



Table 1
Q1 - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%	9%	57%	43%	68%	32%	35%	65%
(2) Very good job	122	64	56	15	23	17	17	49	39	34	49	21	27	31	42	38	27	18	28	4	6	75	46	79	43	58	64
	11%	12%	10%	12%	11%	9%	9%	13%	12%	9%	13%	13%	9%	11%	13%	15%	10%	7%	18%	7%	6%	12%	10%	11%	12%	15%	9%
																qt			pqt							z	
(1) Fairly good job	276	154	122	50	61	46	39	80	110	85	80	61	84	59	73	68	67	54	40	16	30	174	102	194	82	125	151
	25%	29%	22%	40%	29%	23%	20%	22%	33%	22%	22%	39%	26%	21%	22%	27%	24%	22%	25%	30%	32%	28%	22%	26%	23%	32%	21%
		b		efg	f				ij			lmn										v				z	
(0) Neither a good nor bad job	416	185	227	38	72	84	75	148	109	158	148	46	125	106	139	88	111	106	52	24	35	226	190	280	136	125	291
	38%	35%	41%	30%	35%	43%	38%	41%	33%	40%	41%	30%	39%	38%	41%	34%	39%	43%	33%	45%	37%	36%	40%	38%	39%	32%	41%
		a				c		c					k		k											y	
(-1) Fairly bad job	65	30	33	10	13	2	15	26	23	17	26	14	9	17	26	17	15	18	10	1	4	32	33	45	20	20	44
	6%	6%	6%	8%	6%	1%	8%	7%	7%	4%	7%	9%	3%	6%	8%	6%	5%	7%	6%	3%	4%	5%	7%	6%	6%	5%	6%
		e		e	e		e	e	l			l			l												
(-2) Very bad job	93	59	33	4	11	22	21	35	15	43	35	5	28	28	32	20	32	22	6	6	7	53	40	60	33	23	70
	8%	11%	6%	3%	5%	11%	11%	10%	4%	11%	10%	3%	9%	10%	9%	8%	11%	9%	4%	11%	7%	8%	9%	8%	9%	6%	10%
		b				cd	cd	c		h	h		k	k	k			r								y	
Mean	0.28	0.27	0.29	0.53	0.41	0.21	0.1	0.24	0.46	0.15	0.24	0.53	0.27	0.2	0.22	0.38	0.17	0.13	0.54	0.2	0.31	0.33	0.2	0.29	0.26	0.5	0.15
				efg	f				ij			lmn				q			pq							z	
Good job (NET)	398	217	179	65	84	63	57	129	149	119	129	82	111	90	114	107	94	72	68	20	37	249	149	273	125	182	215
	36%	41%	33%	52%	41%	32%	29%	35%	45%	30%	35%	52%	35%	32%	34%	42%	33%	29%	43%	37%	38%	40%	32%	37%	36%	47%	31%
		b		defg	f				ij			lmn				q			q			v				z	
Bad job (NET)	157	89	66	14	23	23	36	60	37	60	60	19	36	45	57	37	47	40	16	7	11	84	73	104	53	43	114
	14%	17%	12%	11%	11%	12%	18%	17%	11%	15%	17%	12%	11%	16%	17%	14%	17%	16%	10%	14%	11%	14%	15%	14%	15%	11%	16%
		b																								y	
Don't know	121	43	75	8	28	27	31	27	36	58	27	10	46	40	25	25	31	29	21	2	13	60	60	85	35	37	84
	11%	8%	14%	7%	13%	14%	15%	8%	11%	15%	8%	6%	15%	14%	7%	10%	11%	12%	14%	4%	13%	10%	13%	12%	10%	9%	12%
		a			g	cg	cg			j			kn	kn													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 2
Q1 - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) Very good job	122	72	37	13	27	38	29	28	42	80	5	91	10	10	66	33	122	-	113	1	101	3
	11%	12%	10%	11%	11%	10%	13%	11%	13%	10%	3%	24% jlm	11% jm	4%	15% o	9%	31% q	-	30% s	*	27% u	2%
(1) Fairly good job	276	159	90	27	59	87	56	74	100	176	24	159	25	43	160	55	276	-	219	3	191	4
	25%	27%	24%	22%	24%	24%	25%	29%	31% i	23%	16%	43% jlm	28% jm	16%	37% o	15%	69% q	-	59% s	2%	51% u	3%
(0) Neither a good nor bad job	416	226	141	50	95	141	89	91	117	299	89	83	36	106	139	156	-	-	33	31	67	34
	38%	38%	37%	40%	39%	39%	39%	36%	36%	39%	57% klm	22%	40% k	40% k	32% n	43%	-	-	9% r	18%	18% t	27%
(-1) Fairly bad job	65	37	19	8	13	18	14	20	16	49	9	13	3	28	13	33	-	65	3	47	4	25
	6%	6%	5%	7%	5%	5%	6%	8%	5%	6%	5%	4%	3%	11% kl	3% n	9%	-	41% p	1% r	27% r	1% t	20%
(-2) Very bad job	93	43	40	10	24	36	17	15	16	77	18	4	-	53	19	57	-	93	*	90	1	57
	8%	7%	11%	8%	10%	10%	8%	6%	5% h	10% kl	11% kl	1% jkl	-	20% n	4% n	16%	-	59% p	*	52% r	* t	46%
Mean	0.28	0.33	0.2	0.24	0.24	0.22	0.32	0.35	0.47 i	0.2	-0.06	0.91 jlm	0.57 jm	-0.29	0.61 o	-0.08	1.31 q	-1.59	1.19 s	-1.3	1.06 u	-1.07
Good job (NET)	398	231	127	40	86	125	86	101	141	256	30	249	35	54	226	89	398	-	332	4	292	6
	36%	39%	34%	33%	35%	34%	37%	40%	44% i	33%	19%	67% jlm	38% jm	20%	52% o	24%	100% q	-	89% s	2%	78% u	5%
Bad job (NET)	157	80	60	18	36	55	31	35	32	125	26	18	3	81	32	90	-	157	4	137	5	82
	14%	14%	16%	14%	15%	15%	14%	14%	10% h	16% kl	17% kl	5% jkl	3% n	30% k	7% n	25%	-	100% p	1% r	79% r	1% t	67%
Don't know	121	56	49	16	29	43	23	27	33	87	11	20	18	27	38	32	-	-	5	1	10	1
	11%	9%	13%	13%	12%	12%	10%	11%	10% h	11% klm	7% k	5%	19% jkm	10% k	9% k	9%	-	-	1% k	1% k	3% k	1% k

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 3
Q2 - Would you say that the current Labour government, led by Prime Minister Keir Starmer, is doing well or badly at running the country, or do you not have an opinion?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) Very well	117	63	51	16	25	16	15	45	41	31	45	21	30	26	40	35	29	17	23	5	7	70	47	77	39	58	59
	11%	12%	9%	13%	12%	8%	7%	12%	12%	8%	12%	14%	9%	9%	12%	14%	10%	7%	15%	9%	7%	11%	10%	10%	11%	15%	8%
												q							q						z		
(1) Fairly well	257	135	121	47	55	48	37	70	101	85	70	58	80	55	64	68	63	46	44	15	21	164	93	187	70	110	147
	24%	25%	22%	37%	26%	24%	19%	19%	31%	22%	19%	37%	25%	20%	19%	26%	22%	19%	28%	28%	22%	26%	20%	25%	20%	28%	21%
				defg					ij			lmn						q				v				z	
(0) Neither well nor badly	400	184	212	43	69	74	79	136	112	153	136	52	113	109	127	87	107	101	49	20	37	210	190	270	130	119	281
	37%	34%	39%	35%	33%	37%	40%	37%	34%	39%	37%	33%	35%	39%	38%	34%	38%	41%	31%	37%	39%	34%	40%	36%	37%	31%	40%
																					u					y	
(-1) Fairly badly	68	34	32	8	13	5	10	31	22	15	31	10	15	12	30	14	15	17	10	5	7	35	33	47	21	21	47
	6%	6%	6%	7%	6%	3%	5%	8%	7%	4%	8%	7%	5%	4%	9%	5%	5%	7%	6%	9%	8%	6%	7%	6%	6%	6%	7%
				e				i							m												
(-2) Very badly	105	60	45	4	15	24	23	39	19	47	39	5	32	32	36	27	35	24	7	6	7	59	46	67	38	24	81
	10%	11%	8%	3%	7%	12%	12%	11%	6%	12%	11%	3%	10%	11%	11%	10%	12%	10%	4%	11%	7%	9%	10%	9%	11%	6%	12%
				c		c	c	c		h	h		k	k	k	r	r										y
Mean	0.22	0.23	0.22	0.52	0.35	0.16	0.06	0.16	0.42	0.11	0.16	0.54	0.22	0.13	0.14	0.31	0.14	0.08	0.51	0.15	0.18	0.28	0.15	0.25	0.17	0.47	0.09
				efg	f				ij			lmn				q			pqt							z	
Well (NET)	374	198	173	63	80	64	52	115	142	116	115	79	110	81	103	103	92	64	68	19	28	233	140	264	109	167	206
	34%	37%	32%	50%	39%	32%	26%	32%	43%	29%	32%	50%	34%	29%	31%	40%	32%	26%	43%	37%	30%	38%	30%	36%	31%	43%	29%
				defg	f				ij			lmn				q			pq			v				z	
Badly (NET)	173	94	77	13	28	29	33	70	41	63	70	16	48	44	66	41	50	41	17	11	14	94	79	114	59	45	128
	16%	18%	14%	10%	14%	15%	17%	19%	12%	16%	19%	10%	15%	16%	20%	16%	18%	17%	11%	20%	15%	15%	17%	15%	17%	12%	18%
				c		c	c	c	h			k		k	k											y	
Don't know	145	59	85	6	30	30	34	44	37	64	44	11	48	47	39	26	33	42	24	3	16	82	62	94	51	56	89
	13%	11%	16%	5%	15%	15%	17%	12%	11%	16%	12%	7%	15%	17%	12%	10%	12%	17%	15%	5%	17%	13%	13%	13%	15%	14%	13%
		a		c	c	c	c	c				k	k	k		os											

