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 |  |  |  |  |  | Agregated Age Breaks |  |  | eneratio |  |  |  | Social grad |  | Region |  |  |  |  |  | Urban/Ru |  | Maritas staus |  |  | $\underset{\substack{\text { Pres of tilidren HH } \\ \text { (17 orunder) }}}{\text { a }}$ |  | Eduara |  | plowmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | 18-24 <br> (D) | 25-34 <br> (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> ( H ) | $\begin{gathered} 65+ \\ \text { (1) } \end{gathered}$ | $\begin{gathered} \text { 18-34 } \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | ${ }_{\text {( }}^{\text {m }}$ ) | $\begin{gathered} \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline \text { (N) } \end{gathered}$ | Gen $\mathrm{X}^{+}$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | $\begin{aligned} & \text { C2DE } \\ & \text { (R) } \end{aligned}$ | North <br> (S) | Midlands <br> ( T ) | South <br> (U) | London <br> (V) | Wales (W) | Scotland <br> ( X ) | Urban <br> (Y) | Rural (2) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | $\underbrace{\text { Not }}_{\substack{\text { Notet } \\ \text { working } \\ \text { (i) }}}$ |
| Unveighted 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 | ${ }^{43}$ |
| Right direction (1) | $\begin{aligned} & 132 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 71 \\ 14 \% \end{gathered}$ | $\begin{gathered} 61 \\ 11 \% \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{gathered} 40 \\ 11 \% \end{gathered}$ | $\begin{gathered} 62 \\ 15 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 28 \\ 12 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 69 \\ 12 \% \end{gathered}$ | $\begin{gathered} 63 \\ 14 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ * \end{gathered}$ | $\begin{gathered} 3 \\ 5 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 109 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 23 \\ 15 \% \end{gathered}$ | $\begin{gathered} 86 \\ 15 \% \\ b \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \\ * \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 97 \\ 12 \% \end{gathered}$ | $\begin{gathered} 44 \\ 14 \% \end{gathered}$ | $\begin{gathered} 88 \\ 12 \% \end{gathered}$ | $\begin{gathered} 85 \\ 14 \% \end{gathered}$ | 47 $11 \%$ |
| Wrong direction (-1) | $\begin{gathered} 663 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 329 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 74 \\ 65 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 89 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 381 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 282 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 168 \\ 67 \% \\ u \end{gathered}$ | $\begin{gathered} 176 \\ 64 \% \\ u \end{gathered}$ | $\begin{aligned} & 132 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 95 \\ 67 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 35 \\ 69 \% \end{gathered}$ | $\begin{gathered} 56 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 570 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 93 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 366 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 78 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 505 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 448 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 64 \% \end{aligned}$ | $\underset{\substack{267 \\ 62 \%}}{ }$ |
| Neither (0) | $\begin{aligned} & 164 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 76 \\ 15 \% \end{gathered}$ | $\begin{gathered} 87 \\ 16 \% \end{gathered}$ | $\begin{gathered} 21 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \\ H 1 \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ \text { L } \end{gathered}$ | 50 <br> $12 \%$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | 38 $12 \%$ | $\begin{gathered} 92 \\ 15 \% \end{gathered}$ | $\begin{gathered} 72 \\ 16 \% \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | 33 $12 \%$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 11 \\ 23 \% \end{gathered}$ | $\begin{gathered} 20 \\ 22 \% \\ \mathrm{r}^{*} \end{gathered}$ | $\begin{aligned} & 141 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 24 \\ 15 \% \end{gathered}$ | $\begin{gathered} 91 \\ 16 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ e \end{gathered}$ | $\begin{aligned} & 113 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | 116\% | 99 $16 \%$ | ¢ $\begin{gathered}\text { 65 } \\ \text { 15\% }\end{gathered}$ |
| Don't know | $\begin{aligned} & 96 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 63 \\ 12 \% \\ \text { в } \end{gathered}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 41 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ | 45 <br> 10\% | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 35 \\ 14 \% \\ \text { sv } \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{gathered} 1 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 16 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 81 \\ 10 \% \\ d \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 77 \\ 11 \% \\ f \end{gathered}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ | 53 $\substack{52 \% \\ n}$ $n$ |
| 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.
Overiap formulae used
ColumnProportions (5\%): A,B/C,D/E/F/G/H/J/J///L,M/N/O/P,Q/R,S/T////V/W/X,Y/Z,a/b/C,d/e,///,h//1 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: $100\left({ }^{*}\right)$

1. 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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl | Unfavoura ble to Cons | Favourab e to Lab | Unfavoura ble to Lab | Favourab e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{gathered} \text { Favourab U } \\ \text { Reto } \\ \text { Reform UK R } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bete to } \\ & \text { Reform UK } \end{aligned}$ | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | ble to Starmer | Favourab e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (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 |
| Right direction (1) | $\begin{aligned} & 132 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 86 \\ 27 \% \\ \text { cog } \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ { }_{c}^{93 \%} \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 71 \\ 18 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 93 \\ 46 \% \\ \text { 4kMMNopa } \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 27 \\ 7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 79 \\ \text { 20\% } \\ \text { unva } \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \\ 11 \end{gathered}$ | $\begin{aligned} & 60 \\ & \text { 16\% } \\ & \text { wa } \end{aligned}$ | $\begin{gathered} 27 \\ 11 \% \\ 1 \end{gathered}$ |  | $\begin{gathered} 25 \\ 22 \% \\ \text { nivar } \\ \text { wive } \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \\ 1 \end{gathered}$ | $\begin{gathered} 103 \\ 44 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 79 \\ 18 \% \\ \text { sTwra } \end{gathered}$ | $\begin{gathered} 68 \\ \text { 40\% } \\ \text { suwra } \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & 5 \\ & 5 \end{aligned}$ | $\begin{gathered} 66 \\ 39 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \\ & \text { swa } \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 53 \\ 51 \% \\ \text { stuwxra* } \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \\ 5 \end{gathered}$ | $\begin{gathered} 69 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 32 \\ & 5 \% \end{aligned}$ |
| Wrong direction (-1) | $\begin{aligned} & 663 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 219 \\ 80 \% \\ \text { 80\% } \end{gathered}$ | $\begin{gathered} 43 \\ 65 \% \\ { }_{8} 8 \end{gathered}$ | $\begin{gathered} 73 \\ 71 \% \\ { }_{8}{ }^{*} \end{gathered}$ | $\begin{gathered} 264 \\ 71 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 227 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 53 \\ 26 \% \end{gathered}$ | $\begin{gathered} 488 \\ 85 \% \\ \text { HккмMNopa } \end{gathered}$ | $\begin{gathered} 274 \\ 76 \% \\ \text { HKMNOP } \end{gathered}$ | $\begin{aligned} & 233 \\ & 58 \% \\ & H \end{aligned}$ | $\begin{gathered} 129 \\ \text { 13\% } \\ \text { HкММо } \end{gathered}$ | $\begin{gathered} 238 \\ 63 \% \\ H \end{gathered}$ | $\begin{aligned} & 177 \\ & 69 \% \\ & \text { нк } \end{aligned}$ | $\begin{aligned} & 199 \\ & 60 \% \\ & \text { H } \end{aligned}$ | $\begin{gathered} 68 \\ 61 \% \\ { }_{4 *} \end{gathered}$ | $\begin{gathered} 316 \\ 74 \% \\ \text { Hкмор } \end{gathered}$ | $\begin{gathered} 65 \\ 27 \% \end{gathered}$ | $\begin{gathered} 463 \\ 86 \% \\ \text { Rruxxz } \end{gathered}$ | $\begin{aligned} & 213 \\ & \text { 27\% } \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 268 \\ & 61 \% \\ & \text { kexx } \end{aligned}$ | $\begin{gathered} 58 \\ 34 \% \end{gathered}$ | $\begin{gathered} 403 \\ 84 \% \\ \text { RTUYx̌z } \end{gathered}$ | $\begin{gathered} 72 \\ 43 \% \\ \text { kz } \end{gathered}$ | $\begin{aligned} & 431 \\ & 81 \% \\ & \text { RTuxz } \end{aligned}$ | $\begin{aligned} & 29 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 353 \\ 85 \% \\ \text { Rruxrz } \end{gathered}$ | $\begin{aligned} & 80 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 449 \\ 76 \% \\ b \end{gathered}$ |
| Neither (0) | $\begin{aligned} & 164 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 50 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 8 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 41 \\ \text { 20\% } \\ \text { ukıMoa } \end{gathered}$ | $\begin{aligned} & 47 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 46 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{gathered} 52 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 50 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \\ 14 \end{gathered}$ | $\begin{gathered} 45 \\ 14 \% \\ 14 \end{gathered}$ | $\begin{gathered} 17 \\ \text { 15\% } \\ \text { 1. } \end{gathered}$ | $\begin{aligned} & 45 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 44 \\ \text { 48\% } \\ \text { suwra } \end{gathered}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \text { 39\% } \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 56 \\ & 13 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 36 \\ 22 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 44 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 25 \\ \text { 25\% } \\ \text { sa } \end{gathered}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 19 \\ 19 \% \\ \text { swra* } \end{gathered}$ | $\begin{aligned} & 35 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 34 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 12 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 96 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 31 \\ 10 \% \\ c \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | 7 11\% | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 9 \% \\ & \text { upa } \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 8 \% \\ & \text { נP } \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | 3 $2 \%$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 25 \\ 11 \% \\ \text { srwwrza } \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \\ \text { swxrza } \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | 1 $1 \%$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 7 \% \end{aligned}$ |
| Mean | -0.55 | $\begin{gathered} -0.23 \\ c \mathrm{CoE} \end{gathered}$ | -0.80 | ${ }_{-0.58}^{-0 .}$ | $\stackrel{-0.68}{ }$ | -0.65 | $\stackrel{-0.45}{f}$ | ${ }_{\text {ukxmuopa }}^{0.22}$ | -0.87 | $\stackrel{-0.71}{1}$ | $\begin{gathered} -0.42 \\ \text { unvo } \\ \hline \end{gathered}$ | $\stackrel{-0.63 ~}{1}^{\text {- }}$ | ${ }^{-0.51}$ | $\stackrel{-0.62}{17}$ |  | $\begin{gathered} -0.39 \\ \text { unvo } \end{gathered}$ | ${ }^{-0.66}$ | $\begin{gathered} 0.18 \\ \text { STuwxra } \end{gathered}$ | -0.89 | $\begin{gathered} -0.67 \\ \text { swra } \end{gathered}$ | $\begin{gathered} -0.47 \\ \text { siwar } \end{gathered}$ | $\begin{gathered} 0.06 \\ \text { stuwra } \end{gathered}$ | $-\frac{0.84}{54}$ | $\begin{gathered} -0.04 \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & -0.79 \\ & \text { swa } \end{aligned}$ | $\stackrel{\substack{0.23 \\ \text { stuwxra. }}}{ }$ | $-0.86$ | $\stackrel{-0.06}{c}$ | -0.75 |

[^0]



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Soial grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstat |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(8) }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | ${ }_{\text {che }}^{\text {35.44 }}$ | 45.54 (6) | 55.64 (H) | ${ }^{654}$ | ${ }^{18.34}$ (1) |  | (L) | Genz | Millennial <br> $s$ <br> (N) | (en C | Baby Boomer (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {che }}^{\text {(20E }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midands (T) | South (U) | London (V) | Wales <br> (w) | Scotland <br> (X) | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated (c) |  |  | Graduate <br> (f) | Non- graduate <br> (g) | Working <br> (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 | ${ }^{62}$ | ${ }^{433}$ |
| Verv tavourble (2) | $\begin{aligned} & 86 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 31 \\ 11 \% \\ u \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | 77 | ${ }_{6 \%}$ | 54 $9 \%$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 8 \% \end{aligned}$ | - ${ }_{\text {8\% }}^{36}$ |
| Fairy favorale (1) | $\begin{aligned} & 205 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 91 \\ 17 \% \end{gathered}$ | $\begin{gathered} 24 \\ 21 \% \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 71 \\ 20 \% \end{gathered}$ | $\begin{gathered} 81 \\ 20 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 58 \\ 18 \% \end{gathered}$ | $\begin{gathered} 136 \\ 23 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 69 \\ 15 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 19 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 17 \\ 33 \% \\ 5 x^{*} \end{gathered}$ | $\begin{gathered} 14 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 174 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 24 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 66 \\ 25 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 139 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 84 \\ 26 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 121 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 20 \% \end{aligned}$ | 78 $18 \%$ |
| Nether favurable nor unfuvurable (0) | $\begin{aligned} & 237 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 39 \\ 23 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 40 \\ 25 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | $\begin{gathered} 86 \\ 25 \% \end{gathered}$ | $\begin{gathered} 83 \\ 20 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 64 \\ 22 \% \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 52 \\ 19 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 25 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 27 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 82 \\ 24 \% \end{gathered}$ | $\begin{gathered} 28 \\ 21 \% \end{gathered}$ | $\begin{gathered} 62 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 79 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 22 \% \end{aligned}$ | - ${ }_{\text {2 }}^{141}$ | ${ }_{26}^{96}$ |
| Fariry unfuvurabe (-1) | $\begin{aligned} & 212 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 22 \\ 19 \% \end{gathered}$ | $\begin{gathered} 36 \\ 19 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 33 \\ 21 \% \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 58 \\ 19 \% \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{gathered} 95 \\ 23 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 73 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 87 \\ 19 \% \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 53 \\ 19 \% \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 18 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 178 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 31 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{gathered} 175 \\ 22 \% \\ d \end{gathered}$ | $\begin{gathered} 66 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 20 \% \end{aligned}$ | ${ }_{\text {121 }}^{121}$ | ${ }_{20}^{90}$ |
| Very unfouruble (-2) | $\begin{aligned} & 227 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{gathered} 39 \\ 21 \% \\ 0 \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \\ 0 \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \\ 0 \end{gathered}$ | $\begin{gathered} 40 \\ 24 \% \\ 0 \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \\ 0 \end{gathered}$ | $\begin{gathered} 46 \\ 15 \% \end{gathered}$ | $\begin{gathered} 76 \\ 22 \% \end{gathered}$ | $\begin{gathered} 105 \\ 26 \% \\ j \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 60 \\ 21 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 86 \\ 28 \% \\ M \end{gathered}$ | $\begin{aligned} & 111 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 117 \\ 25 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 60 \\ 22 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \\ \end{gathered}$ | $\begin{aligned} & 191 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 36 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{gathered} 176 \\ 24 \% \\ f \end{gathered}$ | $\begin{aligned} & 138 \\ & 22 \% \end{aligned}$ | 89 |
| Don't know | $\begin{aligned} & 88 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 63 \\ 12 \% \\ 8 \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \\ \text { FGH1* } \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \\ 6 H 1 \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \\ & \text { H1 } \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \\ \text { kL } \end{gathered}$ | $\begin{gathered} 25 \\ 7 \% \\ L \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 26 \\ 19 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 11 \\ & 50 \end{aligned}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \\ \hline \end{gathered}$ |  | $\begin{gathered} 4 \\ 4 \% \\ \hline \end{gathered}$ | (78 | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 39 $7 \%$ | $\begin{gathered} 42 \\ 12 \% \\ a \end{gathered}$ | $\stackrel{7}{5 \%}$ | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 60 \end{aligned}$ | $\begin{aligned} & 67 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 70 \end{aligned}$ | 43 $10 \%$ |


| Net: ver/Fairly favurable | $\begin{aligned} & 291 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 160 \\ 31 \% \\ c \end{gathered}$ | $\begin{aligned} & 130 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | $\begin{gathered} 52 \\ 31 \% \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \end{gathered}$ | $\begin{gathered} 43 \\ 26 \% \end{gathered}$ | $\begin{gathered} 72 \\ 29 \% \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | 68 <br> 28\% | $\begin{aligned} & 85 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 61 \\ 24 \% \end{gathered}$ | $\begin{gathered} 89 \\ 32 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 19 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{gathered} 21 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 252 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 39 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{gathered} 90 \\ 35 \% \\ e \end{gathered}$ | $\begin{aligned} & 201 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 110 \\ 34 \% \\ g \end{gathered}$ | $\begin{aligned} & 181 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 28 \% \end{aligned}$ | ${ }_{26 \%}^{114}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ven/Farity unfuvurable | $\begin{aligned} & 439 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 29 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{gathered} 74 \\ 41 \% \\ 0 \end{gathered}$ | $\begin{gathered} 61 \\ 36 \% \end{gathered}$ | $\begin{gathered} 74 \\ 41 \% \\ D \end{gathered}$ | $\begin{gathered} 73 \\ 45 \% \\ 0 \end{gathered}$ | $\begin{gathered} 127 \\ 52 \% \\ \text { DF } \end{gathered}$ | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 49 \% \\ & \mathrm{\jmath k} \end{aligned}$ | $\begin{gathered} 41 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 102 \\ 41 \% \\ M \end{gathered}$ | $\begin{aligned} & 159 \\ & 51 \% \\ & \text { Mno } \end{aligned}$ | $\begin{aligned} & 235 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 99 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 62 \\ 43 \% \end{gathered}$ | $\begin{gathered} 18 \\ 35 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 40 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 369 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 70 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 64 \\ 48 \% \end{gathered}$ | $\begin{gathered} 81 \\ 31 \% \end{gathered}$ | $\begin{gathered} 359 \\ 45 \% \\ d \end{gathered}$ | $\begin{aligned} & 117 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 322 \\ 44 \% \\ f \end{gathered}$ | $\begin{gathered} 260 \\ 42 \% \end{gathered}$ | ${ }_{41 \%}^{179}$ |
| Net Difference | $\begin{aligned} & -148 \\ & -14 \% \end{aligned}$ | $\begin{gathered} -60 \\ -12 \% \end{gathered}$ | $\begin{gathered} -84 \\ -16 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} -33 \\ -18 \% \end{gathered}$ | $\begin{aligned} & -9 \\ & -5 \% \end{aligned}$ | $\begin{gathered} -24 \\ -13 \% \end{gathered}$ | $\begin{gathered} -30 \\ -18 \% \end{gathered}$ | $\begin{gathered} -55 \\ -22 \% \end{gathered}$ | $\begin{gathered} -30 \\ -10 \% \end{gathered}$ | $\begin{aligned} & -33 \\ & -9 \% \end{aligned}$ | $\begin{aligned} & -85 \\ & -21 \% \end{aligned}$ | $\begin{gathered} -3 \\ -2 \% \end{gathered}$ | $\begin{gathered} -31 \\ -11 \% \end{gathered}$ | $\begin{gathered} -34 \\ -14 \% \end{gathered}$ | $\begin{aligned} & -73 \\ & -23 \% \end{aligned}$ | $\begin{gathered} -56 \\ -10 \% \end{gathered}$ | $\begin{gathered} -92 \\ -20 \% \end{gathered}$ | $\begin{aligned} & -38 \\ & -15 \% \end{aligned}$ | $\begin{aligned} & -24 \\ & -9 \% \end{aligned}$ | $\begin{gathered} -49 \\ -20 \% \end{gathered}$ | $\begin{gathered} -20 \\ -14 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} -19 \\ -21 \% \end{gathered}$ | $\begin{gathered} -118 \\ -13 \% \end{gathered}$ | $\begin{gathered} -31 \\ -19 \% \end{gathered}$ | $\begin{gathered} -65 \\ -11 \% \end{gathered}$ | $\begin{gathered} -53 \\ -16 \% \end{gathered}$ | $\begin{gathered} -31 \\ -23 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & -158 \\ & -20 \% \end{aligned}$ | $\begin{gathered} -7 \\ -2 \% \end{gathered}$ | $\begin{aligned} & -141 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -83 \\ -13 \% \end{gathered}$ | . 65 |



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 favurable (2) | $\begin{aligned} & 86 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 66 \\ 24 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 3 \\ 5 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 42 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 73 \\ 13 \% \\ \text { нкмо } \end{gathered}$ | 83 <br> 23\% <br> HIKLMNOPQ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 20 \\ 5 \% \\ k \end{gathered}$ | 34 <br> $13 \%$ <br> HKMO | $\begin{aligned} & 21 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \\ & \mathrm{k}^{*} \end{aligned}$ | $\begin{gathered} 46 \\ 11 \% \\ \text { нкмо } \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 65 \\ 12 \% \\ \text { RUVX } \end{gathered}$ | 86 <br> 30\% <br> RSUVWXYZa | - | $\begin{aligned} & 10 \\ & 6 \% \\ & \text { Ux } \end{aligned}$ | $\begin{gathered} 56 \\ 12 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \\ u \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \\ \text { RUVX } \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \\ \text { ux* } \end{gathered}$ | $\begin{gathered} 45 \\ 11 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ |
| Fairly favourable (1) | $\begin{aligned} & 205 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{gathered} 87 \\ 32 \% \\ B E \end{gathered}$ | $\begin{gathered} 28 \\ 42 \% \\ \text { BE }^{*} \end{gathered}$ | $\begin{gathered} 15 \\ 15 \% \end{gathered}$ | $\begin{gathered} 113 \\ 30 \% \\ 6 \end{gathered}$ | $\begin{gathered} 44 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 145 \\ 25 \% \\ \text { нКМор } \end{gathered}$ | 161 <br> 44\% <br> HIKMNOPQ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | 73 <br> 41\% <br> HIKMNOPQ | $\begin{gathered} 47 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 82 \\ 32 \% \end{gathered}$ <br> HIKMOPQ | $\begin{gathered} 43 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 109 \\ 25 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 120 \\ 22 \% \\ u \times z \end{gathered}$ | $205$ $70 \%$ <br> RSUVWXYZa | - | $\begin{gathered} 34 \\ 20 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 104 \\ 22 \% \\ u x \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | 138 <br> 26\% <br> RSUWXZ | $\begin{gathered} 12 \\ 12 \% \\ u^{*} \end{gathered}$ | 113 <br> 27\% <br> RSUWXZ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 170 \\ 29 \% \\ b \end{gathered}$ |
| Neither favurable nor unfavurable (0) | $\begin{aligned} & 237 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 58 \\ 18 \% \end{gathered}$ | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | $\begin{gathered} 20 \\ 30 \% \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 93 \\ 25 \% \\ 6 \end{gathered}$ | $\begin{gathered} 69 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 19 \% \\ k \end{gathered}$ | $\begin{aligned} & 124 \\ & 22 \% \\ & \text { кмo } \end{aligned}$ | $\begin{gathered} 75 \\ 21 \% \\ \text { kM } \end{gathered}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 32 \\ 18 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 54 \\ 14 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 56 \\ 22 \% \\ \mathrm{~km} \end{gathered}$ | $\begin{gathered} 53 \\ 16 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ \text { K. }^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 19 \% \\ \mathrm{~km} \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \\ \text { TU } \end{gathered}$ | $\begin{gathered} 107 \\ 20 \% \\ \text { TU } \end{gathered}$ | - | - | $\begin{gathered} 35 \\ 21 \% \\ \text { TU } \end{gathered}$ | $\begin{gathered} 89 \\ 19 \% \\ \text { TU } \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \\ \text { TU } \end{gathered}$ | $\begin{aligned} & 117 \\ & 22 \% \\ & \text { TUW } \end{aligned}$ | $\begin{gathered} 19 \\ 18 \% \\ \text { TU* } \end{gathered}$ | $\begin{gathered} 79 \\ 19 \% \\ \text { тU } \end{gathered}$ | $\begin{gathered} 44 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 23 \% \end{aligned}$ |
| Fairly unfavourable (-1) | $\begin{aligned} & 212 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 89 \\ 28 \% \\ c D \end{gathered}$ | $\begin{gathered} 33 \\ 12 \% \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \\ * \end{gathered}$ | $\begin{gathered} 31 \\ 31 \% \\ \mathrm{CD}^{*} \end{gathered}$ | $\begin{gathered} 61 \\ 16 \% \end{gathered}$ | $\begin{gathered} 95 \\ 24 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 56 \\ 28 \% \\ \text { ULNOQ } \end{gathered}$ | $\begin{gathered} 103 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 146 \\ 36 \% \\ \text { HuLMNOPQ } \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 82 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \\ j \end{gathered}$ | $\begin{gathered} 24 \\ 21 \% \\ \mathrm{~J}^{*} \end{gathered}$ | $\begin{gathered} 87 \\ 20 \% \\ j \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \\ \mathrm{~T} \end{gathered}$ | : |  | $\begin{gathered} 40 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 90 \\ 19 \% \\ \top \end{gathered}$ | $\begin{gathered} 48 \\ 28 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 99 \\ 18 \% \\ \top \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 79 \\ 19 \% \\ \top \end{gathered}$ | $\begin{gathered} 49 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 18 \% \end{aligned}$ |
| Very unfavourable (-2) | $\begin{aligned} & 227 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 39 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 54 \\ 14 \% \end{gathered}$ | $\begin{gathered} 137 \\ 35 \% \\ F \end{gathered}$ | $\begin{gathered} 67 \\ \text { 33\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 110 \\ & 19 \% \\ & \text { JLN } \end{aligned}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | 206 <br> 51\% <br> hilmanoa | $\begin{gathered} 13 \\ 7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 169 \\ 45 \% \\ \text { HuLNQ } \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \\ \mu \end{gathered}$ | $\begin{gathered} 140 \\ 42 \% \\ \text { HulNQ } \end{gathered}$ | $\begin{gathered} 47 \\ 42 \% \\ \text { ULNQ** } \end{gathered}$ | $\begin{aligned} & 102 \\ & 24 \% \\ & \text { ULN } \end{aligned}$ | $\begin{gathered} 62 \\ 26 \% \\ T \end{gathered}$ | $\begin{gathered} 130 \\ 24 \% \\ \pi \end{gathered}$ | $:$ | 227 $52 \%$ RSTVWXYZa | $\begin{gathered} 48 \\ 29 \% \\ \top \end{gathered}$ | $\begin{aligned} & 135 \\ & 28 \% \\ & \text { sTra } \end{aligned}$ | 72 <br> 42\% <br> RSTVWYa | $\begin{gathered} 114 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 37 \\ 36 \% \\ \text { sTra* } \end{gathered}$ | $\begin{gathered} 95 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 79 \\ 40 \% \\ c \end{gathered}$ | $\begin{gathered} 81 \\ 14 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 88 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \\ 8 \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 3 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 17 \\ 3 \% \\ a \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \\ \mathrm{Q} \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \\ \mathrm{Q} \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | - | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ |  |  | $:$ | - | $\begin{gathered} 2 \\ 1 \% \\ u \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \\ u \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \\ u \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \\ u \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \\ \text { tu* } \end{gathered}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 43 \\ 7 \% \\ \mathrm{~b} \end{gathered}$ |


| Net: Very/Fairly favourable | $\begin{aligned} & 291 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{gathered} 153 \\ 56 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 31 \\ 47 \% \\ \mathrm{BE}^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 18 \% \end{gathered}$ | $\begin{gathered} 155 \\ 41 \% \\ 6 \end{gathered}$ | $\begin{gathered} 73 \\ 19 \% \end{gathered}$ | $\begin{gathered} 33 \\ 17 \% \\ k \end{gathered}$ | 218 <br> 38\% <br> hKMOP | 243 <br> 67\% <br> HIKLMNOPQ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | 98 <br> 55\% <br> HIKMNOPQ | $\begin{gathered} 68 \\ 18 \% \\ \mathrm{k} \end{gathered}$ | $116$ <br> 46\% HIKMOPQ | $\begin{gathered} 63 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 24 \\ 22 \% \\ \mathrm{k}^{+} \end{gathered}$ | $155$ <br> 36\% нкмор | $\begin{gathered} 51 \\ 22 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 185 \\ & 34 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 291 \\ 100 \% \\ \text { RSUuwx̌Za } \end{gathered}$ | - | $\begin{gathered} 44 \\ 26 \% \\ \text { Ux } \end{gathered}$ | $\begin{aligned} & 161 \\ & 34 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \\ u \end{gathered}$ | $200$ <br> 37\% Ruvwxz | $\begin{gathered} 24 \\ 24 \% \\ \text { ux* } \end{gathered}$ | $158$ 38\% RSUVWxZ | $\begin{gathered} 24 \\ 12 \% \end{gathered}$ | $\begin{gathered} 227 \\ 38 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Very/Fairly unfavourable | $\begin{aligned} & 439 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 67 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 50 \\ 18 \% \end{gathered}$ | $\begin{gathered} 13 \\ 20 \% \end{gathered}$ | $\begin{gathered} 55 \\ 54 \% \\ \text { CD* } \end{gathered}$ | $\begin{aligned} & 114 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 232 \\ 60 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 122 \\ & 61 \% \\ & \text { ILNQ } \end{aligned}$ | $\begin{aligned} & 213 \\ & 37 \% \\ & \text { JLN } \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $352$ $88 \%$ <br> HULMNOPQ | $\begin{gathered} 41 \\ 23 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 251 \\ 66 \% \\ \text { JLNQ } \end{gathered}$ | $\begin{gathered} 75 \\ 30 \% \\ \jmath \end{gathered}$ | $\begin{aligned} & 208 \\ & 63 \% \\ & \text { ULNQ } \end{aligned}$ | 71 <br> 63\% <br> ULNQ* | $\begin{aligned} & 189 \\ & 44 \% \\ & \text { ULN } \end{aligned}$ | $\begin{aligned} & 129 \\ & 55 \% \\ & \text { sTYa } \end{aligned}$ | $\begin{gathered} 226 \\ 42 \% \\ T \end{gathered}$ | $\therefore$ | $439$ $100 \%$ <br> RSTVWXYZa | $\begin{gathered} 89 \\ 53 \% \\ \text { sTrya } \end{gathered}$ | $\begin{aligned} & 225 \\ & 47 \% \\ & \text { stra } \end{aligned}$ | 119 <br> 70\% <br> RsTvwraa | $\begin{gathered} 212 \\ 40 \% \\ T \end{gathered}$ | $\begin{gathered} 57 \\ 56 \% \\ \text { sTrya* } \end{gathered}$ | $\begin{gathered} 174 \\ 42 \% \\ T \end{gathered}$ | $\begin{gathered} 128 \\ 64 \% \\ c \end{gathered}$ | $\begin{aligned} & 185 \\ & 31 \% \end{aligned}$ |
| Net Difference | $\begin{aligned} & -148 \\ & -14 \% \end{aligned}$ | $\begin{aligned} & -169 \\ & -53 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 18 \\ 28 \% \end{gathered}$ | $\begin{gathered} -37 \\ -36 \% \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{aligned} & -160 \\ & -41 \% \end{aligned}$ | $\begin{gathered} -89 \\ -44 \% \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & -341 \\ & -85 \% \end{aligned}$ | $\begin{gathered} 57 \\ 32 \% \end{gathered}$ | $\begin{aligned} & -183 \\ & -48 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & -144 \\ & -44 \% \end{aligned}$ | $\begin{gathered} -47 \\ -41 \% \end{gathered}$ | $\begin{aligned} & -34 \\ & -8 \% \end{aligned}$ | $\begin{gathered} -78 \\ -33 \% \end{gathered}$ | $\begin{aligned} & -40 \\ & -7 \% \end{aligned}$ | $\begin{gathered} 291 \\ 100 \% \end{gathered}$ | $\begin{gathered} -439 \\ -100 \% \end{gathered}$ | $\begin{gathered} -45 \\ -27 \% \end{gathered}$ | $\begin{gathered} -65 \\ -14 \% \end{gathered}$ | $\begin{aligned} & -104 \\ & -61 \% \end{aligned}$ | $\begin{aligned} & -12 \\ & -2 \% \end{aligned}$ | $\begin{gathered} -33 \\ -32 \% \end{gathered}$ | $\begin{aligned} & -16 \\ & -4 \% \end{aligned}$ | $\begin{aligned} & -104 \\ & -52 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ |



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.



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grate |  | Region |  |  |  |  |  | Urban/Rural |  | Martal 5 Stat |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Educatio |  | Employment status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(8) }}$ | ${ }_{\text {(c) }}^{\text {Woman }}$ | ${ }^{1824}$ (0) | ${ }_{\text {2 }}^{25} 5$ | ${ }_{\text {c }}^{\text {35.44 }}$ (f) | ${ }_{\text {4.5.54 }}^{\text {(6) }}$ |  | (1) ${ }^{65+}$ | ${ }^{18.34}$ (1) |  | ${ }_{\text {(1) }}{ }^{55}$ | ${ }_{\text {(m) }}$ (m) | Millennial <br> $s$ <br> (N) | Gen $\mathrm{X} \times$ (0) | Baby Boomer <br> (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {CR }}^{\text {C20 }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midlands <br> (T) | South (U) | London <br> (v) | Wales <br> (w) | Scotland <br> (X) | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present | No children present | Graduate <br> (f) | Nongraduate (g) | Working <br> (h) | ${ }_{\substack{\text { w } \\ \text { wotring } \\ \text { (i) }}}^{\text {Not }}$ |
| Unweghted 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 |
| Weighed 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 | ${ }^{433}$ |
| Verv favourale (2) | $\begin{aligned} & 56 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 5 \% \end{aligned}$ | ${ }^{14}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \end{gathered}$ | 18 $7 \%$ | $\begin{aligned} & 38 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 6 \% \end{aligned}$ | 20 $5 \%$ |
| Fairly favurabe (1) | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 84 \\ 16 \% \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \end{gathered}$ | $\begin{gathered} 20 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \\ \text { EF6 } \end{gathered}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 93 \\ 23 \% \\ \mathrm{jk} \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \end{gathered}$ | $\begin{gathered} 75 \\ 24 \% \\ \text { No } \end{gathered}$ | $\begin{aligned} & 100 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 80 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \end{gathered}$ | $\begin{gathered} 54 \\ 20 \% \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 15 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 40 \\ 25 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 119 \\ 20 \% \\ b \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 98 \\ 16 \% \end{gathered}$ | 82 $19 \%$ |
| Nether favourale nor unfuvurable (0) | $\begin{aligned} & 221 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 26 \\ 23 \% \\ \\ \hline \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{gathered} 74 \\ 21 \% \end{gathered}$ | $\begin{gathered} 94 \\ 23 \% \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 96 \\ 21 \% \end{gathered}$ | $\begin{gathered} 58 \\ 23 \% \end{gathered}$ | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \\ v \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 16 \\ 17 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 195 \\ & 22 \% \end{aligned}$ | - ${ }^{26}$ | $\begin{aligned} & 120 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 34 \\ 25 \% \\ \cdot \end{gathered}$ | 51 | $\begin{aligned} & 169 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 72 \\ 22 \% \end{gathered}$ | 149 $20 \%$ | 120 $19 \%$ | 101 |
| Farity unfevorable (-1) | $\begin{aligned} & 211 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 21 \\ 19 \% \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | $\begin{gathered} 34 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 84 \\ 20 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 86 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 60 \\ 22 \% \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 15 \\ 29 \% \end{gathered}$ | $\begin{gathered} 13 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 178 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 32 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 31 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 59 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 21 \% \end{aligned}$ | 78 18\% |
| Very unfovurable (-2) | $\begin{aligned} & 329 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 177 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 145 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 33 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 69 \\ 37 \% \\ 1 \end{gathered}$ | $\begin{gathered} 59 \\ 35 \% \end{gathered}$ | $\begin{gathered} 66 \\ 37 \% \end{gathered}$ | $\begin{gathered} 52 \\ 32 \% \\ 1 \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 101 \\ 34 \% \\ L \end{gathered}$ | $\begin{gathered} 125 \\ 36 \% \\ L \end{gathered}$ | $\begin{aligned} & 103 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 40 \\ 29 \% \end{gathered}$ | $\begin{gathered} 109 \\ 38 \% \\ p \end{gathered}$ | $\begin{gathered} 89 \\ 36 \% \\ p \end{gathered}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 80 \\ 32 \% \end{gathered}$ | $\begin{gathered} 79 \\ 29 \% \end{gathered}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 48 \\ 34 \% \\ \% \end{gathered}$ | $\begin{gathered} 15 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 44 \% \\ & \text { ru* } \end{aligned}$ | $\begin{aligned} & 291 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 38 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 129 \\ 38 \% \\ \text { ac } \end{gathered}$ | $\begin{gathered} 35 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{gathered} 81 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 249 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 33 \% \end{aligned}$ | 122 28\% |
| Don't know | $\begin{aligned} & 58 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 39 \\ 7 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \\ & \text {. } \end{aligned}$ | $\begin{gathered} 18 \\ 10 \% \\ \text { H1 } \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \\ & p \end{aligned}$ | (12) | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | 11 $4 \%$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | 3\% | ${ }_{4}^{4 \%}$ | 50 | 8 <br> $5 \%$ | 25 $4 \%$ | - | $\stackrel{4}{3 \%}$ | (13 | $\begin{aligned} & 45 \\ & 6 \% \end{aligned}$ | (10 | 48 $7 \%$ 7 | 28 $4 \%$ | 31 $7 \%$ |


| Net: Ver/Faitry favurable | $\begin{aligned} & 236 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 25 \\ 22 \% \end{gathered}$ | $\begin{gathered} 30 \\ 16 \% \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 24 \% \end{gathered}$ | $\begin{gathered} 78 \\ 32 \% \\ \text { EF6 } \end{gathered}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 117 \\ 29 \% \\ \text { 1k } \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 42 \\ 15 \% \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 97 \\ 31 \% \\ \text { no } \end{gathered}$ | $\begin{aligned} & 133 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 47 \\ 19 \% \end{gathered}$ | $\begin{gathered} 65 \\ 24 \% \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \end{gathered}$ | $\begin{gathered} 40 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{gathered} 19 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 182 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 54 \\ 34 \% \\ y \end{gathered}$ | $\begin{gathered} 152 \\ 26 \% \\ b \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 74 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 22 \% \end{aligned}$ | 102\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 540 \\ & 540 \\ & 510 \end{aligned}$ | $\begin{aligned} & 277 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 54 \\ 47 \% \end{gathered}$ | $\begin{gathered} 109 \\ 59 \% \\ 1 \end{gathered}$ | $\begin{gathered} 93 \\ 55 \% \\ 1 \end{gathered}$ | $\begin{gathered} 97 \\ 54 \% \end{gathered}$ | $\begin{gathered} 82 \\ 50 \% \end{gathered}$ | $\begin{gathered} 105 \\ 43 \% \end{gathered}$ | $\begin{gathered} 163 \\ 55 \% \\ 1 \end{gathered}$ | $\begin{gathered} 190 \\ 55 \% \\ L \end{gathered}$ | $\begin{aligned} & 187 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 66 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 59 \% \\ & \text { MP } \end{aligned}$ | $\begin{gathered} 137 \\ 56 \% \\ p \end{gathered}$ | $\begin{aligned} & 136 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 304 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 75 \\ 53 \% \\ \hline \end{gathered}$ | $\begin{gathered} 30 \\ 60 \% \end{gathered}$ | $\begin{gathered} 54 \\ 58 \% \end{gathered}$ | $\begin{gathered} 469 \\ 52 \% \end{gathered}$ | $\begin{gathered} 71 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 286 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 66 \\ 50 \% \\ \hline \end{gathered}$ | 139 $54 \%$ | $\begin{aligned} & 401 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 51 \% \end{aligned}$ |  | ${ }_{46 \%}^{200}$ |
| Net Difference | $\begin{aligned} & -304 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & -163 \\ & -32 \% \end{aligned}$ | $\begin{aligned} & -134 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -29 \\ -25 \% \end{gathered}$ | $\begin{gathered} -79 \\ -43 \% \end{gathered}$ | $\begin{aligned} & -60 \\ & -36 \% \end{aligned}$ | $\begin{gathered} -65 \\ -36 \% \\ \hline \end{gathered}$ | $\begin{gathered} -447 \\ -27 \% \end{gathered}$ | $\begin{gathered} -27 \\ -11 \% \end{gathered}$ | $\begin{aligned} & -108 \\ & -36 \% \end{aligned}$ | $\begin{aligned} & -125 \\ & -36 \% \end{aligned}$ | $\begin{gathered} -70 \\ -17 \% \end{gathered}$ | $\begin{gathered} -32 \\ -23 \% \end{gathered}$ | $\begin{aligned} & -127 \\ & -44 \% \end{aligned}$ | $\begin{gathered} -92 \\ -37 \% \end{gathered}$ | $\begin{gathered} -39 \\ -12 \% \end{gathered}$ | $\begin{aligned} & -171 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & -133 \\ & -29 \% \end{aligned}$ | $\begin{gathered} -82 \\ -33 \% \end{gathered}$ | $\begin{gathered} -75 \\ -27 \% \end{gathered}$ | $\begin{gathered} -55 \\ -23 \% \end{gathered}$ | $\begin{gathered} -36 \\ -25 \% \end{gathered}$ | $\begin{gathered} -21 \\ -42 \% \end{gathered}$ | $\begin{gathered} -35 \\ -38 \% \end{gathered}$ | $\begin{aligned} & -287 \\ & -32 \% \end{aligned}$ | $\begin{gathered} -17 \\ -11 \% \end{gathered}$ | $\begin{aligned} & -134 \\ & -23 \% \end{aligned}$ | $\begin{aligned} & -133 \\ & -39 \% \end{aligned}$ | $\begin{gathered} -37 \\ -27 \% \end{gathered}$ | $\begin{gathered} -84 \\ -32 \% \end{gathered}$ | $\begin{aligned} & -220 \\ & -28 \% \end{aligned}$ | $\begin{gathered} -97 \\ -30 \% \end{gathered}$ | $\begin{aligned} & -207 \\ & -28 \% \end{aligned}$ | $\begin{aligned} & -206 \\ & -33 \% \end{aligned}$ | - ${ }_{\text {- }}^{\text {23\% }}$ |



| Ipsos October 2023 Political pulse PUBLIC <br> 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 |  | eneral lectio | fion 219 vote |  | Referendum | 16 vote |  |  |  |  | vourab | parties |  |  |  |  |  |  |  |  | Favorale to | opoliticians |  |  |  |  |  | St frexts |
|  | Total (a) |  | ${ }_{\text {Labur }}^{\text {(c) }}$ | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \\ \text { (D) } \end{gathered}$ | ${ }_{\text {Other }}^{\text {Other }}$ | ${ }_{\text {Remain }}^{\text {(f) }}$ | ${ }_{\text {Leve }}$ (6) | Favourabl <br> e to Cons | Unfavoura ble to Cons | Favourabl <br> eto |  | Favourabl Dems (L) | Unfavoura ble to Lib Dems | $\begin{gathered} \text { Favourabl } \\ \text { e to Green } \\ \text { Party } \end{gathered}$ | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \end{aligned}$ Party |  |  | Favourabl e to Sunak | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Sunak } \end{gathered}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ |  | Favourabi e to Hunt (V) | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Hunt } \end{aligned}$ (W) | Favourabl e to Braverman | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Braverman } \end{aligned}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura <br> Barclay | $\begin{aligned} & \text { Positive } \\ & \text { impact } \end{aligned}$ | ${ }_{\substack{\text { a }}}^{\substack{\text { Negative } \\ \text { impact } \\ \text { cc }}}$ |
| 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 | ${ }_{6}$ | 102 | 374 | 389 | 200 | 571 | ${ }^{63}$ | 401 | 176 | 378 | 252 | 331 | 112 | 429 | 236 | 540 | 291 | 439 | 168 | 478 | 170 | 534 | 103 | ${ }^{43}$ | 199 | 593 |
| Very fuxurabe (2) | $\begin{aligned} & 56 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 33 \\ \text { co } \\ \text { ce } \\ \text { cf } \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 7 \\ \substack{11 \% \\ \text { cef }} \end{gathered}$ | $\begin{gathered} 2 \% \\ 2 \% \end{gathered}$ | $\begin{gathered} 18 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 45 \\ \text { 23\% } \\ \text { uncmorara } \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 8 \% \\ & \text { so } \\ & \text { ua } \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ { }_{7}^{7 \%} \\ 10 \end{gathered}$ | $\begin{gathered} 14 \\ \substack{14 \\ 6 \% \\ \hline} \end{gathered}$ | $\begin{gathered} 28 \\ \left.\begin{array}{c} 28 \\ 8, \\ \text { una } \end{array}\right) \end{gathered}$ | $\begin{gathered} 8 \\ \substack{8 \\ 7 \% \\ \% *} \end{gathered}$ | $\begin{gathered} 21 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} 56 \\ \begin{array}{c} 246 \\ \text { suww } \end{array} \\ \hline \end{gathered}$ | : | $\begin{gathered} 12 \\ \substack{4 \% \\ 5 \mathrm{swn}} \end{gathered}$ | $\begin{gathered} 31 \\ \substack{31 \\ \text { sww } \\ \text { swo }} \end{gathered}$ | $\begin{gathered} 39 \\ \begin{array}{c} 396 \\ \text { sumwa } \end{array} \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 31 \\ \text { cos } \\ \text { sumw } \\ \text { sume } \end{gathered}$ | $\begin{aligned} & 12 \\ & \substack{2 \% \\ 58 \\ 50} \end{aligned}$ | $\begin{gathered} 35 \\ 34 \\ \text { 3stuwnerer } \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | 31 15\% | -16 |
| Fairy favurabe (1) | $\begin{aligned} & 180 \\ & 17 \% \\ & 17 \% \end{aligned}$ | $\begin{gathered} 108 \\ \begin{array}{c} \text { and } \\ \text { ane } \\ \text { cos } \end{array} \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \end{gathered}$ | $\underset{14 \%}{9}$ | $\underset{6 \%}{6}$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 90 \\ 23 \% \\ 20 \end{gathered}$ | $\begin{gathered} 108 \\ \text { 154 } \\ \text { wemamora } \end{gathered}$ | 26 | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & \substack{25 \% \\ \text { uemana }} \end{aligned}$ | $\begin{gathered} 28 \\ 168 \end{gathered}$ | $\begin{aligned} & 72 \\ & \text { ne } \\ & \text { una } \\ & \text { una } \end{aligned}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 70 \\ \substack{\text { 21\% } \\ \text { una }} \\ \text { un } \end{gathered}$ | $\begin{gathered} 29 \\ \substack{26 \% \\ \text { whar }} \\ \text { unver } \end{gathered}$ | $\begin{gathered} 60 \\ \text { 14\% } \end{gathered}$ | $\begin{gathered} 180 \\ \text { s } \\ \text { sumexra } \end{gathered}$ |  | $\begin{gathered} 39 \\ \substack{39 \\ s w w r y} \\ s \text { swa } \end{gathered}$ | $\begin{gathered} 98 \\ \substack{228 \\ s w w w} \\ \hline \end{gathered}$ | $\begin{gathered} 78 \\ 46 \% \\ \text { scrwa } \\ \text { ssum } \end{gathered}$ | $\begin{gathered} 31 \\ 78 \\ 7 \end{gathered}$ | $\begin{gathered} 74 \\ \substack{446 \\ \text { sumw } \\ \text { sume }} \end{gathered}$ |  | $\begin{gathered} 39 \\ \substack{38 \% \\ \text { sumwar }} \end{gathered}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ | $\begin{gathered} 61 \\ 316 \end{gathered}$ | ${ }_{\text {c }}^{64}$ 11\% |
| Neithe f favurable nor unfuvurble (0) | $\begin{aligned} & 221 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 80 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 14 \% \\ & 19 \end{aligned}$ | $\begin{gathered} 15 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & \begin{array}{c} 24 \% \\ c \end{array} . \end{aligned}$ | $\begin{gathered} 77 \\ 21 \% \end{gathered}$ | $\begin{gathered} 86 \\ 22 \% \\ 26 \end{gathered}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 79 \\ 148 \end{gathered}$ | $\begin{aligned} & 55 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 80 \\ \text { 20\% } \\ 20 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{gathered} 64 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 19 \% \end{gathered}$ |  | $\begin{gathered} 27 \\ \substack{24 \% \\ 4 u p} \\ \hline 40 \end{gathered}$ | $\begin{gathered} 71 \\ 17 \% \end{gathered}$ | : | : |  | $\begin{gathered} 82 \\ \substack{1924 \\ \text { newwa }} \end{gathered}$ |  | $\begin{gathered} 45 \\ 95 \\ \text { as } \\ \text { es } \end{gathered}$ | $\begin{gathered} 28 \\ \substack{17 \% \\ \text { sww }} \end{gathered}$ | $\begin{gathered} 71 \\ \substack{13 \% \\ \text { Rsw }} \\ \hline \end{gathered}$ | $\begin{gathered} 18 \\ \substack{188 \\ \mathrm{nsw}} \\ \hline \end{gathered}$ | $\begin{aligned} & 44 \\ & \text { nis } \\ & \text { as } \end{aligned}$ | $\begin{aligned} & 48 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 99 \\ 17 \% \end{gathered}$ |
| Fairly unfuvurable (-1) | $\begin{gathered} 211 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 188 \\ & 188 \end{aligned}$ | $\begin{aligned} & 57 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 16 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 71 \\ 19 \% \\ 19 \end{gathered}$ | $\begin{aligned} & 81 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 147 \\ \text { 27\% } \\ \text { Hemoon } \end{gathered}$ | $\begin{gathered} 94 \\ \text { 24\% } \\ \text { nemad } \end{gathered}$ | $\begin{gathered} 74 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & \text { asy } \\ & \text { 250 } \end{aligned}$ | $\begin{gathered} 70 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & \text { 47\% } \\ & \text { 17\% } \end{aligned}$ | $\begin{gathered} 67 \\ \substack{60 \% \\ 4} \end{gathered}$ | $\begin{aligned} & 27 \\ & \text { 24\% } \\ & 44 \% \end{aligned}$ | $\begin{gathered} 86 \\ 20 \% \\ 20 \% \end{gathered}$ | $\therefore$ | $\begin{gathered} 21 \\ \text { 33\% } \\ \text { Ruvumas } \end{gathered}$ | $\begin{gathered} 62 \\ \text { an } \\ \text { 12\% } \end{gathered}$ | $\begin{aligned} & 81 \\ & \text { and } \\ & \mathrm{ann} \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & \substack{14 \% \\ \text { Ruve }} \end{aligned}$ | $\begin{aligned} & 25 \\ & \text { asf } \\ & \text { avz } \end{aligned}$ | $\begin{aligned} & 127 \\ & \text { 27 } \\ & \text { 240 } \\ & \text { Ruxr } \end{aligned}$ | $\begin{gathered} 5 \\ \substack{5 \% \\ 8 * \\ 8 *} \end{gathered}$ | $\begin{aligned} & 100 \\ & 246 \\ & \text { Ruvx } \\ & \text { Ren } \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 24 \% \\ & 24 \% \end{aligned}$ |
| Very unfouruble (-2) | $\begin{aligned} & 329 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & \substack{148 \\ 85 \% \\ 80} \end{aligned}$ | $\begin{gathered} 18 \\ \text { cive } \\ \text { cove } \end{gathered}$ | $\begin{gathered} 48 \\ \substack{47 \% \\ \text { anc } \\ 80 \%} \end{gathered}$ | $\begin{aligned} & 153 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 97 \\ 25 \% \end{gathered}$ | $\underset{2 \%}{4}$ | $\begin{gathered} 304 \\ \text { symmora } \\ \text { Hukmore } \end{gathered}$ | $\begin{gathered} 159 \\ 45 \% \\ \text { 4kco } \\ \text { Hkoo } \end{gathered}$ | $\begin{aligned} & 110 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & \begin{array}{l} \text { 30\% } \\ 40 \end{array} \\ & \hline 40 \end{aligned}$ | $\begin{aligned} & 1296 \\ & \text { 3480 } \\ & \text { meo } \end{aligned}$ | $\begin{gathered} 116 \\ 46 \% \\ \text { HkNoo } \\ \text { Hke } \end{gathered}$ | $\begin{gathered} 93 \\ \substack{98 \% \\ \text { apo } \\ \text { mo }} \end{gathered}$ | $\begin{gathered} 21 \\ 19 \% \end{gathered}$ | $\begin{gathered} 190 \\ \text { ank } \\ \text { Hkxwor } \end{gathered}$ | : | $\begin{gathered} 329 \\ 6.8 \\ \text { Rruxx } \end{gathered}$ | $\begin{aligned} & 123 \\ & \begin{array}{c} 128 \\ \text { Ruvx } \end{array} \end{aligned}$ | $\begin{gathered} 149 \\ \left.\begin{array}{c} 143 \% \\ \text { avx } \end{array}\right) \end{gathered}$ | $\underset{\substack{2 \% \\ 8 \\ 8 \\ \hline}}{4}$ | $\begin{gathered} 278 \\ \text { s. } \\ \text { siven } \\ \text { Rrux } \end{gathered}$ | $\begin{gathered} 8 \\ \substack{8 / \\ 8 \\ 8} \\ \hline \end{gathered}$ | $\begin{gathered} 275 \\ \substack{219 \\ \text { gruve }} \end{gathered}$ | $\begin{gathered} 6 \\ \substack{6 \% \\ 8 \% \\ 8} \end{gathered}$ | $\begin{gathered} 240 \\ \text { sq } \\ \text { sunx } \end{gathered}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 42 \% \\ & 42 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 58 \\ & 6 \% \\ & 68 \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ |  | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\underset{2 \%}{9}$ | : | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 16 \\ & 16 \end{aligned}$ | 3 $1 \%$ | 2 $1 \%$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\vdots$ | $\stackrel{1}{*}$ | $\because$ | . | $\stackrel{1}{ }$ | $\begin{gathered} 3 \\ \left.\begin{array}{c} 1 \% \\ \mathrm{se}_{8} \end{array}\right) \end{gathered}$ | $:$ | $\stackrel{\text { \% }}{ }$ | $\underset{\substack{2 \\ 1 \% \\ \text { nss }}}{ }$ | s | : |  | $\stackrel{1}{ }$ | 24 $4 \%$ 4 |
| Net: Ven/fariryfuvurale | $\begin{aligned} & 236 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & \begin{array}{l} 142 \\ \text { 408 } \\ \text { cos } \end{array} \end{aligned}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & \substack{\text { 25\% } \\ c e \\ c e} \end{aligned}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 65 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 153 \\ \text { wnomora } \\ \text { wnom } \end{gathered}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & \text { 50 } \\ & \text { 14\% } \end{aligned}$ | $\begin{aligned} & 133 \\ & \left.\begin{array}{c} 33, \\ \text { uuma } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 34 \\ & \text { 3\% } \\ & 19 \% \end{aligned}$ | $\begin{gathered} \text { ge } \\ \text { anc } \\ \text { una } \\ \text { una } \end{gathered}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 98 \\ \substack{90 \% \\ \text { newa }} \\ \text { nen } \end{gathered}$ | $\begin{gathered} 37 \\ \substack{33, \\ \text { juspor }} \end{gathered}$ | $\begin{aligned} & 81 \\ & \text { 819 } \\ & 19 \% \end{aligned}$ | $\begin{gathered} 236 \\ \text { sumen } \\ \text { sumexa } \end{gathered}$ | - | $\begin{gathered} 51 \\ \substack{18 \% \\ 5 w r y} \\ \text { Swr } \end{gathered}$ | $\begin{gathered} 129 \\ 29 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 17 \\ \substack{\text { geve } \\ \text { suwn }} \end{gathered}$ | $\begin{gathered} 37 \\ 88 \end{gathered}$ | $\begin{gathered} 105 \\ \text { 62\% } \\ \text { sruwr } \\ \text { sre } \end{gathered}$ | $\begin{gathered} 59 \\ \substack{59 \\ 11 \% \\ \mathrm{sww}} \end{gathered}$ | $\begin{gathered} 73 \\ \text { che } \\ \text { sumwar } \end{gathered}$ | $\begin{gathered} 29 \\ \substack{29 \\ 5} \end{gathered}$ | $\begin{gathered} 92 \\ 46 \% \end{gathered}$ | ¢ |
| Net ver/fairy unfuourable | $\begin{aligned} & 540 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 95 \\ 30 \% \end{gathered}$ | $\begin{gathered} 206 \\ \substack{250 \\ 800} \\ \text { poe } \end{gathered}$ | $\begin{gathered} 34 \\ \substack{32 \% \\ 8 \%} \\ 8 \% \end{gathered}$ | $\begin{gathered} 66 \\ 64 \% \\ 84 \% \\ 8 . \end{gathered}$ | $\begin{gathered} 224 \\ 60 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 178 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 452 \\ \text { Hy9mornor } \end{gathered}$ | $\begin{gathered} 253 \\ \text { 200 } \\ \text { nowemoo } \end{gathered}$ | $\begin{aligned} & 185 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & \text { 105 } \\ & \substack{600 \\ \text { Hoop }} \end{aligned}$ | $\begin{gathered} 212 \\ \substack{22 \% \\ \text { Hoo } \\ \text { Hoo }} \end{gathered}$ | $\begin{gathered} 160 \\ \substack{\text { 363\% } \\ \text { Heor }} \end{gathered}$ | $\begin{aligned} & 160 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { an } \\ 48 \% \\ 4 . \end{gathered}$ | $\begin{gathered} 27 \\ \substack{464 \\ 4 \\ \text { Hexor }} \end{gathered}$ | $\therefore$ | $\begin{gathered} 540 \\ \text { s.00\% } \\ \text { Ruvwneras } \end{gathered}$ | $\begin{gathered} 185 \\ \text { and } \\ \text { Ruvar } \end{gathered}$ | $\begin{gathered} 226 \\ \substack{218 \\ \text { sex }} \end{gathered}$ | $\begin{gathered} 18 \\ \substack{18 \\ 8 \\ 8} \end{gathered}$ | $\begin{gathered} 394 \\ \text { sen } \\ \text { Rruwn } \end{gathered}$ | $\begin{aligned} & 33 \\ & \text { and } \\ & \text { avz } \end{aligned}$ | $\begin{gathered} 402 \\ \text { anc } \\ \text { Rruwn } \end{gathered}$ | $\begin{gathered} 11 \\ \text { and } \\ \text { ne } \\ \hline \end{gathered}$ | $\begin{gathered} 340 \\ \text { s. } \\ \text { sruxur } \end{gathered}$ | $\begin{aligned} & 58 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 389 \\ 668 \\ 669 \end{gathered}$ |
| Net ofference | $\begin{aligned} & -304 \\ & -29 \% \\ & -296 \end{aligned}$ | $\begin{gathered} 47 \\ 15 \% \end{gathered}$ | $\begin{gathered} -184 \\ -67 \% \end{gathered}$ | - $\begin{array}{r}\text {-18 } \\ -27 \%\end{array}$ | $\begin{gathered} -57 \\ -56 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -160 \\ & -43 \% \\ & -48 \end{aligned}$ | - ${ }_{\text {- } 62}$ | ${ }_{67 \%}^{133}$ | - | - 20.5 | - 5 | - ${ }^{-41}$ | $\begin{gathered} -113 \\ -30 \% \end{gathered}$ | $\begin{array}{r}-116 \\ -46 \% \\ \hline\end{array}$ | - ${ }_{\text {- }}^{\text {- }}$ | $\begin{gathered} -11 \\ -10 \% \end{gathered}$ | $\begin{gathered} -195 \\ -456 \\ -450 \end{gathered}$ | - 236 | -540 $-100 \%$ | $\begin{gathered} -135 \\ -46 \% \end{gathered}$ | $\xrightarrow{-97}$ | ¢98\% | - | ${ }_{43 \%}^{72}$ | --34\% <br> $-64 \%$ | 61\% | - | 33 $17 \%$ | - |
| Mean | -. 0.58 | ${ }_{\substack{0 \\ \text { Oef }}}^{0.14}$ | ${ }^{1.23}$ |  | ${ }^{-1.05}$ | ${ }^{-0.81}$ | $\stackrel{-0.35}{5}$ | ${ }_{\text {a }}^{0.87}$ | ${ }^{127}$ | ${ }^{-0.98}$ | - $\begin{gathered}\text {. } 0.33 \\ \text { uema }\end{gathered}$ | ${ }_{0}^{-0.72}$ |  | ${ }^{-0.88}$ |  |  | ${ }^{-0.85}$ | ${ }_{\text {chen }}^{1.24}$ | ${ }^{1.61}$ | $\underbrace{\substack{\text { a }}}_{\substack{0.85 \\ \text { swr }}}$ |  | ( 0.79 | $\stackrel{-1.32}{5}$ | $\underset{\substack{0.57 \\ \text { suwe }}}{\text { der }}$ | $\underset{\substack{1.14 \\ \text { Swo }}}{ }$ | $\underset{\substack{0.89 \\ \text { suuxra* }}}{\text { a }}$ | $\stackrel{-1,38}{5}$ | $\stackrel{0.17}{17}$ | -0.95 |

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaeks |  |  | Generations |  |  |  | Socialgrade |  | Region |  |  |  |  |  | Uran/Rural |  | Martia Status |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {(B) }}^{\text {Man }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | ${ }_{\text {(E) }}^{25.34}$ | ${ }_{\text {c }}^{\text {35.44 }}$ (F) | 45.54 (6) | ${ }_{\text {c }}^{55.64}$ | ${ }^{\text {65+ }}$ (1) | ${ }^{18.34}$ (1) | 35.54 (k) | ${ }^{55+}$ | ${ }_{\text {( }}^{\text {Gen }}$ ( | $\begin{gathered} \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline \text { (N) } \end{gathered}$ | 6en $x+$ (0) | Baby Boomer (P) | ${ }_{\text {a }}^{\text {Abc1 }}$ (a) | ${ }_{\text {cter }}^{\text {C20 }}$ (R) | (s) | ${ }_{\text {Milands }}^{\text {(T) }}$ | South (U) | (v) ${ }_{\text {London }}$ | Wales (w) | Sotand (x) | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ <br> Living as <br> Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least <br> one child present <br> (d) | No children present (e) | Graduate (f) | Non- graduate <br> (g) | Working <br> (h) | ${ }_{\substack{\text { worling } \\ \text { wot } \\ \text { (i) }}}^{\text {Not }}$ |
| 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 | so | 92 | 897 | 158 | 584 | 338 | 133 | 259 | 796 | 326 | 729 | 622 | ${ }^{433}$ |
| Verv tavourble (2) | $\begin{aligned} & 55 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \\ & \text { DEG } \end{aligned}$ | $\begin{gathered} 22 \\ 9 \% \\ E \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 9 \% \\ & \mathrm{jk} \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 34 \\ 11 \% \\ \text { MNO } \end{gathered}$ | $\begin{aligned} & 34 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | 6\% | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 2 \\ 4 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | 49\% | ${ }_{4 \%}^{6}$ | 37 $6 \%$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | 24 |
| Farry favurale (1) | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 55 \\ 11 \% \end{gathered}$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \\ F \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 65 \\ 16 \% \\ \text { Jא } \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 47 \\ 15 \% \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 53 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 62 \\ 13 \% \\ a \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 37 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 4 \\ 9 \% \end{gathered}$ | $\begin{gathered} 7 \\ 8 \% \end{gathered}$ | $\begin{gathered} 94 \\ 11 \% \end{gathered}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | $\begin{gathered} 77 \\ 13 \% \\ b \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ { }^{13 \%} \\ b^{*} \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 91 \\ 11 \% \end{gathered}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 82 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 9 \% \end{aligned}$ |  |
| Nether favurable nor unfuvurable (0) | $\begin{aligned} & 196 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 90 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \\ { }^{27 \%} \end{gathered}$ | $\begin{gathered} 30 \\ 16 \% \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 39 \\ 21 \% \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 60 \\ 20 \% \end{gathered}$ | $\begin{gathered} 71 \\ 20 \% \end{gathered}$ | $\begin{gathered} 65 \\ 16 \% \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \\ p \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 87 \\ 19 \% \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ { }^{6} \% \\ \hline \end{gathered}$ | $\begin{gathered} 20 \\ 22 \% \\ \hline 2 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 32 \\ 20 \% \end{gathered}$ | $\begin{gathered} 94 \\ 16 \% \end{gathered}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 30 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 19 \% \end{aligned}$ | 114\% | 82 $19 \%$ |
| Fariry unfuvurble (-1) | 168 <br> $16 \%$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{gathered} 74 \\ 14 \% \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 57 \\ 14 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 63 \\ 14 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 25 \\ 17 \% \\ . \end{gathered}$ | $\begin{gathered} 10 \\ 21 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \\ . \end{gathered}$ | $\begin{aligned} & 143 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 19 \\ 14 \% \\ \cdot \end{gathered}$ | - ${ }_{\text {48 }}^{19 \%}$ | $\begin{aligned} & 120 \\ & 15 \% \end{aligned}$ | 54 | 114 | 180 | 58 |
| Very unfouruble (-2) | $\begin{aligned} & 366 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 201 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 30 \\ 26 \% \end{gathered}$ | 64 35\% | $\begin{gathered} 57 \\ 34 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | $\begin{gathered} 58 \\ 36 \% \end{gathered}$ | $\begin{gathered} 95 \\ 38 \% \end{gathered}$ | $\begin{gathered} 94 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 38 \\ 27 \% \end{gathered}$ | $\begin{gathered} 98 \\ 34 \% \end{gathered}$ | $\begin{gathered} 89 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 38 \% \\ & M \end{aligned}$ | $\begin{aligned} & 217 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 80 \\ 32 \% \end{gathered}$ | $\begin{gathered} 83 \\ 30 \% \end{gathered}$ | 87 36\% | $\begin{gathered} 51 \\ 36 \end{gathered}$ | $\begin{gathered} 22 \\ 44 \% \end{gathered}$ | $\begin{gathered} 43 \\ 47 \% \\ \text { si* } \end{gathered}$ | $\begin{aligned} & 312 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 55 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 40 \\ 30 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 287 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 133 \\ 41 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 233 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 37 \% \end{aligned}$ | 137 |
| Don't know | $\begin{aligned} & 156 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 113 \\ 21 \% \\ 8 \end{gathered}$ | $\begin{gathered} 27 \\ 23 \% \\ \text { 6H1F } \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \\ 6 H 1 \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \\ \text { H1 } \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 67 \\ 22 \% \\ \mathrm{~kL} \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \\ L \end{gathered}$ | $\begin{aligned} & 34 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 32 \\ 23 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 63 \\ 22 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 76 \\ 13 \% \end{gathered}$ | $\begin{gathered} 80 \\ 17 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 37 \\ 15 \% \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \\ \hline \end{gathered}$ | ) ${ }^{5}$ | $\begin{gathered} 9 \\ 10 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 136 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | $\begin{gathered} 69 \\ 12 \% \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \\ a \end{gathered}$ | $\begin{gathered} 22 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 83 \\ 13 \% \end{gathered}$ | 73 $17 \%$ |


| Net: Ver/Fariry favurable | 170 $16 \%$ | 85 $17 \%$ | - $\begin{aligned} & \text { 84 } \\ & 16 \%\end{aligned}$ | $\begin{gathered} 11 \\ 10 \% \\ \hline \end{gathered}$ | ${ }_{9 \%}^{17}$ | 18 $10 \%$ | - ${ }_{\text {24\% }}$ | $\begin{gathered} 34 \\ 21 \% \\ \text { DEFG } \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \\ \text { DEFG } \end{gathered}$ | 28 $9 \%$ | 41 12\% | $\begin{gathered} 101 \\ 25 \% \\ \text { נk } \end{gathered}$ | 14 $10 \%$ | 25 $9 \%$ | 33 13\% | $\begin{gathered} 81 \\ 26 \% \\ \text { мno } \end{gathered}$ | $\begin{gathered} 86 \\ 15 \% \end{gathered}$ | 83 18\% | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 53 \\ 19 \% \\ x \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 16 \% \end{aligned}$ | 26 $17 \%$ | $\begin{gathered} 114 \\ 20 \% \\ \text { b } \end{gathered}$ | 34 10\% | $\begin{gathered} 22 \\ 16 \% \\ \hline \end{gathered}$ | 32 $12 \%$ | 138 $17 \%$ | 45 14\% | 125 $17 \%$ | 14\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 534 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 295 \\ 58 \% \\ c \end{gathered}$ | $\begin{gathered} 231 \\ 43 \% \end{gathered}$ | $\begin{gathered} 46 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 97 \\ 520 \end{gathered}$ | $\begin{gathered} 85 \\ 51 \% \end{gathered}$ | $\begin{gathered} 96 \\ 53 \% \\ D \end{gathered}$ | $\begin{gathered} 79 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 59 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 133 \\ 54 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 165 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 322 \\ 54 \% \\ \text { R } \end{gathered}$ | $\begin{aligned} & 212 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 75 \\ 53 \% \end{gathered}$ | $\begin{gathered} 32 \\ 65 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 55 \\ 59 \% \\ T^{*} \end{gathered}$ | $\begin{aligned} & 454 \\ & 51 \% \end{aligned}$ | 80 <br> 51\% | $\begin{aligned} & 307 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 59 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 127 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 407 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 187 \\ 57 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 347 \\ 48 \% \end{gathered}$ | $\begin{gathered} 339 \\ 55 \% \\ i \end{gathered}$ | ${ }_{\text {4 }}^{195}$ |
| Net Difference | $\begin{gathered} -365 \\ -35 \% \\ -35 \% \end{gathered}$ | $\begin{aligned} & -210 \\ & -41 \% \end{aligned}$ | $\begin{gathered} -148 \\ -28 \% \end{gathered}$ | $\begin{aligned} & -35 \\ & -31 \% \end{aligned}$ | $\begin{gathered} -81 \\ -44 \% \end{gathered}$ | $\begin{gathered} -67 \\ -40 \% \end{gathered}$ | $\begin{gathered} -72 \\ -40 \% \end{gathered}$ | $\begin{gathered} -45 \\ -28 \% \end{gathered}$ | $\begin{gathered} -64 \\ -26 \% \\ -264 \end{gathered}$ | $\begin{aligned} & -116 \\ & -39 \% \end{aligned}$ | -140 $-40 \%$ | $\begin{aligned} & -109 \\ & -27 \% \end{aligned}$ | -45 $-32 \%$ | - 124 $-43 \%$ | -100 $-40 \%$ | -83 $-27 \%$ | $\begin{aligned} & -236 \\ & -40 \% \end{aligned}$ | $\begin{aligned} & -129 \\ & -28 \% \end{aligned}$ | -.85 <br> $-34 \%$ | $\begin{gathered} -68 \\ -25 \% \end{gathered}$ | ${ }_{\text {- }}^{\text {- }}$-35\% | $\begin{gathered} -54 \\ -38 \% \end{gathered}$ | -26 $-52 \%$ | $\begin{gathered} -46 \\ -51 \% \end{gathered}$ | - $\begin{aligned} & -311 \\ & -35 \%\end{aligned}$ | -54 $-34 \%$ | - 193 $-33 \%$ | $\begin{aligned} & -135 \\ & -40 \% \end{aligned}$ | $\begin{aligned} & -37 \\ & -28 \% \end{aligned}$ | .95 $-37 \%$ | -270 $-34 \%$ | -142 $-44 \%$ | -223 $-31 \%$ | - $\begin{array}{r}-253 \\ -418\end{array}$ | - $\begin{gathered}-112 \\ -26 \%\end{gathered}$ |



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.

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Keform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (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) | $\begin{aligned} & 55 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 40 \\ 13 \% \\ C E \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 42 \\ 11 \% \\ f \end{gathered}$ | 40 <br> 20\% <br> UKLMNOQ | $\begin{gathered} 8 \\ 1 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 46 \\ \text { 11\% } \\ \text { UINQ } \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 32 \\ 9 \% \\ \text { una } \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \\ \text { ULMNQ } \end{gathered}$ | 23 <br> 20\% <br> uKlmNoo* | $\begin{gathered} 14 \\ 3 \% \\ \vdots \end{gathered}$ | 38 <br> 16\% <br> stuwła | $\begin{gathered} 6 \\ 1 \% \\ y \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \\ r \end{gathered}$ | $\begin{gathered} 40 \\ 9 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \\ & 5 Y \end{aligned}$ | 55 <br> 33\% <br> RSTUVWYa | - | 27 <br> 26\% <br> RSTUVWYa* | $\begin{gathered} 9 \\ 2 \% \\ 5 \gamma \end{gathered}$ | $\begin{gathered} 38 \\ 19 \% \\ c \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ |
| Fairly favourable (1) | $\begin{aligned} & 114 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 83 \\ 26 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 66 \\ 17 \% \\ \mathrm{~F} \end{gathered}$ | 56 <br> 28\% <br> UKLMNOQ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 82 \\ \text { 20\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 62 \\ \text { 17\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \\ \text { ULNQ } \end{gathered}$ | 34 <br> 30\% <br> IJKLMNOQ* | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | 68 <br> 29\% <br> stuwła | $\begin{gathered} 28 \\ 5 \% \\ Y \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \\ y \end{gathered}$ | $\begin{gathered} 79 \\ 18 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 55 \\ 32 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & T / a \end{aligned}$ | $114$ $67 \%$ <br> RSTuNWyza | $\bigcirc$ | 34 33\% stuwya* | $\begin{gathered} 19 \\ 5 \% \\ y \end{gathered}$ | $\begin{gathered} 46 \\ 23 \% \\ c \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ |
| Neither favurable nor unfavourable (0) | $\begin{aligned} & 196 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 60 \\ 19 \% \end{gathered}$ | $\begin{gathered} 40 \\ 15 \% \end{gathered}$ | $\begin{gathered} 17 \\ 26 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \end{gathered}$ | $\begin{gathered} 60 \\ 16 \% \end{gathered}$ | $\begin{gathered} 70 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 22 \% \\ 10 \end{gathered}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ | $\begin{gathered} 61 \\ 17 \% \\ \text { a } \end{gathered}$ | $\begin{gathered} 64 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 61 \\ 16 \% \\ 10 \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \\ 10 \end{gathered}$ | $\begin{gathered} 55 \\ 17 \% \\ 10 \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \end{gathered}$ | $\begin{gathered} 51 \\ 12 \% \end{gathered}$ | $\begin{gathered} 49 \\ 21 \% \\ \text { swXYa } \end{gathered}$ | $\begin{gathered} 52 \\ 10 \% \\ \mathrm{xy} \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \\ 5 W X Y_{a} \end{gathered}$ | 66 <br> 15\% <br> swxYa | $\begin{gathered} 31 \\ 19 \% \\ \text { swxya } \end{gathered}$ | $\begin{aligned} & 42 \\ & 9 \% \\ & x y \end{aligned}$ | $:$ | $:$ | $\begin{gathered} 18 \\ 18 \% \\ \text { swxya* } \end{gathered}$ | $\begin{aligned} & 32 \\ & 8 \% \\ & \mathrm{Xy} \end{aligned}$ | $\begin{gathered} 34 \\ 17 \% \end{gathered}$ | $\begin{gathered} 98 \\ 17 \% \end{gathered}$ |
| Fairly unfavourable (-1) | $\begin{aligned} & 168 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{gathered} 41 \\ 15 \% \end{gathered}$ | $\begin{gathered} 13 \\ 19 \% \end{gathered}$ | $\begin{gathered} 15 \\ 15 \% \end{gathered}$ | $\begin{gathered} 58 \\ 15 \% \end{gathered}$ | $\begin{gathered} 63 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ 17 \% \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \\ M \end{gathered}$ | $\begin{gathered} 68 \\ 19 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 50 \\ 13 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | $\begin{gathered} 18 \\ 16 \% \end{gathered}$ | $\begin{gathered} 63 \\ 15 \% \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \\ \times \end{gathered}$ | $\begin{gathered} 79 \\ 15 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \\ \times \end{gathered}$ | $\begin{gathered} 65 \\ 15 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \\ \times \end{gathered}$ | $\begin{gathered} 68 \\ 14 \% \\ \mathrm{x} \end{gathered}$ | $\therefore$ | 168 <br> 31\% RSTUVWXZa | $\begin{gathered} 15 \\ 15 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 68 \\ 17 \% \\ \times \end{gathered}$ | $\begin{gathered} 36 \\ 18 \% \end{gathered}$ | $\begin{gathered} 98 \\ 17 \% \end{gathered}$ |
| Very unfavourable (-2) | $\begin{aligned} & 366 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 158 \\ 58 \% \\ 8 \end{gathered}$ | $\begin{gathered} 29 \\ 45 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 49 \\ 48 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 195 \\ 52 \% \\ 6 \end{gathered}$ | $\begin{gathered} 99 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | 320 <br> 56\% <br> HJKLMNOP | $\begin{gathered} 176 \\ 49 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{gathered} 117 \\ 29 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 82 \\ 47 \% \\ \text { нкор } \end{gathered}$ | $\begin{aligned} & 146 \\ & 39 \% \\ & \text { HKop } \end{aligned}$ | $\begin{gathered} 123 \\ 49 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{gathered} 109 \\ 33 \% \\ \text { HP } \end{gathered}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | 254 <br> 59\% <br> huklmnop | $\begin{gathered} 19 \\ 8 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 323 \\ 60 \% \\ \text { RTUYXZ } \end{gathered}$ | $\begin{gathered} 147 \\ 50 \% \\ \text { Ruyxz } \end{gathered}$ | $\begin{aligned} & 147 \\ & 33 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 21 \\ 13 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 300 \\ 63 \% \\ \text { RTUXXZ } \end{gathered}$ | $\therefore$ | 366 <br> 69\% <br> RSTuvwxz | $\begin{aligned} & 9 \\ & 8 \% \\ & x^{*} \end{aligned}$ | $\begin{gathered} 276 \\ 67 \% \\ \text { RSTuvwxz } \end{gathered}$ | $\begin{gathered} 32 \\ 16 \% \end{gathered}$ | $\begin{gathered} 287 \\ 48 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 156 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \\ \text { D* }^{*} \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 49 \\ 13 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 55 \\ 10 \% \\ a \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \\ \text { LQ } \end{gathered}$ | $\begin{gathered} 37 \\ 9 \% \\ a \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \\ \mathrm{a} \end{gathered}$ | $\begin{gathered} 23 \\ 9 \% \\ a \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 23 \\ 10 \% \\ \text { vxrza } \end{gathered}$ | $\begin{gathered} 52 \\ 10 \% \\ \text { vwxyaa } \end{gathered}$ | $\begin{gathered} 22 \\ 7 \% \\ v \times x z a \end{gathered}$ | $\begin{gathered} 41 \\ 9 \% \\ \mathrm{vwxza} \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \\ \mathrm{xy} \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \\ \mathrm{xyza} \end{gathered}$ | : | . | $:$ | $\begin{gathered} 7 \\ 2 \% \\ y \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 75 \\ 13 \% \end{gathered}$ |


| Net: Very/Fairly favourale | $\begin{aligned} & 170 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 39 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 108 \\ 28 \% \\ \text { F } \end{gathered}$ |  | $\begin{aligned} & 39 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 127 \\ 32 \% \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 95 \\ 25 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 99 \\ 30 \% \\ \text { ULMNQ } \end{gathered}$ |  | $\begin{gathered} 45 \\ 10 \% \\ \text { u } \end{gathered}$ | $\begin{gathered} 105 \\ 45 \% \\ \text { stuWYa } \end{gathered}$ | $\begin{aligned} & 33 \\ & 6 \% \\ & y \end{aligned}$ | $\begin{gathered} 16 \\ 5 \% \\ Y \end{gathered}$ | 119 <br> 27\% <br> stwła | 83 49\% stuwya | $\begin{aligned} & 42 \\ & 9 \% \\ & \text { sTV } \end{aligned}$ | $170$ $100 \%$ <br> RSTUVWyza | - |  | $\begin{gathered} 28 \\ 7 \% \\ y \end{gathered}$ | $\begin{gathered} 84 \\ 42 \% \\ c \end{gathered}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver//Fairly unfavourable | $\begin{aligned} & 534 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 199 \\ 73 \% \\ 8 \end{gathered}$ | $\begin{gathered} 42 \\ 64 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 64 \\ 63 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 252 \\ 67 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 162 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 48 \\ 24 \% \end{gathered}$ |  | $\begin{gathered} 245 \\ 68 \% \\ \text { Нкмор } \end{gathered}$ | $\begin{aligned} & 172 \\ & 43 \% \\ & \text { HP } \end{aligned}$ | 116 <br> 66\% <br> HKMOP | $\begin{aligned} & 196 \\ & 52 \% \\ & \text { HKP } \end{aligned}$ | 168 <br> 67\% <br> HKMOP | $\begin{gathered} 155 \\ 47 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 28 \\ 25 \% \end{gathered}$ | $\begin{gathered} 317 \\ 74 \% \\ \text { HKKLMNOP } \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \\ \times \end{gathered}$ | $\begin{gathered} 402 \\ 75 \% \\ \text { RTuvxz } \end{gathered}$ | 200 <br> 69\% <br> Ruvxz | 212 <br> $48 \%$ <br> Rvxz | $\begin{gathered} 50 \\ 30 \% \\ \times \end{gathered}$ | 369 <br> 77\% RTUvxz | $\therefore$ |  | $\begin{gathered} 24 \\ 23 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 345 \\ 83 \% \\ \text { Rstuwwxz } \end{gathered}$ | $\begin{gathered} 68 \\ 34 \% \end{gathered}$ | $\begin{gathered} 385 \\ 65 \% \\ b \end{gathered}$ |
| Net Difference | $\begin{aligned} & -365 \\ & -35 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & -189 \\ & -69 \% \end{aligned}$ | $\begin{gathered} -37 \\ -56 \% \end{gathered}$ | $\begin{gathered} -54 \\ -53 \% \end{gathered}$ | $\begin{aligned} & -216 \\ & -58 \% \end{aligned}$ | $\begin{gathered} -54 \\ -14 \% \end{gathered}$ | $\begin{gathered} 48 \\ 24 \% \end{gathered}$ | $\begin{aligned} & -381 \\ & -67 \% \end{aligned}$ | $\begin{aligned} & -223 \\ & -62 \% \end{aligned}$ | $\begin{gathered} -44 \\ -11 \% \end{gathered}$ | $\begin{gathered} -94 \\ -53 \% \end{gathered}$ | $\begin{aligned} & -101 \\ & -27 \% \end{aligned}$ | $\begin{aligned} & -152 \\ & -60 \% \end{aligned}$ | $\begin{gathered} -56 \\ -17 \% \end{gathered}$ | $\begin{gathered} 29 \\ 26 \% \end{gathered}$ | $\begin{aligned} & -272 \\ & -64 \% \end{aligned}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{aligned} & -369 \\ & -68 \% \end{aligned}$ | $\begin{aligned} & -185 \\ & -63 \% \end{aligned}$ | $\begin{gathered} -93 \\ -21 \% \end{gathered}$ | $\begin{gathered} 33 \\ 19 \% \end{gathered}$ | $\begin{aligned} & -327 \\ & -68 \% \end{aligned}$ | $\begin{gathered} 170 \\ 100 \% \end{gathered}$ | $\begin{gathered} -534 \\ -100 \% \end{gathered}$ | $\begin{gathered} 37 \\ 36 \% \end{gathered}$ | $\begin{aligned} & -316 \\ & -77 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & -350 \\ & -59 \% \end{aligned}$ |



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.



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 |  |  |  | Socal grade |  | Region |  |  |  |  |  | Uro |  | Martal Status |  |  | Pres of children HH (17 or under) |  | Education |  | Emplowmenstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | ${ }_{\text {Man }}^{\text {(B) }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{25.34}$ | ${ }_{\text {che }}^{\text {35.44 }}$ | 45.54 (6) |  | ${ }^{654}$ | 18.34 (1) | 35.54 (k) | ${ }^{55+}$ (1) | Genz | Millennial <br> s <br> (N) | Gen $x+$ (0) | Baby Boomer <br> (P) | ABC1 <br> (Q) | ${ }_{\text {c }}^{\text {c20 }}$ (8) | $\underset{\text { North }}{\text { (s) }}$ | Midlands <br> (T) | South <br> (U) | London <br> (V) | Wales <br> (W) | Scotland <br> (X) | Urban (Y) | Rural (2) | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated | At least one child present |  | Graduate <br> (f) | Nongraduate (g) | Working <br> (h) | $\underbrace{\substack{\text { Not } \\ \text { woring } \\ \text { (i) }}}_{\text {wornt }}$ |
| 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 | 62 | ${ }^{433}$ |
| Verv tavourble (2) | $\begin{aligned} & 28 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | 16 $4 \%$ |
| Fairy favorale (1) | $\begin{aligned} & 140 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 71 \\ 14 \% \end{gathered}$ | $\begin{gathered} 70 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 23 \\ 14 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 23 \\ 14 \% \\ 0 \end{gathered}$ | $\begin{gathered} 55 \\ 22 \% \\ \text { D6G} \end{gathered}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 78 \\ 19 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{gathered} 66 \\ 21 \% \\ \text { Mno } \end{gathered}$ | $\begin{gathered} 87 \\ 15 \% \end{gathered}$ | $\begin{gathered} 53 \\ 12 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 49 \\ 18 \% \\ v \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \\ v \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 33 \\ 21 \% \\ r \end{gathered}$ | $\begin{gathered} 97 \\ 17 \% \\ b \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 17 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{gathered} 98 \\ 12 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 82 \\ 13 \% \end{gathered}$ | 58 $13 \%$ |
| Neithe fevourable nor unfuvurable (0) | $\begin{aligned} & 268 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 26 \\ 23 \% \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ E \end{gathered}$ | $\begin{gathered} 78 \\ 32 \% \\ \varepsilon \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 84 \\ 24 \% \end{gathered}$ | $\begin{gathered} 126 \\ 31 \% \\ j \end{gathered}$ | $\begin{gathered} 32 \\ 22 \% \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \end{gathered}$ | $\begin{gathered} 90 \\ 29 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 151 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 68 \\ 25 \% \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ \times \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 21 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 233 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 35 \\ 22 \% \end{gathered}$ | 139 | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 48 \\ 36 \% \\ \text { ab* } \end{gathered}$ | 63 24\% | 205 $26 \%$ | $\begin{gathered} 75 \\ 23 \% \end{gathered}$ | 263 | 1498 | 119 28\% |
| Fariry unfuvurabe (-1) | $\begin{aligned} & 202 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 98 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 30 \\ 17 \% \end{gathered}$ | $\begin{gathered} 35 \\ 22 \% \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \end{gathered}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{gathered} 81 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 78 \\ 17 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 49 \\ 18 \% \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 34 \% \\ & \text { sur } \end{aligned}$ | $\begin{gathered} 17 \\ 19 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 180 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 80 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 123 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 20 \% \end{aligned}$ | 81 $19 \%$ |
| Very unfourable (-2) | $\begin{aligned} & 276 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 156 \\ 31 \% \\ c \end{gathered}$ | $112$ | $\begin{gathered} 20 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 52 \\ 28 \% \\ D \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{gathered} 58 \\ 32 \% \\ 01 \end{gathered}$ | $\begin{gathered} 43 \\ 26 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \end{gathered}$ | $\begin{gathered} 72 \\ 24 \% \end{gathered}$ | $\begin{gathered} 109 \\ 31 \% \\ 1 \end{gathered}$ | $\begin{gathered} 94 \\ 23 \% \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 83 \\ 29 \% \end{gathered}$ | $\begin{gathered} 81 \\ 33 \% \\ \text { MP } \end{gathered}$ | $\begin{gathered} 73 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 66 \\ 24 \% \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ * \end{gathered}$ | $\begin{gathered} 16 \\ 31 \% \end{gathered}$ | $\begin{gathered} 34 \\ 37 \% \\ \text { Tu* } \end{gathered}$ | $\begin{aligned} & 240 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 36 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 26 \% \end{aligned}$ | 88 26\% | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{gathered} 66 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 89 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 29 \% \end{aligned}$ | 98 23\% |
| Don't know | $\begin{aligned} & 140 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 98 \\ 18 \% \\ 8 \end{gathered}$ | $\begin{gathered} 30 \\ 26 \% \\ \text { FGHH1* } \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \\ 6 H 1 \end{gathered}$ | $\begin{gathered} 24 \\ 15 \% \\ \text { H1 } \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \\ H 1 \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 72 \\ 24 \% \\ \text { kL } \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \\ L \end{gathered}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 54 \\ 19 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \\ p \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 69 \\ 12 \% \end{gathered}$ | $\begin{gathered} 72 \\ 16 \% \end{gathered}$ | $\begin{gathered} 34 \\ 13 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 23 \\ 15 \% \end{gathered}$ | $\begin{gathered} 61 \\ 10 \% \end{gathered}$ | $\begin{gathered} 66 \\ \text { 20\% } \\ \text { ac } \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 38 \\ 18 \end{gathered}$ | $102$ | $\begin{gathered} 33 \\ 30 \end{gathered}$ | $\begin{gathered} 107 \\ 15 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 80 \\ 13 \% \end{gathered}$ | ${ }_{\text {14\% }}^{61}$ |


| Net: ver/Fairly favurable | $\begin{aligned} & 168 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 84 \\ 17 \% \end{gathered}$ | $\begin{gathered} 84 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 9 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 19 \\ 19 \% \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \\ \text { D66 } \end{gathered}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{gathered} 52 \\ 15 \% \end{gathered}$ | $\begin{gathered} 87 \\ 21 \% \\ \text { 1K } \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 37 \\ 13 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \\ \text { Mno } \end{gathered}$ | $\begin{aligned} & 104 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 65 \\ 14 \% \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{gathered} 53 \\ 19 \% \\ v \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \\ v \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & . \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 15 \% \\ \end{gathered}$ | $\begin{aligned} & 128 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 41 \\ 26 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 114 \\ 19 \% \\ b \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 49 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 94 \\ 15 \% \end{gathered}$ | 74 $17 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 478 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 258 \\ 51 \% \\ c \end{gathered}$ | $\begin{aligned} & 210 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 48 \\ 42 \% \\ \hline \end{gathered}$ | $\begin{gathered} 89 \\ 49 \% \end{gathered}$ | $\begin{gathered} 77 \\ 46 \% \end{gathered}$ | $\begin{gathered} 89 \\ 49 \% \end{gathered}$ | $\begin{gathered} 78 \\ 48 \% \end{gathered}$ | $\begin{gathered} 98 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 58 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 95 \\ 39 \% \end{gathered}$ | $\begin{gathered} 73 \\ 51 \% \\ U^{*} \end{gathered}$ | $\begin{gathered} 33 \\ 65 \% \\ \text { stu* } \end{gathered}$ | $\begin{gathered} 51 \\ 56 \% \\ \text { Tu* } \end{gathered}$ | $\begin{gathered} 420 \\ 47 \% \\ z \end{gathered}$ | $\begin{gathered} 59 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 50 \\ 38 \% \\ \hline 8 \end{gathered}$ | $\begin{aligned} & 112 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 367 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 168 \\ 52 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 310 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 299 \\ 48 \% \end{gathered}$ | ${ }_{41 \%}^{179}$ |
| Net ifference | $\begin{gathered} -310 \\ -29 \% \\ -29 \% \end{gathered}$ | $\begin{gathered} -173 \\ -34 \% \\ -34 \end{gathered}$ | $\begin{aligned} & -126 \\ & -24 \% \end{aligned}$ | $\begin{gathered} -37 \\ -32 \% \end{gathered}$ | $\begin{gathered} -71 \\ -38 \% \end{gathered}$ | $\begin{gathered} -48 \\ -29 \% \end{gathered}$ | $\begin{gathered} -66 \\ -37 \% \end{gathered}$ | $\begin{gathered} -50 \\ -31 \% \end{gathered}$ | $\begin{gathered} -38 \\ -15 \% \end{gathered}$ | $\begin{gathered} -108 \\ -36 \% \end{gathered}$ | $\begin{gathered} -114 \\ -33 \% \end{gathered}$ | $\begin{gathered} -88 \\ -22 \% \end{gathered}$ | $\begin{gathered} -45 \\ -32 \% \end{gathered}$ | $\begin{aligned} & -101 \\ & -35 \% \end{aligned}$ | $\begin{gathered} -90 \\ -36 \% \end{gathered}$ | $\begin{gathered} -54 \\ -17 \% \end{gathered}$ | $\begin{aligned} & -165 \\ & -28 \% \end{aligned}$ | $\begin{aligned} & -145 \\ & -31 \% \end{aligned}$ | $\begin{gathered} -72 \\ -29 \% \end{gathered}$ | $\begin{gathered} -63 \\ -23 \% \end{gathered}$ | $\begin{gathered} -50 \\ -20 \% \end{gathered}$ | $\begin{gathered} -59 \\ -42 \% \end{gathered}$ | $\begin{aligned} & -28 \\ & -55 \% \end{aligned}$ | $\begin{gathered} -38 \\ -41 \% \end{gathered}$ | $\begin{aligned} & -292 \\ & -33 \% \end{aligned}$ | $\begin{gathered} -18 \\ -11 \% \end{gathered}$ | $\begin{aligned} & -156 \\ & -27 \% \end{aligned}$ | $\begin{aligned} & -124 \\ & -37 \% \end{aligned}$ | $\begin{gathered} -29 \\ -22 \% \end{gathered}$ | $\begin{gathered} -65 \\ -25 \% \end{gathered}$ | - ${ }_{-245}$ | $\begin{aligned} & -119 \\ & -37 \% \end{aligned}$ | $\begin{aligned} & -190 \\ & -26 \% \end{aligned}$ | $\begin{aligned} & -205 \\ & -33 \% \end{aligned}$ | - $\begin{aligned} & \text { 105 } \\ & \text { 24\% }\end{aligned}$ |



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.

|  | Total | General lection 2019 Vote |  |  |  | Referendum 2016 vote |  | Favurable to parties |  |  |  |  |  |  |  |  |  | Favourale to ooliticians |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conserati |  | Liberal |  |  |  | Favoural | ${ }_{\text {Untaura }}^{\substack{\text { bieto }}}$ |  |  | ${ }_{\text {F }}^{\substack{\text { Favoual } \\ \text { eto Lib }}}$ | Unfuvura | $\underbrace{\text { a }}_{\substack{\text { favurabl } \\ \text { eto freen }}}$ | ${ }_{\text {b }}^{\text {beto }}$ | cavural | Unfaura | vourab | Untavur bieto a | $\underset{\substack{\text { favoural } \\ \text { eto }}}{\substack{\text { a }}}$ | Unfuvura | Favoural | Untavura bieto a | Favoura eto a | Untavor | ${ }_{\substack{\text { cavoural } \\ \text { eto }}}$ | Unfavour $\begin{gathered}\text { beto } \\ \text { den }\end{gathered}$ | Postive |  |
|  | Total | ve | Labour | Democrats | Other | Remain | Leave | etocons | cons | eto lab | ble to lab | Dems | Dems | Paty | Party | Reform UK |  | eto sunak | Sunak | Starmer | Starmer | etotunt | Hunt |  |  | ${ }^{\text {Barclay }}$ | Barcay | impat | impat |
|  | (A) | (8) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (1) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | ${ }^{(8)}$ | (s) | (T) | (v) | (v) | (w) | (x) | (1) | (2) | (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 | ${ }^{14}$ | 162 | ${ }^{96}$ | 162 | 542 | ${ }^{96}$ | 422 | 186 | 610 |
| Weigheed 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 |
| Verf favurable (2) | $\begin{aligned} & 28 \\ & 3 \% \end{aligned}$ | ${ }_{4 \%}^{11}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 6 \\ \substack{6 \% \\ \text { ce? }} \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \\ & 1 \% \end{aligned}$ | ${ }_{2 \%}$ | (12) | $\begin{gathered} 21 \\ \text { 20\% } \\ \text { unemoa } \end{gathered}$ | ${ }_{1 \%}^{4}$ | 5 | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ \substack{5 \% \\ \text { ina } \\ \text { ind }} \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | 4 $2 \%$ | $\begin{gathered} 16 \\ \substack{\text { 5\% } \\ \text { vo }} \end{gathered}$ |  | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\underset{\substack{21 \\ \text { sen } \\ \text { suwn }}}{ }$ |  | $\begin{gathered} 6 \\ \left.\begin{array}{c} 2 \% \\ 5 w \end{array}\right) \end{gathered}$ | $\begin{gathered} 15 \\ \substack{36 \\ \text { swwo }} \end{gathered}$ | $\begin{gathered} 28 \\ \substack{276 \\ \text { esvuma }} \\ \text { ent } \end{gathered}$ | $\therefore$ | $\begin{gathered} 14 \\ 8 \% \\ \text { suwn } \\ \text { sum } \end{gathered}$ | $\begin{gathered} 8 \\ \left.\begin{array}{c} 2 \% \\ 5 w \\ 5 w \end{array}\right) \end{gathered}$ | $\begin{gathered} 16 \\ \text { 16\% } \\ \text { Rstuwner } \end{gathered}$ | $\begin{aligned} & 4 \\ & { }_{1}^{1 \%} \\ & w \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | ${ }_{2 \%}^{10}$ |
| Fairy favurable (1) | $\begin{aligned} & 140 \\ & 13 \% \\ & { }_{13 \%} \end{aligned}$ | $\begin{gathered} 91 \\ \left.\begin{array}{c} 288 \\ c o s \\ c o s \end{array}\right) \end{gathered}$ | $\begin{gathered} 21 \\ { }_{8 \%}^{20} \\ \varepsilon \end{gathered}$ | $\underset{14 \%}{9}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 71 \\ 18 \% \end{gathered}$ | $\begin{gathered} 83 \\ \text { 41\% } \\ \text { wnemora } \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & \text { sow } \\ & \text { numw } \end{aligned}$ | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ |  | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 17 \% \\ & \text { un } \\ & \text { un } \end{aligned}$ | $\substack { 96 \\ \begin{subarray}{c}{41 / 0 \\ \text { suwna }{ 9 6 \\ \begin{subarray} { c } { 4 1 / 0 \\ \text { suwna } } } \end{subarray}$ | $\begin{aligned} & 16 \\ & \left.\begin{array}{c} 3 \% \\ w \\ w \end{array}\right) \end{aligned}$ | $\begin{gathered} 37 \\ \substack{33 \% \\ 5 \mathrm{swra}} \end{gathered}$ | $\begin{gathered} 73 \\ \substack{17 \% \\ s w r y} \\ \text { swr } \end{gathered}$ | $\begin{gathered} 140 \\ \text { 83\% } \\ \text { sstuwnasa } \end{gathered}$ |  | $\begin{gathered} 69 \\ \substack{110 \\ \text { suww }} \end{gathered}$ | $\begin{gathered} 42 \\ \left.\begin{array}{c} 8 \% \\ s w_{0} \end{array}\right) \end{gathered}$ | $\begin{gathered} 52 \\ \substack{51 \% \\ \text { suwwr. }} \end{gathered}$ | $\begin{aligned} & 17 \\ & { }_{4}^{4 \%} \\ & w \end{aligned}$ | $\begin{gathered} 53 \\ 27 \% \end{gathered}$ | ¢ ${ }_{8 \%}^{49}$ |
| Neithe f fivurable nor unfuvurable (0) | $\begin{aligned} & 268 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 23 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 113 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 78 \\ \substack{218 \\ 0 \\ 0} \end{gathered}$ | $\begin{gathered} \text { 992 } \\ \substack{25 \% \\ \text { moo }} \end{gathered}$ | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 528 } \end{aligned}$ | $\begin{gathered} 64 \\ 19 \% \\ \end{gathered}$ | $\begin{gathered} 33 \\ \begin{array}{c} 39 \\ \text { moor } \\ \text { moor } \end{array} \end{gathered}$ | $\begin{gathered} 70 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & \text { c5w } \\ & \text { swww } \end{aligned}$ | $\begin{gathered} 79 \\ \text { a } 15 \% \\ \text { vw } \end{gathered}$ | $\begin{gathered} 74 \\ \substack{25 \% \\ s w w a} \\ s, ~ \end{gathered}$ | $\begin{gathered} 98 \\ \substack{22 \% \\ s w w r} \\ \hline 20 \end{gathered}$ | . |  | $\begin{gathered} 40 \\ \substack{236 \\ \text { ssway }} \end{gathered}$ | $\begin{gathered} 93 \\ \substack{97 \% \\ \text { swwa }} \end{gathered}$ | $\begin{gathered} 21 \\ \substack{21 w_{0} \\ w \\ w} \end{gathered}$ | $\begin{aligned} & 55 \\ & \left.\begin{array}{c} 13 \% \\ \text { ww } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 47 \\ & 24 \% \end{aligned}$ | $\underset{\substack{136 \\ 23 \%}}{ }$ |
| Fariry unfourable (-1) | $\begin{aligned} & 202 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 24 \% \\ & 25 \end{aligned}$ | $\begin{gathered} 12 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 71 \\ 18 \% \end{gathered}$ | $\begin{gathered} 26 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 89 \\ 25 \% \\ 29 \end{gathered}$ | $\begin{gathered} 72 \\ 18 \% \end{gathered}$ | $\begin{gathered} 48 \\ \substack{47 \% \\ \text { Hexup }} \end{gathered}$ | $\begin{gathered} 71 \\ 19 \% \end{gathered}$ | $\begin{gathered} 59 \\ 236 \end{gathered}$ | - ${ }_{\text {19\% }}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { a48 } \\ & \text { H4xo } \end{aligned}$ | $\begin{aligned} & 30 \\ & 13 \% \\ & k= \end{aligned}$ | $\begin{gathered} 134 \\ \begin{array}{c} 125 \\ \text { Revur } \end{array} \end{gathered}$ | $\begin{gathered} 63 \\ \left.\begin{array}{c} 628 \\ \text { Reva } \end{array}\right) \end{gathered}$ | $\begin{gathered} 84 \\ \text { and } \\ \text { fexc } \end{gathered}$ | $\therefore$ | $\begin{gathered} 202 \\ \text { 228 } \\ \text { Revumaza } \end{gathered}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & \begin{array}{l} \text { 26\% } \\ \text { Revxe } \end{array} \end{aligned}$ | $\begin{aligned} & 6 \\ & 6 \% \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{gathered} 108 \\ \substack{108 \\ \text { Revx }} \end{gathered}$ | 31 $16 \%$ 1 | $\substack{131 \\ 22 \%}$ |
| Very unfaurable (-2) | $\begin{aligned} & 276 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 123 \\ \substack{125 \\ 850 \\ 80} \end{gathered}$ | $\begin{gathered} 16 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & \substack{40 \% \\ 80 \% \\ 8} \end{aligned}$ | $\begin{aligned} & { }_{346}^{126} \end{aligned}$ | $\begin{aligned} & 94 \\ & 24 \% \\ & \end{aligned}$ | ${ }_{3 \%}^{6}$ | $\begin{gathered} 248 \\ \text { 438 } \\ \text { Humbore } \end{gathered}$ | $\begin{aligned} & 122 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 110 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & \left.\begin{array}{l} 136 \\ \text { 36\% } \\ \text { Hex } \end{array}\right) \end{aligned}$ | $\begin{gathered} 85 \\ 34 \% \\ 34 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & \text { a3\% } \\ & \text { Hko } \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{gathered} 260 \\ \substack{288 \\ \text { RTuxu }} \end{gathered}$ | $\begin{gathered} 98 \\ \substack{98 \% \\ \text { Reva }} \end{gathered}$ | $\begin{gathered} 102 \\ \left.\begin{array}{c} 328 \\ \text { ave } \end{array}\right) \end{gathered}$ | $\therefore$ |  | $\begin{gathered} 22 \\ \substack{138 \\ \text { Nvv }} \end{gathered}$ | $\begin{gathered} 228 \\ \text { a36 } \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 6 \% \\ & 6 \% \end{aligned}$ |  | 39 $20 \%$ | cios |
| Don't know | $\begin{aligned} & 100 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\underset{6 \%}{4}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 16 \\ \substack{8 \% \\ a \\ 0} \end{gathered}$ | $\begin{gathered} 46 \\ 8 \% \\ 8 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 9 \% \\ & 9 \% \\ & 0 \end{aligned}$ | $\begin{gathered} 26 \\ \substack{26 \\ 6 \% \\ a} \end{gathered}$ | $\begin{gathered} 10 \\ \substack{6 \% \\ 0 \\ 0} \end{gathered}$ | $\begin{gathered} 28 \\ \substack{28 \\ 0 \\ a} \end{gathered}$ | $\begin{gathered} 21 \\ \substack{8 \% \\ a \\ a} \end{gathered}$ | $\begin{gathered} 26 \\ \substack{8 \% \\ a \\ 0} \end{gathered}$ | $\begin{gathered} 8 \\ { }_{c}^{8} \\ { }_{\alpha}^{*} \end{gathered}$ | (10 |  | $\begin{gathered} { }^{48} \\ 9 \% \\ \text { mwxra } \end{gathered}$ | $\begin{aligned} & 13 \\ & \left.\begin{array}{l} 13 \\ 50 \\ w w \end{array}\right) \end{aligned}$ |  | : |  | $\begin{gathered} 5 \\ \left.\begin{array}{c} 3 \% \\ w w \end{array}\right) \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \\ & { }_{w}^{24} \end{aligned}$ | $\begin{aligned} & 1 \\ & \begin{array}{l} 1 \% \\ w \\ w \end{array} \end{aligned}$ | $\begin{gathered} 11 \\ 3 \% \\ 3 \% \end{gathered}$ | (15 | $\underset{\substack{72 \\ 12 \%}}{ }$ |
| Net: Ven/farity fuvurable | cicr | $\begin{aligned} & 102 \\ & \left.\begin{array}{c} \text { 32\% } \\ c \varepsilon \\ c \varepsilon \end{array}\right) \end{aligned}$ | $\begin{gathered} { }_{\substack{25 \\ 96 \\ \varepsilon}} \end{gathered}$ | $\begin{gathered} 15 \\ \substack{\text { 23\% } \\ \text { ce }} \end{gathered}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | 58 15\% | 83 $21 \%$ | $\begin{gathered} 103 \\ \text { 1220 } \\ \text { wemmora } \end{gathered}$ | ( ${ }_{\text {36 }}^{6 \%}$ | 41 $11 \%$ |  | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 67 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 77 \\ \substack{23 \% \\ \\ 103 v} \end{gathered}$ | $\begin{aligned} & 22 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & \begin{array}{c} 10 \% \\ \text { uv } \\ \text { un } \end{array} \\ & \hline \end{aligned}$ | $\begin{gathered} 117 \\ \substack{49 \% \\ \text { suwn }} \end{gathered}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 44 \\ \substack{15 \% \\ \text { swr }} \end{gathered}$ | $\begin{gathered} 89 \\ \substack{80 \\ \text { swry } \\ \text { Swr }} \end{gathered}$ | $\begin{gathered} 168 \\ \text { 100\% } \\ \text { cssuwxra } \end{gathered}$ | $\therefore$ | $\begin{gathered} 83 \\ 49 \% \\ \text { stuwra } \end{gathered}$ |  |  | $\begin{aligned} & 20 \\ & 5 \% \\ & 5 w \\ & 5 w \end{aligned}$ | $\begin{gathered} 66 \\ 33 \% \end{gathered}$ | ¢ $\begin{gathered}59 \\ 10 \%\end{gathered}$ |
| Net: Ven/fairly yfuxurable | $\begin{aligned} & 478 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 96 \\ 30 \% \end{gathered}$ | $\begin{gathered} 189 \\ \left.\begin{array}{c} 189 \\ 89 \% \\ 80 \end{array}\right) \end{gathered}$ | $\begin{gathered} 28 \\ 43 \% \end{gathered}$ | $\begin{gathered} 64 \\ \substack{62 \% \\ 80 \%} \\ \text { get } \end{gathered}$ | $\begin{gathered} 209 \\ 56 \% \end{gathered}$ | $\begin{gathered} 165 \\ 42 \% \end{gathered}$ | 32 $16 \%$ | $\begin{gathered} 376 \\ \text { 36\% } \\ \text { Hxkumo } \end{gathered}$ | $\begin{gathered} 21 \\ \substack{28 \% \\ \text { neo } \\ \text { Hoo }} \end{gathered}$ | $\begin{aligned} & 183 \\ & 46 \% \\ & 48 \end{aligned}$ | $\begin{gathered} 98 \\ \substack{98 \\ 56 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 207 \\ \substack{25 \% \\ \text { Heor }} \end{gathered}$ | $\begin{gathered} 194 \\ \substack{147 \\ \text { Huc }} \end{gathered}$ | $\begin{aligned} & 164 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 267 \\ \substack{26 \% \\ H \times k o r} \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 394 \\ \substack{396 \\ 8 \pi v u x z} \end{gathered}$ | $\begin{gathered} 161 \\ \substack{\text { 55\% } \\ \text { evx }} \end{gathered}$ | $\begin{gathered} 225 \\ \substack{258 \\ \text { nexa }} \\ \hline \end{gathered}$ | $\therefore$ |  | $\begin{aligned} & 42 \\ & 250 \\ & \text { avz } \\ & \text { ave } \end{aligned}$ |  | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 325 \\ \text { ngsuxu } \end{gathered}$ | ${ }_{31}^{76 \%}$ | cock $\begin{gathered}326 \\ 55 \% \\ 6\end{gathered}$ |
| Net ofference | $\begin{aligned} & -310 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{array}{r}-163 \\ -60 \% \\ \hline\end{array}$ | $\begin{gathered} -13 \\ -19 \% \end{gathered}$ | $\begin{gathered} -62 \\ -60 \% \end{gathered}$ | .151 <br> $-40 \%$ | $\begin{gathered} -82 \\ -216 \end{gathered}$ | 32\% | $\begin{aligned} & -340 \\ & -60 \% \\ & \hline \end{aligned}$ | $\begin{gathered} -170 \\ -47 \% \end{gathered}$ | $\begin{gathered} -89 \\ -22 \% \end{gathered}$ | $\begin{gathered} -67 \\ -38 \% \end{gathered}$ | $\begin{gathered} -140 \\ -37 \% \end{gathered}$ | -113 <br> $-45 \%$ | - | $\begin{gathered} -27 \\ -24 \% \end{gathered}$ | $\begin{gathered} -185 \\ -43 \% \end{gathered}$ | 79 $34 \%$ | $\begin{aligned} & -376 \\ & -70 \% \end{aligned}$ | $\begin{gathered} -117 \\ -40 \% \\ \hline \end{gathered}$ | $\begin{gathered} -137 \\ -31 \% \end{gathered}$ | 168 10\%\% | - $\begin{gathered}\text {-788 } \\ -100 \%\end{gathered}$ | 24\% | $\begin{gathered} -318 \\ -60 \% \end{gathered}$ | 55\% | -.305 | - | ${ }_{-}^{-267}$ |
| mean | ${ }^{-0.61}$ | ${ }_{\substack{-0.09 \\ c ¢}}^{\text {ce }}$ | ${ }^{1.11}$ | ${ }_{\text {ce }}^{\text {ce. }}$ | ${ }^{-1.06}$ | 0.76 | $\stackrel{-0.46}{9}$ | ${ }^{\text {uncumora }}$ | 1.11 | ${ }^{-0.87}$ |  | ${ }_{0}^{-0.65}$ | ${ }^{-0.75}$ | ${ }^{-0.84}$ | - $\begin{gathered}\text {-. } \\ \text { und } \\ \text { uma }\end{gathered}$ | $\underset{\substack{-0.51 \\ \text { upt }}}{\text { at }}$ | ${ }^{-0.81}$ |  | ${ }_{\text {- }}^{\text {-129 }}$ | - | ¢ | ${ }_{\text {a }}^{1.17}$ | ${ }^{1.58}$ | $\underset{\substack{0.21 \\ \text { suwe }}}{\substack{\text { a }}}$ | - | 2.66. | $\stackrel{-1.29}{w}$ | ${ }_{0}^{0.17}$ | -0.87 |

