 45% | 190 36% | 49 49% | 215 43% | 125 42% | 127 38% | 148 41% | 252 40% | 109 45% | 112 36% | 78 34% | 65 48% | 338 39% | 40 46% | 35 12% | 172 77% | 60 75% | 89 58% | 53 28% | 181 36% | 169 55% | 438 44% |
| Neither | 222 22% | 25 12% | 14 5% | 15 17% | 78 32% | 92 17% | 102 23% | 100 21% | 122 23% | 23 22% | 107 21% | 64 22% | 79 23% | 77 21% | 143 23% | 44 18% | 74 24% | 50 22% | 31 23% | 190 22% | 23 27% | 62 21% | 35 16% | 11 13% | 36 23% | 42 22% | 126 25% | 55 18% | 210 21% |
| No difference | 5 1% | * 1% | 3 1% | - -s | 1 * | 3 1% | 1 * | - - | 5 1% | 1 1% | * * | 2 * | 3 1% | 2 * | * * | 2 1% | 2 1% | - - | 3 * | 1 2% | 2 1% | * - | - -s | - - | 1 1% | 4 1% | 1 * | 9 1% | |
| Don't know | 107 11% | 12 6% | 17 6% | 5 6% | 10 4% | 27 5% | 22 5% | 46 10% | 61 11% | 11 11% | 48 10% | 27 9% | 29 9% | 49 14% | 56 9% | 24 10% | 35 11% | 25 11% | 16 12% | 99 11% | 6 7% | 18 6% | 10 4% | 3 3% | 10 7% | 27 14% | 46 9% | 34 11% | 100 10% |
| I don't think Britain needs to change | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - | - |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 27
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|-------------------|--------------------|---------------------------------------|--|-------------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|-------------------|----------------------|--------------------|--------------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Strongly agree | 254 25% | 193 24% | 151 26% | 149 27% | 175 24% | 170 24% | 168 25% | 157 26% | 39 35% | 117 24% | 134 26% | 60 21% | 74 22% | 120 31% | 22 19% | 38 22% | 31 19% | 43 25% | 51 33% | 70 30% | 32 30% | 79 29% | 53 19% | 47 23% | 76 31% | 132 24% | 122 27% | 225 26% | 29 23% | 100 26% | 70 21% | 243 24% |
| Tend to agree | 225 22% | 173 22% | 118 20% | 109 19% | 154 21% | 141 20% | 133 19% | 120 20% | 22 20% | 123 25% | 101 20% | 77 27% | 73 22% | 74 19% | 30 27% | 47 27% | 31 19% | 42 24% | 25 16% | 49 21% | 25 23% | 54 20% | 72 26% | 50 24% | 49 20% | 126 23% | 99 22% | 185 21% | 39 31% | 56 15% | 104 31% | 230 23% |
| Neither/nor | 163 16% | 126 16% | 89 15% | 80 14% | 119 16% | 118 17% | 112 16% | 93 15% | 12 11% | 68 14% | 88 17% | 59 21% | 57 17% | 46 12% | 20 17% | 39 23% | 25 15% | 33 19% | 18 11% | 29 12% | 8 8% | 29 11% | 52 19% | 34 16% | 48 19% | 81 15% | 81 18% | 139 16% | 22 17% | 47 12% | 51 15% | 159 16% |
| Tend to disagree | 175 17% | 157 20% | 125 21% | 118 21% | 149 20% | 146 21% | 143 21% | 125 21% | 11 10% | 74 15% | 101 20% | 57 20% | 68 13% | 50 20% | 22 20% | 34 22% | 36 18% | 32 15% | 24 11% | 26 12% | 13 12% | 63 24% | 47 17% | 32 16% | 32 13% | 111 20% | 64 14% | 152 18% | 17 14% | 83 22% | 72 22% | 175 17% |
| Strongly disagree | 124 12% | 104 13% | 85 14% | 86 15% | 95 13% | 95 13% | 93 14% | 90 15% | 16 14% | 67 14% | 56 11% | 24 8% | 36 11% | 64 17% | 14 13% | 9 5% | 25 15% | 11 6% | 34 22% | 31 13% | 9 8% | 39 15% | 41 15% | 21 10% | 22 9% | 81 15% | 43 10% | 115 13% | 8 6% | 74 19% | 26 8% | 143 14% |
| Don't know | 62 6% | 42 5% | 19 3% | 21 4% | 41 6% | 38 5% | 36 5% | 21 3% | 10 9% | 35 7% | 26 5% | 9 3% | 25 7% | 29 8% | 5 4% | 4 2% | 13 8% | 12 7% | 3 2% | 26 11% | 20 19% | 4 1% | 14 5% | 23 11% | 21 9% | 18 3% | 45 10% | 51 6% | 11 9% | 20 5% | 11 3% | 53 5% |
| Agree | 479 48% | 367 46% | 269 46% | 257 46% | 328 45% | 311 44% | 301 46% | 277 46% | 61 56% | 240 50% | 235 46% | 137 48% | 148 44% | 195 51% | 52 46% | 85 49% | 63 39% | 85 49% | 76 49% | 119 52% | 57 53% | 133 49% | 125 45% | 97 47% | 125 50% | 258 47% | 222 49% | 410 47% | 68 54% | 156 41% | 175 52% | 473 47% |
| Disagree | 299 30% | 261 33% | 209 36% | 203 36% | 244 33% | 241 34% | 235 34% | 215 35% | 27 25% | 141 29% | 157 31% | 80 28% | 104 31% | 114 30% | 37 33% | 44 25% | 61 38% | 43 25% | 57 37% | 57 25% | 22 21% | 103 38% | 88 32% | 53 26% | 54 22% | 191 35% | 107 24% | 268 31% | 25 20% | 156 41% | 98 29% | 318 32% |
| Net agree | 180 18% | 106 13% | 60 10% | 54 10% | 84 12% | 70 10% | 66 10% | 62 10% | 34 31% | 99 20% | 78 15% | 57 20% | 44 13% | 80 21% | 15 14% | 41 24% | 2 1% | 42 24% | 19 12% | 62 27% | 35 33% | 30 11% | 36 13% | 44 21% | 70 28% | 66 12% | 114 25% | 142 16% | 43 34% | -1 * | 77 23% | 155 15% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 28
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Strongly agree | 254 25% | 75 38% | 33 11% | 18 21% s | 71 30% | 104 20% | 145 33% | 103 22% | 152 29% | 17 17% | 127 26% | 62 21% | 104 31% | 85 23% | 166 26% | 64 26% | 104 33% | 38 16% | 30 22% | 216 25% | 19 22% | 102 35% | 40 18% | 10 12% s | 29 19% | 58 30% | 145 29% | 52 17% | 243 |
| Tend to agree | 225 22% | 36 18% | 65 22% | 24 27% s | 60 25% | 126 24% | 97 22% | 113 24% | 112 21% | 26 26% | 106 21% | 64 22% | 71 21% | 89 25% | 135 21% | 55 23% | 50 16% | 65 28% | 32 24% | 197 23% | 22 25% | 55 19% | 54 24% | 25 31% s | 40 26% | 31 16% | 109 22% | 85 28% | 230 |
| Neither/nor | 163 16% | 25 13% | 43 15% | 12 13% s | 34 14% | 77 14% | 59 13% | 87 18% | 76 14% | 16 16% | 80 16% | 62 21% | 38 11% | 60 17% | 100 16% | 28 12% | 47 15% | 40 18% | 28 21% | 138 16% | 19 21% | 50 17% | 29 13% | 7 9% s | 18 12% | 29 15% | 91 18% | 43 14% | 159 |
| Tend to disagree | 175 17% | 26 13% | 83 28% | 24 27% s | 46 19% | 129 24% | 72 17% | 98 21% | 77 15% | 21 21% | 104 21% | 63 21% | 52 15% | 60 17% | 115 18% | 39 16% | 53 17% | 47 21% | 21 15% | 150 17% | 15 17% | 31 11% | 50 23% | 27 34% s | 46 30% | 22 11% | 73 15% | 80 26% | 175 |
| Strongly disagree | 124 12% | 16 8% | 60 20% | 9 10% s | 24 10% | 83 16% | 40 9% | 54 11% | 70 13% | 17 17% | 60 12% | 36 12% | 49 14% | 38 10% | 85 13% | 37 15% | 41 13% | 23 10% | 12 9% | 106 12% | 11 13% | 27 9% | 45 20% | 12 14% s | 21 14% | 22 11% | 60 12% | 41 13% | 143 |
| Don't know | 62 6% | 20 10% | 9 3% | 2 3% s | 4 2% | 13 2% | 24 5% | 18 4% | 44 8% | 3 3% | 18 4% | 7 2% | 26 8% | 29 8% | 33 5% | 17 7% | 16 5% | 17 7% | 12 9% | 61 7% | 1 2% | 24 8% | 3 1% | - - s | - - | 32 17% | 24 5% | 6 2% | 53 |
| Agree | 479 48% | 111 56% | 98 34% | 42 47% s | 131 55% | 229 43% | 242 55% | 216 46% | 263 50% | 43 43% | 233 47% | 126 43% | 175 52% | 174 48% | 300 47% | 119 50% | 154 50% | 103 45% | 62 46% | 413 48% | 41 47% | 157 54% | 94 43% | 35 43% s | 68 44% | 88 46% | 254 51% | 137 45% | 473 |
| Disagree | 299 30% | 42 21% | 142 49% | 33 37% s | 70 29% | 213 40% | 113 26% | 152 32% | 147 28% | 38 38% | 164 33% | 99 34% | 101 30% | 98 27% | 200 32% | 76 32% | 94 30% | 70 31% | 33 24% | 256 29% | 26 29% | 58 20% | 95 43% | 39 48% s | 67 44% | 44 23% | 134 27% | 121 40% | 318 |
| Net agree | 180 18% | 69 35% | -44 -15% | 9 10% s | 61 25% | 17 3% | 130 30% | 64 14% | 116 22% | 5 5% | 69 14% | 26 9% | 74 22% | 76 21% | 100 16% | 43 18% | 60 19% | 32 14% | 29 22% | 157 18% | 16 18% | 99 34% | -1 * | -4 -5% s | 1 1% | 45 23% | 120 24% | 15 5% | 155 |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 29
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|----------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|--------------|------------|-----------|------------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Strongly agree | 202 20% | 142 18% | 110 19% | 108 19% | 130 18% | 128 18% | 121 18% | 114 19% | 44 40% | 104 22% | 92 18% | 51 18% | 60 18% | 92 24% | 22 20% | 28 16% | 29 18% | 31 18% | 37 24% | 55 24% | 22 21% | 47 17% | 48 17% | 47 23% | 60 24% | 95 17% | 107 24% | 171 20% | 30 24% | 92 24% | 42 12% | 207 21% |
| Tend to agree | 228 23% | 179 22% | 136 23% | 130 23% | 171 23% | 163 23% | 152 22% | 142 23% | 18 17% | 104 21% | 123 24% | 63 22% | 77 23% | 89 23% | 25 22% | 38 20% | 33 26% | 44 15% | 23 29% | 66 28% | 30 28% | 64 24% | 65 23% | 44 21% | 55 22% | 129 24% | 99 22% | 203 23% | 24 19% | 96 25% | 80 24% | 231 23% |
| Neither agree nor disagree | 169 17% | 125 16% | 82 14% | 79 14% | 109 15% | 102 14% | 99 14% | 82 13% | 19 18% | 91 19% | 78 15% | 49 17% | 55 17% | 64 17% | 15 13% | 35 20% | 23 15% | 32 19% | 30 20% | 34 15% | 9 9% | 33 12% | 37 13% | 47 23% | 52 21% | 70 13% | 99 22% | 155 18% | 14 11% | 48 13% | 46 14% | 144 14% |
| Tend to disagree | 199 20% | 187 23% | 134 23% | 118 21% | 170 23% | 164 23% | 162 24% | 138 23% | 6 5% | 86 18% | 110 22% | 71 25% | 67 20% | 61 16% | 24 22% | 47 27% | 33 21% | 33 19% | 28 18% | 33 14% | 22 21% | 73 27% | 63 23% | 28 14% | 35 14% | 136 25% | 63 14% | 174 20% | 19 16% | 53 14% | 105 31% | 214 21% |
| Strongly disagree | 163 16% | 136 17% | 109 19% | 113 20% | 126 17% | 126 18% | 125 18% | 115 19% | 15 13% | 86 18% | 77 15% | 42 15% | 64 19% | 57 15% | 21 19% | 21 12% | 37 23% | 28 16% | 32 21% | 24 11% | 10 9% | 47 17% | 53 19% | 34 17% | 29 12% | 100 18% | 63 24% | 132 15% | 30 24% | 80 21% | 54 16% | 165 16% |
| Don't know | 41 4% | 27 3% | 14 2% | 14 3% | 25 3% | 25 4% | 25 4% | 14 2% | 7 7% | 14 3% | 25 5% | 8 3% | 11 3% | 22 6% | 5 4% | 3 2% | 7 4% | 4 2% | 4 2% | 18 8% | 13 12% | 5 2% | 13 5% | 6 3% | 16 7% | 18 3% | 23 5% | 33 4% | 8 6% | 11 3% | 9 3% | 42 4% |
| Agree | 430 43% | 320 40% | 247 42% | 237 42% | 301 41% | 291 41% | 273 40% | 256 42% | 62 57% | 208 43% | 216 43% | 114 40% | 136 41% | 180 47% | 48 42% | 66 38% | 61 38% | 75 44% | 60 39% | 121 53% | 53 49% | 111 41% | 113 40% | 91 44% | 116 47% | 224 41% | 207 45% | 374 43% | 54 43% | 187 49% | 121 36% | 438 44% |
| Disagree | 363 36% | 323 41% | 244 42% | 231 41% | 296 41% | 290 41% | 287 42% | 253 42% | 21 19% | 171 35% | 187 37% | 114 40% | 131 39% | 118 31% | 46 40% | 68 40% | 70 43% | 61 35% | 61 39% | 57 25% | 32 30% | 120 45% | 116 42% | 62 30% | 64 26% | 236 43% | 127 28% | 305 35% | 49 39% | 133 35% | 158 47% | 379 38% |
| Net agree | 68 7% | -3 * | 3 1% | 7 1% | 5 1% | 1 * | -14 -2% | 2 * | 42 38% | 37 8% | 28 6% | * * | 5 2% | 63 16% | 2 2% | -2 -1% | -9 -6% | 14 8% | -1 -1% | 64 28% | 21 19% | -9 -3% | -4 -1% | 29 14% | 52 21% | -13 -2% | 80 18% | 68 8% | 5 4% | 54 14% | -37 -11% | 59 6% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 30
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Strongly agree | 202 | 22 | 66 | 10 | 45 | 111 | 67 | 87 | 115 | 20 | 83 | 43 | 66 | 92 | 109 | 49 | 73 | 39 | 24 | 177 | 16 | 58 | 41 | 12 | 24 | 48 | 109 | 45 | 207 |
| | 20% | 11% | 22% | 11% s | 19% | 21% | 15% | 18% | 22% | 20% | 17% | 14% | 19% | 25% | 17% | 21% | 24% | 17% | 18% | 20% | 19% | 20% | 19% | 15% s | 16% | 25% | 22% | 15% | 21% |
| Tend to agree | 228 | 44 | 67 | 30 | 65 | 132 | 110 | 102 | 126 | 20 | 103 | 60 | 85 | 81 | 145 | 56 | 73 | 48 | 34 | 202 | 17 | 56 | 44 | 22 | 36 | 40 | 117 | 71 | 231 |
| | 23% | 22% | 23% | 34% s | 27% | 25% | 25% | 22% | 24% | 20% | 21% | 20% | 25% | 23% | 23% | 24% | 23% | 21% | 25% | 23% | 20% | 19% | 20% | 27% s | 24% | 21% | 23% | 23% | 23% |
| Neither agree nor disagree | 169 | 41 | 32 | 11 | 30 | 62 | 71 | 88 | 81 | 18 | 95 | 47 | 53 | 66 | 100 | 37 | 48 | 54 | 11 | 140 | 20 | 59 | 32 | 10 | 19 | 40 | 86 | 43 | 144 |
| | 17% | 20% | 11% | 12% s | 13% | 12% | 16% | 19% | 15% | 18% | 19% | 16% | 16% | 18% | 16% | 15% | 16% | 23% | 8% | 16% | 23% | 21% | 14% | 12% s | 12% | 21% | 17% | 14% | 14% |
| Tend to disagree | 199 | 47 | 66 | 26 | 48 | 115 | 96 | 106 | 94 | 16 | 113 | 78 | 66 | 54 | 144 | 46 | 59 | 44 | 28 | 164 | 22 | 65 | 46 | 28 | 48 | 21 | 84 | 95 | 214 |
| | 20% | 24% | 23% | 29% s | 20% | 22% | 22% | 22% | 18% | 16% | 23% | 27% | 20% | 15% | 23% | 19% | 19% | 19% | 21% | 19% | 25% | 23% | 21% | 35% s | 31% | 11% | 17% | 31% | 21% |
| Strongly disagree | 163 | 39 | 55 | 9 | 40 | 95 | 80 | 80 | 83 | 21 | 98 | 60 | 47 | 56 | 107 | 47 | 46 | 33 | 28 | 149 | 11 | 41 | 53 | 7 | 23 | 26 | 92 | 45 | 165 |
| | 16% | 20% | 19% | 10% s | 17% | 18% | 18% | 17% | 16% | 21% | 20% | 20% | 14% | 15% | 17% | 19% | 15% | 14% | 21% | 17% | 12% | 14% | 24% | 9% s | 15% | 14% | 18% | 15% | 16% |
| Don't know | 41 | 5 | 7 | 4 | 9 | 16 | 14 | 9 | 31 | 5 | 4 | 7 | 21 | 12 | 28 | 5 | 12 | 12 | 10 | 34 | 2 | 9 | 6 | 1 | 4 | 17 | 15 | 8 | 42 |
| | 4% | 3% | 3% | 4% s | 4% | 3% | 3% | 2% | 6% | 5% | 1% | 2% | 6% | 3% | 4% | 2% | 4% | 5% | 8% | 4% | 2% | 3% | 3% | 2% s | 2% | 9% | 3% | 3% | 4% |
| Agree | 430 | 66 | 133 | 40 | 111 | 243 | 177 | 189 | 241 | 40 | 186 | 103 | 151 | 173 | 254 | 106 | 146 | 87 | 58 | 379 | 33 | 114 | 86 | 34 | 60 | 88 | 226 | 117 | 438 |
| | 43% | 33% | 45% | 44%s | 46% | 46% | 41% | 40% | 46% | 40% | 37% | 35% | 45% | 48% | 40% | 44% | 47% | 38% | 43% | 44% | 38% | 40% | 39% | 42%s | 39% | 46% | 45% | 38% | 44% |
| Disagree | 363 | 86 | 121 | 35 | 89 | 210 | 175 | 186 | 177 | 37 | 211 | 138 | 114 | 110 | 251 | 93 | 105 | 77 | 57 | 313 | 32 | 106 | 99 | 36 | 71 | 47 | 176 | 140 | 379 |
| | 36% | 43% | 41% | 39%s | 37% | 39% | 40% | 39% | 33% | 37% | 42% | 47% | 33% | 30% | 40% | 39% | 34% | 34% | 42% | 36% | 37% | 37% | 45% | 44%s | 46% | 24% | 35% | 45% | 38% |
| Net agree | 68 | -20 | 12 | 5 | 22 | 34 | 2 | 3 | 64 | 3 | -25 | -35 | 38 | 63 | 3 | 13 | 41 | 10 | 2 | 66 | 1 | 8 | -13 | -2 | -11 | 41 | 49 | -23 | 59 |
| | 7% | -10% | 4% | 5%s | 9% | 6% | * | 1% | 12% | 3% | -5% | -12% | 11% | 18% | * | 6% | 13% | 5% | 1% | 8% | 2% | 3% | -6% | -2%s | -7% | 21% | 10% | -7% | 6% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 31
OCT20Q13F. Which party do you think has the best policies on Managing the economy?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|-------------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|-----|------|------|-----------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Labour | 288 | 256 | 222 | 208 | 255 | 250 | 244 | 227 | 9 | 134 | 151 | 93 | 94 | 101 | 38 | 56 | 55 | 40 | 41 | 60 | 26 | 91 | 97 | 57 | 44 | 188 | 101 | 237 | 46 | 165 | 96 | 316 |
| | 29% | 32% | 38% | 37% | 35% | 35% | 36% | 37% | 9% s | 28% | 30% | 33% | 28% | 26% | 33% | 32% | 34% | 23% | 27% | 26% | 24% | 34% | 35% | 28% | 18% | 34% | 22% | 27% | 36% | 43% | 29% | 32% |
| Conservatives | 300 | 252 | 175 | 161 | 228 | 219 | 212 | 177 | 18 | 170 | 127 | 67 | 90 | 143 | 21 | 46 | 30 | 60 | 45 | 98 | 54 | 80 | 78 | 62 | 79 | 159 | 141 | 277 | 22 | 105 | 119 | 298 |
| | 30% | 32% | 30% | 29% | 31% | 31% | 31% | 29% | 16% s | 35% | 25% | 23% | 27% | 37% | 18% | 27% | 19% | 35% | 29% | 43% | 50% | 30% | 28% | 30% | 32% | 29% | 31% | 32% | 18% | 28% | 36% | 30% |
| Liberal Democrats | 38 | 31 | 26 | 23 | 32 | 29 | 29 | 27 | 4 | 14 | 23 | 15 | 12 | 10 | 6 | 10 | 6 | 6 | 7 | 4 | 2 | 14 | 13 | 3 | 8 | 27 | 10 | 30 | 7 | 17 | 15 | 39 |
| | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 4% s | 3% | 5% | 5% | 4% | 3% | 5% | 6% | 4% | 4% | 4% | 2% | 2% | 5% | 5% | 1% | 3% | 5% | 2% | 4% | 6% | 4% | 4% | 4% |
| Scottish National Party | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | - | 3 | 7 | 3 | 5 | 3 | - | 3 | 2 | 2 | 1 | 2 | * | 5 | 2 | * | 3 | 7 | 4 | 11 | - | 10 | 1 | 15 |
| | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | -s | 1% | 1% | 1% | 1% | 1% | - | 2% | 2% | 1% | 1% | 1% | * | 2% | 1% | * | 1% | 1% | 1% | 1% | 1% | 3% | * | 1% |
| Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | -s | 1 | - | - | - | * | - | - | - | - | - | - | 1 | 1 | - | - | - | 1 | - | 1 | - | - | - | 1 |
| | * | * | * | * | * | * | * | * | -s | * | - | - | - | * | - | - | - | - | - | - | * | * | - | - | * | - | * | - | * | - | - | * |
| Brexit Party | - | - | - | - | - | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 18 | 17 | 11 | 11 | 15 | 15 | 15 | 12 | 1 | 14 | 4 | 4 | 6 | 8 | 2 | 2 | 1 | 5 | 3 | 5 | 5 | 5 | 3 | 1 | 9 | 7 | 11 | 18 | - | 13 | 3 | 16 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% s | 3% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 4% | 2% | 1% | 1% | 4% | 1% | 2% | 2% | 4% | 4% | 1% | 2% |
| Green party | 15 | 10 | 10 | 10 | 15 | 15 | 10 | 10 | - | 5 | 9 | 5 | 2 | 7 | * | 5 | 2 | - | 7 | - | - | 1 | 7 | 4 | 2 | 8 | 7 | 15 | - | 11 | 4 | 10 |
| | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | -s | 1% | 2% | 2% | 1% | 2% | * | 3% | 1% | - | 5% | - | - | * | 2% | 2% | 1% | 1% | 1% | 2% | - | 3% | 1% | 1% |
| Other | 48 | 37 | 27 | 27 | 32 | 32 | 30 | 27 | 14 | 27 | 20 | 15 | 16 | 17 | 9 | 6 | 6 | 10 | 9 | 8 | 1 | 10 | 10 | 4 | 24 | 21 | 28 | 43 | 5 | 22 | 10 | 42 |
| | 5% | 5% | 5% | 5% | 4% | 5% | 4% | 4% | 13% s | 6% | 4% | 5% | 5% | 4% | 8% | 4% | 4% | 6% | 6% | 4% | 1% | 4% | 4% | 2% | 10% | 4% | 6% | 5% | 4% | 6% | 3% | 4% |
| None of these | 99 | 65 | 33 | 38 | 48 | 47 | 42 | 38 | 35 | 40 | 57 | 33 | 22 | 44 | 9 | 24 | 12 | 11 | 27 | 16 | 4 | 24 | 25 | 20 | 29 | 49 | 50 | 81 | 15 | 13 | 29 | 100 |
| | 10% | 8% | 6% | 7% | 7% | 7% | 6% | 6% | 32% s | 8% | 11% | 11% | 7% | 11% | 8% | 14% | 7% | 6% | 18% | 7% | 4% | 9% | 9% | 10% | 12% | 9% | 11% | 9% | 12% | 3% | 9% | 10% |
| Don't know | 186 | 116 | 70 | 71 | 95 | 90 | 89 | 76 | 28 | 76 | 107 | 48 | 87 | 51 | 28 | 21 | 47 | 39 | 15 | 36 | 13 | 37 | 45 | 55 | 49 | 82 | 104 | 155 | 30 | 23 | 58 | 166 |
| | 19% | 15% | 12% | 13% | 13% | 13% | 13% | 12% | 25% s | 16% | 21% | 17% | 26% | 13% | 25% | 12% | 29% | 23% | 9% | 16% | 13% | 14% | 16% | 27% | 20% | 15% | 23% | 18% | 24% | 6% | 17% | 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 32
OCT20Q13F. Which party do you think has the best policies on Managing the economy?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 288 29% | 7 3% | 211 72% | 20 23% | 44 18% | 255 48% | 51 12% | 141 30% | 147 28% | 35 34% | 151 30% | 78 26% | 97 28% | 111 31% | 174 28% | 83 34% | 75 24% | 54 24% | 51 37% | 242 28% | 25 29% | 21 7% | 142 64% | 36 44% | 54 35% | 47 24% | 115 23% | 126 41% | 316 32% |
| Conservatives | 300 30% | 163 82% | 24 8% | 24 27% | 49 20% | 72 14% | 211 48% | 142 30% | 158 30% | 22 22% | 135 27% | 90 31% | 128 38% | 81 22% | 217 34% | 64 27% | 103 33% | 80 35% | 31 22% | 263 30% | 23 26% | 185 64% | 16 7% | 9 12% | 27 18% | 71 37% | 154 31% | 75 24% | 298 30% |
| Liberal Democrats | 38 4% | - | 3 1% | 25 28% | 29 12% | 32 6% | 29 7% | 21 4% | 17 3% | 3 3% | 25 5% | 8 3% | 12 4% | 16 4% | 20 3% | 10 4% | 6 2% | 11 5% | 9 7% | 36 4% | 1 1% | 2 1% | 7 3% | 14 18% | 15 10% | - | 21 4% | 17 5% | 39 4% |
| Scottish National Party | 11 1% | - | - | - | 11 5% | 11 2% | 11 2% | 7 1% | 4 1% | 2 2% | 5 1% | 3 1% | 6 2% | 2 1% | 9 1% | - | - | - | - | - | 11 12% | - | * | - | 10 7% | * | 5 1% | 5 2% | 15 1% |
| Plaid Cymru | 1 * | - | - | - | 1 * | 1 * | 1 * | - | 1 * | - | - | 1 * | - | - | 1 * | - | 1 * | - | - | - | - | - | - | - | 1 * | - | 1 * | - | 1 * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 18 2% | 1 * | - | - | 16 7% | 16 3% | 17 4% | 5 1% | 13 3% | - | 7 2% | 4 1% | 8 2% | 6 2% | 13 2% | 3 1% | 7 2% | 7 3% | 1 1% | 16 2% | - | 10 3% | - | - | 4 2% | 7 4% | 8 2% | 2 1% | 16 2% |
| Green party | 15 1% | - | 1 * | - | 14 6% | 15 3% | 14 3% | 5 1% | 10 2% | 1 1% | 7 1% | 4 2% | 2 1% | 8 2% | 7 1% | 2 1% | 10 3% | 3 1% | - | 15 2% | - | - | 7 3% | 2 2% | 2 1% | 5 3% | 3 1% | 6 2% | 10 1% |
| Other | 48 5% | 1 1% | 10 3% | - | 20 9% | 31 6% | 22 5% | 28 6% | 20 4% | 5 5% | 30 6% | 17 6% | 9 3% | 20 5% | 27 4% | 7 3% | 19 6% | 15 6% | 1 1% | 42 5% | 6 7% | 12 4% | 7 3% | 3 4% | 8 5% | 7 3% | 37 7% | 5 2% | 42 4% |
| None of these | 99 10% | 7 3% | 15 5% | 5 6% | 21 9% | 36 7% | 28 6% | 48 10% | 51 10% | 16 16% | 47 10% | 34 12% | 24 7% | 41 11% | 58 9% | 26 11% | 33 11% | 18 8% | 13 10% | 87 10% | 8 9% | 23 8% | 18 8% | 1 2% | 11 7% | 19 10% | 50 10% | 30 10% | 100 10% |
| Don't know | 186 19% | 20 10% | 29 10% | 15 17% | 35 15% | 64 12% | 55 13% | 76 16% | 110 21% | 18 18% | 88 18% | 55 19% | 53 16% | 77 21% | 108 17% | 43 18% | 57 18% | 42 18% | 30 22% | 166 19% | 14 16% | 36 13% | 24 11% | 15 18% | 22 14% | 36 19% | 109 22% | 41 13% | 166 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 33