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 4

Q2 - Would you say that the current Labour government, led by Prime Minister Keir Starmer, is doing well or badly at running the country, or do you not have an opinion?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) Very well	117	70	37	9	25	34	30	28	41	76	4	84	10	10	65	25	115	-	117	-	98	1
	11%	12%	10%	7%	10%	9%	13%	11%	13%	10%	3%	23% jlm	11% jm	4%	15% o	7%	29% q	-	31% s	-	26% u	1% 1%
(1) Fairly well	257	144	86	27	52	76	56	73	91	166	26	152	24	41	147	56	217	4	257	-	176	7
	24%	24%	23%	22%	21%	21%	24%	29% e	28% i	22%	16%	41% jlm	26% m	15%	34% o	15%	55% q	2%	69% s	-	47% u	5%
(0) Neither well nor badly	400	218	135	47	90	146	80	84	114	286	81	94	37	95	145	140	44	16	-	-	70	23
	37%	37%	36%	38%	37%	40%	35%	33%	35%	37%	52% km	25%	40% k	36% k	33%	38%	11%	10%	-	-	19%	19%
(-1) Fairly badly	68	42	22	4	13	25	17	13	15	53	14	10	4	29	13	40	1	41	-	68	3	23
	6%	7%	6%	3%	5%	7%	8%	5%	5%	7%	9% k	3%	4%	11% k	3%	11% n	* p	26% p	-	39% r	1%	19% t
(-2) Very badly	105	49	44	12	27	35	21	21	22	84	18	5	-	58	19	64	3	97	-	105	3	65
	10%	8%	12%	10%	11%	10%	9%	8%	7%	11% h	12% kl	1%	-	22% jkl	4%	17% n	1% p	61% p	-	61% r	1%	53% t
Mean	0.22	0.28	0.15	0.18	0.16	0.16	0.27	0.33	0.41 i	0.15	-0.12	0.88 jlm	0.53 jm	-0.36	0.58 o	-0.19	1.16 q	-1.47	1.31 s	-1.61	1.04 u	-1.21
Well (NET)	374	214	124	36	77	111	85	101	132	241	30	236	33	51	212	81	332	4	374	-	274	8
	34%	36%	33%	29%	31%	30%	37%	40% e	41% i	31%	19%	64% jlm	36% jm	19%	49% o	22%	83% q	2% q	100% s	-	73% u	6%
Badly (NET)	173	91	66	16	41	60	39	34	37	137	33	14	4	87	32	104	4	137	-	173	6	88
	16%	15%	18%	13%	17%	16%	17%	13%	11% h	18% h	21% kl	4%	4%	33% jkl	7% n	28% n	1% p	87% p	-	100% r	2%	72% t
Don't know	145	70	51	24	38	46	25	35	41	104	11	26	18	34	47	42	19	1	-	-	25	4
	13%	12%	14%	19% a	16%	13%	11%	14%	13% h	13%	7% jk	7%	20% jk	13% k	11% q	11% q	5% q	* q	-	-	7% q	3% q

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 5
Q3 - As you may know, a Labour Government was elected following the election on 4th July 2024. From what you've seen or heard from the Labour Government so far, to what extent, do you think it has performed better, worse, or no different to what you expected?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) Much better	110	57	51	18	20	21	10	41	38	31	41	24	27	22	37	34	30	12	23	5	6	77	34	80	31	53	58
	10%	11%	9%	14%	10%	11%	5%	11%	11%	8%	11%	16%	9%	8%	11%	13%	11%	5%	14%	10%	6%	12%	7%	11%	9%	14%	8%
				f				f	lm							q	q		q			v				z	
(1) Slightly better	264	150	113	48	62	42	40	72	110	82	72	59	86	54	66	59	60	48	55	10	32	158	106	190	74	112	152
	24%	28%	21%	39%	30%	21%	20%	20%	33%	21%	20%	37%	27%	19%	20%	23%	21%	20%	35%	19%	34%	25%	23%	26%	21%	29%	22%
		b		efg	fg				ij			lmn	mn					opqs			pq					z	
(0) No different to what I expected	498	228	263	35	85	93	96	189	120	189	189	47	134	141	175	119	124	133	48	29	45	268	230	318	180	162	335
	46%	43%	48%	28%	41%	47%	48%	52%	36%	48%	52%	30%	42%	50%	52%	46%	44%	54%	30%	55%	47%	43%	49%	43%	51%	42%	48%
				c	c	c	c	cd		h	h		k	k	kl	r	r	pr		r	r				w		
(-1) Slightly worse	56	22	34	12	7	4	14	19	19	18	19	14	10	14	19	15	18	12	6	2	3	24	32	39	17	12	44
	5%	4%	6%	10%	3%	2%	7%	5%	6%	5%	5%	9%	3%	5%	6%	6%	6%	5%	4%	3%	4%	4%	7%	5%	5%	3%	6%
				de			e					l														y	
(-2) Much worse	67	42	25	6	8	14	11	28	14	25	28	7	19	17	24	14	25	18	4	5	1	41	26	44	23	16	51
	6%	8%	5%	5%	4%	7%	6%	8%	4%	6%	8%	5%	6%	6%	7%	5%	9%	7%	3%	9%	1%	7%	6%	6%	7%	4%	7%
		b															rt	t		t						y	
Mean	0.3	0.32	0.27	0.51	0.43	0.3	0.15	0.23	0.46	0.22	0.23	0.53	0.34	0.2	0.23	0.35	0.2	0.1	0.63	0.18	0.45	0.36	0.21	0.33	0.22	0.49	0.19
				fg	fg				ij			mn				q			opq		q	v				z	
Better (NET)	375	207	164	66	82	63	51	113	148	113	113	83	113	76	103	93	90	60	77	15	38	235	140	270	105	164	210
	34%	39%	30%	53%	40%	32%	26%	31%	45%	29%	31%	53%	35%	27%	31%	36%	32%	24%	49%	29%	40%	38%	30%	36%	30%	42%	30%
		b		defg	f				ij			lmn	m			q			opqs		q	v				z	
Worse (NET)	123	64	59	18	15	18	25	47	33	43	47	21	29	31	43	29	43	31	10	7	4	65	58	83	40	28	95
	11%	12%	11%	15%	7%	9%	12%	13%	10%	11%	13%	13%	9%	11%	13%	11%	15%	12%	6%	13%	4%	10%	12%	11%	11%	7%	13%
				d													rt	t								y	
Don't know	97	35	61	5	25	23	28	16	30	50	16	6	43	33	14	16	25	24	22	2	8	53	44	71	25	33	64
	9%	7%	11%	4%	12%	12%	14%	4%	9%	13%	4%	4%	13%	12%	4%	6%	9%	10%	14%	4%	9%	9%	9%	10%	7%	8%	9%
		a			cg	cg	cg		j	j			kn	kn					o								

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 6

Q3 - As you may know, a Labour Government was elected following the election on 4th July 2024. From what you've seen or heard from the Labour Government so far, to what extent, do you think it has performed better, worse, or no different to what you expected?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) Much better	110	65	37	9	22	32	33	24	41	69	6	81	7	13	58	31	108	-	105	-	110	-
	10%	11%	10%	7%	9%	9%	14%	9%	13%	9%	4%	22% jlm	8%	5%	13%	9%	27% q	-	28% s	-	29% u	-
(1) Slightly better	264	140	92	32	62	73	50	80	95	169	24	137	24	48	143	54	185	5	169	6	264	-
	24%	24%	24%	26%	25%	20%	22%	31% ef	29% i	22%	15%	37% jm	26%	18%	33% o	15%	46% q	3%	45% s	3%	71% u	-
(0) No different to what I expected	498	275	162	61	111	186	97	104	126	372	96	126	46	123	185	188	89	69	87	76	-	-
	46%	46%	43%	49%	45%	51% fg	42%	41%	39%	48% h	62% km	34%	50% k	46% k	43%	51% n	22% p	44% p	23% r	44% r	-	-
(-1) Slightly worse	56	30	25	2	16	18	10	12	15	41	11	9	3	24	15	25	4	22	7	26	-	56
	5%	5%	7% c	1%	7%	5%	4%	5%	5%	5%	7% k	2%	4%	9% k	3%	7%	1% p	14% p	2% r	15% r	-	46% t
(-2) Much worse	67	32	29	6	16	23	13	14	13	54	13	3	-	42	7	47	2	60	1	63	-	67
	6%	5%	8%	5%	6%	6%	6%	6%	4%	7%	8% kl	1%	-	16% jkl	2%	13% n	* p	38% p	* r	36% r	-	54% t
Mean	0.3	0.32	0.24	0.34	0.26	0.22	0.39	0.37	0.47 i	0.23	* jlm	0.8 jlm	0.44 jm	-0.13	0.56 o	-0.01	1.01 q	-0.88	1 s	-0.85	1.29 u	-1.54
Better (NET)	375	205	129	41	84	105	83	104	136	238	30	218	31	62	200	85	292	5	274	6	375	-
	34%	35%	34%	33%	34%	29%	36%	41% e	42% i	31%	19%	59% jlm	34% jm	23%	46% o	23%	73% q	3%	73% s	3%	100% u	-
Worse (NET)	123	62	54	7	32	42	23	26	28	95	24	12	3	66	22	72	6	82	8	88	-	123
	11%	10%	14% c	6%	13%	11%	10%	10%	9%	12%	15% kl	3%	4%	25% jkl	5%	20% n	2% p	52% p	2% r	51% r	-	100% t
Don't know	97	51	32	14	20	31	27	19	34	63	6	14	11	17	28	22	10	2	5	2	-	-
	9%	9%	8%	12%	8%	8%	12%	8%	10%	8%	4%	4%	12% jk	6%	6%	6%	3%	1%	1%	1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 7

Q4 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? - Summary table

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	If they have previous experience of being a Government minister	If they have previous experience of being a shadow minister	If they were educated in a state school	If they were educated in a private school	If they have experience working in public services	If they have served in the military	If they have experience working in business	If they voted in the same way as you in the 2016 EU referendum	If they are much wealthier than the average Briton	If their parents were working class	If their parents were middle class	If their parents were upper class	If they come from a part of the country outside London and the South East	If they are from an ethnic minority background	If they are a woman	If they are a man
UNWEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092	1092
A sign they would do a good job	453	429	239	89	522	265	460	254	69	306	149	88	192	123	130	84
	41%	39%	22%	8%	48%	24%	42%	23%	6%	28%	14%	8%	18%	11%	12%	8%
Does not make much difference	492	501	717	702	427	657	451	646	607	668	788	651	754	811	860	884
	45%	46%	66%	64%	39%	60%	41%	59%	56%	61%	72%	60%	69%	74%	79%	81%
A sign they would do a bad job	48	46	36	204	51	55	56	40	319	29	62	257	47	66	35	50
	4%	4%	3%	19%	5%	5%	5%	4%	29%	3%	6%	24%	4%	6%	3%	5%
Don't know	100	116	99	97	92	115	126	152	96	89	93	97	99	92	68	73
	9%	11%	9%	9%	8%	11%	12%	14%	9%	8%	9%	9%	9%	8%	6%	7%



Table 8
Q4_1 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have previous experience of being a Government minister

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	453	212	237	58	100	70	71	153	158	141	153	70	138	104	141	99	127	101	70	20	37	280	173	315	138	185	267
	41%	40%	43%	47% ef	48% ef	36%	36%	42%	48% i	36%	42%	44%	43%	37%	42%	39%	45%	41%	44%	37%	39%	45% v	37%	42%	39%	48% z	38%
Does not make much difference	492	255	233	45	75	97	94	181	120	190	181	56	133	136	167	125	121	106	68	24	48	271	220	328	163	156	335
	45%	48%	43%	36%	36%	49% cd	47% cd	50% cd	36%	48% h	50% h	36%	42%	48% k	50% k	49%	43%	43%	43%	45%	50%	44%	47%	44%	47%	40%	48% y
A sign they would do a bad job	48	27	20	10	11	8	11	8	21	19	8	14	14	12	8	13	15	10	4	-	5	22	26	37	11	15	33
	4%	5%	4%	8% g	5%	4%	5%	2%	6% j	5%	2%	9% mn	4%	4%	2%	5%	5%	4%	2%	-	5%	3%	6%	5%	3%	4%	5%
Don't know	100	41	57	11	22	22	22	22	33	44	22	18	34	30	19	19	20	30	16	9	5	47	52	62	38	31	69
	9%	8%	10%	9%	11%	11%	11%	6%	10%	11% j	6%	11% n	11% n	11% n	6%	7%	7%	12% p	10%	18% opt	6%	8%	11%	8%	11%	8%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 9

Q4_1 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have previous experience of being a Government minister