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Soial grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(8) }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | ${ }_{\text {che }}^{\text {35.44 }}$ | 45.54 (6) | 55.64 (H) | ${ }^{654}$ | ${ }^{18.34}$ (1) |  | (L) | Genz | Millennial <br> $s$ <br> (N) | (en C | Baby Boomer (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {che }}^{\text {(20E }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midlands <br> (T) | South <br> (U) | London <br> (V) | Wales (W) | Scotland <br> (X) | Urban <br> (Y) | Rural (2) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s eparated <br> (c) | At least one child present (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (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 | 72 | ${ }^{62}$ | ${ }^{433}$ |
| Verv tavourble (2) | $\begin{aligned} & 17 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 7 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \\ . \end{gathered}$ | $:$ | $\begin{gathered} 1 \\ 1 \% \\ \% \end{gathered}$ | 13 $1 \%$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 8 \\ 1 \% \end{gathered}$ | 2\% |
| Fairy favorale (1) | $\begin{aligned} & 86 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 34 \\ 14 \% \\ \text { EFH } \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 44 \\ 11 \% \\ j \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 13 \% \\ & \text { No } \end{aligned}$ | $\begin{aligned} & 48 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \\ . \end{gathered}$ | $\begin{aligned} & 65 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 21 \\ 13 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 62 \\ 11 \% \\ b \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 9 \% \end{aligned}$ | 32 $7 \%$ |
| Nether favurable nor unfuvurable (0) | $\begin{aligned} & 309 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | $\begin{gathered} 52 \\ 31 \% \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \end{gathered}$ | $\begin{gathered} 54 \\ 33 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 79 \\ 32 \% \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 38 \\ 27 \% \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \end{gathered}$ | $\begin{gathered} 90 \\ 29 \% \end{gathered}$ | $\begin{gathered} 181 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 87 \\ 32 \% \end{gathered}$ | $\begin{gathered} 73 \\ 30 \% \end{gathered}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $\begin{gathered} 13 \\ 27 \% \end{gathered}$ | $\begin{gathered} 29 \\ 31 \% \\ \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 43 \\ 27 \% \end{gathered}$ | - ${ }_{\text {186\% }}^{168}$ | $\begin{gathered} 88 \\ 26 \% \end{gathered}$ | $\begin{gathered} 56 \\ 42 \% \\ \text { ab* } \end{gathered}$ | $\begin{gathered} 77 \\ 30 \% \end{gathered}$ | 232 29\% | $\begin{aligned} & 102 \\ & 31 \% \end{aligned}$ | 207\% | 173\% | 137 $32 \%$ |
| Fariry unfuvurabe (-1) | $\begin{aligned} & 173 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 105 \\ 21 \% \\ c \end{gathered}$ | $\begin{gathered} 67 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{gathered} 52 \\ 15 \% \end{gathered}$ | $\begin{gathered} 66 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{gathered} 40 \\ 14 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 70 \\ 15 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 42 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ 5^{*} \end{gathered}$ | 15 <br> 29\% <br> STU* | $\begin{gathered} 16 \\ 17 \% \end{gathered}$ | 146 $16 \%$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 93 \\ 16 \% \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ | $\begin{gathered} 18 \\ 14 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 60 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 19 \% \end{aligned}$ | 55 |
| Very unfouruble (-2) | $\begin{aligned} & 240 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 138 \\ 27 \% \\ c \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | 16 <br> 14\% | $\begin{gathered} 44 \\ 24 \% \end{gathered}$ | $\begin{gathered} 39 \\ 23 \% \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \\ D \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \\ \mathrm{D} \end{gathered}$ | 54 <br> $22 \%$ | 60 20\% | $\begin{gathered} 84 \\ 24 \% \end{gathered}$ | $\begin{gathered} 95 \\ 23 \% \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 20 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 14 \\ 28 \% \end{gathered}$ | $\begin{gathered} 29 \\ 32 \% \\ \text { TU* } \end{gathered}$ | $\begin{aligned} & 210 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 78 \\ 23 \% \end{gathered}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 80 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 23 \% \end{aligned}$ | 97 ${ }_{27}$ |
| Don't know | $\begin{aligned} & 230 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 77 \\ 15 \% \end{gathered}$ | $\begin{gathered} 151 \\ 28 \% \\ 8 \end{gathered}$ | $\begin{gathered} 32 \\ 28 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \\ H 1 \end{gathered}$ | 41 <br> $24 \%$ <br>  <br> 1 | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 88 \\ 30 \% \\ L \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \\ \text { L } \end{gathered}$ | $\begin{gathered} 63 \\ 15 \% \end{gathered}$ | $\begin{gathered} 41 \\ 29 \% \\ p \end{gathered}$ | $\begin{gathered} 80 \\ 28 \% \\ p \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 50 \\ 16 \% \end{gathered}$ | $\begin{gathered} 124 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 71 \\ 28 \% \\ \text { Tx } \end{gathered}$ | $\begin{gathered} 51 \\ 19 \% \end{gathered}$ | $\begin{gathered} 61 \\ 25 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 14 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 198 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 33 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 90 \\ 27 \% \\ a \end{gathered}$ | $\begin{gathered} 29 \\ 22 \% \end{gathered}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 54 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 20 \% \end{aligned}$ | 103 $24 \%$ |


| Net: Ver/FFarly favourale | $\begin{aligned} & 103 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 52 \\ 10 \% \end{gathered}$ | 51 <br> 10\% | $\begin{gathered} 12 \\ 10 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 39 \\ 16 \% \\ \text { EH } \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 51 \\ 13 \% \\ \jmath \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | 22 9\% | $\begin{gathered} 47 \\ 15 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ | 46 <br> 10\% | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | 38 <br> 14\% <br> swx | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | 14 10\% | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | 4 5\% | $\begin{aligned} & 77 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 25 \\ 16 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 75 \\ 13 \% \\ \text { bc } \end{gathered}$ | 21 6\% | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | 74 $9 \%$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 73 \\ 10 \% \end{gathered}$ | 61 $10 \%$ | 41 $10 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurable | $\begin{aligned} & 413 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 243 \\ 48 \% \\ c \end{gathered}$ | $\begin{aligned} & 161 \\ & 30 \% \end{aligned}$ | 39 <br> $34 \%$ | $\begin{gathered} 76 \\ 41 \% \end{gathered}$ | 60 <br> 36\% | 76 <br> $42 \%$ | $\begin{gathered} 66 \\ 41 \% \end{gathered}$ | 95 39\% | $\begin{aligned} & 115 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 49 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 103 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 231 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 39 \% \end{aligned}$ | 94 37\% | 98 <br> $36 \%$ | 84 $34 \%$ | 63 44\% | 28 <br> 57\% <br> stu* | 45 <br> 49\% <br> TU* | 356 $40 \%$ | 57 <br> $36 \%$ | $\begin{aligned} & 231 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 42 \\ 31 \% \end{gathered}$ | 99\% 38\% | $\begin{aligned} & 314 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 43 \% \end{aligned}$ | 272 $37 \%$ | 261 $42 \%$ | ${ }_{\text {152 }}^{152}$ |
| Net tiffere | $\begin{aligned} & -310 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & -191 \\ & -37 \% \end{aligned}$ | $\begin{aligned} & -110 \\ & -21 \% \end{aligned}$ | $\begin{aligned} & -27 \\ & -24 \% \end{aligned}$ | $\begin{gathered} -67 \\ -36 \% \end{gathered}$ | $\begin{gathered} -46 \\ -27 \% \end{gathered}$ | $\begin{gathered} -60 \\ -33 \% \end{gathered}$ | $\begin{gathered} -54 \\ -33 \% \end{gathered}$ | $\begin{gathered} -57 \\ -23 \% \end{gathered}$ | $\begin{gathered} -94 \\ -31 \% \end{gathered}$ | $\begin{aligned} & -106 \\ & -30 \% \end{aligned}$ | $\begin{aligned} & -111 \\ & -27 \% \end{aligned}$ | $\begin{gathered} -37 \\ -26 \% \end{gathered}$ | $\begin{gathered} -93 \\ -32 \% \end{gathered}$ | $\begin{gathered} -82 \\ -33 \% \end{gathered}$ | $\begin{gathered} -79 \\ -25 \% \end{gathered}$ | $\begin{aligned} & -174 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & -137 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -76 \\ -30 \% \end{gathered}$ | $\begin{gathered} -60 \\ -22 \% \end{gathered}$ | $\begin{gathered} -58 \\ -24 \% \end{gathered}$ | $\begin{gathered} -49 \\ -34 \% \end{gathered}$ | $\begin{gathered} -27 \\ -54 \% \end{gathered}$ | $-41$ $-44 \%$ | $\begin{aligned} & -279 \\ & -31 \% \end{aligned}$ | .31 $-20 \%$ | $\begin{aligned} & -156 \\ & -27 \% \end{aligned}$ | $\begin{aligned} & -119 \\ & -35 \% \end{aligned}$ | $\begin{gathered} -35 \\ -26 \% \end{gathered}$ | -70 $-27 \%$ | $\begin{aligned} & -240 \\ & -30 \% \end{aligned}$ | $\begin{aligned} & -111 \\ & -34 \% \end{aligned}$ | -199 $-27 \%$ | -200 -32\% | -110 <br> $26 \%$ |



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.



|  | Total <br> Total | General lection 2019 vote |  |  |  | Referendum 2016 <br> ote |  | Favurate to parties |  |  |  |  |  |  |  |  |  | Favourale to opoliticians |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conserati | ${ }^{\text {Laboo }}$ | $\underbrace{\text { a }}_{\substack{\text { Liemal } \\ \text { demorats }}}$ | Other | Reman | Leave |  | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Cons } \end{gathered}$ | $\underbrace{}_{\substack{\text { favural } \\ \text { eto ab }}}$ | Untavar | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Untavura |  | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to <br> Reform UK | Ke to sounuk | $\begin{array}{\|l\|} \hline \text { Unfavoura } \\ \text { ble to } \\ \text { Sunak } \end{array}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura Starmer |  | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Hunt } \end{aligned}$ |  | Untavour | $\begin{gathered} \text { Favourab } \\ \text { cerray } \\ \text { Barclay } \end{gathered}$ |  | Postive |  |
| veibhed base | ${ }_{105}$ | ${ }_{295}$ | 285 | ${ }_{68}$ | ${ }_{1}^{108}$ | 397 | ${ }_{39}$ | 197 | 589 | 380 | ${ }_{375}$ | 197 | 366 | 274 | ${ }^{314}$ | 114 | ${ }_{426}$ | ${ }^{225}$ | 548 | ${ }^{305}$ | 414 | 162 | 496 | ${ }_{162}$ | 542 | (2) | (a) | ${ }_{18}$ | ${ }^{\text {c) }}$ |
| Weighted bse | 1055 | 319 | 272 | ${ }_{6}$ | 102 | 374 | 389 | 200 | 571 | 363 | ${ }_{401}$ | 176 | 378 | 252 | ${ }_{331}$ | 112 | 429 | 236 | 540 | ${ }^{291}$ | 439 | 168 | 478 | 170 | 534 | 103 | ${ }_{4}^{43}$ | 199 | 593 |
| Very twourabe (2) | 17 $2 \%$ | (11 | 3 $1 \%$ | : | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{2 \%}^{6}$ | 10 $2 \%$ | $\begin{gathered} 14 \\ \text { unk } \\ \text { uncmora } \end{gathered}$ | $\stackrel{3}{ }$ | 3 $1 \%$ | $\begin{gathered} 10 \\ \left.\begin{array}{c} 3, \\ 3 \\ n \end{array}\right) \end{gathered}$ | : |  |  | $\begin{gathered} 9 \\ \substack{3 \% \\ n} \end{gathered}$ | ${ }_{2}^{2 \%}$ | $\begin{aligned} & 6 \\ & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ \substack{4 * \\ s w m u} \\ \text { sic } \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{gathered} 10 \\ \substack{10 \\ 5 \text { swo }} \\ \hline \end{gathered}$ | $\begin{gathered} 12 \\ \substack{12 \\ \text { suwn } \\ \text { suma }} \\ \hline \end{gathered}$ | $\begin{aligned} & 3 \\ & { }_{1}^{3 / 8} \end{aligned}$ | $\begin{gathered} 11 \\ \text { no } \\ \text { suwn } \\ \text { sum } \end{gathered}$ | 5 | $\begin{gathered} 17 \\ \text { 16\% } \\ \text { sesumwras. } \end{gathered}$ | ! | $\begin{gathered} 10 \\ 5 \% \end{gathered}$ | 5 |
| Fairly favurale (1) | ( $\begin{aligned} & 86 \\ & 8 \%\end{aligned}$ | $\begin{gathered} 57 \\ \text { 188, } \\ \text { cf } \end{gathered}$ | 10 $4 \%$ | $\begin{aligned} & 5 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | ${ }_{7 \%}^{27}$ | $\begin{aligned} & 45 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 60 \\ \text { soo } \\ \text { wumanoa } \end{gathered}$ | ${ }_{2 \%}^{11}$ | $\begin{gathered} 20 \\ 50 \\ 5 \times 8 \end{gathered}$ | $\begin{gathered} \text { 54 } \\ \substack{136 \\ \text { umpo }} \end{gathered}$ | $\begin{gathered} 13 \\ 8 \% \end{gathered}$ | $\begin{gathered} 37 \\ 100 \\ \text { 10\% } \end{gathered}$ | $\begin{aligned} & 18 \\ & 7 \% \\ & 78 \end{aligned}$ | $\begin{gathered} 42 \\ \substack{48 \% \\ \text { uno }} \\ \text { whe } \end{gathered}$ | $\begin{gathered} 23 \\ \text { 212 } \\ \text { uncmoor } \end{gathered}$ | $\begin{gathered} 31 \\ 7 \\ 7 \end{gathered}$ | $\begin{gathered} 63 \\ \substack{27 \% \\ \text { suwn }} \end{gathered}$ | $\begin{gathered} 8 \\ 1 \% \end{gathered}$ |  |  | $\begin{gathered} 57 \\ \substack{348 \\ \text { sucura }} \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 49 \\ \substack{296 \\ \text { sumum }} \end{gathered}$ | $\begin{gathered} 19 \\ \substack{4 \% \\ 5 \times v} \\ \text { swa } \end{gathered}$ | $\begin{gathered} 86 \\ \text { sesumwar } \\ \text { ser } \end{gathered}$ | ? | $\begin{aligned} & 47 \\ & 246 \\ & 248 \end{aligned}$ | ${ }_{4 \%}^{25}$ |
| Nethe f fvourable nor untuvurable (0) | ( $\begin{aligned} & \text { 309 } \\ & \text { 29\% }\end{aligned}$ | $\begin{gathered} 1114 \\ 36 \% \end{gathered}$ | ${ }_{23 \%}^{64}$ | ${ }_{355}^{23}$ | $\begin{gathered} 26 \\ 26 \% \end{gathered}$ | (100 | $\underbrace{128}_{\text {33\% }}$ | $\begin{gathered} 73 \\ \substack{36 \% \\ \text { ana } \\ \text { una }} \end{gathered}$ | ${ }_{\text {cke }}^{\text {126 }}$ | ${ }_{26}{ }_{26}$ | $\begin{gathered} 118 \\ \substack{289 \\ m \\ m} \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \end{gathered}$ | ¢ ${ }_{\text {20\% }}$ | $\begin{gathered} 74 \\ 298 \end{gathered}$ | $\begin{gathered} 95 \\ \substack{929 \\ \mathrm{my} \\ \mathrm{~m}} \\ \hline \end{gathered}$ | $\begin{gathered} 41 \\ \substack{46 \\ \text { sequ } \\ \text { umar }} \end{gathered}$ | 104 <br> $24 \%$ | $\begin{gathered} 93 \\ \text { a3m } \\ \text { ssumas } \end{gathered}$ | $\begin{gathered} 100 \\ \text { ang } \\ 20 \% \end{gathered}$ | $\begin{gathered} 76 \\ \substack{26 \\ \text { swra } \\ \text { swa }} \end{gathered}$ | $\begin{gathered} 128 \\ \substack{128 \\ s w m a s} \\ \text { swa } \end{gathered}$ | $\begin{gathered} 68 \\ \substack{616 \\ \text { suwna }} \end{gathered}$ | $\begin{gathered} 83 \\ \text { anc } \\ 720 \end{gathered}$ | $\begin{gathered} \text { co } \\ \text { sis } \\ \text { swras } \end{gathered}$ | $\begin{gathered} 103 \\ \substack{109 \\ 290} \\ \hline \end{gathered}$ |  | - | $\begin{gathered} 69 \\ 35 \% \end{gathered}$ | ${ }_{24 \%}^{140}$ |
| Frinty unfourable(1) | 173\% | 50 | 52 | 16 $24 \%$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | ${ }_{\substack{65 \\ 17 \%}}$ | ${ }_{\substack{61 \\ 16 \%}}$ | (18 ${ }_{9 \%}$ | $\begin{aligned} & 1215 \\ & \text { and } \\ & \text { nk } \end{aligned}$ | $\begin{aligned} & 81 \\ & 228 \\ & 4 k \\ & 4 k \end{aligned}$ | 54 $13 \%$ | $\begin{aligned} & 36 \\ & \text { 30\% } \\ & \text { nk } \end{aligned}$ | $\begin{aligned} & 76 \\ & \text { 20\% } \\ & \text { nk } \end{aligned}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 17 \% \\ & 178 \end{aligned}$ |  | $\begin{gathered} 90 \\ \substack{91 \% \\ \\ \\ \hline k} \end{gathered}$ | $\begin{aligned} & 24 \\ & 10 \% \\ & \text { 20 } \end{aligned}$ | $\begin{gathered} 109 \\ \left.\begin{array}{c} 200 \\ \text { Ruvz } \end{array}\right) \end{gathered}$ | $\begin{gathered} 68 \\ \substack{638 \\ \text { Ruvx }} \end{gathered}$ | $\begin{gathered} 60 \\ \text { 14\% } \end{gathered}$ | $\begin{aligned} & 16 \\ & 108 \\ & 108 \end{aligned}$ | $\begin{aligned} & 106 \\ & \substack{206 \\ \text { nevxe }} \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & \text { 24\% } \\ & \text { aswoz } \end{aligned}$ |  | $\begin{gathered} 173 \\ \text { anc } \\ \text { sstuwna } \end{gathered}$ | 28 | ${ }_{20 \%}^{121}$ |
| Very unfourable (2) | 240 | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 113 \\ \text { anc } \\ \text { an } \\ \hline 80 \end{gathered}$ | $\begin{gathered} 15 \\ \substack{23 \% \\ \text { 28\% }} \end{gathered}$ | $\begin{gathered} 35 \\ \substack{34 \% \\ 84 \%} \\ \theta^{\circ} \end{gathered}$ | $\begin{gathered} 116 \\ 316 \end{gathered}$ | 74 $19 \%$ | 5 | $\begin{gathered} 221 \\ \text { 33\% } \\ \text { Hrkumop } \end{gathered}$ | $\begin{aligned} & 117 \\ & \left.\begin{array}{l} 32 \% \\ \text { HkP } \end{array}\right) \end{aligned}$ | $\begin{gathered} 86 \\ \text { se } \\ \text { 12\% } \\ 40 \end{gathered}$ |  | $\begin{aligned} & 110 \\ & \substack{998 \\ \text { ato }} \end{aligned}$ | $\begin{gathered} 72 \\ \substack{296 \\ 4 \times 0} \\ \text { and } \end{gathered}$ | $\begin{gathered} 85 \\ \substack{86 \% \\ \text { ane }} \\ \hline \end{gathered}$ | $\begin{gathered} 13 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{gathered} 161 \\ \text { 38\% } \\ \text { Hxamoo } \end{gathered}$ | 5 | $\begin{gathered} 231 \\ \substack{43, \\ \text { arux }} \end{gathered}$ | $\begin{gathered} 90 \\ \substack{318 \\ \text { axva }} \end{gathered}$ | $\begin{gathered} 124 \\ \substack{1268 \\ \text { nxx }} \end{gathered}$ | ${ }_{2}^{4}$ | $\begin{gathered} 219 \\ \text { ank } \\ \text { RTuxaz } \end{gathered}$ | $\begin{gathered} 10 \\ \substack{6 \% \\ k 2 \\ k 2} \end{gathered}$ | $\begin{gathered} 219 \\ \text { 410 } \\ \text { fruwz } \end{gathered}$ | $\therefore$ | $\begin{gathered} 240 \\ 58 \% \\ \text { sstuwnan } \end{gathered}$ | (10\% | (180 |
| Dont thow | 230 $22 \%$ 22\% | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\underset{10 \%}{7}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | $\substack{71 \\ 18 \%}$ | $\begin{gathered} 30 \\ \text { cis\% } \\ 0 \end{gathered}$ | $\begin{gathered} 95 \\ \substack{17 \% \\ a} \\ \hline \end{gathered}$ | $\begin{gathered} 49 \\ \text { anc } \\ 0 \\ 0 \end{gathered}$ | $\begin{gathered} 79 \\ \substack{20 \% \\ \text { jumoo }} \end{gathered}$ | $\begin{aligned} & 24 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 54 \\ \substack{44 \% \\ \sigma} \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ \text { 35\% } \\ \text { an } \\ \alpha \end{gathered}$ | $\begin{aligned} & 45 \\ & .148 \\ & 148 \end{aligned}$ | $\begin{gathered} 13 \\ 111 \% \end{gathered}$ | $\begin{gathered} 36 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 41 \\ & \text { an } \\ & \text { var } \\ & \text { var } \end{aligned}$ | $\begin{gathered} 88 \\ \substack{186 \\ \text { numad }} \end{gathered}$ | $\begin{aligned} & 33 \\ & 118 \\ & { }_{2}^{31 \%} \\ & 2 \end{aligned}$ | $\begin{gathered} 86 \\ \text { s. } \\ \text { mpera } \end{gathered}$ | $\begin{gathered} 11 \\ \substack{1 / 2 \\ 20 \\ 20} \end{gathered}$ | $\begin{gathered} 58 \\ \text { and } \\ \text { 280 } \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & \left.\begin{array}{c} 12 \% \\ 20 \\ 20 \end{array}\right) \end{aligned}$ |  |  | 24 22\% | $\substack { 123 \\ \begin{subarray}{c}{216 \\ 6{ 1 2 3 \\ \begin{subarray} { c } { 2 1 6 \\ 6 } } \end{subarray}$ |


| Net: Ver/farity favurale | $\begin{gathered} 103 \\ 10 \% \end{gathered}$ |  | 13 $5 \%$ | $\underset{8 \%}{5}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 33 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \end{gathered}$ | $\begin{gathered} 74 \\ \text { 37\% } \\ \text { uxumora } \end{gathered}$ | ${ }_{2 \%}^{14}$ | $\begin{gathered} 23 \\ 6 \% \end{gathered}$ | $\begin{gathered} \text { c. } \\ \substack{16 \% \\ \text { unvo } \\ \text { unc }} \end{gathered}$ | $\begin{gathered} 13 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{gathered} 48 \\ \begin{array}{c} 43 \\ 138 \\ \text { wa } \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ 9 \% \\ 98 \end{gathered}$ | $\begin{gathered} \text { 51 } \\ \substack{15 \% \\ \text { whwo }} \end{gathered}$ | $\begin{gathered} 25 \\ \substack{22 \% \\ \text { nemme. } \\ \text { ueme. } \\ \hline} \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & \substack{31 \% \\ \text { suwn }} \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 24 \\ \substack{8 \% \\ s w w_{0} \\ s, ~} \end{gathered}$ | $\underset{\substack{57 \\ \text { sick } \\ 5 \times m \times}}{\substack{ \\\hline}}$ | $\begin{gathered} 68 \\ \substack{618 \\ \text { ensuma }} \end{gathered}$ | $\begin{gathered} 12 \\ \substack{2 \% \\ 8 \\ 8} \end{gathered}$ | $\begin{gathered} 61 \\ \substack{36 \% \\ \text { suwa }} \end{gathered}$ |  | $\begin{gathered} 103 \\ \text { cesto } \\ \text { csumpras } \end{gathered} .$ |  | $\begin{gathered} 57 \\ 29 \% \end{gathered}$ | $\underset{\substack{29 \\ 5 \%}}{ }$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ver/faitry | $\begin{aligned} & 413 \\ & 398 \\ & 398 \end{aligned}$ | $\begin{gathered} 822 \\ 26 \% \end{gathered}$ | 61\% | $\begin{gathered} 317 \\ \substack{479} \\ y_{0} \end{gathered}$ | $\begin{gathered} 54 \\ \substack{54 \% \\ \text { s. }} \\ \hline 8 \end{gathered}$ | $\begin{aligned} & 181 \\ & 4888 \end{aligned}$ | $\begin{gathered} 135 \\ 358 \end{gathered}$ | $\begin{aligned} & 24 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 336 \\ \text { s59\% } \\ \text { Hexmmop } \end{gathered}$ |  | $\begin{aligned} & \text { an0 } \\ & 35 \% \end{aligned}$ | $\begin{gathered} 86 \\ \substack{89 \\ \text { ang } \\ \text { mpo }} \end{gathered}$ | $\begin{gathered} 186 \\ \substack{\text { ang } \\ \text { 4kop }} \end{gathered}$ |  |  | $\begin{aligned} & 34 \\ & 30 \% \\ & 30 \% \end{aligned}$ | $\begin{gathered} 251 \\ \text { s59\% } \\ \text { Hempoo } \end{gathered}$ | $\begin{aligned} & 29 \\ & 129 \end{aligned}$ | $\begin{gathered} 300 \\ \substack{350 \\ \text { Rruve }} \end{gathered}$ | $\begin{gathered} 158 \\ \substack{156 \\ \text { fuvx }} \\ \hline \end{gathered}$ | $\begin{aligned} & 174 \\ & \substack{40 \% \\ \text { anx } \\ \text { ne }} \end{aligned}$ | $\begin{gathered} 20 \\ \text { 22\% } \\ \end{gathered}$ | $\begin{gathered} 325 \\ 688 \\ \text { esuyxz } \end{gathered}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 345 \\ \substack{356 \\ \text { fruve }} \end{gathered}$ | $\therefore$ |  | $\begin{aligned} & 48 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\underbrace{}_{\substack{301 \\ 51 \%}}$ |
| Net Difference | -.310 <br> $.29 \%$ | $\begin{aligned} & -15 \\ & -5 \% \end{aligned}$ | -153 $-56 \%$ | $\begin{gathered} -26 \\ -396 \end{gathered}$ | $\begin{gathered} .51 \\ .50 \% \end{gathered}$ | $\begin{gathered} -149 \\ -10 \% \end{gathered}$ | $\begin{gathered} -81 \\ -21 \% \end{gathered}$ | 55\% | $\begin{gathered} .322 \\ -56 \% \end{gathered}$ | $\begin{gathered} 175 \\ -488 \end{gathered}$ | $\begin{aligned} & .75 \\ & .19 \% \end{aligned}$ | $\begin{aligned} & .72 \\ & .41 \% \end{aligned}$ | $\begin{gathered} -139 \\ -37 \% \\ \hline \end{gathered}$ | $\begin{gathered} -96 \\ -38 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -90 \\ & -27 \% \end{aligned}$ | $\underset{-9 \%}{9}$ | . 21. | ${ }_{\text {4 }}^{45}$ | . 32 | - 134 $46 \%$ | $\begin{gathered} -277 \\ -276 \end{gathered}$ | ${ }^{48 \%}$ | -66\% | 32 | - $60 \%$ | - 103 | - 413 | 9 | ${ }_{\text {- }}^{\text {- } 27 \%}$ |



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaeks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Emplowmenstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(8) }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | ${ }_{\text {che }}^{\text {35.44 }}$ | 45.54 (6) | 55.64 (H) | ${ }^{654}$ | ${ }^{18.34}$ (1) |  | (L) | Genz | Millennial <br> $s$ <br> (N) | (en C | Baby Boomer <br> (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {che }}^{\text {(20E }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midands (T) | South (U) | London (V) | Wales <br> (w) | Scotland <br> (X) | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married | Single (b) | Widowed/ Divorced/s eparated (c) | At least one child present |  | Graduate <br> (f) | Non- graduate <br> (g) | Working <br> (h) | $\underbrace{\text { Not }}_{\substack{\text { Notr } \\ \text { working } \\ \text { (i) }}}$ |
| 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 | 62 | ${ }^{43}$ |
| Verv tavourble (2) | $\begin{aligned} & 116 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 61 \\ 12 \% \end{gathered}$ | $\begin{gathered} 55 \\ 10 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ \text { 15\% } \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 19 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 10 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 66 \\ 11 \% \end{gathered}$ | $\begin{gathered} 50 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\stackrel{5}{11 \%}$ | $\begin{gathered} 8 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 106 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 67 \\ 12 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 81 \\ 10 \% \end{gathered}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 78 \\ 11 \% \end{gathered}$ | $\begin{gathered} 69 \\ 11 \% \end{gathered}$ | 47 $11 \%$ |
| Fairy favorale (1) | $\begin{aligned} & 246 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 33 \\ 29 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 41 \\ 24 \% \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{gathered} 53 \\ 21 \% \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 88 \\ 22 \% \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 64 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 96 \\ 21 \% \end{gathered}$ | $\begin{gathered} 71 \\ 28 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 64 \\ 23 \% \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 40 \% \\ & \text { Tux } \end{aligned}$ | $\begin{gathered} 15 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 209 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 1355 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 29 \\ 22 \% \end{gathered}$ | $\begin{gathered} 76 \\ 29 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 170 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 99 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 24 \% \end{aligned}$ | 95 22\% |
| Neithe fevourable nor unfuvurable (0) | $\begin{aligned} & 222 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 28 \\ 25 \% \\ 1 . \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \\ 1 \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 34 \\ 14 \% \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \\ 6 \end{gathered}$ | $\begin{gathered} 78 \\ 22 \% \end{gathered}$ | $\begin{gathered} 70 \\ 17 \% \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | $\begin{gathered} 68 \\ 24 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 53 \\ 21 \% \end{gathered}$ | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 61 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 25 \\ 17 \% \end{gathered}$ | $\begin{gathered} 13 \\ 25 \% \end{gathered}$ | $\begin{gathered} 28 \\ 31 \% \\ \text { 3v* } \end{gathered}$ | $\begin{aligned} & 183 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 39 \\ 25 \% \end{gathered}$ | 121 21\% | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{gathered} 23 \\ { }^{18 \%} \\ \cdot \end{gathered}$ | $\begin{gathered} 59 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{gathered} 75 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | 137 <br> 22\% | 85 20\% |
| Fariry unfuvurale (-1) | $\begin{aligned} & 194 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 90 \\ 18 \% \end{gathered}$ | $101$ | $\begin{gathered} 14 \\ 12 \% \end{gathered}$ | 28 $16 \%$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 63 \\ 26 \% \\ \text { D66 } \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 96 \\ \text { 23\% } \\ \text { Jא } \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{gathered} 40 \\ 14 \% \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 122 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 71 \\ 15 \% \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \\ w \end{gathered}$ | $\begin{gathered} 58 \\ 21 \% \\ w \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \\ w \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \\ \text { w• } \end{gathered}$ | $1 \%$ | $\begin{gathered} 19 \\ 20 \% \\ \mathrm{w}^{*} \end{gathered}$ | 167 | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 92 \\ 16 \% \end{gathered}$ | $\begin{gathered} 66 \\ 20 \% \end{gathered}$ | $\begin{gathered} 36 \\ 27 \% \\ { }_{a^{*}} \end{gathered}$ | 34 3\% | $\begin{gathered} 160 \\ 20 \% \\ d \end{gathered}$ | ${ }_{\text {16\% }}^{53} 1$ | 191 | $\xrightarrow{109} 17$ | ${ }^{85}$ |
| Very unfouruble (-2) | $\begin{aligned} & 207 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 91 \\ 17 \% \end{gathered}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{gathered} 27 \\ 14 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 44 \\ 25 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 67 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 104 \\ 26 \% \\ j \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \\ \text { MN } \end{gathered}$ | $\begin{gathered} 81 \\ 26 \% \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 100 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 107 \\ 23 \% \\ a \end{gathered}$ | 46 <br> 18\% | $\begin{gathered} 55 \\ 20 \% \end{gathered}$ | $\begin{gathered} 50 \\ 21 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ * \end{gathered}$ | $\begin{gathered} 10 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 20 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 171 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 36 \\ 23 \% \end{gathered}$ | $\begin{gathered} 133 \\ 23 \% \\ b \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | $\begin{gathered} 27 \\ 20 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 36 \\ 106 \end{gathered}$ | $\begin{gathered} 170 \\ 21 \% \\ \text { d } \end{gathered}$ | 46 <br> $14 \%$ | $\begin{gathered} 160 \\ 22 \% \\ f \end{gathered}$ | $\begin{aligned} & 118 \\ & 19 \% \end{aligned}$ | 89 $21 \%$ |
| Don't know | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 48 \\ 9 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 18 \\ & 15 \% \\ & \text { 6H1F } \end{aligned}$ | $\begin{gathered} 19 \\ 10 \% \\ \text { H1 } \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \\ & \text { H1 } \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \\ \mathrm{~kL} \end{gathered}$ | $\begin{gathered} 24 \\ 7 \% \\ L \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 19 \\ 13 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 11 \\ & 50 \end{aligned}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | - ${ }_{\text {3\% }}^{1}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | ${ }_{\substack{62 \\ 7 \%}}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 51 \end{aligned}$ | $\begin{aligned} & 15 \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 55 \\ & 8 \% \end{aligned}$ | ( $\begin{gathered}38 \\ 6 \%\end{gathered}$ | 32 $7 \%$ |


| Net: ver/Fairly favurable | $\begin{aligned} & 363 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 46 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 64 \\ 35 \% \end{gathered}$ | $\begin{gathered} 67 \\ 40 \% \end{gathered}$ | $\begin{gathered} 57 \\ 32 \% \end{gathered}$ | $\begin{gathered} 50 \\ 31 \% \end{gathered}$ | $\begin{gathered} 79 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 54 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 81 \\ 33 \% \end{gathered}$ | $\begin{gathered} 97 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 100 \\ 40 \% \\ u x \end{gathered}$ | $\begin{gathered} 102 \\ 37 \% \\ u \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \\ U^{*} \end{gathered}$ | $\begin{gathered} 25 \\ 50 \% \\ u x^{*} \end{gathered}$ | $\begin{gathered} 23 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 315 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 47 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 43 \\ 33 \% \end{gathered}$ | $\begin{gathered} 111 \\ 43 \% \\ e \end{gathered}$ | ${ }^{252}$ | $\begin{gathered} 137 \\ 42 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 225 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 35 \% \end{aligned}$ | 192\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 401 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{gathered} 55 \\ 30 \% \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \end{gathered}$ | $\begin{gathered} 72 \\ 40 \% \\ 0 \end{gathered}$ | $\begin{gathered} 72 \\ 44 \% \\ \text { DEF } \end{gathered}$ | $\begin{aligned} & 128 \\ & 52 \% \\ & \text { DEFG } \end{aligned}$ | $\begin{gathered} 78 \\ 26 \% \end{gathered}$ | $\begin{gathered} 123 \\ 35 \% \\ 1 \end{gathered}$ | $\begin{gathered} 200 \\ 49 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \end{gathered}$ | $\begin{gathered} 98 \\ 40 \% \\ M N \end{gathered}$ | $\begin{aligned} & 157 \\ & 50 \% \\ & \text { мno } \end{aligned}$ | $\begin{aligned} & 222 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 83 \\ 33 \% \end{gathered}$ | $\begin{gathered} 113 \\ 41 \% \\ w \end{gathered}$ | $\begin{gathered} 103 \\ 42 \% \\ w \end{gathered}$ | $\begin{gathered} 53 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 11 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 42 \% \\ w^{*} \end{gathered}$ | $\begin{gathered} 338 \\ 38 \% \end{gathered}$ | $\begin{gathered} 63 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 63 \\ 47 \% \\ b^{*} \end{gathered}$ | $\begin{gathered} 70 \\ 27 \% \end{gathered}$ | $\begin{gathered} 330 \\ 42 \% \\ d \end{gathered}$ | $\begin{gathered} 99 \\ 30 \% \end{gathered}$ | $\begin{gathered} 302 \\ 41 \% \\ f \end{gathered}$ | $\begin{aligned} & 227 \\ & 36 \% \end{aligned}$ | ${ }_{40 \%}^{174}$ |
| Net Difference | $\begin{aligned} & -38 \\ & -4 \% \end{aligned}$ | $\begin{aligned} & -20 \\ & -4 \% \end{aligned}$ | $\begin{aligned} & -15 \\ & -3 \% \end{aligned}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & -15 \\ & -8 \% \end{aligned}$ | $\begin{gathered} -22 \\ -14 \% \end{gathered}$ | $\begin{gathered} -49 \\ -20 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\stackrel{1}{ }$ | $\begin{gathered} -71 \\ -17 \% \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & -18 \\ & -7 \% \end{aligned}$ | $\begin{gathered} -59 \\ -19 \% \end{gathered}$ | $\begin{gathered} -6 \\ -1 \% \end{gathered}$ | $\begin{aligned} & -32 \\ & -7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & -12 \\ & -4 \% \end{aligned}$ | $\begin{gathered} -44 \\ -18 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 14 \\ 29 \% \end{gathered}$ | $\begin{gathered} -15 \\ -17 \% \end{gathered}$ | $\begin{aligned} & -22 \\ & -2 \% \end{aligned}$ | $\begin{gathered} -16 \\ -10 \% \end{gathered}$ | $\begin{aligned} & -23 \\ & -4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} -19 \\ -15 \% \end{gathered}$ | 41 <br> 16\% | $\begin{gathered} -79 \\ -10 \% \end{gathered}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} -76 \\ -10 \% \end{gathered}$ | $\begin{gathered} -6 \\ -1 \% \end{gathered}$ | - |



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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | ```Favourabl e to Reform UK``` | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 | ${ }_{6} 6$ | 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 favurable (2) | $\begin{aligned} & 116 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 93 \\ 34 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 5 \\ 8 \% \\ 8 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{gathered} 59 \\ 16 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 8 \\ 4 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 100 \\ 18 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{aligned} & 116 \\ & 32 \% \end{aligned}$ <br> HIKLMNOPQ | - | $36$ $21 \%$ <br> HKMOPQ | $\begin{gathered} 27 \\ 7 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 27 \\ 8 \% \\ k \end{gathered}$ | $\begin{gathered} 8 \\ 7 \% \\ \mathrm{~K}^{*} \end{gathered}$ | $\begin{gathered} 62 \\ 14 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \\ \text { RUYX } \end{gathered}$ | 106 <br> 36\% <br> RSUuwxyZa | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 82 \\ 17 \% \\ \text { Ruvx } \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 87 \\ 16 \% \\ \text { RUVX } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \text { Rux* } \end{gathered}$ | $\begin{gathered} 75 \\ 18 \% \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 91 \\ 15 \% \\ \text { b } \end{gathered}$ |
| Fairly favurable (1) | $\begin{aligned} & 246 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 113 \\ 41 \% \\ B E \end{gathered}$ | $\begin{gathered} 28 \\ 43 \% \\ \mathrm{BE}^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 17 \% \end{gathered}$ | $\begin{gathered} 121 \\ 32 \% \\ G \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \end{gathered}$ | $\begin{gathered} 33 \\ 16 \% \\ k \end{gathered}$ | $\begin{gathered} 173 \\ 30 \% \\ \text { нкмор } \end{gathered}$ | $246$ $68 \%$ HIKLMNOPQ | - |  | $\begin{gathered} 53 \\ 14 \% \\ k \end{gathered}$ | $106$ $42 \%$ <br> HIKMOPQ | $\begin{gathered} 42 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 114 \\ 27 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \\ \text { UX } \end{gathered}$ |  | $\begin{gathered} 137 \\ 47 \% \\ \text { RSuvwxyza } \end{gathered}$ | $\begin{aligned} & 29 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 34 \\ 20 \% \\ \text { UX } \end{gathered}$ | 130 <br> 27\% <br> Ruxz | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{gathered} 158 \\ 30 \% \\ \text { RUYXZ } \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 122 \\ 30 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 189 \\ 32 \% \\ b \end{gathered}$ |
| Nether favourable nor unfavourable (0) | $\begin{aligned} & 222 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{gathered} 41 \\ 15 \% \end{gathered}$ | $\begin{gathered} 18 \\ 27 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 32 \\ 32 \% \\ \mathrm{BC}^{*} \end{gathered}$ | $\begin{gathered} 87 \\ 23 \% \\ 6 \end{gathered}$ | $\begin{gathered} 60 \\ 15 \% \end{gathered}$ | $\begin{gathered} 34 \\ 17 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 99 \\ 17 \% \\ \text { JK } \end{gathered}$ | $\square$ | $:$ | $\begin{gathered} 23 \\ 13 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 58 \\ 15 \% \\ \mathrm{JK} \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \\ \text { נK } \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \\ \mathrm{Jk}^{*} \end{gathered}$ | $\begin{gathered} 78 \\ 18 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \\ \text { Tux } \end{gathered}$ | $\begin{gathered} 88 \\ 16 \% \\ u \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 47 \\ 11 \% \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 76 \\ 16 \% \\ u \end{gathered}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{gathered} 113 \\ 21 \% \\ \text { stuwxa } \end{gathered}$ | $\begin{gathered} 15 \\ 14 \% \end{gathered}$ | $\begin{gathered} 74 \\ 18 \% \\ \text { TU } \end{gathered}$ | $\begin{gathered} 42 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 21 \% \end{aligned}$ |
| Fairly unfavourable ( -1 ) | $\begin{aligned} & 194 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 95 \\ 30 \% \\ \text { cD } \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 13 \% \end{gathered}$ | $\begin{gathered} 21 \\ 21 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 62 \\ 17 \% \end{gathered}$ | $\begin{gathered} 90 \\ 23 \% \end{gathered}$ | $\begin{gathered} 52 \\ 26 \% \\ \text { ULNPQ } \end{gathered}$ | $\begin{gathered} 92 \\ 16 \% \\ \mathrm{JN} \end{gathered}$ | $\therefore$ | 194 <br> 48\% <br> HULMNOPQ | $\begin{gathered} 27 \\ 15 \% \\ J \end{gathered}$ | $\begin{gathered} 78 \\ 21 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 68 \\ 21 \% \\ \mathrm{JN} \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \\ \jmath^{*} \end{gathered}$ | $\begin{gathered} 80 \\ 19 \% \\ \text { JN } \end{gathered}$ | 63 <br> 27\% <br> stwła | $\begin{gathered} 81 \\ 15 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 36 \% \end{aligned}$ <br> RSTVWYZa | 41 <br> 24\% <br> sTWYa | $\begin{gathered} 77 \\ 16 \% \\ \top \end{gathered}$ | $\begin{gathered} 48 \\ 28 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \\ T \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 57 \\ 14 \% \\ T \end{gathered}$ | $\begin{gathered} 38 \\ 19 \% \end{gathered}$ | $\begin{gathered} 97 \\ 16 \% \end{gathered}$ |
| Very unfavourable (-2) | $\begin{aligned} & 207 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 126 \\ 39 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{gathered} 24 \\ 24 \% \\ {c D^{*}}^{2} \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 134 \\ 34 \% \\ F \end{gathered}$ | $\begin{gathered} 69 \\ 35 \% \\ \text { IUNQ } \end{gathered}$ | $\begin{aligned} & 102 \\ & 18 \% \\ & \text { JLN } \end{aligned}$ |  | 207 <br> 52\% <br> hillmion | $\begin{gathered} 7 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 160 \\ & \text { 42\% } \\ & \text { ULNQ } \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \\ \mu \end{gathered}$ | $\begin{gathered} 136 \\ 41 \% \\ \text { HLNQ } \end{gathered}$ | 57 <br> 51\% <br> HULNQ* | $\begin{gathered} 93 \\ 22 \% \\ \text { ULN } \end{gathered}$ | 70 <br> 30\% <br> stwra | $\begin{gathered} 104 \\ 19 \% \\ \pi \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | 192 <br> 44\% <br> RSTVWYa | $\begin{gathered} 53 \\ 31 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 105 \\ 22 \% \\ \text { str } \end{gathered}$ | 79 <br> 47\% <br> RSTVWYa | $\begin{gathered} 86 \\ 16 \% \\ T \end{gathered}$ | 42 41\% RSTWYa* | $\begin{gathered} 82 \\ 20 \% \\ T Y \end{gathered}$ | $\begin{gathered} 84 \\ 42 \% \\ c \end{gathered}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \\ \text { נK } \end{gathered}$ | $:$ | - | $\begin{gathered} 2 \\ 1 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \\ \mathrm{JK} \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \\ k \end{gathered}$ | : | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \\ \text { TWra } \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & \text { TYa } \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{gathered} 9 \\ 2 \% \\ a \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ \text { Tra } \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 2 \\ & * \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 6 \% \end{aligned}$ |


| Net: Very/Fairly favourale | $\begin{aligned} & 363 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 75 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 33 \\ 51 \% \\ \text { BE }^{*} \end{gathered}$ | $\begin{gathered} 21 \\ 21 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 180 \\ 48 \% \\ 6 \end{gathered}$ | $\begin{gathered} 96 \\ 25 \% \end{gathered}$ | $\begin{gathered} 41 \\ 20 \% \\ \mathrm{k} \end{gathered}$ | 273 <br> 48\% HKMOPQ | $\begin{gathered} 363 \\ 100 \% \\ \text { HIKLMNOPQ } \end{gathered}$ | - | 118 <br> 67\% <br> HIKMNOPQ | $\begin{gathered} 80 \\ 21 \% \\ k \end{gathered}$ | $148$ <br> 59\% HIKMOPQ | $\begin{gathered} 68 \\ 21 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 23 \\ 21 \% \\ \mathrm{~K}^{*} \end{gathered}$ | $175$ <br> 41\% HKMOP | $\begin{gathered} 50 \\ 21 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 253 \\ 47 \% \\ \text { RUVXZ } \end{gathered}$ | 243 <br> 84\% <br> RSUVWxYZa | 31 $7 \%$ | $\begin{gathered} 41 \\ 24 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 211 \\ 44 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \\ u \end{gathered}$ | $\begin{gathered} 245 \\ 46 \% \\ \text { RUYxz } \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \\ \text { ux* } \end{gathered}$ | $\begin{gathered} 197 \\ 48 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 29 \\ 15 \% \end{gathered}$ | $\begin{gathered} 280 \\ 47 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/Fariry unfavourable | $\begin{aligned} & 401 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 69 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 13 \\ 19 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 46 \\ 45 \% \\ \text { CD* } \end{gathered}$ | $\begin{gathered} 98 \\ 26 \% \end{gathered}$ | $\begin{gathered} 224 \\ 58 \% \\ F \end{gathered}$ | $\begin{aligned} & 122 \\ & 61 \% \\ & \text { ILNQ } \end{aligned}$ | $\begin{aligned} & 194 \\ & 34 \% \\ & \text { JLN } \end{aligned}$ | - | 401 <br> 100\% <br> HIJLMNOPQ | $\begin{gathered} 34 \\ 19 \% \\ j \end{gathered}$ | $\begin{gathered} 237 \\ 63 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 54 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 204 \\ 62 \% \\ \text { נLNQ } \end{gathered}$ | 73 <br> 65\% <br> ULNQ* | $\begin{aligned} & 173 \\ & 40 \% \\ & \text { ULN } \end{aligned}$ | 133 <br> 56\% <br> stwra | $\begin{gathered} 185 \\ 34 \% \\ T \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | 352 <br> 80\% <br> RSTVWYZa | 94 <br> 56\% <br> stwya | $\begin{aligned} & 183 \\ & 38 \% \\ & \text { sTra } \end{aligned}$ | 127 <br> 75\% <br> RSTvurza | $\begin{gathered} 172 \\ 32 \% \\ T \end{gathered}$ | 65 <br> 63\% <br> stwła* | $\begin{gathered} 140 \\ 34 \% \\ T \end{gathered}$ | $\begin{gathered} 122 \\ 61 \% \\ c \end{gathered}$ | $\begin{aligned} & 154 \\ & 26 \% \end{aligned}$ |
| Net Difference | $\begin{aligned} & -38 \\ & -4 \% \end{aligned}$ | $\begin{aligned} & -183 \\ & -57 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 21 \\ 32 \% \end{gathered}$ | $\begin{gathered} -24 \\ -24 \% \end{gathered}$ | $\begin{gathered} 82 \\ 22 \% \end{gathered}$ | $\begin{aligned} & -128 \\ & -33 \% \end{aligned}$ | $\begin{gathered} -81 \\ -40 \% \end{gathered}$ | $\begin{gathered} 79 \\ 14 \% \end{gathered}$ | $\begin{gathered} 363 \\ 100 \% \end{gathered}$ | $\begin{gathered} -401 \\ -100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 48 \% \end{gathered}$ | $\begin{aligned} & -157 \\ & -42 \% \end{aligned}$ | $\begin{gathered} 93 \\ 37 \% \end{gathered}$ | $\begin{aligned} & -136 \\ & -41 \% \end{aligned}$ | -50 $-44 \%$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} -83 \\ -35 \% \end{gathered}$ | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 80 \% \end{aligned}$ | $\begin{aligned} & -321 \\ & -73 \% \end{aligned}$ | $\begin{gathered} -53 \\ -31 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & -106 \\ & -63 \% \end{aligned}$ | $\begin{gathered} 73 \\ 14 \% \end{gathered}$ | $\begin{gathered} -42 \\ -41 \% \end{gathered}$ | $\begin{gathered} 58 \\ 14 \% \end{gathered}$ | $\begin{gathered} -92 \\ -46 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 21 \% \end{aligned}$ |



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.



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Socialgrade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstat |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(8) }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | ${ }_{\text {c }}^{\text {35.44 }}$ | 45.54 (6) | 55.64 (H) | ${ }^{654}$ | ${ }^{18.34}$ (1) | 35.54 (k) | (L) | Genz | Millennial <br> $s$ <br> (N) | (en C | Baby Boomer (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {che }}^{\text {(20E }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midands (T) | South (U) | London (v) | Wales <br> (w) | Scotland <br> (x) | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated (c) |  |  | Graduate <br> (f) | Non- graduate <br> (g) | Working <br> (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 | 62 | ${ }^{433}$ |
| Verv tavourble (2) | $\begin{aligned} & 57 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 26 \\ 8 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \\ \text { stwx } \end{gathered}$ | $:$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | 43 $5 \%$ | ${ }_{9 \%}^{14}$ | $\begin{gathered} 42 \\ 7 \% \\ c \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | 18 $7 \%$ | $\begin{aligned} & 39 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | 28 $7 \%$ |
| Fairy favorale (1) | $\begin{aligned} & 143 \\ & 14 \% \end{aligned}$ | 66 <br> 13\% | $\begin{gathered} 77 \\ 14 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 31 \\ 17 \% \\ F \end{gathered}$ | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 46 \\ 13 \% \end{gathered}$ | $\begin{gathered} 64 \\ 16 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 59 \\ 19 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 87 \\ 15 \% \end{gathered}$ | $\begin{gathered} 56 \\ 12 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 34 \\ 14 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 114 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 90 \\ 15 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 26 \\ 20 \% \\ b^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{gathered} 98 \\ 13 \% \end{gathered}$ | $\begin{gathered} 92 \\ 15 \% \end{gathered}$ | 51 $12 \%$ |
| Nether favurable nor unfuvurable (0) | $\begin{aligned} & 212 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 19 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 91 \\ 22 \% \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \end{gathered}$ | $\begin{gathered} 58 \\ 20 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{gathered} 64 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 96 \\ 21 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{gathered} 55 \\ 20 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 14 \\ 28 \% \end{gathered}$ | $\begin{gathered} 19 \\ \text { 20\% } \end{gathered}$ | $\begin{aligned} & 182 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 28 \\ 21 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 61 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 20 \% \end{aligned}$ | 88 $20 \%$ |
| Fariry unfuvurabe (-1) | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 88 \\ 17 \% \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \end{gathered}$ | $\begin{gathered} 23 \\ 12 \% \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ E \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 45 \\ 15 \% \end{gathered}$ | $\begin{gathered} 60 \\ 17 \% \end{gathered}$ | $\begin{gathered} 75 \\ 18 \% \end{gathered}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 69 \\ 15 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 51 \\ 21 \% \\ x \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | 153 $17 \%$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 15 \% \end{gathered}$ | $\begin{gathered} 26 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 60 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 17 \% \end{aligned}$ | 75 $17 \%$ |
| Very unfouruble (-2) | $\begin{aligned} & 391 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 34 \% \end{aligned}$ | 37 <br> $32 \%$ | $\begin{gathered} 73 \\ 40 \% \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \end{gathered}$ | $\begin{gathered} 69 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 62 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 79 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 49 \\ 35 \% \end{gathered}$ | $\begin{gathered} 120 \\ 42 \% \\ p \end{gathered}$ | $96$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 107 \\ 43 \% \\ u \end{gathered}$ | $\begin{gathered} 95 \\ 35 \% \end{gathered}$ | $\begin{gathered} 72 \\ 30 \% \end{gathered}$ | $\begin{gathered} 47 \\ 33 \% \\ \times \end{gathered}$ | $\begin{gathered} 21 \\ 42 \% \\ \hline \end{gathered}$ | $\begin{gathered} 48 \\ 52 \% \\ \text { Tuv* } \end{gathered}$ | 340 <br> $38 \%$ | 51 <br> 32\% | $\begin{aligned} & 207 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 47 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{gathered} 97 \\ 388 \end{gathered}$ | $\begin{aligned} & 293 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 38 \% \end{aligned}$ | ${ }_{\text {36\% }}^{154}$ |
| Don't know | $\begin{aligned} & 72 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 49 \\ 9 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 17 \\ & 14 \% \\ & \text { GH1" } \end{aligned}$ | $\begin{gathered} 22 \\ 12 \% \\ 6 H 1 \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \\ & \text { H1 } \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \\ \mathrm{~kL} \end{gathered}$ | $\begin{gathered} 24 \\ 7 \% \\ L \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | ${ }_{7}^{19}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \\ \hline \end{gathered}$ | - ${ }_{\text {3\% }}^{1}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | ${ }_{\substack{65 \\ 7 \%}}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 60 \end{aligned}$ | $\begin{gathered} 35 \\ 10 \% \\ a c \end{gathered}$ | 3\% ${ }_{\text {3 }}$ | 20 | $\begin{aligned} & 52 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | 59 8\% 1 | ( $\begin{gathered}36 \\ 6 \%\end{gathered}$ | - ${ }_{8 \%}^{36}$ |


| Net: Ver/Fariryfavourble | $\begin{aligned} & 200 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 20 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{gathered} 60 \\ 17 \% \end{gathered}$ | $\begin{gathered} 92 \\ 22 \% \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 40 \\ 14 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 84 \\ 27 \% \\ \text { no } \end{gathered}$ | $\begin{aligned} & 115 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 85 \\ 18 \% \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 60 \\ 22 \% \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 15 \% \\ \end{gathered}$ | $\begin{aligned} & 157 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 43 \\ 27 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 132 \\ 23 \% \\ b \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 54 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 19 \% \end{aligned}$ | 79 $18 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfuvurale | $\begin{aligned} & 571 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 59 \\ 52 \% \end{gathered}$ | $\begin{gathered} 96 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 98 \\ 54 \% \end{gathered}$ | $\begin{gathered} 95 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 75 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 326 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 73 \\ 51 \% \\ \hline \end{gathered}$ | $\begin{gathered} 30 \\ 59 \% \\ \hline \end{gathered}$ | $\begin{gathered} 57 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 493 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 78 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 309 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 74 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 436 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 383 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 341 \\ 55 \% \end{gathered}$ | 230 |
| Net ifference | $\begin{aligned} & -371 \\ & -35 \% \end{aligned}$ | $\begin{aligned} & -195 \\ & -38 \% \end{aligned}$ | $\begin{aligned} & -166 \\ & -31 \% \end{aligned}$ | $\begin{gathered} -39 \\ -34 \% \end{gathered}$ | $\begin{gathered} -67 \\ -37 \% \end{gathered}$ | $\begin{gathered} -80 \\ -47 \% \end{gathered}$ | $\begin{gathered} -60 \\ -33 \% \end{gathered}$ | $\begin{gathered} -65 \\ -40 \% \end{gathered}$ | $\begin{gathered} -60 \\ -24 \% \end{gathered}$ | $\begin{gathered} -106 \\ -36 \% \end{gathered}$ | $\begin{aligned} & -140 \\ & -40 \% \end{aligned}$ | $\begin{aligned} & -125 \\ & -31 \% \end{aligned}$ | $\begin{gathered} -50 \\ -35 \% \end{gathered}$ | $\begin{aligned} & -118 \\ & -41 \% \end{aligned}$ | $\begin{aligned} & -101 \\ & -41 \% \end{aligned}$ | $\begin{gathered} -74 \\ -23 \% \end{gathered}$ | $\begin{aligned} & -211 \\ & -36 \% \end{aligned}$ | $\begin{aligned} & -160 \\ & -35 \% \end{aligned}$ | $\begin{aligned} & -104 \\ & -41 \% \end{aligned}$ | $\begin{gathered} -81 \\ -30 \% \end{gathered}$ | $\begin{gathered} -75 \\ -31 \% \end{gathered}$ | $\begin{gathered} -42 \\ -30 \% \end{gathered}$ | $\begin{gathered} -25 \\ -50 \% \end{gathered}$ | $\begin{gathered} -43 \\ -47 \% \end{gathered}$ | $\begin{gathered} -336 \\ -37 \% \end{gathered}$ | $\begin{gathered} -35 \\ -22 \% \end{gathered}$ | - ${ }_{-}^{-177}$ | $\begin{aligned} & -147 \\ & -43 \% \end{aligned}$ | $\begin{gathered} -46 \\ -35 \% \end{gathered}$ | $\begin{gathered} -81 \\ -31 \% \end{gathered}$ | - 290 $-36 \%$ | $\begin{aligned} & -125 \\ & -38 \% \end{aligned}$ | $\begin{aligned} & -246 \\ & -34 \% \end{aligned}$ | $\begin{aligned} & -220 \\ & -35 \% \end{aligned}$ |  |



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.

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | ```Favourabl e to Reform UK``` | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl <br> e to <br> Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | ${ }^{(R)}$ | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 | ${ }_{6} 6$ | 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 favurable (2) | $\begin{aligned} & 57 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \\ c \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 7 \% \end{aligned}$ | 57 <br> 29\% UKLMNOPQ | - | $\begin{gathered} 10 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 33 \\ 8 \% \\ \text { una } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & \text { u } \end{aligned}$ | $\begin{gathered} 27 \\ 7 \% \\ 11 \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 31 \\ 9 \% \\ \text { UNQ } \end{gathered}$ | $\begin{aligned} & 8 \\ & 7 \% \\ & \text { U* } \end{aligned}$ | $\begin{gathered} 20 \\ 5 \% \\ 1 \end{gathered}$ |  | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | 12 <br> 4\% <br> swy | $\begin{gathered} 32 \\ 7 \% \\ \text { swYa } \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 7 \\ 1 \% \end{gathered}$ |  | $\begin{gathered} 9 \\ 2 \% \\ s \end{gathered}$ | 32 <br> 31\% <br> RSTUVWXYa* | $\begin{aligned} & 10 \\ & 2 \% \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 32 \\ 16 \% \\ c \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ |
| Fairly favourable (1) | $\begin{aligned} & 143 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 98 \\ 31 \% \\ \text { CDE } \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 11 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 37 \\ 10 \% \end{gathered}$ | $\begin{gathered} 79 \\ 20 \% \\ \mathrm{~F} \end{gathered}$ | 143 <br> $71 \%$ <br> UKLMNOPQ | - | $\begin{gathered} 30 \\ 8 \% \\ 1 \end{gathered}$ | 89 <br> 22\% <br> IULMNQ | $\begin{gathered} 18 \\ 10 \% \\ 1 \end{gathered}$ | $\begin{gathered} 59 \\ 16 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \\ 1 \end{gathered}$ | 65 <br> 20\% <br> ILLMNQ | 29 <br> 26\% <br> IJLMNQ* | $\begin{gathered} 52 \\ 12 \% \\ \text { แ } \end{gathered}$ | 110 <br> 47\% <br> stuwxya | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \\ & \text { Sa } \end{aligned}$ | $\begin{gathered} 90 \\ 21 \% \\ \text { stwra } \end{gathered}$ | 72 <br> 43\% <br> sTUWYa | $\begin{aligned} & 25 \\ & 5 \% \\ & \text { sa } \end{aligned}$ | 61 <br> 36\% <br> stuwła | $\begin{gathered} 39 \\ 7 \% \\ \text { swa } \end{gathered}$ | 42 <br> 41\% <br> STUWYa* | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 58 \\ 29 \% \\ c \end{gathered}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ |
| Neither favourable nor unfavourable (0) | $\begin{aligned} & 212 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 89 \\ 28 \% \\ c \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 16 \\ 24 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 54 \\ 14 \% \end{gathered}$ | $\begin{gathered} 94 \\ 24 \% \\ F \end{gathered}$ | : | $:$ | $\begin{gathered} 44 \\ 12 \% \\ H 1 \end{gathered}$ | $\begin{gathered} 81 \\ 20 \% \\ \text { HUNQ } \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 78 \\ 21 \% \\ \text { HUNQ } \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \\ \text { H1 } \end{gathered}$ | $\begin{gathered} 72 \\ 22 \% \\ \text { HUNQ } \end{gathered}$ | 30 <br> 27\% <br> HULNQ* | $\begin{gathered} 53 \\ 12 \% \\ \mathrm{HI} \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \\ \text { sY } \end{gathered}$ | $\begin{gathered} 54 \\ 10 \% \end{gathered}$ | $\begin{gathered} 37 \\ 13 \% \end{gathered}$ | $\begin{gathered} 95 \\ 22 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \\ s \end{gathered}$ | $\begin{gathered} 62 \\ 13 \% \\ s \end{gathered}$ | $\begin{gathered} 30 \\ 17 \% \\ \text { s } \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \end{gathered}$ | $\begin{gathered} 15 \\ 15 \% \end{gathered}$ | $\begin{gathered} 51 \\ 12 \% \end{gathered}$ | $\begin{gathered} 48 \\ 24 \% \\ c \end{gathered}$ | $\begin{gathered} 80 \\ 14 \% \end{gathered}$ |
| Fairly unfavourable ( $(-1)$ | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | $\begin{gathered} 10 \\ 15 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | $\begin{gathered} 62 \\ 17 \% \end{gathered}$ | $\begin{gathered} 73 \\ 19 \% \end{gathered}$ | $:$ | 180 <br> 32\% <br> HJKLMNOQ | $\begin{gathered} 68 \\ 19 \% \\ H \end{gathered}$ | $\begin{gathered} 81 \\ 20 \% \\ \text { HM } \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \\ H \end{gathered}$ | $\begin{gathered} 58 \\ 15 \% \\ H \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \\ H \end{gathered}$ | $\begin{gathered} 27 \\ 24 \% \\ \text { HM* } \end{gathered}$ | $\begin{gathered} 67 \\ 16 \% \\ H \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{gathered} 104 \\ 19 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 54 \\ 19 \% \\ \text { RZ } \end{gathered}$ | $\begin{gathered} 75 \\ 17 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 80 \\ 17 \% \\ z \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \\ z \end{gathered}$ | $\begin{aligned} & 105 \\ & 20 \% \\ & \text { RWz } \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 69 \\ 17 \% \\ z \end{gathered}$ | $\begin{gathered} 30 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 19 \% \end{aligned}$ |
| Very unfavourable (-2) | $\begin{aligned} & 391 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 67 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 28 \\ 43 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 55 \\ 54 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 196 \\ 52 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 105 \\ & 27 \% \end{aligned}$ |  | 391 <br> 68\% <br> HJKLMNOPQ | $205$ $56 \%$ <br> HKLMOP | $\begin{gathered} 113 \\ 28 \% \\ H P \end{gathered}$ | $\begin{gathered} 83 \\ 47 \% \\ \text { нкор } \end{gathered}$ | $\begin{aligned} & 155 \\ & 41 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 144 \\ 57 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{gathered} 105 \\ 32 \% \\ H P \end{gathered}$ | $\begin{gathered} 18 \\ 16 \% \\ \mathrm{H}^{*} \end{gathered}$ | $\begin{gathered} 236 \\ 55 \% \\ \text { HкМОР } \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 348 \\ 64 \% \\ \text { RTuvxyz } \end{gathered}$ | $\begin{gathered} 164 \\ 56 \% \\ \text { RUYXZ } \end{gathered}$ | $\begin{aligned} & 137 \\ & 31 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 296 \\ 62 \% \\ \text { Ruxz } \end{gathered}$ | $\begin{gathered} 13 \\ 7 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 315 \\ 59 \% \\ \text { Ruyxz } \end{gathered}$ | $\begin{gathered} 7 \\ 6 \% \end{gathered}$ | 267 <br> 65\% <br> rtuvxyz | $\begin{gathered} 27 \\ 13 \% \end{gathered}$ | $\begin{gathered} 306 \\ 52 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 72 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & * \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \\ & \mathrm{~B}^{*} \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $:$ | - | $\begin{gathered} 6 \\ 2 \% \\ 1 a \end{gathered}$ | 4 $1 \%$ 1 | $\begin{gathered} 5 \\ 3 \% \\ \text { HIMOQ } \end{gathered}$ | $\stackrel{1}{*}$ | 3 $1 \%$ 1 | $\stackrel{1}{*}$ | $:$ | $\stackrel{1}{*}$ | $\begin{gathered} 6 \\ 3 \% \\ a \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & \text { TYa } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \\ y_{\mathrm{a}} \end{gathered}$ | 1 $1 \%$ |  | 4 $3 \%$ 3 | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $:$ | $\begin{aligned} & 2 \\ & * \end{aligned}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 5 \% \end{aligned}$ |


| Net: Very/Fairly favourable | $\begin{aligned} & 200 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 42 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 10 \\ 15 \% \\ . \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{gathered} 108 \\ 28 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 200 \\ 100 \% \\ \text { IUKLMNOPQ } \end{gathered}$ | - | $\begin{gathered} 41 \\ 11 \% \\ ! \end{gathered}$ | $\begin{gathered} 122 \\ 30 \% \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \\ \text { y } \end{gathered}$ | $\begin{gathered} 86 \\ 23 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 34 \\ 13 \% \\ 1 \end{gathered}$ |  | $37$ $33 \%$ ULMNQ* | $\begin{gathered} 71 \\ 17 \% \\ \text { u } \end{gathered}$ | 153 65\% stuwła | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 122 \\ 28 \% \\ \text { stwra } \end{gathered}$ | 103 <br> 61\% stuwła | $\begin{gathered} 32 \\ 7 \% \\ s \end{gathered}$ | 96 57\% stuwła | $\begin{gathered} 48 \\ 9 \% \\ \text { swa } \end{gathered}$ | 74 <br> 72\% stuvwxya* | $\begin{gathered} 24 \\ 6 \% \\ s \end{gathered}$ | $\begin{gathered} 90 \\ 45 \% \\ c \end{gathered}$ | $\begin{gathered} 60 \\ 10 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Very/farirl unfavourable | $\begin{aligned} & 571 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 95 \\ 30 \% \end{gathered}$ | $\begin{gathered} 225 \\ 83 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 38 \\ 58 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 75 \\ 73 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 258 \\ 69 \% \\ 6 \end{gathered}$ | $\begin{gathered} 178 \\ 46 \% \end{gathered}$ | $\therefore$ | 571 <br> 100\% <br> HJKLMNOPQ | $\begin{gathered} 273 \\ 75 \% \\ \text { HКเМор } \end{gathered}$ | $\begin{gathered} 194 \\ 48 \% \\ H \end{gathered}$ | $\begin{gathered} 115 \\ 65 \% \\ \text { HKOP } \end{gathered}$ | $\begin{aligned} & 213 \\ & 56 \% \\ & \text { HKOP } \end{aligned}$ | 187 <br> 74\% <br> нкLmop | $\begin{gathered} 161 \\ 49 \% \\ H \end{gathered}$ | $\begin{gathered} 45 \\ 40 \% \\ \mathrm{H}^{*} \end{gathered}$ | $\begin{gathered} 303 \\ 71 \% \\ \text { Hкмор } \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | 452 <br> 84\% <br> RTUVWXYZ | $\begin{gathered} 218 \\ 75 \% \\ \text { RUXXZ } \end{gathered}$ | $\begin{aligned} & 213 \\ & 48 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 36 \\ 21 \% \\ \mathrm{R} \end{gathered}$ | 376 <br> 79\% <br> RUVXZ | $\begin{gathered} 39 \\ 23 \% \\ \text { RZ } \end{gathered}$ | 420 <br> 79\% <br> RUVXZ | $\begin{gathered} 14 \\ 13 \% \end{gathered}$ | 336 <br> 81\% <br> RTUVXZ | $\begin{gathered} 57 \\ 29 \% \end{gathered}$ | $\begin{gathered} 420 \\ 71 \% \\ b \end{gathered}$ |
| Net Difference | $\begin{aligned} & -371 \\ & -35 \% \end{aligned}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{aligned} & -208 \\ & -76 \% \end{aligned}$ | $\begin{aligned} & -29 \\ & -43 \% \end{aligned}$ | $\begin{gathered} -68 \\ -66 \% \end{gathered}$ | $\begin{aligned} & -206 \\ & -55 \% \end{aligned}$ | $\begin{aligned} & -70 \\ & -18 \% \end{aligned}$ | $\begin{gathered} 200 \\ 100 \% \end{gathered}$ | $\begin{gathered} -571 \\ -100 \% \end{gathered}$ | $\begin{aligned} & -232 \\ & -64 \% \end{aligned}$ | $\begin{gathered} -72 \\ -18 \% \end{gathered}$ | $\begin{gathered} -86 \\ -48 \% \end{gathered}$ | $\begin{aligned} & -127 \\ & -34 \% \end{aligned}$ | $\begin{aligned} & -154 \\ & -61 \% \end{aligned}$ | $\begin{gathered} -65 \\ -20 \% \end{gathered}$ | $\begin{aligned} & -7 \\ & -7 \% \end{aligned}$ | $\begin{aligned} & -232 \\ & -54 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & -432 \\ & -80 \% \end{aligned}$ | $\begin{aligned} & -185 \\ & -64 \% \end{aligned}$ | $\begin{gathered} -91 \\ -21 \% \end{gathered}$ | $\begin{gathered} 68 \\ 40 \% \end{gathered}$ | $\begin{aligned} & -344 \\ & -72 \% \end{aligned}$ | $\begin{gathered} 57 \\ 34 \% \end{gathered}$ | $\begin{aligned} & -372 \\ & -70 \% \end{aligned}$ | $\begin{gathered} 60 \\ 58 \% \end{gathered}$ | $\begin{aligned} & -312 \\ & -76 \% \end{aligned}$ | $\begin{gathered} 32 \\ 16 \% \end{gathered}$ | $\begin{aligned} & -361 \\ & -61 \% \end{aligned}$ |


| mean | -0.72 | ${ }_{\substack{0.12 \\ \text { COE }}}^{0}$ | -1.43 | $\stackrel{-0.85}{c}$ | $-1.18$ | -1.06 | $\stackrel{-0.38}{\text { f }}$ | ${ }_{\text {ukkMnopa }}^{1.29}$ | -1.68 | $\stackrel{-1.19}{19}$ | $\begin{gathered} -0.38 \\ \text { ULMMNQ } \end{gathered}$ | $\begin{aligned} & -0.92 \\ & \mathrm{UN} \end{aligned}$ | $\begin{aligned} & -0.68 \\ & \text { UNQ } \end{aligned}$ | ${ }^{-1.16}$ | $-0.42$ <br> IJLMNQ | $\begin{gathered} -0.15 \\ \text { ULMNQ** } \end{gathered}$ | $\stackrel{-1.05}{4}$ | $\begin{gathered} 0.68 \\ \text { sTuwXYa } \end{gathered}$ | -1.47 | ${ }_{\substack{-1.17 \\ \text { swa }}}$ | $-0.46$ <br> STWYa | $\begin{gathered} 0.52 \\ \text { stuwa } \end{gathered}$ | $\stackrel{-1.35}{5}$ | 0.48 suwra | ${ }_{\text {ca }}^{\substack{\text {-1.28 }}}$ | $\stackrel{0.83}{\text { Suwwra. }}$ | $\stackrel{-1.39}{5}$ | $\stackrel{0.19}{6}$ | -1.16 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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.

ColumnMeans ( $5 \%$ ): A,B/C/D/E,F/G,H/////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(*)

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

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \multirow[t]{2}{*}{\begin{tabular}{l}
Total \\
Total
\end{tabular}} \& \multicolumn{2}{|r|}{Gender} \& \multicolumn{6}{|c|}{Age} \& \multicolumn{3}{|l|}{Aggregated Age rreaks} \& \multicolumn{4}{|c|}{Generations} \& \multicolumn{2}{|l|}{Social grade} \& \multicolumn{6}{|c|}{Region} \& \multicolumn{2}{|l|}{Urban/Rural} \& \multicolumn{3}{|c|}{Marital staus} \& \multicolumn{2}{|l|}{Pres of children HH (17 or under)} \& \multicolumn{2}{|l|}{Education} \& \multicolumn{2}{|l|}{Employmentstatus} \\
\hline \& \& \({ }_{\text {Man }}^{\text {(8) }}\) \& \(\underset{\text { (c) }}{\text { Woman }}\) \& 18.24
(0) \&  \&  \& \({ }_{\text {45 }}{ }_{\text {454 }}\) \& \({ }_{\text {cter }}^{55}\) \& \({ }^{654}\) (1) \& 18.34
(1) \&  \& \({ }_{\text {55 }}{ }_{\text {(1) }}\) \& \({ }_{\text {(m) }}\) (m) \& Millennial
s
(N) \& \(\underset{\substack{\text { Gen } \mathrm{X} \\ \text { (0) }}}{\text { ct }}\) \& Baby Boomer (P) \& \({ }_{\text {ABC1 }}\) \& \({ }_{\text {che }}^{\text {C20 }}\) \& \(\underset{\text { North }}{\text { (s) }}\) \& Midands \& South
(U) \& London \& Wales
(w) \& \({ }_{\text {Scotand }}^{\text {(x) }}\) \& Uran \& \({ }_{\text {Rural }}^{\text {(z) }}\) \& \begin{tabular}{l}
Married/ Living as Married \\
(a)
\end{tabular} \& Single
(b) \& \begin{tabular}{l}
Widowed/ Divorced/s eparated \\
(c)
\end{tabular} \&  \& \begin{tabular}{l}
No children present \\
(e)
\end{tabular} \& \begin{tabular}{l}
Graduate \\
(f)
\end{tabular} \& Nongraduate (g) \& \begin{tabular}{l}
Working \\
(h)
\end{tabular} \&  \\
\hline 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 \\
\hline Weighted base \& 1055 \& 510 \& \({ }_{533}\) \& 115 \& 184 \& 168 \& 180 \& 162 \& 246 \& 298 \& \({ }^{348}\) \& 409 \& \({ }^{141}\) \& 288 \& 247 \& \({ }^{313}\) \& 592 \& 463 \& 252 \& 275 \& 244 \& 143 \& so \& 92 \& 897 \& 158 \& 584 \& 338 \& \({ }^{133}\) \& 259 \& 796 \& 326 \& 72 \& 622 \& 433 \\
\hline Very favourale (2) \& \[
\begin{aligned}
\& 34 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 21 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 13 \\
\& 2 \%
\end{aligned}
\] \& \[
\begin{gathered}
5 \\
4 \% \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
3 \%
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
4 \%
\end{gathered}
\] \& \[
\begin{gathered}
5 \\
3 \%
\end{gathered}
\] \& \[
\begin{gathered}
5 \\
3 \%
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
3 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 11 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 12 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 11 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{gathered}
8 \\
6 \%
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
3 \%
\end{gathered}
\] \& \[
\begin{gathered}
7 \\
3 \%
\end{gathered}
\] \& \[
\begin{gathered}
7 \\
2 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 27 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{gathered}
7 \\
2 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 10 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{gathered}
5 \\
2 \%
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
2 \%
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
6 \%
\end{gathered}
\] \& \[
\begin{gathered}
4 \\
8 \% \\
\mathrm{~T}
\end{gathered}
\] \& \[
\begin{gathered}
2 \\
2 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 30 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{gathered}
4 \\
3 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 21 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 12 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{gathered}
1 \\
1 \%
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
3 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 27 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 14 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 20 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 20 \\
\& 3 \%
\end{aligned}
\] \& (14\% \\
\hline Fairy favurabe (1) \& \[
\begin{aligned}
\& 142 \\
\& 13 \%
\end{aligned}
\] \& \[
\begin{gathered}
70 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
72 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
14 \\
12 \% \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
26 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
23 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
23 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
21 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
36 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
40 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
45 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
57 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
18 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
40 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
32 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
42 \\
13 \%
\end{gathered}
\] \& \[
\begin{gathered}
101 \\
17 \% \\
\text { R }
\end{gathered}
\] \& \[
\begin{aligned}
\& 41 \\
\& 9 \%
\end{aligned}
\] \& \[
\begin{gathered}
31 \\
12 \%
\end{gathered}
\] \& \[
\begin{gathered}
46 \\
17 \%
\end{gathered}
\] \& \[
\begin{gathered}
26 \\
11 \%
\end{gathered}
\] \& \[
\begin{gathered}
22 \\
16 \%
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
15 \%
\end{gathered}
\] \& \[
\begin{gathered}
9 \\
10 \% \\
\hline
\end{gathered}
\] \& \[
\begin{aligned}
\& 113 \\
\& 13 \%
\end{aligned}
\] \& \[
\begin{gathered}
30 \\
19 \%
\end{gathered}
\] \& \[
\begin{gathered}
88 \\
15 \%
\end{gathered}
\] \& \[
\begin{gathered}
37 \\
11 \%
\end{gathered}
\] \& \[
\begin{gathered}
18 \\
14 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 43 \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{gathered}
99 \\
12 \%
\end{gathered}
\] \& \[
\begin{gathered}
70 \\
21 \% \\
\mathrm{~g}
\end{gathered}
\] \& \[
\begin{gathered}
72 \\
10 \%
\end{gathered}
\] \& \[
\begin{gathered}
89 \\
14 \%
\end{gathered}
\] \& 53
\(12 \%\) \\
\hline Nether favourale nor unfuvurable (0) \& \[
\begin{aligned}
\& 385 \\
\& 36 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 177 \\
\& 35 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 201 \\
\& 38 \%
\end{aligned}
\] \& \[
\begin{gathered}
34 \\
29 \% \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
60 \\
33 \%
\end{gathered}
\] \& \[
\begin{gathered}
67 \\
40 \%
\end{gathered}
\] \& \[
\begin{array}{r}
71 \\
\\
\hline
\end{array}
\] \& \[
\begin{gathered}
57 \\
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\end{tabular}

| Net: ver/Fairly favurable | $\begin{aligned} & 177 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 91 \\ 18 \% \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \end{gathered}$ | $\begin{gathered} 19 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 51 \\ 17 \% \end{gathered}$ | $\begin{gathered} 57 \\ 16 \% \end{gathered}$ | $\begin{gathered} 68 \\ 17 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 48 \\ 17 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{gathered} 128 \\ 22 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 49 \\ 11 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 31 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 11 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 11 \\ 12 \% \\ . \end{gathered}$ | $\begin{aligned} & 143 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 49 \\ 14 \% \end{gathered}$ | $\begin{gathered} 19 \\ 14 \% \\ . \end{gathered}$ | $\begin{gathered} \text { 50 } \\ 19 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 84 \\ 26 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 92 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | ¢ $\begin{array}{r}67 \\ 16 \%\end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 378 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 217 \\ 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 157 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ \hline \end{gathered}$ | $\begin{gathered} 59 \\ 32 \% \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \end{gathered}$ | $\begin{gathered} 64 \\ 36 \% \end{gathered}$ | $\begin{gathered} 71 \\ 44 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 97 \\ 39 \% \end{gathered}$ | $\begin{gathered} 94 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 169 \\ 41 \% \\ \text { Jk } \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \end{gathered}$ | $\begin{gathered} 91 \\ 32 \% \end{gathered}$ | $\begin{gathered} 88 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 44 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 178 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 200 \\ 43 \% \\ a \end{gathered}$ | $\begin{gathered} 88 \\ 35 \% \end{gathered}$ | $\begin{gathered} 94 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 51 \\ 35 \% \\ \hline \end{gathered}$ | $\begin{gathered} 21 \\ 41 \% \\ \hline \end{gathered}$ | $\begin{gathered} 35 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 315 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 63 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 223 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 40 \\ 30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 78 \\ 30 \% \end{gathered}$ | $\begin{gathered} 301 \\ 38 \% \\ d \end{gathered}$ | $\begin{gathered} 93 \\ 29 \% \end{gathered}$ | $\begin{gathered} 285 \\ 39 \% \\ f \end{gathered}$ | $\begin{aligned} & 224 \\ & 36 \% \end{aligned}$ | 154 |
| Net Difference | $-202$ | $\begin{gathered} -126 \\ -25 \% \end{gathered}$ | $\begin{gathered} -71 \\ -13 \% \end{gathered}$ | $\begin{gathered} -17 \\ -15 \% \end{gathered}$ | $\begin{gathered} -27 \\ -14 \% \end{gathered}$ | $\begin{gathered} -22 \\ -13 \% \end{gathered}$ | $\begin{gathered} -36 \\ -20 \% \end{gathered}$ | $\begin{gathered} -45 \\ -28 \% \end{gathered}$ | $\begin{gathered} -55 \\ -22 \% \end{gathered}$ | $\begin{gathered} -43 \\ -15 \% \end{gathered}$ | $\begin{gathered} -58 \\ -17 \% \end{gathered}$ | $\begin{aligned} & -100 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -16 \\ -11 \% \end{gathered}$ | $\begin{gathered} -43 \\ -15 \% \end{gathered}$ | $\begin{gathered} -49 \\ -20 \% \end{gathered}$ | $\begin{gathered} -88 \\ -28 \% \end{gathered}$ | $\begin{gathered} -50 \\ -50 \end{gathered}$ | $\begin{aligned} & -152 \\ & -33 \% \end{aligned}$ | $\begin{aligned} & -47 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -44 \\ -16 \% \end{gathered}$ | $\begin{gathered} -58 \\ -24 \% \end{gathered}$ | $\begin{gathered} -20 \\ -14 \% \end{gathered}$ | $\begin{gathered} -9 \\ -19 \% \end{gathered}$ | $\begin{gathered} -24 \\ -26 \% \end{gathered}$ | $\begin{aligned} & -172 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -30 \\ -19 \% \end{gathered}$ | $\begin{gathered} -114 \\ -20 \% \end{gathered}$ | $\begin{aligned} & -67 \\ & -20 \% \end{aligned}$ | $\begin{gathered} -20 \\ -15 \% \end{gathered}$ | $\begin{gathered} -27 \\ -10 \% \end{gathered}$ | $\begin{aligned} & -175 \\ & -22 \% \end{aligned}$ | -9\% | $\begin{aligned} & -193 \\ & -26 \% \end{aligned}$ | $\begin{aligned} & -114 \\ & -18 \% \end{aligned}$ | -87 |



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | - Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | ```Favourabl e to Reform UK``` | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 | ${ }_{6} 6$ | 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 favurable (2) | $\begin{aligned} & 34 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 18 \\ 27 \% \\ \text { BCE* } \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 23 \\ 6 \% \\ G \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 19 \\ & 3 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \\ \text { וкмо } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \\ \mathrm{M} \end{gathered}$ | 34 <br> 19\% <br> HIJKMNOPQ | - | $\begin{gathered} 19 \\ 7 \% \\ \text { IкмоQ } \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 7 \\ 6 \% \\ \text { кмо* } \end{gathered}$ | $\begin{gathered} 16 \\ 4 \% \\ \text { kMO } \end{gathered}$ | $\begin{gathered} 13 \\ 6 \% \\ u \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \\ & \text { SUa } \end{aligned}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \\ u \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ |
| Fairly favurable (1) | $\begin{aligned} & 142 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 60 \\ 22 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 26 \\ 40 \% \\ \text { BCE* } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 81 \\ 22 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 22 \\ 11 \% \\ \text { мо } \end{gathered}$ | $\begin{gathered} 96 \\ 17 \% \\ \text { кмо } \end{gathered}$ |  | $\begin{aligned} & 28 \\ & 7 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{gathered} 142 \\ 81 \% \\ \text { HUKMNOPQ } \end{gathered}$ | - | 65 <br> 26\% <br> HikMOPQ | $\begin{aligned} & 19 \\ & 6 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{gathered} 13 \\ 11 \% \\ \text { MO* } \end{gathered}$ | $\begin{gathered} 74 \\ 17 \% \\ \text { нкмо } \end{gathered}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 90 \\ 17 \% \\ \text { RU } \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \\ \text { RSUwwx̌za } \end{gathered}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 21 \\ 13 \% \\ u \end{gathered}$ | $\begin{gathered} 82 \\ 17 \% \\ \text { Rux } \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 96 \\ 18 \% \\ \text { Ruxz } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 73 \\ 18 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 106 \\ 18 \% \\ \text { b } \end{gathered}$ |
| Neither favurable nor unfavourable (0) | $\begin{gathered} 385 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 118 \\ 43 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 18 \\ 28 \% \end{gathered}$ | $\begin{gathered} 52 \\ 50 \% \\ 8 D^{*} \end{gathered}$ | $\begin{gathered} 155 \\ 41 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 128 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 71 \\ 36 \% \\ \text { LMOP } \end{gathered}$ | 217 <br> 38\% <br> KLMOPQ | 144 <br> 40\% <br> KLMOPQ | $\begin{aligned} & 113 \\ & 28 \% \\ & \text { LMO } \end{aligned}$ | $:$ | $:$ | $\begin{gathered} 93 \\ 37 \% \\ \text { KLMOP } \end{gathered}$ | $\begin{gathered} 65 \\ 20 \% \\ \text { LM } \end{gathered}$ | $\begin{gathered} 25 \\ 22 \% \\ \text { LM* } \end{gathered}$ | $\begin{aligned} & 144 \\ & 34 \% \\ & \text { LMOP } \end{aligned}$ | $\begin{gathered} 79 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 35 \% \\ & \text { uw } \end{aligned}$ | $\begin{gathered} 113 \\ 39 \% \\ u w x_{a} \end{gathered}$ | $\begin{aligned} & 127 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 64 \\ 38 \% \\ \text { Ux } \end{gathered}$ | $\begin{aligned} & 151 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 47 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 38 \% \\ & \text { uwxa } \end{aligned}$ | $\begin{gathered} 38 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 64 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 39 \% \end{aligned}$ |
| Fairly unfavourable ( -1 ) | $\begin{aligned} & 188 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 80 \\ 25 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 49 \\ 18 \% \\ 0 \end{gathered}$ | $\begin{gathered} 4 \\ 6 \% \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 66 \\ 18 \% \end{gathered}$ | $\begin{gathered} 86 \\ 22 \% \end{gathered}$ | $\begin{gathered} 46 \\ 23 \% \\ \text { ル } \end{gathered}$ | $\begin{gathered} 97 \\ 17 \% \\ \Perp \end{gathered}$ | $\begin{gathered} 46 \\ 13 \% \\ L \end{gathered}$ | $\begin{aligned} & 100 \\ & 25 \% \\ & \text { ULNP } \end{aligned}$ | $\therefore$ | 188 <br> 50\% <br> HUKLNOPQ | $\begin{gathered} 40 \\ 16 \% \\ L \end{gathered}$ | $\begin{gathered} 95 \\ 29 \% \\ \text { ULNPQ } \end{gathered}$ | $\begin{gathered} 17 \\ \text { 15\% } \\ \text { L* }^{*} \end{gathered}$ | $\begin{gathered} 96 \\ 22 \% \\ \text { נLN } \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 15 \% \end{gathered}$ | $\begin{gathered} 110 \\ 25 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 38 \\ 22 \% \\ T \end{gathered}$ | $\begin{gathered} 90 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | $\begin{gathered} 78 \\ 19 \% \end{gathered}$ | $\begin{gathered} 31 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 18 \% \end{aligned}$ |
| Very unfavourable (-2) | $\begin{aligned} & 190 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 99 \\ 31 \% \\ c 0 \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \\ 0 \end{gathered}$ | - | $\begin{gathered} 21 \\ 20 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 114 \\ 29 \% \\ F \end{gathered}$ | $\begin{gathered} 40 \\ 20 \% \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 115 \\ & 20 \% \\ & \text { JıN } \end{aligned}$ | $\begin{gathered} 34 \\ 9 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 138 \\ 34 \% \\ \text { HulNQ } \end{gathered}$ | $\therefore$ | $\begin{gathered} 190 \\ 50 \% \\ \text { Huklnoa } \end{gathered}$ | $\begin{gathered} 24 \\ 10 \% \\ L \end{gathered}$ | 140 <br> 42\% <br> HUKLNQ | 50 <br> 45\% <br> HIJKLNQ* | $\begin{gathered} 90 \\ 21 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 117 \\ 22 \% \\ T \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $141$ $32 \%$ <br> RSTVWYa | $\begin{gathered} 30 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 117 \\ 24 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \\ \text { RSTVY } \end{gathered}$ | $\begin{gathered} 102 \\ 19 \% \\ T \end{gathered}$ | $\begin{gathered} 25 \\ 24 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{aligned} & 108 \\ & 26 \% \\ & \text { RSTY } \end{aligned}$ | $\begin{gathered} 71 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 70 \\ 12 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 115 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $:$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \\ \text { LMOPQ } \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \\ \text { เмоа } \end{gathered}$ | 21 <br> 6\% <br> LMOPQ | $\begin{aligned} & 16 \\ & 4 \% \\ & \text { LMO } \end{aligned}$ | $:$ | $:$ | $\begin{gathered} 11 \\ 4 \% \\ \text { ᄂмQ } \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ \text { LM } \end{gathered}$ | 24 10\% TUvwxYZa | $\begin{gathered} 35 \\ 6 \% \\ \text { WYa } \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 21 \\ 5 \% \\ a \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \\ a \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 59 \\ 10 \% \end{gathered}$ |


| Net: Very/Fairly favourale | $\begin{aligned} & 176 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 63 \\ 23 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 44 \\ 67 \% \\ \text { BCE*} \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \end{gathered}$ | $\begin{gathered} 103 \\ 28 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 29 \\ 15 \% \\ \text { kmo } \end{gathered}$ | $\begin{aligned} & 115 \\ & 20 \% \\ & \text { кмо } \end{aligned}$ | $118$ $33 \%$ HIKMOPQ | $\begin{aligned} & 34 \\ & 8 \% \\ & \mathrm{M} \end{aligned}$ | $176$ $100 \%$ <br> HIJKMNOPQ | $:$ | $84$ $33 \%$ HIKMOPQ | $\begin{gathered} 25 \\ 7 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 20 \\ 18 \% \\ \text { кмо* } \end{gathered}$ | $\begin{gathered} 91 \\ 21 \% \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 34 \\ 15 \% \\ u \end{gathered}$ | $\begin{gathered} 105 \\ 19 \% \\ u \end{gathered}$ | 98 <br> 34\% <br> RSUVWXYZa | $\begin{aligned} & 41 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 31 \\ 18 \% \\ u \end{gathered}$ | $\begin{gathered} 98 \\ 20 \% \\ u \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 22 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 86 \\ 21 \% \\ u \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 129 \\ 22 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Very/Fariry unfavourable | $\begin{aligned} & 378 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 56 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 77 \\ 28 \% \\ 0 \end{gathered}$ | $\begin{gathered} 4 \\ 6 \% \end{gathered}$ | $\begin{gathered} 34 \\ 33 \% \\ D^{*} \end{gathered}$ | $\begin{gathered} 99 \\ 26 \% \end{gathered}$ | $\begin{gathered} 200 \\ 52 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 86 \\ 43 \% \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 213 \\ & 37 \% \\ & \mathrm{JLN} \end{aligned}$ | $\begin{gathered} 80 \\ 22 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 237 \\ 59 \% \\ \text { HULINQ } \end{gathered}$ | - | $\begin{gathered} 378 \\ 100 \% \end{gathered}$ <br> HUKLNOPQ | $\begin{gathered} 64 \\ 25 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 235 \\ 71 \% \\ \text { HuKLNPQ } \end{gathered}$ | 67 <br> 60\% <br> HULNQ* | $\begin{aligned} & 185 \\ & 43 \% \\ & \text { ULN } \end{aligned}$ | $\begin{gathered} 99 \\ 42 \% \\ T \end{gathered}$ | $\begin{gathered} 212 \\ 39 \% \\ T \end{gathered}$ | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | 251 <br> 57\% <br> RSTVWYa | $\begin{gathered} 67 \\ 40 \% \\ \tau \end{gathered}$ | $\begin{gathered} 207 \\ 43 \% \\ \text { sTY } \end{gathered}$ | 95 <br> 56\% <br> RSTVWYa | $\begin{gathered} 196 \\ 37 \% \\ T \end{gathered}$ | $\begin{gathered} 48 \\ 46 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 186 \\ 45 \% \\ \text { sTY } \end{gathered}$ | $\begin{gathered} 103 \\ 52 \% \\ c \end{gathered}$ | $\begin{aligned} & 176 \\ & 30 \% \end{aligned}$ |
| Net Difference | $\begin{aligned} & -202 \\ & -19 \% \end{aligned}$ | $\begin{aligned} & -152 \\ & -48 \% \end{aligned}$ | $\begin{gathered} -14 \\ -5 \% \end{gathered}$ | $\begin{gathered} 40 \\ 61 \% \end{gathered}$ | $\begin{aligned} & -22 \\ & -22 \% \end{aligned}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & -163 \\ & -42 \% \end{aligned}$ | $\begin{aligned} & -57 \\ & -28 \% \end{aligned}$ | $\begin{gathered} -98 \\ -17 \% \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \end{gathered}$ | $\begin{aligned} & -203 \\ & -51 \% \end{aligned}$ | $\begin{gathered} 176 \\ 100 \% \end{gathered}$ | $\begin{aligned} & -378 \\ & -100 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & -211 \\ & -64 \% \end{aligned}$ | $\begin{gathered} -48 \\ -42 \% \end{gathered}$ | $\begin{gathered} -95 \\ -22 \% \end{gathered}$ | $\begin{gathered} -65 \\ -28 \% \end{gathered}$ | $\begin{aligned} & -107 \\ & -20 \% \end{aligned}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{aligned} & -210 \\ & -48 \% \end{aligned}$ | $\begin{gathered} -36 \\ -21 \% \end{gathered}$ | $\begin{aligned} & -109 \\ & -23 \% \end{aligned}$ | $\begin{gathered} -73 \\ -43 \% \end{gathered}$ | $\begin{gathered} -80 \\ -15 \% \end{gathered}$ | $\begin{gathered} -34 \\ -33 \% \end{gathered}$ | $\begin{aligned} & -100 \\ & -24 \% \end{aligned}$ | $\begin{gathered} -83 \\ -42 \% \end{gathered}$ | $\begin{aligned} & -47 \\ & -8 \% \end{aligned}$ |



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.



