

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
Right direction (1)	132 13%	71 14%	61 11%	11 10%	19 10%	17 10%	23 13%	17 10%	45 18%	30 10%	40 11%	62 15%	17 12%	25 9%	28 12%	53 17%	69 12%	63 14%	26 10%	39 14%	32 13%	23 16%	3 5%	10 11%	109 12%	23 15%	86 15%	30 9%	17 12%	36 14%	97 12%	44 14%	88 12%	85 14%	47 11%
Wrong direction (-1)	663 63%	329 65%	322 60%	74 65%	118 64%	106 63%	109 60%	111 69%	144 58%	192 64%	215 62%	256 63%	89 63%	183 63%	160 65%	186 60%	381 64%	282 61%	168 67%	176 64%	132 54%	95 67%	35 69%	56 61%	570 64%	93 59%	366 63%	219 65%	78 59%	158 61%	505 63%	215 66%	448 61%	395 64%	267 62%
Neither (0)	164 16%	76 15%	87 16%	21 18%	28 15%	28 17%	37 21%	21 13%	29 12%	49 16%	65 19%	50 12%	24 17%	47 16%	44 18%	38 12%	92 15%	72 16%	38 15%	33 12%	45 18%	16 11%	11 23%	20 22%	141 16%	24 15%	91 16%	55 16%	17 13%	51 20%	113 14%	48 15%	116 16%	99 16%	65 15%
Don't know	96 9%	33 7%	63 12%	8 7%	19 10%	16 10%	11 6%	13 8%	28 11%	27 9%	28 8%	41 10%	11 8%	33 11%	14 6%	36 11%	51 9%	45 10%	20 8%	25 9%	35 14%	8 6%	1 3%	5 6%	78 9%	18 12%	41 7%	34 10%	21 16%	15 6%	81 10%	19 6%	77 11%	43 7%	53 12%
Mean	-0.55	-0.54	-0.56	-0.59	-0.60	-0.59	-0.51	-0.63	-0.45	-0.60	-0.55	-0.53	-0.55	-0.62	-0.57	-0.48	-0.58	-0.52	-0.61	-0.55	-0.48	-0.54	-0.66	-0.53	-0.56	-0.50	-0.52	-0.62	-0.55	-0.50	-0.57	-0.56	-0.55	-0.54	-0.58

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

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b,c,d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M,N/O/P,Q/R,S/T/U/V/W/X/Y/Z,a/b/c,d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

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Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians								Opinion of Brexit's impact on the country			
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
Right direction (1)	132 13%	86 27% CDE	10 4%	9 13% C*	9 9% *	37 10%	71 18% F	93 46% IJKLMNOPQ	11 2%	27 7% I	79 20% IUNQ	23 13% U	60 16% UQ	27 11% I	63 19% IUNQ	25 22% IUNQ*	46 11% I	103 44% STUWYy	5 1%	27 9% SWYy	79 18% STUWYy	68 40% STUWYy	14 3% S	66 39% STUWYy	30 6% SWa	53 51% STUVWXYy*	10 2% S	69 35% c	32 5%	
Wrong direction (-1)	663 63%	151 47%	219 80% BD	43 65% B*	73 71% B*	264 71% G	227 58% F	53 26% HJKLMNO	488 85% HJKLMNO	274 76% HKMNOP	233 58% H	129 73% H	238 63% H	173 69% HK	199 60% H	68 61% H*	316 74% HKMOP	65 27% S	463 86% RTUVXYZ	213 73% RUVXZ	268 61% RVXZ	58 34% S	403 84% RTUVXYZ	72 43% RZ	431 81% RTUVXZ	29 28% *	353 85% RTUVXYZ	80 40% c	449 76% b	
Neither (0)	164 16%	50 16%	33 12%	8 12% *	13 12% *	47 13%	52 13%	41 20% IJKLMOQ	47 8%	46 13% I	52 13% I	16 9%	50 13% I	35 14% I	45 14% I	17 15% I*	45 10% S	44 18% SUVYy	46 9%	39 13% SWYy	56 13% SWYy	36 22% STUWYy	44 9%	25 15% Sa	47 9%	19 19% SWYy*	35 8%	34 17%	72 12%	
Don't know	96 9%	31 10% C	11 4%	7 11% *	8 7% *	26 7%	40 10%	14 7% IJKLMOQ	25 4%	16 4% I	36 9% IUPQ	9 5% IUPQ	30 8% IUP	16 6% IUP	24 7% IUP	3 2% *	22 5% IUP	25 11% STUVWXYZa	26 5% IUP	12 4% IUP	37 8% SWXYZa	7 4% IUP	17 3% IUP	7 4% IUP	26 5% IUP	1 1% *	15 4% IUP	15 8% IUP	40 7% IUP	
Mean	-0.55	-0.23 CDE	-0.80	-0.58 C*	-0.68 *	-0.65	-0.45 F	0.22 IJKLMNOPQ	-0.87	-0.71 I	-0.42 IUNQ	-0.63 I	-0.51 UQ	-0.62 U	-0.44 IUNQ	-0.39 IUNQ*	-0.66 I	0.18 STUWXYy	-0.89	-0.67 SWYy	-0.47 STUWYy	0.06 STUWYy	-0.84 S	-0.04 STUWYy	-0.79 SWa	0.23 STUWXYy*	-0.86 S	-0.06 c	-0.75	

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Overlap formulae used

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

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

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Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary
All Adults aged 18+ in Great Britain

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?									
	Keir Starmer, Leader of the Labour party (A)	Rishi Sunak, Leader of the Conservative party (B)	Sueella Braverman, Home Secretary (C)	Jeremy Hunt, Chancellor of the Exchequer (D)	Steve Barclay, Secretary of State for Health and Social Care (E)	The Labour Party (F)	The Conservative Party (G)	The Liberal Democrats (H)	The Green Party (I)	Reform UK (J)
Unweighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Weighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Very favourable (2)	86 8% BCDEGHIJ	56 5% DEH	55 5% DEH	28 3% EJ	17 2% EJ	116 11% ABCDEGHIJ	57 5% DEH	34 3% E	51 5% DE	44 4% E
Fairly favourable (1)	205 19% CDEGHIJ	180 17% CDEGHIJ	114 11% EJ	140 13% EJ	86 8% EJ	246 23% ABCDEGHIJ	143 14% EJ	142 13% EJ	201 19% CDEGHIJ	69 7% EJ
Neither favourable nor unfavourable (0)	237 22% C	221 21% CEJ	196 19% EJ	268 25% EJ	309 29% ABCDFGIJ	222 21% EJ	212 20% EJ	385 36% ABCDEFGIJ	352 33% ABCDFGIJ	254 24% CEJ
Fairly unfavourable (-1)	212 20% CJ	211 20% CEJ	168 16% EJ	202 19% EJ	173 16% EJ	194 18% EJ	180 17% EJ	188 18% EJ	163 15% EJ	144 14% EJ
Very unfavourable (-2)	227 22% HI	329 31% ADEFGHIJ	366 35% ABDEFGHIJ	276 26% AEFGHI	240 23% HI	207 20% I	391 37% ABDEFGHIJ	190 18% EJ	167 16% EJ	284 27% AEFGHI
Don't know	88 8% BFG	58 6% BFG	156 15% ABFGHI	140 13% ABFGHI	230 22% ABCDGHIJ	70 7% EJ	72 7% EJ	115 11% ABFG	121 11% ABFG	260 25% ABCDGHIJ

Net: Very/Fairly favourable	291 28% BCDEGHIJ	236 22% CDEGHIJ	170 16% EJ	168 16% EJ	103 10% ABCDEGHIJ	363 34% CDEJ	200 19% EJ	176 17% EJ	252 24% CDEGHIJ	112 11% EJ
Net: Very/Fairly unfavourable	439 42% FHI	540 51% ADEFGHIJ	534 51% ADEFGHIJ	478 45% EFGHIJ	413 39% I	401 38% ACDEFGHIJ	571 54% I	378 36% I	331 31% HI	429 41% HI
Net Difference	-148 -14%	-304 -29%	-365 -35%	-310 -29%	-310 -29%	-38 -4%	-371 -35%	-202 -19%	-79 -7%	-316 -30%

Mean	-0.30 BCDEGHIJ	-0.58 CEJ	-0.75 CEJ	-0.61 CEJ	-0.65 C	-0.13 ABCDEGHIJ	-0.72 BCDEGHIJ	-0.38 BCDEGHIJ	-0.21 BCDEGHIJ	-0.70
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Overlap formulae used
ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J Minimum Base: 30 (** Small Base: 100)
ColumnMeans (SN): A/B/C/D/E/F/G/H/I/J Minimum Base: 30 (** Small Base: 100)

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396	
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433	
Very favourable (2)	86 8%	46 9%	39 7%	8 7%	12 7%	17 10%	14 8%	12 8%	22 9%	20 7%	32 9%	34 8%	10 7%	23 8%	19 8%	28 9%	43 7%	43 9%	17 7%	31 11%	13 5%	16 11%	2 4%	7 7%	77 9%	9 6%	54 9%	23 7%	9 7%	24 9%	62 8%	26 8%	60 8%	50 8%	36 8%	
Fairly favourable (1)	205 19%	114 22%	91 17%	24 21%	29 16%	35 21%	36 20%	31 19%	51 21%	53 18%	71 20%	81 20%	28 20%	53 18%	49 20%	58 18%	136 23%	69 15%	44 18%	57 21%	47 19%	26 18%	17 33%	14 15%	174 19%	30 19%	123 21%	58 17%	24 18%	66 25%	139 17%	84 26%	121 17%	127 20%	78 18%	
Neither favourable nor unfavourable (0)	237 22%	108 21%	125 24%	31 27%	37 20%	39 23%	47 26%	40 25%	43 18%	68 23%	86 25%	83 20%	35 25%	64 22%	66 27%	62 20%	134 22%	103 22%	67 27%	52 19%	53 22%	25 17%	12 25%	27 30%	198 24%	39 24%	126 22%	82 24%	28 21%	62 24%	175 24%	79 24%	158 22%	141 23%	96 22%	
Fairly unfavourable (-1)	212 20%	102 20%	107 20%	22 19%	36 19%	30 18%	29 16%	33 21%	62 25%	58 19%	59 17%	95 23%	31 18%	47 16%	43 18%	73 23%	124 21%	87 19%	46 18%	53 19%	55 23%	33 23%	7 15%	18 19%	178 20%	34 20%	108 19%	72 21%	31 24%	37 14%	175 22%	66 20%	146 20%	121 19%	90 21%	
Very unfavourable (-2)	227 22%	118 23%	107 20%	7 6%	39 21%	30 18%	46 25%	40 24%	66 27%	46 15%	76 22%	105 26%	11 8%	60 21%	58 24%	86 28%	111 19%	117 25%	52 21%	60 22%	53 22%	29 20%	10 20%	22 24%	191 21%	36 23%	133 23%	61 18%	33 25%	44 17%	183 23%	51 16%	176 24%	138 22%	89 21%	
Don't know	88 8%	23 4%	63 12%	22 19%	31 17%	16 9%	9 5%	7 4%	4 1%	53 18%	25 7%	10 3%	26 19%	41 14%	11 5%	7 2%	44 8%	43 9%	24 10%	21 8%	24 10%	14 10%	1 3%	4 4%	78 9%	10 6%	39 7%	42 12%	7 5%	27 10%	61 8%	21 6%	67 9%	45 7%	43 10%	
Net: Very/Fairly favourable	291 28%	160 31%	130 24%	32 28%	41 22%	52 31%	50 28%	43 26%	72 29%	74 25%	102 29%	115 28%	39 27%	76 26%	68 28%	85 27%	179 30%	112 24%	61 24%	89 32%	60 24%	42 29%	19 38%	21 23%	252 28%	39 25%	177 30%	81 24%	33 25%	90 35%	201 25%	110 34%	181 25%	177 28%	114 26%	
Net: Very/Fairly unfavourable	439 42%	220 43%	214 40%	29 26%	74 41%	61 36%	74 41%	73 45%	127 52%	104 35%	135 39%	200 49%	41 29%	107 37%	102 41%	159 51%	235 40%	204 44%	99 39%	113 41%	108 44%	62 43%	18 35%	40 43%	369 41%	70 44%	242 41%	133 39%	64 48%	81 31%	359 45%	117 36%	322 44%	260 42%	179 41%	
Net Difference	-148 -14%	-60 -12%	-84 -16%	3 3%	-33 -18%	-9 -5%	-24 -13%	-30 -18%	-55 -22%	-30 -10%	-33 -9%	-85 -21%	-3 -2%	-31 -11%	-34 -14%	-73 -23%	-56 -10%	-92 -20%	-38 -15%	-24 -9%	-49 -20%	-20 -14%	1 2%	-19 -21%	-118 -13%	-31 -19%	-65 -11%	-53 -16%	-31 -23%	10 4%	-158 -20%	-7 -2%	-141 -19%	-83 -13%	-65 -15%	
Mean	-0.30	-0.27	-0.32	0.04 EGH*	-0.39	-0.14	-0.32	-0.37	-0.41	-0.23	-0.24	-0.39	-0.03 P*	-0.27	-0.31	-0.43	-0.23	-0.39	-0.32	-0.21	-0.40	-0.25 *	-0.14 *	-0.39 *	-0.28	-0.39	-0.26	-0.31	-0.43 *	-0.04 e	-0.38	-0.10 e	-0.39	-0.30	-0.30	

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

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact				
																															(H)	(I)	(J)	(K)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610					
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593					
Very favourable (2)	86	6	66	3	3	42	28	7	73	83	2	25	20	34	21	8	46	15	65	86	-	10	56	2	62	12	45	11	57					
	8%	2%	24%	5%	3%	11%	7%	4%	13%	23%	1%	14%	5%	13%	6%	7%	11%	6%	12%	30%	-	6%	12%	1%	12%	11%	11%	5%	10%					
			BDE	*	*			K	HKMO	HKLMNOPQ			HKMO	HKMO		K*	HKMO	UX	RUVX	RSUVWXYZa		UX	RUX	U	RUVX	UX*	UX							
Fairly favourable (1)	205	39	87	28	15	113	44	26	145	161	9	73	47	82	43	17	109	36	120	205	-	34	104	13	138	12	113	13	170					
	19%	12%	32%	42%	15%	30%	11%	13%	25%	44%	2%	41%	13%	32%	13%	15%	25%	15%	22%	70%	-	20%	22%	8%	26%	12%	27%	7%	29%					
			BE	BE*	*	G		K	HKMDP	HKMNOPQ		HKMNOPQ	K	HKMNOPQ	K	K*	HKMDP	UX	UXZ	RSUVWXYZa		UX	UX	U	RSUVWZ	U*	RSUVWZ							
Neither favourable nor unfavourable (0)	237	58	59	20	26	93	69	38	124	75	32	32	54	56	53	17	81	46	107	-	-	35	89	32	117	19	79	44	137					
	22%	18%	22%	30%	25%	18%	19%	22%	30%	21%	8%	18%	14%	22%	16%	15%	19%	19%	20%	-	-	19%	19%	22%	18%	19%	22%	23%						
				*	*	G		K	KMO	KM		K	K	KM	K	K*	KM	TU	TU			TU	TU	TU	TUW	TU*	TU							
Fairly unfavourable (-1)	212	89	33	7	31	61	95	56	103	26	146	28	82	44	68	24	87	67	95	-	212	40	90	48	99	21	79	49	104					
	20%	28%	12%	10%	31%	16%	24%	28%	18%	7%	36%	16%	18%	18%	20%	21%	20%	28%	18%	-	48%	24%	19%	28%	18%	20%	19%	25%	18%					
		CD		*	CD*	F	F	ILUNQ	J		HULMNOPQ	J	J	J	J	J*	J	STWYz	T		RSUVWXYZa	T	T	STWYz	T	T*	T							
Very unfavourable (-2)	227	125	17	6	24	54	137	67	110	5	206	13	169	31	140	47	102	62	130	-	227	48	135	72	114	37	95	79	81					
	22%	39%	6%	10%	23%	14%	35%	33%	19%	1%	51%	7%	45%	12%	42%	42%	24%	26%	24%	-	52%	29%	28%	42%	21%	36%	23%	40%	14%					
		CDE		*	C*	F	F	ILNQ	JLN		HULMNQ	J	ILNQ	JL	HULNQ	ILNQ*	ILN	T	TY		RSUVWXYZa	T	STYz	STYz	STVWYz	T	STYz*	T						
Don't know	88	3	10	2	3	12	15	7	17	13	5	6	5	5	7	-	3	11	22	-	-	2	3	3	4	2	1	3	43					
	8%	1%	4%	3%	3%	3%	4%	3%	3%	3%	1%	3%	1%	2%	2%	-	1%	5%	4%	-	-	1%	1%	2%	1%	2%	*	2%	7%					
			B	*	*			PQ	Q	Q		Q	Q	Q		*	TUVWYz	TUVWYz			U	U	U	U	U	TU*			b					
Net: Very/Fairly favourable	291	45	153	31	18	155	73	33	218	243	11	98	68	116	63	24	155	51	185	291	-	44	161	16	200	24	158	24	227					
	28%	14%	56%	47%	18%	41%	19%	17%	38%	67%	3%	55%	18%	46%	19%	22%	36%	22%	34%	100%	-	26%	34%	9%	37%	24%	38%	12%	38%					
			BE	BE*	*	G		K	HKMDP	HKLMNOPQ		HKMNOPQ	K	HKMNOPQ	K	K*	HKMDP	UX	RUX	RSUVWXYZa		UX	RUX	U	RUVWZ	UX*	RSUVWZ							
Net: Very/Fairly unfavourable	439	214	50	13	55	114	232	122	213	31	352	41	251	75	208	71	189	129	226	-	439	89	225	119	212	57	174	128	185					
	42%	67%	18%	20%	54%	31%	60%	61%	37%	9%	88%	23%	66%	30%	63%	63%	44%	55%	42%	-	100%	53%	47%	70%	40%	56%	42%	64%	31%					
		CDE		*	CD*	F	F	ILNQ	JLN		HULMNOPQ	J	ILNQ	J	ILNQ	ILNQ*	ILN	STYz	T		RSUVWXYZa	STYz	STYz	STVWYz	T	STYz*	T	c						
Net Difference	-148	-169	103	18	-37	41	-160	-89	5	212	57	-183	41	-144	-47	-34	-78	-40	291	-439	-45	-65	-104	-12	-33	-16	-104	43						
	-14%	-53%	38%	28%	-36%	11%	-41%	-44%	1%	58%	-85%	32%	-48%	16%	-44%	-41%	-8%	-33%	-7%	100%	-100%	-27%	-14%	-61%	-2%	-32%	-4%	-52%	7%					
Mean	-0.30	-0.91	0.58	0.24	-0.57	0.08	-0.72	-0.77	-0.06	0.83	-1.38	0.40	-0.89	0.18	-0.81	-0.77	-0.21	-0.55	-0.20	1.30	-1.52	-0.50	-0.30	-1.04	-0.12	-0.58	-0.16	-0.88	0.03					
			BE	BE*	B*	G		K	HKMDP	HKLMNOPQ		HKMNOPQ	K	HKMDP	K	K*	HKMDP	UX	RUVWZ	RSUVWXYZa		UX	RUX	U	RUVWZ	UX*	RUVWZ							

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396	
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433	
Very favourable (2)	56 5%	30 6%	26 5%	5 4%	8 4%	9 6%	11 6%	9 6%	15 6%	13 4%	20 6%	24 6%	9 6%	10 3%	14 6%	22 7%	34 6%	23 5%	10 4%	11 4%	18 7%	13 *	1 2%	4 *	42 5%	14 9%	33 6%	17 5%	6 5%	18 7%	38 5%	17 5%	39 5%	37 6%	20 5%	
Fairly favourable (1)	180 17%	84 16%	95 18%	20 18%	22 12%	24 14%	21 12%	29 18%	64 26%	42 14%	45 13%	93 23%	25 18%	33 11%	31 13%	75 24%	100 17%	80 17%	37 15%	54 20%	40 16%	27 19%	7 15%	15 16%	140 16%	40 25%	119 20%	38 11%	23 17%	37 14%	143 18%	57 17%	123 17%	98 16%	82 19%	
Neither favourable nor unfavourable (0)	221 21%	101 20%	118 22%	26 23%	27 15%	32 19%	41 23%	37 23%	57 23%	54 18%	74 21%	94 23%	30 18%	52 18%	52 21%	72 23%	125 21%	96 21%	58 23%	59 22%	58 22%	20 14%	10 20%	16 16%	195 22%	26 16%	120 21%	67 20%	34 25%	51 20%	169 21%	72 22%	149 20%	120 19%	101 23%	
Fairly unfavourable (-1)	211 20%	100 20%	110 21%	21 19%	40 22%	34 17%	31 19%	30 22%	53 22%	62 21%	65 19%	84 20%	26 18%	60 21%	49 20%	56 18%	125 21%	86 19%	49 19%	60 22%	46 19%	28 19%	15 14%	13 14%	178 20%	32 21%	121 21%	58 17%	31 23%	59 19%	152 19%	63 19%	147 20%	133 19%	78 18%	
Very unfavourable (-2)	329 31%	177 35%	145 27%	33 28%	69 37%	59 35%	66 37%	52 32%	101 21%	125 36%	103 25%	40 29%	109 38%	89 36%	79 25%	179 30%	150 32%	80 32%	79 29%	67 27%	48 34%	15 31%	41 44%	291 32%	38 24%	165 28%	129 38%	35 26%	81 31%	249 31%	107 33%	222 30%	207 33%	122 28%		
Don't know	58 6%	18 4%	39 7%	9 8%	18 10%	10 6%	10 5%	6 3%	6 2%	27 9%	20 6%	12 3%	11 8%	25 9%	12 5%	9 3%	30 5%	28 6%	18 7%	11 4%	15 6%	8 6%	1 3%	4 4%	50 6%	8 5%	25 4%	29 9%	4 3%	13 5%	45 6%	10 3%	48 7%	28 4%	31 7%	
Net: Very/Fairly favourable	236 22%	114 22%	121 23%	25 22%	30 16%	33 20%	32 18%	38 24%	78 32%	55 18%	65 19%	117 29%	34 24%	42 15%	46 18%	97 31%	133 23%	103 22%	47 19%	65 24%	58 24%	40 28%	9 17%	19 20%	182 20%	54 34%	152 26%	55 16%	29 22%	55 21%	181 23%	74 23%	162 22%	134 22%	102 23%	
Net: Very/Fairly unfavourable	540 51%	277 54%	255 48%	54 47%	109 59%	93 55%	97 54%	82 50%	105 43%	163 55%	190 55%	187 46%	66 47%	169 59%	137 56%	136 43%	304 51%	236 51%	129 51%	139 51%	113 46%	75 53%	30 60%	54 58%	469 52%	71 45%	286 49%	187 55%	66 50%	139 54%	401 50%	171 52%	369 51%	340 55%	200 46%	
Net Difference	-304 -29%	-163 -32%	-134 -25%	-29 -25%	-79 -43%	-60 -36%	-65 -36%	-44 -27%	-27 -11%	-108 -36%	-125 -36%	-70 -17%	-32 -23%	-127 -44%	-92 -37%	-39 -12%	-171 -29%	-133 -29%	-82 -33%	-75 -27%	-55 -23%	-36 -25%	-21 -42%	-35 -38%	-287 -32%	-17 -11%	-134 -23%	-133 -39%	-37 -27%	-84 -32%	-220 -28%	-97 -30%	-207 -28%	-206 -33%	-98 -23%	
Mean	-0.58	-0.63	-0.51	-0.54	-0.85	-0.69	-0.71	-0.55	-0.27	-0.73	-0.70	-0.38	-0.49	-0.86	-0.71	-0.32	-0.56	-0.60	-0.65	-0.54	-0.45	-0.53	-0.73	-0.81	-0.63	-0.27	-0.48	-0.79	-0.50	-0.59	-0.57	-0.59	-0.57	-0.63	-0.50	

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

Overlap formulae used
 ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
Very favourable (2)	56 5%	33 10% CE	3 1%	7 11% CE*	2 2%	18 5%	26 7%	45 23% IJKLNMOPQ	7 1%	10 3%	32 8%	6 3%	27 7%	14 6%	28 8%	8 7%	21 5%	56 24%	-	12 4%	31 7%	39 23%	6 1%	31 18%	12 2%	35 34%	5 1%	31 15%	16 3%	
Fairly favourable (1)	180 17%	108 34% CDE	18 7%	9 14% +	6 6%	47 12%	90 23% F	108 5% IJKLNMOPQ	26 5%	41 11%	101 25% I	28 16%	72 19%	29 12%	70 21%	29 26%	60 14%	180 76% STUVWXYZa	-	39 13%	98 22%	78 46%	31 7%	74 44%	48 9%	39 38%	24 6%	61 31%	64 11%	
Neither favourable nor unfavourable (0)	221 21%	80 25% C	39 14%	15 23% +	25 24% C*	77 21%	86 22%	27 13%	79 14%	55 15%	80 20% HI	35 20%	64 17%	47 19%	70 19%	27 24% HI*	71 17%	-	-	53 18% RSWYa	82 19%	33 20%	45 17%	28 13%	71 18%	18 11%	44 24%	48 17%	99	
Fairly unfavourable (-1)	211 20%	59 18%	57 21%	16 17% +	17 17% +	71 19%	81 21%	16 8%	147 26% HKLMNOQ	94 26% HKLMNOQ	74 19%	45 25%	70 17%	43 20%	67 24% H	27 8%	86 20% H	-	211 39% RTUVWXYZa	62 19%	81 19%	14 8%	117 24%	25 15%	127 24%	5 5%	100 24%	27 14%	141 24%	
Very unfavourable (-2)	329 31%	36 11% BD	148 54% BD	18 27% B*	4 4% BD*	153 41% G	97 25%	4 2%	304 53% HJKLMNOQ	159 44% HKLDP	110 28%	60 34%	142 38%	116 46%	93 28%	21 19% H*	190 44% HJKLMOP	-	329 61% RTUVWXYZa	123 42%	144 33%	4 2%	278 58%	8 5%	275 51%	6 6%	240 58%	31 16%	248 42%	
Don't know	58 6%	3 1%	5 2%	-	4 4% +	8 2%	9 2%	-	7 1% Q	5 1% Q	3 1%	2 1%	3 1%	2 1%	2 1%	-	1 *	-	-	1 *	3 1%	2 *	2 1%	2 1%	2 1%	-	-	1 *	24 4%	
Net: Very/Fairly favourable	236 22%	142 44% CDE	22 8%	16 25% CE*	8 8% *	65 17% F	116 30% F	153 77% IJKLNMOPQ	33 6%	50 14%	133 33% I	34 19%	99 26%	43 17%	98 30%	37 33% IJKLNO*	81 19%	236 100% STUVWXYZa	-	51 18% SWYa	129 29% STWYa	117 69%	37 8%	105 62%	59 11%	73 72%	29 7%	92 46%	80 14%	
Net: Very/Fairly unfavourable	540 51%	95 30% BDE	206 75% BDE	34 52% B*	66 64% B*	224 60% G	178 46%	20 10%	452 79% HJKLMNOQ	253 70% HJKLMNO	185 46% H	105 60% HKDP	212 63% HKDP	160 48% HKDP	160 48% H	48 43% H*	275 64% HJKLMOP	-	540 100% RTUVWXYZa	185 64% RUVXZ	226 51% RVXZ	18 11%	394 82% RTUVXYZ	33 20%	402 75% RVZ	11 11%	340 82% R*	58 29% RTUVXYZ	389 66%	
Net Difference	-304 -29%	47 15%	-184 -67%	-18 -27% +	-57 -56% +	-160 -43% G	-62 -16% G	133 67%	-418 -73% IJKLNO	-203 -56% IJKLNO	-52 -13% IJKLNO	-71 -40% IJKLNO	-113 -30% IJKLNO	-116 -46% IJKLNO	-62 -19% IJKLNO	-11 -10% IJKLNO	-195 -45% IJKLNO	236 100% STUVWXYZa	-540 -100% RTUVWXYZa	-135 -46% SWYa	-97 -22% STWYa	98 58%	-357 -75% STUVXYa	72 43%	-343 -64% SWa	62 61%	-311 -75% STUVXYa*	33 17%	-309 -52%	
Mean	-0.58	0.14 CDE	-1.23	-0.43 CE*	-1.05 *	-0.81	-0.35 F	0.87 IJKLNMOPQ	-1.27	-0.98 I	-0.33 IJKLMNQ	-0.72 IJKLNO	-0.61 IJKLNO	-0.88 IJKLNO	-0.39 IJKLMNQ	-0.22 IJKLMNQ*	-0.85 IJKLNO	1.24 STUVWXYZa	-1.61	-0.85 SWYa	-0.48 STWYa	0.79 STUVXYa	-1.32 S	0.57 STUVXYa	-1.14 SWa	0.89 STUVXYa*	-1.33 S	0.17 c	-0.95	

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Suella Braverman, Home Secretary
 All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S	At least one child present	No children present	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396			
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433			
Very favourable (2)	55 5%	30 6%	25 5%	3 2%	2 1%	8 5%	7 4%	14 8%	22 9%	5 2%	14 4%	36 9%	4 3%	8 3%	10 4%	34 11%	34 6%	21 5%	7 3%	17 6%	18 7%	10 7%	2 4%	1 1%	49 5%	6 4%	37 6%	14 4%	5 4%	8 3%	47 6%	12 4%	43 6%	31 5%	24 6%			
Fairly favourable (1)	114 11%	55 11%	58 11%	9 7%	14 8%	10 6%	17 10%	21 13%	44 18%	23 8%	27 8%	65 16%	10 7%	18 6%	23 9%	47 15%	53 9%	62 13%	33 13%	37 13%	22 9%	12 8%	4 9%	7 8%	94 11%	20 13%	77 13%	20 6%	17 13%	24 9%	91 11%	32 10%	82 11%	55 9%	59 14%			
Neither favourable nor unfavourable (0)	196 19%	90 18%	104 20%	31 27%	30 16%	32 19%	39 21%	32 20%	33 13%	60 20%	71 20%	65 16%	36 7%	52 18%	51 21%	42 14%	109 18%	87 19%	46 18%	57 21%	42 17%	24 17%	6 13%	20 22%	164 18%	32 20%	94 16%	72 21%	30 21%	55 18%	140 17%	56 17%	139 19%	114 18%	82 19%			
Fairly unfavourable (-1)	168 16%	94 18%	74 14%	16 14%	33 18%	28 17%	33 18%	21 13%	36 14%	50 17%	61 18%	57 14%	21 15%	51 18%	44 18%	45 14%	105 18%	63 14%	45 18%	38 14%	38 16%	25 17%	10 21%	12 13%	143 16%	25 16%	101 17%	48 14%	19 14%	48 19%	120 15%	54 16%	114 16%	110 18%	58 13%			
Very unfavourable (-2)	366 35%	201 39%	157 30%	30 26%	64 35%	57 34%	63 35%	58 36%	95 38%	94 32%	120 34%	152 37%	38 27%	98 34%	89 36%	119 38%	217 37%	149 32%	80 32%	83 30%	87 36%	51 36%	22 44%	43 47%	312 35%	55 35%	206 35%	120 36%	40 30%	79 30%	287 36%	133 41%	233 32%	229 37%	137 32%			
Don't know	156 15%	40 8%	113 21%	27 23%	40 22%	33 20%	22 12%	17 11%	17 7%	67 22%	55 16%	34 8%	32 23%	63 22%	30 12%	24 8%	76 13%	80 17%	39 16%	44 16%	37 15%	22 15%	5 9%	9 10%	136 15%	20 13%	69 12%	64 19%	22 17%	45 17%	111 14%	38 12%	117 16%	83 13%	73 17%			
Net: Very/Fairly favourable	170 16%	85 17%	84 16%	11 10%	17 9%	18 10%	24 13%	34 21%	66 27%	28 9%	41 12%	101 25%	14 10%	25 9%	33 13%	81 26%	86 15%	83 18%	40 16%	53 19%	39 16%	22 15%	7 13%	8 9%	143 16%	26 17%	114 20%	34 10%	22 16%	32 12%	138 17%	45 14%	125 17%	86 14%	83 19%			
Net: Very/Fairly unfavourable	534 51%	295 58%	231 43%	46 40%	97 53%	85 51%	96 53%	79 49%	130 53%	144 48%	181 52%	210 51%	59 42%	149 52%	133 54%	165 53%	322 54%	212 46%	125 50%	121 44%	125 51%	75 53%	32 65%	55 59%	454 51%	80 51%	307 53%	169 50%	59 44%	127 49%	407 51%	187 57%	347 48%	339 55%	195 45%			
Net Difference	-365 -35%	-210 -41%	-148 -28%	-35 -31%	-81 -44%	-67 -40%	-72 -40%	-45 -28%	-64 -26%	-116 -39%	-140 -40%	-109 -27%	-45 -32%	-124 -43%	-100 -40%	-83 -27%	-236 -40%	-129 -28%	-85 -34%	-68 -25%	-86 -35%	-54 -38%	-26 -52%	-46 -51%	-311 -35%	-54 -34%	-193 -33%	-135 -40%	-37 -28%	-95 -37%	-270 -34%	-142 -44%	-223 -31%	-253 -41%	-112 -26%			
Mean	-0.75	-0.81	-0.67	-0.72	-0.99	-0.86	-0.81	-0.62	-0.59	-0.89	-0.84	-0.60	-0.73	-0.95	-0.82	-0.58	-0.81	-0.67	-0.74	-0.58	-0.75	-0.78	-1.01	-1.06	-0.75	-0.75	-0.70	-0.88	-0.65	-0.77	-0.74	-0.91	-0.68	-0.84	-0.62			

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

Overlap formulae used
 ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)
 ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Suella Braverman, Home Secretary
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)			
																															1055	295	285
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610				
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593				
Very favourable (2)	55 5%	40 13% CE	2 1%	2 3%	4 4%	6 2%	42 11% F	40 20% UKLMMNDQ	8 1%	4 1%	46 11% IILNQ	9 5%	32 9%	4 2%	40 12% IILMNDQ	23 20%	14 3%	38 16% STUWYz	6 1%	6 2%	40 9%	28 2%	11 2%	55 33% STUWYz	- -	27 26% RSTUWYz	9 2%	38 19% c	6 1%				
Fairly favourable (1)	114 11%	83 26% CDE	8 3%	3 4%	6 6%	31 8%	66 17% F	56 28% UKLMMNDQ	31 5%	17 5%	82 20% IILNQ	13 7%	62 17% IILNQ	13 5%	59 18% IILNQ	34 30% UKLMMNDQ*	31 7%	68 29% STUWYz	28 5%	10 3%	79 18% STWYz	55 32% STUWYz	31 6%	114 67% RSTUWYz	- -	34 33% STUWYz	19 5%	46 23% c	29 5%				
Neither favourable nor unfavourable (0)	196 19%	60 19%	40 15%	17 26% C*	14 14% *	60 16%	70 18%	44 22% IQ	57 10%	61 17% IQ	64 16% I	29 16% I	61 16% IQ	44 18% IQ	55 17% IQ	19 15% I*	51 21% SWXYz	49 18% XY	52 15% XY	53 15% SWXYz	66 15% SWXYz	31 13% SWXYz	42 9%	- -	18 18% SWXYz	32 8%	34 17% XY	98 17%					
Fairly unfavourable (-1)	168 16%	57 18%	41 15%	13 19%	15 15% *	58 15% F	63 16% F	35 17% M	100 18% M	68 19% M	55 14% M	34 19% M	50 18% M	45 17% M	47 16% *	18 15% *	63 17% X	40 15% X	79 15% X	53 18% X	65 15% X	29 17% X	68 14% X	- -	168 31% RSTUWYz	15 15% X*	68 17% X	36 18%	98 17%				
Very unfavourable (-2)	366 35%	56 17%	158 58% B	29 45% B*	49 48% B*	195 52% G	99 25% G	14 7% HUKLMNDP	320 56% HKMOP	176 49% HKMOP	117 39% HP	82 47% HKOP	146 39% HKOP	123 49% HKMOP	109 33% HP	10 8% *	254 9% HUKLMNDP	19 8% X	323 60% RTUVXZ	147 50% RUVXZ	147 33% RVXZ	21 13% X	300 63% RTUVXZ	- -	366 69% RSTUWVXZ	9 8% X*	276 67% RSTUWVXZ	32 16% b	287 48%				
Don't know	156 15%	23 7%	22 8%	2 2% *	13 13% D*	26 7%	49 13% F	12 6%	55 10% Q	35 10% LQ	37 9% Q	9 5%	26 7% Q	23 9% Q	21 6%	9 8% *	16 4% VXYz	23 10% VXYz	52 10% VWXYz	22 7% VXYz	41 9% VWXYz	4 2% XY	26 5% XYz	- -	- -	7 2% Y	13 7% Y	75 13%					
Net: Very/Fairly favourable	170 16%	124 39% CDE	11 4%	5 8% *	10 10% C*	36 10% F	108 28% UKLMMNDQ	96 48% UKLMMNDQ	39 7%	21 6%	127 32% IILMNDQ	22 13% IILNQ	95 25% IILNQ	17 7%	99 30% IILMNDQ	57 50% UKLMMNDQ*	45 10% II	105 45% STUWYz	33 6%	16 5%	119 27% STWYz	83 49% STUWYz	42 9% STY	170 100% RSTUWYz	- -	61 59% RSTUWYz	28 7% Y	84 42% c	35 6%				
Net: Very/Fairly unfavourable	534 51%	113 35% B	199 73% B*	42 64% B*	64 63% B*	252 67% G	162 42% G	48 24% HUKLMNDP	420 74% HKMOP	245 68% HKMOP	172 43% HP	116 66% HKOP	196 52% HKOP	168 67% HKMOP	155 47% HP	28 25% *	317 74% HUKLMNDP	59 25% X	402 75% RTUVXZ	200 69% RUVXZ	212 48% RVXZ	50 30% X	369 77% RTUVXZ	- -	534 100% RSTUWVXZ	24 23% X*	345 83% RSTUWVXZ	68 34% b	385 65%				
Net Difference	-365 -35%	11 3%	-189 -69%	-37 -56% C*	-54 -53% *	-216 -58% F	-14% F	24%	48 -67%	-223 -62%	-44 -11%	-94 -53%	-101 -27%	-152 -60%	-56 -17%	29 26%	-272 -64%	46 20%	-369 -68%	-185 -63%	-93 -21%	33 19%	-327 -68%	170 100%	-534 -100%	37 36%	-316 -77%	17 8%	-350 -59%				
Mean	-0.75	-0.02 CDE	-1.38	-0.99 C*	-1.12 *	-1.16 F	-0.33 UKLMMNDQ	0.39 UKLMMNDQ	-1.34	-1.21 I	-0.32 IILMNDQ	-1.00 IILNQ	-0.61 IILNQ	-1.18 I	-0.40 IILMNDQ	0.40 UKLMMNDQ*	-1.24 I	0.30 STUWYz	-1.41 Y	-1.21 SWYz	-0.50 STWYz	0.24 STUWYz	-1.36 Ya	1.33 RSTUWYz	-1.69	0.54 STUWYz	-1.44 Y	0.12 c	-1.22				

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Hunt, Chancellor of the Exchequer
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Yorkshire (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
Very favourable (2)	28 3%	14 3%	15 3%	4 3%	3 2%	5 3%	6 3%	5 3%	5 2%	7 2%	11 3%	9 2%	5 4%	7 2%	6 2%	9 3%	17 3%	11 2%	6 2%	4 1%	10 4%	5 *	1 2%	2 3%	20 2%	8 5%	16 3%	8 2%	3 *	4 2%	24 3%	9 3%	20 3%	12 2%	16 4%
Fairly favourable (1)	140 13%	71 14%	70 13%	7 6%	16 8%	23 14%	17 9%	23 14%	55 22%	22 7%	40 12%	78 19%	8 5%	30 11%	26 11%	66 21%	87 15%	53 12%	33 13%	49 18%	35 14%	9 6%	4 8%	11 12%	107 12%	33 Y	97 17%	25 8%	17 13%	42 16%	98 12%	41 12%	100 14%	82 13%	58 13%
Neither favourable nor unfavourable (0)	268 25%	126 25%	141 26%	26 23%	33 18%	38 23%	46 25%	47 29%	78 32%	59 20%	84 24%	126 31%	32 22%	59 20%	63 25%	90 29%	151 26%	117 25%	68 27%	68 25%	69 28%	34 24%	8 16%	21 23%	233 26%	35 22%	139 24%	80 24%	48 36%	63 24%	205 26%	75 23%	193 26%	149 24%	119 28%
Fairly unfavourable (-1)	202 19%	102 20%	98 18%	28 24%	37 20%	26 15%	30 17%	35 22%	46 19%	65 22%	56 16%	81 20%	31 22%	56 19%	41 17%	57 18%	124 21%	78 17%	42 17%	49 18%	46 19%	30 17%	17 34%	17 19%	180 20%	23 14%	115 20%	70 21%	18 13%	46 18%	156 20%	80 24%	123 17%	122 20%	81 19%
Very unfavourable (-2)	276 26%	156 31%	112 21%	20 17%	52 28%	51 30%	58 32%	43 26%	51 21%	72 24%	109 31%	94 23%	27 19%	83 29%	81 33%	73 23%	145 24%	131 28%	68 27%	66 24%	48 20%	43 30%	16 31%	34 37%	240 27%	36 23%	155 26%	88 26%	33 25%	66 25%	210 26%	89 27%	187 26%	178 29%	98 23%
Don't know	140 13%	42 8%	98 18%	30 FGH*	42 GH*	24 HI	23 HI	10 6%	11 4%	72 KL	47 L	21 5%	39 OP	54 OP	29 P	17 5%	69 12%	72 16%	34 13%	39 14%	35 15%	23 16%	4 8%	6 6%	117 13%	23 15%	61 10%	66 20%	14 10%	38 15%	102 13%	33 10%	107 15%	80 13%	61 14%
Net: Very/Fairly favourable	168 16%	84 17%	84 16%	11 9%	19 10%	29 17%	23 13%	27 17%	60 24%	30 10%	52 15%	87 21%	13 9%	37 13%	33 13%	76 24%	104 18%	65 14%	39 15%	53 19%	45 18%	13 9%	5 10%	14 15%	128 14%	41 26%	114 19%	34 10%	21 16%	47 18%	122 15%	49 15%	119 16%	94 15%	74 17%
Net: Very/Fairly unfavourable	478 45%	258 51%	210 39%	48 42%	89 49%	77 46%	89 49%	78 48%	98 40%	137 46%	166 48%	175 43%	58 41%	138 48%	122 50%	130 42%	269 45%	209 45%	111 44%	116 42%	95 39%	73 51%	33 65%	51 56%	420 47%	59 37%	270 46%	158 47%	50 38%	112 43%	367 46%	168 52%	310 42%	299 48%	179 41%
Net Difference	-310 -29%	-173 -34%	-126 -24%	-37 -32%	-71 -38%	-48 -29%	-66 -37%	-50 -31%	-38 -15%	-108 -36%	-114 -33%	-88 -22%	-45 -32%	-101 -35%	-90 -36%	-54 -17%	-165 -28%	-145 -31%	-72 -29%	-63 -23%	-50 -20%	-59 -42%	-28 -55%	-38 -41%	-292 -33%	-18 -11%	-156 -27%	-124 -37%	-29 -22%	-65 -25%	-245 -31%	-119 -37%	-190 -26%	-205 -33%	-105 -24%
Mean	-0.61	-0.67	-0.51	-0.63	-0.85	-0.65	-0.75	-0.58	-0.36	-0.77	-0.70	-0.44	-0.65	-0.75	-0.76	-0.40	-0.56	-0.68	-0.62	-0.53	-0.42	-0.81	-0.92	-0.81	-0.66	-0.34	-0.56	-0.75	-0.49	-0.57	-0.62	-0.68	-0.58	-0.68	-0.50