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	453	250	152	51	98	143	103	109	137	316	80	170	45	92	207	139	195	45	192	54	185	43
	41%	42%	40%	41%	40%	39%	45%	43%	42%	41%	52% m	46% m	49% m	34%	48% o	38%	49% q	29%	51% s	31%	49% u	35%
Does not make much difference	492	273	164	55	111	177	95	109	143	349	59	172	37	132	186	186	166	83	153	87	160	60
	45%	46%	44%	44%	45%	49%	41%	43%	44%	45%	38%	46%	40%	49% j	43%	51% n	42%	53% p	41%	50%	43%	49%
A sign they would do a bad job	48	24	20	4	12	10	11	15	18	30	6	9	1	20	15	17	15	16	11	20	12	10
	4%	4%	5%	3%	5%	3%	5%	6%	6%	4%	4%	3%	1%	8% kl	4%	5%	4%	10% p	3%	11% r	3%	8% t
Don't know	100	45	40	14	25	33	21	21	26	74	10	19	9	24	27	25	21	13	17	13	18	10
	9%	8%	11%	11%	10%	9%	9%	8%	8%	10%	7%	5%	10%	9%	6%	7%	5%	8%	5%	7%	5%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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Table 10
Q4_2 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have previous experience of being a shadow minister (that is a spokesperson on a policy area on behalf of the Opposition party)

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	429	204	223	55	80	72	64	159	135	135	159	63	118	98	149	97	121	98	57	21	36	274	155	289	140	177	252
	39%	38%	41%	44% f	38%	36%	32%	44% f	41%	34%	44% i	40%	37%	35%	44% m	38%	43%	40%	36%	39%	38%	44% v	33%	39%	40%	46% z	36%
Does not make much difference	501	258	238	46	89	94	94	180	135	187	180	61	141	136	164	125	123	107	71	28	48	265	236	344	157	163	339
	46%	48%	43%	37%	43%	48%	47%	49% c	41%	47%	49% h	39%	44%	48% k	49% k	48%	44%	43%	45%	53%	50%	43%	50% u	46%	45%	42%	48% y
A sign they would do a bad job	46	25	21	10	11	5	12	8	21	17	8	13	12	13	8	14	11	7	9	1	4	23	23	37	9	13	33
	4%	5%	4%	8% eg	5%	3%	6% g	2%	6% j	4%	2%	9% ln	4%	5%	2%	5%	4%	3%	6%	2%	4%	4%	5%	5%	3%	3%	5%
Don't know	116	49	65	14	28	26	29	19	42	55	19	20	47	34	15	22	27	35	21	3	8	57	58	72	44	36	80
	11%	9%	12%	11% g	13% g	13% g	15% g	5%	13% j	14% j	5%	13% n	15% n	12% n	4%	9%	10%	14%	13%	6%	8%	9%	12%	10%	12%	9%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 11
Q4_2 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have previous experience of being a shadow minister (that is a spokesperson on a policy area on behalf of the Opposition party)

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	429	243	142	44	93	155	93	87	119	310	81	165	46	79	202	137	206	33	196	46	189	33
	39%	41%	38%	36%	38%	43%	41%	34%	37%	40%	52% m	44% m	50% m	29%	46% o	37%	52% q	21%	53% s	26%	50% u	27%
Does not make much difference	501	270	168	63	122	162	100	118	148	353	59	164	35	149	181	190	151	103	142	104	148	73
	46%	46%	45%	51%	49%	45%	44%	46%	46%	46%	38%	44%	38%	55% jkl	42%	52% n	38%	65% p	38%	60% r	40%	59% t
A sign they would do a bad job	46	27	15	4	10	10	11	16	21	25	5	13	*	18	13	19	16	13	13	14	14	6
	4%	5%	4%	3%	4%	3%	5%	6% e	6% i	3%	3%	3%	*	7% l	3%	5%	4%	8%	4%	8% r	4%	5%
Don't know	116	53	50	13	21	36	25	33	36	80	10	29	11	23	40	20	26	10	22	9	23	11
	11%	9%	13% a	10%	9%	10%	11%	13%	11%	10%	7%	8%	12%	8%	9%	6%	6%	6%	6%	5%	6%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 12
Q4_3 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they were educated in a state school

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	239	110	128	40	55	46	30	68	95	76	68	44	83	53	59	68	65	40	38	7	22	134	106	167	72	93	147
	22%	21%	23%	32% fg	27% fg	24% f	15%	19%	29% ij	19%	19%	28% mn	26% n	19%	18%	26% qs	23%	16%	24%	12%	23%	22%	22%	23%	21%	24%	21%
Does not make much difference	717	358	351	62	120	123	142	270	182	265	270	82	190	194	252	164	191	171	91	38	62	420	297	477	240	246	470
	66%	67%	64%	49%	58%	62% c	72% cd	74% cde	55%	67% h	74% h	52%	60%	69% kl	75% kl	64%	68%	69% r	58%	72%	65%	68%	63%	64%	69%	64%	67%
A sign they would do a bad job	36	23	14	10	13	8	2	3	23	10	3	14	15	5	3	7	6	6	13	1	3	19	17	33	3	18	18
	3%	4%	3%	8% fg	6% fg	4% g	1%	1%	7% ij	3%	1%	9% mn	5% n	2%	1%	3% opq	2%	2%	8% opq	3%	4%	3% x	4%	4%	1%	5%	3%
Don't know	99	45	54	13	19	20	24	23	32	44	23	17	31	29	22	18	20	30	16	7	8	47	52	65	34	30	69
	9%	8%	10%	10%	9%	10%	12% g	6%	10%	11% j	6%	11%	10%	10%	7%	7%	7%	12%	10%	13%	8%	8%	11%	9%	10%	8%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 13
Q4_3 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they were educated in a state school

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	239	132	85	23	46	78	50	65	87	152	27	92	18	66	106	66	108	22	103	25	112	20
	22%	22%	23%	19%	19%	21%	22%	26%	27% i	20%	18%	25%	19%	24%	24% o	18%	27% q	14%	28% s	14%	30% u	16%
Does not make much difference	717	399	231	87	166	246	153	151	198	519	115	241	63	168	289	268	249	112	235	126	225	84
	66%	67%	61%	70%	67%	68%	67%	60%	61%	68%	74% m	65%	68%	63%	66%	73%	63%	71%	63%	72% r	60%	68%
A sign they would do a bad job	36	20	15	1	7	9	3	17	16	20	5	14	2	9	13	8	15	13	12	11	15	7
	3%	3%	4%	1%	3%	3%	1%	7% def	5%	3%	3%	4%	3%	4%	3%	2%	4%	8% p	3%	6%	4%	6%
Don't know	99	42	45	13	27	29	23	20	23	76	8	24	9	24	28	26	26	11	23	11	22	13
	9%	7%	12% a	10%	11%	8%	10%	8%	7%	10%	5%	6%	10%	9%	6%	7%	6%	7%	6%	7%	6%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 14
Q4_4 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they were educated in a private school

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	89	56	33	21	30	14	13	11	51	27	11	22	39	17	10	18	20	15	21	3	11	52	37	81	7	45	44
	8%	11% b	6%	17% efg	15% efg	7% g	6%	3%	15% ij	7% j	3%	14% mn	12% mn	6%	3%	7%	7%	6%	13% opq	5%	12%	8%	8%	11% x	2%	12% z	6%
Does not make much difference	702	343	354	66	124	122	122	268	190	244	268	87	190	174	252	176	183	148	95	39	62	407	295	474	228	229	474
	64%	64%	65%	53%	60%	62%	62%	74% cdef	57%	62%	74% hi	55%	60%	62%	75% klm	68%	65%	60%	60%	74%	65%	66%	62%	64%	65%	59%	67% y
A sign they would do a bad job	204	97	103	25	30	47	39	62	56	86	62	31	59	63	51	45	57	55	25	6	16	108	96	128	76	79	125
	19%	18%	19%	20%	15%	24% d	20%	17%	17%	22%	17%	20%	18%	22% n	15%	18%	20%	22%	16%	11%	17%	17%	20%	17%	22%	20%	18%
Don't know	97	39	57	13	22	14	24	24	35	38	24	17	31	27	22	17	22	29	17	5	7	53	44	59	38	35	62
	9%	7%	10%	11%	11%	7%	12% g	6%	11%	10%	6%	11%	10%	9%	7%	7%	8%	12%	11%	10%	7%	9%	9%	8%	11%	9%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 15
Q4_4 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they were educated in a private school

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	89	50	35	4	21	13	22	33	40	48	13	35	7	19	34	29	41	12	42	11	46	11
	8%	8%	9%	3%	9% e	4%	9% e	13% e	13% i	6%	8%	9%	8%	7%	8%	8%	10%	8%	11%	7%	12%	9%
Does not make much difference	702	393	224	85	156	248	155	143	202	500	123	236	53	163	276	261	249	95	232	111	231	81
	64%	66% b	59%	69%	63%	68% g	68% g	56%	62%	65%	79% klm	64%	58%	61%	63%	71% n	63%	60%	62%	64%	62%	65%
A sign they would do a bad job	204	100	79	24	53	67	31	53	53	151	9	80	19	68	99	57	84	44	78	44	77	25
	19%	17%	21%	20%	22% f	19%	13%	21% f	16%	20%	6%	22% j	21% j	25% j	23% o	16%	21%	28%	21%	26%	21%	20%
Don't know	97	49	38	10	16	34	22	24	28	69	10	20	12	18	26	20	23	6	21	6	20	7
	9%	8%	10%	8%	7%	9%	10%	10%	9%	9%	6%	5%	13% k	7%	6%	6%	6%	4%	6%	4%	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 16
Q4_5 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have experience working in public services

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	522	238	278	68	108	87	97	162	176	184	162	78	160	140	144	110	142	132	74	20	42	321	200	360	162	201	320
	48%	44%	51%	54% g	52%	44%	49%	44%	53% j	46%	44%	50%	50%	50%	43%	43%	50%	54% o	47%	38%	45%	52% v	42%	49%	46%	52% z	45%
Does not make much difference	427	226	199	35	71	86	71	165	106	157	165	47	118	107	155	116	106	80	62	25	39	232	196	291	137	142	286
	39%	42%	36%	28%	34%	44% c	36%	45% cdf	32%	40% h	45% h	30%	37%	38%	46% kl	45% q	38%	32%	39%	48% q	41%	37%	41%	39%	39%	37%	41%
A sign they would do a bad job	51	33	19	12	11	7	6	16	23	12	16	15	13	8	15	14	15	9	4	3	5	26	25	35	17	15	36
	5%	6%	3%	10% efg	5%	3%	3%	4%	7% i	3%	4%	10% lmn	4%	3%	4%	5%	5%	4%	3%	6%	6%	4%	5%	5%	5%	4%	5%
Don't know	92	39	52	10	17	17	25	22	27	42	22	16	27	27	21	18	19	26	17	4	8	41	51	57	35	30	62
	8%	7%	9%	8%	8%	9%	13% g	6%	8%	11% j	6%	10%	9%	9%	6%	7%	7%	10%	11%	8%	9%	7%	11% u	8%	10%	8%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 17
Q4_5 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have experience working in public services

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	522	292	179	51	107	177	105	132	154	368	76	197	52	114	248	140	233	47	226	54	215	49
	48%	49%	48%	41%	44%	49%	46%	52%	47%	48%	49%	53% m	57% m	43%	57% o	38%	59% q	30%	60% s	31%	57% u	40%
Does not make much difference	427	226	148	53	105	146	95	82	129	299	56	142	32	114	155	179	132	82	122	88	121	57
	39%	38%	39%	43%	43% g	40%	41%	32%	40%	39%	36%	38%	35%	43%	36%	49% n	33%	52% p	33%	51% r	32%	47% t
A sign they would do a bad job	51	30	15	6	14	12	11	14	19	33	11	14	-	20	9	26	18	18	14	23	17	8
	5%	5%	4%	5%	6%	3%	5%	6%	6%	4%	7% l	4%	-	7% l	2%	7% n	5%	12% p	4%	13% r	5%	6%
Don't know	92	45	33	14	20	28	18	25	23	69	12	17	7	20	23	21	14	10	11	9	22	9
	8%	8%	9%	11%	8%	8%	8%	10%	7%	9%	8%	5%	8%	7%	5%	6%	4%	6%	3%	5%	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