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Socila grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Eduation |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Man }}^{\text {(B) }}$ | Woman | 18.24 (0) | $\underset{(E)}{\text { (E) }}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | ${ }_{\text {45 }}^{\text {(6) }}$ ( ${ }^{\text {a }}$ | ${ }_{\text {ctich }}^{55}$ | 65t | ${ }^{18.34}$ (1) | 33.54 | ${ }^{55+}$ | ( ${ }_{\text {(m) } 2}$ | $\begin{gathered}\text { Millennial } \\ \mathrm{s}\end{gathered}$ (N) | ${ }_{\text {Gen } \mathrm{X}+}^{\text {(0) }}$ | Baby Boomer (P) | ${ }_{\text {ABC1 }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | $\underset{\text { North }}{\text { (s) }}$ | Midands | ${ }_{\text {South }}^{\text {S }}$ | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scolland | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s eparated <br> (c) | At least <br> one child present <br> (d) | No children present (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\begin{gathered} \begin{array}{c} \text { Non- } \\ \text { graduate } \end{array} \\ \mathrm{lg}) \end{gathered}$ | Working <br> (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 | ${ }^{62}$ | 433 |
| verrfavurable (2) | $\begin{aligned} & 51 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{gathered} 1 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 45 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 7 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 28 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 6 \% \end{aligned}$ | 14\% |
| Fairy favurabe (1) | $\begin{aligned} & 201 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 27 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \end{gathered}$ | $\begin{gathered} 68 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 69 \\ 20 \% \end{gathered}$ | 64 16\% | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 68 \\ 24 \% \\ p \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 15 \% \end{gathered}$ | $\begin{gathered} 124 \\ 21 \% \end{gathered}$ | $\begin{gathered} 77 \\ 177 \end{gathered}$ | $\begin{gathered} 55 \\ 22 \% \end{gathered}$ | $\begin{gathered} 58 \\ 21 \% \end{gathered}$ | 43 18\% | $\begin{gathered} 22 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 18 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 171 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{gathered} 99 \\ 17 \% \end{gathered}$ | $\begin{gathered} 74 \\ 22 \% \end{gathered}$ | $\begin{gathered} 28 \\ 21 \% \\ \hline . \end{gathered}$ | $\begin{gathered} 61 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 84 \\ 26 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 117 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 21 \% \end{aligned}$ | 73 $17 \%$ |
| Nethere favurable nor unfavurable (0) | $\begin{aligned} & 352 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 32 \\ \text { 28\% } \\ \hline \end{gathered}$ | $\begin{gathered} 49 \\ 26 \% \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | $\begin{gathered} 63 \\ 39 \% \\ E \end{gathered}$ | $\begin{gathered} 92 \\ 37 \% \end{gathered}$ | $\begin{gathered} 80 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 154 \\ 38 \% \\ j \end{gathered}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $\begin{gathered} 83 \\ 29 \% \end{gathered}$ | $\begin{gathered} 85 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 39 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 211 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 81 \\ 32 \% \end{gathered}$ | $\begin{gathered} 93 \\ 34 \% \end{gathered}$ | $\begin{gathered} 80 \\ 33 \% \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 25 \\ 49 \% \\ \mathrm{v}^{+} \end{gathered}$ | $\begin{gathered} 31 \\ 34 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 294 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 57 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 51 \\ 38 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 86 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 98 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 32 \% \end{aligned}$ | 152 35\% |
| Fariry unfuvurable (-1) | $\begin{aligned} & 163 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 83 \\ 16 \% \end{gathered}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 14 \\ 12 \% \end{gathered}$ | 20 <br> 11\% | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 31 \\ 17 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ \text { EF } \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \\ \text { EF } \end{gathered}$ | 34 $11 \%$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 84 \\ 21 \% \\ \mathrm{jk} \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 44 \\ 18 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 63 \\ 20 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 96 \\ 16 \% \end{gathered}$ | $\begin{gathered} 68 \\ 15 \% \end{gathered}$ | 34 <br> 14\% | $\begin{gathered} 46 \\ 17 \% \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $13 \%$ | $\begin{gathered} 8 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 136 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 108 \\ 18 \% \\ b \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{gathered} 23 \\ 17 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 93 \\ 15 \% \end{gathered}$ | 70 $16 \%$ |
| Very unfavurable (-2) | $\begin{aligned} & 167 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 106 \\ 21 \% \\ c \end{gathered}$ | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ | $\begin{gathered} 13 \\ { }^{11 \%} \\ \cdot \end{gathered}$ | 27 $15 \%$ | 24 <br> 15\% | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{gathered} 69 \\ 17 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | 46 <br> 19\% | $\begin{gathered} 52 \\ 17 \% \end{gathered}$ | $\begin{gathered} 71 \\ 12 \% \end{gathered}$ | $\begin{gathered} 96 \\ 21 \% \\ a \\ \hline \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 26 \% \\ & \text { ru* } \end{aligned}$ | $\begin{aligned} & 150 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 53 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 140 \\ 18 \% \\ d \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 127 \\ 17 \% \\ f \end{gathered}$ | $\begin{aligned} & 102 \\ & 16 \% \end{aligned}$ | (66\% |
| Don't know | $\begin{aligned} & 121 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 86 \\ 16 \% \\ 8 \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \\ \text { GH1* } \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \\ \text { GH1 } \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \\ G H 1 \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 7 \% \end{aligned}$ | 55 $18 \%$ KL | $\begin{gathered} 42 \\ 12 \% \end{gathered}$ L | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 62 \\ 10 \% \end{gathered}$ | $\begin{gathered} 59 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 101 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | $\begin{gathered} 62 \\ 11 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 14 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{gathered} 84 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 90 \\ 12 \% \end{gathered}$ | $\begin{gathered} 63 \\ 10 \% \end{gathered}$ | 58\% |


| Net: Ver/Fairy favurable | $\begin{aligned} & 252 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ \text { GH1* } \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \\ 1 \end{gathered}$ | $\begin{gathered} 48 \\ 29 \% \\ 1 \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 89 \\ 30 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 85 \\ 24 \% \end{gathered}$ | $\begin{gathered} 77 \\ 19 \% \end{gathered}$ | $\begin{gathered} 45 \\ 32 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 84 \\ 29 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 98 \\ 21 \% \end{gathered}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 70 \\ 25 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 24 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 216 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 36 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 96 \\ 28 \% \\ a \end{gathered}$ | $\begin{gathered} 32 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 73 \\ 28 \% \end{gathered}$ | ${ }_{\text {23\% }}^{179}$ | $\begin{gathered} 106 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 145 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 165 \\ 26 \% \\ i \end{gathered}$ | 87 $20 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairly unfavurale | $\begin{aligned} & 331 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 189 \\ 37 \% \\ c \end{gathered}$ | $\begin{aligned} & 138 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 27 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 47 \\ 25 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 66 \\ 36 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 57 \\ 35 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 95 \\ 39 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 153 \\ 37 \% \\ 1 \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 65 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 37 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 115 \\ & 37 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 167 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 164 \\ 35 \% \\ a \end{gathered}$ | $\begin{gathered} 75 \\ 30 \% \end{gathered}$ | $\begin{gathered} 82 \\ 30 \% \end{gathered}$ | 80 $33 \%$ | $\begin{gathered} 46 \\ 33 \% \\ \hline \end{gathered}$ | 15 $30 \%$ . | $\begin{gathered} 32 \\ 35 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 287 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 44 \\ 28 \% \end{gathered}$ | $\begin{gathered} 210 \\ 36 \% \\ b \end{gathered}$ | $\begin{gathered} 86 \\ 25 \% \end{gathered}$ | $\begin{gathered} 35 \\ 27 \% \end{gathered}$ | 63 $24 \%$ | $\begin{gathered} 267 \\ 34 \% \\ d \end{gathered}$ | 91 <br> 28\% | $\begin{gathered} 240 \\ 33 \% \\ 33 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 31 \% \end{aligned}$ | - |
| Net Difference | $\begin{aligned} & -79 \\ & -7 \% \end{aligned}$ | $\begin{gathered} -70 \\ -14 \% \end{gathered}$ | $\begin{aligned} & -11 \\ & -2 \% \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} -29 \\ -16 \% \end{gathered}$ | $\begin{gathered} -23 \\ -14 \% \end{gathered}$ | $\begin{gathered} -52 \\ -21 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & -19 \\ & -5 \% \end{aligned}$ | $\begin{gathered} -75 \\ -18 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} -39 \\ -16 \% \end{gathered}$ | $\begin{gathered} -58 \\ -19 \% \end{gathered}$ | $\begin{aligned} & -13 \\ & -2 \% \end{aligned}$ | $\begin{gathered} -66 \\ -14 \% \end{gathered}$ | $\begin{gathered} -8 \\ -3 \% \end{gathered}$ | $\begin{aligned} & -12 \\ & -4 \% \end{aligned}$ | $\begin{gathered} -27 \\ -11 \% \end{gathered}$ | $\begin{gathered} -15 \\ -11 \% \end{gathered}$ | $\begin{gathered} -9 \\ -17 \% \end{gathered}$ | $\begin{aligned} & -8 \\ & -9 \% \end{aligned}$ | $\begin{gathered} -71 \\ -8 \% \end{gathered}$ | $\begin{gathered} -8 \\ -5 \% \end{gathered}$ | $\begin{gathered} -86 \\ -15 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} -3 \\ -2 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} -88 \\ -11 \% \end{gathered}$ | ¢\% | $\begin{gathered} -95 \\ -13 \% \end{gathered}$ | $\begin{aligned} & -30 \\ & -5 \% \end{aligned}$ | - 49 $11 \%$ |



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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | ```Favourabl e to Reform UK``` | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | ${ }^{(R)}$ | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 favurable (2) | $\begin{aligned} & 51 \\ & 5 \% \end{aligned}$ | $1$ | $\begin{aligned} & 15 \\ & 6 \% \\ & 8 \end{aligned}$ | $\begin{gathered} 2 \\ 4 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 21 \\ 21 \% \\ \text { BCD** } \end{gathered}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \\ 0 \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 28 \\ 8 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \\ 0 \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \\ \text { Нкмо } \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \\ 0 \end{gathered}$ | $51$ $20 \%$ HUKLMOPQ | - | $\begin{gathered} 4 \\ 4 \% \\ 0^{*} \end{gathered}$ | $\begin{gathered} 29 \\ 7 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 33 \\ 6 \% \\ \mathrm{x} \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \\ & \text { RVX } \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \\ \times \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \\ \end{gathered}$ | $\begin{gathered} 24 \\ 6 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 6 \% \end{aligned}$ |
| Fariry favurable (1) | $\begin{aligned} & 201 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 83 \\ 31 \% \\ 8 \end{gathered}$ | $\begin{gathered} 20 \\ 30 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 30 \\ 29 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 99 \\ 26 \% \\ 6 \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \end{gathered}$ | $\begin{gathered} 30 \\ 15 \% \\ 0 \end{gathered}$ | $\begin{gathered} 143 \\ 25 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{aligned} & 119 \\ & 33 \% \end{aligned}$ <br> HIKMOPQ | $\begin{gathered} 41 \\ 10 \% \\ 0 \end{gathered}$ | $\begin{gathered} 70 \\ 40 \% \\ \text { HIKMOPQ } \end{gathered}$ | $\begin{gathered} 51 \\ 14 \% \\ 0 \end{gathered}$ | 201 <br> 80\% <br> HIJKLMOPQ | - | $\begin{gathered} 16 \\ 14 \% \\ 0^{*} \end{gathered}$ | $\begin{gathered} 101 \\ 24 \% \\ \text { Нкмо } \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \\ \mathrm{x} \end{gathered}$ | $\begin{aligned} & 127 \\ & 23 \% \\ & \text { RUX } \end{aligned}$ | $93$ $32 \%$ <br> RSUVWXYZa | $\begin{gathered} 55 \\ 12 \% \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \\ \mathrm{x} \end{gathered}$ | $\begin{aligned} & 114 \\ & 24 \% \\ & \text { RUX } \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 26 \% \\ & \text { RUvx } \end{aligned}$ | $\begin{gathered} 20 \\ 19 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 94 \\ 23 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 31 \\ 15 \% \end{gathered}$ | $\begin{gathered} 139 \\ 23 \% \\ b \end{gathered}$ |
| Neither favurable nor unfavourable (0) | $\begin{aligned} & 352 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 99 \\ 31 \% \end{gathered}$ | $\begin{gathered} 103 \\ 38 \% \\ E \end{gathered}$ | $\begin{gathered} 29 \\ 44 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 141 \\ 38 \% \\ G \end{gathered}$ | $\begin{aligned} & 116 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 57 \\ 29 \% \\ \text { MNO } \end{gathered}$ | 193 <br> 34\% <br> MNOPQ | $\begin{gathered} 126 \\ 35 \% \\ \text { MNOP } \end{gathered}$ | $\begin{gathered} 120 \\ 30 \% \\ \text { MNOP } \end{gathered}$ | $\begin{gathered} 60 \\ 34 \% \\ \text { MNOP } \end{gathered}$ | $\begin{gathered} 60 \\ 16 \% \\ \text { No } \end{gathered}$ |  | $:$ | $\begin{gathered} 21 \\ 19 \% \\ \text { No } \end{gathered}$ | $\begin{aligned} & 126 \\ & 29 \% \\ & \text { MNO } \end{aligned}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | $\begin{gathered} 185 \\ 34 \% \\ w \end{gathered}$ | $\begin{gathered} 95 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 54 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 44 \\ 26 \% \end{gathered}$ | $\begin{gathered} 185 \\ 35 \% \\ \text { Uw } \end{gathered}$ | $\begin{gathered} 29 \\ 28 \% \end{gathered}$ | $\begin{gathered} 138 \\ 33 \% \\ w \end{gathered}$ | $\begin{gathered} 50 \\ 25 \% \end{gathered}$ | 216 $36 \%$ b |
| Fairly unfavourable ( -1 ) | $\begin{aligned} & 163 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 80 \\ 25 \% \\ C E \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | $\begin{gathered} 8 \\ 12 \% \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \end{gathered}$ | $\begin{gathered} 50 \\ 120 \end{gathered}$ | $\begin{gathered} 80 \\ 21 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 55 \\ 28 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 72 \\ 13 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 86 \\ 22 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 19 \\ 11 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 98 \\ \text { 26\% } \\ \text { UKLINQ } \end{gathered}$ | $\therefore$ | 163 <br> 49\% <br> HUKLMNPQ | $\begin{gathered} 29 \\ 25 \% \\ \text { ULN* } \end{gathered}$ | $\begin{gathered} 82 \\ 19 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{gathered} 65 \\ 12 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 93 \\ 21 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 46 \\ 27 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 63 \\ 13 \% \end{gathered}$ | 52 <br> 31\% <br> stuwya | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | 31 <br> 30\% <br> sTwła* | $\begin{gathered} 52 \\ 13 \% \end{gathered}$ | $\begin{gathered} 43 \\ 22 \% \\ c \end{gathered}$ | $\begin{gathered} 76 \\ 13 \% \end{gathered}$ |
| Very unfavourable (-2) | $\begin{aligned} & 167 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 91 \\ 29 \% \\ \text { CDE } \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 5 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 101 \\ 26 \% \\ F \end{gathered}$ | $\begin{gathered} 41 \\ 20 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 89 \\ 16 \% \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 31 \\ & 8 \% \\ & \text { LN } \end{aligned}$ | $\begin{gathered} 118 \\ 29 \% \\ \text { HulNQ } \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \\ \mathrm{~N} \end{gathered}$ | $137$ $36 \%$ <br> HUKLNQ | $\therefore$ | $167$ $51 \%$ <br> HuKLMNPQ | 41 <br> 37\% <br> HULNQ* | $\begin{gathered} 85 \\ 20 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 115 \\ 26 \% \\ \text { RSTWY } \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \\ T \end{gathered}$ | $\begin{aligned} & 101 \\ & 21 \% \\ & \text { STY } \end{aligned}$ | $\begin{gathered} 47 \\ 28 \% \\ \text { RSTVY } \end{gathered}$ | $\begin{gathered} 88 \\ 16 \% \\ T \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 89 \\ 21 \% \\ \text { șү } \end{gathered}$ | $\begin{gathered} 58 \\ 29 \% \\ c \end{gathered}$ | $\begin{gathered} 58 \\ 10 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 121 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 13 \\ 7 \% \\ \text { NOPQ } \end{gathered}$ | $\begin{gathered} 30 \\ 5 \% \\ \text { NOPQ } \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \\ \text { NOPQ } \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \\ \text { NOPQ } \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \\ \text { NoQ } \end{gathered}$ | $\begin{gathered} 19 \\ 5 \% \\ \text { NOPQ } \end{gathered}$ | $:$ | : | $\begin{gathered} 1 \\ 1 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \\ \text { No } \end{gathered}$ |  | $\begin{aligned} & 35 \\ & 7 \% \\ & y_{a} \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 30 \\ 6 \% \\ a \end{gathered}$ | $\begin{gathered} 10 \\ 6 \% \\ z \end{gathered}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | ¢ $\begin{gathered}66 \\ 11 \% \\ \text { b }\end{gathered}$ |


| Net: Very/Fairly favourale | $\begin{aligned} & 252 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{gathered} 99 \\ 36 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 22 \\ 34 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 51 \\ 50 \% \\ \text { вс } \end{gathered}$ | $\begin{gathered} 123 \\ 33 \% \\ 6 \end{gathered}$ | $\begin{gathered} 67 \\ 17 \% \end{gathered}$ | $\begin{gathered} 34 \\ 17 \% \\ 0 \end{gathered}$ | $\begin{gathered} 187 \\ 33 \% \\ \text { HKMOP } \end{gathered}$ | 148 <br> 41\% HIKMOPQ | $\begin{gathered} 54 \\ 14 \% \\ \hline \end{gathered}$ | 84 48\% HIKMOPQ | $\begin{gathered} 64 \\ 17 \% \\ \circ \end{gathered}$ | 252 $100 \%$ HUKLMOPQ | $:$ | $\begin{gathered} 21 \\ 18 \% \\ 0^{*} \end{gathered}$ | 130 30\% нкмор | $\begin{gathered} 43 \\ 18 \% \\ \times \end{gathered}$ | $\begin{aligned} & 160 \\ & 30 \% \\ & \text { Ruvx } \end{aligned}$ | 116 <br> 40\% <br> RSUVWXYZa | $\begin{gathered} 75 \\ 17 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \\ \times \end{gathered}$ | $\begin{aligned} & 144 \\ & 30 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 32 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 22 \\ 22 \% \\ x^{*} \end{gathered}$ | $\begin{aligned} & 118 \\ & 29 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 37 \\ 18 \% \end{gathered}$ | $\begin{gathered} 177 \\ 30 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/Fariry unfavourable | $\begin{aligned} & 331 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 54 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 55 \\ 20 \% \end{gathered}$ | $\begin{gathered} 13 \\ 19 \% \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | 84 <br> 22\% | $\begin{gathered} 181 \\ 47 \% \\ \text { F } \end{gathered}$ | 96 <br> 48\% <br> ULNQ | $\begin{aligned} & 161 \\ & 28 \% \\ & \text { JLN } \end{aligned}$ | $\begin{gathered} 68 \\ 19 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 204 \\ 51 \% \\ \text { ulNa } \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \\ \mathrm{~N} \end{gathered}$ | $235$ $62 \%$ <br> HUKLNQ | - | 331 <br> 100\% <br> HUKLMNPQ | 70 <br> 62\% <br> HIJKLNQ* | $\begin{aligned} & 167 \\ & 39 \% \\ & \text { ULN } \end{aligned}$ | $\begin{gathered} 98 \\ 42 \% \\ \text { STY } \end{gathered}$ | $\begin{gathered} 160 \\ 30 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 63 \\ 22 \% \end{gathered}$ | $\begin{gathered} 208 \\ 47 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 77 \\ 46 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 164 \\ & 34 \% \\ & \text { STY } \end{aligned}$ | $99$ $58 \%$ <br> RSTUVWYa | $\begin{gathered} 155 \\ 29 \% \\ T \end{gathered}$ | 51 <br> 49\% <br> stwya* | $\begin{aligned} & 141 \\ & 34 \% \\ & \text { sTY } \end{aligned}$ | $\begin{gathered} 101 \\ 51 \% \\ c \end{gathered}$ | $\begin{aligned} & 134 \\ & 23 \% \end{aligned}$ |
| Net Difference | $\begin{aligned} & -79 \\ & -7 \% \end{aligned}$ | $\begin{aligned} & -138 \\ & -43 \% \end{aligned}$ | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | $\begin{gathered} 10 \\ 15 \% \end{gathered}$ | $\begin{gathered} 28 \\ 27 \% \end{gathered}$ | $\begin{gathered} 39 \\ 10 \% \end{gathered}$ | $\begin{aligned} & -114 \\ & -29 \% \end{aligned}$ | $\begin{gathered} -63 \\ -31 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 79 \\ 22 \% \end{gathered}$ | $\begin{aligned} & -150 \\ & -37 \% \end{aligned}$ | $\begin{gathered} 59 \\ 34 \% \end{gathered}$ | $\begin{aligned} & -171 \\ & -45 \% \end{aligned}$ | $\begin{gathered} 252 \\ 100 \% \end{gathered}$ | $\begin{gathered} -331 \\ -100 \% \end{gathered}$ | $\begin{gathered} -49 \\ -44 \% \end{gathered}$ | $\begin{aligned} & -37 \\ & -9 \% \end{aligned}$ | $\begin{aligned} & -55 \\ & -23 \% \end{aligned}$ | $-1$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{aligned} & -133 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -46 \\ -27 \% \end{gathered}$ | -20 <br> $-4 \%$ | $\begin{gathered} -83 \\ -49 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & -28 \\ & -28 \% \end{aligned}$ | $\begin{aligned} & -23 \\ & -5 \% \end{aligned}$ | $\begin{gathered} -64 \\ -32 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ |


| Mean | -0.21 | -0.75 | $\underset{8}{0.14}$ | ${ }_{\substack{0 \\ 8.12 \\ 8^{*}}}$ | ${ }_{8}^{0.39}$ | $\underset{6}{0.08}$ | -0.56 | - -0.54 | -0.03 <br> HKMOPQ | $\stackrel{0}{0.23}$ HKMNopa | ${ }_{\text {- }}^{\text {-0.67 }}$ | $0.40$ <br> HUJKMOPQ | ${ }^{-0.82}$ |  | ${ }^{-1.51}$ | ${ }_{\substack{-0.77 \\ 0}}$ | $-0.22$ <br> HKMOP | $\stackrel{-0.42}{\mathrm{X}^{( }}$ | $-0.12$ ruvaza | ${ }_{\text {enem }}^{0.17}$ | ${ }_{-}^{-0.55}$ | $\stackrel{-0.45}{\times}$ | ${ }_{\text {ux }}^{0.20}$ | . 80 | ${ }_{\substack{-0.09 \\ \text { Ruwxaa }}}$ | ${ }_{\text {- }}^{\text {- }} \times$ | ${ }_{0}^{-0.22}$ | 62 | $\stackrel{0.04}{\substack{0}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Uran/Rural |  | Marital status |  |  | Pres of children HH ( 17 or under) |  | Eduation |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {(B) }}^{\text {Man }}$ | ${ }_{\text {Woman }}^{\text {(c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | ${ }_{\text {che }}^{\text {(F) }}$ | ${ }_{\text {4.5.54 }}^{\text {(6) }}$ |  | ${ }^{654}$ (1) | ${ }^{18.34}$ | 35.54 (k) | (L) | Genz | Millennial s (N) | ${ }_{\text {cen } X+}^{\text {(0) }}$ | Baby Boomer <br> (P) | ${ }_{\text {abcl }}^{\text {a }}$ | ${ }_{\text {che }}^{\text {C20E }}$ | $\underset{\text { North }}{\text { (s) }}$ | Milands | South (u) | London | Wales (w) | Scotland | Urban | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single | Widowed/ <br> Divorced/s eparated <br> (c) |  | No children present <br> (e) | Graduate <br> (f) | Non- graduate <br> (g) | Working <br> (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 |
| Weighed 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 | 62 | 433 |
| Verv tavourble (2) | $\begin{aligned} & 44 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | ${ }_{\text {c }}^{3}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | 17 $4 \%$ |
| Fairy favurable (1) | $\begin{aligned} & 69 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 61 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | ${ }_{7}^{42}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \\ \hline \end{gathered}$ | ${ }^{17}$ | $\begin{aligned} & 52 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ | - ${ }_{\text {26 }}^{6 \%}$ |
| Neithe f fevurable nor unfuvurable (0) | $\begin{aligned} & 254 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | $\begin{gathered} 49 \\ 26 \% \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \end{gathered}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{gathered} 85 \\ 21 \% \end{gathered}$ | $\begin{gathered} 36 \\ 26 \% \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 64 \\ 20 \% \end{gathered}$ | $\begin{gathered} 129 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\begin{gathered} 75 \\ 27 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \\ * \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 19 \\ \stackrel{21 \%}{\%} \end{gathered}$ | $\begin{aligned} & 214 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 40 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 65 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 77 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 25 \% \end{aligned}$ | 98 23\% |
| Fariry unfuvurble (-1) | 144 <br> 14\% | $\begin{gathered} 75 \\ 15 \% \end{gathered}$ | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 34 \\ 11 \% \end{gathered}$ | $44$ $13 \%$ | $\begin{gathered} 66 \\ 16 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{gathered} 34 \\ 14 \% \end{gathered}$ | $\begin{gathered} 55 \\ 17 \% \\ N \end{gathered}$ | $\begin{gathered} 93 \\ 16 \% \end{gathered}$ | $\begin{gathered} 52 \\ 11 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \\ . \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 14 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 125 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | $\begin{gathered} 87 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 22 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{gathered} 98 \\ 13 \% \end{gathered}$ | $84$ $14 \%$ | (60 |
| Very unfourable (-2) | $\begin{aligned} & 284 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 157 \\ 31 \% \\ c \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 22 \\ 19 \% \end{gathered}$ | 37 <br> 20\% | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | $\begin{gathered} 91 \\ 37 \% \\ \text { DEH } \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \end{gathered}$ | $\begin{gathered} 132 \\ 32 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 99 \\ 32 \% \\ M N \end{gathered}$ | $\begin{aligned} & 173 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 61 \\ 24 \% \end{gathered}$ | $\begin{gathered} 68 \\ 25 \% \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 41 \\ 29 \% \\ * \end{gathered}$ | $\begin{gathered} 19 \\ 38 \% \end{gathered}$ | $\begin{gathered} 36 \\ 39 \% \\ \text { su** } \end{gathered}$ | $\begin{aligned} & 242 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 42 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{array}{r} 61 \\ 23 \% \end{array}$ | $\begin{gathered} 224 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 167 \\ 27 \% \end{gathered}$ | ${ }_{\substack{118 \\ 27 \%}}$ |
| Don't know | $\begin{aligned} & 260 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 78 \\ 15 \% \end{gathered}$ | $\begin{gathered} 180 \\ 34 \% \\ 8 \end{gathered}$ | $\begin{gathered} 34 \\ 30 \% \\ 61^{1} \end{gathered}$ | $\begin{gathered} 59 \\ 32 \% \\ 6 H 1 \end{gathered}$ | $\begin{gathered} 56 \\ 34 \% \\ G H 11 \end{gathered}$ | 32 18\% | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 93 \\ 31 \% \\ L \end{gathered}$ | $\begin{gathered} 88 \\ 25 \% \end{gathered}$ | $\begin{gathered} 79 \\ 19 \% \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \\ p \end{gathered}$ | $\begin{gathered} 98 \\ 34 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 50 \\ 20 \% \end{gathered}$ | $\begin{gathered} 57 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 66 \\ 26 \% \end{gathered}$ | $\begin{gathered} 62 \\ 23 \% \end{gathered}$ | $\begin{gathered} 70 \\ 29 \% \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 17 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 214 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 46 \\ 29 \% \end{gathered}$ | ${ }^{128}$ | $\begin{aligned} & 97 \\ & 29 \% \end{aligned}$ | 35 27\% | $\begin{gathered} 71 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 24 \% \end{aligned}$ | 68 21\% | 193 26\% $\substack{\text { a }}$ | ${ }_{\text {24\% }}^{147}$ | 114 $26 \%$ |


| Net: Ver/fariry favurable | 112 $11 \%$ | $\begin{gathered} 67 \\ 13 \% \\ c \end{gathered}$ | 46 | $\begin{gathered} 12 \\ 11 \% \\ \hline \end{gathered}$ | 20 $11 \%$ | 13 $8 \%$ | 20 $11 \%$ | $\begin{gathered} 24 \\ 15 \% \\ f \end{gathered}$ | 22 $9 \%$ | 33 $11 \%$ | 33 $10 \%$ | 46 $11 \%$ | 17 $12 \%$ | 26 $9 \%$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | 39 $12 \%$ | 60 $10 \%$ | 52 $11 \%$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | 34 $12 \%$ | 19 $8 \%$ | $\begin{gathered} 18 \\ 13 \% \\ \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | 102 $11 \%$ | 10 $6 \%$ | 72 $12 \%$ | 31 $9 \%$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | 23 $9 \%$ | 90 11\% | 36 $11 \%$ | 77 $11 \%$ | 69 $11 \%$ | 44 40\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/fairis unfevorable | $\begin{aligned} & 429 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 233 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 189 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 37 \\ 33 \% \\ \hline \end{gathered}$ | $\begin{gathered} 56 \\ 30 \% \end{gathered}$ | $\begin{gathered} 62 \\ 37 \% \end{gathered}$ | $\begin{gathered} 75 \\ 42 \% \\ E \end{gathered}$ | $\begin{gathered} 67 \\ 41 \% \\ E \end{gathered}$ | $\begin{aligned} & 131 \\ & 53 \% \\ & \text { DEFH } \end{aligned}$ | $\begin{gathered} 93 \\ 31 \% \end{gathered}$ | $\begin{gathered} 137 \\ 39 \% \\ 1 \end{gathered}$ | $\begin{gathered} 198 \\ 48 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 46 \\ 33 \% \end{gathered}$ | $\begin{gathered} 96 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 49 \% \\ & M N \end{aligned}$ | $\begin{gathered} 266 \\ 45 \% \\ \text { R } \end{gathered}$ | (163 | 93\% $37 \%$ | $\begin{aligned} & 103 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 98 \\ 40 \% \end{gathered}$ | $\begin{gathered} 58 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 26 \\ 53 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 51 \\ & 55 \% \\ & \text { șu* } \end{aligned}$ | 367 $41 \%$ | $\begin{gathered} 62 \\ 39 \% \end{gathered}$ | $\begin{gathered} 255 \\ 44 \% \\ b \end{gathered}$ | $\begin{aligned} & 118 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 56 \\ 42 \% \\ . \end{gathered}$ | 101 39\% | 328 $41 \%$ | (146 | 283 39\% | 251 $40 \%$ | ${ }_{41 \%}^{177}$ |
| Net Difference | $-316$ | $\begin{aligned} & -166 \\ & -33 \% \end{aligned}$ | $\begin{aligned} & -143 \\ & -27 \% \end{aligned}$ | $\begin{gathered} -25 \\ -22 \% \end{gathered}$ | $\begin{gathered} -35 \\ -19 \% \end{gathered}$ | $\begin{gathered} -49 \\ -29 \% \end{gathered}$ | $\begin{gathered} -55 \\ -31 \% \end{gathered}$ | $\begin{gathered} -43 \\ -27 \% \end{gathered}$ | $\begin{aligned} & -109 \\ & -44 \% \end{aligned}$ | $\begin{aligned} & -60 \\ & -20 \% \end{aligned}$ | $\begin{aligned} & -104 \\ & -30 \% \end{aligned}$ | $\begin{aligned} & -152 \\ & -37 \% \end{aligned}$ | $\begin{gathered} -30 \\ -21 \% \end{gathered}$ | $\begin{gathered} -70 \\ -24 \% \end{gathered}$ | $\begin{gathered} -74 \\ -30 \% \end{gathered}$ | $\begin{aligned} & -115 \\ & -37 \% \end{aligned}$ | $\begin{aligned} & -206 \\ & -35 \% \end{aligned}$ | $\begin{aligned} & -111 \\ & -24 \% \end{aligned}$ | $\begin{gathered} -65 \\ -26 \% \end{gathered}$ | $\begin{gathered} -69 \\ -25 \% \end{gathered}$ | $\begin{gathered} -79 \\ -33 \% \end{gathered}$ | $\begin{gathered} -40 \\ -28 \% \end{gathered}$ | $\begin{gathered} -18 \\ -35 \% \end{gathered}$ | $\begin{gathered} -46 \\ -49 \% \end{gathered}$ | $\begin{aligned} & -264 \\ & -29 \% \end{aligned}$ | $\begin{gathered} -52 \\ -33 \% \end{gathered}$ | $\begin{aligned} & -183 \\ & -31 \% \end{aligned}$ | $\begin{gathered} -87 \\ -26 \% \end{gathered}$ | $\begin{gathered} -47 \\ -35 \% \end{gathered}$ | $\begin{gathered} -78 \\ -30 \% \end{gathered}$ | -238 -30\% | $\begin{gathered} -110 \\ -34 \% \end{gathered}$ | $\begin{aligned} & -206 \\ & -28 \% \end{aligned}$ | -183 $-29 \%$ | - $\begin{gathered}-134 \\ .31 \%\end{gathered}$ |



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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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | - Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | ```Favourabl e to Reform UK``` | Unfavoura ble to K Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 favurable (2) | $\begin{aligned} & 44 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \\ & \text { cD } \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ |  | $\begin{gathered} 8 \\ 8 \% \\ \mathrm{cD}^{*} \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 31 \\ 8 \% \\ F \end{gathered}$ | $\begin{aligned} & 14 \\ & 7 \% \\ & \text { JNQ } \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \\ & \text { JQ } \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \\ a \end{gathered}$ | $\begin{gathered} 34 \\ 9 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \\ \mathrm{Q} \end{gathered}$ | $\begin{gathered} 33 \\ 9 \% \\ \text { uNQ } \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \\ a \end{gathered}$ | $\begin{gathered} 32 \\ 10 \% \\ \text { ULNQ } \end{gathered}$ | 44 <br> 39\% <br> hiuklmnoq* | - | $\begin{aligned} & 12 \\ & 5 \% \\ & \mathrm{TY} \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \\ & \mathrm{Tr} \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 7 \% \\ & \text { STY } \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \\ y \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \\ & \mathrm{TY} \end{aligned}$ | 30 <br> $18 \%$ <br> RSTuvwyza | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 7 \% \\ \text { T } \mathbf{c}+ \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \\ & \mathrm{TV} \end{aligned}$ | $\begin{gathered} 25 \\ 13 \% \\ c \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ |
| Fariry favurable (1) | $\begin{aligned} & 69 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 42 \\ 13 \% \\ c D \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 49 \\ 13 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 24 \\ 12 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 23 \\ 4 \% \\ a \end{gathered}$ | $\begin{gathered} 17 \\ 5 \% \\ Q \end{gathered}$ | $\begin{gathered} 39 \\ 10 \% \\ \text { ша } \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 34 \\ & 9 \% \\ & \text { נם } \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \\ a \end{gathered}$ | 38 <br> 11\% <br> UNQ | 69 <br> $61 \%$ <br> HuKLMNOQ** | - | $\begin{gathered} 25 \\ 10 \% \\ \text { swYa } \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 40 \\ 9 \% \\ \text { swYa } \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \\ & y_{a} \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \\ a \end{gathered}$ | 27 <br> 16\% <br> sturwła | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 17 \\ 17 \% \\ \text { stuvwa* } \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 34 \\ 17 \% \\ c \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ |
| Nether favourable nor unfavourable (0) | $\begin{aligned} & 254 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 70 \\ 22 \% \end{gathered}$ | $\begin{gathered} 65 \\ 24 \% \end{gathered}$ | $\begin{gathered} 14 \\ 21 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 67 \\ 18 \% \end{gathered}$ | $\begin{gathered} 101 \\ 26 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 49 \\ 25 \% \\ \text { MOPQ } \end{gathered}$ | $\begin{gathered} 109 \\ 19 \% \\ \text { PQ } \end{gathered}$ | 94 <br> 26\% <br> ILMNOPQ | $\begin{gathered} 80 \\ 20 \% \\ \text { OPQ } \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 66 \\ 17 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \\ \text { PQ } \end{gathered}$ |  | $:$ | $\begin{gathered} 56 \\ 24 \% \\ w \end{gathered}$ | $\begin{gathered} 105 \\ 19 \% \\ w \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \\ \text { WYa } \end{gathered}$ | $\begin{gathered} 92 \\ 21 \% \\ \mathrm{w} \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \\ w \end{gathered}$ | $\begin{gathered} 76 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | 33 32\% suWxYa* | $\begin{gathered} 71 \\ 17 \% \end{gathered}$ | $\begin{gathered} 52 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 20 \% \end{aligned}$ |
| Fairly unfavourable ( -1 ) | $\begin{aligned} & 144 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{gathered} 36 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 14 \% \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 21 \% \\ \text { JLP } \end{gathered}$ | $\begin{gathered} 80 \\ 14 \% \\ p \end{gathered}$ | $\begin{gathered} 44 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 72 \\ 18 \% \\ \mathrm{JP} \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 56 \\ 15 \% \\ p \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \\ p \end{gathered}$ | $\begin{gathered} 60 \\ 18 \% \\ \mathrm{Jp} \end{gathered}$ |  | 144 $34 \%$ <br> hiJkLMNOP | $\begin{gathered} 43 \\ 18 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 70 \\ 13 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 76 \\ 17 \% \\ \mathrm{Sa} \end{gathered}$ | $\begin{gathered} 39 \\ 23 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 68 \\ 14 \% \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 84 \\ 16 \% \\ \text { STa } \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \\ \text { sta* } \end{gathered}$ | $\begin{gathered} 52 \\ 13 \% \end{gathered}$ | $\begin{gathered} 30 \\ 15 \% \end{gathered}$ | $\begin{gathered} 84 \\ 14 \% \end{gathered}$ |
| Very unfavourable (-2) | $\begin{aligned} & 284 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 67 \\ 21 \% \end{gathered}$ | $\begin{gathered} 106 \\ 39 \% \\ 8 \end{gathered}$ | $\begin{gathered} 31 \\ 47 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 40 \\ 39 \% \\ \text { B* }^{*} \end{gathered}$ | $\begin{gathered} 162 \\ 43 \% \\ 6 \end{gathered}$ | $\begin{gathered} 75 \\ 19 \% \end{gathered}$ | $\begin{gathered} 30 \\ 15 \% \\ \text { p } \end{gathered}$ | $\begin{aligned} & 224 \\ & 39 \% \\ & \text { Hкор } \end{aligned}$ | $\begin{aligned} & 131 \\ & 36 \% \\ & \text { нкр } \end{aligned}$ | $\begin{gathered} 101 \\ 25 \% \\ H P \end{gathered}$ | $\begin{gathered} 70 \\ 40 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 130 \\ & 34 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 91 \\ 36 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 108 \\ & 33 \% \\ & \text { HKP } \end{aligned}$ |  | $\begin{gathered} 284 \\ 66 \% \\ \text { HuKLMNOP } \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 206 \\ 38 \% \\ \text { RUUXZ } \end{gathered}$ | $\begin{gathered} 122 \\ 42 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 113 \\ 26 \% \\ \mathrm{RXZ} \end{gathered}$ | $\begin{gathered} 44 \\ 26 \% \\ \text { RXZ } \end{gathered}$ | 199 <br> 42\% <br> RSUWXZ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | 233 <br> 44\% <br> RSUVXZ | $\begin{gathered} 15 \\ 14 \% \end{gathered}$ | 199 <br> 48\% <br> RSUVwxyz | $\begin{gathered} 27 \\ 14 \% \end{gathered}$ | $\begin{gathered} 222 \\ 37 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 260 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{gathered} 52 \\ 19 \% \end{gathered}$ | $\begin{gathered} 13 \\ 19 \% \end{gathered}$ | $\begin{gathered} 13 \\ 12 \% \end{gathered}$ | $\begin{gathered} 72 \\ 19 \% \end{gathered}$ | $\begin{gathered} 81 \\ 21 \% \end{gathered}$ | $\begin{gathered} 42 \\ 21 \% \\ \text { OPQ } \end{gathered}$ | $\begin{aligned} & 113 \\ & 20 \% \\ & \text { opQ } \end{aligned}$ | $\begin{gathered} 70 \\ 19 \% \\ \text { OPQ } \end{gathered}$ | $\begin{gathered} 74 \\ 19 \% \\ \text { OPQ } \end{gathered}$ | $\begin{gathered} 35 \\ 20 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 60 \\ 16 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \\ \text { PQ } \end{gathered}$ |  | $\cdots$ | 62 <br> 26\% <br> TUVWXYZa | $\begin{gathered} 111 \\ 21 \% \\ \text { Twyza } \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \\ z \end{gathered}$ | $\begin{gathered} 87 \\ 20 \% \\ \text { za } \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 86 \\ 18 \% \\ \text { za } \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \\ z \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \\ \mathrm{za} \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 57 \\ 14 \% \end{gathered}$ | $\begin{gathered} 31 \\ 16 \% \end{gathered}$ | $\begin{gathered} 147 \\ 25 \% \\ b \end{gathered}$ |


| Net: Very/Fairly favourale | $\begin{aligned} & 112 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 68 \\ 21 \% \\ \text { cD } \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 80 \\ 21 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 37 \\ 19 \% \\ \text { נLNQ } \end{gathered}$ | $\begin{gathered} 45 \\ 8 \% \\ a \end{gathered}$ | $\begin{gathered} 23 \\ 6 \% \\ a \end{gathered}$ | $\begin{gathered} 73 \\ \text { 18\% } \\ \text { IULNQ } \end{gathered}$ | $\begin{gathered} 20 \\ 11 \% \\ \text { se } \end{gathered}$ | $\begin{gathered} 67 \\ 18 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \\ \text { ULNQ } \end{gathered}$ | 112 <br> 100\% <br> huklmnoq* | - | $\begin{gathered} 37 \\ 16 \% \\ \text { sTYa } \end{gathered}$ | $\begin{gathered} 48 \\ 9 \% \\ Y \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \\ Y \end{gathered}$ | $\begin{gathered} 71 \\ 16 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ y \end{gathered}$ | $\begin{gathered} 49 \\ 10 \% \\ \gamma \end{gathered}$ | 57 <br> $33 \%$ <br> RSTUVWYa | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | 25 <br> 24\% <br> RSTVWYa* | $\begin{gathered} 34 \\ 8 \% \\ y \end{gathered}$ | $\begin{gathered} 59 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Verr/Fairly unfavourable | $\begin{gathered} 429 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 142 \\ 52 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 38 \\ 58 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 55 \\ 53 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 224 \\ 60 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 126 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 71 \\ 36 \% \\ p \end{gathered}$ | $\begin{aligned} & 303 \\ & 53 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 175 \\ 48 \% \\ H P \end{gathered}$ | $\begin{gathered} 173 \\ 43 \% \\ p \end{gathered}$ | $\begin{gathered} 91 \\ 51 \% \\ \text { HP } \end{gathered}$ | $\begin{aligned} & 185 \\ & 49 \% \\ & \text { HKP } \end{aligned}$ | $\begin{aligned} & 130 \\ & 52 \% \\ & \text { HKP } \end{aligned}$ | $\begin{aligned} & 167 \\ & 51 \% \\ & \text { HKP } \end{aligned}$ |  |  | $\begin{gathered} 81 \\ 34 \% \\ \times \end{gathered}$ | $\begin{aligned} & 275 \\ & 51 \% \\ & \text { Ruxz } \end{aligned}$ | $\begin{aligned} & 155 \\ & 53 \% \\ & \text { Ruxz } \end{aligned}$ | $\begin{gathered} 189 \\ 43 \% \\ \text { RX } \end{gathered}$ | $\begin{gathered} 82 \\ 49 \% \\ \text { RXZ } \end{gathered}$ | $\begin{gathered} 267 \\ 56 \% \\ \text { RSUxz } \end{gathered}$ | $\begin{gathered} 45 \\ 26 \% \end{gathered}$ | $317$ <br> 59\% RSTUVXZ | $\begin{gathered} 37 \\ 36 \% \end{gathered}$ | $251$ $61 \%$ RSTUYWXZ | $\begin{gathered} 57 \\ 29 \% \end{gathered}$ | $\begin{gathered} 306 \\ 52 \% \\ b \end{gathered}$ |
| Net Difference | $\begin{aligned} & -316 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -58 \\ -18 \% \end{gathered}$ | $\begin{aligned} & -130 \\ & -48 \% \end{aligned}$ | $\begin{gathered} -37 \\ -56 \% \end{gathered}$ | $\begin{gathered} -40 \\ -40 \% \end{gathered}$ | $\begin{aligned} & -213 \\ & -57 \% \end{aligned}$ | $\begin{gathered} -46 \\ -12 \% \end{gathered}$ | $\begin{gathered} -34 \\ -17 \% \end{gathered}$ | $\begin{aligned} & -258 \\ & -45 \% \end{aligned}$ | $\begin{aligned} & -152 \\ & -42 \% \end{aligned}$ | $\begin{aligned} & -100 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -71 \\ -40 \% \end{gathered}$ | $\begin{aligned} & -118 \\ & -31 \% \end{aligned}$ | $\begin{aligned} & -110 \\ & -44 \% \end{aligned}$ | $\begin{gathered} -98 \\ -30 \% \end{gathered}$ | $\begin{gathered} 112 \\ 100 \% \end{gathered}$ | $\begin{gathered} -429 \\ -100 \% \end{gathered}$ | $\begin{gathered} -44 \\ -19 \% \end{gathered}$ | $\begin{aligned} & -227 \\ & -42 \% \end{aligned}$ | $\begin{aligned} & -131 \\ & -45 \% \end{aligned}$ | $\begin{aligned} & -119 \\ & -27 \% \end{aligned}$ | $\begin{gathered} -60 \\ -36 \% \end{gathered}$ | $\begin{aligned} & -218 \\ & -46 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & -289 \\ & -54 \% \end{aligned}$ | $\begin{gathered} -12 \\ -12 \% \end{gathered}$ | $\begin{aligned} & -217 \\ & -53 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & -284 \\ & -48 \% \end{aligned}$ |



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.

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

Q3．Overall，do you think the U＇s d decision to oleave 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 <br> Total <br> （A） | Gender |  | Age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urian／／ural |  | Martial Staus |  |  | Pres of children HH（17 or under） |  | Education |  | Employmen status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\substack{\text { (Ban }}}{ }$ | $\underset{\text { woman }}{\text { (c) }}$ | $\begin{aligned} & 1824 \\ & (0) \\ & (0) \end{aligned}$ | $\underset{\substack{25 \cdot 39 \\(E)}}{ }$ | $\begin{gathered} 35.44 \\ \text { (F) } \end{gathered}$ | $\begin{gathered} 4.554 \\ (66 \\ \hline 6 \end{gathered}$ | $\begin{aligned} & 55.64 \\ & (H) \\ & (H) \end{aligned}$ | $\begin{aligned} & \text { 65t } \\ & (1) \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{aligned} & 35.54 \\ & (k) \end{aligned}$ | $\begin{aligned} & 55+ \\ & \text { 54t } \end{aligned}$ | $\begin{aligned} & \text { Gen Z } \\ & (\mathrm{M}) \end{aligned}$ | $\begin{gathered} \text { Milienial } \\ \text { (N) } \end{gathered}$ | $\begin{gathered} \text { Gen } X_{+} \\ \text {(0) } \end{gathered}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (P) } \end{gathered}$ | $\begin{aligned} & \text { ABC1 } \\ & (0) \end{aligned}$ | $\underset{\substack{\mathrm{CR}) \\(\mathrm{R})}}{\substack{ }}$ | $\begin{gathered} \text { North } \\ (s) \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (W) } \end{aligned}$ | $\begin{gathered} \text { Scoctand } \\ (x) \end{gathered}$ | $\begin{aligned} & \text { Urban } \\ & \text { un } \end{aligned}$ | $\begin{aligned} & \text { Rural } \\ & (z) \end{aligned}$ | $\begin{aligned} & \text { Married } \\ & \text { Luvigas } \\ & \text { Married } \\ & \text { (a) } \end{aligned}$ | $\begin{aligned} & \text { Single } \\ & \text { Sb } \\ & \text { (b) } \end{aligned}$ | $\begin{aligned} & \text { Widowedf } \\ & \text { Souveded } \\ & \text { Separated } \end{aligned}$ | $\left\{\begin{array}{c} \text { At least } \\ \text { one chidd } \\ \text { peresent } \end{array}\right.$ | $\begin{gathered} \text { noo } \\ \substack{\text { civeren } \\ \text { peresent } \\ \text { (e) }} \end{gathered}$ | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ | $=\substack{\text { Non- } \\ \text { gracuate } \\(\mathrm{s})}$ | $\begin{gathered} \text { Working } \\ (n) \end{gathered}$ | $\begin{gathered} \text { Not } \\ \text { working } \\ \text { (i) } \end{gathered}$ |
| 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 |
| Weighed 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 |
| veryostive（2） | $\begin{aligned} & 58 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | ${ }_{4}^{7}$ | $\begin{gathered} 22 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \\ & 60 \end{aligned}$ | $\begin{gathered} 23 \\ 7 \\ 7 \\ N \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ | $9$ | $\begin{aligned} & 15 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 68 \\ 68 \end{gathered}$ | $\begin{gathered} 3 \\ 7 \\ 7 \\ \hline \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 780 \\ & 7 \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \\ & 3 \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ |
| Farrly ositive（1） | $\begin{aligned} & 141 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 71 \\ 14 \% \\ \end{gathered}$ | $\begin{gathered} 69 \\ 13 \% \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 27 \\ 178 \end{gathered}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 69 \\ \substack{17 \% \\ k} \end{gathered}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & \text { 55 } \\ & \text { 18\% } \\ & \text { no } \end{aligned}$ | $\begin{aligned} & 71 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 28 \\ { }_{11 \%} \end{gathered}$ | $\begin{aligned} & 41 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 16 \% \end{gathered}$ | $\begin{gathered} 3 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 87 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 32 \\ 9 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 13 \% \end{aligned}$ |
| Made no ifference（0） | $\begin{gathered} 188 \\ 18 \% \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{gathered} 93 \\ 17 \% \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ \substack{35 \\ 19 \% \\ 0} \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 34 \\ \text { 39\% } \\ 0 \end{gathered}$ | $\begin{aligned} & 40 \\ & \text { 25\% } \\ & \text { of } \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 82 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 66 \\ { }_{21 \%} \\ M \end{gathered}$ | $\begin{aligned} & 89 \\ & 15 \% \\ & \end{aligned}$ | $\begin{gathered} 99 \\ 218 \\ 0 \end{gathered}$ | $\begin{aligned} & 57 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 8 \\ \substack{16 \% \\ ⿻ 丷 木 斤 \\ \hline} \end{gathered}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 171 \\ \substack{19 \% \\ \underset{2}{2}} \end{gathered}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 116 \\ 19 \% \end{gathered}$ | $\begin{gathered} 73 \\ 17 \% \end{gathered}$ |
| Farrly negaive（－1） | $\begin{aligned} & 278 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 248 \\ & 248 \end{aligned}$ | $\begin{aligned} & 153 \\ & 29 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & \left.\begin{array}{c} 53, \\ \text { 35\% } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 53 \\ & \text { 29\% } \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \text { 31\% } \end{aligned}$ | $\begin{gathered} 94 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 77 \\ 276 \end{gathered}$ | $\begin{gathered} 72 \\ 296 \end{gathered}$ | $\begin{aligned} & 73 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 296 \end{aligned}$ | $\begin{aligned} & 67 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 256 \\ & \text { 250 } \end{aligned}$ | $\begin{aligned} & 38 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 22 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 225 \\ & 250 \end{aligned}$ | $\begin{aligned} & 53 \\ & 34 \% \\ & \text { 34 } \end{aligned}$ | $\begin{aligned} & 146 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 29 \end{aligned}$ | $\begin{aligned} & 204 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 190 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 27 \% \end{aligned}$ |
| Very negative（2） | $\begin{aligned} & 315 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \\ & 35 \end{aligned}$ | $\begin{gathered} 55 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 26 \% \\ & 28 \% \end{aligned}$ | $\begin{gathered} 53 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 248 \\ & 29 \end{aligned}$ | $\begin{aligned} & 100 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 65 \\ 2780 \end{gathered}$ | $\begin{aligned} & 43 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & \begin{array}{c} 42 \% \\ \text { suve } \\ \text { su* } \end{array} \end{aligned}$ | $\begin{aligned} & 273 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 328 \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 316 \end{aligned}$ | 119 $28 \%$ |
| Dontt kow | $\begin{aligned} & 75 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 50 \\ 9 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 10 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | ${ }_{7}^{64}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{19}$ | $\begin{gathered} 56 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 60 \\ 8 \% \\ \vdots \end{gathered}$ | 33 $5 \%$ |  |
| Net：Ver／Farity positive | $\begin{aligned} & 199 \\ & 199 \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 34 \\ 21 \% \\ 21 \% \end{gathered}$ |  | $\begin{aligned} & 50 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 98 \\ \substack{24 \% \\ \star \\ \kappa \\ \hline} \end{gathered}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & \text { 25\% } \\ & \text { no } \end{aligned}$ | $\begin{aligned} & 102 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 97 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\underset{12 \%}{6}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 164 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 35 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 20 \% \\ & 20 \% \end{aligned}$ | 117 $19 \%$ | 82 |
| Net：Ver／Farity negative | $\begin{gathered} 593 \\ 56 \% \\ 56 \end{gathered}$ | $\begin{aligned} & 288 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 296 \\ 55 \% \\ 55 \end{gathered}$ | $\begin{gathered} 71 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 110 \\ \substack{10 \% \\ 46 \%} \end{gathered}$ | $\begin{aligned} & \text { 100 } \\ & 56 \% \end{aligned}$ | $\begin{gathered} 81 \\ 50 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 126 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 59 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 211 \\ 616 \\ 616 \end{gathered}$ | $\begin{gathered} 207 \\ 51 \% \end{gathered}$ | $\begin{gathered} 85 \\ \text { 60\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 174 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 147 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 363 \\ & 61 \% \\ & 618 \end{aligned}$ | $\begin{gathered} 229 \\ 50 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 142 \\ & 56 \% \end{aligned}$ | 149 $54 \%$ | $\begin{gathered} 125 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 57 \% \\ & 57 \end{aligned}$ | $\begin{aligned} & 35 \\ & \substack{30 \\ 70 \% \\ \hline 10} \end{aligned}$ | $\begin{gathered} 61 \\ \substack{6 \% \\ 6.0 \%} \\ \hline \end{gathered}$ | $\begin{aligned} & 498 \\ & 56 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 95 \\ 60 \% \end{gathered}$ | $\begin{gathered} 320 \\ 55 \% \\ 55 \end{gathered}$ | $\begin{gathered} 203 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 53 \% \end{aligned}$ | 152 $59 \%$ | $\begin{aligned} & 440 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 335 \\ & 53 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 357 \\ & 57 \% \end{aligned}$ | ${ }_{\text {cke }}^{\text {236 }}$ |
| Mean | ${ }^{-0.66}$ | ${ }^{-0.65}$ | ${ }^{-0.66}$ | ${ }^{-0.73}$ | ${ }^{-0.82}$ | 0.91 | $\stackrel{-0.62}{\text { ¢ }}$ | $\stackrel{-0.60}{\substack{\text { ¢ }}}$ |  | －0．79 | ${ }^{0.76}$ | $\underset{\substack{-0.50 \\ . k}}{ }$ | 0.0 .74 | －0．86 | ${ }^{-0.71}$ | － | －0．76 | $\stackrel{-0.54}{0}$ | －0．69 | ${ }^{-0.62}$ | $\stackrel{\substack{0.55 \\ \times}}{ }$ | ${ }^{-0.63}$ | ${ }^{-0.86}$ | ${ }^{-0.93}$ | ${ }^{0.68}$ | －0．60 | ${ }_{\substack{-0.58 \\ b}}$ | ${ }^{-0.84}$ | ${ }^{-0.59}$ | ${ }^{-0.70}$ | 0．65 | －0．82 | $\stackrel{-0.59}{ }$ | 0．68 | －0．63 |

PUBLIC

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrat s | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | Unfavoura ble to Green Party | Favourabl <br> e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverma } \\ n \end{gathered}$ | Unfavoura ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | ${ }^{(R)}$ | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (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 positive (2) | $\begin{aligned} & 58 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 42 \\ 13 \% \\ c D \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 7 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 49 \\ 13 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 27 \\ 13 \% \\ \text { ILNQ } \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \\ \text { ULNa } \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 43 \\ 11 \% \\ \text { נLNQ } \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \\ \text { ULNa } \end{gathered}$ | $\begin{gathered} 21 \\ 18 \% \\ \text { UKLMNQ* } \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 23 \\ 10 \% \\ \text { sTra } \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 38 \\ 9 \% \\ \text { stwYa } \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \\ \text { STY } \end{gathered}$ | 28 6\% STY | 30 <br> $18 \%$ <br> RSTUVWYa | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | 18 <br> 17\% RSTUVWYa* | $\begin{gathered} 20 \\ 5 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 58 \\ 29 \% \\ c \end{gathered}$ | - |
| Fairly positive (1) | $\begin{aligned} & 141 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 83 \\ 26 \% \\ \operatorname{CDE} \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \end{gathered}$ | $\begin{gathered} 97 \\ 25 \% \\ \mathrm{~F} \end{gathered}$ | 63 <br> $31 \%$ <br> uklmnoa | $\begin{aligned} & 40 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 83 \\ 21 \% \\ \text { ULMNQ } \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 60 \\ 16 \% \\ \text { IULNQ } \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \\ \text { uLNQ } \end{gathered}$ | 38 <br> 34\% <br> IJKLMNOQ* | $\begin{gathered} 44 \\ 10 \% \\ \text { u } \end{gathered}$ | $\begin{gathered} 69 \\ 29 \% \\ \text { stuwła } \end{gathered}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 90 \\ 20 \% \\ \text { stwYa } \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \\ \text { stuwya } \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \\ & \text { sa } \end{aligned}$ | $\begin{gathered} 55 \\ 32 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 45 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 39 \\ 38 \% \\ \text { stuwra* } \end{gathered}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 141 \\ 71 \% \\ c \end{gathered}$ |  |
| Made no difference (0) | $\begin{aligned} & 188 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 84 \\ 26 \% \\ c D \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \\ \end{gathered}$ | $\begin{gathered} 18 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 115 \\ 30 \% \\ F \end{gathered}$ | $\begin{gathered} 44 \\ 22 \% \\ \text { IUNQ } \end{gathered}$ | $\begin{gathered} 74 \\ 13 \% \end{gathered}$ | $\begin{gathered} 43 \\ 12 \% \end{gathered}$ | $\begin{gathered} 99 \\ 25 \% \\ \text { נUNQ } \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 88 \\ 23 \% \\ \text { נUNQ } \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 86 \\ 26 \% \\ \text { uLNQ } \end{gathered}$ | $\begin{gathered} 31 \\ 27 \% \\ \text { ILNQ* } \end{gathered}$ | $\begin{gathered} 56 \\ 13 \% \end{gathered}$ | $\begin{gathered} 49 \\ 21 \% \\ \text { sTra } \end{gathered}$ | $\begin{gathered} 73 \\ 13 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 103 \\ 23 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \\ \text { STY } \end{gathered}$ | $\begin{gathered} 71 \\ 15 \% \end{gathered}$ | $\begin{gathered} 44 \\ 26 \% \\ \text { stwyza } \end{gathered}$ | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | $\begin{gathered} 16 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 56 \\ 14 \% \end{gathered}$ | : | $:$ |
| Fairly negative (-1) | $\begin{aligned} & 278 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 72 \\ 22 \% \end{gathered}$ | $\begin{gathered} 68 \\ 25 \% \end{gathered}$ | $\begin{gathered} 18 \\ 28 \% \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \end{gathered}$ | $\begin{gathered} 116 \\ 31 \% \\ 6 \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \end{gathered}$ | $\begin{gathered} 43 \\ 21 \% \end{gathered}$ | $\begin{gathered} 167 \\ 29 \% \\ \text { KMNOP } \end{gathered}$ | 114 <br> $31 \%$ <br> HKLMNOP | $\begin{gathered} 85 \\ 21 \% \\ p \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 90 \\ 24 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 66 \\ 20 \% \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 27 \% \\ & \text { Kop } \end{aligned}$ | $\begin{gathered} 50 \\ 21 \% \end{gathered}$ | 153 <br> 28\% <br> uwx | $\begin{gathered} 82 \\ 28 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 99 \\ 22 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 117 \\ 24 \% \\ x \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 154 \\ 29 \% \\ \text { Ruwx } \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | 115 <br> 28\% <br> uwx | : | $\begin{gathered} 278 \\ 47 \% \\ b \end{gathered}$ |
| Very negative (-2) | $\begin{aligned} & 315 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 147 \\ 54 \% \\ B E \end{gathered}$ | $\begin{gathered} 32 \\ 48 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 38 \\ 37 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 207 \\ 55 \% \\ G \end{gathered}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 253 \\ 44 \% \\ \text { нкмоР } \end{gathered}$ | $\begin{gathered} 166 \\ 46 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{gathered} 68 \\ 17 \% \\ \text { HP } \end{gathered}$ |  | $\begin{gathered} 85 \\ 23 \% \\ \text { HKP } \end{gathered}$ | $\begin{gathered} 117 \\ 46 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 189 \\ 44 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 237 \\ 44 \% \\ \text { Ruvxz } \end{gathered}$ | 145 <br> 50\% RSUVXYZ | $\begin{gathered} 86 \\ 20 \% \\ \text { RXZ } \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 209 \\ 44 \% \\ \text { RUvxz } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 231 \\ 43 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | $\begin{gathered} 186 \\ 45 \% \\ \text { RUVXZ } \end{gathered}$ | - | $\begin{gathered} 315 \\ 53 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 75 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 9 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \\ \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 28 \\ 7 \% \\ F \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% \\ \text { UMOPQ } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & \text { JPQ } \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \\ * \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \\ \text { Twrza } \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \\ & \text { Wa } \end{aligned}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 23 \\ 5 \% \\ \text { wra } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ z \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\stackrel{1}{1 \%}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $:$ |  |


| Net: Very/Fairly positive | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 39 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 3 \\ 5 \% \end{gathered}$ | $\begin{gathered} 19 \\ 19 \% \\ \mathrm{CD}^{*} \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 146 \\ 38 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 90 \\ 45 \% \\ \text { UKLMNOQ } \end{gathered}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | 122 <br> 30\% <br> ulna | $\begin{gathered} 19 \\ 11 \% \end{gathered}$ | $\begin{gathered} 103 \\ 27 \% \\ \text { IUNQ } \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \\ \text { । } \end{gathered}$ | $\begin{aligned} & 101 \\ & 31 \% \\ & \text { נLNQ } \end{aligned}$ | $\begin{gathered} 59 \\ 53 \% \\ \text { UKLMNOQ** } \end{gathered}$ | $\begin{gathered} 57 \\ 13 \% \\ \text { iJ } \end{gathered}$ | 92 <br> 39\% <br> stuwła | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 128 \\ 29 \% \\ \text { sTWYa } \end{gathered}$ | 66 <br> 39\% stuwya | $\begin{gathered} 71 \\ 15 \% \\ \text { sta } \end{gathered}$ | 84 <br> 50\% RSTUVWYa | $\begin{gathered} 68 \\ 13 \% \\ \mathrm{~T} \end{gathered}$ | 57 <br> 56\% RSTUVWYa* | $\begin{gathered} 48 \\ 12 \% \end{gathered}$ | $\begin{gathered} 199 \\ 100 \% \\ c \end{gathered}$ | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Very/Fairly negative | $\begin{gathered} 593 \\ 56 \% \end{gathered}$ | $\begin{gathered} 96 \\ 30 \% \end{gathered}$ | $\begin{gathered} 216 \\ 79 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 50 \\ 76 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 61 \\ 60 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 322 \\ 86 \% \\ G \end{gathered}$ | $\begin{aligned} & 100 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 60 \\ 30 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 420 \\ 74 \% \\ \text { нкмор } \end{gathered}$ | 280 <br> 77\% <br> HKMNOPQ | $\begin{gathered} 154 \\ 38 \% \\ \text { HP } \end{gathered}$ | 129 <br> 73\% <br> нкмМор | $\begin{aligned} & 176 \\ & 46 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 177 \\ 70 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 134 \\ 40 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \end{gathered}$ | 306 <br> 71\% <br> HKMOP | $\begin{gathered} 80 \\ 34 \% \\ \mathrm{x} \end{gathered}$ | 389 <br> 72\% <br> RUVWXZ | 227 <br> 78\% <br> RSUVWXYZ | $\begin{gathered} 185 \\ 42 \% \\ \text { RXZ } \end{gathered}$ | $\begin{gathered} 59 \\ 35 \% \\ \mathrm{x} \end{gathered}$ | 326 <br> 68\% <br> RUVXZ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | 385 <br> 72\% <br> RuvWxz | $\begin{gathered} 29 \\ 29 \% \end{gathered}$ | 301 <br> 73\% <br> RUvwxz |  | $\begin{gathered} 593 \\ 100 \% \\ \mathrm{~b} \end{gathered}$ |
| Mean | -0.66 | $\begin{aligned} & 0.15 \\ & C D E \end{aligned}$ | $-1.30$ | ${ }^{-1.30}$ | $-0.74$ | -1.39 | $0.20$ | $\begin{gathered} 0.20 \\ \text { uкıMNOQ } \end{gathered}$ | -1.09 | -1.16 | $-0.17$ <br> IJLMNQ | ${ }^{-1.17}$ | $\begin{aligned} & -0.32 \\ & \text { IJNQ } \end{aligned}$ | $\begin{gathered} -1.02 \\ 1 \end{gathered}$ | $\begin{aligned} & -0.19 \\ & \text { ULNQ } \end{aligned}$ | 0.45 <br> IJKLMNOQ* | $\begin{gathered} -1.02 \\ j \end{gathered}$ | $0.02$ | $\begin{gathered} -1.05 \\ T \end{gathered}$ | -1.21 | $\begin{aligned} & -0.25 \\ & \text { sTwra } \end{aligned}$ | $\begin{gathered} -0.01 \\ \text { stuWYa } \end{gathered}$ | $\begin{gathered} -0.94 \\ \text { STa } \end{gathered}$ | $\begin{gathered} 0.43 \\ \text { RSTUVWYa } \end{gathered}$ | $\begin{gathered} -1.01 \\ \top \end{gathered}$ | 0.34 RSTUVWYa* | $\begin{gathered} -1.03 \\ T \end{gathered}$ | $\underset{c}{1.29}$ | -1.53 |

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


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 <br> Total | Gender |  | age |  |  |  |  |  | Aggregated Age rreals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {(B) }}^{\text {Man }}$ | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ (G) | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | ${ }^{65+}$ | 18.34 (1) 20 | $\underset{\substack{35.54 \\ \text { (k) }}}{ }$ | ${ }_{\text {cta }}^{55+}$ | $\mathrm{Cen}^{\text {(M) }}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | $\underset{\text { North }}{\text { (s) }}$ | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (w) | Scotland <br> ( X ) | Urban <br> (Y) | Rural | Married/ Living as Married (a) | Single <br> (b) | Widowed/ Divorced/s eparated (c) | At least one child present (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }_{85}$ | 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 likey (4) | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | ${ }_{3 \%}^{7}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | 32 $4 \%$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | 8 $2 \%$ |
| Fairy inel( 3 ) | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 61 \\ 13 \% \end{gathered}$ | $\begin{gathered} 68 \\ 14 \% \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 28 \\ 18 \% \end{gathered}$ | $\begin{gathered} 34 \\ 11 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{gathered} 48 \\ 17 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 66 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 15 \% \end{gathered}$ | $\begin{gathered} 29 \\ 13 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 109 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 20 \\ 15 \% \end{gathered}$ | $\begin{gathered} 78 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 92 \\ 13 \% \end{gathered}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{gathered} 83 \\ 13 \% \end{gathered}$ | $\begin{gathered} 76 \\ 12 \% \end{gathered}$ | 52 |
| Fariry unikely (2) | $\begin{aligned} & 280 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 118 \\ 25 \% \end{gathered}$ | $\begin{gathered} 160 \\ 33 \% \\ \text { B } \end{gathered}$ | 36 <br> $31 \%$ | 56 31\% | 38 <br> $23 \%$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | 49 <br> 30\% | $\begin{gathered} 53 \\ 35 \% \end{gathered}$ | 92 31\% | $\begin{gathered} 86 \\ 25 \% \end{gathered}$ | $\begin{gathered} 102 \\ 33 \% \\ k \end{gathered}$ | $\begin{gathered} 40 \\ 28 \% \end{gathered}$ | $\begin{gathered} 80 \\ 28 \% \end{gathered}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 93 \\ 33 \% \end{gathered}$ | 169 <br> $32 \%$ | $\begin{aligned} & 111 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 71 \\ 30 \% \end{gathered}$ | $\begin{gathered} 76 \\ 32 \% \\ \times \end{gathered}$ | 62 27\% | $\begin{gathered} 41 \\ 30 \% \end{gathered}$ | 15 <br> 30\% | $\begin{gathered} 16 \\ 20 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 233 \\ 28 \% \end{gathered}$ | 46 $34 \%$ | $\begin{aligned} & 152 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 87 \\ 26 \% \end{gathered}$ | $\begin{gathered} 40 \\ 38 \% \\ b^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 30 \% \end{aligned}$ | ${ }_{\substack{93 \\ 27 \%}}$ |
| very unikely (1) | $\begin{aligned} & 385 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 207 \\ 44 \% \\ c \end{gathered}$ | $\begin{aligned} & 169 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 38 \\ 33 \% \\ * \end{gathered}$ | $\begin{gathered} 76 \\ 41 \% \end{gathered}$ | $\begin{gathered} 82 \\ 49 \% \\ \text { dI } \end{gathered}$ | $\begin{gathered} 77 \\ 43 \% \\ 1 \end{gathered}$ | 68 <br> $42 \%$ | $\begin{gathered} 44 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 159 \\ 46 \% \\ L \end{gathered}$ | $\begin{aligned} & 111 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 48 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 46 \% \\ & \text { MP } \end{aligned}$ | $\begin{gathered} 109 \\ 44 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 95 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 90 \\ 39 \% \end{gathered}$ | $\begin{gathered} 87 \\ 37 \% \end{gathered}$ | $\begin{gathered} 87 \\ 38 \% \end{gathered}$ | $\begin{gathered} 53 \\ 38 \% \end{gathered}$ | $\begin{gathered} 23 \\ 49 \% \end{gathered}$ | $\begin{gathered} 45 \\ 58 \% \\ \text { stuv* } \end{gathered}$ | $\begin{gathered} 341 \\ 41 \% \end{gathered}$ | 44 $33 \%$ | $\begin{aligned} & 203 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 34 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 280 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 135 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 250 \\ & 39 \% \end{aligned}$ | $252$ | 133 $39 \%$ |
| Don't know | $\begin{aligned} & 129 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 56 \\ 12 \% \end{gathered}$ | $\begin{gathered} 72 \\ 15 \% \end{gathered}$ | $\begin{gathered} 20 \\ 18 \% \end{gathered}$ | $\begin{gathered} 27 \\ 14 \% \end{gathered}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 66 \\ 12 \% \end{gathered}$ | $\begin{gathered} 63 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 38 \\ 17 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 8 \% \\ . \end{gathered}$ | $\begin{aligned} & 110 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \\ . \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 97 \\ 15 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 72 \\ 12 \% \end{gathered}$ | 57 $17 \%$ 17 |


| Net Likely | 166 17\% | 85 18\% | 81 $17 \%$ | $\begin{gathered} 21 \\ 18 \% \\ \hline \end{gathered}$ | 25 $14 \%$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | 29 $16 \%$ | 25 $16 \%$ | $\begin{gathered} 37 \\ 25 \% \end{gathered}$ | $\begin{gathered} 45 \\ 15 \% \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 90 \\ 17 \% \end{gathered}$ | $\begin{gathered} 75 \\ 18 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \\ w \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | $\begin{gathered} 26 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 11 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 141 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 25 \\ 19 \% \end{gathered}$ | $\begin{gathered} 104 \\ 20 \% \\ \text { b } \end{gathered}$ | 43\% 13\% | $\begin{gathered} 19 \\ 18 \% \\ \hline \end{gathered}$ | 48 18\% | 118 $17 \%$ | 62 20\% | 104 $16 \%$ | 105 $17 \%$ | ¢ $\begin{gathered}\text { 60 } \\ 18 \%\end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 665 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 325 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 329 \\ & 68 \% \end{aligned}$ | ${ }_{64}^{74} \times$ | $132$ | $\begin{aligned} & 120 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 72 \% \end{aligned}$ | ${ }_{64}^{97}$ | $\begin{aligned} & 206 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 213 \\ 68 \% \end{gathered}$ | $\begin{gathered} 87 \\ 62 \% \end{gathered}$ | $\begin{gathered} 213 \\ 74 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 374 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 290 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 65 \% \end{aligned}$ | 94\% | 38 <br> 39\% <br> 9. | ${ }_{\substack{61 \\ 77 \%}}$ | 574 $70 \%$ | $\begin{gathered} 90 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 355 \\ & 68 \% \end{aligned}$ | 236 $70 \%$ | 74 $71 \%$ | $\begin{aligned} & 186 \\ & 72 \% \end{aligned}$ | ${ }_{\text {68\% }}^{479}$ | 220 $70 \%$ | $\begin{aligned} & 445 \\ & 69 \% \end{aligned}$ | 438 $71 \%$ | 226 |



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

ColumnProportions (5\%): A,B/C, D/E/F/G/H/J/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y//,o/b/C,d/e,f/g,h/i. Minimum Base: 30(**) Small Bose: $100\left({ }^{*}\right)$
ColumnMeans (5\%): A,B/C,D/E/F/G/H/IJ/K//,M/N/O/P,Q/R,S/T/V/V/W/X,Y/Z,a/b/C,d/e,f/g,h/i)Minimum Base: 30(**)Small Base: 100 (*) $\left.^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl $e$ to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (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 liely (4) | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | 28 $16 \%$ <br> UKLMNOPQ | 1 | $\begin{gathered} 10 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 10 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7 \\ 6 \% \\ \text { 1* }^{*} \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \\ 1 \end{gathered}$ | 24 <br> 12\% <br> stuwła | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \\ \text { swYa } \end{gathered}$ | 23 <br> 16\% <br> stuwya | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | 17 <br> $12 \%$ <br> sTuwYa | $\begin{gathered} 9 \\ 2 \% \\ s \end{gathered}$ | 21 <br> 23\% <br> RSTUWXYa* | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ |
| Fairly iikely (3) | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 66 \\ 25 \% \\ C E \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 10 \\ 18 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \\ \mathrm{~F} \end{gathered}$ | 71 <br> 40\% <br> UKLMNOPQ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \\ 1 \end{gathered}$ | $\begin{gathered} 64 \\ 18 \% \\ \text { נNQ } \end{gathered}$ | $\begin{gathered} 22 \\ 14 \% \\ \text { in } \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \\ \text { JN } \end{gathered}$ | $\begin{gathered} 21 \\ 9 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 58 \\ 20 \% \\ \text { UMNQ } \end{gathered}$ | 24 <br> 22\% <br> IJMNQ* | $\begin{gathered} 48 \\ 13 \% \\ 1 \end{gathered}$ | 73 <br> 36\% <br> STUWYa | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \\ \text { swya } \end{gathered}$ | 66 <br> 17\% <br> sTWYa | $\begin{gathered} 49 \\ 34 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 24 \\ 5 \% \\ s \end{gathered}$ | 42 <br> 30\% <br> stuwła | $\begin{gathered} 35 \\ 7 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 36 \\ 39 \% \end{gathered}$ <br> stuwra* | $\begin{gathered} 17 \\ 4 \% \\ s \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \\ c \end{gathered}$ | $\begin{aligned} & 44 \\ & 8 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{gathered} 280 \\ 29 \% \end{gathered}$ | $\begin{gathered} 95 \\ 36 \% \\ \text { CE } \end{gathered}$ | $\begin{gathered} 59 \\ 23 \% \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \end{gathered}$ | $\begin{gathered} 92 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 52 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 94 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 53 \\ 33 \% \\ \text { NQ } \end{gathered}$ | $\begin{gathered} 90 \\ 26 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 86 \\ 29 \% \end{gathered}$ | $\begin{gathered} 36 \\ 33 \% \end{gathered}$ | $\begin{gathered} 94 \\ 25 \% \end{gathered}$ | $\begin{gathered} 67 \\ 33 \% \\ a \end{gathered}$ | $\begin{aligned} & 135 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 76 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 47 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 46 \\ 32 \% \end{gathered}$ | $\begin{gathered} 140 \\ 29 \% \\ a \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | $\begin{gathered} 95 \\ 25 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 30 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 385 \\ 40 \% \end{gathered}$ | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | $\begin{gathered} 147 \\ 58 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 23 \\ 42 \% \\ \text { B* }^{*} \end{gathered}$ | $\begin{gathered} 56 \\ 57 \% \\ B^{*} \end{gathered}$ | $\begin{gathered} 168 \\ 50 \% \\ G \end{gathered}$ | $\begin{aligned} & 115 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 327 $62 \%$ <br> HJKLMNOPQ | $\begin{aligned} & 174 \\ & 52 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 125 \\ 36 \% \\ H \end{gathered}$ | $\begin{gathered} 72 \\ 45 \% \\ H P \end{gathered}$ | $\begin{aligned} & 155 \\ & 45 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 119 \\ 51 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 109 \\ 37 \% \\ H \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 208 \\ 55 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | 322 <br> 65\% <br> RTUVXYZ | $\begin{gathered} 135 \\ 51 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{aligned} & 152 \\ & 40 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | 279 <br> 64\% <br> RTUVXYZ | $\begin{gathered} 23 \\ 16 \% \\ \text { RV } \end{gathered}$ | 282 <br> 58\% <br> RTUVXZ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | 250 <br> 65\% <br> RTUVXYZ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 277 \\ 51 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 129 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 6 \\ 10 \% \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 36 \\ 10 \% \\ \text { Ia } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 32 \\ 9 \% \\ a \end{gathered}$ | $\begin{gathered} 26 \\ \text { 11\% } \\ \text { แQ } \end{gathered}$ | $\begin{gathered} 26 \\ 9 \% \\ \mathbf{a} \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | 27 <br> 13\% <br> sTWYZa | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 18 \\ 7 \% \\ w \end{gathered}$ | 36 <br> 9\% <br> sWYa | 14 <br> 10\% <br> wYZa | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \\ \text { wyza } \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | 3 $4 \%$ 4 | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 55 \\ 10 \% \end{gathered}$ |


| Net: Likely | $\begin{aligned} & 166 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 85 \\ 32 \% \\ \text { CE } \end{gathered}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 19 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \\ F \end{gathered}$ | 99 <br> 56\% <br> UKLMNOPQ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 41 \\ 12 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 68 \\ \text { 20\% } \\ \text { IN } \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \\ \text { । } \end{gathered}$ | 71 <br> 24\% <br> IJMNQ | 31 <br> 29\% <br> ULMNQ* | $\begin{gathered} 59 \\ 16 \% \\ \text { । } \end{gathered}$ | 97 <br> 48\% <br> stuwła | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 35 \\ 13 \% \\ \text { sWYa } \end{gathered}$ | 84 <br> 22\% <br> sTWYa | 72 <br> 50\% <br> stuwya | $\begin{gathered} 29 \\ 7 \% \\ s \end{gathered}$ | 59 <br> 41\% <br> stuwya | $\begin{gathered} 45 \\ 9 \% \\ \text { swa } \end{gathered}$ | 57 <br> 62\% <br> RSTUVWXYa | $\begin{gathered} 22 \\ 6 \% \\ s \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \\ c \end{gathered}$ | $\begin{gathered} 53 \\ 10 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 665 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 207 \\ 81 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 40 \\ 71 \% \end{gathered}$ | $\begin{gathered} 78 \\ 80 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 260 \\ 78 \% \\ G \end{gathered}$ | $\begin{aligned} & 221 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | 463 $88 \%$ <br> HJKLMNOPQ | $\begin{gathered} 267 \\ 80 \% \\ \text { НКМОР } \end{gathered}$ | $\begin{gathered} 226 \\ 66 \% \\ H \end{gathered}$ | $\begin{gathered} 124 \\ 78 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 245 \\ 71 \% \\ \mathrm{HK} \end{gathered}$ | $\begin{gathered} 177 \\ 76 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 195 \\ 67 \% \\ H \end{gathered}$ | $\begin{gathered} 68 \\ 64 \% \\ \mathrm{H}^{+} \end{gathered}$ | 301 <br> 79\% <br> нКМоР | $\begin{gathered} 80 \\ 39 \% \end{gathered}$ | 457 <br> 92\% <br> RTUVWXYZ | $\begin{gathered} 212 \\ 80 \% \\ \text { RUVXZ } \end{gathered}$ | 265 <br> 69\% <br> RVxZ | $\begin{gathered} 57 \\ 40 \% \end{gathered}$ | $\begin{gathered} 392 \\ 89 \% \\ \text { RTUVxYz } \end{gathered}$ | $\begin{gathered} 70 \\ 49 \% \\ \text { RZ } \end{gathered}$ | 422 <br> 86\% <br> RTUVXZ | $\begin{gathered} 31 \\ 34 \% \end{gathered}$ | 345 <br> 90\% <br> RTUVXYZ | $\begin{gathered} 81 \\ 48 \% \end{gathered}$ | $\begin{gathered} 439 \\ 80 \% \\ b \end{gathered}$ |



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

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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Eduation |  | Emplommentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (E) } \end{gathered}$ | $35-44$ (F) | $\begin{gathered} 45-54 \\ \text { (G) } \end{gathered}$ | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & \text { 18-34 } \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> ( N ) | Gen $\mathrm{X}^{+}$ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands <br> (T) | South <br> (U) | London <br> (V) | Wales (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{gathered} \text { Graduate } \\ \hline \text { (f) } \\ \hline \end{gathered}$ | Non- graduate (g) | Working <br> (h) | Not working <br> (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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 İeely (4) | $\begin{aligned} & 41 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | ${ }_{3 \%}^{9}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | ${ }_{3 \%}^{9}$ | 10 $4 \%$ | ${ }_{6}^{16}$ | ${ }_{4 \%}^{24}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | ¢ ${ }_{\text {5\% }}^{11}$ | 15 $6 \%$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | 33 $4 \%$ | 8 $6 \%$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | 12 $3 \%$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | 32 $5 \%$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | 15 $4 \%$ |
| Fairy ikey(3) | $\begin{aligned} & 216 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 27 \\ 24 \% \\ * \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 45 \\ 28 \% \\ \text { EF } \end{gathered}$ | $\begin{gathered} 33 \\ 22 \% \\ * \end{gathered}$ | $\begin{gathered} 61 \\ 20 \% \end{gathered}$ | $\begin{gathered} 77 \\ 22 \% \end{gathered}$ | $\begin{gathered} 78 \\ 25 \% \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \end{gathered}$ | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \end{gathered}$ | $\begin{gathered} 74 \\ 26 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 128 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 88 \\ 21 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \end{gathered}$ | $\begin{gathered} 65 \\ 28 \% \\ 5 x \end{gathered}$ | $\begin{gathered} 35 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 175 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 41 \\ 31 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 136 \\ 26 \% \\ b \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 25 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 71 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 24 \% \end{aligned}$ | ${ }_{\text {c }}^{68}$ |
| Fariry unikely (2) | $\begin{aligned} & 247 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 33 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | $\begin{gathered} 42 \\ 25 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 37 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 85 \\ 28 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \end{gathered}$ | $\begin{gathered} 72 \\ 25 \% \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 71 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 60 \\ 26 \% \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{gathered} 54 \\ 24 \% \end{gathered}$ | $\begin{gathered} 35 \\ 26 \% \\ \hline \end{gathered}$ | 16 34\% | $\begin{gathered} 22 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 221 \\ 27 \% \end{gathered}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 86 \\ 26 \% \end{gathered}$ | $\begin{gathered} 30 \\ 28 \% \end{gathered}$ | $\begin{gathered} 74 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 26 \% \end{aligned}$ | 90 26\% |
| Very unikely (1) | $\begin{gathered} 333 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 33 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 66 \\ 36 \% \end{gathered}$ | $\begin{gathered} 65 \\ 39 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | $\begin{gathered} 56 \\ 35 \% \end{gathered}$ | $\begin{gathered} 50 \\ 33 \% \end{gathered}$ | $\begin{gathered} 99 \\ 33 \% \end{gathered}$ | $\begin{gathered} 128 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 41 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 89 \\ 36 \% \end{gathered}$ | $\begin{gathered} 91 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 85 \\ 37 \% \end{gathered}$ | $\begin{gathered} 79 \\ 34 \% \end{gathered}$ | $\begin{gathered} 66 \\ 29 \% \end{gathered}$ | $\begin{gathered} 47 \\ 34 \% \end{gathered}$ | $\begin{gathered} 20 \\ 42 \% \end{gathered}$ | $\begin{gathered} 36 \\ 45 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 293 \\ 36 \% \end{gathered}$ | $\begin{gathered} 40 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 31 \\ 30 \% \end{gathered}$ | $\begin{gathered} 86 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 247 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 113 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 34 \% \end{aligned}$ | 216 | 117 <br> $34 \%$ |
| Don't know | $\begin{aligned} & 121 \\ & 13 \% \end{aligned}$ | 46 $10 \%$ | $\begin{gathered} 74 \\ 15 \% \\ \text { B } \end{gathered}$ | 18 <br> 15\% <br> * | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | 23 <br> $14 \%$ | 20 <br> 11\% | 14 $8 \%$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | 45 <br> 15\% | 43 <br> $12 \%$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | 21 15\% | $\begin{gathered} 44 \\ 15 \% \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | 58 <br> 11\% | $\begin{gathered} 63 \\ 15 \% \end{gathered}$ | 32 <br> 14\% | $\begin{gathered} 30 \\ 13 \% \end{gathered}$ | 35 15\% | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 5 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 53 \\ 10 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 93 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 93 \\ 14 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 68 \\ 11 \% \end{gathered}$ | - ${ }_{\text {16\% }}$ |


| Net Likely | 257 27\% | 137 29\% | (118 | $\begin{gathered} 31 \\ 27 \% \\ \hline \end{gathered}$ | - ${ }_{\text {40 }}^{20}$ | 37 27 2\% | $\begin{gathered} 56 \\ 31 \% \end{gathered}$ | $\begin{gathered} 50 \\ 31 \% \\ \text { EF } \end{gathered}$ | $\begin{gathered} 44 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \end{gathered}$ | $\begin{gathered} 94 \\ 30 \% \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 70 \\ 29 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 152 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 54 \\ 23 \% \end{gathered}$ | ¢ ${ }_{\text {29\% }}$ | $\begin{gathered} 73 \\ 32 \% \end{gathered}$ | $\begin{gathered} 39 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 16 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 208 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 50 \\ 37 \% \\ y \end{gathered}$ | $\begin{gathered} 160 \\ 31 \% \\ b \end{gathered}$ | 67 20\% | $\begin{gathered} 30 \\ 29 \% \\ \hline \end{gathered}$ | ${ }_{\substack{71 \\ 27 \%}}$ | 187 27\% | 87 <br> 28\% | ${ }_{\text {l }}^{\text {26\% }}$ | 174 28\% | 83 $24 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 581 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 283 \\ & 61 \% \end{aligned}$ | 289 <br> 60\% | $\begin{gathered} 67 \\ 58 \% \\ * \end{gathered}$ | $\begin{aligned} & 117 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 64 \% \end{aligned}$ | 104 58\% | 98 61\% | $\begin{gathered} 87 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 59 \% \end{aligned}$ | 83 <br> 59\% | $\begin{aligned} & 184 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 320 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 146 \\ 63 \% \\ u \end{gathered}$ | $\begin{aligned} & 138 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 83 \\ 60 \% \\ \hline \end{gathered}$ | $\begin{gathered} 36 \\ 76 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 58 \\ 74 \% \\ \text { TU* } \end{gathered}$ | $\begin{gathered} 515 \\ 62 \% \\ z \end{gathered}$ | $\begin{gathered} 66 \\ 49 \% \end{gathered}$ | 306 <br> 59\% | 214 $64 \%$ | $\begin{gathered} 61 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 62 \% \end{aligned}$ | 420 <br> 60\% | 199 $64 \%$ | $\begin{aligned} & 381 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 374 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 60 \% \end{aligned}$ |
| 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 | ${ }_{2}^{2.08} \times$ | 1.95 | ${ }^{1.76}$ | ${ }^{1.77}$ | 1.93 | ${ }^{2.16}$ | ${ }_{\substack{2.02 \\ b}}$ | 1.83 | ${ }^{2.04}$ | 1.97 | 1.95 | 1.96 | 1.96 | 1.97 | 1.94 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl $e$ to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 41 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \\ C E \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | 33 <br> 19\% <br> UKLMNOPQ | $\stackrel{1}{*}$ | $\begin{gathered} 4 \\ 1 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 24 \\ & 7 \% \\ & \text { UL } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \\ 1 \end{gathered}$ | $22$ <br> 6\% <br> IJL | $\begin{gathered} 9 \\ 4 \% \\ \text { \|J } \end{gathered}$ | 18 <br> 6\% <br> IJL | $\begin{gathered} 7 \\ 6 \% \\ \text { (JL* } \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \\ & 1 / \end{aligned}$ | 34 <br> 17\% <br> stuwya | $\stackrel{2}{*}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | 23 <br> 6\% <br> stwya | $\begin{gathered} 25 \\ 17 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \\ \text { stuWYa } \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | 20 <br> 22\% <br> stuwya* | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \\ c \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{gathered} 216 \\ 23 \% \end{gathered}$ | $\begin{gathered} 110 \\ 41 \% \\ C E \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \\ \text { CE** } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 94 \\ 28 \% \\ F \end{gathered}$ | 107 <br> 60\% <br> UKLMNOPQ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 55 \\ 16 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 102 \\ 30 \% \\ \text { UMMNQ } \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ \text { 11 } \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \\ \text { נQ } \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \\ \text { נQ } \end{gathered}$ | 42 <br> 39\% <br> IJLMNOQ* | $\begin{gathered} 67 \\ 18 \% \\ \text { । } \end{gathered}$ | 121 <br> 59\% <br> sTuwXYa | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 56 \\ 21 \% \\ \text { swya } \end{gathered}$ | $\begin{gathered} 102 \\ 27 \% \\ \text { sWYa } \end{gathered}$ | 83 <br> 58\% <br> sTUWXYa | $\begin{gathered} 41 \\ 9 \% \\ s \end{gathered}$ | 68 <br> 48\% <br> stuwya | $\begin{gathered} 71 \\ 14 \% \\ \text { swa } \end{gathered}$ | 56 <br> 62\% <br> stuwxya* | $\begin{gathered} 37 \\ 10 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 74 \\ 44 \% \\ c \end{gathered}$ | $\begin{gathered} 78 \\ 14 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{gathered} 247 \\ 26 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{gathered} 58 \\ 23 \% \end{gathered}$ | $\begin{gathered} 19 \\ 33 \% \end{gathered}$ | $\begin{gathered} 27 \\ 27 \% \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 151 \\ 29 \% \\ \text { HMNQ } \end{gathered}$ | $\begin{gathered} 105 \\ 31 \% \\ \text { HMNQ } \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \\ \text { HM } \end{gathered}$ | 50 <br> 31\% <br> HMNQ | $\begin{gathered} 69 \\ 20 \% \\ H \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 73 \\ 25 \% \\ \text { HM } \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 85 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 30 \\ 15 \% \end{gathered}$ | RUVWXYZa | $\begin{gathered} 72 \\ 27 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 94 \\ 24 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 114 \\ 26 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 136 \\ 28 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \end{gathered}$ | $\begin{gathered} 99 \\ 26 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 29 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 333 \\ 35 \% \end{gathered}$ | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 147 \\ 58 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 16 \\ 28 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 53 \\ 53 \% \\ \text { BD* } \end{gathered}$ | $\begin{gathered} 153 \\ 45 \% \\ G \end{gathered}$ | $\begin{gathered} 99 \\ 29 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | 294 <br> 56\% <br> HJKLMNOPQ | $\begin{aligned} & 154 \\ & 46 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 101 \\ 29 \% \\ H \end{gathered}$ | $\begin{gathered} 63 \\ 39 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 142 \\ & 41 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{aligned} & 109 \\ & 47 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 99 \\ 34 \% \\ H P \end{gathered}$ | $\begin{gathered} 25 \\ 23 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 191 \\ 50 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | 293 <br> 59\% <br> RTUVXYZ | $\begin{gathered} 119 \\ 45 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 132 \\ & 34 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \\ \mathrm{R} \end{gathered}$ | 264 <br> 60\% <br> RTUVXYZ | $\begin{gathered} 15 \\ 11 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 250 \\ 51 \% \\ \text { RTUYXZ } \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 228 \\ 59 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{gathered} 250 \\ 46 \% \\ \mathrm{~b} \end{gathered}$ |
| Don't know | $\begin{aligned} & 121 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 7 \% \\ * \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | 33 <br> 9\% <br> IQ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\stackrel{6}{6 \%}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | 18 9\% wza | $\begin{aligned} & 23 \\ & 5 \% \\ & w \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \\ & w \end{aligned}$ | $\begin{gathered} 33 \\ 9 \% \\ \text { swrza } \end{gathered}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 23 \\ 5 \% \\ w \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \\ + \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ |


| Net: Likely | $\begin{gathered} 257 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 51 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 31 \% \\ \mathrm{CE} \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 113 \\ 33 \% \\ F \end{gathered}$ | 140 <br> 78\% <br> UKLMNOPQ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \\ \text { । } \end{gathered}$ | 126 <br> 37\% <br> ULMNQ | $\begin{gathered} 38 \\ 24 \% \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 107 \\ 31 \% \\ \text { נQ } \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \\ \text { IJ } \end{gathered}$ | 99 <br> 34\% <br> ulna | 49 <br> 45\% <br> IULMNOQ* | $\begin{gathered} 84 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 154 \\ 76 \% \\ \text { sTuwxYa } \end{gathered}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | 59 <br> 22\% <br> swYa | $\begin{gathered} 126 \\ 33 \% \\ \text { stwya } \end{gathered}$ | 107 <br> 75\% <br> stuwxya | $\begin{gathered} 47 \\ 11 \% \\ s \end{gathered}$ | 88 <br> 61\% <br> stuwła | $\begin{gathered} 80 \\ 16 \% \\ \text { swa } \end{gathered}$ | 77 <br> 84\% <br> stuwxya* | $\begin{gathered} 41 \\ 11 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 94 \\ 56 \% \\ c \end{gathered}$ | $\begin{gathered} 88 \\ 16 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikikly | $\begin{aligned} & 581 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 205 \\ 81 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 34 \\ 62 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 79 \\ 81 \% \\ \text { BD* }^{*} \end{gathered}$ | $\begin{gathered} 234 \\ 70 \% \\ G \end{gathered}$ | $\begin{aligned} & 191 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | 445 85\% <br> HJKLMNOPQ | $\begin{aligned} & 258 \\ & 77 \% \end{aligned}$ <br> HKMNOP | $\begin{gathered} 186 \\ 54 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 113 \\ 71 \% \\ \text { HKOP } \end{gathered}$ | $\begin{aligned} & 211 \\ & 61 \% \\ & \text { HKР } \end{aligned}$ | $\begin{gathered} 161 \\ 69 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 172 \\ 59 \% \\ H \end{gathered}$ | $\begin{gathered} 53 \\ 49 \% \\ \mathrm{H}^{+} \end{gathered}$ | 276 <br> 73\% <br> нкMOP | $\begin{gathered} 32 \\ 16 \% \end{gathered}$ | 449 <br> 90\% <br> RTUVWXYZa | 190 <br> $72 \%$ <br> RUvxz | $\begin{gathered} 226 \\ 59 \% \\ \text { Rvxz } \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 378 \\ 86 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \text { RVz } \end{gathered}$ | 387 <br> 79\% <br> RTUVXZ | $\begin{gathered} 13 \\ 14 \% \end{gathered}$ | $\begin{gathered} 327 \\ 85 \% \\ \text { RTUVxYZ } \end{gathered}$ | $\begin{gathered} 60 \\ 36 \% \end{gathered}$ | $\begin{gathered} 408 \\ 75 \% \\ b \end{gathered}$ |
| Mean | 1.96 | $\begin{aligned} & 2.50 \\ & \mathrm{CDE} \end{aligned}$ | 1.51 | $2.06$ | 1.55 | 1.77 | $2.11$ | 3.01 UKLMNOPQ | 1.51 | ${ }_{1}^{1.71}$ | $\begin{gathered} 2.16 \\ \text { uLMNQ } \end{gathered}$ | $\begin{gathered} 1.85 \\ \text { IJ } \end{gathered}$ | $\begin{aligned} & 1.96 \\ & \text { IנQ } \end{aligned}$ | $\begin{gathered} 1.80 \\ 1 \end{gathered}$ | 2.07 <br> ULNQ | $\begin{gathered} 2.29 \\ \text { ULMNOQ** } \end{gathered}$ | $1.75$ | $\begin{gathered} 3.00 \\ \text { stuwxya } \end{gathered}$ | 1.45 | 1.77 <br> swYa | $\begin{gathered} 2.05 \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 2.93 \\ \text { stuw } \\ \text { Pa* } \end{gathered}$ | $\begin{gathered} 1.51 \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 2.69 \\ \text { STUWYa* } \end{gathered}$ | $1.65$ | 3.05 sTuwXYa* | $\begin{gathered} 1.50 \\ \mathrm{~s} \end{gathered}$ | ${ }_{c}^{2.58}$ | 1.70 |

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.
Overiap formulae used

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | $45-54$ <br> (G) | $55-64$ <br> ( H ) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} \text { 35-54 } \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen $Z$ <br> (M) | Millennials <br> ( N ) | Gen X+ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands (T) | South <br> (U) | London <br> (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | ${ }^{35}$ |
| 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 liey (4) | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $24$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 50 \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 1 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \\ + \\ \hline \end{gathered}$ | $\begin{aligned} & 31 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \end{aligned}$ | ¢ |
| Fairy ikey(3) | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 83 \\ 18 \% \end{gathered}$ | $\begin{gathered} 79 \\ 16 \% \end{gathered}$ | 14 <br> $13 \%$ <br> * | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \end{gathered}$ | $\begin{gathered} 29 \\ 19 \% \\ * \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{gathered} 61 \\ 19 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 59 \\ 21 \% \end{gathered}$ | $\begin{gathered} 96 \\ 18 \% \end{gathered}$ | 67 <br> $16 \%$ | $\begin{gathered} 34 \\ 14 \% \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | 6 $13 \%$ <br> . | $\begin{gathered} 12 \\ 15 \% \\ * \end{gathered}$ | $\begin{aligned} & 140 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 105 \\ 20 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 63 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 15 \% \end{aligned}$ | $107$ | ¢ |
| Fariry unlikel (2) | $\begin{aligned} & 266 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 39 \\ 34 \% \\ \stackrel{3}{*} \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | 51 <br> $32 \%$ | $\begin{gathered} 44 \\ 29 \% \\ * \end{gathered}$ | 85 $29 \%$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 95 \\ 30 \% \end{gathered}$ | $\begin{gathered} 47 \\ 33 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \end{gathered}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 70 \\ 30 \% \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 68 \\ 30 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $14$ $29 \%$ | $\begin{gathered} 18 \\ 22 \% \end{gathered}$ | $\begin{gathered} 232 \\ 28 \% \end{gathered}$ | $\begin{gathered} 34 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 31 \\ 30 \% \end{gathered}$ | $\begin{gathered} 74 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 78 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 27 \% \end{aligned}$ | 102 $30 \%$ |
| very unikely (1) | $\begin{aligned} & 345 \\ & 36 \% \end{aligned}$ | 179 <br> $38 \%$ | $\begin{aligned} & 158 \\ & 33 \% \end{aligned}$ | 31 <br> 27\% | 72 <br> 39\% | $\begin{gathered} 69 \\ 41 \% \\ 0 \end{gathered}$ | 66 36\% | 54 <br> $34 \%$ | $\begin{gathered} 53 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 34 \% \end{aligned}$ | 41 29\% | $\begin{gathered} 119 \\ 41 \% \\ \text { M } \end{gathered}$ | 93 <br> 38\% | $\begin{gathered} 92 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 34 \% \end{aligned}$ | 165 <br> $38 \%$ | 80 <br> $34 \%$ | $\begin{gathered} 81 \\ 35 \% \end{gathered}$ | 74 <br> 32\% | $\begin{gathered} 49 \\ 36 \% \end{gathered}$ | 22 <br> 47\% | $\begin{gathered} 38 \\ 48 \% \\ \text { sTu* } \end{gathered}$ | $\begin{aligned} & 303 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 42 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 34 \\ 33 \% \end{gathered}$ | $\begin{gathered} 94 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 250 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 220 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 37 \% \end{aligned}$ | 115 $34 \%$ |
| Don't know | $\begin{aligned} & 144 \\ & 15 \% \end{aligned}$ | 48 <br> 10\% | $\begin{gathered} 95 \\ 20 \% \\ \text { B } \end{gathered}$ | 22 <br> 19\% | $\begin{gathered} 32 \\ 17 \% \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | 26 <br> 14\% | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | 54 <br> 18\% <br> L | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | 26 <br> 18\% | $\begin{gathered} 53 \\ 18 \% \\ p \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | 79 15\% | 65 $15 \%$ | 40 17\% | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | $\begin{gathered} 4 \\ 9 \% \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{gathered} 64 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ a | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 112 \\ 17 \% \\ f \end{gathered}$ | $\begin{gathered} 85 \\ 14 \% \end{gathered}$ | 59 $17 \%$ 17\% |


| uikely | 204 21\% | 105 23\% | 98 20\% | $\begin{gathered} 22 \\ 19 \% \\ \hline \end{gathered}$ | 33 $18 \%$ | 32 $19 \%$ | 42 23\% | 37 23\% | $\begin{gathered} 38 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 73 \\ 21 \% \end{gathered}$ | 75 24\% | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | 53\% | $\begin{gathered} 73 \\ 26 \% \\ \mathrm{~N} \end{gathered}$ | 119 $22 \%$ | $\begin{gathered} 85 \\ 20 \% \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | $\begin{gathered} 47 \\ 21 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 16 \\ 20 \% \end{gathered}$ | 171 $21 \%$ | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{gathered} 131 \\ 25 \% \\ \text { b } \end{gathered}$ | 53 $16 \%$ | $\begin{gathered} 21 \\ 20 \% \\ \hline \end{gathered}$ | 54 21\% | 150 21\% | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | 125 $19 \%$ | ${ }_{\text {23\% }}^{137}$ | 67 $19 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unike | $\begin{gathered} 611 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 313 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 288 \\ & 60 \% \end{aligned}$ | ${ }_{\substack{70 \\ 61 \%}}^{1}$ | $\begin{aligned} & 118 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 65 \% \end{aligned}$ | 64\% ${ }_{6}$ | $\begin{aligned} & 189 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 87 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 332 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 279 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 61 \% \end{aligned}$ | ${ }_{\substack{142 \\ 62 \%}}$ | 84 $61 \%$ $61 \%$ | $\underset{\substack{36 \\ \text { 75\% }}}{\substack{\text { chen }}}$ | 56 <br> 70\% | 535 | 76 56\% | $\begin{gathered} 324 \\ 63 \% \end{gathered}$ | ${ }_{\text {cke }}^{221}$ | ¢68\% | $\underset{\substack{168 \\ \text { 65\% }}}{ }$ | $\underset{\text { c3\% }}{443}$ | 202 65\% | 409 $63 \%$ | 394 $64 \%$ | ${ }_{6}^{217}$ |



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

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl <br> e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl <br> $e$ to <br> Braverman | Unfavoura ble to Braverman | Favourabl $e$ to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 42 \\ & 4 \% \end{aligned}$ | 21 <br> 8\% <br> CE | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ |  | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | 31 <br> 17\% <br> UKLMNOPQ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \\ \mathrm{u} \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 21 \\ 7 \% \\ \text { נ } \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \\ \text { I' }^{*} \end{gathered}$ | $\begin{gathered} 16 \\ 4 \% \\ 1 \end{gathered}$ | 33 <br> 16\% <br> stuwya | $\stackrel{1}{*}$ | $\begin{gathered} 6 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 19 \\ 5 \% \\ \text { swYa } \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | 22 <br> 23\% <br> stuwxya* | $\begin{gathered} 4 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ c \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 91 \\ 34 \% \\ C E \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 12 \\ 22 \% \\ \text { CE** } \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{gathered} 80 \\ 24 \% \\ F \end{gathered}$ | 88 $49 \%$ <br> UKLMNOPQ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \\ 1 \end{gathered}$ | 91 <br> 26\% <br> ulmna | $\begin{gathered} 26 \\ 16 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 66 \\ \text { 19\% } \\ \text { נNQ } \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 71 \\ 24 \% \\ \text { UMNQ } \end{gathered}$ | 38 <br> 35\% <br> IJLMNOQ* | $\begin{gathered} 47 \\ 12 \% \\ \text { । } \end{gathered}$ | 96 <br> 47\% <br> stuwfa | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 37 \\ 14 \% \\ \text { sWYa } \end{gathered}$ | $\begin{gathered} 90 \\ \text { 24\% } \\ \text { stwra } \end{gathered}$ | 66 <br> 46\% <br> sTUWYa | $\begin{gathered} 32 \\ 7 \% \\ s \end{gathered}$ | 69 <br> 48\% <br> stuwya | $\begin{gathered} 38 \\ 8 \% \\ s \end{gathered}$ | 45 <br> 49\% <br> stuwya* | $\begin{gathered} 24 \\ 6 \% \\ s \end{gathered}$ | $\begin{gathered} 57 \\ 34 \% \\ c \end{gathered}$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{gathered} 266 \\ 28 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{gathered} 66 \\ 26 \% \end{gathered}$ | $\begin{gathered} 17 \\ 30 \% \end{gathered}$ | $\begin{gathered} 30 \\ 31 \% \end{gathered}$ | $\begin{gathered} 95 \\ 28 \% \end{gathered}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | $\begin{gathered} 151 \\ 29 \% \\ H \end{gathered}$ | $\begin{gathered} 112 \\ \text { 33\% } \\ \text { НІКма } \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{gathered} 52 \\ 33 \% \\ H \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 66 \\ 28 \% \\ H \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \\ H \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 98 \\ 26 \% \end{gathered}$ | $\begin{gathered} 41 \\ 20 \% \end{gathered}$ | $\begin{gathered} 137 \\ 27 \% \\ \text { vz } \end{gathered}$ | $\begin{gathered} 81 \\ 31 \% \\ \text { RVxz } \end{gathered}$ | $\begin{gathered} 103 \\ 27 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 115 \\ 26 \% \\ z \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 146 \\ 30 \% \\ \text { RVWZ } \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \end{gathered}$ | $\begin{gathered} 106 \\ 28 \% \\ \text { vz } \end{gathered}$ | $\begin{gathered} 43 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 29 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 345 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 150 \\ 59 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 18 \\ 32 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 50 \\ 51 \% \\ \text { BD* }^{*} \end{gathered}$ | $\begin{gathered} 154 \\ 46 \% \\ G \end{gathered}$ | $\begin{aligned} & 106 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 301 <br> 57\% <br> HJKLMNOPQ | $\begin{gathered} 155 \\ 46 \% \\ \text { HKLOP } \end{gathered}$ | $\begin{gathered} 112 \\ 32 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 61 \\ 38 \% \\ \text { HP } \end{gathered}$ | $\begin{aligned} & 147 \\ & 43 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 107 \\ 46 \% \\ \text { HKLOP } \end{gathered}$ | $\begin{gathered} 100 \\ 34 \% \\ H P \end{gathered}$ | $\begin{gathered} 24 \\ 22 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 199 \\ 52 \% \end{gathered}$ <br> HJKLMOP | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 300 \\ 60 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 123 \\ 47 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 134 \\ 35 \% \\ \text { RVXZ } \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $270$ 62\% <br> RTUVXYZ | $\begin{gathered} 16 \\ 11 \% \\ \mathrm{R} \end{gathered}$ | 272 <br> 56\% <br> RTUVXZ | $\begin{gathered} 9 \\ 10 \% \end{gathered}$ | $\begin{gathered} 237 \\ 62 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 258 \\ 47 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 144 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | 8 14\% | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 43 \\ 8 \% \\ Q \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 36 \\ 10 \% \\ a \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \\ \text { JQ } \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 25 \\ 11 \% \\ \text { JQ } \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 8 \% \\ * \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $21$ $10 \%$ <br> wYZa | $39$ <br> 8\% <br> wra | $\begin{gathered} 17 \\ 6 \% \\ a \end{gathered}$ | $38$ <br> 10\% <br> wYa | $\begin{gathered} 17 \\ 12 \% \\ \text { wyZa } \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | 24 $5 \%$ 5 | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 61 \\ 11 \% \end{gathered}$ |


| Net: Likely | $\begin{gathered} 204 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 42 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 14 \\ 24 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 97 \\ 29 \% \\ F \end{gathered}$ | 119 <br> 67\% <br> UKLMNOPQ | $\begin{aligned} & 31 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 48 \\ 14 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 109 \\ 32 \% \end{gathered}$ IULMNQ | $\begin{gathered} 31 \\ 19 \% \\ \text { । } \end{gathered}$ | 85 <br> 25\% <br> IJNQ | $\begin{gathered} 36 \\ 15 \% \\ 1 \end{gathered}$ | 92 <br> 31\% <br> IJLMNQ | 43 <br> 40\% <br> ULMNQ* | $\begin{gathered} 63 \\ 16 \% \\ \text { ! } \end{gathered}$ | 129 <br> 63\% <br> sTUWYa | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | 43 <br> 16\% <br> sWYa | $\begin{gathered} 109 \\ 28 \% \\ \text { stwץa } \end{gathered}$ | $90$ 63\% <br> sTUWYa | $\begin{gathered} 36 \\ 8 \% \\ \mathrm{~s} \end{gathered}$ | $88$ $61 \%$ <br> stuwya | $\begin{gathered} 47 \\ 10 \% \\ \text { Sa } \end{gathered}$ | 67 <br> 73\% <br> sTUWXYa* | $\begin{gathered} 28 \\ 7 \% \\ s \end{gathered}$ | $\begin{gathered} 80 \\ 47 \% \\ c \end{gathered}$ | $\begin{gathered} 71 \\ 13 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{gathered} 611 \\ 64 \% \end{gathered}$ | $\begin{gathered} 126 \\ 47 \% \end{gathered}$ | $\begin{gathered} 215 \\ 85 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 35 \\ 62 \% \end{gathered}$ | $\begin{gathered} 80 \\ 82 \% \\ \text { BD* }^{*} \end{gathered}$ | $\begin{gathered} 248 \\ 74 \% \\ G \end{gathered}$ | $\begin{aligned} & 198 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | 452 <br> 86\% <br> HJKLMNOPQ | $\begin{aligned} & 267 \\ & 79 \% \end{aligned}$ <br> HKLMNOP | $\begin{gathered} 200 \\ 58 \% \\ H \end{gathered}$ | $\begin{aligned} & 113 \\ & 71 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 232 \\ 67 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 173 \\ 74 \% \\ \text { нKOP } \end{gathered}$ | $\begin{gathered} 179 \\ 61 \% \\ H \end{gathered}$ | $\begin{gathered} 57 \\ 53 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 297 \\ 78 \% \\ \text { Hкเмор } \end{gathered}$ | $\begin{gathered} 54 \\ 27 \% \end{gathered}$ | 437 <br> 88\% <br> RTUVXZ | 204 <br> 77\% <br> RUVXZ | $\begin{aligned} & 238 \\ & 62 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 385 \\ 88 \% \\ \text { RTUvxz } \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \end{gathered}$ | $\begin{gathered} 419 \\ 86 \% \\ \text { RTUVXZ } \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \end{gathered}$ | 343 <br> 90\% <br> RTUVXYZ | $\begin{gathered} 72 \\ 43 \% \end{gathered}$ | $\begin{gathered} 416 \\ 76 \% \\ \text { b } \end{gathered}$ |
| Mean | 1.88 | $\begin{aligned} & 2.37 \\ & \operatorname{CDE} \end{aligned}$ | 1.48 | ${ }_{\text {č }}^{1.93}$ | ${ }^{1.50}$ | 1.69 | $\stackrel{2.03}{\text { F }}$ | ${ }_{\text {cker }}^{2.85}$ | 1.45 | $\stackrel{1.69}{1}$ | 2.05 | $\begin{aligned} & 1.83 \\ & \text { נ1 } \end{aligned}$ | ${ }_{\substack{1.87 \\ \text { una }}}$ | ${ }_{1.69}^{1.6}$ | 2.05 | 2.24 <br> IJLMNQ* | ${ }_{1.67}^{1.67}$ | $2.81$ stuwła | 1.40 | $\begin{aligned} & 1.70 \\ & \text { swYa } \end{aligned}$ | (1.98 | 2.81 <br> stuwya* | ${ }_{\text {c }}^{1.46}$ | $\begin{gathered} 2.68 \\ \text { STUWYa* } \end{gathered}$ | $\begin{aligned} & 1.53 \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 2.89 \\ \text { stuwXYa* } \end{gathered}$ | $\stackrel{1.45}{5}$ | ${ }_{2}^{2.48}$ | 1.64 |

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///K/L/M/N/O/P/Q,R/S/T/UN/W//////Z/a,b/c Minimum Bose: $30\left(^{* *}\right.$ ) Small Base: $1000^{*}$ )
ColumnMeans (5\%): A,B/C/D/E,F/G,H//I//////M/N/O/P/QR///T/U/V/W/X///Z/a,b/c Minimum Base: 30/**) Small Base: 100(*)