(OCT22)Q10COSTOFLIVING. Which party do you think has the best policies on.... Reducing the cost of living? The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|--------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | | Total |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 374 37% | 322 40% | 267 46% | 248 44% | 312 43% | 305 43% | 300 44% | 278 46% | 21 20% | 163 34% | 206 41% | 126 44% | 131 39% | 117 30% | 42 37% | 85 49% | 70 44% | 61 35% | 56 36% | 61 26% | 28 27% | 115 43% | 124 44% | 73 35% | 63 25% | 239 44% | 136 30% | 317 37% | 53 42% | 181 48% | 139 42% | 409 41% | |
| Conservatives | 201 20% | 172 22% | 134 23% | 128 23% | 166 23% | 162 23% | 158 23% | 135 22% | 10 10% | 109 22% | 90 18% | 27 9% | 63 19% | 111 29% | 11 10% | 16 9% | 24 15% | 39 22% | 31 20% | 80 35% | 43 40% | 49 18% | 49 18% | 49 23% | 55 22% | 98 18% | 103 23% | 185 21% | 15 12% | 91 24% | 69 21% | 204 20% | |
| Liberal Democrats | 37 4% | 30 4% | 23 4% | 26 5% | 33 4% | 28 4% | 28 4% | 27 4% | 1 1% | 18 4% | 18 4% | 15 5% | 10 3% | 12 3% | 7 6% | 8 4% | 2 1% | 9 5% | 3 2% | 9 4% | 5 5% | 11 4% | 14 5% | 2 1% | 10 4% | 25 5% | 12 3% | 26 3% | 9 8% | 14 4% | 16 5% | 34 3% | |
| Scottish National Party | 12 1% | 12 1% | 10 2% | 10 2% | 10 1% | 10 1% | 10 2% | 10 2% | - s | 2 * | 9 2% | 7 2% | 3 1% | 2 1% | 2 3% | 5 * | 1 * | 2 1% | 1 1% | 1 * | 1 * | 4 1% | 3 1% | 3 * | 5 2% | 6 1% | 6 1% | 12 1% | 10 3% | 2 1% | 2 1% | 16 2% | |
| Plaid Cymru | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | - s | 1 * | - | - | - | 1 * | - | - | - | - | - | 1 * | 1 * | 1 * | - | - | - | 1 * | - | 1 * | - | 1 * | - | 1 * | 1 * |
| Brexit Party | - | - | - | - | - | - | - | - | - s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 19 2% | 18 2% | 12 2% | 12 2% | 16 2% | 16 2% | 16 2% | 13 2% | 1 1% | 13 3% | 5 1% | 4 2% | 6 2% | 9 2% | 2 2% | 2 1% | 1 1% | 5 3% | 3 2% | 6 2% | 5 4% | 5 2% | 2 1% | 2 1% | 9 4% | 7 1% | 11 3% | 19 2% | - | 13 3% | 5 1% | 17 2% | |
| Green party | 29 3% | 22 3% | 20 3% | 20 4% | 24 3% | 24 3% | 20 3% | 20 3% | - s | 20 4% | 8 2% | 12 4% | 10 3% | 8 2% | 5 4% | 7 4% | 6 4% | 4 2% | 8 5% | - | - | 3 1% | 12 4% | 11 5% | 2 1% | 16 3% | 14 3% | 24 3% | 5 4% | 14 4% | 12 4% | 16 2% | |
| Other | 49 5% | 40 5% | 23 4% | 23 4% | 29 4% | 27 4% | 25 4% | 24 4% | 16 15% | 30 6% | 18 4% | 10 4% | 19 6% | 20 5% | 9 8% | 1 1% | 8 5% | 11 6% | 9 6% | 11 5% | 2 2% | 16 6% | 5 2% | 3 1% | 26 10% | 21 4% | 28 6% | 45 5% | 5 4% | 18 5% | 12 3% | 44 4% | |
| None of these | 112 11% | 75 9% | 41 7% | 40 7% | 60 8% | 59 8% | 54 8% | 42 7% | 36 33% | 48 10% | 62 12% | 39 14% | 24 7% | 49 13% | 17 15% | 22 13% | 11 7% | 12 7% | 26 17% | 23 10% | 5 5% | 24 9% | 32 12% | 30 15% | 25 10% | 57 10% | 55 12% | 90 10% | 19 15% | 15 4% | 32 10% | 107 11% | |
| Don't know | 169 17% | 104 13% | 54 9% | 54 10% | 81 11% | 76 11% | 70 10% | 56 9% | 23 21% | 80 17% | 89 18% | 44 15% | 69 21% | 56 15% | 19 16% | 25 15% | 39 24% | 30 18% | 17 11% | 39 17% | 17 16% | 41 15% | 38 14% | 37 18% | 53 21% | 79 14% | 90 20% | 149 17% | 20 16% | 24 6% | 48 14% | 155 15% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 34
**(OCT22)Q10COSTOFLIVING. Which party do you think has the best policies on.... Reducing the cost of living?
 The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 374 37% | 22 11% | 232 79% | 40 44% | 66 28% | 299 56% | 89 20% | 197 42% | 178 34% | 47 47% | 204 41% | 124 42% | 112 33% | 136 38% | 236 37% | 102 42% | 105 34% | 78 34% | 60 44% | 326 38% | 31 35% | 50 17% | 159 72% | 48 60% | 69 45% | 49 25% | 159 32% | 167 54% | 409 41% |
| Conservatives | 201 20% | 127 64% | 9 3% | 13 14% | 30 13% | 39 7% | 157 36% | 79 17% | 122 23% | 18 18% | 76 15% | 56 19% | 87 26% | 55 15% | 144 23% | 42 17% | 67 21% | 55 24% | 24 18% | 176 20% | 14 16% | 135 47% | 9 4% | 2 3% | 13 8% | 59 31% | 104 21% | 38 12% | 204 20% |
| Liberal Democrats | 37 4% | 4 2% | 3 1% | 22 25% | 22 9% | 25 5% | 26 6% | 15 3% | 22 4% | 2 2% | 18 4% | 11 4% | 11 3% | 13 4% | 22 4% | 8 4% | 7 2% | 10 4% | 10 7% | 34 4% | 1 1% | 4 1% | 3 1% | 14 17% | 14 9% | 7 4% | 16 3% | 13 4% | 34 3% |
| Scottish National Party | 12 1% | - | * | - | 12 5% | 12 2% | 12 3% | 6 1% | 5 1% | 2 2% | 5 1% | 3 1% | 5 2% | 2 * | 8 1% | - | - | - | - | - | 12 14% | - | * | - | 10 6% | * | 9 2% | 2 1% | 16 2% |
| Plaid Cymru | 1 * | - | - | - | 1 * | 1 * | 1 * | - | 1 * | - | - | 1 * | - | - | 1 * | - | 1 * | - | - | - | - | - | - | - | 1 * | - | 1 * | - | 1 * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 19 2% | 1 * | - | - | 17 7% | 17 3% | 18 4% | 5 1% | 14 3% | - | 7 2% | 4 1% | 9 3% | 6 2% | 13 2% | 3 1% | 7 2% | 7 3% | 1 1% | 16 2% | 1 1% | 11 4% | - | - | 4 2% | 8 4% | 8 2% | 3 1% | 17 2% |
| Green party | 29 3% | 4 2% | 4 1% | - | 19 8% | 23 4% | 23 5% | 20 4% | 9 2% | 1 1% | 22 4% | 4 1% | 6 2% | 19 5% | 10 2% | 4 2% | 10 3% | 10 4% | 3 2% | 27 3% | 2 3% | 4 1% | 15 7% | 2 2% | 3 2% | 12 6% | 9 2% | 8 3% | 16 2% |
| Other | 49 5% | 3 1% | 5 2% | 1 1% | 21 9% | 26 5% | 24 5% | 23 5% | 26 5% | 4 4% | 29 6% | 15 5% | 14 4% | 20 6% | 29 5% | 11 4% | 22 7% | 11 5% | 2 2% | 44 5% | 4 5% | 12 4% | 10 4% | 4 5% | 7 4% | 8 4% | 34 7% | 7 2% | 44 4% |
| None of these | 112 11% | 16 8% | 13 4% | 7 7% | 23 10% | 36 7% | 39 9% | 48 10% | 64 12% | 10 10% | 50 10% | 34 12% | 35 10% | 42 12% | 70 11% | 28 12% | 38 12% | 23 10% | 14 10% | 98 11% | 10 11% | 31 11% | 14 6% | 4 5% | 15 10% | 21 11% | 65 13% | 26 8% | 107 11% |
| Don't know | 169 17% | 21 11% | 26 9% | 8 9% | 29 12% | 54 10% | 50 11% | 80 17% | 88 17% | 17 17% | 85 17% | 41 14% | 59 17% | 69 19% | 100 16% | 42 17% | 55 18% | 37 16% | 23 17% | 146 17% | 13 15% | 44 15% | 13 6% | 6 7% | 20 13% | 28 15% | 97 19% | 44 14% | 155 15% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 35
OCT20Q13B. Which party do you think has the best policies on Handling Britain's future relationship with the European Union?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|--------------------------|-----------|-----------|-----------|-----------|------------------|------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|-----|------|------|-----------|-----------------|----------------------|-----------------|-------------|-------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | | Total |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 304 | 264 | 224 | 215 | 258 | 254 | 249 | 232 | 17 | 150 | 150 | 103 | 87 | 114 | 50 | 53 | 45 | 42 | 50 | 63 | 23 | 94 | 97 | 61 | 52 | 191 | 113 | 250 | 51 | 159 | 100 | 329 | |
| | 30% | 33% | 38% | 38% | 35% | 36% | 36% | 38% | 16% ^s | 31% | 30% | 36% | 26% | 30% | 44% | 31% | 28% | 24% | 33% | 27% | 22% | 35% | 35% | 29% | 21% | 35% | 25% | 29% | 41% | 42% | 30% | 33% | |
| Conservatives | 230 | 196 | 139 | 129 | 188 | 184 | 170 | 140 | 9 | 122 | 104 | 48 | 60 | 121 | 22 | 27 | 23 | 37 | 42 | 79 | 47 | 55 | 64 | 55 | 56 | 118 | 111 | 203 | 23 | 96 | 89 | 230 | |
| | 23% | 25% | 24% | 23% | 26% | 26% | 25% | 23% | 8% ^s | 25% | 20% | 17% | 18% | 32% | 19% | 16% | 14% | 21% | 27% | 34% | 44% | 20% | 23% | 27% | 22% | 22% | 24% | 23% | 19% | 25% | 27% | 23% | |
| Liberal Democrats | 94 | 74 | 63 | 57 | 80 | 70 | 70 | 64 | 10 | 48 | 46 | 28 | 40 | 26 | 6 | 22 | 21 | 19 | 9 | 17 | 8 | 31 | 33 | 12 | 18 | 64 | 30 | 81 | 11 | 35 | 45 | 92 | |
| | 9% | 9% | 11% | 10% | 11% | 10% | 10% | 11% | 9% ^s | 10% | 9% | 10% | 12% | 7% | 6% | 13% | 13% | 11% | 6% | 7% | 7% | 12% | 12% | 6% | 7% | 12% | 7% | 9% | 9% | 9% | 13% | 9% | |
| Scottish National Party | 26 | 26 | 22 | 18 | 24 | 24 | 24 | 22 | - | 5 | 20 | 12 | 9 | 5 | 3 | 10 | 5 | 3 | 1 | 4 | * | 11 | 9 | 2 | 3 | 20 | 5 | 23 | * | 13 | 7 | 25 | |
| | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 4% | - ^s | 1% | 4% | 4% | 3% | 1% | 3% | 6% | 3% | 2% | 1% | 2% | * | 4% | 3% | 1% | 1% | 4% | 1% | 3% | * | 3% | 2% | 2% | |
| Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - ^s | 1 | - | - | - | 1 | - | - | - | - | - | 1 | 1 | 1 | - | - | - | 1 | - | 1 | - | 1 | - | 1 | |
| | * | * | * | * | * | * | * | * | - ^s | * | - | - | - | * | - | - | - | - | - | * | 1% | * | - | - | - | * | - | * | - | * | - | * | |
| Brexit Party | - | - | - | - | - | - | - | - | - ^s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Reform UK | 23 | 23 | 17 | 17 | 21 | 21 | 21 | 18 | 1 | 15 | 8 | 4 | 8 | 12 | 2 | 2 | 3 | 5 | 5 | 7 | 5 | 6 | 3 | 3 | 12 | 9 | 15 | 23 | - | 16 | 6 | 22 | |
| | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 1% ^s | 3% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 3% | 5% | 2% | 1% | 1% | 5% | 2% | 3% | 3% | - | 4% | 2% | 2% | |
| Green party | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | - | 10 | 9 | 7 | 12 | - | 2 | 5 | 6 | 6 | - | - | - | 4 | 5 | 9 | 1 | 9 | 10 | 17 | 1 | 9 | 9 | 12 | |
| | 2% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | - ^s | 2% | 2% | 2% | 4% | - | 2% | 3% | 4% | 4% | - | - | - | 1% | 2% | 4% | 1% | 2% | 2% | 2% | 1% | 2% | 3% | 1% | |
| Other | 49 | 43 | 25 | 26 | 31 | 29 | 29 | 26 | 13 | 24 | 24 | 9 | 24 | 16 | 6 | 4 | 11 | 13 | 9 | 7 | 1 | 20 | 7 | 2 | 20 | 27 | 22 | 44 | 5 | 13 | 11 | 48 | |
| | 5% | 5% | 4% | 5% | 4% | 4% | 4% | 4% | 12% ^s | 5% | 5% | 3% | 7% | 4% | 5% | 2% | 7% | 8% | 6% | 3% | 1% | 7% | 3% | 1% | 8% | 5% | 5% | 5% | 4% | 4% | 3% | 5% | |
| None of these | 71 | 41 | 21 | 21 | 25 | 25 | 24 | 21 | 31 | 35 | 36 | 14 | 20 | 37 | 1 | 13 | 7 | 13 | 22 | 15 | 5 | 17 | 18 | 24 | 12 | 35 | 36 | 63 | 8 | 12 | 15 | 69 | |
| | 7% | 5% | 4% | 4% | 3% | 3% | 4% | 3% | 28% ^s | 7% | 7% | 5% | 6% | 9% | 1% | 8% | 4% | 8% | 14% | 6% | 5% | 6% | 7% | 11% | 5% | 6% | 8% | 7% | 7% | 3% | 5% | 7% | |
| Don't know | 187 | 109 | 56 | 59 | 85 | 82 | 78 | 63 | 28 | 75 | 109 | 58 | 74 | 55 | 20 | 38 | 40 | 35 | 16 | 38 | 17 | 31 | 43 | 39 | 75 | 74 | 113 | 162 | 25 | 25 | 52 | 175 | |
| | 19% | 14% | 10% | 11% | 12% | 12% | 11% | 10% | 25% ^s | 16% | 21% | 20% | 22% | 14% | 18% | 22% | 25% | 20% | 10% | 17% | 16% | 11% | 15% | 19% | 30% | 13% | 25% | 19% | 20% | 7% | 16% | 17% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 36
OCT20Q13B. Which party do you think has the best policies on Handling Britain's future relationship with the European Union?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 304 | 18 | 200 | 22 | 44 | 244 | 62 | 156 | 148 | 36 | 159 | 86 | 104 | 112 | 190 | 88 | 100 | 58 | 39 | 265 | 19 | 45 | 139 | 33 | 48 | 48 | 128 | 127 | 329 |
| | 30% | 9% | 68% | 24% | 18% | 46% | 14% | 33% | 28% | 36% | 32% | 29% | 31% | 31% | 30% | 37% | 32% | 25% | 29% | 31% | 21% | 15% | 63% | 42% | 31% | 25% | 26% | 41% | 33% |
| Conservatives | 230 | 142 | 14 | 18 | 40 | 54 | 182 | 102 | 128 | 16 | 97 | 67 | 98 | 61 | 166 | 47 | 78 | 62 | 26 | 201 | 16 | 153 | 8 | 5 | 13 | 54 | 131 | 45 | 230 |
| | 23% | 72% | 5% | 21% | 17% | 10% | 42% | 22% | 24% | 16% | 20% | 23% | 29% | 17% | 26% | 20% | 25% | 27% | 19% | 23% | 19% | 53% | 3% | 6% | 8% | 28% | 26% | 14% | 23% |
| Liberal Democrats | 94 | 7 | 24 | 39 | 50 | 74 | 57 | 43 | 51 | 5 | 57 | 22 | 29 | 42 | 52 | 22 | 22 | 22 | 27 | 88 | 1 | 10 | 19 | 32 | 36 | 12 | 37 | 45 | 92 |
| | 9% | 4% | 8% | 44% | 21% | 14% | 13% | 9% | 10% | 5% | 12% | 8% | 9% | 12% | 8% | 9% | 7% | 9% | 20% | 10% | 2% | 3% | 8% | 40% | 23% | 6% | 7% | 15% | 9% |
| Scottish National Party | 26 | - | 2 | - | 18 | 20 | 18 | 17 | 9 | 3 | 16 | 13 | 10 | 3 | 23 | - | - | - | - | - | 26 | 2 | * | - | 17 | 1 | 10 | 14 | 25 |
| | 3% | - | 1% | -s | 7% | 4% | 4% | 4% | 2% | 3% | 3% | 4% | 3% | 1% | 4% | - | - | - | - | - | 29% | 1% | * | -s | 11% | 1% | 2% | 5% | 2% |
| Plaid Cymru | 1 | - | - | - | 1 | 1 | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - | 1 |
| | * | - | - | -s | * | * | * | - | * | - | - | * | - | - | * | - | * | - | - | - | - | - | - | -s | * | - | * | - | * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - |
| | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - |
| Reform UK | 23 | 2 | - | - | 20 | 20 | 22 | 7 | 17 | - | 10 | 7 | 9 | 7 | 17 | 7 | 7 | 7 | 1 | 21 | 1 | 16 | - | - | 4 | 8 | 12 | 3 | 22 |
| | 2% | 1% | - | -s | 8% | 4% | 5% | 1% | 3% | - | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 3% | 1% | 2% | 1% | 5% | - | -s | 2% | 4% | 2% | 1% | 2% |
| Green party | 19 | 4 | 3 | - | 12 | 15 | 16 | 14 | 5 | 1 | 18 | 8 | 6 | 5 | 14 | 1 | 3 | 11 | 1 | 17 | 2 | 4 | 11 | 2 | 3 | 4 | 5 | 10 | 12 |
| | 2% | 2% | 1% | -s | 5% | 3% | 4% | 3% | 1% | 1% | 4% | 3% | 2% | 1% | 2% | * | 1% | 5% | 1% | 2% | 2% | 1% | 5% | 2% | 2% | 2% | 1% | 3% | 1% |
| Other | 49 | 3 | 4 | 2 | 17 | 21 | 20 | 20 | 29 | 3 | 30 | 15 | 14 | 18 | 29 | 10 | 14 | 17 | 3 | 43 | 5 | 8 | 11 | 3 | 8 | 5 | 35 | 9 | 48 |
| | 5% | 2% | 1% | 3% | 7% | 4% | 5% | 4% | 5% | 3% | 6% | 5% | 4% | 5% | 5% | 4% | 4% | 7% | 2% | 5% | 6% | 3% | 5% | 4% | 5% | 2% | 7% | 3% | 5% |
| None of these | 71 | 3 | 5 | 3 | 19 | 24 | 22 | 32 | 39 | 16 | 31 | 10 | 23 | 38 | 33 | 17 | 27 | 11 | 10 | 62 | 6 | 16 | 6 | 1 | 10 | 17 | 44 | 10 | 69 |
| | 7% | 2% | 2% | 3% | 8% | 4% | 5% | 7% | 7% | 16% | 6% | 3% | 7% | 10% | 5% | 7% | 9% | 5% | 8% | 7% | 7% | 5% | 3% | 1% | 6% | 9% | 9% | 3% | 7% |
| Don't know | 187 | 17 | 41 | 5 | 20 | 61 | 38 | 83 | 104 | 21 | 79 | 65 | 46 | 75 | 111 | 47 | 58 | 42 | 28 | 170 | 11 | 37 | 28 | 4 | 15 | 44 | 98 | 45 | 175 |
| | 19% | 9% | 14% | 6% | 8% | 11% | 9% | 17% | 20% | 21% | 16% | 22% | 14% | 21% | 18% | 20% | 19% | 18% | 21% | 20% | 12% | 13% | 13% | 5% | 10% | 23% | 19% | 14% | 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 37
OCT20Q13E. Which party do you think has the best policies on Healthcare?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|-------------------------|--------------|---------------------------------------|--|--------------------------|-----------|-----------|-----------|--------------|----------------|--------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-----|-----|--------------|-----|-----|------|------|-------|-----------------|--------------------|----------------------|-------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | Total | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 389 | 347 | 286 | 264 | 333 | 330 | 322 | 294 | 18 | 195 | 188 | 130 | 127 | 132 | 47 | 82 | 67 | 60 | 55 | 77 | 33 | 115 | 130 | 80 | 65 | 245 | 144 | 333 | 52 | 178 | 153 | 433 | |
| | 39% | 44% | 49% | 47% | 46% | 47% | 49% | 16% s | 40% | 37% | 46% | 38% | 34% | 42% | 48% | 42% | 35% | 36% | 34% | 31% | 43% | 47% | 39% | 26% | 45% | 32% | 38% | 42% | 47% | 46% | 43% | | |
| Conservatives | 169 | 132 | 100 | 99 | 130 | 123 | 118 | 105 | 11 | 91 | 75 | 34 | 45 | 90 | 14 | 21 | 19 | 26 | 25 | 65 | 38 | 43 | 41 | 26 | 59 | 84 | 85 | 156 | 13 | 87 | 57 | 166 | |
| | 17% | 17% | 17% | 18% | 18% | 17% | 17% | 17% | 10% s | 19% | 15% | 12% | 13% | 23% | 12% | 12% | 12% | 15% | 16% | 28% | 36% | 16% | 15% | 13% | 24% | 15% | 19% | 18% | 10% | 23% | 17% | 17% | |
| Liberal Democrats | 39 | 35 | 24 | 22 | 35 | 32 | 32 | 24 | - | 19 | 18 | 11 | 8 | 20 | 9 | 1 | 3 | 5 | 7 | 13 | 6 | 19 | 11 | 5 | 4 | 30 | 9 | 31 | 6 | 16 | 20 | 42 | |
| | 4% | 4% | 4% | 4% | 5% | 4% | 5% | 4% | - | 4% | 4% | 4% | 2% | 5% | 8% | 1% | 2% | 3% | 5% | 6% | 5% | 7% | 4% | 3% | 2% | 5% | 2% | 4% | 4% | 4% | 6% | 4% | |
| Scottish National Party | 23 | 23 | 19 | 19 | 19 | 19 | 19 | 19 | - | 7 | 15 | 14 | 6 | 3 | 5 | 9 | 3 | 3 | 1 | 2 | * | 8 | 7 | 2 | 5 | 16 | 8 | 18 | 2 | 13 | 10 | 23 | |
| | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | - | 1% | 3% | 5% | 2% | 1% | 5% | 5% | 2% | 2% | 1% | 1% | * | 3% | 3% | 1% | 2% | 3% | 2% | 2% | 2% | 4% | 3% | 2% | |
| Plaid Cymru | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | - | 2 | - | - | - | - | * | 2 | 1 | 1 | 1 | - | - | 2 | - | 2 | - | * | * | 3 | |
| | * | * | * | * | * | * | * | 1% s | * | * | - | - | 1% | - | - | - | - | - | * | 1% | 1% | * | * | - | - | * | - | * | - | * | * | * | |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Reform UK | 15 | 15 | 10 | 10 | 13 | 13 | 13 | 11 | 1 | 11 | 5 | 2 | 4 | 9 | 2 | - | 1 | 3 | 3 | 5 | 4 | 2 | 1 | 3 | 9 | 3 | 12 | 15 | - | 10 | 4 | 15 | |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% s | 2% | 1% | 1% | 1% | 2% | 2% | - | 1% | 2% | 2% | 2% | 4% | 1% | * | 1% | 4% | 1% | 3% | 2% | 3% | 3% | 1% | 1% | |
| Green party | 18 | 14 | 14 | 14 | 18 | 18 | 14 | 14 | - | 6 | 11 | 5 | 6 | 7 | * | 4 | 5 | 1 | 7 | - | - | 3 | 10 | 4 | 1 | 12 | 6 | 17 | 1 | 13 | 4 | 15 | |
| | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | - | 1% | 2% | 2% | 2% | 2% | * | 3% | 3% | * | 5% | - | - | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 1% | |
| Other | 45 | 34 | 22 | 22 | 27 | 24 | 23 | 22 | 14 | 33 | 12 | 13 | 17 | 14 | 7 | 6 | 6 | 11 | 9 | 6 | 1 | 13 | 8 | 4 | 21 | 21 | 24 | 38 | 7 | 17 | 9 | 38 | |
| | 5% | 4% | 4% | 4% | 4% | 3% | 3% | 4% | 13% s | 7% | 2% | 5% | 5% | 4% | 6% | 4% | 4% | 7% | 6% | 2% | 1% | 5% | 3% | 2% | 8% | 4% | 5% | 4% | 5% | 4% | 3% | 4% | |
| None of these | 89 | 64 | 42 | 39 | 44 | 44 | 44 | 42 | 35 | 33 | 55 | 20 | 23 | 46 | 4 | 16 | 10 | 13 | 31 | 15 | 7 | 20 | 23 | 20 | 26 | 44 | 45 | 77 | 11 | 12 | 21 | 92 | |
| | 9% | 8% | 7% | 7% | 6% | 6% | 6% | 7% | 32% s | 7% | 11% | 7% | 7% | 12% | 3% | 10% | 6% | 7% | 20% | 6% | 6% | 8% | 8% | 9% | 10% | 8% | 10% | 9% | 9% | 3% | 6% | 9% | |
| Don't know | 214 | 131 | 68 | 71 | 110 | 104 | 98 | 74 | 30 | 88 | 125 | 55 | 97 | 61 | 23 | 32 | 47 | 50 | 16 | 46 | 18 | 45 | 47 | 63 | 59 | 92 | 121 | 179 | 34 | 32 | 55 | 176 | |
| | 21% | 16% | 12% | 13% | 15% | 15% | 14% | 12% | 27% s | 18% | 25% | 19% | 29% | 16% | 21% | 19% | 29% | 29% | 10% | 20% | 16% | 17% | 17% | 30% | 24% | 17% | 27% | 21% | 27% | 9% | 17% | 18% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 38
OCT20Q13E. Which party do you think has the best policies on Healthcare?

