

Ipsos Political Monitor - December 2023

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Table 1
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Likelihood to vote (General Election)									Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
Total (W'td)		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absolut-ely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-iority	Definitely decided	May change mind	Total		
1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008			
1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008			
740	662	531	502	627	613	588	547	16	361	367	194	238	308	68	126	108	130	118	190	84	206	219	148	167	425	315	654	75	312	395	764			
182	166	127	119	158	150	142	130	1	95	85	32	53	97	11	21	23	30	32	65	37	50	52	51	30	102	80	169	12	82	92	180			
25%	25%	24%	24%	25%	24%	24%	24%	8%	26%	23%	16%	22%	32%	16%	17%	21%	23%	29%	27%	34%	44%	24%	24%	34%	18%	24%	25%	26%	26%	23%	24%			
302	262	219	209	255	252	241	228	5	133	166	99	95	109	33	66	45	49	42	66	23	82	91	49	80	173	129	258	42	147	148	331			
41%	40%	41%	42%	41%	41%	41%	42%	34%	37%	45%	51%	40%	35%	49%	53%	42%	38%	36%	35%	28%	40%	41%	33%	48%	41%	41%	39%	56%	47%	37%	43%			
93	86	71	71	84	84	82	74	4	38	51	13	43	37	7	6	20	22	13	24	11	33	22	17	21	55	38	82	7	31	54	92			
13%	13%	13%	14%	13%	14%	14%	13%	24%	11%	14%	7%	18%	12%	10%	5%	19%	17%	11%	13%	13%	16%	10%	12%	12%	13%	12%	12%	10%	10%	14%	12%			
19	17	15	15	17	16	16	15	1	8	11	3	7	9	2	1	1	6	5	4	2	5	8	4	2	13	6	19	*	9	10	24			
3%	3%	3%	3%	3%	3%	3%	3%	7%	2%	3%	1%	3%	3%	2	1	1%	5%	4%	2%	2%	2%	4%	3%	1%	3%	2%	3%	*	3%	2%	3%			
2	1	1	1	2	1	1	1	-	1	1	1	-	1	1	-	-	-	1	*	-	1	*	-	1	1	1	2	-	1	1	3			
*	*	*	*	*	*	*	*	-	*	*	1%	-	*	1%	-	-	-	*	*	-	*	*	-	1%	*	*	*	*	*	*	*	*		
59	55	46	41	52	51	49	47	1	26	31	21	22	16	9	12	12	10	10	6	3	17	29	4	9	46	13	50	7	11	47	63			
8%	8%	9%	8%	8%	8%	8%	9%	8%	7%	8%	11%	9%	5%	13%	9%	11%	7%	8%	3%	3%	8%	13%	3%	5%	11%	4%	8%	9%	4%	12%	8%			
10	5	4	3	6	6	5	4	-	4	6	5	2	3	2	2	*	2	*	3	1	3	2	4	1	5	5	8	2	3	7	12			
1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	2%	1%	1%	4%	2%	*	2%	*	2%	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	2%	2%			
1	1	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1	*	1	-	1	*		
*	*	*	*	*	*	*	*	8%	*	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	1%	*	*	*	*	*	*	*		
1	1	-	-	-	-	-	-	-	1	*	1	-	-	1	*	-	-	-	-	-	-	*	-	1	*	1	-	1	*	1	*	2		
*	*	-	-	-	-	-	-	-	*	*	1%	-	-	1%	*	-	-	-	-	-	-	*	*	-	*	*	-	1%	*	*	*	*		
1	1	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	*	1	*	1	-	1	-	1	2		
*	*	-	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-	1%	-	-	*	-	-	*	*	*	*	*	*	*	*	*		
46	46	39	34	43	42	42	39	-	35	11	5	10	31	1	4	5	5	13	18	7	9	11	16	11	20	26	45	2	16	29	42			
6%	7%	7%	7%	7%	7%	7%	7%	-	10%	3%	3%	4%	10%	2%	3%	5%	4%	11%	9%	9%	4%	5%	11%	6%	5%	8%	7%	2%	5%	7%	5%			
23	20	10	9	10	10	10	10	2	19	4	14	5	4	1	13	1	4	*	4	1	6	4	2	11	10	13	21	2	9	6	12			
3%	3%	2%	2%	2%	2%	2%	2%	11%	5%	1%	7%	2%	1%	2%	10%	1%	3%	*	2%	1%	3%	2%	1%	6%	2%	4%	3%	3%	3%	2%	2%			
-120	-96	-92	-90	-96	-102	-100	-98	-4	-37	-81	-67	-42	-11	-22	-45	-23	-19	-10	-1	13	-32	-39	2	-51	-71	-49	-89	-30	-64	-55	-151			
-16%	-15%	-17%	-18%	-15%	-17%	-17%	-18%	-26%	-10%	-22%	-35%	-17%	-4%	-32%	-36%	-21%	-15%	-9%	*	16%	-16%	-18%	1	-30%	-17%	-16%	-14%	-40%	-21%	-14%	-20%			
108	58	37	31	51	50	45	40	22	43	65	47	34	28	26	21	22	12	12	16	8	26	28	24	30	54	54	85	23	-	-	90			
11%	7%	6%	6%	7%	7%	7%	7%	16%	9%	13%	16%	10%	7%	23%	12%	13%	7%	8%	7%	8%	10%	10%	12%	12%	10%	12%	10%	18%	-	-	9%			
143	52	8	9	16	12	10	9	92	74	68	39	60	44	13	26	33	28	23	21	14	36	29	32	47	64	79	119	23	-	3	132			
14%	7%	1%	2%	2%	2%	2%	2%	70%	15%	13%	14%	18%	11%	12%	15%	20%	16%	15%	9%	13%	13%	10%	16%	19%	12%	17%	14%	18%	-	1%	13%			
16	13	8	9	11	11	9	9	2	9	7	5	5	7	5	-	2	3	2	4	1	2	6	4	5	7	9	13	4	-	-	21			
2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	4	-	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	3%	-	-	2%			
1	1	1	1	1	1	1	1	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-	1			
*	*	*	*	*	*	*	*	-	-	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	*	-	-	*		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qual- ifications	Other qual- ifications	Degree +	
	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
	740	182	302	93	254	556	436	353	386	76	376	222	275	238	497	170	227	183	92	634	68	260	222	61	119	142	351	247	764
	182	182	-	-	-	-	182	78	104	14	86	55	79	46	135	43	54	58	15	163	12	149	5	1	4	45	93	44	180
25%	100%	-	-	-s	-	-	42%	22%	27%	18%	23%	25%	29%	19%	27%	25%	24%	32%	16%	26%	18%	57%	2%	2s	4%	32%	27%	18%	24%
	302	-	302	-	-	302	-	151	152	41	146	83	94	122	177	77	91	62	48	260	24	52	168	17	33	56	120	127	331
41%	100%	-	100%	-s	-	54%	-	43%	39%	54%	39%	37%	34%	51%	36%	45%	40%	34%	52%	41%	35%	20%	76%	27s	27%	39%	34%	51%	43%
	93	-	-	93	93	93	93	41	52	5	52	31	36	26	67	18	26	33	9	82	7	14	16	39	39	10	51	32	92
13%	-	-	-	100s	37%	17%	21%	12%	13%	7%	14%	14%	13%	11%	13%	11%	11%	18%	10%	13%	11%	5%	7%	64s	33%	7%	14%	13%	12%
	19	-	-	-	19	19	19	9	10	3	10	6	8	5	14	-	*	-	2	2	17	-	*	-	14	1	12	6	24
3%	-	-	-	-s	7%	3%	4%	3%	3%	4%	3%	3%	3%	2%	3%	-	*	-	2%	*	25%	-	*	-s	12%	1%	3%	3%	3%
	2	-	-	-	2	2	2	1	1	1	1	-	1	1	1	-	2	-	-	-	-	-	-	-	1	-	1	1	3
*	-	-	-	-s	1%	*	*	*	1	1%	*	-	*	*	*	-	1%	-	-	-	-	-	-	-s	1%	-	*	*	*
	59	-	-	-	59	59	59	30	28	7	32	22	22	15	44	15	22	14	4	53	3	6	26	3	16	11	22	26	63
8%	-	-	-	-s	23%	11%	13%	9%	7%	9%	8%	10%	8%	6%	9%	9%	10%	8%	5%	8%	4%	2%	12%	5s	14%	8%	6%	10%	8%
	10	-	-	-	10	10	10	3	7	1	3	2	4	4	6	3	4	2	2	10	-	1	2	1	2	1	8	1	12
1%	-	-	-	-s	4%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	-	*	1%	2s	2%	1%	2%	*	2%
	1	-	-	-	1	1	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	1	-	1
	1	-	-	-s	1%	*	*	*	*	*	-	-	-	1%	-	-	-	-	*	1	-	-	-	-s	1%	-	1	*	*
	1	-	-	-	-	-	-	1	*	-	1	-	1	-	1	-	-	-	-	-	1	-	*	-	1	-	*	1	2
*	-	-	-	-s	-	-	-	*	*	-	*	-	*	*	*	-	-	-	1%	*	2%	-	*	-s	1%	-	*	*	*
	46	-	-	-	46	46	46	28	18	3	29	12	25	9	37	13	15	10	7	42	1	33	2	-	1	16	22	8	42
6%	-	-	-	-s	18%	8%	11%	8%	5%	4%	8%	5%	9%	4%	7%	7%	7%	5%	8%	7%	2%	13%	1%	-s	1%	11%	6%	3%	5%
	23	-	-	-	23	23	23	11	11	*	19	11	5	7	16	-	12	4	5	20	2	5	1	-	5	2	20	1	12
3%	-	-	-	-s	9%	4%	5%	3%	3%	*	5%	5%	2%	3%	3%	-	5%	2%	5%	3%	3%	2%	1%	-s	4%	1%	6%	1%	2%
	-120	182	-302	0	0	-302	182	-73	-47	-27	-60	-27	-15	-76	-42	-34	-37	-4	-33	-97	-12	98	-163	-15	-28	-10	-27	-83	-151
-16%	100%	100%	-100%	0s	0%	-54%	42%	-21%	-12%	-35%	-16%	-12%	-5%	-32%	-9%	-20%	-16%	-2	-36%	-15%	-17%	38%	-73%	-25s	-24%	-7%	-8%	-34%	-20%
	108	-	-	-	-	-	-	53	55	9	65	35	24	48	59	24	37	24	15	99	7	18	8	2	7	13	67	28	90
11%	-	-	-	-s	-	-	-	11%	10%	9%	13%	12%	7%	13%	9%	10%	12%	11%	11%	11%	8%	6%	3%	3s	5%	7%	13%	9%	9%
	143	-	-	-	-	-	-	64	79	12	74	33	40	68	73	46	43	20	23	125	11	18	19	2	6	36	75	32	132
14%	-	-	-	-s	-	-	-	14%	15%	12%	14%	11%	12%	19%	11%	19%	14%	9%	17%	14%	12%	6%	7%	3s	4%	19%	15%	10%	13%
	16	-	-	-	-	-	-	2	14	3	2	5	4	7	9	1	5	4	4	13	2	4	1	1	1	2	13	1	21
2%	-	-	-	-s	-	-	-	*	3%	3%	*	2%	1%	2%	1%	1%	2%	2%	3%	2%	2%	1%	1%	1s	1%	1%	2%	*	2%
	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1	1
*	-	-	-	-s	-	-	-	*	-	-	*	-	-	-	-	-	-	-	1	*	-	-	*	-s	-	-	-	*	*

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Respondent Type : GB Adults, General Public 18+ - Telephone
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Table 3

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

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

Total (W'td)	Likelihood to vote (General Election)								Gender		Age														Social Class						Ethnicity		Decided to vote for?		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	Total				
621	621	621	570	621	621	621	621	-	313	299	91	206	324	31	60	104	102	130	194	88	194	225	101	101	419	202	552	61	284	271	621				
584	584	584	533	584	584	584	584	-	295	279	112	200	272	32	81	97	102	106	166	73	187	167	118	113	353	231	530	46	254	265	621				
531	531	531	488	531	531	531	531	-	269	251	104	181	246	29	75	87	93	94	152	65	164	153	110	103	317	214	484	37	253	262	569				
127	127	127	116	127	127	127	127	-	63	62	11	40	76	3	8	18	23	23	53	29	36	31	38	22	67	59	122	3	68	56	126				
24%	24%	24%	24%	24%	24%	24%	24%	-s	23%	25%	10% s	22%	31%	10% s	11% s	20%	24%	24%	35%	44% s	22%	21%	34%	21%	21%	28%	25%	9% s	27%	21%	22%				
219	219	219	203	219	219	219	219	-	107	109	57	74	88	14	44	38	36	33	54	20	73	63	33	50	136	83	197	20	126	89	251				
41%	41%	41%	42%	41%	41%	41%	41%	-s	40%	43%	55% s	41%	36%	47% s	58% s	44%	39%	35%	36%	30% s	45%	41%	30%	49%	43%	39%	41%	54% s	50%	34%	44%				
71	71	71	68	71	71	71	71	-	29	38	7	34	30	2	4	16	18	13	17	7	27	17	13	13	45	26	63	4	21	43	71				
13%	13%	13%	14%	13%	13%	13%	13%	-s	11%	15%	6% s	19%	12%	8% s	6% s	18%	19%	14%	11%	11% s	17%	11%	12%	12%	14%	12%	13%	9% s	8%	17%	12%				
15	15	15	15	15	15	15	15	-	7	8	1	6	7	-	1	*	6	4	3	1	5	5	4	1	9	5	14	*	8	7	19				
3%	3%	3%	3%	3%	3%	3%	3%	-s	3%	3%	1% s	4%	3%	-s	1% s	*	7%	5%	2%	2% s	3%	3%	4%	1%	3%	3%	3%	1% s	3%	3%	3%				
1	1	1	1	1	1	1	1	-	1	*	-	1	-	-	-	-	-	1	*	-	1	*	-	-	1	-	1	-	1	-	2				
*	*	*	*	*	*	*	*	-s	*	*	-s	-	*	-s	-s	-	-	1%	*	-s	*	*	-	-	*	-	*	-s	*	-	*				
46	46	46	40	46	46	46	46	-	22	22	17	16	13	7	10	9	7	8	5	2	14	22	4	6	36	9	38	6	10	36	50				
9%	9%	9%	8%	9%	9%	9%	9%	-s	8%	9%	16% s	9%	5%	26% s	13% s	10%	7%	8%	3%	2% s	9%	14%	3%	6%	11%	4%	8%	15% s	4%	14%	9%				
4	4	4	3	4	4	4	4	-	2	2	-	1	3	-	-	-	1	*	2	-	1	2	1	-	2	1	3	*	1	2	6				
1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	-s	1%	1%	-s	-s	-	1%	*	2%	-s	1%	1%	1%	-	1%	1%	1%	1% s	*	1%	1%				
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
-	-	-	-	-	-	-	-	-s	-	-	-s	-	-	-s	-s	-	-	-	-	-s	-	-	-	-	-	-	-	-s	-	-	-				
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
-	-	-	-	-	-	-	-	-s	-	-	-s	-	-	-s	-s	-	-	-	-	-s	-	-	-	-	-	-	-	-s	-	-	-				
39	39	39	34	39	39	39	39	-	31	9	4	8	27	1	3	5	3	12	15	6	6	9	16	8	15	24	38	2	16	23	36				
7%	7%	7%	7%	7%	7%	7%	7%	-s	11%	4%	4% s	4%	11%	4% s	4% s	6%	3%	13%	10%	9% s	4%	6%	14%	8%	5%	11%	8%	4% s	6%	9%	6%				
10	10	10	9	10	10	10	10	-	8	2	7	1	2	1	6	1	-	*	2	1	1	4	1	4	5	5	8	2	4	6	8				
2%	2%	2%	2%	2%	2%	2%	2%	-s	3%	1%	7% s	1%	1%	4% s	8% s	1%	-	*	1%	1% s	1%	3%	1%	4%	2%	2%	2%	6% s	2%	2%	1%				
-92	-92	-92	-87	-92	-92	-92	-92	0	-44	-47	-46	-34	-12	-11	-36	-21	-14	-11	-1	9	-37	-31	5	-29	-69	-24	-75	-17	-58	-33	-125				
-17%	-17%	-17%	-18%	-17%	-17%	-17%	-17%	0% s	-16%	-19%	-45% s	-19%	-5%	-37% s	-47% s	-23%	-15%	-11%	-1%	14% s	-23%	-20%	5%	-28%	-22%	-11%	-16%	-45% s	-23%	-13%	-22%				
37	37	37	28	37	37	37	37	-	18	19	8	14	15	3	5	9	5	10	6	6	17	11	3	6	28	9	31	6	-	-	35				
6%	6%	6%	5%	6%	6%	6%	6%	-s	6%	7%	7% s	7%	6%	9% s	6% s	9%	5%	5%	6%	8% s	9%	6%	2%	5%	8%	4%	6%	12% s	-	-	6%				
8	8	8	8	8	8	8	8	-	4	4	-	2	6	-	-	-	2	5	1	1	3	1	3	1	4	4	7	1	-	3	5				
1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	-s	1%	2%	-s	-s	-	2%	5%	1%	2% s	2%	*	2%	1%	1%	2%	1%	2% s	-	1%	1%				
8	8	8	8	8	8	8	8	-	3	5	-	3	5	-	1	2	2	3	1	2	2	2	2	4	4	7	1	-	-	-	11				
1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	2%	-s	2%	2%	-s	-s	1%	2%	2%	2%	1% s	1%	1%	2%	2%	1%	2%	1%	3% s	-	-	2%				
1	1	1	1	1	1	1	1	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1				
*	*	*	*	*	*	*	*	-s	-	*	1% s	-	-	-s	1% s	-	-	-	-	-	*	-	-	-	*	-	-	1% s	*	-	-	*			