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Overlap formulae used
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 ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Hunt, Chancellor of the Exchequer
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)				
																															1055	295	285	68
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610					
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593					
Very favourable (2)	28 3%	11 4%	4 1%	6 9%	1 1%	9 2%	12 3%	21 10%	4 1%	5 1%	14 3%	9 5%	13 3%	4 2%	16 5%	5 5%	10 2%	21 9%	3 *	6 2%	15 3%	28 17%	- -	14 8%	8 2%	16 16%	4 6%	12 2%	10 2%					
Fairly favourable (1)	140 13%	91 28%	21 8%	9 14%	2 2%	49 13%	71 18%	83 41%	31 5%	36 10%	80 20%	22 13%	55 14%	27 11%	61 19%	17 15%	73 17%	96 41%	16 3%	37 13%	73 17%	140 83%	- -	69 41%	42 17%	52 51%	17 4%	53 27%	49 8%					
Neither favourable nor unfavourable (0)	268 25%	101 32%	42 15%	18 28%	30 29%	85 23%	109 28%	49 25%	113 20%	78 21%	99 25%	37 21%	76 20%	56 22%	64 19%	33 29%	70 25%	59 25%	79 22%	74 22%	98 22%	- -	- -	40 23%	93 17%	21 21%	55 13%	47 24%	136 23%					
Fairly unfavourable (-1)	202 19%	53 17%	65 24%	12 18%	23 23%	83 22%	109 28%	26 13%	128 22%	89 25%	72 18%	48 27%	71 19%	59 23%	63 19%	18 16%	104 24%	30 13%	134 49%	63 20%	84 19%	- -	202 42%	20 12%	141 26%	6 6%	108 26%	31 16%	231 22%					
Very unfavourable (-2)	276 26%	43 14%	123 45%	16 24%	41 40%	126 34%	94 24%	6 3%	248 43%	122 34%	110 28%	50 28%	136 36%	85 34%	101 30%	32 28%	163 38%	8 3%	260 48%	98 34%	142 32%	- -	276 58%	22 13%	228 43%	6 6%	217 53%	39 20%	195 33%					
Don't know	140 13%	19 6%	16 6%	4 6%	6 6%	22 6%	32 8%	16 8%	46 8%	32 9%	26 6%	10 6%	28 7%	21 8%	26 8%	8 7%	10 2%	24 10%	48 9%	13 5%	27 6%	- -	- -	5 3%	22 4%	1 1%	11 3%	15 8%	72 12%					
Net: Very/Fairly favourable	168 16%	102 32%	25 9%	15 23%	2 2%	58 15%	83 21%	103 52%	36 6%	41 11%	94 23%	31 18%	67 18%	31 12%	77 23%	22 20%	82 19%	117 49%	18 3%	44 20%	89 20%	168 100%	- -	83 49%	50 9%	68 66%	20 5%	66 33%	59 10%					
Net: Very/Fairly unfavourable	478 45%	96 30%	189 69%	28 43%	64 62%	209 56%	165 42%	32 16%	376 66%	211 58%	183 46%	98 56%	207 55%	144 57%	164 49%	49 44%	267 62%	37 16%	394 73%	161 55%	225 51%	- -	478 100%	42 25%	369 69%	12 12%	325 79%	71 36%	326 55%					
Net Difference	-310 -29%	6 2%	-163 -60%	-13 -19%	-62 -60%	-151 -40%	-82 -21%	72 36%	-340 -60%	-170 -47%	-89 -22%	-67 -38%	-140 -37%	-113 -45%	-87 -26%	-27 -24%	-185 -43%	79 34%	-376 -70%	-117 -40%	-137 -31%	168 100%	-478 -100%	24%	-60%	55%	-305 -74%	-5 -2%	-267 -45%					
Mean	-0.61	-0.09	-1.11	-0.36	-1.06	-0.76	-0.46	0.47	-1.11	-0.87	-0.50	-0.65	-0.75	-0.84	-0.56	-0.51	-0.81	0.44	-1.29	-0.75	-0.64	1.17	-1.58	0.21	-1.05	0.66	-1.29	-0.17	-0.87					

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Steve Barclay, Secretary of State for Health and Social Care
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
																																					(A)	(B)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396			
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433			
Very favourable (2)	17 2%	7 1%	10 2%	1 1%	2 1%	5 3%	2 1%	2 1%	5 2%	4 1%	6 2%	7 2%	1 1%	4 1%	5 2%	7 2%	9 2%	7 2%	3 1%	8 3%	4 1%	1 1%	- -	1 1%	13 1%	4 3%	14 2%	2 1%	1 1%	5 2%	12 1%	6 2%	11 2%	8 1%	9 2%			
Fairly favourable (1)	86 8%	45 9%	41 8%	10 9%	7 4%	10 6%	14 8%	11 7%	34 14%	17 6%	24 7%	44 11%	11 8%	13 5%	17 7%	40 13%	48 8%	38 8%	15 6%	31 11%	22 9%	13 9%	1 2%	3 4%	65 7%	21 13%	62 11%	18 5%	6 4%	24 9%	62 8%	23 7%	62 9%	53 9%	32 7%			
Neither favourable nor unfavourable (0)	309 29%	139 27%	170 32%	32 28%	42 23%	52 31%	50 28%	54 33%	79 32%	74 25%	102 29%	133 33%	38 27%	81 28%	70 28%	90 29%	181 31%	128 28%	68 27%	87 32%	73 30%	39 27%	13 27%	29 31%	266 27%	43 28%	166 28%	88 26%	56 42%	77 30%	232 31%	102 28%	207 28%	173 28%	137 32%			
Fairly unfavourable (-1)	173 16%	105 21%	67 13%	23 20%	32 18%	21 13%	31 17%	25 15%	42 17%	55 18%	52 15%	66 16%	29 21%	40 14%	41 17%	56 18%	104 18%	70 15%	32 13%	42 15%	35 14%	33 14%	15 17%	16 17%	146 16%	27 17%	93 16%	62 18%	18 14%	48 19%	125 16%	60 18%	113 16%	118 19%	55 13%			
Very unfavourable (-2)	240 23%	138 27%	94 18%	16 14%	44 24%	39 23%	45 26%	42 26%	54 22%	60 20%	84 24%	95 23%	20 14%	70 24%	62 25%	69 22%	127 21%	113 24%	62 25%	56 20%	49 20%	30 21%	14 28%	29 32%	210 23%	30 19%	138 24%	78 23%	24 18%	51 20%	189 24%	80 25%	159 22%	143 23%	97 22%			
Don't know	230 22%	77 15%	151 28%	32 28%	56 31%	41 24%	39 22%	29 18%	33 14%	88 30%	79 23%	63 15%	41 29%	80 28%	52 21%	50 16%	124 21%	107 23%	71 28%	51 19%	61 25%	26 18%	7 14%	14 16%	198 22%	33 21%	112 19%	90 27%	29 22%	55 21%	175 22%	54 17%	176 24%	127 20%	103 24%			
Net: Very/Fairly favourable	103 10%	52 10%	51 10%	12 10%	9 5%	15 9%	16 9%	12 8%	39 16%	21 7%	30 9%	51 13%	12 9%	17 6%	22 9%	47 15%	57 10%	46 10%	19 7%	38 14%	26 11%	14 10%	1 2%	4 5%	77 9%	25 16%	75 13%	21 6%	7 5%	29 11%	74 9%	29 9%	73 10%	61 10%	41 10%			
Net: Very/Fairly unfavourable	413 39%	243 48%	161 30%	39 34%	76 41%	60 36%	76 42%	66 41%	95 39%	115 39%	136 39%	162 40%	49 35%	110 38%	103 42%	126 40%	231 39%	182 39%	94 37%	98 36%	84 34%	63 44%	28 57%	45 49%	356 40%	57 36%	231 40%	140 41%	42 31%	99 38%	314 39%	141 43%	272 37%	261 42%	152 35%			
Net Difference	-310 -29%	-191 -37%	-110 -21%	-27 -24%	-67 -36%	-46 -27%	-60 -33%	-54 -33%	-57 -23%	-94 -31%	-106 -30%	-111 -27%	-37 -26%	-93 -32%	-82 -33%	-79 -25%	-174 -29%	-137 -30%	-76 -30%	-60 -22%	-58 -24%	-49 -34%	-27 -54%	-41 -44%	-279 -31%	-31 -20%	-156 -27%	-119 -35%	-35 -26%	-70 -27%	-240 -30%	-111 -34%	-199 -27%	-200 -32%	-110 -26%			
Mean	-0.65	-0.74	-0.51	-0.51	-0.85	-0.63	-0.73	-0.71	-0.49	-0.72	-0.68	-0.58	-0.56	-0.77	-0.71	-0.54	-0.62	-0.68	-0.74	-0.48	-0.56	-0.67	-0.96	-0.89	-0.68	-0.45	-0.59	-0.78	-0.55	-0.57	-0.67	-0.68	-0.63	-0.68	-0.60			

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

Overlap formulae used
Column Proportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30/(**) Small Base: 100/(*)
Column Means (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30/(**) Small Base: 100/(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Steve Barclay, Secretary of State for Health and Social Care
All Adults aged 18+ in Great Britain

	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive Impact	Negative Impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593
Very favourable (2)	17 8%	11 3%	3 1%	- *	1 1%	6 2%	10 2%	14 7%	3 *	3 1%	10 3%	- 3%	10 3%	5 2%	9 3%	2 1%	6 1%	4 1%	3 2%	2 1%	10 2%	12 7%	3 1%	11 7%	5 1%	17 16%	- *	10 5%	5 1%
Fairly favourable (1)	86 8%	57 18%	10 4%	5 8%	1 1%	27 7%	45 12%	60 30%	11 2%	20 5%	54 13%	13 8%	37 10%	18 7%	42 13%	23 7%	31 9%	63 21%	8 2%	22 6%	47 11%	57 29%	9 2%	49 2%	19 4%	86 84%	- *	47 24%	25 4%
Neither favourable nor unfavourable (0)	309 29%	114 36%	64 23%	23 35%	26 26%	100 27%	128 33%	126 36%	94 22%	118 26%	94 29%	53 30%	90 24%	74 29%	95 29%	41 36%	104 24%	93 39%	100 19%	76 26%	122 28%	68 41%	83 17%	60 35%	103 19%	- *	- *	69 35%	140 24%
Fairly unfavourable (-1)	173 16%	50 16%	52 19%	16 24%	19 19%	65 17%	61 16%	18 9%	115 20%	81 22%	54 13%	36 20%	76 20%	45 18%	56 17%	21 19%	90 21%	24 10%	109 20%	68 23%	60 14%	16 10%	106 22%	19 11%	126 24%	- *	173 42%	28 14%	121 20%
Very unfavourable (-2)	240 23%	32 10%	113 42%	15 23%	35 34%	116 31%	74 19%	5 3%	221 39%	117 32%	86 21%	50 28%	110 29%	72 29%	85 26%	13 12%	161 38%	5 2%	231 43%	90 31%	114 26%	4 2%	219 46%	10 6%	219 41%	- *	240 58%	21 10%	180 30%
Don't know	230 22%	55 17%	31 11%	7 10%	19 19%	60 16%	71 18%	30 15%	95 17%	49 13%	79 20%	24 14%	54 14%	38 15%	45 14%	13 11%	36 8%	41 17%	88 16%	33 11%	86 19%	11 7%	58 12%	21 12%	62 12%	- *	- *	24 12%	123 21%
Net: Very/Fairly favourable	103 10%	68 21%	13 5%	5 8%	3 3%	33 9%	55 14%	74 37%	14 2%	23 6%	65 16%	13 8%	48 13%	22 9%	51 15%	25 22%	37 9%	73 31%	11 2%	24 8%	57 13%	68 41%	12 2%	61 36%	24 4%	103 100%	- *	57 29%	29 5%
Net: Very/Fairly unfavourable	413 39%	82 26%	166 61%	31 47%	54 53%	181 48%	135 35%	24 12%	336 59%	197 54%	140 35%	86 49%	186 49%	118 47%	141 43%	34 30%	251 59%	29 12%	340 63%	158 54%	174 40%	20 12%	325 68%	28 17%	345 65%	- *	413 100%	48 24%	301 51%
Net Difference	-310 -29%	-15 -5%	-153 -56%	-26 -39%	-51 -50%	-149 -40%	-81 -21%	50 25%	-322 -56%	-175 -48%	-75 -19%	-72 -41%	-139 -37%	-96 -38%	-90 -27%	-9 -8%	-214 -50%	45 19%	-329 -61%	-134 -46%	-117 -27%	48 28%	-314 -66%	32 19%	-321 -60%	103 100%	-413 -100%	9 4%	-271 -46%
Mean	-0.65	-0.14	-1.09	-0.69	-1.02	-0.82	-0.46	0.35	-1.14	-0.92	-0.47	-0.80	-0.74	-0.76	-0.58	-0.20	-0.94	0.26	-1.23	-0.86	-0.62	0.35	-1.26	0.23	-1.13	1.16	-1.58	-0.01	-0.95

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
Very favourable (2)	116 11%	61 12%	55 10%	12 11%	18 10%	26 15%	19 11%	14 8%	27 11%	31 10%	45 13%	41 10%	17 12%	32 11%	29 12%	33 11%	66 11%	50 11%	29 11%	37 14%	19 8%	17 *	5 11%	8 9%	106 12%	11 7%	67 12%	35 10%	15 11%	35 13%	81 10%	38 12%	78 11%	69 11%	47 11%
Fairly favourable (1)	246 23%	122 24%	121 23%	33 29%	46 25%	41 24%	38 21%	36 22%	53 21%	79 27%	79 23%	88 22%	37 26%	76 26%	52 21%	64 21%	150 25%	96 21%	71 28%	64 23%	40 16%	37 26%	20 40%	15 16%	209 23%	37 23%	135 23%	83 24%	29 22%	76 29%	170 21%	99 30%	147 20%	152 24%	95 22%
Neither favourable nor unfavourable (0)	222 21%	103 20%	117 22%	28 25%	46 25%	36 21%	43 21%	36 21%	34 14%	74 25%	78 22%	70 17%	36 25%	68 24%	57 23%	53 17%	119 20%	103 22%	53 21%	43 16%	61 25%	25 17%	13 25%	28 31%	183 20%	39 25%	121 21%	77 23%	23 18%	59 23%	163 20%	75 14%	147 20%	137 22%	85 20%
Fairly unfavourable (-1)	194 18%	90 18%	101 19%	14 12%	28 16%	27 16%	28 15%	33 20%	63 26%	43 14%	55 16%	96 23%	20 14%	40 14%	43 17%	76 24%	122 21%	71 15%	37 15%	58 21%	52 22%	27 19%	19 20%	19 17%	167 19%	27 17%	92 16%	66 20%	36 27%	34 13%	160 20%	53 16%	141 19%	109 17%	85 20%
Very unfavourable (-2)	207 20%	113 22%	91 17%	9 7%	27 14%	23 14%	44 25%	39 24%	66 27%	35 12%	67 19%	104 26%	13 9%	41 14%	56 23%	81 26%	100 17%	107 23%	46 18%	55 20%	22 21%	20 18%	10 21%	20 19%	171 19%	36 23%	133 23%	47 14%	27 20%	36 14%	170 21%	46 14%	160 22%	118 19%	89 21%
Don't know	70 7%	21 4%	48 9%	18 15%	19 10%	15 9%	9 5%	5 3%	5 2%	36 12%	24 7%	10 2%	19 13%	31 11%	11 5%	7 2%	36 6%	34 7%	16 6%	17 6%	22 9%	11 8%	1 3%	2 2%	62 7%	8 5%	36 6%	30 9%	3 3%	19 7%	51 6%	15 5%	55 8%	38 6%	32 7%
Net: Very/Fairly favourable	363 34%	183 36%	176 33%	46 40%	64 35%	67 40%	57 32%	50 31%	79 32%	110 37%	124 36%	129 32%	54 38%	108 37%	81 33%	97 31%	216 36%	147 32%	100 40%	102 37%	59 24%	54 38%	25 50%	23 25%	315 35%	47 30%	202 35%	117 35%	43 33%	111 43%	252 32%	137 42%	225 31%	221 35%	142 33%
Net: Very/Fairly unfavourable	401 38%	203 40%	191 36%	23 20%	55 30%	51 30%	72 40%	72 44%	128 52%	78 26%	123 35%	200 49%	32 23%	81 28%	98 40%	157 50%	222 37%	178 39%	83 33%	113 41%	103 42%	53 37%	11 21%	38 42%	338 38%	63 40%	225 38%	113 33%	63 47%	70 27%	330 42%	99 30%	302 41%	227 36%	174 40%
Net Difference	-38 -4%	-20 -4%	-15 -3%	23 20%	9 5%	16 10%	-15 -8%	-22 -14%	-49 -20%	32 11%	1 *	-71 -17%	22 15%	27 9%	-18 -7%	-59 -19%	-6 -1%	-32 -7%	17 7%	-12 -4%	-44 -18%	1 1%	14 29%	-15 -17%	-22 -2%	-16 -10%	-23 -4%	4 1%	-19 -15%	41 16%	-79 -10%	38 12%	-76 -10%	-6 -1%	-32 -7%
Mean	-0.13	-0.15	-0.10	0.27 GHI*	0.01 HI	0.12 GHI	-0.23	-0.30	-0.36	0.11 L	-0.07 L	-0.34	0.21 OP*	0.07 OP	-0.19	-0.35	-0.07	-0.21	* U	-0.11	-0.33	-0.06 *	0.19 U*	-0.30 *	-0.10	-0.27	-0.16	-0.03	-0.25 *	0.16 e	-0.22	0.10 e	-0.23	-0.09	-0.18

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

Overlap formulae used
ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
Very favourable (2)	116 11%	3 1%	93 34%	5 8%	4 4%	59 16%	34 9%	8 4%	100 18%	116 32%	-	36 21%	27 7%	42 17%	27 8%	8 7%	62 14%	9 4%	95 18%	106 36%	3 1%	7 4%	82 17%	4 2%	87 16%	9 9%	75 18%	11 5%	91 15%	
Fairly favourable (1)	246 23%	35 11%	113 41%	28 43%	17 17%	121 32%	62 16%	33 16%	173 30%	246 68%	-	82 46%	53 14%	106 42%	42 13%	15 13%	114 27%	41 18%	158 29%	137 47%	29 7%	34 20%	130 27%	18 11%	158 30%	13 13%	122 30%	19 9%	189 32%	
Neither favourable nor unfavourable (0)	222 21%	56 18%	41 15%	18 27%	32 32%	87 23%	60 15%	34 17%	99 17%	-	-	23 13%	58 15%	45 18%	56 17%	16 14%	78 18%	45 16%	88 16%	36 12%	47 11%	32 19%	76 16%	18 11%	113 21%	15 14%	74 18%	42 21%	125 21%	
Fairly unfavourable (-1)	194 18%	95 30%	17 6%	8 13%	21 21%	62 17%	90 23%	52 26%	92 16%	-	-	194 15%	27 7%	78 21%	27 11%	68 14%	16 19%	80 19%	63 27%	81 15%	7 2%	160 36%	41 24%	77 16%	48 28%	86 16%	23 22%	57 14%	97 16%	
Very unfavourable (-2)	207 20%	126 39%	6 2%	4 7%	24 24%	36 10%	134 34%	69 35%	102 18%	-	-	207 4%	160 42%	28 11%	136 41%	57 51%	93 22%	70 30%	104 19%	5 2%	192 44%	105 31%	79 22%	105 47%	86 16%	42 41%	82 20%	84 42%	57 10%	
Don't know	70 7%	4 1%	3 1%	2 3%	3 3%	10 3%	10 3%	3 2%	6 1%	-	-	2 1%	3 1%	4 2%	3 1%	-	2 1%	8 3%	14 3%	1 *	9 2%	1 1%	8 2%	3 2%	5 1%	1 *	2 *	6 3%	34 6%	

Net: Very/Fairly favourable	363 34%	38 12%	206 75%	33 51%	21 21%	180 48%	96 25%	41 20%	273 48%	363 100%	-	118 67%	80 21%	148 59%	68 21%	23 21%	175 41%	50 21%	253 47%	243 84%	31 7%	41 24%	211 44%	21 13%	245 46%	23 22%	197 48%	29 15%	280 47%
Net: Very/Fairly unfavourable	401 38%	221 69%	23 8%	13 19%	46 45%	98 26%	224 58%	122 61%	194 34%	-	-	401 100%	34 63%	237 22%	54 62%	204 65%	73 40%	173 56%	133 34%	185 4%	11 80%	352 56%	94 38%	183 75%	127 32%	172 63%	65 34%	140 61%	154 26%
Net Difference	-38 -4%	-183 -57%	183 67%	21 32%	-24 -24%	82 22%	-128 -33%	-81 -40%	79 14%	363 100%	-401 -100%	84 48%	-157 -42%	93 37%	-136 -41%	-50 -44%	2 1%	-83 -35%	68 13%	232 80%	-321 -73%	-53 -31%	-106 6%	73 -63%	-42 14%	58 -41%	-92 14%	126 -46%	154 21%

Mean	-0.13	-0.97	1.00	0.34	-0.45	0.29	-0.60	-0.72	0.14	1.32	-1.52	0.65	-0.77	0.43	-0.75	-0.87	-0.07	-0.63	0.11	1.15	-1.19	-0.59	0.01	-1.09	0.14	-0.73	0.12	-0.86	0.29
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396		
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433		
Very favourable (2)	57 5%	29 6%	29 5%	8 7%	7 4%	7 4%	7 4%	8 5%	20 8%	15 5%	14 4%	28 7%	9 6%	12 4%	9 4%	26 8%	29 5%	29 6%	12 5%	12 4%	14 6%	17 12%	- STWX*	2 2%	43 5%	14 9%	42 7%	14 4%	1 1%	18 7%	39 5%	19 6%	38 5%	29 5%	28 7%		
Fairly favourable (1)	143 14%	66 13%	77 14%	12 11%	21 12%	15 9%	31 17%	22 14%	42 17%	33 11%	46 13%	64 16%	17 12%	28 10%	35 14%	59 19%	87 15%	56 12%	30 12%	48 17%	34 14%	14 10%	5 10%	12 13%	114 13%	29 18%	90 15%	27 8%	26 20%	36 14%	107 13%	45 14%	98 13%	92 15%	51 12%		
Neither favourable nor unfavourable (0)	212 20%	105 21%	106 20%	19 17%	37 20%	31 18%	34 19%	34 21%	57 23%	56 19%	64 19%	91 22%	22 15%	58 20%	48 20%	64 20%	116 20%	96 21%	49 20%	55 21%	51 20%	24 17%	14 28%	19 20%	182 19%	30 19%	109 19%	75 22%	28 21%	51 20%	161 20%	61 19%	151 21%	124 20%	88 20%		
Fairly unfavourable (-1)	180 17%	88 17%	91 17%	22 19%	23 12%	31 18%	29 16%	32 20%	43 17%	45 15%	60 17%	75 18%	26 19%	39 13%	48 19%	57 18%	111 19%	69 15%	39 16%	46 17%	51 21%	26 18%	9 18%	10 10%	153 17%	27 17%	102 17%	52 15%	26 20%	38 15%	142 18%	60 16%	120 16%	105 17%	75 17%		
Very unfavourable (-2)	391 37%	201 39%	181 34%	37 32%	73 40%	71 42%	69 38%	62 38%	79 32%	110 37%	140 40%	141 35%	49 35%	120 42%	96 39%	101 32%	215 36%	176 38%	107 43%	95 35%	72 30%	47 33%	21 42%	48 52%	340 38%	51 32%	207 35%	136 40%	47 36%	97 38%	293 37%	128 39%	263 36%	236 38%	154 36%		
Don't know	72 7%	22 4%	49 9%	17 14%	22 12%	13 8%	10 6%	3 2%	6 2%	39 13%	24 7%	9 2%	19 13%	32 11%	12 5%	8 2%	35 6%	37 8%	14 5%	19 7%	22 9%	14 10%	1 3%	2 2%	65 7%	7 5%	33 6%	35 10%	4 3%	20 8%	52 7%	13 4%	59 8%	36 6%	36 8%		
Net: Very/Fairly favourable	200 19%	94 18%	106 20%	20 17%	29 16%	22 13%	38 21%	30 18%	62 25%	49 16%	60 17%	92 22%	25 18%	40 14%	43 18%	84 27%	115 19%	85 18%	43 17%	60 22%	48 20%	31 22%	5 10%	14 15%	157 17%	43 27%	132 23%	41 12%	27 21%	54 21%	146 18%	64 19%	137 19%	121 19%	79 18%		
Net: Very/Fairly unfavourable	571 54%	289 57%	272 51%	59 52%	96 52%	102 61%	98 54%	95 58%	122 49%	155 52%	200 57%	216 53%	75 53%	158 55%	144 58%	158 50%	326 55%	245 53%	147 58%	141 51%	123 50%	73 51%	30 59%	57 62%	493 55%	78 49%	309 53%	188 56%	74 55%	135 52%	436 55%	188 58%	383 53%	341 55%	230 53%		
Net Difference	-371 -35%	-195 -38%	-166 -31%	-39 -34%	-67 -37%	-80 -47%	-60 -33%	-65 -40%	-60 -24%	-106 -36%	-140 -40%	-125 -31%	-50 -35%	-118 -41%	-101 -41%	-74 -23%	-211 -36%	-160 -35%	-104 -41%	-81 -30%	-75 -31%	-42 -30%	-25 -50%	-43 -47%	-336 -37%	-35 -22%	-177 -30%	-147 -43%	-46 -35%	-81 -31%	-290 -36%	-125 -38%	-246 -34%	-220 -35%	-151 -35%		
Mean	-0.72	-0.75	-0.66	-0.70	-0.82	-0.93	-0.72	-0.75	-0.50	-0.77	-0.82	-0.60	-0.74	-0.88	-0.80	-0.49	-0.71	-0.72	-0.84	-0.64	-0.60	-0.56	-0.94	-1.00	-0.76	-0.47	-0.62	-0.89	-0.72	-0.67	-0.73	-0.75	-0.70	-0.73	-0.70		

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610				
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593				
Very favourable (2)	57	36	7	3	4	15	29	57	-	10	33	11	27	9	31	8	20	43	5	12	32	32	7	35	9	32	10	32	16				
	5%	11%	3%	4%	4%	4%	7%	29%	-	3%	8%	6%	7%	3%	9%	7%	5%	18%	1%	4%	7%	19%	1%	21%	2%	31%	2%	16%	3%				
								UKLMNDPQ										STUWYz				STUWYz				RSTUWXYz*							
Fairly favourable (1)	143	98	11	7	3	37	79	143	-	30	89	18	59	25	65	29	52	110	15	21	90	72	25	61	39	42	14	58	43				
	14%	31%	4%	11%	3%	10%	20%	71%	-	8%	22%	10%	16%	10%	20%	26%	12%	47%	3%	7%	21%	43%	5%	36%	7%	41%	3%	29%	7%				
								UKLMNDPQ										STUWYz				STUWYz				STUWYz							
Neither favourable nor unfavourable (0)	212	89	24	16	18	54	94	-	-	44	81	27	78	28	72	30	53	43	54	37	95	29	62	30	62	15	51	48	80				
	20%	28%	9%	24%	17%	14%	24%	-	-	12%	20%	15%	21%	11%	22%	27%	12%	18%	10%	13%	22%	17%	13%	17%	12%	15%	12%	24%	14%				
Fairly unfavourable (-1)	180	57	44	10	20	62	73	-	180	68	81	32	58	44	56	27	67	26	104	54	75	23	80	27	105	7	69	30	115				
	17%	18%	16%	15%	19%	17%	19%	-	32%	19%	20%	18%	15%	17%	17%	24%	16%	11%	19%	17%	14%	17%	20%	20%	7%	17%	15%	19%					
									HKLMNDQ										RZ														
Very unfavourable (-2)	391	38	181	28	55	196	105	-	391	205	113	83	155	144	105	18	236	7	348	164	137	13	296	13	315	7	267	27	306				
	37%	12%	67%	43%	54%	52%	27%	-	68%	56%	28%	47%	41%	57%	32%	16%	55%	3%	64%	56%	31%	7%	62%	7%	59%	6%	65%	13%	52%				
									HKLMNDPQ										RTLUVYZ														
Don't know	72	1	6	2	2	10	9	-	-	6	4	5	1	3	1	-	1	6	14	2	9	1	9	4	4	-	2	4	32				
	7%	*	2%	3%	2%	3%	2%	-	-	2%	1%	3%	*	1%	*	-	*	3%	3%	1%	2%	1%	2%	3%	1%	-	*	2%	5%				
																			TYa														
Net: Very/Fairly favourable	200	134	18	10	7	52	108	200	-	41	122	29	86	34	96	37	71	153	20	33	122	103	32	96	48	74	24	90	60				
	19%	42%	7%	15%	7%	14%	28%	100%	-	11%	30%	17%	23%	13%	29%	33%	17%	65%	4%	11%	28%	61%	7%	57%	9%	72%	6%	45%	10%				
								UKLMNDPQ											STUWYz			SWa	STWYz	STUWYz	S	STUWYz	SWa	STUWYz*	S	c			
Net: Very/Fairly unfavourable	571	95	225	38	75	258	178	-	571	273	194	115	213	187	161	45	303	33	452	218	213	36	376	39	420	14	336	57	420				
	54%	30%	83%	58%	73%	69%	46%	-	100%	75%	48%	65%	56%	74%	49%	40%	71%	14%	84%	75%	48%	21%	79%	23%	79%	13%	81%	29%	71%				
									HKLMNDPQ										RTLUVWXYZ														
Net Difference	-371	39	-208	-29	-68	-206	-70	200	-571	-232	-72	-86	-127	-154	-65	-7	-232	120	-432	-185	-91	68	-344	57	-372	60	-312	32	-361				
	-35%	12%	-76%	-43%	-66%	-55%	-18%	100%	-100%	-64%	-18%	-48%	-34%	-61%	-20%	-7%	-54%	51%	-80%	-64%	-21%	40%	-72%	34%	-70%	58%	-76%	16%	-61%				
Mean	-0.72	0.12	-1.43	-0.85	-1.18	-1.06	-0.38	1.29	-1.68	-1.19	-0.38	-0.92	-0.68	-1.16	-0.42	-0.15	-1.05	0.68	-1.47	-1.17	-0.46	0.52	-1.35	0.48	-1.28	0.83	-1.39	0.19	-1.16				
								UKLMNDPQ											STUWYz			SWa	STWYz	STUWYz	S	STUWYz	SWa	STUWYz*	S	c			

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a,b/c/ Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a,b/c/ Minimum Base: 30(**) Small Base: 10Q(*)

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396	
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433	
Very favourable (2)	34 3%	21 4%	13 2%	5 4%	6 3%	6 4%	5 3%	5 3%	6 3%	11 4%	12 3%	11 3%	8 6%	8 3%	7 3%	7 2%	27 4%	7 2%	10 4%	5 2%	6 2%	8 2%	4 2%	2 3%	30 3%	4 3%	21 4%	12 4%	1 1%	8 3%	27 3%	14 4%	20 3%	20 3%	14 3%	
Fairly favourable (1)	142 13%	70 14%	72 14%	14 12%	26 14%	23 14%	23 13%	21 13%	36 14%	40 13%	45 13%	57 14%	18 13%	40 14%	32 13%	42 13%	101 17%	41 9%	31 12%	46 17%	26 11%	22 16%	8 15%	9 10%	113 13%	30 19%	88 15%	37 11%	18 14%	43 17%	99 12%	70 21%	72 10%	89 14%	53 12%	
Neither favourable nor unfavourable (0)	385 36%	177 35%	201 38%	34 29%	60 33%	67 40%	71 39%	57 35%	97 39%	93 31%	138 40%	154 38%	44 31%	101 35%	99 40%	114 37%	230 39%	155 33%	98 39%	94 34%	92 38%	44 30%	17 33%	40 44%	342 38%	43 28%	204 35%	122 36%	59 44%	98 38%	287 36%	124 38%	261 36%	229 37%	156 36%	
Fairly unfavourable (-1)	188 18%	100 20%	87 16%	14 12%	27 15%	25 15%	34 19%	37 23%	51 21%	41 14%	60 17%	87 21%	17 12%	43 15%	45 18%	70 22%	101 17%	87 19%	41 16%	56 20%	44 18%	18 13%	12 24%	17 19%	155 17%	33 21%	113 19%	56 16%	19 14%	42 16%	146 18%	51 16%	137 19%	112 18%	76 18%	
Very unfavourable (-2)	190 18%	117 23%	70 13%	22 19%	32 17%	26 15%	30 17%	35 21%	47 19%	54 18%	55 16%	81 20%	24 17%	49 17%	43 17%	67 21%	77 13%	113 24%	47 19%	38 14%	46 19%	32 18%	9 18%	18 19%	160 18%	30 19%	110 19%	60 18%	20 15%	36 14%	155 19%	42 13%	148 20%	112 18%	79 18%	
Don't know	115 11%	24 5%	89 17%	27 23%	33 18%	20 12%	17 10%	8 5%	10 4%	59 20%	38 11%	18 4%	30 21%	48 17%	22 9%	12 4%	56 10%	59 13%	24 10%	35 13%	30 12%	18 13%	1 3%	6 6%	98 11%	17 11%	48 8%	52 15%	15 12%	33 13%	83 10%	24 7%	91 13%	60 10%	56 13%	
Net: Very/Fairly favourable	176 17%	91 18%	85 16%	19 16%	32 18%	29 18%	28 15%	26 16%	42 17%	51 17%	57 16%	68 17%	26 18%	48 17%	39 16%	49 16%	128 18%	49 11%	41 16%	51 18%	32 13%	31 21%	11 23%	11 12%	143 16%	34 21%	109 19%	49 14%	19 14%	50 19%	126 16%	84 26%	92 13%	109 18%	67 16%	
Net: Very/Fairly unfavourable	378 36%	217 43%	157 29%	36 31%	59 32%	51 30%	64 36%	71 44%	97 39%	94 32%	115 33%	169 41%	42 29%	91 32%	88 35%	137 44%	178 30%	200 43%	88 35%	94 34%	90 37%	51 35%	21 41%	35 38%	315 35%	63 40%	223 38%	116 34%	40 30%	78 30%	301 38%	93 29%	285 39%	224 36%	154 36%	
Net Difference	-202 -19%	-126 -25%	-71 -13%	-17 -15%	-27 -14%	-22 -13%	-36 -20%	-45 -28%	-55 -22%	-43 -15%	-58 -17%	-100 -25%	-16 -11%	-43 -15%	-49 -20%	-88 -28%	-50 -8%	-152 -33%	-47 -19%	-44 -16%	-58 -24%	-20 -14%	-9 -19%	-24 -26%	-172 -19%	-30 -19%	-114 -20%	-67 -20%	-20 -15%	-27 -10%	-175 -22%	-9 -3%	-193 -26%	-114 -18%	-87 -20%	
Mean	-0.38	-0.46	-0.29	-0.38	-0.35	-0.28	-0.38	-0.48	-0.40	-0.36	-0.33	-0.44	-0.29	-0.35	-0.38	-0.49	-0.19	-0.64	-0.37	-0.32	-0.46	-0.35	-0.30	-0.46	-0.38	-0.40	-0.38	-0.40	-0.34	-0.24	-0.42	-0.12	-0.50	-0.37	-0.40	

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

Overlap formulae used
 ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i
 Minimum Base: 30 (** Small Base: 100 *)
 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i
 Minimum Base: 30 (** Small Base: 100 *)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lib (J)	Unfavourable to Lib (K)	Favourable to Lib (L)	Unfavourable to Lib (M)	Favourable to Green (N)	Unfavourable to Green (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)			
																															1055	295	285
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610				
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593				
Very favourable (2)	34 3%	3 1%	3 1%	18 27% BCE*	3 3%	23 6%	5 1%	8 4%	19 3%	22 6%	6 1%	34 19%	- -	19 7%	5 2%	7 6%	16 4%	13 6%	15 3%	17 6%	9 2%	10 6%	16 3%	5 3%	20 4%	5 5%	12 3%	6 3%	23 4%				
Fairly favourable (1)	142 13%	25 8%	60 22%	26 40% BCE*	9 9%	81 22%	32 8%	22 11%	96 17%	96 26%	28 7%	142 81%	- -	65 26%	19 6%	13 11%	74 17%	21 9%	90 17%	81 28%	31 7%	21 13%	82 17%	17 10%	96 18%	9 9%	73 18%	13 7%	106 18%				
Neither favourable nor unfavourable (0)	385 36%	103 32%	118 43%	18 28% BD	52 50% BD*	155 41%	128 33%	71 36%	217 38%	144 40%	113 28%	- -	- -	93 37%	65 20%	25 22%	144 34%	79 33%	188 35%	113 29%	127 29%	64 28%	151 32%	47 28%	203 38%	38 37%	132 32%	64 32%	229 39%				
Fairly unfavourable (-1)	188 18%	80 25% DE	49 18%	4 6%	13 13% *	66 18%	86 22%	46 23%	97 17%	46 13%	100 25%	- -	188 50%	40 16%	95 29%	17 7%	96 22%	57 24%	95 18%	42 15%	110 25%	38 19%	90 24%	41 18%	94 18%	23 18%	78 19%	31 16%	105 18%				
Very unfavourable (-2)	190 18%	99 31% CD	28 10% D	4 6% *	21 20% CD*	33 9%	114 29%	40 20%	115 20%	34 9%	138 34%	- -	190 50%	24 10%	140 42%	50 45%	90 21%	90 18%	117 22%	25 9%	141 32%	30 18%	117 24%	54 32%	102 19%	25 24%	108 26%	71 36%	70 12%				
Don't know	115 11%	8 2%	15 5%	- *	5 5% *	17 5%	24 6%	14 7%	26 5%	21 6%	16 4%	- -	- -	11 4%	6 2%	1 1%	8 2%	24 10%	35 6%	12 4%	21 5%	6 4%	22 5%	6 3%	19 4%	3 3%	9 2%	12 6%	59 10%				
Net: Very/Fairly favourable	176 17%	28 9%	63 23% BE	44 67% BCE*	12 11% *	103 28%	37 9%	29 15%	115 20%	118 33%	34 8%	176 100%	- -	84 33%	25 7%	20 18%	91 21%	34 15%	105 19%	98 34%	41 9%	31 20%	98 20%	22 13%	116 22% FLUX	13 13% *	86 21% U	19 10%	129 22% b				
Net: Very/Fairly unfavourable	378 36%	180 56% CDE	77 28%	4 6% *	34 33% D*	99 26%	200 52%	86 43%	213 37%	80 22%	237 59%	378 100%	- -	64 100%	235 71%	67 60%	185 43%	99 42%	212 39%	68 23%	251 57%	67 40%	207 43%	95 56%	196 37%	48 46%	186 45%	103 52%	176 30%				
Net Difference	-202 -19%	-152 -48%	-14 -5%	4 61%	-22 -22%	5 1%	-163 -42%	-57 -28%	-98 -17%	38 10%	-203 -51%	176 100%	-378 -100%	20 8%	-211 -64%	-48 -42%	-95 -22%	-65 -28%	-107 -20%	30 10%	-210 -48%	-36 -21%	-109 -23%	-73 -43%	-80 -15%	-34 -33%	-100 -24%	-83 -42%	-47 -8%				
Mean	-0.38	-0.80	-0.15 BE	0.88 BCE*	-0.41 B*	-0.02 G	-0.75	-0.48 KMOP	-0.36 KMOP	0.07 HKMOPQ	-0.87 MO	1.19 HKMNPQ	-1.50	0.06 HKMOPQ	-1.06 M	-0.81 MD*	-0.40 KMOP	-0.44 UX	-0.41 UX	0.08 RSUVWXYZa	-0.82	-0.35 UX	-0.46 UX	-0.74	-0.32 SUWka	-0.55 U*	-0.49 UX	-0.80	-0.18 b				

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396	
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433	
Very favourable (2)	51 5%	27 5%	21 4%	9 8%	12 7%	11 7%	5 3%	6 4%	7 3%	21 7%	16 5%	13 3%	15 11%	16 5%	8 3%	11 3%	29 5%	21 5%	13 5%	12 4%	10 4%	9 6%	1 3%	6 7%	45 5%	6 4%	24 4%	22 7%	4 3%	12 5%	39 5%	22 7%	28 4%	36 6%	14 3%	
Fairly favourable (1)	201 19%	93 18%	107 20%	27 24%	41 22%	37 22%	31 17%	28 17%	37 15%	68 23%	69 20%	64 16%	30 21%	68 24%	43 17%	47 15%	124 21%	77 17%	55 22%	58 21%	43 18%	22 15%	5 10%	18 20%	171 19%	30 19%	99 17%	74 22%	28 21%	61 23%	140 18%	84 26%	117 16%	128 21%	73 17%	
Neither favourable nor unfavourable (0)	352 33%	167 33%	181 34%	32 28%	49 26%	54 32%	63 35%	63 39%	92 37%	80 27%	117 34%	154 38%	39 27%	83 29%	85 34%	123 39%	211 36%	141 30%	81 32%	93 34%	80 33%	42 29%	25 49%	31 34%	294 33%	57 36%	188 32%	112 33%	51 38%	86 33%	266 30%	98 30%	253 35%	200 32%	152 35%	
Fairly unfavourable (-1)	163 15%	83 16%	79 15%	14 12%	20 11%	14 8%	31 17%	32 17%	52 21%	34 11%	45 13%	84 21%	20 14%	22 8%	44 18%	63 20%	96 16%	68 15%	34 14%	46 17%	45 19%	22 16%	7 9%	8 15%	136 15%	27 17%	108 18%	33 10%	23 17%	36 14%	128 16%	51 15%	113 15%	93 15%	70 16%	
Very unfavourable (-2)	167 16%	106 21%	59 11%	13 11%	27 15%	24 15%	35 19%	25 15%	44 18%	40 13%	59 17%	69 17%	15 11%	43 15%	46 19%	52 17%	71 12%	96 21%	41 16%	35 13%	35 14%	24 17%	8 26%	24 17%	150 17%	17 11%	102 18%	53 16%	13 9%	28 11%	140 18%	40 12%	127 17%	102 16%	66 15%	
Don't know	121 11%	34 7%	86 16%	19 17%	35 19%	27 16%	15 8%	8 5%	16 7%	55 18%	42 12%	25 6%	22 16%	56 19%	20 8%	17 6%	62 10%	59 13%	28 11%	31 11%	30 12%	23 16%	4 8%	5 5%	101 11%	20 13%	62 11%	44 13%	14 11%	37 14%	84 11%	31 9%	90 12%	63 10%	58 13%	
Net: Very/Fairly favourable	252 24%	120 24%	128 24%	36 31%	53 29%	48 29%	37 20%	34 21%	44 18%	89 30%	85 24%	77 19%	45 32%	84 29%	52 21%	57 18%	154 26%	98 21%	67 27%	70 25%	53 22%	31 22%	6 13%	24 26%	216 24%	36 23%	123 21%	96 28%	32 24%	73 28%	179 23%	106 33%	145 20%	165 26%	87 20%	
Net: Very/Fairly unfavourable	331 31%	189 37%	138 26%	27 24%	47 25%	38 23%	66 36%	57 35%	95 39%	74 25%	104 30%	153 37%	35 25%	65 23%	91 37%	115 37%	167 28%	164 35%	75 30%	82 30%	80 33%	46 33%	15 30%	32 35%	287 32%	44 28%	210 36%	86 25%	35 27%	63 24%	267 34%	91 28%	240 33%	195 31%	136 31%	
Net Difference	-79 -7%	-70 -14%	-11 -2%	9 8%	6 4%	10 6%	-29 -16%	-23 -14%	-52 -21%	15 5%	-19 -5%	-75 -18%	10 7%	19 6%	-39 -16%	-58 -19%	-13 -2%	-66 -14%	-8 -3%	-12 -4%	-27 -11%	-15 -11%	-9 -17%	-8 -9%	-71 -8%	-8 -5%	-86 -15%	10 3%	-3 -2%	9 4%	-88 -11%	16 5%	-95 -13%	-30 -5%	-49 -11%	
Mean	-0.21	-0.31	-0.11	0.04	-0.05	-0.02	-0.35	-0.27	-0.38	-0.02	-0.20	-0.34	0.08	-0.04	-0.34	-0.10	-0.35	-0.16	-0.15	-0.24	-0.26	-0.34	-0.29	-0.22	-0.14	-0.32	-0.07	-0.09	-0.03	-0.27	-0.01	-0.30	-0.17	-0.27		