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 389 39% | 38 19% | 239 82% | 33 37% | 61 26% | 301 57% | 99 23% | 210 44% | 179 34% | 44 44% | 206 41% | 131 44% | 125 37% | 129 36% | 256 40% | 111 46% | 111 36% | 78 34% | 62 46% | 343 40% | 26 30% | 73 25% | 161 73% | 39 48% | 58 38% | 59 31% | 168 33% | 162 53% | 433 43% |
| Conservatives | 169 17% | 102 52% | 14 5% | 8 9% | 28 12% | 42 8% | 130 30% | 66 14% | 103 19% | 16 15% | 64 13% | 44 15% | 73 22% | 51 14% | 117 18% | 40 17% | 55 18% | 42 18% | 24 18% | 148 17% | 8 9% | 110 38% | 6 3% | * s | 13 8% | 43 22% | 96 19% | 30 10% | 166 17% |
| Liberal Democrats | 39 4% | * 1% | 3 1% | 32 36% | 33 14% | 36 7% | 33 8% | 12 3% | 27 5% | 4 4% | 18 4% | 6 2% | 20 6% | 12 3% | 26 4% | 10 4% | 6 2% | 15 7% | 7 5% | 37 4% | 1 1% | 4 1% | 3 2% | 18 22% | 20 13% | 3 1% | 18 4% | 18 6% | 42 4% |
| Scottish National Party | 23 2% | - * | 1 * | - s | 21 9% | 22 4% | 21 5% | 17 4% | 6 1% | 5 5% | 13 3% | 7 2% | 9 3% | 5 1% | 16 3% | - - | - - | - - | - - | - - | 23 27% | - - | 3 1% | - s | 18 12% | * s | 12 2% | 11 3% | 23 2% |
| Plaid Cymru | 2 * | - * | * s | - * | 1 * | 1 * | 1 * | - * | 2 * | - - | - - | 1 * | 1 * | - * | 2 * | - - | 2 1% | - - | - - | - - | - - | - - | 2 1% | - s | 1 * | - * | 1 * | 2 1% | 3 * |
| Brexit Party | - - | - - | - - | - s | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - s | - - | - - | - - | - - | - - | - - |
| Reform UK | 15 2% | - - | - - | - s | 14 6% | 14 3% | 14 3% | 1 * | 14 3% | - - | 4 1% | 3 1% | 8 2% | 4 1% | 11 2% | 4 2% | 3 1% | 6 3% | 1 1% | 14 2% | 1 1% | 9 3% | - - | - s | 3 2% | 8 4% | 7 1% | - - | 15 1% |
| Green party | 18 2% | - - | 4 1% | - s | 14 6% | 18 3% | 14 3% | 9 2% | 9 2% | 2 2% | 9 2% | 6 2% | 2 1% | 10 3% | 8 1% | 3 1% | 12 4% | 3 1% | * * | 18 2% | * * | - - | 11 5% | 2 2% | 3 2% | 5 3% | 5 1% | 8 3% | 15 1% |
| Other | 45 5% | 1 1% | 7 2% | 1 1% | 17 7% | 24 5% | 18 4% | 28 6% | 18 3% | 2 2% | 33 7% | 8 3% | 11 7% | 26 7% | 19 3% | 7 3% | 18 6% | 15 7% | 1 1% | 42 5% | 3 3% | 6 2% | 4 2% | 7 8% | 9 6% | 4 2% | 31 6% | 10 3% | 38 4% |
| None of these | 89 9% | 17 8% | 3 1% | 9 10% | 20 8% | 23 4% | 37 8% | 29 6% | 59 11% | 11 11% | 42 8% | 31 11% | 26 8% | 31 9% | 57 9% | 22 9% | 31 10% | 17 7% | 7 5% | 76 9% | 12 14% | 25 9% | 12 5% | 4 5% | 11 7% | 22 12% | 51 10% | 16 5% | 92 9% |
| Don't know | 214 21% | 41 20% | 22 8% | 7 8% | 29 12% | 51 10% | 69 16% | 100 21% | 113 21% | 17 17% | 107 22% | 57 19% | 64 19% | 93 26% | 120 19% | 42 18% | 72 23% | 54 23% | 33 24% | 189 22% | 13 15% | 61 21% | 19 9% | 11 14% | 19 12% | 48 25% | 114 23% | 52 17% | 176 18% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 39
OCT20Q13A. Which party do you think has the best policies on Asylum and immigration?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|-------------------------|--------------|---------------------------------------|--|--------------------------|------------|------------|------------|--------------------|--------------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|------------|------------|------------|-----------------|--------------------|----------------------|------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | Total | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 262 26% | 233 29% | 202 34% | 192 34% | 227 31% | 225 32% | 222 33% | 209 35% | 9 8% s | 117 24% | 142 28% | 84 30% | 92 27% | 86 22% | 37 33% | 47 27% | 45 28% | 47 27% | 41 26% | 46 20% | 17 16% | 83 31% | 91 33% | 53 25% | 35 14% | 174 32% | 88 19% | 215 25% | 44 35% | 141 37% | 95 29% | 294 29% | |
| Conservatives | 187 19% | 151 19% | 110 19% | 106 19% | 139 19% | 138 19% | 113 19% | 15 13% s | 108 22% | 76 15% | 43 15% | 46 14% | 98 26% | 13 11% | 30 18% | 15 9% | 31 18% | 29 19% | 69 30% | 38 35% | 42 16% | 49 17% | 28 14% | 69 28% | 91 17% | 96 21% | 174 20% | 13 10% | 76 20% | 72 21% | 186 19% | | |
| Liberal Democrats | 59 6% | 48 6% | 35 6% | 32 6% | 53 7% | 42 6% | 41 6% | 36 2% s | 28 6% | 30 6% | 20 7% | 25 7% | 14 4% | 9 8% | 11 7% | 12 7% | 13 8% | 2 2% | 12 5% | 5 5% | 25 9% | 20 7% | 6 3% | 8 3% | 45 8% | 14 3% | 46 5% | 12 9% | 24 6% | 24 7% | 60 6% | | |
| Scottish National Party | 22 2% | 22 3% | 21 4% | 17 3% | 22 3% | 22 3% | 21 3% | - - s | 4 1% | 17 3% | 10 4% | 7 2% | 5 1% | - - | 10 6% | 4 3% | 3 2% | * * | 5 2% | * * | 9 3% | 7 3% | 2 1% | 4 2% | 16 3% | 6 1% | 20 2% | * * | 10 3% | 7 2% | 21 2% | | |
| Plaid Cymru | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | - - s | 1 * | - - | - - | - - | 1 * | - - | - - | - - | - - | - - | - - | 1 * | 1 * | 1 * | - - | - - | - - | 1 * | - - | 1 * | - - | 1 * | - - | 1 * | |
| Brexit Party | - | - | - | - | - | - | - | - - s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Reform UK | 25 3% | 24 3% | 18 3% | 18 3% | 22 3% | 22 3% | 19 3% | 1 1% s | 17 4% | 8 2% | 4 1% | 8 2% | 14 4% | 1 1% | 2 1% | 3 2% | 5 3% | 7 5% | 7 3% | 5 4% | 6 2% | 4 1% | 3 1% | 12 5% | 10 2% | 15 3% | 25 3% | - | 17 4% | 7 2% | 24 2% | | |
| Green party | 33 3% | 24 3% | 24 4% | 24 4% | 28 4% | 28 4% | 24 4% | - - s | 10 2% | 21 4% | 11 4% | 15 4% | 8 2% | 3 3% | 7 4% | 8 5% | 6 4% | 8 5% | - - | - - | 10 4% | 11 4% | 9 4% | 2 1% | 21 4% | 12 3% | 26 3% | 7 6% | 19 5% | 13 4% | 24 2% | | |
| Other | 68 7% | 52 6% | 32 5% | 32 6% | 46 6% | 46 6% | 43 5% | 15 14% s | 42 9% | 25 5% | 18 6% | 29 9% | 20 5% | 13 12% | 5 3% | 9 6% | 20 12% | 10 6% | 10 4% | 1 1% | 20 7% | 15 5% | 9 4% | 24 10% | 35 6% | 33 7% | 60 7% | 8 6% | 27 7% | 16 5% | 55 5% | | |
| None of these | 131 13% | 101 13% | 63 11% | 60 11% | 81 11% | 77 11% | 73 11% | 63 10% | 35 32% s | 65 13% | 64 13% | 29 10% | 28 8% | 74 19% | 8 7% | 21 12% | 17 10% | 11 6% | 38 25% | 36 16% | 18 17% | 22 8% | 34 12% | 46 12% | 29 10% | 56 16% | 75 14% | 119 14% | 11 9% | 27 7% | 35 11% | 134 13% | |
| Don't know | 215 21% | 140 18% | 81 14% | 79 14% | 113 15% | 108 15% | 103 15% | 88 15% | 34 31% s | 91 19% | 122 24% | 66 23% | 85 25% | 64 17% | 28 25% | 38 22% | 49 30% | 36 21% | 19 12% | 45 20% | 22 21% | 50 19% | 49 17% | 51 24% | 65 26% | 99 18% | 116 25% | 184 21% | 30 24% | 38 10% | 66 20% | 204 20% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 40
OCT20Q13A. Which party do you think has the best policies on Asylum and immigration?