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  | Pres of children HH (17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $25-34$ <br> (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\substack{\text { R }}}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed 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 likey (4) | $\begin{aligned} & 65 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \\ . \end{gathered}$ | $\begin{gathered} 6 \\ \text { 8\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 54 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 6 \% \end{aligned}$ | ¢ ${ }_{8 \%}^{26}$ |
| Farry ikey (3) | $\begin{aligned} & 241 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 51 \\ 32 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 45 \\ 30 \% \\ F^{*} \end{gathered}$ | $\begin{gathered} 72 \\ 24 \% \end{gathered}$ | $\begin{gathered} 73 \\ 21 \% \end{gathered}$ | $\begin{gathered} 97 \\ 31 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \\ \text { no } \end{gathered}$ | $\begin{aligned} & 145 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 97 \\ 23 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | 58 25\% | $\begin{gathered} 62 \\ 27 \% \end{gathered}$ | $\begin{gathered} 46 \\ 33 \% \\ 5^{*} \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 16 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | 141 27\% | $\begin{gathered} 73 \\ 22 \% \end{gathered}$ | $\begin{gathered} 27 \\ 26 \% \end{gathered}$ | $\begin{gathered} 62 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 86 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 24 \% \end{aligned}$ | 157 26\% | 84 $24 \%$ |
| Fariry unikey (2) | $\begin{aligned} & 257 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 127 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | 44 24\% | 52 <br> $31 \%$ | 49 <br> 27\% | 47 <br> 29\% | $\begin{gathered} 35 \\ 23 \% \end{gathered}$ | $\begin{gathered} 75 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | 35 25\% | $\begin{gathered} 76 \\ 27 \% \end{gathered}$ | $\begin{gathered} 73 \\ 30 \% \end{gathered}$ | $\begin{gathered} 73 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 64 \\ 27 \% \end{gathered}$ | $\begin{gathered} 69 \\ 29 \% \end{gathered}$ | 58 <br> $25 \%$ | $\begin{gathered} 33 \\ 24 \% \end{gathered}$ | 14 30\% | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | 224 | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 30 \\ 29 \% \end{gathered}$ | $\begin{gathered} 75 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 89 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 176 \\ 29 \% \end{gathered}$ | ( $\begin{aligned} & 82 \\ & 24 \%\end{aligned}$ |
| very unikel( (1) | $\begin{aligned} & 265 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 25 \% \end{aligned}$ | 33 <br> 29\% | $\begin{gathered} 57 \\ 31 \% \end{gathered}$ | $\begin{gathered} 57 \\ 34 \% \\ H 1 \end{gathered}$ | 51 28\% | 39 <br> 24\% | $\begin{gathered} 29 \\ 19 \% \end{gathered}$ | $\begin{gathered} 90 \\ 30 \% \\ L \end{gathered}$ | 108 $31 \%$ L | $\begin{gathered} 68 \\ 22 \% \end{gathered}$ | 41 <br> 29\% | $\begin{gathered} 98 \\ 34 \% \\ p \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 57 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 63 \\ 27 \% \end{gathered}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | 59 <br> 26\% | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \end{gathered}$ | 32 <br> 40\% <br> sTuv* | 233 <br> 28\% | $\begin{gathered} 33 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 27 \% \end{aligned}$ | 107 <br> 32\% <br> c | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $80$ 31\% | $\begin{aligned} & 186 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 87 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 29 \% \end{aligned}$ | 900 |
| Don't know | $\begin{aligned} & 130 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 88 \\ 18 \% \\ \text { B } \end{gathered}$ | 18 <br> $16 \%$ | 26 $14 \%$ | 18 <br> $11 \%$ | 26 <br> 14\% | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 27 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 15 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | 21 15\% | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | 66 <br> 12\% | $\begin{gathered} 64 \\ 15 \% \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \\ \text { TX } \end{gathered}$ | 22 $9 \%$ | 36 <br> $16 \%$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | ${ }^{7} \times$ | $\stackrel{6}{7}$ | 115 $14 \%$ | 15 $11 \%$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ \mathrm{a}^{*} \end{gathered}$ | 31 $12 \%$ | 99\% 14\% | 25 | cos <br> $\substack{16 \% \\ \%}$ | 67 $11 \%$ | c3 $\substack{18 \% \\ n}$ $n$ |


| Net: Lkely | 307 | ${ }_{\substack{162 \\ \text { 35\% }}}$ | 143 <br> $30 \%$ | $\begin{gathered} 33 \\ 29 \% \\ \hline \end{gathered}$ | ${ }_{31}^{57}$ | 41 <br> 24\% | 55 30\% | $\begin{gathered} 61 \\ 38 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 60 \\ 40 \% \\ \text { F** }^{2} \end{gathered}$ | $\begin{gathered} 90 \\ 30 \% \end{gathered}$ | $\begin{gathered} 95 \\ 27 \% \end{gathered}$ | $\begin{gathered} 122 \\ 39 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 44 \\ 31 \% \end{gathered}$ | $\begin{gathered} 75 \\ 26 \% \end{gathered}$ | $\begin{gathered} 73 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 40 \% \\ & \text { No } \end{aligned}$ | $\begin{aligned} & 178 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 66 \\ 29 \% \end{gathered}$ | $\begin{gathered} 79 \\ 34 \% \end{gathered}$ | $\begin{gathered} 75 \\ 33 \% \end{gathered}$ | $\begin{gathered} 54 \\ 39 \% \\ w^{*} \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{gathered} 23 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 253 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 53 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 33 \% \end{aligned}$ | (100 | $\begin{gathered} 34 \\ 32 \% \\ \hline \end{gathered}$ | 74 29\% | 232 | 113 <br> 36\% | 194 30\% | 197 32\% | 110 $32 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikikly | $\begin{gathered} 523 \\ 54 \% \end{gathered}$ | $\begin{gathered} 264 \\ 57 \% \end{gathered}$ | $\begin{gathered} 249 \\ 52 \% \end{gathered}$ | $\begin{gathered} 64 \\ 56 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 101 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 109 \\ 65 \% \\ \text { HI } \end{gathered}$ | $\begin{aligned} & 100 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 85 \\ 53 \% \end{gathered}$ | $\begin{gathered} 64 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 209 \\ 60 \% \\ L \end{gathered}$ | $\begin{gathered} 149 \\ 48 \% \end{gathered}$ | $\begin{gathered} 76 \\ 54 \% \end{gathered}$ | $\begin{gathered} 175 \\ 61 \% \\ p \end{gathered}$ | $\begin{gathered} 142 \\ 58 \% \\ p \end{gathered}$ | $\begin{aligned} & 130 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 286 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 236 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 64 \\ 47 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 31 \\ 65 \% \\ \hline \end{gathered}$ | $\begin{gathered} 50 \\ 64 \% \\ \mathrm{v}^{*} \end{gathered}$ | $\begin{aligned} & 457 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 66 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 287 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 48 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 154 \\ & 59 \% \end{aligned}$ | 368 | $\begin{aligned} & 176 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 347 \\ 54 \% \end{gathered}$ | $\begin{gathered} 352 \\ 57 \% \end{gathered}$ | ${ }_{\text {co\% }}^{171}$ |
| Mean | 2.13 | 2.15 | 2.13 | ${ }^{2.10}$ | 2.05 | 1.96 | 10 | $\stackrel{2}{2} \times$ | ${ }_{5}^{2,37}$ | 2.07 | 2.03 | ${ }_{2}^{2.29}$ | ${ }^{2.13}$ | 1.96 | 2.09 | ${ }_{\substack{2.33 \\ \text { No }}}$ | 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 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl $e$ to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 65 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 35 \\ 13 \% \\ C E \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | 46 <br> 26\% UKLMNOPQ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 12 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \\ \text { ша } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \\ & \text { נQ } \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \\ & \text { \|1 } \end{aligned}$ | 27 <br> 9\% <br> IJQ | $\begin{gathered} 13 \\ 12 \% \\ \text { נLQ* } \end{gathered}$ | $\begin{gathered} 21 \\ 6 \% \\ 1 \end{gathered}$ | $\begin{gathered} 50 \\ 24 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \\ \text { Sa } \end{gathered}$ | 31 <br> 8\% <br> sTWYa | $35$ $25 \%$ <br> stuwya | $\begin{gathered} 10 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ \text { stuwya } \end{gathered}$ | 14 <br> $3 \%$ <br> Sa | 29 <br> $32 \%$ <br> stuwxya* | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \\ c \end{gathered}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{gathered} 241 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 45 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 20 \\ 20 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 115 \\ 34 \% \\ F \end{gathered}$ | 91 <br> 51\% <br> uklmnoa | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 115 \\ & 33 \% \\ & \text { JNQ } \end{aligned}$ | $\begin{gathered} 39 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 109 \\ & 32 \% \\ & \text { UNQ } \end{aligned}$ | $\begin{gathered} 53 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 100 \\ 34 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 43 \\ 40 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 87 \\ 23 \% \\ 1 \end{gathered}$ | 107 <br> 52\% <br> stuwła | $\begin{gathered} 59 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 24 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 124 \\ 32 \% \\ \text { stwra } \end{gathered}$ | 69 <br> 48\% <br> stuwya | $\begin{gathered} 77 \\ 18 \% \\ \mathrm{~s} \end{gathered}$ | 69 <br> 48\% <br> stuwya | $\begin{gathered} 94 \\ 19 \% \\ \mathrm{~s} \end{gathered}$ | 46 <br> 50\% <br> sTUWYa* | $\begin{gathered} 63 \\ 16 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 72 \\ 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 103 \\ & 19 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{aligned} & 257 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | $\begin{gathered} 92 \\ 36 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 16 \\ 28 \% \end{gathered}$ | 21 <br> 21\% | $\begin{gathered} 99 \\ 29 \% \end{gathered}$ | $\begin{gathered} 84 \\ 25 \% \end{gathered}$ | $\begin{gathered} 20 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 33 \% \end{aligned}$ <br> HKMNOQ | 116 <br> $34 \%$ <br> HKMNOQ | $\begin{gathered} 75 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 44 \\ 28 \% \\ H \end{gathered}$ | $\begin{gathered} 76 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \\ H \end{gathered}$ | $\begin{gathered} 73 \\ 25 \% \\ H \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 93 \\ 24 \% \\ H \end{gathered}$ | $\begin{gathered} 26 \\ 13 \% \end{gathered}$ | 174 <br> 35\% <br> RUVWXYZ | $\begin{gathered} 85 \\ 32 \% \\ \text { RUVZ } \end{gathered}$ | $\begin{gathered} 87 \\ 23 \% \\ \text { RZ } \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 127 \\ 29 \% \\ \text { Ruvz } \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ \text { Rz } \end{gathered}$ | $\begin{aligned} & 152 \\ & 31 \% \\ & \text { RUVZ } \end{aligned}$ | $\begin{gathered} 10 \\ 11 \% \end{gathered}$ | $\begin{gathered} 120 \\ 31 \% \\ \text { Ruvz } \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 173 \\ 32 \% \\ b \end{gathered}$ |
| Very unikely (1) | $\begin{gathered} 265 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 108 \\ 42 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 45 \\ 46 \% \\ \text { BD* }^{*} \end{gathered}$ | $\begin{gathered} 118 \\ 35 \% \\ G \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 226 \\ 43 \% \\ \text { HJKLMOP } \end{gathered}$ | $\begin{aligned} & 117 \\ & 35 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 80 \\ 23 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \\ \text { HKP } \end{gathered}$ | $\begin{gathered} 107 \\ 31 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 88 \\ 38 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 73 \\ 25 \% \\ H P \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 153 \\ 40 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | 229 <br> 46\% <br> RTUVXYZ | $\begin{gathered} 94 \\ 35 \% \\ \text { RVXZ } \end{gathered}$ | $\begin{aligned} & 106 \\ & 28 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \\ \mathrm{R} \end{gathered}$ | 207 <br> 47\% <br> RTUVXYZ | $\begin{gathered} 11 \\ 8 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 200 \\ 41 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \\ \mathrm{R}^{*} \end{gathered}$ | 181 <br> 47\% <br> RTUVXYZ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 194 \\ 35 \% \\ \text { b } \end{gathered}$ |
| Don't know | $\begin{aligned} & 130 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 33 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\stackrel{6}{11 \%}$ | $\begin{gathered} 12 \\ 12 \% \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \\ \text { IMOQ } \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \\ * \end{gathered}$ | $\begin{aligned} & 27 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 18 \\ 9 \% \\ \text { wxza } \end{gathered}$ | 32 <br> 6\% <br> Wa | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | 37 <br> 10\% <br> swxYZa | $\begin{gathered} 8 \\ 6 \% \\ z \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 6 \% \\ & \text { wa } \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \\ * \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 56 \\ 10 \% \end{gathered}$ |


| Net: ikely | $\begin{gathered} 307 \\ 32 \% \end{gathered}$ | $\begin{gathered} 154 \\ 58 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 33 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 21 \\ 21 \% \end{gathered}$ | $\begin{gathered} 83 \\ 25 \% \end{gathered}$ | $\begin{gathered} 143 \\ 42 \% \\ F \end{gathered}$ | 137 <br> 77\% <br> UKLMNOPQ | $\begin{gathered} 84 \\ 16 \% \end{gathered}$ | $\begin{gathered} 77 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 149 \\ 43 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ \text { IJ } \end{gathered}$ | $\begin{gathered} 140 \\ 41 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 69 \\ 30 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 127 \\ 43 \% \\ \text { ULNQ } \end{gathered}$ | 56 <br> 52\% <br> ULMNQ* | $\begin{gathered} 108 \\ 28 \% \\ \text { ।) } \end{gathered}$ | $\begin{gathered} 157 \\ 77 \% \\ \text { sTuwxYa } \end{gathered}$ | $\begin{gathered} 64 \\ 13 \% \end{gathered}$ | $\begin{gathered} 72 \\ 27 \% \\ \text { swYa } \end{gathered}$ | $\begin{gathered} 155 \\ 40 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 105 \\ 73 \% \\ \text { STUWYa } \end{gathered}$ | $\begin{gathered} 88 \\ 20 \% \\ \mathrm{~s} \end{gathered}$ | 94 <br> 66\% <br> stuwła | $\begin{gathered} 108 \\ 22 \% \\ \mathrm{Sa} \end{gathered}$ | 75 <br> 82\% <br> STUWXYa* | $\begin{gathered} 68 \\ 18 \% \\ s \end{gathered}$ | $\begin{gathered} 103 \\ 61 \% \\ c \end{gathered}$ | $\begin{aligned} & 124 \\ & 23 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 523 \\ 54 \% \end{gathered}$ | $\begin{gathered} 78 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 79 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 31 \\ 56 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 66 \\ 67 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 217 \\ 65 \% \\ G \end{gathered}$ | $\begin{gathered} 155 \\ 46 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | 401 $76 \%$ <br> HJKLMNOPQ | $\begin{aligned} & 233 \\ & 69 \% \end{aligned}$ <br> HKLMNOP | $\begin{gathered} 156 \\ 45 \% \\ \text { H } \end{gathered}$ | 97 <br> 61\% <br> HKOP | $\begin{aligned} & 183 \\ & 53 \% \\ & \text { HKP } \end{aligned}$ | $\begin{aligned} & 146 \\ & 62 \% \end{aligned}$ HKMOP | $\begin{gathered} 146 \\ 50 \% \\ H \end{gathered}$ | $\begin{gathered} 45 \\ 41 \% \\ \mathrm{H}^{+} \end{gathered}$ | 246 <br> 65\% <br> HKMOP | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | 403 <br> 81\% <br> RTUVWXYZ | 179 <br> 68\% <br> RUVXZ | $\begin{aligned} & 193 \\ & 50 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 31 \\ 21 \% \\ \mathrm{R} \end{gathered}$ | 334 <br> 76\% <br> RTUVXYZ | $\begin{gathered} 44 \\ 31 \% \\ \text { RVZ } \end{gathered}$ | 352 <br> 72\% <br> RUVXZ | $\begin{gathered} 16 \\ 17 \% \end{gathered}$ | 301 79\% RTUVXYZ | $\begin{gathered} 55 \\ 33 \% \end{gathered}$ | $\begin{gathered} 368 \\ 67 \% \\ \text { b } \end{gathered}$ |
| Mean | 2.13 | $\begin{aligned} & 2.71 \\ & \operatorname{CDE} \end{aligned}$ | 1.72 | $\begin{aligned} & 2.14 \\ & \mathrm{CE}{ }^{*} \end{aligned}$ | 1.73 | 1.95 | $2.33$ | 3.07 UKLMNOPQ | 1.72 | $\stackrel{1.91}{1}$ | $\begin{gathered} 2.34 \\ \text { ULMNQ } \end{gathered}$ | $\stackrel{2.02}{1}$ | 2.20 <br> IJNQ | $1.99$ | 2.30 <br> IJLNQ | $\begin{gathered} 2.55 \\ \text { ULMNOQ* } \end{gathered}$ | $\stackrel{1.93}{1}$ | $\begin{gathered} 3.09 \\ \text { stuwxya } \end{gathered}$ | 1.66 | 1.95 <br> swYa | 2.23 <br> STWYa | $\begin{gathered} 2.99 \\ \text { STUWXYa } \end{gathered}$ | $1.74$ | $2.79$ <br> stuwYa | $\begin{aligned} & 1.83 \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 3.09 \\ \text { stuwxya* } \end{gathered}$ | 1.71 | $\underset{c}{2.69}$ | 1.90 |

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Overiap formulae used

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | $45-54$ <br> (G) | $55-64$ <br> ( H ) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} \text { 35-54 } \\ \text { (K) } \end{gathered}$ | $55+$ (L) | Gen $Z$ <br> (M) | Millennials <br> ( N ) | Gen X+ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (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 | ${ }^{35}$ |
| 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 liey (4) | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 5 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $30$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 3 \% \end{aligned}$ | $24$ | ¢ |
| Fairy ikey(3) | $\begin{aligned} & 147 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 78 \\ 17 \% \end{gathered}$ | $\begin{gathered} 69 \\ 14 \% \end{gathered}$ | $\begin{gathered} 20 \\ \text { 18\% } \\ \text { F** } \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 35 \\ 23 \% \\ \text { EF** }^{*} \end{gathered}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ \text { 20\% } \\ \text { k } \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 60 \\ \text { 21\% } \\ \text { No } \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \end{gathered}$ | $\begin{gathered} 56 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 46 \\ \text { 20\% } \\ \text { st } \end{gathered}$ | $\begin{gathered} 31 \\ 23 \% \\ \text { sTx** } \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 30 \\ 22 \% \\ y \end{gathered}$ | $\begin{gathered} 92 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 50 \\ 16 \% \end{gathered}$ | $\begin{gathered} 97 \\ 15 \% \end{gathered}$ | $\begin{gathered} 91 \\ 15 \% \end{gathered}$ | 56 |
| Fariry unikely (2) | $\begin{aligned} & 292 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 27 \\ 24 \% \\ * \end{gathered}$ | $51$ $28 \%$ | 54 $32 \%$ | 58 <br> 32\% | $\begin{gathered} 61 \\ 37 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 42 \\ 28 \% \end{gathered}$ | $\begin{gathered} 78 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 86 \\ 30 \% \end{gathered}$ | $\begin{gathered} 80 \\ 33 \% \end{gathered}$ | $\begin{gathered} 91 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | $\begin{gathered} 94 \\ 40 \% \\ \text { svwx } \end{gathered}$ | 71 31\% | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 11 \\ 22 \% \end{gathered}$ | $\begin{gathered} 20 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 247 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 46 \\ 34 \% \end{gathered}$ | $\begin{gathered} 172 \\ 33 \% \\ b \end{gathered}$ | $\begin{gathered} 88 \\ 26 \% \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \end{gathered}$ | $\begin{gathered} 82 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 211 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 95 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 197 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 29 \% \end{aligned}$ | 111 $32 \%$ |
| very unikely(1) | $\begin{gathered} 385 \\ 40 \% \end{gathered}$ | $\begin{gathered} 189 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 39 \% \end{aligned}$ | 45 <br> 39\% | 81 44\% | 79 <br> 47\% <br> H | 68 $38 \%$ | 56 <br> $34 \%$ | $\begin{gathered} 56 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 36 \% \end{aligned}$ | 54 $38 \%$ | $\begin{gathered} 133 \\ 46 \% \\ p \end{gathered}$ | 100 41\% | $\begin{gathered} 98 \\ 35 \% \end{gathered}$ | 201 <br> 38\% | $\begin{aligned} & 184 \\ & 43 \% \end{aligned}$ | 99 <br> 43\% | $\begin{gathered} 79 \\ 34 \% \end{gathered}$ | 84 37\% | $58$ $43 \%$ | 26 <br> 54\% <br> T* | $\begin{gathered} 39 \\ 49 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 341 \\ 41 \% \end{gathered}$ | $\begin{gathered} 44 \\ 33 \% \end{gathered}$ | $\begin{gathered} 198 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 43 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 282 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 134 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 251 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 257 \\ 42 \% \end{gathered}$ | 128 $37 \%$ |
| Don't know | $\begin{aligned} & 100 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 62 \\ 13 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ * \end{gathered}$ | 23 <br> 13\% | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | 20 <br> 11\% | 14 $8 \%$ | $\begin{gathered} 11 \\ 8 \% \\ * \end{gathered}$ | 40 14\% | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | 21 <br> 15\% <br> P | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | 51 10\% | 49 11\% | $\begin{gathered} 32 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | 90 <br> 11\% | (10 | 40 $8 \%$ | 49 $15 \%$ <br> a | $\begin{gathered} 12 \\ 11 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 77 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 78 \\ 12 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 63 \\ 10 \% \end{gathered}$ | 38 $11 \%$ 11 |


| Net Likely | 181 $19 \%$ | $\begin{gathered} 103 \\ 22 \% \\ c \end{gathered}$ | 78 16\% | $\begin{gathered} 25 \\ 22 \% \\ \mathrm{~F}^{*} \end{gathered}$ | 28 | 20 12\% | 34 $19 \%$ | $\begin{gathered} 32 \\ 20 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 41 \\ 27 \% \\ \text { EF** }^{2} \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \end{gathered}$ | $\begin{gathered} 73 \\ 23 \% \\ k \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 71 \\ 25 \% \\ \text { no } \end{gathered}$ | $\begin{aligned} & 111 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 70 \\ 16 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \end{gathered}$ | $\begin{gathered} 52 \\ 23 \% \end{gathered}$ | $\begin{gathered} 34 \\ 25 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 13 \\ 16 \% \end{gathered}$ | 147 $18 \%$ | $\begin{gathered} 34 \\ 25 \% \end{gathered}$ | 109 $21 \%$ | 55 $16 \%$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | 50 19\% | 131 $19 \%$ | 62 20\% | 119 $18 \%$ | ${ }_{19}^{115}$ | 67 $19 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unilie | $\begin{aligned} & 677 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 325 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 341 \\ & 71 \% \end{aligned}$ | ${ }_{\substack{72 \\ 63 \%}}^{\substack{\text { che }}}$ | $\begin{aligned} & 132 \\ & 72 \% \end{aligned}$ | $\begin{gathered} 133 \\ 79 \% \\ \text { DI } \end{gathered}$ | $\begin{aligned} & 126 \\ & 70 \% \end{aligned}$ | $\begin{gathered} 117 \\ 72 \% \end{gathered}$ | ¢8, | $\begin{aligned} & 204 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 259 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 89 \\ 63 \% \end{gathered}$ | $\begin{gathered} 219 \\ 76 \% \\ \text { MP } \end{gathered}$ | $\underset{\substack{181 \\ 73 \% \\ m}}{\text { mem }}$ | $\begin{aligned} & 189 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 309 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 74 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 68 \% \end{aligned}$ | ¢9\% | $\stackrel{37}{76 \%}$ | 59 <br> $74 \%$ <br> $9 \%$ | 588 $71 \%$ | $90$ 67\% | 369 $71 \%$ | 232 $69 \%$ | 76 $73 \%$ | $\begin{gathered} 185 \\ 71 \% \end{gathered}$ | 492 $70 \%$ | 229 $73 \%$ | 449 $69 \%$ | 438 $71 \%$ | 239 $70 \%$ |



This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl $e$ to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \\ & \text { CE } \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | 25 <br> 14\% <br> UKLMNOPQ | $\stackrel{2}{*}$ | $\begin{gathered} 7 \\ 2 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \\ \text { ! } \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \\ & \text { נ, } \end{aligned}$ | $\begin{gathered} 11 \\ 5 \% \\ \text { If } \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \\ \text { 1 } \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \\ \text { I' }^{+} \end{gathered}$ | $\begin{gathered} 14 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 24 \\ 12 \% \\ \text { stuwra } \end{gathered}$ | $\stackrel{2}{*}$ | $\begin{gathered} 4 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 19 \\ 5 \% \\ \text { swwa } \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 7 \\ 1 \% \\ s \end{gathered}$ | 18 <br> 20\% <br> stuwxya* | $\begin{gathered} 5 \\ 1 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 147 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 75 \\ 28 \% \\ \text { CE } \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 10 \\ 18 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | 76 <br> 43\% <br> UKLMNOPQ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 33 \\ 10 \% \\ 1 \end{gathered}$ | $\begin{gathered} 70 \\ 20 \% \\ \text { נNQ } \end{gathered}$ | $\begin{gathered} 25 \\ 16 \% \\ \mathrm{UN} \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \\ \text { JN } \end{gathered}$ | $\begin{gathered} 22 \\ 10 \% \end{gathered}$ | 63 <br> 22\% <br> JJMNQ | 27 <br> 25\% <br> JULMNQ* | $\begin{gathered} 51 \\ 13 \% \\ 1 \end{gathered}$ | 90 <br> 44\% <br> sTuWYa | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \\ \mathrm{sa} \end{gathered}$ | 75 <br> 19\% <br> stwra | 62 <br> 44\% <br> stuwya | $\begin{gathered} 35 \\ 8 \% \\ \mathrm{~s} \end{gathered}$ | 53 <br> 37\% <br> stuwya | $\begin{gathered} 49 \\ 10 \% \\ \mathrm{Sa} \end{gathered}$ | 43 <br> 47\% <br> stuwya* | $\begin{gathered} 24 \\ 6 \% \\ s \end{gathered}$ | $\begin{gathered} 58 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{gathered} 292 \\ 30 \% \end{gathered}$ | $\begin{gathered} 91 \\ 34 \% \end{gathered}$ | $\begin{gathered} 66 \\ 26 \% \end{gathered}$ | $\begin{gathered} 25 \\ 45 \% \\ c * \end{gathered}$ | $\begin{gathered} 30 \\ 31 \% \end{gathered}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 123 \\ 36 \% \\ F \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 110 \\ 33 \% \\ Q \end{gathered}$ | $\begin{aligned} & 107 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 52 \\ 32 \% \end{gathered}$ | $\begin{gathered} 94 \\ 27 \% \end{gathered}$ | $\begin{gathered} 70 \\ 30 \% \end{gathered}$ | $\begin{gathered} 94 \\ 32 \% \\ \mathrm{Q} \end{gathered}$ | 46 <br> 43\% <br> HIKMNOQ* | $\begin{gathered} 97 \\ 26 \% \end{gathered}$ | $\begin{gathered} 61 \\ 30 \% \\ z \end{gathered}$ | 141 <br> 28\% <br> z | $\begin{gathered} 88 \\ 33 \% \\ \text { Wza } \end{gathered}$ | $\begin{gathered} 112 \\ 29 \% \\ z \end{gathered}$ | $\begin{gathered} 40 \\ 28 \% \\ z \end{gathered}$ | $\begin{aligned} & 113 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 49 \\ 34 \% \\ z \end{gathered}$ | $\begin{gathered} 139 \\ 28 \% \\ z \end{gathered}$ | $\begin{gathered} 15 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 46 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 29 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 385 \\ 40 \% \end{gathered}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | $\begin{gathered} 150 \\ 59 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 19 \\ 33 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 52 \\ 53 \% \\ \text { BD** } \end{gathered}$ | $\begin{gathered} 164 \\ 49 \% \\ G \end{gathered}$ | $\begin{aligned} & 114 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | 311 <br> 59\% <br> HUKLMNOPQ | $\begin{aligned} & 172 \\ & 51 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 120 \\ 35 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 75 \\ 47 \% \\ \text { НКР } \end{gathered}$ | $\begin{gathered} 158 \\ 46 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 118 \\ 51 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 112 \\ 38 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 25 \\ 23 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 206 \\ 54 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | 323 <br> 65\% <br> RTUVXYZ | $\begin{gathered} 130 \\ 49 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 153 \\ & 40 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | 275 <br> 63\% <br> RTUVXYZ | $\begin{gathered} 20 \\ 14 \% \\ \mathrm{R} \end{gathered}$ | 280 <br> 57\% <br> RTUVXZ | $\begin{gathered} 12 \\ 13 \% \end{gathered}$ | 248 <br> 65\% <br> RTUVXYZ | $\begin{gathered} 34 \\ 20 \% \end{gathered}$ | $\begin{gathered} 287 \\ 52 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 100 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\stackrel{2}{3 \%}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | 30 <br> 9\% <br> IJLMOQ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\stackrel{6}{6 \%}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \\ \text { wła } \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \\ & \text { Wa } \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \\ & \text { Wa } \end{aligned}$ | $\begin{gathered} 26 \\ 7 \% \\ \text { swYa } \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \\ \text { wra } \end{gathered}$ |  | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | 15 $3 \%$ 3 | $\stackrel{3}{3 \%}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 7 \% \end{aligned}$ |


| Net: Likely | $\begin{aligned} & 181 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 95 \\ 36 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{gathered} 10 \\ 19 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | 50 $15 \%$ | $\begin{gathered} 79 \\ 23 \% \\ \mathrm{~F} \end{gathered}$ | 101 <br> 56\% <br> UKLMNOPQ | $\begin{aligned} & 39 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 88 \\ 25 \% \\ \text { UNQ } \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \\ \text { IJ } \end{gathered}$ | 79 <br> 23\% <br> IJNQ | $\begin{gathered} 33 \\ 14 \% \\ 1 \end{gathered}$ | $\begin{gathered} 73 \\ 25 \% \\ \text { UNQ } \end{gathered}$ | 31 <br> 29\% <br> ULNQ* | $\begin{gathered} 65 \\ 17 \% \\ \text { । } \end{gathered}$ | 115 <br> 56\% <br> sTUWYa | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 33 \\ 13 \% \\ \text { sa } \end{gathered}$ | 94 <br> 24\% <br> stwya | 81 <br> 57\% <br> stuwya | $\begin{gathered} 40 \\ 9 \% \\ s \end{gathered}$ | 69 <br> 49\% <br> stuwła | $\begin{gathered} 55 \\ 11 \% \\ \text { Sa } \end{gathered}$ | 61 <br> 67\% <br> sTUWXYa* | $\begin{gathered} 28 \\ 7 \% \\ s \end{gathered}$ | $\begin{gathered} 76 \\ 45 \% \\ c \end{gathered}$ | $\begin{gathered} 60 \\ 11 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikikly | $\begin{gathered} 677 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 216 \\ 85 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 44 \\ 79 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 82 \\ 83 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 255 \\ 76 \% \end{gathered}$ | $\begin{gathered} 237 \\ 70 \% \end{gathered}$ | $\begin{gathered} 67 \\ 37 \% \end{gathered}$ | 464 <br> 88\% <br> HJKLMNOPQ | 283 <br> 84\% <br> HKMOP | $\begin{gathered} 227 \\ 66 \% \\ \text { H } \end{gathered}$ | $\begin{aligned} & 126 \\ & 79 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 252 \\ 73 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 189 \\ 81 \% \\ \text { Нкмор } \end{gathered}$ | $\begin{gathered} 206 \\ 71 \% \\ H \end{gathered}$ | $\begin{gathered} 71 \\ 66 \% \\ \mathrm{H}^{+} \end{gathered}$ | 303 <br> 80\% <br> нкMOP | $\begin{gathered} 76 \\ 37 \% \end{gathered}$ | 463 <br> 93\% <br> RTUVWXYZ | 218 <br> 83\% <br> RUvxz | $\begin{aligned} & 265 \\ & 69 \% \\ & \text { Rvxz } \end{aligned}$ | $\begin{gathered} 52 \\ 36 \% \end{gathered}$ | $\begin{gathered} 389 \\ 89 \% \\ \text { RTuvxyz } \end{gathered}$ | $\begin{gathered} 69 \\ 48 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 419 \\ 86 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 27 \\ 30 \% \end{gathered}$ | 351 <br> 91\% <br> RTUVWXYZ | $\begin{gathered} 79 \\ 47 \% \end{gathered}$ | $\begin{gathered} 447 \\ 82 \% \\ \text { b } \end{gathered}$ |
| Mean | 1.80 | $\begin{aligned} & 2.26 \\ & C D E \end{aligned}$ | 1.50 | $\begin{aligned} & 1.86 \\ & \mathrm{cE*} \end{aligned}$ | 1.55 | 1.65 | $1.94$ | 2.65 UKLMNOPQ | 1.46 | $1.61$ | $\begin{gathered} 1.96 \\ \text { ULMNQ } \end{gathered}$ | ${ }_{1}^{1.73}$ | $\begin{gathered} 1.82 \\ \text { נQQ } \end{gathered}$ | $1.67$ | $\begin{aligned} & 1.89 \\ & \text { UNQ } \end{aligned}$ | $\begin{gathered} 2.10 \\ \text { IULMNOQ* } \end{gathered}$ | ${ }_{1}^{1.66}$ | $\begin{gathered} 2.65 \\ \text { stuwxYa } \end{gathered}$ | 1.38 | 1.63 <br> swYa | 1.89 <br> STWYa | $\begin{gathered} 2.66 \\ \text { sTUWXYa* } \end{gathered}$ | $\begin{gathered} 1.47 \\ \mathrm{~s} \end{gathered}$ | $2.48$ stuwYa | $\begin{aligned} & 1.54 \\ & \text { swa } \end{aligned}$ | 2.75 stuwxya* | $\begin{gathered} 1.43 \\ 5 \end{gathered}$ | ${ }_{\substack{2.39}}^{6}$ | 1.57 |

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.
Overiap formulae used

ColumnMeans (5\%): A, B/C/D/E,F/G,H//I//K/L/M/N///P/Q,R/S/T/U/V/W/X////Z/a,b/c Minimum Base: 301**) Small Base: 100(*)

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age breals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//uural |  | Marital staus |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Education |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | 25-34 (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & 18-34 \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> (N) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (a) | C2DE <br> (R) | North <br> (S) | Midlands <br> ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(z) }}$ | Married/ <br> Living as <br> Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 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 | ${ }^{34}$ |
| Very likey (4) | $\begin{aligned} & 54 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \\ & . \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \\ & \mathrm{~N} \end{aligned}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 2 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 42 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 6 \% \end{aligned}$ | $17$ | $\begin{aligned} & 37 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | (22 |
| Fariry ikely (3) | $\begin{aligned} & 188 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 92 \\ 20 \% \end{gathered}$ | $\begin{gathered} 94 \\ 20 \% \end{gathered}$ | $\begin{gathered} 23 \\ 20 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 31 <br> $18 \%$ | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | 32 <br> $20 \%$ | $\begin{gathered} 34 \\ 23 \% \\ * \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{gathered} 68 \\ 19 \% \end{gathered}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 83 \\ 19 \% \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | $\begin{gathered} 55 \\ 24 \% \\ x \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 23 \\ 17 \% \\ * \end{gathered}$ | 6 $13 \%$ | $\begin{gathered} 10 \\ 12 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 158 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 113 \\ 22 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 53 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 65 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 19 \% \end{aligned}$ | 68 $20 \%$ |
| Fariry unlikel (2) | $\begin{aligned} & 247 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 37 \\ 32 \% \\ * \end{gathered}$ | $\begin{gathered} 43 \\ 23 \% \end{gathered}$ | $\begin{gathered} 40 \\ 24 \% \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 44 \\ 27 \% \end{gathered}$ | $\begin{gathered} 41 \\ 27 \% \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | 42 <br> 30\% | $\begin{gathered} 64 \\ 22 \% \end{gathered}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\begin{gathered} 76 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 97 \\ 23 \% \end{gathered}$ | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | $\begin{gathered} 63 \\ 27 \% \\ \times \end{gathered}$ | $\begin{gathered} 60 \\ 26 \% \\ x \end{gathered}$ | $\begin{gathered} 43 \\ 31 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 16 \\ 33 \% \\ \mathrm{x} \cdot \end{gathered}$ | $\begin{gathered} 10 \\ 13 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 216 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \end{gathered}$ | $\begin{gathered} 71 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 25 \% \end{aligned}$ | 94\% |
| very uniliely (1) | $\begin{array}{r} 343 \\ 36 \% \end{array}$ | $\begin{gathered} 182 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 154 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | 70 38\% | $\begin{gathered} 68 \\ 41 \% \\ \text { D } \end{gathered}$ | 70 $39 \%$ | $\begin{gathered} 57 \\ 35 \% \end{gathered}$ | $\begin{gathered} 48 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 33 \% \end{aligned}$ | 39 <br> 27\% | $\begin{gathered} 120 \\ 42 \% \\ \text { MP } \end{gathered}$ | $\begin{gathered} 95 \\ 38 \% \\ M \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 39 \% \end{aligned}$ | $87$ $37 \%$ | $\begin{gathered} 78 \\ 33 \% \end{gathered}$ | 69 30\% | $\begin{gathered} 47 \\ 34 \% \end{gathered}$ | 19 <br> 39\% | 43 <br> 55\% <br> STUV* | $\begin{gathered} 296 \\ 36 \% \end{gathered}$ | $\begin{gathered} 47 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 30 \\ 29 \% \end{gathered}$ | $\begin{gathered} 86 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 257 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 37 \% \end{aligned}$ | $\underset{\substack{114 \\ 33 \%}}{ }$ |
| Don't know | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | 46 <br> 10\% | $\begin{gathered} 81 \\ 17 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \\ * \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | ${ }_{\substack{16 \\ 11 \%}}^{1.6}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 46 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | 68 $13 \%$ | $\begin{gathered} 60 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | 5 $11 \%$ | $\begin{gathered} 9 \\ 12 \% \end{gathered}$ | $\begin{gathered} 113 \\ 14 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 57 \\ 11 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \\ a \end{gathered}$ | 13\% <br>  <br>  <br> $18 \%$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 92 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | cos <br> $\substack{16 \% \\ \vdots}$ | 82 13\% | - 46 |


| Net Likely | 241 | 118 25\% | (121 | $\begin{gathered} 32 \\ 28 \% \\ \hline \end{gathered}$ | 39 $21 \%$ | 35 $21 \%$ |  | $\begin{gathered} 43 \\ 27 \% \end{gathered}$ | $\begin{gathered} 46 \\ 31 \% \\ \hline \end{gathered}$ | $\begin{gathered} 71 \\ 24 \% \end{gathered}$ | $\begin{gathered} 81 \\ 23 \% \end{gathered}$ | $\begin{gathered} 89 \\ 29 \% \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 54 \\ 19 \% \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 135 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | ${ }_{\text {c }}^{67}$ | $\begin{gathered} 64 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 16 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 200 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 41 \\ 31 \% \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ \mathrm{~b} \end{gathered}$ | 67 20\% | $\begin{gathered} 29 \\ 28 \% \\ \\ \hline \end{gathered}$ | ¢66 <br> 26\% | 175 25\% | 82 26\% | - | 151 25\% | 900 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 590 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 302 \\ & 65 \% \end{aligned}$ | 279 <br> 58\% | $\begin{gathered} 68 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 88 \\ 59 \% \\ * \end{gathered}$ | $\begin{aligned} & 180 \\ & 60 \% \end{aligned}$ | 221 <br> 63\% | $\begin{aligned} & 189 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 81 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 327 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 57 \% \end{aligned}$ | 90 $66 \%$ | 35 <br> $72 \%$ | 54 <br> 68\% <br> * | $\begin{aligned} & 512 \\ & 62 \% \end{aligned}$ | 78 58\% | $\begin{aligned} & 316 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 63 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 61 \% \end{aligned}$ | 433 <br> 62\% | $\begin{gathered} 207 \\ 66 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 383 \\ & 59 \% \end{aligned}$ | 382 <br> 62\% | $\begin{gathered} 208 \\ 61 \% \end{gathered}$ |
| mean | 1.94 | 1.91 | 1.99 | ${ }_{\text {F }}^{2.10}$ | 1.85 | 1.80 | 1.90 | 1.98 | ${ }^{2.08}$ | 1.95 | 1.85 | 2.03 | ${ }_{\substack{2.14 \\ \text { No. }}}$ | 1.76 | 1.89 | ${ }_{\sim}^{2.07}$ | 1.97 | 1.90 | 1.90 | $\underset{\sim}{2.01}$ | $\underset{\substack{2.04 \\ \times}}{ }$ | 1.92 | ${ }_{1.81}^{1.8}$ | ${ }^{1.70}$ | 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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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 <br> Total | General Election 2019 vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl <br> $e$ to <br> Braverman | Unfavoura ble to Braverman | Favourabl <br> $e$ to <br> Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 54 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \\ \mathrm{u} \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 27 \\ 8 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \\ & \text { ॥ } \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 8 \\ & 7 \% \\ & { }_{\mathrm{j}} \end{aligned}$ | $\begin{gathered} 20 \\ 5 \% \\ 10 \end{gathered}$ | $\begin{gathered} 43 \\ 21 \% \\ \text { stuwła } \end{gathered}$ | $\stackrel{2}{*}$ | $\begin{gathered} 9 \\ 4 \% \\ 5 w \end{gathered}$ | $\begin{gathered} 23 \\ 6 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 12 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 23 \\ 25 \% \\ \text { stuwra* } \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \\ c \end{gathered}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 188 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 93 \\ 35 \% \\ \text { CE } \end{gathered}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 26 \% \\ \text { CE* } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 52 \\ 16 \% \end{gathered}$ | $\begin{gathered} 88 \\ 26 \% \\ \text { F } \end{gathered}$ |  | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 57 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 91 \\ 26 \% \\ \text { uMNa } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{gathered} 71 \\ \text { 24\% } \\ \text { נма } \end{gathered}$ | $\begin{gathered} 35 \\ 33 \% \\ \text { ULMNQ** } \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \\ 1 \end{gathered}$ | $\begin{gathered} 95 \\ 46 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 48 \\ 18 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 88 \\ 23 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 66 \\ \text { 46\% } \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \\ s \end{gathered}$ | $\begin{gathered} 58 \\ 41 \% \\ \text { stuwła } \end{gathered}$ | $\begin{gathered} 58 \\ 12 \% \\ \text { swa } \end{gathered}$ |  | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 69 \\ 41 \% \\ c \end{gathered}$ | $\begin{gathered} 74 \\ 14 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 247 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{gathered} 71 \\ 28 \% \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \\ * \end{gathered}$ | $\begin{gathered} 27 \\ { }^{27 \%} \\ \cdot \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 30 \% \\ & \text { нма } \end{aligned}$ | $\begin{gathered} 91 \\ 27 \% \\ H \end{gathered}$ | $\begin{gathered} 91 \\ 26 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 48 \\ 30 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \\ H \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 34 \\ 31 \% \\ \mathbf{H}^{+} \end{gathered}$ | $\begin{gathered} 86 \\ 23 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 32 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 30 \% \\ & \text { RWza } \end{aligned}$ | $\begin{gathered} 71 \\ 27 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 101 \\ 26 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \\ z \end{gathered}$ | $\begin{gathered} 114 \\ 26 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 135 \\ 28 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 11 \\ 12 \% \\ + \\ \hline \end{gathered}$ | $\begin{gathered} 96 \\ 25 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 28 \% \end{aligned}$ |
| very unikely (1) | $\begin{aligned} & 343 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{gathered} 137 \\ 54 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 20 \\ 35 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 51 \\ 52 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 148 \\ 44 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 106 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 293 \\ \text { 56\% } \\ \text { HKKLMNOP } \end{gathered}$ | $\begin{aligned} & 157 \\ & 47 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 108 \\ 31 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 65 \\ 41 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 147 \\ & 43 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 111 \\ & 47 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 96 \\ 33 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 198 \\ 52 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 290 \\ 58 \% \\ \text { RTUYXYZ } \end{gathered}$ | $\begin{gathered} 121 \\ 46 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 138 \\ & 36 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 260 \\ 59 \% \\ \text { RTUvxyz } \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \\ v \end{gathered}$ | $\begin{gathered} 260 \\ 53 \% \\ \text { RTUvxz } \end{gathered}$ | $\begin{gathered} 9 \\ 10 \% \\ + \end{gathered}$ | $\begin{gathered} 233 \\ 61 \% \\ \text { RTUVxyZ } \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 250 \\ 46 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \\ * \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \\ \text { INQ } \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 7 \% \\ a \end{gathered}$ | $\begin{aligned} & 32 \\ & 9 \% \\ & \text { INa } \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 25 \\ 7 \% \\ a \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 21 \\ 10 \% \\ \text { wyza } \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \\ & a \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 35 \\ 9 \% \\ \text { swrza } \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \\ z \end{gathered}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \\ z \end{gathered}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \\ * \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ |


| Net: Likely | $\begin{aligned} & 241 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 46 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ | $\begin{gathered} 106 \\ 31 \% \\ \text { F } \end{gathered}$ |  | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ \text { I } \end{gathered}$ | 114 <br> $33 \%$ <br> ULMNQ | $\begin{gathered} 38 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \\ \text { u } \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 93 \\ 32 \% \\ \text { UMNQ } \end{gathered}$ | 43 40\% ulmna* | $\begin{gathered} 82 \\ 22 \% \\ 1 \end{gathered}$ | $137$ <br> 67\% stuwxya | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 57 \\ 22 \% \\ \text { swra } \end{gathered}$ | $\begin{aligned} & 111 \\ & 29 \% \\ & \text { swra } \end{aligned}$ | 96 67\% stuwxya | $\begin{gathered} 44 \\ 10 \% \\ \mathrm{~s} \end{gathered}$ | 81 57\% stuwya | $\begin{gathered} 70 \\ 14 \% \\ \text { swa } \end{gathered}$ |  | $\begin{gathered} 39 \\ 10 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 90 \\ 53 \% \\ c \end{gathered}$ | $\begin{gathered} 96 \\ 17 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikikly | $\begin{gathered} 590 \\ 62 \% \end{gathered}$ | $\begin{gathered} 112 \% \\ 42 \% \end{gathered}$ | $\begin{gathered} 208 \\ 82 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 36 \\ 64 \% \\ \text { B** }^{*} \end{gathered}$ | $\begin{gathered} 78 \\ 79 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 233 \\ 69 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 190 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 31 \\ 18 \% \end{gathered}$ | $\begin{gathered} 449 \\ 85 \% \\ \text { HKLMNOPQ } \end{gathered}$ | $\begin{gathered} 248 \\ 74 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 199 \\ 58 \% \\ H \end{gathered}$ | $\begin{aligned} & 113 \\ & 70 \% \\ & \text { HKор } \end{aligned}$ | $\begin{aligned} & 230 \\ & 67 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 169 \\ & 72 \% \\ & \text { HKOp } \end{aligned}$ | $\begin{gathered} 175 \\ 60 \% \\ H \end{gathered}$ | $\begin{gathered} 55 \\ 51 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 284 \\ 75 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 46 \\ 23 \% \end{gathered}$ |  | $\begin{gathered} 192 \\ 73 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 239 \\ 62 \% \\ \text { RVXZ } \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | 374 <br> 85\% <br> RTUVXYZ | $\begin{gathered} 50 \\ 35 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 395 \\ 81 \% \\ \text { RTUVxZ } \end{gathered}$ | $\begin{gathered} 20 \\ 22 \% \\ + \end{gathered}$ |  | $\begin{gathered} 63 \\ 37 \% \end{gathered}$ | $\begin{gathered} 403 \\ 74 \% \\ \text { b } \end{gathered}$ |
| Mean | 1.94 | $\begin{aligned} & 2.41 \\ & \text { CDE } \end{aligned}$ | 1.58 | $\begin{aligned} & 1.92 \\ & \end{aligned}$ | 1.58 | 1.80 | $2.06$ | $\begin{gathered} 2.96 \\ \text { UKLMNOPQ } \end{gathered}$ | 1.54 | $1.73$ | $\begin{gathered} 2.09 \\ \text { ULMNQ } \end{gathered}$ | ${ }_{1}^{1.85}$ | $\begin{aligned} & 1.90 \\ & \text { 1ua } \end{aligned}$ | $1.80$ | $\begin{gathered} 2.07 \\ \text { ULMNO } \end{gathered}$ | $\begin{gathered} 2.30 \\ \text { ULMNOQ* } \end{gathered}$ | ${ }_{1}^{1.74}$ | $\begin{aligned} & 2.90 \\ & \text { stuwxya } \end{aligned}$ | 1.45 | $\begin{aligned} & 1.78 \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 1.99 \\ & \text { sTWYa } \end{aligned}$ | $\begin{gathered} 2.90 \\ \text { STuWXYa** } \end{gathered}$ | $\stackrel{1.50}{1}$ | $\begin{aligned} & 2.67 \\ & \text { stuwYa* } \end{aligned}$ | $\begin{aligned} & 1.62 \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 2.93 \\ \text { stuwxya* } \end{gathered}$ | 1.50 | ${ }_{c}^{2.54}$ | 1.73 |

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.

ColumnMeans (5\%): A,B///D/E,F/G,H//1//////M/M////P/QR/S/T/U/N/W/X/N////a,b/C Minimum Base: 30(*) Small Base: 100(*)

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | $45-54$ <br> (G) | $55-64$ <br> ( H ) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} \text { 35-54 } \\ \text { (K) } \end{gathered}$ | $55+$ (L) | Gen $Z$ <br> (M) | Millennials <br> ( N ) | Gen X+ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ Living as Married | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (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 | ${ }^{35}$ |
| 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 liey (4) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 24 \\ 5 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \\ * \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \\ s^{*} \end{gathered}$ | $\begin{gathered} 2 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $25$ | ${ }_{2 \%}^{7}$ |
| Fairy ikey(3) | $\begin{aligned} & 160 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 87 \\ 19 \% \end{gathered}$ | $\begin{gathered} 72 \\ 15 \% \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | 34 <br> 19\% <br> F | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 25 \% \\ \text { F* } \end{gathered}$ | 46 <br> $16 \%$ | $\begin{gathered} 52 \\ 15 \% \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 13 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 57 \\ 20 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 102 \\ 19 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 58 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 26 \\ 19 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 9 \\ 20 \% \end{gathered}$ | $\begin{gathered} 14 \\ 18 \% \\ \stackrel{1}{*} \end{gathered}$ | $\begin{aligned} & 138 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{gathered} 90 \\ 17 \% \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 58 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | 52 |
| Fariry unikely (2) | $\begin{aligned} & 298 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 170 \\ 35 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 33 \\ 29 \% \\ * \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | 54 30\% | $\begin{gathered} 63 \\ 39 \% \\ \text { EF } \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \end{gathered}$ | $\begin{gathered} 82 \\ 27 \% \end{gathered}$ | $\begin{gathered} 100 \\ 29 \% \end{gathered}$ | $\begin{gathered} 116 \\ 37 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 40 \\ 28 \% \end{gathered}$ | $\begin{gathered} 78 \\ 27 \% \end{gathered}$ | $\begin{gathered} 73 \\ 30 \% \end{gathered}$ | $\begin{gathered} 107 \\ 38 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 161 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 79 \\ 34 \% \end{gathered}$ | $\begin{gathered} 83 \\ 35 \% \end{gathered}$ | $\begin{gathered} 66 \\ 29 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 11 \\ 23 \% \end{gathered}$ | $\begin{gathered} 24 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 44 \\ 33 \% \end{gathered}$ | $\begin{gathered} 180 \\ 35 \% \\ b \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 32 \\ 31 \% \end{gathered}$ | $\begin{gathered} 74 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 90 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 208 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 29 \% \end{aligned}$ | ¢ |
| very unikely(1) | $\begin{gathered} 357 \\ 37 \% \end{gathered}$ | $\begin{gathered} 190 \\ 41 \% \\ c \end{gathered}$ | $\begin{aligned} & 159 \\ & 33 \% \end{aligned}$ | 39 <br> $34 \%$ | 78 42\% H | 76 <br> 45\% <br> HI | 65 <br> 36\% | 52 <br> $32 \%$ | 46 <br> 31\% | $\begin{aligned} & 117 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 142 \\ 41 \% \\ L \end{gathered}$ | $\begin{gathered} 98 \\ 31 \% \end{gathered}$ | 49 35\% | $\begin{gathered} 127 \\ 44 \% \\ p \end{gathered}$ | $\begin{gathered} 96 \\ 39 \% \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 39 \% \end{aligned}$ | 83 <br> 36\% | $\begin{gathered} 83 \\ 35 \% \end{gathered}$ | 83 <br> 36\% | $53$ $38 \%$ | 21 <br> 43\% | $\begin{gathered} 34 \\ 43 \% \end{gathered}$ | $\begin{gathered} 312 \\ 38 \% \end{gathered}$ | $\begin{gathered} 45 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 34 \% \end{aligned}$ | 143 <br> $43 \%$ <br> a | $\begin{gathered} 39 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 113 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 39 \% \end{aligned}$ | $\substack{119 \\ 35 \%}$ |
| Don't know | $\begin{aligned} & 112 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 72 \\ 15 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ * \end{gathered}$ | 21 <br> 11\% | 23 <br> $14 \%$ | 24 <br> 13\% | 18 <br> 11\% | 9 <br> 6\% | 38 <br> $13 \%$ | $\begin{gathered} 47 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | 21 15\% | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | 58 <br> 11\% | $\begin{gathered} 54 \\ 12 \% \end{gathered}$ | 34 15\% | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | 31 14\% | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{gathered} 5 \\ 7 \% \end{gathered}$ | $\begin{gathered} 95 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 52 \\ 10 \% \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \\ * \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 77 \\ 11 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 79 \\ 12 \% \end{gathered}$ | $\begin{gathered} 65 \\ 11 \% \end{gathered}$ | 47 <br> $14 \%$ <br>  |


| Net: ikely | 193 $20 \%$ | $\begin{gathered} 111 \\ 24 \% \\ c \end{gathered}$ | 80 $17 \%$ | $\begin{gathered} 25 \\ 22 \% \\ \cdot \end{gathered}$ | 36 $20 \%$ | 23 $14 \%$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 28 \% \\ \text { F* } \end{gathered}$ | 61 21\% | $\begin{gathered} 60 \\ 17 \% \end{gathered}$ | $\begin{gathered} 71 \\ 23 \% \end{gathered}$ | 31 $22 \%$ 22\% | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | 48 19\% | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{gathered} 122 \\ 23 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 71 \\ 17 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \\ 5^{*} \end{gathered}$ | $\begin{gathered} 12 \\ 24 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 17 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 29 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 22 \% \end{aligned}$ | 58 $17 \%$ | $\begin{gathered} 23 \\ 22 \% \\ \hline \end{gathered}$ | 49 $19 \%$ | 194 $21 \%$ | $\begin{gathered} 77 \\ 25 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 116 \\ & 18 \% \end{aligned}$ | 134 $22 \%$ | 59 $17 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: | $\begin{gathered} 654 \\ 68 \% \end{gathered}$ | $\begin{gathered} 316 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 329 \\ & 68 \% \end{aligned}$ | ¢ | $\begin{aligned} & 127 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 71 \% \end{aligned}$ | ${ }^{99} 6$ | $\begin{aligned} & 199 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 214 \\ 68 \% \end{gathered}$ | $\begin{gathered} 89 \\ 63 \% \end{gathered}$ | $\begin{gathered} 204 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 350 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 304 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 66 \% \end{aligned}$ | 88 $64 \%$ | 32 $67 \%$ | 57 <br> $73 \%$ | $\begin{aligned} & 565 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 89 \\ 66 \% \end{gathered}$ | $\begin{gathered} 354 \\ 68 \% \end{gathered}$ | 228 $68 \%$ | 71 $68 \%$ | $\begin{aligned} & 176 \\ & 68 \% \end{aligned}$ | 479 $68 \%$ | 203 $65 \%$ | $\begin{aligned} & 451 \\ & 70 \% \end{aligned}$ | ${ }_{68 \%}^{416}$ | 238 $69 \%$ |



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.



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

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \multirow[b]{2}{*}{\begin{tabular}{l}
Total \\
Total
\end{tabular}} \& \multicolumn{4}{|c|}{General Election 2019 vote} \& \multicolumn{2}{|l|}{Referendum 2016 vote} \& \multicolumn{10}{|c|}{Favourable to parties} \& \multicolumn{10}{|c|}{Favourable to politicians} \& \multicolumn{2}{|l|}{Opinion of Brexit's impact on the country} \\
\hline \& \& \begin{tabular}{l}
Conservati \\
ve
\end{tabular} \& Labour \& Liberal Democrats \& Other \& Remain \& Leave \& Favourabl e to Cons \& Unfavoura ble to Cons \& Favourabl e to Lab \& Unfavoura ble to Lab \& \[
\begin{aligned}
\& \text { Favourabl } \\
\& \text { e to Lib } \\
\& \text { Dems }
\end{aligned}
\] \& Unfavoura ble to Lib Dems \& Favourabl e to Green Party \& ble to Green Party \& \[
\begin{aligned}
\& \text { Favourabl } \\
\& \text { e to } \\
\& \text { Reform UK }
\end{aligned}
\] \& Unfavoura ble to Reform UK \& Favourabl e to Sunak \& Unfavoura ble to Sunak \& \[
\begin{aligned}
\& \text { Favourabl } \\
\& \text { e to } \\
\& \text { Starmer }
\end{aligned}
\] \& Unfavoura ble to Starmer \& Favourabl e to Hunt \& Unfavoura ble to Hunt \& Favourabl e to Braverman \& Unfavoura ble to Braverman \& \[
\begin{array}{c|c}
\text { a Favourabl } \\
\text { e to } \\
\text { n } \& \text { Barclay }
\end{array}
\] \& Unfavoura ble to Barclay \& Positive impact \& Negative impact \\
\hline \& (A) \& (B) \& (c) \& (D) \& (E) \& (F) \& (G) \& (H) \& (1) \& (1) \& (k) \& (L) \& (M) \& (N) \& (0) \& (P) \& (a) \& (R) \& (s) \& (T) \& (U) \& (v) \& (w) \& (x) \& (r) \& (2) \& (a) \& (b) \& (c) \\
\hline 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 \\
\hline 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 \\
\hline Very likely (4) \& \[
\begin{aligned}
\& 33 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 12 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 10 \\
\& 4 \%
\end{aligned}
\] \& \[
\begin{gathered}
1 \\
1 \%
\end{gathered}
\] \& \[
\begin{gathered}
4 \\
4 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 10 \\
\& 3 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 13 \\
\& 4 \%
\end{aligned}
\] \&  \& \[
\begin{gathered}
7 \\
1 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 16 \\
\& 5 \% \\
\& 10
\end{aligned}
\] \& \[
\begin{gathered}
8 \\
2 \%
\end{gathered}
\] \& \[
\begin{gathered}
3 \\
2 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 17 \\
\& 5 \% \\
\& \text { IKQ }
\end{aligned}
\] \& \[
\begin{aligned}
\& 12 \\
\& 5 \% \\
\& 10
\end{aligned}
\] \& \[
\begin{gathered}
11 \\
4 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
6 \% \\
{ }_{1+}
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
2 \%
\end{gathered}
\] \& \[
\begin{gathered}
21 \\
10 \% \\
\text { stuwya }
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
1 \%
\end{gathered}
\] \& \[
\begin{gathered}
8 \\
3 \% \\
\mathrm{~s}
\end{gathered}
\] \& \[
\begin{gathered}
9 \\
2 \%
\end{gathered}
\] \& \[
\begin{gathered}
12 \\
9 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{gathered}
9 \\
2 \% \\
\mathrm{~s}
\end{gathered}
\] \& \[
\begin{gathered}
12 \\
9 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{gathered}
11 \\
2 \% \\
s
\end{gathered}
\] \&  \& \[
\begin{aligned}
\& 13 \\
\& 3 \% \\
\& s w
\end{aligned}
\] \& \[
\begin{gathered}
17 \\
10 \% \\
c
\end{gathered}
\] \& \[
\begin{aligned}
\& 11 \\
\& 2 \%
\end{aligned}
\] \\
\hline Fairly likely (3) \& \[
\begin{aligned}
\& 160 \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{gathered}
67 \\
25 \% \\
c
\end{gathered}
\] \& \[
\begin{gathered}
30 \\
12 \%
\end{gathered}
\] \& \[
\begin{gathered}
13 \\
23 \% \\
c^{*}
\end{gathered}
\] \& \[
\begin{gathered}
15 \\
16 \% \\
.
\end{gathered}
\] \& \[
\begin{gathered}
47 \\
14 \%
\end{gathered}
\] \& \[
\begin{gathered}
62 \\
18 \%
\end{gathered}
\] \&  \& \[
\begin{gathered}
54 \\
10 \%
\end{gathered}
\] \& \[
\begin{gathered}
52 \\
15 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
69 \\
20 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
42 \\
26 \% \\
\text { UMNQ }
\end{gathered}
\] \& \[
\begin{gathered}
56 \\
16 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
37 \\
16 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
60 \\
21 \% \\
\text { 1m }
\end{gathered}
\] \& \[
\begin{gathered}
24 \\
22 \% \\
1^{*}
\end{gathered}
\] \& \[
\begin{gathered}
73 \\
19 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
71 \\
35 \% \\
\text { stuwła }
\end{gathered}
\] \& \[
\begin{gathered}
49 \\
10 \%
\end{gathered}
\] \& \[
\begin{gathered}
45 \\
17 \% \\
\text { swa }
\end{gathered}
\] \& \[
\begin{gathered}
79 \\
21 \% \\
\text { swra }
\end{gathered}
\] \& \[
\begin{gathered}
52 \\
36 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{gathered}
55 \\
12 \% \\
s
\end{gathered}
\] \& \[
\begin{gathered}
41 \\
29 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{gathered}
73 \\
15 \% \\
\mathrm{sa}
\end{gathered}
\] \&  \& \[
\begin{gathered}
40 \\
11 \%
\end{gathered}
\] \& \[
\begin{gathered}
49 \\
29 \% \\
c
\end{gathered}
\] \& \[
\begin{gathered}
71 \\
13 \%
\end{gathered}
\] \\
\hline Fairly unikely (2) \& \[
\begin{gathered}
298 \\
31 \%
\end{gathered}
\] \& \[
\begin{gathered}
110 \\
42 \% \\
\mathrm{CE}
\end{gathered}
\] \& \[
\begin{gathered}
63 \\
25 \%
\end{gathered}
\] \& \[
\begin{gathered}
17 \\
30 \% \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
27 \\
{ }^{27 \%} \\
\cdot
\end{gathered}
\] \& \[
\begin{aligned}
\& 109 \\
\& 32 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 115 \\
\& 34 \%
\end{aligned}
\] \& \[
\begin{gathered}
66 \\
37 \% \\
\text { LIN }
\end{gathered}
\] \& \[
\begin{aligned}
\& 142 \\
\& 27 \%
\end{aligned}
\] \& \[
\begin{gathered}
96 \\
29 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 117 \\
\& 34 \% \\
\& \text { ILN }
\end{aligned}
\] \& \[
\begin{gathered}
39 \\
25 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 106 \\
\& 31 \%
\end{aligned}
\] \& \[
\begin{gathered}
60 \\
26 \%
\end{gathered}
\] \& \[
\begin{gathered}
98 \\
34 \% \\
1
\end{gathered}
\] \& \[
\begin{gathered}
39 \\
36 \% \\
\text { LN* }^{*}
\end{gathered}
\] \& \[
\begin{aligned}
\& 110 \\
\& 29 \%
\end{aligned}
\] \& \[
\begin{gathered}
84 \\
41 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{aligned}
\& 130 \\
\& 26 \%
\end{aligned}
\] \& \[
\begin{gathered}
82 \\
31 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 117 \\
\& 30 \%
\end{aligned}
\] \& \[
\begin{gathered}
55 \\
38 \% \\
\text { swa }
\end{gathered}
\] \& \[
\begin{aligned}
\& 123 \\
\& 28 \%
\end{aligned}
\] \& \[
\begin{gathered}
60 \\
42 \% \\
\text { stuwra }
\end{gathered}
\] \& \[
\begin{aligned}
\& 144 \\
\& 29 \% \\
\& \text { sa }
\end{aligned}
\] \& \[
\begin{gathered}
33 \\
36 \% \\
+ \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
98 \\
25 \%
\end{gathered}
\] \& \[
\begin{gathered}
53 \\
31 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 168 \\
\& 31 \%
\end{aligned}
\] \\
\hline very unikely (1) \& \[
\begin{aligned}
\& 357 \\
\& 37 \%
\end{aligned}
\] \& \[
\begin{gathered}
52 \\
20 \%
\end{gathered}
\] \& \[
\begin{gathered}
132 \\
52 \% \\
\text { BD }
\end{gathered}
\] \& \[
\begin{gathered}
19 \\
34 \% \\
8^{*}
\end{gathered}
\] \& \[
\begin{gathered}
48 \\
49 \% \\
8^{*}
\end{gathered}
\] \& \[
\begin{aligned}
\& 133 \\
\& 40 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 125 \\
\& 37 \%
\end{aligned}
\] \& \[
\begin{gathered}
18 \\
10 \%
\end{gathered}
\] \&  \& \[
\begin{aligned}
\& 152 \\
\& 45 \% \\
\& \text { HKOP }
\end{aligned}
\] \& \[
\begin{gathered}
122 \\
35 \% \\
H
\end{gathered}
\] \& \[
\begin{gathered}
64 \\
40 \% \\
H
\end{gathered}
\] \& \[
\begin{aligned}
\& 148 \\
\& 43 \% \\
\& \text { нкор }
\end{aligned}
\] \& \[
\begin{aligned}
\& 112 \\
\& 48 \% \\
\& \text { HKор }
\end{aligned}
\] \& \[
\begin{gathered}
109 \\
37 \% \\
H
\end{gathered}
\] \& \[
\begin{gathered}
32 \\
30 \% \\
\mathrm{H}^{+}
\end{gathered}
\] \& \[
\begin{aligned}
\& 173 \\
\& 45 \% \\
\& \text { нкор }
\end{aligned}
\] \& \[
\begin{aligned}
\& 14 \\
\& 7 \%
\end{aligned}
\] \& \begin{tabular}{l}
294 \\
59\% \\
RTUVWXYz
\end{tabular} \& \begin{tabular}{l}
115 \\
\(44 \%\) \\
kuxz
\end{tabular} \& \[
\begin{aligned}
\& 150 \\
\& 39 \% \\
\& \text { RVxz }
\end{aligned}
\] \& \[
\begin{aligned}
\& 12 \\
\& 8 \%
\end{aligned}
\] \& \[
\begin{gathered}
235 \\
53 \% \\
\text { RTUvxyz }
\end{gathered}
\] \& \[
\begin{gathered}
22 \\
16 \% \\
\text { RV2 }
\end{gathered}
\] \& \[
\begin{gathered}
238 \\
49 \% \\
\text { Ruvxz }
\end{gathered}
\] \& \[
\begin{gathered}
6 \\
7 \% \\
\hline
\end{gathered}
\] \& 221
\(58 \%\)
RTUwWXYZ \& \[
\begin{gathered}
37 \\
22 \%
\end{gathered}
\] \& \[
\begin{gathered}
246 \\
45 \% \\
b
\end{gathered}
\] \\
\hline Don't know \& \[
\begin{aligned}
\& 112 \\
\& 12 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 24 \\
\& 9 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 19 \\
\& 7 \%
\end{aligned}
\] \& \(\stackrel{7}{12 \%}\) \& \[
\begin{gathered}
5 \\
5 \%
\end{gathered}
\] \& \[
\begin{gathered}
36 \\
11 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 22 \\
\& 7 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 11 \\
\& 6 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 31 \\
\& 6 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 20 \\
\& 6 \%
\end{aligned}
\] \& \[
\begin{gathered}
28 \\
8 \% \\
\text { moa }
\end{gathered}
\] \& \[
\begin{aligned}
\& 11 \\
\& 7 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 17 \\
\& 5 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 14 \\
\& 6 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 14 \\
\& 5 \%
\end{aligned}
\] \& 6

6 \& $$
16
$$ \& \[

$$
\begin{aligned}
& 15 \\
& 7 \%
\end{aligned}
$$

\] \& \[

21

\] \& \[

$$
\begin{aligned}
& 14 \\
& 5 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
29 \\
7 \% \\
\text { swa }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 13 \\
& 9 \% \\
& \text { swa }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 17 \\
& 4 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
7 \\
5 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 24 \\
& 5 \%
\end{aligned}
$$
\] \& 4

4

4 \& $$
\begin{aligned}
& 12 \\
& 3 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 13 \\
& 8 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 51 \\
& 9 \%
\end{aligned}
$$
\] \\

\hline
\end{tabular}

| Net: Likely | $\begin{aligned} & 193 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 78 \\ 30 \% \\ c \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 14 \\ 24 \% \end{gathered}$ | $\begin{gathered} 19 \\ 19 \% \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 76 \\ 22 \% \end{gathered}$ | 83 <br> 47\% <br> UKLMNOPQ | $\begin{gathered} 61 \\ 12 \% \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 78 \\ 23 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 45 \\ 28 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 73 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{gathered} 71 \\ 24 \% \end{gathered}$ <br> I | $\begin{gathered} 30 \\ 28 \% \\ \mathrm{I}^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 21 \% \\ \text { । } \end{gathered}$ | 92 <br> 45\% <br> STUWYa | $\begin{gathered} 54 \\ 11 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 88 \\ 23 \% \\ \text { sWYa } \end{gathered}$ | $\begin{gathered} 64 \\ 45 \% \\ \text { STUWYa } \end{gathered}$ | $\begin{gathered} 64 \\ 15 \% \\ s \end{gathered}$ | 53 <br> 37\% <br> sTUWYa | $\begin{gathered} 83 \\ 17 \% \\ \text { Sa } \end{gathered}$ | 48 <br> 53\% <br> STUWXYa* | $\begin{gathered} 53 \\ 14 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 66 \\ 39 \% \\ \text { c } \end{gathered}$ | $\begin{gathered} 82 \\ 15 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 654 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 195 \\ 77 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 36 \\ 63 \% \end{gathered}$ | $\begin{gathered} 75 \\ 76 \% \\ \mathrm{~B}^{*} \end{gathered}$ | 242 <br> 72\% | $\begin{gathered} 240 \\ 71 \% \end{gathered}$ | $\begin{gathered} 84 \\ 47 \% \end{gathered}$ | 434 <br> 83\% <br> HJKLMNOPQ | $\begin{gathered} 249 \\ 74 \% \\ \text { HL } \end{gathered}$ | $\begin{gathered} 239 \\ 69 \% \\ H \end{gathered}$ | $\begin{gathered} 104 \\ 65 \% \\ H \end{gathered}$ | $\begin{gathered} 254 \\ 74 \% \\ H \end{gathered}$ | $\begin{gathered} 171 \\ 73 \% \\ H L \end{gathered}$ | $\begin{gathered} 207 \\ 71 \% \\ H \end{gathered}$ | 71 <br> 66\% <br> $\mathrm{H}^{+}$ | $\begin{gathered} 283 \\ 74 \% \\ H L \end{gathered}$ | 98 <br> 48\% | 425 <br> 85\% <br> RTUVWXYZ | 198 <br> 75\% <br> RVXZ | $\begin{gathered} 267 \\ 70 \% \\ \text { RVxz } \end{gathered}$ | $\begin{gathered} 66 \\ 46 \% \end{gathered}$ | $358$ <br> 82\% <br> RTUVXYZ | $\begin{gathered} 82 \\ 58 \% \\ \text { RVZ } \end{gathered}$ | 382 <br> 78\% <br> RUVXZ | $\begin{gathered} 39 \\ 43 \% \end{gathered}$ | $318$ 83\% <br> RTUVXYZ | $\begin{gathered} 90 \\ 53 \% \end{gathered}$ | $\begin{gathered} 414 \\ 76 \% \\ b \end{gathered}$ |



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.
Overiap formulae used

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

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 <br> Total | Gender |  | age |  |  |  |  |  | Aggregated Age Breals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Eduation |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {(B) }}^{\text {Man }}$ | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} \text { 25-34 } \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ (G) | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | 18.34 (1) 20 | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | ${ }_{\text {cta }}^{55+}$ | $\mathrm{Cen}^{\text {(M) }}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (w) | Scotland <br> ( X ) | Urban <br> (Y) | Rural | Married/ Living as Married (a) | Single <br> (b) | Widowed/ Divorced/s eparated (c) | At least one child present (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }_{85}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighted base | 959 | 466 | 481 | ${ }^{15}$ | 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 likey (4) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \\ \text { GH* } \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \\ \stackrel{4}{4} \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \\ & k \end{aligned}$ | 8 $2 \%$ | 8 $2 \%$ | $\begin{aligned} & 12 \\ & 9 \% \\ & \text { Nop } \end{aligned}$ | ¢ $\begin{aligned} & 8 \\ & 3 \%\end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $17$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | 8 $4 \%$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \\ \hline \end{gathered}$ | 31 $4 \%$ | ${ }_{2 \%}^{2}$ | 19 $4 \%$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | 24 | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | ¢ |
| Fairy ikey(3) | $\begin{aligned} & 141 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 67 \\ 14 \% \end{gathered}$ | $\begin{gathered} 73 \\ 15 \% \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{gathered} 26 \\ 17 \% \end{gathered}$ | $\begin{gathered} 34 \\ 12 \% \end{gathered}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | $\begin{gathered} 80 \\ 15 \% \end{gathered}$ | $\begin{gathered} 61 \\ 14 \% \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 20 \\ 15 \% \\ . \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 8 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 115 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 20 \% \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \end{gathered}$ | $\begin{gathered} 97 \\ 14 \% \end{gathered}$ | $\begin{gathered} 54 \\ 17 \% \end{gathered}$ | $\begin{gathered} 87 \\ 13 \% \end{gathered}$ | $\begin{gathered} 97 \\ 16 \% \end{gathered}$ | 44\% |
| Fariry unikey (2) | $\begin{gathered} 318 \\ 33 \% \end{gathered}$ | 145 <br> 31\% | $\begin{aligned} & 171 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 41 \\ 36 \% \end{gathered}$ | $\begin{gathered} 63 \\ 34 \% \end{gathered}$ | 48 <br> $28 \%$ | $\begin{gathered} 50 \\ 28 \% \end{gathered}$ | 59 36\% | $\begin{gathered} 56 \\ 37 \% \end{gathered}$ | 104 <br> 35\% | 98 <br> $28 \%$ | $\begin{gathered} 115 \\ 37 \% \\ k \end{gathered}$ | 55 $39 \%$ | $\begin{gathered} 85 \\ 29 \% \end{gathered}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 30 \% \end{aligned}$ | 82 35\% | $\begin{gathered} 86 \\ 36 \% \end{gathered}$ | $75$ 33\% | $\begin{gathered} 38 \\ 28 \% \end{gathered}$ | 14 <br> 28\% | $\begin{gathered} 23 \\ 29 \% \\ * \end{gathered}$ | $\begin{aligned} & 269 \\ & 33 \% \end{aligned}$ | 49 $36 \%$ | $\begin{gathered} 184 \\ 36 \% \\ b \end{gathered}$ | $\begin{gathered} 93 \\ 28 \% \end{gathered}$ | $\begin{gathered} 41 \\ 39 \% \end{gathered}$ | $\begin{gathered} 86 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 32 \% \end{aligned}$ | 120 <br> $35 \%$ |
| Very unikely (1) | $\begin{aligned} & 358 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 193 \\ 41 \% \\ c \end{gathered}$ | $\begin{aligned} & 157 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 33 \\ 29 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 71 \\ 39 \% \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \\ 0 \end{gathered}$ | $\begin{gathered} 71 \\ 39 \% \end{gathered}$ | $\begin{gathered} 59 \\ 36 \% \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \\ * \end{gathered}$ | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 39 \\ 28 \% \end{gathered}$ | $\begin{gathered} 122 \\ 42 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 100 \\ & 40 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{gathered} 97 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 85 \\ 36 \% \end{gathered}$ | $\begin{gathered} 80 \\ 34 \% \end{gathered}$ | $\begin{gathered} 75 \\ 33 \% \end{gathered}$ | $\begin{gathered} 60 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{gathered} 23 \\ 47 \% \end{gathered}$ | $\begin{gathered} 36 \\ 46 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 313 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 45 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 34 \\ 32 \% \end{gathered}$ | $\begin{gathered} 91 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 267 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 239 \\ & 39 \% \end{aligned}$ | - ${ }_{\text {120 }}^{\text {35\% }}$ |
| Don't know | 109 <br> $11 \%$ | $\begin{aligned} & 39 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 68 \\ 14 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \\ * \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | 24 <br> 14\% | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $57$ 11\% | $\begin{gathered} 52 \\ 12 \% \end{gathered}$ | 26 <br> 11\% | $\begin{gathered} 25 \\ 11 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 4 \\ 9 \% \end{gathered}$ | $\begin{gathered} 8 \\ 11 \% \end{gathered}$ | $\begin{gathered} 97 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 52 \\ 15 \% \\ \text { a } \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 80 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 87 \\ 14 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 60 \\ 10 \% \end{gathered}$ | 48 14\% |


| Net: ikely | 174 $18 \%$ | 88 $19 \%$ | 85 18\% | $\begin{gathered} 25 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | $\begin{gathered} 27 \\ 177 \end{gathered}$ | $\begin{gathered} 31 \\ 21 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 64 \\ 18 \% \end{gathered}$ | $\begin{gathered} 58 \\ 19 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 56 \\ 20 \% \end{gathered}$ | $\begin{gathered} 97 \\ 18 \% \end{gathered}$ | $\begin{gathered} 78 \\ 18 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 43 \\ 19 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \\ \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 16 \% \\ . \end{gathered}$ | $\begin{gathered} 11 \\ 14 \% \end{gathered}$ | 146 $18 \%$ | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | 53 21\% | 121 $17 \%$ | $\begin{gathered} 68 \\ 22 \% \\ \mathrm{~g} \end{gathered}$ | 106 $16 \%$ | 119 $19 \%$ | 55 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 676 \\ 70 \% \end{gathered}$ | $\begin{gathered} 338 \\ 73 \% \end{gathered}$ | $\begin{aligned} & 328 \\ & 68 \% \end{aligned}$ | \% ${ }_{\text {75 }}^{\text {65\% }}$ | $\begin{aligned} & 134 \\ & 73 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 73 \% \end{aligned}$ | 109 <br> $72 \%$ <br>  | $\begin{aligned} & 209 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 73 \% \end{aligned}$ | 94 $66 \%$ | $\begin{aligned} & 207 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 71 \% \end{aligned}$ | 377 $71 \%$ | $\begin{gathered} 299 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 71 \% \end{aligned}$ | 150 $66 \%$ | 98 71\% | 36 $76 \%$ | 59 | 582 $71 \%$ | 94 $70 \%$ | $\begin{aligned} & 367 \\ & 71 \% \end{aligned}$ | 234 $70 \%$ | 75 $71 \%$ | ${ }_{\text {ck }}^{177}$ | 499 $71 \%$ | 224 $71 \%$ | 452 $70 \%$ | 436 $71 \%$ | 240 $70 \%$ |



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ColumnProportions (5\%): A,B/C,D/E/F/G/H/J/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.1.Minimum Base:30(**)Small Bose: $100\left({ }^{*}\right)$
ColumnMeans (5\%): A,B/C,D/E/F/G/H/IJ/K//,M/N/O/P,Q/R,S/T/V/V/W/X,Y/Z,a/b/C,d/e,f/g,h/i)Minimum Base: 30(**)Small Base: 100 (*) $\left.^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourab e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | 22 <br> 12\% <br> UKLMNOPQ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 12 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 12 \\ 5 \% \\ \text { I } \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 6 \\ 5 \% \\ \text { I' }^{+} \end{gathered}$ | $\begin{gathered} 12 \\ 3 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 26 \\ 13 \% \\ \text { stuwra } \end{gathered}$ | $\stackrel{1}{*}$ | $\begin{gathered} 7 \\ 3 \% \\ \text { Sa } \end{gathered}$ | $\begin{gathered} 13 \\ 3 \% \\ \text { swYa } \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ <br> stuwya | $\begin{gathered} 6 \\ 1 \% \\ s \end{gathered}$ | 16 <br> 17\% <br> stuvwYa* | $\begin{gathered} 3 \\ 1 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{gathered} 141 \\ 15 \% \end{gathered}$ | $\begin{gathered} 73 \\ 27 \% \\ \text { CE } \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 19 \% \\ \text { CE** } \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ \text { F } \end{gathered}$ | 80 $45 \%$ <br> UKLMNOPQ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \\ 1 \end{gathered}$ | 66 <br> 19\% <br> IJMNQ | $\begin{gathered} 21 \\ 13 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 50 \\ 14 \% \\ 1 \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 58 \\ 20 \% \\ \text { UMMNQ } \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 44 \\ 12 \% \\ \text { । } \end{gathered}$ | 79 <br> 39\% <br> STUWYa | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 31 \\ 12 \% \\ \text { sWYa } \end{gathered}$ | 71 <br> 18\% <br> stwya | $\begin{gathered} 61 \\ 42 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 26 \\ 6 \% \\ s \end{gathered}$ | 53 <br> 37\% <br> sTuWYa | $\begin{aligned} & 35 \\ & 7 \% \\ & \text { Sa } \end{aligned}$ | 46 <br> 50\% RSTUWXYa* | $\begin{gathered} 17 \\ 4 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 57 \\ 34 \% \\ c \end{gathered}$ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{aligned} & 318 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 96 \\ 36 \% \end{gathered}$ | $\begin{gathered} 72 \\ 28 \% \end{gathered}$ | $\begin{gathered} 16 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 53 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 118 \\ 35 \% \\ \text { NQ } \end{gathered}$ | $\begin{aligned} & 113 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 59 \\ 37 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 100 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 67 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 35 \% \\ & \text { ма } \end{aligned}$ | 45 <br> 41\% <br> HMNQ* | $\begin{aligned} & 111 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 75 \\ 37 \% \\ \mathrm{Za} \end{gathered}$ | $\begin{aligned} & 157 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 95 \\ 36 \% \\ \text { wa } \end{gathered}$ | $\begin{aligned} & 119 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 47 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 49 \\ 34 \% \end{gathered}$ | $\begin{gathered} 165 \\ 34 \% \\ \text { wa } \end{gathered}$ | $\begin{gathered} 23 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 55 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 33 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 358 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | $\begin{gathered} 145 \\ 57 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 22 \\ 39 \% \\ \text { B* }^{*} \end{gathered}$ | $\begin{gathered} 50 \\ 51 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 154 \\ 46 \% \\ G \end{gathered}$ | $\begin{aligned} & 117 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | 306 <br> 58\% <br> HJKLMNOPQ | $\begin{aligned} & 161 \\ & 48 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 115 \\ 33 \% \\ H \end{gathered}$ | $\begin{gathered} 68 \\ 42 \% \\ H P \end{gathered}$ | $\begin{aligned} & 156 \\ & 45 \% \\ & \text { Hкор } \end{aligned}$ | $\begin{aligned} & 113 \\ & 48 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 104 \\ 36 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 27 \\ 26 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 199 \\ 52 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 309 \\ 62 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 125 \\ 47 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 148 \\ 39 \% \\ \text { RVXZ } \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \\ \mathrm{R} \end{gathered}$ | 263 <br> 60\% <br> RTUVXYZ | $\begin{gathered} 19 \\ 14 \% \\ \text { RZ } \end{gathered}$ | 268 <br> 55\% <br> RTUVXZ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | 248 <br> 65\% <br> RTUVWXYZ | $\begin{gathered} 31 \\ 19 \% \end{gathered}$ | $\begin{gathered} 262 \\ 48 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 109 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\stackrel{6}{11 \%}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | 37 <br> 11\% <br> IJLMOQ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \\ \mathrm{~J} \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \\ \mathrm{j}^{*} \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | 17 <br> 9\% <br> sTWYZa | $\begin{gathered} 20 \\ 4 \% \\ a \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | 34 <br> 9\% <br> stwya | $\begin{gathered} 9 \\ 7 \% \\ a \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 44 $8 \%$ |


| Net: Likely | $\begin{aligned} & 174 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 86 \\ 33 \% \\ \text { CE } \end{gathered}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{gathered} 13 \\ 22 \% \\ c^{*} \end{gathered}$ | 8 8\% | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 76 \\ 23 \% \\ F \end{gathered}$ | 102 <br> 57\% <br> UKLMNOPQ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 46 \\ 14 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \\ \text { נQ } \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \\ 1 \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \\ \text { נQ } \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \\ \text { נ\& } \end{gathered}$ | $\begin{gathered} 27 \\ 25 \% \\ \text { UQ* } \end{gathered}$ | $\begin{gathered} 56 \\ 15 \% \\ \text { । } \end{gathered}$ | 105 <br> 52\% <br> stuwła | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 38 \\ 14 \% \\ \text { sWYa } \end{gathered}$ | 84 <br> 22\% <br> sTWYa | 75 <br> 52\% <br> stuwya | $\begin{aligned} & 31 \\ & 7 \% \\ & \text { Sa } \end{aligned}$ | 67 <br> 47\% <br> stuwła | $\begin{aligned} & 41 \\ & 8 \% \\ & \text { Sa } \end{aligned}$ | 62 <br> 68\% <br> RSTUVWXYa | $\begin{gathered} 20 \\ 5 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 72 \\ 43 \% \\ c \end{gathered}$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 676 \\ 70 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 85 \% \\ & \text { BD } \end{aligned}$ | $\begin{gathered} 37 \\ 67 \% \end{gathered}$ | $\begin{gathered} 81 \\ 83 \% \\ \text { BD* } \end{gathered}$ | $\begin{gathered} 262 \\ 78 \% \\ G \end{gathered}$ | $\begin{aligned} & 232 \\ & 69 \% \end{aligned}$ | $\begin{gathered} 65 \\ 37 \% \end{gathered}$ | 477 $91 \%$ <br> HJKLMNOPQ | $\begin{gathered} 279 \\ 83 \% \\ \text { HKMNOP } \end{gathered}$ | $\begin{gathered} 229 \\ 66 \% \\ H \end{gathered}$ | $\begin{aligned} & 127 \\ & 79 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 256 \\ 74 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 180 \\ 77 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 207 \\ 71 \% \\ H \end{gathered}$ | $\begin{gathered} 72 \\ 67 \% \\ \mathrm{H}^{+} \end{gathered}$ | 310 <br> 82\% <br> нкMOP | $\begin{gathered} 82 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 467 \\ & 93 \% \end{aligned}$ <br> RTUVWxYz | $\begin{gathered} 219 \\ 83 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{aligned} & 267 \\ & 69 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 59 \\ 41 \% \\ z \end{gathered}$ | $\begin{gathered} 394 \\ 90 \% \\ \text { RTUVXZ } \end{gathered}$ | $\begin{gathered} 68 \\ 48 \% \\ z \end{gathered}$ | 433 <br> 89\% <br> RTUVXZ | $\begin{gathered} 27 \\ 30 \% \end{gathered}$ | $\begin{gathered} 356 \\ 93 \% \\ \text { RTUYwxyz } \end{gathered}$ | $\begin{gathered} 86 \\ 51 \% \end{gathered}$ | $\begin{gathered} 445 \\ 81 \% \\ b \end{gathered}$ |



This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.
ColumnProportions (5\%): A,B/C/D/E,F/G,H/////K/L/L/N////P/Q,R/S/T/U/V/W/X/Y/Z/Q,b/c Minimum Bose: 30(**) Small Bose: 100(*)


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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age breals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//uural |  | Marital staus |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Education |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | 25-34 (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & 18-34 \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> (N) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (a) | C2DE <br> (R) | North <br> (S) | Midands <br> ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(z) }}$ | Married/ <br> Living as <br> Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 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 | ${ }^{34}$ |
| Very likey (4) | $\begin{aligned} & 71 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 47 \\ 10 \% \\ c \end{gathered}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \\ \text { EGH*} \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 30 \\ 11 \% \\ \text { No } \end{gathered}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 52 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \\ r \end{gathered}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $7$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ | - ${ }_{8 \%}^{26}$ |
| Fariry ikely (3) | $\begin{aligned} & 182 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 95 \\ 20 \% \end{gathered}$ | $\begin{gathered} 87 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 37 \\ 20 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 32 \\ 21 \% \\ D^{*} \end{gathered}$ | $\begin{gathered} 48 \\ 16 \% \end{gathered}$ | 64 18\% | $\begin{gathered} 71 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 52 \\ 18 \% \\ \text { M } \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 114 \\ 22 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 68 \\ 16 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | 41 <br> 18\% | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 12 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 157 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{gathered} 126 \\ 24 \% \\ \text { b } \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 16 \\ 15 \% \end{gathered}$ | $\begin{gathered} 59 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 20 \% \end{aligned}$ | 60 17 |
| Fariry unikely (2) | $\begin{aligned} & 220 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 36 \\ 32 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ E \end{gathered}$ | $\begin{gathered} 28 \\ 18 \% \end{gathered}$ | $\begin{gathered} 69 \\ 23 \% \end{gathered}$ | $\begin{gathered} 76 \\ 22 \% \end{gathered}$ | $\begin{gathered} 75 \\ 24 \% \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 99 \\ 23 \% \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 10 \\ 22 \% \end{gathered}$ | $\begin{gathered} 14 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 188 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 32 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 60 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 24 \% \end{aligned}$ | 73 $21 \%$ |
| very uniliely (1) | $\begin{gathered} 321 \\ 33 \% \end{gathered}$ | 169 <br> 36\% | $\begin{aligned} & 143 \\ & 30 \% \end{aligned}$ | 38 <br> 33\% | 67 36\% | 57 <br> $34 \%$ | 65 36\% | 49 30\% | $\begin{gathered} 46 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 94 \\ 30 \% \end{gathered}$ | 49 <br> 35\% | $\begin{aligned} & 105 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 86 \\ 35 \% \end{gathered}$ | $\begin{gathered} 80 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 79 \\ 34 \% \end{gathered}$ | $\begin{gathered} 76 \\ 32 \% \end{gathered}$ | 60 27\% | $\begin{gathered} 49 \\ 36 \% \end{gathered}$ | 22 <br> 45\% <br> $\mathrm{U}^{*}$ | $\begin{gathered} 35 \\ 45 \% \\ u^{*} \end{gathered}$ | 290 <br> 35\% <br> z | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 85 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 33 \% \end{aligned}$ | 206 <br> 33\% | 115 $33 \%$ |
| Don't know | $\begin{aligned} & 165 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 50 \\ 11 \% \end{gathered}$ | $\begin{gathered} 114 \\ 24 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 20 \\ 17 \% \\ * \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \\ H \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \end{gathered}$ | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{gathered} 66 \\ 19 \% \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 64 \\ \text { 22\% } \\ p \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | 87 $16 \%$ | $\begin{gathered} 78 \\ 18 \% \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | $\begin{gathered} 47 \\ 21 \% \end{gathered}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\stackrel{6}{\text { 13\% }}$ | $\begin{gathered} 11 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 138 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{gathered} 72 \\ 14 \% \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \\ a \end{gathered}$ | $\begin{gathered} 25 \\ 24 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 125 \\ 19 \% \\ f \end{gathered}$ | $\begin{gathered} 95 \\ 15 \% \end{gathered}$ | 70 $20 \%$ 20 |


| elv | 253 26\% | $\begin{gathered} 142 \\ 30 \% \\ c \end{gathered}$ | ¢ | $\begin{gathered} 21 \\ 18 \% \\ \cdot \end{gathered}$ | ${ }_{\substack{48 \\ 26 \%}}$ | 38 23\% | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 46 \\ 29 \% \\ D \end{gathered}$ | $\begin{gathered} 55 \\ 36 \% \\ \text { DF** } \end{gathered}$ | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | $\begin{gathered} 84 \\ 24 \% \end{gathered}$ | $\begin{gathered} 101 \\ 32 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \end{gathered}$ | $\begin{gathered} 97 \\ 34 \% \\ \text { MNO } \end{gathered}$ | $\begin{aligned} & 150 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 103 \\ 24 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 63 \\ 27 \% \end{gathered}$ | $\begin{gathered} 62 \\ 27 \% \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | 208 25\% | $\begin{gathered} 45 \\ 33 \% \end{gathered}$ | $\begin{gathered} 168 \\ 32 \% \\ \mathrm{~b} \end{gathered}$ | 63 $19 \%$ | $\begin{gathered} 23 \\ 22 \% \\ \hline \end{gathered}$ | 75 | 178 25\% | $\begin{gathered} 95 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | 158 24\% | 167 $27 \%$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Uniliey | $\begin{aligned} & 541 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & 53 \% \end{aligned}$ | ${ }^{64 \%}$ | $\begin{gathered} 99 \\ 54 \% \end{gathered}$ | $\begin{gathered} 92 \\ 55 \% \end{gathered}$ | $\begin{gathered} 106 \\ 59 \% \end{gathered}$ | 96 59\% | 73 <br> $49 \%$ | $\begin{aligned} & 173 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 199 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 54 \% \end{aligned}$ | ${ }_{\substack{\text { ¢ } \\ \text { 94\% } \\ p}}$ | $\begin{aligned} & 157 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 293 \\ & 55 \% \end{aligned}$ | $\begin{array}{r} 249 \\ 58 \% \end{array}$ | 133 57\% | 130 55\% | 1188 52\% | 79 $57 \%$ | ${ }_{\substack{32 \\ 67 \%}}$ | 49 <br> $62 \%$ | ${ }_{\substack{478 \\ 588 \\ 2}}$ | 63 $47 \%$ | 278 $54 \%$ | 206 $61 \%$ 0 | $\stackrel{57}{54 \%}$ | 146 56\% | 395 $56 \%$ | 179 $5 \%$ | $\begin{aligned} & 363 \\ & 56 \% \end{aligned}$ | 353 $57 \%$ | ${ }_{\substack{188 \\ 55 \%}}$ |



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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labur | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl $e$ to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl $e$ to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (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 liely (4) | $\begin{aligned} & 71 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \\ C E \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 3 \\ 5 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \\ F \end{gathered}$ | 49 <br> 27\% <br> UKLMNOPQ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 17 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \\ \text { ILQ } \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \\ \text { нLQ } \end{gathered}$ | $\begin{gathered} 16 \\ 7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \\ \text { נLQ } \end{gathered}$ | 14 <br> 13\% <br> ULNQ* | $\begin{gathered} 22 \\ 6 \% \\ 1 \end{gathered}$ | 54 <br> 27\% <br> stuwła | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 14 \\ 5 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 34 \\ 9 \% \\ \text { sWYa } \end{gathered}$ | 42 <br> 29\% <br> sTUWYa | $\begin{gathered} 12 \\ 3 \% \\ s \end{gathered}$ | 32 <br> 23\% <br> stuwya | $\begin{gathered} 16 \\ 3 \% \\ s \end{gathered}$ | 33 <br> 36\% <br> sTUWXYa* | $\begin{gathered} 9 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 41 \\ 24 \% \\ c \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 182 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 91 \\ 34 \% \\ C E \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 26 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 16 \\ 16 \% \end{gathered}$ | $\begin{gathered} 60 \\ 18 \% \end{gathered}$ | $\begin{gathered} 87 \\ 26 \% \\ F \end{gathered}$ | 77 <br> 43\% <br> UKLMNOPQ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \\ \text { נNQ } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 75 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \\ \text { । } \end{gathered}$ | 77 <br> 26\% <br> JJMNQ | 34 <br> 32\% <br> ULMNQ* | $\begin{gathered} 66 \\ 17 \% \\ \text { । } \end{gathered}$ | 86 <br> 42\% <br> stuwya | $\begin{aligned} & 33 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \\ \text { swła } \end{gathered}$ | $\begin{gathered} 90 \\ 23 \% \\ \text { swYa } \end{gathered}$ | 55 <br> 38\% <br> stuwya | $\begin{gathered} 47 \\ 11 \% \\ \mathrm{~s} \end{gathered}$ | 59 <br> 41\% <br> sTuWYa | $\begin{gathered} 71 \\ 15 \% \\ \text { swa } \end{gathered}$ | 40 <br> 43\% <br> sTUWYa* | $\begin{gathered} 39 \\ 10 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \\ c \end{gathered}$ | $\begin{gathered} 79 \\ 14 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 220 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 24 \\ 13 \% \end{gathered}$ | 146 <br> $28 \%$ <br> HKMNOQ | $\begin{gathered} 93 \\ 28 \% \\ \text { HKMNQ } \end{gathered}$ | $\begin{gathered} 70 \\ 20 \% \\ H \end{gathered}$ | $\begin{gathered} 44 \\ 28 \% \\ \text { HN } \end{gathered}$ | $\begin{gathered} 69 \\ 20 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 49 \\ 21 \% \\ H \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 26 \\ 24 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 79 \\ 21 \% \\ H \end{gathered}$ | $\begin{gathered} 26 \\ 13 \% \end{gathered}$ | 146 <br> 29\% <br> RTUVWXYZ | $\begin{gathered} 63 \\ 24 \% \\ \text { RZ } \end{gathered}$ | $\begin{gathered} 80 \\ 21 \% \\ \text { RZ } \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 115 \\ 26 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 126 \\ 26 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 104 \\ 27 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 25 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 321 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 125 \\ 49 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \end{gathered}$ | $\begin{gathered} 49 \\ 50 \% \\ \text { BD** } \end{gathered}$ | $\begin{gathered} 136 \\ 40 \% \\ G \end{gathered}$ | $\begin{gathered} 95 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 266 <br> 51\% <br> HJKLMNOP | $\begin{aligned} & 137 \\ & 41 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 108 \\ 31 \% \\ H \end{gathered}$ | $\begin{gathered} 61 \\ 38 \% \\ H P \end{gathered}$ | $\begin{aligned} & 138 \\ & 40 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 103 \\ 44 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 101 \\ 35 \% \\ H P \end{gathered}$ | $\begin{gathered} 24 \\ 22 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 181 \\ 48 \% \end{gathered}$ <br> HJKLMOP | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | 267 <br> 53\% <br> RTUVXYZ | $\begin{gathered} 110 \\ 41 \% \\ \text { RVxz } \end{gathered}$ | $\begin{aligned} & 135 \\ & 35 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 227 \\ 52 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \\ \text { RV } \end{gathered}$ | 232 <br> 47\% <br> RTUVXZ | $\begin{gathered} 10 \\ 11 \% \end{gathered}$ | 208 <br> 54\% <br> RTUVXYZ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 235 \\ 43 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 165 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 34 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \end{gathered}$ | $\begin{gathered} 43 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 11 \% \\ 0 \end{gathered}$ | $\begin{gathered} 54 \\ 10 \% \\ 0 \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \\ 0 \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \\ \text { мо } \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 12 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 27 \\ 13 \% \\ \text { vxZa } \end{gathered}$ | $\begin{gathered} 48 \\ 10 \% \\ \mathrm{za} \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \\ \mathrm{za} \end{gathered}$ | $\begin{gathered} 45 \\ 12 \% \\ \text { xza } \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \\ z \end{gathered}$ | $\begin{aligned} & 38 \\ & 9 \% \\ & \text { Za } \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \\ z \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \\ & \text { Za } \end{aligned}$ | $\stackrel{1}{1 \%}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 80 \\ 15 \% \end{gathered}$ |


| Net: Likely | $\begin{aligned} & 253 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 50 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 18 \\ 31 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 19 \% \end{gathered}$ | $\begin{gathered} 76 \\ 23 \% \end{gathered}$ | $\begin{gathered} 118 \\ 35 \% \\ F \end{gathered}$ | 126 <br> 70\% <br> UKLMNOPQ | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 125 \\ 36 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 110 \\ & 32 \% \\ & \text { IJNQ } \end{aligned}$ | $\begin{gathered} 55 \\ 23 \% \\ \text { । } \end{gathered}$ | 109 <br> 37\% <br> IJLMNQ | 48 <br> 45\% <br> ULMNQ* | $\begin{gathered} 88 \\ 23 \% \\ 1 \end{gathered}$ | 140 <br> 69\% <br> stuwła | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | 66 <br> 25\% <br> swYa | $\begin{gathered} 124 \\ 32 \% \\ \text { sWYa } \end{gathered}$ | 97 <br> 67\% <br> stuwya | $\begin{gathered} 59 \\ 13 \% \\ \mathrm{~s} \end{gathered}$ | 91 <br> 64\% <br> stuwya | $\begin{gathered} 88 \\ 18 \% \\ \text { sWa } \end{gathered}$ | 73 <br> 79\% <br> RSTUVWXYa | $\begin{gathered} 48 \\ 13 \% \\ s \end{gathered}$ | $\begin{gathered} 95 \\ 56 \% \\ c \end{gathered}$ | $\begin{gathered} 95 \\ 17 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{gathered} 541 \\ 56 \% \end{gathered}$ | $\begin{gathered} 98 \\ 37 \% \end{gathered}$ | $\begin{gathered} 187 \\ 74 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 30 \\ 54 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 72 \\ 73 \% \\ \text { BD* } \end{gathered}$ | $\begin{gathered} 206 \\ 61 \% \\ G \end{gathered}$ | $\begin{aligned} & 176 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | 413 <br> 78\% <br> HJKLMNOPQ | $\begin{gathered} 230 \\ 69 \% \\ \text { Нкмор } \end{gathered}$ | $\begin{gathered} 178 \\ 52 \% \\ H \end{gathered}$ | $\begin{aligned} & 105 \\ & 66 \% \\ & \text { HKP } \end{aligned}$ | $\begin{aligned} & 207 \\ & 60 \% \\ & \text { НКР } \end{aligned}$ | $\begin{aligned} & 152 \\ & 65 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 166 \\ 57 \% \\ H P \end{gathered}$ | $\begin{gathered} 50 \\ 46 \% \\ \mathrm{H}^{*} \end{gathered}$ | 260 <br> 68\% <br> HKMOP | $\begin{gathered} 37 \\ 18 \% \end{gathered}$ | 413 <br> 83\% <br> RTUVWXYZ | $\begin{gathered} 173 \\ 65 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{aligned} & 215 \\ & 56 \% \\ & \text { RVxz } \end{aligned}$ | $\begin{gathered} 36 \\ 25 \% \\ \mathrm{R} \end{gathered}$ | 341 <br> 78\% <br> RTUVXYZ | $\begin{gathered} 44 \\ 31 \% \\ \text { RZ } \end{gathered}$ | 358 <br> 73\% <br> RTUVXZ | $\begin{gathered} 18 \\ 20 \% \end{gathered}$ | 312 <br> 81\% <br> RTUVWxyz | $\begin{gathered} 58 \\ 35 \% \end{gathered}$ | $\begin{gathered} 373 \\ 68 \% \\ \text { b } \end{gathered}$ |



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

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

|  | TotalTotal | Gender |  | Age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Martala Stat |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Eucaction |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & 18-34 \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & \text { 55+ } \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> ( N ) | Gen X+ <br> (O) | Baby Boomer (P) | ABC1 <br> (a) | C2DE <br> (R) | North (S) | Midands <br> ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | ${ }^{123}$ | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{732}$ | 489 | 516 | 655 | 350 |
| Weighed 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 likey (4) | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 37 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{23}$ |
| Fariry iney (3) | $\begin{aligned} & 207 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 119 \\ 25 \% \\ c \end{gathered}$ | $\begin{gathered} 88 \\ 18 \% \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | $\begin{gathered} 46 \\ 28 \% \\ \text { f } \end{gathered}$ | $\begin{gathered} 32 \\ 21 \% \end{gathered}$ | $\begin{gathered} 58 \\ 20 \% \end{gathered}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 78 \\ 25 \% \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 48 \\ 17 \% \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \end{gathered}$ | $\begin{gathered} 73 \\ 26 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 117 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 90 \\ 21 \% \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 13 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 174 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 33 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 24 \% \end{aligned}$ | ¢ $\begin{gathered}62 \\ 18 \%\end{gathered}$ |
| Fariry unikely (2) | $\begin{aligned} & 239 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 38 \\ 33 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 42 \\ 24 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 38 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{gathered} 83 \\ 28 \% \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $\begin{gathered} 40 \\ 29 \% \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 25 \% \end{gathered}$ | $\begin{gathered} 68 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 68 \\ 29 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 62 \\ 26 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 14 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 208 \\ 25 \% \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 29 \\ 28 \% \end{gathered}$ | $\begin{gathered} 63 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 24 \% \end{aligned}$ | 89 |
| very unikely (1) | $\begin{aligned} & 339 \\ & 35 \% \end{aligned}$ | 173 <br> 37\% | $\begin{aligned} & 158 \\ & 33 \% \end{aligned}$ | 34 $30 \%$ <br> . | 67 <br> 37\% | 68 <br> $41 \%$ | $\begin{gathered} 66 \\ 37 \% \end{gathered}$ | 58 <br> $36 \%$ | $\begin{gathered} 45 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 33 \% \end{aligned}$ | 44 31\% | $\begin{aligned} & 114 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 93 \\ 38 \% \end{gathered}$ | $\begin{gathered} 88 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 77 \\ 33 \% \end{gathered}$ | $\begin{gathered} 78 \\ 33 \% \end{gathered}$ | 75 33\% | $\begin{gathered} 49 \\ 36 \% \end{gathered}$ | $\begin{gathered} 19 \\ 40 \% \end{gathered}$ | 41 <br> 52\% <br> stuv* | 297 <br> 36\% | $\begin{gathered} 42 \\ 32 \% \end{gathered}$ | $\begin{gathered} 177 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 32 \\ 30 \% \end{gathered}$ | $\begin{gathered} 94 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 37 \% \end{aligned}$ | $\underset{\substack{113 \\ 33 \%}}{\substack{\text { c, }}}$ |
| Don't know | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 88 \\ 18 \% \\ \text { B } \end{gathered}$ | $\stackrel{14}{12 \%}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \\ H \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 24 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{gathered} 51 \\ 15 \% \end{gathered}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | 69 <br> 13\% | $\begin{gathered} 59 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 27 \\ 12 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\stackrel{8}{\text { 17\%/ }}$ | $\begin{gathered} 6 \\ 8 \% \\ \stackrel{6}{6} \end{gathered}$ | $\begin{aligned} & 108 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 61 \\ 12 \% \end{gathered}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \\ + \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{gathered} 89 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | 101 <br> $\substack{16 \% \\ i}$ | $\begin{gathered} 71 \\ 12 \% \end{gathered}$ | 56\% |


| Net: Likely | 254 26\% | $\begin{gathered} 140 \\ 30 \% \\ c \end{gathered}$ | 113 $24 \%$ | $\begin{gathered} 29 \\ 25 \% \\ \cdot \end{gathered}$ |  | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 44 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 97 \\ 31 \% \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \end{gathered}$ | $\begin{gathered} 92 \\ 33 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 144 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | $\begin{gathered} 68 \\ 29 \% \end{gathered}$ | $\begin{gathered} 63 \\ 28 \% \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \\ . \end{gathered}$ | $\begin{gathered} 18 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 211 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ \hline \end{gathered}$ | ${ }_{\text {che }}^{64}$ | 190 27\% | $\begin{gathered} 93 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 27 \% \end{aligned}$ | 85 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 578 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 288 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 279 \\ 58 \% \end{gathered}$ | $\begin{gathered} 72 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 96 \\ 59 \% \end{gathered}$ | $\begin{gathered} 83 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 214 \\ 62 \% \end{gathered}$ | $\begin{gathered} 179 \\ 57 \% \end{gathered}$ | $\begin{gathered} 84 \\ 60 \% \end{gathered}$ | $\begin{gathered} 183 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 260 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 81 \\ 59 \% \\ \hline \end{gathered}$ | $\begin{gathered} 31 \\ 65 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 54 \\ & 69 \% \\ & u^{*} \end{aligned}$ | $\begin{aligned} & 505 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 72 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 306 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 63 \% \end{aligned}$ | 61 <br> 58\% <br> * | $\begin{aligned} & 157 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 421 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 62 \% \end{aligned}$ | 384 <br> 59\% | $\begin{aligned} & 375 \\ & 61 \% \end{aligned}$ | $\underset{\substack{202 \\ 59 \%}}{\text { coser }}$ |
| 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 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labo | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl <br> $e$ to <br> Braverman | Unfavoura ble to Braverman | Favourabl <br> $e$ to <br> Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \\ \mathrm{CE} \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ |  | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 11 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \\ 1 \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \\ \pm \end{gathered}$ | $\begin{gathered} 11 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \\ & \text { נ10 } \end{aligned}$ | $\begin{aligned} & 7 \\ & 6 \% \\ & \text { i* } \end{aligned}$ | $\begin{gathered} 16 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 37 \\ 18 \% \\ \text { stuwła } \end{gathered}$ | ${ }^{1}$ | $\begin{gathered} 7 \\ 3 \% \\ s \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 25 \\ \text { 17\% } \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \\ s \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 20 \\ \text { 22\% } \\ \text { stuwra* } \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \\ c \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ |
| Fairly iikely (3) | $\begin{aligned} & 207 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 40 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 13 \\ 22 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \\ \hline \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 99 \\ 29 \% \\ \mathrm{~F} \end{gathered}$ | 100 $56 \%$ uкLMNOPQ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 49 \\ 14 \% \\ 1 \end{gathered}$ | $\begin{gathered} 106 \\ \text { 31\% } \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 87 \\ 25 \% \\ \text { una } \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 87 \\ \text { 30\% } \\ \text { UINQ } \end{gathered}$ | 46 <br> 43\% <br> IJKLMNOQ* | $\begin{gathered} 61 \\ 16 \% \\ 1 \end{gathered}$ | $\begin{gathered} 110 \\ 54 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 48 \\ 18 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 108 \\ 28 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 70 \\ 49 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 47 \\ 11 \% \\ s \end{gathered}$ | $\begin{gathered} 67 \\ 47 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 62 \\ 13 \% \\ s \end{gathered}$ |  | $\begin{gathered} 41 \\ 11 \% \\ s \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \\ c \end{gathered}$ | $\begin{gathered} 79 \\ 14 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 239 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 60 \\ 23 \% \end{gathered}$ | $\begin{gathered} 67 \\ 26 \% \end{gathered}$ | $\begin{gathered} 14 \\ 24 \% \\ \end{gathered}$ | $\begin{gathered} 22 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 152 \\ 29 \% \\ \text { нкма } \end{gathered}$ | $\begin{gathered} 96 \\ 29 \% \\ \text { нма } \end{gathered}$ | $\begin{gathered} 77 \\ 22 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 45 \\ 28 \% \\ H \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 56 \\ 24 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 71 \\ 24 \% \\ H \end{gathered}$ | $\begin{gathered} 25 \\ 24 \% \\ \text { H}^{+} \end{gathered}$ | $\begin{gathered} 85 \\ 22 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 25 \\ 12 \% \end{gathered}$ | $\begin{gathered} 148 \\ 30 \% \\ \text { RUVWZa } \end{gathered}$ | $\begin{gathered} 73 \\ \text { 28\% } \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 85 \\ 22 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \\ z \end{gathered}$ | $\begin{gathered} 112 \\ 25 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \\ \text { Rz } \end{gathered}$ | $\begin{gathered} 133 \\ 27 \% \\ \text { RUVZa } \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{gathered} 88 \\ 23 \% \\ \text { RZ } \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 28 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 339 \\ 35 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{gathered} 139 \\ 55 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 19 \\ 35 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 54 \\ 55 \% \\ \text { BD* }^{\circ} \end{gathered}$ | $\begin{gathered} 153 \\ 46 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | 289 <br> $55 \%$ <br> HKLMNOPQ | $\begin{aligned} & 156 \\ & 46 \% \\ & \text { HKop } \end{aligned}$ | $\begin{gathered} 104 \\ 30 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 66 \\ 41 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 137 \\ & 40 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 105 \\ & 45 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 94 \\ 32 \% \\ H \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 186 \\ 49 \% \\ \text { НкМор } \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 294 \\ 59 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 119 \\ 45 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 133 \\ & 35 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 261 \\ 60 \% \\ \text { RTuvxyz } \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \\ \text { RV } \end{gathered}$ | $\begin{gathered} 260 \\ 53 \% \\ \text { RTUYXZ } \end{gathered}$ | $\begin{gathered} 9 \\ 10 \% \\ \text { RV* }^{*} \end{gathered}$ | $\begin{gathered} 232 \\ 61 \% \\ \text { RTuvxz } \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 252 \\ 46 \% \\ \mathrm{~b} \end{gathered}$ |
| Don't know | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\stackrel{9}{16 \%}$ | $\begin{gathered} 8 \\ 9 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 35 \\ 10 \% \\ 10 \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | 5 $5 \%$ . | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 25 \\ 12 \% \\ \text { stwxyza } \end{gathered}$ | $\begin{gathered} 21 \\ 4 \% \\ w \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \\ & w \end{aligned}$ | $\begin{gathered} 33 \\ 8 \% \\ \text { swrza } \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \\ \text { stwxyza } \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \\ z \end{gathered}$ | $\begin{aligned} & 27 \\ & 5 \% \\ & w \end{aligned}$ | 1 $\stackrel{1 \%}{1 \%}$ | $\begin{aligned} & 17 \\ & 5 \% \\ & w \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ |


| Net: ikely | $\begin{aligned} & 254 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 51 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 25 \% \\ c * \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 118 \\ 35 \% \\ F \end{gathered}$ | 137 $76 \%$ UKLMNOPQ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 129 \\ & 37 \% \end{aligned}$ ulmna | $\begin{gathered} 38 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 110 \\ & 32 \% \\ & \text { una } \end{aligned}$ | $\begin{gathered} 51 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 109 \\ \text { 37\% } \\ \text { ILMNQ } \end{gathered}$ | 53 49\% IJKLMNOQ* | $\begin{gathered} 77 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 147 \\ 72 \% \\ \text { stuwxya } \end{gathered}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 55 \\ 21 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 134 \\ 35 \% \\ \text { stwra } \end{gathered}$ | 95 66\% stuwya | $\begin{gathered} 53 \\ 12 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 90 \\ 63 \% \end{gathered}$ stuwya | $\begin{gathered} 70 \\ 14 \% \\ s \end{gathered}$ | 76 <br> 83\% <br> RSTUVWXYa | $\begin{gathered} 45 \\ 12 \% \\ s \end{gathered}$ | $\begin{gathered} 94 \\ 56 \% \\ c \end{gathered}$ | $\begin{gathered} 92 \\ 17 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{aligned} & 578 \\ & 60 \% \end{aligned}$ | ${ }_{405}^{105}$ | $\begin{gathered} 206 \\ 81 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 33 \\ 59 \% \\ \mathrm{~g}^{*} \end{gathered}$ | $\begin{aligned} & 76 \\ & 77 \% \\ & \text { BD* } \end{aligned}$ | $\begin{gathered} 235 \\ 70 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 186 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 441 \\ 84 \% \\ \text { HKLMNOPQ } \end{gathered}$ | $\begin{gathered} 252 \\ 75 \% \\ \text { HKмNOр } \end{gathered}$ | $\begin{gathered} 181 \\ 52 \% \\ H \end{gathered}$ | $\begin{aligned} & 112 \\ & 70 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 208 \\ & 60 \% \\ & \text { HKP } \end{aligned}$ | $\begin{gathered} 161 \\ 69 \% \\ \text { Нкмор } \end{gathered}$ | $\begin{gathered} 165 \\ 57 \% \\ H \end{gathered}$ | $\begin{aligned} & 50 \\ & 46 \% \\ & \text { H}^{+} \end{aligned}$ | $\begin{gathered} 271 \\ 71 \% \\ \text { НкмоР } \end{gathered}$ | $\begin{gathered} 33 \\ 16 \% \end{gathered}$ |  | $\begin{gathered} 192 \\ 73 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{aligned} & 217 \\ & 57 \% \\ & \text { RVXz } \end{aligned}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | 373 <br> 85\% RTUVXYZ | $\begin{gathered} 45 \\ 32 \% \\ \text { RVZ } \end{gathered}$ | 393 <br> 80\% <br> RTUVXZ | $\begin{gathered} 15 \\ 16 \% \end{gathered}$ | 321 <br> 84\% RTUVXYz | $\begin{gathered} 64 \\ 38 \% \end{gathered}$ | $\begin{gathered} 405 \\ 74 \% \\ b \end{gathered}$ |
| Mean | 1.95 | $\begin{aligned} & 2.50 \\ & \text { CDE } \end{aligned}$ | 1.54 | $1.91$ | 1.58 | 1.73 | $\underset{\mathrm{F}}{2.12}$ | $\begin{gathered} 2.98 \\ \text { UKLMNOPQ } \end{gathered}$ | 1.52 | $1.73$ | $\begin{gathered} 2.16 \\ \text { uLMNa } \end{gathered}$ | ${ }_{1}^{1.85}$ | $\begin{aligned} & 1.99 \\ & \text { una } \end{aligned}$ | $1.80$ | $\begin{gathered} 2.14 \\ \text { uLuna } \end{gathered}$ | $\begin{gathered} 2.34 \\ \text { ULLMNQ } \end{gathered}$ | $\begin{gathered} 1.73 \\ 1 \end{gathered}$ | $\begin{gathered} 2.98 \\ \text { stuwxya } \end{gathered}$ | 1.46 | $\begin{aligned} & 1.77 \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 2.08 \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 2.92 \\ \text { STuWXYa* } \end{gathered}$ | $\begin{gathered} 1.52 \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 2.72 \\ \text { stuwra* } \end{gathered}$ | $\begin{aligned} & 1.60 \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 2.96 \\ \text { STUWxra* } \end{gathered}$ | 1.50 | $2.57$ | 1.70 |

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.