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Overlap formulae used
 ColumnProportions (5%): A:B:C:D:E:F:G:H:I:J:K:L:M:N:O:P:Q:R:S:T:U:V:W:X:Y:Z:a:b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (5%): A:B:C:D:E:F:G:H:I:J:K:L:M:N:O:P:Q:R:S:T:U:V:W:X:Y:Z:a:b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)			
																															1055	295	285
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610				
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593				
Very favourable (2)	51 5%	1 *	15 6%	2 4%	21 21%	24 6%	12 3%	3 2%	44 8%	28 8%	13 3%	14 8%	13 3%	51 20%	-	4 4%	29 7%	7 3%	33 6%	22 8%	20 5%	3 2%	30 6%	3 2%	29 5%	2 2%	24 6%	6 3%	38 6%				
Fairly favourable (1)	201 19%	32 10%	83 31%	20 30%	30 29%	99 26%	55 14%	30 15%	143 25%	119 33%	41 10%	70 40%	51 14%	201 80%	-	16 14%	101 24%	36 15%	127 23%	93 32%	55 16%	28 12%	114 24%	14 8%	139 26%	20 19%	94 23%	31 15%	139 23%				
Neither favourable nor unfavourable (0)	352 33%	99 31%	103 38%	29 44%	26 25%	141 38%	116 30%	57 29%	193 34%	126 35%	120 30%	60 34%	60 16%	-	-	21 19%	126 29%	66 28%	185 34%	95 33%	129 29%	54 32%	141 30%	44 26%	185 35%	29 28%	138 33%	50 25%	216 36%				
Fairly unfavourable (-1)	163 15%	80 25%	30 11%	8 12%	12 12%	50 13%	80 21%	55 13%	72 28%	38 10%	86 22%	19 11%	98 26%	-	163 49%	29 25%	82 19%	59 25%	65 12%	36 12%	93 27%	46 27%	63 13%	52 31%	68 13%	31 30%	52 13%	76 22%	136 17%				
Very unfavourable (-2)	167 16%	91 29%	25 9%	5 7%	11 10%	34 9%	101 26%	41 20%	89 16%	31 8%	118 29%	6 3%	137 36%	-	167 51%	41 37%	85 20%	39 17%	95 18%	28 10%	115 26%	31 19%	101 21%	47 16%	88 28%	20 19%	89 21%	58 29%	58 10%				
Don't know	121 11%	16 5%	16 6%	2 3%	3 3%	26 7%	25 6%	13 7%	30 5%	20 6%	22 5%	8 4%	19 5%	-	-	1 1%	5 1%	28 12%	35 7%	17 6%	27 6%	6 4%	30 6%	10 6%	25 5%	1 1%	16 4%	11 5%	66 11%				
Net: Very/Fairly favourable	252 24%	33 10%	99 36%	22 34%	51 50%	123 33%	67 17%	34 17%	187 33%	148 41%	54 14%	84 48%	64 17%	252 100%	-	21 18%	130 30%	43 18%	160 30%	116 40%	75 17%	31 10%	144 30%	17 10%	168 32%	22 x*	118 30%	37 18%	177 30%				
Net: Very/Fairly unfavourable	331 31%	171 54%	55 20%	13 19%	23 22%	84 47%	181 48%	96 28%	161 28%	68 19%	204 51%	25 14%	235 62%	-	331 100%	70 62%	167 39%	98 42%	160 30%	63 22%	208 47%	77 46%	164 34%	99 58%	155 29%	51 49%	141 34%	101 c	134 23%				
Net Difference	-79 -7%	-138 -43%	44 16%	10 15%	28 27%	39 10%	-114 -29%	-63 -31%	26 5%	79 22%	-150 -37%	59 34%	-171 -45%	252 100%	-331 -100%	-49 -44%	-37 -9%	-55 -23%	-1 *	52 18%	-133 -30%	-46 -27%	-20 -4%	-83 -49%	13 2%	-28 -28%	-23 -5%	-64 -32%	43 7%				
Mean	-0.21	-0.75	0.14 B	0.12 B*	0.39 B*	0.08 G	-0.56	-0.54 MD	-0.03 HKMOPQ	0.23 HKMOPQ	-0.67 MD	0.40 HKMOPQ	-0.82 O	1.20 HKMOPQ	-1.51	-0.77 O*	-0.22 HKMOP	-0.42 X	-0.12 RUVWZa	0.17 RSUVWYZa	-0.55 X	-0.45 X	-0.20 UX	-0.80	-0.09 RUVWZa	-0.45 X*	-0.22 UX	-0.62	0.04 b				

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Overlap formulae used

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Reform UK
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
Very favourable (2)	44 4%	27 5%	16 3%	6 5%	7 4%	5 3%	8 4%	8 5%	10 4%	12 4%	13 4%	18 5%	6 4%	9 3%	11 5%	15 5%	21 4%	22 5%	10 4%	11 4%	7 3%	11 7%	3 5%	2 3%	41 5%	2 1%	30 5%	11 3%	3 2%	6 2%	38 5%	16 5%	28 4%	26 4%	17 4%
Fairly favourable (1)	69 7%	39 8%	30 6%	7 6%	14 8%	9 5%	12 7%	16 10%	12 5%	20 7%	21 6%	28 7%	11 8%	17 6%	15 6%	23 7%	39 7%	30 6%	18 7%	23 8%	12 5%	7 5%	6 12%	3 3%	61 7%	8 5%	42 7%	21 6%	6 4%	17 6%	52 7%	20 6%	49 7%	43 7%	26 6%
Neither favourable nor unfavourable (0)	254 24%	132 26%	118 22%	31 27%	49 26%	36 21%	53 30%	37 23%	49 20%	79 27%	89 26%	85 21%	36 26%	69 24%	70 28%	64 20%	129 22%	125 27%	65 27%	75 27%	57 23%	29 20%	8 16%	19 21%	214 25%	40 22%	129 27%	92 25%	33 25%	65 24%	189 24%	77 24%	177 25%	155 25%	98 23%
Fairly unfavourable (-1)	144 14%	75 15%	68 13%	15 13%	19 10%	18 10%	26 15%	26 16%	40 16%	34 11%	44 13%	66 16%	18 13%	30 14%	34 14%	55 17%	93 16%	52 11%	32 13%	35 13%	39 16%	17 12%	7 14%	14 15%	125 14%	19 12%	87 15%	35 10%	22 17%	40 16%	104 13%	46 14%	98 13%	84 14%	60 14%
Very unfavourable (-2)	284 27%	157 31%	121 23%	22 19%	37 20%	45 27%	49 27%	41 25%	91 37%	59 20%	93 27%	132 32%	29 20%	66 23%	67 27%	99 32%	173 29%	111 24%	61 24%	68 25%	59 24%	41 29%	19 38%	36 39%	242 27%	42 27%	169 29%	83 24%	33 25%	61 23%	224 28%	100 31%	185 25%	167 27%	118 27%
Don't know	260 25%	78 15%	180 34%	34 30%	59 32%	56 34%	32 18%	35 21%	45 18%	93 31%	88 25%	79 19%	42 29%	98 34%	50 20%	57 18%	138 23%	123 27%	66 26%	62 23%	70 29%	38 27%	7 14%	17 19%	214 24%	46 29%	128 22%	97 29%	35 27%	71 27%	189 24%	68 21%	193 26%	147 24%	114 26%
Net: Very/Fairly favourable	112 11%	67 13%	46 9%	12 11%	20 11%	13 8%	20 11%	24 15%	22 9%	33 11%	33 10%	46 11%	17 12%	26 9%	26 11%	39 12%	60 10%	52 11%	28 11%	34 12%	19 8%	18 13%	9 18%	5 5%	102 11%	10 6%	72 12%	31 9%	9 7%	23 9%	90 11%	36 11%	77 11%	69 11%	44 10%
Net: Very/Fairly unfavourable	429 41%	233 46%	189 35%	37 33%	56 30%	62 37%	75 42%	67 41%	131 53%	93 31%	137 39%	198 48%	46 33%	96 33%	100 41%	153 49%	266 45%	163 35%	93 37%	103 38%	98 40%	58 40%	26 53%	51 55%	367 41%	62 39%	255 44%	118 35%	56 42%	101 39%	328 41%	146 45%	283 39%	251 40%	177 41%
Net Difference	-316 -30%	-166 -33%	-143 -27%	-25 -22%	-35 -19%	-49 -29%	-55 -31%	-43 -27%	-109 -44%	-60 -20%	-104 -30%	-152 -37%	-30 -21%	-70 -24%	-74 -30%	-115 -37%	-206 -35%	-111 -24%	-65 -26%	-69 -25%	-79 -33%	-40 -28%	-18 -35%	-46 -49%	-264 -29%	-52 -33%	-183 -31%	-87 -26%	-47 -35%	-78 -30%	-238 -30%	-110 -34%	-206 -28%	-183 -29%	-134 -31%
Mean	-0.70	-0.69	-0.70	-0.51	-0.53	-0.80	-0.65	-0.60	-0.94	-0.52	-0.71	-0.81	-0.53	-0.66	-0.66	-0.77	-0.79	-0.59	-0.62	-0.59	-0.76	-0.67	-0.79	-1.06	-0.68	-0.83	-0.71	-0.66	-0.78	-0.71	-0.70	-0.75	-0.68	-0.68	-0.73

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

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Reform UK
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
Very favourable (2)	44 4%	26 8% CD	3 1%	- -	8 8% CD*	3 1%	31 8%	14 7%	22 4%	6 2%	34 9%	7 4%	33 9%	6 2%	32 10%	44 39%	-	12 5%	21 4%	5 2%	31 7%	7 4%	23 5%	30 18%	6 1%	8 7%	18 4%	25 13%	5 1%	
Fairly favourable (1)	69 7%	42 13% CD	9 3%	1 2%	6 6% *	7 2%	49 13%	24 12%	23 4%	17 5%	39 10%	13 7%	34 9%	15 6%	38 11%	69 61%	-	25 10%	27 5%	19 7%	40 9%	15 9%	26 5%	27 16%	22 4%	17 4%	16 4%	34 17%	17 3%	
Neither favourable nor unfavourable (0)	254 24%	70 22%	65 24%	14 21%	21 20% *	67 18%	101 26%	49 25%	109 26%	94 26%	80 20%	31 18%	66 17%	52 21%	50 15%	-	-	56 24%	105 19%	66 23%	92 21%	41 16%	76 16%	37 22%	94 18%	33 32%	71 17%	52 26%	118 20%	
Fairly unfavourable (-1)	144 14%	59 18%	36 13%	7 10%	15 14% *	62 16%	51 13%	41 21%	80 14%	44 12%	72 18%	21 12%	56 15%	40 16%	60 18%	-	144 34%	43 18%	70 13%	33 11%	76 17%	39 23%	68 14%	29 16%	84 22%	23 16%	52 13%	30 15%	84 14%	
Very unfavourable (-2)	284 27%	67 21%	106 39% B	31 47% B*	40 39% B*	162 43% G	75 19%	30 15%	224 39%	131 36%	101 25%	70 40%	130 34%	91 36%	108 33%	-	284 66%	38 16%	206 38%	122 42%	113 26%	44 26%	199 42%	15 9%	233 44%	15 14%	199 48%	27 14%	222 37%	
Don't know	260 25%	55 17%	52 19%	13 19%	13 12% *	72 19%	81 21%	42 21%	113 20%	70 19%	74 19%	35 20%	60 16%	49 19%	44 13%	-	-	62 26%	111 21%	46 16%	87 20%	23 13%	86 18%	31 19%	95 18%	7 7%	57 14%	31 16%	147 25%	
Net: Very/Fairly favourable	112 11%	68 21% CD	13 5%	1 2%	14 14% CD*	11 3%	80 21%	37 19%	45 8%	23 6%	73 18%	20 11%	67 18%	21 8%	70 21%	112 100%	-	37 16%	48 9%	24 8%	71 16%	22 13%	49 10%	57 33%	28 5%	25 24%	34 8%	59 30%	42 4%	
Net: Very/Fairly unfavourable	429 41%	126 39%	142 52% B	38 58% B*	55 53% B*	224 60% G	126 32%	71 36%	303 53%	175 48%	173 43%	91 51%	185 49%	130 52%	167 51%	-	429 100%	81 34%	275 51%	155 53%	189 43%	82 49%	267 56%	45 26%	317 59%	37 36%	251 61%	57 29%	306 52%	
Net Difference	-316 -30%	-58 -18%	-130 -48%	-37 -56%	-40 -40% *	-213 -57%	-46 -12%	-34 -17%	-258 -45%	-152 -42%	-100 -25%	-71 -40%	-110 -31%	-98 -44%	-98 -30%	112 100%	-429 -100%	-44 -19%	-227 -42%	-131 -45%	-119 -27%	-60 -36%	-118 -46%	12 7%	-289 -54%	-12 -12%	-217 -53%	2 1%	-284 -48%	
Mean	-0.70	-0.37 CDE	-1.05	-1.28 *	-0.81 *	-1.23	-0.29 F	-0.32 ILMNQ*	-1.00 Q	-0.95 Q	-0.51 ILMNQ	-0.95 Q*	-0.67 INQ	-0.96 Q	-0.61 ILNQ	1.39 HUKLMNOQ*	-1.66	-0.40 STVWYZ*	-0.96 Ya	-1.01 Y	-0.57 STWYa	-0.66 STWYa*	-1.00 Ya	0.19 RSTUVWYZ*	-1.18	-0.20 STUVWYa*	-1.12	* c*	-1.12	

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	Gen Z	Millennial s	Gen X+	Baby Boomer	ABCI	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
Very positive (2)	58 6%	32 6%	26 5%	6 6%	6 3%	3 2%	13 7%	7 4%	22 9%	13 4%	16 5%	29 7%	6 5%	8 3%	15 6%	23 7%	31 5%	27 6%	9 4%	15 6%	18 7%	8 6%	3 7%	5 5%	45 5%	13 9%	41 7%	12 3%	6 4%	13 5%	45 6%	18 5%	40 6%	31 5%	27 6%
Fairly positive (1)	141 13%	71 14%	69 13%	17 15%	20 11%	17 10%	19 10%	27 17%	42 17%	37 12%	35 10%	69 17%	21 15%	28 10%	26 10%	55 NO	71 12%	70 15%	28 11%	41 15%	35 14%	24 16%	3 5%	10 11%	119 13%	22 14%	87 15%	32 9%	22 16%	36 14%	104 13%	37 11%	104 14%	86 14%	55 13%
Made no difference (0)	188 18%	94 18%	93 17%	11 10%	35 19%	26 16%	34 19%	40 25%	43 17%	46 15%	60 17%	82 20%	17 12%	52 18%	44 18%	66 21%	89 15%	99 21%	57 23%	49 18%	41 17%	21 15%	8 16%	13 14%	171 19%	17 11%	110 19%	57 17%	22 17%	39 15%	150 19%	50 15%	139 19%	116 19%	73 17%
Fairly negative (-1)	278 26%	125 24%	153 29%	34 30%	41 22%	55 33%	53 29%	28 17%	67 27%	75 25%	108 31%	94 23%	41 29%	77 27%	72 29%	73 23%	173 29%	105 23%	73 29%	67 25%	60 25%	38 27%	19 37%	20 22%	225 25%	53 34%	146 25%	96 28%	36 27%	74 29%	204 26%	88 27%	190 26%	161 26%	117 27%
Very negative (-2)	315 30%	163 32%	142 27%	36 32%	64 35%	55 33%	48 26%	53 33%	59 24%	100 34%	102 29%	112 27%	44 31%	97 34%	75 30%	77 25%	190 32%	124 27%	68 27%	81 30%	65 27%	43 30%	16 32%	41 44%	273 30%	42 26%	174 30%	107 32%	34 25%	78 30%	237 30%	119 37%	196 27%	195 31%	119 28%
Don't know	75 7%	25 5%	50 9%	10 8%	18 10%	11 7%	14 8%	8 5%	14 6%	27 9%	25 7%	22 5%	12 9%	26 9%	15 6%	20 6%	38 6%	37 8%	16 6%	21 8%	25 10%	8 6%	1 3%	4 4%	64 7%	11 7%	26 5%	35 10%	13 10%	19 7%	56 7%	15 5%	60 8%	33 5%	42 10%
Net: Very/Fairly positive	199 19%	104 20%	94 18%	23 20%	26 14%	20 12%	32 18%	34 21%	64 26%	50 17%	51 15%	98 24%	27 19%	37 13%	41 17%	78 25%	102 17%	97 21%	37 15%	56 21%	53 22%	32 22%	6 12%	15 16%	164 18%	35 22%	128 22%	43 13%	28 21%	49 19%	150 19%	54 17%	144 20%	117 19%	82 19%
Net: Very/Fairly negative	593 56%	288 57%	296 55%	71 62%	105 57%	110 66%	100 56%	81 50%	126 51%	175 59%	211 61%	207 51%	85 60%	174 60%	147 59%	150 48%	363 61%	229 50%	142 56%	149 54%	125 51%	82 57%	35 70%	61 66%	498 56%	95 60%	320 55%	203 60%	70 53%	152 59%	440 55%	207 64%	385 53%	357 57%	236 55%
Mean	-0.66	-0.65	-0.66	-0.73	-0.82	-0.91	-0.62	-0.60	-0.43	-0.79	-0.76	-0.50	-0.74	-0.86	-0.71	-0.43	-0.76	-0.54	-0.69	-0.62	-0.55	-0.63	-0.86	-0.93	-0.68	-0.60	-0.58	-0.84	-0.59	-0.70	-0.65	-0.82	-0.59	-0.68	-0.63

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Overlap formulae used

ColumnProportions (3%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q,R/S,T/U/V/W/X/Y/Z,z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (3%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q,R/S,T/U/V/W/X,Y,Z,z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
 All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
Very positive (2)	58 6%	42 13% CD	3 1%	1 1%	8 7%	4 1%	49 13%	27 13%	17 3%	9 2%	38 10%	4 2%	43 11%	12 5%	38 12%	21 18%	12 3%	23 10%	22 4%	6 2%	38 9%	16 10%	28 6%	30 18%	22 4%	18 17%	20 5%	58 29%	-	
Fairly positive (1)	141 13%	83 26% CDE	14 5%	3 4%	12 11%	14 4%	97 25%	63 31%	40 7%	20 6%	83 21%	15 9%	60 16%	25 10%	63 19%	38 34%	44 10%	69 29%	37 7%	18 6%	90 20%	49 29%	43 9%	55 32%	45 8%	39 38%	28 7%	141 71%	-	
Made no difference (0)	188 18%	84 26% CD	30 11%	7 10%	18 18%	23 6%	115 30%	44 22%	74 13%	43 12%	99 25%	17 10%	88 23%	27 11%	86 26%	31 27%	56 13%	49 21%	73 13%	32 11%	103 23%	36 21%	71 15%	44 26%	68 13%	16 15%	56 14%	-	-	
Fairly negative (-1)	278 26%	72 22%	68 25%	18 28%	23 23%	116 31%	77 20%	43 21%	167 29%	114 31%	85 21%	41 23%	90 24%	60 24%	66 20%	14 13%	117 27%	50 21%	153 28%	82 28%	99 22%	35 21%	117 24%	26 16%	154 29%	19 18%	115 47%	-	278 b	
Very negative (-2)	315 30%	24 8%	147 54%	32 48%	38 37%	207 55%	23 6%	17 8%	253 44%	166 46%	68 17%	88 50%	85 23%	117 46%	67 20%	7 7%	189 44%	30 13%	237 44%	145 20%	86 14%	24 44%	209 5%	8 43%	231 11%	11 45%	186 53%	-	315 b	
Don't know	75 7%	15 5%	9 3%	6 9%	4 3%	11 3%	28 7%	6 3%	19 3%	11 3%	26 6%	11 6%	12 3%	11 4%	10 3%	1 1%	10 2%	15 6%	19 4%	7 2%	23 5%	8 5%	10 2%	7 4%	13 3%	1 1%	7 2%	-	-	
Net: Very/Fairly positive	199 19%	125 39% CDE	18 6%	3 5%	19 19%	18 5%	146 38%	90 45%	57 10%	29 8%	122 30%	19 11%	103 27%	37 15%	101 31%	59 53%	57 13%	92 39%	58 11%	24 8%	128 29%	66 39%	71 15%	84 50%	68 13%	57 56%	48 12%	199 100%	-	
Net: Very/Fairly negative	593 56%	96 30%	216 79%	50 76%	61 60%	322 86%	100 26%	60 30%	420 74%	280 77%	154 38%	129 73%	176 46%	177 70%	134 40%	22 19%	306 71%	80 34%	389 72%	227 78%	185 42%	59 35%	326 68%	35 21%	385 72%	29 29%	301 73%	-	593 100%	
Mean	-0.66	0.15 CDE	-1.30	-1.30 *	-0.74 CD*	-1.39	0.20 F	0.20 UKLMNOQ	-1.09	-1.16	-0.17 ILMNQ	-1.17	-0.32 ILMNQ	-1.02 J	-0.19 ILMNQ	0.45 UKLMNOQ*	-1.02 J	0.02 STUVWYa	-1.05 T	-1.21	-0.25 STWYa	-0.01 STUVWYa	-0.94 STa	0.43 RSTUVWYa	-1.01 T	0.34 RSTUVWYa*	-1.03 T	1.29 c	-1.53	

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Overlap formulae used

ColumnProportions (3%): A,B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a,b/c Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (3%): A,B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a,b/c Minimum Base: 30 (**) Small Base: 100 (**)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - Summary
All Adults aged 18-75 in Great Britain

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would...														
	... offer Britain a fresh start?	... be competent and effective?	... have a good team of ministers?	... grow the economy?	... reduce the cost of living?	... act with integrity?	... reduce taxes?	... improve public services?	... have the right foreign policy?	... provide strong and stable government?	... do what's best for Britain as a whole?	... reduce regional inequalities (otherwise known as levelling-up)?	... reduce climate change?	... have sensible policies?
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005
Weighted base	959	959	959	959	959	959	959	959	959	959	959	959	959	959
Very likely (4)	37 4%	41 4%	42 4%	65 7%	34 4%	54 6%	33 3%	33 3%	71 7%	47 5%	63 7%	34 4%	33 3%	50 5%
Fairly likely (3)	128 13%	216 23%	163 17%	241 25%	147 15%	188 20%	160 17%	141 15%	182 19%	207 22%	176 18%	139 14%	137 14%	226 24%
Fairly unlikely (2)	280 29%	247 26%	266 28%	257 27%	292 30%	247 26%	298 31%	318 33%	220 23%	239 25%	250 26%	268 28%	290 30%	258 27%
Very unlikely (1)	385 40%	333 35%	345 36%	265 28%	385 40%	343 36%	357 37%	358 37%	321 33%	339 35%	350 36%	367 38%	353 37%	299 31%
Don't know	129 13%	121 13%	144 15%	130 14%	100 10%	128 13%	112 12%	109 11%	165 17%	128 13%	120 13%	152 16%	146 15%	126 13%

Net: Likely	166 17%	257 27%	204 21%	307 32%	181 19%	241 25%	193 20%	174 18%	253 26%	254 26%	239 25%	172 18%	170 18%	276 29%
Net: Unlikely	665 69%	581 61%	611 64%	523 54%	677 71%	590 62%	654 68%	676 70%	541 56%	578 60%	600 63%	635 66%	643 67%	557 58%

Mean	1.78	1.96	1.88	2.13	1.80	1.94	1.85	1.82	2.00	1.95	1.94	1.80	1.82	2.03
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Overlap formulae used

ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30 (***) Small Base: 100 (**)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... offer Britain a fresh start?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	37 4%	25 5%	13 3%	5 5%	7 4%	8 5%	6 3%	2 1%	9 6%	12 4%	14 4%	12 4%	7 5%	10 4%	8 3%	12 4%	24 5%	13 3%	7 3%	12 5%	6 2%	8 6%	1 1%	4 5%	32 4%	5 4%	26 5%	8 2%	4 3%	11 4%	26 4%	17 5%	20 3%	29 5%	8 2%	
Fairly likely (3)	128 13%	61 13%	68 14%	15 13%	18 10%	21 12%	23 13%	23 14%	28 18%	34 11%	44 13%	51 16%	20 14%	29 10%	31 12%	48 17%	66 12%	62 15%	29 13%	36 15%	35 15%	18 13%	2 4%	7 9%	109 13%	20 15%	78 15%	35 10%	15 14%	36 14%	92 13%	45 14%	83 13%	76 12%	52 15%	
Fairly unlikely (2)	280 29%	118 25%	160 33%	36 31%	56 31%	38 23%	48 27%	49 30%	53 35%	92 31%	86 25%	102 33%	40 28%	80 28%	68 27%	93 33%	169 32%	111 26%	71 30%	76 32%	62 27%	41 30%	15 4%	16 20%	233 28%	46 34%	152 29%	87 26%	40 38%	81 31%	199 28%	85 27%	195 30%	186 30%	93 27%	
Very unlikely (1)	385 40%	207 44%	169 35%	38 33%	76 41%	82 49%	77 43%	68 42%	44 29%	114 38%	159 46%	111 36%	48 34%	133 46%	109 44%	95 33%	205 39%	180 42%	90 39%	87 37%	87 38%	53 38%	23 49%	45 58%	341 41%	44 33%	203 39%	148 44%	34 32%	105 40%	280 40%	135 43%	250 39%	252 41%	133 39%	
Don't know	129 13%	56 12%	72 15%	20 18%	27 14%	18 11%	26 15%	20 13%	17 11%	47 16%	45 13%	37 12%	27 19%	36 12%	31 13%	35 12%	66 12%	63 15%	35 15%	25 10%	38 17%	17 12%	7 15%	6 8%	110 13%	19 14%	59 11%	57 17%	12 12%	26 10%	103 15%	32 10%	97 15%	72 12%	57 17%	
Net: Likely	166 17%	85 18%	81 17%	21 18%	25 14%	29 17%	29 16%	25 16%	37 25%	45 15%	58 17%	62 20%	27 19%	39 14%	39 16%	60 21%	90 17%	75 18%	37 16%	48 20%	41 18%	26 19%	3 6%	11 15%	141 17%	25 19%	104 20%	43 13%	19 18%	48 18%	118 17%	62 20%	104 16%	105 17%	60 18%	
Net: Unlikely	665 69%	325 70%	329 68%	74 64%	132 72%	120 72%	125 69%	117 72%	97 64%	206 69%	245 70%	213 68%	87 62%	213 74%	177 72%	187 66%	374 71%	290 68%	160 69%	162 69%	149 65%	94 69%	38 79%	61 77%	574 70%	90 67%	355 68%	236 70%	74 71%	186 72%	479 68%	220 70%	445 69%	438 71%	226 66%	
Mean	1.78	1.76	1.82	1.87	1.72	1.70	1.73	1.72	2.02 EFGH*	1.77	1.71	1.86	1.88	1.67	1.71	1.91 NO	1.80	1.75	1.77	1.87	1.79	1.85	1.50	1.59	1.76	1.88	1.84	1.65	1.88	1.80	1.77	1.80	1.77	1.78	1.78	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... offer Britain a fresh start?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	37 4%	19 7%	8 3%	1 1%	2 *	8 2%	17 5%	28 16%	1 *	10 3%	19 6%	5 3%	18 5%	10 4%	13 4%	7 6%	11 3%	24 12%	4 1%	7 2%	17 4%	23 16%	6 1%	17 12%	9 2%	21 23%	5 1%	22 13%	9 2%	
Fairly likely (3)	128 13%	66 25%	12 5%	10 18%	9 *	32 10%	62 18%	71 40%	27 5%	31 9%	64 14%	22 15%	50 9%	21 20%	58 22%	24 13%	48 22%	73 36%	12 2%	28 11%	66 17%	49 34%	24 5%	42 30%	35 7%	36 39%	17 4%	49 29%	44 8%	
Fairly unlikely (2)	280 29%	95 36%	59 23%	16 29%	23 *	92 28%	106 31%	52 29%	136 26%	94 28%	102 30%	53 33%	90 26%	58 25%	86 29%	36 33%	94 25%	67 33%	135 27%	76 29%	112 29%	47 33%	113 26%	46 32%	140 29%	22 25%	95 25%	45 27%	162 30%	
Very unlikely (1)	385 40%	57 21%	147 58%	23 42%	56 57%	168 50%	115 34%	10 6%	327 62%	174 52%	125 36%	72 45%	155 45%	119 51%	109 37%	33 31%	208 55%	13 6%	322 65%	135 51%	152 40%	11 8%	279 64%	23 16%	282 58%	9 10%	250 65%	36 21%	277 51%	
Don't know	129 13%	28 11%	27 11%	6 10%	9 *	35 11%	38 11%	17 9%	35 7%	28 8%	36 10%	8 5%	32 9%	26 11%	26 9%	8 8%	20 5%	27 13%	27 5%	18 7%	36 9%	14 10%	17 4%	14 10%	23 5%	3 4%	17 4%	17 10%	55 10%	
Net: Likely	166 17%	85 32%	21 8%	11 19%	11 11%	40 12%	79 23%	99 56%	28 5%	41 12%	83 24%	27 17%	68 20%	31 13%	71 24%	31 29%	59 16%	97 48%	15 3%	35 13%	84 22%	72 50%	29 7%	59 41%	45 9%	57 62%	22 6%	71 42%	53 10%	
Net: Unlikely	665 69%	151 57%	207 81%	40 71%	78 80%	260 78%	221 65%	63 35%	463 88%	267 80%	226 66%	124 78%	245 71%	177 76%	195 67%	68 64%	301 79%	80 39%	457 92%	212 80%	265 69%	57 40%	392 89%	70 49%	422 86%	31 34%	345 90%	81 48%	439 80%	
Mean	1.78	2.20 CDE	1.48	1.76 C*	1.52 *	1.60	1.94 F	2.72 IJKLMNO	1.39	1.60 I	1.93 IULMNQ	1.74 IU	1.78 IUQ	1.62 I	1.91 IUMNQ	2.05 IULMNQ*	1.62 I	2.61 STUWXYa	1.36	1.62 SWYa	1.85 STWYa	2.65 STUWXYa*	1.42 S	2.41 STUWYa*	1.51 SWa	2.78 STUWXYa*	1.39	2.37 c	1.56	

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... be competent and effective?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	41 4%	27 6%	14 3%	3 3%	6 3%	7 4%	9 5%	6 3%	11 7%	9 3%	16 5%	16 5%	5 4%	9 3%	10 4%	16 6%	24 4%	17 4%	11 5%	15 6%	8 4%	3 2%	1 1%	3 4%	33 4%	8 6%	25 5%	12 3%	5 5%	9 4%	32 5%	16 5%	25 4%	26 4%	15 4%	
Fairly likely (3)	216 23%	110 24%	104 22%	27 24%	34 19%	30 18%	47 26%	45 28%	33 22%	61 20%	77 22%	78 25%	32 23%	51 18%	60 24%	74 26%	128 24%	88 21%	44 19%	52 22%	65 28%	35 26%	8 17%	12 16%	175 21%	41 31%	136 26%	56 17%	25 24%	61 24%	155 22%	71 23%	146 23%	149 24%	68 20%	
Fairly unlikely (2)	247 26%	114 24%	133 28%	33 29%	51 28%	42 25%	41 23%	42 26%	37 25%	85 28%	83 24%	79 25%	42 29%	72 25%	62 25%	71 25%	145 27%	102 24%	60 26%	59 25%	54 24%	35 26%	16 34%	22 28%	221 27%	26 19%	131 25%	86 26%	30 28%	74 29%	173 25%	86 27%	161 25%	157 26%	90 26%	
Very unlikely (1)	333 35%	169 36%	156 32%	33 29%	66 36%	65 39%	63 35%	56 35%	50 33%	99 33%	128 37%	106 34%	41 29%	111 39%	89 36%	91 32%	175 33%	158 37%	85 37%	79 34%	66 29%	47 34%	20 42%	36 45%	293 36%	40 30%	174 34%	128 38%	31 30%	86 33%	247 35%	113 36%	220 34%	216 35%	117 34%	
Don't know	121 13%	46 10%	74 15%	18 15%	27 15%	23 14%	20 11%	14 8%	20 13%	45 15%	43 12%	33 11%	21 15%	44 15%	25 10%	31 11%	58 11%	63 15%	32 14%	30 13%	35 15%	16 12%	3 6%	5 7%	102 12%	19 14%	53 10%	55 16%	14 13%	28 11%	93 13%	28 9%	93 14%	68 11%	53 16%	
Net: Likely	257 27%	137 29%	118 25%	31 27%	40 22%	37 22%	56 31%	50 31%	44 29%	70 24%	93 27%	94 30%	37 26%	60 21%	70 29%	90 32%	152 29%	106 25%	54 23%	67 29%	73 32%	39 28%	9 18%	16 20%	208 25%	50 37%	160 31%	67 20%	30 29%	71 27%	187 27%	87 28%	171 26%	174 28%	83 24%	
Net: Unlikely	581 61%	283 61%	289 60%	67 58%	117 64%	108 64%	104 58%	98 61%	87 58%	183 62%	212 61%	185 59%	83 59%	184 64%	151 61%	162 57%	320 60%	260 61%	146 63%	138 59%	120 53%	83 60%	36 76%	58 74%	515 62%	66 49%	306 59%	214 64%	61 58%	161 62%	420 60%	199 64%	381 59%	374 61%	207 60%	
Mean	1.96	1.99	1.94	2.01	1.87	1.85	2.01	2.00	2.04	1.92	1.93	2.02	2.01	1.83	1.96	2.06	2.00	1.90	1.90	2.01	2.08	1.95	1.76	1.77	1.93	2.16	2.02	1.83	2.04	1.97	1.95	1.96	1.96	1.97	1.94	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... be competent and effective?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584				
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548				
Very likely (4)	41 4%	26 10% CE	3 1% CE	1 2% CE*	2 2% *	10 3% CE	19 6% F	33 19% UKLMNOPQ	1 * I	4 1% I	24 7% UL	2 1% I	22 6% IUL	9 4% UI	18 6% IUL	7 4% IUL*	17 4% UI	34 17% STUWY	2 * STUWY	3 1% STUWY	23 6% STUWY	25 17% STUWY	6 1% S	20 14% STUWY	9 2% S	20 22% STUWY*	4 1% S	21 12% c	11 2% c				
Fairly likely (3)	216 23%	110 41% CE	26 10% CE	16 29% CE*	9 9% *	61 18% F	94 28% F	107 60% UKLMNOPQ	49 9% I	55 16% I	102 30% IULMNQ	36 22% UI	85 25% IUL	48 20% I	81 28% IUL	42 18% IULMNQ*	67 39% I	121 59% STUWY	26 5% STUWY	56 21% SWY	102 27% SWY	83 58% STUWXY	41 9% S	68 48% STUWY	71 14% SW	56 62% STUWXY*	37 10% S	74 44% c	78 14% c				
Fairly unlikely (2)	247 26%	58 22% BD	58 23% BD	19 33% B*	27 27% *	81 24% G	92 27% F	23 13% UKLMNOPQ	151 29% HMQN	105 31% HMQN	85 25% HM	50 31% HMQN	69 20% H	52 22% H	73 26% HM	28 18% H	85 50% H	30 15% RUVWXYZ	155 31% RVZ	72 27% RVZ	94 24% RVZ	18 13% RVZ	114 26% RVZ	30 21% RVZ	136 28% RVZ	10 11% *	99 26% RVZ	35 21% RVZ	158 29% RVZ				
Very unlikely (1)	333 35%	43 16% BD	147 58% BD	16 28% B*	53 53% BD*	153 45% G	99 29% F	4 2% UKLMNOPQ	294 56% HMQN	154 46% HMQN	101 29% H	63 39% HKP	142 41% HKOP	109 47% HKOP	99 34% HP	25 13% H*	191 50% HKLMOP	2 1% RTUVXYZ	293 59% RUVXZ	119 45% RUVXZ	132 34% RVXZ	8 6% R	264 60% RTUVXYZ	15 11% R2	250 51% RTUVXZ	3 3% *	228 59% RTUVXZ	25 15% b	250 46% b				
Don't know	121 13%	28 11% W	20 8% W	4 7% W	9 9% *	30 9% G	34 10% F	11 6% UKLMNOPQ	31 6% I	18 5% I	33 9% IQ	9 6% I	26 8% I	16 7% I	21 7% I	6 6% *	20 5% WZ	18 9% WZ	23 5% W	14 5% W	33 9% SWY	9 7% S	13 3% S	10 7% SW	23 5% W	2 2% *	15 4% S	14 8% c	51 9% c				
Net: Likely	257 27%	136 51% CDE	29 11% CDE	18 31% CE*	11 11% *	72 21% CE	113 33% F	140 78% UKLMNOPQ	50 9% I	59 18% I	126 37% IULMNQ	38 24% UI	107 31% IUL	57 24% UI	99 34% IULNQ	49 45% IULMNQ*	84 22% I	154 76% STUWXY	28 6% STUWXY	59 22% SWY	126 33% STWY	107 75% STUWXY	47 11% S	88 61% STUWY	80 16% SW	77 84% STUWXY*	41 11% S	94 56% c	88 16% c				
Net: Unlikely	581 61%	101 38% BD	205 81% BD	34 62% B*	79 81% BD*	234 70% G	191 57% F	27 15% UKLMNOPQ	445 85% HMQN	258 77% HMQN	186 54% H	113 71% HKOP	211 61% HKOP	161 69% HKOP	172 59% H	53 49% H*	276 73% HKMOP	32 16% RTUVWXYZ	449 90% RUVXZ	190 72% RUVXZ	226 18% RVXZ	26 18% RVXZ	378 86% RTUVXYZ	46 32% RVZ	387 79% RTUVXZ	13 14% *	327 85% RTUVXYZ	60 36% b	408 75% b				
Mean	1.96	2.50 CDE	1.51	2.06 CE*	1.55 *	1.77	2.11 F	3.01 UKLMNOPQ	1.51	1.71 I	2.16 IULMNQ	1.85 UI	1.96 IUL	1.80 I	2.07 IULNQ	2.29 IULMNQ*	1.75 I	3.00 STUWXY	1.45	1.77 SWY	2.05 STWY	2.93 STUWXY*	1.51 S	2.69 STUWY*	1.65 SW	3.05 STUWXY*	1.50 S	2.58 c	1.70				