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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 262 | 23 | 179 | 23 | 38 | 216 | 60 | 131 | 131 | 32 | 137 | 70 | 87 | 103 | 157 | 76 | 70 | 52 | 51 | 232 | 13 | 34 | 118 | 30 | 43 | 36 | 108 | 119 | 294 |
| | 26% | 11% | 61% | 25% | 16% | 41% | 14% | 28% | 25% | 32% | 28% | 24% | 26% | 29% | 25% | 32% | 23% | 22% | 38% | 27% | 15% | 12% | 53% | 37% | 28% | 19% | 21% | 39% | 29% |
| Conservatives | 187 | 112 | 19 | 9 | 21 | 40 | 133 | 83 | 105 | 19 | 70 | 56 | 75 | 55 | 131 | 39 | 71 | 50 | 14 | 162 | 13 | 124 | 5 | 3 | 14 | 58 | 99 | 31 | 186 |
| | 19% | 57% | 6% | 10% | 9% | 8% | 31% | 18% | 20% | 19% | 14% | 19% | 22% | 15% | 21% | 16% | 23% | 22% | 11% | 19% | 15% | 43% | 2% | 4% | 9% | 30% | 20% | 10% | 19% |
| Liberal Democrats | 59 | 1 | 13 | 29 | 34 | 47 | 35 | 30 | 29 | 5 | 36 | 15 | 20 | 23 | 34 | 12 | 14 | 17 | 11 | 51 | 4 | 3 | 13 | 21 | 24 | 4 | 23 | 32 | 60 |
| | 6% | * | 4% | 32% | 14% | 9% | 8% | 6% | 5% | 5% | 7% | 5% | 6% | 6% | 5% | 5% | 5% | 8% | 8% | 6% | 5% | 1% | 6% | 26% | 16% | 2% | 5% | 10% | 6% |
| Scottish National Party | 22 | - | 2 | - | 15 | 17 | 15 | 15 | 8 | 3 | 15 | 13 | 7 | 2 | 20 | - | - | - | - | - | 22 | 2 | 1 | - | 15 | 2 | 9 | 12 | 21 |
| | 2% | - | 1% | -s | 6% | 3% | 3% | 3% | 1% | 3% | 3% | 4% | 2% | 1% | 3% | - | - | - | - | - | 26% | 1% | 1% | -s | 10% | 1% | 2% | 4% | 2% |
| Plaid Cymru | 1 | - | - | - | 1 | 1 | 1 | - | 1 | - | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - | 1 |
| | * | - | - | -s | * | * | * | - | * | - | - | * | - | - | * | - | * | - | - | - | - | - | - | -s | * | - | * | - | * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - |
| Reform UK | 25 | 2 | - | - | 22 | 22 | 24 | 8 | 17 | - | 11 | 7 | 11 | 7 | 18 | 9 | 9 | 6 | 1 | 22 | 1 | 18 | - | - | 3 | 8 | 13 | 4 | 24 |
| | 3% | 1% | - | -s | 9% | 4% | 5% | 2% | 3% | - | 2% | 2% | 3% | 2% | 3% | 4% | 3% | 3% | 1% | 3% | 1% | 6% | - | -s | 2% | 4% | 3% | 1% | 2% |
| Green party | 33 | - | 7 | - | 26 | 33 | 26 | 19 | 14 | 2 | 22 | 8 | 5 | 19 | 14 | 4 | 12 | 9 | 7 | 31 | 2 | - | 18 | 2 | 4 | 6 | 14 | 13 | 24 |
| | 3% | - | 3% | -s | 11% | 6% | 6% | 4% | 3% | 2% | 4% | 3% | 2% | 5% | 2% | 2% | 4% | 4% | 5% | 4% | 2% | - | 8% | 2% | 3% | 3% | 3% | 4% | 2% |
| Other | 68 | 13 | 5 | - | 25 | 30 | 38 | 36 | 32 | 3 | 45 | 14 | 21 | 31 | 35 | 8 | 26 | 21 | 6 | 59 | 8 | 17 | 5 | 5 | 13 | 12 | 44 | 12 | 55 |
| | 7% | 7% | 2% | -s | 10% | 6% | 9% | 8% | 6% | 3% | 9% | 5% | 6% | 9% | 5% | 3% | 9% | 9% | 4% | 7% | 9% | 6% | 2% | 6% | 8% | 6% | 9% | 4% | 5% |
| None of these | 131 | 21 | 20 | 15 | 26 | 46 | 47 | 63 | 67 | 15 | 61 | 45 | 46 | 39 | 91 | 35 | 40 | 28 | 20 | 117 | 8 | 43 | 23 | 8 | 14 | 25 | 80 | 26 | 134 |
| | 13% | 11% | 7% | 16% | 11% | 9% | 11% | 13% | 13% | 15% | 12% | 15% | 14% | 11% | 14% | 15% | 13% | 12% | 14% | 14% | 10% | 15% | 10% | 9% | 9% | 13% | 16% | 8% | 13% |
| Don't know | 215 | 27 | 48 | 14 | 32 | 80 | 59 | 88 | 127 | 21 | 98 | 65 | 67 | 82 | 132 | 57 | 67 | 48 | 27 | 193 | 16 | 50 | 38 | 12 | 23 | 42 | 113 | 60 | 204 |
| | 21% | 14% | 16% | 16% | 13% | 15% | 13% | 19% | 24% | 21% | 20% | 22% | 20% | 23% | 21% | 24% | 22% | 21% | 20% | 22% | 18% | 17% | 17% | 15% | 15% | 22% | 22% | 19% | 20% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 41
**(OCT22)Q10CRIME. Which party do you think has the best policies on.... Crime and anti-social behaviour?
 The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|--------------------|------------|------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|--------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | | Total |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 246 25% | 215 27% | 187 32% | 181 32% | 217 30% | 216 31% | 210 31% | 197 32% | 10 9% s | 121 25% | 119 23% | 78 27% | 79 24% | 89 23% | 35 31% | 43 25% | 44 27% | 36 21% | 39 25% | 51 22% | 18 17% | 77 29% | 80 29% | 52 25% | 37 15% | 158 29% | 89 19% | 192 22% | 49 39% | 137 36% | 85 25% | 275 27% | |
| Conservatives | 233 23% | 192 24% | 131 22% | 123 22% | 180 25% | 170 24% | 164 24% | 134 22% | 16 15% s | 135 28% | 96 19% | 53 19% | 71 21% | 109 28% | 26 23% | 27 16% | 22 13% | 50 29% | 34 22% | 75 33% | 37 35% | 53 20% | 66 24% | 47 23% | 68 27% | 119 22% | 114 25% | 212 24% | 21 17% | 89 23% | 100 30% | 242 24% | |
| Liberal Democrats | 44 4% | 39 5% | 34 6% | 30 5% | 37 5% | 36 5% | 34 5% | 3 6% | 3 3% s | 16 3% | 28 6% | 14 5% | 14 4% | 16 4% | 4 3% | 10 6% | 8 5% | 6 4% | 5 3% | 11 5% | 5 5% | 11 4% | 17 6% | 9 4% | 7 3% | 28 5% | 16 4% | 42 5% | 2 2% | 24 6% | 15 4% | 43 4% | |
| Scottish National Party | 19 2% | 18 2% | 14 2% | 14 3% | 15 2% | 15 2% | 15 2% | 15 2% | - - | 4 1% | 14 3% | 5 2% | 9 3% | 5 1% | 2 1% | 3 2% | 4 3% | 5 1% | 1 2% | 4 2% | 1 1% | 7 3% | 6 2% | 1 1% | 4 2% | 13 2% | 5 1% | 18 2% | * * | 13 3% | 6 2% | 22 2% | |
| Plaid Cymru | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | - - s | 1 * | * * | * * | - * | 1 * | - * | - * | - * | - * | - * | 1 * | 1 1% | 1 * | * * | - * | - * | 1 * | - * | 1 * | - * | 1 * | * * | 2 * | 2 * |
| Brexit Party | - - | - - | - - | - - | - - | - - | - - | - - | - - s | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Reform UK | 25 2% | 24 3% | 18 3% | 19 3% | 22 3% | 22 3% | 22 3% | 19 3% | 1 1% s | 16 3% | 9 2% | 4 1% | 7 2% | 14 4% | 1 1% | 2 2% | 2 3% | 5 5% | 7 3% | 7 3% | 5 5% | 7 3% | 5 2% | 3 1% | 11 4% | 11 2% | 13 3% | 25 3% | - - | 19 5% | 4 1% | 22 2% | |
| Green party | 27 3% | 17 2% | 17 3% | 17 3% | 22 3% | 22 3% | 17 3% | 17 3% | - - s | 8 2% | 18 3% | 7 2% | 14 4% | 6 2% | 1 1% | 5 3% | 9 6% | 5 3% | 6 4% | - - | - - | 7 3% | 10 4% | 8 4% | 1 1% | 18 3% | 9 2% | 22 3% | 5 4% | 18 5% | 9 3% | 17 2% | |
| Other | 54 5% | 36 5% | 27 5% | 27 5% | 39 5% | 34 5% | 32 5% | 27 5% | 11 10% s | 31 6% | 23 5% | 18 6% | 22 6% | 14 4% | 10 9% | 8 5% | 10 6% | 12 7% | 7 5% | 7 3% | 1 1% | 12 4% | 9 3% | 10 5% | 23 9% | 21 4% | 33 7% | 45 5% | 9 7% | 18 5% | 15 5% | 41 4% | |
| None of these | 116 12% | 91 11% | 60 10% | 57 10% | 67 9% | 67 9% | 65 10% | 61 10% | 33 30% s | 57 12% | 59 12% | 37 13% | 26 8% | 53 14% | 9 8% | 28 16% | 14 8% | 12 7% | 24 15% | 29 13% | 15 14% | 26 10% | 29 10% | 27 13% | 34 14% | 55 10% | 61 14% | 96 11% | 16 13% | 21 6% | 29 9% | 118 12% | |
| Don't know | 238 24% | 161 20% | 97 16% | 92 16% | 131 18% | 126 18% | 121 18% | 101 17% | 35 32% s | 97 20% | 141 28% | 69 24% | 92 27% | 78 20% | 24 22% | 45 26% | 49 31% | 42 25% | 31 20% | 46 20% | 22 20% | 68 25% | 56 20% | 50 24% | 64 26% | 125 23% | 114 25% | 215 25% | 23 18% | 41 11% | 71 21% | 221 22% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 42
**(OCT22)Q10CRIME. Which party do you think has the best policies on.... Crime and anti-social behaviour?
 The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 246 25% | 14 7% | 169 58% | 24 26% s | 40 17% | 209 39% | 54 12% | 121 26% | 125 24% | 31 31% | 127 26% | 70 24% | 79 23% | 95 26% | 150 24% | 69 29% | 73 24% | 45 20% | 43 32% | 214 25% | 16 19% | 23 8% | 126 57% | 31 38% s | 38 25% | 35 18% | 111 22% | 100 33% | 275 27% |
| Conservatives | 233 23% | 128 65% | 26 9% | 15 17% s | 37 15% | 63 12% | 165 38% | 112 24% | 121 23% | 22 22% | 96 19% | 72 24% | 85 25% | 74 20% | 157 25% | 55 23% | 72 23% | 70 31% | 21 16% | 207 24% | 14 16% | 143 49% | 13 6% | 5 6% s | 20 13% | 63 33% | 120 24% | 50 16% | 242 24% |
| Liberal Democrats | 44 4% | 2 1% | 13 5% | 20 22% s | 24 10% | 37 7% | 26 6% | 24 5% | 20 4% | 3 3% | 25 5% | 8 3% | 19 6% | 17 5% | 27 4% | 11 5% | 10 3% | 9 4% | 13 10% | 41 5% | 2 2% | 3 1% | 11 5% | 18 22% s | 21 14% | 3 1% | 23 5% | 19 6% | 43 4% |
| Scottish National Party | 19 2% | * * | 1 * | - - s | 17 7% | 18 3% | 17 4% | 8 2% | 11 2% | 3 3% | 10 2% | 4 1% | 12 4% | 2 1% | 16 3% | - - | - - | - - | - - | - - | 19 21% | * * | 1 * | - - s | 15 10% | 2 1% | 7 1% | 10 3% | 22 2% |
| Plaid Cymru | 1 * | - - | - - | * - s | 1 * | 1 * | 1 * | - - | 1 * | * * | - - | 1 * | - - | - - | 1 * | - - | 1 * | - - | - - | - - | - - | - - | * * | - - s | 1 * | - - | 1 * | * * | 2 * |
| Brexit Party | - | - | - | - s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - s | - | - | - | - | - |
| Reform UK | 25 2% | 2 1% | - | - s | 22 9% | 22 4% | 24 5% | 11 2% | 14 3% | * * | 12 2% | 9 3% | 9 3% | 6 2% | 18 3% | 8 3% | 9 3% | 6 3% | - | 22 3% | 1 1% | 18 6% | - | - s | 3 2% | 8 4% | 14 3% | 3 1% | 22 2% |
| Green party | 27 3% | - | 5 2% | - s | 22 9% | 27 5% | 22 5% | 15 3% | 12 2% | 2 2% | 18 4% | 6 2% | 2 1% | 18 5% | 9 1% | 3 1% | 11 4% | 7 3% | 6 5% | 27 3% | - | - | 12 6% | 2 2% s | 4 3% | 4 2% | 13 3% | 9 3% | 17 2% |
| Other | 54 5% | 2 1% | 11 4% | 1 1% s | 20 8% | 31 6% | 22 5% | 26 5% | 28 5% | 2 2% | 37 7% | 10 3% | 14 4% | 28 8% | 24 4% | 7 3% | 18 6% | 12 5% | 13 9% | 48 6% | 5 5% | 9 3% | 7 3% | 4 5% s | 8 5% | 4 2% | 44 9% | 6 2% | 41 4% |
| None of these | 116 12% | 24 12% | 10 3% | 12 14% s | 23 10% | 33 6% | 47 11% | 45 10% | 71 13% | 12 12% | 51 10% | 40 14% | 39 12% | 37 10% | 79 13% | 30 12% | 40 13% | 22 9% | 18 13% | 106 12% | 8 9% | 43 15% | 17 8% | 5 6% s | 12 8% | 32 16% | 58 12% | 27 9% | 118 12% |
| Don't know | 238 24% | 25 13% | 57 19% | 18 20% s | 34 14% | 91 17% | 60 14% | 111 23% | 127 24% | 24 24% | 121 24% | 73 25% | 79 23% | 85 24% | 152 24% | 56 24% | 78 25% | 60 26% | 22 16% | 202 23% | 22 26% | 50 17% | 35 16% | 17 21% s | 31 20% | 43 22% | 111 22% | 84 27% | 221 22% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 43
OCT20Q13C. Which party do you think has the best policies on Education?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | 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 minority | Definitely decided | May change mind | | Total |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 340 34% | 299 38% | 245 42% | 235 42% | 291 40% | 290 41% | 284 42% | 253 42% | 15 14% | 168 35% | 165 33% | 105 37% | 123 37% | 112 29% | 43 38% | 62 36% | 64 40% | 58 34% | 45 29% | 68 29% | 24 23% | 103 38% | 111 40% | 71 34% | 56 22% | 214 39% | 127 28% | 284 33% | 52 41% | 164 43% | 132 39% | 383 38% | |
| Conservatives | 202 20% | 162 20% | 117 20% | 116 21% | 154 21% | 147 21% | 141 21% | 123 20% | 17 16% | 104 21% | 95 19% | 44 15% | 56 17% | 102 27% | 20 18% | 23 14% | 21 13% | 35 20% | 30 19% | 72 31% | 45 42% | 51 19% | 54 19% | 31 15% | 66 27% | 105 19% | 97 21% | 184 21% | 17 14% | 85 22% | 76 23% | 212 21% | |
| Liberal Democrats | 54 5% | 47 6% | 38 6% | 33 6% | 49 7% | 41 6% | 41 6% | 38 6% | 1 1% | 22 5% | 32 6% | 16 6% | 21 6% | 17 5% | 7 7% | 8 5% | 13 8% | 8 5% | 9 6% | 9 4% | 5 4% | 16 6% | 17 6% | 15 7% | 6 3% | 33 6% | 22 5% | 49 6% | 5 4% | 25 7% | 22 7% | 47 5% | |
| Scottish National Party | 23 2% | 23 3% | 23 4% | 19 3% | 23 3% | 23 3% | 23 4% | 23 4% | * s | 5 1% | 17 3% | 13 5% | 5 2% | 5 1% | 1 1% | 12 7% | 3 2% | 2 1% | 1 1% | 4 2% | * s | 11 4% | 5 2% | 2 1% | 5 2% | 16 3% | 8 2% | 21 2% | - - | 12 3% | 7 2% | 24 2% | |
| Plaid Cymru | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | - s | 1 * | * * | * * | * * | 1 * | - * | * * | - * | - * | - * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 1 * | 4 * | |
| Brexit Party | - | - | - | - | - | - | - | - | - s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 15 2% | 15 2% | 11 2% | 11 2% | 14 2% | 14 2% | 14 2% | 12 2% | - s | 11 2% | 4 1% | 2 1% | 3 1% | 10 3% | 2 2% | - - | 1 1% | 2 1% | 5 3% | 5 2% | 4 4% | 2 1% | 3 1% | 3 1% | 8 3% | 5 1% | 11 2% | 15 2% | - - | 12 3% | 4 1% | 14 1% | |
| Green party | 19 2% | 15 2% | 12 2% | 12 2% | 17 2% | 17 2% | 12 2% | 12 2% | - s | 9 2% | 10 2% | 7 3% | 4 1% | 7 2% | 3 2% | 5 3% | 4 3% | - - | 7 5% | - - | - - | 1 * | 8 3% | 7 4% | 2 1% | 9 2% | 10 2% | 17 2% | 2 2% | 12 3% | 7 2% | 11 1% | |
| Other | 46 5% | 37 5% | 25 4% | 25 4% | 27 4% | 27 4% | 26 4% | 25 4% | 15 14% | 27 6% | 19 4% | 9 3% | 19 6% | 18 5% | 7 6% | 2 1% | 8 5% | 11 7% | 9 6% | 9 4% | 1 1% | 18 7% | 5 2% | 3 1% | 21 9% | 22 4% | 24 5% | 43 5% | 4 3% | 21 5% | 9 3% | 35 3% | |
| None of these | 80 8% | 48 6% | 31 5% | 30 5% | 34 5% | 34 5% | 33 5% | 32 5% | 30 27% | 35 7% | 45 9% | 20 7% | 22 7% | 38 10% | 4 4% | 15 9% | 4 3% | 17 10% | 28 18% | 10 4% | 4 3% | 21 8% | 24 9% | 17 8% | 17 7% | 45 8% | 35 8% | 62 7% | 18 14% | 16 4% | 13 4% | 75 7% | |
| Don't know | 221 22% | 148 19% | 82 14% | 78 14% | 121 17% | 114 16% | 108 16% | 86 14% | 30 27% | 102 21% | 119 23% | 68 24% | 80 24% | 73 19% | 24 21% | 44 26% | 42 26% | 37 22% | 20 13% | 53 23% | 23 22% | 46 17% | 52 19% | 57 27% | 66 27% | 98 18% | 123 27% | 191 22% | 28 22% | 33 9% | 65 20% | 198 20% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 44
OCT20Q13C. Which party do you think has the best policies on Education?