Q10A. How likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would... - ... do what's best for Britain as a whole?
All Adults aged $18-75$ in Great Britain

|  | Total <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generatios |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rura |  | Martala 5 a |  |  | Pres of children HH ( 17 or under) |  | Eduation |  | Employmentstatu |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | 55 (1) | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban (Y) | $\begin{aligned} & \text { Rural } \\ & \text { (z) } \end{aligned}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate <br> (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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 likey (4) | $\begin{aligned} & 63 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 41 \\ 9 \% \\ c \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 13 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 7 \% \end{aligned}$ | ${ }_{\substack{17 \\ 5 \%}}$ |
| Fariry lieev (3) | $\begin{gathered} 176 \\ 18 \% \end{gathered}$ | $\begin{gathered} 91 \\ 19 \% \end{gathered}$ | $\begin{gathered} 84 \\ 18 \% \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \\ * \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ D E \end{gathered}$ | $\begin{gathered} 38 \\ 25 \% \\ \text { DE }^{*} \end{gathered}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 75 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 72 \\ 25 \% \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 102 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 74 \\ 17 \% \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | 47 $20 \%$ | $\begin{gathered} 45 \\ 20 \% \end{gathered}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 13 \\ 17 \% \end{gathered}$ | $\begin{gathered} 142 \\ 17 \% \end{gathered}$ | $\begin{gathered} 34 \\ 25 \% \\ \gamma \end{gathered}$ | $\begin{gathered} 121 \\ 23 \% \\ b \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 68 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | ${ }_{19 \%}^{67}$ |
| Fariry unikely (2) | $\begin{aligned} & 250 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 102 \\ 22 \% \end{gathered}$ | $\begin{gathered} 147 \\ 31 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 35 \\ 30 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 57 \\ 31 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | $\begin{gathered} 39 \\ 26 \% \end{gathered}$ | $\begin{gathered} 91 \\ 31 \% \\ k \end{gathered}$ | $\begin{gathered} 78 \\ 23 \% \end{gathered}$ | $\begin{gathered} 80 \\ 26 \% \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \end{gathered}$ | $\begin{gathered} 74 \\ 26 \% \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \end{gathered}$ | $\begin{gathered} 70 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \end{gathered}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 35 \\ 26 \% \end{gathered}$ | $\begin{gathered} 11 \\ 22 \% \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | $\begin{gathered} 217 \\ 26 \% \end{gathered}$ | $\begin{gathered} 33 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 82 \\ 32 \% \\ e \end{gathered}$ | $\begin{aligned} & 168 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 26 \% \end{aligned}$ | ${ }_{\substack{93 \\ 27 \%}}$ |
| very unikely(1) | $\begin{gathered} 350 \\ 36 \% \end{gathered}$ | $\begin{gathered} 186 \\ 40 \% \\ c \end{gathered}$ | $\begin{aligned} & 155 \\ & 32 \% \end{aligned}$ | 40 <br> 35\% | 68 <br> 37\% | 72 43\% | $\begin{gathered} 68 \\ 38 \% \end{gathered}$ | 55 <br> $34 \%$ | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | 108 <br> 36\% | $\begin{gathered} 140 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 50 \\ 36 \% \end{gathered}$ | $\begin{gathered} 115 \\ 40 \% \\ p \end{gathered}$ | $\begin{gathered} 98 \\ 40 \% \\ p \end{gathered}$ | $\begin{gathered} 86 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 39 \% \end{aligned}$ | 90 39\% | $\begin{gathered} 80 \\ 34 \% \end{gathered}$ | 72 $32 \%$ | $\begin{gathered} 49 \\ 36 \% \end{gathered}$ | 24 49\% U* | $\begin{gathered} 35 \\ 45 \% \end{gathered}$ | $\begin{gathered} 308 \\ 37 \% \end{gathered}$ | 41 <br> 31\% | $\begin{aligned} & 181 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 33 \\ 32 \% \end{gathered}$ | $\begin{gathered} 85 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 265 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 235 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 38 \% \end{aligned}$ | $\xrightarrow{115}$ |
| Don't know | 120 <br> $13 \%$ | $\begin{gathered} 47 \\ 10 \% \end{gathered}$ | $\begin{gathered} 72 \\ 15 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ * \end{gathered}$ | 24 <br> $13 \%$ | 26 <br> $16 \%$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | 40 <br> $13 \%$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | 67 <br> $13 \%$ | $\begin{gathered} 54 \\ 12 \% \end{gathered}$ | $\begin{gathered} 29 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | $\begin{gathered} 38 \\ 17 \% \end{gathered}$ | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | 107 $13 \%$ | 14 $10 \%$ | 45 $9 \%$ | 58 $17 \%$ <br> a | $\begin{gathered} 18 \\ 17 \% \\ \mathrm{a}^{+} \end{gathered}$ | 29 $11 \%$ | 91 13\% | 26 | $\begin{gathered} 94 \\ 15 \% \\ f \end{gathered}$ | 68 $11 \%$ | 52 15\% |


| Net: Likely | 239\% | 131 28\% | 107 $22 \%$ | $\begin{gathered} 23 \\ 20 \% \\ \hline \end{gathered}$ | 36 $19 \%$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | $\begin{gathered} 49 \\ 30 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 50 \\ 33 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 82 \\ 23 \% \end{gathered}$ | $\begin{gathered} 99 \\ 32 \% \\ \mathrm{Jk} \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 59 \\ 21 \% \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \end{gathered}$ | $\begin{gathered} 96 \\ 34 \% \\ \text { мNO } \end{gathered}$ | $\begin{aligned} & 134 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 105 \\ 24 \% \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \end{gathered}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | $\begin{gathered} 61 \\ 27 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 8 \\ 16 \% \\ . \end{gathered}$ | $\begin{gathered} 17 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 192 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 47 \\ 35 \% \\ y \end{gathered}$ | $\begin{gathered} 154 \\ 30 \% \\ \mathrm{~b} \end{gathered}$ | ( $\begin{aligned} & 62 \\ & \text { 18\% }\end{aligned}$ | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | ¢63 <br> $24 \%$ |  | $\begin{gathered} 87 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 24 \% \end{aligned}$ | 155 25\% | 84 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 600 \\ 63 \% \end{gathered}$ | $\begin{gathered} 288 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 63 \% \\ & 6 \end{aligned}$ | $\begin{aligned} & 75 \\ & 66 \% \\ & * \end{aligned}$ | $\begin{aligned} & 124 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 63 \% \end{aligned}$ | $\begin{gathered} 96 \\ 59 \% \end{gathered}$ | $\begin{gathered} 86 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 93 \\ 66 \% \end{gathered}$ | $\begin{gathered} 189 \\ 65 \% \\ p \end{gathered}$ | $\begin{gathered} 162 \\ 65 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 157 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 329 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 270 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 84 \\ 61 \% \\ \hline \end{gathered}$ | $\begin{gathered} 34 \\ 71 \% \end{gathered}$ | $\begin{gathered} 54 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 526 \\ & 64 \% \end{aligned}$ | 74 55\% | $\begin{aligned} & 320 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 64 \% \end{aligned}$ | 64 <br> 61\% <br> * | $\begin{aligned} & 167 \\ & 64 \% \end{aligned}$ |  | $\begin{gathered} 200 \\ 64 \% \end{gathered}$ | $\begin{gathered} 399 \\ 62 \% \end{gathered}$ | 392 $64 \%$ | 208 |
| меa | 1.94 | 1.97 | 1.94 | 1.90 | 1.89 | 1.80 | 1.91 | $\underset{¢}{2.04}$ | ${ }_{2}^{2.12}$ | 1.89 | 1.86 | ${ }^{2} \mathbf{2} \times 8$ | 1.89 | 1.85 | 1.86 | ${ }_{\substack{2.13 \\ \text { No }}}^{2}$ | 1.97 | 1.91 | 1.87 | 2.01 | 2.02 | 2.02 | ${ }^{1.66}$ | 1.79 | 1.91 | ${ }_{2}^{2.16}$ | ${ }_{2}^{2.01}$ | 1.82 | 1.95 | 2.00 | 1.92 | 1.97 | 1.93 | 1.94 | 1.95 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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

|  | Total <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl $e$ to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 63 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 35 \\ 13 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | 48 <br> 27\% <br> UKLMNOPQ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \\ \text { נLQ } \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \\ \text { ILL } \end{gathered}$ | $\begin{aligned} & 16 \\ & 7 \% \\ & \text { JJt } \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \\ \text { ULL } \end{gathered}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \mathrm{u}^{*} \end{aligned}$ | $\begin{gathered} 20 \\ 5 \% \\ 1 \end{gathered}$ | 49 <br> 24\% <br> stuwya | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \\ & \mathrm{Sa} \end{aligned}$ | $\begin{gathered} 34 \\ 9 \% \\ \text { sWYa } \end{gathered}$ | $37$ $26 \%$ <br> stuwya | $\begin{gathered} 11 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \\ \text { swa } \end{gathered}$ | 30 <br> 33\% <br> stuwxya* | $\begin{gathered} 7 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \\ c \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 176 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 99 \\ 37 \% \\ \text { CDE } \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 10 \\ 18 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 82 \\ 24 \% \\ F \end{gathered}$ | 88 <br> 49\% <br> UJKLMNOQ | $\begin{aligned} & 34 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 43 \\ 13 \% \\ 1 \end{gathered}$ | 87 <br> 25\% <br> ULNQ | $\begin{gathered} 26 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 76 \\ 22 \% \\ \text { נNQ } \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \\ 1 \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \\ \text { ULNQ } \end{gathered}$ | 43 <br> 40\% <br> JJKLMNOQ* | $\begin{gathered} 56 \\ 15 \% \\ 1 \end{gathered}$ | 101 <br> 50\% <br> stuwła | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 42 \\ 16 \% \\ \text { sWYa } \end{gathered}$ | 90 <br> 23\% <br> stwya | 72 <br> 50\% <br> stuwya | $\begin{gathered} 32 \\ 7 \% \\ s \end{gathered}$ | 65 <br> 46\% <br> stuwya | $\begin{gathered} 50 \\ 10 \% \\ 5 W \end{gathered}$ | 47 $51 \%$ <br> stuwła* | $\begin{gathered} 31 \\ 8 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 63 \\ 37 \% \\ c \end{gathered}$ | $\begin{gathered} 68 \\ 12 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 250 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 62 \\ 24 \% \end{gathered}$ | $\begin{gathered} 56 \\ 22 \% \end{gathered}$ | $\begin{gathered} 18 \\ 31 \% \end{gathered}$ | $\begin{gathered} 28 \\ 28 \% \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 100 \\ 30 \% \\ F \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 151 \\ 29 \% \\ \text { HMOQ } \end{gathered}$ | $\begin{gathered} 96 \\ 29 \% \\ \text { HMQ } \end{gathered}$ | $\begin{gathered} 90 \\ 26 \% \\ \text { HM } \end{gathered}$ | $\begin{gathered} 46 \\ 29 \% \\ H \end{gathered}$ | $\begin{gathered} 73 \\ 21 \% \end{gathered}$ | $\begin{gathered} 60 \\ 26 \% \\ H \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \\ H \end{gathered}$ | $\begin{gathered} 32 \\ 30 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 84 \\ 22 \% \end{gathered}$ | $\begin{gathered} 31 \\ 15 \% \\ z \end{gathered}$ | 152 <br> 30\% RUVWXYZa | $\begin{gathered} 70 \\ 26 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 96 \\ 25 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 25 \% \\ & \text { RVZ } \end{aligned}$ | $\begin{gathered} 26 \\ 18 \% \\ \text { vz } \end{gathered}$ | $\begin{gathered} 129 \\ 26 \% \\ \text { RVZ } \end{gathered}$ | 6 <br> 6\% | $\begin{gathered} 95 \\ 25 \% \\ \text { RVZ } \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 29 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 350 \\ 36 \% \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 149 \\ 59 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 19 \\ 35 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 53 \\ 54 \% \\ \text { BD* } \end{gathered}$ | $\begin{gathered} 160 \\ 48 \% \\ G \end{gathered}$ | $\begin{gathered} 99 \\ 29 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | 304 <br> 58\% <br> HUKLMNOPQ | $\begin{gathered} 166 \\ 49 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 103 \\ 30 \% \\ H \end{gathered}$ | $\begin{gathered} 71 \\ 44 \% \\ \text { HKP } \end{gathered}$ | $\begin{aligned} & 140 \\ & 41 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 117 \\ 50 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 103 \\ 35 \% \\ H P \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \\ \mathrm{H}^{+} \end{gathered}$ | 199 <br> 52\% <br> HKMOP | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | 302 <br> 60\% <br> RTUVXYZ | $\begin{gathered} 128 \\ 49 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 136 \\ 35 \% \\ \text { RVxz } \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \\ \mathrm{R} \end{gathered}$ | 267 <br> 61\% <br> RTUVXYZ | $\begin{gathered} 16 \\ 11 \% \\ R \end{gathered}$ | $\begin{gathered} 267 \\ 55 \% \\ \text { RTUVXZ } \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{R}^{*} \end{gathered}$ | 239 <br> 62\% <br> RTUVXYZ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 258 \\ 47 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 120 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\stackrel{7}{13 \%}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 32 \\ 6 \% \\ p \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 9 \% \\ \text { HMPQ } \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 21 \\ 6 \% \\ p \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \\ \mathrm{p} \end{gathered}$ | $\stackrel{1}{1 \%}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \\ & \text { Za } \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \\ a \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | 28 <br> 7\% <br> wZa | $\begin{gathered} 8 \\ 6 \% \\ z \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \\ z \end{gathered}$ | 25 $5 \%$ 0 | $\begin{gathered} 1 \\ 1 \% \\ * \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ |


| Net: Likely | $\begin{gathered} 239 \\ 25 \% \end{gathered}$ | $\begin{gathered} 134 \\ 50 \% \\ \text { CDE } \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 12 \\ 21 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | 65 $19 \%$ | $\begin{gathered} 111 \\ 33 \% \\ F \end{gathered}$ | 136 <br> $76 \%$ <br> UKLMNOPQ | $\begin{aligned} & 39 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 120 \\ 35 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 110 \\ 32 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \\ 1 \end{gathered}$ | 104 <br> 36\% <br> UULNQ | 53 <br> 49\% <br> JJKLMNOQ* | $\begin{gathered} 76 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 150 \\ & 74 \% \end{aligned}$ <br> sTuwxya | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | 54 <br> 20\% <br> swYa | $\begin{gathered} 124 \\ 32 \% \\ \text { stwra } \end{gathered}$ | 109 <br> 76\% <br> stuwxya | $\begin{gathered} 43 \\ 10 \% \\ s \end{gathered}$ | 92 <br> 64\% <br> stuwła | $\begin{gathered} 68 \\ 14 \% \\ \text { swa } \end{gathered}$ | 76 <br> 83\% <br> RSTUWXYa* | $\begin{gathered} 37 \\ 10 \% \\ s \end{gathered}$ | $\begin{gathered} 96 \\ 57 \% \\ c \end{gathered}$ | $\begin{gathered} 84 \\ 15 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikikly | $\begin{gathered} 600 \\ 63 \% \end{gathered}$ | $\begin{gathered} 109 \\ 41 \% \end{gathered}$ | $\begin{gathered} 205 \\ 81 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 37 \\ 66 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 82 \% \\ \text { BD'* }^{*} \end{gathered}$ | $\begin{gathered} 231 \\ 69 \% \\ G \end{gathered}$ | $\begin{aligned} & 199 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | 455 <br> 86\% <br> HJKLMNOPQ | 262 <br> 78\% <br> HKMOP | $\begin{gathered} 193 \\ 56 \% \\ \text { H } \end{gathered}$ | 117 <br> 73\% <br> HKMOP | $\begin{aligned} & 213 \\ & 62 \% \\ & \text { HKP } \end{aligned}$ | 177 <br> 76\% <br> HKMOP | $\begin{gathered} 170 \\ 58 \% \\ H \end{gathered}$ | $\begin{gathered} 54 \\ 50 \% \\ \mathrm{H}^{+} \end{gathered}$ | 284 <br> 75\% <br> нKMOP | $\begin{gathered} 38 \\ 19 \% \end{gathered}$ | 454 <br> 91\% <br> RTUVWXYZa | 198 <br> 75\% <br> RUvxz | $\begin{gathered} 232 \\ 60 \% \\ \text { Rvxz } \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{gathered} 378 \\ 86 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { RVZ } \end{gathered}$ | 396 <br> 81\% <br> RTUVXZ | $\begin{gathered} 14 \\ 16 \% \end{gathered}$ | $\begin{gathered} 334 \\ 87 \% \\ \text { RTUVXYZ } \end{gathered}$ | 64 $38 \%$ | $\begin{gathered} 414 \\ 76 \% \\ b \end{gathered}$ |
| Mean | 1.94 | $\begin{aligned} & 2.50 \\ & \mathrm{CDE} \end{aligned}$ | 1.52 | $1.87$ | 1.54 | 1.73 | $2.13$ | 3.01 UKLMNOPQ | 1.47 | $1.69$ | $\begin{gathered} 2.16 \\ \text { uLMNQ } \end{gathered}$ | $\begin{gathered} 1.77 \\ 1 \end{gathered}$ | 2.01 <br> ULNQ | $1.75$ | 2.10 <br> IJLNQ | $\begin{gathered} 2.38 \\ \text { IJKLMNOQ* } \end{gathered}$ | $1.71$ | 3.02 <br> STUWXYa | 1.41 | 1.75 <br> swYa | $\begin{gathered} 2.06 \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 3.00 \\ \text { stuwxya } \end{gathered}$ | $\begin{gathered} 1.49 \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 2.76 \\ \text { stuwYa* } \end{gathered}$ | $\begin{aligned} & 1.61 \\ & \text { sWa } \end{aligned}$ | $\begin{gathered} 3.08 \\ \text { sTUWXYa* } \end{gathered}$ | $\begin{gathered} 1.47 \\ \mathrm{~s} \end{gathered}$ | ${ }_{c}^{2.65}$ | 1.68 |

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.
Overiap formulae used

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age breals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital staus |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Eduation |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | 25-34 (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & 18-34 \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> (N) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (a) | C2DE <br> (R) | North <br> (S) | Midands <br> ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(z) }}$ | Married/ <br> Living as <br> Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 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 | ${ }^{34}$ |
| Very likey (4) | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \\ \stackrel{y}{c} \end{gathered}$ | $\begin{gathered} 17 \\ 6 \% \\ L \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 10 \\ 7 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \\ & \mathrm{~T}^{*} \end{aligned}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 32 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $20$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | ${ }_{2 \%}^{7}$ |
| Fariry ikely (3) | $\begin{aligned} & 139 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 74 \\ 16 \% \end{gathered}$ | $\begin{gathered} 62 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \\ H \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \\ H \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 26 \\ 18 \% \\ * \end{gathered}$ | $\begin{gathered} 48 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 15 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | $\begin{gathered} 73 \\ 14 \% \end{gathered}$ | $\begin{gathered} 65 \\ 15 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 31 \\ 14 \% \end{gathered}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 2 \\ 5 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 11 \\ 14 \% \\ \stackrel{*}{*} \end{gathered}$ | $\begin{aligned} & 115 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{gathered} 84 \\ 16 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{gathered} 96 \\ 14 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{gathered} 89 \\ 14 \% \end{gathered}$ | $\begin{gathered} 93 \\ 15 \% \end{gathered}$ | 46 ${ }_{\text {4 }}^{13}$ |
| Fariry unikey (2) | $\begin{aligned} & 268 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ * \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 44 \\ 26 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 53 \\ 32 \% \\ E \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 70 \\ 23 \% \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \end{gathered}$ | $\begin{gathered} 106 \\ 34 \% \\ j \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 98 \\ 35 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 161 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 62 \\ 27 \% \end{gathered}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | $\begin{gathered} 74 \\ 32 \% \end{gathered}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 18 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 44 \\ 33 \% \end{gathered}$ | $\begin{gathered} 164 \\ 32 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{gathered} 27 \\ 26 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 26 \% \end{aligned}$ | 107 |
| very unikel( $(1)$ | $\begin{gathered} 367 \\ 38 \% \end{gathered}$ | $\begin{gathered} 197 \\ 42 \% \\ c \end{gathered}$ | $\begin{aligned} & 160 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \end{gathered}$ | 74 $41 \%$ | $\begin{gathered} 72 \\ 43 \% \\ 1 \end{gathered}$ | 72 40\% | $\begin{gathered} 70 \\ 43 \% \\ \text { DI } \end{gathered}$ | $\begin{gathered} 43 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 36 \% \end{aligned}$ | 47 $33 \%$ | $\begin{gathered} 122 \\ 42 \% \\ p \end{gathered}$ | $\begin{aligned} & 104 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 94 \\ 33 \% \end{gathered}$ | $\begin{gathered} 198 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 39 \% \end{aligned}$ | 91 $39 \%$ | $\begin{gathered} 89 \\ 38 \% \end{gathered}$ | 74 $32 \%$ | $\begin{gathered} 47 \\ 34 \% \end{gathered}$ | 27 56\% TUV* | $\begin{gathered} 38 \\ 49 \% \\ \text { u* } \end{gathered}$ | $\begin{aligned} & 325 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 42 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 36 \% \end{aligned}$ | 147 $44 \%$ ac | $\begin{gathered} 31 \\ 30 \% \end{gathered}$ | $\begin{gathered} 87 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 279 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 233 \\ 36 \% \end{gathered}$ | $\begin{gathered} 255 \\ 41 \% \\ 1 \end{gathered}$ | $\underset{\substack{112 \\ 33 \%}}{\substack{\text { che }}}$ |
| Don't know | $\begin{gathered} 152 \\ 16 \% \end{gathered}$ | $\begin{gathered} 47 \\ 10 \% \end{gathered}$ | $\begin{gathered} 104 \\ 22 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 21 \\ 18 \% \\ * \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | $\begin{gathered} 26 \\ 17 \% \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{gathered} 50 \\ 14 \% \end{gathered}$ | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{gathered} 76 \\ 14 \% \end{gathered}$ | $\begin{gathered} 76 \\ 18 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 19 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | \% ${ }_{\text {15\%\% }}$ | $\stackrel{7}{7}$ | 129 $16 \%$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $111$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 119 \\ 18 \% \\ f \end{gathered}$ | 80 13\% | $\underset{\substack{72 \\ 21 \% \\ n}}{\substack{\text { a }}}$ |


| Net Likely | 172 $18 \%$ | 94 $20 \%$ | 76 $16 \%$ | $\begin{gathered} 26 \\ 23 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \\ H \end{gathered}$ | 28 $17 \%$ | $\begin{gathered} 34 \\ 19 \% \\ \mathrm{H} \end{gathered}$ | 17\% 11\% | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ | $\begin{gathered} 46 \\ 15 \% \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 45 \\ 16 \% \end{gathered}$ | $\begin{gathered} 96 \\ 18 \% \end{gathered}$ | $\begin{gathered} 76 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | 44 $19 \%$ | $\begin{gathered} 38 \\ 17 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{gathered} 15 \\ 19 \% \\ \hline \end{gathered}$ | 147 $18 \%$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | 99 19\% | 52 15\% | $\begin{gathered} 22 \\ 21 \% \\ \hline \end{gathered}$ | 53 20\% | 120 | 63 20\% | 110 $17 \%$ | 119 $19 \%$ | ¢ 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Uniklely | $\begin{gathered} 635 \\ 66 \% \end{gathered}$ | $\begin{gathered} 326 \\ 70 \% \\ c \end{gathered}$ | $300$ | ${ }^{5 \%}$ | $\begin{aligned} & 113 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 67 \% \end{aligned}$ | 123 76\% O6\% | ${ }^{96}$ 64\% | (180 | $\begin{aligned} & 236 \\ & 68 \% \end{aligned}$ | 219 <br> $70 \%$ | ( | $\begin{aligned} & 187 \\ & 65 \% \end{aligned}$ | $\underset{\substack { 172 \\ \begin{subarray}{c}{\text { co\% } \\ \mathrm{m}{ 1 7 2 \\ \begin{subarray} { c } { \text { co\% } \\ \mathrm { m } } } \\{\hline}\end{subarray}}{ }$ | $\begin{aligned} & 192 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 359 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 64 \% \end{aligned}$ | - | (154 | ${ }_{\substack{197 \\ 65 \%}}$ | $\underbrace{}_{\substack{86 \\ 63 \%}}$ | 37 <br> $77 \%$ | 57 <br> 72\% | 549 $67 \%$ | 86 <br> 64\% | (352 | 225 $67 \%$ | 59 | $\begin{aligned} & 166 \\ & 64 \% \end{aligned}$ | ${ }_{\text {a }}^{469}$ | 218 $70 \%$ | 417 $65 \%$ | (416 | 2188 |



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.



|  | Total <br> Total | General lection 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourale to parties |  |  |  |  |  |  |  |  |  | Favourale to ooliticians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve (B) | ${ }_{\text {che }}^{\text {Labur }}$ | Liberal Democrats | ${ }_{\text {Other }}^{\text {(E) }}$ | (f) ${ }_{\text {(Fman }}$ | Leave (G) | Favourabl e to Cons | Unfavoura ble to Cons (I) | Favourabl e to Lab | Unfavoura ble to Lab (K) | $\underset{\substack{\text { Favourab } \\ \text { eto Lib } \\ \text { dend }}}{\text { and }}$ Dems | Unfavoura ble to Lib Dems | $\begin{aligned} & \text { a Favourab } \\ & \text { e to Green } \\ & \text { Party } \end{aligned}$ | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \end{aligned}$ |  |  | $\underset{\substack{\text { favurub } \\ \text { eto sunak } \\ \text { (R) }}}{ }$ | Unfavoura ble to Sunak Sunak | Favourab <br> eto <br> starmer |  | Favourabl e to Hunt | Unfavoura ble to Hunt (W) |  | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Braverman } \end{aligned}$ $(Y)$ | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay Barclay | $\begin{aligned} & \text { Positive } \\ & \text { impact } \end{aligned}$ | 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 |
| eighted base | 959 | 265 | 254 | 56 | ${ }_{9}$ | 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) | $\begin{aligned} & 34 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 23 \\ \text { 13\% } \\ \text { wxemoo } \end{gathered}$ | $\begin{gathered} 7 \\ 1 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \\ & \end{aligned}$ | $\begin{gathered} 12 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 9 \\ 9 \% \\ \text { umoor } \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 26 \\ 13 \% \\ \text { stuwr } \end{gathered}$ | $\stackrel{2}{ }$ | $\begin{gathered} 9 \\ 4 \% \\ 5 r_{r} \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \\ & 5{ }_{9} \end{aligned}$ | $\begin{gathered} 15 \\ \substack{11 / \\ \text { stuwn }} \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \\ & { }_{20} \\ & { }_{5 a} \end{aligned}$ | $\begin{gathered} 13 \\ { }_{9}^{9 \%} \\ \text { sumwa } \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ \text { 15\% } \\ \text { Suwwr } \end{gathered}$ | $\begin{aligned} & 4 \\ & 1 \% \\ & 1 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | ${ }_{2 \%}^{9}$ |
| Fariry liely (3) | $\begin{aligned} & 139 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 67 \\ 25 \% \\ c \mathrm{c} \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 76 \\ 43 \% \\ \text { ukemapopa } \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 136 \end{aligned}$ | $\begin{aligned} & 63 \\ & 18 \% \\ & 108 \\ & 10 \end{aligned}$ | $\begin{aligned} & 31 \\ & 19 \% \\ & \text { un } \end{aligned}$ | $\begin{aligned} & 56 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \begin{array}{l} \text { 21\% } \\ \text { unvar } \end{array} \end{aligned}$ | $\begin{gathered} 30 \\ \text { 28\% } \\ \text { ukNua. } \end{gathered}$ | $\begin{aligned} & 51 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 72 \\ 35 \% \\ \text { sruwr } \end{gathered}$ | $\begin{aligned} & 25 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \begin{array}{l} 32 \% \\ 5 \mathrm{swa} \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 65 \\ & \text { 65\% } \\ & \text { swro } \end{aligned}$ | $\begin{gathered} 59 \\ \left.\begin{array}{c} 426 \\ \text { stuwr } \end{array}\right) \end{gathered}$ | $\begin{gathered} 32 \\ 7 \% \\ 7 \\ 5 \end{gathered}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { suwwa } \\ \text { suma } \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \\ & 5 a \\ & 5 a \end{aligned}$ | $\begin{gathered} 43 \\ 47 \% \\ \text { ssuwara* } \end{gathered}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | 51 $9 \%$ |
| Fariry unikely (2) | $\begin{aligned} & 268 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 26 \% \end{aligned}$ | 149\% | $\begin{gathered} 95 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 105 \\ & \begin{array}{l} 105 \\ \mathrm{~m} \end{array} \mathbf{m} \end{aligned}$ | $\begin{aligned} & 42 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & \begin{array}{c} 91 \% \\ m \\ m \end{array} \end{aligned}$ | $\begin{gathered} 38 \\ \left.\begin{array}{c} 38 \% \\ 35 \% \\ M \end{array}\right) \end{gathered}$ | $\begin{aligned} & 99 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 56 \\ \text { 28\% } \end{gathered}$ | ${ }_{\substack{134 \\ 27 \%}}$ | $\begin{aligned} & 78 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 29 \% \end{aligned}$ | 42 29\% | 106 $24 \%$ | $\begin{aligned} & 40 \\ & 28 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 143 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 21 \% \end{aligned}$ | 100 $26 \%$ | 48 29\% | 155 |
| very unikey (1) | $\begin{aligned} & 367 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 21 \% \\ & 25 \end{aligned}$ | $\begin{gathered} 139 \\ 55 \% \\ 55 \% \end{gathered}$ | $\begin{gathered} 23 \\ 42 \% \\ { }_{8}^{2 \%} \end{gathered}$ | $\begin{gathered} 54 \\ 55 \% \\ 5 \% \\ 8 . \end{gathered}$ | $\begin{gathered} 159 \\ 47 \% \\ 6 \\ 6 \end{gathered}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 308 \\ 58 \% \\ \text { HxMMNopa } \end{gathered}$ | $\begin{aligned} & 166 \\ & \text { a9\% } \\ & \text { HKop } \end{aligned}$ | $\begin{aligned} & 109 \\ & 32 \% \\ & \text { Hp } \end{aligned}$ | $\begin{gathered} 72 \\ 45 \% \\ \text { 4kp } \\ \text { 4k } \end{gathered}$ | $\begin{aligned} & 151 \\ & \text { 44\% } \\ & \text { Hkop } \end{aligned}$ | $\begin{aligned} & 112 \\ & \text { a8\% } \\ & \text { Herop } \end{aligned}$ | $\begin{aligned} & 105 \\ & 36 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 20 \\ & 19 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 204 \\ \text { 54\% } \\ \text { Hk<mop } \end{gathered}$ | ${ }_{9 \%}^{17}$ |  |  | $\begin{aligned} & 141 \\ & \substack{17 \% \\ \text { Rex }} \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 267 \\ \text { 61\% } \\ \text { Rruxxrz } \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \\ 16 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & \text { 25\% } \\ & \text { RTuxy } \end{aligned}$ | $\begin{aligned} & 7 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 243 \\ & \substack{243 \\ \text { Ruvxrz }} \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 49 \% \\ & 4 \end{aligned}$ |
| Don't know | $\begin{aligned} & 152 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\underset{{ }_{11}^{6}}{6}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ |  | $\begin{aligned} & 37 \\ & 7 \% \\ & 0 \\ & 0 \end{aligned}$ | $\begin{gathered} 26 \\ 8 \% \\ a \\ a \end{gathered}$ | $\begin{gathered} 53 \\ \text { 15\% } \\ \text { ulumoa } \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 11 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \\ & a \\ & a \end{aligned}$ | $\begin{aligned} & 24 \\ & \substack{8 \% \\ a \\ a} \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 32 \\ 16 \% \\ \text { 15 } 5 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 51 \\ \begin{array}{c} 13 \% \\ \text { stwwa } \end{array} . \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 27 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | 64 $12 \%$ |
| Net: Likely | $\begin{aligned} & 172 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & \begin{array}{l} 80 \% \\ c \mathrm{ck} \end{array} \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 13 \\ \text { 13\% } \\ \text { 23\% } \end{gathered}$ | $\begin{aligned} & 14 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 99 \\ 568 \\ \text { ukumora } \end{gathered}$ | 32 $6 \%$ | $\begin{aligned} & 49 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & \text { 22\% } \\ & \text { va } \end{aligned}$ | $\begin{aligned} & 37 \\ & 23 \% \\ & \text { va } \end{aligned}$ | $\begin{aligned} & 68 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & \text { 75\% } \\ & \text { unc } \end{aligned}$ | $\begin{gathered} 33 \\ \text { 37\% } \\ \text { uxkumoor. } \end{gathered}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 98 \\ 48 \% \\ \text { sruwr } \end{gathered}$ | $\begin{gathered} 27 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & \begin{array}{c} 16 \% \\ \text { swro } \end{array} \end{aligned}$ | $\begin{aligned} & 80 \\ & \begin{array}{l} \text { 21\% } \\ \text { swra } \end{array} \end{aligned}$ | $\begin{gathered} 75 \\ \text { s2\% } \\ \text { șuwn } \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \\ & { }^{12 \%} \end{aligned}$ | $\begin{gathered} 65 \\ .66 \% \\ \text { sumwa } \end{gathered}$ | $\begin{aligned} & 50 \\ & 10 \% \\ & { }^{10 \%} \end{aligned}$ |  | ${ }_{7 \%}^{27}$ | $\begin{aligned} & 72 \\ & 42 \% \end{aligned}$ | ¢ $\begin{gathered}60 \\ 11 \%\end{gathered}$ |
| Net: Unikiky | 635 $66 \%$ | $\begin{aligned} & 146 \\ & 55 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 202 \\ & 80 \% \\ & 80 \% \\ & \text { 80\% } \end{aligned}$ | $\begin{gathered} 37 \\ 66 \% \end{gathered}$ | $\begin{gathered} 78 \\ 79 \% \\ \text { c9\% } \\ 8 . \end{gathered}$ | $\begin{aligned} & 246 \\ & 73 \% \end{aligned}$ | $\begin{gathered} 224 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 31 \% \end{aligned}$ |  | $\begin{aligned} & 261 \\ & \substack{26 \% \\ H \\ H \\ \hline \\ \hline} \end{aligned}$ | $\begin{gathered} 215 \\ 62 \% \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 115 \\ & \begin{array}{l} 126 \\ \text { Hke } \end{array} \end{aligned}$ | $\begin{aligned} & 240 \\ & \begin{array}{l} 20 \% \\ \text { H4ke } \end{array} \end{aligned}$ | $\begin{aligned} & 177 \\ & \begin{array}{l} 178 \\ \text { 4ke } \end{array} \end{aligned}$ | $\begin{gathered} 195 \\ \substack{197 \% \\ \text { HP }} \end{gathered}$ | $\begin{gathered} 58 \\ 54 \% \\ 54 \% \end{gathered}$ | $\begin{gathered} 302 \\ \text { 39\% } \\ \text { HkMMOOP } \end{gathered}$ | $\begin{aligned} & 74 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 440 \\ \text { 88\% } \\ \text { Rruwxw } \end{gathered}$ |  | $\begin{aligned} & 254 \\ & \begin{array}{c} 26 \% \\ \text { R } \mathrm{kxp} \end{array} \end{aligned}$ | $\begin{gathered} 56 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 372 \\ & \substack{356 \\ \text { Rruxur }} \end{aligned}$ | $\begin{gathered} 63 \\ 49 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 412 \\ & \substack{446 \\ \text { Ruvux }} \end{aligned}$ | $\begin{aligned} & 27 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 343 \\ \text { 30\% } \\ \text { Rutuwxra } \end{gathered}$ | $\begin{aligned} & 79 \\ & 47 \% \end{aligned}$ | 423 $77 \%$ 6 |
| Mean | 1.80 | $\underbrace{2.17}_{\text {cos }}$ | 1.56 | ${ }^{1.81}$ | 1.59 | 1.65 | $\stackrel{1.89}{ }$ | ${ }_{\text {uncenmora }}^{\text {2.73 }}$ | ${ }^{1.45}$ | ${ }^{1.65}$ | ${ }_{\substack{\text { c.an } \\ \text { unva }}}$ | ${ }_{\substack{1.80 \\ \text { va }}}$ | ${ }_{10}^{1.77}$ | ${ }_{1}^{1.72}$ | ${ }_{1}^{1.92}$ | ${ }_{\text {uncen }}^{2.29}$ unvor | ${ }_{1}^{1.63}$ | $\underset{\substack{2.62 \\ \text { suwxra }}}{\text { cemer }}$ | 1.41 | (1.69 | ${ }_{\substack{1.86 \\ \text { suwa }}}^{\substack{\text { a }}}$ | $\underset{\substack{2.57 \\ \text { suwrar }}}{\text { a }}$ | ${ }_{\substack{1.48 \\ 59}}$ | $\underset{\substack{2.44 \\ \text { suwner }}}{\substack{\text { a }}}$ |  | $\stackrel{\substack{2.75 \\ \text { suwxara }}}{\text { a }}$ | ${ }^{1.43}$ | ${ }_{2}^{2.40}$ | 1.59 |

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generatios |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rura |  | Marta 5 Sta |  |  | Pres of children HH ( 17 or under) |  | Education |  | Emplommentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | 55 (1) | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban (Y) | $\begin{aligned} & \text { Rural } \\ & \text { (z) } \end{aligned}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed base | 959 | 466 | ${ }_{48}$ | 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 likey (4) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 23 \\ 5 \% \\ c \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 8 \% \\ & \text { GH* }^{*} \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ G \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \\ . \end{gathered}$ | $\begin{gathered} 5 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 3 \% \end{aligned}$ | $13$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | - |
| Fariry lieev (3) | $\begin{aligned} & 137 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 65 \\ 14 \% \end{gathered}$ | $\begin{gathered} 71 \\ 15 \% \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 26 \\ 14 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 15 \% \end{gathered}$ | $\begin{gathered} 21 \\ 14 \% \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 45 \\ 15 \% \end{gathered}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 57 \\ 13 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{gathered} 86 \\ 17 \% \\ b \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 15 \% \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{gathered} 97 \\ 14 \% \end{gathered}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{gathered} 86 \\ 13 \% \end{gathered}$ | $\begin{gathered} 91 \\ 15 \% \end{gathered}$ | ${ }_{\text {13\% }}^{46}$ |
| Fariry unikely (2) | $\begin{aligned} & 290 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | $\begin{gathered} 48 \\ 29 \% \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \end{gathered}$ | $\begin{gathered} 57 \\ 35 \% \\ E \end{gathered}$ | $\begin{gathered} 60 \\ 40 \% \\ \mathrm{E}^{*} \\ \hline \end{gathered}$ | $\begin{gathered} 74 \\ 25 \% \end{gathered}$ | $\begin{gathered} 98 \\ 28 \% \end{gathered}$ | $\begin{gathered} 117 \\ 38 \% \\ \text { נk } \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 73 \\ 25 \% \end{gathered}$ | $\begin{gathered} 74 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 38 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 167 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 81 \\ 35 \% \\ \times \end{gathered}$ | $\begin{gathered} 79 \\ 33 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 65 \\ 29 \% \end{gathered}$ | $\begin{gathered} 38 \\ 28 \% \end{gathered}$ | $\begin{gathered} 13 \\ 27 \% \end{gathered}$ | $\begin{gathered} 14 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 246 \\ 30 \% \end{gathered}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \end{gathered}$ | $\begin{gathered} 74 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 84 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 29 \% \end{aligned}$ | 109 $32 \%$ |
| very unikely(1) | $\begin{gathered} 353 \\ 37 \% \end{gathered}$ | $\begin{gathered} 191 \\ 41 \% \\ c \end{gathered}$ | $\begin{aligned} & 155 \\ & 32 \% \end{aligned}$ | 40 <br> 35\% | 77 42\% | 63 38\% | 72 <br> 40\% | 53 <br> 33\% | $\begin{gathered} 48 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 136 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \end{gathered}$ | $\begin{gathered} 115 \\ 40 \% \\ p \end{gathered}$ | $\begin{gathered} 101 \\ 41 \% \\ p \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \end{gathered}$ | 193 <br> 36\% | $\begin{aligned} & 161 \\ & 37 \% \end{aligned}$ | 73 32\% | $\begin{gathered} 85 \\ 36 \% \end{gathered}$ | 75 33\% | $\begin{gathered} 57 \\ 42 \% \end{gathered}$ | 20 41\% | 43 <br> 55\% <br> stu* | 314 38\% | 40 $30 \%$ | $\begin{aligned} & 181 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 34 \\ 32 \% \end{gathered}$ | $\begin{gathered} 97 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 256 \\ & 37 \% \end{aligned}$ | 137 <br> $44 \%$ <br> g | $\begin{aligned} & 216 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 236 \\ & 38 \% \end{aligned}$ | $\underset{\substack{117 \\ 34 \%}}{ }$ |
| Don't know | 146 <br> 15\% | 52 <br> 11\% | $\begin{gathered} 93 \\ 19 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \\ * \end{gathered}$ | $\begin{gathered} 32 \\ 17 \% \end{gathered}$ | 24 15\% | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | 24 15\% | $\begin{gathered} 18 \\ 12 \% \end{gathered}$ | 48 <br> $16 \%$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | 72 <br> 14\% | $\begin{gathered} 74 \\ 17 \% \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \end{gathered}$ | 40 18\% | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | ${ }^{7} \times$ | $\begin{gathered} 12 \\ 15 \% \\ * \end{gathered}$ | 122 $15 \%$ | 24 $18 \%$ | $\begin{gathered} 68 \\ 13 \% \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 16 \% \end{aligned}$ | 29 | $\begin{gathered} 117 \\ 18 \% \\ f \end{gathered}$ | 85 14\% | 61 18\% |


| Likey | 170 $18 \%$ | 88 $19 \%$ | 81 $17 \%$ | $\begin{gathered} 27 \\ 23 \% \end{gathered}$ | 32 $18 \%$ | 32 $19 \%$ | 26 $14 \%$ | 29 $18 \%$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 99 \\ 19 \% \end{gathered}$ | $\begin{gathered} 71 \\ 17 \% \end{gathered}$ | $\begin{gathered} 38 \\ 17 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 21 \% \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 10 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 17 \% \end{aligned}$ | 27 <br> $20 \%$ | 103 $20 \%$ | 48 $14 \%$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | 52 20\% | 118 $17 \%$ | 64 20\% | 106 $16 \%$ | 114 $18 \%$ | 57 $16 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 643 \\ 67 \% \end{gathered}$ | $\begin{gathered} 326 \\ 70 \% \end{gathered}$ | $\begin{gathered} 307 \\ 64 \% \end{gathered}$ | ${ }_{\substack{71 \\ 62 \%}}$ | $\begin{aligned} & 120 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 72 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 234 \\ 67 \% \end{gathered}$ | $\begin{gathered} 218 \\ 70 \% \end{gathered}$ | $\begin{gathered} 89 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 174 \\ 71 \% \end{gathered}$ | $\begin{aligned} & 192 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 359 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 70 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 62 \% \end{aligned}$ | 95 | 33 68\% | 57 <br> 72\% | 560 | $\begin{gathered} 83 \\ 62 \% \end{gathered}$ | 347 $67 \%$ | ¢ 229 | 67 $64 \%$ | $\begin{aligned} & 171 \\ & 66 \% \end{aligned}$ | 472 $67 \%$ | 221 $70 \%$ | ${ }_{\substack{422 \\ 65 \%}}$ | ${ }_{68 \%}^{417}$ | ${ }^{226}$ 66\% |



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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Braverman } \end{aligned}$ | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (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) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $:$ | $\begin{gathered} 2 \\ 2 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ |  | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 12 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 13 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 11 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \\ \text { H2 } \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 20 \\ 10 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \\ s \end{gathered}$ | $\begin{gathered} 12 \\ 3 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \\ \text { stuwła } \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \\ & 5 Y \end{aligned}$ | $\begin{gathered} 10 \\ 7 \% \\ \text { suwra } \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ 5 \end{gathered}$ | 11 $12 \%$ stuwya* | $\begin{gathered} 7 \\ 2 \% \\ s \end{gathered}$ | $\begin{gathered} 15 \\ 9 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 137 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 66 \\ 25 \% \\ C E \end{gathered}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 12 \\ 21 \% \\ \text { cE* } \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \\ \text { F } \end{gathered}$ |  | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 44 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \\ \text { ıма } \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{gathered} 29 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{gathered} 51 \\ 18 \% \\ \text { IMQ } \end{gathered}$ | $\begin{gathered} 25 \\ \text { 24\% } \\ \text { UMNQ* } \end{gathered}$ | $\begin{gathered} 46 \\ 12 \% \\ 1 \end{gathered}$ | $\begin{gathered} 64 \\ 31 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 44 \\ 17 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 61 \\ 16 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 49 \\ 34 \% \\ \text { stuwya } \end{gathered}$ | $\begin{aligned} & 27 \\ & 6 \% \\ & s \end{aligned}$ | $\begin{gathered} 47 \\ 33 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 43 \\ 9 \% \\ \text { swa } \end{gathered}$ | 38 41\% STUWYa* | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 43 \\ 26 \% \\ c \end{gathered}$ | $\begin{gathered} 53 \\ 10 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 290 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 103 \\ 39 \% \\ C E \end{gathered}$ | $\begin{gathered} 64 \\ 25 \% \end{gathered}$ | $\begin{gathered} 17 \\ 30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 26 \\ 26 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 84 \\ 25 \% \end{gathered}$ | $\begin{gathered} 126 \\ 37 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 57 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 50 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | $\begin{gathered} 92 \\ 32 \% \end{gathered}$ | $\begin{gathered} 42 \\ 39 \% \\ 10^{*} \end{gathered}$ | $\begin{gathered} 99 \\ 26 \% \end{gathered}$ | $\begin{gathered} 72 \\ 35 \% \\ \text { wza } \end{gathered}$ | $\begin{aligned} & 137 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 77 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { wza } \end{gathered}$ | $\begin{aligned} & 115 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 52 \\ 37 \% \\ \text { wza } \end{gathered}$ | $\begin{gathered} 146 \\ 30 \% \\ w \end{gathered}$ | $\begin{gathered} 23 \\ 25 \% \\ + \end{gathered}$ | $\begin{aligned} & 102 \\ & 27 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 53 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 29 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 353 \\ 37 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{gathered} 137 \\ 54 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 22 \\ 40 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 54 \\ 55 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 164 \\ 49 \% \\ 6 \end{gathered}$ | $\begin{gathered} 97 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ |  | $\begin{aligned} & 153 \\ & 45 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 120 \\ 35 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 75 \\ 47 \% \\ \text { нкор } \end{gathered}$ | $\begin{aligned} & 145 \\ & 42 \% \\ & \text { Hкор } \end{aligned}$ | $\begin{aligned} & 116 \\ & 50 \% \\ & \text { нкор } \end{aligned}$ | $\begin{gathered} 105 \\ 36 \% \\ H P \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \mathbf{H}^{+} \end{gathered}$ | $\begin{gathered} 202 \\ 53 \% \\ \text { HЈКМоР } \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 296 \\ 59 \% \\ \text { RTUXXZZ } \end{gathered}$ | $\begin{aligned} & 119 \\ & 45 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{aligned} & 147 \\ & 38 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | $\begin{gathered} 258 \\ 59 \% \\ \text { RTUVYZZ } \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \\ R \end{gathered}$ | $\begin{gathered} 265 \\ 54 \% \\ \text { RTuxxz } \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ * \end{gathered}$ | $\begin{gathered} 236 \\ 61 \% \\ \text { RTuvxyZ } \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 262 \\ 48 \% \\ \mathrm{~b} \end{gathered}$ |
| Don't know | $\begin{aligned} & 146 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 10 \% \\ \hline \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 28 \\ \text { 16\% } \\ \text { uLMNQ } \end{gathered}$ | $\begin{gathered} 42 \\ 8 \% \\ L \end{gathered}$ | $\begin{gathered} 25 \\ 7 \% \\ L \end{gathered}$ | $\begin{gathered} 46 \\ \text { 13\% } \\ \text { ULNa } \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \\ \text { LQ } \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 32 \\ 11 \% \\ \text { LQ } \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \\ \text { L* } \end{gathered}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 31 \\ 15 \% \\ \text { STwwxya } \end{gathered}$ | $\begin{aligned} & 39 \\ & 8 \% \\ & \text { wra } \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 47 \\ 12 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 11 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 64 \\ 12 \% \end{gathered}$ |


| Net: Likely | $\begin{aligned} & 170 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 78 \\ 30 \% \\ \text { CE } \end{gathered}$ | 30 <br> 12\% | $\begin{gathered} 12 \\ 21 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | 42 <br> 13\% | $\begin{gathered} 75 \\ 22 \% \\ F \end{gathered}$ | 79 <br> 44\% <br> UKLMNOPQ | $\begin{aligned} & 40 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 70 \\ 20 \% \\ \text { IQ } \end{gathered}$ | $\begin{gathered} 30 \\ 19 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \\ \text { । } \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \\ \text { ıмQ } \end{gathered}$ | 34 $31 \%$ <br> IJKLMNOQ* | $\begin{gathered} 56 \\ 15 \% \\ \text { । } \end{gathered}$ | 84 <br> 41\% <br> stuwya | $\begin{aligned} & 27 \\ & 5 \% \end{aligned}$ | 52 <br> 20\% <br> swYa | 73 <br> 19\% <br> swYa | 60 <br> 42\% <br> sTUWYa | $\begin{gathered} 40 \\ 9 \% \\ \mathrm{~s} \end{gathered}$ | $57$ $40 \%$ <br> sTUWYa | $\begin{gathered} 51 \\ 10 \% \\ \mathrm{Sa} \end{gathered}$ | 48 <br> 53\% <br> RSTUVWXYa | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 58 \\ 34 \% \\ c \end{gathered}$ | $\begin{gathered} 61 \\ 11 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{array}{r} 643 \\ 67 \% \end{array}$ | $\begin{aligned} & 148 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 202 \\ 79 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 39 \\ 69 \% \end{gathered}$ | $\begin{gathered} 80 \\ 82 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 249 \\ 74 \% \\ \text { G } \end{gathered}$ | $\begin{aligned} & 223 \\ & 66 \% \end{aligned}$ | $\begin{gathered} 71 \\ 40 \% \end{gathered}$ | 444 <br> 84\% <br> HJKLMNOPQ | 254 <br> 76\% <br> нKOP | $\begin{gathered} 229 \\ 66 \% \\ H \end{gathered}$ | $\begin{gathered} 124 \\ 78 \% \\ \text { HKOP } \end{gathered}$ | $\begin{gathered} 252 \\ 73 \% \\ \text { HKOP } \end{gathered}$ | $\begin{aligned} & 181 \\ & 77 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 197 \\ 68 \% \\ H \end{gathered}$ | $\begin{gathered} 63 \\ 58 \% \\ \mathrm{H}^{+} \end{gathered}$ | 301 <br> 79\% <br> HKMOP | $\begin{gathered} 89 \\ 44 \% \end{gathered}$ | 433 87\% <br> RTUVXYZ | 195 <br> 74\% <br> RVxz | $\begin{gathered} 264 \\ 69 \% \\ \text { RVxz } \end{gathered}$ | $\begin{gathered} 71 \\ 49 \% \\ z \end{gathered}$ | $\begin{gathered} 373 \\ 85 \% \\ \text { RTUVxz } \end{gathered}$ | $\begin{gathered} 73 \\ 51 \% \\ z \end{gathered}$ | $\begin{gathered} 411 \\ 84 \% \\ \text { RTUVxz } \end{gathered}$ | $\begin{gathered} 33 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 338 \\ & 88 \% \end{aligned}$ <br> RTUVWXYZ | $\begin{gathered} 85 \\ 51 \% \end{gathered}$ | $\begin{gathered} 423 \\ 77 \% \\ b \end{gathered}$ |



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.



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age breals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//uural |  | Marital staus |  |  | Pres of children HH (17 or under) |  | Eduation |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | 25-34 (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{aligned} & 18-34 \\ & \text { (J) } \end{aligned}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | $\begin{aligned} & \text { Gen } Z \\ & \text { (M) } \end{aligned}$ | Millennials <br> (N) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (a) | C2DE <br> (R) | North <br> (S) | Midlands <br> ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(z) }}$ | Married/ <br> Living as <br> Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 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 | ${ }^{34}$ |
| Very likey (4) | $\begin{aligned} & 50 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 43 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 20 \\ 8 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 30 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 5 \% \end{aligned}$ | ${ }_{\text {che }}^{17}$ |
| Fairy ${ }^{\text {likely }}$ (3) | $\begin{aligned} & 226 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 21 \\ 18 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 48 \\ 32 \% \\ \text { DE }^{*} \end{gathered}$ | $\begin{gathered} 55 \\ 19 \% \end{gathered}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 95 \\ 30 \% \\ \jmath \mathrm{k} \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 55 \\ 19 \% \end{gathered}$ | $\begin{gathered} 54 \\ 22 \% \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \\ \text { MNo } \end{gathered}$ | $\begin{aligned} & 133 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 93 \\ 22 \% \end{gathered}$ | $\begin{gathered} 56 \\ 24 \% \end{gathered}$ | $\begin{gathered} 56 \\ 24 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 16 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 45 \\ 33 \% \\ y \end{gathered}$ | $\begin{gathered} 148 \\ 29 \% \\ \text { b } \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | $\begin{gathered} 60 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 24 \% \end{aligned}$ | 76 <br> $22 \%$ <br>  <br>  |
| Fariry unlikel (2) | $\begin{gathered} 258 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ * \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | 57 <br> $32 \%$ <br> F | 42 <br> 26\% | $\begin{gathered} 37 \\ 24 \% \end{gathered}$ | $\begin{gathered} 85 \\ 29 \% \end{gathered}$ | $\begin{gathered} 94 \\ 27 \% \end{gathered}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | 40 28\% | $\begin{gathered} 73 \\ 25 \% \end{gathered}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 70 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 69 \\ 29 \% \end{gathered}$ | $\begin{gathered} 58 \\ 26 \% \end{gathered}$ | $\begin{gathered} 38 \\ 28 \% \end{gathered}$ | $\begin{gathered} 13 \\ 27 \% \end{gathered}$ | $\begin{gathered} 19 \\ 23 \% \end{gathered}$ | 232 <br> 28\% <br> z | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 30 \\ 29 \% \end{gathered}$ | $\begin{gathered} 74 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 26 \% \end{aligned}$ | 98 $29 \%$ |
| very uniliely (1) | $\begin{gathered} 299 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 30 \\ 26 \% \end{gathered}$ | 64 35\% | 60 36\% | 54 30\% | 47 <br> 29\% | $\begin{gathered} 44 \\ 29 \% \end{gathered}$ | $\begin{gathered} 94 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 91 \\ 29 \% \end{gathered}$ | 39 <br> 28\% | $\begin{gathered} 105 \\ 37 \% \\ p \end{gathered}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 78 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 72 \\ 31 \% \end{gathered}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | 60 26\% | $\begin{gathered} 46 \\ 34 \% \end{gathered}$ | 19 <br> 39\% | 35 <br> 45\% <br> stu* | $\begin{aligned} & 260 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 29 \% \end{aligned}$ | 122 $36 \%$ <br> a | $\begin{gathered} 29 \\ 28 \% \end{gathered}$ | $\begin{gathered} 78 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 193 \\ 30 \% \end{gathered}$ | 202 <br> 33\% | 97 $28 \%$ |
| Don't know | $\begin{aligned} & 126 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 88 \\ 18 \% \\ \text { B } \end{gathered}$ | 18 <br> 16\% | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 34 \\ 11 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | 67 $13 \%$ | $\begin{gathered} 58 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\stackrel{6}{12 \%}$ | $\begin{gathered} 6 \\ 7 \% \\ \hline \end{gathered}$ | 108 $13 \%$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \\ a \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | $\begin{gathered} 98 \\ 14 \% \end{gathered}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | 95 <br> $\substack{\text { 15\% } \\ i}$ | $\begin{gathered} 71 \\ 12 \% \end{gathered}$ | 54 |


| Net: Likely | 276 29\% | 150 32\% | ${ }^{125}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | ${ }_{\text {c }}^{42}$ | 47 28\% | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 57 \\ 35 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \\ . \end{gathered}$ | $\begin{gathered} 73 \\ 24 \% \end{gathered}$ | $\begin{gathered} 94 \\ 27 \% \end{gathered}$ | $\begin{gathered} 109 \\ 35 \% \\ \text { נK } \end{gathered}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \end{gathered}$ | $\begin{gathered} 104 \\ 37 \% \\ \text { No } \end{gathered}$ | $\begin{aligned} & 159 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | $\begin{gathered} 68 \\ 29 \% \end{gathered}$ | $\begin{gathered} 73 \\ 32 \% \end{gathered}$ | $\begin{gathered} 39 \\ 28 \% \end{gathered}$ | $\begin{gathered} 11 \\ 22 \% \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \\ \hline \end{gathered}$ | 224 $27 \%$ | $\begin{gathered} 53 \\ 39 \% \\ r \end{gathered}$ | $\begin{gathered} 174 \\ 34 \% \\ \mathrm{~b} \end{gathered}$ | 78 23\% | $\begin{gathered} 25 \\ 24 \% \\ \hline \end{gathered}$ | ( $\begin{aligned} & 81 \\ & 31 \%\end{aligned}$ | 196 28\% | $\begin{gathered} 95 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 28 \% \end{aligned}$ | 183 30\% | 93\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 557 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 279 \\ 60 \% \end{gathered}$ | $\begin{aligned} & 268 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 65 \\ 57 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 113 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 97 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 89 \\ 55 \% \end{gathered}$ | $\begin{gathered} 81 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 79 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 304 \\ 57 \% \end{gathered}$ | $\begin{gathered} 253 \\ 59 \% \end{gathered}$ | 134 $5 \%$ | $\begin{aligned} & 135 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 85 \\ 62 \% \\ \hline \end{gathered}$ | $\begin{gathered} 32 \\ 66 \% \\ \hline \end{gathered}$ | $\begin{gathered} 54 \\ 68 \% \\ \text { u* } \end{gathered}$ | $\begin{gathered} 493 \\ 60 \% \\ z \end{gathered}$ | $\begin{gathered} 64 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 294 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 59 \\ 57 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 151 \\ & 58 \% \end{aligned}$ | 406 58\% | $\begin{aligned} & 187 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 370 \\ 57 \% \end{gathered}$ | 361 | $\begin{aligned} & 196 \\ & 57 \% \end{aligned}$ |
| Mea | 2.03 | 2.06 | 2.03 | ${ }^{2.12}$ | 1.91 | 1.97 | 2.02 | ${ }_{2}^{2.13}$ | 2.10 | 1.99 | 1.99 | 2.12 | 2.09 | 1.89 | 2.01 | ${ }^{2.16} \mathrm{~N}$ | 2.06 | 2.00 | 2.02 | 2.07 | ${ }_{\substack{2.15}}^{\text {¢ }}$ | ${ }^{2.01}$ | ${ }^{1.85}$ | ${ }^{1.81}$ | 2.01 | 2.19 | ${ }_{2}^{2.11}$ | 1.91 | ${ }^{2.01}$ | 2.10 | 2.01 | 2.03 | 2.04 | 2.03 | 2.05 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 50 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \\ \mathrm{CE} \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 12 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \\ & \text { 1LQ } \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 8 \% \\ & \text { נเц } \end{aligned}$ | $\begin{aligned} & 16 \\ & 7 \% \\ & \text { ut } \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 8 \% \\ \text { } \begin{array}{c} \text { L"• } \end{array} . \end{gathered}$ | $\begin{gathered} 15 \\ 4 \% \\ 1 \end{gathered}$ | $\begin{gathered} 38 \\ 19 \% \\ \text { stuwła } \end{gathered}$ | $\stackrel{2}{*}$ | $\begin{gathered} 9 \\ 3 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \\ \text { swra } \end{gathered}$ | $\begin{gathered} 25 \\ \text { 17\% } \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \\ & \text { sa } \end{aligned}$ | $\begin{gathered} 21 \\ 15 \% \\ \text { stuwya } \end{gathered}$ | $\begin{gathered} 11 \\ 2 \% \\ s \end{gathered}$ |  | $\begin{gathered} 6 \\ 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 226 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 47 \% \\ & \text { CDE } \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 27 \% \\ c * \end{gathered}$ | $\begin{gathered} 13 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 108 \\ 32 \% \\ \text { F } \end{gathered}$ |  | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 52 \\ 15 \% \\ 1 \end{gathered}$ | $\begin{gathered} 117 \\ \text { 34\% } \\ \text { UMNQ } \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 90 \\ 26 \% \\ \text { una } \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \\ 1 \end{gathered}$ | $\begin{gathered} 99 \\ \text { 34\% } \\ \text { UMNQ } \end{gathered}$ |  | $\begin{gathered} 77 \\ 20 \% \\ \text { \|1 } \end{gathered}$ |  | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 49 \\ 19 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 121 \\ 31 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 81 \\ 57 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 53 \\ 12 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 73 \\ 51 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 74 \\ 15 \% \\ \text { swa } \end{gathered}$ |  | $\begin{gathered} 44 \\ 11 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \\ c \end{gathered}$ | $\begin{gathered} 87 \\ 16 \% \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 258 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | $\begin{gathered} 81 \\ 32 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 18 \\ 32 \% \\ * \end{gathered}$ | $\begin{gathered} 25 \\ 26 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 173 \\ 33 \% \\ \text { HKMNQ } \end{gathered}$ | $\begin{gathered} 117 \\ 35 \% \\ \text { HKMNQ } \end{gathered}$ | $\begin{gathered} 80 \\ 23 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 51 \\ 32 \% \\ \text { Hка } \end{gathered}$ | $\begin{gathered} 82 \\ 24 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} 62 \\ 26 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 83 \\ \text { 28\% } \\ \text { HKм } \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \\ \mathbf{H}^{+} \end{gathered}$ | $\begin{gathered} 92 \\ 24 \% \\ H \end{gathered}$ | $\begin{gathered} 25 \\ 12 \% \end{gathered}$ |  | $\begin{gathered} 89 \\ 34 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 89 \\ 23 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 29 \% \\ & \text { RUVZ } \end{aligned}$ | $\begin{gathered} 31 \\ 22 \% \\ R \end{gathered}$ | $\begin{aligned} & 148 \\ & 30 \% \\ & \text { RUVZ } \end{aligned}$ | $\begin{gathered} 16 \\ 18 \% \\ * \end{gathered}$ | $\begin{aligned} & 117 \\ & 30 \% \\ & \text { RUVZ } \end{aligned}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 31 \% \end{aligned}$ |
| very unikely (1) | $\begin{aligned} & 299 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 32 \\ 12 \% \end{gathered}$ | $\begin{gathered} 125 \\ 49 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 16 \\ 28 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 49 \\ 50 \% \\ \text { BD* }^{*} \end{gathered}$ | $\begin{gathered} 136 \\ 41 \% \\ 6 \end{gathered}$ | $\begin{gathered} 86 \\ 25 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ |  | $\begin{aligned} & 134 \\ & 40 \% \\ & \text { HKOP } \end{aligned}$ | $\begin{gathered} 91 \\ 27 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 56 \\ 35 \% \\ H P \end{gathered}$ | $\begin{aligned} & 131 \\ & 38 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 104 \\ & 45 \% \\ & \text { HKLop } \end{aligned}$ | $\begin{gathered} 81 \\ 28 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 176 \\ 46 \% \\ \text { HKKLMOP } \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 262 \\ 53 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{aligned} & 104 \\ & 39 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{aligned} & 120 \\ & 31 \% \\ & \text { RVXz } \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 228 \\ 52 \% \\ \text { RTUVXYZ } \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 230 \\ 47 \% \\ \text { RTUvxz } \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ |  | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | $\begin{gathered} 224 \\ 41 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 126 \\ & 13 \% \end{aligned}$ | $23$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ { }^{6} \% \\ \stackrel{y}{*} \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 44 \\ 8 \% \\ \text { HMOPQ } \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 31 \\ 9 \% \\ \text { HMOPQ } \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 7 \% \\ & \mathrm{za}_{\mathrm{a}} \end{aligned}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & w_{a} \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \\ & a \end{aligned}$ | $\begin{aligned} & 29 \\ & 8 \% \\ & \mathrm{wa}_{\mathrm{a}} \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 17 \\ 4 \% \\ a \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \\ & a \end{aligned}$ | $\stackrel{2}{2 \%}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 60 \\ 11 \% \end{gathered}$ |


| Net: Likely | $\begin{gathered} 276 \\ 299 \end{gathered}$ | $\begin{aligned} & 150 \\ & 57 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \\ c \end{gathered}$ | $\begin{gathered} 15 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 131 \\ 39 \% \\ F \end{gathered}$ |  | $\begin{gathered} 53 \\ 10 \% \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \\ 1 \end{gathered}$ | 142 <br> 41\% <br> ULMNQ | $\begin{gathered} 45 \\ 28 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 116 \\ & 34 \% \\ & \text { IUNQ } \end{aligned}$ | $\begin{gathered} 53 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 115 \\ \text { 39\% } \\ \text { uLMNa } \end{gathered}$ | 53 <br> 49\% <br> ULIMNQ* | $\begin{gathered} 92 \\ 24 \% \\ \text { u } \end{gathered}$ | $\begin{gathered} 161 \\ 79 \% \\ \text { stuwx̌a } \end{gathered}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 58 \\ 22 \% \\ \text { swa } \end{gathered}$ | $\begin{gathered} 147 \\ 38 \% \\ \text { stwra } \end{gathered}$ | 106 74\% stuwya | $\begin{gathered} 66 \\ 15 \% \\ s \end{gathered}$ | 95 66\% stuwya | $\begin{gathered} 86 \\ 17 \% \\ \text { sa } \end{gathered}$ | $\begin{gathered} 69 \\ 75 \% \\ \text { stuwra* } \end{gathered}$ | $\begin{gathered} 50 \\ 13 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 97 \\ 58 \% \\ c \end{gathered}$ | $\begin{gathered} 96 \\ 18 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 557 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 91 \\ 34 \% \end{gathered}$ | $\begin{gathered} 206 \\ 81 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 34 \\ 60 \% \\ { }_{8}^{*} \end{gathered}$ | $\begin{gathered} 74 \\ 76 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 227 \\ 68 \% \\ 6 \end{gathered}$ | $\begin{gathered} 175 \\ 57 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ |  | $\begin{gathered} 252 \\ 75 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{gathered} 171 \\ 50 \% \\ \text { H } \end{gathered}$ | $\begin{aligned} & 107 \\ & 67 \% \\ & \text { нкор } \end{aligned}$ | $\begin{aligned} & 212 \\ & 62 \% \\ & \text { HKop } \end{aligned}$ | $\begin{gathered} 166 \\ 71 \% \\ \text { нкмоР } \end{gathered}$ | $\begin{gathered} 164 \\ 56 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 52 \\ 48 \% \\ \mathrm{H}^{+} \end{gathered}$ | $\begin{gathered} 268 \\ 70 \% \\ \text { Hкмор } \end{gathered}$ | $\begin{gathered} 28 \\ 14 \% \end{gathered}$ |  | $\begin{gathered} 193 \\ 73 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 209 \\ & 54 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 30 \\ 21 \% \\ \mathrm{R} \end{gathered}$ |  | $\begin{gathered} 43 \\ 30 \% \\ \text { RV } \end{gathered}$ | $\begin{gathered} 378 \\ 77 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 21 \\ 23 \% \\ \mathrm{R}^{*} \end{gathered}$ |  | $\begin{gathered} 61 \\ 36 \% \end{gathered}$ | $\begin{gathered} 392 \\ 72 \% \\ \mathrm{~b} \end{gathered}$ |
| Mean | 2.03 | $\begin{aligned} & 2.60 \\ & \text { CDE } \end{aligned}$ | 1.61 | $\begin{aligned} & 2.04 \\ & \text { ce* } \end{aligned}$ | ${ }^{1.64}$ | 1.81 | $\stackrel{2.22}{\mathrm{~F}}$ | $\begin{gathered} 2.98 \\ \text { UKLMNOPQ } \end{gathered}$ | 1.59 | $\stackrel{1.81}{1}$ | $\begin{gathered} 2.24 \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 1.94 \\ \text { IJ } \end{gathered}$ | $\begin{aligned} & 2.03 \\ & \text { unva } \end{aligned}$ | $\begin{gathered} 1.84 \\ 1 \end{gathered}$ | $\begin{gathered} 2.18 \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 2.41 \\ \text { ULMNOQ* } \end{gathered}$ | $\stackrel{1.81}{1}$ | $\begin{gathered} 3.03 \\ \text { STuvwXYa } \end{gathered}$ | 1.53 | $\begin{aligned} & 1.85 \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 2.15 \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 2.91 \\ \text { stuwra } \end{gathered}$ | $\underset{\mathrm{s}}{1.64}$ | $\begin{gathered} 2.76 \\ \text { sTuWYa } \end{gathered}$ | $\begin{aligned} & 1.71 \\ & \text { sWa } \end{aligned}$ | $\begin{gathered} 2.95 \\ \text { stuwra* } \end{gathered}$ | $\begin{gathered} 1.60 \\ 5 \end{gathered}$ | $\underset{c}{2.63}$ | 1.76 |

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.



## Issos october 2023 Political pulse

|  | be |  |  | －reatue | － | ．readue | ．－impove |  |  |  |  | ．redue | －．have |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bitian |  | of | $\underbrace{\text { cos }}_{\substack{\text { grow } \\ \text { the }}}$ |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Hesent }}$（tart | effertive？ |  | 员mp？ | ，mecosor | integity？ | － | semices？ |  | m？ |  | OpR | chinase？ |  |
| （a） | （8） | （c） | ${ }^{(0)}$ | ${ }^{(5)}$ | （F） | （6） | ${ }^{(4)}$ | （1） | （1） | （k） | （1） | （m） | （N） |
| 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 | 1005 |
| 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | 959 | ${ }^{959}$ |
| $\begin{gathered} 126 \\ \text { scocociun } \\ \text { s. } \\ \hline \end{gathered}$ | （100 | 97 $10 \%$ | （88 | ${ }_{8 \%}^{77}$ | cine | ${ }_{\substack{63 \\ 78 \\ \hline 8 \\ \hline}}$ | 116 $12 \%$ | ${ }_{8 \%}^{78}$ | $\underset{12 \%}{12}$ | （115 | ${ }_{\substack{86 \\ 96}}$ | ${ }_{8 \%}$ | $\underset{\substack{104 \\ 11 \%}}{ }$ |
|  | tom | Esm | 。 |  | ＊un |  | огsem |  | otemm | ${ }_{\text {cosem }}^{\text {cis }}$ |  |  | ${ }_{\text {zomm }}$ |
| $\begin{gathered} 263 \\ \text { anc } \\ \mathrm{cmp} \end{gathered}$ | （281 | ${ }_{26 \%}^{252}$ | ${ }_{\substack{262 \\ 27 \%}}$ | ${ }_{\substack{266 \\ 286}}$ | 306 | ${ }_{\substack{183 \\ 19 \%}}$ | 年32\％ | 23\％ | 27\％ | （291 | 29\％ | ${ }_{2}^{278}$ |  |
|  | cam | ${ }^{\circ}$ | ${ }^{\text {am }}$ | ${ }^{\text {amm }}$ | носой |  | нос大asm |  |  | ${ }^{\text {cam }}$ | $\mathrm{sma}^{\text {a }}$ |  |  |
| $\begin{aligned} & 215 \\ & 228 \\ & 28 \end{aligned}$ | ${ }_{22 \%}^{220}$ | ${ }_{\substack{252 \\ 26 \%}}$ | ${ }_{28 \%}^{265}$ | ${ }_{\text {27\％}}^{263}$ | ${ }_{\text {l }}^{195}$ | ${ }_{\text {307 }}^{307}$ | 200 |  | 236\％ | ${ }_{\substack{226 \\ 248 \\ \hline}}$ | ${ }_{\text {23\％}}^{225}$ | $\underset{\substack{282 \\ 298}}{ }$ | ${ }_{\substack{27 \\ 24 \%}}$ |
|  |  | Nsers | Asman | nsmen |  |  |  | ${ }_{*}$ | \％ |  |  | Astunan |  |
| $\begin{gathered} 197 \\ \substack{129 \\ \text { coptu }} \end{gathered}$ |  |  |  |  |  |  |  |  |  | 179 |  |  | 178 |
|  | $\underbrace{\text { com，}}_{\text {commen }}$ | 18\％ | 17\％ | 218 | 17\％ | $26 \%$ | 17\％ | 20\％ | $\stackrel{\substack{19 \% \\ 4}}{ }$ | 19\％ | 17\％ | ${ }_{4}^{19 \%}$ | 19\％ |
|  |  |  |  |  |  | mv |  |  |  |  |  |  |  |
| $\begin{gathered} 158 \\ 168 \end{gathered}$ | 170\％ | ${ }_{208}^{189}$ | － 19 |  | $\substack{163 \\ 17 \%}_{\text {17\％}}$ | ${ }_{\substack{161 \\ 17 \%}}$ | （15\％ | 230 <br> 248 | 18\％ | （158 | ${ }_{227}^{207}$ | ${ }_{\substack{193 \\ 208}}$ | ${ }_{\text {14，}}^{135}$ |
|  |  | nescoume |  |  |  | $\cdots$ |  |  | ${ }_{\text {kv }}$ |  |  |  |  |


| Net：Lley | $\begin{gathered} 389 \\ \substack{389 \\ \text { cocem }} \end{gathered}$ | $\begin{gathered} 381 \\ \substack{\text { cose } \\ \text { corcm }} \end{gathered}$ | $\begin{gathered} 349 \\ \left.\begin{array}{c} 396 \\ \text { sem } \\ 6 m \end{array}\right) \end{gathered}$ | $\begin{gathered} 349 \\ \substack{390 \\ \text { 30\% } \\ \text { om }} \end{gathered}$ | $\begin{aligned} & 344 \\ & 36 \% \\ & \text { GIM } \end{aligned}$ | $\begin{gathered} 438 \\ \substack{435 \\ \text { secosecink }} \end{gathered}$ | ${ }_{26 \%}^{246}$ | $\begin{gathered} 428 \\ \substack{458 \\ \text { secocounc }} \end{gathered}$ | $\begin{gathered} 298 \\ 318 \end{gathered}$ | $\begin{gathered} 372 \\ \substack{379 \\ \text { com }} \end{gathered}$ | $\begin{gathered} \text { anc } \\ \text { ang } \\ \text { cotesumu } \end{gathered}$ | $\begin{aligned} & 365 \\ & 38 \% \\ & \text { GIM } \end{aligned}$ | $\begin{gathered} 301 \\ 318 \\ 318 \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Uniluey | $\begin{gathered} 412 \\ 438 \\ 48 \end{gathered}$ | $\begin{aligned} & 418 \\ & 448 \\ & 48 \end{aligned}$ |  | $\substack { 435 \\ \begin{subarray}{c}{458 \\ 9+0{ 4 3 5 \\ \begin{subarray} { c } { 4 5 8 \\ 9 + 0 } } \\ {9} \end{subarray}$ | $\begin{aligned} & 438 \\ & \text { ans } \\ & \hline 8) \end{aligned}$ | $\begin{gathered} \substack{362 \\ 388} \\ \hline \end{gathered}$ | $\begin{gathered} 552 \\ 58 \% \\ 58 \end{gathered}$ | $\begin{aligned} & 379 \\ & 40 \% \end{aligned}$ | $\underset{\substack { 431 \\ \begin{subarray}{c}{455 \\ \text { set }{ 4 3 1 \\ \begin{subarray} { c } { 4 5 5 \\ \text { set } } }\end{subarray}}{ }$ |  | $\begin{gathered} 405 \\ 428 \\ 48 \end{gathered}$ | ${ }^{388}$ 408 40 | $\begin{gathered} 465 \\ 488 \\ 488 \end{gathered}$ BCDFHIJKLD | ${ }_{\text {che }}^{409}$ |

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generation |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | 18-24 <br> (D) | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | ${ }^{254}$ | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed base | 959 | 466 | ${ }_{48}$ | 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 likey (4) | $\begin{aligned} & 126 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 71 \\ 15 \% \end{gathered}$ | $\begin{gathered} 54 \\ 11 \% \end{gathered}$ | $\begin{gathered} 14 \\ 12 \% \\ . \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{gathered} 21 \\ 11 \% \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 50 \\ 14 \% \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 40 \\ 14 \% \end{gathered}$ | $\begin{gathered} 74 \\ 14 \% \end{gathered}$ | $\begin{gathered} 52 \\ 12 \% \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 26 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 72 \\ 14 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \\ e \end{gathered}$ | $\begin{gathered} 81 \\ 12 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 73 \\ 11 \% \end{gathered}$ | $\begin{gathered} 84 \\ 14 \% \end{gathered}$ | 42 $\begin{gathered}42 \\ 12 \%\end{gathered}$ |
| Farry ikey (3) | $\begin{aligned} & 263 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 39 \\ 34 \% \\ \mathrm{~F}^{*} \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 48 \\ 29 \% \end{gathered}$ | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | $\begin{gathered} 84 \\ 28 \% \end{gathered}$ | $\begin{gathered} 85 \\ 24 \% \end{gathered}$ | $\begin{gathered} 94 \\ 30 \% \end{gathered}$ | $\begin{gathered} 45 \\ 32 \% \end{gathered}$ | $\begin{gathered} 65 \\ 23 \% \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 84 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | 59 25\% | $\begin{gathered} 63 \\ 28 \% \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \end{gathered}$ | $\begin{gathered} 26 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 229 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 34 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 33 \\ 32 \% \end{gathered}$ | $\begin{gathered} 64 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 104 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | 159\% | 164 27\% | 99 <br> $29 \%$ |
| Fariry unikey (2) | $\begin{aligned} & 215 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 27 \\ 23 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ | $\begin{gathered} 43 \\ 26 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 73 \\ 24 \% \end{gathered}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 98 \\ 23 \% \end{gathered}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 38 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \\ \text { U* } \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 21 \\ 26 \% \\ \hline \end{gathered}$ | - | $\begin{gathered} 35 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 74 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 155 \\ 25 \% \\ 1 \end{gathered}$ | 60 $17 \%$ |
| very unikel( $(1)$ | $\begin{gathered} 197 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 93 \\ 19 \% \end{gathered}$ | $\begin{gathered} 17 \\ 15 \% \end{gathered}$ | 39 <br> 21\% | 31 $18 \%$ | 41 23\% | $\begin{gathered} 32 \\ 20 \% \end{gathered}$ | 37 <br> 25\% | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | 72 <br> 21\% | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | 21 <br> 15\% | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \end{gathered}$ | 99 <br> 19\% | $\begin{gathered} 98 \\ 23 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \end{gathered}$ | 52 <br> 23\% | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{gathered} 9 \\ 20 \% \end{gathered}$ | $\begin{gathered} 17 \\ 21 \% \end{gathered}$ | 171 21\% | 27 <br> 20\% | $\begin{aligned} & 111 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | $\begin{gathered} 56 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 46 \\ 15 \% \end{gathered}$ | $\begin{gathered} 152 \\ 24 \% \\ \mathrm{f} \end{gathered}$ | $\begin{aligned} & 126 \\ & 21 \% \end{aligned}$ | 71 $21 \%$ |
| Don't know | $\begin{gathered} 158 \\ 16 \% \end{gathered}$ | $\begin{gathered} 55 \\ 12 \% \end{gathered}$ | $\begin{gathered} 103 \\ 21 \% \\ B \end{gathered}$ | $\begin{gathered} 18 \\ 16 \% \end{gathered}$ | 34 $19 \%$ | $\begin{gathered} 35 \\ 21 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 30 \\ 17 \% \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | 20 <br> $14 \%$ <br> 1 | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | 40 <br> $13 \%$ | 22 15\% | $\begin{gathered} 58 \\ 20 \% \\ p \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 36 \\ 13 \% \end{gathered}$ | 83 <br> $16 \%$ | $\begin{gathered} 75 \\ 18 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | 35 15\% | $\begin{gathered} 49 \\ 21 \% \\ x \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\stackrel{6}{13 \%}$ | $\stackrel{7}{9}$ | 138 $17 \%$ | 21 <br> 15\% | $\begin{gathered} 77 \\ 15 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 16 \\ 16 \% \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 122 \\ 19 \% \\ \mathrm{f} \end{gathered}$ | 87 $14 \%$ |  |


| Net: Likely | 389 $41 \%$ | 198 $42 \%$ | 185 $39 \%$ | $\begin{gathered} 52 \\ 46 \% \\ \hline \end{gathered}$ | ¢ $\begin{gathered}64 \\ \text { 35\% }\end{gathered}$ | $\begin{gathered} 66 \\ 39 \% \end{gathered}$ | $\begin{gathered} 70 \\ 39 \% \end{gathered}$ | $\begin{gathered} 68 \\ 42 \% \end{gathered}$ | $\begin{gathered} 69 \\ 46 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 116 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 137 \\ 44 \% \end{gathered}$ | $\begin{gathered} 62 \\ 44 \% \end{gathered}$ | $\begin{gathered} 104 \\ 36 \% \end{gathered}$ | $\begin{gathered} 99 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 231 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 96 \\ 41 \% \end{gathered}$ | $\begin{gathered} 99 \\ 42 \% \end{gathered}$ | $\begin{gathered} 89 \\ 39 \% \end{gathered}$ | $\begin{gathered} 48 \\ 35 \% \end{gathered}$ | $\begin{gathered} 23 \\ 48 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 34 \\ 43 \% \end{gathered}$ | $\begin{gathered} 337 \\ 41 \% \end{gathered}$ | $\begin{gathered} 52 \\ 39 \% \end{gathered}$ | $\begin{gathered} 210 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 47 \\ 45 \% \\ \hline \end{gathered}$ | 109\% | 280 $40 \%$ | $\begin{gathered} 157 \\ 50 \% \\ g \end{gathered}$ | ( ${ }_{\text {232 }}$ | 247 $40 \%$ | ${ }_{41 \%}^{142}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 412 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 214 \\ 46 \% \end{gathered}$ | $\begin{gathered} 193 \\ 40 \% \end{gathered}$ | $\begin{gathered} 44 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{gathered} 85 \\ 46 \% \end{gathered}$ | $\begin{gathered} 67 \\ 40 \% \end{gathered}$ | $\begin{gathered} 80 \\ 44 \% \end{gathered}$ | $\begin{gathered} 75 \\ 46 \% \end{gathered}$ | $\begin{gathered} 61 \\ 40 \% \end{gathered}$ | $\begin{gathered} 129 \\ 43 \% \end{gathered}$ | $\begin{gathered} 147 \\ 42 \% \end{gathered}$ | $\begin{gathered} 135 \\ 43 \% \end{gathered}$ | $\begin{gathered} 58 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 106 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 196 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 101 \\ 43 \% \end{gathered}$ | $\begin{gathered} 90 \\ 40 \% \end{gathered}$ | $\begin{gathered} 64 \\ 47 \% \\ * \end{gathered}$ | $\begin{gathered} 19 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 48 \% \\ \hline \end{gathered}$ | $\begin{gathered} 350 \\ 42 \% \end{gathered}$ | $\begin{gathered} 62 \\ 46 \% \end{gathered}$ | $\begin{gathered} 232 \\ 45 \% \end{gathered}$ | $\begin{gathered} 138 \\ 41 \% \end{gathered}$ | $\begin{gathered} 42 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 104 \\ & 40 \% \end{aligned}$ | 308 $44 \%$ | $\begin{aligned} & 120 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 292 \\ 45 \% \\ f \end{gathered}$ | $\begin{gathered} 281 \\ 46 \% \\ i \end{gathered}$ | ${ }_{\text {38\% }}^{131}$ |
| 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 | ${ }^{2.37}$ | ${ }_{8}^{2.59}$ | 2.29 | 2.39 | 2.41 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl <br> e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl $e$ to Green Party | ble to Green Party | Favourabl <br> $e$ to <br> Reform UK | Unfavoura ble to Reform UK | Favourabl <br> e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl <br> $e$ to <br> Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (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) | $\begin{aligned} & 126 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 79 \\ 31 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 6 \\ 10 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \\ 6 \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \\ & k \end{aligned}$ | $\begin{gathered} 98 \\ 19 \% \\ \text { НКмор } \end{gathered}$ | $\begin{gathered} 111 \\ 33 \% \\ \text { HIKLMNOPQ } \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 40 \\ 25 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \\ k \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \\ \text { нкмор } \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \\ & k \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \text { k. } \end{aligned}$ | $\begin{gathered} 72 \\ 19 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 14 \\ 7 \% \\ u \end{gathered}$ | $\begin{gathered} 92 \\ 19 \% \\ \text { Ruxz } \end{gathered}$ |  | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 76 \\ & 17 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 97 \\ 20 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 7 \\ 8 \% \\ \text { U* } \end{gathered}$ | $\begin{gathered} 76 \\ 20 \% \\ \text { RUvxz } \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \\ \mathrm{~b} \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 263 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{gathered} 92 \\ 36 \% \\ \mathrm{BE} \end{gathered}$ | $\begin{gathered} 22 \\ 39 \% \\ { }_{8}^{*} \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 113 \\ 34 \% \\ 6 \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \\ k \end{gathered}$ | $\begin{gathered} 169 \\ 32 \% \\ \text { нкмор } \end{gathered}$ | 144 <br> 43\% <br> HIKMNOPQ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 63 \\ 39 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 82 \\ 35 \% \\ \text { HкМор } \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{aligned} & 123 \\ & 32 \% \\ & \text { Hкмор } \end{aligned}$ | $\begin{gathered} 61 \\ 30 \% \\ u \end{gathered}$ | $\begin{gathered} 149 \\ 30 \% \\ u \end{gathered}$ | 115 $44 \%$ RSUvwxyza | $\begin{gathered} 50 \\ 13 \% \end{gathered}$ | $\begin{gathered} 44 \\ 31 \% \\ u \end{gathered}$ | $\begin{gathered} 128 \\ 29 \% \\ u \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ u \end{gathered}$ | $\begin{gathered} 158 \\ 32 \% \\ u \end{gathered}$ | $\begin{gathered} 28 \\ 30 \% \\ U^{*} \end{gathered}$ | $\begin{gathered} 116 \\ 30 \% \\ u \end{gathered}$ | $\begin{gathered} 34 \\ 20 \% \end{gathered}$ | $\begin{gathered} 188 \\ 34 \% \\ \text { b } \end{gathered}$ |
| Fairly uniliely (2) | $\begin{aligned} & 215 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 87 \\ 33 \% \\ c \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \end{gathered}$ | $\begin{gathered} 11 \\ 19 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 25 \\ 26 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 92 \\ 27 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 58 \\ 32 \% \\ \text { ULNOQ } \end{gathered}$ | $\begin{gathered} 104 \\ 20 \% \\ j \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 112 \\ 32 \% \\ \text { IULMNOQ } \end{gathered}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{gathered} 86 \\ \text { 85\% } \\ \text { נ1 } \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \\ j \end{gathered}$ | $\begin{gathered} 71 \\ 24 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 36 \\ 34 \% \\ \text { ULNOQ* } \end{gathered}$ | $\begin{gathered} 78 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 63 \\ 31 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 97 \\ 19 \% \\ \top \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 120 \\ 31 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \\ T \end{gathered}$ | $\begin{gathered} 97 \\ 22 \% \\ \tau \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { STY } \end{gathered}$ | $\begin{gathered} 100 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 27 \\ 30 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 86 \\ 22 \% \\ \top \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 110 \\ & 20 \% \end{aligned}$ |
| Very unikely (1) | $\begin{gathered} 197 \\ 21 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \\ \text { cD } \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 32 \\ 32 \% \\ \text { cD* } \end{gathered}$ | $\begin{gathered} 51 \\ 15 \% \end{gathered}$ | $\begin{gathered} 95 \\ 28 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 93 \\ \text { 18\% } \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 149 \\ \text { 43\% } \\ \text { HulmaQ } \end{gathered}$ | $\begin{gathered} 13 \\ 8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 123 \\ 36 \% \\ \text { HulNa } \end{gathered}$ | $\begin{gathered} 23 \\ 10 \% \\ 1 \end{gathered}$ | $\begin{gathered} 114 \\ 39 \% \\ \text { HulNa } \end{gathered}$ | $\begin{gathered} 41 \\ 38 \% \\ \text { HulNa} \end{gathered}$ | $\begin{gathered} 75 \\ 20 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 47 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 110 \\ 22 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ |  | $\begin{gathered} 33 \\ 23 \% \\ T \end{gathered}$ | $\begin{aligned} & 102 \\ & 23 \% \\ & \text { TYa } \end{aligned}$ |  | $\begin{gathered} 90 \\ 18 \% \\ \top \end{gathered}$ | $\begin{gathered} 24 \\ 27 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 61 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 77 \\ 14 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 158 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 10 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \\ \text { MPQ } \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 47 \\ 14 \% \\ \text { MOPQ } \end{gathered}$ | $\begin{gathered} 19 \\ 12 \% \\ \mathrm{p} \end{gathered}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 31 \\ 13 \% \\ \text { JMPQ } \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \\ \text { p } \end{gathered}$ | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $19$ | $\begin{gathered} 51 \\ 10 \% \\ \text { Wa } \end{gathered}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 45 \\ 12 \% \\ w \times a \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | 83 15\% b |


| Net: Likely | $\begin{gathered} 389 \\ 41 \% \end{gathered}$ | $\begin{gathered} 74 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 67 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 28 \\ 49 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 32 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{gathered} 176 \\ 53 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 54 \\ 30 \% \\ k \end{gathered}$ | $\begin{gathered} 267 \\ 51 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 254 \\ 76 \% \\ \text { HIKLMNOPQ } \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 108 \\ 31 \% \\ k \end{gathered}$ | $\begin{gathered} 136 \\ 58 \% \\ \text { HікмоPQ } \end{gathered}$ | $\begin{gathered} 83 \\ 28 \% \\ k \end{gathered}$ | $\begin{gathered} 27 \\ 25 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 195 \\ 51 \% \\ \text { НКМоР } \end{gathered}$ | $\begin{gathered} 75 \\ 37 \% \\ u \end{gathered}$ | $\begin{aligned} & 242 \\ & 48 \% \\ & \text { RuX } \end{aligned}$ |  | $\begin{gathered} 58 \\ 15 \% \end{gathered}$ | $\begin{gathered} 60 \\ 42 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 204 \\ & 47 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 41 \\ 29 \% \\ u \end{gathered}$ | $\begin{gathered} 255 \\ 52 \% \\ \text { RSUWwxz } \end{gathered}$ | $\begin{gathered} 35 \\ 38 \% \\ U^{*} \end{gathered}$ | $\begin{aligned} & 192 \\ & 50 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 50 \\ 30 \% \end{gathered}$ | $\begin{gathered} 279 \\ 51 \% \\ \mathrm{~b} \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{gathered} 412 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 62 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 53 \\ 21 \% \end{gathered}$ | $\begin{gathered} 18 \\ 32 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 57 \\ & 58 \% \\ & \text { cD* } \end{aligned}$ | $\begin{aligned} & 115 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 187 \\ 56 \% \\ F \end{gathered}$ | $\begin{gathered} 106 \\ 59 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 197 \\ & 37 \% \\ & \text { Jın } \end{aligned}$ | $\begin{gathered} 51 \\ 15 \% \end{gathered}$ |  | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | $\begin{gathered} 209 \\ 61 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 67 \\ 29 \% \\ j \end{gathered}$ | $\begin{gathered} 185 \\ 63 \% \\ \text { UINQ } \end{gathered}$ | $\begin{gathered} 77 \\ \text { 72\% } \\ \text { HuLMNQ* } \end{gathered}$ | $\begin{gathered} 152 \\ 40 \% \\ \mathrm{JLN} \end{gathered}$ | $\begin{aligned} & 110 \\ & 54 \% \\ & \text { st\%a } \end{aligned}$ | $\begin{gathered} 207 \\ 41 \% \\ \top \end{gathered}$ | $\begin{gathered} 34 \\ 13 \% \end{gathered}$ |  | $\begin{gathered} 69 \\ 48 \% \\ \top \end{gathered}$ | $\begin{aligned} & 200 \\ & 46 \% \\ & \text { STY } \end{aligned}$ |  | $\begin{gathered} 190 \\ 39 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 52 \\ 56 \% \\ \text { stra* } \end{gathered}$ | $\begin{gathered} 163 \\ 43 \% \\ \top \end{gathered}$ | $\begin{gathered} 111 \\ 66 \% \\ c \end{gathered}$ | $\begin{aligned} & 186 \\ & 34 \% \end{aligned}$ |
| Mean | 2.40 | 2.05 | ${ }_{\substack{3.04 \\ \text { B0E }}}$ |  | $\stackrel{2.09}{ }$ | $\underset{6}{2.65}$ | 2.18 | $\underset{k}{2.13}$ | 2.59 HKNOP | ${ }_{\text {3/2, }}^{\text {3.15 }}$ | 1.64 | ${ }_{\text {HikNOPOQ }}^{2.91}$ | $\underset{k}{2.07}$ |  | ${ }_{1}^{1.97}$ | ${ }^{1.96}{ }^{\text {c }}$ | ${ }_{\text {2 }}^{2.55}$ | ${ }_{\substack{2.22 \\ u x}}$ | 2.50 Ruxz |  | 1.72 | $\begin{aligned} & 2.33 \\ & \text { ux+ } \end{aligned}$ | ${ }_{\text {2 }}^{2.44}$ RUx | $\stackrel{1}{1.98}_{\cup}$ | ${ }_{\text {R }} 2.59$ | ${ }_{\text {Ux* }}^{2.21}$ | ${ }_{\text {2, }}^{2.54}$ Ruwx | 2.03 | $\underset{\substack{2.63 \\ 6}}{ }$ |

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



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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Emplommentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ (F) | $\begin{gathered} \text { 45-54 } \\ \text { (G) } \end{gathered}$ | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | $\begin{gathered} 65+ \\ \text { (I) } \end{gathered}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | $\begin{gathered} 55+ \\ \text { (L) } \end{gathered}$ | $\begin{gathered} \text { Gen Z } \\ \text { (M) } \end{gathered}$ | Millennials <br> ( N ) | Gen X+ (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands <br> (T) | South <br> (U) | London <br> (v) | Wales (W) | Scotland $(x)$ | Urban <br> (Y) | Rural <br> (Z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate (g) | Working <br> (h) | $\begin{gathered}\text { Not } \\ \text { working }\end{gathered}$ (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 | ${ }_{85}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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) | $\begin{aligned} & 100 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 55 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 16 \\ 14 \% \\ \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \\ 6 H \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 40 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 8 \% \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | $\begin{gathered} 34 \\ 12 \% \end{gathered}$ | 23 $9 \%$ | 24 | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | 29 $12 \%$ | $20$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \\ . \end{gathered}$ | $\begin{gathered} 9 \\ 11 \% \\ \hline \end{gathered}$ | 92 $11 \%$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 56 \\ 11 \% \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \\ e \end{gathered}$ | ¢ ${ }_{\text {64 }}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 10 \% \end{gathered}$ | $\begin{gathered} 64 \\ 10 \% \end{gathered}$ | 边 $\begin{gathered}36 \\ 11 \%\end{gathered}$ |
| Fairy ikey(3) | $\begin{aligned} & 281 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 37 \\ 32 \% \\ * \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \end{gathered}$ | $\begin{gathered} 43 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \end{gathered}$ | $\begin{gathered} 50 \\ 31 \% \end{gathered}$ | $\begin{gathered} 43 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 89 \\ 30 \% \end{gathered}$ | $\begin{gathered} 99 \\ 28 \% \end{gathered}$ | $\begin{gathered} 93 \\ 30 \% \end{gathered}$ | $\begin{gathered} 43 \\ 31 \% \end{gathered}$ | $\begin{gathered} 80 \\ 28 \% \end{gathered}$ | $\begin{gathered} 73 \\ 30 \% \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 71 \\ 30 \% \end{gathered}$ | $\begin{gathered} 71 \\ 30 \% \end{gathered}$ | $\begin{gathered} 58 \\ 26 \% \end{gathered}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \end{gathered}$ | $\begin{gathered} 23 \\ 30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 243 \\ 29 \% \end{gathered}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 97 \\ 29 \% \end{gathered}$ | $\begin{gathered} 27 \\ 26 \% \end{gathered}$ | $\begin{gathered} 77 \\ 30 \% \end{gathered}$ | $\begin{gathered} 204 \\ 29 \% \end{gathered}$ | $\begin{gathered} 118 \\ 38 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 163 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 30 \% \end{aligned}$ | 99 29 |
| Fariry unikely (2) | $\begin{aligned} & 210 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 116 \\ 25 \% \\ c \end{gathered}$ | $\begin{gathered} 91 \\ 19 \% \end{gathered}$ | $\begin{gathered} 33 \\ 29 \% \\ \mathbf{1}^{*} \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 43 \\ 27 \% \\ 1 \end{gathered}$ | $\begin{gathered} 21 \\ 14 \% \end{gathered}$ | $\begin{gathered} 73 \\ 24 \% \end{gathered}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 65 \\ 21 \% \end{gathered}$ | $\begin{gathered} 39 \\ 28 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 54 \\ 22 \% \end{gathered}$ | $\begin{gathered} 57 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 87 \\ 20 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 59 \\ 26 \% \\ T \end{gathered}$ | $\begin{gathered} 41 \\ 30 \% \\ \text { st* } \end{gathered}$ | $\begin{gathered} 12 \\ 26 \% \end{gathered}$ | $\begin{gathered} 17 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 41 \\ 31 \% \\ y \end{gathered}$ | $\begin{aligned} & 108 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 71 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 24 \% \end{aligned}$ | 64 $19 \%$ 19 |
| very unikely (1) | $\begin{aligned} & 209 \\ & 22 \% \end{aligned}$ | 106 <br> 23\% | $\begin{aligned} & 101 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \cdot \end{aligned}$ | $\begin{gathered} 36 \\ 19 \% \\ D \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 44 \\ 24 \% \\ D \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \\ 0 \end{gathered}$ | $\begin{gathered} 45 \\ 30 \% \\ 0^{*} \end{gathered}$ | 46 15\% | $79$ $23 \%$ J | $\begin{gathered} 84 \\ 27 \% \\ 1 \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 61 \\ \text { 25\% } \\ \mathrm{m} \end{gathered}$ | $\begin{gathered} 75 \\ 27 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 102 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 25 \% \end{aligned}$ | 52 22\% | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 18 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | $\begin{gathered} 160 \\ 25 \% \\ f \end{gathered}$ | 138 22\% 20, | 71 $21 \%$ |
| Don't know | $\begin{aligned} & 160 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 57 \\ 12 \% \end{gathered}$ | $\begin{gathered} 101 \\ 21 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 20 \\ \text { 17\% } \\ \hline \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 46 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 83 \\ 16 \% \end{gathered}$ | $\begin{gathered} 77 \\ 18 \% \end{gathered}$ | $\begin{gathered} 43 \\ 19 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 12 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 137 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{gathered} 76 \\ 15 \% \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 122 \\ 19 \% \\ \mathrm{f} \end{gathered}$ | $\begin{gathered} 87 \\ 14 \% \end{gathered}$ | $\underset{\substack{73 \\ 21 \% \\ n}}{\substack{\text { 2, }}}$ |


| Net: ikely | 381 $40 \%$ | 187 $40 \%$ | 188 $39 \%$ | $\begin{gathered} 52 \\ 45 \% \\ \hline \end{gathered}$ | 72 $39 \%$ | $\begin{gathered} 68 \\ 41 \% \end{gathered}$ | $\begin{gathered} 70 \\ 39 \% \end{gathered}$ | $\begin{gathered} 61 \\ 38 \% \end{gathered}$ | $\begin{gathered} 57 \\ 38 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 124 \\ 42 \% \end{gathered}$ | $\begin{gathered} 138 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 62 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 96 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 300 \end{aligned}$ | $\begin{gathered} 223 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 95 \\ 41 \% \end{gathered}$ | $\begin{gathered} 100 \\ 43 \% \end{gathered}$ | $\begin{gathered} 78 \\ 34 \% \end{gathered}$ | $\begin{gathered} 53 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ 47 \% \end{gathered}$ | $\begin{gathered} 32 \\ 41 \% \\ \hline \end{gathered}$ | $\begin{gathered} 334 \\ 41 \% \end{gathered}$ | $\begin{gathered} 47 \\ 35 \% \end{gathered}$ | 213 $41 \%$ | 130 $39 \%$ | $\begin{gathered} 38 \\ 37 \% \\ \hline \end{gathered}$ | - ${ }_{\text {44\% }}^{413}$ | 268 38\% | $\begin{gathered} 156 \\ 50 \% \\ \mathrm{~g} \end{gathered}$ | - 225 | 246 | 136 $39 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 418 \\ 44 \% \end{gathered}$ | $\begin{gathered} 223 \\ 48 \% \\ c \end{gathered}$ | $\begin{aligned} & 192 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 43 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 76 \\ 41 \% \end{gathered}$ | $\begin{gathered} 66 \\ 40 \% \end{gathered}$ | $\begin{gathered} 85 \\ 47 \% \end{gathered}$ | $\begin{gathered} 82 \\ 51 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 66 \\ 44 \% \\ \stackrel{6}{*} \end{gathered}$ | $\begin{aligned} & 118 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 149 \\ 48 \% \end{gathered}$ | $\begin{gathered} 55 \\ 39 \% \end{gathered}$ | $\begin{gathered} 116 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 194 \\ 45 \% \end{gathered}$ | $\begin{gathered} 94 \\ 41 \% \end{gathered}$ | $\begin{gathered} 97 \\ 41 \% \end{gathered}$ | $\begin{gathered} 110 \\ 48 \% \end{gathered}$ | $\begin{gathered} 63 \\ 46 \% \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 34 \\ 44 \% \end{gathered}$ | $\begin{gathered} 353 \\ 43 \% \end{gathered}$ | $\begin{gathered} 65 \\ 48 \% \end{gathered}$ | $\begin{gathered} 229 \\ 44 \% \end{gathered}$ | 142\% ${ }_{42 \%}$ | $\begin{gathered} 47 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 41 \% \end{aligned}$ | 313 $45 \%$ | 119 38\% | $\begin{gathered} 299 \\ 46 \% \\ f \end{gathered}$ | $\begin{aligned} & 283 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ |
| mea | 2.34 | 2.33 | 2.35 | $\underbrace{\substack{2.61}}_{\text {cher }}$ | ${ }^{2.37}$ | 2.44 | 2.26 | 2.23 | ${ }^{2.22}$ | ${ }_{2}^{2.47}$ | 2.34 | 2.23 | ${ }_{\substack{2.55 \\ \text { op- }}}$ | ${ }^{2.40}$ | 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 | ${ }^{2} 31$ | ${ }_{2}^{2.53}$ | 2.24 | 2.32 | ${ }^{2.37}$ |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.
Overlop formulae used



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Braverman } \end{aligned}$ | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (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) | $\begin{aligned} & 100 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \\ & \mathbf{B}^{*} \end{aligned}$ | $\begin{gathered} 49 \\ 15 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{gathered} 77 \\ 15 \% \\ \text { нкмо } \end{gathered}$ |  | $1$ |  | $\begin{gathered} 23 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \\ \text { HKMOPQ } \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \text { k. } \end{aligned}$ | $\begin{gathered} 52 \\ 14 \% \\ \text { нкмо } \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \\ & u \end{aligned}$ | $\begin{gathered} 73 \\ 15 \% \\ \text { RUX } \end{gathered}$ | 80 <br> 30\% RSUvwxyza | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 58 \\ 13 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 69 \\ 14 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 73 \\ 13 \% \\ \text { b } \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 281 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{gathered} 109 \\ 43 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 26 \\ 46 \% \\ \text { BE* }^{*} \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 136 \\ 40 \% \\ 6 \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 191 \\ 36 \% \\ \text { HKMOP } \end{gathered}$ |  | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 70 \\ 20 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 86 \\ 37 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \\ k \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 128 \\ 34 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 50 \\ 24 \% \\ \text { Ux } \end{gathered}$ | $\begin{aligned} & 170 \\ & 34 \% \\ & \text { RuX } \end{aligned}$ |  | $\begin{gathered} 38 \\ 10 \% \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \\ \text { UX } \end{gathered}$ | $\begin{aligned} & 151 \\ & 35 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \\ u \end{gathered}$ | $\begin{aligned} & 179 \\ & 37 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 24 \\ 26 \% \\ u x^{*} \end{gathered}$ | $\begin{aligned} & 134 \\ & 35 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 210 \\ 38 \% \\ \mathrm{~b} \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 210 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 72 \\ 27 \% \\ c \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 9 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 29 \\ 29 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 54 \\ 30 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 105 \\ 20 \% \\ j \end{gathered}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ |  | $\begin{gathered} 27 \\ 17 \% \\ j \end{gathered}$ | $\begin{gathered} 85 \\ 25 \% \\ \pm \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \\ { }^{2 *} \end{gathered}$ | $\begin{gathered} 92 \\ 24 \% \\ \text { uL } \end{gathered}$ | $\begin{gathered} 62 \\ \text { 30\% } \\ \text { sTWra } \end{gathered}$ | $\begin{gathered} 94 \\ 19 \% \\ \top \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 129 \\ 33 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { sTwY } \end{gathered}$ | $\begin{gathered} 90 \\ 21 \% \\ \top \end{gathered}$ | $\begin{gathered} 41 \\ 29 \% \\ \text { sTw } \end{gathered}$ | $\begin{gathered} 102 \\ 21 \% \\ \top \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 82 \\ 21 \% \\ \top \\ \hline \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \\ c \end{gathered}$ | $\begin{gathered} 108 \\ 20 \% \end{gathered}$ |
| Very unikely (1) | $\begin{aligned} & 209 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 39 \% \\ & \text { CD } \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 28 \\ 28 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 125 \\ 37 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 60 \\ \text { 34\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 93 \\ 18 \% \\ \text { 九 } \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ |  | $\begin{gathered} 14 \\ 8 \% \\ j \end{gathered}$ | $\begin{aligned} & 135 \\ & 39 \% \\ & \text { ULNQ } \end{aligned}$ | $\begin{gathered} 34 \\ 14 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 117 \\ 40 \% \\ \text { UINQ } \end{gathered}$ | $\begin{gathered} 50 \\ 46 \% \\ \text { HuLNa* } \end{gathered}$ | $\begin{gathered} 77 \\ \text { 20\% } \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 58 \\ 28 \% \\ \text { TYa } \end{gathered}$ | $\begin{gathered} 108 \\ 22 \% \\ T Y \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 178 \\ 46 \% \\ \text { RSTvWYa } \end{gathered}$ | $\begin{gathered} 39 \\ 27 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{aligned} & 101 \\ & 23 \% \\ & \text { Tra } \end{aligned}$ |  | $\begin{gathered} 87 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 34 \\ 37 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 74 \\ 19 \% \\ \top \end{gathered}$ | $\begin{gathered} 68 \\ 40 \% \\ c \end{gathered}$ | $\begin{gathered} 68 \\ 12 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 160 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \\ \hline \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 61 \\ 12 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{gathered} 39 \\ 11 \% \\ p \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 25 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | 4 $4 \%$ 4 | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 23 \\ 11 \% \\ T Z \end{gathered}$ | $\begin{gathered} 55 \\ 11 \% \\ \text { Tw } \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 38 \\ 9 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 51 \\ 11 \% \\ \top \end{gathered}$ | 4 <br> $4 \%$ <br>  | $\begin{gathered} 38 \\ 10 \% \\ \top \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 89 \\ 16 \% \\ \mathrm{~b} \end{gathered}$ |


| Net: Likely | $\begin{aligned} & 381 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 60 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 70 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 30 \\ 53 \% \\ \text { BE* }^{*} \end{gathered}$ | $\begin{gathered} 29 \\ 30 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 184 \\ 55 \% \\ 6 \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \\ k \end{gathered}$ | $\begin{gathered} 268 \\ 51 \% \\ \text { Нкмор } \end{gathered}$ | $\begin{gathered} 266 \\ 79 \% \\ \text { HIKMNOPQ } \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | 108 $67 \%$ HIKMNOPQ | $\begin{gathered} 94 \\ \text { 27\% } \\ \text { k } \end{gathered}$ | $\begin{gathered} 131 \\ 56 \% \\ \text { HкмоРQ } \end{gathered}$ | $\begin{gathered} 83 \\ 29 \% \\ k \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \\ k^{*} \end{gathered}$ | 180 <br> 47\% <br> нкмор | $\begin{gathered} 62 \\ 30 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 243 \\ 49 \% \\ \text { RUVXZ } \end{gathered}$ |  | $\begin{gathered} 42 \\ 11 \% \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 210 \\ 48 \% \\ \text { RUVxz } \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \\ u \end{gathered}$ | $\begin{gathered} 248 \\ 51 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 32 \\ & 35 \% \\ & u x^{*} \end{aligned}$ | $\begin{gathered} 189 \\ 49 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 40 \\ 23 \% \end{gathered}$ | $\begin{gathered} 283 \\ 52 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 418 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 66 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | 17 $30 \%$ . | $\begin{aligned} & 57 \\ & 58 \% \\ & c 0^{*} \end{aligned}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 205 \\ 61 \% \\ F \end{gathered}$ | $\begin{aligned} & 115 \\ & \text { 64\% } \\ & \text { ULNQ } \end{aligned}$ | $\begin{gathered} 198 \\ 38 \% \\ \mu \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 40 \\ 25 \% \\ 1 \end{gathered}$ | $\begin{gathered} 220 \\ 64 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 78 \\ 33 \% \\ \Perp \end{gathered}$ | $\begin{aligned} & 186 \\ & 64 \% \\ & \text { ULNQ } \end{aligned}$ | $\begin{gathered} 72 \\ \text { 67\% } \\ \text { ULNQ* } \end{gathered}$ | $\begin{aligned} & 169 \\ & 44 \% \\ & \text { נLN } \end{aligned}$ | $\begin{gathered} 119 \\ 58 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 201 \\ 40 \% \\ \top \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | 307 <br> $80 \%$ RSTvwxyza | $\begin{gathered} 82 \\ 57 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{gathered} 191 \\ 44 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 102 \\ 71 \% \\ \text { RSTVWra } \end{gathered}$ | $\begin{gathered} 190 \\ 39 \% \\ T \end{gathered}$ | 56 61\% stwya* | $\begin{gathered} 157 \\ 41 \% \\ \top \end{gathered}$ | $\begin{gathered} 117 \\ 70 \% \\ c \end{gathered}$ | $\begin{aligned} & 176 \\ & 32 \% \end{aligned}$ |


| м | 2.34 | 1.84 | ${ }_{\substack{3.07 \\ \text { B0E }}}$ | ${ }_{\text {de }}^{2.54}$ er | $\stackrel{2.09}{ }$ | $\stackrel{2}{2.66}$ | 1.98 | ${ }_{\substack{1.98 \\ k}}$ | \% 2.54 | ${ }_{\text {\% }}^{\text {3.1.15 }}$ | 1.54 |  | ${ }_{1}^{1.94}$ | $\begin{gathered} 2.68 \\ \text { HIKMOPQ } \end{gathered}$ | ${ }_{1}^{1.94}$ | $\begin{gathered} 1.91 \\ \mathrm{k}^{*} \end{gathered}$ | 2.44 | ${ }_{\text {ux }}^{2.09}$ | ${ }_{\text {2. }}^{2.47}$ Ruxz | R3.19 | 1.62 | ${ }_{\text {Ux* }}^{2.21}$ | ${ }_{\text {2UUx2 }}^{2.42}$ | ${ }_{\substack{1.81 \\ U}}^{\text {d }}$ | ${ }_{\text {Ruvwxz }}^{2.53}$ | ${ }_{\text {ux* }}^{2.07}$ | ${ }_{\text {2.4, }}^{\text {Rux }}$ | 1.89 | $\underset{6}{2.63}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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