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... have a good team of ministers?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	42 4%	23 5%	19 4%	8 7% *	5 3%	8 5%	6 3%	5 3%	9 6% *	13 4%	14 4%	15 5%	10 7% N	7 2%	10 4%	15 5%	24 4%	18 4%	8 3%	9 4%	10 5%	9 6% *	1 3% *	4 5% *	31 4%	10 7%	26 5%	12 4%	4 4% *	13 5%	28 4%	16 5%	25 4%	30 5%	12 3%	
Fairly likely (3)	163 17%	83 18%	79 16%	14 13% *	28 15%	23 14%	36 20%	32 20%	29 19% *	43 14%	59 17%	61 19%	17 12%	43 15%	44 18%	59 21%	96 18%	67 16%	34 14%	47 20%	37 16%	28 20% *	6 13% *	12 15% *	140 17%	23 17%	105 20% b	41 12%	17 16% *	41 16%	122 17%	63 20%	100 15%	107 17%	55 16%	
Fairly unlikely (2)	266 28%	134 29%	130 27%	39 34% *	46 25%	38 23%	47 26%	51 32%	44 29% *	85 29%	85 25%	95 30%	47 33% N	67 23%	68 27%	85 30%	151 29%	115 27%	70 30%	61 26%	68 30%	35 25% *	14 48% *	18 22% *	232 28%	34 25%	143 28%	91 27%	31 30% *	74 29%	192 27%	78 25%	188 29%	164 27%	102 30%	
Very unlikely (1)	345 36%	179 38%	158 33%	31 27% *	72 39%	69 41% D	66 36%	54 34%	53 35% *	103 35%	135 39%	107 34%	41 29%	119 41% M	93 38%	92 33%	180 34%	165 38%	80 34%	81 35%	74 32%	49 36% *	22 47% *	38 48% STU*	303 37%	42 31%	181 35%	130 39%	34 33% *	94 36%	250 36%	125 40%	220 34%	230 37%	115 34%	
Don't know	144 15%	48 10%	95 20% B	22 19% *	32 17%	29 17%	26 14%	20 12%	16 10% *	54 18% L	55 16%	35 11%	26 18%	53 18% P	33 13%	32 11%	79 15%	65 15%	40 17%	37 16%	39 17%	16 12% *	4 9% *	7 9% *	118 14%	26 19%	64 12%	62 18% a	19 18% *	37 14%	107 15%	32 10%	112 17% f	85 14%	59 17%	
Net: Likely	204 21%	105 23%	98 20%	22 19% *	33 18%	32 19%	42 23%	37 23%	38 25% *	56 19%	73 21%	75 24%	28 20%	50 17%	53 22%	73 26% N	119 22%	85 20%	42 18%	55 24%	47 21%	37 27% *	8 16% *	16 20% *	171 21%	33 25%	131 25% b	53 16%	21 20% *	54 21%	150 21%	79 25% g	125 19%	137 22%	67 19%	
Net: Unlikely	611 64%	313 67% c	288 60%	70 61% *	118 65%	107 64%	113 62%	105 65%	97 64% *	189 63%	220 63%	202 65%	87 62%	185 64%	161 65%	177 63%	332 63%	279 65%	150 65%	143 61%	142 62%	84 61% *	36 75% *	56 70% *	535 65%	76 56%	324 63%	221 66%	66 63% *	168 65%	443 63%	202 65%	409 63%	394 64%	217 63%	
Mean	1.88	1.88	1.89	1.99 *	1.78	1.79	1.88	1.92	1.96 *	1.86	1.84	1.94	1.98 *	1.74	1.86	1.98 N	1.92	1.83	1.84	1.91	1.91	1.97 *	1.69 **	1.75 *	1.86	2.01 *	1.95 b	1.76	1.89 *	1.88	1.88	1.89	1.87	1.88	1.87	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... have a good team of ministers?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	42 4%	21 8% CE	7 3%	1 2% *	- *	12 3%	18 5%	31 17% UKLMNOPQ	4 1%	8 2%	18 1%	5 3%	20 6%	8 3%	21 7%	5 5%	16 4%	33 16% STUWYz	1 *	6 2%	19 5%	23 16%	4 1%	19 13%	9 2%	22 49% STUWYz*	4 1%	22 13% c	13 2%	
Fairly likely (3)	163 17%	91 34% CE	13 5%	12 22% CE*	7 7% *	39 12%	80 24% F	88 49% UKLMNOPQ	26 5%	40 12% I	91 26%	26 16% I	66 19%	28 12% I	71 24% IUMNQ	38 35% IULMNQ*	47 12% I	96 47% STUWYz	22 4%	37 14% SWYz	90 24% STWYz	66 46% STUWYz	32 7%	69 48% STUWYz	38 8%	45 49% STUWYz*	24 6%	57 34% c	58 11%	
Fairly unlikely (2)	266 28%	79 30%	66 26%	17 30% B*	30 31% *	95 28%	92 27%	35 19%	151 29% H	112 33% HIKLMQ	89 26%	52 33% H	85 25%	66 28% H	79 27% H	33 31% H*	98 26% H	41 20%	137 27% VZ	81 31% RVXZ	103 27% RVZ	26 18%	115 26% Z	30 21%	146 49% RVWZ	12 13% *	106 28% VZ	43 26%	158 29%	
Very unlikely (1)	345 36%	47 18% BD	150 59% BD	18 32% B*	50 51% BD*	154 46% G	106 32%	10 6%	301 57% HIKLMNOPQ	155 46% HKLOP	112 32% HP	61 38% HP	147 43% HKOP	107 46% HKLOP	100 34% HP	24 22% H*	199 52% HUKLMOP	13 6%	300 60% RTUVXYZ	123 47% RUVXZ	134 35% RVXZ	10 7%	270 62% RTUVXYZ	16 11% R	272 56% RTUVXZ	9 10% *	237 62% RTUVXYZ	29 17% b	258 47%	
Don't know	144 15%	27 10%	19 8%	8 14% *	11 11% *	37 11%	42 12%	15 8%	43 8% Q	21 6%	36 10% Q	16 10% JQ	27 8%	25 11% JQ	21 7%	8 8% *	21 6% WYz	21 10% WYz	39 8%	17 6% a	38 10% WYz	17 12% WZz	17 4%	9 7% WYz	24 5% a	3 3% *	12 3% c	17 10%	61 11%	

Net: Likely	204 21%	112 42% CDE	20 8%	14 24% CE*	7 7% *	50 15%	97 29% F	119 67% UKLMNOPQ	31 6%	48 14% I	109 32% IULMNQ	31 19% I	85 25% IUNQ	36 15% I	92 31% IULMNQ	43 40% IULMNQ*	63 16% I	129 63% STUWYz	23 5%	43 16% SWYz	109 28% STWYz	90 63% STUWYz	36 8%	88 61% STUWYz	47 10% Sa	67 73% STUWYz*	28 7% s	80 47% c	71 13%
Net: Unlikely	611 64%	126 47% BD	215 85% BD	35 62% *	80 82% BD*	248 74% G	198 59%	45 25%	452 86% HIKLMNOPQ	267 79% HKLMLNOP	200 58% H	113 67% HKP	232 74% HKOP	173 61% HKOP	179 53% H	57 78% H*	297 62% HKLMLNOP	54 27% RTUVXZ	437 88% RUVXZ	204 77% RVXZ	238 26% RVXZ	37 26%	385 88% RTUVXZ	46 32% RTUVXZ	419 86% RTUVXZ	22 24% *	343 90% RTUVXZ	72 43% b	416 76%
Mean	1.88	2.37 CDE	1.48	1.93 CE*	1.50 *	1.69	2.03 F	2.85 UKLMNOPQ	1.45	1.69 I	2.05 IULMNQ	1.83 IUQ	1.87 IUNQ	1.69 I	2.05 IULMNQ	2.24 IULMNQ*	1.67 I	2.81 STUWYz	1.40	1.70 SWYz	1.98 STWYz	2.81 STUWYz*	1.46 S	2.68 STUWYz*	1.53 SWz	2.89 STUWYz*	1.45 S	2.48 c	1.64

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... grow the economy?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	65 7%	39 8%	27 6%	10 8%	8 4%	11 6%	12 7%	10 6%	15 10%	18 6%	23 6%	25 8%	12 9%	13 5%	16 6%	24 9%	33 6%	32 8%	15 6%	21 9%	14 6%	8 6%	2 3%	6 8%	54 7%	11 8%	33 6%	26 8%	6 6%	13 5%	53 8%	27 8%	39 6%	40 6%	26 8%	
Fairly likely (3)	241 25%	123 26%	117 24%	23 20%	49 27%	30 18%	43 24%	51 32%	45 30%	72 24%	73 21%	97 31%	32 23%	62 22%	57 23%	90 32%	145 27%	97 23%	51 22%	58 25%	62 27%	46 33%	8 17%	16 21%	199 24%	43 32%	141 27%	73 22%	27 26%	62 24%	179 26%	86 28%	155 24%	157 26%	84 24%	
Fairly unlikely (2)	257 27%	127 27%	130 27%	31 27%	44 24%	52 31%	49 27%	47 29%	35 23%	75 25%	101 29%	81 26%	35 25%	76 27%	73 30%	73 26%	146 28%	111 26%	64 27%	69 29%	58 25%	33 24%	14 30%	19 24%	224 27%	33 25%	147 28%	81 24%	30 29%	75 29%	183 26%	89 28%	169 26%	176 29%	82 24%	
Very unlikely (1)	265 28%	137 29%	120 25%	33 29%	57 31%	57 34%	51 28%	39 24%	29 19%	90 30%	108 31%	68 22%	41 29%	98 34%	69 28%	57 20%	140 26%	125 29%	63 27%	65 28%	59 26%	31 22%	17 35%	32 40%	233 28%	33 24%	140 27%	107 32%	18 17%	80 31%	186 27%	87 28%	178 28%	176 29%	90 26%	
Don't know	130 14%	40 9%	88 18%	18 16%	26 14%	18 11%	26 14%	16 10%	27 18%	44 15%	44 13%	42 14%	21 15%	39 13%	32 13%	38 13%	66 12%	64 15%	40 17%	22 9%	36 16%	20 14%	7 15%	6 7%	115 14%	15 11%	58 11%	48 14%	24 23%	31 12%	99 14%	25 8%	105 16%	67 11%	63 18%	
Net: Likely	307 32%	162 35%	143 30%	33 29%	57 31%	41 24%	55 30%	61 38%	60 40%	90 30%	95 27%	122 39%	44 31%	75 26%	73 30%	114 40%	178 34%	129 30%	66 29%	79 34%	75 33%	54 39%	10 20%	23 29%	253 31%	53 40%	173 33%	100 30%	34 32%	74 29%	232 33%	113 36%	194 30%	197 32%	110 32%	
Net: Unlikely	523 54%	264 57%	249 52%	64 56%	101 55%	109 65%	100 55%	85 53%	64 42%	165 55%	209 60%	149 48%	76 54%	175 61%	142 58%	130 46%	286 54%	236 55%	126 54%	134 57%	117 51%	64 47%	31 65%	50 64%	457 55%	66 49%	287 55%	188 56%	48 45%	154 59%	368 53%	176 56%	347 54%	352 57%	171 50%	
Mean	2.13	2.15	2.13	2.10	2.05	1.96	2.10	2.22	2.37	2.07	2.03	2.29	2.13	1.96	2.09	2.33	2.15	2.10	2.10	2.17	2.16	2.26	1.86	1.97	2.11	2.27	2.14	2.07	2.27	2.03	2.17	2.18	2.10	2.11	2.16	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... grow the economy?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584				
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548				
Very likely (4)	65 7%	35 13% CE	9 3%	3 6% *	1 1% *	19 6%	27 8%	46 26% UKLMNOPQ	5 1%	12 4%	35 10%	8 5%	31 9%	17 7%	27 9%	13 12%	21 6%	50 24%	5 1%	9 4%	31 8%	35 25%	10 2%	26 18%	14 3%	29 32%	6 1%	31 18%	21 4%				
Fairly likely (3)	241 25%	119 45% CDE	25 10%	15 27% C*	20 20% C*	64 19%	115 34% F	91 51% UKLMNOPQ	79 15%	65 19%	115 33%	39 24%	109 32%	53 23%	100 34%	43 40%	87 23%	107 52%	59 12%	62 24% SWa	124 32% STWYa	69 48%	77 18%	69 48%	94 19%	46 50% STUWY*	63 16%	72 43% c	103 19%				
Fairly unlikely (2)	257 27%	53 20% BE	92 36% BE	16 28% *	21 21% *	99 29%	84 25%	20 11% HKMNOPQ	175 33% HKMNOPQ	116 34%	75 22% H	44 28%	76 22%	58 25%	73 25%	31 29%	93 40% H*	26 13%	174 35% RUVXYZ	85 32% RVZ	87 23% RZ	24 17%	127 29%	33 23%	152 41% RUVZ	10 11% *	120 31% RUVZ	32 19%	173 32% b				
Very unlikely (1)	265 28%	25 9% B	108 42% B	15 27% B*	45 46% BD*	118 35% G	71 21%	7 4% HIKLMOP	226 43% HIKLMOP	117 35%	80 23% HP	53 33% HKP	107 31% HKOP	88 38% HKOP	73 25% HP	14 13% H*	153 40% HKMOP	4 2%	229 46% RTUVXYZ	94 35% RVXZ	106 28% RVXZ	7 5%	207 47% R	11 8%	200 41% RUVXZ	5 6% R*	181 47% RTUVXYZ	24 14%	194 35% b				
Don't know	130 14%	33 12%	21 8%	6 11% *	12 12% *	36 11%	40 12%	15 8%	41 8%	26 8%	40 12% IMOQ	16 10%	22 6%	18 8%	19 6%	7 7% *	27 7%	18 9% WXZa	32 6% Wa	14 5%	37 10% SWXYZa	8 6% Z	17 4%	4 3%	29 6% Wa	1 1% *	14 4%	10 6%	56 10%				

Net: Likely	307 32%	154 58% CDE	33 13%	19 33% C*	21 21% *	83 25%	143 42% F	137 77% UKLMNOPQ	84 16%	77 23%	149 43% IUNQ	47 29%	140 41%	69 30%	127 43%	56 52% IULMNQ*	108 28%	157 77% STUWXYa	64 13%	72 27% SWYa	155 40% STWYa	105 73%	88 20%	94 66% STUWYa	108 22% Sa	75 82% STUWY*	68 18% s	103 61% c	124 23%
Net: Unlikely	523 54%	78 30% BDE	200 79% BDE	31 56% B*	66 67% B*	217 65% G	155 46%	27 15% HIKLMNOPQ	401 76% HIKLMNOPQ	233 69%	156 45% H	97 61% HKOP	183 53% HKOP	146 62% HKMOP	146 50% H	45 41% H*	246 65% HKMOP	29 14%	403 81% RTUVWXYZ	179 68% RUVXZ	193 50% RVXZ	31 21%	334 76% RTUVXYZ	44 31% RVZ	352 72% RUVXZ	16 17% *	301 79% RTUVXYZ	55 33%	368 67% b

Mean	2.13	2.71 CDE	1.72	2.14 CE*	1.73 *	1.95	2.33 F	3.07 UKLMNOPQ	1.72	1.91 I	2.34 IULMNQ	2.02 I	2.20 IUNQ	1.99 I	2.30 IULNQ	2.55 IULMNQ*	1.93 I	3.09 STUWXYa	1.66	1.95 SWYa	2.23 STWYa	2.99 STUWXYa	1.74 S	2.79 STUWYa	1.83 SWa	3.09 STUWY*	1.71	2.69 c	1.90
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Overlap formulae used
 ColumnProportions (5%): A,B/C/D/E,F,G,H/I/J,K/L,M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J,K/L,M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce the cost of living?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	34 4%	25 5% c	9 2%	5 5% *	6 3%	5 3%	6 4%	5 3%	6 4% *	11 4%	12 3%	11 3%	6 4%	9 3%	8 3%	11 4%	20 4%	14 3%	8 3%	13 6%	5 2%	3 2% *	1 1% *	5 6% *	30 4%	5 3%	17 3%	13 4%	5 4% *	11 4%	23 3%	12 4%	22 3%	24 4%	11 3%	
Fairly likely (3)	147 15%	78 17%	69 14%	20 18% F*	22 12%	15 9%	27 15%	27 17% F	35 23% EF*	42 14%	42 12%	62 20% K	25 18% N	29 10%	33 13%	60 21% NO	91 17%	56 13%	28 12%	27 11%	46 20% ST	31 23% STX*	7 14% *	8 10% *	117 14%	30 22% Y	92 18%	42 13%	12 12% *	39 15%	108 15%	50 16%	97 15%	91 15%	56 16%	
Fairly unlikely (2)	292 30%	136 29%	155 32%	27 24% *	51 28%	54 32%	58 32%	61 37% DE	42 28% *	78 26%	112 32%	103 33%	35 25%	86 30%	80 33%	91 32% NO	167 32%	125 29%	65 28%	94 40% SVWX	71 31%	30 22% *	11 22% *	20 26% *	247 30%	46 34%	172 33% b	88 26%	33 31% *	82 32%	211 30%	95 30%	197 31%	181 29%	111 32%	
Very unlikely (1)	385 40%	189 41%	186 39%	45 39% *	81 44%	79 47% H	68 38%	56 34%	56 37% *	126 42%	147 42%	111 36%	54 38%	133 46% P	100 41%	98 35% NO	201 38%	184 43%	99 43%	79 34%	84 37%	58 43% *	26 54% T*	39 49% T*	341 41%	44 33%	198 38%	144 43%	43 41% *	103 40%	282 40%	134 43%	251 39%	257 42%	128 37%	
Don't know	100 10%	38 8%	62 13% B	17 15% *	23 13%	15 9%	20 11%	14 8%	11 8% *	40 14%	35 10%	25 8%	21 15% P	32 11%	26 10%	22 8%	51 10%	49 11%	32 14%	22 9%	21 9%	15 11% *	4 9% *	7 9% *	90 11%	10 8%	40 8%	49 15% a	12 11% *	24 9%	77 11%	22 7% f	78 12% f	63 10%	38 11%	
Net: Likely	181 19%	103 22% C	78 16%	25 22% F*	28 15%	20 12%	34 19%	32 20% F	41 27% EF*	54 18%	54 16%	73 23% K	31 22% N	38 13%	41 17%	71 25% NO	111 21%	70 16%	36 16%	40 17%	52 23%	34 25% *	7 15% *	13 16% *	147 18%	34 25%	109 21%	55 16%	17 16% *	50 19%	131 19%	62 20%	119 18%	115 19%	67 19%	
Net: Unlikely	677 71%	325 70%	341 71%	72 63% *	132 72%	133 79% DI	126 70%	117 72%	98 65% *	204 68%	259 74%	215 69%	89 63%	219 76% MP	181 73% M	189 67%	368 69%	309 72%	164 71%	174 74%	155 68%	89 65% *	37 76% *	59 74% *	588 71%	90 67%	369 71%	232 69%	76 73% *	185 71%	492 70%	229 73%	449 69%	438 71%	239 70%	
Mean	1.80	1.86	1.76	1.85 *	1.71	1.65	1.82	1.87 F	1.94 F*	1.76	1.74	1.91 K	1.86 *	1.66	1.77	1.94 N	1.85	1.74	1.72	1.88	1.87	1.82 *	1.59 **	1.71 *	1.78	1.96 *	1.85	1.73	1.77 *	1.82	1.80	1.80	1.81	1.78	1.83	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce the cost of living?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	34 4%	20 7% CE	6 3%	1 1% *	1 1% *	8 2%	16 5%	25 14% UKLMNOPQ	2 *	7 2%	18 5%	4 2%	20 6%	11 5%	10 3%	4 3%	14 4%	24 12%	2 *	4 2%	19 5%	19 13%	6 1%	16 11%	7 1%	18 20%	5 1%	18 10%	9 2%	
Fairly likely (3)	147 15%	75 28% CE	17 7%	10 18% C*	9 9% *	42 13%	63 19%	76 43% UKLMNOPQ	37 7%	33 10%	70 10% IUNQ	25 16%	58 17%	22 10%	63 22% IUMNQ	27 13% IULMNQ*	51 13%	90 44%	17 3%	29 11%	75 19%	62 44%	35 8%	53 37%	49 10%	43 47%	24 6%	58 35%	50 9%	
Fairly unlikely (2)	292 30%	91 34%	66 26%	25 45% C*	30 31% *	91 27%	123 36% F	50 28%	153 29%	110 33% Q	107 31%	52 32%	94 27%	70 30%	94 32% Q	46 43% HKMNQO*	97 26%	61 30%	141 28%	88 33%	112 29%	40 28%	113 26%	49 34%	139 28%	15 17%	102 27%	46 27%	160 29%	
Very unlikely (1)	385 40%	53 20% BD	150 59% BD	19 33% B*	52 53% BD*	164 49% G	114 34%	16 9%	311 59% HIKLMNOPQ	172 51% HKOP	120 35% HP	75 47% HKP	158 46% HKOP	118 51% HKOP	112 38% HP	25 23% H*	206 54% HKMOP	15 7%	323 65% RTUVXYZ	130 49% RUVXZ	153 40% RVXZ	12 8%	275 63% RTUVXYZ	20 14% R	280 57% RTUVXZ	12 13% *	248 65% RTUVXYZ	34 20%	287 52% b	
Don't know	100 10%	26 10%	14 6%	2 3% *	6 6% *	31 9%	22 7%	11 6%	24 5%	13 4%	30 9% IULMOQ	5 3%	13 4%	12 5%	13 5%	6 6% *	12 3%	14 7% WYa	17 3% Wa	13 5% Wa	26 7% SWYa	10 7% WYa	9 2% a	5 3% a	15 3% a	3 3% *	4 1%	13 8%	41 7%	
Net: Likely	181 19%	95 36% CDE	24 9%	10 19% *	10 10% *	50 15%	79 23% F	101 56% UKLMNOPQ	39 7%	40 12% I	88 25% IUNQ	29 18%	79 23% IUNQ	33 14% I	73 25% IUNQ	31 29% IULNQ*	65 17% U	115 56% STUWYya	19 4%	33 13% Sa	94 24% STWYa	81 57% STUWYa	40 9% S	69 49% STUWYa	55 11% Sa	61 67% STUWYya*	28 7% S	76 45% c	60 11%	
Net: Unlikely	677 71%	144 54% B	216 85% B	44 79% B*	82 83% B*	255 76%	237 70%	67 37% HIKLMNOPQ	464 88% HKMOP	283 84% HKMOP	227 66% H	126 79% HKP	252 73% HK	189 81% HKMOP	206 71% H	71 66% H*	303 80% HKMOP	76 37% RTUVWXYZ	463 93% RUVXZ	218 83% RVXZ	265 36% RVXZ	52 36%	389 89% RTUVXYZ	69 48% RVZ	419 86% RUVXZ	27 30% *	351 91% RTUVWXYZ	79 47% b	447 82%	
Mean	1.80	2.26 CDE	1.50	1.86 CE*	1.55 *	1.65	1.94 F	2.65 UKLMNOPQ	1.46	1.61 I	1.96 IULMNQ	1.73 I	1.82 IUQ	1.67 I	1.89 IUNQ	2.10 IULMNQ*	1.66 I	2.65 STUWXYya	1.38	1.63 SWYa	1.89 STWYa	2.66 STUWXYya*	1.47 S	2.48 STUWYa	1.54 SWa	2.75 STUWXYya*	1.43 S	2.39 c	1.57	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... act with integrity?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	54 6%	27 6%	27 6%	10 8%	8 4%	5 3%	8 5%	11 7%	12 8%	17 6%	13 4%	23 7%	13 9%	8 3%	10 4%	23 8%	30 6%	23 5%	13 5%	12 5%	13 6%	7 5%	2 5%	6 8%	42 5%	11 8%	32 6%	17 5%	5 5%	13 5%	40 6%	17 5%	37 6%	31 5%	22 6%	
Fairly likely (3)	188 20%	92 20%	94 20%	23 20%	31 17%	31 18%	37 21%	32 20%	34 23%	54 18%	68 19%	66 21%	30 21%	47 16%	49 20%	62 22%	105 20%	83 19%	42 18%	55 24%	51 22%	23 17%	6 13%	10 12%	158 19%	30 22%	113 22%	50 15%	24 23%	53 21%	134 19%	65 21%	123 19%	120 19%	68 20%	
Fairly unlikely (2)	247 26%	121 26%	125 26%	37 32%	43 23%	40 24%	43 24%	44 27%	41 27%	79 27%	83 24%	85 27%	42 30%	64 22%	65 26%	76 27%	150 28%	97 23%	55 24%	63 27%	60 26%	43 31%	16 39%	10 13%	216 26%	31 23%	133 26%	81 24%	33 31%	71 27%	176 25%	85 27%	162 25%	154 25%	94 27%	
Very unlikely (1)	343 36%	182 39%	154 32%	31 27%	70 38%	68 41%	70 39%	57 35%	48 32%	101 34%	138 40%	104 33%	39 27%	120 42%	95 38%	90 32%	177 33%	166 39%	87 37%	78 33%	69 30%	47 34%	19 39%	43 55%	296 36%	47 35%	183 35%	130 39%	30 29%	86 33%	257 37%	122 39%	221 34%	229 37%	114 33%	
Don't know	128 13%	46 10%	81 17%	15 13%	32 18%	24 14%	22 12%	18 11%	16 11%	47 16%	46 13%	35 11%	18 13%	50 17%	29 12%	31 11%	68 13%	60 14%	35 15%	27 11%	35 15%	16 12%	5 11%	9 12%	113 14%	15 11%	57 11%	57 17%	13 13%	35 14%	92 13%	25 8%	103 16%	82 13%	46 13%	
Net: Likely	241 25%	118 25%	121 25%	32 28%	39 21%	35 21%	46 25%	43 27%	46 31%	71 24%	81 23%	89 29%	43 30%	54 19%	59 24%	85 30%	135 25%	106 25%	55 24%	67 29%	64 28%	31 22%	8 17%	16 20%	200 24%	41 31%	145 28%	67 20%	29 28%	66 26%	175 25%	82 26%	159 25%	151 25%	90 26%	
Net: Unlikely	590 62%	302 65%	279 58%	68 59%	112 61%	108 65%	113 62%	101 62%	88 59%	180 60%	221 63%	189 60%	81 57%	184 64%	159 64%	166 59%	327 62%	263 61%	142 61%	141 60%	129 57%	90 66%	35 72%	54 68%	512 62%	78 58%	316 61%	211 63%	63 60%	158 61%	433 62%	207 66%	383 59%	382 62%	208 61%	
Mean	1.94	1.91	1.99	2.10 f*	1.85	1.80	1.90	1.98	2.08 *	1.95	1.85	2.03	2.14 NO*	1.76	1.89	2.07 N	1.97	1.90	1.90	2.01 x	2.04 x	1.92 *	1.81 **	1.70 *	1.92	2.05 *	1.99	1.83	2.04 *	1.97	1.93	1.92	1.95	1.91	1.99	

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... act with integrity?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties													Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact		
																															(A)	(B)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584			
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548			
Very likely (4)	54 6%	29 11% CDE	7 3%	1 1% *	2 3% *	17 5%	18 5%	34 19% UKLMNOPQ	10 2%	8 2%	23 7% U	5 3%	27 8% U	12 5% U	22 7% U	8 7% U*	20 5% U	43 21% STUWYz	2 *	9 4% SW	23 6% SWYz	30 21% STUWYz	7 2% S	23 16% STUWYz	12 2% S	23 25% STUWYz*	9 2% S	21 12% c	21 4%			
Fairly likely (3)	188 20%	93 35% CE	23 9%	14 5% CE*	9 9% *	52 16%	88 26% F	96 54% UKLMNOPQ	42 8%	57 17% I	91 26% IUMNQ	32 18% I	62 20% I	42 18% I	71 24% IUMQ	35 16% IULMNQ*	62 33% I	95 46% STUWYz	30 6%	48 18% SWYz	88 23% SWYz	66 46% STUWYz	37 8% S	58 41% STUWYz	58 12% SWz	47 51% STUWYz*	30 8% S	69 41% c	74 14%			
Fairly unlikely (2)	247 26%	58 22% BD	71 28%	16 29% *	27 27% *	85 25%	85 25%	23 13% HMQ	156 30% HMQ	91 27% H	91 26% H	48 30% H	83 24% H	58 25% H	79 27% H	34 31% H*	86 23% H	32 16% RWZz	147 30% RWZz	71 4% RZ	101 26% RZ	29 21% Z	114 26% RZ	33 23% RZ	135 28% RZ	11 12% *	96 25% RZ	35 21% RZ	153 28%			
Very unlikely (1)	343 36%	55 21% BD	137 54% BD	20 35% B*	51 52% B*	148 44% G	106 31%	8 5% HUKLMNOP	293 56% HUKLMNOP	157 47% HKOP	108 31% HP	65 41% HKP	147 43% HKOP	111 47% HKOP	96 33% HP	21 20% H*	198 52% HUKLMOP	15 7% WYz	290 58% RTUWXYZ	121 46% RUVXZ	138 36% RVXZ	7 5% Z	260 59% RTUWXYZ	17 12% V	260 53% RTUWXYZ	9 10% *	233 61% RTUWXYZ	28 17% b	250 46% b			
Don't know	128 13%	30 11% CDE	17 7%	5 10% *	9 9% *	33 10%	41 12%	17 10% INQ	26 5% INQ	22 7% Q	32 9% INQ	10 6% Q	25 7% Q	11 5% Q	24 8% IQ	9 8% *	14 4% WYz	21 10% WYz	30 6% a	15 6% SWYz	35 9% SWYz	11 8% Z	21 5% Z	11 8% Z	25 5% Z	2 2% *	15 4% c	16 9% c	49 9%			

Net: Likely	241 25%	122 46% CDE	30 12%	15 27% CE*	11 11% *	70 21%	106 31% F	130 73% UKLMNOPQ	51 10% I	65 19% I	114 33% IULMNQ	38 23% I	89 26% I	54 23% I	93 32% IUMNQ	43 40% IULMNQ*	82 22% I	137 67% STUWXYz	32 6% S	57 22% SWYz	111 29% SWYz	96 67% STUWXYz	44 10% S	81 57% STUWYz	70 14% SWz	70 76% STUWXYz*	39 10% S	90 53% c	96 17%
Net: Unlikely	590 62%	112 42% BD	208 82% BD	36 64% B*	78 79% B*	233 69% G	190 56%	31 18% HUKLMNOPQ	449 85% HUKLMNOPQ	248 74% HKMOP	199 58% H	113 70% HKOP	230 67% HKOP	169 72% HKOP	175 60% H	55 51% H*	284 75% HKMOP	46 23% RTUWXYZ	438 88% RUVXZ	192 73% RVXZ	239 25% RVXZ	36 25% Z	374 85% RTUWXYZ	50 35% RVZ	395 81% RTUWXYZ	20 22% *	329 86% RTUWXYZ	63 37% b	403 74% b

Mean	1.94	2.41 CDE	1.58	1.92 CE*	1.58 *	1.80	2.06 F	2.96 UKLMNOPQ	1.54	1.73 I	2.09 IULMNQ	1.85 I	1.90 IQ	1.80 I	2.07 IULMNQ	2.30 IULMNQ*	1.74 I	2.90 STUWXYz	1.45	1.78 SWYz	1.99 STWYz	2.90 STUWXYz*	1.50 S	2.67 STUWYz*	1.62 SWz	2.93 STUWXYz*	1.50	2.54 c	1.73
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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce taxes?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	33 3%	24 5% c	9 2%	6 6% *	9 5%	6 3%	3 2%	4 2%	5 3% *	15 5%	9 2%	9 3%	8 6% o	12 4%	4 2%	8 3%	20 4%	13 3%	3 1%	8 3%	9 4%	8 6% s*	2 5% *	3 3% *	26 3%	7 5%	23 4%	10 3%	* *	13 5%	20 3%	19 6% g	13 2%	25 4%	7 2%	
Fairly likely (3)	160 17%	87 19%	72 15%	19 17% *	27 15%	18 11%	34 19% f	25 16%	37 25% f*	46 16%	52 15%	62 20%	23 16%	37 13%	43 18%	57 20% n	102 19% r	58 14%	33 14%	39 16%	39 17%	26 19% *	9 20% *	14 18% *	138 17%	22 16%	90 17%	48 14%	23 22% *	36 14%	124 18%	58 16%	102 16%	109 18%	52 15%	
Fairly unlikely (2)	298 31%	127 27%	170 35% b	33 29% *	49 27%	45 27%	54 30%	63 39% ef	53 35% *	82 27%	100 29%	116 37% jk	40 28%	78 27%	73 30%	107 38% n	161 30% r	137 32%	79 34%	83 35%	66 29%	35 25% *	11 23% *	24 30% *	253 31%	44 33%	180 35% b	85 25%	32 31% *	74 28%	224 32%	90 29%	208 32%	179 29%	119 35%	
Very unlikely (1)	357 37%	190 41% c	159 33%	39 34% *	78 42% h	76 45% hi	65 36%	52 32% ef	46 31% *	117 39%	142 41% l	98 31%	49 35%	127 44% p	96 39%	85 30%	189 36% r	167 39%	83 36%	83 35%	83 36%	53 38% *	21 43% *	34 43% *	312 38%	45 33%	174 34%	143 43% a	39 37% *	102 39%	255 36%	113 36%	243 38%	238 39%	119 35%	
Don't know	112 12%	39 8%	72 15% b	17 15% *	21 11%	23 14%	24 13%	18 11%	9 6% *	38 13%	47 13%	27 9%	21 15%	35 12%	31 12%	25 9%	58 11%	54 12%	34 15%	23 10%	31 14%	15 11% *	4 9% *	5 7% *	95 12%	17 13%	52 10%	50 15%	10 10% *	35 13%	77 11%	33 11%	79 12%	65 11%	47 14%	
Net: Likely	193 20%	111 24% c	80 17%	25 22% *	36 20%	23 14%	37 20%	29 18%	42 28% f*	61 21%	60 17%	71 23%	31 22%	49 17%	48 19%	66 23%	122 23% r	71 17%	36 16%	46 20%	48 21%	35 25% s*	12 24% *	17 21% *	164 20%	29 22%	112 22%	58 17%	23 22% *	49 19%	144 21%	77 25% g	116 18%	134 22%	59 17%	
Net: Unlikely	654 68%	316 68%	329 68%	72 63% *	127 69%	121 72%	120 66%	115 71%	99 66% *	199 67%	241 69%	214 68%	89 63%	204 71%	169 68%	192 68%	350 66% r	304 71%	162 70%	166 71%	149 66%	88 64% *	32 67% *	57 73% *	565 69%	89 66%	354 68%	228 68%	71 68% *	176 68%	479 68%	203 65%	451 70%	416 68%	238 69%	
Mean	1.85	1.87	1.83	1.93 *	1.80	1.67	1.84	1.87 f	2.01 f*	1.85	1.76	1.94 k	1.92 *	1.74	1.80	1.96 n	1.90	1.78	1.78	1.86	1.86	1.92 *	1.85 **	1.80 *	1.83	1.93 *	1.91 b	1.74	1.83 *	1.82	1.85	1.94 g	1.80	1.86	1.82	

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce taxes?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	33 3%	12 4%	10 4%	1 1%	4 *	10 3%	13 4%	22 12%	7 1%	16 5%	8 2%	3 2%	17 5%	12 4%	11 4%	6 2%	8 2%	21 10%	6 3%	8 3%	9 2%	12 9%	9 2%	12 9%	11 2%	8 3%	13 10%	17 3%	11 2%	
Fairly likely (3)	160 17%	67 25%	30 12%	13 23%	15 16%	47 14%	62 18%	62 35%	54 10%	52 15%	69 20%	42 16%	56 16%	37 12%	60 21%	24 8%	73 19%	71 35%	49 10%	45 17%	79 21%	52 36%	55 12%	41 29%	73 15%	40 44%	40 11%	49 29%	71 13%	
Fairly unlikely (2)	298 31%	110 42%	63 25%	17 30%	27 27%	109 32%	115 34%	66 37%	142 27%	96 29%	117 34%	39 25%	106 31%	60 26%	98 34%	39 13%	110 29%	84 41%	130 26%	82 31%	117 30%	55 38%	123 28%	60 42%	144 29%	33 36%	98 25%	53 31%	168 31%	
Very unlikely (1)	357 37%	52 20%	132 52%	19 34%	48 49%	133 40%	125 37%	18 10%	292 56%	152 45%	122 35%	64 40%	148 43%	112 48%	109 37%	32 10%	173 45%	14 7%	294 59%	115 44%	150 39%	12 8%	235 53%	22 16%	238 49%	6 7%	221 58%	37 22%	246 45%	
Don't know	112 12%	24 9%	19 7%	7 12%	5 5%	36 11%	22 7%	11 6%	31 6%	20 6%	28 8%	11 7%	17 5%	14 6%	14 5%	6 6%	16 4%	15 7%	21 4%	14 5%	29 5%	13 9%	17 4%	7 5%	24 5%	4 4%	12 3%	13 8%	51 9%	
Net: Likely	193 20%	78 30%	41 16%	14 24%	19 19%	58 17%	76 22%	83 47%	61 12%	67 20%	78 23%	45 28%	73 21%	48 21%	71 24%	30 28%	81 21%	92 45%	54 11%	52 20%	88 23%	64 45%	64 15%	53 37%	83 17%	48 53%	53 14%	66 39%	82 15%	
Net: Unlikely	654 68%	162 61%	195 77%	36 63%	75 76%	242 72%	240 71%	84 47%	434 83%	249 74%	239 69%	104 65%	254 74%	171 73%	207 71%	71 66%	283 74%	98 48%	425 85%	198 75%	267 70%	66 46%	358 82%	82 58%	382 78%	39 43%	318 83%	90 53%	414 76%	
Mean	1.85	2.16 CE	1.66	1.91 *	1.73 *	1.78	1.89	2.52 UKLMNOPQ	1.55	1.78 I	1.89 IQ	1.89 I	1.83 I	1.77 I	1.90 IQ	2.04 IJMNQ*	1.77 I	2.52 STUWXYa	1.51	1.78 SWa	1.85 SWYa	2.50 STUWXYa*	1.62 S	2.32 STUWYa*	1.69 SWa	2.57 STUWXYa*	1.58 S	2.29 c	1.69	

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... improve public services?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	33 3%	22 5%	12 2%	9 8% GH*	9 5%	4 3%	3 2%	2 1%	6 4%	18 6% K	8 2%	8 2%	12 9% NOP	8 3%	5 2%	8 3%	17 3%	17 4%	8 3%	8 4%	4 2%	9 6% *	2 3%	3 4%	31 4%	2 2%	19 4%	12 4%	2 2% *	10 4%	24 3%	14 5%	19 3%	22 4%	11 3%	
Fairly likely (3)	141 15%	67 14%	73 15%	15 13% *	19 10%	24 14%	32 18%	25 16%	26 17% *	34 12%	56 16%	51 16%	16 11%	38 13%	38 15%	49 17%	80 15%	61 14%	31 13%	36 15%	39 17%	20 15% *	6 12% *	8 11% *	115 14%	26 20%	85 16%	38 11%	18 17% *	44 17%	97 14%	54 17%	87 13%	97 16%	44 13%	
Fairly unlikely (2)	318 33%	145 31%	171 35%	41 36% *	63 34%	48 28%	50 28%	59 36%	56 37% *	104 35%	98 28%	115 37% K	55 39%	85 29%	76 31%	102 36%	187 35%	131 30%	82 35%	86 36%	75 33%	38 28% *	14 28% *	23 29% *	269 33%	49 36%	184 36% b	93 28%	41 39% *	86 33%	232 33%	102 33%	215 33%	197 32%	120 35%	
Very unlikely (1)	358 37%	193 41% C	157 33%	33 29% *	71 39%	71 42% D	71 39%	59 36%	53 35% *	104 35%	142 41%	112 36%	39 28%	122 42% M	100 40% M	97 34%	190 36%	169 39%	85 36%	80 34%	75 33%	60 44% *	23 47% *	36 46% *	313 38%	45 34%	183 35%	141 42%	34 32% *	91 35%	267 38%	121 39%	237 37%	239 39%	120 35%	
Don't know	109 11%	39 8%	68 14% B	16 14% *	21 12%	20 12%	24 14%	17 10%	10 7% *	37 12%	44 13%	27 9%	19 14%	35 12%	28 11%	27 9%	57 11%	52 12%	26 11%	25 11%	35 15%	10 7% *	4 9% *	8 11% *	97 12%	12 9%	47 9%	52 15% a	10 10% *	29 11%	80 11%	21 7% f	87 14% f	60 10%	48 14%	
Net: Likely	174 18%	88 19%	85 18%	25 21% *	28 15%	29 17%	35 19%	27 17%	31 21% *	52 18%	64 18%	58 19%	28 20%	46 16%	44 18%	56 20%	97 18%	78 18%	39 17%	44 19%	43 19%	29 21% *	7 16% *	11 14% *	146 18%	29 21%	104 20%	50 15%	20 19% *	53 21%	121 17%	68 22% g	106 16%	119 19%	55 16%	
Net: Unlikely	676 70%	338 73%	328 68%	75 65% *	134 73%	119 71%	121 67%	118 73%	109 72% *	209 70%	240 69%	227 73%	94 66%	207 72%	176 71%	200 71%	377 71%	299 70%	167 72%	166 71%	150 66%	98 71% *	36 76% *	59 75% *	582 71%	94 70%	367 71%	234 70%	75 71% *	177 68%	499 71%	224 71%	452 70%	436 71%	240 70%	
Mean	1.82	1.80	1.85	2.01 f*	1.79	1.74	1.79	1.79	1.88 *	1.87	1.77	1.84	2.01 NO*	1.73	1.77	1.87	1.84	1.80	1.82	1.87	1.86	1.83 *	1.69 **	1.68 *	1.81	1.88 *	1.87 b	1.72	1.88 *	1.88	1.80	1.87	1.80	1.83	1.82	

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Overlap formulae used

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... improve public services?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	33 3%	13 5%	4 2%	2 3%	2 2%	8 2%	11 3%	22 12%	3 1%	11 3%	12 4%	5 3%	18 5%	12 3%	9 3%	6 5%	12 3%	26 13%	1 *	7 3%	13 3%	14 10%	5 1%	14 10%	6 1%	16 17%	3 1%	15 9%	9 2%		
Fairly likely (3)	141 15%	73 27%	20 8%	11 19%	6 6%	35 11%	65 19%	80 45%	20 4%	36 11%	66 19%	21 13%	50 14%	28 12%	58 20%	21 20%	44 12%	79 39%	12 2%	31 12%	71 18%	61 42%	26 6%	53 37%	35 7%	46 50%	17 4%	57 34%	49 9%		
Fairly unlikely (2)	318 33%	96 36%	72 28%	16 28%	31 32%	108 32%	115 34%	53 30%	172 33%	118 35%	113 33%	59 37%	100 29%	67 29%	103 35%	45 11%	111 29%	75 37%	157 31%	95 36%	119 31%	47 33%	131 30%	49 34%	165 34%	23 25%	107 28%	55 33%	183 33%		
Very unlikely (1)	358 37%	57 21%	145 57%	22 39%	50 51%	154 46%	117 35%	12 7%	306 58%	161 48%	115 33%	68 42%	156 45%	113 48%	104 36%	27 26%	199 52%	7 3%	309 62%	125 47%	148 39%	12 9%	263 60%	19 14%	268 55%	5 5%	248 65%	31 19%	262 48%		
Don't know	109 11%	26 10%	13 5%	6 11%	9 9%	30 9%	30 9%	11 6%	26 5%	11 3%	37 11%	8 5%	21 6%	15 6%	18 6%	9 8%	14 4%	17 9%	20 4%	7 3%	34 9%	9 7%	13 3%	8 5%	15 3%	2 3%	8 2%	10 6%	44 8%		

Net: Likely	174 18%	86 33%	24 10%	13 22%	8 8%	44 13%	76 23%	102 57%	23 4%	46 14%	79 23%	26 16%	68 20%	39 17%	67 23%	27 25%	56 15%	105 52%	13 3%	38 14%	84 22%	75 52%	31 7%	67 47%	41 8%	62 68%	20 5%	72 43%	58 11%
Net: Unlikely	676 70%	153 58%	217 85%	37 67%	81 83%	262 78%	232 69%	65 37%	477 91%	279 83%	229 66%	127 79%	256 74%	180 77%	207 71%	72 67%	310 82%	82 40%	467 93%	219 83%	267 69%	59 41%	394 90%	68 48%	433 89%	27 30%	356 93%	86 51%	445 81%