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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 340 34% | 26 13% | 213 73% | 26 29% | 59 25% | 272 51% | 85 20% | 171 36% | 169 32% | 42 41% | 173 35% | 111 38% | 125 37% | 101 28% | 237 37% | 94 39% | 93 30% | 77 33% | 57 42% | 301 35% | 19 22% | 56 19% | 152 69% | 41 51% | 61 40% | 49 25% | 154 31% | 138 45% | 383 38% |
| Conservatives | 202 20% | 122 62% | 13 4% | 13 15% | 29 12% | 42 8% | 151 35% | 78 16% | 124 23% | 22 21% | 72 14% | 55 19% | 77 23% | 68 19% | 133 21% | 50 21% | 71 23% | 45 20% | 23 17% | 176 20% | 13 15% | 125 43% | 9 4% | 3 4% | 12 8% | 56 29% | 100 20% | 45 15% | 212 21% |
| Liberal Democrats | 54 5% | 3 2% | 16 5% | 27 30% | 29 12% | 44 8% | 32 7% | 26 5% | 28 5% | 3 3% | 41 8% | 14 5% | 12 4% | 28 8% | 26 4% | 13 5% | 18 6% | 13 6% | 10 7% | 53 6% | 1 1% | 4 1% | 5 2% | 20 25% | 21 14% | 3 2% | 33 7% | 18 6% | 47 5% |
| Scottish National Party | 23 2% | - | - | - | 18 8% | 18 3% | 18 4% | 17 4% | 7 1% | 4 4% | 15 3% | 10 3% | 8 2% | 3 1% | 18 3% | - | - | - | - | - | 23 27% | - | * | - | 19 12% | 2 1% | 8 2% | 13 4% | 24 2% |
| Plaid Cymru | 1 * | - | 1 * | * s | 1 * | 1 * | 1 * | * * | 1 * | * * | * * | 1 * | * * | * * | 1 * | - | 1 * | - | - | - | - | - | 1 * | - | 1 s | - | 1 * | 1 * | 4 * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 15 2% | - | - | - | 15 6% | 15 3% | 15 4% | 3 1% | 12 2% | - | 6 1% | 3 1% | 9 3% | 3 1% | 12 2% | 5 2% | 3 1% | 5 2% | 1 1% | 14 2% | 1 1% | 10 3% | - | - | 3 2% | 8 4% | 7 1% | - | 14 1% |
| Green party | 19 2% | - | - | - | 19 8% | 19 4% | 19 4% | 12 2% | 7 1% | 2 2% | 11 2% | 4 1% | 1 * | 13 4% | 6 1% | 2 1% | 7 2% | 6 2% | - | 15 2% | 3 4% | - | 11 5% | 2 2% | 3 2% | 5 3% | 6 1% | 7 2% | 11 1% |
| Other | 46 5% | 2 1% | 7 2% | 1 1% | 20 8% | 27 5% | 22 5% | 26 5% | 21 4% | 2 2% | 32 6% | 18 6% | 10 8% | 19 5% | 27 4% | 11 4% | 19 6% | 12 5% | 1 1% | 43 5% | 3 4% | 12 4% | 7 3% | 5 6% | 7 5% | 34 3% | 5 7% | 35 2% | |
| None of these | 80 8% | 6 3% | 7 3% | 7 8% | 21 9% | 28 5% | 27 6% | 39 8% | 41 8% | 10 10% | 42 8% | 19 6% | 22 6% | 39 11% | 41 6% | 19 8% | 28 9% | 11 5% | 15 11% | 71 8% | 7 8% | 18 6% | 8 3% | 3 3% | 9 6% | 15 8% | 48 9% | 17 6% | 75 7% |
| Don't know | 221 22% | 39 20% | 36 12% | 15 16% | 28 12% | 64 12% | 67 15% | 102 22% | 118 22% | 16 16% | 104 21% | 58 20% | 75 22% | 87 24% | 133 21% | 45 19% | 70 22% | 61 27% | 29 21% | 193 22% | 17 19% | 65 22% | 28 13% | 7 9% | 17 11% | 46 24% | 112 22% | 63 21% | 198 20% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 45

**(OCT22)Q10DEFENCE. Which party do you think has the best policies on.... Defence?
The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|------------|------------|------------|-----------------|--------------------|----------------------|------------|-------------|---|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | Total | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | | |
| Labour | 179 18% | 154 19% | 138 24% | 133 24% | 158 22% | 158 22% | 154 23% | 143 24% | 8 8% | 86 18% | 92 18% | 55 19% | 51 15% | 74 19% | 25 22% | 29 17% | 27 17% | 24 14% | 34 22% | 40 17% | 19 18% | 47 18% | 61 22% | 35 17% | 35 14% | 108 20% | 71 16% | 140 16% | 35 28% | 113 30% | 50 15% | 189 19% | | |
| Conservatives | 299 30% | 265 33% | 190 32% | 171 30% | 241 33% | 232 33% | 224 33% | 191 32% | 17 16% | 186 38% | 109 21% | 70 24% | 90 27% | 139 36% | 26 23% | 43 25% | 34 21% | 56 33% | 51 33% | 89 38% | 48 45% | 77 29% | 85 30% | 64 31% | 73 29% | 162 30% | 137 30% | 268 31% | 28 23% | 108 28% | 137 41% | 319 32% | | |
| Liberal Democrats | 26 3% | 20 3% | 17 3% | 16 3% | 24 3% | 20 3% | 19 3% | 17 3% | - - | 9 2% | 17 3% | 6 2% | 13 4% | 7 2% | 4 4% | 1 1% | 10 6% | 4 2% | 2 1% | 6 3% | 3 3% | 7 3% | 9 3% | 9 4% | 1 1% | 16 3% | 11 2% | 22 3% | 4 3% | 13 4% | 13 4% | 25 2% | | |
| Scottish National Party | 13 1% | 13 2% | 13 2% | 13 2% | 13 2% | 13 2% | 13 2% | 13 2% | - - | 4 1% | 9 2% | 7 2% | 4 1% | 2 1% | 1 3% | 6 2% | 2 1% | 1 1% | 1 * | 2 1% | * * | 5 2% | 4 1% | 1 1% | 3 1% | 9 2% | 4 1% | 10 1% | - - | 9 2% | 4 1% | 13 1% | | |
| Plaid Cymru | - | - | - | - | - | - | - | - | - -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Brexit Party | - | - | - | - | - | - | - | - | - -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 17 2% | 16 2% | 12 2% | 12 2% | 16 2% | 16 2% | 16 2% | 12 2% | - -s | 11 2% | 6 1% | 2 1% | 5 2% | 9 2% | 2 2% | - - | 2 1% | 3 2% | 5 3% | 4 3% | 4 1% | 2 1% | 4 1% | 2 1% | 9 4% | 6 1% | 11 2% | 17 2% | - - | 15 4% | 2 1% | 14 1% | | |
| Green party | 17 2% | 12 2% | 12 2% | 12 2% | 17 2% | 17 2% | 13 2% | 12 2% | - -s | 3 1% | 14 3% | 7 2% | 5 1% | 5 1% | 2 2% | 5 3% | 5 3% | - - | 5 3% | * * | - - | 3 1% | 5 2% | 7 3% | 1 1% | 9 2% | 8 2% | 16 2% | 1 1% | 12 3% | 4 1% | 16 2% | | |
| Other | 45 4% | 36 5% | 25 4% | 25 5% | 27 4% | 27 4% | 27 4% | 26 4% | 16 15% | 24 5% | 19 4% | 13 4% | 19 6% | 13 3% | 8 7% | 5 3% | 9 6% | 10 6% | 8 5% | 4 2% | 1 1% | 16 6% | 5 2% | 3 2% | 20 8% | 21 4% | 23 5% | 39 5% | 5 4% | 17 5% | 10 3% | 38 4% | | |
| None of these | 71 7% | 50 6% | 34 6% | 35 6% | 42 6% | 42 6% | 41 6% | 36 6% | 25 23% | 34 7% | 38 7% | 21 7% | 12 4% | 39 10% | 6 5% | 15 8% | 4 2% | 9 5% | 22 14% | 16 7% | 5 5% | 13 5% | 18 6% | 15 7% | 25 10% | 31 6% | 40 9% | 63 7% | 7 4% | 15 4% | 10 3% | 74 7% | | |
| Don't know | 336 33% | 229 29% | 145 25% | 143 25% | 194 27% | 185 26% | 179 26% | 155 26% | 43 39% | 128 26% | 202 40% | 105 37% | 135 40% | 96 25% | 37 33% | 69 40% | 69 43% | 66 38% | 28 18% | 68 30% | 26 24% | 98 37% | 88 31% | 70 34% | 80 32% | 186 34% | 150 33% | 290 33% | 44 35% | 77 20% | 103 31% | 315 31% | | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 46

**(OCT22)Q10DEFENCE. Which party do you think has the best policies on.... Defence?
The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 179 18% | 10 5% | 125 43% | 11 12% | 30 12% | 155 29% | 39 9% | 83 18% | 96 18% | 22 22% | 89 18% | 43 15% | 66 19% | 69 19% | 109 17% | 54 22% | 54 17% | 29 13% | 32 24% | 158 18% | 9 11% | 16 6% | 98 44% | 15 19% | 27 17% | 39 20% | 78 16% | 61 20% | 189 19% |
| Conservatives | 299 30% | 150 76% | 46 16% | 24 26% | 51 21% | 98 18% | 201 46% | 156 33% | 143 27% | 27 26% | 145 29% | 89 30% | 118 35% | 89 25% | 207 33% | 68 28% | 90 29% | 83 36% | 37 27% | 260 30% | 22 25% | 179 62% | 25 11% | 18 23% | 35 23% | 63 32% | 152 30% | 85 28% | 319 32% |
| Liberal Democrats | 26 3% | 1 * | 9 3% | 15 16% | 16 7% | 25 5% | 17 4% | 7 2% | 19 4% | * * | 14 3% | 6 2% | 8 2% | 12 3% | 14 2% | 6 2% | 6 2% | 4 2% | 9 7% | 23 3% | * * | 2 1% | 6 3% | 8 10% | 9 6% | 1 1% | 18 4% | 7 2% | 25 2% |
| Scottish National Party | 13 1% | - | - | - | 13 5% | 13 2% | 13 3% | 9 2% | 4 1% | 3 3% | 7 1% | 5 2% | 5 2% | 3 1% | 10 2% | - | - | - | - | - | 13 15% | - | - | - | 13 8% | - | 5 1% | 7 2% | 13 1% |
| Plaid Cymru | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 17 2% | - | - | - | 17 7% | 17 3% | 17 4% | 6 1% | 11 2% | - | 8 2% | 6 2% | 8 2% | 3 1% | 14 2% | 8 3% | 5 2% | 5 2% | - | 15 2% | - | 10 4% | - | - | 3 2% | 7 4% | 10 2% | - | 14 1% |
| Green party | 17 2% | - | 5 2% | - | 12 5% | 17 3% | 12 3% | 6 1% | 11 2% | 1 1% | 7 1% | 5 2% | 2 1% | 9 2% | 7 1% | 3 1% | 7 2% | 5 2% | - | 14 2% | 2 3% | - | 8 4% | 3 4% | 4 3% | 4 2% | 4 1% | 9 3% | 16 2% |
| Other | 45 4% | 1 1% | 6 2% | 1 1% | 20 8% | 26 5% | 21 5% | 23 5% | 22 4% | 4 4% | 33 7% | 12 4% | 12 3% | 19 5% | 24 4% | 12 5% | 14 5% | 11 5% | 1 4% | 38 4% | 6 7% | 6 2% | 10 5% | 6 7% | 10 6% | 3 2% | 33 7% | 8 3% | 38 4% |
| None of these | 71 7% | 4 2% | 12 4% | 11 12% | 17 7% | 29 5% | 21 5% | 28 6% | 43 8% | 8 8% | 32 6% | 23 8% | 21 6% | 27 7% | 44 7% | 20 8% | 27 9% | 13 6% | 7 5% | 65 8% | 4 5% | 13 4% | 10 5% | 4 5% | 9 6% | 18 10% | 36 7% | 17 6% | 74 7% |
| Don't know | 336 33% | 33 17% | 89 31% | 29 32% | 63 26% | 152 29% | 96 22% | 152 32% | 183 35% | 36 36% | 161 32% | 105 36% | 99 29% | 130 36% | 204 32% | 71 30% | 108 35% | 79 34% | 49 36% | 292 34% | 30 34% | 63 22% | 63 29% | 25 31% | 44 29% | 56 29% | 167 33% | 113 37% | 315 31% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 47