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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ (F) | $45-54$ <br> (G) | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | $\begin{gathered} 65+ \\ \text { (I) } \end{gathered}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | 55+ <br> (L) | $\begin{gathered} \text { Gen Z } \\ \text { (M) } \end{gathered}$ | Millennials <br> ( N ) | Gen X+ (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> ( T ) | South <br> (U) | London <br> (v) | Wales (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (Z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate (g) | Working <br> (h) | $\begin{gathered}\text { Not } \\ \text { working }\end{gathered}$ (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | ${ }^{123}$ | 49 | 92 | ${ }_{85}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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) | $\begin{gathered} 97 \\ 10 \% \end{gathered}$ | $\begin{gathered} 55 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{gathered} 60 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | $\begin{gathered} 27 \\ 12 \% \end{gathered}$ | ${ }_{7 \%}^{16}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{gathered} 8 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{gathered} 88 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | ¢ ${ }_{9 \%}^{64}$ | $\begin{gathered} 40 \\ \text { 13\% } \\ \mathrm{g} \end{gathered}$ | ${ }_{\text {che }}^{57}$ | $\begin{gathered} 65 \\ 11 \% \end{gathered}$ | 32 $9 \%$ |
| Fairy ikey(3) | $\begin{aligned} & 252 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 29 \\ 26 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \end{gathered}$ | $\begin{gathered} 48 \\ 28 \% \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 31 \\ 20 \% \\ * \end{gathered}$ | $\begin{gathered} 83 \\ 28 \% \end{gathered}$ | $\begin{gathered} 96 \\ 28 \% \end{gathered}$ | $\begin{gathered} 73 \\ 23 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 83 \\ 29 \% \end{gathered}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 67 \\ 29 \% \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 50 \\ 22 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \end{gathered}$ | $\begin{gathered} 27 \\ 35 \% \\ \text { U* } \end{gathered}$ | $\begin{gathered} 218 \\ 26 \% \end{gathered}$ | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 90 \\ 27 \% \end{gathered}$ | $\begin{gathered} 24 \\ 22 \% \end{gathered}$ | $\begin{gathered} 78 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 107 \\ 34 \% \\ g \end{gathered}$ | $\begin{aligned} & 145 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 178 \\ 29 \% \\ 1 \end{gathered}$ | 74 $21 \%$ |
| Fariry unikely (2) | $\begin{aligned} & 252 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 142 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 106 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 39 \\ 34 \% \\ { }^{3} * \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \end{gathered}$ | $\begin{gathered} 39 \\ 26 \% \end{gathered}$ | $\begin{gathered} 88 \\ 29 \% \end{gathered}$ | $\begin{gathered} 78 \\ 22 \% \end{gathered}$ | $\begin{gathered} 87 \\ 28 \% \end{gathered}$ | $\begin{gathered} 49 \\ 35 \% \\ \text { No } \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 77 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{gathered} 67 \\ 29 \% \end{gathered}$ | $\begin{gathered} 41 \\ 30 \% \end{gathered}$ | $\begin{gathered} 11 \\ 24 \% \end{gathered}$ | $\begin{gathered} 16 \\ 21 \% \end{gathered}$ | $\begin{gathered} 211 \\ 26 \% \end{gathered}$ | $\begin{gathered} 41 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 25 \\ 24 \% \end{gathered}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | $\begin{gathered} 199 \\ 28 \% \\ d \end{gathered}$ | $\begin{gathered} 80 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 26 \% \end{aligned}$ | 94\% |
| very unikely (1) | $\begin{aligned} & 169 \\ & 18 \% \end{aligned}$ | 86 19\% | $\begin{gathered} 81 \\ 17 \% \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | 30 $18 \%$ | $\begin{gathered} 37 \\ 20 \% \\ D \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 34 \\ 23 \% \\ D^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 66 \\ 19 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 66 \\ 21 \% \\ j \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 61 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | 81 <br> 15\% | $\begin{gathered} 88 \\ 20 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \end{gathered}$ | 42 $19 \%$ | $\begin{gathered} 20 \\ 14 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 15 \\ 19 \% \end{gathered}$ | 148 18\% | $\begin{gathered} 21 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 51 \\ 15 \% \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 132 \\ 20 \% \\ f \end{gathered}$ | $\begin{gathered} 112 \\ 18 \% \end{gathered}$ | 57 $17 \%$ 17 |
| Don't know | $\begin{aligned} & 189 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 56 \\ 12 \% \end{gathered}$ | $\begin{gathered} 131 \\ 27 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 25 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \end{gathered}$ | $\begin{gathered} 63 \\ 21 \% \end{gathered}$ | $\begin{gathered} 70 \\ 20 \% \end{gathered}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 64 \\ 22 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | $\begin{gathered} 103 \\ 19 \% \end{gathered}$ | $\begin{gathered} 87 \\ 20 \% \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 53 \\ 23 \% \end{gathered}$ | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 159 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{gathered} 73 \\ 22 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | 141 22\% f | $\begin{aligned} & 102 \\ & 17 \% \end{aligned}$ | 87 $25 \%$ $n$ $n$ |


| Net: Likely | 349 $36 \%$ | 182 $39 \%$ | 163 $34 \%$ | $\begin{gathered} 40 \\ 35 \% \\ \hline \end{gathered}$ | 71 $39 \%$ | 68 41\% | $\begin{gathered} 66 \\ 37 \% \end{gathered}$ | $\begin{gathered} 56 \\ 35 \% \end{gathered}$ | $\begin{gathered} 47 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 49 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 93 \\ 38 \% \end{gathered}$ | $\begin{gathered} 95 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 202 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 90 \\ 39 \% \end{gathered}$ | $\begin{gathered} 89 \\ 38 \% \end{gathered}$ | $\begin{gathered} 66 \\ 29 \% \end{gathered}$ | $\begin{gathered} 46 \\ 34 \% \end{gathered}$ | $\begin{gathered} 22 \\ 46 \% \\ U^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 45 \% \\ \text { u* } \end{gathered}$ | $\begin{aligned} & 306 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 42 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 38 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{gathered} 111 \\ 43 \% \\ e \end{gathered}$ | 238 $34 \%$ | $\begin{gathered} 147 \\ 47 \% \\ \mathrm{~g} \end{gathered}$ | 201 31\% | $\begin{gathered} 243 \\ 39 \% \end{gathered}$ | 106 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 421 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 228 \\ 49 \% \\ c \end{gathered}$ | $\begin{aligned} & 187 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 50 \\ 43 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 74 \\ 41 \% \end{gathered}$ | $\begin{gathered} 64 \\ 38 \% \end{gathered}$ | $\begin{gathered} 80 \\ 44 \% \end{gathered}$ | $\begin{gathered} 79 \\ 49 \% \\ F \end{gathered}$ | $\begin{gathered} 74 \\ 49 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 124 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 144 \\ 42 \% \end{gathered}$ | $\begin{gathered} 153 \\ 49 \% \end{gathered}$ | $\begin{gathered} 64 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 106 \\ 43 \% \end{gathered}$ | $\begin{gathered} 138 \\ 49 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 225 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 196 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 102 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 61 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{gathered} 17 \\ 36 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 31 \\ 39 \% \end{gathered}$ | $\begin{gathered} 360 \\ 44 \% \end{gathered}$ | $\begin{gathered} 62 \\ 46 \% \end{gathered}$ | $\begin{gathered} 230 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 43 \\ 41 \% \\ + \end{gathered}$ | $\begin{aligned} & 100 \\ & 39 \% \end{aligned}$ | (36\% | $\begin{aligned} & 117 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 304 \\ 47 \% \\ f \end{gathered}$ | 271 $44 \%$ | ${ }_{448}^{150}$ |
| 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 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit＇s impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labo | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourab e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | （A） | （B） | （c） | （D） | （E） | （F） | （G） | （H） | （1） | （1） | （k） | （L） | （M） | （N） | （0） | （P） | （a） | （R） | （s） | （T） | （U） | （v） | （w） | （x） | （r） | （2） | （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） | $\begin{gathered} 97 \\ 10 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 8 \\ 14 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{~B}^{+} \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \\ G \end{gathered}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \\ k \end{gathered}$ | $\begin{gathered} 73 \\ 14 \% \\ \text { нкмоР } \end{gathered}$ | 87 <br> 26\％ <br> HIKMNOPQ | $\stackrel{1}{*}$ | 40 <br> 25\％ <br> HIKMOPQ | $\begin{gathered} 22 \\ 6 \% \\ K \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \\ \text { HIKMOP } \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \\ & \kappa \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 57 \\ 15 \% \\ \text { НКМоР } \end{gathered}$ | $\begin{gathered} 15 \\ 7 \% \\ u \end{gathered}$ | $\begin{gathered} 69 \\ 14 \% \\ \text { RUX } \end{gathered}$ | 80 <br> 30\％ <br> RSUVWXYZa | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 58 \\ 13 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 5 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 74 \\ 15 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 58 \\ 15 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 68 \\ 12 \% \end{gathered}$ |
| Fairly likely（3） | $\begin{gathered} 252 \\ 26 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{gathered} 110 \\ 43 \% \\ B E \end{gathered}$ | $\begin{gathered} 19 \\ 34 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 22 \\ 22 \% \end{gathered}$ | $\begin{gathered} 118 \\ 35 \% \\ \text { G } \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 174 \\ 33 \% \\ \text { HKMOPQ } \end{gathered}$ | $\begin{gathered} 172 \\ 51 \% \end{gathered}$ <br> HIKLMNOPQ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | 64 <br> 40\％ <br> HKMOPQ | $\begin{gathered} 65 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 79 \\ 34 \% \\ \text { НКМоР } \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \\ k \end{gathered}$ | $\begin{gathered} 15 \\ 14 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 105 \\ 28 \% \\ \text { KMOP } \end{gathered}$ | $\begin{gathered} 40 \\ 20 \% \\ u \end{gathered}$ | $\begin{gathered} 160 \\ 32 \% \\ \text { Ruvxz } \end{gathered}$ | 129 <br> 49\％ <br> RSUVWXYZa | $\begin{gathered} 39 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ u \end{gathered}$ | $\begin{gathered} 138 \\ 31 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \end{gathered}$ | $\begin{gathered} 156 \\ 32 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 18 \\ 20 \% \\ U^{*} \end{gathered}$ | $\begin{gathered} 128 \\ 33 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{gathered} 196 \\ 36 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely（2） | $\begin{gathered} 252 \\ 26 \% \end{gathered}$ | $\begin{gathered} 98 \\ 37 \% \\ c \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | $\begin{gathered} 13 \\ 23 \% \end{gathered}$ | $\begin{gathered} 34 \\ 34 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 107 \\ 32 \% \\ F \end{gathered}$ | $\begin{gathered} 60 \\ \text { 33\% } \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 123 \\ 23 \% \\ \text { J } \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | 138 <br> 40\％ <br> IJLMNOQ | $\begin{gathered} 28 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 101 \\ 29 \% \\ \text { נl } \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 90 \\ 31 \% \\ \text { נL } \end{gathered}$ | $\begin{gathered} 39 \\ 36 \% \\ \text { ULN* } \end{gathered}$ | $\begin{gathered} 104 \\ 27 \% \\ \Perp \end{gathered}$ | 77 <br> 38\％ <br> sTWYa | $\begin{gathered} 114 \\ 23 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 160 \\ 42 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 52 \\ 37 \% \\ \text { stwła } \end{gathered}$ | $\begin{gathered} 106 \\ 24 \% \\ T \end{gathered}$ | 56 <br> $39 \%$ <br> sTWYa | $\begin{gathered} 119 \\ 24 \% \\ \mathrm{~T} \end{gathered}$ | 33 <br> 36\％ <br> stwy＊ | $\begin{gathered} 99 \\ 26 \% \\ \top \end{gathered}$ | $\begin{gathered} 66 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 120 \\ & 22 \% \end{aligned}$ |
| very unikely（1） | $\begin{aligned} & 169 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 86 \\ 33 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \\ \mathrm{CD}^{*} \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{gathered} 94 \\ 28 \% \\ F \end{gathered}$ | $\begin{gathered} 55 \\ 31 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 75 \\ 14 \% \\ \mathrm{JLN} \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | 141 <br> 41\％ <br> HIJLMNQ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 118 \\ 34 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 21 \\ & 9 \% \\ & \text { ル } \end{aligned}$ | $\begin{gathered} 107 \\ 37 \% \\ \text { ULNQ } \end{gathered}$ | 44 <br> 41\％ <br> ULNQ＊ | $\begin{gathered} 64 \\ 17 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 48 \\ 23 \% \\ \text { TYa } \end{gathered}$ | $\begin{gathered} 85 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | 140 <br> 36\％ <br> RSTVWYa | $\begin{gathered} 34 \\ 24 \% \\ T \gamma \mathrm{a} \end{gathered}$ | $\begin{gathered} 88 \\ 20 \% \\ \text { STYa } \end{gathered}$ | 51 <br> $36 \%$ <br> RSTVWYa | $\begin{gathered} 77 \\ 16 \% \\ T \end{gathered}$ | 30 <br> 33\％ <br> RSTWYa＊ | $\begin{gathered} 58 \\ 15 \% \\ T \end{gathered}$ | $\begin{gathered} 57 \\ 34 \% \\ c \end{gathered}$ | $\begin{gathered} 54 \\ 10 \% \end{gathered}$ |
| Don＇t know | $\begin{gathered} 189 \\ 20 \% \end{gathered}$ | $\begin{gathered} 30 \\ 11 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 13 \\ 23 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ G \end{gathered}$ | $\begin{gathered} 43 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 81 \\ 15 \% \\ \text { HMOP } \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \\ p \end{gathered}$ | $\begin{gathered} 39 \\ 11 \% \\ p \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \\ H P \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \\ p \end{gathered}$ | 4 $4 \%$ . | $\begin{gathered} 50 \\ 13 \% \\ p \end{gathered}$ | $\begin{gathered} 24 \\ 12 \% \\ x z \end{gathered}$ | $\begin{gathered} 70 \\ 14 \% \\ \text { wxza } \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \\ z \end{gathered}$ | $\begin{gathered} 42 \\ 11 \% \\ z \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \\ z \end{gathered}$ | $\begin{gathered} 48 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 64 \\ 13 \% \\ \text { xz } \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | 110 20\％ b |


| Net：Likely | $\begin{gathered} 349 \\ 36 \% \end{gathered}$ | $\begin{gathered} 51 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 68 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 27 \\ 48 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 31 \\ 32 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 165 \\ 49 \% \\ G \end{gathered}$ | $\begin{gathered} 93 \\ 28 \% \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \\ \mathrm{k} \end{gathered}$ | 247 <br> 47\％ <br> HKMOP | 259 <br> 77\％ <br> HIKLMNOPQ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 105 \\ 65 \% \end{gathered}$ <br> HIKMNOPQ | $\begin{gathered} 87 \\ 25 \% \\ k \end{gathered}$ | 125 <br> 53\％ <br> HIKMOPQ | $\begin{gathered} 67 \\ 23 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 21 \\ 19 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 163 \\ 43 \% \\ \text { Нкмор } \end{gathered}$ | 55 <br> 27\％ <br> UX | 230 <br> 46\％ <br> RUVXZ | 209 <br> 79\％ <br> RSUVWXYZa | $\begin{gathered} 43 \\ 11 \% \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \\ \text { UX } \end{gathered}$ | 196 <br> 45\％ <br> RUVXZ | $\begin{gathered} 27 \\ 19 \% \\ u \end{gathered}$ | 230 <br> 47\％ <br> RUVXZ | $\begin{gathered} 25 \\ 27 \% \\ u^{*} \end{gathered}$ | 186 <br> 48\％ <br> RUVwxz | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{gathered} 264 \\ 48 \% \\ \mathrm{~b} \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net：Unikely | $\begin{aligned} & 421 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 70 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 16 \\ 28 \% \end{gathered}$ | 55 <br> 56\％ <br> CD＊ | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 202 \\ 60 \% \\ \mathrm{~F} \end{gathered}$ | 115 <br> 64\％ <br> ULNQ | $\begin{gathered} 198 \\ 38 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | 279 <br> 81\％ <br> HIJLMNOQ | $\begin{gathered} 33 \\ 20 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 219 \\ 64 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 76 \\ 32 \% \\ \text { 九上 } \end{gathered}$ | $\begin{gathered} 197 \\ 67 \% \\ \text { נLNQ } \end{gathered}$ | 83 <br> 77\％ <br> HIJLMNOQ＊ | $\begin{aligned} & 168 \\ & 44 \% \\ & \text { ULN } \end{aligned}$ | 125 <br> 61\％ <br> sTWYa | $\begin{gathered} 199 \\ 40 \% \\ T \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | 300 <br> 78\％ <br> RSTVWYa | 86 <br> 60\％ <br> sTWYa | 195 <br> 44\％ <br> STY | 107 <br> 75\％ <br> RSTVWYa | $\begin{gathered} 196 \\ 40 \% \\ T \end{gathered}$ | 63 <br> 69\％ <br> stwła＊ | $\begin{gathered} 156 \\ 41 \% \\ T \end{gathered}$ | $\begin{gathered} 123 \\ 73 \% \\ c \end{gathered}$ | $\begin{aligned} & 174 \\ & 32 \% \end{aligned}$ |



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

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

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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Eduation |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | 18-24 <br> (D) | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | 45-54 <br> (G) | 55-64 <br> (H) | $65+$ <br> (I) | 18-34 <br> (J) | $\begin{gathered} 35-54 \\ (\mathrm{~K}) \end{gathered}$ | 55+ <br> (L) | Gen $Z$ <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}^{+}$ <br> (O) | Baby Boomer <br> (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (Z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | ${ }_{\substack{\text { a }}}^{\substack{\text { Not } \\ \text { working } \\ \text { ii) }}}$ |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 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 liey (4) | $\begin{aligned} & 87 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 55 \\ 12 \% \\ c \end{gathered}$ | $\begin{aligned} & 32 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 13 \\ 12 \% \end{gathered}$ | $\begin{gathered} 22 \\ 12 \% \\ G \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 7 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 34 \\ 12 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 26 \\ 11 \% \\ u \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \\ \text { su* } \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 11 \\ 14 \% \\ \text { su* } \end{gathered}$ | $\begin{gathered} 82 \\ 10 \% \\ z \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 50 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \\ e \end{gathered}$ | $\begin{aligned} & 51 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 59 \\ 10 \% \end{gathered}$ | 28 ${ }_{8 \%}^{28}$ |
| Fairy ikey(3) | $\begin{aligned} & 262 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 41 \\ 35 \% \\ 6^{*} \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | 51 <br> $30 \%$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 35 \\ 23 \% \\ \stackrel{y}{*} \end{gathered}$ | $\begin{gathered} 92 \\ 31 \% \end{gathered}$ | $\begin{gathered} 94 \\ 27 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $47$ $34 \%$ | $\begin{gathered} 81 \\ 28 \% \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \end{gathered}$ | $\begin{gathered} 68 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 67 \\ 29 \% \end{gathered}$ | $\begin{gathered} 71 \\ 30 \% \end{gathered}$ | $\begin{gathered} 59 \\ 26 \% \end{gathered}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{gathered} 17 \\ 34 \% \end{gathered}$ | $\begin{gathered} 22 \\ 28 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 231 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 35 \\ 34 \% \end{gathered}$ | $\begin{gathered} 76 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 102 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | - ${ }_{\text {160 }}^{\text {25\% }}$ | 178 $29 \%$ | 85 $25 \%$ |
| Fariry unikely (2) | $\begin{aligned} & 265 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 125 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 29 \\ 25 \% \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | $\begin{gathered} 34 \\ 20 \% \end{gathered}$ | $\begin{gathered} 57 \\ 32 \% \\ \text { EF } \\ \hline \end{gathered}$ | $\begin{gathered} 52 \\ 32 \% \\ \text { EF } \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \\ \text { EF** }^{*} \end{gathered}$ | $\begin{gathered} 69 \\ 23 \% \end{gathered}$ | $\begin{gathered} 91 \\ 26 \% \end{gathered}$ | $\begin{gathered} 105 \\ 34 \% \\ 1 \end{gathered}$ | $\begin{gathered} 36 \\ 26 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \end{gathered}$ | $\begin{gathered} 99 \\ 35 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 155 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 62 \\ 27 \% \end{gathered}$ | $\begin{gathered} 60 \\ 26 \% \end{gathered}$ | $\begin{gathered} 66 \\ 29 \% \end{gathered}$ | $\begin{gathered} 46 \\ 33 \% \end{gathered}$ | 14 <br> 28\% | $\begin{gathered} 17 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 222 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 96 \\ 29 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{gathered} 216 \\ 31 \% \\ d \end{gathered}$ | $\begin{gathered} 82 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 27 \% \end{aligned}$ | 100 |
| very unikely(1) | $\begin{aligned} & 166 \\ & 17 \% \end{aligned}$ | 88 <br> 19\% | $\begin{gathered} 76 \\ 16 \% \end{gathered}$ | $10$ 9\% | 29 <br> 16\% | $\begin{gathered} 29 \\ 17 \% \\ 0 \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ 0 \end{gathered}$ | 25 <br> 16\% | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | 66 19\% | 61 <br> 19\% | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{gathered} 48 \\ 17 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 50 \\ 18 \% \end{gathered}$ | 84 16\% | $\begin{gathered} 82 \\ 19 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | 43 19\% | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 15 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 26 \\ 19 \% \end{gathered}$ | $\begin{gathered} 97 \\ 19 \% \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | $\begin{gathered} 124 \\ 19 \% \\ f \end{gathered}$ | $\begin{gathered} 120 \\ 19 \% \\ 1 \end{gathered}$ | 47 $14 \%$ |
| Don't know | $\begin{aligned} & 179 \\ & 19 \% \end{aligned}$ | 61 <br> 13\% | $\begin{gathered} 115 \\ 24 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \\ * \end{gathered}$ | 41 <br> 22\% <br> H | 33 <br> 20\% | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | 28 <br> 19\% | $\begin{gathered} 63 \\ 21 \% \end{gathered}$ | 66 19\% | 50 <br> 16\% | 25 <br> 18\% | $\begin{gathered} 65 \\ 23 \% \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | 96 <br> 18\% | $\begin{gathered} 83 \\ 19 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | 47 21\% | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 14 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 148 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{gathered} 88 \\ 17 \% \end{gathered}$ | $\begin{gathered} 69 \\ 20 \% \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 94 \\ 15 \% \end{gathered}$ | cis $\begin{gathered}\text { 85 } \\ \text { 25\% } \\ n \\ h\end{gathered}$ |


| Net: Likely | 349 $36 \%$ | $\begin{gathered} 192 \\ 41 \% \\ c \end{gathered}$ | 152\% | $\begin{gathered} 54 \\ 47 \% \\ \text { GHI* } \end{gathered}$ | - ${ }_{4}^{73}$ | $\begin{gathered} 72 \\ 43 \% \\ 6 H \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \end{gathered}$ | $\begin{gathered} 52 \\ 32 \% \end{gathered}$ | $\begin{gathered} 45 \\ 30 \% \\ * \end{gathered}$ | $\begin{gathered} 127 \\ 43 \% \\ L \end{gathered}$ | $\begin{aligned} & 125 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 97 \\ 31 \% \end{gathered}$ | $\begin{gathered} 65 \\ 46 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 115 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 82 \\ 33 \% \end{gathered}$ | $\begin{gathered} 87 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 81 \\ 35 \% \end{gathered}$ | $\begin{gathered} 96 \\ 41 \% \\ u \end{gathered}$ | $\begin{gathered} 71 \\ 31 \% \end{gathered}$ | $\begin{gathered} 49 \\ 36 \% \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 33 \\ 42 \% \\ \hline \end{gathered}$ | $\begin{gathered} 314 \\ 38 \% \\ z \end{gathered}$ | $\begin{gathered} 35 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 186 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 42 \\ 40 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 113 \\ 43 \% \\ e \end{gathered}$ | $\begin{aligned} & 236 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 138 \\ 44 \% \\ g \end{gathered}$ | $\underset{\substack{211 \\ 33 \%}}{\substack{\text { a }}}$ | 237 38\% | -113\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 431 \\ 45 \% \end{gathered}$ | $\begin{gathered} 213 \\ 46 \% \end{gathered}$ | $\begin{gathered} 214 \\ 44 \% \end{gathered}$ | $\begin{gathered} 38 \\ 34 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 70 \\ 38 \% \end{gathered}$ | $\begin{gathered} 63 \\ 37 \% \end{gathered}$ | $\begin{gathered} 95 \\ 53 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 88 \\ 54 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 78 \\ 51 \% \\ \mathrm{D}^{+} \end{gathered}$ | $\begin{aligned} & 108 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 157 \\ 45 \% \\ j \end{gathered}$ | $\begin{gathered} 166 \\ 53 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 50 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 149 \\ & 53 \% \\ & \text { MN } \end{aligned}$ | $\begin{gathered} 239 \\ 45 \% \end{gathered}$ | $\begin{gathered} 192 \\ 45 \% \end{gathered}$ | $\begin{gathered} 106 \\ 46 \% \end{gathered}$ | $\begin{gathered} 104 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 60 \\ 44 \% \end{gathered}$ | $\begin{gathered} 21 \\ 43 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 32 \\ 40 \% \end{gathered}$ | $\begin{gathered} 363 \\ 44 \% \end{gathered}$ | $\begin{gathered} 68 \\ 51 \% \end{gathered}$ | $\begin{gathered} 245 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 40 \\ 38 \% \end{gathered}$ | $\begin{gathered} 98 \\ 38 \% \end{gathered}$ | $\begin{gathered} 333 \\ 48 \% \\ d \end{gathered}$ | $\begin{gathered} 124 \\ 40 \% \end{gathered}$ | $\begin{gathered} 307 \\ 48 \% \\ f \end{gathered}$ | 285 $46 \%$ | ${ }_{\text {43\% }}^{146}$ |
| Mean | 2.35 | 2.39 | 2.30 | $\underbrace{2.62}_{\text {cht }}$ | $\underbrace{2}_{\substack{2.46 \\ 6 . t}}$ | $\underbrace{\text { c.47 }}_{\text {cht }}$ | 2.17 | 2.19 | 2.25 | ${ }_{\substack{2.52 \\ k 1}}$ | 2.32 | 2.22 | ${ }_{\text {cor }}^{2.58}$ | $\stackrel{2.46}{0}$ | 2.22 | 2.24 | 2.37 | 2.31 | 2.27 | 2.39 | 2.23 | ${ }_{0}^{2.52}$ | ${ }^{2.35}$ | ${ }^{2.46}$ | $\stackrel{2}{2.38}$ | $\stackrel{2.14}{ }$ | 2.32 | 2.37 | ${ }^{2.36}$ | $\underset{\substack{2.88 \\ e}}{ }$ | 2.30 | ${ }_{\substack{2.50 \\ 8}}$ | 2.27 | 2.34 | 2.36 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit＇s impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourab e to Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | （A） | （B） | （c） | （D） | （E） | （F） | （G） | （H） | （1） | （1） | （k） | （L） | （M） | （N） | （0） | （P） | （a） | （R） | （s） | （T） | （U） | （v） | （w） | （x） | （r） | （2） | （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） | $\begin{aligned} & 87 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ \text { BD } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 39 \\ 12 \% \\ G \end{gathered}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 18 \\ 10 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 56 \\ 11 \% \\ \text { кмо } \end{gathered}$ | 72 <br> 21\％ <br> HIKMNOPQ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 26 \\ 17 \% \\ \text { IKMOQ } \end{gathered}$ | $\begin{gathered} 20 \\ 6 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 39 \\ 16 \% \\ \text { ІкмоQ } \end{gathered}$ | $\begin{gathered} 19 \\ 6 \% \\ k \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 39 \\ 10 \% \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 24 \\ 12 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 50 \\ 10 \% \\ u \end{gathered}$ | 66 <br> 25\％ <br> RSUVWXYZa | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 12 \\ 9 \% \\ u \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \\ u \end{gathered}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 56 \\ 11 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ \text { ux** } \end{gathered}$ | $\begin{gathered} 44 \\ 11 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 54 \\ 10 \% \end{gathered}$ |
| Fairly likely（3） | $\begin{gathered} 262 \\ 27 \% \end{gathered}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{gathered} 115 \\ 45 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 27 \\ 48 \% \\ \text { BE* } \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \end{gathered}$ | $\begin{gathered} 129 \\ 38 \% \\ G \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \\ k \end{gathered}$ | $\begin{gathered} 187 \\ 35 \% \\ \text { НКМОР } \end{gathered}$ | $\begin{aligned} & 172 \\ & 51 \% \end{aligned}$ <br> HIKMNOPQ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | 79 <br> 49\％ HIKMNOPQ | $\begin{gathered} 67 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 88 \\ 38 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 126 \\ \text { 33\% } \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | $\begin{gathered} 170 \\ 34 \% \\ \text { Ruvxz } \end{gathered}$ | 140 <br> 53\％ <br> RSUVWXYZa | $\begin{gathered} 44 \\ 11 \% \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 146 \\ & 33 \% \\ & \text { Ruxz } \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 172 \\ 35 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 19 \\ 20 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 136 \\ 35 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 198 \\ 36 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely（2） | $\begin{gathered} 265 \\ 28 \% \end{gathered}$ | $\begin{gathered} 108 \\ 41 \% \\ c D \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \end{gathered}$ | $\begin{gathered} 10 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 28 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 69 \\ 21 \% \end{gathered}$ | $\begin{gathered} 121 \\ 36 \% \\ F \end{gathered}$ | 70 <br> 39\％ <br> ULMNQ | $\begin{gathered} 128 \\ 24 \% \\ \text { 」L } \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | $\begin{gathered} 134 \\ 39 \% \\ \text { ILMNOQ } \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 105 \\ 30 \% \\ \text { JL } \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 93 \\ 32 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 42 \\ 39 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 101 \\ 27 \% \\ \Perp \end{gathered}$ | 84 <br> 41\％ <br> sTWYa | $\begin{gathered} 124 \\ 25 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 146 \\ 38 \% \\ \text { stwya } \end{gathered}$ | 57 <br> 40\％ <br> sTWYa | $\begin{gathered} 109 \\ 25 \% \\ T \end{gathered}$ | 73 <br> 51\％ <br> RSTUVWYa | $\begin{gathered} 123 \\ 25 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 37 \\ 40 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 97 \\ 25 \% \\ \top \end{gathered}$ | $\begin{gathered} 64 \\ 38 \% \\ \text { c } \end{gathered}$ | $\begin{aligned} & 131 \\ & 24 \% \end{aligned}$ |
| very unikely（1） | $\begin{aligned} & 166 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 82 \\ 31 \% \\ C D \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 3 \\ 5 \% \end{gathered}$ | $\begin{gathered} 25 \\ 25 \% \\ C^{*} \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 90 \\ 27 \% \\ F \end{gathered}$ | $\begin{gathered} 44 \\ 25 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 77 \\ 15 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | 137 <br> 40\％ <br> hiJlmnoa | $\begin{gathered} 9 \\ 6 \% \\ \mathrm{~J} \end{gathered}$ | 115 <br> 33\％ <br> HIJINQ | $\begin{gathered} 26 \\ 11 \% \\ \Perp \end{gathered}$ | 98 <br> 34\％ <br> hulina | 33 <br> 30\％ <br> ULNQ＊ | $\begin{gathered} 74 \\ 19 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 41 \\ 20 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 92 \\ 19 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | 143 <br> 37\％ <br> RSTVWXYZa | $\begin{gathered} 25 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 96 \\ 22 \% \\ \text { STYa } \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \\ \text { TVYa } \end{gathered}$ | $\begin{gathered} 81 \\ 17 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 21 \\ 23 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 67 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \\ c \end{gathered}$ | $\begin{gathered} 63 \\ 12 \% \end{gathered}$ |
| Don＇t know | $\begin{aligned} & 179 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | $\begin{gathered} 13 \\ 22 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 78 \\ 15 \% \\ \text { JMPQ } \end{gathered}$ | $\begin{gathered} 39 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \\ p \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \\ p \end{gathered}$ | $\begin{gathered} 27 \\ 12 \% \\ p \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \\ \mathrm{P} \end{gathered}$ | $\stackrel{5}{5 \%}$ | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 27 \\ 13 \% \\ x z \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \\ \text { Twx } \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{gathered} 58 \\ 12 \% \\ \text { Tw } \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{gathered} 40 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 102 \\ 19 \% \\ \mathrm{~b} \end{gathered}$ |


| Net：Likely | $\begin{gathered} 349 \\ 36 \% \end{gathered}$ | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | $\begin{gathered} 166 \\ 65 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 30 \\ 54 \% \\ \text { BE**}^{*} \end{gathered}$ | $\begin{gathered} 34 \\ 34 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 168 \\ 50 \% \\ G \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \\ k \end{gathered}$ | 243 <br> 46\％ <br> HKMOP | 244 <br> 73\％ <br> HIKLMNOPQ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 105 \\ 66 \% \end{gathered}$ <br> HIKMNOPQ | $\begin{gathered} 87 \\ 25 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 127 \\ 54 \% \\ \text { HІКМОРQ } \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 29 \\ 26 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 165 \\ 43 \% \\ \text { нкмоР } \end{gathered}$ | $\begin{gathered} 53 \\ 26 \% \\ \text { UX } \end{gathered}$ | 220 <br> 44\％ <br> RUVXZ | 206 <br> 78\％ <br> RSUVWXYZa | $\begin{gathered} 54 \\ 14 \% \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \text { Ux } \end{gathered}$ | 192 <br> 44\％ <br> RUVXZ | $\begin{gathered} 24 \\ 16 \% \end{gathered}$ | 228 <br> 46\％ <br> RUVXZ | $\begin{gathered} 29 \\ 31 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 179 \\ 47 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 43 \\ 25 \% \end{gathered}$ | $\begin{gathered} 251 \\ 46 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net：Unikely | $\begin{gathered} 431 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 72 \% \\ & \text { CDE } \end{aligned}$ | $\begin{gathered} 53 \\ 21 \% \end{gathered}$ | $\begin{gathered} 13 \\ 23 \% \end{gathered}$ | 52 <br> 53\％ <br> CD＊ | $\begin{aligned} & 110 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 211 \\ 63 \% \\ F \end{gathered}$ | 114 <br> 64\％ <br> ULNQ | $\begin{gathered} 205 \\ 39 \% \\ \text { 」L } \end{gathered}$ | $\begin{gathered} 53 \\ 16 \% \end{gathered}$ | 270 <br> 78\％ <br> HIJLMNOPQ | $\begin{gathered} 36 \\ 22 \% \\ 1 \end{gathered}$ | 220 <br> 64\％ <br> JUNQ | $\begin{gathered} 80 \\ 34 \% \\ \text { ル } \end{gathered}$ | 191 <br> 65\％ <br> IULNQ | 74 <br> 69\％ <br> ULINQ＊ | 175 <br> 46\％ <br> IJLN | 125 <br> 61\％ <br> sTwYa | $\begin{gathered} 217 \\ 43 \% \\ \top \end{gathered}$ | $\begin{gathered} 37 \\ 14 \% \end{gathered}$ | 290 <br> 75\％ <br> RSTVWYZa | 82 <br> 57\％ <br> sTWYa | 205 <br> 47\％ <br> STYa | 111 <br> 78\％ <br> RSTVWYZa | $\begin{gathered} 204 \\ 42 \% \\ T \end{gathered}$ | 57 <br> 63\％ <br> stwya＊ | 164 <br> 43\％ <br> T | $\begin{gathered} 114 \\ 67 \% \\ c \end{gathered}$ | $\begin{aligned} & 195 \\ & 36 \% \end{aligned}$ |



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

ColumnMeans（5\％）：A，B／C／D／E，F／G，H／／I／／K／L／M／N／／／P／Q，R／S／T／U／V／W／X／／／／Z／a，b／c Minimum Base：301＊＊）Small Base：100（＊）

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Martial Stat |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employmentstatu |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | $45-54$ <br> (G) | 55-64 <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} \text { 35-54 } \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & \text { 55+ } \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> (N) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland $(\mathrm{X})$ | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(z) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/S <br> eparated <br> (c) | At least one child present <br> (d) | No children present (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | ${ }_{\text {w }}^{\substack{\text { Notring } \\ \text { wor } \\ \text { (i) }}}$ |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{51}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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 likey (4) | $\begin{aligned} & 77 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 44 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 13 \% \\ \text { GH } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \\ * \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $15$ | $\begin{gathered} 30 \\ 13 \% \\ \text { su } \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 1 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \\ \text { e } \end{gathered}$ | $\begin{aligned} & 47 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 9 \% \end{aligned}$ | 25 ${ }_{7}^{25}$ |
| Fariry ikely (3) | $\begin{aligned} & 266 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 44 \\ 38 \% \\ \text { GHIP } \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | $\begin{gathered} 47 \\ 28 \% \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | $\begin{gathered} 35 \\ 23 \% \end{gathered}$ | $\begin{gathered} 95 \\ 32 \% \end{gathered}$ | $\begin{gathered} 95 \\ 27 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \end{gathered}$ | $\begin{gathered} 63 \\ 26 \% \end{gathered}$ | $\begin{gathered} 71 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 70 \\ 30 \% \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \end{gathered}$ | $\begin{gathered} 67 \\ 29 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 18 \\ 38 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 20 \\ 26 \% \end{gathered}$ | $\begin{gathered} 230 \\ 28 \% \end{gathered}$ | $\begin{gathered} 36 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 98 \\ 29 \% \end{gathered}$ | $\begin{gathered} 30 \\ 28 \% \end{gathered}$ | $\begin{gathered} 86 \\ 33 \% \\ e \end{gathered}$ | $\begin{aligned} & 180 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 103 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | (164 | 167 27\% | ${ }_{\text {29\% }}^{\text {29\% }}$ |
| Fariry unikely (2) | $\begin{aligned} & 263 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 31 \\ 27 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 56 \\ 35 \% \\ \mathrm{~F} \end{gathered}$ | 46 <br> 31\% | $\begin{gathered} 77 \\ 26 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 102 \\ 33 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 41 \\ 29 \% \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{gathered} 66 \\ 27 \% \end{gathered}$ | $\begin{gathered} 91 \\ 32 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 151 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 40 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 21 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 27 \% \end{aligned}$ | ${ }_{34}^{43}$ | $\begin{aligned} & 148 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 88 \\ 26 \% \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | $\begin{gathered} 210 \\ 30 \% \\ d \end{gathered}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 28 \% \end{aligned}$ | $\underset{\substack{89 \\ 26 \%}}{ }$ |
| very uniliey (1) | 200 <br> 21\% | $\begin{aligned} & 100 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 98 \\ 20 \% \end{gathered}$ | 18 <br> $15 \%$ | $\begin{gathered} 32 \\ 17 \% \end{gathered}$ | 39 23\% | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | 34 <br> 22\% | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | 82 $24 \%$ <br> J | 68 $22 \%$ | $\begin{gathered} 22 \\ 15 \% \end{gathered}$ | $\begin{gathered} 57 \\ 20 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 61 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 96 \\ 22 \% \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \end{gathered}$ | 51 <br> $22 \%$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 17 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 26 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 22 \% \end{aligned}$ | 63 19\% | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 57 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 54 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 146 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 22 \% \end{aligned}$ | (18\% |
| Don't kow | $\begin{aligned} & 152 \\ & 16 \% \end{aligned}$ | 65 14\% | 85 $18 \%$ | $\begin{gathered} 15 \\ 13 \% \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | 26 <br> 15\% | 29 $16 \%$ | 22 <br> 13\% | 24 $16 \%$ | $\begin{gathered} 52 \\ 17 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | 46 <br> 15\% | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 41 \\ 15 \% \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \end{gathered}$ | $\begin{gathered} 66 \\ 15 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | 44 <br> $19 \%$ | 20 | $\stackrel{4}{9}$ | $\begin{gathered} 13 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 16 \% \end{aligned}$ | 23 $17 \%$ | $\begin{gathered} 76 \\ 15 \% \end{gathered}$ | 65 $19 \%$ | $\begin{gathered} 11 \\ 11 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | 107 $17 \%$ | 84 $14 \%$ | c8 20\% $n$ |


| Net: ikey | 349 $36 \%$ | 166 36\% | ${ }^{170}$ 35\% | $\begin{gathered} 51 \\ 45 \% \\ \mathrm{H}^{+} \end{gathered}$ | ${ }^{69}$ 37\% | $\begin{gathered} 68 \\ 41 \% \\ \text { H } \end{gathered}$ | ${ }_{\text {3 }}^{\text {33\% }}$ | $\begin{gathered} 50 \\ 31 \% \end{gathered}$ | $\begin{gathered} 47 \\ 31 \% \end{gathered}$ | $\begin{gathered} 120 \\ 40 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 127 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 96 \\ 31 \% \end{gathered}$ | $\begin{gathered} 60 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 81 \\ 33 \% \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 84 \\ 36 \% \end{gathered}$ | $\begin{gathered} 85 \\ 36 \% \end{gathered}$ | $\begin{gathered} 76 \\ 34 \% \end{gathered}$ | $\begin{gathered} 51 \\ 37 \% \\ * \end{gathered}$ | $\begin{gathered} 19 \\ 40 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 28 \\ 35 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 303 \\ & 37 \% \end{aligned}$ | 41 30\% | ${ }_{\text {l }}^{183}$ 35\% | $\begin{aligned} & 121 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 40 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{gathered} 117 \\ 45 \% \\ \text { e } \end{gathered}$ | ${ }_{\text {227 }}^{\text {32\% }}$ | $\begin{gathered} 133 \\ 43 \% \\ \mathrm{~g} \end{gathered}$ | ¢ | 220 | ${ }_{36 \%}^{124}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikey | $\begin{gathered} 463 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 235 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 227 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 42 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 78 \\ 43 \% \end{gathered}$ | 74 <br> 44\% | $\begin{gathered} 92 \\ 51 \% \end{gathered}$ | 91 <br> 56\% <br> DEF | $\begin{gathered} 80 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 171 \\ 55 \% \\ 1 \end{gathered}$ | $\begin{gathered} 62 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 126 \\ 51 \% \end{gathered}$ | $\begin{gathered} 152 \\ 54 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 255 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 49 \% \end{aligned}$ | ${ }_{\text {4 }}^{113}$ | $\begin{aligned} & 114 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 47 \% \end{aligned}$ | 66 <br> 48\% | $\begin{gathered} 24 \\ 51 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 48 \% \end{gathered}$ | $\begin{gathered} 393 \\ 48 \% \end{gathered}$ | $\begin{gathered} 71 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 53 \\ 51 \% \end{gathered}$ | $\begin{gathered} 110 \\ 42 \% \end{gathered}$ | $\begin{gathered} 354 \\ 51 \% \\ d \end{gathered}$ | $\begin{gathered} 135 \\ 43 \% \end{gathered}$ | $\begin{gathered} 329 \\ 51 \% \\ \mathrm{f} \end{gathered}$ | 311 $51 \%$ | ${ }_{44 \%}^{152}$ |
| Mean | 2.27 | 2.28 | 2.26 | ${ }^{2.41}$ | 2.37 | ${ }^{2} .35$ | 2.18 | 2.17 | 2.19 | ${ }^{2.39}$ | 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 | ${ }^{2.26}$ | ${ }_{2}^{2.40}$ | 2.22 | ${ }_{8}^{2.41}$ | 2.21 | 2.26 | 2.31 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Braverman } \end{aligned}$ | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (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) | $\begin{aligned} & 77 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \\ \mathbf{8}^{*} \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 53 \\ 10 \% \\ \text { кмо } \end{gathered}$ |  | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ |  | $\begin{aligned} & 19 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{gathered} 32 \\ 14 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \\ & k \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \\ \text { k. } \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 10 \\ 5 \% \\ u \end{gathered}$ | $\begin{gathered} 54 \\ 11 \% \\ \text { RUX } \end{gathered}$ | 60 23\% RSUVwxyza | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 12 \\ 9 \% \\ u \end{gathered}$ | $\begin{gathered} 43 \\ 10 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 52 \\ 11 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ \text { Ru** } \end{gathered}$ | $\begin{aligned} & 40 \\ & 10 \% \\ & \text { RUX } \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 8 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 266 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 46 \\ 17 \% \end{gathered}$ | $\begin{gathered} 110 \\ 43 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 23 \\ 40 \% \\ \text { BE }^{*} \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 128 \\ 38 \% \\ 6 \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \\ k \end{gathered}$ | $\begin{aligned} & 172 \\ & 33 \% \\ & \text { нкмо } \end{aligned}$ |  | $\begin{gathered} 39 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 64 \\ 19 \% \\ \mathrm{k} \end{gathered}$ |  | $\begin{gathered} 56 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 26 \\ 24 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 119 \\ 31 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 47 \\ 23 \% \\ u \end{gathered}$ | $\begin{gathered} 156 \\ 31 \% \\ u \end{gathered}$ |  | $\begin{gathered} 53 \\ 14 \% \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \\ u \end{gathered}$ | $\begin{aligned} & 142 \\ & 32 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 33 \\ 23 \% \\ u \end{gathered}$ | $\begin{aligned} & 155 \\ & 32 \% \\ & \text { RU } \end{aligned}$ | $\begin{gathered} 25 \\ 27 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 118 \\ 31 \% \\ u \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{gathered} 193 \\ 35 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 263 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 103 \\ 39 \% \\ c \end{gathered}$ | $\begin{gathered} 50 \\ 20 \% \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 31 \\ 31 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 83 \\ 25 \% \end{gathered}$ | $\begin{gathered} 116 \\ 34 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 60 \\ \text { 33\% } \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 137 \\ 26 \% \\ j \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \end{gathered}$ | $\begin{gathered} 120 \\ 35 \% \\ \text { uLMNQ } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \end{gathered}$ | $\begin{gathered} 95 \\ 27 \% \\ 1 \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 89 \\ 31 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 36 \\ 34 \% \\ \text { נN** } \end{gathered}$ | $\begin{aligned} & 108 \\ & 28 \% \\ & \text { JLN } \end{aligned}$ | $\begin{gathered} 69 \\ 34 \% \\ \text { STw } \end{gathered}$ | $\begin{gathered} 128 \\ 26 \% \\ \top \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 137 \\ 36 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \top \end{gathered}$ | $\begin{gathered} 107 \\ 24 \% \\ \tau \end{gathered}$ | $\begin{gathered} 56 \\ 39 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 131 \\ 27 \% \\ \top \end{gathered}$ | $\begin{gathered} 33 \\ 35 \% \\ \text { Tw } \end{gathered}$ | $\begin{aligned} & 107 \\ & 28 \% \\ & \text { Tw } \end{aligned}$ | $\begin{gathered} 53 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 26 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 200 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 82 \\ 31 \% \\ C D \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 33 \\ 33 \% \\ \text { c0** } \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \end{gathered}$ | $\begin{gathered} 101 \\ 30 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 98 \\ 19 \% \\ \text { JเN } \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ |  | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 130 \\ 38 \% \\ \text { HulNa } \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \\ j \end{gathered}$ | $\begin{gathered} 106 \\ 36 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 38 \\ 35 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 83 \\ 22 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 49 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 109 \\ 22 \% \\ \top \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | 155 <br> 40\% RSTVWXYZa | $\begin{gathered} 32 \\ 22 \% \\ \uparrow \end{gathered}$ | $\begin{aligned} & 107 \\ & 24 \% \\ & \text { TYa } \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \\ \top \end{gathered}$ | $\begin{gathered} 95 \\ 19 \% \\ \top \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 21 \% \\ \top \end{gathered}$ | $\begin{gathered} 56 \\ 33 \% \\ c \end{gathered}$ | $\begin{gathered} 82 \\ 15 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 152 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 11 \\ 19 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \\ \text { p } \end{gathered}$ | $\begin{gathered} 66 \\ 12 \% \\ \text { PQ } \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \\ p \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \\ p \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 37 \\ 11 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 25 \\ 11 \% \\ p \end{gathered}$ | $\begin{gathered} 28 \\ 9 \% \\ \mathrm{p} \end{gathered}$ | 3 $2 \%$ . | $\begin{aligned} & 34 \\ & 9 \% \\ & p \end{aligned}$ | $\begin{gathered} 29 \\ 14 \% \\ \text { uxz } \end{gathered}$ | $\begin{gathered} 52 \\ 10 \% \\ z \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \\ z \end{gathered}$ | $\begin{gathered} 34 \\ 9 \% \\ z \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \\ z \end{gathered}$ | $\begin{aligned} & 40 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $\begin{gathered} 57 \\ 12 \% \\ \text { wz } \end{gathered}$ | $\stackrel{2}{2 \%}$ | $\begin{gathered} 37 \\ 10 \% \\ z \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 86 \\ 16 \% \\ \mathrm{~b} \end{gathered}$ |


| Net: Likely | $\begin{gathered} 344 \\ 36 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 63 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 27 \\ 48 \% \\ \text { BE* } \end{gathered}$ | $\begin{gathered} 28 \\ 28 \% \\ \hline . \end{gathered}$ | $\begin{gathered} 165 \\ 49 \% \\ G \end{gathered}$ | $\begin{gathered} 86 \\ 25 \% \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \\ k \end{gathered}$ | $\begin{gathered} 226 \\ 43 \% \\ \text { HKMOP } \end{gathered}$ | 233 <br> 69\% HIKMNOPQ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ |  | $\begin{gathered} 83 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} 131 \\ 56 \% \\ \text { HікмоPQ } \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 155 \\ 41 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 57 \\ 28 \% \\ u \end{gathered}$ | $\begin{aligned} & 210 \\ & 42 \% \\ & \text { RUX } \end{aligned}$ |  | $\begin{gathered} 59 \\ 15 \% \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \\ u \end{gathered}$ | $\begin{aligned} & 185 \\ & 42 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \\ u \end{gathered}$ | $\begin{aligned} & 207 \\ & 42 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 35 \\ 38 \% \\ \text { Ux** } \end{gathered}$ | $\begin{aligned} & 158 \\ & 41 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 49 \\ 29 \% \end{gathered}$ | $\begin{gathered} 237 \\ 43 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 463 \\ 48 \% \end{gathered}$ | $\begin{gathered} 186 \\ 70 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \end{gathered}$ | 19 $33 \%$ | $\begin{gathered} 64 \\ 65 \% \\ c 0^{*} \end{gathered}$ | $\begin{aligned} & 124 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 217 \\ 64 \% \\ F \end{gathered}$ | $\begin{gathered} 111 \\ 62 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 235 \\ 45 \% \\ \mathrm{JıN} \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ |  | $\begin{gathered} 45 \\ 28 \% \\ 1 \end{gathered}$ | $\begin{gathered} 224 \\ 65 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 78 \\ 33 \% \\ 1 \end{gathered}$ | $\begin{gathered} 196 \\ 67 \% \\ \text { UINQ } \end{gathered}$ | $\begin{gathered} 74 \\ 69 \% \\ \text { ulisa* } \end{gathered}$ | $\begin{aligned} & 191 \\ & 50 \% \\ & \text { JLN } \end{aligned}$ | $\begin{aligned} & 118 \\ & 58 \% \\ & \text { STWY } \end{aligned}$ | $\begin{gathered} 237 \\ 48 \% \\ \top \end{gathered}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{gathered} 292 \\ 76 \% \\ \text { RSTwwxza } \end{gathered}$ | $\begin{gathered} 78 \\ 54 \% \\ \top \end{gathered}$ | $\begin{gathered} 213 \\ 49 \% \\ \top \end{gathered}$ | 95 66\% RSTVWYa | $\begin{gathered} 226 \\ 46 \% \\ \top \end{gathered}$ | $\begin{gathered} 55 \\ 60 \% \\ \text { Ty* } \end{gathered}$ | $\begin{gathered} 188 \\ 49 \% \\ T \end{gathered}$ | $\begin{gathered} 108 \\ 64 \% \\ c \end{gathered}$ | $\begin{gathered} 225 \\ 4 \% \end{gathered}$ |


| Mean | 2.27 | 1.88 | $\underset{\text { bE }}{2.89}$ | ${ }_{8 E \cdot}^{2.61}$ | $\stackrel{2.01}{ }$ | ${ }_{6}^{2.55}$ | 2.02 | $\underset{\mathrm{k}}{2.07}$ | ${ }_{\substack{2.39 \\ \text { HexMop }}}^{\text {a }}$ |  | 1.66 | $\underset{\text { HKMNopa }}{2.77}$ | ${ }_{1}^{1.91}$ | $\begin{aligned} & 2.65 \\ & \text { HIKMOPQ } \end{aligned}$ | $\underset{k}{1.90}$ | $\begin{gathered} 1.98 \\ \mathrm{k}^{*} \end{gathered}$ | 2.31 | $\underset{\sim}{2.11}$ | $\begin{aligned} & 2.35 \\ & \text { Rux } \end{aligned}$ | ${ }_{\text {Rsuwwxra }}$. | 1.74 |  | ${ }_{\text {che }}^{\text {2.30 }}$ | ${ }_{0}^{2.04}$ | $\underbrace{}_{\substack{2.38 \\ \text { Rux }}}$ | ${ }_{\text {ux* }}^{2.25}$ | ${ }_{\text {2ux }}^{2.34}$ | 2.04 | $\stackrel{2.43}{6}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | 45-54 <br> (G) | $55-64$ <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed base | 959 | 466 | ${ }_{48}$ | 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 likey (4) | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 68 \\ 15 \% \end{gathered}$ | $\begin{gathered} 57 \\ 12 \% \end{gathered}$ | $\begin{gathered} 18 \\ 15 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 42 \\ 12 \% \end{gathered}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{gathered} 39 \\ 14 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 77 \\ 15 \% \end{gathered}$ | $\begin{gathered} 51 \\ 12 \% \end{gathered}$ | $\begin{gathered} 32 \\ 14 \% \\ u \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \\ u \end{gathered}$ | $\begin{aligned} & 16 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 17 \% \\ & \text { u* } \end{aligned}$ | $\begin{gathered} 10 \\ 20 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{gathered} 116 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 70 \\ 14 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \end{gathered}$ | $\begin{gathered} 84 \\ 12 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{gathered} 78 \\ 12 \% \end{gathered}$ | $\begin{gathered} 81 \\ 13 \% \end{gathered}$ | 46 $14 \%$ |
| Farry ikey (3) | $\begin{aligned} & 306 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 51 \\ 44 \% \\ \text { EFG** } \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \end{gathered}$ | $\begin{gathered} 57 \\ 35 \% \end{gathered}$ | $\begin{gathered} 48 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 98 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 60 \\ \text { 43\% } \\ \text { No } \end{gathered}$ | $\begin{gathered} 80 \\ 28 \% \end{gathered}$ | $\begin{gathered} 74 \\ 30 \% \end{gathered}$ | $\begin{gathered} 93 \\ 33 \% \end{gathered}$ | $\begin{gathered} 192 \\ 36 \% \\ \text { R } \end{gathered}$ | $\begin{aligned} & 114 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 77 \\ 33 \% \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \end{gathered}$ | $\begin{gathered} 79 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 25 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 264 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 42 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 30 \\ 29 \% \end{gathered}$ | $\begin{gathered} 79 \\ 31 \% \end{gathered}$ | 227 $32 \%$ | $\begin{gathered} 127 \\ 41 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{\text {28\% }}^{179}$ | 198 $32 \%$ | 108 $32 \%$ |
| Fariry unikey (2) | $\begin{aligned} & 195 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 87 \\ 18 \% \end{gathered}$ | $\begin{gathered} 19 \\ 17 \% \\ \stackrel{+}{*} \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \\ * \end{gathered}$ | $\begin{gathered} 63 \\ 21 \% \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \end{gathered}$ | $\begin{gathered} 61 \\ \text { 25\% } \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 45 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 94 \\ 22 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \\ \\ \hline \end{gathered}$ | $\begin{gathered} 13 \\ 28 \% \end{gathered}$ | $\begin{gathered} 21 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 159 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 36 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 76 \\ 23 \% \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 58 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 22 \% \end{aligned}$ |  |
| very unikel( (1) | $\begin{aligned} & 167 \\ & 17 \% \end{aligned}$ | 78 <br> 17\% | $\begin{gathered} 87 \\ 18 \% \end{gathered}$ | 12 <br> 11\% | 23 <br> 13\% | 26 <br> 15\% | $\begin{gathered} 39 \\ 22 \% \\ \text { DE } \end{gathered}$ | 29 <br> 18\% | 36 <br> 24\% <br> DE* | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | 65 19\%」 | $\begin{gathered} 66 \\ 21 \% \\ j \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 47 \\ 19 \% \\ M \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | 72 <br> 14\% | $\begin{gathered} 94 \\ 22 \% \\ \mathrm{a} \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \\ w \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \\ w \end{gathered}$ | $\begin{gathered} 44 \\ 20 \% \\ w \end{gathered}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 2 \\ 5 \% \end{gathered}$ | $\begin{gathered} 10 \\ 12 \% \end{gathered}$ | 145 <br> 18\% | 22 16\% | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 130 \\ 20 \% \\ f \end{gathered}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | 57\% |
| Don't know | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 62 \\ 13 \% \end{gathered}$ | $\begin{gathered} 100 \\ 21 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 15 \\ 13 \% \\ * \end{gathered}$ | 38 <br> 21\% <br> H | $\begin{gathered} 34 \\ 21 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | 28 <br> 19\% | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | 63 $18 \%$ | $\begin{gathered} 47 \\ 15 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 64 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | 87 $16 \%$ | $\begin{gathered} 76 \\ 18 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 19 \% \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | ${ }_{\substack{8 \\ 17 \%}}$ | $\begin{gathered} 15 \\ 19 \% \\ \hline \end{gathered}$ | 140 17\% | 24 18\% | 84 $16 \%$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 18 \\ 18 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 17 \% \end{aligned}$ | 43 $14 \%$ | $\begin{gathered} 121 \\ 19 \% \\ f \end{gathered}$ | 94 15\% | ¢ $\begin{aligned} & \text { 69 } \\ & 20 \%\end{aligned}$ |


| Net: Likely | 434\% | 220 $47 \%$ | ${ }^{207} 4$ | $\begin{gathered} 68 \\ 60 \% \\ \text { EFGH+ } \end{gathered}$ | $\begin{gathered} 78 \\ 43 \% \end{gathered}$ | $\begin{gathered} 72 \\ 43 \% \end{gathered}$ | $\begin{gathered} 69 \\ 38 \% \end{gathered}$ | $\begin{gathered} 76 \\ 47 \% \end{gathered}$ | $\begin{gathered} 71 \\ 47 \% \\ \hline \end{gathered}$ | $\begin{gathered} 147 \\ 49 \% \\ k \end{gathered}$ | $\begin{aligned} & 140 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 58 \% \\ & \text { No } \end{aligned}$ | $\begin{gathered} 119 \\ 41 \% \end{gathered}$ | $\begin{gathered} 99 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 269 \\ 51 \% \\ \text { R } \end{gathered}$ | $\begin{aligned} & 165 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 109 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 95 \\ 42 \% \end{gathered}$ | $\begin{gathered} 67 \\ 49 \% \end{gathered}$ | $\begin{gathered} 24 \\ 50 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 34 \\ 43 \% \\ \hline \end{gathered}$ | $\begin{gathered} 381 \\ 46 \% \end{gathered}$ | $\begin{gathered} 53 \\ 40 \% \end{gathered}$ | $\begin{gathered} 241 \\ 46 \% \end{gathered}$ | $\begin{gathered} 149 \\ 44 \% \end{gathered}$ | $\begin{gathered} 44 \\ 42 \% \\ + \\ \hline \end{gathered}$ | 123 $47 \%$ | 311 $44 \%$ | $\begin{gathered} 176 \\ 56 \% \\ \mathrm{~g} \end{gathered}$ | 258 40\% | 279 | ${ }_{\text {45\% }}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 362 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 185 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ * \end{gathered}$ | $\begin{gathered} 67 \\ 36 \% \end{gathered}$ | $\begin{gathered} 61 \\ 37 \% \end{gathered}$ | $\begin{gathered} 83 \\ 46 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 67 \\ 41 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 52 \\ 34 \% \end{gathered}$ | $\begin{gathered} 98 \\ 33 \% \end{gathered}$ | $\begin{gathered} 144 \\ 42 \% \\ \jmath \end{gathered}$ | $\begin{aligned} & 119 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 42 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 44 \% \\ & M \end{aligned}$ | $\begin{aligned} & 107 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 188 \\ 44 \% \\ a \end{gathered}$ | $\begin{gathered} 84 \\ 36 \% \end{gathered}$ | $\begin{gathered} 93 \\ 40 \% \end{gathered}$ | $\begin{gathered} 90 \\ 40 \% \end{gathered}$ | $\begin{gathered} 48 \\ 35 \% \\ \stackrel{+}{4} \end{gathered}$ | $\begin{gathered} 16 \\ 33 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 30 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 304 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 58 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 42 \\ 40 \% \\ + \end{gathered}$ | $\begin{gathered} 95 \\ 37 \% \end{gathered}$ | 267 38\% | $\begin{gathered} 94 \\ 30 \% \end{gathered}$ | $\begin{gathered} 267 \\ 41 \% \\ \mathrm{f} \end{gathered}$ | 242 $39 \%$ | $\begin{aligned} & 119 \\ & 35 \% \end{aligned}$ |
| Mean | 2.50 | 2.52 | 2.47 | $\underbrace{2.74}_{\text {cht }}$ | 2.55 | 2.54 | 2.30 | 2.46 | 2.47 | ${ }_{\substack{2.63 \\ k}}^{\substack{ \\ \\\hline}}$ | 2.41 | 2.46 | ${ }_{0}^{2.72}$ | 2.51 | 2.38 | 2.47 | ${ }_{8}^{2.62}$ | 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 | ${ }_{8}^{2.70}$ | 2.39 | 2.48 | 2.52 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Braverman } \end{aligned}$ | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (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) | $\begin{aligned} & 128 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 84 \\ 33 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 7 \\ 12 \% \\ { }_{8}{ }^{*} \end{gathered}$ | $\begin{aligned} & 9 \\ & 9 \% \\ & \mathrm{~B}^{*} \end{aligned}$ | $\begin{gathered} 62 \\ 18 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 8 \% \\ k \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \\ \text { HKMOP } \end{gathered}$ |  | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ |  | $\begin{gathered} 34 \\ 10 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \\ \text { нкмор } \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \\ & \mathrm{k} \end{aligned}$ |  | $\begin{gathered} 67 \\ 18 \% \\ \text { НКМОР } \end{gathered}$ | $\begin{gathered} 17 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 92 \\ 18 \% \\ \text { RUX } \end{gathered}$ | 95 <br> 36\% RSUVwxyza | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 80 \\ & 18 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 17 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 10 \\ 10 \% \\ u x^{*} \end{gathered}$ | $\begin{gathered} 75 \\ 20 \% \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 89 \\ 16 \% \\ \text { b } \end{gathered}$ |
| Fairly likely (3) | $\begin{gathered} 306 \\ 32 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{gathered} 98 \\ 39 \% \end{gathered}$ | $\begin{gathered} 28 \\ 50 \% \\ \text { BE* } \end{gathered}$ | $\begin{gathered} 30 \\ 30 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 134 \\ 40 \% \\ 6 \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 60 \\ 34 \% \\ \text { Km } \end{gathered}$ | $\begin{aligned} & 184 \\ & 35 \% \\ & \text { кмo } \end{aligned}$ |  | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ |  | $\begin{gathered} 83 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} 98 \\ 42 \% \\ \text { ккмор } \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ k^{*} \end{gathered}$ | $\begin{aligned} & 138 \\ & 36 \% \\ & \text { кмо } \end{aligned}$ | $\begin{gathered} 70 \\ 34 \% \\ u \end{gathered}$ | $\begin{gathered} 166 \\ 33 \% \\ u \end{gathered}$ |  | $\begin{gathered} 72 \\ 19 \% \end{gathered}$ | $\begin{gathered} 52 \\ 36 \% \\ u \end{gathered}$ | $\begin{gathered} 145 \\ 33 \% \\ u \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \\ u \end{gathered}$ | $\begin{aligned} & 182 \\ & 37 \% \\ & \text { suw } \end{aligned}$ | $\begin{gathered} 33 \\ 36 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 132 \\ 34 \% \\ u \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 38 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{aligned} & 195 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 67 \\ 25 \% \\ c \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{gathered} 13 \\ 22 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 24 \\ 25 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 110 \\ 21 \% \\ \text { s } \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ |  | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | $\begin{gathered} 77 \\ 22 \% \\ \text { л } \end{gathered}$ | $\begin{gathered} 43 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 63 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{gathered} 26 \\ 24 \% \\ \operatorname{ll}^{*} \end{gathered}$ | $\begin{gathered} 81 \\ 21 \% \\ \text { ת } \end{gathered}$ | $\begin{gathered} 45 \\ 22 \% \\ T \end{gathered}$ | $\begin{gathered} 103 \\ 21 \% \\ \top \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 117 \\ 31 \% \\ \text { RSTWYa } \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \\ \top \end{gathered}$ | $\begin{gathered} 84 \\ 19 \% \\ \tau \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { RSTWYZ } \end{gathered}$ | $\begin{gathered} 89 \\ 18 \% \\ \tau \end{gathered}$ | $\begin{gathered} 18 \\ 20 \% \\ \Gamma^{*} \end{gathered}$ | $\begin{gathered} 83 \\ 22 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 20 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 167 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 82 \\ 31 \% \\ C D \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \\ c 0^{*} \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 96 \\ 28 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 44 \\ 24 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 81 \\ 15 \% \\ \text { s } \end{gathered}$ | $10$ | $\begin{gathered} 131 \\ \text { 38\% } \\ \text { HulmaQ } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 111 \\ 32 \% \\ \text { Hulva } \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 94 \\ \text { 32\% } \\ \text { UUNQ } \end{gathered}$ | $\begin{gathered} 37 \\ 34 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 57 \\ 15 \% \\ \leadsto \end{gathered}$ | $\begin{gathered} 41 \\ 20 \% \\ T \end{gathered}$ | $\begin{gathered} 89 \\ 18 \% \\ \text { Ta } \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 141 \\ 37 \% \\ \text { RSTVWYa } \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ \top \end{gathered}$ | $\begin{gathered} 88 \\ 20 \% \\ \text { TYa } \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \\ \text { RSTVWra } \end{gathered}$ | $\begin{gathered} 78 \\ 16 \% \\ \top \end{gathered}$ | $\begin{gathered} 26 \\ \text { 28\% } \\ \text { stvra** } \end{gathered}$ | $\begin{gathered} 56 \\ 15 \% \\ \tau \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \\ c \end{gathered}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 8 \\ 14 \% \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{gathered} 24 \\ 13 \% \\ \text { JıN } \end{gathered}$ | $\begin{gathered} 56 \\ 11 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 46 \\ 13 \% \\ \text { נเN } \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 38 \\ 11 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 35 \\ 12 \% \\ 1 \end{gathered}$ | 8 <br> $7 \%$ | $\begin{gathered} 37 \\ 10 \% \end{gathered}$ | $\begin{gathered} 31 \\ 15 \% \\ \text { TXZ } \end{gathered}$ | $\begin{gathered} 50 \\ 10 \% \\ \top \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 47 \\ 12 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \\ \uparrow \end{gathered}$ | $\begin{gathered} 42 \\ 10 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 54 \\ 11 \% \\ \tau \end{gathered}$ | $\stackrel{5}{6 \%}$ | $\begin{gathered} 37 \\ 10 \% \\ \tau \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 83 \\ 15 \% \end{gathered}$ |


| Net: Likely | $\begin{gathered} 434 \\ 45 \% \end{gathered}$ | $\begin{gathered} 88 \\ 33 \% \end{gathered}$ | $\begin{gathered} 182 \\ 72 \% \\ \mathrm{BE} \end{gathered}$ | $\begin{gathered} 35 \\ 62 \% \\ \text { BE }^{*} \end{gathered}$ | $\begin{gathered} 39 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{gathered} 196 \\ 58 \% \\ G \end{gathered}$ | $\begin{aligned} & 114 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 74 \\ 42 \% \\ k \end{gathered}$ | $\begin{gathered} 279 \\ 53 \% \\ \text { HKMOP } \end{gathered}$ |  | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ |  | $\begin{gathered} 117 \\ 34 \% \\ k \end{gathered}$ |  | $\begin{gathered} 101 \\ 34 \% \\ k \end{gathered}$ | $\begin{gathered} 37 \\ 34 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 206 \\ 54 \% \\ \text { нкМор } \end{gathered}$ | $\begin{gathered} 88 \\ 43 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 258 \\ & 52 \% \\ & \text { Ux } \end{aligned}$ | 225 $85 \%$ RSUVWxyza | $\begin{gathered} 80 \\ 21 \% \end{gathered}$ | $\begin{gathered} 68 \\ 47 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 224 \\ 51 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 49 \\ 34 \% \\ u \end{gathered}$ | $\begin{aligned} & 268 \\ & 55 \% \\ & \text { RUX } \end{aligned}$ | $\begin{aligned} & 43 \\ & 47 \% \\ & u x^{*} \end{aligned}$ | $\begin{aligned} & 207 \\ & 54 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 65 \\ 38 \% \end{gathered}$ | $\begin{gathered} 299 \\ 55 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 362 \\ 38 \% \end{gathered}$ | $\begin{gathered} 148 \\ 56 \% \\ c D \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 13 \\ 24 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 46 \\ 47 \% \\ \text { CD. } \end{gathered}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 177 \\ 53 \% \\ F \end{gathered}$ | $\begin{gathered} 80 \\ 45 \% \\ \text { נıNa } \end{gathered}$ | $\begin{gathered} 191 \\ 36 \% \\ \mu \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ |  | $\begin{gathered} 30 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 189 \\ 55 \% \\ \text { HIINQ } \end{gathered}$ | $\begin{gathered} 72 \\ 31 \% \\ \mu \end{gathered}$ | $\begin{gathered} 157 \\ 54 \% \\ \text { Hulva } \end{gathered}$ | 63 <br> 59\% <br> HJILNQ* | $\begin{gathered} 138 \\ 36 \% \\ \mu \end{gathered}$ | $\begin{gathered} 86 \\ 42 \% \\ T \end{gathered}$ | $\begin{gathered} 191 \\ 38 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ |  | $\begin{gathered} 59 \\ 41 \% \\ T \end{gathered}$ | $\begin{gathered} 172 \\ 39 \% \\ \mathrm{TY} \end{gathered}$ | 84 <br> 59\% RSTVWYa | $\begin{gathered} 167 \\ 34 \% \\ T \end{gathered}$ | $\begin{aligned} & 44 \\ & 48 \% \\ & \text { TY* } \end{aligned}$ | $\begin{gathered} 139 \\ 36 \% \\ \uparrow \end{gathered}$ | $\begin{gathered} 87 \\ 52 \% \\ c \end{gathered}$ | $\begin{aligned} & 166 \\ & 30 \% \end{aligned}$ |


| Mean | 2.50 | 2.07 | ${ }_{\substack{3.13 \\ \text { 日E }}}$ |  | ${ }^{2.31}$ | $\underset{6}{2.78}$ | 2.17 | ${ }_{\substack{2.29}}^{k}$ | ${ }_{\text {2 }}^{2.62}$ | ${ }_{\text {HkLM }}^{3.18}$ | 1.77 |  | ${ }_{2}^{2.13}{ }_{k}$ | $\begin{gathered} 2.75 \\ \text { Hікмор } \end{gathered}$ | ${ }_{\substack{2.12 \\ k}}$ | $\underset{\mathrm{k}^{2}}{2.09}$ | $\begin{gathered} 2.63 \\ \text { HKMOP } \end{gathered}$ | $\underbrace{2.37}_{\text {ux }}$ | ${ }_{\text {2, }}^{\text {2.58 }}$ R |  | 1.84 | 2.48. | ${ }_{\text {2 }}^{2.54}$ | $\underbrace{2.11}_{0}$ |  | ${ }_{v}^{2.31}$ | ${ }_{\text {Ruwx }}^{2.66}$ | 2.20 | ${ }_{\substack{2.71 \\ 6}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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

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

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

|  | TotalTotal | Gender |  | age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Uran/Rural |  | Martial Stat |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Education |  | Employmentstatis |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ (H) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & \text { 55+ } \\ & \text { (L) } \end{aligned}$ | $\begin{gathered} \text { Gen } Z \\ \text { (M) } \end{gathered}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands ( T ) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural (Z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | Not working <br> (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 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 likey (4) | $\begin{aligned} & 63 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 9 \% \\ & c \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 11 \\ 10 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 18 \\ 11 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 10 \% \\ u \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \\ \text { U* } \end{gathered}$ | $\begin{gathered} 1 \\ 3 \% \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 60 \\ 7 \% \\ z \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 24 \\ 9 \% \\ e \end{gathered}$ | $\begin{aligned} & 39 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 8 \% \end{aligned}$ | (16 |
| Fariry ikely (3) | $\begin{aligned} & 183 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 79 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 22 \\ 19 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | 30 <br> $18 \%$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \\ * \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \end{gathered}$ | $\begin{gathered} 54 \\ 19 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{gathered} 103 \\ 19 \% \end{gathered}$ | $\begin{gathered} 80 \\ 19 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 47 \\ 21 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \\ \stackrel{+}{*} \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 18 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 151 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 32 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 67 \\ 26 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 116 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | 114 $18 \%$ | $\begin{aligned} & 114 \\ & 19 \% \end{aligned}$ | 69 $20 \%$ |
| Fariry unikey (2) | $\begin{aligned} & 307 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ * \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | 53 $31 \%$ | 65 36\% | 58 35\% | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | 85 <br> 29\% | $\begin{aligned} & 118 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 42 \\ 30 \% \end{gathered}$ | $\begin{gathered} 84 \\ 29 \% \end{gathered}$ | $\begin{gathered} 87 \\ 35 \% \end{gathered}$ | $\begin{gathered} 94 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 123 \\ 29 \% \end{gathered}$ | $\begin{gathered} 83 \\ 36 \% \\ u \end{gathered}$ | $\begin{gathered} 74 \\ 32 \% \end{gathered}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 46 \\ 33 \% \end{gathered}$ | 16 $33 \%$ | $\begin{gathered} 31 \\ 39 \% \\ u^{*} \end{gathered}$ | $\begin{aligned} & 260 \\ & 32 \% \end{aligned}$ | 47 35\% | $\begin{aligned} & 166 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 34 \\ 32 \% \end{gathered}$ | $\begin{gathered} 68 \\ 26 \% \end{gathered}$ | $\begin{gathered} 239 \\ 34 \% \\ d \end{gathered}$ | $\begin{aligned} & 108 \\ & 34 \% \end{aligned}$ | 199 $31 \%$ | $\begin{aligned} & 197 \\ & 32 \% \end{aligned}$ | 109 $32 \%$ |
| very unikel( $(1)$ | $\begin{aligned} & 245 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 148 \\ 32 \% \\ c \end{gathered}$ | 94 <br> 20\% | 21 <br> $18 \%$ | 49 $27 \%$ | 35 <br> $21 \%$ | 41 23\% | $\begin{gathered} 47 \\ 29 \% \\ D \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \\ \text { DFG** } \end{gathered}$ | 70 23\% | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 100 \\ 32 \% \\ \mathrm{Jk} \end{gathered}$ | 24 <br> 17\% | $\begin{gathered} 71 \\ 25 \% \end{gathered}$ | $\begin{gathered} 61 \\ 25 \% \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 125 \\ 29 \% \\ \mathrm{q} \end{gathered}$ | 58 25\% | $\begin{gathered} 56 \\ 24 \% \end{gathered}$ | 69 31\% | $\begin{gathered} 36 \\ 26 \% \end{gathered}$ | 10 <br> 21\% | $\begin{gathered} 16 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 209 \\ & 25 \% \end{aligned}$ | 36 <br> 26\% | $\begin{gathered} 137 \\ 26 \% \end{gathered}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \end{gathered}$ | $\begin{gathered} 57 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 188 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 65 \\ 21 \% \end{gathered}$ | $\begin{gathered} 180 \\ 28 \% \\ f \end{gathered}$ | $\begin{aligned} & 170 \\ & 28 \% \end{aligned}$ | 75 22\% |
| Don't know | $\begin{aligned} & 161 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 11 \% \end{gathered}$ | $\begin{gathered} 107 \\ 22 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 25 \\ 22 \% \\ * \end{gathered}$ | 32 <br> $18 \%$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | $\begin{gathered} 24 \\ 15 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{gathered} 63 \\ 18 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 57 \\ 20 \% \\ p \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 36 \\ 13 \% \end{gathered}$ | 85 <br> 16\% | $\begin{gathered} 76 \\ 18 \% \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | 9 $18 \%$ | $\begin{gathered} 9 \\ \stackrel{9}{11 \%} \end{gathered}$ | $\begin{aligned} & 144 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 73 \\ 14 \% \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \\ a \end{gathered}$ | $\begin{gathered} 17 \\ 17 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $118$ | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 86 \\ 14 \% \end{gathered}$ |  |


| Net: Likely | 246 | 120 26\% | ${ }^{125}$ | $\begin{gathered} 33 \\ 29 \% \end{gathered}$ | 53 $29 \%$ | 47 28\% | 44 $24 \%$ 24, | 33 $21 \%$ | $\begin{gathered} 35 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 86 \\ 29 \% \end{gathered}$ | $\begin{gathered} 91 \\ 26 \% \end{gathered}$ | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | $\begin{gathered} 47 \\ 33 \% \\ p \end{gathered}$ | $\begin{gathered} 77 \\ 27 \% \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 63 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 69 \\ 29 \% \end{gathered}$ | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \\ * \end{gathered}$ | $\begin{gathered} 13 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 24 \\ 30 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 211 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 35 \\ 26 \% \end{gathered}$ | ${ }^{142} \times$ | 78 23\% | $\begin{gathered} 26 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 91 \\ 35 \% \\ e \end{gathered}$ | (155 | ( $\begin{aligned} & 92 \\ & \text { 30\% }\end{aligned}$ | 154 24\% | 162 $26 \%$ | 85 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 552 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 295 \\ 63 \% \\ c \end{gathered}$ | $\begin{aligned} & 249 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 57 \\ 49 \% \end{gathered}$ | $\begin{gathered} 98 \\ 54 \% \end{gathered}$ | $\begin{gathered} 88 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 64 \% \\ & \text { DEF } \end{aligned}$ | $\begin{gathered} 99 \\ 66 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{aligned} & 155 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 204 \\ 65 \% \\ \text { Jk } \end{gathered}$ | $\begin{gathered} 66 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 60 \% \\ & \mathrm{M} \end{aligned}$ | $\begin{aligned} & 184 \\ & 65 \% \\ & \text { MN } \end{aligned}$ | $\begin{gathered} 304 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 248 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 82 \\ 59 \% \end{gathered}$ | $\begin{gathered} 26 \\ 54 \% \\ \hline \end{gathered}$ | $\begin{gathered} 46 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 469 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 82 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 303 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 62 \\ 59 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 125 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 427 \\ 61 \% \\ d \end{gathered}$ | $\begin{aligned} & 173 \\ & 55 \% \end{aligned}$ | 379 $59 \%$ | 368 $60 \%$ | $\begin{aligned} & 184 \\ & 54 \% \end{aligned}$ |
| mea | 2.08 | ${ }^{2.03}$ | 2.14 | ${ }_{\substack{2.26 \\ \text { Ht }}}$ | 2.11 | ${ }_{2}^{2.22}$ | 2.08 | 1.96 | 1.91 | ${ }_{2}^{2.17}$ | ${ }_{2}^{2.15}$ | 1.94 | $\underset{\substack{2,33 \\ \text { ope }}}{ }$ | 2.13 | 2.06 | 1.94 | ${ }^{2.13}$ | 2.02 | 2.02 | 2.18 | 1.96 | ${ }^{2.11}$ | $\stackrel{2.11}{ }$ | 2.20 | 2.09 | ${ }^{2.02}$ | 2.99 | 2.08 | ${ }^{2.03}$ | ${ }_{2}^{2.27}$ | 2.01 | ${ }_{8}^{2.19}$ | 2.03 | 2.07 | 2.10 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura <br> ble to <br> Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverman } \end{gathered}$ | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (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 liely (4) | $\begin{aligned} & 63 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 4 \\ 6 \% \\ \text { B }^{*} \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 12 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 39 \\ 7 \% \\ k \end{gathered}$ |  | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 19 \\ 12 \% \\ \text { ІкмоQ } \end{gathered}$ | $\begin{gathered} 19 \\ 5 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 20 \\ 9 \% \\ k \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \\ & \mathrm{k} \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 26 \\ 7 \% \\ k \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \\ & u \end{aligned}$ | $\begin{gathered} 39 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 48 \\ 18 \% \\ \text { RSUVwxyZa } \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 33 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 37 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 7 \\ 8 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \\ u \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ |
| Fairly likely (3) | $\begin{aligned} & 183 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{gathered} 62 \\ 24 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 12 \\ 22 \% \\ * \end{gathered}$ | $\begin{gathered} 20 \\ { }^{21 \%} \\ \cdot \end{gathered}$ | $\begin{gathered} 80 \\ 24 \% \\ 6 \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \\ \text { km } \end{gathered}$ | $\begin{aligned} & 111 \\ & 21 \% \\ & \text { кмо } \end{aligned}$ |  | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ |  | $\begin{gathered} 46 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \\ k \end{gathered}$ | $\begin{aligned} & 19 \\ & 18 \% \\ & k^{*} \end{aligned}$ | $\begin{gathered} 80 \\ \text { 21\% } \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 36 \\ 18 \% \\ u \end{gathered}$ | $\begin{gathered} 103 \\ 21 \% \\ u \end{gathered}$ |  | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ u \end{gathered}$ | $\begin{gathered} 85 \\ 19 \% \\ u \end{gathered}$ | $\begin{gathered} 24 \\ 17 \% \\ u \end{gathered}$ | $\begin{gathered} 100 \\ 20 \% \\ u \end{gathered}$ | $\begin{gathered} 25 \\ 28 \% \\ \text { Rux* } \end{gathered}$ | $\begin{gathered} 70 \\ 18 \% \\ u \end{gathered}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 23 \% \end{aligned}$ |
| Fairly unikely (2) | $\begin{gathered} 307 \\ 32 \% \end{gathered}$ | $\begin{gathered} 94 \\ 35 \% \end{gathered}$ | $\begin{gathered} 87 \\ 34 \% \end{gathered}$ | $\begin{gathered} 22 \\ 40 \% \end{gathered}$ | $\begin{gathered} 33 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 34 \% \\ & \text { JM } \end{aligned}$ | $\begin{gathered} 98 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 46 \\ 29 \% \end{gathered}$ | $\begin{gathered} 99 \\ 29 \% \end{gathered}$ | $\begin{gathered} 84 \\ 36 \% \\ 1 \end{gathered}$ | $\begin{gathered} 87 \\ 30 \% \end{gathered}$ | $\begin{gathered} 36 \\ 34 \% \\ * \end{gathered}$ | $\begin{aligned} & 140 \\ & \text { 37\% } \\ & \text { HנMO } \end{aligned}$ | $\begin{gathered} 75 \\ 37 \% \\ T \end{gathered}$ | $\begin{aligned} & 163 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 74 \\ 28 \% \end{gathered}$ | $\begin{gathered} 129 \\ 33 \% \end{gathered}$ | $\begin{gathered} 48 \\ 34 \% \end{gathered}$ | $\begin{gathered} 156 \\ 36 \% \\ T \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \end{gathered}$ | $\begin{gathered} 174 \\ 36 \% \\ \top \end{gathered}$ | $\begin{gathered} 26 \\ 28 \% \\ + \\ \hline \end{gathered}$ | $\begin{gathered} 137 \\ 36 \% \\ T \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \end{gathered}$ | $\begin{gathered} 184 \\ 34 \% \\ \hline \end{gathered}$ |
| Very unikely (1) | $\begin{aligned} & 245 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 40 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 7 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 29 \\ 29 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ | $\begin{gathered} 112 \\ 33 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 61 \\ 34 \% \\ \text { ULN } \end{gathered}$ | $\begin{aligned} & 123 \\ & 23 \% \\ & \text { JıN } \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 158 \\ 46 \% \\ \text { HulNa } \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{gathered} 155 \\ 45 \% \\ \text { HIINQ } \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \\ 1 \end{gathered}$ | $128$ <br> 44\% HIULNQ | $\begin{gathered} 43 \\ 40 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{aligned} & 100 \\ & \text { 26\% } \\ & \text { JเN } \end{aligned}$ | $\begin{gathered} 61 \\ 30 \% \\ \top \end{gathered}$ | $\begin{gathered} 132 \\ 26 \% \\ \top \end{gathered}$ | $\begin{gathered} 33 \\ 12 \% \end{gathered}$ | $\begin{gathered} 171 \\ 44 \% \\ \text { RSTvwYa } \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \uparrow \end{gathered}$ | $\begin{gathered} 117 \\ 27 \% \\ \tau \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ \text { stwr } \end{gathered}$ | $\begin{gathered} 124 \\ 25 \% \\ \top \end{gathered}$ | $\begin{gathered} 31 \\ 33 \% \\ T^{*} \end{gathered}$ | $\begin{aligned} & 111 \\ & 29 \% \\ & \mathrm{TY} \end{aligned}$ | $\begin{gathered} 66 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 111 \\ & 20 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 161 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 11 \\ 19 \% \\ { }_{8}^{*} \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \\ \hline \end{gathered}$ | $\begin{gathered} 49 \\ 15 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 17 \\ 9 \% \\ p \end{gathered}$ | $\begin{gathered} 73 \\ 14 \% \\ \text { KMOPQ } \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \\ \text { моPQ } \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 22 \\ 14 \% \\ \text { мор } \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 32 \\ 14 \% \\ \text { MOPQ } \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 20 \\ 10 \% \\ z \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \\ \text { za } \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \\ z \end{gathered}$ | $\begin{aligned} & 36 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 47 \\ 11 \% \\ z \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 54 \\ 11 \% \\ z \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 37 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 92 \\ 17 \% \\ \mathrm{~b} \end{gathered}$ |


| Net: Likely | $\begin{aligned} & 246 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 101 \\ 40 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \\ \text { B* }^{*} \end{gathered}$ | $\begin{gathered} 25 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 105 \\ 31 \% \\ 6 \end{gathered}$ | $\begin{gathered} 73 \\ 22 \% \end{gathered}$ | $\begin{gathered} 50 \\ 28 \% \\ \text { кмо } \end{gathered}$ | $\begin{aligned} & 149 \\ & 28 \% \\ & \text { кмо } \end{aligned}$ | $\begin{gathered} 158 \\ 47 \% \\ \text { HIKMNOPQ } \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 65 \\ 19 \% \\ k \end{gathered}$ | $\begin{gathered} 81 \\ \text { 35\% } \\ \text { IKMOPQ } \end{gathered}$ | $\begin{gathered} 60 \\ 20 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{aligned} & 107 \\ & 28 \% \\ & \text { кмо } \end{aligned}$ | $\begin{gathered} 48 \\ 24 \% \\ u \end{gathered}$ | $\begin{gathered} 143 \\ 29 \% \\ u \end{gathered}$ | 129 RSUYwwrza | $\begin{gathered} 49 \\ 13 \% \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 118 \\ 27 \% \\ u \end{gathered}$ | $\begin{gathered} 31 \\ 21 \% \\ u \end{gathered}$ | $\begin{gathered} 137 \\ 28 \% \\ u \end{gathered}$ | $\begin{gathered} 32 \\ 35 \% \\ \text { RuX* } \end{gathered}$ | $\begin{gathered} 99 \\ 26 \% \\ u \end{gathered}$ | $\begin{gathered} 38 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 29 \% \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 552 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 76 \% \\ & \operatorname{cDE} \end{aligned}$ | $\begin{aligned} & 112 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 29 \\ 53 \% \\ * \end{gathered}$ | $\begin{gathered} 62 \\ 63 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 182 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 224 \\ 66 \% \\ F \end{gathered}$ | $\begin{aligned} & 112 \\ & 62 \% \\ & \mathrm{JLN} \end{aligned}$ | $\begin{aligned} & 304 \\ & 58 \% \\ & \text { ء1N } \end{aligned}$ | $134$ | $273$ 79\% <br> hilminoa | $\begin{gathered} 63 \\ 40 \% \end{gathered}$ | $\begin{gathered} 255 \\ 74 \% \\ \text { HUINQ } \end{gathered}$ | $\begin{gathered} 121 \\ 52 \% \\ \mu \end{gathered}$ | $\begin{gathered} 214 \\ 73 \% \\ \text { HIJINQ } \end{gathered}$ | $\begin{gathered} 80 \\ 74 \% \\ \text { Hulv* } \end{gathered}$ | $\begin{aligned} & 240 \\ & 63 \% \\ & \text { JLN } \end{aligned}$ | $\begin{gathered} 136 \\ 66 \% \\ T \end{gathered}$ | $\begin{gathered} 295 \\ 59 \% \\ T \end{gathered}$ | $\begin{gathered} 106 \\ 40 \% \end{gathered}$ | 300 <br> $78 \%$ RstVwyza | $\begin{gathered} 91 \\ 64 \% \\ \top \end{gathered}$ | $\begin{gathered} 273 \\ 62 \% \\ T \end{gathered}$ | $\begin{aligned} & 102 \\ & 72 \% \\ & \text { sTwr } \end{aligned}$ | $\begin{gathered} 298 \\ 61 \% \\ T \end{gathered}$ | $\begin{gathered} 56 \\ 62 \% \\ T^{*} \end{gathered}$ | $\begin{aligned} & 248 \\ & 65 \% \\ & \text { st } \end{aligned}$ | $\begin{gathered} 120 \\ 71 \% \\ c \end{gathered}$ | $\begin{aligned} & 295 \\ & 54 \% \end{aligned}$ |



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.
Overiap formulae used

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urano/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Emplopment status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman (C) | 18-24 <br> (D) | $25-34$ <br> (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | 45-54 <br> (G) | 55-64 <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | 35-54 (K) | $\begin{aligned} & \text { 55+ } \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> ( X ) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{gathered} \text { Graduate } \\ \hline \text { (f) } \\ \hline \end{gathered}$ | Nongraduate <br> (g) | Working <br> (h) | $\underbrace{\text { Not }}_{\substack{\text { worting } \\ \text { (i) }}}$ |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 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 | ${ }^{42}$ | 232 | 235 | 228 | 137 | 48 | 79 | 825 | 135 | 518 | ${ }^{36}$ | 105 | 259 | 700 | ${ }^{313}$ | ${ }_{646}$ | 616 | 344 |
| Very liey (4) | $\begin{aligned} & 116 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 64 \\ 14 \% \end{gathered}$ | $\begin{gathered} 50 \\ 10 \% \end{gathered}$ | $\begin{gathered} 12 \\ 10 \% \\ * \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 27 \\ 16 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{gathered} 27 \\ 18 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | $\begin{gathered} 41 \\ 15 \% \end{gathered}$ | $\begin{gathered} 70 \\ 13 \% \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \end{gathered}$ | $\begin{gathered} 25 \\ 11 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 15 \% \\ . \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{gathered} 10 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 80 \\ 11 \% \end{gathered}$ | $\begin{gathered} 45 \\ 14 \% \end{gathered}$ | $\begin{gathered} 71 \\ 11 \% \end{gathered}$ | $\begin{gathered} 80 \\ 13 \% \end{gathered}$ | 込 $\begin{gathered}36 \\ 11 \%\end{gathered}$ |
| Fairy ikey (3) | $\begin{gathered} 312 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 45 \\ 40 \% \end{gathered}$ | $\begin{gathered} 66 \\ 36 \% \end{gathered}$ | $\begin{gathered} 48 \\ 29 \% \end{gathered}$ | $\begin{gathered} 59 \\ 33 \% \end{gathered}$ | $\begin{gathered} 53 \\ 32 \% \end{gathered}$ | $\begin{gathered} 40 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 93 \\ 30 \% \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \end{gathered}$ | $\begin{gathered} 95 \\ 33 \% \end{gathered}$ | $\begin{gathered} 78 \\ 32 \% \end{gathered}$ | $\begin{gathered} 85 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 187 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 76 \\ 33 \% \end{gathered}$ | $\begin{gathered} 68 \\ 29 \% \end{gathered}$ | $\begin{gathered} 76 \\ 33 \% \end{gathered}$ | $\begin{gathered} 48 \\ 35 \% \end{gathered}$ | $\begin{gathered} 18 \\ 36 \% \end{gathered}$ | $\begin{gathered} 26 \\ 33 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 268 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 30 \\ 28 \% \\ \hline \end{gathered}$ | 89 $34 \%$ 3\% | $\begin{aligned} & 223 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 129 \\ 41 \% \\ g \end{gathered}$ | $\begin{aligned} & 183 \\ & 28 \% \end{aligned}$ | 199 32\% | 112 |
| Fariry unikey (2) | $\begin{gathered} 220 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 26 \\ 22 \% \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | 35 <br> $21 \%$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | 29 <br> 19\% <br> * | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | 70 $22 \%$ | 37 26\% | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\begin{gathered} 63 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 99 \\ 23 \% \end{gathered}$ | $\begin{gathered} 52 \\ 23 \% \end{gathered}$ | $\begin{gathered} 60 \\ 25 \% \end{gathered}$ | $\begin{gathered} 54 \\ 24 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \\ \hline \end{gathered}$ | 12 26\% | $\begin{gathered} 14 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 22 \% \end{aligned}$ | 40 <br> $30 \%$ | $\begin{aligned} & 116 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 67 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 24 \% \end{aligned}$ | 73 $21 \%$ |
| very unikely (1) | $\begin{aligned} & 159 \\ & 17 \% \end{aligned}$ | 83 $18 \%$ | $\begin{gathered} 74 \\ 15 \% \end{gathered}$ | 10 9\% | 25 14\% | 24 $14 \%$ | $\begin{gathered} 33 \\ 18 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 30 \\ 19 \% \\ 0 \end{gathered}$ | $\begin{gathered} 37 \\ 24 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 57 \\ 16 \% \end{gathered}$ | $\begin{gathered} 67 \\ 21 \% \\ \jmath \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 59 \\ 21 \% \\ \text { M } \end{gathered}$ | 72 <br> 14\% | $\begin{gathered} 87 \\ 20 \% \\ a \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | 41 <br> 18\% | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 15 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 89 \\ 17 \% \end{gathered}$ | $\begin{gathered} 49 \\ 14 \% \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 124 \\ 19 \% \\ \mathrm{f} \end{gathered}$ | $\begin{aligned} & 106 \\ & 17 \% \end{aligned}$ | ¢ |
| Don't know | $\begin{aligned} & 152 \\ & 16 \% \end{aligned}$ | 53 <br> 11\% | $\begin{gathered} 97 \\ 20 \% \\ \text { B } \end{gathered}$ | 22 19 19 | 36 20\% | 33 <br> 20\% | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | 18 <br> $12 \%$ | $\begin{gathered} 58 \\ 20 \% \end{gathered}$ $L$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | 38 <br> 12\% | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 62 \\ 62 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | 80 15\% | $\begin{gathered} 72 \\ 17 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | 8 $16 \%$ | $\begin{gathered} 15 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 136 \\ & 16 \% \end{aligned}$ | 17 $12 \%$ | 73 $14 \%$ | 61 $18 \%$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 15 \% \end{aligned}$ | 38 $12 \%$ | $\begin{gathered} 114 \\ 18 \% \\ \mathrm{f} \end{gathered}$ | - $\begin{aligned} & 83 \\ & 14 \%\end{aligned}$ | ¢ $\begin{gathered}\text { 69\% } \\ \text { 20\% } \\ n\end{gathered}$ |


| Net Likely | 428\% | ${ }^{218} 4$ | ${ }_{4}^{203}$ | $\begin{gathered} 57 \\ 50 \% \\ \hline \end{gathered}$ | 80 $43 \%$ | - ${ }_{\text {45\% }}$ | ${ }_{4}^{77}$ | ${ }_{\substack{71 \\ 43 \%}}$ | $\begin{gathered} 67 \\ 45 \% \\ \hline \end{gathered}$ | 137 $46 \%$ | ${ }^{153} 4$ | 138 $44 \%$ | ${ }_{48}^{67}$ | 128 $44 \%$ |  | 126 45\% | $\begin{gathered} 257 \\ 48 \% \\ \mathrm{R} \end{gathered}$ | 171 $40 \%$ | 101 $44 \%$ | 103 $44 \%$ | ${ }_{\text {43\% }}^{97}$ | $\begin{gathered} 69 \\ 50 \% \\ . \end{gathered}$ | $\begin{gathered} 21 \\ 45 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 36 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{gathered} 369 \\ 45 \% \end{gathered}$ | 59 $44 \%$ | 241 $47 \%$ | 147 $44 \%$ | $\begin{gathered} 40 \\ 38 \% \end{gathered}$ | ling | ${ }_{\text {302 }}^{302}$ | 174 55\% 8 | 254 | 279 | 149\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: U | $\begin{gathered} 379 \\ 40 \% \end{gathered}$ | $\begin{gathered} 195 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 38 \% \end{aligned}$ | ${ }^{35}$ | $\begin{gathered} 67 \\ 37 \% \end{gathered}$ | $\begin{gathered} 59 \\ 35 \% \end{gathered}$ | $\begin{gathered} 81 \\ 45 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 71 \\ 44 \% \\ 0 \end{gathered}$ |  | $\begin{aligned} & 103 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 137 \\ 44 \% \\ j \end{gathered}$ | $\begin{gathered} 49 \\ 35 \% \end{gathered}$ | $\begin{gathered} 99 \\ 34 \% \end{gathered}$ | $\begin{gathered} 45 \% \\ N \end{gathered}$ | $\begin{aligned} & 121 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 186 \\ 43 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 87 \\ 38 \% \end{gathered}$ | $\begin{gathered} 101 \\ 43 \% \end{gathered}$ | $\begin{gathered} 95 \\ 42 \% \end{gathered}$ | 49\% $36 \%$ | ${ }^{39 \%}$ | 29 36\% | $\begin{aligned} & 320 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 59 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 38 \% \end{aligned}$ | 46 $44 \%$ | $\begin{gathered} 89 \\ 34 \% \end{gathered}$ | $\begin{gathered} 290 \\ 41 \% \end{gathered}$ | 102 $32 \%$ | $\begin{gathered} 278 \\ 43 \% \\ \mathrm{f} \end{gathered}$ | 253 $41 \%$ | ${ }_{37 \%}^{126}$ |



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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl <br> e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | Favourabl $\mathrm{e} \text { to }$ <br> Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Braverman } \end{aligned}$ | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (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) | $\begin{aligned} & 116 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 73 \\ 29 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 5 \\ 9 \% \end{gathered}$ | $\begin{gathered} 7 \\ 8 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \\ 6 \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \\ & k \end{aligned}$ | $\begin{gathered} 86 \\ 16 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 103 \\ 31 \% \\ \text { HIKMNOPQ } \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ |  | $\begin{gathered} 37 \\ 11 \% \\ k \end{gathered}$ | $\begin{gathered} 47 \\ \text { 20\% } \\ \text { HкмOP } \end{gathered}$ | $\begin{gathered} 25 \\ 9 \% \\ k \end{gathered}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \text { k. } \end{aligned}$ | $\begin{gathered} 61 \\ 16 \% \\ \text { нкмо } \end{gathered}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 90 \\ 18 \% \\ \text { Ruvxz } \end{gathered}$ | 85 <br> 32\% <br> RSUVWXYZa | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \\ & u \end{aligned}$ | $\begin{gathered} 75 \\ 17 \% \\ \text { Ruvx } \end{gathered}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 87 \\ 18 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \\ \mathbf{U P}^{*} \end{gathered}$ |  | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 84 \\ 15 \% \\ \mathrm{~b} \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 312 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 68 \\ 26 \% \end{gathered}$ | $\begin{gathered} 106 \\ 42 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 30 \\ 54 \% \\ \text { BE* }^{*} \end{gathered}$ | $\begin{gathered} 29 \\ 29 \% \end{gathered}$ | $\begin{gathered} 140 \\ 42 \% \\ 6 \end{gathered}$ | $\begin{gathered} 82 \\ 24 \% \end{gathered}$ | $\begin{gathered} 55 \\ 31 \% \\ k \end{gathered}$ | $\begin{gathered} 195 \\ 37 \% \\ \text { кмор } \end{gathered}$ | 164 <br> 49\% <br> HIKMNOPQ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ |  | $\begin{gathered} 83 \\ 24 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 94 \\ 40 \% \\ \text { кмор } \end{gathered}$ | $\begin{gathered} 78 \\ 27 \% \\ k \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 137 \\ 36 \% \\ \text { кмо } \end{gathered}$ | $\begin{gathered} 71 \\ 35 \% \\ u \end{gathered}$ | $\begin{gathered} 165 \\ 33 \% \\ u \end{gathered}$ | $\begin{gathered} 134 \\ 51 \% \\ \text { Rsurwxyza } \end{gathered}$ | $\begin{gathered} 68 \\ 18 \% \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \\ u \end{gathered}$ | $\begin{gathered} 156 \\ 36 \% \\ u \end{gathered}$ | $\begin{gathered} 39 \\ 28 \% \\ u \end{gathered}$ | $\begin{aligned} & 182 \\ & 37 \% \\ & \text { suz } \end{aligned}$ | $\begin{gathered} 23 \\ 25 \% \end{gathered}$ | $\begin{gathered} 131 \\ 34 \% \\ u \end{gathered}$ | $\begin{gathered} 41 \\ 24 \% \end{gathered}$ | $\begin{gathered} 214 \\ 39 \% \\ \text { b } \end{gathered}$ |
| Fairly uniliely (2) | $\begin{aligned} & 220 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 87 \\ 33 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 9 \\ 15 \% \end{gathered}$ | $\begin{gathered} 24 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 96 \\ 28 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 55 \\ \text { 31\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 111 \\ 21 \% \\ j \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 114 \\ 33 \% \\ \text { נLMNOQ } \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \\ j \end{gathered}$ | $\begin{gathered} 87 \\ 25 \% \\ \lrcorner \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \\ j \end{gathered}$ | $\begin{gathered} 75 \\ 26 \% \\ \pi \end{gathered}$ | $\begin{gathered} 32 \\ 30 \% \\ \mu \iota^{*} \end{gathered}$ | $\begin{gathered} 87 \\ 23 \% \\ \pi \end{gathered}$ | $\begin{gathered} 60 \\ \text { 29\% } \\ \text { sTwy } \end{gathered}$ | $\begin{gathered} 105 \\ 21 \% \\ \top \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 129 \\ 34 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 86 \\ 20 \% \\ \tau \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 103 \\ 21 \% \\ \top \end{gathered}$ | $\begin{gathered} 35 \\ 38 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 84 \\ 22 \% \\ \top \end{gathered}$ | $\begin{gathered} 55 \\ 33 \% \\ c \end{gathered}$ | $\begin{aligned} & 109 \\ & 20 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 159 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 72 \\ 27 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 3 \\ 5 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 26 \\ 27 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 90 \\ 27 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 78 \\ 15 \% \\ \mu \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 127 \\ 37 \% \\ \text { HILMNOQ } \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 108 \\ 31 \% \\ \text { HulNa } \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \\ \mu \end{gathered}$ | $\begin{gathered} 88 \\ 30 \% \\ \text { HuINa } \end{gathered}$ | $\begin{gathered} 32 \\ \text { 29\% } \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 66 \\ 17 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 37 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 88 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 134 \\ 35 \% \\ \text { RSTwwya } \end{gathered}$ | $\begin{gathered} 21 \\ 14 \% \\ \top \end{gathered}$ | $\begin{gathered} 88 \\ 20 \% \\ \text { TYa } \end{gathered}$ | $\begin{gathered} 35 \\ 24 \% \\ \text { TV } \end{gathered}$ | $\begin{gathered} 74 \\ 15 \% \\ T \end{gathered}$ | $\begin{gathered} 23 \\ 25 \% \\ \text { TV** } \end{gathered}$ | $\begin{gathered} 64 \\ 17 \% \\ \top \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \\ c \end{gathered}$ | $\begin{gathered} 56 \\ 10 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 152 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & \end{aligned}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 9 \\ 16 \% \\ . \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 33 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 56 \\ 11 \% \\ \text { JQ } \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 24 \\ 12 \% \\ \text { TZ } \end{gathered}$ | $\begin{gathered} 51 \\ 10 \% \\ \text { TWa } \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 42 \\ 11 \% \\ \text { Twza } \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $33$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 44 \\ 9 \% \\ \top \end{gathered}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | 85 $16 \%$ $b$ |


| Net: Likely | $428$ | $\begin{gathered} 84 \\ 32 \% \end{gathered}$ | $\begin{gathered} 180 \\ 71 \% \\ B E \end{gathered}$ | $\begin{gathered} 36 \\ 64 \% \\ \mathrm{BE}^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 197 \\ 59 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 119 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 69 \\ 39 \% \\ k \end{gathered}$ | $\begin{gathered} 282 \\ 53 \% \\ \text { HKMOP } \end{gathered}$ |  | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ |  | $\begin{gathered} 119 \\ 35 \% \\ k \end{gathered}$ |  | $\begin{gathered} 103 \\ 35 \% \\ k \end{gathered}$ | $\begin{gathered} 38 \\ 35 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 198 \\ 52 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 83 \\ 41 \% \\ u \end{gathered}$ | $\begin{aligned} & 255 \\ & 51 \% \\ & \text { Ruxz } \end{aligned}$ |  | $\begin{gathered} 80 \\ 21 \% \end{gathered}$ | $\begin{gathered} 60 \\ 42 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 231 \\ & 53 \% \\ & \text { RUXZ } \end{aligned}$ | $\begin{gathered} 46 \\ 32 \% \\ u \end{gathered}$ | $\begin{gathered} 269 \\ 55 \% \\ \text { RSUvxz } \end{gathered}$ | $\begin{gathered} 31 \\ 33 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 208 \\ 54 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 55 \\ 33 \% \end{gathered}$ | $\begin{gathered} 298 \\ 54 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{gathered} 379 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 159 \\ & 60 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{gathered} 11 \\ \text { 20\% } \\ \cdot \end{gathered}$ | $\begin{aligned} & 50 \\ & 51 \% \\ & c^{*} \end{aligned}$ | $\begin{gathered} 91 \\ 27 \% \end{gathered}$ | $\begin{gathered} 186 \\ 55 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 95 \\ 53 \% \\ \text { ulNa } \end{gathered}$ | $\begin{gathered} 189 \\ 36 \% \\ \mu \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ |  | $\begin{gathered} 32 \\ 20 \% \\ \jmath \end{gathered}$ | $\begin{aligned} & 195 \\ & \text { 57\% } \\ & \text { ULNQ } \end{aligned}$ | $\begin{gathered} 74 \\ 32 \% \\ \Perp \end{gathered}$ | $\begin{gathered} 163 \\ 56 \% \\ \text { ULNQ } \end{gathered}$ | 63 59\% ULNQ* | $\begin{aligned} & 153 \\ & 40 \% \\ & \text { JLN } \end{aligned}$ | $\begin{aligned} & 97 \\ & 48 \% \\ & \text { STY } \end{aligned}$ | $\begin{gathered} 193 \\ 39 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ |  | $\begin{gathered} 72 \\ 51 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 175 \\ 40 \% \\ \text { TY } \end{gathered}$ |  | $\begin{gathered} 177 \\ 36 \% \\ \top \end{gathered}$ | 58 <br> 63\% RSTVWYa* | $\begin{gathered} 149 \\ 39 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 105 \\ 62 \% \\ c \end{gathered}$ | $\begin{aligned} & 165 \\ & 30 \% \end{aligned}$ |
| Mean | 2.48 | 2.11 | $\begin{gathered} 3.08 \\ \text { BE } \end{gathered}$ | $\begin{gathered} 2.81 \\ { }_{\text {Pe}} \end{gathered}$ | 2.20 | $\underset{6}{2.78}$ | 2.22 | ${ }_{2}^{2.26}$ | $\begin{gathered} 2.62 \\ \text { нкмор } \end{gathered}$ | 3.1.16 | 1.81 | $\begin{aligned} & 3.00 \\ & \text { HIKMNoPQ } \end{aligned}$ | $\underset{k}{2.15}$ | $\begin{gathered} 2.75 \\ \text { HікморQ } \end{gathered}$ | $\underset{\mathrm{K}}{2.15}$ | $\begin{gathered} 2.16 \\ k^{*} \end{gathered}$ | $\begin{gathered} 2.55 \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 2.32 \\ \text { Ux } \end{gathered}$ | $\begin{aligned} & 2.57 \\ & \text { RUXZ } \end{aligned}$ | $\begin{gathered} 3.19 \\ \text { RSUuwxyza } \end{gathered}$ | 1.88 | $\begin{aligned} & 2.38 \\ & \text { uxi* } \end{aligned}$ | $\begin{aligned} & 2.54 \\ & \text { RUXZ } \end{aligned}$ | ${ }_{\substack{2.14 \\ 0}}$ | $\begin{gathered} 2.63 \\ \text { RUVWXZ } \end{gathered}$ | $\begin{gathered} 2.18 \\ \mathrm{U} \end{gathered}$ | $\begin{gathered} 2.62 \\ \text { RUVwxz } \end{gathered}$ | 2.12 | ${ }_{\substack{2.70 \\ b}}$ |