Mean	1.82	2.18	1.52	1.85	1.55	1.67	1.91	2.67	1.44	1.68	1.92	1.76	1.79	1.72	1.90	2.05	1.64	2.67	1.38	1.69	1.85	2.57	1.47	2.46	1.54	2.82	1.40	2.35	1.61
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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... have the right foreign policy?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	71 7%	47 10% c	24 5%	10 9% *	11 6%	12 7%	8 5%	7 4%	23 15% EGH*	21 7%	20 6%	30 10%	14 10%	15 5%	12 5%	30 11% NO	36 7%	34 8%	12 5%	19 8%	21 9%	11 8% *	1	7	52 6%	19 14% Y	42 8%	22 7%	7 6% *	16 6%	55 8%	29 9%	42 6%	45 7%	26 8%	
Fairly likely (3)	182 19%	95 20%	87 18%	11 9% *	37 20% D	26 16%	37 21% D	39 24% DF	32 21% D*	48 16%	64 18%	71 23%	13 9%	52 18% M	51 21% M	66 23% M	114 22% R	68 16%	46 20%	44 19%	41 18%	31 22% *	9 19% *	12 15% *	157 19%	26 19%	126 24% b	41 12%	16 15% *	59 23%	123 18%	66 21%	116 18%	123 20%	60 17%	
Fairly unlikely (2)	220 23%	105 23%	113 23%	36 32% E*	33 18%	35 21%	41 23%	47 29% E	28 18% *	69 23%	76 22%	75 24%	42 30% N	52 18%	60 24%	66 23%	121 23%	99 23%	55 23%	54 23%	58 25%	30 22% *	10 22% *	14 17% *	188 23%	32 24%	117 22%	77 23%	26 25% *	60 23%	160 23%	72 23%	148 23%	147 24%	73 21%	
Very unlikely (1)	321 33%	169 36%	143 30%	38 33% *	67 36%	57 34%	65 36%	49 30%	46 30% *	104 35%	122 35%	94 30%	49 35%	105 36%	86 35%	80 28%	171 32%	150 35%	79 34%	76 32%	60 27%	49 36% *	22 45% U*	35 45% U*	290 35% Z	31 23%	162 31%	128 38%	31 29% *	85 33%	235 34%	106 34%	215 33%	206 33%	115 33%	
Don't know	165 17%	50 11%	114 24% B	20 17% *	37 20% H	37 22% H	29 16%	20 12%	23 15% *	57 19%	66 19%	43 14%	24 17%	64 22% P	38 15%	39 14%	87 16%	78 18%	41 18%	42 18%	47 21%	17 13% *	6 13% *	11 14% *	138 17%	27 20%	72 14%	67 20% a	25 24% a*	38 15%	127 18%	40 13%	125 19% f	95 15%	70 20%	
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Net: Unlikely	541 56%	275 59%	256 53%	74 64% I*	99 54%	92 55%	106 59%	96 59%	73 49% *	173 58%	199 57%	169 54%	91 64% P	157 54%	147 59%	147 52%	293 55%	249 58%	133 57%	130 55%	118 52%	79 57% *	32 67% *	49 62% *	478 58% Z	63 47%	278 54%	206 61% a	57 54% *	146 56%	395 56%	179 57%	363 56%	353 57%	188 55%	
Mean	2.00	2.05	1.98	1.93 *	1.94 *	1.95 *	1.93	2.03	2.25 *	1.94	1.94	2.14	1.92 *	1.90	1.94	2.19 NO	2.04	1.96	1.96	2.03	2.13	2.03 *	1.73 **	1.86 *	1.96	2.31 **	2.11 b	1.84	1.98 *	2.03	2.00	2.07	1.97	2.01	1.99	

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Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548			
Very likely (4)	71 7%	41 16% CE	5 2%	3 5% *	2 2% *	16 5%	31 9% F	49 27% UKLMNOPQ	8 2%	17 5%	36 10% I	7 4% I	35 11% I	16 7% I	32 11% I	14 6% I	22 13% I	54 27% I	5 1%	14 5% SWa	34 9% SWa	42 29% STUWY	12 3% S	32 23% STUWY	16 3% S	33 43% STUWY*	9 2%	41 24% c	16 3%			
Fairly likely (3)	182 19%	91 34% CE	27 11%	15 26% C*	16 16% *	60 18%	87 26% F	77 43% UKLMNOPQ	51 10%	54 16%	89 20% I	32 10% I	75 22% I	39 17% I	77 22% I	34 17% I	66 32% I	86 42% STUWY	33 7%	52 20% SWY	90 23% SWY	55 38% STUWY	47 11% S	59 41% STUWY	71 15% SWa	40 43% STUWY*	39 10%	54 32% c	79 14%			
Fairly unlikely (2)	220 23%	57 21%	63 25%	15 27% *	23 23% *	70 21%	81 24%	24 13% HKLMNOPQ	146 28% HKMNQ	93 28% HKMNQ	70 20% H	44 20% HN	69 21% H	49 22% H	65 24% H	26 17% H	79 21% H	26 13% RTUVWXYZ	146 24% RZ	63 21% RZ	80 17% RZ	24 17% RZ	115 26% RUVXZ	23 16% RUVXZ	126 26% RUVXZ	9 9% *	104 27% RUVXZ	30 18%	138 25%			
Very unlikely (1)	321 33%	41 16% BD	125 49% BD	15 27% *	49 50% BD*	136 40% G	95 28%	10 6% HUKLMNOP	266 51% HUKLMNOP	137 41% HKP	108 31% H	61 38% HP	138 40% HKOP	103 44% HKOP	101 35% HP	24 22% H*	181 48% HUKLMOP	12 6% RTUVWXYZ	267 53% RTUVWXYZ	110 41% RVXZ	135 35% RVXZ	12 8% RVXZ	227 52% RTUVXYZ	21 15% RV	232 47% RTUVXZ	10 11% *	208 54% RTUVXYZ	28 17%	235 43% b			
Don't know	165 17%	34 13%	35 14%	8 15% *	8 8% *	54 16%	43 13%	19 11% O	54 10% O	35 10% O	42 12% MO	16 10% MO	28 8% MO	28 12% O	17 6% O	10 9% *	33 9% VKZa	27 13% Za	48 10% Za	26 12% Za	45 12% XZa	11 8% Z	38 9% Za	7 5% Z	43 9% Za	1 1% *	23 6% Za	15 9%	80 15%			

Net: Likely	253 26%	132 50% CDE	32 13%	18 31% C*	18 19% *	76 23%	118 35% F	126 70% UKLMNOPQ	59 11%	71 21% I	125 36% I	125 24% I	110 32% I	55 23% I	109 37% I	48 45% I	88 23% I	140 69% STUWY	38 8%	66 25% SWY	124 32% SWY	97 67% STUWY	59 13% S	91 64% STUWY	88 18% SWa	73 79% STUWY*	48 13% S	95 56% c	95 17%
Net: Unlikely	541 56%	98 37% BD	187 74% BD	30 54% B*	72 73% BD*	206 61% G	176 52%	34 19% HKLMNOPQ	413 78% HKMNQ	230 69% HKMOP	178 52% H	105 66% HKP	207 60% HKP	152 65% HKP	166 57% HP	50 46% H*	260 68% HKMOP	37 18% RTUVWXYZ	413 83% RUVXZ	173 65% RVXZ	215 25% RVXZ	36 8% R	341 78% RTUVXYZ	44 31% RZ	358 73% RTUVXZ	18 20% *	312 81% RTUVWXYZ	58 35% b	373 68%

Mean	2.00	2.58 CDE	1.60	2.11 CE*	1.68 *	1.85	2.19 F	3.03 UKLMNOPQ	1.58	1.84 I	2.18 I	1.90 I	2.02 I	1.84 I	2.15 I	2.40 I	1.80 I	3.03 STUWY	1.50	1.87 SWY	2.07 SWY	2.96 STUWY*	1.61 S	2.76 STUWY*	1.71 SWa	3.05 STUWY*	1.58 S	2.70 c	1.74
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 ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K/L,M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... provide strong and stable government?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	47 5%	21 5%	26 5%	7 6%	9 5%	7 4%	5 3%	7 4%	12 8%	16 5%	11 3%	19 6%	8 6%	12 4%	8 3%	19 7%	27 5%	20 5%	15 6%	10 4%	12 5%	4 3%	1 1%	5 7%	37 4%	10 7%	24 5%	15 5%	7 7%	11 4%	36 5%	21 7%	26 4%	24 4%	23 7%	
Fairly likely (3)	207 22%	119 25%	88 18%	22 19%	36 20%	29 17%	42 23%	46 28%	32 21%	58 20%	72 21%	78 25%	30 21%	48 17%	56 23%	73 26%	117 22%	90 21%	40 17%	58 25%	51 22%	37 27%	8 17%	13 16%	174 21%	33 24%	127 25%	63 19%	17 16%	53 20%	155 22%	72 23%	135 21%	145 24%	62 18%	
Fairly unlikely (2)	239 25%	115 25%	121 25%	38 33%	46 25%	37 22%	42 24%	38 23%	38 26%	83 28%	79 23%	76 24%	40 29%	69 24%	61 25%	68 24%	136 26%	103 24%	68 29%	62 26%	51 22%	32 23%	12 25%	14 17%	208 25%	30 22%	129 25%	80 24%	29 28%	63 24%	176 25%	76 24%	163 25%	149 24%	89 26%	
Very unlikely (1)	339 35%	173 37%	158 33%	34 30%	67 37%	68 41%	66 37%	58 36%	45 30%	102 34%	135 39%	103 33%	44 31%	114 40%	93 38%	88 31%	181 34%	158 37%	77 33%	78 33%	75 33%	49 36%	19 40%	41 52%	297 36%	42 32%	177 34%	131 39%	32 30%	94 36%	245 35%	118 38%	221 34%	226 37%	113 33%	
Don't know	128 13%	38 8%	88 18%	14 12%	25 14%	27 16%	24 14%	13 8%	24 16%	39 13%	51 15%	37 12%	18 13%	46 16%	29 12%	35 12%	69 13%	59 14%	33 14%	27 12%	39 17%	14 10%	8 17%	6 8%	108 13%	19 14%	61 12%	46 14%	20 19%	39 15%	89 13%	27 9%	101 16%	71 12%	56 16%	
Net: Likely	254 26%	140 30%	113 24%	29 25%	46 25%	36 21%	47 26%	53 33%	44 29%	74 25%	83 24%	97 31%	38 27%	60 21%	64 26%	92 33%	144 27%	110 26%	55 24%	68 29%	63 28%	42 30%	9 18%	18 23%	211 26%	43 32%	152 29%	79 23%	24 23%	64 25%	190 27%	93 30%	161 25%	169 27%	85 25%	
Net: Unlikely	578 60%	288 62%	279 58%	72 63%	113 61%	105 63%	109 60%	96 59%	83 55%	185 62%	214 62%	179 57%	84 60%	183 63%	155 63%	156 55%	317 60%	260 61%	145 62%	140 60%	126 55%	81 59%	31 65%	54 69%	505 61%	72 54%	306 59%	211 63%	61 58%	157 60%	421 60%	194 62%	384 59%	375 61%	202 59%	
Mean	1.95	1.97	1.95	2.01	1.92	1.82	1.91	2.01	2.09	1.96	1.86	2.05	2.02	1.82	1.90	2.09	1.98	1.92	1.96	2.00	2.00	1.98	1.75	1.76	1.93	2.09	2.00	1.87	1.99	1.91	1.97	1.98	1.94	1.94	1.98	

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Overlap formulae used

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

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... provide strong and stable government?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties												Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact		
																															(A)	(B)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584			
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548			
Very likely (4)	47 5%	29 11% CE	5 2%	1 2% *	2 2% *	12 4%	19 6%	36 20% UKLMNOPQ	4 1%	11 3%	23 7% I	7 4% I	23 5% II	11 8% I	23 30% I	7 6% I*	16 4% I	37 18% STUWYz	1 *	7 3% S	26 7% STWYz	25 17% STUWYz	5 1% S	23 16% STUWYz	7 2% S	20 22% STUWYz*	4 1% S	23 14% c	13 2% c			
Fairly likely (3)	207 22%	107 40% CDE	22 8%	13 22% C*	12 12% *	50 15%	99 29% F	100 56% UKLMNOPQ	46 9%	49 14% I	106 31% I	31 19% I	87 25% I	40 17% I	87 30% I	46 43% UKLMNOQ*	61 16% I	110 54% STUWYz	35 7%	48 18% SWYz	108 28% STWYz	70 49% STUWYz	47 11% S	67 47% STUWYz	62 13% S	55 60% STUWYz*	41 11% S	71 42% c	79 14% c			
Fairly unlikely (2)	239 25%	60 23%	67 26%	14 24% *	22 23% *	81 24%	85 25%	25 14% HKMQ	152 29% HKMQ	96 22% HKMQ	77 22% H	45 28% H	71 21% H	56 24% H	71 24% H	25 24% H*	85 16% H	25 12% RUVWZz	148 30% RUVWZz	73 28% RZ	85 22% RZ	24 17% Z	112 25% RZ	30 21% RZ	133 27% RUVZz	6 7% *	88 23% RZ	38 28% RZ	152 28% RZ			
Very unlikely (1)	339 35%	45 17% BD	139 55% BD	19 35% B*	54 55% BD*	153 46% G	102 30%	7 4% HIKLMNOPQ	289 55% HKOP	156 46% HKOP	104 30% H	66 41% HKP	137 40% HKOP	105 45% HKOP	94 32% H	24 23% H*	186 49% HKMOP	8 4% STUWXYz	294 59% RTUWXYz	119 45% RUVXZ	133 35% RVXZ	5 4% STUWXYz	261 60% RTUWXYz	15 10% RV	260 53% RTUWXYz	9 10% Rv*	232 61% RTUWXYz	26 15% c	252 46% b			
Don't know	128 13%	24 9%	22 9%	9 16% *	8 9% *	40 12%	33 10%	10 6% I	36 7% I	24 7% I	35 10% IO	11 7% I	27 8% I	22 9% I	17 6% I	5 5% *	32 8% I	25 12% STWXYz	21 4% W	16 6% W	33 8% SWYz	18 13% STWXYz	13 3% Z	8 6% Z	27 5% W	1 1% *	17 5% W	10 6% c	51 9% c			
Net: Likely	254 26%	136 51% CDE	26 10%	14 25% C*	14 14% *	61 18%	118 35% F	137 76% UKLMNOPQ	49 9%	59 18% I	129 37% I	38 23% I	110 32% I	51 22% I	109 37% I	53 49% UKLMNOQ*	77 20% I	147 72% STUWXYz	36 7%	55 21% SWYz	134 35% STWYz	95 66% STUWYz	53 12% S	90 63% STUWYz	70 14% S	76 83% STUWXYz*	45 12% S	94 56% c	92 17% c			
Net: Unlikely	578 60%	105 40% BD	206 81% BD	33 59% B*	76 77% BD*	235 70% G	186 55%	32 18% HIKLMNOPQ	441 84% HKMOP	252 75% H	181 52% H	112 70% HKOP	208 60% HKP	161 69% HKMOP	165 57% H	50 46% H*	271 71% HKMOP	33 16% RTUWXYz	443 89% RUVXZ	192 73% RVXZ	217 57% RVXZ	30 21% STUWXYz	373 85% RTUWXYz	45 32% RVZ	393 80% RTUWXYz	15 16% *	321 84% RTUWXYz	64 38% c	405 74% b			
Mean	1.95	2.50 CDE	1.54	1.91 C*	1.58 *	1.73	2.12 F	2.98 UKLMNOPQ	1.52	1.73 I	2.16 I	1.85 I	1.99 I	1.80 I	2.14 I	2.34 I	1.73 I	2.98 STUWXYz	1.46	1.77 SWYz	2.08 STWYz	2.92 STUWXYz*	1.52 S	2.72 STUWYz*	1.60 SWz	2.96 STUWXYz*	1.50	2.57 c	1.70			

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

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	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	63 7%	41 9% C	23 5%	8 7% *	14 8%	7 4%	10 6%	12 8%	12 8% *	22 7%	17 5%	24 8%	10 7%	18 6%	12 5%	24 9%	32 6%	31 7%	11 5%	18 7%	16 7%	14 10% *	2 4% *	4 5% *	50 6%	13 10%	33 6%	24 7%	6 6% *	21 8%	42 6%	19 6%	44 7%	46 7%	17 5%	
Fairly likely (3)	176 18%	91 19%	84 18%	15 13% *	22 12%	30 18%	35 19%	36 22%	38 25% DE*	37 12%	65 19%	75 24% J	18 13%	41 14%	45 18%	72 25% MN	102 19%	74 17%	41 18%	47 20%	45 20%	23 17% *	6 12% *	13 17% *	142 17%	34 25% Y	121 23% b	38 11%	17 16% *	42 16%	134 19%	68 22%	108 17%	109 18%	67 19%	
Fairly unlikely (2)	250 26%	102 22%	147 31% B	35 30% *	57 31% F	33 20%	46 25%	41 25%	39 26% *	91 31% K	78 23%	80 26%	42 30%	74 26%	64 25%	70 25%	148 28%	103 24%	61 26%	67 28%	57 25%	35 26% *	11 22% *	19 24% *	217 26%	33 24%	139 27%	80 24%	31 29% *	82 32% e	168 24%	86 27%	164 25%	157 26%	93 27%	
Very unlikely (1)	350 36%	186 40% C	155 32%	40 35% *	68 37%	72 43%	68 38%	55 34%	46 31% *	108 36%	140 40%	101 32%	50 36%	115 40% P	98 40% P	86 31%	182 34%	168 39%	90 39%	80 34%	72 32%	49 36% *	24 49% U*	35 45% *	308 37%	41 31%	181 35%	136 40%	33 32% *	85 33%	265 38%	114 37%	235 36%	235 38%	115 33%	
Don't know	120 13%	47 10%	72 15% B	17 15% *	24 13%	26 16%	22 12%	17 11%	15 10% *	40 13%	48 14%	32 10%	21 15%	41 14%	29 12%	30 11%	67 13%	54 12%	29 13%	23 10%	38 17%	16 12% *	6 13% *	8 10% *	107 13%	14 10%	45 9%	58 17% a	18 17% a*	29 11%	91 13%	26 8%	94 15% f	68 11%	52 15%	
Net: Likely	239 25%	131 28%	107 22%	23 20% *	36 19%	37 22%	45 25%	49 30%	50 33% E*	59 20%	82 23%	99 32% JK	28 20%	59 21%	56 23%	96 34% MNO	134 25%	105 24%	52 22%	65 28%	61 27%	37 27% *	8 16% *	17 22% *	192 23%	47 35% Y	154 30% b	62 18%	23 22% *	63 24%	176 25%	87 28%	152 24%	155 25%	84 24%	
Net: Unlikely	600 63%	288 62%	302 63%	75 66% *	124 68%	105 62%	114 63%	96 59%	86 57% *	200 67%	218 63%	182 58%	93 66%	189 65% P	162 65% P	157 55%	329 62%	270 63%	151 65%	147 63%	129 57%	84 61% *	34 71% *	54 68% *	526 64%	74 55%	320 62%	216 64%	64 61% *	167 64%	433 62%	200 64%	399 62%	392 64%	208 60%	
Mean	1.94	1.97	1.94	1.90 *	1.89	1.80	1.91	2.04 F	2.12 F*	1.89	1.86	2.08 K	1.89 *	1.85	1.86	2.13 NO	1.97	1.91	1.87	2.01	2.02	2.02 *	1.66 **	1.79 *	1.91	2.16 y*	2.01 b	1.82	1.95 *	2.00	1.92	1.97	1.93	1.94	1.95	

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Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	63 7%	35 13% CDE	9 4%	1 2% *	2 2% *	15 5%	29 9%	48 27% UKLMNOPQ	5 1%	13 4%	33 10% IILQ	5 3%	34 10% IILQ	16 7%	28 9%	10 9%	20 5% I*	49 24% STUWYz	3 1%	12 5% Sa	34 9% SWYz	37 26% STUWYz	11 2%	27 19% S	19 4% SWz	30 33% STUWYz*	7 2%	33 20% c	16 3%	
Fairly likely (3)	176 18%	99 37% CDE	19 7%	10 18% C*	8 8% *	50 15%	82 24% F	88 49% UKLMNOPQ	34 6%	43 13% I	87 25% IILNQ	26 17%	76 22% IILNQ	29 12%	76 26% IILNQ	43 40% UKLMNOQ*	56 15% I	101 50% STUWYz	16 3%	42 16% SWYz	90 23% STWYz	72 50% STUWYz	32 7%	65 46% STUWYz	50 10% SW	47 51% STUWYz*	31 8%	63 37% c	68 12%	
Fairly unlikely (2)	250 26%	62 24%	56 22%	18 31% *	28 8% *	71 21%	100 30% F	28 15% HMOQ	151 29% HMOQ	96 29% HMQ	90 26% HM	46 29% H	73 44% H	60 26%	67 23% H	32 30% H*	84 22% H*	31 15% Z	152 60% RUVWXYz	70 26% RVZ	96 25% RVZ	15 10%	111 25% RVZ	26 18% VZ	129 26% RVZ	6 6% *	95 25% RVZ	37 22%	157 29%	
Very unlikely (1)	350 36%	47 18% BD	149 59% BD	19 35% B*	53 54% BD*	160 48% G	99 29%	9 5% HIKLMNOPQ	304 58% HIKLMNOPQ	166 49% HKMOP	103 30% H	71 44% HKP	140 41% HKOP	117 50% HKMOP	103 35% HP	22 21% H*	199 52% HKMOP	7 3% RTUVXYZ	302 60% RTUVXYZ	128 49% RUVXZ	136 49% RVXZ	11 8%	267 61% RTUVXYZ	16 11% R	267 55% RTUVXZ	9 9% R*	239 62% RTUVXYZ	26 16%	258 47% b	
Don't know	120 13%	22 8%	21 8%	7 13% *	8 8% *	40 12%	27 8%	6 3%	32 6% P	18 5%	32 9% HMPQ	11 7% P	21 6% P	11 5%	18 6% P	1 1% *	21 6% *	16 8% Za	26 5% a	12 5% WZa	28 7% WZa	8 6% Z	18 4% Z	9 6% Z	25 5% Z	1 1% *	12 3% Z	9 5%	49 9%	
Net: Likely	239 25%	134 50% CDE	28 11%	12 21% *	10 10% *	65 19%	111 33% F	136 76% UKLMNOPQ	39 7%	56 17% I	120 35% IILNQ	32 20% I	110 32% IILNQ	46 19% I	104 36% IILNQ	53 49% UKLMNOQ*	76 20% I	150 74% STUWYz	20 4%	54 20% SWYz	124 32% STWYz	109 76% STUWYz	43 10% S	92 64% STUWYz	68 14% SWz	76 83% STUWYz*	37 10% S	96 57% c	84 15%	
Net: Unlikely	600 63%	109 41% BD	205 81% BD	37 66% B*	81 82% BD*	231 69% G	199 59%	37 21% HIKLMNOPQ	455 86% HIKLMNOPQ	262 78% HKMOP	193 56% H	117 73% HKMOP	213 62% HKP	177 76% HKMOP	170 58% H	54 50% H*	284 75% HKMOP	38 19% RTUVWXYZa	454 91% RTUVWXYZa	198 75% RUVXZ	232 60% RVXZ	26 18%	378 86% RTUVXYZ	43 30% RVZ	396 81% RTUVXZ	14 16% *	334 87% RTUVXYZ	64 38%	414 76% b	
Mean	1.94	2.50 CDE	1.52	1.87 CE*	1.54 *	1.73	2.13 F	3.01 UKLMNOPQ	1.47	1.69 I	2.16 IILMNQ	1.77 I	2.01 IILNQ	1.75 I	2.10 IILNQ	2.38 UKLMNOQ*	1.71 I	3.02 STUWYz	1.41	1.75 SWYz	2.06 STWYz	3.00 STUWYz	1.49 S	2.76 STUWYz*	1.61 SWz	3.08 STUWYz*	1.47 S	2.65 c	1.68	

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce regional inequalities (otherwise known as levelling-up)?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	34 4%	20 4%	14 3%	7 6% *	10 5%	6 3%	6 3%	4 2%	2 1% *	17 6% L	12 3%	5 2%	10 7% P	11 4%	7 3%	5 2%	23 4%	11 3%	6 3%	5 2%	7 3%	10 7% T*	2 3%	4 5%	32 4%	2 1%	15 3%	15 5%	4 3% *	10 4%	23 3%	14 4%	20 3%	26 4%	7 2%	
Fairly likely (3)	139 14%	74 16%	62 13%	19 17% H*	29 16% H	23 13%	28 16% H	14 9%	26 18% *	48 16%	51 15%	40 13%	23 17%	41 14%	35 14%	39 14%	73 14%	65 15%	36 16%	39 16%	31 14%	19 14% *	2 5% *	11 14% *	115 14%	24 18%	84 16% b	37 11%	18 17% *	42 16%	96 14%	49 16%	89 14%	93 15%	46 13%	
Fairly unlikely (2)	268 28%	128 27%	140 29%	32 28% *	38 21%	44 26%	49 27%	53 32% E	53 35% E*	70 23%	93 27%	106 34% J	37 26%	65 22%	69 28%	98 35% N	161 30%	108 25%	62 27%	66 28%	74 32%	39 29% *	10 20% *	18 23% *	224 27%	44 33%	164 32% b	77 23%	27 26% *	79 30%	189 27%	85 27%	183 28%	162 26%	107 31%	
Very unlikely (1)	367 38%	197 42% C	160 33%	36 31% *	74 41%	72 43% I	72 40%	70 43% DI	43 28% *	110 37%	143 41%	113 36%	47 33%	122 42% P	104 42%	94 33%	198 37%	169 39%	91 39%	89 38%	74 32%	47 34% *	27 56% TU**	38 49% U*	325 39%	42 31%	188 36%	147 44% ac	31 30% *	87 34%	279 40%	133 43%	233 36%	255 41% i	112 33%	
Don't know	152 16%	47 10%	104 22% B	21 18% *	33 18%	23 14%	27 15%	22 14%	26 17% *	54 18%	50 14%	48 15%	24 17%	49 17%	33 13%	46 16%	76 14%	76 18%	37 16%	36 16%	42 19%	22 16% *	7 15% *	7 9% *	129 16%	23 17%	68 13%	59 18%	24 23% a*	41 16%	111 16%	32 10%	119 18% f	80 13%	72 21% h	
Net: Likely	172 18%	94 20%	76 16%	26 23% H*	38 21% H	28 17%	34 19% H	17 11%	28 19% *	65 22% L	62 18%	46 15%	34 24%	52 18%	42 17%	45 16%	96 18%	76 18%	42 18%	44 19%	38 17%	29 21% *	4 8% *	15 19% *	147 18%	26 19%	99 19%	52 15%	22 21% *	53 20%	120 17%	63 20%	110 17%	119 19%	53 15%	
Net: Unlikely	635 66%	326 70% C	300 62%	68 59% *	113 61%	116 69%	120 67%	123 76% DEG	96 64% *	180 60%	236 68%	219 70% J	84 59%	187 65%	172 70% M	192 68%	359 68%	276 64%	153 66%	154 66%	147 65%	86 63% *	37 77% *	57 72% *	549 67%	86 64%	352 68%	225 67%	59 56% *	166 64%	469 67%	218 70%	417 65%	416 68%	218 64%	
Mean	1.80	1.80	1.81	1.97 H*	1.82	1.74	1.79	1.65	1.90 H*	1.88	1.77	1.77	1.97 *	1.75	1.74	1.82	1.83	1.77	1.78	1.80	1.84	1.93 *	1.47 **	1.73 *	1.79	1.87 *	1.83	1.71	1.93 *	1.89	1.77	1.80	1.80	1.80	1.81	

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Overlap formulae used

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

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce regional inequalities (otherwise known as levelling-up)?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	34 4%	13 5%	7 3%	1 2%	3 3%	8 2%	12 4%	23 13%	7 1%	7 2%	14 4%	6 4%	12 3%	12 5%	11 4%	9 9%	10 3%	26 13%	2 *	9 5%	15 5%	15 11%	10 2%	13 9%	8 2%	14 15%	4 1%	19 11%	9 2%		
Fairly likely (3)	139 14%	67 25%	22 8%	11 20%	11 11%	39 12%	56 17%	76 43%	26 5%	42 13%	63 18%	31 19%	56 16%	29 12%	62 21%	30 28%	51 13%	72 35%	25 5%	32 12%	65 17%	59 42%	32 7%	52 36%	43 9%	43 47%	23 6%	53 31%	51 9%		
Fairly unlikely (2)	268 28%	91 34%	64 25%	14 24%	24 24%	87 26%	112 33%	47 26%	149 28%	95 28%	105 31%	42 26%	89 26%	60 26%	91 31%	38 35%	99 26%	56 28%	134 27%	78 29%	113 29%	42 29%	106 24%	40 28%	143 29%	19 21%	100 26%	48 29%	155 28%		
Very unlikely (1)	367 38%	55 21%	139 55%	23 42%	54 55%	159 47%	112 33%	9 5%	308 58%	166 49%	109 32%	72 45%	151 44%	112 48%	105 36%	20 19%	204 54%	17 9%	306 61%	127 48%	141 37%	15 10%	267 61%	22 16%	269 55%	7 8%	243 63%	30 18%	268 49%		
Don't know	152 16%	39 15%	23 9%	6 11%	7 7%	43 13%	46 14%	24 13%	37 7%	26 8%	53 15%	9 6%	37 11%	21 9%	24 8%	10 9%	18 5%	32 16%	32 6%	18 7%	51 13%	12 8%	24 6%	15 10%	27 5%	9 9%	13 3%	18 11%	64 12%		

Net: Likely	172 18%	80 30%	29 11%	13 23%	14 14%	47 14%	68 20%	99 56%	32 6%	49 15%	77 22%	37 23%	68 20%	41 17%	73 25%	39 37%	60 16%	98 48%	27 5%	42 16%	80 21%	75 52%	42 10%	65 46%	50 10%	56 62%	27 7%	72 42%	60 11%
Net: Unlikely	635 66%	146 55%	202 80%	37 66%	78 79%	246 73%	224 66%	56 31%	456 87%	261 78%	215 62%	115 72%	240 70%	173 74%	195 67%	58 54%	302 79%	74 36%	440 88%	205 77%	254 39%	56 39%	372 85%	63 44%	412 84%	27 29%	343 90%	79 47%	423 77%

Mean	1.80	2.17 CDE	1.56	1.81 *	1.59 *	1.65	1.89 F	2.73 UKLMNOPQ	1.45	1.65 I	1.94 UMNQ	1.80 UQ	1.77 IQ	1.72 I	1.92 UMNQ	2.29 UKLMNOQ*	1.63 I	2.62 STUWXYa	1.41	1.69 SWYa	1.86 STWYa	2.57 STUWYa*	1.48 Sa	2.44 STUWYa*	1.54 SWa	2.75 STUWXYa*	1.43	2.40 c	1.59
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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... reduce climate change?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	33 3%	23 5% c	10 2%	10 8% GH*	6 3%	8 5%	1 1%	4 3%	4 2% *	16 5%	10 3%	8 3%	12 8% OP	11 4%	3 1%	8 3%	19 4%	14 3%	6 3%	9 4%	5 2%	7 5% *	2 3%	5 7% *	28 3%	5 4%	17 3%	13 4%	3 3% *	12 5%	21 3%	13 4%	20 3%	23 4%	10 3%	
Fairly likely (3)	137 14%	65 14%	71 15%	17 15% *	26 14%	23 14%	25 14%	24 15%	21 14% *	43 14%	48 14%	45 15%	19 14%	41 14%	32 13%	44 16%	79 15%	57 13%	33 14%	33 14%	41 18% x	18 13% *	7 15% *	5 6% *	115 14%	22 16%	86 17% b	35 10%	16 15% *	39 15%	97 14%	51 16%	86 13%	91 15%	46 13%	
Fairly unlikely (2)	290 30%	135 29%	153 32%	31 27% *	42 23%	48 29%	50 28%	57 35% E	60 40% E*	74 25%	98 28%	117 38% JK	37 26%	73 25%	74 30%	106 38% MN	167 31%	123 29%	81 35% x	79 33% x	65 29%	38 28% *	13 41% *	14 55% STU*	246 30%	43 32%	166 32%	91 27%	33 31% *	74 29%	216 31%	84 27%	206 32%	181 29%	109 32%	
Very unlikely (1)	353 37%	191 41% c	155 32%	40 35% *	77 42%	63 38%	72 40%	53 33%	48 32% *	117 39%	136 39%	101 32%	52 37%	115 40% P	101 41% P	85 30%	193 36%	161 37%	73 32%	85 36%	75 33%	57 42% *	20 41% *	43 55% STU*	314 38%	40 30%	181 35%	139 41%	34 32% *	97 37%	256 37%	137 44% g	216 34%	236 38%	117 34%	
Don't know	146 15%	52 11%	93 19% B	17 15% *	32 17%	24 15%	32 18%	24 15%	18 12% *	48 16%	56 16%	42 13%	21 15%	49 17%	37 15%	39 14%	72 14%	74 17%	40 17%	30 13%	40 18%	17 12% *	7 14% *	12 15% *	122 15%	24 18%	68 13%	59 17%	19 18% *	37 14%	109 16%	29 9%	117 18% f	85 14%	61 18%	
Net: Likely	170 18%	88 19%	81 17%	27 23% *	32 18%	32 19%	26 14%	29 18%	25 16% *	59 20%	58 17%	53 17%	31 22%	52 18%	35 14%	52 18%	99 19%	71 17%	38 17%	41 17%	47 21%	25 18% *	9 18% *	10 13% *	143 17%	27 20%	103 20%	48 14%	19 18% *	52 20%	118 17%	64 20%	106 16%	114 18%	57 16%	
Net: Unlikely	643 67%	326 70%	307 64%	71 62% *	120 65%	112 67%	123 68%	110 68%	108 72% *	191 64%	234 67%	218 70%	89 63%	188 65%	174 71%	192 68%	359 68%	284 66%	154 66%	164 70%	140 62%	95 70% *	33 68% *	57 72% *	560 68%	83 62%	347 67%	229 68%	67 64% *	171 66%	472 67%	221 70%	422 65%	417 68%	226 66%	
Mean	1.82	1.81	1.84	1.96 G*	1.74	1.84	1.70	1.86	1.86 *	1.83	1.77	1.86	1.92 *	1.78	1.70	1.90 O	1.84	1.79	1.85	1.83	1.88 X	1.79 *	1.77 **	1.58 *	1.80	1.94 *	1.87	1.72	1.86 *	1.85	1.80	1.79	1.83	1.81	1.82	

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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	33 3%	13 5%	8 3%	- *	2 2%	5 1%	11 3%	15 9%	6 1%	13 4%	12 3%	4 2%	13 4%	8 4%	11 4%	8 3%	10 10%	20 10%	4 1%	8 3%	12 3%	11 7%	13 3%	10 7%	8 2%	11 12%	7 2%	15 9%	9 2%	
Fairly likely (3)	137 14%	66 25%	23 9%	12 CE*	8 *	37 11%	63 19%	64 36%	33 6%	44 13%	58 IMQ	27 I	45 13%	29 13%	51 I	25 IMQ	46 12%	64 31%	23 5%	44 SWYa	61 16%	49 34%	27 6%	47 33%	43 9%	38 41%	21 6%	43 26%	53 10%	
Fairly unlikely (2)	290 30%	103 39%	64 25%	17 30%	26 8%	84 25%	126 37%	57 32%	148 28%	102 30%	109 32%	50 31%	107 31%	65 28%	92 32%	42 39%	99 26%	72 35%	137 28%	77 29%	117 30%	52 36%	115 26%	52 37%	146 30%	23 25%	102 27%	53 32%	160 29%	
Very unlikely (1)	353 37%	45 17%	137 54%	22 40%	54 55%	164 49%	97 29%	15 8%	296 56%	153 45%	120 35%	75 47%	145 42%	116 50%	105 36%	21 20%	202 53%	17 8%	296 59%	119 45%	147 38%	19 13%	258 59%	21 15%	265 54%	10 11%	236 61%	32 19%	262 48%	
Don't know	146 15%	38 14%	22 9%	6 10%	8 8%	45 13%	40 12%	28 16%	42 8%	25 7%	46 13%	5 3%	35 10%	15 6%	32 11%	11 10%	24 6%	31 15%	39 8%	17 6%	47 12%	13 9%	26 6%	13 9%	27 6%	11 11%	17 5%	26 15%	64 12%	
Net: Likely	170 18%	78 30%	30 12%	12 21%	10 10%	42 13%	75 22%	79 44%	40 8%	56 17%	70 20%	30 19%	58 17%	38 16%	62 21%	34 31%	56 15%	84 41%	27 5%	52 20%	73 19%	60 42%	40 9%	57 40%	51 10%	48 53%	28 7%	58 34%	61 11%	
Net: Unlikely	643 67%	148 56%	202 79%	39 69%	80 82%	249 74%	223 66%	71 40%	444 84%	254 76%	229 66%	124 78%	252 73%	181 77%	197 68%	63 58%	301 79%	89 44%	433 87%	195 74%	264 69%	71 49%	373 85%	73 51%	411 84%	33 36%	338 88%	85 51%	423 77%	
Mean	1.82	2.20 CDE	1.57	1.79 *	1.53 *	1.60	1.96 F	2.53 UKLMNOPQ	1.48	1.73 IQ	1.87 IMNQ	1.74 I	1.76 IQ	1.68 I	1.88 IMNQ	2.21 UKLMNOQ*	1.62 I	2.50 STUWYa	1.42	1.76 SWYa	1.81 SWYa	2.39 STUWYa*	1.50 S	2.36 STUWYa*	1.55 Sa	2.61 STUWXYa*	1.45	2.29 c*	1.60	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... have sensible policies?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	50 5%	28 6%	22 5%	10 9%	7 4%	9 5%	10 6%	10 6%	5 3%	18 6%	19 5%	14 5%	12 8%	12 4%	12 5%	14 5%	26 5%	24 6%	10 4%	12 5%	15 7%	9 7%	2 3%	3 3%	43 5%	8 6%	26 5%	20 6%	5 5%	20 8%	30 4%	19 6%	31 5%	33 5%	17 5%	
Fairly likely (3)	226 24%	122 26%	103 21%	21 18%	35 19%	38 23%	37 21%	47 29%	48 32%	55 19%	75 22%	95 30%	27 19%	55 19%	54 22%	90 32%	133 25%	93 22%	56 24%	56 24%	58 25%	30 22%	9 19%	16 21%	181 22%	45 33%	148 29%	58 17%	20 19%	60 23%	166 24%	76 24%	150 23%	150 24%	76 22%	
Fairly unlikely (2)	258 27%	125 27%	131 27%	36 31%	49 27%	37 22%	57 32%	42 26%	37 24%	85 29%	94 27%	79 25%	40 28%	73 25%	76 31%	70 25%	147 28%	111 26%	61 26%	69 29%	58 26%	38 28%	13 27%	19 23%	232 28%	26 19%	146 28%	81 24%	30 29%	74 28%	184 26%	81 27%	177 26%	160 26%	98 29%	
Very unlikely (1)	299 31%	154 33%	137 28%	30 26%	64 35%	60 36%	54 30%	47 29%	44 29%	94 31%	115 33%	91 29%	39 28%	105 37%	76 31%	78 28%	157 30%	142 33%	72 31%	66 28%	60 26%	46 34%	19 39%	35 45%	260 32%	39 29%	148 29%	122 36%	29 28%	78 30%	221 32%	106 34%	193 30%	202 33%	97 28%	
Don't know	126 13%	36 8%	88 18%	18 16%	28 15%	24 14%	22 12%	17 10%	17 11%	46 16%	45 13%	34 11%	23 16%	43 15%	29 12%	30 11%	67 13%	58 14%	33 14%	32 13%	36 16%	14 10%	6 12%	6 7%	108 13%	17 13%	51 10%	55 16%	20 19%	27 10%	98 14%	31 10%	95 15%	71 12%	54 16%	
Net: Likely	276 29%	150 32%	125 26%	31 27%	42 23%	47 28%	47 26%	57 35%	53 35%	73 24%	94 27%	109 35%	39 27%	67 23%	66 27%	104 37%	159 30%	118 27%	66 28%	68 29%	73 32%	39 28%	11 22%	19 24%	224 27%	53 39%	174 34%	78 23%	25 24%	81 31%	196 28%	95 30%	181 28%	183 30%	93 27%	
Net: Unlikely	557 58%	279 60%	268 56%	65 57%	113 62%	97 58%	111 62%	89 55%	81 54%	179 60%	209 60%	170 54%	79 56%	178 62%	152 62%	148 52%	304 57%	253 59%	134 57%	135 57%	119 52%	85 62%	32 66%	54 68%	493 60%	64 48%	294 57%	204 61%	59 57%	151 58%	406 58%	187 60%	370 57%	361 59%	196 57%	
Mean	2.03	2.06	2.03	2.12	1.91	1.97	2.02	2.13	2.10	1.99	1.99	2.12	2.09	1.89	2.01	2.16	2.06	2.00	2.02	2.07	2.15	2.01	1.85	1.81	2.01	2.19	2.11	1.91	2.01	2.10	2.01	2.03	2.04	2.03	2.05	

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Overlap formulae used

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... have sensible policies?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	50 5%	26 10% CE	7 3%	1 2% *	2 2% *	10 3%	22 7%	36 20% UKLMNOPQ	5 1%	12 4% I	25 7% ILQ	3 2%	26 8% ILQ	16 5%	16 5%	8 8% IL*	15 4% I	38 19% STUWYy	2 *	9 3% S	26 7% SWYy	25 17% STUWYy	13 3% Sa	21 15% STUWYy	11 2% S	21 22% STUWYy*	6 2% S	26 16% c	9 2%		
Fairly likely (3)	226 24%	124 47% CDE	19 7%	15 27% C*	13 14% *	61 18%	108 32% F	105 59% UKLMNOPQ	47 9%	52 15% I	117 34% IUMNQ	42 26% IUN	90 26% IUN	37 16% I	99 34% IUMNQ	45 42% IULMNQ*	77 20% IU	123 60% STUWXYy	37 7%	49 19% SWa	121 31% STWYy	81 57% STUWYy	53 12% S	73 51% STUWYy	74 15% SWa	48 53% STUWYy*	44 11% S	71 42% c	87 16%		
Fairly unlikely (2)	258 27%	59 22% B	81 32% B	18 32% B*	25 26% *	91 27% G	89 26% G	23 13% HKMNQ	173 33% HKMNQ	117 35% HKMNQ	80 23% H	51 24% HKQ	82 26% H	62 28% H	83 31% HKM	33 42% H*	92 24% H	25 12% Za	168 34% RUVWXYZ	89 34% RUVXZ	89 23% R	23 16% R	128 29% RUVZ	31 22% R	148 30% RUVZ	16 18% *	117 30% RUVZ	37 22% c	169 31%		
Very unlikely (1)	299 31%	32 12% BD	125 49% BD	16 28% B*	49 50% BD*	136 41% G	86 25% G	9 5% HUKLMOP	257 49% HUKLMOP	134 40% HKOP	91 27% HP	56 35% HP	131 38% HKOP	104 28% HKLOP	81 28% HP	19 17% H*	176 46% HUKLMOP	3 2% RTUVXYZ	262 53% RTUVXYZ	104 39% RVXZ	120 31% RVXZ	7 5% R	228 52% RTUVXYZ	11 8% R	230 47% RTUVXZ	5 5% *	209 54% RTUVXYZ	24 14% c	224 41% b		
Don't know	126 13%	23 9%	22 9%	6 11% *	9 9% *	38 11% G	32 9% G	6 3% HMGOPQ	44 8% HMGOPQ	20 6% HMGOPQ	31 9% HMGOPQ	9 5% HMGOPQ	16 5% HMGOPQ	15 6% HMGOPQ	13 5% HMGOPQ	2 2% *	21 6% HMGOPQ	15 7% Za	31 6% Wa	13 5% a	29 8% Wa	7 5% a	17 4% a	6 4% a	26 5% a	2 2% *	8 2% a	10 6% c	60 11%		
Net: Likely	276 29%	150 57% CDE	26 10%	16 29% C*	15 15% *	71 21%	131 39% F	141 79% UKLMNOPQ	53 10%	64 19% I	142 41% IULMNQ	45 28% I	116 34% IUNQ	53 22% I	115 39% IULMNQ	53 49% IULMNQ*	92 24% IU	161 79% STUWXYy	38 8% S	58 22% SWa	147 38% STWYy	106 74% STUWYy	66 15% S	95 66% STUWYy	86 17% Sa	69 75% STUWYy*	50 13% S	97 58% c	96 18%		
Net: Unlikely	557 58%	91 34% BD	206 81% BD	34 60% B*	74 76% B*	227 68% G	175 52% G	32 18% HUKLMNOPQ	430 82% HUKLMOP	252 75% HUKLMOP	171 50% H	107 67% HKOP	212 71% HKOP	166 56% HKMOP	164 48% HK	52 48% H*	268 70% HKMOP	28 14% RTUVWXYZ	430 86% RTUVWXYZ	193 73% RUVXZ	209 54% RVXZ	30 21% R	356 81% RTUVXYZ	43 30% RV	378 77% RUVXZ	21 23% R*	325 85% RTUVWXYZ	61 36% c	392 72% b		
Mean	2.03	2.60 CDE	1.61	2.04 CE*	1.64 *	1.81	2.22 F	2.98 UKLMNOPQ	1.59	1.81 I	2.24 IULMNQ	1.94 IU	2.03 IUNQ	1.84 I	2.18 IULMNQ	2.41 IULMNQ*	1.81 I	3.03 STUWXYy	1.53	1.85 SWYy	2.15 STWYy	2.91 STUWYy	1.64 S	2.76 STUWYy	1.71 SWa	2.95 STUWYy*	1.60 S	2.63 c	1.76		