(OCT22)Q10HOUSING. Which party do you think has the best policies on.... Housing?
The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|-------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | | Total |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 401 40% | 340 43% | 286 49% | 266 47% | 340 47% | 327 46% | 320 47% | 295 49% | 27 | 207 43% | 187 37% | 124 44% | 125 37% | 153 40% | 52 46% | 72 42% | 65 40% | 63 35% | 90 41% | 39 39% | 36 36% | 119 44% | 119 42% | 94 45% | 70 28% | 238 43% | 164 36% | 338 39% | 58 46% | 188 49% | 161 48% | 433 43% | |
| Conservatives | 138 14% | 118 15% | 84 14% | 80 14% | 113 15% | 112 16% | 107 16% | 86 14% | 9 | 68 14% | 67 13% | 27 9% | 43 13% | 68 18% | 12 11% | 14 8% | 18 11% | 25 15% | 23 15% | 46 20% | 23 22% | 29 11% | 46 16% | 27 13% | 36 15% | 75 14% | 64 14% | 126 15% | 12 9% | 65 17% | 44 13% | 140 14% | |
| Liberal Democrats | 48 5% | 40 5% | 37 6% | 38 7% | 44 6% | 44 6% | 42 6% | 39 6% | 1 | 23 5% | 24 5% | 22 8% | 17 5% | 9 2% | 10 9% | 12 7% | 5 3% | 12 7% | 3 2% | 6 2% | 3 3% | 21 8% | 17 6% | 5 3% | 4 2% | 38 7% | 10 2% | 39 5% | 8 7% | 22 6% | 19 6% | 48 5% | |
| Scottish National Party | 20 2% | 20 2% | 16 3% | 16 3% | 17 2% | 17 2% | 16 2% | 16 3% | - | 6 1% | 13 3% | 10 4% | 7 2% | 3 1% | 2 2% | 8 5% | 4 2% | 3 2% | 1 2% | 2 1% | * | 6 2% | 7 3% | * | 6 2% | 14 2% | 6 1% | 15 2% | 2 2% | 13 3% | 7 2% | 19 2% | |
| Plaid Cymru | 4 * | 4 1% | 3 * | 3 * | 3 * | 3 * | 3 * | 3 * | 1 1% | 1 * | 3 1% | * | - | 4 1% | - | * | - | - | 2 1% | 2 1% | 1 1% | 2 1% | 2 1% | - | - | 4 1% | - | 4 * | - | 2 * | 1 * | 5 * | |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 12 1% | 11 1% | 8 1% | 9 2% | 11 1% | 11 2% | 11 2% | 9 1% | - | 7 2% | 5 1% | 2 1% | 2 1% | 8 2% | 2 2% | - | - | 2 1% | 3 2% | 4 2% | 3 3% | 2 1% | 1 1% | 3 1% | 6 3% | 3 1% | 9 2% | 12 1% | - | 10 3% | 2 1% | 12 1% | |
| Green party | 25 2% | 21 3% | 20 3% | 20 4% | 25 3% | 25 4% | 21 3% | 20 3% | - | 12 2% | 12 2% | 8 3% | 8 2% | 9 2% | 4 4% | 4 2% | 6 4% | 1 1% | 8 5% | 1 * | - | 2 1% | 13 5% | 9 4% | 1 * | 15 3% | 10 2% | 24 3% | 1 1% | 11 3% | 14 4% | 17 2% | |
| Other | 39 4% | 29 4% | 18 3% | 18 3% | 25 3% | 22 3% | 20 3% | 18 3% | 13 | 23 5% | 15 3% | 14 5% | 15 4% | 11 3% | 7 6% | 6 4% | 4 3% | 11 6% | 7 5% | 4 2% | 1 1% | 11 4% | 6 2% | 2 1% | 21 8% | 17 3% | 23 5% | 32 4% | 7 6% | 15 4% | 9 3% | 35 3% | |
| None of these | 94 9% | 59 7% | 27 5% | 27 5% | 35 5% | 35 5% | 27 5% | 41 5% | 41 | 44 9% | 50 10% | 15 5% | 28 9% | 50 13% | 2 2% | 14 8% | 13 8% | 16 9% | 20 13% | 30 13% | 16 15% | 23 9% | 22 8% | 15 7% | 33 13% | 46 8% | 48 11% | 81 9% | 12 10% | 21 6% | 17 5% | 91 9% | |
| Don't know | 222 22% | 153 19% | 86 15% | 83 15% | 119 16% | 114 16% | 109 16% | 91 15% | 19 | 92 19% | 130 26% | 61 22% | 89 27% | 71 18% | 20 18% | 42 24% | 46 29% | 43 25% | 24 16% | 47 20% | 20 18% | 53 20% | 47 17% | 50 24% | 72 29% | 100 18% | 122 27% | 196 23% | 24 19% | 33 9% | 62 18% | 203 20% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 48

**(OCT22)Q10HOUSING. Which party do you think has the best policies on.... Housing?
The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other party?**

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 401 40% | 54 27% | 224 77% | 33 37% | 75 31% | 299 56% | 129 29% | 194 41% | 207 39% | 46 46% | 198 77% | 109 37% | 143 42% | 146 40% | 252 40% | 110 46% | 117 38% | 82 36% | 67 49% | 355 41% | 26 30% | 85 29% | 156 70% | 39 48% | 64 41% | 60 31% | 190 38% | 152 49% | 433 43% |
| Conservatives | 138 14% | 89 45% | 5 2% | 4 5% | 16 7% | 22 4% | 105 24% | 63 13% | 75 14% | 11 11% | 60 12% | 47 16% | 58 17% | 32 9% | 106 17% | 33 14% | 42 13% | 38 17% | 15 11% | 118 14% | 11 13% | 102 35% | 2 1% | 1 1% | 6 1% | 34 18% | 75 15% | 29 10% | 140 14% |
| Liberal Democrats | 48 5% | 4 2% | 12 4% | 25 28% | 25 10% | 37 7% | 29 7% | 25 5% | 23 4% | 2 2% | 32 7% | 21 7% | 12 4% | 14 4% | 33 5% | 15 6% | 12 4% | 10 5% | 46 5% | - | - | 3 1% | 10 4% | 21 27% | 22 14% | 4 2% | 23 5% | 21 7% | 48 5% |
| Scottish National Party | 20 2% | - | 2 1% | - | 18 7% | 20 4% | 18 4% | 16 3% | 4 1% | 3 3% | 14 3% | 7 2% | 5 2% | 5 1% | 13 2% | - | - | - | - | - | 20 22% | - | 3 1% | - | 16 10% | 1 * | 8 2% | 11 4% | 19 2% |
| Plaid Cymru | 4 * | 1 * | - | * s | 2 1% | 2 * | 3 1% | 1 * | 3 1% | * * | 2 * | 1 * | 3 * | - | 4 1% | - | 4 1% | - | - | - | - | 1 * | 1 1% | - | 2 1% | - | 1 * | 3 1% | 5 * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 12 1% | - | - | - | 12 5% | 12 2% | 12 3% | 1 * | 11 2% | - | 3 1% | 3 1% | 6 2% | 3 1% | 9 1% | 3 1% | 3 1% | 5 2% | - | 11 1% | 1 1% | 6 2% | - | 3 2% | 7 4% | 5 1% | - | 12 1% | |
| Green party | 25 2% | 1 * | 7 3% | - | 17 7% | 24 5% | 18 4% | 15 3% | 10 2% | 2 2% | 16 3% | 7 2% | 4 1% | 14 4% | 11 2% | 5 2% | 10 3% | 8 3% | 1 1% | 25 3% | - | 1 * | 16 7% | 2 2% | 3 2% | 5 3% | 12 2% | 8 3% | 17 2% |
| Other | 39 4% | 1 1% | 4 1% | * s | 17 7% | 20 4% | 18 4% | 22 5% | 17 3% | 5 5% | 26 5% | 11 4% | 8 2% | 21 6% | 19 3% | 7 3% | 11 4% | 14 6% | 2 2% | 34 4% | 5 5% | 4 2% | 4 2% | 3 4% | 7 5% | 3 2% | 26 5% | 9 3% | 35 3% |
| None of these | 94 9% | 10 5% | 8 3% | 7 8% | 23 9% | 31 6% | 33 7% | 35 7% | 59 11% | 11 11% | 37 7% | 18 6% | 33 10% | 43 12% | 51 8% | 21 9% | 34 11% | 15 7% | 17 12% | 85 10% | 6 7% | 27 9% | 9 4% | 3 4% | 10 7% | 32 16% | 47 9% | 15 5% | 91 9% |
| Don't know | 222 22% | 38 19% | 31 10% | 20 22% | 34 14% | 65 12% | 72 17% | 101 21% | 120 23% | 21 21% | 107 22% | 70 24% | 67 20% | 84 23% | 137 22% | 46 19% | 76 24% | 58 25% | 24 18% | 193 22% | 18 21% | 59 20% | 20 9% | 11 14% | 21 14% | 46 24% | 116 23% | 59 19% | 203 20% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

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>

Ipsos Political Monitor - October 2023

Table 49
OCT20Q13G. Which party do you think has the best policies on The environment?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|--------------------------|------------|------------|------------|------------|------------------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------|-----------|------------|-----------------|----------------------|-----------------|-------------|--------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | | Total |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 163 16% | 141 18% | 118 20% | 109 20% | 135 18% | 135 19% | 134 20% | 123 20% | 10 9% ^s | 80 16% | 84 17% | 47 17% | 41 12% | 75 19% | 16 15% | 31 18% | 21 13% | 20 12% | 28 18% | 47 20% | 20 19% | 46 17% | 48 17% | 26 13% | 44 18% | 94 17% | 70 15% | 131 15% | 32 25% | 88 23% | 48 14% | 179 18% | |
| Conservatives | 151 15% | 131 16% | 87 15% | 84 15% | 130 18% | 121 17% | 114 17% | 89 15% | 7 6% ^s | 75 16% | 73 14% | 23 8% | 41 12% | 87 23% | 6 5% | 17 10% | 19 12% | 23 13% | 18 11% | 69 30% | 45 42% | 41 15% | 30 11% | 36 17% | 44 18% | 71 13% | 80 18% | 137 16% | 14 11% | 71 19% | 49 15% | 151 15% | |
| Liberal Democrats | 87 9% | 72 9% | 60 10% | 53 9% | 71 10% | 67 9% | 65 10% | 61 10% | 6 5% ^s | 46 9% | 40 8% | 22 8% | 30 9% | 35 9% | 7 6% | 15 9% | 15 9% | 15 13% | 21 6% | 15 6% | 7 6% | 22 8% | 30 11% | 20 10% | 14 6% | 52 10% | 34 8% | 81 9% | 6 5% | 32 8% | 38 12% | 96 10% | |
| Scottish National Party | 16 2% | 16 2% | 16 3% | 15 3% | 16 2% | 16 2% | 16 3% | 16 3% | - - ^s | 7 2% | 8 2% | 5 2% | 6 2% | 5 1% | 1 2% | 4 2% | 2 2% | 4 1% | 2 1% | 3 1% | 3 1% | 6 2% | 7 3% | 2 1% | 1 * | 13 2% | 3 1% | 14 2% | - - | 9 2% | 7 2% | 21 2% | |
| Plaid Cymru | 3 * | 3 * | 3 * | 3 * | 3 * | 3 * | 3 * | 3 * | - - ^s | 1 * | 2 * | * * | 1 * | 1 * | - * | - * | - * | 1 1% | * * | 1 * | 1 1% | 1 * | 1 1% | 2 * | - * | * * | 3 * | * * | 3 * | - - | 1 * | 2 1% | 5 * |
| Brexit Party | - | - | - | - | - | - | - | - | - - ^s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 12 1% | 11 1% | 7 1% | 8 1% | 9 1% | 9 1% | 9 1% | 8 1% | 1 1% ^s | 11 2% | 1 * | 1 1% | 5 1% | 6 2% | 1 1% | - - | - - | 5 3% | 3 2% | 3 1% | 2 2% | 2 1% | 4 1% | 2 1% | 5 2% | 5 1% | 7 2% | 12 1% | - - | 8 2% | 3 1% | 12 1% | |
| Green party | 258 26% | 218 27% | 180 31% | 173 31% | 209 29% | 203 29% | 198 29% | 183 30% | 15 13% ^s | 118 24% | 134 26% | 91 32% | 96 29% | 71 18% | 40 35% | 51 30% | 46 29% | 50 29% | 37 24% | 34 15% | 10 9% | 82 31% | 77 28% | 51 25% | 47 19% | 159 29% | 98 22% | 222 26% | 29 23% | 117 31% | 97 29% | 231 23% | |
| Other | 70 7% | 55 7% | 41 7% | 39 7% | 49 7% | 48 7% | 45 7% | 41 7% | 15 14% ^s | 34 7% | 36 7% | 22 8% | 28 8% | 21 5% | 10 9% | 12 7% | 5 3% | 22 13% | 13 9% | 7 3% | 4 3% | 21 8% | 22 8% | 8 4% | 19 8% | 43 8% | 27 6% | 62 7% | 9 7% | 24 6% | 22 7% | 72 7% | |
| None of these | 71 7% | 44 6% | 26 4% | 24 4% | 27 4% | 27 4% | 26 4% | 26 4% | 33 30% ^s | 39 8% | 31 6% | 22 8% | 21 6% | 27 7% | 6 5% | 17 10% | 14 9% | 7 4% | 17 11% | 10 4% | 4 3% | 18 7% | 13 5% | 21 10% | 19 8% | 31 6% | 40 9% | 62 7% | 9 7% | 6 2% | 14 4% | 69 7% | |
| Don't know | 172 17% | 105 13% | 48 8% | 52 9% | 83 11% | 79 11% | 73 11% | 55 9% | 23 21% ^s | 72 15% | 97 19% | 50 18% | 65 19% | 57 15% | 25 22% | 25 15% | 39 24% | 26 15% | 15 10% | 42 18% | 15 14% | 30 11% | 47 17% | 39 19% | 56 22% | 77 14% | 95 21% | 145 17% | 27 22% | 24 6% | 53 16% | 167 17% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 50
OCT20Q13G. Which party do you think has the best policies on The environment?

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 -ler London | Eng-land | Scot | Con | Lab | LD | Oth incl. LD | No qualif -ications | Other qualif -ications | | Degree + |
| Unweighted Total | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 163 | 13 | 102 | 12 | 24 | 127 | 37 | 59 | 104 | 19 | 65 | 48 | 60 | 54 | 108 | 37 | 59 | 30 | 30 | 145 | 7 | 28 | 75 | 12 | 17 | 40 | 63 | 60 | 179 |
| | 16% | 6% | 35% | 14% | 10% | 24% | 8% | 13% | 20% | 18% | 13% | 16% | 18% | 15% | 17% | 15% | 19% | 13% | 22% | 17% | 9% | 10% | 34% | 15% | 11% | 21% | 12% | 20% | 18% |
| Conservatives | 151 | 95 | 15 | 4 | 11 | 27 | 107 | 59 | 92 | 7 | 55 | 34 | 70 | 46 | 104 | 34 | 47 | 37 | 21 | 127 | 11 | 99 | 6 | 3 | 7 | 40 | 79 | 32 | 151 |
| | 15% | 48% | 5% | 5% | 5% | 24% | 12% | 17% | 7% | 11% | 12% | 21% | 13% | 16% | 14% | 15% | 16% | 16% | 15% | 13% | 34% | 3% | 4% | 4% | 21% | 16% | 10% | 15% | |
| Liberal Democrats | 87 | 17 | 20 | 34 | 34 | 54 | 52 | 49 | 37 | 7 | 50 | 20 | 32 | 34 | 51 | 23 | 16 | 33 | 12 | 81 | 4 | 32 | 10 | 15 | 16 | 9 | 49 | 29 | 96 |
| | 9% | 9% | 7% | 37% | 14% | 10% | 12% | 10% | 7% | 7% | 10% | 7% | 9% | 9% | 8% | 9% | 5% | 14% | 8% | 9% | 4% | 11% | 4% | 19% | 10% | 4% | 10% | 10% | 10% |
| Scottish National Party | 16 | - | 2 | 1 | 13 | 15 | 13 | 12 | 4 | 3 | 10 | 6 | 8 | 2 | 14 | - | - | - | - | - | 16 | 1 | * | 1 | 15 | 2 | 4 | 10 | 21 |
| | 2% | - | 1% | 1% | 5% | 3% | 3% | 3% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | - | - | - | - | - | 19% | * | * | 1% | 9% | 1% | 1% | 3% | 2% |
| Plaid Cymru | 3 | - | 2 | * | 1 | 3 | 1 | 1 | 2 | * | 1 | 2 | - | * | 2 | - | 3 | - | - | - | - | - | 1 | 1 | 2 | - | 2 | 1 | 5 |
| | * | - | 1% | *s | * | 1% | * | * | * | * | * | 1% | - | * | * | - | 1% | - | - | - | - | - | * | 2% | 1% | - | * | * | * |
| Brexit Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Reform UK | 12 | 1 | - | - | 10 | 10 | 11 | 4 | 8 | - | 4 | 3 | 5 | 4 | 8 | 6 | 3 | 3 | - | 10 | - | 8 | - | - | 1 | 3 | 9 | - | 12 |
| | 1% | * | - | -s | 4% | 2% | 2% | 1% | 1% | - | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | - | 1% | - | 3% | - | -s | * | 2% | 2% | - | 1% |
| Green party | 258 | 29 | 97 | 28 | 93 | 190 | 122 | 143 | 115 | 24 | 156 | 76 | 75 | 104 | 151 | 63 | 72 | 66 | 29 | 219 | 27 | 47 | 79 | 35 | 66 | 37 | 121 | 100 | 231 |
| | 26% | 15% | 33% | 31% | 39% | 36% | 28% | 30% | 22% | 24% | 32% | 26% | 22% | 29% | 24% | 26% | 23% | 29% | 21% | 25% | 31% | 16% | 36% | 44% | 43% | 19% | 24% | 32% | 23% |
| Other | 70 | 6 | 15 | 3 | 25 | 40 | 31 | 41 | 30 | 9 | 43 | 23 | 18 | 29 | 40 | 15 | 23 | 17 | 10 | 65 | 5 | 14 | 14 | 6 | 12 | 6 | 46 | 18 | 72 |
| | 7% | 3% | 5% | 3% | 10% | 7% | 7% | 9% | 6% | 9% | 9% | 8% | 5% | 8% | 6% | 6% | 7% | 7% | 8% | 7% | 6% | 5% | 7% | 7% | 8% | 3% | 9% | 6% | 7% |
| None of these | 71 | 8 | 6 | * | 7 | 13 | 15 | 35 | 35 | 10 | 36 | 25 | 15 | 30 | 40 | 26 | 28 | 7 | 7 | 66 | 3 | 19 | 15 | 1 | 5 | 14 | 47 | 10 | 69 |
| | 7% | 4% | 2% | 1% | 3% | 2% | 3% | 7% | 7% | 10% | 7% | 8% | 5% | 8% | 6% | 11% | 9% | 3% | 5% | 8% | 4% | 7% | 7% | 1% | 3% | 7% | 9% | 3% | 7% |
| Don't know | 172 | 29 | 33 | 8 | 21 | 54 | 50 | 69 | 103 | 20 | 74 | 58 | 55 | 58 | 113 | 37 | 60 | 35 | 27 | 153 | 13 | 42 | 21 | 6 | 14 | 42 | 83 | 47 | 167 |
| | 17% | 15% | 11% | 9% | 9% | 10% | 11% | 15% | 19% | 20% | 15% | 20% | 16% | 16% | 18% | 16% | 19% | 15% | 20% | 18% | 15% | 15% | 9% | 7% | 9% | 22% | 17% | 15% | 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