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



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children $\mathrm{HH}(17$ or under) |  | Education |  | Employment status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (C) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $35-44$ <br> (F) | $45-54$ <br> (G) | $55-64$ <br> ( H ) | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} \text { 35-54 } \\ \text { (K) } \end{gathered}$ | 55+ <br> (L) | Gen $Z$ <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (O) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural <br> (z) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/s eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) |  |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | ${ }^{360}$ | 97 | 273 | 732 | 489 | 516 | 655 | ${ }^{35}$ |
| 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 liey (4) | $\begin{aligned} & 78 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 51 \\ 11 \% \\ c \end{gathered}$ | $\begin{aligned} & 26 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 11 \\ 10 \% \\ 6^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \\ G \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \\ 0 \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 26 \\ 11 \% \\ u \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{gathered} 74 \\ 9 \% \\ z \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 8 \% \end{aligned}$ | ¢ ${ }_{8 \%}^{26}$ |
| Fairy ikey(3) | $\begin{aligned} & 220 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 23 \% \end{aligned}$ | $110$ | $\begin{gathered} 36 \\ 32 \% \\ \text { F* } \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \\ * \end{gathered}$ | $\begin{gathered} 82 \\ 27 \% \end{gathered}$ | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | $\begin{gathered} 65 \\ 21 \% \end{gathered}$ | $\begin{gathered} 45 \\ 32 \% \\ \text { NP } \end{gathered}$ | $\begin{gathered} 58 \\ 20 \% \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \end{gathered}$ | $\begin{gathered} 61 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 88 \\ 21 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \end{gathered}$ | $\begin{gathered} 49 \\ 22 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \\ \tau^{*} \end{gathered}$ | $\begin{gathered} 23 \\ 29 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 196 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{gathered} 25 \\ 24 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 64 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 95 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 124 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 24 \% \end{aligned}$ | 72 $21 \%$ |
| Fariry unikely (2) | $\begin{aligned} & 241 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 138 \\ 30 \% \\ c \end{gathered}$ | $\begin{gathered} 99 \\ 21 \% \end{gathered}$ | $\begin{gathered} 28 \\ 24 \% \\ * \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | 50 28\% | $\begin{gathered} 43 \\ 26 \% \end{gathered}$ | $\begin{gathered} 40 \\ 27 \% \end{gathered}$ | 69 $23 \%$ | $\begin{gathered} 90 \\ 26 \% \end{gathered}$ | 83 26\% | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 74 \\ 26 \% \end{gathered}$ | $\begin{gathered} 151 \\ 28 \% \\ R \end{gathered}$ | $\begin{gathered} 90 \\ 21 \% \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | 54 <br> 24\% | $\begin{gathered} 40 \\ 29 \% \end{gathered}$ | $\begin{gathered} 10 \\ 21 \% \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 47 \\ 35 \% \\ r \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ c \end{gathered}$ | $\begin{gathered} 79 \\ 24 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{gathered} 184 \\ 26 \% \end{gathered}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 26 \% \end{aligned}$ | $\underset{\substack{81 \\ 24 \%}}{ }$ |
| very unikely(1) | $\begin{aligned} & 190 \\ & 20 \% \end{aligned}$ | 97 <br> 21\% | $\begin{gathered} 91 \\ 19 \% \end{gathered}$ | 11 $9 \%$ <br> \% | 33 <br> $18 \%$ | $\begin{gathered} 31 \\ 19 \% \\ 0 \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ 0 \end{gathered}$ | $\begin{gathered} 38 \\ 25 \% \\ \mathrm{D}^{+} \end{gathered}$ | 44 15\% | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | 74 <br> 24\% <br> 1 | 14 <br> 10\% | $\begin{gathered} 54 \\ 19 \% \\ \text { M } \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 65 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | 80 15\% | $\begin{gathered} 110 \\ 26 \% \\ Q \end{gathered}$ | 44 19\% | $\begin{gathered} 50 \\ 21 \% \end{gathered}$ | 50 22\% | 25 <br> 18\% | 10 <br> 20\% | $\begin{gathered} 11 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 23 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 62 \\ 19 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{gathered} 151 \\ 23 \% \\ f \end{gathered}$ | $\begin{aligned} & 121 \\ & 20 \% \end{aligned}$ | ${ }_{20 \%}^{69}$ |
| Don't know | $\begin{gathered} 230 \\ 24 \% \end{gathered}$ | 74 16\% | $\begin{gathered} 153 \\ 32 \% \\ \text { B } \end{gathered}$ | 29 <br> 25\% | $46$ $25 \%$ | 45 $27 \%$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{gathered} 31 \\ 21 \% \end{gathered}$ | 75 <br> 25\% | $\begin{gathered} 87 \\ 25 \% \end{gathered}$ | 68 <br> $22 \%$ | 31 <br> 22\% | $\begin{gathered} 78 \\ 27 \% \end{gathered}$ | $\begin{gathered} 59 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 25 \% \end{aligned}$ | 53 23\% | $\begin{gathered} 53 \\ 23 \% \end{gathered}$ | 64 28\% | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 21 \\ 27 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 193 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 93 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 22 \% \end{aligned}$ | ${ }_{\substack{96 \\ \text { 28\% }}}$ |


| Net: Likely | 298 31\% | 157 34\% | ${ }_{\text {l }}^{137}$ | $\begin{aligned} & 48 \\ & 42 \% \\ & \text { GH* } \end{aligned}$ | 63 34\% | 52 31\% | 47 $26 \%$ | $\begin{gathered} 47 \\ 29 \% \end{gathered}$ | $\begin{gathered} 41 \\ 27 \% \end{gathered}$ | $\begin{gathered} 111 \\ 37 \% \\ \text { KL } \end{gathered}$ | $\begin{gathered} 99 \\ 28 \% \end{gathered}$ | $\begin{gathered} 88 \\ 28 \% \end{gathered}$ | $\begin{gathered} 60 \\ 43 \% \\ \text { Nop } \end{gathered}$ | $\begin{gathered} 87 \\ 30 \% \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 83 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 78 \\ 33 \% \end{gathered}$ | $\begin{gathered} 71 \\ 30 \% \end{gathered}$ | $\begin{gathered} 60 \\ 26 \% \end{gathered}$ | $\begin{gathered} 43 \\ 31 \% \\ + \\ \hline \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 27 \\ 35 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 270 \\ 33 \% \\ z \end{gathered}$ | $\begin{gathered} 28 \\ 21 \% \end{gathered}$ | 164 <br> $32 \%$ | $\begin{aligned} & 101 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 33 \\ 32 \% \\ * \end{gathered}$ | 92, | 206 30\% | $\begin{gathered} 127 \\ 40 \% \\ \mathrm{~g} \end{gathered}$ | 171 27\% | 200 $32 \%$ | 98 29\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 431 \\ 45 \% \end{gathered}$ | $\begin{gathered} 234 \\ 50 \% \\ c \end{gathered}$ | $\begin{aligned} & 191 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 38 \\ 34 \% \\ * \end{gathered}$ | $\begin{gathered} 74 \\ 40 \% \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \end{gathered}$ | $\begin{gathered} 91 \\ 51 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 78 \\ 48 \% \\ 0 \end{gathered}$ | $\begin{gathered} 78 \\ 52 \% \\ \mathrm{D}^{+} \end{gathered}$ | $\begin{aligned} & 113 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 162 \\ 47 \% \\ j \end{gathered}$ | $\begin{gathered} 157 \\ 50 \% \\ j \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 119 \\ 48 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 139 \\ 49 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 231 \\ 44 \% \end{gathered}$ | $\begin{gathered} 200 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 65 \\ 47 \% \\ \stackrel{+}{4} \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \\ \hline \end{gathered}$ | $\begin{gathered} 30 \\ 38 \% \end{gathered}$ | $\begin{gathered} 362 \\ 44 \% \end{gathered}$ | $\begin{gathered} 69 \\ 52 \% \end{gathered}$ | $\begin{gathered} 249 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 41 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{gathered} 109 \\ 42 \% \end{gathered}$ | 322 $46 \%$ | $\begin{aligned} & 121 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 311 \\ 48 \% \\ f \end{gathered}$ | 282 $46 \%$ | ${ }_{44 \%}^{150}$ |
| Mean | ${ }^{2.26}$ | 2.29 | 2.22 | $\underbrace{2.56}_{\text {chtr }}$ | 2.35 | ${ }^{2.34}$ | 2.09 | 2.17 | 2.14 | ${ }_{\substack{2.43 \\ k}}$ | 2.20 | 2.15 | ${ }_{\substack{2.56 \\ \text { pe }}}$ | 2.29 | 2.13 | 2.18 | ${ }_{2}^{2,36}$ | 2.13 | 2.29 | ${ }^{2.26}$ | ${ }^{2.13}$ | ${ }^{2.32}$ | $\stackrel{2.29}{ }$ | ${ }^{2.36}$ | 2.28 | ${ }^{2.10}$ | 2.26 | 2.26 | ${ }^{2.23}$ | 2.33 | 2.23 | ${ }_{2}^{2.48}$ | 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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labo | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl eto Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 78 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \\ & 8^{*} \end{aligned}$ | $\begin{gathered} 41 \\ 12 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \\ k \end{gathered}$ | $\begin{gathered} 59 \\ 11 \% \\ \text { нкмо } \end{gathered}$ | 71 $21 \%$ HIKMnOPQ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 26 \\ \text { 16\% } \\ \text { HKMOPQ } \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \\ & k \end{aligned}$ |  | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \\ \text { к• } \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 60 \\ 12 \% \\ \text { RUX } \end{gathered}$ |  | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \\ \text { RuX } \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 5 \\ 4 \% \\ u \end{gathered}$ | $\begin{gathered} 55 \\ 11 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ u^{*} \end{gathered}$ | $\begin{aligned} & 44 \\ & 12 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 53 \\ 10 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 220 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 96 \\ 38 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 18 \\ 33 \% \\ { }^{3 E} \end{gathered}$ | $\begin{gathered} 16 \\ 16 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 96 \\ 29 \% \\ 6 \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 35 \\ \text { 20\% } \\ \text { KM } \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ \text { кмOP } \end{gathered}$ |  | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 69 \\ 43 \% \\ \text { HIKMNOPQ } \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 77 \\ \text { 33\% } \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 44 \\ 15 \% \\ \kappa \end{gathered}$ | $\begin{gathered} 15 \\ 14 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 106 \\ 28 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 44 \\ 22 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 123 \\ 25 \% \\ \text { UX } \end{gathered}$ |  | $\begin{gathered} 37 \\ 10 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 113 \\ & 26 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 135 \\ 28 \% \\ u x \end{gathered}$ | $\begin{gathered} 16 \\ 17 \% \\ u^{*} \end{gathered}$ | $\begin{aligned} & 107 \\ & 28 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{gathered} 165 \\ 30 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 241 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 95 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 15 \\ 26 \% \end{gathered}$ | $\begin{gathered} 34 \\ 34 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 93 \\ 28 \% \end{gathered}$ | $\begin{gathered} 94 \\ 28 \% \end{gathered}$ | $\begin{gathered} 66 \\ \text { 37\% } \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 125 \\ 24 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | $\begin{gathered} 113 \\ 33 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 35 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 98 \\ 28 \% \\ \mathrm{JN} \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 93 \\ 32 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 32 \\ 30 \% \\ \mathrm{JN}^{*} \end{gathered}$ | $\begin{aligned} & 107 \\ & 28 \% \\ & \text { UN } \end{aligned}$ | $\begin{gathered} 72 \\ 35 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 115 \\ 23 \% \\ \top \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 124 \\ 32 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 58 \\ 40 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 105 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 56 \\ 39 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 124 \\ 25 \% \\ \top \end{gathered}$ | $\begin{gathered} 36 \\ 40 \% \\ \text { stwra** } \end{gathered}$ | $\begin{gathered} 101 \\ 26 \% \\ \top \end{gathered}$ | $\begin{gathered} 59 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 130 \\ & 24 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 190 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 85 \\ 32 \% \\ \text { cD } \end{gathered}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 25 \\ 25 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 108 \\ 32 \% \\ F \end{gathered}$ | $\begin{gathered} 42 \\ 24 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 152 \\ 44 \% \\ \text { Hulmead } \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 130 \\ 38 \% \\ \text { HIINQ } \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \\ \mu \end{gathered}$ | $\begin{gathered} 109 \\ 37 \% \\ \text { HuINa } \end{gathered}$ | $\begin{gathered} 46 \\ \text { 43\% } \\ \text { HulNa} \end{gathered}$ | $\begin{gathered} 73 \\ 19 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 44 \\ 21 \% \\ \top \end{gathered}$ | $\begin{gathered} 105 \\ 21 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 166 \\ 43 \% \\ \text { Rstvwrza } \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ \tau \end{gathered}$ | $\begin{aligned} & 107 \\ & 24 \% \\ & \text { STVa } \end{aligned}$ | 53 $37 \%$ RSTVWYa | $\begin{gathered} 86 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 26 \\ 28 \% \\ \text { TV** } \end{gathered}$ | $\begin{gathered} 79 \\ 21 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 56 \\ 33 \% \\ c \end{gathered}$ | $\begin{gathered} 65 \\ 12 \% \end{gathered}$ |
| Don't know | $\begin{gathered} 230 \\ 24 \% \end{gathered}$ | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{gathered} 16 \\ 29 \% \\ \text { B}^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 18 \% \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \\ \text { p } \end{gathered}$ | $\begin{aligned} & 103 \\ & 20 \% \\ & \text { OPQ } \end{aligned}$ | $\begin{gathered} 56 \\ 17 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 53 \\ 15 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 57 \\ 15 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 37 \\ 18 \% \\ \text { vxz } \end{gathered}$ | $\begin{gathered} 95 \\ 19 \% \\ \text { tuwxza } \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 54 \\ 14 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 68 \\ 16 \% \\ \mathrm{x} \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 90 \\ \text { 18\% } \\ \text { tuwxza } \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | 135 25\% b |


| Net: Likely | $\begin{gathered} 298 \\ 31 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 58 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 22 \\ 39 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 137 \\ 41 \% \\ 6 \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} 204 \\ 39 \% \\ \text { Hкмор } \end{gathered}$ |  | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 64 \\ 19 \% \\ k \end{gathered}$ | $\begin{gathered} 113 \\ 48 \% \\ \text { HікмоРQ } \end{gathered}$ | $\begin{gathered} 61 \\ 21 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 144 \\ 38 \% \\ \text { HкмоР } \end{gathered}$ | $\begin{gathered} 52 \\ 25 \% \\ u x \end{gathered}$ | $\begin{aligned} & 184 \\ & 37 \% \\ & \text { RUX } \end{aligned}$ |  | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 43 \\ 30 \% \\ \text { UX } \end{gathered}$ | $\begin{aligned} & 159 \\ & 36 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 39 \% \\ & \text { RuXZ } \end{aligned}$ | $\begin{gathered} 23 \\ 25 \% \\ u x^{*} \end{gathered}$ | $\begin{aligned} & 151 \\ & 39 \% \\ & \text { RuXZ } \end{aligned}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 218 \\ 40 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unlikely | $\begin{aligned} & 431 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 68 \% \\ & \text { cD } \end{aligned}$ | $\begin{gathered} 59 \\ 23 \% \end{gathered}$ | $\begin{gathered} 18 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{gathered} 58 \\ 59 \% \\ \text { CD* } \end{gathered}$ | $\begin{aligned} & 128 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 202 \\ 60 \% \\ F \end{gathered}$ | $\begin{gathered} 109 \\ 61 \% \\ \text { ulNa } \end{gathered}$ | $\begin{gathered} 219 \\ 42 \% \\ \text { 」LN } \end{gathered}$ | $\begin{gathered} 60 \\ 18 \% \end{gathered}$ |  | $\begin{gathered} 42 \\ 26 \% \\ 1 \end{gathered}$ | $\begin{gathered} 228 \\ 66 \% \\ \text { uLNQ } \end{gathered}$ | $\begin{gathered} 75 \\ 32 \% \\ 1 \end{gathered}$ | $\begin{gathered} 203 \\ 69 \% \\ \text { HנILNQ } \end{gathered}$ | $\begin{gathered} 79 \\ 73 \% \\ \text { HuLNO } \end{gathered}$ | $\begin{gathered} 180 \\ 47 \% \\ \text { נLN } \end{gathered}$ | $\begin{aligned} & 116 \\ & 57 \% \\ & \text { stra } \end{aligned}$ | $\begin{gathered} 221 \\ 44 \% \\ T \end{gathered}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 290 \\ 75 \% \\ \text { RSTVWYa } \end{gathered}$ | $\begin{gathered} 83 \\ 58 \% \\ \text { stra } \end{gathered}$ | $\begin{gathered} 212 \\ 48 \% \\ \text { STY } \end{gathered}$ | $\begin{gathered} 109 \\ 76 \% \\ \text { RSTVWYa } \end{gathered}$ | $\begin{gathered} 209 \\ 43 \% \\ \top \end{gathered}$ |  | $\begin{gathered} 180 \\ 47 \% \\ T Y \end{gathered}$ | $\begin{gathered} 116 \\ 68 \% \\ c \end{gathered}$ | $\begin{aligned} & 194 \\ & 35 \% \end{aligned}$ |
| Mean | 2.26 | 1.83 | $\begin{gathered} 2.90 \\ \text { BE } \end{gathered}$ | ${ }_{2}^{2.56}$ | ${ }^{2.06}$ | $\underset{6}{2.54}$ | 1.92 | ${ }_{\text {coser }}^{2.05}$ |  | \% 2.99 | 1.57 | ${ }_{\text {cher }}^{2.84}$ | ${ }_{1}^{1.84}$ |  | ${ }_{\substack{1.88 \\ k}}$ | ${ }_{\substack{1.81 \\ k^{*}}}$ | $\begin{gathered} 2.34 \\ \text { HKMOP } \end{gathered}$ | ${ }_{0}^{2.09}$ | ${ }_{\text {2, }}^{2.34}$ | $\begin{gathered} 3.03 \\ \text { RSUVWXYZa } \end{gathered}$ | 1.64 | $\begin{array}{r} \text { Ruxz* } \\ \text { Re } \end{array}$ | $\underbrace{2.26}_{0}$ | ${ }_{\substack{1.81 \\ 0}}$ | $\begin{gathered} 2.40 \\ \text { Ruwxz } \end{gathered}$ | ${ }_{\text {ux* }}^{2.04}$ | ${ }_{\text {R }}^{2.35}$ | 1.92 | $\underset{\substack{2.50 \\ b}}{ }$ |

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Overlop formulae used

ColumnMeans (5\%): A,B///D/E,F/G,H//1//////M/M////P/QR/S/T/U/N/W/X/N////a,b/C Minimum Base: 30(*) Small Base: 100(*)

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  | Pres of children HH (17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | 45-54 <br> (G) | $55-64$ <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | Rural | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/s <br> eparated <br> (c) | At least one child present <br> (d) | No children present (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed 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 | ${ }_{64}$ | 616 | 344 |
| Very likey (4) | $\begin{aligned} & 112 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 63 \\ 14 \% \end{gathered}$ | $\begin{gathered} 46 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 27 \\ 16 \% \\ \text { H } \end{gathered}$ | $17$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 21 \\ 14 \% \\ \hline \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 43 \\ 12 \% \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 34 \\ 12 \% \end{gathered}$ | $\begin{gathered} 65 \\ 12 \% \end{gathered}$ | $\begin{gathered} 47 \\ 11 \% \end{gathered}$ | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 12 \% \\ . \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \\ \hline \end{gathered}$ | $\begin{gathered} 12 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 99 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 62 \\ 12 \% \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 13 \\ 12 \% \end{gathered}$ | $\begin{gathered} 36 \\ 14 \% \end{gathered}$ | $\begin{gathered} 76 \\ 11 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 72 \\ 11 \% \end{gathered}$ | $\begin{gathered} 73 \\ 12 \% \end{gathered}$ | 39 $11 \%$ 11 |
| Farry ikey (3) | $\begin{aligned} & 260 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 44 \\ 38 \% \\ \text { G1•• } \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \\ 1 \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{gathered} 46 \\ 26 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ 1 \end{gathered}$ | $\begin{gathered} 25 \\ 17 \% \end{gathered}$ | $\begin{gathered} 97 \\ 33 \% \\ L \end{gathered}$ | $\begin{gathered} 91 \\ 26 \% \end{gathered}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{gathered} 53 \\ 37 \% \\ N P \end{gathered}$ | $\begin{gathered} 74 \\ 26 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \end{gathered}$ | $\begin{gathered} 64 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 103 \\ 24 \% \end{gathered}$ | $\begin{gathered} 69 \\ 30 \% \end{gathered}$ | 56 24\% | $\begin{gathered} 55 \\ 24 \% \end{gathered}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{gathered} 23 \\ 48 \% \\ \text { stuvx* } \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | 224 | $\begin{gathered} 36 \\ 27 \% \end{gathered}$ | 146 28\% | 91 $27 \%$ | 23 <br> $22 \%$ <br>  <br>  | $\begin{gathered} 83 \\ 32 \% \end{gathered}$ | 177\% | $\begin{gathered} 120 \\ 38 \% \\ \mathrm{~g} \end{gathered}$ | 140 | 176\% | 85 |
| Fariry unikely (2) | $\begin{aligned} & 236 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 131 \\ 28 \% \\ c \end{gathered}$ | $\begin{aligned} & 101 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 27 \\ { }^{23 \%} \\ \cdot \end{gathered}$ | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 46 \\ 28 \% \end{gathered}$ | $\begin{gathered} 36 \\ 24 \% \\ * \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \end{gathered}$ | $\begin{gathered} 84 \\ 24 \% \end{gathered}$ | $\begin{gathered} 82 \\ 26 \% \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \end{gathered}$ | $\begin{gathered} 75 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 62 \\ 27 \% \end{gathered}$ | $\begin{gathered} 56 \\ 24 \% \end{gathered}$ | $\begin{gathered} 54 \\ 24 \% \end{gathered}$ | $\begin{gathered} 36 \\ 26 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \\ \cdot \\ \hline \end{gathered}$ | $\begin{gathered} 19 \\ 25 \% \end{gathered}$ | - | 43 32\% | $\begin{aligned} & 122 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 86 \\ 26 \% \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{gathered} 186 \\ 27 \% \\ d \end{gathered}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 25 \% \end{aligned}$ | 81 $24 \%$ |
| Very unikely (1) | 181 <br> $19 \%$ | 90 <br> 19\% | $\begin{gathered} 90 \\ 19 \% \end{gathered}$ | $\begin{gathered} 9 \\ 8 \% \end{gathered}$ | 36 <br> 20\% <br> D | 28 <br> 17\% | $\begin{gathered} 39 \\ 22 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \\ 0 \end{gathered}$ | 35 <br> 23\% <br> $\mathrm{D}^{+}$ | $\begin{gathered} 45 \\ 15 \% \end{gathered}$ | 67 19\% | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | 14 10\% | $\begin{gathered} 53 \\ 18 \% \\ \text { M } \end{gathered}$ | $\begin{gathered} 54 \\ 22 \% \\ \mathrm{~m} \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \\ \mathrm{M} \end{gathered}$ | 83 <br> $16 \%$ | $\begin{gathered} 98 \\ 23 \% \\ a \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \\ v \end{gathered}$ | 47 <br> 21\% | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 8 \\ 17 \% \end{gathered}$ | $\begin{gathered} 18 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 19 \% \end{aligned}$ | 24 $18 \%$ | $\begin{aligned} & 107 \\ & 21 \% \end{aligned}$ | 54 16\% | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 144 \\ 22 \% \\ \mathrm{f} \end{gathered}$ | $\begin{aligned} & 119 \\ & 19 \% \end{aligned}$ | 告边 |
| Don't know | $\begin{aligned} & 170 \\ & 18 \% \end{aligned}$ | 54 $12 \%$ | $\begin{gathered} 115 \\ 24 \% \\ \text { B } \end{gathered}$ | $\stackrel{19}{17 \%}$ | 34 18\% | 31 <br> $19 \%$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 21 <br> 13\% | 34 <br> 33\% | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | 62 $18 \%$ | 55 <br> $18 \%$ | 21 15\% | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \end{gathered}$ | $\begin{gathered} 50 \\ 18 \% \end{gathered}$ | 89 <br> 17\% | $\begin{gathered} 81 \\ 19 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 16 \% \end{gathered}$ | 51 <br> $22 \%$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | $\stackrel{5}{\text { ¢ }}$ | $\begin{gathered} 11 \\ 14 \% \end{gathered}$ | 151 $18 \%$ | 19 $14 \%$ | $\begin{gathered} 81 \\ 16 \% \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | 21 20\% | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 19 \% \end{aligned}$ | 44 $14 \%$ | 126 20\% $\substack{\text { c }}$ | 15\% | $\underset{\substack { \text { 22\% } \\ \begin{subarray}{c}{27 \\ n{ \text { 22\% } \\ \begin{subarray} { c } { 2 7 \\ n } }\end{subarray}}{ }$ |


| Net: Likely | 372 $39 \%$ | 191 $41 \%$ | ${ }^{176} 3$ | $\begin{gathered} 60 \\ 52 \% \\ \text { EGHI** } \end{gathered}$ | $\begin{gathered} 70 \\ 38 \% \end{gathered}$ | $\begin{gathered} 72 \\ 43 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | $\begin{gathered} 61 \\ 38 \% \end{gathered}$ | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | $\begin{gathered} 130 \\ 44 \% \\ L \end{gathered}$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 71 \\ 50 \% \\ \text { Nop } \end{gathered}$ | $\begin{aligned} & 109 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 95 \\ 38 \% \end{gathered}$ | $\begin{gathered} 98 \\ 35 \% \end{gathered}$ | $\begin{gathered} 223 \\ 42 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 149 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 92 \\ 40 \% \end{gathered}$ | $\begin{gathered} 91 \\ 39 \% \end{gathered}$ | $\begin{gathered} 76 \\ 33 \% \end{gathered}$ | $\begin{gathered} 56 \\ 41 \% \\ \hline \end{gathered}$ | $\begin{gathered} 26 \\ 55 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 31 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 323 \\ & 39 \% \end{aligned}$ |  | $\begin{gathered} 208 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 129 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 35 \\ 34 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 119 \\ 46 \% \\ e \end{gathered}$ |  | $\begin{gathered} 160 \\ 51 \% \\ \mathrm{~g} \end{gathered}$ | 212 | 248 $40 \%$ | ${ }_{36 \%}^{124}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 417 \\ 43 \% \end{gathered}$ | $\begin{gathered} 221 \\ 47 \% \\ c \end{gathered}$ | $\begin{aligned} & 191 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 80 \\ 43 \% \end{gathered}$ | $\begin{gathered} 65 \\ 39 \% \end{gathered}$ | $\begin{gathered} 86 \\ 48 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 80 \\ 49 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 70 \\ 47 \% \\ \mathrm{D}^{+} \end{gathered}$ | $\begin{aligned} & 116 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 150 \\ 48 \% \\ J \end{gathered}$ | $\begin{gathered} 49 \\ 35 \% \end{gathered}$ | $\begin{gathered} 120 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 135 \\ 48 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 218 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 53 \\ 39 \% \end{gathered}$ | $\begin{gathered} 17 \\ 34 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 37 \\ 47 \% \end{gathered}$ | $\begin{gathered} 350 \\ 42 \% \end{gathered}$ | $\begin{gathered} 66 \\ 49 \% \end{gathered}$ | $\begin{gathered} 229 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 48 \\ 46 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 100 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 317 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 307 \\ 48 \% \\ f \end{gathered}$ | 274 $44 \%$ | ${ }_{42 \%}^{143}$ |
| Mean | 2.38 | 2.40 | 2.36 | $\underbrace{2.70}_{\substack{\text { cortu }}}$ | 2.34 | 2.52 | 2.27 | 2.29 | 2.29 | ${ }^{2.48}$ | 2.39 | 2.29 | $\underbrace{}_{\substack{2.63 \\ \text { ope }}}$ | 2.39 | 2.31 | 2.31 | ${ }_{2}^{2.46}$ | 2.28 | 2.39 | 2.38 | ${ }^{2.29}$ | ${ }^{2.51}$ | $\stackrel{2.99}{.9}$ | ${ }^{2.37}$ | 2.39 | ${ }^{2.33}$ | 2.37 | 2.42 | ${ }^{2.33}$ | 2.48 | 2.35 | ${ }_{8}^{2.60}$ | 2.27 | 2.39 | 2.38 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labo | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl <br> $e$ to <br> Braverman | Unfavoura ble to Braverman | Favourabl <br> $e$ to <br> Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{aligned} & 112 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 75 \\ 30 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 8 \\ 14 \% \\ \text { B* }^{*} \end{gathered}$ | $\begin{gathered} 7 \\ 8 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \\ k \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \\ \text { кмор } \end{gathered}$ |  | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 31 \\ 9 \% \\ k \end{gathered}$ | $\begin{gathered} 50 \\ \text { 22\% } \\ \text { HIKMOP } \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \\ & \mathrm{k} \end{aligned}$ | $\begin{gathered} 6 \\ 6 \% \\ \text { к• } \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 17 \\ 8 \% \\ u \end{gathered}$ | $\begin{gathered} 82 \\ 16 \% \\ \text { RUX } \end{gathered}$ |  | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 70 \\ 16 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{gathered} 81 \\ 17 \% \\ \text { Rux } \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \\ u^{+} \end{gathered}$ | $\begin{gathered} 69 \\ 18 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 78 \\ 14 \% \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 260 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{gathered} 99 \\ 39 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 19 \\ 33 \% \\ { }_{8}^{*} \end{gathered}$ | $\begin{gathered} 24 \\ 24 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 119 \\ 36 \% \\ 6 \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \\ k \end{gathered}$ | $\begin{aligned} & 168 \\ & 32 \% \\ & \text { НкмМор } \end{aligned}$ | 159 $47 \%$ HikMNOPQ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ |  | $\begin{gathered} 64 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 78 \\ 33 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 57 \\ 19 \% \\ \kappa \end{gathered}$ | $\begin{gathered} 20 \\ 18 \% \\ \mathrm{~K}^{*} \end{gathered}$ | $\begin{aligned} & 110 \\ & 29 \% \\ & \text { нкмо } \end{aligned}$ | $\begin{gathered} 49 \\ 24 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 157 \\ & 31 \% \\ & u v x \end{aligned}$ |  | $\begin{gathered} 47 \\ 12 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \\ u \end{gathered}$ | $\begin{aligned} & 138 \\ & 31 \% \\ & \text { UVX } \end{aligned}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 33 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 20 \\ 22 \% \\ U^{*} \end{gathered}$ | $\begin{aligned} & 124 \\ & 32 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 189 \\ 34 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 236 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 86 \\ 33 \% \\ c \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 12 \\ 21 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 30 \\ 30 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | $\begin{gathered} 97 \\ 29 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 60 \\ \text { 33\% } \\ \text { uLMNQ } \end{gathered}$ | $\begin{gathered} 120 \\ 23 \% \\ \mu \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 25 \\ 16 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 87 \\ 25 \% \\ \mu \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \\ \text { „ } \end{gathered}$ | $\begin{gathered} 79 \\ 27 \% \\ \mu \end{gathered}$ | $\begin{gathered} 35 \\ 32 \% \\ \text { ulv* } \end{gathered}$ | $\begin{gathered} 90 \\ 24 \% \\ \mu \end{gathered}$ | $\begin{gathered} 68 \\ 33 \% \\ \text { sTWra } \end{gathered}$ | $\begin{gathered} 107 \\ 21 \% \\ \top \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 139 \\ 36 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 53 \\ 37 \% \\ \text { stwła } \end{gathered}$ | $\begin{gathered} 96 \\ 22 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 107 \\ 22 \% \\ \top \end{gathered}$ | $\begin{gathered} 35 \\ 38 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 90 \\ 23 \% \\ \uparrow \end{gathered}$ | $\begin{gathered} 55 \\ 33 \% \\ c \end{gathered}$ | $\begin{aligned} & 121 \\ & 22 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 181 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 92 \\ 35 \% \\ \mathrm{CD} \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 24 \\ 25 \% \\ c 0^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 108 \\ 32 \% \\ F \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \\ \text { JLN } \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 147 \\ \text { 43\% } \\ \text { HulmaQ } \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 126 \\ 37 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 25 \\ 11 \% \\ \mu \end{gathered}$ | $\begin{gathered} 110 \\ 38 \% \\ \text { UINQ } \end{gathered}$ | $\begin{gathered} 43 \\ 40 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 70 \\ 18 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 47 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 97 \\ 19 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 157 \\ 41 \% \\ \text { RsTvwrza } \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 91 \\ 21 \% \\ \text { TYa } \end{gathered}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { RSTVWYa } \end{gathered}$ | $\begin{gathered} 82 \\ 17 \% \\ \top \end{gathered}$ | $\begin{gathered} 25 \\ 27 \% \\ \text { Tर• } \end{gathered}$ | $\begin{gathered} 69 \\ 18 \% \\ \tau \end{gathered}$ | $\begin{gathered} 59 \\ 35 \% \\ c \end{gathered}$ | $\begin{gathered} 61 \\ 11 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 170 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ | $\begin{gathered} 30 \\ 12 \% \end{gathered}$ | $\begin{gathered} 14 \\ 25 \% \\ \text { BC* } \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 68 \\ 13 \% \\ \text { Hop } \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \\ & p \end{aligned}$ | $\begin{gathered} 37 \\ 11 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 19 \\ 12 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \\ p \end{gathered}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{gathered} 48 \\ 13 \% \\ \text { Hop } \end{gathered}$ | $\begin{gathered} 24 \\ 12 \% \\ \text { xz } \end{gathered}$ | $\begin{gathered} 57 \\ 11 \% \\ a \end{gathered}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 44 \\ 10 \% \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 59 \\ 12 \% \\ \text { UZa } \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 99 \\ 18 \% \\ \text { b } \end{gathered}$ |


| Net: Likely | $\begin{gathered} 372 \\ 39 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 68 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 27 \\ 48 \% \\ \text { B}^{*} \end{gathered}$ | $\begin{gathered} 31 \\ 32 \% \\ . \end{gathered}$ | $\begin{gathered} 174 \\ 52 \% \\ 6 \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \end{gathered}$ | $\begin{gathered} 54 \\ 30 \% \\ k \end{gathered}$ | $\begin{gathered} 253 \\ 48 \% \\ \text { нкмор } \end{gathered}$ | 260 $77 \%$ HIKLMNOPQ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ |  | $\begin{gathered} 95 \\ 28 \% \\ \mathrm{k} \end{gathered}$ |  | $\begin{gathered} 81 \\ 28 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 26 \\ 24 \% \\ k^{*} \end{gathered}$ | $\begin{gathered} 172 \\ 45 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 65 \\ 32 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 238 \\ 48 \% \\ \text { Ruvxz } \end{gathered}$ | 212 $80 \%$ RSUYwxyza | $\begin{gathered} 56 \\ 15 \% \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 207 \\ 47 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ u \end{gathered}$ | $\begin{gathered} 242 \\ 49 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 29 \\ 31 \% \\ U^{*} \end{gathered}$ | $\begin{aligned} & 193 \\ & 50 \% \\ & \text { Ruvxz } \end{aligned}$ | $\begin{gathered} 48 \\ 28 \% \end{gathered}$ | $\begin{gathered} 267 \\ 49 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 417 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 67 \% \\ & \text { cD } \end{aligned}$ | $\begin{gathered} 51 \\ 20 \% \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 54 \\ 55 \% \\ c c^{*} \end{gathered}$ | $\begin{aligned} & 104 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 205 \\ 61 \% \\ F \end{gathered}$ | $\begin{gathered} 113 \\ 63 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{aligned} & 205 \\ & \text { 39\% } \\ & \text { JıN } \end{aligned}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{gathered} 278 \\ \text { 80\% } \\ \text { HILMNOQ } \end{gathered}$ | $\begin{gathered} 31 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 213 \\ 62 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 77 \\ 33 \% \\ \mu \end{gathered}$ | $\begin{gathered} 189 \\ 65 \% \\ \text { UINQ } \end{gathered}$ | 78 73\% ULMNQ* | $\begin{gathered} 161 \\ 42 \% \\ \text { JıN } \end{gathered}$ | $\begin{gathered} 115 \\ 56 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{gathered} 204 \\ 41 \% \\ T \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \end{gathered}$ |  | $\begin{gathered} 86 \\ 60 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 187 \\ 43 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 103 \\ 72 \% \\ \text { RSTVWra } \end{gathered}$ | $\begin{gathered} 189 \\ 39 \% \\ \top \end{gathered}$ | $59$ 65\% <br> stwra* | $\begin{gathered} 158 \\ 41 \% \\ \tau \end{gathered}$ | $\begin{gathered} 114 \\ 67 \% \\ c \end{gathered}$ | $\begin{aligned} & 182 \\ & 33 \% \end{aligned}$ |



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



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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urian/Rural |  | Marital Staus |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | 18-24 <br> (D) | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | 45-54 <br> (G) | 55-64 <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | (2) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighed base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | ${ }^{123}$ | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed base | 959 | 466 | ${ }_{48}$ | 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 likey (4) | $\begin{aligned} & 115 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 59 \\ 13 \% \end{gathered}$ | $\begin{gathered} 54 \\ 11 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \\ * \end{gathered}$ | $\begin{gathered} 21 \\ 11 \% \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \\ 6 \end{gathered}$ | $17$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{gathered} 20 \\ 13 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 66 \\ 12 \% \end{gathered}$ | $\begin{gathered} 50 \\ 12 \% \end{gathered}$ | $\begin{gathered} 25 \\ 11 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \\ u \end{gathered}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 20 \\ 14 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 10 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 61 \\ 12 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \end{gathered}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{gathered} 78 \\ 11 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 75 \\ 12 \% \end{gathered}$ | $\begin{gathered} 73 \\ 12 \% \end{gathered}$ | 42 $\begin{gathered}42 \\ 12 \%\end{gathered}$ |
| Farry ikey (3) | $\begin{aligned} & 291 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 42 \\ 36 \% \\ 6^{*} \end{gathered}$ | $\begin{gathered} 59 \\ 32 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{gathered} 44 \\ 25 \% \end{gathered}$ | $\begin{gathered} 51 \\ 31 \% \end{gathered}$ | $\begin{gathered} 50 \\ 33 \% \end{gathered}$ | $\begin{gathered} 101 \\ 34 \% \\ k \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 51 \\ 36 \% \end{gathered}$ | $\begin{gathered} 85 \\ 29 \% \end{gathered}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\begin{gathered} 91 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 164 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 76 \\ 32 \% \end{gathered}$ | $\begin{gathered} 65 \\ 28 \% \end{gathered}$ | $\begin{gathered} 68 \\ 30 \% \end{gathered}$ | $\begin{gathered} 43 \\ 31 \% \end{gathered}$ | $\begin{gathered} 15 \\ 31 \% \end{gathered}$ | $\begin{gathered} 24 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 38 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 95 \\ 28 \% \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 91 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 116 \\ 37 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{\substack{174 \\ 27 \%}}$ | 190 31\% | 100 |
| Fariry unikely (2) | $\begin{aligned} & 226 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 30 \\ 26 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 25 \\ 17 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 72 \\ 24 \% \end{gathered}$ | $\begin{gathered} 88 \\ 25 \% \end{gathered}$ | $\begin{gathered} 67 \\ 21 \% \end{gathered}$ | $\begin{gathered} 37 \\ 27 \% \end{gathered}$ | $\begin{gathered} 65 \\ 23 \% \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 90 \\ 21 \% \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 39 \\ 28 \% \\ \hline \end{gathered}$ | $\begin{gathered} 10 \\ 21 \% \end{gathered}$ | $\begin{gathered} 17 \\ 21 \% \\ * \end{gathered}$ | $\begin{gathered} 184 \\ 22 \% \end{gathered}$ | 42 <br> $\substack{31 \% \\ \\ 4}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 84 \\ 25 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 179 \\ 26 \% \\ d \end{gathered}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 25 \% \end{aligned}$ | $\underset{\substack{73 \\ 21 \%}}{ }$ |
| very unikely(1) | $\begin{aligned} & 179 \\ & 19 \% \end{aligned}$ | 95 <br> 20\% | $\begin{gathered} 88 \\ 17 \% \end{gathered}$ | $\begin{gathered} 9 \\ 8 \% \end{gathered}$ | 29 16\% | $\begin{gathered} 31 \\ 18 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \\ 0 \end{gathered}$ | 33 <br> 22\% <br> D* | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | 70 <br> 20\% <br> 」 | $\begin{gathered} 71 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 49 \\ 17 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 61 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | 76 14\% | $\begin{gathered} 103 \\ 24 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 49 \\ 21 \% \\ v \end{gathered}$ | 45 <br> 20\% | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | 8 16\% | $\begin{gathered} 14 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 26 \\ 20 \% \end{gathered}$ | $\begin{gathered} 99 \\ 19 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | $\begin{gathered} 49 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | $\begin{gathered} 142 \\ 22 \% \\ f \end{gathered}$ | $\begin{aligned} & 118 \\ & 19 \% \end{aligned}$ | 61 $18 \%$ |
| Don't know | $\begin{aligned} & 148 \\ & 15 \% \end{aligned}$ | 53 <br> 11\% | $\begin{gathered} 93 \\ 19 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 22 \\ 19 \% \\ \mathrm{H}^{+} \end{gathered}$ | 32 $18 \%$ <br> H | $\begin{gathered} 27 \\ 16 \% \\ H \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \\ H \end{gathered}$ | 14 $9 \%$ | 23 <br> 15\% | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | 56 $16 \%$ | $\begin{gathered} 37 \\ 12 \% \end{gathered}$ | 25 <br> 18\% | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | $\begin{gathered} 36 \\ 13 \% \end{gathered}$ | 88 <br> 17\% | $\begin{gathered} 60 \\ 14 \% \end{gathered}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \end{gathered}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | ${ }_{\substack{8 \\ 16 \%}}$ | $\begin{gathered} 13 \\ 17 \% \\ \hline \end{gathered}$ | 133 $16 \%$ | 15 $11 \%$ | 72 $14 \%$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 41 \\ 13 \% \end{gathered}$ | 107 17\% | 82 $13 \%$ | 6\% $\substack{\text { 19\% } \\ n}$ $n$ |


| Net: Likely | 406 $42 \%$ | 204 $44 \%$ | ${ }_{4}^{196}$ | $\begin{gathered} 54 \\ 47 \% \\ 6^{*} \end{gathered}$ | 80 | $\begin{gathered} 73 \\ 43 \% \end{gathered}$ | 61 34\% | $\begin{gathered} 69 \\ 42 \% \end{gathered}$ | $\begin{gathered} 70 \\ 46 \% \\ . \end{gathered}$ | $\begin{gathered} 134 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 138 \\ 44 \% \end{gathered}$ | $\begin{gathered} 66 \\ 47 \% \end{gathered}$ | $\begin{gathered} 123 \\ 43 \% \end{gathered}$ | $\begin{gathered} 91 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 230 \\ 43 \% \end{gathered}$ | $\begin{gathered} 176 \\ 41 \% \end{gathered}$ | $\begin{gathered} 100 \\ 43 \% \end{gathered}$ | $\begin{gathered} 101 \\ 43 \% \end{gathered}$ | $\begin{gathered} 86 \\ 38 \% \end{gathered}$ | $\begin{gathered} 62 \\ 45 \% \end{gathered}$ | $\begin{gathered} 22 \\ 47 \% \\ \hline \end{gathered}$ | $\begin{gathered} 34 \\ 44 \% \end{gathered}$ | $\begin{gathered} 355 \\ 43 \% \end{gathered}$ | $\begin{gathered} 51 \\ 38 \% \end{gathered}$ | $\begin{gathered} 226 \\ 44 \% \end{gathered}$ | $\begin{gathered} 136 \\ 40 \% \end{gathered}$ | $\begin{gathered} 44 \\ 42 \% \end{gathered}$ | $\begin{gathered} 128 \\ 50 \% \\ e \end{gathered}$ | 278 $40 \%$ | $\begin{gathered} 157 \\ 50 \% \\ \mathrm{~g} \end{gathered}$ | 249 39\% | 263 $43 \%$ | ${ }_{42 \%}^{143}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 405 \\ 42 \% \end{gathered}$ | $\begin{gathered} 210 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 191 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 39 \\ 34 \% \\ * \end{gathered}$ | $\begin{gathered} 71 \\ 39 \% \end{gathered}$ | $\begin{gathered} 68 \\ 40 \% \end{gathered}$ | $\begin{gathered} 90 \\ 50 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 80 \\ 49 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 58 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 158 \\ 45 \% \\ \jmath \end{gathered}$ | $137$ | $\begin{gathered} 50 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 120 \\ 48 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 121 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 213 \\ 40 \% \end{gathered}$ | $\begin{gathered} 192 \\ 45 \% \end{gathered}$ | $\begin{gathered} 96 \\ 41 \% \end{gathered}$ | $\begin{gathered} 104 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 54 \\ 39 \% \end{gathered}$ | $\begin{gathered} 18 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 31 \\ 39 \% \end{gathered}$ | $\begin{gathered} 337 \\ 41 \% \end{gathered}$ | $\begin{gathered} 68 \\ 51 \% \\ y \end{gathered}$ | $\begin{gathered} 220 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 44 \\ 42 \% \\ \hline \end{gathered}$ | $\begin{gathered} 96 \\ 37 \% \end{gathered}$ | 309 $44 \%$ | $\begin{aligned} & 116 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 289 \\ 45 \% \\ f \end{gathered}$ | 270 $44 \%$ | $\begin{aligned} & 135 \\ & 39 \% \end{aligned}$ |
| Mean | 2.42 | ${ }^{2.41}$ | 2.43 | $\underbrace{2.61}_{64}$ | 2.48 | 2.50 | 2.25 | 2.33 | 2.44 | 2.53 | 2.37 | 2.38 | 2.60 | 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 | ${ }_{2}^{2.59}$ | ${ }^{2} 34$ | 2.41 | 2.45 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit＇s impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl <br> e to <br> Starmer | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Barclay } \end{aligned}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | （A） | （8） | （c） | （D） | （E） | （F） | （G） | （H） | （1） | （1） | （k） | （L） | （M） | （N） | （0） | （P） | （a） | （R） | （s） | （T） | （U） | （v） | （w） | （x） | （r） | （z） | （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） | $\begin{aligned} & 115 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 85 \\ 33 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{~B}^{+} \end{gathered}$ | $\begin{gathered} 56 \\ 17 \% \\ G \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{gathered} 93 \\ 18 \% \\ \text { HKMOP } \end{gathered}$ | 108 <br> 32\％ HIKMNOPQ | $\stackrel{2}{*}$ | 43 <br> 27\％ <br> HIKMOPQ | $\begin{gathered} 29 \\ 8 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 50 \\ 21 \% \\ \text { НКМоР } \end{gathered}$ | $\begin{gathered} 20 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \\ \text { НкМор } \end{gathered}$ | $\begin{gathered} 13 \\ 6 \% \\ u \end{gathered}$ | $\begin{gathered} 91 \\ 18 \% \\ \text { RUX } \end{gathered}$ | 92 <br> 35\％ <br> RSUVWXYZa | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 76 \\ 17 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 87 \\ 18 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 9 \\ 10 \% \\ \text { ux** } \end{gathered}$ | $\begin{gathered} 72 \\ 19 \% \\ \text { RUX } \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 82 \\ 15 \% \\ \text { b } \end{gathered}$ |
| Fairly likely（3） | $\begin{gathered} 291 \\ 30 \% \end{gathered}$ | $\begin{gathered} 65 \\ 25 \% \end{gathered}$ | $\begin{gathered} 99 \\ 39 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 25 \\ 45 \% \\ \text { BE* } \end{gathered}$ | $\begin{gathered} 27 \\ 27 \% \end{gathered}$ | $\begin{gathered} 136 \\ 40 \% \\ G \end{gathered}$ | $\begin{gathered} 82 \\ 24 \% \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \\ \text { KP } \end{gathered}$ | $\begin{gathered} 182 \\ 35 \% \\ \text { KMOP } \end{gathered}$ | 166 <br> 49\％ <br> HIKMNOPQ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | 70 <br> 44\％ <br> HIKMOPQ | $\begin{gathered} 79 \\ 23 \% \\ k \end{gathered}$ | $\begin{gathered} 86 \\ 37 \% \\ \text { кMOP } \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} 21 \\ 19 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 131 \\ 34 \% \\ \text { KMOP } \end{gathered}$ | $\begin{gathered} 60 \\ 30 \% \\ u \end{gathered}$ | $\begin{gathered} 168 \\ 34 \% \\ u \end{gathered}$ | 129 <br> 49\％ <br> RSUVWXYZa | $\begin{gathered} 53 \\ 14 \% \end{gathered}$ | $\begin{gathered} 40 \\ 28 \% \\ u \end{gathered}$ | $\begin{gathered} 144 \\ 33 \% \\ u \end{gathered}$ | $\begin{gathered} 35 \\ 25 \% \\ u \end{gathered}$ | $\begin{gathered} 174 \\ 36 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 24 \\ 26 \% \\ \text { U* }^{*} \end{gathered}$ | $\begin{gathered} 134 \\ 35 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | $\begin{gathered} 210 \\ 38 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely（2） | $\begin{gathered} 226 \\ 24 \% \end{gathered}$ | $\begin{gathered} 88 \\ 33 \% \\ c \end{gathered}$ | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{gathered} 12 \\ 22 \% \end{gathered}$ | $\begin{gathered} 24 \\ 24 \% \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \\ F \end{gathered}$ | $\begin{gathered} 54 \\ 30 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 113 \\ 21 \% \\ \mathrm{JL} \end{gathered}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | 121 <br> 35\％ <br> IJLMNOQ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | $\begin{gathered} 94 \\ \text { 27\% } \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 46 \\ 20 \% \\ \text { 』 } \end{gathered}$ | 84 <br> 29\％ <br> UULNQ | $\begin{gathered} 36 \\ 33 \% \\ \text { ULNQ* } \end{gathered}$ | $\begin{gathered} 82 \\ 22 \% \\ \text { 』 } \end{gathered}$ | $\begin{gathered} 67 \\ 33 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 100 \\ 20 \% \\ \text { T } \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 124 \\ 32 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 89 \\ 20 \% \\ \text { T } \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \\ \text { STwYa } \end{gathered}$ | $\begin{gathered} 101 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 32 \\ 35 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 81 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \\ c \end{gathered}$ | $\begin{aligned} & 111 \\ & 20 \% \end{aligned}$ |
| Very unikely（1） | $\begin{aligned} & 179 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 82 \\ 31 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 9 \% \end{gathered}$ | $\begin{gathered} 24 \\ 25 \% \\ \mathrm{CD}^{*} \end{gathered}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{gathered} 102 \\ 30 \% \\ F \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \\ \text { ULN } \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | 147 <br> 43\％ <br> HIJLMNOQ | $\begin{gathered} 10 \\ 6 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 121 \\ 35 \% \\ \text { HJILNQ } \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \\ \text { 』 } \end{gathered}$ | $\begin{gathered} 99 \\ 34 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 41 \\ 38 \% \\ \text { HULNQ* } \end{gathered}$ | $\begin{gathered} 73 \\ \text { 19\% } \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 47 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 94 \\ 19 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 159 \\ 41 \% \\ \text { RSTVwYZa } \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ T \end{gathered}$ | $\begin{gathered} 92 \\ 21 \% \\ \mathrm{TY} \end{gathered}$ | 50 <br> 35\％ <br> RSTVWYa | $\begin{gathered} 79 \\ 16 \% \\ T \end{gathered}$ | $\begin{gathered} 24 \\ 26 \% \\ \text { TY* } \end{gathered}$ | $\begin{gathered} 72 \\ 19 \% \\ \text { T } \end{gathered}$ | $\begin{gathered} 53 \\ 31 \% \\ c \end{gathered}$ | $\begin{gathered} 64 \\ 12 \% \end{gathered}$ |
| Don＇t know | $\begin{aligned} & 148 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 10 \\ 17 \% \\ * \end{gathered}$ | $\begin{gathered} 15 \\ 15 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 54 \\ 10 \% \\ \text { JMP } \end{gathered}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | 39 <br> 11\％ <br> MOP | $\begin{gathered} 19 \\ 12 \% \\ \text { JP } \end{gathered}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 26 \\ 11 \% \\ \text { JMP } \end{gathered}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 32 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 9 \% \\ & \text { xz } \end{aligned}$ | $\begin{gathered} 47 \\ 9 \% \\ \text { TXa } \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 40 \\ 10 \% \\ \text { Txza } \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \\ & \text { TX } \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 48 \\ 10 \% \\ \text { TХа } \end{gathered}$ | $\stackrel{3}{3 \%}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | 80 15\％ b |


| Net：Likely | $\begin{aligned} & 406 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 72 \\ 27 \% \end{gathered}$ | $\begin{gathered} 184 \\ 72 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 29 \\ 52 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 36 \\ 36 \% \end{gathered}$ | $\begin{gathered} 192 \\ 57 \% \\ G \end{gathered}$ | $\begin{aligned} & 113 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 64 \\ 36 \% \\ k \end{gathered}$ | 275 <br> 52\％ <br> HKMOP | 274 <br> 82\％ <br> HIKLMNOPQ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | 112 <br> 70\％ <br> HIKMNOPQ | $\begin{gathered} 108 \\ 31 \% \\ k \end{gathered}$ | $\begin{gathered} 136 \\ 58 \% \\ \text { HKMOPQ } \end{gathered}$ | $\begin{gathered} 89 \\ 30 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 193 \\ 51 \% \\ \text { HКМОР } \end{gathered}$ | $\begin{gathered} 73 \\ 36 \% \\ u \end{gathered}$ | 259 <br> 52\％ <br> RUVXZ | 221 <br> 84\％ <br> RSUVWXYZa | $\begin{gathered} 61 \\ 16 \% \end{gathered}$ | $\begin{gathered} 56 \\ 39 \% \\ \text { ux } \end{gathered}$ | 220 <br> 50\％ <br> RUVXZ | $\begin{gathered} 40 \\ 28 \% \\ u \end{gathered}$ | 262 <br> 53\％ <br> RUVXZ | $\begin{gathered} 33 \\ 36 \% \\ \text { U }^{*} \end{gathered}$ | $\begin{gathered} 205 \\ 54 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \end{gathered}$ | $\begin{gathered} 292 \\ 53 \% \\ b \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net：Unikely | $\begin{aligned} & 405 \\ & 42 \% \end{aligned}$ | 170 <br> 64\％ <br> CDE | $\begin{gathered} 47 \\ 19 \% \end{gathered}$ | $\begin{gathered} 17 \\ 31 \% \end{gathered}$ | 48 <br> 49\％ <br> CD＊ | $\begin{aligned} & 102 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 191 \\ 57 \% \\ F \end{gathered}$ | $\begin{gathered} 101 \\ 57 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 197 \\ 37 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | 268 <br> $78 \%$ <br> HIJLMNOQ | $\begin{gathered} 29 \\ 18 \% \\ \text { 」 } \end{gathered}$ | 214 <br> 62\％ <br> ULNQ | $\begin{gathered} 72 \\ 31 \% \\ \text { ル } \end{gathered}$ | 183 <br> 63\％ <br> UINQ | 77 <br> 71\％ <br> HULNQ＊ | $\begin{gathered} 156 \\ 41 \% \\ \text { JLN } \end{gathered}$ | 114 <br> 56\％ <br> sTwYa | $\begin{gathered} 194 \\ 39 \% \\ T \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | 283 <br> 74\％ RSTVWYZa | 78 <br> 55\％ <br> sTwYa | $\begin{gathered} 181 \\ 41 \% \\ \mathrm{TY} \end{gathered}$ | 99 <br> 69\％ <br> RSTVWYa | $\begin{gathered} 180 \\ 37 \% \\ T \end{gathered}$ | 56 <br> 61\％ <br> stwya＊ | $\begin{gathered} 152 \\ 40 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 107 \\ 63 \% \\ c \end{gathered}$ | $\begin{aligned} & 175 \\ & 32 \% \end{aligned}$ |



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

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generation |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Status |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | 18-24 <br> (D) | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ <br> (G) | $55-64$ <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & 55+ \\ & \text { (L) } \end{aligned}$ | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\substack{\text { R }}}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{3} 33$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighed 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 likey (4) | $\begin{aligned} & 86 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 51 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 12 \% \\ . \end{gathered}$ | $\begin{gathered} 20 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $17$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $11$ | $\begin{gathered} 34 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \\ w^{*} \end{gathered}$ | $1 \%$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{gathered} 82 \\ 10 \% \\ z \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 49 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 39 \\ 13 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 47 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 63 \\ 10 \% \end{gathered}$ | ${ }_{\text {c }}^{23}$ |
| Farry ikey (3) | $\begin{aligned} & 279 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 38 \\ 33 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 47 \\ 28 \% \end{gathered}$ | $\begin{gathered} 44 \\ 24 \% \end{gathered}$ | $\begin{gathered} 46 \\ 28 \% \end{gathered}$ | $\begin{gathered} 55 \\ 36 \% \end{gathered}$ | $\begin{gathered} 87 \\ 29 \% \end{gathered}$ | $\begin{gathered} 92 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 44 \\ 31 \% \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\begin{gathered} 94 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 64 \\ 28 \% \end{gathered}$ | 69 30\% | $\begin{gathered} 61 \\ 27 \% \end{gathered}$ | $\begin{gathered} 40 \\ 29 \% \end{gathered}$ | $\begin{gathered} 21 \\ 43 \% \end{gathered}$ | $\begin{gathered} 23 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 240 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 39 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 95 \\ 28 \% \end{gathered}$ | $\begin{gathered} 39 \\ 37 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 107 \\ 34 \% \\ \mathrm{~g} \end{gathered}$ | ${ }_{\substack{172 \\ 27 \%}}$ | 171 | 108 |
| Fariry unikey (2) | $\begin{aligned} & 225 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 24 \\ 21 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 42 \\ 25 \% \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \\ \text { DE1 } \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \end{gathered}$ | $\begin{gathered} 90 \\ 26 \% \end{gathered}$ | $\begin{gathered} 76 \\ 24 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \end{gathered}$ | $\begin{gathered} 70 \\ 28 \% \end{gathered}$ | $\begin{gathered} 63 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 98 \\ 23 \% \end{gathered}$ | $\begin{gathered} 57 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 24 \% \end{gathered}$ | $\begin{gathered} 53 \\ 23 \% \end{gathered}$ | $\begin{gathered} 28 \\ 21 \% \end{gathered}$ | $\begin{gathered} 10 \\ 22 \% \end{gathered}$ | $\begin{gathered} 20 \\ 25 \% \\ \hline \end{gathered}$ | (191 | $\begin{gathered} 34 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 75 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 26 \% \end{aligned}$ | ${ }^{67}$ |
| very unikel( $(1)$ | $\begin{aligned} & 163 \\ & 17 \% \end{aligned}$ | 88 19\% | $\begin{gathered} 74 \\ 15 \% \end{gathered}$ | $\begin{gathered} 13 \\ 12 \% \end{gathered}$ | 34 19\% | 26 <br> 15\% | 37 20\% | 23 <br> $14 \%$ | 30 <br> 20\% | $\begin{gathered} 48 \\ 16 \% \end{gathered}$ | 62 $18 \%$ | $\begin{gathered} 53 \\ 17 \% \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 46 \\ 19 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | 78 <br> 15\% | 85 <br> 20\% | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \end{gathered}$ | 40 <br> $18 \%$ | $\begin{gathered} 20 \\ 15 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 14 \\ 17 \% \end{gathered}$ | 133 <br> 16\% | $\begin{gathered} 30 \\ 22 \% \end{gathered}$ | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 44 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 123 \\ 19 \% \\ f \end{gathered}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ | 5 |
| Don't know | $\begin{aligned} & 207 \\ & 22 \% \end{aligned}$ | 70 $15 \%$ | $\begin{gathered} 133 \\ 28 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 26 \\ 22 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 39 \\ 23 \% \end{gathered}$ | 34 19\% | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | 32 $21 \%$ | $\begin{gathered} 72 \\ 24 \% \end{gathered}$ | $74$ 21\% | $\begin{gathered} 61 \\ 20 \% \end{gathered}$ | $29$ $20 \%$ | $\begin{gathered} 78 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 56 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 95 \\ 22 \% \end{gathered}$ | $\begin{gathered} 50 \\ 21 \% \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \end{gathered}$ | 55 <br> 24\% | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\stackrel{9}{20 \%}$ | $\begin{gathered} 16 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 179 \\ & 22 \% \end{aligned}$ | 27 $20 \%$ | 98 19\% | 84 25\% | 24\% | $\begin{gathered} 51 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ |  | 116 19\% | con $\begin{gathered}\text { 90\% } \\ \text { 26\% } \\ n\end{gathered}$ |


| Net: Likely | 365 38\% | 185 40\% | liv2 | $\begin{gathered} 51 \\ 45 \% \\ \hline \end{gathered}$ | ${ }_{\text {38\% }}^{69}$ | 61 37\% | ${ }_{31}^{61}$ | $\begin{gathered} 57 \\ 35 \% \end{gathered}$ | $\begin{gathered} 65 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 62 \\ 44 \% \end{gathered}$ | $\begin{gathered} 102 \\ 35 \% \end{gathered}$ | $\begin{gathered} 87 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 214 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 88 \\ 38 \% \end{gathered}$ | $\begin{gathered} 87 \\ 37 \% \end{gathered}$ | $\begin{gathered} 79 \\ 35 \% \end{gathered}$ | $\begin{gathered} 60 \\ 43 \% \end{gathered}$ | $\begin{gathered} 21 \\ 44 \% \\ \hline \end{gathered}$ | $\begin{gathered} 30 \\ 38 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 321 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | 195 38\% | $\begin{aligned} & 125 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 45 \\ 43 \% \\ \hline \end{gathered}$ | 106 $41 \%$ | 259 37\% | $\begin{gathered} 146 \\ 47 \% \\ \mathrm{~g} \end{gathered}$ | 218 <br> $34 \%$ | (233 | ${ }_{\text {38\% }}^{131}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 388 \\ 40 \% \end{gathered}$ | $\begin{gathered} 211 \\ 45 \% \\ c \end{gathered}$ | $\begin{aligned} & 175 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 38 \\ 33 \% \\ \hline \end{gathered}$ | $\begin{gathered} 69 \\ 37 \% \end{gathered}$ | $\begin{gathered} 67 \\ 40 \% \end{gathered}$ | $\begin{gathered} 85 \\ 47 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 76 \\ 47 \% \\ 0 \end{gathered}$ | $\begin{gathered} 53 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 152 \\ 44 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 129 \\ 41 \% \end{gathered}$ | $\begin{gathered} 50 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 47 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 113 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 183 \\ 43 \% \end{gathered}$ | $\begin{gathered} 95 \\ 41 \% \end{gathered}$ | $\begin{gathered} 100 \\ 43 \% \end{gathered}$ | $\begin{gathered} 94 \\ 41 \% \end{gathered}$ | $\begin{gathered} 48 \\ 35 \% \end{gathered}$ | $\begin{gathered} 18 \\ 37 \% \end{gathered}$ | $\begin{gathered} 33 \\ 42 \% \end{gathered}$ | $\begin{gathered} 324 \\ 39 \% \end{gathered}$ | $\begin{gathered} 64 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 225 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 35 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 39 \% \end{aligned}$ | 286 $41 \%$ | $\begin{aligned} & 116 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 272 \\ 42 \% \end{gathered}$ | $\begin{gathered} 266 \\ 43 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 122 \\ & 35 \% \end{aligned}$ |
| меa | 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 | ${ }^{2.37}$ | ${ }_{2}^{2.42}$ | 2.16 | ${ }^{2.36}$ | 2.39 | ${ }^{2.48}$ | 2.43 | ${ }^{2.36}$ | ${ }^{2.55}$ | 2.29 | 2.38 | 2.39 |

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.
Overlop formulae used



| Ipsos October 2023 Political pulse PUBLIC <br> 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Toal | emal Elction 2019 Vote |  |  |  | menum 20.6 vote |  |  |  |  |  | Svumale toparties |  |  |  |  |  | Favourblet opoditican |  |  |  |  |  |  |  |  |  | Ophine fitexits |  |
|  | Total | conservai <br> ve | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | orter | Remain | Leave | $\underset{\substack{\text { feworals } \\ \text { fecoms } \\ \text { (H) }}}{\text { cmo }}$ | ble to Cons | Favourabl e to Lab | ble to Lab |  | bie oub <br> Dems | e to Green Party |  |  | $\begin{aligned} & \text { ble to } \\ & \text { eform UK } \end{aligned}$ | Favourabl e to Sunak | $\begin{aligned} & \text { ble to } \\ & \text { Sunak } \end{aligned}$ | $\begin{aligned} & \text { ancour } \\ & \text { stamer } \end{aligned}$ | $\begin{aligned} & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourabl e to Hunt |  | $\begin{aligned} & \text { e to } \\ & \text { 3ravermar } \end{aligned}$ |  | $\underset{\substack{\text { entay } \\ \text { garcay }}}{ }$ | $\begin{aligned} & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | $\begin{aligned} & \text { Positive } \\ & \text { impact } \end{aligned}$ |  |
| Unueithed bse | 1005 | 267 | 276 | ${ }_{6}$ | 105 | ${ }_{3} 76$ | ${ }_{33}$ | 188 | 564 | ${ }_{366}$ | ${ }_{3} 37$ | 188 | ${ }_{34} 8$ | 265 | 292 | ${ }^{112}$ | ${ }_{39} 9$ | ${ }^{21}$ | 57 | 200 | ${ }_{37}$ | 150 | 475 | ${ }^{150}$ | 516 | 9 | ${ }^{005}$ | 172 | 54 |
| ved base | ${ }_{95}$ | 265 | 254 | 56 | ${ }^{9}$ | ${ }^{36}$ | ${ }^{338}$ | 179 | 52 | ${ }^{36}$ | ${ }^{345}$ | 160 | 344 | 234 | 292 | 108 | ${ }^{381}$ | 204 | 499 | 264 | ${ }^{38}$ | ${ }^{143}$ | 439 | ${ }^{133}$ | 480 | 92 | ${ }_{33}$ | 169 | ${ }_{548}$ |
| very Hey (a) | ${ }_{96}^{86}$ | ${ }_{4 \%}^{10}$ | $\underset{\substack { 47 \\ \begin{subarray}{c}{906{ 4 7 \\ \begin{subarray} { c } { 9 0 6 } } \\ {\hline 0.0}\end{subarray}}{ }$ | $\substack { 6 \\ \begin{subarray}{c}{128 \\ 888{ 6 \\ \begin{subarray} { c } { 1 2 8 \\ 8 8 8 } } \\ {\hline} \end{subarray}$ | $\begin{aligned} & 8 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | ${ }_{6 \%}^{21}$ | $\begin{gathered} 16 \\ 9 \% \\ { }_{k} \end{gathered}$ | $\begin{gathered} 51 \\ \substack{118 \\ \text { kno }} \\ \hline \end{gathered}$ |  | ${ }_{18}^{38}$ |  | $\begin{gathered} 26 \\ \substack{20 \\ k \\ k} \end{gathered}$ |  | $\begin{aligned} & 17 \\ & \left.\begin{array}{c} 17 \\ k \end{array}\right) \end{aligned}$ | $\begin{aligned} & 8 \\ & \substack{8 \\ 7 \\ x} \end{aligned}$ | $\begin{gathered} 41 \\ \left.\begin{array}{c} 418 \\ 118 \\ \mathrm{ko} \end{array}\right) \end{gathered}$ | $\begin{gathered} 17 \\ \substack{86 \\ 0} \end{gathered}$ | $\begin{gathered} 56 \\ \text { nix } \\ 10 \end{gathered}$ |  | ${ }_{2 \%}$ | $\begin{gathered} 11 \\ \substack{70 \\ \hline 0} \\ \hline \end{gathered}$ | $\begin{gathered} 49 \\ 118 \end{gathered}$ | $\begin{gathered} 9 \\ \substack{9 \% \\ 0} \end{gathered}$ | $\underset{\substack{57 \\ 128}}{ }$ |  | ${ }_{12 \%}^{47}$ | $\underset{19}{19}$ | ${ }_{5 \%}^{50}$ |
| Fatry | 279 298 | $\begin{gathered} 56 \\ 218 \\ \hline 18 \end{gathered}$ | $\underset{\substack{121 \\ \text { anc } \\ \text { nex }}}{ }$ | $\begin{gathered} \substack { 288 \\ \begin{subarray}{c}{80{ 2 8 8 \\ \begin{subarray} { c } { 8 0 } } \\ \hline \end{gathered}$ | $\begin{gathered} 218 \\ 218 \end{gathered}$ | $\begin{gathered} 138 \\ 408 \end{gathered}$ |  | $\begin{gathered} \text { and } \\ \substack{288} \end{gathered}$ |  | $\begin{gathered} \text { 166 } \\ \text { asmor } \\ \text { mamorea } \end{gathered}$ | ${ }_{\substack{47 \\ 148}}$ |  | $\begin{gathered} 76 \\ 228 \end{gathered}$ | $\underset{\substack{90 \\ \text { ano } \\ \text { humop }}}{20}$ | $\begin{aligned} & 65 \\ & \substack{288 \\ 28} \end{aligned}$ | $\begin{gathered} 26 \\ 248 \\ 268 \end{gathered}$ | $\begin{gathered} 1360 \\ \text { Humber } \end{gathered}$ | $\begin{gathered} 54 \\ \substack{275} \\ y_{2} \end{gathered}$ | $\begin{gathered} 166 \\ 338 \end{gathered}$ |  | ${ }_{\substack{68 \\ \text { 18\% }}}$ | $\begin{gathered} 45 \\ 318 \end{gathered}$ | $\begin{aligned} & \text { cas } \\ & 390 \\ & 0 x \end{aligned}$ | ${ }_{\substack{35 \\ 25 \%}}$ | $\begin{gathered} 100 \\ 3 \\ \hline \end{gathered}$ | $\underset{318}{29}$ | $\begin{gathered} 180 \\ 3989 \end{gathered}$ | ${ }_{24}^{44}$ |  |
| Faram miluey(2) | ${ }_{\substack{235 \\ 238}}$ | $\begin{gathered} 89 \\ 338 \\ 338 \end{gathered}$ | ${ }_{\substack{35 \\ 148}}$ | $\begin{aligned} & 17 \\ & 308 \end{aligned}$ | $\begin{gathered} 23 \\ 238 \end{gathered}$ | ${ }_{22}^{22}$ | ${ }_{\substack{93 \\ 278}}$ | $\substack{55 \\ \text { sis } \\ \text { nuck }}$ | $\begin{aligned} & 110 \\ & 218 \end{aligned}$ | ${ }_{\substack{43 \\ \text { 13\% }}}$ | $\begin{gathered} 118 \\ \substack{138 \\ \text { unsma }} \\ \text { numa } \end{gathered}$ | $\begin{gathered} 32 \\ 208 \end{gathered}$ |  | 3980 | $\begin{gathered} 85 \\ \substack{85 \\ \text { nuxu }} \\ \text { nut } \end{gathered}$ | $\begin{gathered} 3525 \\ \text { nurar } \\ \text { nur } \end{gathered}$ | $\begin{gathered} 83 \\ 228 \\ 28 \end{gathered}$ |  | $\begin{gathered} 107 \\ 218 \end{gathered}$ | ${ }_{\substack{38 \\ 148}}$ | $\underset{\substack{118 \\ \text { sis } \\ \text { swwu }}}{ }$ | $\begin{gathered} 41 \\ 296 \end{gathered}$ | $\begin{gathered} 27 \\ 228 \end{gathered}$ |  | $\begin{aligned} & 106 \\ & 228 \end{aligned}$ | $\begin{aligned} & 24 \\ & 268 \end{aligned}$ | $\begin{gathered} 89 \\ 238 \\ 298 \end{gathered}$ | ${ }_{\substack{43 \\ 268}}$ | $\underset{\substack{116 \\ 218}}{ }$ |
| veruminey (1) | $\underset{\substack{163 \\ 17 \%}}{ }$ | $\begin{gathered} 64 \\ \text { and } \\ 60 \% \\ 60 \end{gathered}$ | ${ }_{7}^{17}$ | $\begin{gathered} 3 \\ 5 \% \\ 5 \% \end{gathered}$ |  | - ${ }_{\substack{36 \\ 118}}$ | $\begin{aligned} & 84 \\ & 256 \end{aligned}$ |  | $\begin{gathered} 86 \\ 108 \\ 108 \end{gathered}$ | ${ }_{6 \%}^{21}$ | $\underset{\substack{115 \\ \text { anc } \\ \text { Humama }}}{ }$ | ${ }_{6 \%}$ |  | $\begin{gathered} 30 \\ { }_{138} \end{gathered}$ |  |  |  | ${ }_{200}^{41}$ | $\begin{gathered} 96 \\ 198 \\ \hline 10 \end{gathered}$ | ${ }_{4 \%}^{12}$ | $\begin{gathered} 129 \\ \text { chempor } \\ \text { cos } \end{gathered}$ | $\begin{aligned} & 31 \\ & 218 \end{aligned}$ | $\begin{aligned} & 87 \\ & 2006 \end{aligned}$ | $\begin{gathered} 34 \\ 248 \end{gathered}$ | $\begin{gathered} 89 \\ 188 \\ { }_{1} \end{gathered}$ | $\begin{aligned} & 24 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 73 \\ 196 \end{gathered}$ | $\begin{gathered} 52 \\ 338 \\ \hline 3 \times 8 \end{gathered}$ | ${ }_{\text {ck }}^{\substack{68 \\ 128}}$ |
| Dorit tow | ${ }_{\substack{207 \\ 228}}$ | ${ }_{\substack{47 \\ 188}}$ | ${ }_{\substack{39 \\ 136}}$ | $\underset{108}{9}$ | $\begin{gathered} 19 \\ 198 \end{gathered}$ | cos | ${ }_{\substack{66 \\ 206}}$ | ${ }_{\substack{27 \\ 158}}$ | $\begin{gathered} 20 \\ \substack{178 \\ 108} \\ 10 \end{gathered}$ | ${ }_{\substack{39 \\ 12 \%}}$ |  | $\xrightarrow[\substack{18 \\ 118}]{ }$ | ${ }_{\substack{53 \\ 16 \%}}$ | $\underset{\substack{39 \\ 198}}{ }$ | ${ }_{\substack{38 \\ 138}}$ | $\begin{gathered} 10 \\ 1008 \\ \hline 10 \end{gathered}$ | ${ }_{\substack{48 \\ 138}}$ | 33 168 | $\underset{\text { lis\% }}{\substack{75 \\ \hline 1}}$ | 30 | $\stackrel{.62}{168}$ | (16) | $\underbrace{}_{\substack{56 \\ 136}}$ | $\xrightarrow{17}$ | ${ }_{\substack{6 \\ 188}}^{\text {ar8 }}$ | $9 \%$ | 49 118 | ${ }_{8 \%}^{14}$ | $\substack { \text { 20\% } \\ \begin{subarray}{c}{111{ \text { 20\% } \\ \begin{subarray} { c } { 1 1 1 } } \\{0} \end{subarray}$ |
| Netiluey | $\underbrace{}_{\substack{365 \\ 388}}$ | 66 25\% |  | $\underset{\substack{28 \\ \text { anc } \\ \text { xex }}}{ }$ | $\underset{30 \%}{29}$ | $\substack{172 \\ 5820}$ | ${ }_{\text {9 }}^{\text {288 }}$ | $\begin{gathered} 57 \\ \substack{526 \\ k} \\ \hline \end{gathered}$ |  | $\begin{gathered} 238 \\ \text { nembor } \\ \text { numbor } \end{gathered}$ | $\underbrace{}_{\substack{\text { so } \\ 15 \%}}$ | $\begin{gathered} 101 \\ \substack{\text { bu8 } \\ \text { nuxoco }} \end{gathered}$ | $\underbrace{}_{\substack{102 \\ 308}}$ |  | $\begin{gathered} 82 \\ 288 \\ 288 \end{gathered}$ | $\begin{gathered} 34 \\ 316 \end{gathered}$ | $\begin{gathered} \text { chen } \\ \text { numpo } \end{gathered}$ | $\begin{gathered} 71 \\ \substack{35 \%} \\ 50 \end{gathered}$ |  | $\begin{gathered} 185 \\ \substack{185 \\ \text { sownuma }} \end{gathered}$ | ${ }_{\substack{75 \\ 198}}$ | $\underset{\substack{55 \\ 3980}}{ }$ | $\underset{\substack{\text { csis } \\ \text { anx }}}{198}$ | $\underset{318}{4.4}$ | $\underset{\substack{227 \\ \text { anc } \\ \text { nox }}}{20}$ | $\begin{gathered} 35 \\ 388 \end{gathered}$ | $\underset{\substack{177 \\ \text { anc } \\ \text { nex }}}{\substack{0 x}}$ | ${ }_{\substack{\text { 59 } \\ \text { 39\% }}}$ | ${ }_{\substack{24 \\ 488 \\ \hline \\ \hline}}$ |
| Net Onluey | (388 | $\begin{gathered} 152 \\ \substack{188 \\ c} \\ c 0 \end{gathered}$ | ${ }_{5}^{52}$ | $\begin{gathered} 19 \\ 398 \end{gathered}$ | $\begin{gathered} 51 \\ 58 \\ 58 \\ \hline 8 \end{gathered}$ | (108 | $\begin{gathered} 176 \\ 528 \end{gathered}$ |  | $\begin{gathered} 196 \\ 3720 \\ 110 \end{gathered}$ | ${ }_{\substack{64 \\ 19 \%}}$ | $\begin{gathered} \text { 238 } \\ \text { absea } \\ \text { wnumoco } \end{gathered}$ | $\begin{gathered} 41 \\ 208 \end{gathered}$ | $\begin{gathered} 185 \\ \text { sene } \\ \text { unac } \end{gathered}$ | $\begin{gathered} 69 \\ 300 \end{gathered}$ | $\substack { 172 \\ \begin{subarray}{c}{129 \\ \text { nusua }{ 1 7 2 \\ \begin{subarray} { c } { 1 2 9 \\ \text { nusua } } } \end{subarray}$ |  | $\begin{gathered} 1.55 \\ \text { as } \\ 140 \\ 140 \\ \hline \end{gathered}$ | $\begin{gathered} 101 \\ \text { a9x } \\ \end{gathered}$ | $\begin{gathered} 233 \\ 418 \\ \hline \end{gathered}$ | ${ }_{\substack{50 \\ 19 \%}}$ | $\begin{gathered} 247 \\ \text { nempran } \end{gathered}$ | $\begin{gathered} n 2 \\ \substack{\text { soog } \\ \pi} \end{gathered}$ | $\begin{gathered} 188 \\ 428 \end{gathered}$ | $\begin{gathered} 822 \\ 5 \text { spmow } \end{gathered}$ | $\begin{gathered} 195 \\ 4006 \end{gathered}$ | $\begin{gathered} 48 \\ \substack{48 \\ 58 .} \\ \hline \end{gathered}$ | $\begin{gathered} 162 \\ 428 \end{gathered}$ | $\underset{5 \%}{95}$ | (138 |
| mean | ${ }^{238}$ | ${ }^{206}$ | ${ }_{\substack{290 \\ \text { we }}}$ | ${ }_{\text {cei }}^{268}$ | ${ }^{21.12}$ | ${ }_{6}^{263}$ | 2.12 | ${ }_{6}^{223}$ |  |  | 1.78 |  | ${ }_{2}^{210}$ | ${ }_{\text {mamem }}^{260}$ | ${ }_{\substack{205 \\ \times}}^{\substack{ \\ \\\hline}}$ | ${ }_{\substack{2,13 \\ k}}$ | ${ }_{\text {2, }}^{2 \times 4}$ | ${ }_{4}^{227}$ | $\underbrace{203}_{20}$ | ${ }^{3.00}$ | ${ }^{1.85}$ | ${ }_{20}^{228}$ | $\underbrace{}_{\substack{242 \\ 0 x}}$ | ${ }_{\substack{2,15}}^{1.5}$ | $\underbrace{240}_{246}$ | 200 | $\underbrace{245}_{245}$ | 217 | ${ }^{254}$ |

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 <br> Total | Gender |  | age |  |  |  |  |  | Aggregated Age rreals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {(B) }}^{\text {Man }}$ | Woman <br> (c) | $\begin{gathered} 18-24 \\ \text { (D) } \end{gathered}$ | $\begin{gathered} 25-34 \\ \text { (E) } \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $45-54$ (G) | $\begin{gathered} 55-64 \\ \text { (H) } \end{gathered}$ | $\begin{aligned} & \text { 65+ } \\ & \text { (I) } \end{aligned}$ | 18.34 (1) 20 | $\underset{\substack{35.54 \\ \text { (k) }}}{ }$ | ${ }_{\text {cta }}^{55+}$ | $\mathrm{Cen}^{\text {(M) }}$ | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North <br> (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (w) | Scotland <br> ( X ) | Urban <br> (Y) | Rural | Married/ Living as Married (a) | Single <br> (b) | Widowed/ Divorced/s eparated (c) | At least one child present (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unweighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }^{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | 231 | 123 | 49 | 92 | ${ }_{85}$ | 154 | 548 | 360 | 97 | 273 | 732 | 489 | 516 | 655 | 350 |
| Weighted base | 959 | 466 | 481 | ${ }^{15}$ | 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) | $\begin{aligned} & 75 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 47 \\ 10 \% \\ c \end{gathered}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 20 \\ 12 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | 21 $7 \%$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 30 \\ 10 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 16 \\ 12 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 7 \% \end{gathered}$ | $45$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 8 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 8 \% \end{aligned}$ | ${ }_{\text {c }}^{24}$ |
| Fairy ikey(3) | $\begin{aligned} & 227 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 32 \\ 28 \% \\ * \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 36 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 77 \\ 26 \% \end{gathered}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{gathered} 74 \\ 24 \% \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \end{gathered}$ | $\begin{gathered} 66 \\ 23 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 71 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 93 \\ 22 \% \end{gathered}$ | $\begin{gathered} 50 \\ 22 \% \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{gathered} 58 \\ 25 \% \end{gathered}$ | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{gathered} 13 \\ 27 \% \end{gathered}$ | $\begin{gathered} 18 \\ 23 \% \end{gathered}$ | $\begin{gathered} 202 \\ 25 \% \end{gathered}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 83 \\ 25 \% \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \end{gathered}$ | $\begin{gathered} 70 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 97 \\ 31 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 130 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 24 \% \end{aligned}$ | ${ }_{\substack{81 \\ 23 \%}}^{\text {23\% }}$ |
| Fariry unikey (2) | $\begin{aligned} & 282 \\ & 29 \% \end{aligned}$ | 142 <br> 30\% | $\begin{aligned} & 138 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 43 \\ 37 \% \end{gathered}$ | $\begin{gathered} 50 \\ 27 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $57$ $32 \%$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{gathered} 43 \\ 28 \% \end{gathered}$ | 92 31\% | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 87 \\ 28 \% \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 74 \\ 26 \% \end{gathered}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 78 \\ 28 \% \end{gathered}$ | 162 31\% | $\begin{aligned} & 119 \\ & 28 \% \end{aligned}$ | 71 31\% | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | 59 26\% | $\begin{gathered} 43 \\ 31 \% \end{gathered}$ | 17 <br> $36 \%$ | $\begin{gathered} 25 \\ 32 \% \\ * \end{gathered}$ | $\begin{gathered} 235 \\ 29 \% \end{gathered}$ | 47 35\% | $\begin{aligned} & 151 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 99 \\ 29 \% \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \\ * \end{gathered}$ | $\begin{gathered} 66 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 196 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 31 \% \end{aligned}$ | ${ }_{\substack{92 \\ 27 \%}}$ |
| Very unikely (1) | $\begin{aligned} & 183 \\ & 19 \% \end{aligned}$ | 96 <br> 21\% | $\begin{gathered} 85 \\ 18 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \\ * \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 39 \\ 21 \% \\ 0 \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \\ 0 \end{gathered}$ | $\begin{gathered} 36 \\ 24 \% \\ D^{*} \end{gathered}$ | $\begin{gathered} 41 \\ 14 \% \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | $\begin{gathered} 74 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \end{gathered}$ | $\begin{gathered} 49 \\ 17 \% \end{gathered}$ | $\begin{gathered} 55 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 64 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | 83 <br> 16\% | $\begin{gathered} 100 \\ 23 \% \\ \alpha \end{gathered}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 48 \\ 20 \% \end{gathered}$ | $\begin{gathered} 51 \\ 22 \% \end{gathered}$ | $\begin{gathered} 21 \\ 16 \% \end{gathered}$ | $\begin{gathered} 7 \\ 15 \% \end{gathered}$ | $\begin{gathered} 15 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 152 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 31 \\ 23 \% \end{gathered}$ | $\begin{gathered} 98 \\ 19 \% \end{gathered}$ | $\begin{gathered} 63 \\ 19 \% \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \end{gathered}$ | $\begin{gathered} 48 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 20 \% \end{aligned}$ | ¢ |
| Don't know | $\begin{aligned} & 193 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 71 \\ 15 \% \end{gathered}$ | $\begin{gathered} 121 \\ 25 \% \\ B \end{gathered}$ | $\begin{gathered} 18 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 44 \\ 24 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \\ . \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{gathered} 75 \\ 21 \% \end{gathered}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 69 \\ 24 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 50 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 85 \\ 20 \% \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \end{gathered}$ | $\begin{gathered} 43 \\ 19 \% \end{gathered}$ | $\begin{gathered} 45 \\ 20 \% \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{gathered} 9 \\ 20 \% \end{gathered}$ | $\begin{gathered} 16 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 169 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 70 \\ 21 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 138 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 17 \% \end{aligned}$ | $\underset{\substack{87 \\ \text { 25\% } \\ \text { h }}}{ }$ |


| Net: Likely | 301 31\% | 158 34\% | 138 $29 \%$ | $\begin{gathered} 42 \\ 37 \% \\ \hline \end{gathered}$ | ${ }_{31}^{61}$ | $\begin{gathered} 56 \\ 33 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \end{gathered}$ | $\begin{gathered} 49 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 103 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 96 \\ 31 \% \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ 0 \end{gathered}$ | $\begin{gathered} 96 \\ 33 \% \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \end{gathered}$ | $\begin{gathered} 90 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 177 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 69 \\ 30 \% \end{gathered}$ | $\begin{gathered} 77 \\ 33 \% \end{gathered}$ | $\begin{gathered} 73 \\ 32 \% \end{gathered}$ | $\begin{gathered} 45 \\ 33 \% \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 23 \\ 29 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 268 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 33 \\ 25 \% \end{gathered}$ | 164 32\% | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 33 \\ 31 \% \\ \hline \end{gathered}$ | $\begin{gathered} 97 \\ 37 \% \\ e \end{gathered}$ | 205 29\% | $\begin{gathered} 124 \\ 39 \% \\ \mathrm{~g} \end{gathered}$ | 178 28\% | 196 $32 \%$ | 105 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 465 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 238 \\ 51 \% \end{gathered}$ | $\begin{gathered} 223 \\ 46 \% \end{gathered}$ | $\begin{gathered} 55 \\ 48 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 78 \\ 43 \% \end{gathered}$ | $\begin{gathered} 75 \\ 45 \% \end{gathered}$ | $\begin{gathered} 96 \\ 53 \% \end{gathered}$ | $\begin{gathered} 82 \\ 51 \% \end{gathered}$ | $\begin{gathered} 79 \\ 52 \% \end{gathered}$ | $\begin{gathered} 133 \\ 45 \% \end{gathered}$ | $\begin{gathered} 170 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 68 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 132 \\ 53 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 142 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 245 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 65 \\ 47 \% \\ \hline \end{gathered}$ | $\begin{gathered} 24 \\ 50 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 40 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 387 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 77 \\ 58 \% \\ y \end{gathered}$ | 248 48\% | $\begin{aligned} & 161 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 55 \\ 52 \% \\ + \end{gathered}$ | $\begin{aligned} & 114 \\ & 44 \% \end{aligned}$ | 350 50\% | $\begin{aligned} & 135 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 330 \\ 51 \% \\ \mathrm{f} \end{gathered}$ | 313 $51 \%$ | $\begin{gathered} 152 \\ 44 \% \end{gathered}$ |
| mea | 2.25 | 2.28 | 2.22 | $\underbrace{2.41}_{\text {cht }}$ | ${ }^{2.34}$ | ${ }^{2.35}$ | 2.11 | 2.14 | 2.20 | 2.37 | 2.23 | 2.17 | ${ }_{2}^{2.42}$ | ${ }_{\substack{2,35 \\ 0}}$ | 2.11 | 2.20 | ${ }^{2.33}$ | 2.16 | 2.26 | 2.25 | ${ }^{2.21}$ | ${ }^{2.36}$ | $\stackrel{2.24}{ }$ | 2.20 | 2.28 | 2.10 | ${ }^{2.27}$ | ${ }^{2.24}$ | ${ }^{2.22}$ | 2.36 | ${ }^{2.21}$ | ${ }_{2}^{2,39}$ | 2.18 | 2.24 | 2.27 |

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.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | Favourabl e to Starmer | Unfavoura <br> ble to <br> Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverman } \end{gathered}$ | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (5) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (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 liely (4) | $\begin{aligned} & 75 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 48 \\ 19 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $24$ | $\begin{aligned} & 14 \\ & 8 \% \\ & k \end{aligned}$ | $\begin{aligned} & 49 \\ & 9 \% \\ & \mathrm{~km} \end{aligned}$ |  | $\stackrel{2}{*}$ | $\begin{gathered} 22 \\ 14 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{gathered} 28 \\ 12 \% \\ \text { кмор } \end{gathered}$ | $\begin{aligned} & 17 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \\ & \mathrm{k}^{*} \end{aligned}$ | $\begin{gathered} 37 \\ 10 \% \\ \text { kmo } \end{gathered}$ | $\begin{aligned} & 13 \\ & 6 \% \\ & u \end{aligned}$ | $\begin{gathered} 49 \\ 10 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 57 \\ \text { 22\% } \\ \text { RSUvwx̌za } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \\ u \end{gathered}$ | $\begin{aligned} & 40 \\ & 9 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 50 \\ 10 \% \\ u x \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 9 \% \end{aligned}$ |
| Fairly iikely (3) | $\begin{gathered} 227 \\ 24 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{gathered} 86 \\ 34 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 15 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 21 \\ 21 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 99 \\ 30 \% \\ 6 \end{gathered}$ | $\begin{gathered} 64 \\ 19 \% \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \end{gathered}$ | $\begin{gathered} 151 \\ 29 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 136 \\ 41 \% \\ \text { HIKMOPQ } \end{gathered}$ | $\begin{gathered} 39 \\ 11 \% \end{gathered}$ | $\begin{gathered} 55 \\ 34 \% \\ \text { нкмOP } \end{gathered}$ | $\begin{gathered} 71 \\ 20 \% \\ \text { ко } \end{gathered}$ | $\begin{gathered} 89 \\ 38 \% \\ \text { HIKMOPQ } \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 25 \\ 23 \% \\ \text { ko } \end{gathered}$ | $\begin{aligned} & 102 \\ & 27 \% \\ & \text { нкмо } \end{aligned}$ | $\begin{gathered} 47 \\ 23 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 124 \\ 25 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 120 \\ 45 \% \\ \text { RSUvwxyza } \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \end{gathered}$ | $\begin{gathered} 32 \\ 23 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 105 \\ 24 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 138 \\ 28 \% \\ \text { suwx } \end{gathered}$ | $\begin{gathered} 26 \\ 28 \% \\ \text { UX* } \end{gathered}$ | $\begin{gathered} 104 \\ 27 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 29 \\ 17 \% \end{gathered}$ | $\begin{gathered} 157 \\ 29 \% \\ \text { b } \end{gathered}$ |
| Fairly unikely (2) | $\begin{aligned} & 282 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 97 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 58 \\ 23 \% \end{gathered}$ | $\begin{gathered} 23 \\ 41 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 35 \\ 35 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 96 \\ 29 \% \end{gathered}$ | $\begin{gathered} 68 \\ 38 \% \\ \text { UN } \end{gathered}$ | $\begin{gathered} 154 \\ 29 \% \\ j \end{gathered}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 129 \\ 37 \% \\ \text { UMN } \end{gathered}$ | $\begin{gathered} 47 \\ 29 \% \\ j \end{gathered}$ | $\begin{gathered} 106 \\ 31 \% \\ 1 \end{gathered}$ | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 34 \% \\ & \mathrm{JN} \end{aligned}$ | $\begin{gathered} 38 \\ 35 \% \\ { }^{3 *} \end{gathered}$ | $\begin{aligned} & 121 \\ & 32 \% \\ & \mathrm{JN} \end{aligned}$ | $\begin{gathered} 71 \\ 35 \% \\ \top \end{gathered}$ | $\begin{gathered} 144 \\ 29 \% \\ \top \end{gathered}$ | $\begin{gathered} 46 \\ 17 \% \end{gathered}$ | $\begin{gathered} 147 \\ 38 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 56 \\ 39 \% \\ \text { 5TY } \end{gathered}$ | $\begin{gathered} 137 \\ 31 \% \\ \tau \end{gathered}$ | $\begin{gathered} 63 \\ 44 \% \\ \text { RSTwYa } \end{gathered}$ | $\begin{gathered} 138 \\ 28 \% \\ \top \end{gathered}$ | $\begin{gathered} 35 \\ 38 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 114 \\ 30 \% \\ T \end{gathered}$ | $\begin{gathered} 64 \\ 38 \% \\ c \end{gathered}$ | $\begin{aligned} & 155 \\ & 28 \% \end{aligned}$ |
| Very unikely (1) | $\begin{aligned} & 183 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 77 \\ 29 \% \\ \text { CD } \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 2 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{gathered} 24 \\ 25 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | $\begin{gathered} 93 \\ 27 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 41 \\ \text { 23\% } \\ \text { JıN } \end{gathered}$ | $\begin{gathered} 92 \\ \text { 17\% } \\ \text { JเN } \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 126 \\ 36 \% \\ \text { HulNa } \end{gathered}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 112 \\ 32 \% \\ \text { HIINQ } \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \\ 1 \end{gathered}$ | $\begin{gathered} 98 \\ 34 \% \\ \text { HIJLNQ } \end{gathered}$ | $\begin{gathered} 30 \\ \text { 28\% } \\ \text { IUN* } \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 42 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 104 \\ 21 \% \\ \top \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 30 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 93 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \\ T \end{gathered}$ | $\begin{gathered} 97 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 46 \\ 27 \% \\ c \end{gathered}$ | $\begin{gathered} 84 \\ 15 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 193 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 33 \\ 13 \% \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 12 \\ 22 \% \end{gathered}$ | $\begin{gathered} 12 \\ 12 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 53 \\ 16 \% \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 16 \% \end{gathered}$ | $\begin{gathered} 81 \\ 15 \% \\ \text { ма } \end{gathered}$ | $\begin{gathered} 49 \\ 15 \% \end{gathered}$ | $\begin{gathered} 50 \\ 14 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 31 \\ 13 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \\ * \end{gathered}$ | $\begin{gathered} 43 \\ 11 \% \end{gathered}$ | $\begin{gathered} 31 \\ 15 \% \\ \text { TVZ } \end{gathered}$ | $\begin{gathered} 79 \\ 16 \% \\ \text { TZa } \end{gathered}$ | $\begin{aligned} & 22 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 58 \\ 15 \% \\ \mathrm{Tz} \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 63 \\ 14 \% \\ \text { Tz } \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \\ z \end{gathered}$ | $\begin{gathered} 66 \\ 14 \% \\ \tau \end{gathered}$ | 5 <br> $6 \%$ | $\begin{gathered} 48 \\ 13 \% \\ T \end{gathered}$ | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 19 \% \end{aligned}$ |


| Net: Likely | $\begin{gathered} 301 \\ 31 \% \end{gathered}$ | $\begin{gathered} 58 \\ 22 \% \end{gathered}$ | 134 <br> 53\% <br> BDE | $\begin{gathered} 19 \\ 34 \% \end{gathered}$ | $\begin{gathered} 27 \\ 28 \% \end{gathered}$ | $\begin{gathered} 133 \\ 40 \% \\ G \end{gathered}$ | 88 <br> 26\% | $\begin{gathered} 42 \\ 23 \% \\ K \end{gathered}$ | 200 <br> $38 \%$ <br> HKMOP | 199 <br> 59\% <br> HIKLMNOPQ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $77$ $48 \%$ <br> HIKMOPQ | $\begin{gathered} 91 \\ 26 \% \\ \text { ко } \end{gathered}$ | $117$ $50 \%$ <br> HIKMOPQ | $\begin{gathered} 60 \\ 20 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \\ \mathrm{~K}^{*} \end{gathered}$ | 140 <br> 37\% <br> нкмо | $\begin{gathered} 61 \\ 30 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 173 \\ 35 \% \\ \text { UX } \end{gathered}$ | 177 <br> 67\% <br> RSUVWXYZa | 43 <br> 11\% | 44 <br> 30\% <br> ux | $\begin{gathered} 145 \\ 33 \% \\ u x \end{gathered}$ | $\begin{gathered} 24 \\ 16 \% \end{gathered}$ | 188 <br> 38\% <br> RSUWX | $\begin{gathered} 30 \\ 33 \% \\ \text { UX* } \end{gathered}$ | 144 <br> 38\% <br> uwx | $\begin{gathered} 39 \\ 23 \% \end{gathered}$ | $\begin{gathered} 205 \\ 37 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{aligned} & 465 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 173 \\ 65 \% \\ \text { CD } \end{gathered}$ | 74 29\% | 24 <br> $44 \%$ | 59 <br> 60\% <br> C* | 150 <br> 45\% | $\begin{gathered} 189 \\ 56 \% \\ \text { F } \end{gathered}$ | 109 <br> 61\% <br> ULN | $\begin{gathered} 246 \\ 47 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{gathered} 254 \\ 74 \% \end{gathered}$ <br> HIJLMNOPQ | $\begin{gathered} 60 \\ 37 \% \\ \text { J } \end{gathered}$ | 218 <br> 63\% <br> ULNQ | $\begin{gathered} 86 \\ 37 \% \\ 1 \end{gathered}$ | 199 <br> 68\% <br> UULNQ | 68 <br> 63\% <br> IJLN* | 198 <br> 52\% <br> IJLN | $\begin{gathered} 113 \\ 55 \% \\ T \end{gathered}$ | $\begin{gathered} 248 \\ 50 \% \\ T \end{gathered}$ | $\begin{gathered} 65 \\ 25 \% \end{gathered}$ | $282$ $73 \%$ <br> RSTVWYZa | 86 <br> 60\% <br> sTYa | $\begin{gathered} 231 \\ 53 \% \\ \text { TY } \end{gathered}$ | $100$ $70 \%$ <br> RSTVWYa | $236$ <br> 48\% <br> T | 57 <br> 62\% <br> TY* | $\begin{gathered} 191 \\ 50 \% \\ T \end{gathered}$ | $\begin{gathered} 109 \\ 65 \% \\ c \end{gathered}$ | 238 <br> 44\% |


| Mean | 2.25 | 1.96 | ${ }_{\text {2 }}^{2.80}$ 8 | 2.49 ${ }_{\text {8E }}$ | 2.11 | $\underset{\substack{2.43 \\ 6}}{ }$ | 2.07 | ${ }_{\substack{2.10 \\ \text { ko }}}$ |  | ${ }_{\text {cter }}^{2.83}$ | 1.72 | 2.63 HIKMOPQ | ${ }_{\substack{2.00 \\ k}}$ | $\begin{gathered} 2.58 \\ \text { HIKMOPQ } \end{gathered}$ | ${ }_{\substack{1.92}}$ | $\begin{gathered} 2.02 \\ \mathrm{~K}^{*} \end{gathered}$ | $2.30$ <br> HKMOP | $\begin{gathered} 2.19 \\ \text { UX } \end{gathered}$ | ${ }_{\text {Ux }}^{2.28}$ | ${ }_{\text {RSuwncra }}^{2.89}$ | 1.73 | $\begin{aligned} & 2.19 \\ & \mathrm{UX}^{*} \end{aligned}$ | ${ }_{\substack{2.24 \\ 0 \times \\ 0 .}}$ | $\stackrel{10}{1.93}_{0}$ | 2.33 uwx | ${ }_{\text {Ux* }}^{2.13}$ | 2.32 uwx | 2.03 | $\underset{5}{2.38}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

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

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

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generation |  |  |  | Social grade |  | Region |  |  |  |  |  | Urian/Rural |  | Marital Staus |  |  | Pres of children HH ( 17 or under) |  | Education |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Man <br> (B) | Woman <br> (c) | 18-24 <br> (D) | $25-34$ (E) | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | 45-54 <br> (G) | 55-64 <br> (H) | $65+$ <br> (I) | $\begin{gathered} 18-34 \\ \text { (J) } \end{gathered}$ | $\begin{gathered} 35-54 \\ \text { (K) } \end{gathered}$ | 55+ <br> (L) | Gen Z <br> (M) | Millennials <br> ( N ) | Gen $\mathrm{X}+$ <br> (0) | Baby Boomer (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban <br> (Y) | (2) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/S eparated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | Nongraduate (g) | Working <br> (h) | Not working (i) |
| Unveighted base | 1005 | 481 | 512 | 108 | 176 | 181 | 207 | 254 | 79 | 284 | 388 | ${ }_{33}$ | 131 | 292 | 295 | 287 | 557 | 448 | 246 | 264 | ${ }^{231}$ | 123 | 49 | 92 | ${ }^{851}$ | 154 | 548 | 360 | 97 | 273 | ${ }^{73}$ | 489 | 516 | 655 | 350 |
| Weighed base | 959 | 466 | ${ }_{48}$ | 115 | 184 | 168 | 180 | 162 | 151 | 298 | ${ }^{348}$ | 313 | ${ }^{141}$ | 288 | 247 | 283 | 530 | ${ }^{42}$ | 232 | 235 | 228 | 137 | 48 | 79 | 825 | 135 | 518 | ${ }^{336}$ | 105 | 259 | 700 | 313 | ${ }_{646}$ | 616 | 344 |
| Very likey (4) | $\begin{aligned} & 104 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 58 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 15 \% \\ \mathbf{G}^{*} \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 32 \\ 10 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \end{gathered}$ | $\begin{gathered} 41 \\ 10 \% \end{gathered}$ | $\begin{gathered} 28 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 18 \\ 13 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 8 \\ 10 \% \\ \stackrel{\circ}{*} \end{gathered}$ | $\begin{gathered} 96 \\ 12 \% \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{gathered} 58 \\ 11 \% \end{gathered}$ | $\begin{gathered} 35 \\ 10 \% \end{gathered}$ | $\begin{gathered} 11 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 13 \% \end{gathered}$ | $\begin{gathered} 69 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{gathered} 68 \\ 11 \% \end{gathered}$ | $\begin{gathered} 68 \\ 11 \% \end{gathered}$ | 36 |
| Farry ikey (3) | $\begin{gathered} 317 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 40 \\ 35 \% \end{gathered}$ | $\begin{gathered} 68 \\ 37 \% \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \end{gathered}$ | $\begin{gathered} 60 \\ 33 \% \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \end{gathered}$ | $\begin{gathered} 45 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 110 \\ 32 \% \end{gathered}$ | $\begin{gathered} 99 \\ 32 \% \end{gathered}$ | $\begin{gathered} 48 \\ 34 \% \end{gathered}$ | $\begin{gathered} 96 \\ 33 \% \end{gathered}$ | $\begin{gathered} 84 \\ 34 \% \end{gathered}$ | $\begin{gathered} 89 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 74 \\ 32 \% \end{gathered}$ | $\begin{gathered} 72 \\ 31 \% \end{gathered}$ | $\begin{gathered} 75 \\ 33 \% \end{gathered}$ | $\begin{gathered} 44 \\ 32 \% \end{gathered}$ | $\begin{gathered} 21 \\ 44 \% \end{gathered}$ | $\begin{gathered} 30 \\ 38 \% \end{gathered}$ | 277 | $\begin{gathered} 40 \\ 30 \% \end{gathered}$ | - ${ }_{\text {3 }}^{\text {37\% }}$ | $\begin{aligned} & 109 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 36 \\ 35 \% \end{gathered}$ | $\begin{gathered} 95 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 221 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 132 \\ 42 \% \\ \mathrm{~g} \end{gathered}$ | 185 $29 \%$ | 220 $36 \%$ 1 | 97 $28 \%$ |
| Fariry unikey (2) | $\begin{aligned} & 227 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 26 \\ 23 \% \end{gathered}$ | $\begin{gathered} 38 \\ 21 \% \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 37 \\ 24 \% \\ * \end{gathered}$ | $\begin{gathered} 64 \\ 22 \% \end{gathered}$ | $\begin{gathered} 83 \\ 24 \% \end{gathered}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \end{gathered}$ | $\begin{gathered} 64 \\ 22 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \end{gathered}$ | $\begin{gathered} 71 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \end{gathered}$ | $\begin{gathered} 53 \\ 23 \% \end{gathered}$ | $\begin{gathered} 31 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 11 \\ 23 \% \end{gathered}$ | $\begin{gathered} 17 \\ 21 \% \\ * \end{gathered}$ | $\begin{aligned} & 180 \\ & 22 \% \end{aligned}$ | 47 <br> $\substack{35 \% \\ \\ \hline}$ | $\begin{gathered} 134 \\ 26 \% \\ c \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 14 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 160 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 23 \% \end{aligned}$ | 85 $25 \%$ 25 |
| very unikel( (1) | $\begin{aligned} & 178 \\ & 19 \% \end{aligned}$ | 90 <br> 19\% | $\begin{gathered} 85 \\ 18 \% \end{gathered}$ | $\begin{gathered} 13 \\ 11 \% \end{gathered}$ | 31 17\% | 25 <br> 15\% | $\begin{gathered} 39 \\ 22 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 33 \\ 20 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 37 \\ 24 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{gathered} 44 \\ 15 \% \end{gathered}$ | 64 $18 \%$ | $\begin{gathered} 70 \\ 22 \% \\ 1 \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \\ \mathrm{M} \end{gathered}$ | 84 16\% | $\begin{gathered} 94 \\ 22 \% \\ \mathrm{a} \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 52 \\ 22 \% \end{gathered}$ | 44 <br> 19\% | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 158 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \end{gathered}$ | $\begin{gathered} 92 \\ 18 \% \end{gathered}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 136 \\ 21 \% \\ f \end{gathered}$ | $\begin{aligned} & 114 \\ & 18 \% \end{aligned}$ | 64 $19 \%$ |
| Don't know | $\begin{gathered} 135 \\ 14 \% \end{gathered}$ | $\begin{gathered} 47 \\ 10 \% \end{gathered}$ | $\begin{gathered} 86 \\ 18 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 18 \\ 16 \% \end{gathered}$ | 29 <br> 16\% | $\begin{gathered} 32 \\ 19 \% \\ H \end{gathered}$ | $\begin{gathered} 23 \\ 13 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | 21 15\% | $\begin{gathered} 51 \\ 18 \% \\ p \end{gathered}$ | $\begin{gathered} 32 \\ 13 \% \end{gathered}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | 78 15\% | $\begin{gathered} 56 \\ 13 \% \end{gathered}$ | $\begin{gathered} 32 \\ 14 \% \end{gathered}$ | $\begin{gathered} 29 \\ 12 \% \end{gathered}$ | 37 <br> $16 \%$ | $\begin{gathered} 20 \\ 15 \% \end{gathered}$ | $\stackrel{6}{\text { 13\% }}$ | $\begin{gathered} 11 \\ 14 \% \end{gathered}$ | 114 $14 \%$ | $\begin{gathered} 20 \\ 15 \% \end{gathered}$ | 63 12\% | 54 $16 \%$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 34 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 96 \\ 15 \% \end{gathered}$ | 73 $12 \%$ | c2 $\substack{\text { 18\% } \\ n}$ $h$ |


| Net: Likely | 420 $44 \%$ | 208 45\% | 206\% | $\begin{gathered} 57 \\ 50 \% \\ \hline \end{gathered}$ | ${ }^{86}$ | $\begin{gathered} 73 \\ 44 \% \end{gathered}$ | 73 $41 \%$ | $\begin{gathered} 69 \\ 43 \% \end{gathered}$ | $\begin{gathered} 62 \\ 41 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 143 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 131 \\ 42 \% \end{gathered}$ | $\begin{gathered} 69 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 107 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 245 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 99 \\ 42 \% \end{gathered}$ | $\begin{gathered} 93 \\ 41 \% \end{gathered}$ | $\begin{gathered} 62 \\ 45 \% \end{gathered}$ | $\begin{gathered} 26 \\ 54 \% \\ \hline \end{gathered}$ | $\begin{gathered} 38 \\ 48 \% \end{gathered}$ | $\begin{gathered} 372 \\ 45 \% \end{gathered}$ | $\begin{gathered} 48 \\ 36 \% \end{gathered}$ | 230 | $\begin{aligned} & 143 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 47 \\ 45 \% \\ \hline \end{gathered}$ | $\begin{gathered} 130 \\ 50 \% \\ e \end{gathered}$ | $\begin{gathered} 290 \\ 41 \% \end{gathered}$ | $\begin{gathered} 167 \\ 53 \% \\ \mathrm{~g} \end{gathered}$ | 253 39\% | $\begin{gathered} 287 \\ 47 \% \\ 1 \end{gathered}$ | 133 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 404 \\ 42 \% \end{gathered}$ | $\begin{gathered} 211 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 39 \\ 34 \% \end{gathered}$ | $\begin{gathered} 69 \\ 38 \% \end{gathered}$ | $\begin{gathered} 63 \\ 38 \% \end{gathered}$ | $\begin{gathered} 84 \\ 47 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 75 \\ 46 \% \\ 0 \end{gathered}$ | $\begin{gathered} 73 \\ 49 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 108 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 149 \\ 47 \% \\ j \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 109 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 197 \\ 46 \% \end{gathered}$ | $\begin{gathered} 99 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 97 \\ 43 \% \end{gathered}$ | $\begin{gathered} 55 \\ 40 \% \end{gathered}$ | $\begin{gathered} 16 \\ 33 \% \\ \hline \end{gathered}$ | $\begin{gathered} 30 \\ 38 \% \end{gathered}$ | $\begin{gathered} 338 \\ 41 \% \end{gathered}$ | $\begin{gathered} 66 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 226 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 138 \\ 41 \% \end{gathered}$ | $\begin{gathered} 40 \\ 39 \% \\ \hline \end{gathered}$ | $\begin{gathered} 95 \\ 37 \% \end{gathered}$ | $\begin{gathered} 309 \\ 44 \% \\ d \end{gathered}$ | $\begin{aligned} & 108 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 297 \\ 46 \% \\ f \end{gathered}$ | 255 $41 \%$ | $\begin{gathered} 149 \\ 43 \% \end{gathered}$ |
| mea | ${ }^{2.42}$ | ${ }^{2.42}$ | ${ }^{2.42}$ | $\underbrace{}_{\substack{2.64 \\ 6.4}}$ | 2.47 | 2.52 | 2.30 | 2.36 | ${ }^{2} .31$ | 2.53 | 2.40 | 2.34 | ${ }_{\substack{2.61 \\ \text { opt }}}$ | 2.46 | 2.36 | 2.34 | $\underset{\sim}{2.49}$ | 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 | ${ }_{2}^{2.59}$ | ${ }^{2} 34$ | 2.45 | 2.37 |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the Ipsos Terms and Conditions.