Table 18
Q4_6 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have served in the military

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	265	143	121	42	53	46	46	79	94	92	79	49	74	68	73	67	64	56	42	11	27	149	116	192	73	82	183
	24%	27%	22%	33% fg	26%	24%	23%	22%	28%	23%	22%	31% n	23%	24%	22%	26%	23%	22%	27%	20%	28%	24%	25%	26%	21%	21%	26%
Does not make much difference	657	320	331	54	106	113	126	258	160	239	258	67	175	179	235	156	184	157	80	32	49	379	278	427	230	234	423
	60%	60%	61%	43%	51%	58% c	63% cd	71% cde	48%	60% h	71% hi	43%	55% k	64% kl	70% kl	61%	65% rt	63% r	50%	61%	51%	61%	59%	57%	66% w	60%	60%
A sign they would do a bad job	55	23	29	21	16	10	1	5	38	12	5	25	21	4	5	12	15	7	13	1	7	35	19	47	8	29	26
	5%	4%	5%	17% defg	8% fg	5% fg	1% 1%	1%	11% ij	3% ij	1%	16% lmn	6% mn	1%	2%	5%	5%	3%	8% q	1% 1%	8% 8%	6% 6%	4% 4%	6% x	2% 2%	7% z	4%
Don't know	115	49	65	8	31	27	26	23	40	53	23	16	48	30	22	22	20	28	23	9	12	57	58	77	38	43	72
	11%	9%	12%	7% cg	15% g	14% g	13% g	6%	12% j	13% j	6%	10% n	15% n	11%	6%	9%	7%	11%	15% p	17% p	13%	9% 9%	12% 12%	10% 10%	11% 11%	11% 11%	10% 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 19
Q4_6 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have served in the military

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	265	142	92	31	52	89	60	64	92	173	46	72	19	76	80	108	87	51	80	56	96	38
	24%	24%	24%	25%	21%	25%	26%	25%	28%	23%	30% k	19%	21%	29% k	18%	29% n	22%	33% p	21%	33% r	26%	31%
Does not make much difference	657	366	213	77	161	219	137	141	176	481	98	244	60	148	292	225	259	84	245	94	230	63
	60%	62%	57%	63%	65% g	60%	60%	55%	54%	63% h	63%	66% m	65%	55%	67%	61%	65% q	53%	66% s	54%	61%	51%
A sign they would do a bad job	55	26	28	1	11	12	10	22	23	32	2	21	2	24	28	9	26	10	24	11	24	11
	5%	4%	7%	*	5%	3%	4%	9% e	7%	4%	2%	6%	2%	9% jl	6%	3%	7%	6%	6%	7%	6%	9%
Don't know	115	57	43	15	22	43	22	27	33	82	9	33	11	19	35	25	25	12	24	11	25	11
	11%	10%	11%	12%	9%	12%	10%	11%	10%	11%	6%	9%	12%	7%	8%	7%	6%	8%	6%	7%	7%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 20
Q4_7 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have experience working in business

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	460	233	227	56	81	65	77	181	137	141	181	65	117	106	172	109	108	120	69	19	35	274	186	297	162	160	299
	42%	44%	41%	45% e	39%	33%	39%	50% def	41%	36%	50% hi	41%	37%	38%	51% klm	42%	38%	49% p	44%	36%	36%	44%	39%	40%	46%	41%	42%
Does not make much difference	451	223	220	42	83	91	88	146	125	179	146	56	133	134	127	111	130	82	57	27	43	256	194	318	133	163	287
	41%	42%	40%	34%	40%	46% c	44%	40%	38%	45% h	40%	36%	42%	48% kn	38%	43% q	46% q	33%	36%	51% q	46% q	41%	41%	43%	38%	42%	41%
A sign they would do a bad job	56	23	33	12	13	17	3	11	25	21	11	15	24	7	11	10	17	9	12	2	7	29	27	44	12	21	35
	5%	4%	6%	9% fg	6% f	9% fg	2%	3%	7% j	5% j	3%	9% mn	8% mn	2%	3%	4%	6%	4%	7%	3%	7%	5%	6%	6%	3%	5%	5%
Don't know	126	57	67	16	29	23	30	27	45	54	27	22	45	34	25	27	27	36	21	6	10	61	65	83	43	43	83
	12%	11%	12%	12%	14% g	12%	15% g	7%	13% j	14% j	7%	14% n	14% n	12%	7%	10%	10%	14%	13%	11%	11%	10%	14%	11%	12%	11%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 21
Q4_7 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they have experience working in business

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	460	257	150	52	101	157	103	98	127	332	87	154	39	114	187	170	189	65	180	78	182	54
	42%	43%	40%	42%	41%	43%	45%	39%	39%	43%	56% km	42%	42%	42%	43%	46%	48%	41%	48%	45%	49%	44%
Does not make much difference	451	244	151	55	100	152	94	104	143	308	57	166	34	107	197	146	163	70	155	75	149	52
	41%	41%	40%	45%	41%	42%	41%	41%	44%	40%	37%	45%	37%	40%	45%	40%	41%	45%	41%	43%	40%	42%
A sign they would do a bad job	56	33	23	-	9	13	11	23	20	36	3	19	7	23	23	17	16	13	17	12	18	8
	5%	6%	6%	-	4%	4%	5%	9%	6%	5%	2%	5%	7%	8%	5%	5%	4%	8%	5%	7%	5%	6%
		c	c					de						j								
Don't know	126	58	52	16	35	41	21	29	33	92	8	32	12	24	29	34	29	10	22	8	25	10
	12%	10%	14%	13%	14%	11%	9%	11%	10%	12%	5%	9%	13%	9%	7%	9%	7%	6%	6%	5%	7%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 22
Q4_8 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they voted in the same way as you in the 2016 EU referendum

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	254	125	128	40	63	36	33	81	103	69	81	46	83	53	73	62	76	48	42	9	17	165	89	180	74	109	145
	23%	23%	23%	32% efg	31% efg	18%	17%	22%	31% ij	18%	22%	29% m	26%	19%	22%	24%	27%	20%	27%	16%	18%	27% v	19%	24%	21%	28% z	21%
Does not make much difference	646	329	313	51	106	120	133	236	157	253	236	66	178	185	217	151	155	155	89	34	61	360	286	440	206	213	433
	59%	62%	57%	41%	51%	61% c	67% cd	65% cd	47%	64% h	65% h	42%	56% k	66% kl	65% kl	59%	55%	62%	56%	65%	65%	58%	61%	59%	59%	55%	61% y
A sign they would do a bad job	40	21	18	15	10	6	4	5	25	10	5	19	12	5	5	11	15	6	4	*	4	17	23	30	10	17	23
	4%	4%	3%	12% defg	5% g	3%	2%	1%	8% ij	3%	1%	12% lmn	4%	2%	1%	4%	5%	2%	3%	1%	4%	3%	5%	4%	3%	4%	3%
Don't know	152	60	88	19	27	34	29	43	46	63	43	27	47	38	41	33	37	38	22	9	12	78	74	92	60	49	103
	14%	11%	16% a	15%	13%	17%	14%	12%	14%	16%	12%	17%	15%	14%	12%	13%	13%	15%	14%	18%	13%	13%	16%	12%	17% w	13%	15%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 23
Q4_8 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they voted in the same way as you in the 2016 EU referendum

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	254	145	86	23	55	74	59	66	90	164	36	95	18	80	123	88	123	39	117	46	116	34
	23%	24%	23%	19%	22%	20%	26%	26%	28% i	21%	23%	26%	20%	30%	28%	24%	31%	25%	31%	27%	31%	28%
Does not make much difference	646	361	215	70	145	235	135	131	174	472	103	225	57	143	256	233	220	90	206	95	208	65
	59%	61%	57%	57%	59%	65% g	59%	52%	54%	61% h	66% m	61%	62%	53%	59%	64%	55%	57%	55%	55%	55%	53%
A sign they would do a bad job	40	20	16	4	12	9	4	15	15	25	2	13	2	15	11	15	18	11	16	13	19	10
	4%	3%	4%	3%	5%	3%	2%	6% f	5%	3%	1%	4%	2%	5%	3%	4%	5%	7%	4%	7%	5%	8%
Don't know	152	67	58	27	35	44	31	42	44	108	14	37	15	30	45	31	36	18	35	19	31	13
	14%	11%	16%	22% a	14%	12%	14%	17%	14%	14%	9%	10%	16%	11%	10%	8%	9%	11%	9%	11%	8%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



Table 24
Q4_9 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are much wealthier than the average Briton

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	69	37	32	17	23	17	7	5	40	24	5	18	35	12	4	11	19	7	22	3	7	42	27	62	7	38	31
	6%	7%	6%	14% fg	11% fg	9% fg	3%	1%	12% ij	6% j	1%	11% mn	11% mn	4% n	1%	4%	7%	3%	14% opq	6%	8%	7%	6%	8% x	2%	10% z	4%
Does not make much difference	607	312	290	59	94	110	114	230	152	225	230	77	157	162	212	153	156	132	84	31	52	366	241	426	182	204	404
	56%	58%	53%	47%	45%	56% d	58% d	63% cd	46%	57% h	63% h	49%	49%	58%	63% kl	59%	55%	53%	53%	59%	55%	59% v	51%	57%	52%	53%	57%
A sign they would do a bad job	319	142	175	41	65	56	53	104	106	109	104	49	97	77	95	75	84	79	39	11	31	158	161	194	126	108	211
	29%	27%	32%	33%	32%	29%	27%	28%	32%	28%	28%	31%	31%	28%	28%	29%	30%	32%	25%	21%	33%	25%	34% u	26%	36% w	28%	30%
Don't know	96	44	50	9	24	13	24	26	33	37	26	13	29	30	24	18	23	30	14	7	4	54	42	61	35	37	59
	9%	8%	9%	7%	12%	7%	12%	7%	10%	9%	7%	9%	9%	11%	7%	7%	8%	12% t	9%	14%	4%	9%	9%	8%	10%	10%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 25
Q4_9 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are much wealthier than the average Briton