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>

Ipsos Political Monitor - October 2023

Table 51
(OCT23)Q11(M)Transport. Which party do you think has the best policies on.... Transport?
The Conservatives, Labour, Liberal Democrats or some other party?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | |
|-------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|------------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|-------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | | Total |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | |
| Labour | 316 32% | 276 35% | 233 40% | 219 39% | 267 36% | 263 37% | 237 39% | 24 22% | 156 32% | 156 31% | 101 36% | 100 30% | 115 30% | 39 35% | 62 36% | 48 29% | 53 31% | 50 32% | 65 28% | 25 24% | 94 35% | 93 33% | 69 34% | 61 24% | 187 34% | 130 29% | 268 31% | 45 36% | 163 43% | 112 34% | 340 34% | | |
| Conservatives | 162 16% | 136 17% | 98 17% | 91 16% | 136 19% | 127 18% | 123 16% | 99 7% | 8 7% | 95 20% | 64 13% | 26 9% | 59 18% | 77 20% | 11 10% | 15 8% | 27 17% | 32 19% | 18 12% | 59 25% | 32 30% | 38 14% | 40 14% | 41 20% | 43 17% | 78 14% | 83 18% | 149 17% | 12 10% | 75 20% | 61 18% | 164 16% | |
| Liberal Democrats | 43 4% | 34 4% | 23 4% | 21 4% | 35 5% | 30 4% | 26 4% | 23 4% | - - | 15 3% | 28 6% | 18 6% | 10 3% | 14 4% | 6 5% | 13 7% | 5 3% | 5 3% | 7 5% | 7 3% | 4 4% | 15 6% | 10 4% | 11 5% | 6 2% | 25 5% | 17 4% | 33 4% | 8 7% | 21 6% | 13 4% | 38 4% | |
| Scottish National Party | 18 2% | 18 2% | 18 3% | 18 3% | 18 2% | 18 3% | 18 3% | 18 3% | - - | 4 1% | 13 3% | 9 3% | 5 2% | 4 1% | - 5% | 9 2% | 2 2% | 3 2% | 2 2% | 2 1% | * * | 6 2% | 6 2% | * * | 6 2% | 12 2% | 6 1% | 15 2% | * * | 14 4% | 4 1% | 21 2% | |
| Plaid Cymru | 1 - | 1 - | 1 - | 1 - | 1 - | 1 - | 1 - | 1 - | - - | 1 - | - - | * - | - - | 1 - | - - | * - | - - | - - | 1 - | 1 - | 1 - | - - | - - | * - | 1 - | * - | 1 - | - - | 1 - | - - | 2 - | | |
| Brexit Party | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | |
| Reform UK | 14 1% | 13 2% | 9 2% | 10 2% | 12 2% | 12 2% | 10 2% | 1 1% | 13 3% | 1 * | 1 1% | 5 1% | 8 2% | 1 1% | - - | - - | 5 3% | 6 4% | 3 1% | 2 2% | 2 2% | 1 * | 4 1% | 2 1% | 7 3% | 5 1% | 9 2% | 14 2% | - - | 10 3% | 3 1% | 14 1% | |
| Green party | 33 3% | 32 4% | 28 5% | 28 5% | 29 4% | 29 4% | 28 5% | - - | 21 4% | 11 2% | 15 5% | 11 3% | 7 2% | 8 8% | 6 4% | 6 4% | 5 3% | 7 4% | 1 4% | - * | 7 2% | 19 7% | 4 2% | 4 2% | 25 5% | 8 2% | 30 3% | 3 3% | 13 3% | 19 6% | 32 3% | | |
| Other | 59 6% | 45 6% | 30 5% | 29 5% | 36 5% | 36 5% | 30 5% | 17 15% | 34 7% | 25 5% | 15 5% | 26 8% | 18 5% | 11 9% | 4 3% | 14 8% | 13 7% | 9 6% | 9 4% | 1 1% | 20 8% | 12 4% | 4 2% | 23 9% | 32 6% | 27 6% | 52 6% | 7 6% | 24 6% | 11 3% | 48 5% | | |
| None of these | 108 11% | 75 9% | 44 7% | 43 8% | 54 7% | 53 7% | 46 8% | 35 32% | 53 11% | 54 11% | 26 9% | 26 8% | 55 14% | 9 8% | 17 10% | 10 6% | 16 9% | 29 19% | 27 12% | 11 10% | 25 9% | 32 12% | 26 12% | 25 10% | 57 10% | 51 11% | 89 10% | 18 14% | 26 7% | 28 8% | 107 11% | | |
| Don't know | 249 25% | 166 21% | 103 18% | 100 18% | 144 20% | 139 20% | 134 20% | 112 19% | 25 22% | 91 19% | 155 31% | 73 26% | 91 27% | 85 22% | 28 25% | 45 26% | 49 30% | 42 24% | 27 17% | 58 25% | 31 29% | 62 23% | 64 23% | 50 24% | 73 30% | 126 23% | 123 27% | 217 25% | 31 25% | 33 9% | 82 25% | 237 24% | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 52
**(OCT23)Q11(M)Transport. Which party do you think has the best policies on.... Transport?
 The Conservatives, Labour, Liberal Democrats or some other party?**

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Labour | 316 32% | 34 17% | 186 63% | 31 34% | 60 25% | 245 46% | 94 21% | 151 32% | 165 31% | 43 43% | 156 31% | 90 31% | 116 34% | 108 30% | 206 33% | 101 42% | 84 27% | 71 31% | 44 32% | 280 32% | 17 20% | 55 19% | 139 63% | 39 48% | 61 40% | 51 27% | 142 28% | 123 40% | 340 34% |
| Conservatives | 162 16% | 104 53% | 13 4% | 9 10% | 23 9% | 36 7% | 127 29% | 73 16% | 88 17% | 11 11% | 70 14% | 40 13% | 71 21% | 50 14% | 111 17% | 29 12% | 59 19% | 42 18% | 23 17% | 138 16% | 9 11% | 112 39% | 5 2% | 1 1% | 9 6% | 43 22% | 84 17% | 34 11% | 164 16% |
| Liberal Democrats | 43 4% | * 4% | 11 4% | 18 20% | 23 9% | 33 6% | 23 5% | 23 5% | 20 4% | 3 3% | 23 5% | 10 3% | 10 3% | 23 6% | 20 3% | 9 4% | 12 4% | 11 5% | 9 7% | 41 5% | 1 2% | 3 1% | 6 3% | 20 24% | 20 13% | 9 5% | 17 3% | 16 5% | 38 4% |
| Scottish National Party | 18 2% | - - | 1 * | - -s | 16 7% | 17 3% | 16 4% | 13 3% | 5 1% | 4 4% | 10 2% | 7 2% | 6 2% | 3 1% | 13 2% | - - | - - | - - | - - | - - | 18 21% | - - | 2 1% | - -s | 17 11% | 1 1% | 7 1% | 9 3% | 21 2% |
| Plaid Cymru | 1 * | - - | * - | - -s | 1 * | 1 * | 1 * | - - | 1 * | - - | - - | 1 * | - * | * * | 1 * | - - | 1 * | - - | - - | - - | - - | - - | * * | - -s | 1 * | - * | 1 * | * * | 2 * |
| Brexit Party | - | - | - | -s | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | -s | - | - | - | - | - |
| Reform UK | 14 1% | - - | - - | -s 5% | 13 5% | 13 2% | 13 3% | 4 1% | 10 2% | - - | 6 1% | 4 1% | 5 1% | 5 1% | 9 1% | 6 2% | 5 2% | 3 1% | - - | 13 1% | - - | 10 3% | - - | - -s | - - | 5 3% | 9 2% | - - | 14 1% |
| Green party | 33 3% | 5 3% | 7 2% | 1 1% | 21 9% | 27 5% | 26 6% | 20 4% | 14 3% | 3 3% | 23 5% | 7 2% | 13 4% | 13 4% | 20 3% | 7 3% | 11 4% | 10 5% | - - | 28 3% | 5 6% | 5 2% | 14 6% | 3 4% | 8 5% | 6 3% | 12 2% | 15 5% | 32 3% |
| Other | 59 6% | 2 1% | 14 5% | * s | 19 8% | 33 6% | 21 5% | 31 6% | 29 5% | 4 4% | 37 7% | 21 7% | 14 4% | 25 7% | 35 5% | 11 5% | 26 8% | 13 6% | 6 4% | 56 6% | 4 4% | 14 5% | 10 4% | 7 8% | 9 6% | 8 4% | 44 9% | 8 3% | 48 5% |
| None of these | 108 11% | 12 6% | 16 5% | 6 7% | 27 11% | 43 8% | 39 9% | 52 11% | 55 10% | 11 11% | 54 11% | 33 11% | 33 10% | 42 12% | 65 10% | 27 11% | 34 11% | 18 8% | 19 14% | 96 11% | 9 10% | 26 9% | 14 6% | 3 3% | 13 9% | 27 14% | 55 11% | 25 8% | 107 11% |
| Don't know | 249 25% | 40 20% | 46 16% | 24 26% | 38 16% | 84 16% | 78 18% | 105 22% | 143 27% | 21 21% | 117 24% | 81 28% | 71 21% | 93 26% | 153 24% | 52 22% | 79 25% | 60 26% | 35 26% | 217 25% | 24 27% | 65 22% | 32 14% | 8 10% | 16 10% | 41 21% | 131 26% | 76 25% | 237 24% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 53
(NOV22)Q9. Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|------------------|--------------|---------------------------------------|--|-------------------------|-----------|-----------|-----------|-----------|----------------|--------|--------|-------|-------|-----|-------|-------|-------|-------|-------|-----|-----|--------------|-----|-----|-----|------|------|-----------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Jeremy Hunt | 291 | 250 | 172 | 160 | 220 | 210 | 202 | 173 | 26 | 172 | 115 | 59 | 90 | 142 | 15 | 44 | 36 | 54 | 48 | 94 | 48 | 79 | 76 | 59 | 77 | 155 | 136 | 272 | 17 | 100 | 107 | 289 |
| | 29% | 31% | 29% | 29% | 30% | 30% | 30% | 29% | 23% | 36% | 23% | 21% | 27% | 37% | 13% | 26% | 22% | 31% | 31% | 41% | 45% | 29% | 27% | 29% | 31% | 28% | 30% | 31% | 14% | 26% | 32% | 29% |
| Rachel Reeves | 415 | 350 | 295 | 282 | 342 | 337 | 330 | 303 | 21 | 179 | 229 | 139 | 144 | 131 | 65 | 75 | 81 | 62 | 54 | 77 | 32 | 127 | 134 | 76 | 78 | 261 | 154 | 348 | 61 | 195 | 162 | 439 |
| | 41% | 44% | 50% | 50% | 47% | 48% | 48% | 50% | 19% | 37% | 45% | 49% | 43% | 34% | 58% | 43% | 50% | 36% | 35% | 34% | 30% | 47% | 48% | 37% | 31% | 48% | 34% | 40% | 49% | 51% | 48% | 44% |
| Neither | 119 | 89 | 61 | 59 | 72 | 72 | 71 | 62 | 37 | 66 | 52 | 36 | 36 | 46 | 15 | 21 | 17 | 19 | 29 | 17 | 5 | 26 | 27 | 27 | 38 | 54 | 65 | 110 | 9 | 47 | 18 | 107 |
| | 12% | 11% | 10% | 10% | 10% | 10% | 10% | 10% | 34% | 14% | 10% | 13% | 11% | 12% | 13% | 12% | 11% | 11% | 19% | 8% | 4% | 10% | 10% | 13% | 15% | 10% | 14% | 13% | 7% | 12% | 5% | 11% |
| Don't know | 179 | 106 | 59 | 60 | 98 | 90 | 81 | 67 | 26 | 67 | 110 | 50 | 64 | 65 | 18 | 32 | 27 | 37 | 23 | 41 | 22 | 36 | 43 | 44 | 56 | 79 | 100 | 137 | 38 | 39 | 47 | 168 |
| | 18% | 13% | 10% | 11% | 13% | 13% | 12% | 11% | 24% | 14% | 22% | 18% | 19% | 17% | 16% | 19% | 17% | 21% | 15% | 18% | 20% | 14% | 15% | 21% | 22% | 14% | 22% | 16% | 31% | 10% | 14% | 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

23 Oct 2023

Table 54

(NOV22)Q9. Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Jeremy Hunt | 291 | 144 | 22 | 25 | 51 | 74 | 195 | 148 | 143 | 22 | 151 | 95 | 121 | 73 | 217 | 64 | 93 | 89 | 27 | 266 | 18 | 182 | 15 | 13 | 25 | 63 | 162 | 66 | 289 |
| | 29% | 73% | 8% | 28% | 21% | 14% | 45% | 31% | 27% | 22% | 31% | 32% | 36% | 20% | 34% | 27% | 30% | 39% | 20% | 31% | 21% | 63% | 7% | 17% | 16% | 33% | 32% | 22% | 29% |
| Rachel Reeves | 415 | 20 | 240 | 48 | 98 | 338 | 118 | 189 | 226 | 45 | 213 | 121 | 128 | 163 | 249 | 121 | 108 | 78 | 71 | 354 | 37 | 39 | 168 | 57 | 88 | 58 | 194 | 163 | 439 |
| | 41% | 10% | 82% | 53% | 41% | 64% | 27% | 40% | 43% | 45% | 43% | 41% | 38% | 45% | 39% | 50% | 35% | 34% | 52% | 41% | 43% | 13% | 76% | 71% | 57% | 30% | 39% | 53% | 44% |
| Neither | 119 | 10 | 11 | 9 | 47 | 57 | 57 | 64 | 55 | 14 | 63 | 36 | 33 | 48 | 69 | 29 | 46 | 22 | 12 | 103 | 10 | 31 | 22 | 3 | 16 | 30 | 67 | 22 | 107 |
| | 12% | 5% | 4% | 10% | 20% | 11% | 13% | 14% | 10% | 14% | 13% | 12% | 10% | 13% | 11% | 12% | 15% | 10% | 9% | 12% | 11% | 11% | 10% | 3% | 11% | 16% | 13% | 7% | 11% |
| Don't know | 179 | 24 | 19 | 8 | 43 | 63 | 68 | 72 | 105 | 19 | 69 | 42 | 57 | 77 | 99 | 26 | 64 | 41 | 26 | 145 | 22 | 38 | 17 | 8 | 24 | 42 | 81 | 56 | 168 |
| | 18% | 12% | 7% | 9% | 18% | 12% | 15% | 15% | 20% | 19% | 14% | 14% | 17% | 21% | 16% | 11% | 21% | 18% | 19% | 17% | 25% | 13% | 8% | 10% | 16% | 22% | 16% | 18% | 17% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