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

Ipsos Political Monitor - December 2023

13 Dec 2023

Table 4

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

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

Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
	Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work- ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +		
621	126	251	71	192	443	318	283	338	117	226	214	276	121	490	134	193	134	78	500	82	205	219	68	127	94	264	263	621	
584	127	219	71	185	404	312	281	303	54	296	188	242	149	431	136	187	132	65	491	64	215	195	53	103	111	252	221	621	
531	127	219	71	185	404	312	258	273	50	267	167	220	140	387	119	167	126	60	446	59	198	186	51	98	103	223	205	569	
127 24%	127 100%	-	-	-	-	127 41%	49 19%	78 28%	8 16%	58 22%	40 24%	67 30%	19 14%	106 27%	29 24%	42 25%	36 28%	8 13%	109 25%	20 11%	118 60%	1 1%	3 3%	3 3%	34 33%	61 28%	32 15%	126 22%	
219 41%	-	219 100%	-	-	219 54%	-	113 44%	107 39%	29 58%	102 38%	68 41%	74 34%	75 53%	142 37%	57 48%	70 42%	42 33%	29 48%	185 41%	21 36%	35 18%	142 76%	17 32%	30 31%	39 38%	72 32%	109 53%	251 44%	
71 13%	-	-	71 100%	71 38%	71 17%	71 23%	29 11%	42 15%	4 8%	39 15%	25 15%	29 13%	16 12%	54 14%	11 9%	18 11%	28 22%	8 12%	63 14%	6 11%	12 6%	15 8%	30 60%	31 32%	7 7%	38 17%	26 13%	71 12%	
15 3%	-	-	-	15 8%	15 4%	15 5%	6 2%	9 3%	2 4%	8 3%	5 3%	7 3%	3 2%	12 3%	-	*	-	-	*	14 24%	-	*	-	12 12%	-	9 4%	6 3%	19 3%	
1 *	-	-	-	1 *	1 *	1 *	1 *	*	-	1 *	-	1 *	-	1 *	-	1 1%	-	-	-	-	-	-	-	1 1%	-	*	*	1 *	2 *
46 9%	-	-	-	46 25%	46 11%	46 15%	27 11%	18 7%	3 6%	27 10%	17 10%	19 9%	10 7%	36 9%	11 9%	17 10%	11 9%	4 7%	42 9%	2 4%	3 2%	24 13%	3 5%	13 14%	7 7%	17 7%	22 11%	50 9%	
4 1%	-	-	-	4 2%	4 1%	4 1%	1 *	3 1%	1 3%	*	-	2 1%	1 1%	2 1%	2 1%	2 1%	1 *	-	4 1%	-	*	1 1%	-	1 1%	1 1%	2 1%	1 *	6 1%	
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-s	-	-	-s	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-s	-	-	-s	-	-	-	-	-	-
39 7%	-	-	-	39 21%	39 10%	39 13%	24 9%	15 5%	3 5%	24 9%	11 7%	19 9%	9 7%	30 8%	9 8%	14 8%	8 6%	7 12%	35 8%	1 2%	27 14%	2 1%	-	1 -s	16 16%	16 7%	8 4%	36 6%	
10 2%	-	-	-	10 5%	10 2%	10 3%	8 3%	2 1%	*	8 3%	1 1%	2 1%	7 5%	3 1%	-	3 2%	1 1%	5 8%	8 2%	1 2%	2 1%	1 *	-	5 5%	-	9 4%	1 1%	8 1%	
-92 -17%	127 100%	-219 -100%	0 0%	0 0%	-219 -54%	127 41%	-64 -25%	-29 -11%	-21 -41%	-44 -16%	-29 -17%	-7 -3%	-56 -40%	-36 -9%	-28 -24%	-28 -17%	-6 -5%	-21 -34%	-76 -17%	-10 -17%	83 42%	-140 -76%	-15 -30%	-27 -28%	-5 -5%	-10 -5%	-77 -38%	-125 -22%	
37 6%	-	-	-	-	-	-	21 7%	16 5%	3 5%	20 7%	15 8%	16 7%	6 4%	31 7%	11 8%	15 8%	5 4%	3 5%	33 7%	2 3%	12 6%	5 3%	2 3%	4 4%	3 3%	20 8%	13 6%	35 6%	
8 1%	-	-	-	-	-	-	2 1%	6 2%	-	7 2%	3 2%	4 2%	1 *	7 2%	5 4%	1 1%	-	-	6 1%	2 3%	1 1%	3 1%	-	2 2%	4 3%	3 1%	1 *	5 1%	
8 1%	-	-	-	-	-	-	1 *	7 2%	2 3%	1 *	3 2%	2 1%	2 2%	6 1%	1 1%	3 2%	1 1%	1 1%	5 1%	2 3%	4 2%	1 *	-	-	2 2%	5 2%	1 *	11 2%	
1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 1%	1 *	-	-	1 *	-	-	-	-	-	1 *	

Fieldwork dates : Friday 1st to Thursday 7th December 2023

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

Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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Ipsos Political Monitor - December 2023

Page 5

Table 5

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

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	Total		
1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008			
1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008			
129	117	90	80	115	108	100	91	1	67	61	27	41	61	9	18	17	24	19	42	25	36	39	36	19	75	54	119	9	76	51	125			
13%	15%	15%	15%	16%	16%	15%	15%	1%	14%	12%	10%	12%	16%	8%	10%	10%	14%	13%	18%	23%	13%	14%	17%	7%	14%	12%	14%	7%	24%	13%	12%			
257	225	198	188	225	224	217	204	5	112	140	84	89	83	27	57	44	45	32	51	17	76	78	41	63	153	103	221	34	144	110	280			
25%	29%	34%	34%	32%	33%	33%	34%	4%	23%	28%	30%	26%	21%	25%	33%	27%	26%	21%	22%	16%	28%	28%	20%	25%	28%	23%	25%	27%	46%	28%	28%			
69	64	54	55	65	65	63	57	1	32	34	13	33	23	7	6	20	13	7	16	8	26	16	12	16	42	27	63	6	30	36	70			
7%	8%	9%	10%	9%	10%	10%	9%	1%	7%	7%	5%	10%	6%	6%	4%	12%	8%	4%	7%	8%	10%	6%	6%	6%	8%	6%	7%	5%	9%	9%	7%			
17	15	12	12	15	14	14	12	1	6	11	3	6	8	2	1	1	5	4	4	2	5	7	3	1	12	5	17	*	9	8	20			
2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	3%	2%	2%	2%	3%	2%	1%	2%	1%	2%	*	3%	2%	2%			
1	1	1	1	1	1	1	1	-	1	*	-	-	1	-	-	-	-	1	*	-	1	*	-	-	1	-	1	-	1	-	2			
*	*	*	*	*	*	*	*	-	*	*	-	-	-	-	-	-	-	*	*	-	*	*	-	-	*	-	*	-	*	-	*			
44	42	36	31	39	39	39	36	1	19	23	11	19	14	6	5	9	10	8	6	3	9	24	2	9	34	11	39	3	10	34	48			
4%	5%	6%	6%	5%	6%	6%	6%	1%	4%	5%	4%	6%	4%	5%	3%	6%	6%	5%	3%	3%	3%	9%	1%	3%	6%	2%	4%	2%	3%	9%	5%			
10	5	4	3	5	5	5	4	-	4	6	5	2	3	2	2	*	2	*	2	-	3	2	4	1	5	5	8	2	2	7	11			
1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	2%	1%	*	1%	*	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%			
1	1	-	-	-	-	-	-	-	1	*	1	-	-	1	*	-	-	-	-	-	-	*	-	1	*	1	-	1	*	1	2			
*	*	-	-	-	-	-	-	-	*	*	*	-	-	1%	*	-	-	-	-	-	-	*	-	*	*	*	-	1%	*	*	*			
44	44	39	33	42	41	41	39	-	34	10	5	10	29	1	4	5	5	13	17	6	9	9	16	11	18	26	43	1	16	28	39			
4%	6%	7%	6%	6%	6%	6%	6%	-	7%	2%	2%	3%	8%	1%	2%	3%	3%	8%	7%	6%	3%	3%	8%	4%	3%	6%	5%	1%	5%	7%	4%			
23	20	10	9	10	10	10	10	2	19	4	14	5	4	1	13	1	4	*	4	1	6	4	2	11	10	13	21	2	9	6	12			
2%	3%	2%	2%	1%	1%	2%	2%	1%	4%	1%	5%	1%	1%	1%	8%	1%	2%	*	2%	1%	2%	2%	1%	4%	2%	3%	2%	2%	3%	2%	1%			
228	169	112	109	148	143	130	122	19	103	124	61	61	106	28	34	31	30	46	60	28	63	61	55	48	125	103	189	38	12	102	232			
23%	22%	19%	20%	21%	21%	20%	20%	15%	21%	24%	22%	18%	27%	25%	19%	19%	17%	29%	26%	26%	23%	22%	26%	19%	23%	23%	22%	30%	4%	26%	23%			
133	45	8	9	14	9	9	9	89	71	60	38	57	37	13	26	31	26	16	21	14	32	27	27	47	59	74	112	20	-	3	123			
13%	6%	1%	2%	2%	1%	1%	2%	67%	15%	12%	13%	17%	10%	11%	15%	19%	15%	11%	9%	13%	12%	10%	13%	19%	11%	16%	13%	16%	-	1%	12%			
52	35	19	20	27	27	25	21	13	16	36	23	13	16	16	7	5	9	7	9	3	3	15	11	23	18	35	39	9	2	15	43			
5%	4%	3%	4%	4%	4%	4%	3%	10%	3%	7%	8%	4%	4%	14%	4%	3%	5%	5%	4%	3%	1%	5%	5%	9%	3%	8%	5%	7%	1%	4%	4%			
1	1	1	1	1	1	1	1	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1			
*	*	*	*	*	*	*	*	-	-	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*			
1	1	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	*	1	*	1	-	1	-	2			
*	*	-	-	*	*	-	-	-	*	-	-	-	*	-	-	-	-	1%	-	-	*	-	-	*	*	*	*	*	*	-	*			

Fieldwork dates : Friday 1st to Thursday 7th December 2023

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

Weighted

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Ipsos Political Monitor - December 2023

13 Dec 2023

Table 6

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work- ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Conservative	129 13%	129 71%	-	-	-	-	129 30%	57 12%	72 13%	10 10%	65 13%	41 14%	56 16%	31 9%	97 15%	31 13%	38 12%	39 17%	9 7%	112 13%	12 14%	105 35%	4 2%	1 2%	3 2%	28 14%	67 13%	35 11%	125
Labour	257 25%	-	257 85%	-	-	257 46%	-	132 28%	125 23%	32 32%	130 25%	76 26%	73 21%	107 30%	149 23%	67 28%	79 25%	51 22%	40 30%	223 26%	19 22%	43 14%	148 59%	15 23%	27 21%	34 18%	103 20%	120 39%	280
Liberal Democrats (Lib Dem)	69 7%	-	-	69 75%	69 27%	69 12%	69 16%	34 7%	35 7%	5 5%	37 7%	27 9%	24 7%	19 5%	51 8%	14 6%	17 6%	26 11%	7 5%	63 7%	6 6%	13 4%	11 4%	33 51%	34 25%	3 2%	40 8%	26 9%	70
Scottish National Party (SNP)	17 2%	-	-	-	17 7%	17 3%	17 4%	8 2%	9 2%	3 3%	9 2%	5 2%	7 2%	5 1%	12 2%	-	*	-	2 1%	2 *	15 17%	-	-	-	12 9%	1 *	10 2%	6 2%	20
Plaid Cymru	1 *	-	-	-	1 *	1 *	1 *	1 *	*	-	1 *	-	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	1 1%	-	*	1 *	2 *
Green Party	44 4%	-	-	-	44 17%	44 8%	44 10%	21 4%	24 4%	3 3%	23 5%	15 5%	18 5%	11 3%	34 5%	13 5%	17 5%	10 4%	2 2%	40 5%	3 3%	4 1%	19 7%	2 4%	16 12%	11 6%	17 3%	16 5%	48
UKIP	10 1%	-	-	-	10 4%	10 2%	10 2%	3 1%	6 1%	1 1%	3 1%	2 1%	4 1%	4 1%	6 1%	3 1%	4 1%	2 1%	2 1%	10 1%	-	1 *	2 1%	1 2%	2 2%	1 *	8 2%	1 *	11
Independent candidate	1 *	-	-	-	1 *	1 *	1 *	*	1 *	*	-	-	-	1 *	-	-	-	-	1 1%	1 *	-	-	*	-	1 *	-	1 *	*	2 *
Reform UK/The Brexit Party	44 4%	-	-	-	44 17%	44 8%	44 10%	28 6%	17 3%	3 3%	28 5%	12 4%	24 7%	9 2%	36 6%	13 5%	14 4%	10 4%	7 5%	40 5%	1 2%	32 11%	2 1%	-	1 1%	16 8%	21 4%	7 2%	39
Other	23 2%	-	-	-	23 9%	23 4%	23 5%	11 2%	11 2%	*	19 4%	11 4%	5 1%	7 2%	16 2%	-	12 4%	4 2%	5 3%	20 2%	2 2%	5 2%	1 1%	-	5 4%	2 1%	20 4%	1 *	12
Undecided	228 23%	49 27%	39 13%	16 17%	36 14%	75 13%	85 20%	108 23%	120 22%	29 28%	110 21%	69 24%	80 23%	74 20%	149 23%	55 23%	77 25%	53 23%	31 23%	206 24%	11 13%	72 24%	35 14%	9 15%	22 17%	53 27%	116 23%	59 19%	232
Would not vote	133 13%	-	-	-	-	-	-	59 12%	74 14%	8 8%	70 14%	28 9%	36 11%	68 19%	64 10%	44 18%	41 13%	17 7%	21 16%	115 13%	11 12%	18 6%	16 6%	2 3%	6 4%	33 17%	71 14%	30 10%	123
Refused/Prefer not to answer	52 5%	4 2%	7 2%	8 8%	10 4%	17 3%	14 3%	12 3%	40 8%	6 5%	24 5%	9 3%	15 4%	28 8%	24 4%	3 1%	14 4%	20 9%	9 7%	42 5%	6 7%	7 2%	11 5%	1 2%	2 2%	13 6%	35 7%	5 1%	43
Don't know	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	1 *	-	-	-	-	1 *	1 *
Not stated	1 *	-	-	-	-	-	-	1 *	*	-	1 *	-	1 *	-	1 *	-	-	-	-	-	1 2%	-	*	-	1 1%	-	*	1 *	2 *

Fieldwork dates : Friday 1st to Thursday 7th December 2023

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

Weighted

Source : Ipsos J23-004953-01

* = Less than 0.5%

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

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Table 7

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

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

Total (W'td)	Likelihood to vote (General Election)									Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind				
275	211	139	135	186	180	164	150	21	129	145	66	72	137	34	32	34	38	56	81	38	63	99	56	57	162	113	222	51	15	126	275			
280	204	132	129	175	170	155	143	33	120	160	85	74	122	43	41	35	39	53	69	31	66	76	66	72	142	138	229	47	14	117	275			
53 19%	49 24%	37 28%	39 30%	43 25%	42 25%	42 27%	39 28%	- s	29 24%	24 15%	5 6%	12 16%	36 30%	1 3%	3 8%	6 17%	6 16%	12 23%	24 35%	12 37%	14 22%	13 17%	15 22%	11 15%	27 19%	26 19%	50 22%	3 7%	7 48%	42 36%	55 20%			
46 16%	37 18%	21 16%	20 16%	30 17%	28 16%	25 16%	24 17%	1 2%	20 17%	25 16%	15 18%	6 7%	25 21%	6 13%	9 22%	2 5%	4 10%	10 19%	15 22%	6 20%	6 10%	13 17%	8 13%	18 25%	20 14%	26 19%	37 16%	9 18%	3 20%	38 32%	51 19%			
24 8%	22 11%	16 12%	17 13%	19 11%	19 11%	19 12%	17 12%	3 9%	7 5%	17 11%	- s	9 13%	14 12%	- s	- s	- s	9 24%	6 12%	8 12%	2 7%	7 10%	6 8%	6 9%	5 7%	13 9%	11 8%	19 8%	1 2%	1 8%	18 16%	22 8%			
2 1%	2 1%	2 2%	2 2%	2 1%	2 1%	2 1%	2 2%	- s	1 1%	1 1%	- s	1 2%	1 1%	- s	- s	- s	1 3%	1 2%	- s	- s	- s	1 1%	1 2%	* s	1 1%	1 1%	2 1%	2 1%	- s	- s	2 2%	4 1%		
1 *	-	-	-	1 1%	-	-	-	- s	-	1 1%	1 1%	1 1%	-	1 2%	- s	- s	- s	- s	- s	- s	- s	-	-	-	1 1%	-	1 1%	1 1%	1 1%	- s	-	1 1%	1 *	
14 5%	13 6%	9 7%	10 8%	13 7%	12 7%	10 7%	10 7%	- s	7 6%	8 5%	10 12%	3 4%	2 2%	3 7%	7 17%	3 8%	- s	2 4%	- s	- s	7 11%	5 6%	3 4%	- s	12 8%	3 2%	10 5%	4 9%	1 8%	13 11%	15 5%			
1 *	1 *	-	-	1 *	1 *	-	-	- s	1 *	-	- s	- s	1 *	- s	- s	- s	- s	- s	1 1%	1 2%	- s	- s	1 1%	- s	-	1 1%	1 1%	1 1%	- s	1 4%	-	1 1%	1 *	
1 *	1 1%	-	-	-	-	-	-	1 4%	-	1 1%	-	1 2%	- s	- s	- s	- s	1 3%	- s	- s	- s	- s	- s	- s	2 2%	-	1 1%	1 1%	1 1%	- s	1 9%	-	1 1%	1 *	
-	-	-	-	-	-	-	-	-	-	-	- s	-	-	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	-	-	- s	- s	-	-	-	-	
2 1%	2 1%	1 1%	1 1%	1 *	1 *	1 *	1 *	- s	1 1%	1 1%	-	2 1%	- s	- s	- s	- s	1 1%	1 3%	1 3%	1 3%	- s	2 2%	- s	- s	2 1%	-	1 1%	1 1%	1 1%	1 3%	1 1%	3 1%	3 1%	
-	-	-	-	-	-	-	-	- s	-	-	- s	- s	-	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	-	-	- s	- s	-	-	-	-	
108 39%	58 29%	37 28%	31 24%	51 29%	50 30%	45 29%	40 28%	22 66%	43 36%	65 41%	47 55%	34 46%	28 23%	26 59%	21 52%	22 63%	12 31%	12 22%	16 23%	8 27%	26 39%	28 37%	24 37%	30 42%	54 38%	54 40%	85 37%	23 49%	- -s	- -	90 33%	90 33%		
10 4%	7 3%	-	-	2 1%	2 1%	1 *	-	4 11%	2 8%	8 5%	1 1%	3 4%	7 5%	1 1%	1 4%	2 4%	7 12%	- s	- s	- s	4 6%	1 2%	5 8%	- s	5 7%	5 6%	7 6%	3 7%	- -s	- -	9 3%	9 3%		
16 6%	13 6%	8 6%	9 7%	11 6%	11 7%	9 6%	9 7%	2 7%	9 8%	7 5%	5 6%	5 6%	7 6%	5 11%	2 -s	3 4%	2 5%	4 6%	1 4%	2 3%	6 8%	4 5%	5 7%	7 5%	9 6%	13 6%	4 8%	- -s	- -	21 8%	21 8%			
-	-	-	-	-	-	-	-	- s	-	-	- s	- s	-	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	- s	-	-	-	- s	- -	-	-	-	-	
2 1%	* *	* *	* *	2 1%	2 1%	2 1%	* *	- s	* *	2 1%	2 2%	- s	-	2 4%	1 1%	- s	- s	- s	- s	- s	* *	2 2%	- s	- s	2 1%	-	2 1%	1 1%	- s	2 2%	2 1%	2 1%	2 1%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
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Weighted