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	69	42	22	5	11	8	18	33	45	24	14	22	4	14	22	17	36	3	40	5	42	5
	6%	7%	6%	4%	4%	2%	8% e	13% de	14% i	3%	9%	6%	4%	5%	5%	5%	9% q	2%	11% s	3%	11% u	4%
Does not make much difference	607	349	194	65	135	214	133	126	167	440	104	208	46	142	243	229	226	96	211	104	199	72
	56%	59% b	51%	53%	55%	59% g	58%	50%	52%	57%	67% klm	56%	50%	53%	56%	62%	57%	61%	57%	60%	53%	58%
A sign they would do a bad job	319	157	124	38	81	106	57	75	86	233	27	116	32	98	141	101	113	50	104	55	114	36
	29%	27% a	33%	31%	33%	29%	25%	30%	27%	30%	18%	31% j	35% j	37% j	32%	27%	28% 28%	32%	28% 32%	32%	30% 30%	29%
Don't know	96	44	37	15	19	35	22	20	26	70	10	25	10	13	30	20	23	9	18	9	20	10
	9%	8%	10%	12%	8%	10%	9%	8%	8%	9%	7%	7%	11%	5%	7%	5%	6% 6%	5% 5%	5% 5%	5% 5%	5% 5%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 26
Q4_10 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were working class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	306	147	158	54	67	57	42	85	122	99	85	61	100	68	77	86	79	62	48	8	23	160	146	209	97	101	206
	28%	28%	29%	44% defg	32% fg	29%	21%	23%	37% ij	25%	23%	39% mn	32% n	24%	23%	34% qs	28%	25%	30%	16%	24%	26%	31%	28%	28%	26%	29%
Does not make much difference	668	330	330	46	111	119	134	257	157	253	257	66	178	185	238	147	174	160	84	38	64	400	267	444	224	242	425
	61%	62%	60%	37% c	54% c	61% c	67% cd	70% cde	47% h	64% h	70% h	42% k	56% k	66% kl	71% kl	57% r	62% r	65% r	53% r	73% r	67% r	65% v	57%	60% x	64%	63% y	60% z
A sign they would do a bad job	29	18	11	12	9	5	-	3	21	5	3	13	11	2	2	3	12	3	9	-	2	13	16	27	2	13	16
	3%	3%	2%	10% efg	4% fg	2% f	-	1%	6% ij	1% ij	1%	9% lmn	4% mn	1%	1%	1% o	4% o	1% oq	6% oq	-	2%	2% x	3%	4% x	1%	3% y	2% z
Don't know	89	40	49	13	20	15	22	19	32	38	19	17	28	26	18	20	17	22	17	6	7	46	43	62	27	32	58
	8%	7%	9%	10% g	9% g	8% g	11% g	5% g	10% j	10% j	5% j	11% n	9% n	9% n	5% n	8% n	6% n	9% n	11% n	11% n	7% n	7% n	9% n	8% n	8% n	8% n	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 27
Q4_10 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were working class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	306	162	116	28	58	92	64	92	108	198	36	121	22	85	130	95	126	38	126	45	125	33
	28%	27%	31%	23%	23%	25%	28%	36% de	33% i	26%	23%	33%	24%	32%	30%	26%	32%	24%	34%	26%	33%	27%
Does not make much difference	668	372	212	84	161	240	138	129	176	491	110	216	61	156	272	247	231	105	212	114	210	77
	61%	63%	56%	68% b	65% g	66% g	60%	51%	54%	64% h	71% km	58%	66%	58%	62%	67%	58%	67%	57%	66%	56%	63%
A sign they would do a bad job	29	20	9	-	4	6	7	12	15	14	2	10	2	10	6	8	15	7	12	7	15	4
	3%	3%	2%	-	1%	2%	3%	5% de	5% i	2%	2%	3%	3%	4%	1%	2%	4%	4%	3%	4%	4%	4%
Don't know	89	39	39	12	24	25	20	20	24	65	7	23	7	16	28	17	25	8	24	7	25	9
	8%	7%	10%	10%	10%	7%	9%	8%	7%	8%	5%	6%	7%	6%	6%	5%	6%	5%	6%	4%	7%	7%
				a																		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 28
Q4_11 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were middle class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	149	79	69	27	40	31	22	29	67	53	29	35	55	35	24	35	42	29	30	3	9	74	75	120	28	55	93
	14%	15%	13%	22% fg	19% fg	16% g	11%	8%	20% ij	13% j	8%	22% mn	17% n	12%	7%	14%	15%	12%	19% s	6%	10%	12%	16%	16% x	8%	14%	13%
Does not make much difference	788	391	389	71	130	135	148	303	202	283	303	91	206	210	280	185	203	181	99	43	77	465	323	517	271	274	514
	72%	73%	71%	57%	63%	69% c	74% cd	83% cdef	61%	72% h	83% hi	58%	65%	75% kl	84% klm	72%	72%	73% r	63% r	82% r	81% r	75% v	68%	70% w	77% w	71%	73%
A sign they would do a bad job	62	24	38	13	14	15	7	13	27	22	13	15	22	13	12	16	17	10	15	1	4	35	27	42	20	26	36
	6%	4%	7%	10% fg	7%	8%	4%	4%	8% j	6%	4%	10% mn	7%	5%	3%	6%	6%	4%	9% q	1%	4%	6%	6%	6%	6%	7%	5%
Don't know	93	41	51	14	23	15	21	20	36	37	20	16	35	24	19	20	20	28	14	5	5	47	47	62	31	32	61
	9%	8%	9%	11% g	11% g	8%	11% g	6%	11% j	9%	6%	10% n	11%	8%	6%	8%	7%	11%	9%	10%	6%	8%	10%	8%	9%	8%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 29
Q4_11 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were middle class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	149	87	50	12	27	31	40	51	66	83	27	59	8	34	61	45	74	16	72	15	77	22
	14%	15%	13%	10%	11%	9%	17% e	20% de	20% i	11%	17%	16%	9%	13%	14%	12%	19% q	10%	19% s	9%	21%	17%
Does not make much difference	788	422	267	99	188	287	159	154	204	584	114	271	66	200	322	285	274	123	255	135	248	84
	72%	71%	71%	80%	76% g	79% fg	69%	61%	63%	76% h	74%	73%	72%	75%	74%	78%	69%	78%	68%	78% r	66%	68%
A sign they would do a bad job	62	38	23	1	10	19	12	20	26	36	8	17	6	17	27	15	22	13	20	17	22	11
	6%	6% c	6% c	1%	4%	5%	5%	8%	8%	5%	5%	5%	7%	7%	6%	4%	6%	8%	5%	10%	6%	9%
Don't know	93	45	36	12	21	26	18	28	29	65	6	23	11	16	26	22	27	6	26	6	28	7
	9%	8%	10%	10%	9%	7%	8%	11%	9%	8%	4%	6%	12% j	6%	6%	6%	7%	4%	7%	3%	7%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 30
Q4_12 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were upper class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	88	52	36	17	27	23	9	12	44	32	12	19	39	20	9	18	22	13	24	6	6	59	29	73	14	46	42
	8%	10%	7%	13% fg	13% fg	12% fg	4%	3%	13% ij	8% j	3%	12% n	12% n	7% n	3%	7%	8%	5%	15% opq	11%	6%	9%	6%	10% x	4%	12% z	6%
Does not make much difference	651	326	321	59	119	114	121	238	178	235	238	78	182	167	223	155	169	150	88	32	57	375	276	446	205	218	433
	60%	61%	59%	47%	57%	58%	61% c	65% c	54%	60%	65% h	50%	57%	60% k	67% kl	60%	60%	61%	56%	61%	60%	60%	58%	60%	59%	56%	62%
A sign they would do a bad job	257	112	141	40	39	40	43	95	79	83	95	45	61	67	84	66	69	56	33	9	24	138	119	159	98	89	168
	24%	21%	26%	32% def	19%	20%	22%	26%	24%	21%	26%	29% l	19%	24%	25%	26%	25%	23%	21%	17%	25%	22%	25%	21%	28% w	23%	24%
Don't know	97	46	49	9	22	20	25	21	31	45	21	15	36	26	19	18	21	29	13	6	9	49	48	64	32	35	61
	9%	9%	9%	7%	11% g	10%	13% g	6%	9%	11% j	6%	9%	11% n	9%	6%	7%	8%	12%	8%	12%	9%	8%	10%	9%	9%	9%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 31
Q4_12 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If their parents were upper class

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	88	55	27	6	17	16	17	38	47	40	16	36	6	10	30	22	43	7	42	8	48	9
	8%	9%	7%	5%	7%	4%	7%	15% def	15% i	5%	10% m	10% m	7%	4%	7%	6%	11% q	5%	11% s	5%	13%	7%
Does not make much difference	651	370	205	75	140	229	146	135	187	464	112	219	54	151	263	241	232	93	210	105	207	64
	60%	63% b	55%	61%	57%	63% g	64% g	53%	58%	60%	72% klm	59%	58%	56%	60%	66%	58%	59%	56%	60%	55%	52%
A sign they would do a bad job	257	121	103	32	66	90	46	55	62	195	18	86	24	91	113	80	97	49	97	54	93	40
	24%	20%	27% a	26%	27%	25%	20%	22%	19% h	25%	11% j	23% j	27% j	34% jk	26%	22%	24%	31%	26%	31%	25%	32%
Don't know	97	46	41	10	23	27	21	26	28	68	10	29	8	16	31	24	25	8	25	6	27	10
	9%	8%	11%	8%	9%	8%	9%	10%	9%	9%	7%	8%	8%	6%	7%	7%	6%	5%	7%	4%	7%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 32
Q4_13 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they come from a part of the country outside London and the South East

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	192	86	106	29	37	37	25	64	66	62	64	35	57	40	60	54	41	41	27	7	22	109	83	127	65	79	113
	18%	16%	19%	23% f	18%	19%	13%	18%	20%	16%	18%	22% m	18%	14%	18%	21%	14%	17%	17%	14%	23%	18%	17%	17%	19%	21%	16%
Does not make much difference	754	382	365	74	130	138	143	269	204	281	269	91	213	203	247	168	207	176	102	38	62	436	318	509	245	256	499
	69%	71%	67%	59%	63%	70% c	72% c	74% cd	61%	71% h	74% h	58%	67%	72% k	74% k	65%	73%	71%	65%	72%	65%	70%	67%	69%	70%	66%	71%
A sign they would do a bad job	47	28	17	12	17	9	2	7	28	11	7	16	20	5	6	8	10	7	14	2	5	28	19	41	6	20	27
	4%	5%	3%	9% fg	8% fg	5% f	1%	2%	9% ij	3%	2%	10% mn	6% mn	2%	2%	3% opq	4%	3%	9% opq	4%	6%	5% x	4%	6% x	2%	5%	4%
Don't know	99	38	59	11	23	12	28	25	34	41	25	15	29	32	23	26	24	22	15	5	6	47	52	65	34	32	67
	9%	7%	11%	8%	11%	6%	14% eg	7%	10%	10%	7%	10%	9%	11%	7%	10%	9%	9%	9%	10%	6%	8%	11%	9%	10%	8%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 33
Q4_13 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they come from a part of the country outside London and the South East

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	192	108	64	19	39	69	42	42	65	127	18	73	12	64	74	69	80	27	77	33	90	20
	18%	18%	17%	16%	16%	19%	18%	17%	20%	17%	12%	20% j	13%	24% jl	17%	19%	20%	17%	21%	19%	24%	16%
Does not make much difference	754	408	258	88	180	252	155	167	215	539	119	254	73	168	323	255	281	108	262	117	250	84
	69%	69%	69%	71%	73%	69%	68%	66%	66%	70%	76% m	69%	80% m	63%	74%	70%	71%	69%	70%	67%	67%	68%
A sign they would do a bad job	47	25	20	2	7	11	11	18	18	29	7	16	2	17	13	17	17	10	15	15	15	7
	4%	4%	5%	2%	3%	3%	5%	7% de	6%	4%	4%	4%	2%	6%	3%	5%	4%	6%	4%	9% r	4%	6%
Don't know	99	51	34	14	21	31	21	26	26	73	12	27	6	19	26	26	20	12	20	9	20	12
	9%	9%	9%	12%	8%	9%	9%	10%	8%	10%	8%	7%	6%	7%	6%	7%	5%	7%	5%	5%	5%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 34
Q4_14 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are from an ethnic minority background