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q108. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - Summary
All Adults aged 18-75 in Great Britain

Q108. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...														
	... offer Britain a fresh start?	... be competent and effective?	... have a good team of ministers?	... grow the economy?	... reduce the cost of living?	... act with integrity?	... reduce taxes?	... improve public services?	... have the right foreign policy?	... provide a strong and stable government?	... do what's best for Britain as a whole?	... reduce regional inequalities (otherwise known as levelling-up)?	... reduce climate change?	... have sensible policies?
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005
Weighted base	959	959	959	959	959	959	959	959	959	959	959	959	959	959
Very likely (4)	126 13% BCDEGHLMN	100 10% EGIM	97 10% EGIM	87 9% G	77 8% BCDEGHLMN	128 13% BCDEGHLMN	63 7% DEGIM	116 12% DEGIM	78 8% DEGIM	112 12% DEGIM	115 12% CDEGHLM	86 9% G	75 8% G	104 11% EGIM
Fairly likely (3)	263 27% GIM	281 29% CGIM	252 26% GI	262 27% GIM	266 28% GIM	306 32% ACDEGHLM	183 19% ACDEGHLM	312 32% ACDEGHLM	220 23% G	260 27% GI	291 30% CGIM	279 29% GIM	227 24% G	317 33% ABCDEFGHIJM
Fairly unlikely (2)	215 22% N	210 22% N	252 26% ABFHLMN	265 28% ABFHLMN	263 27% ABFHLMN	195 20% N	307 32% ABCFHIJLMN	220 23% N	241 25% BF	236 25% F	226 24% F	225 23% F	282 29% ABFHJLMN	227 24% F
Very unlikely (1)	197 21% CDFHLMN	209 22% CDFHLMN	169 18% N	166 17% N	200 21% CDFHLMN	167 17% N	245 26% ABCFHIJLMN	159 17% N	190 20% DFHL	181 19% H	179 19% N	163 17% N	183 19% H	178 19% N
Don't know	158 16% N	160 17% N	189 20% ABEFGHIKN	179 19% EHN	152 16% N	163 17% N	161 17% N	152 16% N	230 24% ACDFGHIKN	170 18% KN	148 15% N	207 22% ABDEFGHIKN	193 20% ABEFGHIKN	135 14% N

Net: Likely	389 41% CDEGHLM	381 40% CDEGHLM	349 36% GIM	349 36% GIM	344 36% GIM	434 45% ABCDEFGHIJLM	246 26% N	428 45% ABCDEFGHIJLM	298 31% G	372 39% CGIM	406 42% CDEGHLM	365 38% GIM	301 31% G	420 44% ABCDEFGHIJLM
Net: Unlikely	412 43% FH	418 44% FH	421 44% FHL	431 45% FHL	463 48% ABCFHIJLMN	362 38% N	552 58% ABCDEFGHIJLMN	379 40% N	431 45% FHL	417 43% FH	405 42% F	388 40% N	465 48% ABCFHIJLMN	404 42% F

Mean	2.40 EGIM	2.34 GIM	2.36 EGIM	2.35 EGIM	2.27 G	2.50 ABCDEFGHIJLMN	2.08 N	2.48 ABCDEFGHIJLM	2.26 G	2.38 EGIM	2.42 BEFGIM	2.38 EGIM	2.25 G	2.42 BCDEGHM
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Overlap formulae used

ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... offer Britain a fresh start?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	126 13%	71 15%	54 11%	14 12% *	19 10%	30 18%	21 11%	20 12%	23 15% *	32 11%	50 14%	43 14%	17 12%	39 13%	30 12%	40 14%	74 14%	52 12%	30 13%	41 17%	26 12%	17 12% *	4 8% *	8 10% *	108 13%	18 13%	72 14%	41 12%	13 13% *	45 17% e	81 12%	53 17% g	73 11%	84 14%	42 12%	
Fairly likely (3)	263 27%	127 27%	131 27%	39 34% f*	45 25%	36 21%	49 27%	48 29%	46 31% *	84 28%	85 24%	94 30%	45 32%	65 23%	69 28%	84 30%	157 30%	106 25%	66 28%	59 25%	63 28%	32 23% *	19 39% *	26 32% *	229 28%	34 25%	138 27%	92 27%	33 32% *	64 25%	199 28%	104 33% g	159 25%	164 27%	99 29%	
Fairly unlikely (2)	215 22%	111 24%	100 21%	27 23% *	46 25%	36 22%	39 22%	43 26%	23 16% *	73 24%	75 22%	66 21%	37 27%	65 22%	52 21%	60 21%	117 22%	98 23%	57 25%	53 22%	38 17%	37 27% u*	10 20% *	21 26% *	179 22%	35 26%	121 23%	75 22%	19 18% *	47 18%	167 24%	74 24%	140 22%	155 25% i	60 17%	
Very unlikely (1)	197 21%	103 22%	93 19%	17 15% *	39 21%	31 18%	41 23%	32 20%	37 25% *	56 19%	72 21%	69 22%	21 15%	62 21%	53 22%	62 22%	99 19%	98 23%	44 19%	48 21%	52 23%	27 20% *	9 20% *	17 21% *	171 21%	27 20%	111 21%	63 19%	23 22% *	56 22%	141 20%	46 15%	152 24% f	126 21%	71 21%	
Don't know	158 16%	55 12%	103 21% b	18 16% *	34 19%	35 21% h	30 17%	20 12%	20 14% *	53 18%	65 19%	40 13%	22 15%	58 20% p	42 17%	36 13%	83 16%	75 18%	36 16%	35 15%	49 21% x	25 18% *	6 13% *	7 9% *	138 17%	21 15%	77 15%	65 19%	16 16% *	47 18%	111 16%	36 12%	122 19% f	87 14%	71 21% h	
Net: Likely	389 41%	198 42%	185 39%	52 46% *	64 35%	66 39%	70 39%	68 42%	69 46% *	116 39%	136 39%	137 44%	62 44%	104 36%	99 40%	124 44%	231 44%	158 37%	96 41%	99 42%	89 39%	48 35% *	23 48% *	34 43% *	337 41%	52 39%	210 40%	132 39%	47 45% *	109 42%	280 40%	157 50% g	232 36%	247 40%	142 41%	
Net: Unlikely	412 43%	214 46%	193 40%	44 38% *	85 46%	67 40%	80 44%	75 46%	61 40% *	129 43%	147 42%	135 43%	58 41%	126 44%	106 43%	122 43%	216 41%	196 46%	100 43%	101 43%	90 40%	64 47% *	19 40% *	38 48% *	350 42%	62 46%	232 45%	138 41%	42 40% *	104 40%	308 44%	120 38%	292 45% f	281 46% i	131 38%	
Mean	2.40	2.40	2.39	2.50 *	2.29	2.49 *	2.33	2.39	2.43 *	2.38	2.40	2.41	2.48 *	2.35	2.37	2.42	2.46	2.31	2.42	2.46	2.35	2.33 *	2.41 **	2.35 *	2.40	2.38 *	2.39	2.40	2.42 *	2.46	2.37	2.59 g	2.29	2.39	2.41	

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Overlap formulae used

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... offer Britain a fresh start?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	126 13%	16 6%	79 31%	6 10%	9 9%	63 19%	41 12%	15 8%	98 19%	111 33%	5 1%	40 25%	37 11%	54 23%	24 8%	10 9%	72 19%	14 7%	92 19%	96 36%	8 2%	16 11%	76 17%	6 4%	97 20%	7 8%	76 20%	16 10%	91 17%		
Fairly likely (3)	263 27%	58 22%	92 36%	22 39%	23 23%	113 34%	67 20%	39 22%	169 43%	144 43%	32 9%	63 21%	71 35%	82 20%	59 16%	17 32%	123 30%	61 30%	149 30%	115 44%	50 13%	44 31%	128 29%	34 24%	158 32%	28 30%	116 30%	34 20%	188 34%		
Fairly unlikely (2)	215 22%	87 33%	37 15%	11 19%	25 26%	64 19%	92 27%	58 32%	104 20%	37 11%	112 43%	25 16%	86 25%	44 19%	71 24%	36 34%	78 19%	63 31%	97 19%	24 9%	120 42%	36 25%	97 23%	43 30%	100 20%	27 30%	86 22%	51 30%	110 20%		
Very unlikely (1)	197 21%	79 30%	16 6%	7 13%	32 32%	51 15%	95 28%	48 27%	93 18%	14 4%	149 43%	13 8%	123 36%	23 10%	114 39%	41 38%	75 20%	47 23%	110 22%	10 4%	160 42%	33 23%	102 23%	50 35%	90 18%	24 27%	77 20%	61 36%	77 14%		
Don't know	158 16%	26 10%	30 12%	10 19%	10 10%	44 13%	42 13%	18 10%	62 12%	31 9%	47 14%	19 12%	28 8%	31 13%	24 8%	3 3%	33 9%	19 9%	51 10%	18 7%	45 12%	14 10%	35 8%	9 6%	45 9%	5 5%	28 7%	7 4%	83 15%		

Net: Likely	389 41%	74 28%	171 67%	28 49%	32 32%	176 53%	108 32%	54 30%	267 51%	254 76%	37 11%	103 64%	108 31%	136 58%	83 28%	27 25%	195 51%	75 37%	242 48%	211 80%	58 15%	60 42%	204 47%	41 29%	255 52%	35 38%	192 50%	50 30%	279 51%
Net: Unlikely	412 43%	165 62%	53 21%	18 32%	57 58%	115 34%	187 56%	106 59%	197 37%	51 15%	261 76%	39 24%	209 61%	67 29%	185 63%	77 72%	152 40%	110 54%	207 41%	34 13%	281 73%	69 48%	200 46%	93 65%	190 39%	52 56%	163 43%	111 66%	186 34%

Mean	2.40	2.05	3.04	2.57	2.09	2.65	2.18	2.13	2.59	3.15	1.64	2.91	2.07	2.82	1.97	1.96	2.55	2.22	2.50	3.21	1.72	2.33	2.44	1.98	2.59	2.21	2.54	2.03	2.63
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ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J,K,L/M/N/O/P/Q,R,S/T,U/V/W,X/Y/Z/a,b/c Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... be competent and effective?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	100 10%	55 12%	45 9%	16 14% *	19 10%	26 GH	14 8%	11 7%	14 10% *	35 12%	40 11%	26 8%	19 13%	34 12%	23 9%	24 9%	59 11%	41 9%	24 10%	29 12%	20 9%	14 10% *	4 8% *	9 11% *	92 11%	9 6%	56 11%	33 10%	11 11% *	36 14% e	64 9%	38 12%	62 10%	64 10%	36 11%	
Fairly likely (3)	281 29%	132 28%	143 30%	37 32% *	53 29%	43 25%	56 31%	50 31%	43 29% *	89 30%	99 28%	93 30%	43 31%	80 28%	73 30%	85 30%	163 31%	118 28%	71 30%	71 30%	58 26%	39 29% *	19 39% *	23 30% *	243 29%	39 29%	157 30%	97 29%	27 26% *	77 30%	204 29%	118 38% g	163 25%	182 30%	99 29%	
Fairly unlikely (2)	210 22%	116 25% C	91 19%	33 29% I*	40 22%	31 19%	41 23%	43 27% I	21 14% *	73 24%	72 21%	65 21%	39 28%	60 21%	54 22%	57 20%	122 23%	87 20%	43 18%	38 16%	59 26% T	41 30% ST*	12 26% *	17 21% *	168 20%	41 31% Y	108 21%	80 24%	21 20% *	49 19%	161 23%	71 23%	138 21%	145 24%	64 19%	
Very unlikely (1)	209 22%	106 23%	101 21%	10 9% *	36 19% D	35 21% D	44 24% D	39 24% D	45 30% D*	46 15%	79 23% J	84 27% J	17 12%	56 19%	61 25% M	75 27% M	102 19%	106 25%	52 22%	59 25%	51 22%	22 16% *	7 14% *	18 22% *	185 22%	23 17%	121 23%	62 18%	26 25% *	56 22%	152 22%	48 15%	160 25% f	138 22%	71 21%	
Don't know	160 17%	57 12%	101 21% B	20 17% *	36 20% H	33 20% H	25 14%	19 12%	27 18% *	56 19%	58 17%	46 15%	24 17%	60 21%	36 14%	41 14%	83 16%	77 18%	43 19%	37 16%	39 17%	21 15% *	7 14% *	12 15% *	137 17%	23 17%	76 15%	64 19%	20 19% *	41 16%	119 17%	38 12%	122 19% f	87 14%	73 21% h	
Net: Likely	381 40%	187 40%	188 39%	52 45% *	72 39%	68 41%	70 39%	61 38%	57 38% *	124 42%	138 40%	119 38%	62 44%	113 39%	96 39%	110 39%	223 42%	159 37%	95 41%	100 43%	78 34%	53 39% *	22 47% *	32 41% *	334 41%	47 35%	213 41%	130 39%	38 37% *	113 44%	268 38%	156 50% g	225 35%	246 40%	136 39%	
Net: Unlikely	418 44%	223 48% C	192 40%	43 37% *	76 41%	66 40%	85 47%	82 51% DF	66 44% *	118 40%	151 43%	149 48%	55 39%	116 40%	115 47%	132 47%	225 42%	194 45%	94 41%	97 41%	110 48%	63 46% *	19 39% *	34 44% *	353 43%	65 48%	229 44%	142 42%	47 44% *	105 41%	313 45%	119 38%	299 46% f	283 46%	135 39%	
Mean	2.34	2.33	2.35	2.61 GH*	2.37 *	2.44	2.26	2.23	2.22 *	2.47 L	2.34	2.23	2.55 OP*	2.40	2.28	2.24	2.40	2.26	2.35	2.35	2.25	2.39 *	2.48 **	2.35 *	2.35	2.29 *	2.33	2.37	2.28 *	2.43	2.31	2.53 g	2.24	2.32	2.37	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... be competent and effective?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	100 10%	6 2%	70 28%	4 7%	7 15%	49 15%	25 8%	10 6%	77 15%	89 26%	1 *	36 22%	23 7%	44 19%	18 6%	10 9%	52 14%	12 6%	73 15%	80 30%	4 1%	15 11%	58 13%	6 4%	69 14%	8 9%	55 14%	11 6%	73 13%		
Fairly likely (3)	281 29%	55 21%	109 43%	26 46%	23 23%	136 40%	67 20%	36 20%	191 36%	177 53%	25 7%	72 45%	70 20%	86 37%	65 22%	21 20%	128 34%	50 24%	170 34%	149 56%	38 10%	36 25%	151 35%	22 16%	179 37%	24 26%	134 35%	29 17%	210 38%		
Fairly unlikely (2)	210 22%	72 27%	36 14%	9 15%	29 29%	58 17%	80 24%	54 30%	105 20%	28 8%	112 32%	27 17%	85 25%	45 19%	69 24%	22 21%	92 46%	62 14%	94 28%	13 30%	129 30%	43 30%	90 21%	41 29%	102 21%	22 24%	82 21%	49 29%	108 20%		
Very unlikely (1)	209 22%	104 39%	10 4%	8 15%	28 28%	44 13%	125 37%	60 34%	93 18%	9 3%	167 49%	14 8%	135 39%	34 14%	117 40%	50 46%	77 20%	58 14%	108 22%	9 3%	178 30%	39 27%	101 23%	60 42%	87 18%	34 37%	74 19%	68 40%	68 12%		
Don't know	160 17%	28 11%	30 12%	9 17%	12 12%	50 15%	40 12%	17 10%	61 12%	34 10%	39 11%	12 7%	31 9%	25 11%	23 8%	4 4%	32 8%	23 11%	55 11%	13 5%	36 9%	11 7%	38 9%	13 9%	51 11%	4 4%	38 10%	12 7%	89 16%		
Net: Likely	381 40%	60 23%	179 70%	30 53%	29 30%	184 55%	93 27%	47 26%	268 51%	266 79%	27 8%	108 67%	94 27%	131 56%	83 29%	31 29%	180 47%	62 30%	243 49%	229 87%	42 11%	51 36%	210 48%	29 20%	248 51%	32 35%	189 49%	40 23%	283 52%		
Net: Unlikely	418 44%	176 66%	45 18%	17 30%	57 58%	102 30%	205 61%	115 64%	198 38%	37 11%	279 81%	40 25%	220 64%	78 33%	186 64%	72 67%	169 44%	119 58%	201 40%	22 8%	307 80%	82 57%	191 44%	102 71%	190 39%	56 61%	157 41%	117 70%	176 32%		
Mean	2.34	1.84	3.07	2.54	2.09	2.66	1.98	1.98	2.54	3.15	1.54	2.88	1.94	2.68	1.94	1.91	2.44	2.09	2.47	3.19	1.62	2.21	2.42	1.81	2.53	2.07	2.49	1.89	2.63		

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Overlap formulae used

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... have a good team of ministers?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	97 10%	55 12%	41 9%	10 9%	18 10%	20 12%	17 10%	14 9%	17 11%	28 9%	38 11%	31 10%	14 10%	28 10%	26 11%	29 10%	60 11%	37 9%	23 10%	27 12%	16 7%	17 13%	5 11%	8 11%	88 11%	9 7%	58 11%	25 7%	14 14%	33 13%	64 9%	40 13%	57 9%	65 11%	32 9%	
Fairly likely (3)	252 26%	127 27%	122 25%	29 26%	53 29%	48 28%	48 27%	42 26%	31 20%	83 28%	96 28%	73 23%	35 25%	83 29%	67 27%	66 23%	142 27%	110 26%	67 29%	61 26%	50 22%	29 21%	17 35%	27 35%	218 26%	33 25%	138 27%	90 27%	24 22%	78 30%	174 25%	107 34%	145 22%	178 29%	74 21%	
Fairly unlikely (2)	252 26%	142 30%	106 22%	39 34%	49 27%	35 21%	43 24%	47 29%	39 26%	88 29%	78 22%	87 28%	49 35%	67 23%	59 24%	77 27%	144 27%	108 25%	57 25%	59 25%	67 29%	41 30%	11 24%	16 21%	211 26%	41 30%	130 25%	97 29%	25 24%	53 20%	199 28%	80 26%	172 27%	159 26%	94 27%	
Very unlikely (1)	169 18%	86 19%	81 17%	11 10%	25 14%	30 18%	37 20%	32 20%	34 23%	36 12%	66 19%	66 21%	15 10%	46 16%	48 19%	61 22%	81 15%	88 20%	43 18%	43 18%	42 19%	20 14%	6 12%	15 19%	148 18%	21 16%	100 19%	51 15%	18 17%	47 18%	122 17%	37 12%	132 20%	112 18%	57 17%	
Don't know	189 20%	56 12%	131 27%	25 22%	38 21%	35 21%	34 19%	27 17%	29 20%	63 21%	70 20%	56 18%	28 20%	64 22%	48 19%	49 17%	103 19%	87 20%	42 18%	44 19%	53 23%	30 22%	8 17%	12 15%	159 19%	31 23%	93 18%	73 22%	24 23%	49 19%	141 20%	49 16%	141 22%	102 17%	87 25%	
Net: Likely	349 36%	182 39%	163 34%	40 35%	71 39%	68 41%	66 37%	56 35%	47 31%	111 37%	134 38%	104 33%	49 35%	111 39%	93 38%	95 34%	202 38%	147 34%	90 39%	89 38%	66 29%	46 34%	22 46%	36 45%	306 37%	42 31%	195 38%	115 34%	38 36%	111 43%	238 34%	147 47%	201 31%	243 39%	106 31%	
Net: Unlikely	421 44%	228 49%	187 39%	50 43%	74 41%	64 38%	80 44%	79 49%	74 49%	124 42%	144 42%	153 49%	64 45%	113 39%	106 43%	138 49%	225 43%	196 46%	100 43%	102 44%	109 48%	61 45%	17 36%	31 39%	360 44%	62 46%	230 44%	148 44%	43 41%	100 39%	321 46%	117 37%	304 47%	271 44%	150 44%	
Mean	2.36	2.37	2.35	2.44	2.44	2.44	2.32	2.29	2.24	2.44	2.38	2.27	2.43	2.42	2.36	2.27	2.42	2.28	2.37	2.38	2.23	2.41	2.55	2.44	2.37	2.29	2.36	2.34	2.42	2.46	2.32	2.57	2.25	2.38	2.32	

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Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	97 10%	5 2%	63 25%	8 14%	9 9%	47 14%	26 8%	11 6%	73 14%	87 26%	1 *	40 25%	22 6%	45 19%	17 6%	5 5%	57 7%	15 7%	69 14%	80 30%	3 1%	15 11%	58 13%	5 4%	74 15%	7 7%	58 15%	11 7%	68 12%	
Fairly likely (3)	252 26%	45 17%	110 43%	19 34%	22 22%	118 35%	67 20%	39 22%	174 33%	172 51%	23 7%	64 40%	65 19%	79 34%	50 17%	15 14%	105 28%	40 20%	160 32%	129 49%	39 10%	26 18%	138 31%	22 15%	156 32%	18 20%	128 33%	25 15%	196 36%	
Fairly unlikely (2)	252 26%	98 37%	37 14%	13 23%	34 34%	71 21%	107 32%	60 33%	123 23%	33 10%	138 41%	28 17%	101 29%	55 23%	90 31%	39 36%	104 41%	77 15%	114 23%	19 7%	160 37%	52 37%	106 24%	56 39%	119 24%	33 36%	99 26%	66 39%	120 22%	
Very unlikely (1)	169 18%	86 33%	9 4%	3 6%	21 22%	34 10%	94 28%	55 31%	75 14%	5 1%	141 41%	5 3%	118 34%	21 9%	107 37%	44 41%	64 17%	48 23%	85 17%	7 3%	140 36%	34 24%	88 20%	51 36%	77 16%	30 33%	58 15%	57 34%	54 10%	
Don't know	189 20%	30 11%	36 14%	13 23%	12 12%	65 19%	43 13%	14 8%	81 15%	40 12%	42 12%	23 14%	39 11%	33 14%	28 10%	4 4%	50 13%	24 12%	70 14%	29 11%	42 11%	15 11%	48 11%	9 6%	64 13%	3 4%	41 11%	9 5%	110 20%	
Net: Likely	349 36%	51 19%	172 68%	27 48%	31 32%	165 49%	93 28%	50 28%	247 47%	259 77%	24 7%	105 65%	87 25%	125 53%	67 23%	21 19%	163 43%	55 27%	230 46%	209 79%	43 11%	42 29%	196 45%	27 19%	230 47%	25 27%	186 48%	36 22%	264 48%	
Net: Unlikely	421 44%	184 70%	46 18%	16 28%	55 56%	105 31%	202 60%	115 64%	198 38%	38 11%	279 81%	33 20%	219 64%	76 32%	197 67%	83 77%	168 44%	125 61%	199 40%	26 10%	300 78%	86 60%	195 44%	107 75%	196 40%	63 69%	156 41%	123 73%	174 32%	
Mean	2.36	1.87	3.03	2.75	2.22	2.66	2.08	2.03	2.55	3.15	1.61	3.02	1.97	2.74	1.91	1.83	2.47	2.13	2.50	3.20	1.73	2.18	2.42	1.86	2.53	2.01	2.54	1.94	2.63	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... grow the economy?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	87 9%	55 12% c	32 7%	13 12% *	22 12% g	21 12% g	10 6%	10 6%	10 7% *	35 12% g	31 9%	21 7%	18 13%	34 12% o	16 6%	19 7%	50 9%	36 8%	14 6%	26 11% u	12 5%	22 16% su*	2 4% *	11 14% su*	82 10% z	4 3%	50 10%	29 9%	7 7% *	36 14% e	51 7%	36 11%	51 8%	59 10%	28 8%	
Fairly likely (3)	262 27%	137 29%	120 25%	41 35% g*	51 28%	51 30%	43 24%	42 26%	35 23% *	92 31%	94 27%	76 24%	47 34%	81 28%	66 27%	68 24%	144 27%	118 27%	67 29%	71 30%	59 26%	27 20% *	17 34% *	22 28% *	231 28% *	31 23%	136 26%	92 27%	35 34% *	76 29%	186 27%	102 33% g	160 25%	178 29%	85 25%	
Fairly unlikely (2)	265 28%	125 27%	138 29%	29 25% *	40 22% *	34 20%	57 32% EF	52 32% EF	53 35% EF*	69 23%	91 26%	105 34% j	36 26%	60 21%	70 28%	99 35% N	155 29%	110 26%	62 27%	60 26%	66 29%	46 33% *	14 28% *	17 22% *	222 27% *	43 32%	148 29%	96 29%	21 20% *	49 19%	216 31% d	82 26%	183 28%	165 27%	100 29%	
Very unlikely (1)	166 17%	88 19%	76 16%	10 9% *	29 16% *	29 17% D	37 21% D	36 22% D	25 16% *	39 13%	66 19%	61 19%	15 10%	48 17% M	53 22% M	50 18%	84 16%	82 19%	44 19%	44 19%	43 19%	15 11% *	7 15% *	15 19% *	141 17% *	26 19%	97 19%	50 15%	19 18% *	49 19%	118 17% *	42 14% f	124 19% f	120 19% i	47 14%	
Don't know	179 19%	61 13%	115 24% B	22 19% *	41 22% H	33 20%	32 18%	22 14%	28 19% *	63 21%	66 19%	50 16%	25 18%	65 23%	43 17%	46 16%	96 18%	83 19%	46 20%	35 15%	47 21%	28 20% *	9 19% *	14 18% *	148 18% *	31 23%	88 17% *	69 20%	22 21% *	49 19%	130 19% *	51 16% *	128 20% *	94 15% *	85 25% h	
Net: Likely	349 36%	192 41% C	152 32%	54 47% GH*	73 40%	72 43% GH	53 30%	52 32%	45 30% *	127 43% L	125 36%	97 31%	65 46% OP	115 40%	82 33%	87 31%	195 37%	154 36%	81 35%	96 41% U	71 31%	49 36% *	19 39% *	33 42% *	314 38% z	35 26%	186 36%	121 36%	42 40% *	113 43% e	236 34% g	138 44% g	211 33%	237 38%	113 33%	
Net: Unlikely	431 45%	213 46%	214 44%	38 34% *	70 38%	63 37%	95 53% DEF	88 54% DEF	78 51% D*	108 36%	157 45% J	166 53% J	51 36%	108 38%	123 50% MN	149 53% MN	239 45%	192 45%	106 46%	104 44%	109 48%	60 44% *	21 43% *	32 40% *	363 44% *	68 51%	245 47%	146 44%	40 38% *	98 38% *	333 48% d	124 40% *	307 48% f	285 46% *	146 43% *	
Mean	2.35	2.39	2.30	2.62 GH*	2.46 GH*	2.47 GH*	2.17	2.19	2.25 *	2.52 KL	2.32	2.22	2.58 OP*	2.46 O	2.22	2.24	2.37	2.31	2.27	2.39	2.23	2.52 U*	2.35 **	2.46 *	2.38 z	2.14 *	2.32	2.37	2.36 *	2.48 e	2.30	2.50 g	2.27	2.34	2.36	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... grow the economy?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	87 9%	6 2%	51 20%	4 7%	11 11%	39 12%	22 7%	18 10%	56 11%	72 21%	4 1%	26 17%	20 6%	39 16%	19 6%	11 10%	39 10%	24 12%	50 10%	66 25%	10 3%	12 9%	46 11%	7 5%	56 11%	10 11%	44 11%	17 10%	54 10%	
Fairly likely (3)	262 27%	38 14%	115 45%	27 48%	23 23%	129 38%	58 17%	31 17%	187 35%	172 51%	27 8%	79 19%	67 19%	88 18%	52 18%	17 16%	126 33%	29 14%	170 34%	140 53%	44 11%	34 24%	146 33%	17 12%	172 35%	19 20%	136 35%	26 15%	198 36%	
Fairly unlikely (2)	265 28%	108 41%	44 17%	10 18%	28 28%	69 21%	121 36%	70 39%	128 24%	47 14%	134 40%	27 17%	105 30%	54 23%	93 32%	42 39%	101 27%	84 41%	124 25%	29 11%	146 38%	57 40%	109 25%	73 51%	123 25%	37 40%	97 25%	64 38%	131 24%	
Very unlikely (1)	166 17%	82 31%	10 4%	3 5%	25 25%	41 12%	90 27%	44 25%	77 15%	6 2%	137 40%	9 6%	115 33%	26 11%	98 34%	33 30%	74 19%	41 20%	92 19%	7 3%	143 37%	25 18%	96 22%	38 27%	81 17%	21 23%	67 18%	50 30%	63 12%	
Don't know	179 19%	31 12%	35 14%	13 22%	12 13%	57 17%	46 14%	16 9%	78 15%	39 12%	44 13%	20 12%	37 11%	27 12%	31 11%	5 5%	41 11%	27 13%	62 12%	22 8%	41 11%	15 10%	41 9%	8 6%	58 12%	6 6%	40 10%	12 7%	102 19%	

Net: Likely	349 36%	44 16%	166 65%	30 54%	34 34%	168 50%	81 24%	48 27%	243 46%	244 73%	31 9%	105 66%	87 25%	127 54%	70 24%	29 26%	165 43%	53 26%	220 44%	206 78%	54 14%	46 32%	192 44%	24 16%	228 46%	29 31%	179 47%	43 25%	251 46%
Net: Unlikely	431 45%	190 72%	53 21%	13 23%	52 53%	110 33%	211 63%	114 64%	205 39%	53 16%	270 78%	36 22%	220 64%	80 34%	191 65%	74 69%	175 46%	125 61%	217 43%	37 14%	290 75%	82 57%	205 47%	111 78%	204 42%	57 63%	164 43%	114 67%	195 36%

Mean	2.35	1.86	2.95	2.73	2.23	2.60	2.04	2.13	2.49	3.04	1.66	2.87	1.98	2.68	1.97	2.07	2.38	2.20	2.41	3.09	1.77	2.26	2.36	1.94	2.47	2.21	2.45	2.06	2.54
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Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... reduce the cost of living?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	77 8%	44 10%	33 7%	7 6% *	17 9%	21 13% GH	11 6%	9 5%	11 7% *	25 8%	33 9%	20 6%	9 6%	32 11%	18 7%	18 6%	46 9%	31 7%	15 6%	30 13% SU	10 4%	14 10% *	1 2% *	7 9% *	72 9%	5 4%	44 9%	22 7%	10 10% *	30 12% e	47 7%	31 10%	47 7%	52 9%	25 7%	
Fairly likely (3)	266 28%	121 26%	137 28%	44 38% GH*	51 28%	47 28%	48 27%	41 25%	35 23% *	95 32%	95 27%	76 24%	51 36% OP	81 28%	63 26%	71 25%	143 27%	123 29%	70 30%	55 23%	67 29%	37 27% *	18 38% *	20 26% *	230 28%	36 27%	138 27%	98 29%	30 28% *	86 33% e	180 26%	103 33% g	164 25%	167 27%	99 29%	
Fairly unlikely (2)	263 27%	135 29%	129 27%	31 27% *	46 25%	34 21%	49 27%	56 35% F	46 31% *	77 26%	83 24%	102 33% K	41 29%	66 23%	66 27%	91 32% N	151 28%	113 26%	65 28%	66 28%	57 25%	40 29% *	15 30% *	21 22% *	219 27%	44 33%	148 28%	88 26%	28 26% *	53 20%	210 30% d	81 26%	183 28%	174 28%	89 26%	
Very unlikely (1)	200 21%	100 21%	98 20%	18 15% *	32 17%	39 23%	43 24%	35 21%	34 22% *	49 17%	82 24% J	68 22%	22 15%	57 20%	60 24% M	61 21%	104 20%	96 22%	48 21%	47 20%	51 22%	27 19% *	10 20% *	17 22% *	174 21%	26 20%	112 22%	63 19%	26 25% *	57 22%	143 20%	54 17%	146 23%	137 22%	63 18%	
Don't know	152 16%	65 14%	85 18%	15 13% *	37 20%	26 15%	29 16%	22 13%	24 16% *	52 17%	55 16%	46 15%	19 13%	52 18%	40 16%	41 15%	86 16%	66 15%	35 15%	36 15%	44 19%	20 15% *	4 9% *	13 16% *	129 16%	23 17%	76 15%	65 19%	11 11% *	33 13%	119 17%	45 14%	107 17%	84 14%	68 20% h	
Net: Likely	344 36%	166 36%	170 35%	51 45% H*	69 37%	68 41% H	59 33%	50 31%	47 31% *	120 40% L	127 37%	96 31%	60 43%	113 39%	81 33%	90 32%	189 36%	154 36%	84 36%	85 36%	76 34%	51 37% *	19 40% *	28 35% *	303 37%	41 30%	183 35%	121 36%	40 38% *	117 45% e	227 32%	133 43% g	210 33%	220 36%	124 36%	
Net: Unlikely	463 48%	235 50%	227 47%	48 42% *	78 43%	74 44%	92 51%	91 56% DEF	80 53% *	127 43%	166 48%	171 55% J	62 44%	123 43%	126 51%	152 54% N	255 48%	208 49%	113 49%	114 48%	108 47%	66 48% *	24 51% *	38 48% *	393 48%	71 53%	259 50%	151 45%	53 51% *	110 42%	354 51% d	135 43%	329 51% f	311 51%	152 44%	
Mean	2.27	2.28	2.26	2.41 *	2.37 *	2.35	2.18	2.17	2.19 *	2.39 L	2.26	2.18	2.39 *	2.37	2.19	2.20	2.29	2.25	2.26	2.34	2.19	2.33 *	2.24 **	2.27 *	2.29	2.17 *	2.26	2.30	2.26 *	2.40 e	2.22	2.41 g	2.21	2.26	2.31	

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... reduce the cost of living?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	77 8%	4 2%	51 20%	4 8%	6 6%	37 11%	21 6%	12 7%	53 10%	69 20%	2 1%	24 15%	19 6%	32 14%	12 4%	5 5%	36 10%	10 5%	54 11%	60 23%	6 1%	12 9%	43 10%	6 4%	52 11%	10 11%	40 10%	14 8%	45 8%		
Fairly likely (3)	266 28%	46 17%	110 43%	23 40%	21 22%	128 38%	65 19%	39 22%	172 33%	164 49%	39 11%	77 48%	64 19%	99 42%	56 19%	26 24%	119 31%	47 23%	156 31%	119 45%	53 14%	38 27%	142 32%	33 23%	155 32%	25 27%	118 31%	35 21%	193 35%		
Fairly unlikely (2)	263 27%	103 39%	50 20%	15 27%	31 31%	83 25%	116 34%	60 7%	137 26%	54 16%	120 35%	32 20%	95 27%	51 22%	89 31%	36 14%	108 28%	69 34%	128 26%	47 18%	137 36%	46 32%	107 24%	56 39%	131 27%	33 35%	107 28%	53 31%	143 26%		
Very unlikely (1)	200 21%	82 31%	13 5%	3 6%	33 33%	42 12%	101 30%	51 28%	98 19%	17 5%	150 44%	12 8%	130 38%	27 11%	106 36%	38 35%	83 22%	49 24%	109 22%	8 3%	155 40%	32 22%	107 24%	39 27%	95 19%	22 24%	81 21%	56 33%	82 15%		
Don't know	152 16%	29 11%	30 12%	11 19%	7 7%	46 14%	35 10%	17 10%	66 12%	33 10%	33 10%	15 9%	37 11%	25 11%	28 9%	3 2%	34 9%	29 14%	52 10%	31 12%	34 9%	15 10%	40 9%	9 7%	57 12%	2 2%	37 10%	12 7%	86 16%		
Net: Likely	344 36%	50 19%	161 63%	27 48%	28 28%	165 49%	86 25%	51 28%	226 43%	233 69%	41 12%	101 63%	83 24%	131 56%	69 24%	31 29%	155 41%	57 28%	210 42%	178 67%	59 15%	50 35%	185 42%	39 27%	207 42%	35 38%	158 41%	49 29%	237 43%		
Net: Unlikely	463 48%	186 70%	63 25%	19 33%	64 65%	124 37%	217 64%	111 62%	235 45%	70 21%	270 78%	45 28%	224 65%	78 33%	196 67%	74 69%	191 50%	118 58%	237 48%	55 21%	292 76%	78 54%	213 49%	95 66%	226 46%	55 60%	188 49%	108 64%	225 41%		
Mean	2.27	1.88	2.89	2.61	2.01	2.55	2.02	2.07	2.39	2.94	1.66	2.77	1.91	2.65	1.90	1.98	2.31	2.11	2.35	2.99	1.74	2.24	2.30	2.04	2.38	2.25	2.34	2.04	2.43		

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... act with integrity?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	128 13%	68 15%	57 12%	18 15%*	25 14%	27 16% G	16 9%	19 12%	23 15%*	43 14%	42 12%	42 13%	22 16%	39 14%	26 10%	41 14%	77 15%	51 12%	32 14% U	38 16% U	16 7%	23 17% U*	10 20% U*	9 11%*	116 14%	11 8%	70 14%	44 13%	14 13%*	44 17%	84 12%	49 16%	78 12%	81 13%	46 14%	
Fairly likely (3)	306 32%	151 32%	150 31%	51 44% EFG*	53 29%	45 27%	53 29%	57 35%	48 32%*	104 35%	98 28%	105 33%	60 43% NO	80 28%	74 30%	93 33%	192 36% R	114 27%	77 33%	67 28%	79 35%	44 32%*	15 30%*	25 32%*	264 32%	42 31%	171 33%	105 31%	30 29%*	79 31%	227 32%	127 41% g	179 28%	198 32%	108 32%	
Fairly unlikely (2)	195 20%	107 23%	87 18%	19 17%*	43 24% I	36 21% I	43 24% I	38 24% I	15 10%*	63 21%	79 23%	53 17%	27 19%	62 22%	61 25% P	45 16%	101 19%	94 22%	39 17%	47 20%	46 20%	29 21%*	13 20%*	21 26%*	159 19%	36 27%	101 19%	76 23%	18 17%*	52 20%	143 21%	58 19%	137 21%	133 22%	62 18%	
Very unlikely (1)	167 17%	78 17%	87 18%	12 11%*	23 13%	26 15%	39 22% DE	29 18% DE	36 24% DE*	36 12%	65 19% J	66 21% J	15 10%	43 15%	47 19% M	62 22% M	72 14%	94 22% Q	45 19% W	46 20% W	44 20% W	19 14%*	2 5%*	10 12%*	145 18%	22 16%	93 18%	50 15%	24 23%*	43 17%	123 18%	36 12%	130 20% f	109 18%	57 17%	
Don't know	163 17%	62 13%	100 21% B	15 13%*	38 21% H	34 21% H	29 16%	19 12%	28 19%*	53 18%	63 18%	47 15%	17 12%	64 22% M	40 16%	43 15%	87 16%	76 18%	39 17%	37 16%	42 19%	22 16%*	8 17%*	15 19%*	140 17%	24 18%	84 16%	61 18%	18 18%*	41 16%	122 17%	43 14%	121 19% f	94 15%	69 20%	
Net: Likely	434 45%	220 47%	207 43%	68 60% EFGH*	78 43%	72 43%	69 38%	76 47%	71 47%*	147 49% K	140 40%	147 47%	82 58% NO	119 41%	99 40%	133 47%	269 51% R	165 38%	109 47%	105 45%	95 42%	67 49%*	24 50%*	34 43%*	381 46%	53 40%	241 46%	149 44%	44 42%*	123 47%	311 44%	176 56% g	258 40%	279 45%	155 45%	
Net: Unlikely	362 38%	185 40%	174 36%	32 28%*	67 36%	61 37%	83 46% D	67 41% D	52 34%*	98 33%	144 42% J	119 38%	42 29%	106 37%	108 44% M	107 38%	174 33%	188 44% Q	84 36%	93 40%	90 40%	48 35%*	16 33%*	30 38%*	304 37%	58 43%	193 37%	126 38%	42 40%*	95 37%	267 38%	94 30%	267 41% f	242 39%	119 35%	
Mean	2.50	2.52	2.47	2.74 GH*	2.55 *	2.54 *	2.30	2.46	2.47 *	2.63 K	2.41	2.46	2.72 O*	2.51	2.38	2.47	2.62 R	2.34	2.50	2.49	2.36	2.62 *	2.78 **	2.51 *	2.51	2.38 *	2.50	2.52	2.39 *	2.57	2.47	2.70 g	2.39	2.48	2.52	

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Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... act with integrity?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584				
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548				
Very likely (4)	128 13%	9 4%	84 33%	7 12%	9 9%	62 18%	31 9%	14 8%	95 18%	110 33%	3 1%	39 10%	34 10%	47 20%	25 8%	9 8%	67 18%	17 8%	92 36%	95 2%	7 11%	16 11%	80 18%	6 4%	86 17%	10 10%	75 20%	16 9%	89 16%				
Fairly likely (3)	306 32%	79 30%	98 39%	28 50%	30 30%	134 40%	83 24%	60 34%	184 47%	158 47%	55 16%	80 24%	83 24%	98 42%	76 26%	28 26%	138 36%	70 34%	166 33%	130 49%	72 19%	52 36%	145 33%	42 30%	182 37%	33 36%	132 34%	49 29%	210 38%				
Fairly unlikely (2)	195 20%	67 25%	31 12%	13 22%	24 25%	56 17%	81 24%	37 20%	110 21%	35 10%	110 22%	22 14%	77 22%	43 19%	63 21%	26 24%	81 21%	45 22%	103 21%	14 5%	117 37%	36 25%	84 19%	43 30%	89 18%	18 20%	83 22%	37 22%	109 20%				
Very unlikely (1)	167 17%	82 31%	12 5%	1 1%	21 22%	35 10%	96 28%	44 24%	81 15%	10 3%	131 38%	8 5%	111 32%	29 12%	94 32%	37 34%	57 15%	41 20%	89 18%	11 4%	141 37%	23 16%	88 20%	41 28%	78 16%	26 28%	56 15%	51 30%	57 10%				
Don't know	163 17%	28 11%	29 12%	8 14%	14 14%	48 14%	46 14%	24 13%	56 11%	23 7%	46 13%	11 7%	38 11%	18 7%	35 12%	8 7%	37 10%	31 15%	50 10%	13 5%	47 12%	17 12%	42 10%	11 7%	54 11%	5 6%	37 10%	16 10%	83 15%				
Net: Likely	434 45%	88 33%	182 72%	35 62%	39 39%	196 58%	114 34%	74 42%	279 53%	269 80%	59 17%	119 74%	117 34%	144 62%	101 34%	37 34%	206 54%	88 43%	258 52%	225 85%	80 21%	68 47%	224 51%	49 34%	268 55%	43 47%	207 54%	65 38%	299 55%				
Net: Unlikely	362 38%	148 56%	43 17%	13 24%	46 47%	91 27%	177 53%	80 45%	191 36%	45 13%	240 70%	30 19%	189 55%	72 31%	157 54%	63 59%	138 36%	86 42%	191 38%	26 10%	258 67%	59 41%	172 39%	84 59%	167 34%	44 48%	139 36%	87 52%	166 30%				
Mean	2.50	2.07	3.13	2.86	2.31	2.78	2.17	2.29	2.62	3.18	1.77	3.00	2.13	2.75	2.12	2.09	2.63	2.37	2.58	3.23	1.84	2.48	2.54	2.11	2.63	2.31	2.66	2.20	2.71				