Source : Ipsos J23-004953-01

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Ipsos Political Monitor - December 2023

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Table 8

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

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

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work- ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	275	55	51	22	49	100	104	111	164	54	95	83	105	78	188	59	89	63	42	236	22	83	47	14	29	55	146	74	275
Weighted Total	280	53	46	24	47	92	100	120	160	34	133	78	95	102	173	59	91	73	40	248	17	79	46	11	24	65	151	64	275
Conservative	53 19%	53 100%	- -	- -	- -	- -	53 53%	20 17%	33 20%	4 12%	21 15%	14 18%	24 25%	15 15%	38 22%	13 22%	16 18%	18 25%	6 15%	52 21%	- -	44 55%	1 2%	- -	1 5%	18 27%	26 17%	9 14%	55 20%
Labour	46 16%	- -	46 100%	- -	- -	46 50%	- -	19 16%	27 17%	8 25%	16 12%	7 8%	22 23%	15 15%	28 16%	10 18%	13 14%	11 15%	7 19%	37 15%	4 25%	9 11%	20 43%	2 15%	5 21%	21 33%	17 12%	7 11%	51 19%
Liberal Democrats (Lib Dem)	24 8%	- -	- -	24 100%	24 51%	24 26%	24 24%	7 6%	17 11%	* 1%	15 11%	4 6%	12 12%	7 7%	16 9%	4 8%	8 9%	7 10%	2 5%	19 8%	2 11%	1 2%	6 12%	6 54%	6 24%	7 10%	11 7%	6 9%	22 8%
Scottish National Party	2 1%	- -	- -	- -	2 5%	2 2%	2 2%	1 1%	1 1%	1 2%	1 1%	1 1%	1 1%	* 1%	2 1%	- -	- -	- -	- -	- -	2 13%	- -	* 1%	- -	2 8%	- -	2 1%	* 1%	4 1%
Plaid Cymru	1 *	- -	- -	- -	1 2%	1 1%	1 1%	- -	1 1%	1 3%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *
Green Party	14 5%	- -	- -	- -	14 31%	14 16%	14 15%	10 8%	5 3%	4 10%	8 6%	7 8%	4 4%	4 4%	10 6%	3 5%	5 5%	5 7%	2 5%	13 5%	- -	2 3%	7 15%	* 4%	* 2%	- -	5 3%	9 15%	15 5%
UKIP	1 *	- -	- -	- -	1 1%	1 1%	1 1%	- -	1 *	- -	- -	- -	1 1%	- -	1 *	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	1 *
BNP	1 *	- -	- -	- -	1 3%	1 1%	1 1%	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	1 5%	- -	1 7%	- -	1 *
Independent candidate	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Reform UK/The Brexit Party	2 1%	- -	- -	- -	2 4%	2 2%	2 2%	1 1%	1 1%	- -	1 1%	- -	1 1%	* 1%	1 1%	- -	1 2%	- -	* 1%	2 1%	- -	1 2%	- -	- -	- -	- -	1 1%	1 1%	3 1%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Undecided	108 39%	- -	- -	- -	- -	- -	- -	53 44%	55 35%	9 27%	65 49%	35 45%	24 25%	48 47%	59 34%	24 41%	37 41%	24 34%	15 38%	99 40%	7 42%	18 23%	8 18%	2 16%	7 30%	13 20%	67 45%	28 43%	90 33%
Would not vote	10 4%	- -	- -	- -	- -	- -	- -	5 4%	5 3%	4 11%	4 3%	6 7%	4 4%	1 1%	9 5%	3 5%	2 2%	3 4%	2 5%	10 4%	- -	- -	2 5%	- -	- -	3 5%	4 3%	3 4%	9 3%
Prefer not to answer/ Refusal	16 6%	- -	- -	- -	- -	- -	- -	2 2%	14 9%	3 10%	2 1%	5 6%	4 4%	7 7%	9 5%	1 2%	5 6%	4 6%	4 9%	13 5%	2 10%	4 4%	1 3%	1 8%	1 3%	2 4%	13 8%	1 2%	21 8%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	2 1%	- -	- -	- -	2 4%	2 2%	2 2%	2 2%	- -	- -	2 1%	- -	- -	2 2%	- -	- -	* 1%	- -	2 4%	2 1%	- -	- -	- -	* 2%	* 1%	- -	2 1%	* 1%	2 1%

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Table 9

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

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
1 - Absolutely certain not to vote	133	37	-	-	-	-	-	-	133	63	69	42	51	40	20	22	26	25	17	23	11	24	25	30	54	49	84	115	17	9	6	119	
	13%	5%	-	-	-	-	-	-	100%	13%	13%	15%	15%	10%	18%	13%	16%	14%	11%	10%	11%	9%	9%	14%	22%	9%	18%	13%	14%	3%	1%	12%	
2	32	20	-	-	-	-	-	-	-	17	15	22	7	3	6	16	5	2	1	3	2	5	4	4	19	10	23	20	12	3	5	17	
	3%	3%	-	-	-	-	-	-	-	3%	3%	8%	2%	1%	6%	9%	3%	1%	*	1%	2%	2%	1%	2%	7%	2%	5%	2%	10%	1%	1%	2%	
3	29	11	-	-	-	-	-	-	-	11	18	15	5	9	10	5	2	2	4	5	3	6	10	6	7	16	13	20	9	2	11	28	
	3%	1%	-	-	-	-	-	-	-	2%	3%	5%	1%	2%	9%	3%	2%	1%	2%	2%	3%	2%	4%	3%	3%	3%	3%	2%	7%	1%	3%	3%	
4	19	11	-	-	-	-	-	-	-	8	11	10	7	2	5	4	1	6	1	1	*	4	7	6	2	10	8	15	4	2	13	23	
	2%	1%	-	-	-	-	-	-	-	2%	2%	3%	2%	1%	5%	3%	*	4%	*	1%	*	1%	2%	3%	1%	2%	2%	2%	3%	1%	3%	2%	
5	67	34	-	-	-	-	-	-	-	27	41	21	28	19	10	11	13	15	7	12	6	12	20	15	20	32	35	57	9	8	26	67	
	7%	4%	-	-	-	-	-	-	-	6%	8%	7%	8%	5%	9%	6%	8%	9%	5%	5%	5%	5%	7%	7%	7%	8%	6%	8%	7%	8%	2%	7%	7%
6	20	10	-	-	20	-	-	-	-	9	10	11	5	4	5	6	2	3	1	3	1	7	6	3	4	13	7	18	3	1	13	17	
	2%	1%	-	-	3%	-	-	-	-	2%	2%	4%	1%	1%	5%	4%	1%	2%	1%	1%	1%	3%	2%	1%	2%	2%	1%	2%	2%	*	3%	2%	
7	33	28	-	-	33	33	-	-	-	15	18	12	14	8	9	3	7	6	5	2	1	6	13	12	2	19	14	25	8	4	21	34	
	3%	4%	-	-	5%	5%	-	-	-	3%	4%	4%	4%	2%	8%	2%	5%	3%	4%	1%	1%	2%	5%	6%	1%	3%	3%	3%	6%	1%	5%	3%	
8	47	38	-	-	47	47	47	-	-	20	26	18	16	13	6	12	6	10	6	7	5	13	15	5	14	28	19	38	8	14	27	47	
	5%	5%	-	-	7%	7%	7%	-	-	4%	5%	6%	5%	3%	5%	7%	4%	6%	4%	3%	4%	5%	5%	2%	5%	5%	4%	4%	6%	4%	7%	5%	
9	54	51	51	-	54	54	54	54	-	32	22	16	16	22	6	10	9	7	9	12	3	18	20	5	10	39	15	49	5	12	32	54	
	5%	6%	9%	-	8%	8%	8%	9%	-	6%	4%	6%	5%	6%	5%	6%	6%	4%	6%	5%	3%	7%	7%	3%	4%	7%	3%	6%	4%	4%	8%	5%	
10 - Absolutely certain to vote	552	533	533	552	552	552	552	552	-	276	267	107	187	258	31	76	92	95	100	157	71	171	155	117	109	326	226	500	43	254	238	587	
	55%	68%	91%	100%	78%	80%	85%	91%	-	57%	52%	38%	55%	67%	28%	44%	56%	55%	65%	68%	67%	63%	55%	56%	44%	59%	49%	57%	35%	81%	60%	58%	
Don't know	17	12	-	-	-	-	-	-	-	7	11	8	*	9	-	8	*	-	4	5	3	2	3	5	7	5	12	12	6	4	8	11	
	2%	2%	-	-	-	-	-	-	-	1%	2%	3%	*	2%	-	4%	*	-	2%	2%	2%	1%	1%	2%	3%	1%	3%	1%	5%	1%	2%	1%	
Prefer not to answer	4	-	-	-	-	-	-	-	-	3	2	3	1	-	3	*	1	-	-	-	-	-	3	-	2	3	2	3	2	-	-	4	
	*	-	-	-	-	-	-	-	-	1%	*	1%	*	-	3%	*	1%	-	-	-	-	-	1%	-	1%	*	*	*	1%	-	-	*	

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Source : Ipsos J23-004953-01

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Table 10

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
1 - Absolutely certain not to vote	133 13%	1 1%	5 2%	4 4%	10 4%	15 3%	11 2%	60 13%	73 14%	14 14%	67 13%	28 10%	26 7%	78 21%	54 8%	30 12%	47 15%	24 10%	23 17%	115 13%	10 11%	14 5%	8 3%	2 3%	5 4%	37 19%	72 14%	25 8%	119 12%
2	32 3%	4 2%	5 2%	- s	8 3%	13 2%	12 3%	9 2%	23 4%	3 3%	16 3%	11 4%	4 1%	18 5%	15 2%	9 4%	12 4%	5 2%	6 4%	32 4%	-	4 1%	6 3%	- s	-	6 3%	20 4%	6 2%	17 2%
3	29 3%	5 2%	6 2%	1 1%	3 1%	9 2%	7 2%	13 3%	16 3%	2 2%	15 3%	3 1%	10 3%	16 4%	13 2%	5 2%	8 2%	11 5%	4 3%	27 3%	1 1%	4 1%	5 2%	- s	1 *	7 4%	16 3%	6 2%	28 3%
4	19 2%	4 2%	4 1%	- s	6 2%	10 2%	10 2%	10 2%	9 2%	3 3%	8 2%	5 2%	6 2%	7 2%	11 2%	2 1%	7 2%	7 3%	2 1%	15 2%	1 2%	5 2%	2 1%	- s	2 2%	1 1%	15 3%	3 1%	23 2%
5	67 7%	7 4%	18 6%	3 3%	10 4%	28 5%	17 4%	30 6%	37 7%	9 9%	36 7%	24 8%	14 4%	29 8%	38 6%	20 8%	16 5%	15 7%	12 9%	61 7%	5 6%	20 7%	12 5%	1 1%	2 2%	10 5%	44 9%	13 4%	67 7%
6	20 2%	8 5%	2 1%	- s	3 1%	6 1%	12 3%	11 2%	9 2%	4 4%	12 2%	6 2%	4 1%	9 3%	11 2%	8 3%	6 2%	3 1%	1 1%	16 2%	1 1%	5 2%	3 1%	- s	-	1 1%	15 3%	4 1%	17 2%
7	33 3%	8 4%	11 4%	2 2%	5 2%	16 3%	13 3%	20 4%	13 2%	6 6%	20 4%	7 3%	12 4%	14 4%	20 3%	5 2%	10 3%	12 5%	4 3%	30 3%	2 2%	10 3%	9 3%	3 5%	4 3%	3 2%	23 4%	8 2%	34 3%
8	47 5%	12 6%	13 4%	8 8%	16 6%	29 5%	27 6%	23 5%	24 4%	3 3%	26 5%	15 5%	17 5%	15 4%	32 5%	18 7%	10 3%	10 4%	7 5%	44 5%	2 2%	14 5%	8 3%	7 10%	11 8%	6 3%	24 5%	17 6%	47 5%
9	54 5%	11 6%	19 6%	2 3%	15 6%	34 6%	26 6%	32 7%	22 4%	5 4%	34 7%	21 7%	22 6%	10 3%	43 7%	15 6%	12 4%	16 7%	7 5%	49 6%	4 5%	17 6%	12 5%	5 8%	8 6%	9 4%	25 5%	20 7%	54 5%
10 - Absolutely certain to vote	552 55%	119 65%	209 69%	71 77%	174 69%	383 69%	293 67%	259 55%	293 55%	52 52%	271 52%	172 58%	223 65%	152 42%	395 62%	127 53%	184 59%	120 52%	61 45%	463 53%	60 69%	201 67%	182 72%	48 73%	95 72%	107 55%	238 47%	207 67%	587 58%
Don't know	17 2%	3 2%	9 3%	- s	3 1%	11 2%	6 1%	4 1%	13 2%	* *	11 2%	* *	5 1%	12 3%	5 1%	* *	1 *	7 3%	9 6%	16 2%	1 1%	4 1%	3 1%	- s	5 3%	7 3%	11 2%	-	11 1%
Prefer not to answer	4 *	- -	- -	2 2%	2 1%	2 *	2 *	1 *	3 1%	* *	1 *	2 1%	- -	3 1%	2 *	3 1%	- -	2 1%	* *	4 *	- -	- -	2 1%	- s	-	- -	4 1%	* *	4 *

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

Ipsos Political Monitor - December 2023

Table 11
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

13 Dec 2023

Base : All giving a voting intention

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	762	695	569	537	657	644	622	582	20	374	377	159	235	368	68	91	118	117	142	226	102	212	277	130	143	489	273	657	96	339	394	762	
Weighted Total	738	661	531	502	626	612	588	547	16	359	367	194	238	307	68	126	108	130	116	190	84	205	219	148	167	424	315	653	75	311	395	762	
Definitely decided	311	288	253	253	283	282	279	265	9	151	155	57	103	150	20	37	52	51	51	100	48	92	79	62	77	171	139	277	31	311	-	339	
	42%	44%	48%	50%	45%	46%	47%	48%	56% ^s	42%	42%	29%	43%	49%	29% ^s	30% ^s	48%	40%	43%	52%	58%	45%	36%	42%	46%	40%	44%	42%	41% ^s	100%	-	44%	
May change mind	395	347	262	235	327	314	294	267	6	190	198	122	133	140	43	79	55	78	58	82	31	110	134	76	75	244	150	354	38	-	395	394	
	53%	52%	49%	47%	52%	51%	50%	49%	6	53%	54%	63%	56%	46%	63% ^s	63% ^s	51%	60%	50%	43%	37%	54%	61%	51%	45%	58%	48%	54%	50% ^s	-	100%	52%	
Don't know	33	26	16	14	16	16	16	16	2	18	15	15	2	16	5	9	1	1	8	9	5	3	5	10	15	8	25	22	7	-	-	29	
	4%	4%	3%	3%	2%	3%	3%	3%	10% ^s	5%	4%	8%	1%	5%	8% ^s	8% ^s	1%	1%	7%	5%	6%	1%	2%	7%	9%	2%	8%	3%	9% ^s	-	-	4%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 12
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

13 Dec 2023

Base : All giving a voting intention

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- -ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	762	180	331	92	251	582	431	344	418	147	272	245	314	192	559	163	233	175	104	627	87	245	248	73	140	122	345	295	762
Weighted Total	738	182	302	93	254	556	436	353	386	76	376	222	274	238	495	170	227	183	92	634	66	260	222	61	118	142	350	246	762
Definitely decided	311	82	147	31	82	228	164	144	167	30	144	85	129	95	214	71	99	72	30	254	40	106	120	23	51	65	131	115	339
	42%	45%	48%	33%	32%	41%	38%	41%	43%	39%	38%	38%	47%	40%	43%	42%	43%	39%	32%	40%	60%	41%	54%	38%	43%	46%	37%	47%	44%
May change mind	395	92	148	54	155	302	247	200	195	41	217	124	137	131	261	90	120	99	60	350	25	149	93	36	63	65	200	130	394
	53%	51%	49%	58%	61%	54%	57%	57%	50%	53%	58%	56%	50%	55%	53%	53%	53%	54%	65%	55%	37%	57%	42%	59%	54%	46%	57%	53%	52%
Don't know	33	7	8	8	17	26	25	9	24	6	15	13	8	12	21	9	8	12	2	30	2	4	9	2	4	12	19	2	29
	4%	4%	3%	9%	7%	5%	6%	3%	6%	7%	4%	6%	3%	5%	4%	5%	4%	6%	2%	5%	3%	2%	4%	3%	3%	8%	6%	1%	4%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

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

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided		May change mind																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
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Ipsos Political Monitor - December 2023

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Table 14

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

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Satisfied	121	62	20	8	14	34	76	52	68	9	56	28	42	49	70	32	33	35	11	108	10	66	14	3	4	27	66	28	109
	12%	34%	7%	9%	5%	6%	17%	11%	13%	9%	11%	10%	12%	14%	11%	13%	10%	15%	8%	12%	12%	22%	5%	4%	3%	14%	13%	9%	11%
Dissatisfied	822	110	269	82	232	502	342	400	422	85	435	253	276	287	530	192	261	179	116	709	74	218	228	60	124	158	401	264	835
	82%	60%	89%	88%	91%	90%	79%	85%	79%	84%	84%	86%	81%	79%	83%	80%	83%	78%	86%	81%	84%	73%	91%	93%	93%	81%	79%	85%	83%
Don't know	65	10	13	3	8	21	18	21	44	7	27	13	25	26	38	17	20	17	8	55	3	16	9	2	5	9	38	17	64
	6%	5%	4%	3%	3%	4%	4%	4%	8%	7%	5%	4%	7%	7%	6%	7%	6%	7%	6%	6%	4%	5%	4%	3%	4%	5%	8%	6%	6%
Net satisfied	-702	-48	-249	-74	-219	-468	-266	-348	-354	-76	-379	-225	-234	-238	-459	-161	-228	-144	-105	-601	-63	-152	-214	-58	-120	-131	-335	-236	-726
	-70%	-26%	-83%	-79%	-86%	-84%	-61%	-73%	-66%	-76%	-73%	-76%	-68%	-66%	-72%	-67%	-73%	-62%	-78%	-69%	-73%	-51%	-85%	-89%	-90%	-68%	-66%	-76%	-72%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