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	123	62	61	26	41	25	14	17	68	38	17	32	53	23	16	33	34	10	30	2	14	70	54	97	26	52	72
	11%	12%	11%	21% efg	20% fg	13% g	7%	5%	20% ij	10% j	5%	20% mn	17% mn	8%	5%	13% q	12% q	4%	19% qs	3%	15% qs	11%	11%	13% x	7%	13%	10%
Does not make much difference	811	391	411	75	134	147	154	301	209	301	301	96	218	220	277	188	210	194	105	42	71	470	341	534	277	283	527
	74%	73%	75%	60%	65%	75% cd	78% cd	82% cd	63% h	76% h	82% h	61% kl	68% kl	78% kl	83% kl	73% r	74% r	78% r	67% r	81%	75%	76% w	72% w	72% w	79% w	73% w	75% w
A sign they would do a bad job	66	43	23	12	9	8	11	26	21	19	26	14	13	16	23	12	18	21	9	2	4	35	31	52	15	20	46
	6%	8% b	4%	10% de	4%	4%	6%	7%	6% j	5% j	7%	9% l	4% l	6% l	7%	5% o	7% o	8% o	6% o	4% o	4% o	6% u	7% u	7% u	4% u	5% y	7% y
Don't know	92	39	52	11	22	18	19	21	33	37	21	15	34	22	20	24	20	22	13	6	6	45	47	59	32	33	59
	8%	7%	9%	9% g	11% g	9% g	10% g	6% g	10% j	9% j	6% j	10% k	11% l	8% m	6% n	9% o	7% p	9% q	8% r	12% s	6% t	7% u	10% v	8% w	9% x	8% y	8% z

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 35
Q4_14 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are from an ethnic minority background

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	123	65	49	10	10	34	30	49	59	64	9	55	5	28	55	27	69	9	67	10	72	10
	11%	11%	13%	8%	4%	9% d	13% d	19% de	18% i	8%	6%	15% jl	6%	11%	13% o	7%	17% q	6%	18% s	6%	19% u	8%
Does not make much difference	811	449	270	91	200	279	160	172	221	590	130	276	78	187	339	286	292	115	275	129	270	85
	74%	76%	72%	74%	81% fg	77% g	70%	68%	68% h	77% h	84% km	75%	85% m	70%	78%	78%	73%	73%	74%	75%	72%	69%
A sign they would do a bad job	66	33	22	11	19	18	17	12	16	50	7	15	1	37	14	35	14	27	12	27	11	19
	6%	6%	6%	9%	8%	5%	7%	5%	5%	6%	5%	4%	1%	14% jkl	3%	10% n	4%	17% p	3%	16% r	3%	15% t
Don't know	92	46	35	11	17	31	22	21	28	64	9	24	8	16	28	18	23	6	18	7	21	9
	8%	8%	9%	9%	7%	9%	10%	8%	9%	8%	6%	7%	9%	6%	6%	5%	6%	4%	5%	4%	6%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 36
Q4_15 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are a woman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	130	52	78	25	35	19	15	35	60	35	35	27	47	25	32	31	29	25	33	2	10	76	54	94	36	56	74
	12%	10%	14%	20%	17%	10%	8%	10%	18%	9%	10%	17%	15%	9%	9%	12%	10%	10%	21%	3%	10%	12%	11%	13%	10%	14%	11%
		a		efg	fg				ij			mn	m					opqst									
Does not make much difference	860	423	428	79	149	155	163	313	228	318	313	104	237	230	289	203	227	199	106	43	82	492	367	570	290	294	566
	79%	79%	78%	63%	72%	79%	82%	86%	69%	81%	86%	66%	74%	82%	86%	79%	80%	81%	67%	81%	86%	79%	78%	77%	83%	76%	80%
		c				cd	cd			h	h			kl	kl	r	r	r			r			w			
A sign they would do a bad job	35	27	8	13	5	9	1	6	18	10	6	14	11	4	5	5	14	8	5	3	-	17	17	32	3	15	19
	3%	5%	1%	10%	2%	5%	*	2%	5%	3%	2%	9%	3%	2%	2%	2%	5%	3%	3%	6%	-	3%	4%	4%	1%	4%	3%
		b		dfg		f			j			lmn					t			t			x				
Don't know	68	33	33	8	17	13	19	11	25	32	11	12	24	22	10	18	12	15	14	5	4	35	33	46	21	23	45
	6%	6%	6%	7%	8%	6%	10%	3%	8%	8%	3%	8%	8%	8%	3%	7%	4%	6%	9%	10%	4%	6%	7%	6%	6%	6%	6%
					g		g		j	j		n	n	n													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 37
Q4_15 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are a woman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	130	61	54	15	35	33	21	41	50	80	14	57	12	26	53	38	68	8	70	11	75	12
	12%	10%	14%	12%	14%	9%	9%	16%ef	16%i	10%	9%	15%	14%	10%	12%	10%	17%q	5%	19%r	6%	20%u	9%
Does not make much difference	860	475	287	98	199	296	180	185	233	626	126	291	71	217	353	307	300	137	274	153	268	101
	79%	80%	76%	79%	81%g	82%g	79%	73%	72%h	82%h	81%	78%	77%	81%	81%	84%	75%p	87%p	73%r	89%r	72%t	82%t
A sign they would do a bad job	35	20	12	2	3	10	10	12	15	19	8	6	2	17	9	10	12	6	14	6	16	6
	3%	3%	3%	2%	1%	3%	4%	5%k	5%	2%	5%	2%	2%	6%	2%	3%	3%	4%	4%	3%	4%	5%
Don't know	68	36	23	9	9	25	18	15	25	43	7	17	7	8	20	13	17	6	16	3	15	4
	6%	6%	6%	7%	4%	7%	8%	6%	8%	6%	5%	5%	8%	3%	5%	3%	4%	4%	4%	2%	4%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 38
Q4_16 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are a man

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
A sign they would do a good job	84	63	21	23	30	12	9	10	53	21	10	24	37	15	8	17	22	10	27	3	6	45	39	80	4	44	40
	8%	12% b	4%	18% efg	15% efg	6%	5%	3%	16% ij	5%	3%	15% mn	12% mn	5%	2%	6%	8%	4%	17% opqt	6%	6%	7%	8%	11% x	1%	11% z	6%
Does not make much difference	884	416	461	81	148	158	164	333	229	322	333	106	236	234	309	211	231	209	106	43	83	504	380	565	320	296	588
	81%	78%	84% a	65%	71%	80% c	83% cd	91% cdef	69%	82% h	91% hi	67%	74%	83% kl	92% klm	82% r	82% r	85% r	67% r	83% r	87% r	81%	81%	76% w	91% w	76% y	84% y
A sign they would do a bad job	50	21	28	12	11	15	5	7	23	20	7	16	20	8	6	9	17	8	13	-	4	32	18	45	6	23	27
	5%	4%	5%	9% fg	5% g	8% fg	3%	2%	7% j	5% j	2%	10% mn	6% n	3%	2%	4%	6%	3%	8% q	-	4%	5%	4%	6% x	2%	6% x	4%
Don't know	73	36	37	10	18	11	20	14	27	31	14	11	26	23	13	20	11	21	13	6	3	38	35	53	20	24	49
	7%	7%	7%	8% g	9% g	6% g	10% g	4%	8% j	8% j	4%	7% n	8% n	8% n	4%	8% p	4%	8%	8%	11% p	3%	6% p	7%	7% p	6% p	6% p	7% p

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 39
Q4_16 - Do you see each of the following as a sign that someone would do a good job or bad job as a Government minister, or do you think it doesn't make much difference? If they are a man

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
A sign they would do a good job	84	48	30	6	11	16	22	34	47	37	12	28	8	22	26	28	47	14	40	16	51	10
	8%	8%	8%	5%	5%	4%	10% de	13% de	14% i	5%	8%	8%	9%	8%	6%	8%	12%	9%	11%	9%	14%	8%
Does not make much difference	884	484	297	103	206	308	179	191	241	643	131	304	71	222	373	309	313	129	296	140	287	99
	81%	82%	79%	83%	84% g	85% fg	78%	75%	75%	84% h	84%	82%	77%	83%	86%	84%	79%	82%	79%	81%	77%	81%
A sign they would do a bad job	50	23	23	4	12	11	13	14	19	31	5	17	6	16	19	14	18	5	21	10	18	6
	5%	4%	6%	3%	5%	3%	6%	6%	6%	4%	3%	5%	6%	6%	4%	4%	5%	3%	6%	5%	5%	5%
Don't know	73	37	26	11	16	28	15	14	17	57	8	21	7	8	18	15	19	10	16	8	18	8
	7%	6%	7%	9%	7%	8%	7%	6%	5%	7%	5%	6%	7%	3%	4%	4%	5%	6%	4%	5%	5%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



23-085423-28 - REPRESENTATIVES/LABOUR FIRST WEEK
JULY 2024
PUBLIC
IPSOS

16 Jul 2024

Table 40
Q5 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Summary table

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Kemi Badenoch	Robert Jenrick	Tom Tugendhat	James Cleverly	Priti Patel	Suella Braverman	Victoria Atkins	Nigel Farage
UNWEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092	1092
WEIGHTED BASE	1092	1092	1092	1092	1092	1092	1092	1092
(2) A very good leader	47 4%	33 3%	44 4%	29 3%	46 4%	66 6%	24 2%	146 13%
(1) A fairly good leader	117 11%	95 9%	134 12%	149 14%	116 11%	103 9%	79 7%	165 15%
(0) Neither a good nor bad leader	213 20%	232 21%	221 20%	260 24%	193 18%	200 18%	212 19%	153 14%
(-1) A fairly bad leader	117 11%	110 10%	99 9%	172 16%	221 20%	163 15%	94 9%	142 13%
(-2) A very bad leader	165 15%	109 10%	69 6%	115 11%	322 29%	305 28%	76 7%	386 35%
Mean	-0.36	-0.29	-0.03	-0.27	-0.73	-0.64	-0.25	-0.46
Good leader (NET)	164 15%	127 12%	177 16%	178 16%	162 15%	169 16%	103 9%	310 28%
Bad leader (NET)	283 26%	220 20%	168 15%	288 26%	543 50%	469 43%	170 16%	527 48%
I don't know who this person is	298 27%	361 33%	366 34%	221 20%	83 8%	142 13%	446 41%	23 2%
Don't know	135 12%	152 14%	159 15%	146 13%	111 10%	112 10%	161 15%	78 7%