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... reduce taxes?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	63 7%	41 9% c	23 5%	11 10% *	13 7%	18 11% GH	8 5%	7 5%	6 4% *	24 8%	26 7%	14 4%	14 10%	23 8%	14 6%	12 4%	38 7%	25 6%	12 5%	22 10% u	8 3%	14 10% u*	1 3% *	6 7% *	60 7% z	3 2%	36 7%	22 7%	5 4% *	24 9% e	39 6%	24 8%	40 6%	47 8%	16 5%	
Fairly likely (3)	183 19%	79 17%	103 21%	22 19% *	40 22%	30 18%	36 20%	26 16%	29 20% *	62 21%	65 19%	55 18%	34 24%	54 19%	45 18%	51 18%	103 19%	80 19%	38 16%	46 20%	47 21%	21 15% *	12 25% *	18 23% *	151 18%	32 24%	106 20%	56 17%	21 20% *	67 26% e	116 17%	69 22%	114 18%	114 19%	69 20%	
Fairly unlikely (2)	307 32%	147 32%	155 32%	36 31% *	49 27%	53 31%	65 36%	58 35%	46 31% *	85 29%	118 34%	104 33%	42 30%	84 29%	87 35%	94 33%	184 35%	123 29%	83 36% u	74 32%	57 25%	46 33% *	16 25% *	31 39% u*	260 32%	47 35%	166 32%	107 32%	34 32% *	68 26%	239 34% d	108 34%	199 31%	197 32%	109 32%	
Very unlikely (1)	245 26%	148 32% c	94 20%	21 18% *	49 27%	35 21%	41 23%	47 29% D	53 35% DFG*	70 23%	75 22%	100 32% JK	24 17%	71 25%	61 25%	90 32% M	121 23%	125 29% Q	58 25%	56 24%	69 31%	36 26% *	10 21% *	16 20% *	209 25%	36 26%	137 26%	80 24%	28 26% *	57 22%	188 27%	65 21%	180 28% f	170 28%	75 22%	
Don't know	161 17%	52 11%	107 22% B	25 22% *	32 18%	33 20%	31 17%	24 15%	16 11% *	57 19%	63 18%	40 13%	28 20%	57 20% P	40 16%	36 13%	85 16%	76 18%	41 17%	36 15%	46 20%	21 15% *	9 18% *	9 11% *	144 17%	17 13%	73 14%	70 21% a	17 17% *	43 17%	118 17%	48 15%	113 18%	86 14%	75 22% h	
Net: Likely	246 26%	120 26%	125 26%	33 29% *	53 29%	47 28%	44 24%	33 21%	35 24% *	86 29%	91 26%	69 22%	47 33% P	77 27%	59 24%	63 22%	141 27%	105 25%	51 22%	69 29%	55 24%	35 25% *	13 28% *	24 30% *	211 26%	35 26%	142 27%	78 23%	26 25% *	91 35% e	155 22%	92 30%	154 24%	162 26%	85 25%	
Net: Unlikely	552 58%	295 63% c	249 52%	57 49% *	98 54%	88 52%	106 59%	104 64%	99 66% D*	155 52%	193 56%	204 65% JK	66 47%	154 54%	148 60% M	184 65% MN	304 57%	248 58%	141 61%	130 55%	127 56%	82 59% *	26 54% *	46 59% *	469 57%	82 61%	303 58%	187 56%	62 59% *	125 48% d	427 61% d	173 55%	379 59%	368 60%	184 54%	
Mean	2.08	2.03	2.14	2.26 HI*	2.11	2.22 H	2.08	1.96	1.91 *	2.17 L	2.15 L	1.94	2.33 OP*	2.13	2.06	1.94	2.13	2.02	2.02	2.18	1.96	2.11 *	2.11 **	2.20 *	2.09	2.02 *	2.09	2.08	2.03 *	2.27 e	2.01	2.19 g	2.03	2.07	2.10	

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Overlap formulae used

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... reduce taxes?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians							Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584	
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548	
Very likely (4)	63 7%	4 1%	39 15%	4 6%	5 5%	25 7%	17 5%	12 7%	39 7%	51 15%	4 1%	19 12%	19 5%	20 9%	14 5%	5 7%	26 7%	12 6%	39 8%	48 18%	8 2%	12 8%	33 8%	6 4%	37 8%	7 8%	29 8%	12 7%	37 7%	
Fairly likely (3)	183 19%	38 14%	62 24%	12 22%	20 21%	80 24%	56 17%	38 21%	111 32%	107 32%	35 10%	56 13%	46 26%	61 16%	46 18%	19 18%	80 21%	36 18%	103 21%	81 31%	41 11%	31 22%	85 19%	24 17%	100 20%	25 28%	70 18%	26 16%	124 23%	
Fairly unlikely (2)	307 32%	94 35%	87 34%	22 40%	33 34%	111 33%	112 33%	51 28%	181 34%	98 29%	115 33%	46 29%	99 29%	84 36%	87 30%	36 34%	140 37%	75 37%	163 37%	74 28%	129 33%	48 34%	156 36%	51 36%	174 36%	26 28%	137 36%	54 32%	184 34%	
Very unlikely (1)	245 26%	107 40%	25 10%	7 13%	29 29%	70 21%	112 33%	61 34%	123 23%	36 11%	158 46%	17 11%	155 45%	37 16%	128 44%	43 40%	100 26%	61 30%	132 26%	33 12%	171 44%	43 30%	117 27%	51 36%	124 25%	31 33%	111 29%	66 39%	111 20%	
Don't know	161 17%	23 9%	41 16%	11 19%	11 11%	49 15%	41 12%	17 9%	73 14%	44 13%	33 10%	22 14%	25 7%	32 14%	18 6%	4 3%	35 9%	20 10%	62 12%	29 11%	36 9%	9 6%	47 11%	10 7%	54 11%	3 3%	37 10%	11 6%	92 17%	
Net: Likely	246 26%	41 16%	101 40%	16 29%	25 25%	105 31%	73 22%	50 28%	149 28%	158 47%	38 11%	74 46%	65 19%	81 35%	60 20%	24 23%	107 28%	48 24%	143 29%	129 49%	49 13%	43 30%	118 27%	31 21%	137 28%	32 35%	99 26%	38 22%	161 29%	
Net: Unlikely	552 58%	201 76%	112 44%	29 53%	62 63%	182 54%	224 66%	112 62%	304 58%	134 40%	273 79%	63 40%	255 74%	121 52%	214 73%	80 74%	240 63%	136 66%	295 59%	106 40%	300 78%	91 64%	273 62%	102 72%	298 61%	56 62%	248 65%	120 71%	295 54%	
Mean	2.08	1.74	2.54	2.27	2.01	2.21	1.93	2.01	2.14	2.59	1.63	2.55	1.78	2.32	1.80	1.87	2.10	2.00	2.11	2.61	1.67	2.09	2.09	1.89	2.11	2.10	2.05	1.90	2.19	

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Overlap formulae used

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... improve public services?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	116 12%	64 14%	50 10%	12 10%	14 8%	27 16%	17 10%	18 11%	27 18%	26 9%	45 13%	45 14%	14 10%	33 11%	29 12%	41 15%	70 13%	46 11%	25 11%	35 15%	21 9%	21 15%	4 8%	10 13%	100 12%	16 12%	62 12%	44 13%	10 10%	36 14%	80 11%	45 14%	71 11%	80 13%	36 11%	
Fairly likely (3)	312 32%	155 33%	153 32%	45 40%	66 36%	48 29%	59 33%	53 32%	40 27%	111 37%	108 31%	93 30%	54 38%	95 33%	78 32%	85 30%	187 35%	125 29%	76 33%	68 29%	76 33%	48 35%	18 36%	26 33%	268 33%	43 32%	179 35%	103 31%	30 28%	89 34%	223 32%	129 41%	183 28%	199 32%	112 33%	
Fairly unlikely (2)	220 23%	112 24%	107 22%	26 22%	42 23%	35 21%	48 27%	41 25%	29 19%	68 23%	83 24%	70 22%	37 26%	56 19%	65 26%	63 22%	121 23%	99 23%	52 23%	60 25%	54 24%	28 20%	12 26%	14 17%	180 22%	40 30%	116 22%	80 24%	24 23%	48 19%	172 25%	67 21%	154 24%	148 24%	73 21%	
Very unlikely (1)	159 17%	83 18%	74 15%	10 9%	25 14%	24 14%	33 18%	30 19%	37 24%	35 12%	57 16%	67 21%	12 8%	43 15%	46 19%	59 21%	72 14%	87 20%	35 15%	41 18%	41 18%	21 15%	6 13%	15 19%	140 17%	19 14%	89 17%	49 14%	22 21%	41 16%	118 17%	35 11%	124 19%	106 17%	53 16%	
Don't know	152 16%	53 11%	97 20%	22 19%	36 20%	33 20%	22 12%	20 13%	18 12%	58 20%	56 16%	38 12%	25 18%	62 21%	30 12%	35 12%	80 15%	72 17%	44 19%	31 13%	36 16%	20 14%	8 16%	15 18%	136 16%	17 12%	73 14%	61 18%	19 18%	45 17%	107 15%	38 12%	114 18%	83 14%	69 20%	
Net: Likely	428 45%	218 47%	203 42%	57 50%	80 43%	76 45%	77 43%	71 43%	67 45%	137 46%	153 44%	138 44%	67 48%	128 44%	106 43%	126 45%	257 48%	171 40%	101 44%	103 44%	97 43%	69 50%	21 45%	36 45%	369 45%	59 44%	241 47%	147 44%	40 38%	125 48%	302 43%	174 55%	254 39%	279 45%	149 43%	
Net: Unlikely	379 40%	195 42%	181 38%	35 31%	67 37%	59 35%	81 45%	71 44%	66 43%	103 34%	140 40%	137 44%	49 35%	99 34%	111 45%	121 43%	193 36%	186 43%	87 38%	101 43%	95 42%	49 36%	19 39%	29 36%	320 39%	59 44%	204 39%	129 38%	46 44%	89 34%	290 41%	102 32%	278 43%	253 41%	126 37%	
Mean	2.48	2.48	2.47	2.64	2.47	2.59	2.39	2.41	2.43	2.53	2.48	2.42	2.60	2.52	2.41	2.44	2.57	2.36	2.48	2.47	2.40	2.58	2.48	2.48	2.48	2.48	2.52	2.32	2.56	2.44	2.67	2.38	2.47	2.48		

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... improve public services?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584				
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548				
Very likely (4)	116 12%	16 6%	73 29%	5 9%	7 8%	57 17%	37 11%	14 8%	86 16%	103 31%	6 2%	40 25%	37 11%	47 20%	25 9%	10 9%	61 16%	12 6%	90 18%	85 32%	12 3%	11 8%	75 17%	7 5%	87 18%	8 8%	77 20%	14 8%	84 15%				
Fairly likely (3)	312 32%	68 26%	106 42%	30 54%	29 29%	140 42%	82 24%	55 31%	195 37%	164 49%	58 17%	77 24%	83 24%	94 40%	78 27%	28 26%	137 36%	71 35%	165 33%	134 51%	68 18%	50 35%	156 36%	39 28%	182 37%	23 25%	131 34%	41 24%	214 39%				
Fairly unlikely (2)	220 23%	87 33%	41 16%	9 15%	24 24%	61 18%	96 28%	55 31%	111 21%	36 11%	114 33%	25 15%	87 25%	48 20%	75 26%	32 30%	87 23%	60 29%	105 21%	24 9%	129 34%	52 36%	86 20%	50 35%	103 21%	35 38%	84 22%	55 33%	109 20%				
Very unlikely (1)	159 17%	72 27%	6 3%	3 5%	26 27%	30 9%	90 27%	40 22%	78 15%	9 3%	127 37%	7 4%	108 31%	26 11%	88 30%	32 29%	66 17%	37 18%	88 18%	7 3%	134 35%	21 14%	88 20%	35 24%	74 15%	23 25%	64 17%	50 30%	56 10%				
Don't know	152 16%	22 8%	27 11%	9 16%	12 12%	48 14%	33 10%	15 9%	56 11%	25 7%	40 12%	11 7%	30 9%	20 8%	26 9%	6 6%	30 8%	24 12%	51 10%	14 5%	42 11%	10 7%	33 8%	11 8%	44 9%	3 4%	26 7%	8 5%	85 16%				
Net: Likely	428 45%	84 32%	180 71%	36 64%	36 37%	197 59%	119 35%	69 39%	282 53%	267 79%	64 19%	117 35%	141 60%	103 35%	38 35%	198 52%	83 41%	255 51%	219 83%	80 21%	60 42%	231 53%	46 32%	269 55%	31 33%	208 54%	55 33%	298 54%					
Net: Unlikely	379 40%	159 60%	48 19%	11 20%	50 51%	91 27%	186 55%	95 53%	189 36%	45 13%	241 70%	32 20%	195 57%	74 32%	163 56%	63 59%	153 40%	97 48%	193 39%	31 12%	263 68%	72 51%	175 40%	85 59%	177 36%	58 63%	149 39%	105 62%	165 30%				
Mean	2.48	2.11	3.08	2.81	2.20	2.78	2.22	2.26	2.62	3.16	1.81	3.00	2.15	2.75	2.15	2.16	2.55	2.32	2.57	3.19	1.88	2.38	2.54	2.14	2.63	2.18	2.62	2.12	2.70				

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... have the right foreign policy?
 All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	78 8%	51 11% c	26 6%	11 10% G*	18 10% G	20 12% GH	6 3%	10 6%	13 9% *	29 10%	27 8%	23 7%	15 11% O	29 10% O	12 5%	22 8%	48 9%	31 7%	19 8%	26 11% U	11 5%	16 11% U*	2 4% *	5 6% *	74 9% Z	4 3%	46 9%	24 7%	8 7% *	27 11%	51 7%	31 10%	47 7%	52 8%	26 8%	
Fairly likely (3)	220 23%	106 23%	110 23%	36 32% F*	45 25%	32 19%	41 22%	37 23%	28 19% *	82 27%	72 21%	65 21%	45 32% NP	58 20%	56 23%	61 22%	131 25%	88 21%	58 25%	45 19%	49 22%	28 20% *	17 35% T*	23 29% *	196 24%	24 18%	118 23%	77 23%	25 24% *	64 25%	155 22%	95 30% g	124 19%	148 24%	72 21%	
Fairly unlikely (2)	241 25%	138 30% c	99 21%	28 24% *	41 22% D	39 24%	50 28%	43 26%	40 27% *	69 23%	90 26%	83 26%	35 25%	70 24%	62 25%	74 26%	151 28% R	90 21%	57 24%	61 26%	54 24%	40 29% *	10 21% *	19 24% *	195 24%	47 35% Y	145 28% c	79 24%	17 16% *	58 22%	184 26%	81 25%	160 26%	160 26%	81 24%	
Very unlikely (1)	190 20%	97 21%	91 19%	11 9% *	33 18%	31 19% D	41 23% D	36 22% D	38 25% D*	44 15%	72 21%	74 24% J	14 10%	54 19% M	57 23% M	65 23% M	80 15%	110 26% Q	44 19%	50 21%	50 22%	25 18% *	10 20% *	11 15% *	167 20%	23 17%	104 20%	62 19%	24 23% *	52 20%	138 20%	39 12%	151 23% f	121 20%	69 20%	
Don't know	230 24%	74 16%	153 32% B	29 25% *	46 25%	45 27%	43 24%	37 23%	31 21% *	75 25%	87 25%	68 22%	31 22%	78 27%	59 24%	61 22%	121 23%	109 25%	53 23%	53 23%	64 28%	29 21% *	9 19% *	21 27% *	193 23%	37 27%	106 20%	93 28% a	31 29% *	58 22%	171 25%	66 21%	164 25%	134 22%	96 28%	
Net: Likely	298 31%	157 34%	137 28%	48 42% GH*	63 34%	52 31%	47 26%	47 29%	41 27% *	111 37% KL	99 28%	88 28%	60 43% NOP	87 30%	69 28%	83 29%	179 34%	119 28%	78 33%	71 30%	60 26%	43 31% *	19 39% *	27 35% *	270 33% z	28 21%	164 32%	101 30%	33 32% *	92 35%	206 30%	127 40% g	171 27%	200 32%	98 29%	
Net: Unlikely	431 45%	234 50% c	191 40%	38 34% *	74 40%	71 42%	91 51% D	78 48% D	78 52% D*	113 38%	162 47% J	157 50% J	50 35%	124 43%	119 48% M	139 49% M	231 44%	200 47%	101 44%	111 47%	104 45%	65 47% *	20 41% *	30 38% *	362 44%	69 52%	249 48%	142 42%	41 39% *	109 42%	322 46%	121 38%	311 48% f	282 46%	150 44%	
Mean	2.26	2.29	2.22	2.56 GH*	2.35 *	2.34 *	2.09	2.17	2.14 *	2.43 KL	2.20	2.15	2.56 OP*	2.29	2.13	2.18	2.36 R	2.13	2.29	2.26	2.13 *	2.32 *	2.29 **	2.36 *	2.28	2.10 *	2.26	2.26	2.23 *	2.33	2.23	2.48 g	2.14	2.27	2.23	

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

Overlap formulae used

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

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... have the right foreign policy?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	78 8%	6 2%	51 20%	4 7%	7 12%	41 12%	20 6%	7 4%	59 11%	71 21%	3 1%	26 16%	20 6%	36 15%	17 6%	6 6%	38 10%	8 4%	60 12%	62 23%	4 1%	15 10%	46 11%	5 4%	55 11%	7 7%	44 12%	9 5%	53 10%		
Fairly likely (3)	220 23%	36 14%	96 38%	18 33%	16 16%	96 29%	48 14%	35 20%	145 44%	149 44%	23 7%	69 43%	44 13%	77 33%	44 15%	15 14%	106 28%	44 22%	123 25%	122 46%	37 10%	28 20%	113 26%	17 12%	135 28%	16 17%	107 28%	27 16%	165 30%		
Fairly unlikely (2)	241 25%	95 36%	46 18%	15 26%	34 34%	93 28%	94 28%	66 37%	125 24%	47 14%	113 44%	35 22%	98 28%	46 19%	93 32%	32 30%	107 28%	72 35%	115 23%	35 35%	124 23%	58 40%	105 24%	56 39%	124 25%	36 40%	101 26%	59 35%	130 24%		
Very unlikely (1)	190 20%	85 32%	13 5%	3 6%	25 25%	35 11%	108 32%	42 24%	94 18%	14 4%	152 44%	7 4%	130 38%	30 13%	109 37%	46 43%	73 19%	44 21%	105 19%	9 4%	166 43%	26 18%	107 24%	53 37%	86 17%	26 28%	79 21%	56 33%	65 12%		
Don't know	230 24%	43 16%	48 19%	16 29%	18 18%	71 21%	68 20%	27 15%	103 20%	56 17%	54 16%	23 14%	53 15%	46 20%	29 10%	7 7%	57 15%	37 18%	95 19%	36 14%	54 14%	17 12%	68 16%	12 8%	90 18%	7 7%	52 14%	17 10%	135 25%		
Net: Likely	298 31%	42 16%	147 58%	22 33%	23 23%	137 41%	68 20%	43 24%	204 39%	220 65%	26 7%	95 60%	64 19%	113 48%	61 21%	21 20%	144 38%	52 25%	184 37%	183 69%	41 11%	43 30%	159 36%	22 16%	190 39%	23 25%	151 39%	36 21%	218 40%		
Net: Unlikely	431 45%	180 68%	59 23%	18 32%	58 59%	128 38%	202 60%	109 61%	219 42%	60 18%	265 77%	42 26%	228 66%	75 32%	203 69%	79 73%	180 47%	116 57%	221 44%	45 17%	290 75%	83 58%	212 48%	109 76%	209 43%	62 68%	180 47%	116 68%	194 35%		
Mean	2.26	1.83	2.90	2.56	2.06	2.54	1.92	2.05	2.40	2.99	1.57	2.84	1.84	2.63	1.88	1.81	2.34	2.09	2.34	3.03	1.64	2.26	2.26	1.81	2.40	2.04	2.35	1.92	2.50		

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Overlap formulae used

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

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... provide strong and stable government?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	112 12%	63 14%	46 10%	16 14%*	17 9%	27 16% H	17 9%	14 9%	21 14%*	32 11%	43 12%	36 11%	18 13%	35 12%	25 10%	34 12%	65 12%	47 11%	23 10%	35 15%	21 9%	17 12%*	3 6%*	12 15%*	99 12%	13 9%	62 12%	37 11%	13 12%*	36 14%	76 11%	40 13%	72 11%	73 12%	39 11%	
Fairly likely (3)	260 27%	128 27%	129 27%	44 38% GI*	53 29% I	45 27%	46 26%	47 29% I	25 17%*	97 33% L	91 26%	72 23%	53 37% NP	74 26%	70 28%	64 23%	158 30%	103 24%	69 30%	56 24%	55 24%	39 29%*	23 48% STUVX*	19 24%*	224 27%	36 27%	146 28%	91 27%	23 22%*	83 32%	177 25%	120 38% g	140 22%	176 29%	85 25%	
Fairly unlikely (2)	236 25%	131 28% C	101 21%	27 23%*	43 24%	37 22%	47 26%	46 28%	36 24%*	70 24%	84 24%	82 26%	35 25%	67 23%	58 24%	75 27%	134 25%	101 24%	62 27%	56 24%	54 24%	36 26%*	8 17%*	19 25%*	193 23%	43 32%	122 23%	86 26%	28 26%*	50 19%	186 27% d	72 23%	163 25%	155 25%	81 24%	
Very unlikely (1)	181 19%	90 19%	90 19%	9 8%*	36 20% D	28 17%	39 22% D	34 21% D	35 23% D*	45 15%	67 19%	69 22%	14 10%	53 18% M	54 22% M	60 21% M	83 16%	98 23% Q	41 17%	51 22% V	47 21%	17 12%*	8 17%*	18 23%*	157 19%	24 18%	107 21%	54 16%	20 19%*	50 19%	131 19%	37 12%	144 22% f	119 19%	62 18%	
Don't know	170 18%	54 12%	115 24% B	19 17%*	34 18%	31 19%	31 17%	21 13%	34 23%*	53 18%	62 18%	55 18%	21 15%	60 21%	40 16%	50 18%	89 17%	81 19%	38 16%	37 16%	51 22%	28 20%*	5 11%*	11 14%*	151 18%	19 14%	81 16%	67 20%	21 20%*	41 16%	130 19%	44 14%	126 20% f	93 15%	77 22% h	
Net: Likely	372 39%	191 41%	176 37%	60 52% EGH*	70 38%	72 43%	63 35%	61 38%	46 31%*	130 44% L	135 39%	108 34%	71 50% NOP	109 38%	95 38%	98 35%	223 42% R	149 35%	92 40%	91 39%	76 33%	56 41%*	26 55% U*	31 39%*	323 39%	49 36%	208 40%	129 38%	35 34%*	119 46% e	253 36%	160 51% g	212 33%	248 40%	124 36%	
Net: Unlikely	417 43%	221 47% C	191 40%	36 31%*	80 43%	65 39%	86 48% D	80 49% DF	70 47% D*	116 39%	151 43%	150 48% J	49 35%	120 42%	112 45%	135 48% M	218 41%	199 46%	102 44%	107 46%	101 44%	53 39%*	17 34%*	37 47%*	350 42%	66 49%	229 44%	140 42%	48 46%*	100 39%	317 45%	109 35%	307 48% f	274 44%	143 42%	
Mean	2.38	2.40	2.36	2.70 EGH*	2.34	2.52	2.27	2.29	2.29 *	2.48	2.39	2.29	2.63 OP*	2.39	2.31	2.31	2.46 R	2.28	2.39	2.38	2.29	2.51 *	2.49 **	2.37 *	2.39	2.33 *	2.37	2.42	2.33 *	2.48	2.35	2.60 g	2.27	2.39	2.38	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F/G/H/I,J/K,L,M,N/O,P,Q/R,S/T/U/V/W/X,Y/Z,a/b,c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)

ColumnMeans (5%): A,B/C,D,E/F/G/H/I,J/K,L,M,N/O,P,Q,R,S/T/U/V/W/X,Y/Z,a/b,c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ... provide strong and stable government?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact				
																															(A)	(B)	(C)	(D)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584					
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548					
Very likely (4)	112 12%	8 3%	75 30%	8 14%	7 8%	55 16%	30 9%	17 10%	85 16%	100 30%	3 1%	34 21%	31 9%	50 22%	24 8%	6 6%	62 16%	17 8%	82 16%	85 32%	9 2%	17 12%	70 16%	8 5%	81 17%	8 9%	69 18%	16 9%	78 14%					
Fairly likely (3)	260 27%	50 19%	99 39%	19 33%	24 24%	119 36%	63 19%	37 21%	168 47%	159 47%	27 8%	77 48%	64 19%	78 33%	57 19%	20 18%	110 29%	49 24%	157 31%	127 48%	47 12%	29 20%	138 31%	23 16%	160 33%	20 22%	124 32%	32 19%	189 34%					
Fairly unlikely (2)	236 25%	86 33%	41 16%	12 21%	30 30%	68 20%	97 29%	60 33%	120 23%	36 11%	130 38%	25 16%	87 25%	52 22%	79 27%	35 32%	90 40%	68 23%	107 21%	22 8%	139 36%	53 37%	96 22%	51 36%	107 22%	35 38%	90 32%	55 33%	121 22%					
Very unlikely (1)	181 19%	92 35%	9 4%	3 6%	24 25%	36 11%	108 32%	53 30%	85 16%	10 3%	147 43%	6 4%	126 37%	25 11%	110 38%	43 40%	70 18%	47 23%	97 19%	6 2%	157 41%	33 23%	91 21%	52 36%	82 17%	25 27%	69 18%	59 35%	61 11%					
Don't know	170 18%	28 11%	30 12%	14 25%	13 13%	58 17%	40 12%	12 7%	68 13%	30 9%	37 11%	19 12%	36 11%	28 12%	22 7%	3 3%	48 13%	24 12%	57 11%	24 9%	32 8%	11 8%	44 10%	9 6%	59 12%	4 4%	32 8%	7 4%	99 18%					
Net: Likely	372 39%	58 22%	174 68%	27 48%	31 32%	174 52%	93 27%	54 30%	253 48%	260 77%	30 9%	110 69%	95 28%	129 55%	81 28%	26 24%	172 45%	65 32%	238 48%	212 80%	56 15%	46 32%	207 47%	31 22%	242 49%	29 31%	193 50%	48 28%	267 49%					
Net: Unlikely	417 43%	178 67%	51 20%	15 27%	54 55%	104 31%	205 61%	113 63%	205 39%	46 14%	278 80%	31 19%	213 62%	77 33%	189 65%	78 73%	161 42%	115 56%	204 41%	28 11%	296 77%	86 60%	187 43%	103 72%	189 39%	59 65%	158 41%	114 67%	182 33%					
Mean	2.38	1.89	3.07	2.75	2.17	2.70	2.05	2.11	2.55	3.14	1.63	2.98	2.00	2.75	1.98	1.90	2.50	2.19	2.50	3.21	1.74	2.22	2.47	1.90	2.56	2.14	2.55	2.03	2.63					

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Overlap formulae used

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

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Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...do what's best for Britain as a whole?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	115 12%	59 13%	54 11%	12 11%	21 11%	28 17%	17 9%	18 11%	20 13%	33 11%	44 13%	38 12%	15 11%	38 13%	27 11%	35 12%	66 12%	50 12%	25 11%	36 15%	18 8%	20 14%	7 15%	10 13%	102 12%	13 9%	61 12%	41 12%	14 13%	38 14%	78 11%	40 13%	75 12%	73 12%	42 12%	
Fairly likely (3)	291 30%	144 31%	142 30%	42 36%	59 32%	45 27%	44 25%	51 31%	50 33%	101 34%	89 26%	100 32%	51 36%	85 29%	65 26%	91 32%	164 31%	127 30%	76 32%	65 28%	68 30%	43 31%	15 31%	24 31%	253 31%	38 28%	165 32%	95 28%	31 29%	91 35%	200 29%	116 37%	174 27%	190 31%	100 29%	
Fairly unlikely (2)	226 24%	115 25%	109 23%	30 26%	42 23%	37 22%	51 28%	42 26%	25 17%	72 24%	88 25%	67 21%	37 27%	65 23%	64 26%	60 21%	136 26%	90 21%	48 21%	54 23%	58 25%	39 28%	10 21%	17 21%	184 22%	42 31%	121 23%	84 25%	21 20%	47 18%	179 26%	79 25%	147 23%	153 25%	73 21%	
Very unlikely (1)	179 19%	95 20%	82 17%	9 8%	29 16%	31 18%	39 22%	38 23%	33 22%	38 13%	70 20%	71 23%	12 9%	49 17%	56 23%	61 22%	76 14%	103 24%	48 21%	49 21%	45 20%	15 11%	8 16%	14 18%	153 19%	26 20%	99 19%	57 17%	23 22%	49 19%	130 19%	37 12%	142 22%	118 19%	61 18%	
Don't know	148 15%	53 11%	93 19%	22 18%	32 18%	27 16%	29 16%	14 9%	23 15%	55 18%	56 16%	37 12%	25 18%	51 18%	36 15%	36 13%	88 17%	60 14%	36 16%	30 13%	39 17%	21 15%	8 16%	13 17%	133 16%	15 11%	72 14%	59 18%	17 16%	35 13%	113 16%	41 13%	107 17%	82 13%	66 19%	
Net: Likely	406 42%	204 44%	196 41%	54 47%	80 44%	73 43%	61 34%	69 42%	70 46%	134 45%	134 38%	138 44%	66 47%	123 43%	91 37%	126 44%	230 43%	176 41%	100 43%	101 43%	86 38%	62 45%	22 47%	34 44%	355 43%	51 38%	226 44%	136 40%	44 42%	128 50%	278 40%	157 50%	249 39%	263 43%	143 42%	
Net: Unlikely	405 42%	210 45%	191 40%	39 34%	71 39%	68 40%	90 50%	80 49%	58 38%	110 37%	158 45%	137 44%	50 35%	115 40%	120 48%	121 43%	213 40%	192 45%	96 41%	104 44%	103 45%	54 39%	18 37%	31 39%	337 41%	68 51%	220 43%	141 42%	44 42%	96 37%	309 44%	116 37%	289 45%	270 44%	135 39%	
Mean	2.42	2.41	2.43	2.61 GH*	2.48	2.50	2.25	2.33	2.44 *	2.53	2.37	2.38	2.60 O*	2.47	2.30	2.40	2.50	2.33	2.39	2.43	2.31	2.57 *	2.55 **	2.46 *	2.44	2.31 *	2.42	2.43	2.40 *	2.52	2.38	2.59 g	2.34	2.41	2.45	

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Overlap formulae used

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...do what's best for Britain as a whole?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact			
																															(A)	(B)	(C)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584				
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548				
Very likely (4)	115 12%	7 3%	85 33%	4 7%	9 9%	56 17%	30 9%	11 6%	93 18%	108 32%	2 *	43 27%	29 8%	50 21%	20 7%	7 7%	62 16%	13 6%	91 18%	92 35%	9 2%	16 11%	76 17%	5 3%	87 18%	9 10%	72 19%	13 7%	82 15%				
Fairly likely (3)	291 30%	65 25%	99 39%	25 45%	27 27%	136 40%	82 24%	53 30%	182 35%	166 49%	36 11%	70 35%	79 23%	86 37%	69 24%	21 19%	131 34%	60 30%	168 34%	129 49%	53 14%	40 28%	144 33%	35 25%	174 36%	24 26%	134 35%	41 25%	210 38%				
Fairly unlikely (2)	226 24%	88 33%	39 15%	12 22%	24 *	64 19%	89 26%	54 30%	113 21%	36 11%	121 35%	19 12%	94 27%	46 20%	84 34%	36 38%	82 22%	67 23%	100 33%	25 9%	124 41%	46 23%	89 32%	50 35%	101 21%	32 35%	81 21%	54 32%	111 20%				
Very unlikely (1)	179 19%	82 31%	9 3%	5 9%	24 CD*	39 12%	102 30%	47 26%	85 16%	4 1%	147 HILMNOQ	10 43%	121 35%	27 11%	99 34%	41 38%	73 19%	47 23%	94 19%	6 2%	159 RSTVWYz	33 23%	92 21%	50 35%	79 16%	24 TY*	72 19%	53 31%	64 12%				
Don't know	148 15%	23 9%	23 9%	10 17%	15 *	41 12%	34 10%	14 8%	54 10%	22 7%	39 11%	19 12%	22 6%	26 11%	20 7%	3 *	32 8%	18 9%	47 9%	12 5%	40 10%	9 6%	37 9%	4 3%	48 10%	3 3%	26 7%	8 5%	80 15%				
Net: Likely	406 42%	72 27%	184 72%	29 52%	36 36%	192 57%	113 33%	64 36%	275 52%	274 82%	38 11%	112 70%	108 31%	136 58%	89 30%	28 26%	193 51%	73 36%	259 52%	221 84%	61 16%	56 39%	220 50%	40 28%	262 53%	33 36%	205 54%	54 32%	292 53%				
Net: Unlikely	405 42%	170 64%	47 19%	17 31%	48 49%	102 31%	191 57%	101 57%	197 37%	40 12%	268 HILMNOQ	29 78%	214 18%	72 62%	183 31%	77 71%	156 41%	114 56%	194 39%	31 12%	283 RSTVWYz	78 55%	181 41%	99 69%	180 37%	56 61%	152 40%	107 63%	175 32%				
Mean	2.42	1.99	3.12	2.61	2.24	2.71	2.13	2.16	2.60	3.21	1.65	3.02	2.05	2.76	2.04	1.94	2.52	2.21	2.57	3.22	1.74	2.29	2.51	1.97	2.61	2.21	2.57	2.08	2.67				

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Overlap formulae used

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Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...reduce regional inequalities (otherwise known as levelling-up)?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	86 9%	51 11%	35 7%	14 12% *	20 11%	14 8%	17 9%	11 7%	11 7% *	34 11%	30 9%	22 7%	19 13%	25 9%	22 9%	20 7%	51 10%	35 8%	24 10%	17 7%	18 8%	19 14% w*	*	7 9%	82 10% z	4 3%	49 10%	30 9%	7 6% *	27 11%	59 8%	39 13% g	47 7%	63 10%	23 7%	
Fairly likely (3)	279 29%	134 29%	138 29%	38 33% *	49 27%	47 28%	44 24%	46 28%	55 36% *	87 29%	92 26%	100 32%	44 31%	76 26%	65 26%	94 33%	163 31%	115 27%	64 28%	69 30%	61 27%	40 29%	21 43% *	23 29%	240 29%	39 29%	145 28%	95 28%	39 37% *	79 30%	200 29%	107 34% g	172 27%	171 28%	108 31%	
Fairly unlikely (2)	225 23%	122 26%	102 21%	24 21% *	34 19%	42 25%	48 27% i	53 33% DEI	23 15% *	59 20%	90 26%	76 24%	31 22%	60 21%	70 28%	63 22%	127 24%	98 23%	57 25%	56 24%	53 23%	28 21% *	10 22% *	20 25% *	191 23%	34 25%	132 26%	71 21%	22 21% *	58 22%	167 24%	75 24%	150 23%	157 26%	67 20%	
Very unlikely (1)	163 17%	88 19%	74 15%	13 12% *	34 19%	26 15%	37 20%	23 14%	30 20% *	48 16%	62 18%	53 17%	19 13%	49 17%	46 19%	49 17%	78 15%	85 20%	38 16%	44 19%	40 18%	20 15% *	7 15% *	14 17% *	133 16%	30 22%	93 18%	57 17%	13 13% *	44 17%	119 17%	40 13% f	123 19% f	109 18%	55 16%	
Don't know	207 22%	70 15%	133 28% b	26 22% *	46 25%	39 23%	34 19%	29 18%	32 21% *	72 24%	74 21%	61 20%	29 20%	78 27% o	44 18%	56 20%	111 21%	95 22%	50 21%	47 20%	55 24%	29 21% *	9 20% *	16 20% *	179 22%	27 20%	98 19%	84 25%	24 23% *	51 20%	155 22%	51 16% f	155 24% f	116 19%	90 26% h	
Net: Likely	365 38%	185 40%	172 36%	51 45% *	69 38%	61 37%	61 34%	57 35%	65 43% *	120 40%	122 35%	122 39%	62 44%	102 35%	87 35%	114 40%	214 40%	150 35%	88 38%	87 37%	79 35%	60 43% *	21 44% *	30 38% *	321 39%	43 32%	195 38%	125 37%	45 43% *	106 41%	259 37%	146 47% g	218 34%	233 38%	131 38%	
Net: Unlikely	388 40%	211 45% c	175 36%	38 33% *	69 37%	67 40%	85 47% d	76 47% d	53 35% *	106 36%	152 44% j	129 41%	50 36%	109 38%	116 47% MN	113 40%	205 39%	183 43%	95 41%	100 43%	94 41%	48 35% *	18 37% *	33 42% *	324 39%	64 48%	225 44%	127 38%	35 34% *	102 39%	286 41%	116 37% g	272 42%	266 43% i	122 35%	
Mean	2.38	2.37	2.38	2.58 *	2.40 *	2.39 *	2.28	2.34	2.39 *	2.47	2.33	2.36	2.55 *	2.37	2.31	2.37	2.45	2.30	2.41	2.32	2.33	2.55 *	2.37 **	2.37 *	2.42 z	2.16 *	2.36	2.39	2.48 *	2.43	2.36	2.55 g	2.29	2.38	2.39	

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	86 9%	10 4%	47 19%	6 12%	8 9%	40 12%	21 6%	16 9%	57 11%	67 20%	3 1%	28 18%	26 7%	37 16%	17 6%	8 7%	41 11%	17 8%	56 11%	61 23%	7 2%	11 7%	49 11%	9 6%	57 12%	6 7%	47 12%	19 11%	50 9%		
Fairly likely (3)	279 29%	56 21%	121 47%	21 38%	21 21%	134 40%	74 22%	41 23%	183 35%	166 49%	47 14%	72 45%	76 22%	94 40%	65 22%	26 24%	137 36%	54 27%	166 33%	124 47%	68 18%	45 31%	149 34%	35 25%	170 35%	29 31%	130 34%	41 24%	204 37%		
Fairly unlikely (2)	225 23%	89 33%	35 14%	17 30%	23 30%	72 22%	93 27%	55 31%	110 21%	43 13%	118 34%	32 20%	91 26%	39 17%	85 29%	35 32%	83 22%	60 29%	107 21%	38 14%	118 31%	41 29%	97 22%	48 33%	106 22%	24 22%	89 23%	43 26%	116 21%		
Very unlikely (1)	163 17%	64 24%	17 7%	3 5%	28 29%	36 11%	84 25%	39 22%	86 16%	21 6%	115 33%	9 6%	98 29%	30 13%	88 30%	29 27%	71 19%	41 20%	96 19%	12 4%	129 34%	31 21%	87 20%	34 24%	89 18%	24 27%	73 19%	52 31%	68 12%		
Don't know	207 22%	47 18%	34 13%	9 16%	19 19%	53 16%	66 20%	27 15%	90 17%	39 12%	61 18%	18 11%	53 16%	34 14%	38 13%	10 10%	48 13%	33 16%	75 15%	30 11%	62 16%	16 11%	56 13%	17 12%	67 14%	9 9%	44 11%	14 8%	111 20%		

Net: Likely	365 38%	66 25%	168 66%	28 49%	29 30%	174 52%	95 28%	57 32%	240 46%	233 69%	50 15%	101 63%	102 30%	131 56%	82 28%	34 31%	178 47%	71 35%	222 44%	185 70%	75 19%	55 39%	198 45%	44 31%	227 46%	35 38%	177 46%	59 35%	254 46%
Net: Unlikely	388 40%	152 58%	52 21%	19 34%	51 52%	108 32%	176 52%	94 53%	196 37%	64 19%	233 68%	41 26%	189 55%	69 30%	172 59%	64 59%	155 41%	101 49%	203 41%	50 19%	247 64%	72 50%	184 42%	82 57%	195 40%	48 53%	162 42%	95 57%	183 33%

Mean	2.38	2.06	2.90	2.67	2.12	2.63	2.12	2.23	2.48	2.94	1.78	2.84	2.10	2.69	2.05	2.13	2.44	2.27	2.43	3.00	1.85	2.28	2.42	2.15	2.46	2.20	2.45	2.17	2.54
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Ipsos October 2023 Political pulse
PUBLIC
 Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...reduce climate change?