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>

Ipsos Political Monitor - October 2023

Table 55
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|----------------------|---------------------------------------|--|--------------------------|----------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|----------------------|----------------------|---------------------|---------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|-------|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (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 minority | Definitely decided | May change mind | | Total | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly agree | 91 9% | 75 9% | 53 9% | 51 9% | 73 10% | 73 10% | 69 10% | 54 9% | 8 8% | 50 10% | 37 7% | 16 6% | 24 7% | 51 13% | 8 7% | 8 5% | 8 5% | 17 10% | 10 7% | 40 17% | 27 25% | 15 6% | 22 8% | 27 13% | 27 11% | 38 7% | 53 12% | 84 10% | 7 6% | 57 15% | 20 6% | 99 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tend to agree | 99 10% | 75 9% | 51 9% | 51 9% | 70 10% | 68 10% | 63 9% | 55 9% | 9 8% | 48 10% | 49 10% | 26 9% | 29 9% | 43 11% | 10 9% | 16 10% | 16 10% | 13 7% | 11 7% | 32 14% | 18 17% | 25 9% | 24 9% | 20 10% | 29 12% | 49 9% | 50 11% | 86 10% | 12 10% | 27 7% | 44 13% | 104 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Neither agree nor disagree | 134 13% | 89 11% | 56 10% | 52 9% | 79 11% | 74 10% | 73 11% | 58 10% | 21 19% | 59 12% | 75 15% | 44 15% | 47 14% | 43 11% | 20 18% | 24 14% | 23 14% | 24 14% | 21 14% | 22 9% | 8 7% | 32 12% | 31 11% | 20 10% | 50 20% | 63 12% | 71 15% | 113 13% | 20 16% | 25 7% | 41 12% | 112 11% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tend to disagree | 138 14% | 106 13% | 61 10% | 58 10% | 96 13% | 82 12% | 79 11% | 64 11% | 8 7% | 75 16% | 61 12% | 39 14% | 49 15% | 51 13% | 17 15% | 22 13% | 24 15% | 24 14% | 19 13% | 31 14% | 17 16% | 29 11% | 37 13% | 31 15% | 40 16% | 67 12% | 71 16% | 120 14% | 17 13% | 23 6% | 69 21% | 137 14% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Strongly disagree | 509 51% | 432 54% | 355 61% | 339 60% | 400 55% | 399 56% | 388 57% | 364 60% | 56 51% | 239 49% | 264 52% | 156 55% | 174 52% | 178 46% | 57 50% | 100 58% | 84 52% | 90 52% | 86 55% | 93 40% | 32 30% | 160 60% | 157 56% | 102 50% | 90 36% | 317 58% | 192 42% | 437 50% | 64 51% | 246 65% | 154 46% | 517 52% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 33 3% | 19 2% | 10 2% | 10 2% | 13 2% | 13 2% | 13 2% | 11 2% | 8 7% | 14 3% | 19 4% | 3 1% | 11 3% | 19 5% | 1 1% | 2 1% | 7 4% | 4 2% | 7 4% | 12 5% | 6 5% | 7 3% | 8 3% | 6 3% | 12 5% | 14 3% | 18 4% | 28 3% | 4 3% | 3 1% | 7 2% | 34 3% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Agree | 190 19% | 150 19% | 103 18% | 102 18% | 143 20% | 141 20% | 131 19% | 109 18% | 17 16% | 97 20% | 87 17% | 43 15% | 54 16% | 94 24% | 18 16% | 25 14% | 24 15% | 30 17% | 21 14% | 72 31% | 45 42% | 40 15% | 47 17% | 47 23% | 56 23% | 87 16% | 103 23% | 170 20% | 20 16% | 84 22% | 64 19% | 203 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Disagree | 647 64% | 537 68% | 416 71% | 397 71% | 496 68% | 481 68% | 467 68% | 428 71% | 64 58% | 314 65% | 325 64% | 195 68% | 222 67% | 229 60% | 73 65% | 122 71% | 108 67% | 115 67% | 105 68% | 124 54% | 49 46% | 190 71% | 194 69% | 133 64% | 130 52% | 384 70% | 263 58% | 557 64% | 81 64% | 268 71% | 223 67% | 654 65% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Net agree | -457 -46% | -387 -49% | -313 -53% | -295 -53% | -353 -48% | -340 -48% | -336 -49% | -319 -53% | -46 -42% | -217 -45% | -239 -47% | -152 -53% | -169 -51% | -136 -35% | -55 -49% | -97 -56% | -84 -52% | -85 -49% | -84 -54% | -52 -23% | -4 -4% | -149 -56% | -147 -53% | -87 -42% | -74 -30% | -297 -54% | -160 -35% | -387 -45% | -61 -49% | -185 -49% | -159 -48% | -451 -45% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 56
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Strongly agree | 91 9% | 61 31% | 11 4% | 3 3% | 7 3% | 18 3% | 68 15% | 31 7% | 60 11% | 6 6% | 33 7% | 18 6% | 39 12% | 33 9% | 57 9% | 18 8% | 26 8% | 34 15% | 7 5% | 78 9% | 6 6% | 61 21% | 4 2% | -s 5% | 8 5% | 41 21% | 43 9% | 8 2% | 99 10% |
| Tend to agree | 99 10% | 54 27% | 4 1% | 7 8% | 12 5% | 16 3% | 67 15% | 43 9% | 56 11% | 12 12% | 38 8% | 28 10% | 43 13% | 27 8% | 71 11% | 17 7% | 32 10% | 26 11% | 15 11% | 82 10% | 9 10% | 62 21% | 3 1% | 3 4% | 3 2% | 19 10% | 51 10% | 28 9% | 104 10% |
| Neither agree nor disagree | 134 13% | 37 19% | 8 3% | 16 18% | 29 12% | 37 7% | 66 15% | 71 15% | 63 12% | 17 17% | 72 15% | 43 15% | 36 11% | 54 15% | 79 12% | 24 10% | 56 18% | 31 13% | 15 11% | 124 14% | 8 9% | 43 15% | 6 3% | 7 9% | 11 7% | 20 11% | 79 16% | 34 11% | 112 11% |
| Tend to disagree | 138 14% | 31 16% | 28 9% | 12 14% | 34 14% | 62 12% | 65 15% | 67 14% | 71 13% | 14 14% | 70 14% | 37 13% | 48 14% | 51 14% | 85 13% | 38 16% | 27 9% | 37 16% | 23 17% | 123 14% | 12 14% | 52 18% | 15 7% | 5 6% | 16 10% | 15 8% | 88 17% | 35 12% | 137 14% |
| Strongly disagree | 509 51% | 14 7% | 237 81% | 50 55% | 153 64% | 391 73% | 167 38% | 256 54% | 253 48% | 49 49% | 272 55% | 158 54% | 163 48% | 183 51% | 321 51% | 133 56% | 158 51% | 96 42% | 70 51% | 427 49% | 52 60% | 63 22% | 191 86% | 66 82% | 116 75% | 87 45% | 229 46% | 193 63% | 517 52% |
| Don't know | 33 3% | 2 1% | 5 2% | 2 2% | 3 1% | 8 2% | 5 1% | 5 1% | 27 5% | 2 2% | 11 2% | 9 3% | 10 3% | 13 3% | 20 3% | 9 4% | 12 4% | 5 2% | 6 4% | 32 4% | * * | 9 3% | 2 1% | - s | 1 * | 11 6% | 13 3% | 9 3% | 34 3% |
| Agree | 190 19% | 115 58% | 14 5% | 10 11% | 19 8% | 34 6% | 134 31% | 74 16% | 116 22% | 18 18% | 71 14% | 46 16% | 82 24% | 61 17% | 128 20% | 35 15% | 58 19% | 61 26% | 22 16% | 160 19% | 14 16% | 122 42% | 7 3% | 3 4% | 11 7% | 60 31% | 94 19% | 36 12% | 203 20% |
| Disagree | 647 64% | 45 23% | 265 90% | 62 69% | 187 78% | 452 85% | 232 53% | 323 68% | 323 61% | 63 63% | 342 69% | 195 66% | 211 62% | 234 65% | 406 64% | 172 72% | 185 59% | 133 58% | 93 68% | 550 63% | 64 74% | 115 40% | 206 93% | 70 87% | 131 85% | 102 53% | 317 63% | 228 74% | 654 65% |
| Net agree | -457 -46% | 70 35% | -251 -86% | -52 -58% | -168 -70% | -419 -79% | -98 -22% | -249 -53% | -208 -39% | -45 -45% | -271 -55% | -149 -51% | -130 -38% | -173 -48% | -278 -44% | -137 -57% | -127 -41% | -73 -32% | -71 -52% | -390 -45% | -50 -58% | 8 3% | -199 -90% | -67 -83% | -120 -78% | -42 -22% | -223 -44% | -192 -62% | -451 -45% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 58
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

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 working | Public | Private | Mort gage | Owned out-right | Renter | Total owner occupier | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Strongly agree | 205 20% | 5 2% | 155 53% | 20 22% ^s | 28 12% | 183 34% | 33 7% | 89 19% | 116 22% | 21 21% | 101 20% | 54 18% | 79 23% | 71 20% | 133 21% | 67 28% | 58 19% | 33 14% | 34 25% | 179 21% | 13 15% | 18 6% | 102 46% | 24 30% ^s | 37 24% | 42 22% | 89 18% | 74 24% | 228 23% |
| Tend to agree | 233 23% | 33 17% | 99 34% | 19 22% ^s | 52 22% | 151 28% | 84 19% | 130 27% | 103 20% | 27 27% | 119 24% | 69 23% | 66 19% | 97 27% | 134 21% | 63 26% | 55 18% | 51 22% | 40 30% | 197 23% | 24 27% | 48 16% | 66 30% | 30 38% ^s | 46 30% | 26 13% | 113 22% | 95 31% | 238 24% |
| Neither agree nor disagree | 146 15% | 21 11% | 18 6% | 16 18% ^s | 31 13% | 49 9% | 52 12% | 70 15% | 76 14% | 17 17% | 70 14% | 49 17% | 38 11% | 57 16% | 87 14% | 27 11% | 49 16% | 38 16% | 20 15% | 130 15% | 12 14% | 33 11% | 17 8% | 13 16% ^s | 20 13% | 28 15% | 80 16% | 38 12% | 139 14% |
| Tend to disagree | 158 16% | 55 28% | 9 3% | 21 23% ^s | 59 25% | 68 13% | 114 26% | 80 17% | 78 15% | 13 13% | 89 18% | 62 21% | 51 15% | 45 12% | 113 18% | 39 16% | 43 14% | 41 18% | 16 12% | 131 15% | 19 22% | 70 24% | 19 9% | 8 10% ^s | 25 17% | 29 15% | 84 17% | 44 14% | 142 14% |
| Strongly disagree | 229 23% | 83 42% | 7 3% | 12 13% ^s | 66 27% | 73 14% | 148 34% | 95 20% | 134 25% | 18 18% | 105 21% | 56 19% | 96 28% | 73 20% | 152 24% | 38 16% | 93 30% | 60 26% | 21 15% | 199 23% | 17 19% | 112 39% | 16 7% | 4 5% ^s | 22 14% | 56 29% | 127 25% | 46 15% | 216 22% |
| Don't know | 32 3% | 2 1% | 4 1% | 1 1% ^s | 4 2% | 8 1% | 6 1% | 10 2% | 22 4% | 4 4% | 12 2% | 5 2% | 9 3% | 17 5% | 14 2% | 6 3% | 12 4% | 7 3% | 5 3% | 29 3% | 2 3% | 8 3% | 1 * | 1 2% ^s | 3 2% | 12 6% | 9 2% | 11 3% | 40 4% |
| Agree | 438 44% | 37 19% | 254 87% | 39 44%^s | 80 33% | 334 63% | 117 27% | 219 46% | 219 41% | 48 48% | 220 44% | 123 42% | 145 43% | 168 47% | 267 42% | 130 54% | 113 36% | 84 37% | 74 54% | 377 43% | 37 42% | 66 23% | 168 76% | 54 67%^s | 83 54% | 67 35% | 202 40% | 169 55% | 466 46% |
| Disagree | 387 39% | 138 69% | 16 6% | 33 36%^s | 125 52% | 141 26% | 262 60% | 174 37% | 212 40% | 30 30% | 194 39% | 117 40% | 147 43% | 118 33% | 264 42% | 77 32% | 136 44% | 100 44% | 37 27% | 330 38% | 36 41% | 182 63% | 35 16% | 12 15%^s | 47 31% | 85 44% | 212 42% | 90 29% | 358 36% |
| Net agree | 51 5% | -100 -51% | 238 81% | 7 8%^s | -45 -19% | 193 36% | -145 -33% | 44 9% | 7 1% | 18 18% | 26 5% | 6 2% | -3 -1% | 50 14% | 3 * | 53 22% | -23 -7% | -16 -7% | 36 27% | 46 5% | 1 1% | -116 -40% | 133 60% | 42 52%^s | 36 23% | -18 -9% | -10 -2% | 79 26% | 108 11% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 59
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

Base : All

| | Total (W'td) | Likelihood to vote (General Election) | | | | | | | | Gender | | Age | | | | | | | | | | Social Class | | | | | | Ethnicity | | Decided to vote for? | | UnWgt Total |
|----------------------------|--------------|---------------------------------------|--|-------------------------|------------|------------|------------|------------|----------------|------------|------------|------------|------------|------------|-------------|------------|-----------|------------|------------|------------|-----------|--------------|------------|------------|-------------|------------|------------|------------|-----------------|----------------------|-----------------|-------------|
| | | Always usually depends | Always usually depends AND 9/10 likelihood | (10) Absolutely 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 minority | Definitely decided | May change mind | |
| Unweighted Total | 1003 | 835 | 633 | 611 | 771 | 751 | 727 | 653 | 99 | 489 | 501 | 251 | 315 | 437 | 114 | 137 | 170 | 145 | 162 | 275 | 137 | 273 | 372 | 164 | 194 | 645 | 358 | 852 | 140 | 382 | 362 | 1003 |
| Weighted Total | 1003 | 796 | 586 | 561 | 731 | 708 | 684 | 605 | 110 | 484 | 506 | 285 | 334 | 385 | 113 | 172 | 161 | 172 | 155 | 230 | 107 | 268 | 280 | 207 | 248 | 548 | 455 | 867 | 125 | 380 | 334 | 1003 |
| Strongly agree | 172 17% | 159 20% | 143 24% | 141 25% | 158 22% | 158 22% | 155 23% | 146 24% | 5 4% | 82 17% | 88 17% | 37 13% | 57 17% | 78 20% | 12 10% | 25 14% | 32 20% | 25 14% | 33 22% | 45 20% | 19 18% | 51 19% | 53 19% | 38 18% | 29 12% | 104 19% | 68 15% | 145 17% | 23 19% | 114 30% | 42 13% | 189 19% |
| Tend to agree | 206 20% | 180 23% | 138 24% | 125 22% | 176 24% | 166 23% | 160 23% | 143 24% | 8 7% | 104 21% | 97 19% | 54 19% | 77 23% | 74 19% | 23 20% | 32 18% | 43 27% | 35 20% | 27 18% | 47 20% | 24 22% | 57 21% | 63 23% | 45 22% | 41 16% | 120 22% | 85 19% | 176 20% | 29 23% | 73 19% | 104 31% | 226 23% |
| Neither agree nor disagree | 175 17% | 108 14% | 68 12% | 61 11% | 92 13% | 87 12% | 85 12% | 74 12% | 20 18% | 68 14% | 106 21% | 73 26% | 62 19% | 40 10% | 28 25% | 45 26% | 28 17% | 34 20% | 20 13% | 19 8% | 5 5% | 35 13% | 44 16% | 29 14% | 67 27% | 79 14% | 96 21% | 150 17% | 25 20% | 23 6% | 55 17% | 150 15% |
| Tend to disagree | 150 15% | 123 15% | 86 15% | 88 16% | 114 16% | 112 16% | 110 16% | 88 15% | 12 11% | 89 18% | 61 12% | 43 15% | 47 14% | 60 16% | 16 14% | 28 16% | 19 12% | 28 16% | 21 14% | 39 17% | 21 19% | 35 13% | 47 17% | 43 21% | 25 10% | 82 15% | 68 15% | 134 15% | 12 9% | 44 12% | 63 19% | 143 14% |
| Strongly disagree | 263 26% | 196 25% | 136 23% | 132 23% | 170 23% | 167 24% | 156 23% | 138 23% | 61 55% | 128 26% | 133 26% | 70 25% | 76 23% | 117 30% | 31 27% | 40 23% | 31 19% | 45 26% | 50 32% | 68 29% | 28 27% | 84 31% | 57 20% | 49 24% | 73 29% | 141 26% | 122 27% | 232 27% | 30 24% | 116 31% | 60 18% | 251 25% |
| Don't know | 38 4% | 29 4% | 15 3% | 15 3% | 20 3% | 19 3% | 19 3% | 15 3% | 5 4% | 13 3% | 22 4% | 8 3% | 14 4% | 15 4% | 4 4% | 4 2% | 8 5% | 6 3% | 3 2% | 12 5% | 10 9% | 6 2% | 15 6% | 2 1% | 14 6% | 21 4% | 16 4% | 30 3% | 7 6% | 9 2% | 10 3% | 44 4% |
| Agree | 377 38% | 339 43% | 281 48% | 266 47% | 334 46% | 324 46% | 315 46% | 289 48% | 12 11% | 186 38% | 185 37% | 91 32% | 134 40% | 152 40% | 34 30% | 57 33% | 75 46% | 59 34% | 60 39% | 92 40% | 42 40% | 108 40% | 116 41% | 83 40% | 70 28% | 224 41% | 153 34% | 320 37% | 52 41% | 187 49% | 146 44% | 415 41% |
| Disagree | 413 41% | 319 40% | 222 38% | 219 39% | 285 39% | 278 39% | 265 39% | 227 37% | 72 66% | 217 45% | 194 38% | 113 40% | 123 37% | 177 46% | 46 41% | 67 39% | 50 31% | 73 42% | 71 46% | 106 46% | 49 46% | 119 44% | 104 37% | 93 45% | 97 39% | 223 41% | 190 42% | 367 42% | 42 33% | 160 42% | 123 37% | 394 39% |
| Net agree | -36 -4% | 20 3% | 59 10% | 47 8% | 49 7% | 46 7% | 50 7% | 62 10% | -60 -55% | -31 -6% | -9 -2% | -22 -8% | 11 3% | -25 -6% | -12 -11% | -11 -6% | 25 16% | -14 -8% | -10 -7% | -15 -6% | -7 -6% | -11 -4% | 12 4% | -10 -5% | -27 -11% | 1 * | -37 -8% | -46 -5% | 10 8% | 27 7% | 23 7% | 21 2% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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

Ipsos Political Monitor - October 2023

Table 60
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

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 working | 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 | 1003 | 208 | 323 | 94 | 228 | 551 | 436 | 432 | 570 | 188 | 343 | 295 | 391 | 291 | 686 | 218 | 310 | 232 | 136 | 838 | 107 | 303 | 241 | 90 | 168 | 174 | 470 | 359 | 1003 |
| Weighted Total | 1003 | 198 | 293 | 90 | 239 | 532 | 437 | 473 | 530 | 100 | 496 | 294 | 339 | 361 | 633 | 240 | 310 | 230 | 136 | 867 | 87 | 289 | 222 | 80 | 154 | 193 | 503 | 307 | 1003 |
| Strongly agree | 172 17% | 6 3% | 120 41% | 21 23% ^s | 29 12% | 149 28% | 35 8% | 73 16% | 98 19% | 16 16% | 81 16% | 48 16% | 67 20% | 56 15% | 115 18% | 52 22% | 45 14% | 40 18% | 23 17% | 149 17% | 12 13% | 19 7% | 84 38% | 26 32% ^s | 36 24% | 36 19% | 73 15% | 62 20% | 189 19% |
| Tend to agree | 206 20% | 31 16% | 107 37% | 19 21% ^s | 42 18% | 149 28% | 73 17% | 107 23% | 98 19% | 26 26% | 103 21% | 68 23% | 68 20% | 68 19% | 136 21% | 43 18% | 64 20% | 37 16% | 41 30% | 173 20% | 21 24% | 44 15% | 64 29% | 24 30% ^s | 39 26% | 30 16% | 86 17% | 90 29% | 226 23% |
| Neither agree nor disagree | 175 17% | 20 10% | 27 9% | 20 22% ^s | 37 16% | 64 12% | 57 13% | 90 19% | 85 16% | 18 18% | 96 19% | 57 20% | 30 9% | 86 24% | 87 14% | 45 19% | 51 16% | 44 19% | 24 17% | 162 19% | 11 12% | 29 10% | 25 11% | 16 20% ^s | 25 16% | 27 14% | 95 19% | 53 17% | 150 15% |
| Tend to disagree | 150 15% | 57 29% | 21 7% | 13 15% ^s | 33 14% | 54 10% | 90 21% | 81 17% | 69 13% | 13 13% | 81 16% | 49 17% | 55 16% | 45 12% | 105 17% | 41 17% | 44 14% | 37 16% | 15 11% | 129 15% | 13 15% | 69 24% | 20 9% | 9 11% ^s | 17 11% | 25 13% | 84 17% | 41 13% | 143 14% |
| Strongly disagree | 263 26% | 76 38% | 9 3% | 17 19% ^s | 93 39% | 102 19% | 169 39% | 115 24% | 148 28% | 24 23% | 127 26% | 66 23% | 106 31% | 87 24% | 172 27% | 53 22% | 95 31% | 64 28% | 27 20% | 225 26% | 25 29% | 115 40% | 25 11% | 5 6% ^s | 35 23% | 63 33% | 151 30% | 50 16% | 251 25% |
| Don't know | 38 4% | 8 4% | 9 3% | - - ^s | 4 2% | 13 2% | 12 3% | 7 1% | 30 6% | 4 4% | 8 2% | 5 2% | 13 4% | 19 5% | 18 3% | 6 3% | 13 4% | 7 3% | 29 5% | 6 3% | 29 6% | 12 4% | 4 2% | - - ^s | - - | 12 6% | 14 3% | 12 4% | 44 4% |
| Agree | 377 38% | 37 19% | 227 77% | 39 44%^s | 71 30% | 298 56% | 108 25% | 181 38% | 196 37% | 43 42% | 184 37% | 116 39% | 135 40% | 124 34% | 251 40% | 95 40% | 108 35% | 77 34% | 64 47% | 322 37% | 33 38% | 64 22% | 148 67% | 50 63%^s | 76 49% | 66 34% | 159 32% | 152 49% | 415 41% |
| Disagree | 413 41% | 133 67% | 30 10% | 31 34%^s | 127 53% | 157 29% | 259 59% | 195 41% | 218 41% | 36 36% | 208 42% | 115 39% | 162 48% | 132 37% | 277 44% | 94 39% | 138 45% | 101 44% | 42 31% | 354 41% | 38 44% | 184 64% | 45 20% | 14 17%^s | 53 34% | 88 46% | 235 47% | 91 30% | 394 39% |
| Net agree | -36 -4% | -96 -48% | 197 67% | 9 10%^s | -55 -23% | 141 27% | -151 -35% | -15 -3% | -21 -4% | 6 6% | -23 -5% | * | -26 -8% | -8 -2% | -26 -4% | 1 * | -30 -10% | -24 -10% | 22 16% | -31 -4% | -5 -6% | -120 -42% | 103 47% | 37 46%^s | 23 15% | -22 -11% | -76 -15% | 61 20% | 21 2% |

Fieldwork dates : Wednesday 11th to Wednesday 18th October 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