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



Table 41
Q5_1 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Kemi Badenoch

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) A very good leader	47	31	16	5	5	14	6	17	10	20	17	6	12	13	16	12	8	8	11	2	5	33	14	40	7	22	25
	4%	6%	3%	4%	2%	7%	3%	5%	3%	5%	5%	4%	4%	5%	5%	5%	3%	3%	7%	5%	5%	5%	3%	5%	2%	6%	4%
		b				d																		x			
(1) A fairly good leader	117	64	50	19	30	16	14	38	49	30	38	24	35	22	35	28	26	26	20	6	10	73	44	88	28	48	69
	11%	12%	9%	15%	14%	8%	7%	10%	15%	8%	10%	15%	11%	8%	11%	11%	9%	11%	13%	11%	10%	12%	9%	12%	8%	12%	10%
				f	f				i			m															
(0) Neither a good nor bad leader	213	116	97	24	55	31	31	72	79	63	72	28	77	39	69	53	59	41	34	9	16	119	95	155	58	73	141
	20%	22%	18%	19%	27%	16%	16%	20%	24%	16%	20%	18%	24%	14%	21%	21%	21%	17%	22%	18%	17%	19%	20%	21%	17%	19%	20%
				ef					i			m			m												
(-1) A fairly bad leader	117	63	54	17	20	17	18	45	37	35	45	19	30	28	40	37	31	22	15	3	9	70	47	78	39	41	76
	11%	12%	10%	13%	10%	9%	9%	12%	11%	9%	12%	12%	9%	10%	12%	14%	11%	9%	10%	7%	9%	11%	10%	11%	11%	11%	11%
(-2) A very bad leader	165	102	59	7	13	33	39	74	20	72	74	9	33	57	66	37	39	42	23	5	20	107	59	103	63	79	86
	15%	19%	11%	5%	6%	17%	19%	20%	6%	18%	20%	6%	10%	20%	20%	15%	14%	17%	14%	9%	21%	17%	12%	14%	18%	20%	12%
		b				cd	cd	cd		h	h			kl	kl							v				z	
Mean	-0.36	-0.37	-0.33	-0.01	-0.06	-0.35	-0.64	-0.49	-0.04	-0.49	-0.49	-0.02	-0.2	-0.59	-0.46	-0.36	-0.4	-0.44	-0.18	-0.09	-0.48	-0.36	-0.36	-0.25	-0.62	-0.41	-0.33
				fg	fg				ij			mn	mn											x			
Good leader (NET)	164	96	66	24	35	30	20	55	59	50	55	30	48	35	51	40	35	35	31	8	15	106	58	128	35	70	94
	15%	18%	12%	19%	17%	15%	10%	15%	18%	13%	15%	19%	15%	13%	15%	16%	12%	14%	20%	16%	16%	17%	12%	17%	10%	18%	13%
		b		f																		v		x		z	
Bad leader (NET)	283	165	114	23	34	50	57	119	57	107	119	28	64	86	105	74	70	64	38	8	29	177	106	181	102	120	162
	26%	31%	21%	19%	16%	25%	29%	33%	17%	27%	33%	18%	20%	30%	31%	29%	25%	26%	24%	16%	30%	29%	22%	24%	29%	31%	23%
		b			d	cd	cd	cd		h	h			kl	kl							v				z	
I don't know who this person is	298	106	190	41	57	70	55	74	99	125	74	54	97	79	68	58	77	86	29	20	28	141	157	190	107	74	224
	27%	20%	35%	33%	28%	36%	28%	20%	30%	32%	20%	34%	30%	28%	20%	23%	27%	35%	18%	39%	29%	23%	33%	26%	31%	19%	32%
		a		g		g			j	j		n	n	n				or		or			u			y	
Don't know	135	52	80	13	26	15	35	45	39	50	45	17	34	42	42	32	43	21	26	6	7	78	57	88	47	51	83
	12%	10%	15%	10%	13%	8%	18%	12%	12%	13%	12%	11%	11%	15%	12%	12%	15%	9%	16%	12%	8%	13%	12%	12%	13%	13%	12%
		a				e											q		q								

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 42
Q5_1 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Kemi Badenoch

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	47	27	18	2	8	12	15	12	18	29	17	9	3	14	11	28	14	12	14	14	12	9
	4%	5%	5%	2%	3%	3%	6%	5%	6%	4%	11%	3%	3%	5%	3%	8%	3%	8%	4%	8%	3%	8%
(1) A fairly good leader	117	69	33	14	20	31	31	35	49	67	26	30	7	37	48	42	48	18	43	19	54	17
	11%	12%	9%	12%	8%	9%	13%	14%	15%	9%	16%	8%	8%	14%	11%	11%	12%	11%	12%	11%	15%	14%
(0) Neither a good nor bad leader	213	121	66	26	51	67	49	47	76	138	44	64	19	50	82	84	72	26	68	33	72	23
	20%	20%	18%	21%	21%	18%	21%	18%	23%	18%	28%	17%	21%	19%	19%	23%	18%	16%	18%	19%	19%	18%
(-1) A fairly bad leader	117	72	38	8	19	48	25	25	29	89	14	49	10	32	51	44	49	28	50	26	48	16
	11%	12%	10%	6%	8%	13%	11%	10%	9%	12%	9%	13%	11%	12%	12%	12%	12%	18%	13%	15%	13%	13%
(-2) A very bad leader	165	91	54	21	53	52	28	32	39	127	5	79	16	50	100	48	98	31	88	34	82	22
	15%	15%	14%	17%	22%	14%	12%	13%	12%	16%	3%	21%	17%	19%	23%	13%	25%	19%	24%	20%	22%	18%
Mean	-0.36	-0.34	-0.37	-0.43	-0.59	-0.46	-0.14	-0.21	-0.09	-0.48	0.33	-0.69	-0.52	-0.37	-0.62	-0.17	-0.6	-0.42	-0.59	-0.37	-0.5	-0.28
Good leader (NET)	164	96	51	16	28	44	45	46	68	96	43	39	10	51	59	70	62	30	57	33	66	27
	15%	16%	14%	13%	11%	12%	20%	18%	21%	13%	28%	11%	11%	19%	14%	19%	16%	19%	15%	19%	18%	22%
Bad leader (NET)	283	163	92	28	72	100	53	57	67	215	19	128	26	82	151	92	146	58	138	60	129	39
	26%	27%	24%	23%	29%	28%	23%	22%	21%	28%	13%	35%	28%	31%	35%	25%	37%	37%	37%	35%	35%	31%
I don't know who this person is	298	134	124	41	71	103	54	70	75	223	31	96	25	63	100	73	74	34	70	35	75	26
	27%	23%	33%	33%	29%	29%	23%	27%	23%	29%	20%	26%	28%	24%	23%	20%	19%	22%	19%	20%	20%	21%
Don't know	135	79	43	12	24	49	28	34	39	96	18	43	11	22	44	49	43	9	40	11	33	9
	12%	13%	11%	10%	10%	13%	12%	13%	12%	12%	12%	12%	12%	8%	10%	13%	11%	6%	11%	6%	9%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 43
Q5_2 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Robert Jenrick

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) A very good leader	33	18	15	9	10	6	1	7	19	7	7	9	13	3	7	5	10	4	9	1	4	25	8	27	6	19	14
	3%	3%	3%	7%	5%	3%	1%	2%	6%	2%	2%	6%	4%	1%	2%	2%	4%	1%	5%	2%	4%	4%	2%	4%	2%	5%	2%
				fg	f				ij			mn	m					q							z		
(1) A fairly good leader	95	57	38	11	23	16	13	31	34	29	31	16	28	21	30	29	25	13	17	2	10	56	38	71	23	45	50
	9%	11%	7%	9%	11%	8%	7%	8%	10%	7%	8%	10%	9%	7%	9%	11%	9%	5%	10%	4%	10%	9%	8%	10%	7%	12%	7%
		b														q									z		
(0) Neither a good nor bad leader	232	126	104	32	60	39	29	73	91	67	73	39	80	45	68	60	59	51	33	14	14	134	98	170	62	83	150
	21%	23%	19%	25%	29%	20%	14%	20%	28%	17%	20%	25%	25%	16%	20%	23%	21%	21%	21%	26%	15%	22%	21%	23%	18%	21%	21%
				f	efg				ij			m	m														
(-1) A fairly bad leader	110	68	41	14	16	19	15	47	29	34	47	16	27	26	40	21	29	30	16	4	11	74	37	79	32	43	67
	10%	13%	8%	11%	8%	9%	8%	13%	9%	8%	13%	10%	9%	9%	12%	8%	10%	12%	10%	7%	12%	12%	8%	11%	9%	11%	10%
		b														v											
(-2) A very bad leader	109	66	43	8	8	20	21	53	16	41	53	9	22	29	49	33	27	20	17	1	11	68	42	67	42	44	66
	10%	12%	8%	6%	4%	10%	10%	14%	5%	10%	14%	6%	7%	10%	15%	13%	10%	8%	11%	3%	11%	11%	9%	9%	12%	11%	9%
		b				d	d	cd		h	h				kl												
Mean	-0.29	-0.32	-0.24	-0.01	0.1	-0.32	-0.52	-0.51	0.06	-0.41	-0.51	*	-0.1	-0.47	-0.49	-0.32	-0.25	-0.42	-0.18	-0.08	-0.32	-0.29	-0.29	-0.21	-0.5	-0.2	-0.35
				fg	ef				ij			mn	mn											x			
Good leader (NET)	127	74	53	20	33	22	14	38	53	36	38	25	42	24	37	34	35	16	25	3	13	81	47	98	29	64	63
	12%	14%	10%	16%	16%	11%	7%	10%	16%	9%	10%	16%	13%	8%	11%	13%	13%	7%	16%	7%	14%	13%	10%	13%	8%	17%	9%
		b		f	f				ij			m				q	q		q		q			x		z	
Bad leader (NET)	220	134	84	22	23	39	36	100	45	74	100	25	50	56	89	54	56	49	33	5	22	142	78	146	74	87	133
	20%	25%	15%	17%	11%	20%	18%	27%	14%	19%	27%	16%	16%	20%	27%	21%	20%	20%	21%	9%	23%	23%	17%	20%	21%	22%	19%
		b				d		cdf			hi				kl							v					
I don't know who this person is	361	137	221	37	69	75	80	100	106	155	100	48	115	106	92	76	87	102	41	22	34	176	185	227	134	98	263
	33%	26%	40%	30%	34%	38%	40%	27%	32%	39%	27%	31%	36%	38%	27%	30%	31%	41%	26%	42%	36%	28%	39%	31%	38%	25%	37%
		a				g	cg			j			n	n				opr		r			u		w		y
Don't know	152	64	85	14	21	22	40	53	36	62	53	19	32	51	49	33	45	29	26	8	11	88	64	101	51	56	95
	14%	12%	15%	12%	10%	11%	20%	15%	11%	16%	15%	12%	10%	18%	15%	13%	16%	12%	16%	16%	12%	14%	13%	14%	15%	14%	14%
						cde								l													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 44
Q5_2 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Robert Jenrick

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	33	26	7	1	2	10	8	13	20	13	10	8	3	8	12	12	19	2	18	3	16	2
	3%	4%	2%	*	1%	3%	4%	5%	6%	2%	7%	2%	4%	3%	3%	3%	5%	1%	5%	2%	4%	2%
		b					d	d	i		k											
(1) A fairly good leader	95	63	27	5	21	29	19	25	31	63	20	33	7	24	34	39	49	6	45	10	49	9
	9%	11%	7%	4%	9%	8%	8%	10%	10%	8%	13%	9%	7%	9%	8%	11%	12%	4%	12%	6%	13%	7%
		c															q		s			
(0) Neither a good nor bad leader	232	144	63	25	43	80	59	50	86	146	43	80	18	50	94	72	91	34	87	39	89	25
	21%	24%	17%	20%	17%	22%	26%	20%	27%	19%	28%	22%	20%	19%	22%	20%	23%	22%	23%	23%	24%	21%
		b					d		i													
(-1) A fairly bad leader	110	55	39	17	29	34	28	19	27	83	7	49	9	31	55	41	51	22	45	24	44	14
	10%	9%	10%	13%	12%	9%	12%	8%	8%	11%	5%	13%	10%	11%	13%	11%	13%	14%	12%	14%	12%	12%
											j	j		j								
(-2) A very bad leader	109	58	41	10	30	35	18	27	30	80	6	54	10	31	60	40	60	22	60	24	52	16
	10%	10%	11%	8%	12%	10%	8%	10%	9%	10%	4%	15%	10%	12%	14%	11%	15%	14%	16%	14%	14%	13%
											j	j		j								
Mean	-0.29	-0.16	-0.46	-0.56	-0.52	-0.3	-0.22	-0.15	-0.08	-0.4	0.26	-0.49	-0.32	-0.38	-0.46	-0.28	-0.32	-0.65	-0.33	-0.56	-0.27	-0.48
		bc					d	d	i		kl						q					
											m											
Good leader (NET)	127	89	34	5	23	39	27	39	51	76	31	40	10	31	46	51	68	8	62	13	66	11
	12%	15%	9%	4%	9%	11%	12%	15%	16%	10%	20%	11%	11%	12%	11%	14%	17%	5%	17%	7%	18%	9%
		bc							i		km						q		s		u	
Bad leader (NET)	220	112	80	27	59	69	46	46	57	163	13	103	18	62	115	81	112	44	105	47	96	30
	20%	19%	21%	22%	24%	19%	20%	18%	18%	21%	8%	28%	20%	23%	26%	22%	28%	28%	28%	27%	26%	24%
											j	j	j	j								
I don't know who this person is	361	169	141	52	92	124	57	88	91	270	43	104	33	91	121	114	93	51	84	54	90	40
	33%	28%	37%	42%	37%	34%	25%	35%	28%	35%	28%	28%	36%	34%	28%	31%	23%	32%	23%	31%	24%	32%
		a	a		f	f		f	h								p		r			
Don't know	152	78	58	15	30	50	40	31	39	113	25	43	12	34	59	49	34	20	35	20	33	17
	14%	13%	15%	12%	12%	14%	18%	12%	12%	15%	16%	12%	14%	13%	14%	13%	9%	13%	9%	12%	9%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 45
Q5_3 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Tom Tugendhat