All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	75 8%	47 10%	27 6%	10 9%	15 8%	20 12%	8 4%	9 5%	13 8%	26 9%	28 8%	21 7%	13 9%	30 10%	12 5%	20 7%	43 8%	31 7%	18 8%	18 8%	15 7%	16 12%	2 3%	5 6%	66 8%	9 7%	45 9%	21 6%	9 8%	26 10%	48 7%	27 9%	48 7%	50 8%	24 7%	
Fairly likely (3)	227 24%	111 24%	111 23%	32 28%	46 25%	36 21%	39 22%	38 23%	36 24%	77 26%	75 22%	74 24%	38 27%	66 23%	52 21%	71 25%	134 25%	93 22%	50 22%	59 25%	58 25%	29 21%	13 27%	18 23%	202 25%	24 18%	119 23%	83 25%	24 23%	70 27%	156 22%	97 31%	130 20%	146 24%	81 23%	
Fairly unlikely (2)	282 29%	142 30%	138 29%	43 37%	50 27%	45 27%	57 32%	45 27%	43 28%	92 31%	102 29%	87 28%	54 38%	74 26%	76 31%	78 28%	162 31%	119 28%	71 31%	66 28%	59 26%	43 31%	17 3%	25 19%	235 29%	47 35%	151 29%	99 29%	33 31%	66 26%	216 31%	86 27%	196 30%	189 31%	92 27%	
Very unlikely (1)	183 19%	96 21%	85 18%	12 11%	28 16%	29 18%	39 21%	38 23%	36 24%	41 14%	68 20%	74 24%	14 10%	49 17%	55 22%	64 23%	83 16%	100 23%	41 17%	48 20%	51 22%	21 16%	7 15%	15 19%	152 18%	31 23%	98 19%	63 19%	22 21%	48 18%	135 19%	49 16%	133 21%	123 20%	59 17%	
Don't know	193 20%	71 15%	121 25%	18 15%	44 24%	37 22%	38 21%	33 20%	23 16%	62 21%	75 21%	56 18%	23 16%	69 24%	52 21%	50 18%	108 20%	85 20%	52 22%	43 19%	45 20%	28 20%	9 20%	16 20%	169 21%	24 18%	106 20%	70 21%	17 16%	48 19%	145 21%	55 18%	138 21%	106 17%	87 25%	
Net: Likely	301 31%	158 34%	138 29%	42 37%	61 33%	56 33%	47 26%	47 29%	49 32%	103 35%	103 30%	96 31%	51 36%	96 33%	64 26%	90 32%	177 33%	124 29%	69 30%	77 33%	73 32%	45 33%	15 30%	23 29%	268 33%	33 25%	164 32%	105 31%	33 31%	97 37%	205 29%	124 39%	178 28%	196 32%	105 31%	
Net: Unlikely	465 48%	238 51%	223 46%	55 48%	78 43%	75 45%	96 53%	82 51%	79 52%	133 45%	170 49%	161 51%	68 48%	123 43%	132 53%	142 50%	245 46%	219 51%	112 48%	114 49%	110 48%	65 47%	24 50%	40 51%	387 47%	77 58%	248 48%	161 48%	55 52%	114 44%	350 50%	135 43%	330 51%	313 51%	152 44%	
Mean	2.25	2.28	2.22	2.41 GH*	2.34 *	2.35 *	2.11	2.14	2.20 *	2.37	2.23	2.17	2.42 O*	2.35 O	2.11	2.20	2.33	2.16	2.26	2.25	2.21	2.36 *	2.24 **	2.20 *	2.28	2.10 *	2.27	2.24	2.22 *	2.36	2.21	2.39 g	2.18	2.24	2.27	

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...reduce climate change?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties														Favourable to politicians								Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact	
																															(A)
Unweighted base	1005	267	276	63	105	376	333	188	564	366	347	188	348	265	292	112	399	211	527	290	387	150	475	150	516	91	405	172	584		
Weighted base	959	265	254	56	98	336	338	179	526	336	345	160	344	234	292	108	381	204	499	264	384	143	439	143	490	92	383	169	548		
Very likely (4)	75 8%	8 3%	48 19%	4 7%	7 10%	34 10%	24 7%	14 8%	49 9%	62 19%	2 *	22 14%	20 6%	28 12%	17 6%	4 3%	37 10%	13 6%	49 10%	57 22%	6 1%	11 8%	40 9%	5 4%	50 10%	4 4%	41 11%	11 6%	48 9%		
Fairly likely (3)	227 24%	50 19%	86 34%	15 27%	21 21%	99 30%	64 19%	28 16%	151 41%	136 41%	39 11%	55 34%	71 20%	89 38%	43 15%	25 23%	102 27%	47 23%	124 25%	120 45%	38 10%	32 23%	105 24%	18 13%	138 28%	26 28%	104 27%	29 17%	157 29%		
Fairly unlikely (2)	282 29%	97 36%	58 23%	23 41%	35 35%	105 31%	96 29%	68 38%	154 29%	67 20%	129 41%	47 37%	106 29%	59 31%	101 34%	38 35%	121 28%	71 35%	144 29%	46 17%	147 38%	56 39%	137 31%	63 44%	138 28%	35 38%	114 30%	64 38%	155 28%		
Very unlikely (1)	183 19%	77 29%	16 6%	2 3%	24 25%	45 13%	93 27%	41 23%	92 17%	21 6%	126 36%	13 8%	112 32%	28 12%	98 34%	30 28%	77 20%	42 20%	104 21%	19 7%	136 35%	30 21%	93 21%	37 26%	97 20%	22 24%	77 20%	46 27%	84 15%		
Don't know	193 20%	33 13%	46 18%	12 22%	12 *	53 16%	61 18%	28 16%	81 15%	49 15%	50 14%	23 14%	36 10%	31 13%	33 11%	12 11%	43 11%	31 15%	79 16%	22 8%	58 15%	13 9%	63 14%	19 13%	66 14%	5 6%	48 13%	20 12%	104 19%		
Net: Likely	301 31%	58 22%	134 53%	19 34%	27 28%	133 40%	88 26%	42 23%	200 38%	199 59%	41 12%	77 48%	91 26%	117 50%	60 20%	28 26%	140 37%	61 30%	173 35%	177 67%	43 11%	44 30%	145 33%	24 16%	188 38%	30 33%	144 38%	39 23%	205 37%		
Net: Unlikely	465 48%	173 65%	74 29%	24 44%	59 60%	150 45%	189 56%	109 61%	246 47%	89 26%	254 74%	60 37%	218 63%	86 37%	199 68%	68 63%	198 52%	113 55%	248 50%	65 25%	282 73%	86 60%	231 53%	100 70%	236 48%	57 62%	191 50%	109 65%	238 44%		
Mean	2.25	1.96	2.80	2.49	2.11	2.43	2.07	2.10	2.35	2.83	1.72	2.63	2.00	2.58	1.92	2.02	2.30	2.19	2.28	2.89	1.73	2.19	2.24	1.93	2.33	2.13	2.32	2.03	2.38		

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Fieldwork: 27-30 October 2023

Q10B. How likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would... - ...have sensible policies?
All Adults aged 18-75 in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1005	481	512	108	176	181	207	254	79	284	388	333	131	292	295	287	557	448	246	264	231	123	49	92	851	154	548	360	97	273	732	489	516	655	350	
Weighted base	959	466	481	115	184	168	180	162	151	298	348	313	141	288	247	283	530	429	232	235	228	137	48	79	825	135	518	336	105	259	700	313	646	616	344	
Very likely (4)	104 11%	58 12%	44 9%	18 15% G*	18 10%	23 14%	13 7%	16 10%	16 11% *	36 12%	36 10%	32 10%	21 15%	30 10%	23 9%	29 10%	62 12%	41 10%	28 12%	27 11%	19 8%	18 13% *	5 10% *	8 10% *	96 12%	8 6%	58 11%	35 10%	11 10% *	35 13%	69 10%	35 11%	68 11%	68 11%	36 10%	
Fairly likely (3)	317 33%	150 32%	161 33%	40 35% *	68 37%	50 30%	60 33%	53 33%	45 30% *	107 36%	110 32%	99 32%	48 34%	96 33%	84 34%	89 32%	183 34%	134 31%	74 32%	72 31%	75 33%	44 32% *	21 44% *	30 38% *	277 34%	40 30%	172 33%	109 32%	36 35% *	95 37%	221 32%	132 42% g	185 29%	220 36% i	97 28%	
Fairly unlikely (2)	227 24%	121 26%	105 22%	26 23% *	38 21%	38 23%	45 25%	42 26%	37 24% *	64 22%	83 24%	79 25%	34 24%	64 22%	57 23%	71 25%	123 23%	103 24%	61 26%	55 23%	53 23%	31 22% *	11 23% *	17 21% *	180 22%	47 35% Y	134 26% c	79 23%	14 13% *	50 19%	176 25%	66 21%	160 25%	141 23%	85 25%	
Very unlikely (1)	178 19%	90 19%	85 18%	13 11% *	31 17%	25 15%	39 22% D	33 20% D	37 24% D*	44 15%	64 18%	70 22% J	17 12%	47 16%	51 21% M	62 22% M	84 16%	94 22% Q	38 16%	52 22%	44 19%	25 18% *	5 10% *	14 17% *	158 19%	19 14%	92 18%	59 18%	26 25% *	45 17%	133 19%	42 13%	136 21% f	114 18%	64 19%	
Don't know	135 14%	47 10%	86 18% B	18 16% *	29 16%	32 19% H	23 13%	17 11%	16 10% *	47 16%	55 16%	33 11%	21 15%	51 18% P	32 13%	31 11%	78 15%	56 13%	32 14%	29 12%	37 16%	20 15% *	6 13% *	11 14% *	114 14%	20 15%	63 12%	54 16%	17 16% *	34 13%	100 14%	38 12%	96 15%	73 12%	62 18% h	
Net: Likely	420 44%	208 45%	206 43%	57 50% *	86 47%	73 44%	73 41%	69 43%	62 41% *	143 48%	146 42%	131 42%	69 49%	126 44%	107 43%	119 42%	245 46%	175 41%	102 44%	99 42%	93 41%	62 45% *	26 54% *	38 48% *	372 45%	48 36%	230 44%	143 43%	47 45% *	130 50% e	290 41%	167 53% g	253 39%	287 47% i	133 39%	
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Mean	2.42	2.42	2.42	2.64 GH*	2.47	2.52	2.30	2.36	2.31 *	2.53	2.40	2.34	2.61 OP*	2.46	2.36	2.34	2.49 R	2.33	2.46	2.36	2.35	2.47 *	2.62 **	2.47 *	2.44	2.32 *	2.43	2.42	2.36 *	2.53	2.38	2.59 g	2.34	2.45	2.37	

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Very likely (4)	104 11%	7 3%	73 29%	4 7%	9 9%	51 15%	31 9%	11 6%	87 17%	95 28%	2 1%	38 8%	29 8%	49 21%	20 7%	9 8%	55 14%	15 7%	84 17%	88 33%	7 2%	14 10%	67 15%	5 4%	78 16%	10 11%	62 16%	9 5%	77 14%		
Fairly likely (3)	317 33%	68 26%	112 44%	28 49%	28 29%	142 42%	81 24%	47 26%	205 39%	178 53%	45 13%	82 23%	79 23%	104 44%	60 21%	18 17%	145 38%	55 27%	186 37%	140 53%	63 16%	37 26%	162 37%	32 22%	196 40%	16 18%	146 38%	38 23%	228 42%		
Fairly unlikely (2)	227 24%	81 31%	42 16%	12 21%	28 28%	68 20%	92 27%	60 33%	105 20%	37 11%	120 35%	27 17%	90 26%	44 19%	90 31%	35 32%	89 23%	69 34%	94 19%	25 9%	128 33%	53 37%	88 20%	51 36%	96 20%	33 31%	86 17%	50 30%	110 20%		
Very unlikely (1)	178 19%	88 33%	6 2%	4 7%	23 23%	34 10%	102 30%	51 28%	80 15%	7 2%	146 42%	4 2%	123 36%	23 10%	104 36%	44 41%	67 18%	49 24%	92 18%	4 1%	153 40%	31 21%	92 21%	50 35%	78 16%	29 31%	66 17%	63 37%	59 11%		
Don't know	135 14%	21 8%	21 8%	9 16%	10 10%	41 12%	32 9%	11 6%	49 9%	19 6%	33 10%	9 6%	22 7%	15 6%	19 6%	1 1%	24 6%	17 8%	44 9%	7 3%	33 9%	9 6%	30 7%	5 3%	42 8%	3 4%	23 6%	10 6%	73 13%		
Net: Likely	420 44%	75 28%	185 73%	32 57%	37 38%	193 57%	111 33%	57 32%	292 55%	272 81%	47 14%	120 75%	109 32%	153 65%	80 27%	27 25%	200 53%	70 34%	270 54%	228 86%	70 18%	50 35%	229 52%	37 26%	274 56%	27 29%	208 54%	47 28%	305 56%		
Net: Unlikely	404 42%	169 64%	48 19%	15 27%	51 52%	102 30%	194 58%	110 62%	186 35%	44 13%	265 77%	31 19%	213 62%	67 29%	194 66%	79 73%	156 41%	118 58%	186 37%	29 11%	281 73%	84 59%	180 41%	101 71%	174 36%	62 67%	153 40%	113 67%	169 31%		
Mean	2.42	1.97	3.08	2.68	2.26	2.71	2.13	2.10	2.62	3.14	1.69	3.02	2.05	2.81	1.98	1.92	2.53	2.19	2.57	3.21	1.78	2.25	2.50	1.94	2.61	2.09	2.56	1.96	2.68		

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q11. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
A Labour majority government	387 37%	233 46% c	150 28%	40 34% *	56 30%	77 46% EG	64 35%	62 38%	88 36%	95 32%	141 40% J	151 37%	50 36%	108 37%	90 36%	112 36%	233 39%	153 33%	100 40%	114 42%	80 33%	44 31% *	18 35% *	32 34% *	325 36%	62 39%	232 40%	112 33%	43 32% *	99 38%	288 36%	125 38%	262 36%	247 40% i	140 32%
A hung parliament with Labour as the biggest party	236 22%	109 21%	124 23%	19 16% *	33 18%	22 13%	42 24% F	51 32% DEF	69 28% DF	51 17%	65 19% JK	120 29%	22 16%	43 15%	60 24% N	95 30% MN	128 22%	109 24%	55 22%	61 22%	49 20%	33 23% *	16 31% *	22 24% *	200 22%	37 23%	143 24%	67 20%	27 20% *	52 20%	184 23%	82 25%	154 21%	138 22%	98 23%
A hung parliament with the Conservatives as the biggest party	95 9%	37 7%	59 11%	12 10% *	20 11%	14 8%	15 8%	10 6%	25 10%	32 11%	29 8%	34 8%	16 11%	28 10%	19 8%	29 9%	57 10%	38 8%	18 7%	24 9%	24 10%	13 9% *	5 9% *	12 13% *	80 9%	16 10%	50 9%	28 8%	17 13% *	27 10%	69 9%	38 12%	57 8%	55 9%	40 9%
A Conservative majority government	70 7%	44 9% c	24 4%	14 12% H*	17 9%	11 7%	12 6%	7 4%	9 4%	31 10% L	23 7%	16 4%	15 11% P	24 8%	16 6%	12 4%	47 8%	23 5%	11 4%	19 7%	17 7%	15 11% S*	2 3% *	7 7% *	64 7%	6 4%	35 6%	28 8%	8 6% *	24 9%	47 6%	24 7%	46 6%	49 8%	21 5%
Another result	30 3%	17 3%	13 2%	4 3% *	7 4%	3 2%	8 4%	5 3%	2 1%	11 4%	11 3%	8 2%	7 5%	5 2%	10 4%	4 1%	15 3%	15 3%	6 2%	6 2%	6 2%	5 4% *	2 4% *	5 5% *	26 3%	4 3%	12 2%	14 4%	4 3% *	5 2%	25 3%	5 2%	24 3%	19 3%	11 2%
Don't know	237 22%	71 14%	163 31%	26 23% *	51 28% H	40 24%	40 22%	27 17%	53 22%	77 26%	80 23%	80 20%	30 21%	81 28% P	52 21%	60 19%	112 19%	125 27% Q	62 25%	51 19%	67 28% T	33 23% *	9 18% *	15 16% *	204 23%	33 21%	113 19%	90 27% a	34 26% *	54 21%	183 23%	52 16%	185 25% f	114 18%	123 28% h
Net: Conservative majority/biggest party	165 16%	81 16%	83 15%	26 23% H*	37 20% H	25 15%	27 15%	17 10%	34 14%	63 21% L	52 15%	50 12%	31 22% OP	52 18%	34 14%	42 13%	104 18%	61 13%	29 11%	43 16%	42 17%	28 19% *	6 12% *	18 20% *	143 16%	22 14%	84 14%	56 16%	25 19% *	50 19%	115 14%	62 19%	104 14%	104 17%	61 14%
Net: Labour majority/biggest party	623 59%	341 67% c	275 52%	58 51% *	89 48% H	99 59%	106 59%	113 70% DEFG	158 64% E	147 49% J	205 59% J	271 66%	72 51%	151 52%	150 61%	207 66% MN	361 61%	262 57%	155 62%	175 64% U	129 53%	77 54% *	33 66% *	54 58% *	525 58%	98 62%	375 64% bc	178 53%	70 52% *	151 58%	472 59%	207 63% g	416 57%	385 62%	238 55%

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Overlap formulae used

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q11. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
A Labour majority government	387 37%	74 23%	180 66%	26 40%	38 37%	174 47%	127 33%	36 18%	292 51%	239 66%	77 19%	101 57%	126 33%	121 48%	110 33%	31 28%	196 46%	54 23%	256 47%	198 68%	95 22%	49 29%	218 46%	33 20%	253 47%	24 23%	210 51%	49 24%	268 45%	
A hung parliament with Labour as the biggest party	236 22%	99 31%	49 18%	21 32%	22 22%	92 24%	103 26%	47 24%	136 24%	72 20%	107 27%	39 22%	89 24%	54 22%	81 25%	26 23%	111 26%	60 25%	124 23%	57 19%	111 25%	49 29%	127 32%	54 25%	133 25%	28 27%	97 23%	37 18%	143 24%	
A hung parliament with the Conservatives as the biggest party	95 9%	47 15%	9 3%	5 7%	11 11%	31 8%	40 10%	35 17%	31 5%	16 4%	58 14%	14 8%	41 11%	21 8%	39 12%	16 14%	34 8%	38 16%	40 7%	6 2%	62 14%	25 15%	39 8%	26 15%	45 8%	17 16%	24 6%	37 19%	41 7%	
A Conservative majority government	70 7%	37 12%	7 2%	4 5%	3 3%	18 5%	30 8%	48 24%	10 2%	12 3%	40 10%	11 6%	34 9%	17 7%	26 8%	11 9%	19 5%	43 18%	14 3%	12 4%	47 11%	24 14%	19 4%	22 13%	18 3%	16 15%	18 4%	31 16%	29 5%	
Another result	30 3%	4 1%	2 1%	2 3%	9 9%	7 2%	11 3%	1 *	19 3%	2 *	16 4%	2 1%	10 3%	8 3%	9 3%	4 3%	10 2%	1 *	18 3%	* *	16 4%	2 1%	15 3%	3 2%	14 3%	1 *	15 4%	6 3%	10 2%	
Don't know	237 22%	59 18%	26 10%	8 13%	19 18%	52 14%	77 20%	33 17%	83 14%	21 6%	103 26%	10 6%	78 21%	31 12%	65 20%	25 22%	57 13%	40 17%	88 16%	18 6%	107 24%	20 12%	60 13%	32 19%	71 13%	18 17%	49 12%	39 20%	101 17%	
Net: Conservative majority/biggest party	165 16%	84 26%	16 6%	8 13%	14 14%	49 13%	71 18%	82 41%	41 7%	28 8%	98 24%	25 14%	75 20%	38 15%	65 20%	26 23%	54 12%	81 34%	54 10%	18 6%	109 25%	49 29%	58 12%	48 28%	63 12%	33 32%	42 10%	69 35%	70 12%	
Net: Labour majority/biggest party	623 59%	172 54%	229 84%	47 72%	60 59%	266 71%	230 59%	84 42%	428 75%	312 86%	184 46%	140 79%	215 57%	176 70%	192 58%	57 51%	308 72%	114 48%	381 70%	254 87%	206 47%	98 RU	345 RUVXZ	87 RUVXZ	386 RUVXZ	51 *	307 RSUVXZ	85 43%	411 69%	

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Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q11A. And which other result is that?

All who expect another result at the next general election

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	30	16	14	4	5	3	8	9	1	9	11	10	6	4	12	7	13	17	9	6	7	3	2	3	25	5	13	12	5	5	25	10	20	20	10	
Weighted base	30	17	13	4	7	3	8	5	2	11	11	8	7	5	10	4	15	15	6	6	6	5	2	5	26	4	12	14	4	5	25	5	24	19	11	
A Liberal Democrat majority	3	3	-	-	1	-	2	-	-	1	2	-	1	-	2	-	2	1	-	-	-	2	1	-	3	-	3	-	-	2	1	-	3	3	-	
	10%	18%	-	-	19%	-	21%	-	-	12%	15%	-	19%	-	16%	-	11%	9%	-	-	-	33%	69%	-	12%	-	25%	-	-	35%	5%	-	12%	16%	-	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A hung parliament with the Liberal Democrats as the biggest party	2	1	1	*	1	-	-	1	-	2	-	1	*	1	-	1	-	2	*	1	-	1	-	2	1	1	2	-	*	2	*	2	1	1		
	8%	8%	8%	12%	19%	-	-	11%	-	16%	-	8%	6%	25%	-	13%	-	16%	7%	24%	-	-	31%	-	7%	15%	5%	13%	-	10%	8%	8%	7%	10%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Another result	20	11	9	2	4	3	4	5	2	7	7	7	4	4	6	4	11	10	5	4	3	3	-	5	18	2	8	10	2	3	18	5	15	13	7	
	69%	68%	71%	55%	62%	100%	48%	89%	100%	60%	62%	92%	56%	75%	60%	87%	73%	65%	76%	76%	54%	67%	-	100%	72%	50%	70%	70%	64%	55%	72%	8%	70%	68%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	1	3	1	-	-	2	-	-	1	2	-	1	-	2	-	2	1	1	-	3	-	-	2	1	-	2	1	-	4	-	4	1	2		
	13%	6%	21%	34%	-	-	31%	-	-	12%	22%	-	19%	-	24%	-	16%	9%	17%	-	46%	-	-	9%	35%	-	17%	36%	-	15%	-	16%	7%	22%		
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NET: Liberal Democratic majority / biggest party	5	4	1	*	3	-	2	1	-	3	2	1	2	1	2	1	2	4	*	1	-	2	2	-	5	1	4	2	-	2	3	*	5	4	1	
	18%	26%	8%	12%	38%	-	21%	11%	-	28%	15%	8%	25%	25%	16%	13%	11%	25%	7%	24%	-	33%	100%	-	19%	15%	30%	13%	-	45%	13%	8%	20%	23%	10%	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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ColumnMeans (5%): A,B/C,D,E/F,G/H,I,J,K,L,M,N/O,P,Q/R,S/T,U/V,W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)

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Q11A. And which other result is that?

All who expect another result at the next general election

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	30	6	3	1	8	7	12	1	20	3	17	1	11	9	10	5	9	1	19	1	17	3	15	3	14	1	15	5	12	
Weighted base	30	4	2	2	9	7	11	1	19	2	16	2	10	8	9	4	10	1	18	*	16	2	15	3	14	1	15	6	10	
A Liberal Democrat majority	3 10% **	- - **	- - **	2 100% **	- - **	2 23% **	- - **	- - **	3 16% **	- - **	3 19% **	2 100% **	1 14% **	- - **	1 14% **	- - **	3 29% **	- - **	3 17% **	- - **	3 18% **	- - **	3 20% **	- - **	3 21% **	- - **	3 20% **	- - **	3 29% **	
A hung parliament with the Liberal Democrats as the biggest party	2 8% **	1 14% **	- - **	- - **	1 15% **	- - **	2 17% **	- - **	- - **	- - **	1 7% **	- - **	1 6% **	1 17% **	1 6% **	1 16% **	- - **	- - **	2 11% **	- - **	2 12% **	- - **	2 13% **	1 23% **	1 9% **	- - **	2 16% **	1 21% **	- - **	
Another result	20 69% **	4 86% **	2 100% **	- - **	8 85% **	6 77% **	9 83% **	1 100% **	13 72% **	2 100% **	12 75% **	- - **	8 80% **	6 83% **	6 68% **	3 84% **	7 71% **	- - **	13 73% **	* 100% **	12 70% **	2 100% **	10 68% **	2 77% **	9 63% **	1 100% **	9 63% **	5 79% **	4 44% **	
Don't know	4 13% **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	2 13% **	- - **	- - **	- - **	- - **	- - **	1 11% **	- - **	- - **	1 100% **	- - **	- - **	- - **	- - **	- - **	- - **	1 7% **	- - **	- - **	- - **	3 27% **	
NET: Liberal Democratic majority / biggest party	5 18% **	1 14% **	- - **	2 100% **	1 15% **	2 23% **	2 17% **	- - **	3 16% **	- - **	4 25% **	2 100% **	2 20% **	1 17% **	2 20% **	1 16% **	3 29% **	- - **	5 27% **	- - **	5 30% **	- - **	5 32% **	1 23% **	4 30% **	- - **	5 37% **	1 21% **	3 29% **	

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Q11-Q11A. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?
All Adults aged 18+ in Great Britain

	Total		Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Widowed/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433
A Labour majority government	387 37%	233 46% C	150 28%	40 34% *	56 30%	77 46% EG	64 35%	62 38%	88 36%	95 32%	141 40%	151 37%	50 36%	108 37%	90 36%	112 36%	233 39%	153 33%	100 40%	114 42%	80 33%	44 31%	18 35%	32 34%	325 36%	62 39%	232 40%	112 33%	43 32% *	99 38%	288 36%	125 38%	262 36%	247 40% I	140 32%
A hung parliament with Labour as the biggest party	236 22%	109 21%	124 23%	19 16% *	33 18%	22 24% F	42 32%	51 28% DEF	69 28% DF	51 17%	65 19%	120 29% JK	22 16%	43 15%	60 24% N	95 30% MN	128 22%	109 24%	55 22%	61 22%	49 20%	33 23% *	16 31% *	22 22% *	200 22%	37 23%	143 24%	67 20%	27 20% *	52 20%	184 23%	82 25%	154 21%	138 22%	98 23%
A hung parliament with the Conservatives as the biggest party	95 9%	37 7%	59 11%	12 10% *	20 11%	14 8%	15 8%	10 6%	25 10%	32 11%	29 8%	34 8%	16 11%	28 10%	19 8%	29 9%	57 10%	38 8%	18 7%	24 9%	24 10%	13 9%	5 9%	12 13%	80 9%	16 10%	50 9%	28 8%	17 13% *	27 9%	69 12%	38 12%	57 8%	55 9%	40 9%
A Conservative majority government	70 7%	44 9% C	24 4%	14 12% HM	17 9%	11 7%	12 6%	7 4%	9 4%	31 10% L	23 7%	16 4%	15 11% P	24 8%	16 6%	12 4%	47 8%	23 5%	11 4%	19 7%	17 7%	15 11% S*	2 3% *	7 7% *	64 7%	6 4%	35 6%	28 8% *	8 6% *	24 9%	47 6%	24 7%	46 6%	49 8%	21 5%
A Liberal Democrat majority	3 *	3 1%	- -	- -	1 1%	- -	2 1%	- -	- -	1 *	2 *	- -	1 1%	- -	2 1%	- -	2 *	1 *	- -	- -	- -	2 1% *	1 3% *	- -	3 *	- -	3 1% *	- -	- -	2 1% *	1 *	- -	3 *	3 *	- -
A hung parliament with the Liberal Democrats as the biggest party	2 *	1 *	1 *	* +	1 1%	- -	- -	1 *	- -	2 1%	- -	1 *	* *	1 *	- -	1 *	- -	2 1%	* *	1 *	- -	- -	1 1% *	- -	2 *	1 *	1 *	2 1% *	- -	* *	2 *	* *	2 *	1 *	1 *
Another result	20 2%	11 2%	9 2%	2 2% *	4 2%	3 2%	4 2%	5 3%	2 1%	7 2%	7 2%	7 2%	4 3%	4 1%	6 3%	4 1%	11 2%	10 2%	5 2%	4 2%	3 1%	3 2% *	- -	5 5% *	18 2%	2 1%	8 3%	10 2% *	3 1% *	18 2%	5 2%	15 2%	13 2%	7 2%	
Don't know	241 23%	72 14% B	166 31% B	28 24% *	51 28% H	40 24%	42 23%	27 17%	53 22%	79 26%	82 24%	80 20%	31 22%	81 28% P	55 22%	60 19%	115 19%	126 27% Q	63 25%	51 19%	70 29% TX	33 23% *	9 6% *	15 18% *	206 23%	35 22%	113 19%	92 27% a	35 27% *	54 21%	187 24%	52 16%	189 26% f	116 19%	125 29% h
Net: Conservative majority/biggest party	165 16%	81 16%	83 15%	26 23% H*	37 20% H	25 15%	27 15%	17 10%	34 14%	63 21% L	52 15%	50 12%	31 22% OP	52 18%	34 14%	42 13%	104 18%	61 13%	29 11%	43 16%	42 17%	28 19% *	6 12% *	18 20% *	143 16%	22 14%	84 14%	56 16%	25 19% *	50 19%	115 14%	62 19%	104 14%	104 17%	61 14%
Net: Labour majority/biggest party	623 59%	341 67% C	275 52%	58 51% *	89 48%	99 59%	106 59%	113 70% DEFG	158 64% E	147 49%	205 59%	271 66% J	72 51% J	151 52%	150 61% MN	207 66% MN	361 61%	262 57%	155 62%	175 64% u	129 53%	77 54% *	33 66% *	54 58% *	525 58%	98 62%	375 64% bc	178 53% *	70 52% *	151 58%	472 59%	207 63% g	416 57%	385 62%	238 55%
Net: Lib Dem majority/biggest party	5 1%	4 1%	1 *	* *	3 1%	- -	2 1%	1 *	- -	3 1%	2 *	1 *	2 1%	1 *	2 1%	2 *	4 1%	* *	1 *	- -	2 1% *	2 4% *	- -	5 1% *	1 *	4 1% *	2 1% *	- -	3 1% *	* *	* *	5 1% *	4 1% *	1 *	

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

Overlap formulae used
ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

Q11-Q11A. Thinking ahead to the next general election, which, if any, of the following outcomes do you think is most likely?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties											Favourable to politicians										Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive Impact	Negative Impact	
																															(A)
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610		
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593		
A Labour majority government	387 37%	74 23%	180 66%	26 40%	38 37%	174 47%	127 33%	36 18%	292 51%	239 66%	77 19%	101 57%	126 33%	121 48%	110 33%	31 28%	196 46%	54 23%	256 47%	198 68%	95 22%	49 29%	218 46%	33 20%	253 47%	24 23%	210 51%	49 24%	268 45%		
A hung parliament with Labour as the biggest party	236 22%	99 31%	49 18%	21 32%	22 22%	92 24%	103 26%	47 24%	136 24%	72 20%	107 27%	39 22%	89 24%	54 22%	81 25%	26 23%	111 26%	60 25%	124 23%	57 19%	111 25%	49 27%	127 27%	54 32%	133 25%	28 27%	97 23%	37 18%	143 24%		
A hung parliament with the Conservatives as the biggest party	95 9%	47 15%	9 3%	5 7%	11 11%	8 10%	40 10%	35 17%	31 5%	46 4%	58 14%	14 8%	41 11%	21 8%	39 12%	16 14%	34 8%	38 16%	40 7%	6 2%	62 14%	25 8%	39 15%	26 8%	45 15%	17 16%	24 6%	37 19%	41 7%		
A Conservative majority government	70 7%	37 12%	7 2%	4 5%	3 3%	18 5%	30 8%	48 24%	10 2%	12 3%	40 10%	11 6%	34 9%	17 7%	26 8%	11 9%	19 5%	43 18%	14 3%	12 4%	47 11%	24 14%	19 4%	22 13%	18 3%	16 15%	18 4%	31 16%	29 5%		
A Liberal Democrat majority	3 *	- -	- -	2 3%	- -	2 *	- -	- -	3 1%	- -	3 1%	2 1%	1 *	1 *	1 *	3 1%	- -	3 1%	- -	3 1%	- -	3 1%	- -	3 1%	- -	3 1%	- -	3 1%	- -	3 1%	
A hung parliament with the Liberal Democrats as the biggest party	2 *	1 *	- -	- -	1 1%	- *	2 *	- -	- -	- -	1 *	- -	1 *	1 1%	1 1%	1 1%	- -	- -	2 *	- -	2 *	- -	2 *	1 *	1 *	- -	2 1%	1 1%	- -		
Another result	20 2%	4 1%	2 1%	- -	8 7%	6 2%	9 2%	1 *	13 2%	2 *	12 3%	- -	8 2%	6 2%	6 2%	3 3%	7 2%	- -	13 2%	- *	12 3%	2 1%	10 2%	2 2%	9 2%	1 2%	9 2%	5 2%	4 1%		
Don't know	241 23%	59 18%	26 10%	8 13%	19 18%	52 14%	77 20%	33 17%	85 15%	21 6%	103 26%	10 6%	78 21%	31 12%	66 20%	25 22%	57 13%	41 18%	88 16%	18 6%	107 24%	20 12%	60 13%	32 19%	72 14%	18 17%	49 12%	39 20%	104 18%		
Net: Conservative majority/biggest party	165 16%	84 26%	16 6%	8 13%	14 14%	49 13%	71 18%	82 41%	41 7%	28 8%	98 24%	25 14%	75 20%	38 15%	65 20%	26 23%	54 12%	81 34%	54 10%	18 6%	109 25%	49 29%	58 12%	48 28%	63 12%	33 32%	42 10%	69 35%	70 12%		
Net: Labour majority/biggest party	623 59%	172 54%	229 84%	47 72%	60 59%	266 71%	230 59%	84 42%	428 75%	312 86%	184 46%	140 79%	215 57%	176 70%	192 58%	57 51%	308 72%	114 48%	381 70%	254 87%	206 47%	98 58%	345 72%	87 51%	386 72%	51 50%	307 74%	85 43%	411 69%		
Net: Lib Dems majority/biggest party	5 1%	1 *	- -	2 3%	1 1%	2 *	2 *	- -	3 1%	- -	4 1%	2 1%	2 1%	1 1%	2 1%	3 1%	3 1%	- -	5 1%	- -	5 1%	- -	5 1%	1 *	4 1%	- -	5 1%	1 1%	3 1%		

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

Ipsos October 2023 Political pulse

PUBLIC

Fieldwork: 27-30 October 2023

Q12. Thinking about the issues which are most important to you, which party, if any, do you think has the best policies to address them?

All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status				
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1055	506	537	108	176	181	207	254	129	284	388	383	131	292	295	302	589	466	254	284	243	125	50	99	888	167	582	362	111	273	782	501	554	659	396	
Weighted base	1055	510	533	115	184	168	180	162	246	298	348	409	141	288	247	313	592	463	252	275	244	143	50	92	897	158	584	338	133	259	796	326	729	622	433	
The Labour party	289 27%	145 28%	141 26%	38 33% *	45 25%	56 33%	43 24%	45 27%	62 25%	84 28%	99 28%	107 26%	42 30%	84 29%	64 26%	81 26%	174 29%	115 25%	75 30%	84 31%	51 21%	39 28%	19 38%	20 22%	255 28%	34 22%	161 28%	93 28%	35 26%	89 34%	200 25%	99 30%	190 26%	179 29%	110 25%	
The Conservative party	154 15%	79 15%	75 14%	13 12% *	14 8%	12 7%	31 17%	27 17%	56 23%	28 9%	43 12%	83 20%	18 13%	19 7%	37 15%	74 24%	95 16%	59 13%	29 11%	45 17%	48 20%	18 13%	2 5%	12 13%	114 13%	40 25%	104 18%	29 9%	21 16%	33 13%	121 15%	44 13%	110 15%	93 15%	61 14%	
Reform UK	71 7%	42 8%	29 5%	6 5% *	7 4%	6 4%	13 7%	17 11%	21 9%	13 4%	19 6%	38 9%	6 4%	13 4%	16 6%	34 11%	30 5%	40 9%	19 8%	21 8%	17 7%	9 6%	2 4%	3 3%	64 7%	7 4%	45 8%	17 5%	8 6%	9 4%	61 8%	14 4%	56 8%	40 6%	31 7%	
The Green party	57 5%	31 6%	24 4%	11 9% H*	19 10% GH	12 7% H	7 4%	5 3%	4 2%	29 10%	20 6%	9 2%	15 10%	25 9%	10 4%	8 2%	30 5%	27 6%	16 6%	13 5%	15 6%	9 6%	- *	4 5%	52 6%	5 3%	20 3%	32 9%	6 4% a	12 5%	46 6%	24 7%	34 5%	41 7%	17 4%	
The Liberal Democrats	51 5%	29 6%	20 4%	6 5% *	10 5%	10 6%	8 5%	7 4%	10 4%	15 5%	19 5%	17 4%	8 6%	15 5%	12 5%	12 4%	34 6%	16 3%	12 5%	12 4%	10 4%	7 5%	2 4%	7 7%	43 5%	8 5%	31 5%	17 5%	3 3% *	14 5%	37 5%	23 7%	27 4%	31 5%	20 5%	
The Scottish National Party (SNP)	20 2%	13 3%	7 1%	- * DG	7 4% DG	3 2%	1 1%	4 2%	5 2%	7 2%	4 1%	9 2%	- *	10 3% M	3 1%	5 2%	6 1%	14 3%	- *	- *	- *	- *	- *	- *	20 22% STUVW*	17 2%	3 2%	14 2%	4 1%	2 1% *	7 3%	13 2%	5 2%	15 2%	15 2%	5 1%
Plaid Cymru	2 *	- *	2 *	- * *	- * *	2 1%	- *	- *	- *	- *	2 1%	- *	- *	1 *	1 *	- *	1 *	1 *	- *	- *	- *	- *	2 4% STUV*	- *	1 1%	1 *	1 *	1 *	- *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Another party	14 1%	10 2%	4 1%	6 5% FHI*	3 2%	1 *	4 2%	* *	- *	9 3% L	4 1%	* *	8 6% NP	1 2% P	5 -	- -	10 2%	4 1%	2 1%	2 1%	5 2%	3 2%	1 1%	1 1%	12 1%	1 1%	5 1%	7 2%	1 1% *	2 1%	11 1%	8 2% g	6 1%	10 2%	4 1%	
Different parties are better on different policies	96 9%	40 8%	56 10%	4 4% *	15 8%	12 7%	18 10%	23 14%	24 10%	20 7%	30 9%	46 11%	4 3%	21 7%	28 11%	28 9%	51 9%	45 10%	25 10%	20 7%	20 8%	15 10%	8 15%	8 9%	80 9%	16 10%	56 10%	26 8%	14 11% *	21 8%	75 9%	29 9%	67 9%	53 9%	43 10%	
None of these	125 12%	61 12%	61 12%	6 5% *	26 14% D	23 14% D	25 14% D	21 13% D	25 10%	32 14%	48 14%	45 11%	10 7%	43 15%	33 13%	33 11%	59 10%	66 14%	37 15%	28 10%	28 11%	18 12%	6 12%	8 9%	106 12%	20 12%	63 13%	44 14% *	18 14% *	30 12%	95 12%	34 10%	91 13%	70 11%	55 13%	
Don't know	176 17%	60 12%	114 21% B	24 21% H*	36 20% H	30 18% H	30 17% H	15 9%	40 16%	61 20% L	60 17%	55 13%	30 21% P	58 20% P	38 15%	38 12%	101 17%	75 16%	37 15%	49 18%	50 20%	24 17%	8 16%	8 9%	153 17%	23 14%	85 15%	67 20% *	24 18% *	42 16%	134 17%	45 14%	131 18%	89 14%	87 20% h	

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Overlap formulae used

ColumnProportions (SN): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P,Q/R,S/T,U/V/W,X,Y/Z,a/b/c,d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

Ipsos October 2023 Political pulse
PUBLIC
Fieldwork: 27-30 October 2023

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country		
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Positive impact	Negative impact
Unweighted base	1055	295	285	68	108	397	359	197	589	380	375	197	366	274	314	114	426	225	548	305	414	162	496	162	542	96	422	186	610	
Weighted base	1055	319	272	66	102	374	389	200	571	363	401	176	378	252	331	112	429	236	540	291	439	168	478	170	534	103	413	199	593	
The Labour party	289 27%	32 10%	181 66%	16 24%	11 13%	144 38%	79 20%	18 9%	225 39%	244 67%	11 3%	78 44%	81 21%	98 39%	65 16%	18 16%	150 35%	22 9%	209 39%	198 68%	23 5%	32 19%	171 36%	14 8%	199 37%	16 16%	170 41%	24 12%	225 38%	
The Conservative party	154 15%	124 39%	4 1%	4 7%	4 4%	39 10%	93 24%	131 65%	8 1%	12 3%	112 28%	9 5%	85 22%	17 7%	85 26%	14 12%	72 17%	124 53%	6 1%	15 5%	15 26%	115 52%	87 4%	21 4%	74 7%	40 5%	57 35%	19 5%	44 7%	
Reform UK	71 7%	51 16%	3 1%	2 3%	9 9%	5 1%	57 15%	16 8%	33 6%	3 1%	60 15%	2 1%	50 13%	9 3%	51 15%	53 47%	3 1%	12 5%	34 6%	4 1%	53 12%	9 5%	38 8%	40 24%	11 2%	9 9%	24 6%	31 15%	8 1%	
The Green party	57 5%	1 *	15 6%	2 2%	28 27%	34 9%	6 2%	1 1%	53 9%	20 5%	20 5%	8 5%	19 5%	49 20%	3 1%	5 4%	34 8%	3 1%	44 8%	16 7%	29 9%	2 1%	41 9%	1 1%	43 8%	4 4%	29 7%	9 4%	43 7%	
The Liberal Democrats	51 5%	6 2%	11 4%	25 38%	2 2%	31 8%	10 3%	6 3%	33 6%	21 6%	16 4%	44 25%	* 9%	23 3%	3 2%	28 6%	12 5%	29 5%	16 6%	20 4%	8 2%	31 6%	2 1%	35 7%	2 2%	28 7%	6 3%	34 6%		
The Scottish National Party (SNP)	20 2%	-	-	-	17 17%	18 5%	* *	-	18 3%	3 1%	10 2%	-	9 2%	10 4%	2 1%	-	14 3%	* 3%	17 3%	3 1%	10 2%	1 1%	13 3%	* 3%	15 3%	* 3%	13 3%	-	18 3%	
Plaid Cymru	2 *	-	1 1%	-	1 1%	1 *	1 *	-	2 *	-	1 *	-	1 *	-	-	-	1 *	-	2 *	-	1 *	-	2 *	-	2 *	-	2 *	-	2 *	
Another party	14 1%	4 1%	1 *	1 *	6 2%	6 1%	4 1%	3 2%	7 1%	1 *	9 2%	3 1%	5 1%	3 1%	9 1%	5 4%	4 1%	5 2%	5 1%	2 1%	8 2%	1 *	9 2%	2 1%	6 1%	2 2%	5 3%	6 1%	4 1%	
Different parties are better on different policies	96 9%	31 10%	16 6%	5 8%	9 9%	23 6%	47 12%	12 6%	51 9%	22 6%	39 10%	15 9%	32 9%	14 6%	30 9%	6 6%	32 8%	22 9%	52 10%	10 4%	50 11%	11 7%	45 9%	11 7%	57 11%	4 4%	35 8%	23 11%	49 8%	
None of these	125 12%	36 11%	13 5%	3 4%	6 6%	26 7%	47 12%	7 3%	75 13%	15 4%	75 19%	6 3%	61 16%	12 5%	57 17%	3 3%	53 12%	11 5%	69 13%	6 2%	81 18%	8 5%	61 13%	17 10%	65 12%	4 4%	52 13%	22 11%	62 10%	
Don't know	176 17%	33 10%	28 10%	9 14%	10 10%	48 13%	45 11%	6 3%	67 12%	22 6%	48 12%	12 7%	35 9%	18 7%	20 6%	6 6%	37 9%	23 10%	73 14%	21 7%	49 11%	9 5%	46 10%	6 4%	62 12%	3 3%	36 9%	9 5%	103 17%	

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

Overlap formulae used

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

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