Ipsos Political Monitor - December 2023

Table 15
RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Satisfied	207 21%	170 22%	132 23%	122 22%	159 23%	154 22%	144 22%	134 22%	19 15%	99 20%	108 21%	50 18%	60 18%	97 25%	18 16%	33 19%	29 18%	31 18%	35 22%	62 27%	35 33%	66 24%	53 19%	48 23%	41 16%	119 22%	89 19%	184 21%	23 18%	74 24%	79 20%	212 21%	
Dissatisfied	693 69%	551 70%	413 71%	398 72%	493 70%	480 70%	461 71%	432 71%	88 67%	348 71%	335 66%	196 69%	245 73%	252 65%	71 63%	125 72%	115 70%	131 76%	105 68%	147 64%	57 54%	182 67%	201 71%	132 64%	179 72%	382 69%	311 68%	595 68%	94 75%	230 74%	290 73%	703 70%	
Don't know	107 11%	65 8%	39 7%	32 6%	54 8%	52 8%	48 7%	40 7%	25 19%	40 8%	65 13%	39 14%	31 9%	37 10%	24 21%	16 9%	21 13%	11 6%	15 10%	22 12%	14 13%	22 8%	27 10%	28 13%	30 12%	50 9%	58 13%	93 11%	9 7%	8 3%	28 7%	93 9%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 16

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

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- -ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Satisfied	207	95	33	21	29	62	124	102	106	19	106	67	81	57	148	55	56	59	23	186	14	114	22	18	22	42	101	64	212
	21%	52%	11%	23%	11%	11%	28%	21%	20%	19%	21%	23%	24%	16%	23%	23%	18%	26%	17%	21%	16%	38%	9%	28%	16%	22%	20%	21%	21%
Dissatisfied	693	74	250	66	213	463	287	330	363	70	359	201	229	258	430	163	223	140	102	594	65	160	213	45	105	127	340	225	703
	69%	41%	83%	70%	84%	83%	66%	70%	68%	69%	69%	68%	67%	71%	67%	68%	71%	60%	75%	68%	75%	53%	85%	70%	79%	66%	67%	73%	70%
Don't know	107	13	19	6	12	31	25	42	66	11	53	26	33	47	59	23	34	32	10	91	8	26	16	1	7	24	64	19	93
	11%	7%	6%	7%	5%	6%	6%	9%	12%	11%	10%	9%	10%	13%	9%	10%	11%	14%	7%	10%	9%	9%	6%	2%	5%	13%	13%	6%	9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

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

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 18
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work- ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qual- ifications	Other qual- ifications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Satisfied	305	40	162	45	66	227	106	145	160	31	138	82	118	103	201	82	85	73	38	262	27	75	115	40	55	50	134	121	315
	30%	22%	53%	49%	26%	41%	24%	31%	30%	31%	27%	28%	35%	28%	31%	34%	27%	31%	28%	30%	31%	25%	46%	61%	41%	26%	27%	39%	31%
Dissatisfied	513	109	102	40	158	260	267	258	254	45	286	155	178	175	333	126	159	108	70	444	50	180	107	20	65	116	254	143	507
	51%	60%	34%	43%	62%	47%	61%	55%	48%	45%	55%	53%	52%	48%	52%	52%	51%	47%	52%	51%	57%	60%	43%	31%	49%	60%	50%	46%	50%
Don't know	190	33	39	8	30	68	63	70	120	24	93	57	47	84	104	33	69	51	27	165	10	45	29	5	13	28	117	45	186
	19%	18%	13%	8%	12%	12%	14%	15%	22%	24%	18%	19%	14%	23%	16%	14%	22%	22%	20%	19%	12%	15%	12%	8%	10%	14%	23%	14%	18%
Net satisfied	-208	-68	60	5	-93	-33	-161	-113	-95	-14	-148	-72	-59	-72	-132	-44	-74	-35	-32	-182	-22	-105	8	20	-11	-66	-119	-22	-192
	-21%	-37%	20%	6%	-36%	-6%	-37%	-24%	-18%	-14%	-29%	-25%	-17%	-20%	-21%	-18%	-24%	-15%	-24%	-21%	-26%	-35%	3%	31%	-8%	-34%	-24%	-7%	-19%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 19
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Satisfied	193	163	136	131	164	160	156	143	9	93	95	43	65	85	19	24	29	36	37	48	25	66	47	33	46	113	80	173	15	73	92	196	
	19%	21%	23%	24%	23%	23%	24%	24%	7%	19%	19%	15%	19%	22%	17%	14%	17%	21%	24%	21%	24%	25%	17%	16%	19%	20%	17%	20%	12%	23%	23%	19%	
Dissatisfied	334	256	179	174	223	220	205	188	67	174	156	83	110	141	27	56	56	54	59	82	39	92	90	60	91	183	151	292	40	110	126	354	
	33%	33%	31%	32%	32%	31%	31%	31%	51%	36%	31%	29%	33%	37%	24%	32%	34%	31%	38%	36%	36%	34%	32%	29%	36%	33%	33%	34%	32%	35%	32%	35%	
Don't know	481	367	270	247	320	306	291	276	57	220	258	159	162	160	66	93	80	82	59	101	43	111	144	114	112	255	226	406	71	130	179	458	
	48%	47%	46%	45%	45%	45%	45%	46%	43%	45%	51%	56%	48%	41%	59%	54%	49%	48%	38%	44%	40%	41%	51%	55%	45%	46%	50%	47%	56%	42%	45%	45%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

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

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qual- ifications	Other qual- ifications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Satisfied	193	24	87	53	64	151	88	76	116	17	93	57	72	60	130	55	56	52	18	172	13	51	66	31	35	31	86	76	196
	19%	13%	29%	57%	25%	27%	20%	16%	22%	17%	18%	19%	21%	16%	20%	23%	18%	22%	13%	20%	15%	17%	26%	48%	26%	16%	17%	25%	19%
Dissatisfied	334	71	72	27	92	164	163	169	165	35	166	101	129	101	230	83	100	64	54	284	33	107	64	24	45	72	163	98	354
	33%	39%	24%	29%	36%	30%	37%	36%	31%	35%	32%	34%	38%	28%	36%	35%	32%	28%	40%	33%	38%	36%	25%	38%	34%	37%	32%	32%	35%
Don't know	481	88	144	13	97	241	185	228	253	48	259	136	142	201	278	103	158	116	64	415	41	142	121	9	53	91	256	134	458
	48%	48%	48%	13%	38%	43%	42%	48%	47%	48%	50%	46%	41%	56%	44%	43%	50%	50%	47%	48%	47%	47%	48%	14%	40%	47%	51%	44%	45%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Page 21

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

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01

*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Page 22

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

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Improve	225	94	47	24	43	90	137	113	112	21	126	74	84	64	159	36	78	73	22	201	16	115	33	17	23	40	121	64	221
	22%	52%	16%	26%	17%	16%	32%	24%	21%	21%	24%	25%	25%	18%	25%	15%	25%	32%	16%	23%	18%	38%	13%	26%	17%	21%	24%	21%	22%
Stay the same	246	43	76	35	78	154	120	124	122	24	142	77	97	69	175	65	64	61	35	216	21	89	56	17	32	46	114	86	247
	24%	23%	25%	38%	31%	28%	28%	26%	23%	23%	27%	26%	28%	19%	27%	27%	21%	26%	26%	25%	24%	30%	22%	26%	24%	24%	23%	28%	25%
Get worse	499	43	167	32	125	292	168	224	275	53	236	131	154	211	285	135	161	90	65	422	47	92	150	30	69	93	257	149	503
	50%	24%	55%	34%	49%	52%	38%	47%	52%	52%	46%	45%	45%	58%	45%	56%	52%	39%	48%	48%	54%	31%	60%	46%	52%	48%	51%	48%	50%
Don't know	38	2	12	2	8	21	11	13	25	4	14	12	7	18	19	5	9	7	13	32	3	4	12	1	9	14	14	10	37
	4%	1%	4%	2%	3%	4%	2%	3%	5%	4%	3%	4%	2%	5%	3%	2%	3%	3%	10%	4%	4%	1%	5%	2%	7%	7%	3%	3%	4%
Net improve	-274	51	-120	-7	-81	-201	-30	-111	-163	-32	-110	-57	-70	-147	-126	-99	-83	-17	-43	-221	-32	24	-117	-13	-46	-52	-136	-85	-282
	-27%	28%	-40%	-8%	-32%	-36%	-7%	-23%	-31%	-32%	-21%	-19%	-20%	-41%	-20%	-41%	-27%	-7%	-32%	-25%	-36%	8%	-47%	-20%	-35%	-27%	-27%	-28%	-28%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

Ipsos Political Monitor - December 2023

Table 23
(DEC20)Q11/(JAN21)Q12 - ECONOMY. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Managing the economy?
Base : All

13 Dec 2023

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
	Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+ 	18-24	25-34	35-44	45-54	55-64	65+ 	75+ 	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	Total	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Good job	234 23%	203 26%	160 27%	150 27%	192 27%	184 27%	172 26%	161 27%	14 11%	123 25%	110 22%	55 19%	85 25%	94 24%	24 22%	31 18%	40 24%	45 26%	36 23%	58 25%	34 32%	63 23%	70 25%	61 30%	40 16%	133 24%	101 22%	204 23%	29 23%	91 29%	99 25%	232 23%
Bad job	683 68%	526 67%	393 67%	373 68%	471 67%	459 67%	441 68%	412 68%	103 78%	327 67%	345 68%	201 70%	228 68%	254 66%	73 65%	128 74%	109 66%	119 69%	108 70%	146 63%	61 57%	189 70%	197 70%	125 60%	172 69%	386 70%	297 65%	590 68%	83 66%	210 67%	270 68%	683 68%
Don't know	91 9%	57 7%	31 5%	29 5%	44 6%	43 6%	40 6%	33 5%	16 12%	36 7%	54 11%	29 10%	24 7%	38 10%	14 13%	15 8%	16 10%	8 5%	10 7%	27 12%	11 11%	17 6%	14 5%	21 10%	38 15%	32 6%	59 13%	77 9%	13 11%	12 4%	29 7%	93 9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 24
(DEC20)Q11/(JAN21)Q12 - ECONOMY. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Managing the economy?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	234	103	42	27	48	91	151	118	116	15	125	68	88	76	156	50	68	75	27	209	14	136	27	14	28	41	128	65	232
	23%	56%	14%	29%	19%	16%	35%	25%	22%	15%	24%	23%	26%	21%	24%	21%	22%	32%	20%	24%	16%	45%	11%	21%	21%	21%	25%	21%	23%
Bad job	683	66	243	59	190	433	256	326	357	76	355	205	229	244	434	168	224	136	90	582	66	142	212	45	94	124	336	224	683
	68%	36%	81%	64%	75%	78%	59%	69%	67%	75%	69%	70%	67%	67%	68%	69%	71%	59%	67%	67%	75%	47%	84%	69%	71%	64%	66%	72%	68%
Don't know	91	14	17	7	16	32	30	30	60	9	37	22	26	41	48	24	21	21	18	80	7	21	12	6	11	29	42	20	93
	9%	8%	5%	7%	6%	6%	7%	6%	11%	9%	7%	7%	8%	11%	8%	10%	7%	9%	13%	9%	8%	7%	5%	10%	8%	15%	8%	6%	9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 25
(DEC20)Q11/(JAN21)Q12 - TAXATION. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Handling taxation and public expenditure?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
	Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Definitely decided	May change mind	Total	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Good job	191	159	124	115	155	150	144	126	8	92	98	49	58	85	23	26	28	30	36	49	29	68	45	48	31	112	79	164	23	81	70	183
	19%	20%	21%	21%	22%	22%	22%	21%	6%	19%	19%	17%	17%	22%	21%	15%	17%	17%	23%	21%	27%	25%	16%	23%	12%	20%	17%	19%	19%	26%	18%	18%
Bad job	714	564	418	401	495	481	459	437	104	346	358	200	246	267	67	133	113	133	108	159	67	184	211	125	194	395	319	616	92	212	289	720
	71%	72%	72%	73%	70%	70%	70%	72%	78%	71%	70%	70%	73%	69%	60%	77%	69%	77%	70%	69%	63%	68%	75%	60%	78%	72%	70%	71%	73%	68%	73%	71%
Don't know	103	62	43	36	56	55	50	43	20	48	53	36	33	34	22	14	23	10	11	23	11	17	26	35	25	43	60	92	10	19	39	105
	10%	8%	7%	7%	8%	8%	8%	7%	15%	10%	10%	13%	10%	9%	20%	8%	14%	6%	7%	10%	11%	6%	9%	17%	10%	8%	13%	11%	8%	6%	10%	10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

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Table 26

(DEC20)Q11/(JAN21)Q12 - TAXATION. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Handling taxation and public expenditure?

Base : All

13 Dec 2023

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	191	76	45	25	40	84	116	99	92	17	107	51	72	67	123	39	53	67	18	168	14	95	32	15	23	38	86	67	183
	19%	42%	15%	27%	16%	15%	27%	21%	17%	17%	21%	17%	21%	18%	19%	16%	17%	29%	13%	19%	16%	32%	13%	23%	17%	20%	17%	22%	18%
Bad job	714	83	236	62	197	433	280	335	379	77	363	212	242	255	454	180	231	146	98	620	60	177	207	43	93	138	354	223	720
	71%	46%	78%	66%	77%	78%	64%	71%	71%	76%	70%	72%	71%	71%	71%	74%	74%	63%	72%	71%	69%	59%	82%	66%	70%	71%	70%	72%	71%
Don't know	103	23	22	6	18	39	40	40	63	7	48	32	29	40	61	23	29	18	19	83	13	28	12	7	17	18	66	19	105
	10%	12%	7%	7%	7%	7%	9%	8%	12%	7%	9%	11%	8%	11%	10%	10%	9%	8%	14%	10%	15%	9%	5%	11%	13%	9%	13%	6%	10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

Ipsos Political Monitor - December 2023

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13 Dec 2023

Table 27
(DEC20)Q11/(JAN21)Q12 - LEVELLING UP. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Reducing inequalities between different regions of the country, also known as 'levelling-up'?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Definitely decided		May change mind
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Good job	136	99	76	71	99	91	84	79	16	61	70	48	44	44	29	19	21	23	17	27	15	33	42	35	26	75	60	116	20	48	52	132
	13%	13%	13%	13%	14%	13%	13%	13%	12%	13%	14%	17%	13%	11%	26%	11%	13%	13%	11%	12%	14%	12%	15%	17%	10%	14%	13%	13%	16%	15%	13%	13%
Bad job	690	567	443	420	514	504	486	455	85	350	331	172	236	281	51	122	102	134	113	167	73	203	198	129	159	401	288	597	82	228	286	709
	68%	72%	76%	76%	73%	73%	74%	75%	64%	72%	65%	61%	70%	73%	46%	70%	62%	78%	73%	72%	69%	75%	71%	62%	64%	73%	63%	68%	65%	73%	72%	70%
Don't know	183	120	65	61	93	91	83	73	32	75	107	64	56	62	32	33	40	16	25	37	19	34	40	44	65	74	108	159	23	37	59	167
	18%	15%	11%	11%	13%	13%	13%	12%	24%	15%	21%	23%	17%	16%	29%	19%	25%	9%	16%	16%	18%	13%	14%	21%	26%	13%	24%	18%	19%	12%	15%	17%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 28
(DEC20)Q11/(JAN21)Q12 - LEVELLING UP. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Reducing inequalities between different regions of the country, also known as 'levelling-up'?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	136	47	28	19	28	57	76	67	69	14	66	34	41	60	75	29	53	33	12	121	9	60	21	7	10	22	78	36	132
	13%	26%	9%	21% ^s	11%	10%	17%	14%	13%	14%	13%	12%	12%	17%	12%	12%	17%	14%	9%	14%	11%	20%	9%	10% ^s	8%	12%	15%	12%	13%
Bad job	690	98	236	62	187	423	285	335	355	68	356	212	251	222	463	172	204	142	105	591	65	184	201	51	109	137	312	240	709
	68%	54%	78%	67% ^s	74%	76%	65%	71%	66%	67%	69%	72%	73%	61%	73%	71%	65%	61%	78%	68%	75%	62%	80%	79% ^s	82%	71%	62%	78%	70%
Don't know	183	37	38	12	38	77	75	72	110	19	96	49	51	79	100	40	56	57	18	159	12	55	28	7	14	34	115	34	167
	18%	20%	13%	13% ^s	15%	14%	17%	15%	21%	19%	19%	17%	15%	22%	16%	17%	18%	24%	13%	18%	14%	18%	11%	11% ^s	10%	17%	23%	11%	17%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 29
(JUL22)Q8. COST OF LIVING. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Dealing with the cost of living?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+ 																	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 30
(JUL22)Q8. COST OF LIVING. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Dealing with the cost of living?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	182	70	32	18	37	69	107	76	106	18	85	50	67	64	117	49	50	61	15	165	7	95	22	10	18	43	99	40	176
	18%	38%	11%	19%	15%	12%	25%	16%	20%	18%	16%	17%	20%	18%	18%	20%	16%	27%	11%	19%	9%	32%	9%	15%	14%	22%	20%	13%	17%
Bad job	777	101	266	65	202	469	303	380	397	80	409	231	253	285	485	180	254	153	116	664	74	185	226	46	105	142	377	258	778
	77%	55%	88%	69%	80%	84%	70%	80%	74%	79%	79%	78%	74%	79%	76%	75%	81%	66%	86%	76%	85%	62%	90%	71%	79%	74%	74%	84%	77%
Don't know	49	12	4	11	14	18	26	18	32	2	24	14	23	13	36	12	10	17	4	42	6	19	3	9	10	9	30	10	54
	5%	6%	1%	12%	6%	3%	6%	4%	6%	2%	5%	5%	7%	3%	6%	5%	3%	7%	3%	5%	6%	6%	1%	14%	8%	4%	6%	3%	5%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 31
(DEC20)Q11/(JAN21)Q12 - BRITAIN'S EXIT. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Handling Britain's relationship with the European Union?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided		May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Good job	241	198	149	138	181	175	168	151	25	126	114	71	80	90	28	42	36	44	37	54	26	71	71	53	46	142	99	205	35	82	104	246	
	24%	25%	26%	25%	26%	25%	26%	25%	19%	26%	22%	25%	24%	23%	25%	24%	22%	25%	24%	23%	24%	26%	25%	25%	18%	26%	22%	24%	28%	26%	26%	24%	
Bad job	586	473	372	358	439	426	407	386	57	288	288	152	200	234	56	96	90	110	97	137	56	165	171	118	133	336	250	506	69	203	248	602	
	58%	60%	64%	65%	62%	62%	62%	64%	43%	59%	57%	53%	59%	61%	50%	56%	55%	64%	62%	59%	53%	61%	61%	57%	53%	61%	55%	58%	55%	65%	62%	60%	
Don't know	181	115	64	56	86	85	77	69	51	73	106	62	57	62	28	35	38	19	22	40	24	34	39	37	71	73	108	160	21	28	45	160	
	18%	15%	11%	10%	12%	12%	12%	11%	38%	15%	21%	22%	17%	16%	25%	20%	23%	11%	14%	17%	23%	13%	14%	18%	28%	13%	24%	18%	17%	9%	11%	16%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 32
(DEC20)Q11/(JAN21)Q12 - BRITAIN'S EXIT. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at ...
Handling Britain's relationship with the European Union?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	241	92	53	23	44	98	136	128	113	24	128	69	94	74	164	61	89	50	27	210	15	125	23	16	26	42	120	78	246
	24%	50%	18%	25%	18%	18%	31%	27%	21%	24%	25%	23%	28%	20%	26%	25%	28%	22%	20%	24%	17%	42%	9%	25%	20%	22%	24%	25%	24%
Bad job	586	68	220	64	175	395	243	271	315	59	302	176	201	206	376	137	162	138	87	498	62	135	199	45	90	121	265	199	602
	58%	37%	73%	69%	69%	71%	56%	57%	59%	58%	58%	60%	59%	57%	59%	57%	52%	60%	65%	57%	71%	45%	79%	69%	68%	63%	52%	65%	60%
Don't know	181	22	29	6	35	63	57	75	107	18	88	50	48	82	98	43	63	43	21	163	11	39	29	4	17	30	120	31	160
	18%	12%	10%	6%	14%	11%	13%	16%	20%	18%	17%	17%	14%	23%	15%	18%	20%	19%	16%	19%	12%	13%	12%	6%	13%	15%	24%	10%	16%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 33
(JULAUG2021)IMPROVENHS. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Improving the National Health Service?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
				Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
		Always usually depends																															
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Good job	137 14%	100 13%	74 13%	69 13%	91 13%	84 12%	82 13%	75 12%	16 12%	75 15%	62 12%	44 15%	30 9%	63 16%	23 20%	173 12%	164 8%	173 10%	155 13%	231 19%	107 25%	270 12%	281 9%	208 22%	249 13%	551 11%	457 17%	871 13%	126 18%	313 17%	397 12%	1008 13%	
Bad job	803 80%	633 81%	469 80%	443 80%	562 80%	549 80%	522 80%	488 81%	110 83%	369 76%	423 83%	222 78%	284 84%	297 77%	79 71%	142 82%	138 84%	147 85%	125 80%	172 74%	72 68%	215 80%	240 85%	149 72%	199 80%	455 83%	348 76%	698 80%	95 76%	239 77%	324 82%	805 80%	
Don't know	68 7%	53 7%	42 7%	40 7%	53 8%	53 8%	49 8%	43 7%	7 5%	43 9%	24 5%	19 7%	23 7%	26 10%	10 9%	9 5%	14 8%	9 5%	10 7%	16 7%	8 7%	23 9%	15 5%	12 6%	18 7%	38 30%	30 7%	59 7%	8 7%	21 7%	25 6%	73 7%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 34
(JULAUG2021)IMPROVENHS. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Improving the National Health Service?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	137 14%	62 34%	25 8%	8 8%	19 7%	44 8%	81 19%	63 13%	74 14%	13 13%	65 13%	35 12%	49 14%	52 14%	84 13%	33 14%	46 15%	43 19%	10 7%	128 15%	5 6%	64 21%	23 9%	1 1%	4 3%	39 20%	72 14%	27 9%	130 13%
Bad job	803 80%	97 53%	266 88%	78 84%	220 87%	486 87%	317 73%	381 80%	422 79%	80 80%	419 81%	243 83%	264 77%	288 80%	508 80%	194 80%	249 80%	169 73%	115 85%	685 79%	76 87%	209 70%	216 86%	59 91%	118 89%	142 73%	401 79%	259 84%	805 80%
Don't know	68 7%	23 12%	11 4%	7 8%	15 6%	26 5%	37 9%	29 6%	39 7%	7 7%	34 7%	16 5%	30 9%	21 6%	46 7%	15 6%	17 6%	20 8%	10 8%	58 7%	6 7%	27 9%	13 5%	5 8%	11 8%	13 7%	32 6%	23 7%	73 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