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labou | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl <br> e to Sunak | Unfavoura ble to Sunak | ```Favourabl e to Starmer``` | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl <br> $e$ to <br> Braverman | Unfavoura ble to Braverman | Favourabl e to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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) | $\begin{gathered} 104 \\ 11 \% \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{gathered} 73 \\ 29 \% \\ \text { BDE } \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{~B}^{+} \end{gathered}$ | $\begin{gathered} 51 \\ 15 \% \\ G \end{gathered}$ | $\begin{aligned} & 31 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \\ k \end{gathered}$ | $\begin{gathered} 87 \\ 17 \% \\ \text { НКМор } \end{gathered}$ | 95 <br> 28\% <br> HIKMNOPQ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | 38 <br> 24\% <br> HIKMOPQ | $\begin{gathered} 29 \\ 8 \% \\ k \end{gathered}$ | $\begin{gathered} 49 \\ 21 \% \\ \text { HKMOPQ } \end{gathered}$ | $\begin{gathered} 20 \\ 7 \% \\ k \end{gathered}$ | $\begin{gathered} 9 \\ 8 \% \\ \mathrm{~K}^{*} \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \\ \text { нкмо } \end{gathered}$ | $\begin{gathered} 15 \\ 7 \% \\ u \end{gathered}$ | $\begin{gathered} 84 \\ 17 \% \\ \text { Ruvx } \end{gathered}$ | 88 <br> 33\% <br> RSUVWXYZa | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 10 \% \\ \text { UX } \end{gathered}$ | $\begin{gathered} 67 \\ 15 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 78 \\ 16 \% \\ \text { RUX } \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ \text { ux** } \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \\ \text { Rux } \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 77 \\ 14 \% \\ \text { b } \end{gathered}$ |
| Fairly likely (3) | $\begin{aligned} & 317 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 68 \\ 26 \% \end{gathered}$ | $\begin{gathered} 112 \\ 44 \% \\ B E \end{gathered}$ | $\begin{gathered} 28 \\ 49 \% \\ \text { BE* } \end{gathered}$ | $\begin{gathered} 28 \\ 29 \% \end{gathered}$ | $\begin{gathered} 142 \\ 42 \% \\ G \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \\ k \end{gathered}$ | $\begin{gathered} 205 \\ 39 \% \\ \text { НКМОР } \end{gathered}$ | $\begin{gathered} 178 \\ 53 \% \end{gathered}$ <br> HIKMNOPQ | $\begin{gathered} 45 \\ 13 \% \end{gathered}$ | 82 <br> 51\% <br> HIKMOPQ | $\begin{gathered} 79 \\ 23 \% \\ k \end{gathered}$ | $\begin{gathered} 104 \\ 44 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 60 \\ 21 \% \\ k \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 145 \\ 38 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 55 \\ 27 \% \\ u \end{gathered}$ | 186 <br> 37\% <br> RUVXZ | 140 <br> 53\% <br> RSUVWXYZa | $\begin{gathered} 63 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \\ u \end{gathered}$ | 162 <br> 37\% <br> RUVXZ | 32 $22 \%$ | $\begin{gathered} 196 \\ 40 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 16 \\ 18 \% \end{gathered}$ | $\begin{gathered} 146 \\ 38 \% \\ \text { RUVXZ } \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 228 \\ 42 \% \\ b \end{gathered}$ |
| Fairly unikely (2) | $\begin{gathered} 227 \\ 24 \% \end{gathered}$ | $\begin{gathered} 81 \\ 31 \% \\ c \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{gathered} 12 \\ 21 \% \end{gathered}$ | $\begin{gathered} 28 \\ 28 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 60 \\ 33 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 105 \\ 20 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{gathered} 120 \\ 35 \% \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{gathered} 90 \\ 26 \% \\ \text { ILN } \end{gathered}$ | $\begin{gathered} 44 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{gathered} 90 \\ 31 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 35 \\ 32 \% \\ \text { ILN* } \end{gathered}$ | $\begin{gathered} 89 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 69 \\ 34 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 94 \\ 19 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 128 \\ 33 \% \\ \text { stwya } \end{gathered}$ | 53 <br> 37\% <br> stwła | $\begin{gathered} 88 \\ 20 \% \\ \top \end{gathered}$ | $\begin{gathered} 51 \\ 36 \% \\ \text { stwya } \end{gathered}$ | $\begin{gathered} 96 \\ 20 \% \\ T \end{gathered}$ | $\begin{gathered} 33 \\ 36 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 86 \\ 23 \% \\ \text { ST } \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 110 \\ & 20 \% \end{aligned}$ |
| very unikely (1) | $\begin{aligned} & 178 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 88 \\ 33 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 7 \% \\ \hline \end{gathered}$ | $\begin{gathered} 23 \\ 23 \% \\ C D^{*} \end{gathered}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{gathered} 102 \\ 30 \% \\ F \end{gathered}$ | $\begin{gathered} 51 \\ 28 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 80 \\ 15 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | 146 <br> 42\% <br> hillmnoa | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 123 \\ 36 \% \\ \text { ULNQ } \end{gathered}$ | $\begin{gathered} 23 \\ 10 \% \\ \mu \end{gathered}$ | 104 <br> 36\% <br> ULNQ | 44 <br> 41\% <br> HIJLNQ* | $\begin{gathered} 67 \\ 18 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 49 \\ 24 \% \\ \mathrm{TY} \end{gathered}$ | $\begin{gathered} 92 \\ 18 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | 153 <br> 40\% <br> RSTVWYa | $\begin{gathered} 31 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 92 \\ 21 \% \\ \text { тYa } \end{gathered}$ | 50 <br> 35\% <br> RSTVWYa | $\begin{gathered} 78 \\ 16 \% \\ \top \end{gathered}$ | 29 <br> 31\% <br> sTVYa* | $\begin{gathered} 66 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 63 \\ 37 \% \\ c \end{gathered}$ | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 135 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 16 \% \\ * \end{gathered}$ | $\begin{gathered} 10 \\ 10 \% \end{gathered}$ | $\begin{gathered} 41 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & p \end{aligned}$ | 49 <br> 9\% <br> JPQ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 33 \\ 10 \% \\ \text { MP } \end{gathered}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 22 \\ 7 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \\ p \end{gathered}$ | $\begin{gathered} 19 \\ 6 \% \\ p \end{gathered}$ | $\stackrel{1}{1 \%}$ | $\begin{gathered} 24 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \\ & \text { TX } \end{aligned}$ | $\begin{gathered} 44 \\ 9 \% \\ \text { Twxa } \end{gathered}$ | $\begin{gathered} 7 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 9 \% \\ & T X \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 30 \\ 7 \% \\ T \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 8 \% \\ & \mathrm{Ta} \end{aligned}$ | 3 $4 \%$ 4 | $\begin{gathered} 23 \\ 6 \% \\ T \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 73 13\% $b$ |


| Net: Likely | $\begin{gathered} 420 \\ 44 \% \end{gathered}$ | $\begin{gathered} 75 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 73 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 32 \\ 57 \% \\ \text { BE** } \end{gathered}$ | $\begin{gathered} 37 \\ 38 \% \end{gathered}$ | $\begin{gathered} 193 \\ 57 \% \\ G \end{gathered}$ | $\begin{aligned} & 111 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 57 \\ 32 \% \\ k \end{gathered}$ | 292 <br> 55\% <br> HKMOP | 272 <br> 81\% <br> HIKLMNOPQ | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | 120 <br> 75\% <br> HIKMNOPQ | $\begin{gathered} 109 \\ 32 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 153 \\ 65 \% \\ \text { HIKMOPQ } \end{gathered}$ | $\begin{gathered} 80 \\ 27 \% \\ k \end{gathered}$ | $\begin{gathered} 27 \\ 25 \% \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} 200 \\ 53 \% \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 70 \\ 34 \% \\ u \end{gathered}$ | $\begin{gathered} 270 \\ 54 \% \\ \text { RUVXZ } \end{gathered}$ | 228 <br> 86\% <br> RSUVWXYZa | $\begin{gathered} 70 \\ 18 \% \end{gathered}$ | $\begin{gathered} 50 \\ 35 \% \\ \text { ux } \end{gathered}$ | 229 <br> 52\% <br> RUVXZ | $\begin{gathered} 37 \\ 26 \% \\ u \end{gathered}$ | 274 <br> 56\% <br> RUVWXZ | $\begin{gathered} 27 \\ 29 \% \\ U^{*} \end{gathered}$ | 208 <br> 54\% <br> RUVXZ | $\begin{gathered} 47 \\ 28 \% \end{gathered}$ | $\begin{gathered} 305 \\ 56 \% \\ \text { b } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Unikely | $\begin{gathered} 404 \\ 42 \% \end{gathered}$ | $\begin{gathered} 169 \\ 64 \% \\ \text { CD } \end{gathered}$ | 48 <br> 19\% | $\begin{gathered} 15 \\ 27 \% \end{gathered}$ | $\begin{gathered} 51 \\ 52 \% \\ \mathrm{CD}^{*} \end{gathered}$ | $\begin{aligned} & 102 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 194 \\ 58 \% \\ \mathrm{~F} \end{gathered}$ | 110 <br> 62\% <br> ULNQ | $\begin{gathered} 186 \\ 35 \% \\ \text { JLN } \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | 265 <br> 77\% <br> HIJLMNOQ | $\begin{gathered} 31 \\ 19 \% \\ \jmath \end{gathered}$ | 213 <br> 62\% <br> JUNQ | $\begin{gathered} 67 \\ 29 \% \\ \mathrm{Jl} \end{gathered}$ | 194 <br> 66\% <br> IULNQ | 79 <br> 73\% <br> HIJLMNQ* | $\begin{gathered} 156 \\ 41 \% \\ \text { JLN } \end{gathered}$ | 118 <br> 58\% <br> sTWYa | $\begin{gathered} 186 \\ 37 \% \\ T \end{gathered}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | 281 <br> 73\% <br> RSTVWYa | 84 <br> 59\% <br> stwła | $\begin{aligned} & 180 \\ & 41 \% \\ & \text { sTY } \end{aligned}$ | 101 <br> 71\% <br> RSTVWYa | $\begin{gathered} 174 \\ 36 \% \\ T \end{gathered}$ | 62 <br> 67\% <br> stwya* | $\begin{gathered} 153 \\ 40 \% \\ T Y \end{gathered}$ | $\begin{gathered} 113 \\ 67 \% \\ c \end{gathered}$ | $\begin{aligned} & 169 \\ & 31 \% \end{aligned}$ |



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

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

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 |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ${ }_{\text {(A) }}^{\text {Total }}$ | ${ }_{\text {Man }}^{\text {(B) }}$ | $\underset{\text { Woman }}{\text { (c) }}$ | 18.24 (0) | $\underset{(5)}{25.34}$ | ${ }_{\text {cte }} 35.44$ | ${ }_{\text {(6) }}^{\text {454 }}$ | 55.64 $(H)$ | ${ }^{65+}$ | 18.34 (1) | 35.54 (k) | ${ }_{\text {che }}^{\text {(1) }}$ | ${ }_{\text {( }}^{\text {G }}$ ) | Millennial <br> s <br> (N) |  | Baby Boomer (P) | ${ }_{\text {abcl }}^{\text {A }}$ | ${ }_{\text {che }}^{\text {c20 }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midlands <br> (T) | South (v) | London <br> (V) | Wales <br> (w) | Scotland <br> (X) | Urban <br> (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate (f) | Nongraduate (g) | Working <br> (h) | ${ }_{\substack{\text { w }}}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| 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 |
| Weighed 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 | $\begin{aligned} & 387 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 233 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 150 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 40 \\ 34 \% \\ \hline \end{gathered}$ | $\begin{gathered} 56 \\ 30 \% \end{gathered}$ | $\begin{gathered} 77 \\ 46 \% \\ \text { EG } \end{gathered}$ | $\begin{gathered} 64 \\ 35 \% \end{gathered}$ | $\begin{gathered} 62 \\ 38 \% \end{gathered}$ | $\begin{gathered} 88 \\ 36 \% \end{gathered}$ | $\begin{gathered} 95 \\ 32 \% \end{gathered}$ | $\begin{gathered} 141 \\ 40 \% \\ j \end{gathered}$ | $\begin{aligned} & 151 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 50 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 90 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 153 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 80 \\ 33 \% \end{gathered}$ | $\begin{gathered} 44 \\ 31 \% \\ + \end{gathered}$ | $\begin{gathered} 18 \\ 35 \% \\ . \end{gathered}$ | $\begin{gathered} 32 \\ 34 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 325 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 62 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{gathered} 99 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 288 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 247 \\ 40 \% \\ i \end{gathered}$ | 140 $32 \%$ |
| A hung pariment with Labour as the bigest party | $\begin{aligned} & 236 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 19 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{gathered} 42 \\ 24 \% \\ F \end{gathered}$ | $\begin{gathered} 51 \\ 32 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 69 \\ 28 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 51 \\ 17 \% \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 120 \\ 29 \% \\ \text { JK } \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 60 \\ 24 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 95 \\ 30 \% \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 128 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 55 \\ 22 \% \end{gathered}$ | $\begin{gathered} 61 \\ 22 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \end{gathered}$ | $\begin{gathered} 16 \\ 31 \% \end{gathered}$ | $\begin{gathered} 22 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 82 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 22 \% \end{aligned}$ | - ${ }_{\text {a }}^{\text {23\% }}$ |
|  | $\begin{aligned} & 95 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 59 \\ 11 \% \end{gathered}$ | $\begin{gathered} 12 \\ 10 \% \end{gathered}$ | $\begin{gathered} 20 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 5 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \\ \cdot \end{gathered}$ | $\begin{aligned} & 80 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 17 \\ 13 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 69 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 9 \% \end{aligned}$ | 40 $9 \%$ |
| A Consenative mjority | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 44 \\ 9 \% \\ c \end{gathered}$ | 24 $4 \%$ | $\begin{gathered} 14 \\ 12 \% \\ \text { H1** } \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 31 \\ 10 \% \\ L \end{gathered}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \\ p \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \\ \mathrm{~s}^{*} \end{gathered}$ | 2 ${ }_{\text {2 }}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 7 \% \end{aligned}$ | ${ }_{4 \%}^{6}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ | 28 $8 \%$ | 8 6 6 | 24 $9 \%$ | $\begin{aligned} & 47 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 6 \% \end{aligned}$ | 49 $8 \%$ | 5\% |
| Another result | $\begin{aligned} & 30 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \end{gathered}$ | 5\% | $\begin{aligned} & 26 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $24$ | $\begin{aligned} & 19 \\ & 3 \% \end{aligned}$ | ${ }_{2 \%}^{11}$ |
| Don't know | $\begin{aligned} & 237 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 71 \\ 14 \% \end{gathered}$ | $\begin{gathered} 163 \\ 31 \% \\ \text { в } \end{gathered}$ | ${ }^{26}{ }^{26 \%}$ | $\begin{gathered} 51 \\ 28 \% \\ \text { H } \end{gathered}$ | $\begin{gathered} 40 \\ 24 \% \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 53 \\ 22 \% \end{gathered}$ | $\begin{gathered} 77 \\ 26 \% \end{gathered}$ | $\begin{gathered} 80 \\ 23 \% \end{gathered}$ | $\begin{gathered} 80 \\ 20 \% \end{gathered}$ | $\begin{gathered} 30 \\ 21 \% \end{gathered}$ | $\begin{gathered} 81 \\ 28 \% \\ p \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{gathered} 60 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 125 \\ 27 \% \\ \mathrm{a} \end{gathered}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 51 \\ 19 \% \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \\ T \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 15 \\ 16 \% \\ . \end{gathered}$ | $\begin{aligned} & 204 \\ & 23 \% \end{aligned}$ | 33 21\% | $\begin{aligned} & 113 \\ & 19 \% \end{aligned}$ | $\underset{\substack{90 \\ 27 \%}}{\substack{\text { 20, }}}$ | 34 26\% | 54 21\% | $\begin{aligned} & 183 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 52 \\ 16 \% \end{gathered}$ | 185 <br> 25\% | 1148 |  |


| Consenative majority/biggest party | $\begin{aligned} & 165 \\ & 16 \% \end{aligned}$ | 81 16\% | $\begin{gathered} 83 \\ 15 \% \end{gathered}$ | $\begin{gathered} 26 \\ 23 \% \\ \mathrm{H}^{*} \end{gathered}$ | $\begin{gathered} 37 \\ 20 \% \\ H \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 17 \\ 10 \% \end{gathered}$ | 34 14\% | 63 <br> 21\% <br> L | $\begin{gathered} 52 \\ 15 \% \end{gathered}$ | 50 <br> $12 \%$ | $\begin{gathered} 31 \\ 22 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | 34 14\% | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | 104 <br> 18\% | $\begin{gathered} 61 \\ 13 \% \end{gathered}$ | 29 <br> 11\% | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | 6 <br> $12 \%$ | $\begin{gathered} 18 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | 84 14\% | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | 25 <br> 19\% | 50 <br> 19\% | $\begin{aligned} & 115 \\ & 14 \% \end{aligned}$ | 62 <br> 19\% | $\begin{aligned} & 104 \\ & 14 \% \end{aligned}$ | 104 <br> 17\% | 61 $14 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Le | $\begin{gathered} 623 \\ 59 \% \end{gathered}$ | $\begin{gathered} 341 \\ 67 \% \\ c \end{gathered}$ | $\begin{aligned} & 275 \\ & 52 \% \end{aligned}$ | 58 51\% | $\begin{gathered} 89 \\ 48 \% \end{gathered}$ | $\begin{gathered} 99 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 70 \% \\ & \text { DEFG } \end{aligned}$ | $\begin{gathered} 158 \\ 64 \% \\ E \end{gathered}$ | $\begin{aligned} & 147 \\ & 49 \% \end{aligned}$ | 205 <br> 59\% | $\begin{gathered} 271 \\ 66 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 72 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 66 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 361 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 262 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 62 \% \end{aligned}$ | $\begin{gathered} 175 \\ 64 \% \\ u \end{gathered}$ | $\begin{aligned} & 129 \\ & 53 \% \end{aligned}$ | 77 54\% | ${ }^{33} \times$ | 54, | $\begin{aligned} & 525 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 98 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 375 \\ & 64 \% \\ & \text { bc } \end{aligned}$ | 178 $53 \%$ | $\begin{gathered} 70 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 58 \% \end{aligned}$ | $\begin{gathered} 472 \\ 59 \% \end{gathered}$ | 207 63\% 8 | $\begin{aligned} & 416 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 385 \\ & 62 \% \end{aligned}$ | - |

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



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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ve } \end{gathered}$ | Labour | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourabl e to Lab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | ble to Green Party | Favourabl e to Reform UK | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Starmer } \end{aligned}$ | Unfavoura ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hunt | Favourabl e to Braverman | Unfavoura ble to Braverman | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 |
| A Labour majority government | $\begin{aligned} & 387 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 74 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 66 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 26 \\ 40 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 38 \\ 37 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 174 \\ 47 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 127 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 36 \\ 18 \% \end{gathered}$ | $292$ <br> 51\% HKMOPQ | 239 <br> 66\% <br> HIKLMNOPQ | $\begin{gathered} 77 \\ 19 \% \end{gathered}$ | $\begin{gathered} 101 \\ 57 \% \\ \text { нкмморQ } \end{gathered}$ | $\begin{aligned} & 126 \\ & 33 \% \\ & \text { HK } \end{aligned}$ | 121 <br> 48\% <br> нкмор | $\begin{aligned} & 110 \\ & 33 \% \\ & \text { HK } \end{aligned}$ | $\begin{gathered} 31 \\ 28 \% \\ \text { Hк** } \end{gathered}$ | $196$ <br> 46\% <br> нкмор | $\begin{gathered} 54 \\ 23 \% \end{gathered}$ | 256 <br> 47\% <br> Ruvxz | 198 $68 \%$ RSUWWxyza | $\begin{gathered} 95 \\ 22 \% \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \\ \times \end{gathered}$ | 218 <br> $46 \%$ <br> Ruvxz | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $253$ <br> 47\% <br> Ruvxz | $\begin{gathered} 24 \\ 23 \% \\ * \end{gathered}$ | $\begin{gathered} 210 \\ 51 \% \\ \text { Ruwwxz } \end{gathered}$ | $\begin{gathered} 49 \\ 24 \% \end{gathered}$ | $\begin{gathered} 268 \\ 45 \% \\ b \end{gathered}$ |
| A hung parliament with Labour as the biggest party | $\begin{aligned} & 236 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 99 \\ 31 \% \\ c \end{gathered}$ | $\begin{gathered} 49 \\ 18 \% \end{gathered}$ | $\begin{gathered} 21 \\ 32 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 22 \\ 22 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 92 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 47 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 72 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ | $\begin{gathered} 89 \\ 24 \% \end{gathered}$ | $\begin{gathered} 54 \\ 22 \% \end{gathered}$ | $\begin{gathered} 81 \\ 25 \% \end{gathered}$ | $\begin{gathered} 26 \\ 23 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 111 \\ 26 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 60 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 49 \\ 29 \% \\ T \end{gathered}$ | $\begin{gathered} 127 \\ 27 \% \\ \text { ST } \end{gathered}$ | $\begin{gathered} 54 \\ 32 \% \\ \text { ST } \end{gathered}$ | $\begin{gathered} 133 \\ 25 \% \\ \top \end{gathered}$ | $\begin{gathered} 28 \\ 27 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 97 \\ 23 \% \end{gathered}$ | $\begin{gathered} 37 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 24 \% \end{aligned}$ |
| A hung parliament with the Conservatives as the biggest party | $\begin{aligned} & 95 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 47 \\ 15 \% \\ c \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 7 \% \end{gathered}$ | $\begin{gathered} 11 \\ 11 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & 31 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 40 \\ 10 \% \end{gathered}$ | $\begin{gathered} 35 \\ \text { 17\% } \\ \text { ULMNQ } \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 58 \\ 14 \% \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 14 \\ 8 \% \\ 1 \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \\ \text { ॥ } \end{gathered}$ | $\begin{gathered} 21 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{gathered} 39 \\ 12 \% \\ \text { נa } \end{gathered}$ | $\begin{gathered} 16 \\ 14 \% \\ { }_{1 /} \end{gathered}$ | $\begin{aligned} & 34 \\ & 8 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 38 \\ 16 \% \\ \text { sTWYa } \end{gathered}$ | $\begin{gathered} 40 \\ 7 \% \\ T \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 62 \\ 14 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 25 \\ 15 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 39 \\ & 8 \% \\ & \mathrm{Ta} \end{aligned}$ | $\begin{gathered} 26 \\ 15 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{aligned} & 45 \\ & 8 \% \\ & \mathrm{Ta} \end{aligned}$ | $\begin{gathered} 17 \\ 16 \% \\ \text { stwra* } \end{gathered}$ | $\begin{gathered} 24 \\ 6 \% \\ \tau \end{gathered}$ | $\begin{gathered} 37 \\ 19 \% \\ c \end{gathered}$ | $\begin{aligned} & 41 \\ & 7 \% \end{aligned}$ |
| A Conservative majority government | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 37 \\ 12 \% \\ \text { CE } \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ | 48 24\% UKLMNOPQ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 12 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 40 \\ 10 \% \\ \text { ша } \end{gathered}$ | $\begin{gathered} 11 \\ 6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \\ & \text { נQ } \end{aligned}$ | $\begin{gathered} 17 \\ 7 \% \\ \text { u } \end{gathered}$ | $\begin{aligned} & 26 \\ & 8 \% \\ & \text { נa } \end{aligned}$ | $\begin{aligned} & 11 \\ & 9 \% \\ & \mathrm{J*} \end{aligned}$ | $\begin{gathered} 19 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{gathered} 43 \\ 18 \% \\ \text { stuwya } \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 47 \\ 11 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \\ \text { STWYa } \end{gathered}$ | $\begin{gathered} 19 \\ 4 \% \\ s \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ \text { stwya } \end{gathered}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 16 \\ 15 \% \\ \text { stWYa* } \end{gathered}$ | $\begin{gathered} 18 \\ 4 \% \\ s \end{gathered}$ | $\begin{gathered} 31 \\ 16 \% \\ c \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ |
| Another result | $\begin{aligned} & 30 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 9 \\ 9 \% \\ \mathrm{BC} \\ \text { BC+ } \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{gathered} 19 \\ 3 \% \\ 1 \end{gathered}$ | ${ }^{2}$ | $\begin{aligned} & 16 \\ & 4 \% \\ & \text { H1 } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 10 \\ 3 \% \\ j \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{gathered} 9 \\ 3 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \\ & \text { J. } \end{aligned}$ | $\begin{gathered} 10 \\ 2 \% \\ 1 \end{gathered}$ | ${ }^{1}$ | $\begin{aligned} & 18 \\ & 3 \% \\ & \text { RT } \end{aligned}$ | * | $\begin{aligned} & 16 \\ & 4 \% \\ & \text { RT } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \\ & \text { RT } \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{gathered} 14 \\ 3 \% \\ \top \end{gathered}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \\ & \text { RT } \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 237 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \\ c \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | 8 <br> 13\% | $\begin{gathered} 19 \\ 18 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \end{gathered}$ | $\begin{gathered} 33 \\ 17 \% \\ \pi \end{gathered}$ | $\begin{gathered} 83 \\ 14 \% \\ \pi \end{gathered}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ |  | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 78 \\ 21 \% \\ \text { IUNQ } \end{gathered}$ | $\begin{gathered} 31 \\ 12 \% \\ \mu \end{gathered}$ | $\begin{gathered} 65 \\ \text { 20\% } \\ \text { נLNQ } \end{gathered}$ | $\begin{gathered} 25 \\ 22 \% \\ \text { JLNQ* } \end{gathered}$ | $\begin{gathered} 57 \\ 13 \% \\ \mu \end{gathered}$ | $\begin{gathered} 40 \\ 17 \% \\ \top \end{gathered}$ | $\begin{gathered} 88 \\ 16 \% \\ \text { TWYa } \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | 107 <br> 24\% RSTVWYa | $\begin{gathered} 20 \\ 12 \% \\ \top \end{gathered}$ | $\begin{gathered} 60 \\ 13 \% \\ T \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \\ \text { TVa } \end{gathered}$ | $\begin{gathered} 71 \\ 13 \% \\ T \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 49 \\ 12 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 39 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ |


| Net: Conserative majorit//biggest party | $\begin{aligned} & 165 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 84 \\ 26 \% \\ \text { CDE } \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 13 \% \\ \cdot \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 49 \\ 13 \% \end{gathered}$ | $\begin{gathered} 71 \\ 18 \% \end{gathered}$ | $\begin{gathered} 82 \\ 41 \% \\ \text { ukLMNoPQ } \end{gathered}$ | $\begin{aligned} & 41 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 98 \\ \text { 24\% } \\ \text { ULMNQ } \end{gathered}$ | $\begin{gathered} 25 \\ 14 \% \\ \text { u } \end{gathered}$ | $\begin{gathered} 75 \\ 20 \% \\ \text { נa } \end{gathered}$ | $\begin{gathered} 38 \\ 15 \% \\ \text { is } \end{gathered}$ | $\begin{gathered} 65 \\ 20 \% \\ \text { נа } \end{gathered}$ | $\begin{gathered} 26 \\ 23 \% \\ \text { ULQ* } \end{gathered}$ | $\begin{gathered} 54 \\ 12 \% \\ \text { IJ } \end{gathered}$ | 81 34\% stuwra | $\begin{gathered} 54 \\ 10 \% \\ \tau \end{gathered}$ | $18$ | $\begin{gathered} 109 \\ 25 \% \\ \text { stwra } \end{gathered}$ | 49 <br> 29\% <br> stwła | $\begin{gathered} 58 \\ 12 \% \\ \text { ST } \end{gathered}$ | $\begin{gathered} 48 \\ 28 \% \\ \text { sTwYa } \end{gathered}$ | $\begin{gathered} 63 \\ 12 \% \\ \mathrm{~T} \end{gathered}$ | 33 32\% stwra* | $\begin{gathered} 42 \\ 10 \% \\ \top \end{gathered}$ | $\begin{gathered} 69 \\ 35 \% \\ c \end{gathered}$ | $\begin{gathered} 70 \\ 12 \% \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Labour majorit/biggest party | $\begin{aligned} & 623 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 84 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 47 \\ 72 \% \\ \mathrm{~B}^{*} \end{gathered}$ | 60 <br> 59\% | $\begin{gathered} 266 \\ 71 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 230 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 84 \\ 42 \% \end{gathered}$ | $\begin{gathered} 428 \\ 75 \% \\ \text { HкМоР } \end{gathered}$ | $312$ <br> 86\% HIKLMNOPQ | $\begin{aligned} & 184 \\ & 46 \% \end{aligned}$ | $140$ $79 \%$ <br> HKMNOPQ | $\begin{gathered} 215 \\ 57 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 176 \\ 70 \% \\ \text { нкмор } \end{gathered}$ | $\begin{aligned} & 192 \\ & 58 \% \\ & \text { HK } \end{aligned}$ | $\begin{gathered} 57 \\ 51 \% \end{gathered}$ | $\begin{gathered} 308 \\ 72 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{aligned} & 114 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 381 \\ 70 \% \\ \text { Ruvxz } \end{gathered}$ |  | $\begin{gathered} 206 \\ 47 \% \end{gathered}$ | $\begin{gathered} 98 \\ 58 \% \\ \text { RU } \end{gathered}$ | $\begin{gathered} 345 \\ 72 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{gathered} 87 \\ 51 \% \end{gathered}$ | $\begin{gathered} 386 \\ 72 \% \\ \text { RUUXZ } \end{gathered}$ | $\begin{gathered} 51 \\ 50 \% \end{gathered}$ | 307 <br> 74\% <br> Rsuvxz | $\begin{gathered} 85 \\ 43 \% \end{gathered}$ | $\begin{gathered} 411 \\ 69 \% \\ b \end{gathered}$ |

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

Q11A. And which other result is that?
All who expect another result at the next general election

|  | Total <br> Total | Gender |  | age |  |  |  |  |  | Aggregted Age Ereaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {man }}^{\text {(B) }}$ | $\underset{\text { woman }}{\text { (c) }}$ | 18.24 (0) | $\underset{\text { (E) }}{\text { (E) }}$ | $\underset{\substack{35.44 \\ \text { (f) }}}{ }$ | ${ }_{\text {(6) }}^{45.54}$ | $\underset{\substack{55.64 \\(H)}}{(0)}$ | 65 (1) | ${ }_{\text {183 }}^{18}$ | ${ }_{\text {3 }} \mathbf{3} 5.54$ | (4) | ${ }_{\text {( }}^{\text {(M) }}$ ( | $\begin{array}{\|c\|} \hline \text { Millennial } \\ \hline \mathbf{s} \end{array}$ | ${ }_{\text {cen } \times+}^{\text {(0) }}$ | Baby Boomer (P) | ${ }_{\text {abcl }}^{\text {aba }}$ | ${ }_{\text {che }}^{\text {C2DE }}$ | ${ }_{\text {(s) }}^{\text {Norn }}$ | Midlands <br> (T) | South <br> (U) | London (V) | Wales <br> (W) | Scotland <br> (X) | Urban $(\mathrm{Y})$ | Rural (2) | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {worling }}^{\substack{\text { Not } \\ \text { worki } \\ \text { (i) }}}$ |
| 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 | ${ }^{3}$ | 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 | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ | $\begin{gathered} 3 \\ 18 \% \end{gathered}$ | .. |  | $\begin{gathered} 1 \\ 19 \% \\ \text {.* } \end{gathered}$ | .. | $\begin{gathered} 2 \\ 21 \% \end{gathered}$ | .. |  | $\begin{gathered} 1 \\ 12 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 2 \\ 15 \% \end{gathered}$ | .. | $\begin{gathered} 1 \\ 19 \% \\ \hline \end{gathered}$ | .. | $\begin{gathered} 2 \\ 16 \% \\ \text { ** } \end{gathered}$ | .. | $\begin{gathered} 2 \\ 11 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 9 \% \end{gathered}$ | $\cdots$ | . | $\therefore$ | $\begin{gathered} 2 \\ 33 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 69 \% \\ \text {.. } \end{gathered}$ | : | $\begin{gathered} 3 \\ 12 \% \\ \text { ** } \end{gathered}$ | $\therefore$ | $\begin{gathered} 3 \\ 25 \% \end{gathered}$ | $\therefore$ | $\therefore$ | $\begin{gathered} 2 \\ 35 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 5 \% \\ \text {.* } \end{gathered}$ | $\therefore$ | $\begin{gathered} 3 \\ 12 \% \end{gathered}$ | $\begin{gathered} 3 \\ 16 \% \\ \text { •* } \end{gathered}$ | . |
| A hung parliament with the Liberal Democrats as the biggest party | $\begin{gathered} 2 \\ 8 \% \end{gathered}$ | $\begin{gathered} 1 \\ 8 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 8 \% \\ \hline \end{gathered}$ | $12 \%$ | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | .. |  | $\begin{gathered} 1 \\ 11 \% \\ \text {.* } \end{gathered}$ |  | $\begin{gathered} 2 \\ 16 \% \\ \text { ** } \end{gathered}$ |  | $\begin{gathered} 1 \\ 8 \% \end{gathered}$ | $6 \%$ | $\begin{gathered} 1 \\ 25 \% \\ \text { ** } \end{gathered}$ |  | $\begin{gathered} 1 \\ 13 \% \\ \text {.* } \end{gathered}$ |  | $\begin{gathered} 2 \\ 16 \% \\ \text { ** } \end{gathered}$ | 7\% | $\begin{gathered} 1 \\ 24 \% \\ \text {.* } \end{gathered}$ | .. |  | $\begin{gathered} 1 \\ 31 \% \end{gathered}$ |  | $\begin{gathered} 2 \\ 7 \% \\ * \end{gathered}$ | $\begin{gathered} 1 \\ 15 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 5 \% \\ \text {.* } \end{gathered}$ | $\begin{gathered} 2 \\ 13 \% \\ \text { ** } \end{gathered}$ | .. | $10 \%$ | $\begin{gathered} 2 \\ 8 \% \\ \text {.* } \end{gathered}$ | 8\% | $\begin{gathered} 2 \\ 8 \% \\ \text { +* } \end{gathered}$ | $\begin{gathered} 1 \\ 7 \% \\ \text {-* } \end{gathered}$ | 1 $10 \%$ . |
| Another result | $\begin{gathered} 20 \\ 69 \% \end{gathered}$ | $\begin{gathered} 11 \\ 68 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 9 \\ 71 \% \end{gathered}$ | $\begin{gathered} 2 \\ 55 \% \\ \text {.. } \end{gathered}$ | $\begin{gathered} 4 \\ 62 \% \\ \hline \text { ** } \end{gathered}$ | $\begin{gathered} 3 \\ 100 \% \end{gathered}$ | $\begin{gathered} 4 \\ 48 \% \end{gathered}$ | $\begin{gathered} 5 \\ 89 \% \end{gathered}$ ** | $\begin{gathered} 2 \\ 100 \% \\ \text {.* } \end{gathered}$ | $\begin{gathered} 7 \\ 60 \% \end{gathered}$ | $\begin{gathered} 7 \\ 62 \% \end{gathered}$ | $\begin{gathered} 7 \\ 92 \% \\ . \end{gathered}$ | $\begin{gathered} 4 \\ 56 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 4 \\ 75 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 6 \\ 60 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 4 \\ 87 \% \\ \text {.• } \end{gathered}$ | $\begin{gathered} 11 \\ 73 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 10 \\ 65 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 5 \\ 76 \% \end{gathered}$ | $\begin{gathered} 4 \\ 76 \% \\ \text {.. } \end{gathered}$ | $\begin{gathered} 3 \\ 54 \% \end{gathered}$ | $\begin{gathered} 3 \\ 67 \% \\ \text { ** } \end{gathered}$ |  | $\begin{gathered} 5 \\ 100 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 18 \\ 72 \% \end{gathered}$ | $\begin{gathered} 2 \\ 50 \% \end{gathered}$ | $\begin{gathered} 8 \\ 70 \% \\ \text {.. } \end{gathered}$ | $\begin{gathered} 10 \\ 70 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 2 \\ 64 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 3 \\ 55 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 18 \\ 72 \% \\ \text {.* } \end{gathered}$ | $\begin{gathered} 5 \\ 92 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 15 \\ 64 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 13 \\ 70 \% \end{gathered}$ | $\stackrel{7}{68 \%}$ |
| Don't know | 4 13\% | 1 <br> 6\% <br> ** | $\begin{gathered} 3 \\ 21 \% \end{gathered}$ | 1 <br> 34\% |  |  | $\begin{gathered} 2 \\ 31 \% \end{gathered}$ | - |  | $\begin{gathered} 1 \\ 12 \% \end{gathered}$ | 2 <br> 22\% |  | $\begin{gathered} 1 \\ 19 \% \end{gathered}$ | - | $\begin{gathered} 2 \\ 24 \% \\ \text { ** } \end{gathered}$ |  | 2 $16 \%$ *. | $\begin{gathered} 1 \\ 9 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \end{gathered}$ |  | 3 <br> 46\% <br> ** |  |  |  | $\begin{gathered} 2 \\ 9 \% \\ \text { ** } \end{gathered}$ | 1 <br> 35\% |  | $\begin{gathered} 2 \\ 17 \% \end{gathered}$ | $\begin{gathered} 1 \\ 36 \% \\ \text { ** } \end{gathered}$ | - | $\begin{gathered} 4 \\ 15 \% \\ \text {.. } \end{gathered}$ | $\vdots$ | $\begin{gathered} 4 \\ 16 \% \end{gathered}$ | $\begin{gathered} 1 \\ 7 \% \end{gathered}$ | $\stackrel{2}{22 \%}$ |

NET: Liberal Democratic majority / biggest party

| 5 | 4 | 1 |
| :---: | :---: | :---: |
| $18 \%$ | $26 \%$ | $8 \%$ |
|  | $* *$ | $*$ |


| $*$ | 3 | - | 2 | 1 |
| :---: | :---: | :---: | :---: | :---: |
| $12 \%$ | $38 \%$ | - | $21 \%$ | 11 |
| $*$ | $*$ | $*$ | $*$ | $*$ |


| 1 | - | 3 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $11 \%$ | - | $28 \%$ | $15 \%$ | $8 \%$ | $25 \%$ | $25 \%$ | $16 \%$ | $13 \%$ | $11 \%$ |
| $\cdots$ | $* *$ | $*$ | $* *$ | $\cdots$ | $*$ | $* *$ | $*$ | $*$ | $*$ |
| $* *$ |  |  |  |  |  |  |  |  |  |


| 2 | 4 | $*$ | 1 |
| :---: | :---: | :---: | :---: | :---: |
| $11 \%$ | $25 \%$ | $7 \%$ | $24 \%$ |
| $*$ | $* *$ | $* *$ | $*$ |


|  | 2 |
| :---: | :---: |
| $33 \%$ | 2 |
| $* *$ | $100 \%$ |
|  |  |


| 5 | 1 | 4 | 2 | - | 2 | 3 | $*$ | 5 | 4 | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $19 \%$ | $15 \%$ | $30 \%$ | $13 \%$ | - | $45 \%$ | $13 \%$ | $8 \%$ | $20 \%$ | $23 \%$ | $10 \%$ |
| $* *$ | $* *$ | $\cdots$ | $*$ | $*$ | $* *$ | $*$ | $*$ | $*$ | $*$ | $\cdots$ |

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.
Overiop formulae used

ColumnMeans (5\%): A,B/C,D/E/F/G/H//,//K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y//,a/b/c,d/e,f/g,h/i.Minimum Base: 30(**)Small Base: $100\left(^{*}\right)$ PUBLIC
Fieldwork: 27-30 October 2023

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 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourable to Cons | Unfavoura ble to Cons | Favourable to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourable } \\ & \text { to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourable to Green Party | ble to Green Party | Favourable to Reform UK | Unfavoura ble to Reform UK | Favourable to Sunak | Unfavoura ble to Sunak | Favourable to Starmer | Unfavoura ble to Starmer | Favourable to Hunt | Unfavoura ble to Hunt | Favourable to Braverman | Unfavoura ble to Braverman | Favourable to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | , | 4 | 10 | 1 | 18 | * | 16 | 2 | 15 | 3 | 14 | 1 | 15 | 6 | 10 |
| A Liberal Democrat majority | $\begin{gathered} 3 \\ 10 \% \end{gathered}$ |  | $* *$ | $\begin{gathered} 2 \\ 100 \% \\ * * \end{gathered}$ | $\stackrel{-}{*}$ | $\begin{gathered} 2 \\ 23 \% \\ * * \end{gathered}$ |  | ** | $\begin{gathered} 3 \\ 16 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 3 \\ 19 \% \\ * * \end{gathered}$ | $\begin{gathered} 2 \\ 100 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 1 \\ 14 \% \\ \text { ** } \end{gathered}$ | ** | $\begin{gathered} 3 \\ 29 \% \\ * * \end{gathered}$ | $\stackrel{-}{*}$ | $\begin{gathered} 3 \\ 17 \% \\ * * \end{gathered}$ | * | $\begin{gathered} 3 \\ 18 \% \\ * * \end{gathered}$ | ** | $\begin{gathered} 3 \\ 20 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 3 \\ 21 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 3 \\ 20 \% \\ * * \end{gathered}$ | . | $\begin{gathered} 3 \\ 29 \% \\ * * \end{gathered}$ |
| A hung parliament with the Liberal Democrats as the biggest party | $\begin{gathered} 2 \\ 8 \% \end{gathered}$ | $\begin{gathered} 1 \\ 14 \% \\ * * \end{gathered}$ | $\stackrel{-}{*}$ |  | $\begin{gathered} 1 \\ 15 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 2 \\ 17 \% \\ \text { ** } \end{gathered}$ | ** | ** |  | $\begin{gathered} 1 \\ 7 \% \\ * * \end{gathered}$ | ** | $\begin{gathered} 1 \\ 6 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 17 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 6 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 16 \% \\ * * \end{gathered}$ |  |  | $\begin{gathered} 2 \\ 11 \% \\ * * \end{gathered}$ | .. | $\begin{gathered} 2 \\ 12 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 2 \\ 13 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 23 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 9 \% \\ * * \end{gathered}$ |  | $\begin{gathered} 2 \\ 16 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 21 \% \\ * * \end{gathered}$ | .. |
| Another result | $\begin{gathered} 20 \\ 69 \% \end{gathered}$ | $\begin{gathered} 4 \\ 86 \% \\ * * \end{gathered}$ | $\begin{gathered} 2 \\ 100 \% \\ * * \end{gathered}$ | .. | $\begin{gathered} 8 \\ 85 \% \\ * * \end{gathered}$ | $\begin{gathered} 6 \\ 77 \% \\ * * \end{gathered}$ | $\begin{gathered} 9 \\ 83 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 100 \% \\ * * \end{gathered}$ | $\begin{gathered} 13 \\ 72 \% \\ * * \end{gathered}$ | $\begin{gathered} 2 \\ 100 \% \\ * * \end{gathered}$ | $\begin{gathered} 12 \\ 75 \% \\ * * \end{gathered}$ | $\cdots$ | $\begin{gathered} 8 \\ 80 \% \\ * * \end{gathered}$ | $\begin{gathered} 6 \\ 83 \% \\ * * \end{gathered}$ | $\begin{gathered} 6 \\ 68 \% \\ * * \end{gathered}$ | $\begin{gathered} 3 \\ 84 \% \\ * * \end{gathered}$ | $\begin{gathered} 7 \\ 71 \% \\ * * \end{gathered}$ | . | $\begin{gathered} 13 \\ 73 \% \\ * * \end{gathered}$ | $\underset{\text { ** }}{100 \%}$ | $\begin{gathered} 12 \\ 70 \% \\ { }_{* *} \end{gathered}$ | $\begin{gathered} 2 \\ 100 \% \\ * * \end{gathered}$ | $\begin{gathered} 10 \\ 68 \% \\ * * \end{gathered}$ | $\begin{gathered} 2 \\ 77 \% \\ * * \end{gathered}$ | $\begin{gathered} 9 \\ 63 \% \\ * * \end{gathered}$ | $\begin{gathered} 1 \\ 100 \% \\ \text { ** } \end{gathered}$ | $\begin{gathered} 9 \\ 63 \% \\ * * \end{gathered}$ | $\begin{gathered} 5 \\ 79 \% \\ * * \end{gathered}$ | $\begin{gathered} 4 \\ 44 \% \\ * * \end{gathered}$ |
| Don't know | $\begin{gathered} 4 \\ 13 \% \end{gathered}$ | .. | ** | . | $\therefore$ | $:$ | .. | $\therefore$ | 2 13\% $\cdots$ | $\therefore$ | . | . | . |  | $\begin{gathered} 1 \\ 11 \% \\ * * \end{gathered}$ | $\therefore$ | $\therefore$ | $\begin{gathered} 1 \\ 100 \% \\ * * \end{gathered}$ | $\because$ | . | $\because$ | - | : | $\cdot$ | 1 $7 \%$ $\cdots$ | $\therefore$ | - | $:$ | 3 $27 \%$ $\cdots$ |

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline NET: Liberal Democratic majority / biggest party \& \[
\begin{gathered}
5 \\
18 \%
\end{gathered}
\] \& \[
\begin{gathered}
1 \\
14 \%
\end{gathered}
\] \& \(\therefore\) \& \[
\begin{gathered}
2 \\
100 \%
\end{gathered}
\] \& \begin{tabular}{l}
1 \\
15\% \\
\(\cdots\) \\
\hline.
\end{tabular} \& \[
\begin{gathered}
2 \\
23 \%
\end{gathered}
\] \& 2
17\%
\(\cdots\) \& \(\therefore\) \& 3
\(16 \%\)
\(\cdots\) \& \(\therefore\) \& \[
\begin{gathered}
4 \\
25 \%
\end{gathered}
\] \& \[
\begin{gathered}
2 \\
100 \%
\end{gathered}
\] \& \[
\begin{gathered}
2 \\
20 \%
\end{gathered}
\] \& \[
\begin{gathered}
1 \\
17 \%
\end{gathered}
\] \& \[
\begin{gathered}
2 \\
20 \%
\end{gathered}
\] \& \[
\begin{gathered}
1 \\
16 \% \\
* *
\end{gathered}
\] \& \[
\begin{gathered}
3 \\
29 \%
\end{gathered}
\] \& \(\therefore\) \& 5
\(27 \%\)
\(\stackrel{\square}{2}\) \& : \& \begin{tabular}{l}
5 \\
30\% \\
**
\end{tabular} \& . \& 5
\(32 \%\)

$=$ \& 1

$23 \%$

$\cdots$ \& $$
\begin{gathered}
4 \\
30 \%
\end{gathered}
$$ \& $\therefore$ \& 5

$37 \%$
. \& 1
$21 \%$
$\cdots$ \& 3
$29 \%$

$\cdots$ <br>
\hline
\end{tabular}

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/QR/S/T/U/V/W/X/V/Z/a,b/c Minimum Base: 30(**) Small Base: 100 (*)
ColumnMeans (5\%): A, B/C/D/E,F/G,H/I/I/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(*)

|  | Total <br> Total | Gender |  | Age |  |  |  |  |  | Agsregated Age rralk |  |  | Generations |  |  |  | Social frade |  | Region |  |  |  |  |  | Urban/fural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Emplomentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | man | Woman | 1824 | ${ }^{25.34}$ | 3544 | 45.59 | 55.64 | ${ }^{65}$ | 18.34 | 35.54 | ${ }^{55}$ | Genz | Millennial | Gen $\mathrm{x}+$ |  | ${ }^{\text {abca }}$ | ${ }^{\text {C2E }}$ | North | Midands | South | London | Wales | Scotand | Uran | Rural | $\begin{aligned} & \text { Married/ } \\ & \text { Living as } \\ & \text { Married } \end{aligned}$ | Singe | Divorced/ | $\begin{aligned} & \text { At least } \\ & \text { one child } \\ & \text { present } \end{aligned}$ | $\begin{aligned} & \text { No } \\ & \text { children } \\ & \text { present } \end{aligned}$ | Graduate | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \end{aligned}$ | Working | ${ }_{\text {wor }}^{\text {wotring }}$ |
|  | (A) | (8) | ${ }^{(c)}$ | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (1) | (m) | (N) | (0) | ${ }_{302}^{(P)}$ | (a) | (R) | (5) | (T) | (U) | ${ }_{1}(1)$ | ${ }_{\text {(W) }}$ | (x) | ${ }_{888}$ | (2) | ${ }_{\text {la }}^{\text {(3) }}$ | (6) | (c) | 273 | 782 | 501 | ${ }_{554}^{15}$ | ${ }_{659}$ | ${ }^{\text {(1) }}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 46 | 54 |  |  |  |  |  |  | 1 |  | 32 |  |  |  |  |  |  |  |
| Weighed bose | 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 | ${ }^{43}$ |
| A labour mjoinity geerme | $\begin{aligned} & 387 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 150 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 77 \\ \substack{46 \% \\ 66} \\ \hline 6 \end{gathered}$ | $\begin{gathered} 64 \\ 35 \% \end{gathered}$ | $\begin{gathered} 62 \\ 38 \% \end{gathered}$ | $\begin{gathered} 88 \\ 36 \% \\ 36 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 1410 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 50 \\ 35 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 90 \\ 36 \% \end{gathered}$ | $\begin{gathered} 112 \\ 36 \% \end{gathered}$ | $\begin{gathered} 233 \\ 39 \% \end{gathered}$ | $\begin{gathered} 153 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 40 \% \end{aligned}$ | 114 $42 \%$ | $\begin{gathered} 80 \\ 33 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 34 \% \end{aligned}$ | 335 <br> $36 \%$ | $\begin{aligned} & 62 \\ & 39 \% \\ & 39 \end{aligned}$ | $\begin{gathered} 232 \\ 40 \% \end{gathered}$ | $\begin{gathered} 112 \\ 33 \% \end{gathered}$ | $\begin{gathered} 43 \\ 32 \% \end{gathered}$ | $\begin{gathered} 99 \\ 38 \% \end{gathered}$ | 288 $36 \%$ | $\substack{125 \\ 38 \%}$ | $\begin{aligned} & 262 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 40 \% \\ & 40 \end{aligned}$ | ${ }_{\text {32\% }}^{140}$ |
| A hung primenen with liour as ste ibgest party | $\begin{aligned} & 236 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 196 \\ 168 \% \end{gathered}$ | $\begin{gathered} 33 \\ 1888 \end{gathered}$ | $\begin{gathered} 22 \\ 138 \end{gathered}$ | $\begin{aligned} & 42 \\ & 248 \end{aligned}$ | $\begin{aligned} & 51 \\ & \substack{328 \\ \text { 23F } \\ \text { off }} \end{aligned}$ |  | $\begin{gathered} 51 \\ 17 \% \\ \text { 17 } \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | $\begin{gathered} 1200 \\ \substack{29 \% \\ 1} \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{gathered} 43 \\ 158 \\ 15 \% \end{gathered}$ | $\begin{aligned} & \text { co } \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & \substack{90 \% \\ \text { mw } \\ \text { mu }} \end{aligned}$ | $\begin{aligned} & 128 \\ & 228 \\ & 28 \end{aligned}$ | $\begin{aligned} & 109 \\ & 24 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 228 \end{aligned}$ | $\begin{gathered} 61 \\ 22 \% \end{gathered}$ | $\begin{gathered} 49 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{gathered} 33 \\ 238 \end{gathered}$ | $\begin{gathered} 16 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 248 \end{aligned}$ | $\begin{gathered} 200 \\ 228 \end{gathered}$ | $\begin{gathered} 37 \\ 236 \\ 236 \end{gathered}$ | $\begin{aligned} & 143 \\ & 29 \% \\ & 29 \% \end{aligned}$ | $\begin{gathered} 67 \\ 20 \% \end{gathered}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{gathered} 184 \\ 238 \end{gathered}$ | $\begin{aligned} & 82 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 138 \\ 228 \end{gathered}$ | $\underset{\substack{98 \\ 23 \%}}{\text { 23 }}$ |
|  | $\begin{gathered} 95 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 59 \\ { }_{11}^{59} \end{gathered}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 118 \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 88 \\ & 88 \end{aligned}$ | $\begin{gathered} 10 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 88 \end{gathered}$ | $\begin{aligned} & 34 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 28 \\ 10 \% \\ 10 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 57 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 88 \\ & 88 \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \\ & 7 \% \end{aligned}$ | ${ }_{9 \%}^{24}$ | $\begin{gathered} 24 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{gathered} 123 \\ 13 \% \end{gathered}$ | $\begin{gathered} 80 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & \text { 10\% } \end{aligned}$ | ( $\begin{aligned} & \text { 50 } \\ & 9 \%\end{aligned}$ | $\begin{aligned} & 28 \\ & 88 \\ & \hline \end{aligned}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | 69 98 | $\begin{gathered} 38 \\ 128 \\ 128 \end{gathered}$ | ${ }_{\text {87 }}^{57}$ | ¢ ${ }_{\text {5 }}^{5}$ | ${ }_{9 \%}^{40}$ |
| A Conserative mjaritiv guvernment | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 9 \% \\ & 96 \\ & c \end{aligned}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & \begin{array}{c} 14 \% \\ \text { 12\% } \end{array} \\ & \hline 40 \end{aligned}$ | ${ }_{9 \%}^{17}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\underset{4 \%}{9}$ | $\begin{gathered} 31 \\ 10 \% \\ 10 \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \\ & { }_{2} \end{aligned}$ | ¢ | ¢ ${ }_{\text {16 }}^{16}$ | 12 <br> $4 \%$ | $\begin{gathered} 47 \\ 8 \% \end{gathered}$ | $\begin{gathered} 23 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{19}$ | ${ }_{7 \%}^{17}$ | $\begin{gathered} 15 \\ \text { 11\% } \\ \text { 11\% } \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | ${ }_{\substack{64 \\ 7 \%}}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | 35 | $\begin{gathered} 28 \\ 8 \% \end{gathered}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | - ${ }_{9 \%}^{24}$ | $\begin{gathered} 47 \\ 6 \% \end{gathered}$ | $\underset{\substack{24 \\ 7 \%}}{ }$ | $\begin{gathered} 46 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{gathered} 49 \\ 8 \% \end{gathered}$ | 21 |
| A Liberal eemocrat mjority | $\stackrel{3}{ }$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | : |  | 1 $1 \%$ | : | 2 |  |  | $\stackrel{1}{ }$ | ? |  | 1 $1 \%$ |  | $\stackrel{2}{1 \%}$ |  | ? | $\stackrel{1}{ }$ | : |  |  | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 1 \\ \substack{3 \% \\ \text { suu }} \\ \hline \end{gathered}$ | : | $\stackrel{3}{ }$ |  | 3 |  | $\vdots$ | $\underset{1}{2}$ | $\stackrel{1}{1}$ | : | $\stackrel{3}{ }$ | 3 |  |
| A hung parliament with the Liberal Democrats as the biggest party | $\stackrel{2}{ }$ | $\stackrel{1}{ }$ | $\stackrel{1}{1}$ |  | ${ }_{1 \%}^{1 \%}$ | : | : | $\stackrel{1}{ }$ | : | ${ }_{1 \%}^{2}$ | : | $\stackrel{1}{ }$ | : | $\stackrel{1}{ }$ | : | 1 | : | ${ }_{1 \%}^{2}$ | : | 1. | : | : | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\vdots$ | ? | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ | ${ }_{1}^{2}$ | - | : | $\stackrel{2}{2}$ | * | ? | $\stackrel{1}{ }$ | $\stackrel{1}{1}$ |
| Anoterer esult | $\begin{aligned} & 20 \\ & 2 \% \\ & 20 \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \\ 2 \% \end{gathered}$ | $\stackrel{9}{2 \%}$ | ${ }_{2 \%}^{2}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 4 \% \\ & 2 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\underset{1 \%}{2}$ | $\underset{2 \%}{7}$ | $\underset{2 \%}{7}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\stackrel{4}{4}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \\ 2 \% \end{gathered}$ |  | $\stackrel{5}{5 \%}$ | $\begin{gathered} 18 \\ 2 \% \end{gathered}$ | 2 | \% | 10 | $\begin{gathered} 2 \% \\ 2 \% \end{gathered}$ | 3 $1 \%$ | (18 | 5 | $\begin{gathered} 15 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | ${ }_{2 \%}^{7}$ |
| Dort ${ }^{\text {chow }}$ | $\begin{aligned} & 241 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 72 \\ 14 \% \end{gathered}$ | $\begin{gathered} 166 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 24 \% \\ & \hline 24 \end{aligned}$ | $\begin{gathered} 51 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 248 \\ & 20 \end{aligned}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 277 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 22 \% \\ & 23 \end{aligned}$ | $\begin{gathered} 79 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 31 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 81 \\ 288 \\ 288 \end{gathered}$ | $\begin{gathered} 55 \\ 22 \% \end{gathered}$ | $\begin{gathered} 60 \\ \text { co } \\ \text { 199\% } \end{gathered}$ | $\begin{gathered} 115 \\ 19 \% \end{gathered}$ | $\underset{\substack { 127 \\ \begin{subarray}{c}{27 \% \\ \hline{ 1 2 7 \\ \begin{subarray} { c } { 2 7 \% \\ \hline } } \\ {\hline}\end{subarray}}{\substack{0}}$ | $\begin{aligned} & 63 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 51 \\ 198 \\ 198 \end{gathered}$ |  | $\begin{gathered} 33 \\ 238 \end{gathered}$ | $\underset{18 \%}{9}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 225 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 113 \\ 19 \% \end{gathered}$ | $\begin{gathered} 927 \\ 270 \end{gathered}$ | $\begin{gathered} 35 \\ 27 \% \end{gathered}$ | $\begin{gathered} 54 \\ 21 \% \\ 24 \end{gathered}$ | $\begin{aligned} & 187 \\ & 248 \end{aligned}$ | $\begin{gathered} 52 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 19 \% \end{aligned}$ | $\substack{125 \\ 298 \\ n}$ |
| Net: Conserative mijortyl/bigest party | $\underbrace{}_{\substack{165 \\ 16 \%}}$ | $\begin{gathered} 81 \\ 16 \% \\ \\ \hline 10 \% \end{gathered}$ | 83 <br> $15 \%$ | $\begin{gathered} 26 \\ \substack{238 \\ 480} \end{gathered}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | 25 25\% | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 34 \\ 14 \% \\ 14 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{gathered} 50 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 20 \% \\ & 20 \% \end{aligned}$ | 52 <br> $18 \%$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | 104 <br> $18 \%$ | - | 29 118 | 43 $16 \%$ 1 | $\begin{gathered} 42 \\ 17 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 18 \\ 20 \% \end{gathered}$ | 143 $16 \%$ | $\begin{gathered} 22 \\ 14 \% \end{gathered}$ | $\begin{gathered} 84 \\ 14 \% \\ 14 \end{gathered}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{gathered} 25 \\ 19 \% \end{gathered}$ | $\begin{gathered} 50 \\ \text { co } \\ \text { 199\% } \end{gathered}$ | 115 <br> $14 \%$ | $\begin{gathered} 62 \\ 19 \% \end{gathered}$ | 109 | 104 $17 \%$ | ¢19\% |
| Net: Lbour majoritlbigest party | $\begin{gathered} 623 \\ 59 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 341 \\ & 67 \% \end{aligned}$ | $\begin{gathered} 275 \\ 52 \% \end{gathered}$ | $\begin{gathered} 58 \\ 51 \% \end{gathered}$ | $\begin{gathered} 89 \\ 48 \% \\ \text { 48\% } \end{gathered}$ | $\begin{gathered} 99 \\ 598 \end{gathered}$ | $\begin{gathered} 106 \\ 59 \% \\ 59 \% \end{gathered}$ | $\begin{gathered} 1113 \\ \substack{708 \\ \text { pofer }} \end{gathered}$ | $\begin{aligned} & 158 \\ & 648 \\ & 648 \end{aligned}$ | $\begin{aligned} & 147 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 205 \\ 598 \\ \hline \end{gathered}$ | $\begin{gathered} 271 \\ 66 \% \end{gathered}$ | $\begin{gathered} 72 \\ 51 \% \end{gathered}$ | $\begin{gathered} 151 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 1500 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 207 \\ \substack{20 \% \\ M N} \\ \hline \end{gathered}$ | 361 618 6 | $\begin{aligned} & 262 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 155 \\ 62 \% \end{gathered}$ | $\begin{gathered} 175 \\ 648 \\ 648 \end{gathered}$ | $\begin{gathered} 129 \\ 53 \% \end{gathered}$ | $\begin{gathered} 77 \\ 548 \end{gathered}$ | $\begin{gathered} 33 \\ 66 \% \end{gathered}$ | $\begin{gathered} 54 \\ 58 \% \\ 58 \% \end{gathered}$ | $\begin{gathered} 525 \\ 58 \% \\ \hline \end{gathered}$ | $\begin{gathered} 98 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 375 \\ & 64 \% \\ & 64 \% \end{aligned}$ | $\begin{gathered} 178 \\ 53 \% \end{gathered}$ | $\begin{gathered} 70 \\ 52 \% \end{gathered}$ | $\begin{gathered} 151 \\ 58 \% \end{gathered}$ | $\begin{gathered} 472 \\ 59 \% \end{gathered}$ | $\begin{gathered} 207 \\ 638 \end{gathered}$ | $\begin{gathered} 416 \\ 57 \% \end{gathered}$ | $\begin{gathered} 385 \\ 62 \% \\ 62 \% \end{gathered}$ | $\substack{238 \\ 55 \%}_{\substack{\text { che }}}$ |
| Net. Li Demm majoitylvigest party | 5 $1 \%$ | 4 $1 \%$ | $\stackrel{1}{ }$ | : | 3 $1 \%$ | : | 2 | $\stackrel{1}{ }$ | $\because$ | 3 $1 \%$ | 2 | $\stackrel{1}{1}$ | $\underset{\text { 2 }}{1 \%}$ | $\stackrel{1}{1}$ | $\stackrel{2}{1 \%}$ | $\stackrel{1}{1}$ | $?$ | 4 $1 \%$ | * | $\stackrel{1}{1}$ | $:$ | $\stackrel{2}{1 \%}$ | $\underset{\substack{4 \% \\ \text { cov } \\ \text { sov }}}{2}$ | $\vdots$ | 5 | $\stackrel{1}{ }$ | 4 $1 \%$ | $\underset{1}{2}$ | $\vdots$ | $\stackrel{2}{2}$ | $\stackrel{3}{ }$ | * | 5 | ${ }_{1}^{4}$ | $\stackrel{1}{ }$ |


|  | Total | General Ifection 2019 vote |  |  |  | Referendum 2016 |  | Favurable to parties |  |  |  |  |  |  |  |  |  | Favurable to ooliticians |  |  |  |  |  |  |  |  |  | Opinion firexist |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conserati | abor | ${ }^{\text {Liberal }}$ |  |  |  | favurab | Unfavoura ble | dob | Untavura | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \end{aligned}$ | Unfavoura ble to | Favourabl e to Green | $\begin{aligned} & \text { ble to } \\ & \text { Green } \end{aligned}$ |  | Untavora | Favourab | ble to | Favourabl | Unfavoura | favarab | ble to | eto | blo to | eto | Untavura | Postive | Negative |
|  | (A) | (8) | (c) | (0) | ${ }^{(5)}$ | (f) | (6) | (H) | (1) | (1) | (k) | (1) | (M) | (N) | (0) | (P) | (a) | ${ }^{(8)}$ | (s) | (T) | (1) | (1) | (w) | (x) | (1) | (2) | (2) | (b) |  |
| veibled base | 1055 | 295 | 285 | ${ }_{6} 8$ | 108 | 397 | 359 | 197 | 589 | ${ }^{380}$ | 375 | 197 | 366 | 274 | 314 | 114 | 426 | 225 | 548 | 305 | ${ }^{414}$ | 162 | 496 | 162 | 542 | ${ }_{6}$ | ${ }^{422}$ | 186 | 610 |
| Weighed bose | 1055 | 319 | 272 | ${ }^{6}$ | 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 mjority ga | 387\% | $\begin{aligned} & 74 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 180 \\ \substack{60 \% \\ 800} \\ \text { 00\% } \end{gathered}$ | $\begin{gathered} 26 \% \\ 40 \% \end{gathered}$ | $\begin{gathered} 38 \\ 37 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 177 \\ & 47 \% \end{aligned}$ | 127 <br> 33\% | - ${ }_{\text {36\% }}^{\text {18\% }}$ | $\begin{gathered} 292 \\ \text { s19\% } \\ \text { Hexooa } \end{gathered}$ |  | ${ }_{19} 7$ | $\begin{gathered} 101 \\ \text { 57\% } \\ \text { Hexmora } \end{gathered}$ | $\begin{gathered} 126 \\ \left.\begin{array}{c} 33 \% \\ \text { k+ } \end{array}\right) \end{gathered}$ | $\begin{gathered} 121 \\ \text { 48\% } \\ \text { 4manop } \end{gathered}$ | $\begin{gathered} 110 \\ \text { ane } \\ \text { 3k } \end{gathered}$ | $\begin{gathered} 31 \\ \text { and } \\ \text { ser } \end{gathered}$ | $\begin{gathered} 196 \\ \substack{196 \\ H \\ H \times N o p} \end{gathered}$ | $\underset{\text { 23\% }}{54}$ | $\begin{aligned} & 256 \\ & \substack{25 \% \\ \text { nuve }} \end{aligned}$ | $\begin{gathered} 198 \\ \substack{198 \\ \text { sswwras }} \end{gathered}$ | ¢ ${ }_{\text {92\% }}$ | $\begin{aligned} & 49 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 218 \\ \substack{28 * \\ \text { Ruvx }} \\ \text { Ren } \end{gathered}$ | 33 $20 \%$ | $\begin{gathered} 257 \\ \substack{276 \\ \text { Revx }} \end{gathered}$ | $\begin{aligned} & 24 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 210 \\ \text { s5\% } \\ \text { Rivwn } \end{gathered}$ | ${ }_{\text {29\% }}^{49}$ | $\begin{gathered} 268 \\ 45 \% \end{gathered}$ |
| A hung parimenerw with libuoras sthe bigest party | ${ }_{\text {236 }}^{236}$ | $\begin{gathered} 99 \\ 31 \% \end{gathered}$ | 49 | $\begin{gathered} 21 \\ \substack{22 \% \\ 6} \end{gathered}$ | $\begin{aligned} & 222 \\ & 228 \end{aligned}$ | $\begin{aligned} & 92 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 26 \% \end{aligned}$ | ${ }_{\text {a }}^{47}$ | (136\% | ¢20\% | ${ }_{\text {27\% }}^{107}$ | 39 <br> 22\% | $\begin{aligned} & 89 \\ & 24 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 54 \\ & 228 \\ & 24 \end{aligned}$ | $\begin{aligned} & 81 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 26 \\ 23 \% \end{gathered}$ | $\begin{gathered} 111 \\ 268 \% \end{gathered}$ | $\begin{gathered} 60 \\ 25 \% \end{gathered}$ | ${ }_{\text {23\% }}^{124}$ | $\begin{aligned} & 57 \\ & 19 \% \end{aligned}$ | $\substack{111 \\ 25 \%}$ | $\begin{aligned} & 49 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 127 \\ \substack{127} \\ 5 \times 7 \end{gathered}$ | $\begin{gathered} 54 \\ \text { s2\% } \\ 5 \pi \end{gathered}$ | $\begin{gathered} 133 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 97 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 188 \end{aligned}$ | ${ }_{2}^{143} \times 1$ |
| A hung parliam biggest party | $\begin{gathered} 95 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{gathered} 47 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 7 \% \\ & 7 \end{aligned}$ | $\begin{aligned} & 111 \\ & { }_{118}^{6} \end{aligned}$ | $\begin{gathered} 31 \\ 88 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ |  | $\begin{gathered} 31 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 58 \\ \text { ang } \\ \text { unco } \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & { }_{11 \%} \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & \begin{array}{c} 32 \% \\ 120 \\ 100 \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & 148 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 38 \\ \substack{168 \\ 5 m m u} \\ \text { swo } \end{gathered}$ | $\begin{gathered} 40 \\ 70 \\ 7 \end{gathered}$ | ${ }_{2 \%}^{6}$ | $\begin{gathered} 62 \\ \substack{146 \\ s w w u} \\ \text { swo } \end{gathered}$ | $\begin{gathered} 25 \\ \substack{156 \\ 5 \text { sww }} \\ \hline \end{gathered}$ | $\begin{gathered} 39 \\ \substack{88 \\ \mathrm{mog} \\ \mathrm{ra}} \end{gathered}$ | $\begin{gathered} 26 \\ \begin{array}{c} \text { 25\% } \\ \text { swwo } \\ \text { swo } \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 45 \\ 8 . \\ 8.8 \\ 7 \end{gathered}$ | $\begin{gathered} 17 \\ \substack{16 \% \\ \text { smwver }} \end{gathered}$ | $\begin{aligned} & 24 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 198 \\ & 198 \end{aligned}$ | ${ }_{7 \%}^{41}$ |
| A Conserative mjaritit gverenment | $\begin{aligned} & 70 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 37 \\ \substack{12 \% \\ c \varepsilon} \\ c \in \end{gathered}$ | ${ }_{2 \%}$ | $\begin{gathered} { }_{5 \%}^{4} \\ \hline \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | (18) | $\begin{aligned} & 30 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { 424 } \\ \text { wemanora } \end{gathered}$ | 10 $2 \%$ | $\begin{gathered} 12 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & \text { an } \\ & \text { now } \\ & \text { wo } \end{aligned}$ | $\begin{gathered} 11 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \\ & \text { wo } \\ & \text { wo } \end{aligned}$ | $\begin{gathered} 17 \\ \substack{170 \\ u} \end{gathered}$ | $\begin{aligned} & { }^{26} \\ & \text { no } \\ & \text { vo } \end{aligned}$ | $\begin{aligned} & 11 \\ & { }_{9 \%}^{96} \\ & 4 * \end{aligned}$ | $\begin{gathered} 19 \\ 5 \% \end{gathered}$ | $\begin{gathered} 43 \\ \substack{188 \\ \text { suww }} \end{gathered}$ | $\underset{\substack{14 \\ 3 \%}}{ }$ | ${ }_{4 \%}^{12}$ | $\begin{gathered} 47 \\ \substack{11 \% \\ s \text { sww }} \end{gathered}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ stwYa | $\begin{gathered} 19 \\ 4 \% \\ 48 \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ \substack{136 \\ s \text { swwo }} \end{gathered}$ | (18) | $\begin{gathered} 16 \\ \substack{15 \% \\ \text { sswver } \\ \text { ss. }} \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 31 \\ 16 \% \end{gathered}$ | $\underset{\substack{29 \\ 5 \%}}{ }$ |
| A Liberal emomat mjority | $\stackrel{3}{ }$ | : | . | $\begin{gathered} 2 \\ \substack{3 \% \\ \text { sc }} \\ \text { sc } \end{gathered}$ |  | $?$ |  | . | 3 $1 \%$ |  | 3 | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\stackrel{1}{ }$ | . | $\stackrel{1}{1}$ | : | 3 $1 \%$ |  | 3 $1 \%$ |  | 3 $1 \%$ |  | 3 $1 \%$ |  | ( $\begin{gathered}3 \\ 1 \%\end{gathered}$ | . | ( $\begin{gathered}3 \\ 1 \%\end{gathered}$ |  | 3 $1 \%$ |
|  | $?$ | 1 |  |  | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | - | ? | - | - |  | $\stackrel{1}{ }$ |  | $\stackrel{1}{ }$ | ${ }_{1 \%}^{1 \%}$ | $\stackrel{1}{1}$ | $\begin{aligned} & 1 \\ & 1 \% \\ & 16 \end{aligned}$ | - |  | $\stackrel{2}{ }$ |  | $?$ |  | $?$ | $\stackrel{1}{ }$ | 1 | : | ${ }_{1 \%}^{2}$ | ${ }_{1 \%}^{1 \%}$ |  |
| Anotheresult | $\begin{aligned} & 20 \\ & 2 \% \end{aligned}$ | ${ }_{1 \%}^{4}$ | ${ }_{1 \%}^{2}$ |  | $\begin{gathered} 8 \\ \substack{8 \\ 7 \% \\ \text { coco }} \end{gathered}$ | ${ }_{2 \%}^{6}$ | $2 \%$ | $\stackrel{1}{ }$ | $\begin{gathered} 13 \\ { }_{2}^{26} \\ { }_{2} \end{gathered}$ | $?$ |  | - | ${ }_{2}^{8}$ | $\begin{gathered} 6 \\ { }_{c}^{2 \%} \\ n \end{gathered}$ | ${ }_{2}^{6}$ | $\begin{aligned} & 3 \\ & \substack{3 * \\ 12 *} \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ |  | $\begin{aligned} & 13 \\ & \left.\begin{array}{c} 2 \sigma \\ \mathrm{kr} \end{array}\right) \end{aligned}$ | . | $\begin{aligned} & 12 \\ & \text { ar } \\ & \text { 3r } \\ & \text { er } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \\ 1 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & \text { ar } \\ & \text { gr } \end{aligned}$ | 2 $1 \%$ | $\begin{gathered} 9 \\ 2 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{gathered} 9 \\ \substack{2 \% \\ \mathrm{nr}} \end{gathered}$ | 5 $2 \%$ | 4 $1 \%$ |
| Doort kow | $\begin{aligned} & 241 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | - ${ }_{\text {26\% }}$ | $\begin{gathered} 8 \\ 138 \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | ${ }_{20 \%}^{77}$ | $\begin{aligned} & 33 \\ & 17 \% \\ & 17 \% \end{aligned}$ |  | $\begin{gathered} 21 \\ 6 \% \end{gathered}$ | $\begin{gathered} 103 \\ \text { a6m } \\ \text { numooa } \end{gathered}$ | (10 | $\begin{aligned} & 78 \\ & \left.\begin{array}{c} 718 \\ \text { unve } \end{array}\right) \end{aligned}$ | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{gathered} 66 \\ \text { cove } \\ \text { wive } \\ \text { wha } \end{gathered}$ |  | $\begin{gathered} 57 \\ 13 \% \end{gathered}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | $\begin{gathered} 88 \\ \substack{16 \% \\ \text { fwr } \\ \text { whe }} \end{gathered}$ | ${ }_{\text {c }}^{18}$ | $\begin{gathered} \text { 207 } \\ \text { ans } \\ \text { Rsluwa } \end{gathered}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 60 \\ 138 \end{gathered}$ | $\begin{gathered} 32 \\ \left.\begin{array}{c} 196 \\ \mathrm{~N}_{0} \end{array}\right) \end{gathered}$ | $\begin{gathered} 72 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 17 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | 39 $20 \%$ | $\underset{\substack{104 \\ 18 \%}}{ }$ |


| Net Conserative majorty/bigeses party | $\underset{\substack{165 \\ 16 \%}}{ }$ | $\begin{gathered} 84 \\ \substack{848 \\ \text { 280 } \\ \text { cot }} \end{gathered}$ | ${ }_{\text {c }}^{16}$ | $\begin{gathered} 8 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 14 \% \\ & \hline \end{aligned}$ |  | ${ }_{\substack{71 \\ 18 \%}}$ | $\begin{gathered} 82 \\ \text { 41\% } \\ \text { uxumora } \end{gathered}$ | ${ }_{7 \%}^{41}$ | (28 | $\begin{gathered} 98 \\ \substack{28 \\ \text { unce } \\ \text { uemad }} \end{gathered}$ | $\begin{aligned} & 25 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & \begin{array}{c} \text { 20\% } \\ \text { vo } \end{array} \end{aligned}$ | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{gathered} 65 \\ \text { and } \\ \text { ane } \\ 100 \end{gathered}$ | $\begin{gathered} 26 \\ \substack{326 \\ \text { anc } \\ 1020} \end{gathered}$ | $\begin{aligned} & 54 \\ & 12 \% \\ & \text { 12\% } \end{aligned}$ | $\begin{gathered} 81 \\ \substack{34 \\ \text { sumwa } \\ \text { sum }} \end{gathered}$ | $\begin{gathered} 54 \\ 10 \% \\ \text { 50\% } \end{gathered}$ | ${ }_{6 \%}^{18}$ | $\underset{\substack { 109 \\ \begin{subarray}{c}{258 \\ 5 \text { swar }{ 1 0 9 \\ \begin{subarray} { c } { 2 5 8 \\ 5 \text { swar } } }\end{subarray}}{ }$ | $\substack { 49 \\ \begin{subarray}{c}{29 \\ s \text { sww }{ 4 9 \\ \begin{subarray} { c } { 2 9 \\ s \text { sww } } } \end{subarray}$ | $\underset{\substack{58 \\ \text { si28 } \\ 5}}{ }$ |  | $\begin{gathered} 63 \\ 12 \% \\ \end{gathered}$ | $\begin{gathered} 33 \\ \substack{326 \\ \text { scwas. }} \end{gathered}$ | $\begin{gathered} 42 \\ 10 \% \end{gathered}$ | $\begin{gathered} 69 \\ 35 \% \end{gathered}$ | 70 $12 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net. Ibour mjoitit/bigest paty | 623 <br> $59 \%$ | $\begin{gathered} 172 \\ 54 \% \end{gathered}$ | $\begin{gathered} 229 \\ \substack{840 \\ \text { ape }} \end{gathered}$ | $\begin{gathered} 47 \\ \substack{478 \\ 8.8 \\ 8 .} \end{gathered}$ | $\begin{gathered} 60 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 266 \\ & 71 \% \end{aligned}$ | $\begin{gathered} 230 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 428 \\ \substack{455 \\ \text { Hexnoo }} \end{gathered}$ |  | $\begin{gathered} 184 \\ 45 \% \end{gathered}$ | $\begin{gathered} 140 \\ \text { nom } \\ \text { Hencoror } \end{gathered}$ | $\begin{gathered} 215 \\ \substack{278 \\ 4 \times \pi} \\ \hline \end{gathered}$ | $\begin{gathered} 176 \\ \substack{170 \\ \text { never } \\ \text { Heno }} \end{gathered}$ | $\begin{gathered} 192 \\ \substack{198 \\ 4 k} \\ 4 k \end{gathered}$ | $\begin{gathered} 57 \\ 51 \% \end{gathered}$ | $\begin{gathered} 308 \\ \text { ner } \\ \text { Hexor } \end{gathered}$ | $\begin{gathered} 114 \\ 48 \% \end{gathered}$ | $\begin{gathered} 381 \\ \substack{380 \\ \text { Ruve }} \end{gathered}$ | $\begin{gathered} 254 \\ \substack{25 \% \\ \text { sswwxras }} \end{gathered}$ | $\begin{gathered} 206 \\ 47 \% \end{gathered}$ | $\begin{gathered} 98 \\ \substack{98 \% \\ \text { guv }} \\ \hline \end{gathered}$ | $\begin{gathered} 345 \\ \text { ser } \\ \text { Ruvx } \end{gathered}$ | 87 $51 \%$ | $\begin{gathered} 386 \\ \text { and } \\ \text { Revx } \end{gathered}$ | $\begin{gathered} 51 \\ 50 \% \end{gathered}$ | $\begin{gathered} 307 \\ \text { ang } \\ \text { Resway } \end{gathered}$ | $\begin{aligned} & 85 \\ & 43 \% \end{aligned}$ | 411 $69 \%$ |
| Net: Lib dems mjoitityligest paty | 5 $1 \%$ | 1 |  | $\begin{aligned} & 2 \\ & 3 \% \\ & c \end{aligned}$ | $\stackrel{1}{1 \%}$ | $\stackrel{2}{ }$ | $\stackrel{2}{ }$ |  | 3 $1 \%$ |  | 4 ${ }_{1}^{4}$ | $\xrightarrow{\substack{1 / 8 \\ 1}}$ | $\stackrel{2}{1 \%}$ | 1 | $\stackrel{2}{1 \%}$ | ${ }^{1.8}$ | 3 18 |  | 5 <br> 18 <br>  |  | 5 |  | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{ }$ | $\stackrel{4}{1 \%}$ | : | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{1 \%}$ | 3 <br> $1 \%$ |


|  | Total <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggreaged Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  | Pres of children HH (17 or under) |  | Euduation |  | Employment staus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Man } \\ \text { (B) } \end{gathered}$ | $\underset{\text { (c) }}{\substack{\text { woman }}}$ | $\begin{gathered} 18.24 \\ (0) \end{gathered}$ | $\begin{gathered} 25.34 \\ (E) \\ (E) \end{gathered}$ | $\begin{gathered} 35 \cdot 49 \\ (f) \\ (f) \end{gathered}$ | $\begin{aligned} & 45.54 \\ & (6) \\ & (6) \end{aligned}$ | $\begin{gathered} 55.64 \\ (F) \\ (H) \end{gathered}$ | $\begin{aligned} & 65+ \\ & \\ & \hline(1) \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{aligned} & 35.54 \\ & \text { (K) } \end{aligned}$ | $\begin{aligned} & 55+ \\ & (4) \\ & (4) \end{aligned}$ | $\begin{aligned} & \text { Gen Z } \\ & (\mathrm{m}) \end{aligned}$ | $\begin{gathered} \begin{array}{c} \text { Milienial } \\ \text { (N) } \end{array} \end{gathered}$ | $\underset{(0)}{\operatorname{sen} x+}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (P) } \end{gathered}$ | $\begin{gathered} \text { ABC1 } \\ (a) \\ (0) \end{gathered}$ | $\begin{gathered} { }_{(R 2 D E}^{(R)} \end{gathered}$ | $\begin{gathered} \text { North } \\ \text { (s) } \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (u) } \end{aligned}$ | $\begin{gathered} \text { London } \\ (v) \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | $\begin{aligned} & \text { Urban } \\ & \text { (M) } \end{aligned}$ | $\begin{aligned} & \text { Rural } \\ & (z) \end{aligned}$ | $\begin{gathered} \text { Married } \\ \text { Livigas } \\ \text { Maried } \\ \text { (aie) } \end{gathered}$ | $\begin{aligned} & \text { Single } \\ & \substack{\text { (b) }} \end{aligned}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Dovered } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At least } \\ \text { one hild } \\ \text { peresent } \\ \text { (da) } \end{gathered}$ | $\begin{gathered} \text { cho } \\ \text { chileren } \\ \text { present } \\ \text { see) } \end{gathered}$ | Graduate (f) | $\underset{\substack{\text { Naon- } \\ \text { gratuate } \\(\xi)}}{\substack{\text { nen }}}$ | $\underset{\substack{\text { Working } \\(n)}}{ }$ | $\underset{\substack{\text { Norting } \\ \text { wor } \\ \text { (i) }}}{\substack{\text { not }}}$ |
| Unweighee base | 1055 | 506 | 537 | 108 | 176 | 181 | 207 | 254 | 129 | 284 | 388 | ${ }^{38}$ | 131 | 292 | 295 | 302 | 589 | 466 | 254 | 284 | 243 | 125 | 50 | 99 | 888 | 167 | 582 | 362 | 111 | 273 | 782 | 501 | 554 | 659 | 396 |
| Weighed base | 1055 | 510 | 533 | 115 | 184 | 168 | 180 | 162 | 246 | 298 | ${ }^{34}$ | 409 | ${ }^{141}$ | 288 | 247 | ${ }^{313}$ | 592 | 463 | 252 | 275 | 244 | 143 | 50 | 92 | 897 | 158 | 584 | 338 | 133 | 259 | 796 | 326 | 729 | 62 | ${ }^{43}$ |
| The labour party | 289 27\% | $\begin{aligned} & 145 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 33 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 28 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 99 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & \text { } \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 64 \\ 26 \% \\ 26 \% \end{gathered}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 296 \\ & 296 \end{aligned}$ | $\begin{aligned} & 115 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 75 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 84 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 21 \% \\ & 21 \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 19 \\ 38 \% \\ 00 \end{gathered}$ | $\begin{aligned} & 20 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{gathered} 93 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 34 \% \\ & \end{aligned}$ | $\begin{aligned} & 200 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 296 \\ & 296 \end{aligned}$ | 110 |
| The Conservative party | $\begin{aligned} & 154 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 75 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & \text { 12\% } \\ & \end{aligned}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ |  |  | $\begin{aligned} & 56 \\ & \begin{array}{c} 53, \\ \text { 238 } \\ \text { off } \end{array} \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 83 \\ 20 \% \\ 23 \\ \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 136 \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & \begin{array}{l} 74 \% \\ \text { ano } \\ \text { Mno } \end{array} \end{aligned}$ | $\begin{gathered} 95 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ |  | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 2 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 25 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 104 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 99 \end{aligned}$ | $\begin{gathered} 21 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 93 \\ 15 \% \end{gathered}$ | ¢ $\begin{gathered}61 \\ 14 \% \\ 1\end{gathered}$ |
| Reform UK | ${ }_{7 \%}^{71}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\underset{\substack { 17 \\ \begin{subarray}{c}{11 \% \\ E F{ 1 7 \\ \begin{subarray} { c } { 1 1 \% \\ E F } } \\ {\hline}\end{subarray}}{\substack{0}}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 9 \% \\ & 98 \end{aligned}$ | $\begin{aligned} & 6 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \\ & 11 \% \\ & M \mathrm{l} \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 6 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 61 \\ 8 . \\ 8.0 \\ d \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 8 \% \\ & 8 \% \end{aligned}$ | 40 | 31 $7 \%$ |
| The Green party | 57 $5 \%$ 5\% | $\begin{aligned} & 31 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & \begin{array}{c} 10 \\ \text { 10\% } \\ 6+1 \end{array} \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\underset{2 \%}{4}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 20 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \text { 10\% } \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 25 \\ & \begin{array}{c} 25 \\ \text { op } \\ \text { on } \end{array} \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ |  | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 6 \% \\ & 60 \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | 12 $5 \%$ | $\begin{gathered} 46 \\ 6 \% \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{24}$ | $\begin{aligned} & 34 \\ & 5 \% \\ & 5 \% \end{aligned}$ | ${ }_{\substack{41 \\ 7 \%}}$ | ${ }_{4 \%}^{17}$ |
| The Liberal jemocrats | ${ }_{5 \%}^{51}$ | $\begin{aligned} & 29 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \\ & \end{aligned}$ | $\begin{aligned} & { }^{6} \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 2 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 23 \\ 78 \\ { }_{8}^{23} \end{gathered}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 5 \% \\ & 5 \% \end{aligned}$ | 20 |
| The Soctist National Party (SNP) | $\begin{aligned} & 20 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ |  | $\begin{aligned} & 7 \\ & \begin{array}{c} 7 \% \\ 06 \end{array} \end{aligned}$ | 2\% | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 9 \\ 2 \% \end{gathered}$ | $\because$ | $\begin{aligned} & 10 \\ & 3 \% \\ & 3 \% \\ & M \end{aligned}$ | 3 $1 \%$ | 5\% | ${ }_{1 \%}^{6}$ | 14 $3 \%$ 3 |  | : |  | $:$ | $\vdots$ | $\begin{gathered} 20 \\ 22 \% \\ \text { suww } \end{gathered}$ | 17 $2 \%$ | ${ }^{3}$ | 14 $2 \%$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 3\% | 13 $2 \%$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 2 \% \end{aligned}$ | 15 $2 \%$ | 5 ${ }^{5}$ |
| Plaid Cymu | $\stackrel{2}{ }$ |  | 2 | $\therefore$ | $\because$ | ${ }_{1 \%}^{2}$ | $\because$ | $\because$ | : | : | ${ }_{1}^{2}$ | $\therefore$ | $\because$ | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ | $:$ | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ | $\because$ |  | $\because$ | : | $\begin{gathered} 2 \\ 4 \% \\ \text { suve } \\ \text { sur } \end{gathered}$ | : | $\stackrel{1}{ }$ | ${ }_{1}^{1 \%}$ | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ | : | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ | . | 1. | $\stackrel{1}{ }$ | $\stackrel{1}{ }$ |
| Another party | 14 $1 \%$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 6 \\ \substack{5 \% \\ \text { rutr } \\ \text { rut }} \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\stackrel{1}{ }$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | : | : | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | 4 ${ }_{1 \%}$ | : | $\begin{gathered} 8 \\ \left.\begin{array}{c} 8 \\ 6 \% \\ \mathrm{No} \end{array}\right) \end{gathered}$ | $\stackrel{1}{ }$ | $\begin{aligned} & 5 \\ & 2 \% \\ & 2 \% \end{aligned}$ | : | 10 $2 \%$ | 4 $1 \%$ | $\stackrel{2}{1 \%}$ | $\underset{1}{2}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | 5 | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & { }_{1 \%}^{1 / 6} \end{aligned}$ | 2 $1 \%$ | 11 $1 \%$ | $\begin{gathered} 8 \\ 2 \% \\ { }_{8}^{8} \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | 4 $1 \%$ |
| Different parties are eetere on different poicices | $\begin{aligned} & 96 \\ & 9 \% \\ & 96 \end{aligned}$ | $\begin{aligned} & 40 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 149 \\ & 104 \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 116 \\ & 116 \end{aligned}$ | $\begin{gathered} 28 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \\ 9 \end{gathered}$ | $\begin{gathered} 80 \\ 9 \% \\ 90 \end{gathered}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 9 \% \end{aligned}$ | 43 10\% |
| None of these | $\begin{aligned} & 125 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 12 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 61 \\ & 12 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \end{gathered}$ | $\begin{gathered} 26 \\ \substack{14 \% \\ 0} \end{gathered}$ | $\begin{gathered} 23 \\ 148 \\ 148 \end{gathered}$ | $\begin{gathered} 25 \\ \text { 24\% } \\ 0 \end{gathered}$ | $\begin{gathered} 21 \\ \substack{13 \% \\ 0} \\ \hline \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \\ & \text { 12 } \end{aligned}$ | $\begin{aligned} & 48 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 43 \\ \substack{45 \% \\ M} \end{gathered}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 66 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\underset{12 \%}{6}$ | $\begin{aligned} & 8 \\ & 9 \\ & 9 \end{aligned}$ | $\begin{aligned} & 106 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 95 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 91 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 11 \% \end{aligned}$ | 55 |
| Don't know | $\begin{aligned} & 176 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 15 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 20 \% \\ & \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 55 \\ 13 \% \\ \end{gathered}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 75 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 8 \\ 16 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 134 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 131 \\ 18 \% \end{gathered}$ | $\begin{gathered} 89 \\ 14 \% \\ \hline 18 \end{gathered}$ | 87 $20 \%$ 20 |


|  | Total | tral |  |  |  | ${ }^{\text {Referendum }} \mathbf{\text { vole }}$ vol6 |  | Favurable to parties |  |  |  |  |  |  |  |  |  | Favourale to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | ${ }_{\text {Labour }}$ | $\begin{gathered} \text { Liberal } \\ \text { Democrat } \\ s \end{gathered}$ | Other | Remain | Leave | Favourabl | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lab } \\ & \text { (J) } \end{aligned}$ | Unfavoura ble to Lab | $\begin{gathered} \text { Favourab } \\ \text { a eoub } \\ \text { evems } \\ \text { Dems } \\ \text { (1) } \end{gathered}$ | Unfavoura ble to LibDems (M) | $\begin{gathered} \text { Favourabl } \\ \text { e to Green } \\ \text { Party } \end{gathered}$ |  | $\begin{aligned} & \text { a Fovurab } \\ & \text { eftom } \\ & \text { Retom } \\ & \text { Uk } \\ & \text { (f) } \end{aligned}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { Sue ofo } \\ & \text { Retorm } \\ & \text { UK } \\ & \text { (a) } \end{aligned}$ | Favourable to Sunak(R) |  | $\begin{gathered} \text { Favourabl } \\ \text { eta } \\ \text { Starmer } \\ \text { (T) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { Favourabl } \\ \text { e to Hunt } \\ \text { (V) } \end{gathered}$ | $\begin{aligned} & \text { Unfovara } \\ & \substack{\text { bute to } \\ \text { Hunt } \\ \text { Hit } \\ \text { ( }} \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { en et } \\ \text { Braverma } \\ n \\ (x) \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { Bravera } \\ \text { Bravera } \\ \text { (m) } \end{gathered}$ | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \\ \text { (Z) } \end{gathered}$ | $\begin{gathered} \text { Unfovoura } \\ \text { neta } \\ \text { Barcay } \end{gathered}$ |  |  |
|  |  | Consereat |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | $\underset{\substack{\text { Postiviv } \\ \text { impart } \\ \text { (b) }}}{ }$ | $\begin{gathered} \text { Negegivive } \\ \text { impact } \\ \text { (c) } \end{gathered}$ |
|  | (A) | (8) | (c) | (0) | (E) | (F) |  | (H) |  |  |  |  |  | (N) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 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 | ${ }_{9}$ | 422 | 186 | 610 |
| Weighed 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 | ${ }^{32}$ | 181 | 16 | 11 | 144 | 碞 | 18 |  |  | ${ }^{11}$ | 78 | ${ }^{81}$ |  | 65 | 18 | 150 | 22 | 209 |  | ${ }^{23}$ | ${ }^{32}$ | 171 | 14 |  | 16 | 170 | ${ }^{24}$ | 225 |
|  | 27\% | 10\% | ${ }_{\text {cos }}^{\text {c6\% }}$ | ${ }_{\text {8e }}^{24 \%}$ | ${ }^{11 \%}$ | ${ }^{38 \%}$ | 20\% | ${ }^{9 \%}$ | $39 \%$ | ${ }^{67 \%}$ | 3\% | 44\% | $21 \%$ | $39 \%$ | 20\% | ${ }_{\text {10\% }}^{16 \%}$ | $35 \%$ | 9\% | ${ }_{\substack{39 \% \\ \text { Ruva }}}$ | 68\% | 5\% | ${ }_{\text {Rux }}^{\text {19\% }}$ | $\substack{36 \% \\ \text { Ruxz }}$ | 8\% | 37\% | ${ }_{\text {16\% }}^{16 \%}$ | ${ }^{41 \%}$ | 12\% | 38\% |
| The Conservative party | 154 15\% | (124 | 4 $1 \%$ | ${ }_{7 \%}^{4}$ | 4 | 39 10\% 10, | ${ }^{93}$ | ${ }_{\text {c }}^{131}$ | 8 | 12 | $\underset{\substack{112 \\ 28 \%}}{\substack{\text { 2 }}}$ | 9\% | ¢ | ${ }_{7 \%}^{17}$ | 85 | 14 $12 \%$ | 72 $17 \%$ | 124 $53 \%$ | ${ }_{1 \%}^{6}$ | 15 | 115 $26 \%$ | (87 | ${ }_{4 \%}^{21}$ | 74 $44 \%$ | ${ }_{7 \%}^{40}$ | 57 | 19 $5 \%$ | 70 35\% | ${ }_{7 \%}^{44}$ |
|  |  | cos |  | c. | \% |  |  | uxamora |  |  |  |  | ${ }_{\text {unve }}$ |  |  | ${ }_{\text {u* }}$ |  |  |  |  | Stwa | stuwa |  | stuwn |  | suwxa* |  | 35\% |  |
| Reform UK | ${ }_{7 \%}^{71}$ | $51$ | ${ }_{3}^{3}$ | ${ }_{3}^{2}$ | 9 | 5 $1 \%$ | ${ }^{57}$ | (16 | 3\% | ${ }^{3}$ | 60 15\% | ${ }_{1}^{2}$ | 50 13\% | ${ }_{3} 9$ | 51 $15 \%$ 15 | 53 $47 \%$ | ${ }_{1}^{3}$ | ${ }_{5}^{12}$ | 34 $6 \%$ | ${ }_{1}^{4}$ | 53 $12 \%$ | 9\% | 38 88 88 | 40 24\% | ${ }_{1}^{11}$ | 9 | ${ }_{6 \%}^{24}$ | 31 $15 \%$ | ${ }^{8}$ |
|  |  | co |  | . | $\stackrel{\square}{ }$ |  | \% | una | ne |  | Hunco |  | wno | \% | Huna | unumoar |  | 5 | ${ }_{\pi}$ |  | essww | ${ }_{\text {\% }}$ | \% | ssuuwra |  | \% | ${ }_{\square}$ |  |  |
| The Green party | 57 $5 \%$ | 1. | 15 | ${ }_{2}^{2 \%}$ | ${ }^{28}$ | ${ }^{34}$ | ${ }_{2}^{6}$ | 1 $1 \%$ | 53 $9 \%$ | 20 | 20 | 8 $5 \%$ | 19 | ( $\begin{gathered}49 \\ 20 \%\end{gathered}$ | 3 $1 \%$ | 5 $4 \%$ | $\begin{aligned} & 34 \\ & 8 \% \\ & 8 \% \end{aligned}$ | 3 | ${ }_{8 \%}^{44}$ | ¢ ${ }_{\text {16 }}^{16}$ | ${ }_{7 \%}^{29}$ | ${ }_{1 \%}^{2}$ | 41 $9 \%$ | ${ }_{1 \%}^{1 \%}$ | 43 $8 \%$ | 4 | ${ }_{7}^{29}$ | ${ }_{4 \%}^{9}$ | ${ }_{7 \%}^{43}$ |
|  |  |  | ${ }_{8}^{6 \%}$ | 2\% | ${ }_{80}{ }^{278 \%}$ | \% |  |  | нrkwo | ${ }_{\text {Ho }}^{\text {¢\% }}$ | ${ }_{\text {\% }}^{50}$ | \%0 | ¢0 | ${ }_{\text {muxweora }}^{\text {20\% }}$ |  | ${ }_{\text {но }}{ }^{\text {4\% }}$ | ${ }_{\text {Hmo }}$ |  | ${ }_{\text {R1X }}^{88}$ | ${ }_{\text {RNK }}^{6 \%}$ | ${ }_{\text {mox }}$ |  | ${ }_{\text {anx }}^{\text {ar }}$ |  | ${ }_{\text {mix }}^{88}$ | 4\% | ${ }_{\text {arx }}$ |  |  |
| The iberal demo | ¢ $\begin{gathered}51 \\ 5 \%\end{gathered}$ | ${ }_{2 \%}^{6}$ | ${ }^{11}$ | 25 $38 \%$ 3\% | ${ }_{2 \%}^{2 \%}$ | ${ }^{31}$ | 10 | ${ }_{3}^{6}$ | 33 $6 \%$ | 21 | 16 $4 \%$ | 44 | : | 23 $9 \%$ | 3\% | ${ }^{3}$ | 28 | (12) | 29\% | ¢ ${ }_{\text {16}}^{6 \%}$ | ${ }_{4 \%}^{20}$ | 8\% | 31 | $\stackrel{2}{1 \%}$ | 35 $7 \%$ | ${ }_{2 \%}^{2 \%}$ | 28 | ${ }_{3 \%}^{6}$ | (34 |
|  |  |  |  | ${ }_{\text {ece }}$ |  | ${ }_{6}$ |  | m | mo | mo | m | Hummora |  | нınop | ${ }^{\prime}$ | ${ }^{2} \cdot$ | mo | $\times$ |  |  |  | $\times$ | $\times$ |  | $\times$ |  | $\times$ |  |  |
| The Soctish National Party (SNP) | 20 20 | : | : | - |  |  | : |  |  | ${ }^{3}$ | ${ }^{10}$ | : | ${ }_{2} 9$ |  | ${ }^{2}$ | - | 14 $3 \%$ | : | ${ }_{3 \%}^{17}$ | ${ }^{3}$ | ${ }^{10}$ | 1 | ${ }^{13}$ | : | ${ }^{15}$ | : | ${ }^{13}$ | : | ${ }^{18}$ |
|  |  |  |  | : | ${ }_{\text {8eco }}^{177}$ |  |  |  | ${ }_{\text {нй }}^{3 \%}$ |  | ${ }_{\text {H0 }}^{2 \%}$ |  | ${ }_{\text {H0 }}^{2 \%}$ | ${ }_{\text {Hulo }}^{\text {4\% }}$ |  | : | ${ }_{\text {\% }}$ |  | ${ }_{\substack{\text { er } \\ \text { er }}}$ |  | 2\% |  | 3\% |  | ${ }_{\text {er }}^{\text {er }}$ | : | 3\% |  | ${ }_{6}^{3 \%}$ |
| Plaid cymu | $\stackrel{2}{ }$ | : | ${ }_{1}^{1 \%}$ | . | ${ }_{1 \%}^{1 \%}$ | 1. | $\stackrel{1}{ }$ |  | ? | - | $\stackrel{1}{ }$ | : | $\stackrel{1}{ }$ | : |  | . | $\stackrel{1}{ }$ | - | ? | , | $\stackrel{1}{ }$ |  | $\stackrel{2}{ }$ |  | $\stackrel{2}{ }$ | - | ? | - | ? |
| Another party |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | ${ }_{1 \%}^{14}$ | 1\% | . | 1\% | ${ }_{5 \%}$ | 2\% | 1\% | 2\% | 1\% | 1. | 2\% | ${ }_{1 \%}$ | 1\% | ${ }_{1 \%}^{3}$ | 3\% | ${ }_{4}^{5}$ | ${ }_{1 \%}^{4}$ | 2\% | ${ }_{1 \%}^{5}$ | ${ }_{1 \%}^{2}$ | ${ }_{2 \%}^{8}$ | $\stackrel{1}{ }$ | ${ }_{2 \%}$ | ${ }_{1 \%}^{2}$ | ${ }_{1 \%}^{6}$ | ${ }_{2 \%}^{2}$ | 1\% | ${ }_{3 \%}^{6}$ | ${ }_{1 \%}^{4}$ |
| Different parties are betere on different policies |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | \% | 10\% | 6\% | 8\% | 9\% | 6\% | $12 \%$ | 6\% | 9\% | 6\% | 10\% | 9\% | \% | 6\% | 9\% | 6\% | ${ }^{8 \%}$ | 9\% | 10\% | 4\% | ${ }^{11 \%}$ | 7\% | \% | 7\% | ${ }^{11 \%}$ | 4\% | 8\% | ${ }^{11 \%}$ | 8\% |
| None ofthese | ${ }^{125}$ |  | ${ }^{13}$ |  |  | ${ }^{26}$ |  | 7 |  |  |  | ${ }^{6}$ |  |  |  |  |  | ${ }_{56}^{11}$ |  | ${ }^{6}$ |  |  |  |  |  |  |  | ${ }^{22}$ | ${ }^{62}$ |
|  | 12\% | ${ }^{11 \%}$ | 5\% | 4\% | \% | 7\% | ${ }^{12 \%}$ | 3\% | $\begin{gathered} \text { 13\% } \\ \text { Hunp } \end{gathered}$ | 4\% | $\begin{gathered} 19 \% \\ \text { HIJLNPQ } \end{gathered}$ | 3\% | $\begin{aligned} & \text { cov } \\ & \text { Huxp } \end{aligned}$ | 5\% | $\begin{gathered} \text { 17\% } \\ \text { Hived } \end{gathered}$ | 3\% | $\begin{gathered} \text { 12\% } \\ \text { Hunv } \end{gathered}$ | 5\% |  | 2\% | $\begin{gathered} 18 \% \\ \text { RSTVWXYZa } \end{gathered}$ | 5\% | $\begin{aligned} & { }_{\text {raver }} \end{aligned}$ | $\underset{\text { avv }}{\text { pow }}$ |  | 4\% |  | 11\% | 10\% |
| Don'tkow | 176 | ${ }^{3}$ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 17\% | 10\% | 10\% | 14\% | 10\% | ${ }^{13 \%}$ | 11\% | 3\% | $12 \%$ | 6\% | 12\% | 7\% | 9\% | 7\% | 6\% | ${ }^{6 \%}$ | 9\% | 10\% | 14\% | 7\% | $11 \%$ | 5\% | $10 \%$ | 4\% | 12\% | 3\% | 9\% | 5\% | 17\% |


[^0]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos Terms and Conditions.