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Table 35
(JUL/AUG 2021) IMPROVE EDUCATION. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Improving the Education system?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Definitely decided		May change mind
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Good job	176	123	91	87	116	109	104	93	25	74	99	76	50	51	42	34	29	20	15	36	22	32	45	52	47	77	99	150	24	56	69	163
	17%	16%	16%	16%	16%	16%	16%	15%	19%	15%	20%	27%	15%	13%	37%	20%	18%	12%	9%	16%	20%	12%	16%	25%	19%	14%	22%	17%	19%	18%	17%	16%
Bad job	600	486	363	347	438	429	404	380	73	289	303	163	201	236	59	104	86	115	111	125	46	173	184	97	146	357	243	511	81	191	240	621
	60%	62%	62%	63%	62%	62%	62%	63%	55%	59%	60%	57%	60%	61%	52%	60%	53%	67%	72%	54%	43%	64%	65%	47%	59%	65%	53%	59%	65%	61%	61%	62%
Don't know	232	177	130	119	153	149	144	134	35	124	106	46	86	100	12	35	48	38	29	70	39	65	52	59	56	117	115	210	20	65	88	224
	23%	22%	22%	22%	22%	22%	22%	22%	26%	25%	21%	16%	26%	26%	10%	20%	29%	22%	19%	30%	37%	24%	19%	28%	23%	21%	25%	24%	20	21%	22%	22%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 36
(JUL AUG 2021) IMPROVE EDUCATION. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Improving the Education system?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	176 17%	62 34%	33 11%	15 16%	36 14%	69 12%	98 23%	76 16%	100 19%	22 22%	82 16%	49 16%	57 17%	69 19%	105 17%	50 21%	53 17%	48 21%	15 11%	160 18%	10 12%	77 26%	22 9%	7 11%	13 10%	26 14%	98 19%	52 17%	163 16%
Bad job	600 60%	63 34%	216 71%	66 71%	169 67%	385 69%	232 53%	290 61%	310 58%	59 59%	317 61%	193 65%	198 58%	205 57%	391 61%	145 60%	194 62%	122 53%	81 60%	513 59%	58 67%	132 44%	181 72%	49 76%	93 70%	108 56%	294 58%	198 64%	621 62%
Don't know	232 23%	58 32%	54 18%	12 13%	48 19%	102 18%	106 24%	108 23%	124 23%	20 20%	120 23%	54 18%	88 26%	88 24%	141 22%	47 19%	67 21%	61 26%	39 29%	198 23%	19 21%	90 30%	48 19%	9 13%	28 21%	60 31%	114 22%	59 19%	224 22%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 37
(JULAUG2021)CRIME. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Dealing with crime?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided		May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Good job	190	154	114	110	144	137	131	119	16	81	106	63	66	60	28	35	33	34	29	32	16	58	43	52	37	101	89	162	21	63	74	183	
	19%	20%	19%	20%	20%	20%	20%	20%	12%	17%	21%	22%	20%	16%	25%	20%	20%	20%	19%	14%	15%	21%	15%	25%	15%	18%	19%	19%	17%	20%	19%	18%	
Bad job	668	521	389	366	468	456	435	405	91	337	323	169	216	282	65	104	102	115	108	174	75	173	196	118	181	368	299	577	87	209	274	665	
	66%	66%	67%	66%	66%	66%	67%	67%	69%	69%	63%	59%	64%	73%	58%	60%	62%	67%	70%	75%	70%	64%	70%	57%	73%	67%	65%	66%	69%	67%	69%	66%	
Don't know	151	111	82	76	94	94	87	82	25	68	80	53	54	44	19	34	30	24	18	26	16	39	43	38	31	82	69	132	17	40	50	160	
	15%	14%	14%	14%	13%	14%	13%	14%	19%	14%	16%	19%	16%	11%	17%	20%	18%	14%	12%	11%	15%	14%	15%	18%	12%	15%	15%	15%	14%	13%	13%	16%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 38
(JULAUG2021)CRIME. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Dealing with crime?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	190	61	38	24	45	84	106	98	91	21	101	62	59	67	121	54	55	48	15	161	17	75	33	20	29	30	98	62	183
	19%	34%	13%	26%	18%	15%	24%	21%	17%	21%	19%	21%	17%	18%	19%	22%	18%	21%	11%	18%	19%	25%	13%	31%	22%	16%	19%	20%	18%
Bad job	668	102	213	59	183	396	285	306	361	59	345	187	243	236	429	151	210	155	99	586	53	192	183	32	78	141	327	199	665
	66%	56%	71%	64%	72%	71%	65%	65%	68%	58%	67%	63%	71%	65%	67%	63%	67%	67%	73%	67%	60%	64%	73%	50%	59%	73%	65%	65%	66%
Don't know	151	19	51	9	26	77	45	69	82	21	72	46	41	59	87	37	48	28	21	124	18	32	36	12	25	22	81	48	160
	15%	10%	17%	10%	10%	14%	10%	15%	15%	21%	14%	16%	12%	16%	14%	15%	15%	12%	16%	14%	20%	11%	14%	19%	19%	12%	16%	15%	16%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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13 Dec 2023

Table 39
(DEC21)Q10_CLIMATE. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Dealing with climate change?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Definitely decided		May change mind
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Good job	255	197	146	138	185	176	165	152	23	120	134	77	81	98	33	44	41	39	33	64	33	70	81	60	44	151	104	221	34	76	104	233
	25%	25%	25%	25%	26%	26%	25%	25%	17%	25%	26%	27%	24%	25%	30%	25%	25%	23%	22%	28%	31%	26%	29%	29%	18%	27%	23%	25%	27%	24%	26%	23%
Bad job	587	477	371	356	436	426	413	384	71	280	298	153	209	224	53	100	85	124	99	126	51	170	166	104	148	336	251	515	63	203	245	617
	58%	61%	63%	65%	62%	62%	63%	63%	54%	58%	59%	54%	62%	58%	48%	58%	52%	72%	64%	54%	48%	63%	59%	50%	59%	61%	55%	59%	50%	65%	62%	61%
Don't know	166	112	68	58	85	85	75	69	39	86	77	55	47	64	26	29	38	9	23	41	23	30	34	44	57	64	102	135	29	34	48	158
	16%	14%	12%	11%	12%	12%	12%	11%	29	18%	15%	19%	14%	17%	23%	17%	23%	5%	15	18%	22%	11%	12%	21%	23%	12%	22%	15%	23%	11%	12%	16%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 40

13 Dec 2023

(DEC21)Q10_CLIMATE. Since the government under Rishi Sunak was formed in October 2022, do you think the government has done a good or bad job at...
Dealing with climate change?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Good job	255	94	52	15	39	90	132	131	124	23	139	81	86	87	167	57	98	64	23	229	14	137	27	8	17	45	134	76	233
	25%	52%	17%	16%	15%	16%	30%	28%	23%	23%	27%	27%	25%	24%	26%	24%	31%	27%	17%	26%	16%	46%	11%	12%	13%	23%	26%	25%	23%
Bad job	587	58	218	72	190	408	248	270	317	59	303	176	211	196	387	136	178	124	87	496	62	114	191	52	104	103	281	203	617
	58%	32%	72%	78%	75%	73%	57%	57%	59%	59%	59%	60%	61%	54%	61%	56%	57%	54%	64%	57%	71%	38%	76%	81%	78%	53%	56%	66%	61%
Don't know	166	30	32	6	26	58	55	72	93	18	76	38	46	79	84	48	37	44	25	147	12	49	34	5	12	45	91	30	158
	16%	16%	11%	7%	10%	10%	13%	15%	17%	18%	15%	13%	13%	22%	13%	20%	12%	19%	19%	17%	13%	16%	13%	7%	9%	23%	18%	10%	16%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

Ipsos Political Monitor - December 2023

Table 41
(JUL23)Q10LabECONOMY. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at... Managing the economy?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind			
																																Total		
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008		
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008		
Better job	294	256	230	223	260	255	251	241	11	140	146	87	106	101	30	57	52	54	44	58	21	89	86	53	66	175	119	252	36	138	121	310		
	29%	33%	39%	40%	37%	37%	38%	40%	8%	29%	29%	31%	32%	26%	27%	33%	32%	31%	28%	25%	20%	33%	30%	26%	27%	32%	26%	29%	28%	44%	30%	31%		
Worse job	279	241	178	157	211	202	191	181	31	150	126	66	73	140	21	45	32	41	46	94	48	78	78	66	56	157	122	253	24	90	115	284		
	28%	31%	30%	28%	30%	29%	29%	30%	24%	31%	25%	23%	22%	36%	18%	26%	19%	24%	30%	41%	45%	29%	28%	32%	23%	28%	27%	29%	19%	29%	29%	28%		
About the same	346	250	157	150	199	195	181	161	68	170	174	92	129	124	39	53	62	67	62	62	29	79	98	64	105	177	169	299	45	73	133	335		
	34%	32%	27%	27%	28%	28%	28%	27%	51%	35%	34%	32%	38%	32%	35%	30%	38%	39%	40%	27%	27%	29%	35%	31%	42%	32%	37%	34%	36%	23%	34%	33%		
Don't know	89	38	19	22	36	34	30	23	23	27	63	40	29	21	22	18	19	10	3	18	8	23	19	25	22	42	47	68	20	12	28	79		
	9%	5%	3%	4%	5%	5%	5%	4%	17%	5%	12%	14%	9%	5%	19%	10%	11%	6%	2%	8%	8%	9%	7%	12%	9%	8%	10%	8%	16%	4%	7%	8%		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 42

(JUL23)Q10LabECONOMY. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at... Managing the economy?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	294	5	189	41	74	263	78	147	147	39	144	89	85	119	174	68	99	58	40	247	30	36	148	32	53	46	115	134	310
	29%	2%	63%	44%	29%	47%	18%	31%	28%	39%	28%	30%	25%	33%	27%	28%	32%	25%	30%	28%	35%	12%	59%	49%	40%	24%	23%	43%	31%
Worse job	279	131	18	19	69	88	200	132	147	19	147	83	126	67	209	64	93	75	33	257	14	165	13	12	26	66	140	72	284
	28%	72%	6%	20%	27%	16%	46%	28%	27%	19%	28%	28%	37%	19%	33%	26%	30%	32%	25%	29%	16%	55%	5%	19%	20%	34%	28%	23%	28%
About the same	346	40	77	28	93	170	133	162	184	34	184	100	115	127	215	93	93	76	45	289	39	86	77	17	46	66	195	84	335
	34%	22%	25%	30%	37%	31%	30%	34%	34%	34%	36%	34%	33%	35%	34%	39%	30%	33%	33%	33%	45%	29%	31%	26%	35%	34%	39%	27%	33%
Don't know	89	7	18	6	17	36	25	33	56	9	43	22	17	48	40	17	28	23	17	78	4	11	13	4	8	15	55	19	79
	9%	4%	6%	6%	7%	6%	6%	7%	11%	9%	8%	8%	5%	13%	6%	7%	9%	10%	13%	9%	5%	4%	5%	6%	6%	8%	11%	6%	8%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

Ipsos Political Monitor - December 2023

Table 43
(JUL23)Q10LabTAXATION. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Handling taxation and public expenditure?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided		May change mind																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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13 Dec 2023

Table 44
(JUL23)Q10LabTAXATION. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Handling taxation and public expenditure?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	310 31%	10 6%	180 60%	47 51%	88 35%	269 48%	99 23%	146 31%	164 31%	41 41%	150 29%	87 30%	100 29%	121 33%	187 29%	78 32%	89 28%	68 29%	45 33%	263 30%	30 35%	40 14%	144 57%	36 55%	61 46%	53 27%	125 25%	133 43%	330 33%
Worse job	277 28%	121 66%	19 6%	15 17%	69 27%	88 16%	190 44%	141 30%	137 26%	24 24%	147 28%	91 31%	123 36%	62 17%	214 34%	67 28%	92 29%	71 31%	28 21%	248 28%	19 22%	164 55%	20 8%	13 20%	24 18%	52 27%	153 30%	72 23%	281 28%
About the same	343 34%	43 23%	90 30%	25 27%	85 33%	175 31%	127 29%	160 34%	183 34%	31 31%	189 37%	97 33%	103 30%	140 39%	200 31%	82 34%	101 32%	78 34%	50 37%	293 34%	33 38%	82 27%	74 30%	14 22%	44 33%	66 34%	195 39%	83 27%	322 32%
Don't know	77 8%	9 5%	14 5%	5 5%	11 5%	25 5%	20 5%	27 6%	51 9%	4 4%	32 6%	20 7%	17 5%	39 11%	37 6%	15 6%	31 10%	15 7%	12 9%	67 8%	5 5%	13 5%	13 5%	1 2%	3 2%	23 12%	33 7%	21 7%	75 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 45
(JUL23)Q10LabLEVELLINGUP. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Reducing inequalities between different regions of the country, also known as 'levelling-up'?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 46
(JUL23)Q10LabLEVELLINGUP. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Reducing inequalities between different regions of the country, also known as 'levelling-up'?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	384 38%	33 18%	204 67%	54 58%	107 42%	311 56%	140 32%	199 42%	185 35%	45 45%	203 39%	123 42%	130 38%	128 35%	253 40%	88 37%	119 38%	89 38%	54 40%	332 38%	34 39%	84 28%	150 60%	40 62%	70 52%	55 28%	165 33%	164 53%	417 41%
Worse job	154 15%	72 40%	7 2%	10 10%	35 14%	42 7%	107 25%	66 14%	88 16%	11 11%	71 14%	40 14%	61 18%	52 14%	101 16%	37 15%	59 19%	32 14%	19 14%	137 16%	8 9%	80 27%	7 3%	8 13%	15 12%	38 20%	78 15%	38 12%	147 15%
About the same	379 38%	65 36%	78 26%	27 29%	95 38%	174 31%	160 37%	175 37%	204 38%	35 35%	205 40%	115 39%	124 36%	137 38%	239 38%	102 42%	104 33%	94 41%	41 31%	325 37%	39 44%	117 39%	77 31%	13 19%	39 29%	79 41%	218 43%	82 27%	356 35%
Don't know	91 9%	13 7%	14 5%	3 3%	16 6%	30 5%	29 7%	34 7%	57 11%	10 10%	38 7%	17 6%	28 8%	45 12%	45 7%	15 6%	32 10%	17 7%	21 15%	77 9%	7 8%	17 6%	17 7%	4 6%	9 7%	21 11%	45 9%	25 8%	88 9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 47
(JUL23)Q10LabCOSTLIVING. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Dealing with the cost of living?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Better job	367 36%	302 38%	260 45%	247 45%	302 43%	290 42%	282 43%	270 45%	19 14%	179 37%	179 35%	116 41%	137 41%	114 29%	39 35%	77 45%	69 42%	69 40%	44 28%	70 30%	24 22%	113 42%	96 34%	73 35%	86 34%	209 38%	159 35%	327 37%	38 30%	149 48%	173 43%	380 38%
Worse job	201 20%	174 22%	127 22%	115 21%	153 22%	152 22%	140 21%	131 22%	23 17%	109 22%	91 18%	38 13%	53 16%	109 28%	16 14%	23 13%	31 19%	22 13%	37 24%	72 31%	38 36%	47 18%	57 20%	51 25%	45 18%	105 19%	96 21%	175 20%	25 20%	70 22%	82 21%	202 20%
About the same	364 36%	273 35%	175 30%	169 31%	219 31%	212 31%	201 31%	180 30%	70 53%	166 34%	195 38%	103 36%	122 36%	139 36%	39 35%	64 37%	48 29%	74 43%	68 44%	71 31%	34 32%	91 34%	112 40%	63 30%	98 39%	204 37%	161 35%	308 35%	50 40%	87 28%	123 31%	356 35%
Don't know	75 7%	37 5%	22 4%	22 4%	32 5%	32 5%	30 5%	25 4%	21 16%	32 7%	44 9%	27 10%	24 7%	24 6%	18 16%	9 5%	16 10%	8 4%	6 4%	18 8%	11 10%	18 7%	16 6%	21 10%	21 8%	34 6%	42 9%	62 7%	13 10%	7 2%	20 5%	70 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 48
(JUL23)Q10LabCOSTLIVING. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same...
Dealing with the cost of living?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	367 36%	24 13%	216 71%	43 46% s	88 35%	304 55%	112 26%	188 40%	180 34%	48 48%	185 36%	113 38%	113 33%	138 38%	226 35%	97 40%	124 40%	61 26%	51 38%	309 35%	35 40%	67 22%	152 61%	32 50% s	59 44%	46 24%	161 32%	161 52%	380 38%
Worse job	201 20%	95 52%	15 5%	9 10% s	45 18%	60 11%	140 32%	93 20%	108 20%	16 16%	95 18%	55 19%	83 24%	60 17%	138 22%	47 20%	63 20%	57 25%	25 19%	185 21%	8 10%	122 41%	13 5%	5 7% s	15 11%	59 31%	101 20%	41 13%	202 20%
About the same	364 36%	58 32%	58 19%	39 42% s	108 43%	167 30%	166 38%	170 36%	194 36%	32 32%	209 40%	112 38%	129 38%	122 34%	241 38%	81 34%	103 33%	104 45%	39 29%	312 36%	37 43%	98 33%	74 29%	25 39% s	53 40%	63 32%	205 41%	96 31%	356 35%
Don't know	75 7%	6 3%	13 4%	1 1% s	13 5%	26 5%	18 4%	23 5%	52 10%	5 5%	29 6%	15 5%	17 5%	42 12%	33 5%	15 6%	24 8%	10 4%	19 14%	65 7%	7 8%	12 4%	11 4%	2 4% s	6 4%	26 13%	39 8%	11 4%	70 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 49
(JUL23)Q10LabBRITAINSEXIT. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Handling Britain's relationship with the European Union?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Better job	331	280	241	235	275	267	262	249	19	169	153	80	120	131	22	58	59	61	59	72	23	103	96	58	75	199	132	289	37	146	143	370
	33%	36%	41%	43%	39%	39%	40%	41%	14%	35%	30%	28%	36%	34%	20%	33%	36%	36%	38%	31%	21%	38%	34%	28%	30%	36%	29%	33%	29%	47%	36%	37%
Worse job	204	181	137	124	162	158	148	139	23	117	87	43	60	102	11	32	32	28	37	65	37	54	55	54	42	108	96	183	20	70	84	191
	20%	23%	23%	23%	23%	23%	23%	23%	17%	24%	17%	15%	18%	26%	10%	18%	19%	16%	24%	28%	34%	20%	20%	26%	17%	20%	21%	21%	16%	22%	21%	19%
About the same	368	266	169	157	219	211	197	178	66	163	202	123	125	119	60	64	54	71	50	69	33	88	114	65	102	201	167	316	48	86	131	351
	36%	34%	29%	29%	31%	31%	30%	29%	49%	33%	40%	43%	37%	31%	53%	37%	33%	41%	33%	30%	31%	32%	40%	31%	41%	37%	36%	36%	38%	27%	33%	35%
Don't know	105	59	37	36	50	50	46	40	26	38	67	39	31	35	19	20	19	12	9	26	14	26	16	31	31	42	62	83	21	11	39	96
	10%	7%	6%	6%	7%	7%	7%	7%	19%	8%	13%	14%	9%	9%	17%	11%	12%	7%	6%	11%	14%	10%	6%	15%	12%	8%	14%	10%	16%	3%	10%	10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 50
(JUL23)Q10LabBRITAINSEXIT. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Handling Britain's relationship with the European Union?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	331 33%	24 13%	180 60%	44 47% ^s	93 36%	273 49%	116 27%	170 36%	161 30%	43 43%	170 33%	98 33%	117 34%	115 32%	215 34%	85 35%	95 30%	73 32%	45 33%	279 32%	33 38%	51 17%	146 58%	40 61% ^s	66 50%	43 22%	136 27%	152 49%	370 37%
Worse job	204 20%	91 50%	22 7%	10 11% ^s	47 18%	69 12%	138 32%	101 21%	103 19%	16 15%	107 21%	59 20%	83 24%	60 17%	142 22%	53 22%	62 20%	54 23%	26 19%	194 22%	9 11%	134 45%	9 4%	5 7% ^s	16 12%	58 30%	100 20%	45 15%	191 19%
About the same	368 36%	58 32%	78 26%	31 34% ^s	92 36%	170 31%	150 34%	166 35%	202 38%	35 35%	196 38%	109 37%	112 33%	142 39%	221 35%	80 33%	126 40%	85 37%	42 31%	309 35%	35 41%	97 32%	73 29%	17 27% ^s	42 31%	67 35%	213 42%	88 28%	351 35%
Don't know	105 10%	10 6%	22 7%	8 8% ^s	23 9%	44 8%	33 7%	36 8%	68 13%	7 7%	46 9%	29 10%	30 9%	45 12%	59 9%	23 10%	31 10%	19 8%	22 16%	90 10%	9 11%	18 6%	23 9%	3 5% ^s	9 7%	25 13%	56 11%	24 8%	96 10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 51
(JUL23)Q10LabIMPROVENHS. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Improving the National Health Service?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+ 	18-24	25-34	35-44	45-54	55-64	65+ 	75+ 	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Better job	434	365	292	272	345	337	324	301	30	215	209	137	151	145	44	93	78	73	63	82	30	133	133	74	94	266	167	380	50	160	199	454
	43%	46%	50%	49%	49%	49%	50%	50%	22%	44%	41%	48%	45%	38%	39%	54%	48%	42%	41%	36%	28%	49%	47%	35%	38%	48%	37%	44%	40%	51%	50%	45%
Worse job	151	129	94	92	114	114	104	97	22	73	77	33	48	70	12	21	26	22	20	50	23	30	45	43	34	75	77	134	16	58	53	148
	15%	16%	16%	17%	16%	17%	16%	16%	17%	15%	15%	12%	14%	18%	10%	12%	16%	13%	13%	22%	21%	11%	16%	20%	14%	14%	17%	15%	13%	19%	13%	15%
About the same	341	251	172	160	206	196	188	178	63	167	172	89	104	148	39	50	40	65	65	83	46	86	89	61	104	175	166	293	42	81	127	332
	34%	32%	29%	29%	29%	29%	29%	29%	47%	34%	34%	31%	31%	38%	35%	29%	24%	37%	42%	36%	43%	32%	32%	29%	42%	32%	36%	34%	33%	26%	32%	33%
Don't know	82	41	26	28	41	40	37	30	18	31	51	27	33	23	18	9	20	12	7	16	8	20	14	30	17	34	48	64	18	13	17	74
	8%	5%	4%	5%	6%	6%	6%	5%	14%	6%	10%	9%	10%	6%	16%	5%	12%	7%	4%	7%	8%	8%	5%	15%	7%	6%	10%	7%	14%	4%	4%	7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Page 52

Table 52
(JUL23)Q10LabIMPROVENHS. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Improving the National Health Service?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	434 43%	30 16%	221 73%	53 57%	122 48%	343 62%	152 35%	215 45%	219 41%	49 49%	225 44%	139 47%	146 43%	148 41%	285 45%	117 49%	132 42%	89 38%	58 43%	376 43%	38 43%	88 29%	173 69%	42 64%	70 52%	61 32%	192 38%	180 58%	454 45%
Worse job	151 15%	77 42%	2 1%	8 9%	35 14%	38 7%	112 26%	67 14%	84 16%	12 12%	70 14%	45 15%	54 16%	51 14%	100 16%	33 14%	55 18%	34 15%	21 16%	139 16%	8 10%	88 29%	9 3%	5 8%	14 10%	42 22%	81 16%	29 9%	148 15%
About the same	341 34%	62 34%	70 23%	28 30%	84 33%	154 28%	146 34%	155 33%	186 35%	30 29%	182 35%	89 30%	125 36%	122 34%	214 33%	76 32%	98 31%	92 40%	43 32%	292 34%	32 37%	104 35%	60 24%	14 22%	45 34%	74 38%	187 37%	80 26%	332 33%
Don't know	82 8%	13 7%	9 3%	4 4%	12 5%	22 4%	25 6%	36 8%	46 9%	10 10%	40 8%	21 7%	18 5%	42 12%	39 6%	15 6%	29 9%	17 7%	13 9%	64 7%	9 10%	20 7%	9 4%	4 6%	4 3%	17 9%	46 9%	20 6%	74 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 53
(JUL23)Q10LabIMPREEVEEDUCATION. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at... Improving the Education system?
Base : All

13 Dec 2023

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+ 	18-24	25-34	35-44	45-54	55-64	65+ 	75+ 	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Better job	368	313	267	258	306	299	292	278	17	172	188	115	131	122	36	79	65	66	56	66	26	113	103	65	87	217	151	317	48	159	163	385
	37%	40%	46%	47%	43%	44%	45%	46%	13%	35%	37%	40%	39%	32%	33%	45%	39%	38%	36%	29%	24%	42%	37%	31%	35%	39%	33%	36%	38%	51%	41%	38%
Worse job	152	133	94	91	116	114	104	96	15	72	79	35	49	68	12	23	27	22	21	47	23	39	48	36	29	87	65	133	17	57	60	150
	15%	17%	16%	17%	16%	17%	16%	16%	11%	15%	16%	12%	14%	18%	11%	13%	16%	13%	14%	20%	21%	14%	17%	17%	11%	16%	14%	15%	14%	18%	15%	15%
About the same	383	291	191	171	234	223	214	194	73	202	177	102	117	164	41	61	50	67	66	98	47	89	108	73	113	197	186	335	43	80	146	380
	38%	37%	33%	31%	33%	33%	33%	32%	55%	42%	35%	36%	35%	42%	37%	35%	30%	39%	42%	42%	44%	33%	39%	35%	45%	36%	41%	38%	34%	26%	37%	38%
Don't know	105	50	33	32	50	50	44	37	28	40	65	33	40	33	22	10	23	17	12	20	11	29	21	34	21	50	55	87	17	16	28	93
	10%	6%	6%	6%	7%	7%	7%	6%	21%	8%	13%	11%	12%	8%	20%	6%	14%	10%	8%	9%	11%	11%	8%	16%	9%	9%	12%	10%	14%	5%	7%	9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 54
(JUL23)Q10LabIMPREOVEEDUCATION. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Improving the Education system?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	368 37%	24 13%	214 71%	50 54% s	90 35%	304 55%	114 26%	190 40%	179 33%	41 41%	192 37%	124 42%	112 33%	129 36%	236 37%	83 35%	111 36%	86 37%	55 41%	314 36%	32 37%	67 22%	157 63%	42 64% s	61 46%	51 26%	161 32%	156 51%	385 38%
Worse job	152 15%	73 40%	6 2%	6 6% s	41 16%	47 8%	114 26%	72 15%	80 15%	15 15%	74 14%	40 14%	60 18%	50 14%	101 16%	37 15%	56 18%	30 13%	22 17%	142 16%	6 7%	94 31%	7 3%	4 7% s	14 11%	38 20%	75 15%	39 13%	150 15%
About the same	383 38%	75 41%	68 23%	31 33% s	102 40%	170 31%	176 40%	172 36%	211 39%	38 38%	198 38%	107 36%	140 41%	133 37%	247 39%	96 40%	110 35%	95 41%	43 32%	330 38%	39 45%	112 37%	72 29%	15 24% s	51 38%	84 43%	210 42%	89 29%	380 38%
Don't know	105 10%	10 6%	14 5%	7 7% s	21 8%	35 6%	32 7%	40 8%	65 12%	6 6%	54 10%	23 8%	30 9%	50 14%	54 8%	24 10%	36 11%	20 9%	15 11%	85 10%	10 11%	26 9%	15 6%	3 5% s	7 6%	21 11%	59 12%	24 8%	93 9%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 55
(JUL23)Q10LabCRIME. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Dealing with crime?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Better job	248 25%	195 25%	158 27%	155 28%	181 26%	179 26%	174 27%	165 27%	17 13%	105 22%	137 27%	72 25%	90 27%	86 22%	25 23%	46 27%	45 28%	41 26%	45 20%	20 18%	67 25%	66 23%	38 18%	77 31%	133 24%	115 25%	217 25%	29 23%	116 37%	95 24%	258 26%	
Worse job	188 19%	162 21%	121 21%	113 21%	152 22%	144 21%	135 21%	122 20%	20 15%	96 20%	91 18%	43 15%	51 15%	93 24%	14 13%	29 17%	27 17%	24 14%	31 20%	62 27%	32 30%	48 18%	49 18%	46 22%	44 18%	98 18%	90 20%	168 19%	19 15%	59 19%	84 21%	179 18%
About the same	468 46%	373 47%	266 46%	247 45%	318 45%	310 45%	296 45%	277 46%	68 52%	246 51%	216 42%	134 47%	156 46%	177 46%	54 48%	80 46%	69 42%	87 51%	76 49%	102 44%	43 40%	129 48%	145 52%	91 44%	103 41%	273 50%	194 42%	397 46%	63 51%	121 39%	185 47%	474 47%
Don't know	105 10%	55 7%	38 6%	37 7%	55 8%	54 8%	48 7%	42 7%	28 21%	40 8%	65 13%	35 12%	39 12%	30 8%	18 16%	17 10%	23 14%	16 9%	8 5%	23 10%	13 12%	26 10%	21 7%	33 16%	26 10%	47 8%	58 13%	90 10%	14 11%	17 5%	33 8%	97 10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 56
(JUL23)Q10LabCRIME. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Dealing with crime?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- -ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	248 25%	9 5%	154 51%	26 28%	57 23%	211 38%	67 15%	107 23%	141 26%	30 30%	120 23%	71 24%	72 21%	105 29%	142 22%	65 27%	77 25%	46 20%	39 29%	216 25%	22 25%	32 11%	114 45%	22 33%	38 28%	43 22%	113 22%	92 30%	258 26%
Worse job	188 19%	85 47%	9 3%	9 10%	51 20%	60 11%	136 31%	87 18%	100 19%	16 16%	99 19%	53 18%	72 21%	62 17%	125 20%	47 19%	57 18%	44 19%	33 25%	176 20%	7 8%	110 37%	11 4%	6 9%	17 13%	44 23%	100 20%	44 14%	179 18%
About the same	468 46%	77 42%	123 41%	50 54%	121 48%	244 44%	198 45%	235 50%	233 44%	46 46%	247 48%	147 50%	167 49%	149 41%	314 49%	106 44%	146 46%	122 53%	49 36%	398 46%	46 53%	142 47%	111 44%	34 53%	65 49%	86 44%	239 47%	142 46%	474 47%
Don't know	105 10%	11 6%	16 5%	8 8%	25 10%	41 7%	36 8%	44 9%	61 11%	9 9%	51 10%	24 8%	32 9%	47 13%	56 9%	24 10%	34 11%	20 9%	15 11%	81 9%	13 14%	16 5%	16 6%	3 5%	14 10%	21 11%	54 11%	30 10%	97 10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 57
(JUL23)Q10LabCLIMATE. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Dealing with climate change?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided		May change mind
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Better job	286	243	210	201	235	230	223	215	9	138	140	98	93	95	32	66	41	52	46	49	19	86	84	49	67	170	117	242	38	117	128	311	
	28%	31%	36%	36%	33%	34%	34%	36%	7%	28%	28%	35%	28%	25%	29%	38%	25%	30%	30%	21%	18%	32%	30%	24%	27%	31%	25%	28%	30%	38%	32%	31%	
Worse job	162	137	105	100	131	127	122	109	16	91	71	39	50	73	12	27	30	20	24	48	17	40	38	47	37	78	83	144	16	53	73	150	
	16%	17%	18%	18%	19%	19%	19%	18%	12%	19%	14%	14%	15%	19%	11%	15%	18%	12%	16%	21%	16%	15%	14%	22%	15%	14%	18%	17%	13%	17%	18%	15%	
About the same	456	343	227	209	285	273	256	236	80	210	241	116	164	175	48	68	75	89	71	104	51	121	137	85	112	259	197	396	58	123	168	450	
	45%	44%	39%	38%	40%	40%	39%	39%	60%	43%	47%	41%	49%	45%	43%	39%	46%	52%	46%	45%	48%	45%	49%	41%	45%	47%	43%	45%	46%	39%	42%	45%	
Don't know	105	63	42	42	55	55	53	45	28	47	57	31	30	44	19	12	19	11	13	30	19	22	22	27	34	44	61	89	13	19	28	97	
	10%	8%	7%	8%	8%	8%	8%	7%	21%	10%	11%	11%	9%	11%	17%	7%	11%	6%	9%	13%	18%	8%	8%	13%	14%	8%	13%	10%	11%	6%	7%	10%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - December 2023

Table 58
(JUL23)Q10LabCLIMATE. And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...
Dealing with climate change?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup -ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Better job	286	21	162	36	80	242	101	142	144	38	146	93	95	98	188	71	82	60	44	243	29	43	131	33	56	37	129	121	311
	28%	12%	54%	38% ^s	31%	43%	23%	30%	27%	38%	28%	32%	28%	27%	29%	29%	26%	26%	33%	28%	33%	14%	52%	51% ^s	42%	19%	25%	39%	31%
Worse job	162	74	16	12	42	58	116	83	79	16	82	54	54	49	109	42	52	40	21	150	6	90	8	11	18	44	81	37	150
	16%	40%	5%	13% ^s	16%	10%	27%	17%	15%	16%	16%	18%	16%	14%	17%	18%	17%	17%	16%	17%	7%	30%	3%	17% ^s	14%	23%	16%	12%	15%
About the same	456	69	112	42	112	224	181	206	250	39	243	127	161	164	288	101	148	112	50	387	46	139	97	19	48	83	245	128	450
	45%	38%	37%	45% ^s	44%	40%	41%	43%	47%	39%	47%	43%	47%	45%	45%	42%	47%	48%	37%	44%	52%	46%	39%	29% ^s	36%	43%	48%	42%	45%
Don't know	105	18	13	3	21	33	39	43	62	7	47	21	32	50	53	27	31	20	19	91	6	28	15	2	11	30	52	23	97
	10%	10%	4%	3% ^s	8%	6%	9%	9%	12%	7%	9%	7%	9%	14%	8%	11%	10%	9%	14%	10%	7%	9%	6%	3% ^s	8%	15%	10%	8%	10%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 59

(DEC23)Q11. Autumn Statement - Based on what you know or have heard about these changes, do you think that, taking everything into account, you will personally be paying more or less tax next year, or about the same, than you paid this year?

Base : All

13 Dec 2023

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Much more	93	60	42	44	56	54	53	47	17	43	44	19	43	31	10	9	20	23	15	16	9	19	21	14	40	40	53	74	18	27	33	96
	9%	8%	7%	8%	8%	8%	8%	8%	13%	9%	9%	7%	13%	8%	9%	5%	12%	14%	10%	7%	9%	7%	7%	7%	16%	7%	12%	9%	14%	9%	8%	10%
A little more	233	185	129	118	163	155	144	133	26	129	102	69	61	103	22	48	31	30	38	65	32	84	61	41	47	145	88	195	38	78	86	246
	23%	24%	22%	21%	23%	23%	22%	22%	20%	26%	20%	24%	18%	27%	19%	28%	19%	17%	25%	28%	30%	31%	22%	20%	19%	26%	19%	22%	30%	25%	22%	24%
About the same	407	334	250	243	298	290	277	256	55	193	212	99	137	171	37	62	60	76	67	104	49	114	127	98	68	241	166	364	36	123	176	412
	40%	42%	43%	44%	42%	42%	42%	42%	42%	40%	42%	35%	41%	44%	33%	36%	37%	44%	43%	45%	46%	42%	45%	47%	27%	44%	36%	42%	29%	40%	44%	41%
A little less	139	107	93	87	109	108	103	97	5	74	65	60	52	27	23	38	26	26	17	10	2	36	48	36	18	85	54	115	22	40	68	122
	14%	14%	16%	16%	15%	16%	16%	16%	3%	15%	13%	21%	15%	7%	20%	22%	16%	15%	11%	4%	2%	14%	17%	17%	7%	15%	12%	13%	18%	13%	17%	12%
Much less	3	3	2	2	2	2	2	2	-	2	2	-	*	3	-	-	*	-	1	2	-	1	2	*	*	2	1	3	-	3	1	6
	*	*	*	*	*	*	*	*	-	*	*	-	*	1%	-	-	*	-	*	1%	-	*	1%	*	*	*	*	*	*	1%	*	1%
Don't know	69	54	34	28	41	41	38	35	13	30	37	21	29	18	5	17	21	8	5	14	3	11	14	13	30	26	43	60	8	17	20	59
	7%	7%	6%	5%	6%	6%	6%	6%	10%	6%	7%	8%	9%	5%	4%	10%	13%	5%	3%	6%	3%	4%	5%	6%	12%	5%	9%	7%	7%	5%	5%	6%
I don't currently pay tax	64	42	33	31	37	36	36	34	17	16	47	16	14	34	16	-	5	9	13	21	12	4	9	7	45	13	51	60	3	24	13	67
	6%	5%	6%	6%	5%	5%	6%	6%	13%	3%	9%	6%	4%	9%	14%	-	3%	5%	8%	9%	11%	2%	3%	3%	18%	2%	11%	7%	3%	8%	3%	7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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

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13 Dec 2023

Table 60

(DEC23)Q11. Autumn Statement - Based on what you know or have heard about these changes, do you think that, taking everything into account, you will personally be paying more or less tax next year, or about the same, than you paid this year?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Much more	93 9%	14 8%	31 10%	7 8%	20 8%	51 9%	34 8%	39 8%	53 10%	7 7%	42 8%	30 10%	27 8%	34 9%	57 9%	33 14%	32 10%	11 5%	13 10%	85 10%	4 5%	22 7%	24 10%	3 5%	10 8%	22 11%	48 10%	22 7%	96 10%
A little more	233 23%	44 24%	76 25%	19 20%	49 19%	125 22%	93 21%	117 25%	116 22%	23 23%	120 23%	65 22%	92 27%	76 21%	157 25%	55 23%	69 22%	61 26%	30 22%	206 24%	18 21%	71 24%	57 23%	25 38%	37 28%	40 21%	115 23%	78 25%	246 24%
About the same	407 40%	81 44%	103 34%	48 51%	125 49%	228 41%	206 47%	189 40%	218 41%	37 37%	214 41%	107 36%	155 45%	141 39%	263 41%	92 38%	121 39%	96 42%	57 42%	342 39%	42 48%	133 44%	100 40%	31 47%	57 43%	78 40%	205 41%	124 40%	412 41%
A little less	139 14%	25 14%	52 17%	8 9%	31 12%	82 15%	55 13%	100 21%	39 7%	22 22%	98 19%	52 18%	34 10%	52 14%	86 13%	31 13%	47 15%	36 16%	18 14%	125 14%	7 8%	50 17%	37 15%	1 2%	13 10%	17 9%	61 12%	61 20%	122 12%
Much less	3 *	1 1%	* *	* s	2 1%	2 *	3 1%	1 *	2 *	* *	1 *	* *	3 1%	- -	3 1%	- -	2 1%	- -	- -	* *	1 1%	2 1%	- -	* 1%	1 1%	- -	2 *	1 *	6 1%
Don't know	69 7%	11 6%	17 6%	5 5%	18 7%	35 6%	28 6%	27 6%	41 8%	8 8%	35 7%	31 11%	14 4%	23 6%	45 7%	12 5%	25 8%	13 6%	11 8%	60 7%	7 9%	10 3%	16 6%	3 4%	7 5%	15 8%	38 7%	16 5%	59 6%
I don't currently pay tax	64 6%	7 4%	23 8%	6 7%	10 4%	33 6%	17 4%	- -	64 12%	2 2%	9 2%	9 3%	17 5%	36 10%	26 4%	19 8%	17 6%	13 6%	6 5%	54 6%	8 9%	11 4%	16 6%	3 4%	7 5%	22 11%	37 7%	6 2%	67 7%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

Ipsos Political Monitor - December 2023

Table 61
(DEC23)Q12. Autumn Statement - Taking everything into account do you think you will be better or worse off next year, or about the same, than you are today?

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minor- ity	Definitely decided	May change mind		Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008	
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008	
Much better off	31 3%	19 2%	11 2%	9 2%	17 2%	11 2%	11 2%	11 2%	6 4%	18 4%	12 2%	18 6%	7 2%	5 1%	3 3%	14 8%	4 2%	3 2%	1 1%	5 2%	2 2%	11 4%	7 3%	3 2%	10 4%	18 13%	13 3%	22 3%	8 7%	11 4%	7 2%	26 3%	
A little better off	123 12%	105 13%	91 15%	76 14%	97 14%	95 14%	94 14%	91 15%	9 7%	63 13%	54 11%	34 12%	47 14%	43 11%	17 15%	17 10%	29 18%	18 10%	15 10%	27 12%	7 7%	31 12%	28 10%	31 15%	32 13%	59 41%	64 11%	104 12%	11 8%	46 15%	55 14%	111 11%	
About the same	424 42%	345 44%	255 44%	241 44%	320 45%	310 45%	291 45%	262 43%	45 34%	203 42%	219 43%	108 38%	136 40%	179 46%	45 41%	62 36%	71 43%	66 38%	61 39%	118 51%	61 57%	110 41%	132 47%	96 46%	86 34%	242 44%	182 40%	372 43%	51 40%	119 38%	177 45%	437 43%	
A little worse off	270 27%	206 26%	157 27%	149 27%	184 26%	181 26%	174 27%	165 27%	38 29%	129 27%	138 27%	86 30%	79 24%	104 27%	32 29%	54 31%	30 18%	50 29%	49 31%	55 24%	24 22%	83 31%	78 28%	48 23%	60 24%	161 29%	109 24%	234 27%	35 28%	87 28%	104 26%	287 28%	
Much worse off	132 13%	92 12%	60 10%	65 12%	77 11%	76 11%	71 11%	65 11%	28 21%	53 11%	75 15%	25 9%	59 18%	47 12%	8 7%	17 10%	27 16%	32 19%	27 18%	20 9%	7 7%	33 12%	31 11%	24 11%	44 17%	64 12%	67 15%	113 13%	17 14%	42 13%	47 12%	122 12%	
Don't know	30 3%	19 2%	11 2%	12 2%	12 2%	12 2%	12 2%	12 2%	7 6%	20 4%	10 2%	14 5%	8 2%	7 2%	5 5%	9 3%	5 3%	4 2%	2 1%	6 3%	5 5%	3 1%	4 2%	5 3%	18 7%	7 1%	23 5%	26 3%	4 3%	7 2%	7 2%	25 2%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 62

(DEC23)Q12. Autumn Statement - Taking everything into account do you think you will be better or worse off next year, or about the same, than you are today?

13 Dec 2023

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Much better off	31	8	6	*	5	11	12	18	13	3	17	6	8	17	14	6	12	8	2	28	2	11	6	*	*	1	19	10	26
	3%	4%	2%	*s	2%	2%	3%	4%	2%	3%	3%	2%	2%	5%	2%	2%	4%	4%	2%	3%	2%	4%	2%	1% s	*	1%	4%	3%	3%
A little better off	123	34	43	16	31	75	65	69	54	12	70	48	30	44	78	24	37	38	14	105	9	45	41	7	11	34	55	34	111
	12%	18%	14%	17% s	12%	13%	15%	15%	10%	12%	13%	16%	9%	12%	12%	10%	12%	17%	11%	12%	10%	15%	16%	10% s	8%	17%	11%	11%	11%
About the same	424	96	119	34	87	207	184	195	229	32	216	107	174	139	280	106	125	99	63	370	31	145	90	24	49	73	230	120	437
	42%	53%	39%	37% s	34%	37%	42%	41%	43%	32%	42%	36%	51%	38%	44%	44%	40%	43%	46%	42%	36%	49%	36%	37% s	37%	38%	46%	39%	43%
A little worse off	270	29	80	30	83	164	113	129	141	39	132	77	88	102	165	58	82	62	38	229	30	65	71	26	48	50	115	105	287
	27%	16%	27%	32% s	33%	29%	26%	27%	26%	39%	26%	26%	26%	28%	26%	24%	26%	27%	28%	26%	34%	22%	28%	40% s	36%	26%	23%	34%	28%
Much worse off	132	13	47	10	33	80	46	60	72	13	69	42	37	53	79	44	41	21	12	111	13	29	37	8	25	25	73	34	122
	13%	7%	16%	11% s	13%	14%	10%	13%	13%	12%	13%	14%	11%	15%	12%	18%	13%	9%	9%	13%	15%	10%	15%	12% s	19%	13%	14%	11%	12%
Don't know	30	3	6	3	15	21	17	4	26	2	13	15	7	7	22	4	16	2	6	28	2	5	6	-	-	10	14	6	25
	3%	1%	2%	3% s	6%	4%	4%	1%	5%	2%	3%	5%	2%	2%	3%	2%	5%	1%	4%	3%	3%	2%	3%	-s	-	5%	3%	2%	2%

Fieldwork dates : Friday 1st to Thursday 7th December 2023

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

Weighted

Source : Ipsos J23-004953-01

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Table 63
(DEC23)Q13 SUPERMARKETS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Supermarkets

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Because they want to increase their profits	364 36%	284 36%	211 36%	214 39%	250 35%	247 36%	236 36%	224 37%	56 43%	192 39%	165 33%	70 24%	116 34%	178 46%	19 17%	50 29%	52 32%	64 37%	74 48%	104 45%	51 48%	71 26%	94 33%	80 39%	118 47%	165 30%	199 43%	330 38%	28 23%	113 36%	137 34%	345 34%
Both equally	331 33%	265 34%	204 35%	179 32%	245 35%	232 34%	220 34%	207 34%	41 31%	147 30%	178 35%	95 33%	125 37%	112 29%	39 35%	56 32%	68 41%	58 33%	46 30%	65 28%	21 19%	102 38%	100 36%	66 32%	63 25%	202 37%	129 28%	293 34%	37 29%	103 33%	142 36%	343 34%
Because of inflation and their own increased costs	276 27%	213 27%	155 26%	142 26%	187 26%	183 27%	173 27%	158 26%	30 22%	125 26%	150 29%	109 38%	89 26%	79 20%	48 43%	61 35%	45 25%	44 26%	30 20%	48 21%	23 22%	93 35%	79 28%	57 47%	47 19%	172 31%	104 23%	220 25%	53 42%	89 28%	108 27%	285 28%
I don't think they have increased their prices	6 1%	2 *	2 *	2 *	4 1%	4 1%	4 1%	2 *	*	4 1%	2 *	3 1%	*	3 1%	1 1%	1 1%	*	-	2 1%	1 *	1 1%	2 1%	-	-	4 2%	2 *	4 1%	4 *	2 1%	3 1%	6 1%	
Don't know	31 3%	22 3%	13 2%	15 3%	20 3%	20 3%	20 3%	15 2%	5 4%	18 4%	13 3%	9 3%	7 2%	15 4%	4 4%	5 3%	-	7 4%	3 2%	13 5%	11 10%	2 1%	8 3%	4 2%	17 7%	10 2%	21 5%	25 3%	6 3%	7 5%	29 3%	

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 64
(DEC23)Q13 SUPERMARKETS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Supermarkets

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	364 36%	73 40%	102 34%	35 38%	93 36%	194 35%	166 38%	160 34%	204 38%	27 27%	181 35%	91 31%	134 39%	135 37%	226 35%	110 45%	112 36%	74 32%	33 25%	309 35%	36 41%	131 44%	77 31%	16 25%	40 30%	107 55%	181 36%	76 24%	345 34%
Both equally	331 33%	53 29%	110 36%	30 32%	85 33%	194 35%	137 31%	157 33%	174 33%	41 41%	169 33%	105 36%	113 33%	109 30%	219 34%	60 25%	111 35%	86 37%	47 35%	286 33%	27 31%	87 29%	101 40%	22 35%	46 35%	46 24%	155 31%	130 42%	343 34%
Because of inflation and their own increased costs	276 27%	54 29%	85 28%	25 27%	64 25%	148 27%	117 27%	143 30%	133 25%	30 30%	154 30%	92 31%	85 25%	97 27%	177 28%	60 25%	86 27%	68 30%	40 30%	242 28%	23 26%	73 25%	65 26%	24 37%	38 28%	24 12%	157 31%	95 31%	285 28%
I don't think they have increased their prices	6 1%	- -	3 1%	1 1%	2 1%	5 1%	2 1%	3 1%	2 *	2 2%	1 *	*	1 *	4 1%	2 *	1 *	*	1 1%	3 3%	6 1%	- -	- -	3 1%	2 3%	2 2%	2 1%	1 *	2 1%	6 1%
Don't know	31 3%	2 1%	3 1%	2 2%	11 4%	14 3%	13 3%	10 2%	21 4%	1 1%	12 2%	5 2%	10 3%	16 4%	15 2%	12 5%	4 1%	2 1%	11 8%	28 3%	2 3%	8 3%	4 2%	- s	7 5%	14 7%	11 2%	5 2%	29 3%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

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Table 65
(DEC23)Q13 BROADBAND. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Broadband / phone providers

13 Dec 2023

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote			18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ory	Definitely decided	May change mind			
										Male	Female																							
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008		
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008		
Because they want to increase their profits	532	431	321	313	388	377	357	331	68	267	256	126	193	214	55	71	87	106	96	117	51	144	147	115	126	291	241	458	67	182	207	541		
	53%	55%	55%	57%	55%	55%	55%	55%	51%	55%	50%	44%	57%	55%	49%	41%	53%	62%	62%	51%	48%	53%	52%	56%	50%	53%	53%	53%	53%	58%	52%	54%		
Both equally	251	191	147	131	179	172	163	153	32	114	135	73	98	80	23	49	55	44	21	59	24	68	78	60	45	146	105	224	25	64	110	247		
	25%	24%	25%	24%	25%	25%	25%	25%	24%	23%	27%	25%	29%	21%	21%	28%	33%	25%	14%	25%	23%	25%	28%	29%	18%	27%	23%	26%	26%	20%	20%	25%		
Because of inflation and their own increased costs	154	111	78	70	91	89	87	81	22	70	83	70	37	48	26	44	19	17	24	24	12	45	40	21	49	85	70	131	24	43	58	146		
	15%	14%	13%	13%	13%	13%	13%	13%	17%	14%	16%	24%	11%	12%	23%	25%	12%	10%	16%	10%	12%	17%	14%	10%	19%	15%	15%	15%	14%	15%	14%			
I don't think they have increased their prices	14	11	10	9	13	13	13	11	1	8	6	4	3	6	1	3	1	2	1	5	2	5	2	3	3	7	6	11	3	5	4	14		
	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%		
Don't know	56	42	29	29	35	35	34	29	10	27	29	13	6	38	6	6	3	3	12	25	17	8	13	8	28	21	35	48	7	19	17	60		
	6%	5%	5%	5%	5%	5%	5%	5%	8%	6%	6%	4%	2%	10%	5%	4%	2%	2%	8%	11%	16%	3%	5%	4%	11%	4%	8%	6%	6%	6%	4%	6%		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 66
(DEC23)Q13 BROADBAND. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Broadband / phone providers

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	532 53%	103 57%	158 52%	50 53%	136 54%	294 53%	239 55%	259 55%	273 51%	48 47%	275 53%	159 54%	191 56%	179 50%	350 55%	143 59%	165 53%	120 52%	61 45%	461 53%	44 50%	172 57%	139 55%	28 44%	62 47%	101 52%	283 56%	148 48%	541 54%
Both equally	251 25%	39 21%	82 27%	22 24%	60 24%	142 25%	98 23%	121 26%	130 24%	36 36%	132 25%	74 25%	85 25%	89 25%	159 25%	48 20%	81 26%	58 25%	37 28%	208 24%	27 30%	66 22%	65 26%	22 34%	36 27%	42 22%	114 23%	95 31%	247 25%
Because of inflation and their own increased costs	154 15%	28 15%	44 15%	15 17%	39 15%	83 15%	67 15%	74 16%	81 15%	14 14%	88 17%	49 17%	41 12%	63 17%	90 14%	31 13%	49 16%	43 19%	20 14%	139 16%	11 13%	41 14%	32 13%	11 18%	22 17%	18 9%	84 17%	52 17%	146 14%
I don't think they have increased their prices	14 1%	1 1%	5 2%	1 2%	6 2%	11 2%	7 2%	6 1%	7 1%	2 2%	5 1%	1 *	6 2%	6 2%	7 1%	4 2%	3 1%	2 1%	4 3%	14 2%	-	3 1%	5 2%	3 5%	3 3%	5 2%	5 1%	4 1%	14 1%
Don't know	56 6%	12 6%	13 4%	4 4%	13 5%	26 5%	25 6%	14 3%	43 8%	1 1%	19 4%	11 4%	21 6%	24 7%	32 5%	15 6%	14 5%	8 3%	14 10%	49 6%	5 6%	18 6%	10 4%	- s	9 7%	27 14%	19 4%	10 3%	60 6%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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Table 67
(DEC23)Q13 INSURANCE. In your opinion, what do you think is the main reason for price rises by this type of organisations
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Car and home insurance companies

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	Total		
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008		
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008		
Because they want to increase their profits	530	421	312	307	376	368	349	327	69	281	242	125	194	211	42	82	78	116	87	123	59	150	152	106	122	302	228	459	62	171	210	539		
	53%	54%	53%	56%	53%	54%	53%	54%	52%	58%	48%	44%	58%	55%	38%	48%	48%	67%	56%	53%	55%	56%	54%	51%	49%	55%	50%	53%	49%	55%	53%	53%		
Both equally	224	177	134	122	165	158	149	136	25	93	126	68	81	76	31	37	50	30	31	45	15	57	72	51	44	130	95	195	28	60	98	228		
	22%	22%	23%	22%	23%	23%	23%	22%	19%	19%	25%	24%	24%	20%	28%	21%	31%	17%	20%	19%	14%	21%	26%	24%	18%	24%	21%	22%	22%	19%	25%	23%		
Because of inflation and their own increased costs	189	142	108	90	125	120	116	109	27	77	111	74	50	64	31	43	30	20	28	36	15	56	41	40	52	96	92	164	24	61	72	169		
	19%	18%	18%	16%	18%	17%	18%	18%	21%	16%	22%	26%	15%	17%	28%	25%	19%	11%	18%	16%	14%	21%	14%	19%	21%	18%	20%	19%	19%	20%	18%	17%		
I don't think they have increased their prices	8	4	3	4	6	6	6	4	1	5	3	2	1	5	2	-	1	1	3	2	1	-	3	1	4	3	5	6	2	3	4	10		
	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	2%	-	1%	*	2%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%		
Don't know	57	43	28	29	34	34	34	30	11	30	27	16	10	31	5	10	4	6	6	25	16	6	13	10	28	20	38	47	9	18	13	62		
	6%	5%	5%	5%	5%	5%	5%	5%	9%	6%	5%	5%	3%	8%	5%	6%	3%	4%	4%	11%	15%	2%	5%	5%	11%	4%	8%	5%	7%	6%	3%	6%		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
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Table 68
(DEC23)Q13 INSURANCE. In your opinion, what do you think is the main reason for price rises by this type of organisations
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Car and home insurance companies

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	530 53%	98 54%	162 54%	48 52%	136 54%	298 54%	234 54%	262 55%	267 50%	51 50%	286 55%	161 55%	190 56%	174 48%	352 55%	139 58%	162 52%	119 51%	67 49%	462 53%	43 49%	178 59%	132 53%	34 52%	65 49%	105 54%	265 52%	159 52%	539 53%
Both equally	224 22%	41 22%	64 21%	19 21%	58 23%	122 22%	99 23%	103 22%	121 23%	27 27%	107 21%	72 24%	75 22%	76 21%	147 23%	42 18%	84 27%	50 22%	25 18%	186 21%	23 26%	52 17%	60 24%	15 23%	29 22%	32 16%	111 22%	82 27%	228 23%
Because of inflation and their own increased costs	189 19%	34 19%	56 18%	20 21%	47 18%	102 18%	81 19%	90 19%	99 18%	19 19%	104 20%	53 18%	55 16%	78 22%	108 17%	44 18%	56 18%	51 22%	23 17%	167 19%	14 16%	55 18%	40 16%	13 20%	27 20%	26 13%	106 21%	56 18%	169 17%
I don't think they have increased their prices	8 1%	2 1%	3 1%	* s	2 1%	5 1%	4 1%	3 1%	5 1%	2 2%	3 1%	2 1%	2 *	5 1%	3 1%	1 *	2 1%	1 *	4 3%	7 1%	* *	1 *	2 1%	2 3%	4 3%	2 1%	4 1%	2 1%	10 1%
Don't know	57 6%	8 4%	17 6%	5 5%	11 5%	29 5%	19 4%	15 3%	43 8%	2 2%	18 3%	7 2%	21 6%	29 8%	28 4%	14 6%	8 3%	11 5%	17 13%	49 6%	7 8%	14 5%	17 7%	1 2%	9 6%	28 15%	19 4%	10 3%	62 6%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
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Source : Ipsos J23-004953-01

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Table 69
(DEC23)Q13 CLOTHES AND FASHION RETAILERS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Clothes and fashion retailers

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Because they want to increase their profits	321	243	183	190	229	218	204	197	52	171	144	99	101	122	47	52	54	47	54	68	35	66	99	72	84	165	156	271	49	104	116	313
	32%	31%	31%	34%	32%	32%	31%	32%	39%	35%	28%	35%	30%	32%	42%	30%	33%	27%	35%	29%	32%	24%	35%	35%	34%	30%	34%	31%	39%	33%	29%	31%
Both equally	304	237	180	151	216	209	197	183	39	128	171	76	118	110	31	45	51	66	41	69	27	88	89	65	62	176	127	267	34	101	127	326
	30%	30%	31%	27%	31%	30%	30%	30%	29%	26%	34%	27%	35%	29%	28%	26%	31%	38%	27%	30%	25%	33%	32%	31%	25%	32%	28%	31%	27%	32%	32%	32%
Because of inflation and their own increased costs	285	225	169	161	197	196	189	173	28	118	166	81	106	98	23	57	55	50	45	53	21	100	73	51	60	173	111	246	34	85	118	272
	28%	29%	29%	29%	28%	29%	29%	29%	21%	24%	33%	28%	31%	25%	21%	33%	34%	29%	29%	23%	20%	37%	26%	25%	24	31%	24%	28%	27%	27%	30%	27%
I don't think they have increased their prices	12	8	6	6	8	8	8	6	2	5	7	3	1	7	2	1	1	1	3	5	4	2	2	2	6	5	7	10	2	3	6	14
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	2%	2%	1%	*	*	2%	2%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%
Don't know	86	72	46	44	56	56	54	48	12	64	21	26	12	48	8	18	3	8	12	37	21	13	18	18	38	31	55	77	7	20	30	83
	9%	9%	8%	8%	8%	8%	8%	8%	9%	13%	4%	9%	3%	13%	7%	11%	2%	5%	8%	16%	19%	5%	6%	8%	15%	6%	12%	9%	5%	6%	7%	8%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
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Weighted
Source : Ipsos J23-004953-01
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Table 70
(DEC23)Q13 CLOTHES AND FASHION RETAILERS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Clothes and fashion retailers

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	321 32%	64 35%	89 29%	23 24%	72 28%	161 29%	136 31%	155 33%	166 31%	34 34%	162 31%	89 30%	101 29%	128 35%	190 30%	87 36%	95 30%	78 34%	41 30%	285 33%	21 24%	98 33%	80 32%	10 16%	27 20%	67 35%	174 34%	81 26%	313 31%
Both equally	304 30%	52 28%	106 35%	29 31%	73 29%	179 32%	125 29%	141 30%	163 30%	40 40%	138 27%	95 32%	110 32%	95 26%	206 32%	54 22%	97 31%	74 32%	41 31%	248 28%	37 42%	78 26%	91 36%	24 37%	38 29%	49 26%	145 29%	109 35%	326 32%
Because of inflation and their own increased costs	285 28%	52 29%	84 28%	35 38%	74 29%	158 28%	126 29%	152 32%	133 25%	24 24%	175 34%	84 29%	88 26%	109 30%	173 27%	75 31%	92 29%	64 28%	31 23%	252 29%	22 26%	96 32%	64 26%	22 34%	47 35%	43 22%	144 29%	98 32%	272 27%
I don't think they have increased their prices	12 1%	3 1%	4 1%	1 1%	3 1%	7 1%	5 1%	3 1%	8 2%	2 2%	2 *	- -	7 2%	5 1%	7 1%	3 1%	2 1%	2 1%	4 3%	11 1%	1 1%	3 1%	4 2%	2 3%	3 2%	6 3%	3 1%	4 1%	14 1%
Don't know	86 9%	12 7%	19 6%	6 6%	32 13%	51 9%	44 10%	23 5%	64 12%	1 1%	40 8%	26 9%	36 11%	24 7%	62 10%	22 9%	27 9%	13 6%	17 13%	76 9%	6 7%	24 8%	12 5%	7 10%	18 13%	29 15%	40 8%	18 6%	83 8%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

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Table 71
(DEC23)Q13 PETROL RETAILERS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Petrol retailers

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like- lihood	(10) Absol- utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min- ority	Definitely decided	May change mind	Total
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008
Because they want to increase their profits	548 54%	440 56%	318 54%	310 56%	390 55%	381 56%	358 55%	331 55%	81 61%	265 55%	273 54%	125 44%	190 56%	233 60%	49 44%	76 44%	82 50%	108 62%	99 64%	134 58%	64 60%	132 49%	155 55%	118 57%	142 57%	287 52%	261 57%	483 55%	56 45%	183 58%	212 53%	508 54%
Both equally	247 24%	185 24%	148 25%	128 23%	170 24%	164 24%	159 24%	151 25%	31 23%	114 24%	130 26%	77 27%	92 27%	77 20%	33 29%	45 26%	53 32%	39 23%	31 20%	47 20%	18 17%	66 24%	80 28%	59 28%	42 17%	145 26%	101 22%	213 24%	33 26%	72 23%	95 24%	240 24%
Because of inflation and their own increased costs	155 15%	120 15%	93 16%	86 16%	111 16%	107 16%	101 16%	96 16%	10 8%	75 15%	78 15%	66 23%	48 14%	41 11%	21 19%	45 26%	27 16%	21 12%	16 10%	25 11%	10 10%	63 23%	35 12%	25 12%	32 13%	98 18%	57 12%	128 15%	26 21%	44 14%	69 17%	164 16%
I don't think they have increased their prices	6 1%	1 *	1 *	1 *	3 *	3 *	3 *	1 *	* *	6 1%	- -	4 2%	- -	2 *	3 3%	1 1%	- -	- -	2 1%	- -	- -	* *	1 1%	1 1%	3 1%	2 *	4 1%	3 *	3 2%	1 *	3 1%	5 *
Don't know	53 5%	39 5%	25 4%	26 5%	32 4%	32 5%	32 5%	26 4%	11 8%	25 5%	27 5%	12 4%	7 2%	33 9%	6 5%	6 5%	3 4%	4 2%	8 5%	25 11%	15 14%	8 3%	10 4%	4 2%	30 12%	19 3%	34 7%	44 5%	8 6%	13 4%	18 4%	55 5%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
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Table 72
(DEC23)Q13 PETROL RETAILERS. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Petrol retailers

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot.	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	548 54%	99 55%	166 55%	49 53%	142 56%	308 55%	242 55%	251 53%	297 56%	47 47%	282 54%	170 58%	187 55%	185 51%	358 56%	143 59%	181 58%	124 54%	56 41%	478 55%	45 51%	181 60%	138 55%	30 46%	62 47%	123 64%	291 57%	134 43%	544 54%
Both equally	247 24%	35 19%	84 28%	25 27%	57 22%	141 25%	92 21%	123 26%	124 23%	30 30%	136 26%	69 23%	84 24%	92 25%	153 24%	41 17%	80 26%	61 27%	37 27%	201 23%	27 31%	57 19%	63 25%	17 26%	38 29%	27 14%	124 25%	95 31%	240 24%
Because of inflation and their own increased costs	155 15%	37 21%	40 13%	14 16%	39 15%	79 14%	76 18%	85 18%	70 13%	21 21%	83 16%	47 16%	48 14%	58 16%	96 15%	38 16%	44 14%	40 17%	24 18%	141 16%	10 11%	47 16%	38 15%	15 23%	21 16%	15 8%	72 14%	68 22%	164 16%
I don't think they have increased their prices	6 1%	1 1%	3 1%	- s	1 1%	4 1%	3 1%	3 1%	3 1%	2 2%	2 s	- -	- -	6 2%	- -	- -	1 s	- -	4 3%	6 1%	s	- -	3 1%	1 2%	1 1%	2 1%	3 1%	2 1%	5 s
Don't know	53 5%	9 5%	10 3%	4 4%	14 6%	24 4%	23 5%	12 3%	41 8%	ss	14 3%	9 3%	23 7%	21 6%	32 5%	20 8%	7 2%	7 3%	15 11%	46 5%	5 6%	15 5%	10 4%	1 2%	10 8%	27 14%	16 3%	10 3%	55 5%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

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Table 73
(DEC23)Q13 UTILITIES. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Utilities (such as water and energy companies)
Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Likelihood to vote by Age												Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote			18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ori	Definitely decided	May change mind			
										Male	Female																							
Unweighted Total	1008	819	621	587	739	722	688	641	119	498	497	230	323	455	100	130	164	159	180	275	131	264	353	180	211	617	391	848	149	342	395	1008		
Weighted Total	1008	786	584	552	706	686	653	606	133	486	509	285	337	386	112	173	164	173	155	231	107	270	281	208	249	551	457	871	126	313	397	1008		
Because they want to increase their profits	571 57%	460 59%	330 57%	325 59%	404 57%	391 57%	377 58%	342 56%	81 61%	268 55%	293 58%	130 46%	193 57%	248 64%	50 44%	80 46%	82 50%	111 64%	105 68%	143 62%	72 68%	146 54%	164 58%	108 52%	153 61%	310 56%	261 57%	514 59%	50 40%	192 62%	211 53%	575 57%		
Both equally	242 24%	192 24%	155 27%	134 24%	181 26%	179 26%	166 25%	161 27%	27 20%	118 24%	122 24%	80 28%	86 25%	76 20%	34 31%	46 27%	49 30%	36 21%	28 18%	48 21%	17 16%	57 21%	76 27%	59 29%	50 20%	133 24%	109 24%	202 23%	39 31%	71 23%	106 27%	242 24%		
Because of inflation and their own increased costs	156 16%	112 14%	83 14%	76 14%	99 14%	94 14%	88 13%	85 14%	17 12%	80 16%	75 15%	61 21%	52 16%	43 11%	20 18%	41 24%	29 18%	23 14%	16 11%	27 12%	10 9%	64 24%	33 12%	32 15%	27 11%	98 18%	59 13%	125 14%	28 23%	42 13%	70 18%	153 15%		
I don't think they have increased their prices	7 1%	4 *	3 1%	3 1%	5 1%	5 1%	5 1%	3 *	*	6 1%	*	3 1%	-	4 1%	1 1%	2 1%	-	-	3 2%	1 *	1 1%	-	-	2 1%	5 2%	-	7 2%	4 *	3 3%	2 1%	3 1%	7 1%		
Don't know	32 3%	19 2%	12 2%	14 2%	18 3%	18 3%	18 3%	15 2%	8 6%	15 3%	17 3%	11 4%	6 2%	15 4%	7 6%	4 2%	4 2%	2 1%	3 2%	13 6%	7 7%	1 1%	8 3%	7 3%	15 6%	10 2%	22 5%	26 3%	5 4%	6 2%	7 2%	31 3%		

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted
Source : Ipsos J23-004953-01
*=Less than 0.5%
s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 74

(DEC23)Q13 UTILITIES. In your opinion, what do you think is the main reason for price rises by this type of organisation
to keep up with inflation and their increased costs or because they want to increase their profits, or both equally? Utilities (such as water and energy companies)

Base : All

13 Dec 2023

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1008	180	331	92	251	582	431	445	563	186	368	317	383	288	700	222	305	221	148	837	112	285	278	78	155	167	481	360	1008
Weighted Total	1008	182	302	93	254	556	436	474	534	101	518	295	343	362	638	241	313	231	135	871	87	299	251	65	133	194	506	309	1008
Because they want to increase their profits	571 57%	107 59%	168 56%	47 51%	145 57%	313 56%	253 58%	255 54%	316 59%	48 47%	300 58%	168 57%	202 59%	198 55%	370 58%	153 64%	175 56%	131 57%	66 49%	498 57%	46 52%	178 60%	151 60%	29 44%	71 53%	122 63%	293 58%	156 50%	575 57%
Both equally	242 24%	33 18%	76 25%	33 36%	72 28%	147 27%	105 24%	123 26%	119 22%	31 31%	121 23%	79 27%	81 24%	80 22%	160 25%	49 20%	87 28%	55 24%	28 21%	204 23%	23 26%	71 24%	52 21%	24 37%	39 29%	39 20%	122 24%	81 26%	242 24%
Because of inflation and their own increased costs	156 16%	36 20%	50 16%	12 12%	27 11%	77 14%	63 15%	85 18%	71 13%	18 18%	87 17%	42 14%	49 14%	63 17%	91 14%	31 13%	42 14%	41 18%	27 20%	134 15%	15 17%	43 14%	40 16%	10 15%	14 10%	16 8%	73 14%	68 22%	153 15%
I don't think they have increased their prices	7 1%	-	4	1	3	7	3	3	4	3	-	-	1	6	1	2	-	-	3	6	1	-	4	2	3	4	2	1	7
Don't know	32 3%	6 3%	5 2%	1 1%	6 2%	12 2%	12 3%	7 2%	25 5%	*	10 2%	6 2%	9 3%	15 4%	16 2%	6 3%	8 3%	4 2%	11 8%	28 3%	3 3%	7 2%	4 2%	- -s	7 5%	13 7%	16 3%	3 1%	31 3%

Fieldwork dates : Friday 1st to Thursday 7th December 2023
Respondent Type : GB Adults, General Public 18+ - Telephone
Weighted

Source : Ipsos J23-004953-01

*=Less than 0.5%

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

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

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