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) A very good leader	44	20	24	6	13	7	7	11	19	14	11	7	18	8	10	9	11	7	13	1	3	28	16	35	9	20	24
	4%	4%	4%	5%	6%	4%	3%	3%	6%	3%	3%	4%	6%	3%	3%	4%	4%	3%	8%	3%	3%	4%	3%	5%	3%	5%	3%
																			q								
(1) A fairly good leader	134	76	58	14	27	24	19	49	41	43	49	18	38	31	47	33	27	27	23	10	15	91	43	90	44	59	75
	12%	14%	11%	11%	13%	12%	10%	14%	12%	11%	14%	12%	12%	11%	14%	13%	10%	11%	15%	18%	16%	15%	9%	12%	12%	15%	11%
																					v				z		
(0) Neither a good nor bad leader	221	129	91	27	57	28	29	80	84	57	80	35	71	43	72	57	56	51	33	8	16	132	89	160	62	93	128
	20%	24%	17%	22%	28%	14%	15%	22%	25%	14%	22%	22%	22%	15%	22%	22%	20%	21%	21%	16%	17%	21%	19%	22%	18%	24%	18%
		b			ef			f	i		i															z	
(-1) A fairly bad leader	99	64	34	13	19	21	13	33	32	34	33	18	30	22	29	18	32	21	15	2	11	52	47	70	28	43	55
	9%	12%	6%	10%	9%	11%	7%	9%	10%	9%	9%	11%	10%	8%	9%	7%	11%	9%	9%	5%	11%	8%	10%	9%	8%	11%	8%
		b																									
(-2) A very bad leader	69	43	24	7	8	12	13	29	15	25	29	8	17	18	26	17	19	9	15	2	7	39	30	46	23	21	48
	6%	8%	4%	6%	4%	6%	7%	8%	4%	6%	8%	5%	5%	6%	8%	7%	7%	3%	10%	3%	7%	6%	6%	6%	7%	5%	7%
		b																	q								
Mean	-0.03	-0.1	0.1	-0.02	0.15	-0.07	-0.09	-0.1	0.09	-0.08	-0.1	-0.02	0.06	-0.09	-0.07	-0.01	-0.15	0.02	0.03	0.3	-0.07	0.05	-0.14	-0.01	-0.07	0.06	-0.09
		a																									
Good leader (NET)	177	96	82	20	40	31	26	60	60	57	60	25	56	39	58	42	38	34	36	11	18	118	59	124	53	79	98
	16%	18%	15%	16%	19%	16%	13%	17%	18%	14%	17%	16%	18%	14%	17%	16%	13%	14%	23%	21%	19%	19%	13%	17%	15%	20%	14%
																						v				z	
Bad leader (NET)	168	106	58	20	27	33	26	62	46	59	62	25	48	40	54	35	51	30	30	4	18	91	77	116	51	64	103
	15%	20%	11%	16%	13%	17%	13%	17%	14%	15%	17%	16%	15%	14%	16%	14%	18%	12%	19%	8%	19%	15%	16%	16%	15%	17%	15%
		b																									
I don't know who this person is	366	139	224	46	61	80	76	103	106	156	103	54	112	106	95	85	92	100	35	23	31	189	177	240	126	92	274
	34%	26%	41%	36%	29%	41%	38%	28%	32%	40%	28%	34%	35%	38%	28%	33%	33%	41%	22%	43%	32%	30%	38%	32%	36%	24%	39%
		a				dg	g			hj				n		r	r	r		r		u				y	
Don't know	159	65	92	13	22	24	41	59	35	65	59	19	33	52	56	38	45	33	25	6	12	90	70	102	57	59	100
	15%	12%	17%	10%	11%	12%	21%	16%	11%	17%	16%	12%	10%	19%	17%	15%	16%	13%	16%	12%	13%	14%	15%	14%	16%	15%	14%
		a				cde				h	h			l	l												

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 46
Q5_3 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Tom Tugendhat

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	44	30	11	3	5	17	11	12	15	29	13	10	5	8	16	15	21	5	21	8	22	6
	4%	5%	3%	2%	2%	5%	5%	5%	5%	4%	8%	3%	6%	3%	4%	4%	5%	3%	6%	5%	6%	5%
(1) A fairly good leader	134	91	32	10	21	48	31	33	49	85	28	42	12	30	55	53	67	13	59	23	61	13
	12%	15%	8%	8%	9%	13%	14%	13%	15%	11%	18%	11%	13%	11%	13%	14%	17%	8%	16%	13%	16%	10%
(0) Neither a good nor bad leader	221	122	78	22	52	67	53	50	72	149	39	83	10	57	99	73	109	30	99	29	94	17
	20%	21%	21%	17%	21%	18%	23%	20%	22%	19%	25%	22%	11%	21%	23%	20%	28%	19%	27%	17%	25%	14%
(-1) A fairly bad leader	99	56	30	13	24	24	20	31	38	61	7	43	10	32	49	35	48	19	44	17	46	14
	9%	9%	8%	11%	10%	7%	9%	12%	12%	8%	5%	12%	11%	12%	11%	10%	12%	12%	12%	10%	12%	12%
(-2) A very bad leader	69	28	29	12	23	15	15	16	20	49	-	31	1	28	28	31	15	28	17	30	22	19
	6%	5%	8%	10%	9%	4%	7%	6%	6%	6%	-	8%	1%	11%	6%	9%	4%	18%	5%	17%	6%	16%
Mean	-0.03	0.12 bc	-0.19	-0.36	-0.31	0.16 d	0.02 d	-0.04	0.01	-0.04	0.54 km	-0.2	0.27 km	-0.28	-0.07	-0.07	0.11 q	-0.54	0.1 s	-0.35	0.07 u	-0.42
Good leader (NET)	177	122	43	13	26	65	42	45	64	113	41	52	17	38	70	67	87	18	81	31	83	18
	16%	21% bc	11%	10%	11%	18% d	18% d	18% d	20%	15%	26% km	14%	19%	14%	16%	18%	22% q	12%	22%	18%	22%	15%
Bad leader (NET)	168	84	59	25	47	39	35	47	58	110	7	74	11	61	77	66	63	47	61	47	68	34
	15%	14%	16%	20%	19% e	11%	15%	18% e	18%	14%	5%	20% j	12% j	23% jl	18%	18%	16% p	30%	16%	27% r	18%	27% t
I don't know who this person is	366	173	144	48	96	129	63	78	87	279	46	116	37	82	128	108	98	48	94	47	100	40
	34%	29% a	38%	39%	39% f	36%	27%	31%	27%	36% h	30%	31%	40%	31%	29%	29%	25%	30%	25%	27%	27%	32%
Don't know	159	91	53	16	25	63	37	34	43	116	22	45	17	31	62	52	40	15	39	19	30	15
	15%	15%	14%	13%	10% d	17%	16%	14%	13%	15%	14%	12%	18%	12%	14%	14%	10%	10%	11%	11%	8%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



Table 47
Q5_4 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - James Cleverly

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) A very good leader	29	18	10	6	8	6	5	5	14	11	5	7	10	9	3	5	6	7	7	1	2	19	10	25	4	13	16
	3%	3%	2%	5%	4%	3%	2%	1%	4%	3%	1%	5%	3%	3%	1%	2%	2%	3%	5%	2%	3%	3%	2%	3%	1%	3%	2%
				g					j			n												x			
(1) A fairly good leader	149	81	68	20	37	23	13	56	57	36	56	28	46	22	52	40	34	33	23	7	12	96	52	109	39	63	86
	14%	15%	12%	16%	18%	11%	7%	15%	17%	9%	15%	18%	15%	8%	16%	15%	12%	13%	15%	13%	13%	16%	11%	15%	11%	16%	12%
				f	f			f	i		i	m	m		m							v					
(0) Neither a good nor bad leader	260	136	122	37	54	35	42	91	91	78	91	42	74	60	83	57	70	57	48	13	15	143	117	180	80	86	174
	24%	25%	22%	29%	26%	18%	21%	25%	27%	20%	25%	27%	23%	21%	25%	22%	25%	23%	30%	24%	16%	23%	25%	24%	23%	22%	25%
				e					i										t								
(-1) A fairly bad leader	172	97	74	16	22	29	36	69	38	65	69	19	39	52	62	46	49	30	22	6	20	88	85	113	60	67	105
	16%	18%	13%	12%	11%	15%	18%	19%	11%	17%	19%	12%	12%	19%	18%	18%	17%	12%	14%	12%	21%	14%	18%	15%	17%	17%	15%
				d			d		h			l															
(-2) A very bad leader	115	77	36	4	13	28	25	45	17	54	45	5	35	33	42	33	31	20	20	2	9	75	41	84	32	49	67
	11%	14%	7%	3%	6%	14%	13%	12%	5%	14%	12%	3%	11%	12%	12%	13%	11%	8%	12%	4%	10%	12%	9%	11%	9%	13%	9%
		b				cd	cd	cd		h	h		k	k	k												
Mean	-0.27	-0.33	-0.18	0.09	0.03	-0.42	-0.52	-0.35	0.06	-0.47	-0.35	0.12	-0.22	-0.45	-0.35	-0.35	-0.34	-0.15	-0.19	-0.06	-0.37	-0.24	-0.31	-0.24	-0.35	-0.27	-0.27
				efg	ef				ij			lm			n												
Good leader (NET)	178	99	78	26	45	28	18	61	71	47	61	35	56	31	56	44	40	40	31	8	15	116	62	134	43	76	101
	16%	18%	14%	21%	22%	14%	9%	17%	21%	12%	17%	22%	18%	11%	17%	17%	14%	16%	19%	15%	15%	19%	13%	18%	12%	20%	14%
				f	f			f	i			m	m									v		x		z	
Bad leader (NET)	288	174	109	20	35	57	62	114	55	119	114	25	74	85	103	79	80	50	41	9	29	163	125	196	91	116	172
	26%	32%	20%	16%	17%	29%	31%	31%	16%	30%	31%	16%	23%	30%	31%	31%	28%	20%	26%	16%	31%	26%	27%	26%	26%	30%	24%
		b				cd	cd	cd		h	h		k	k	k	q	q									z	
I don't know who this person is	221	69	150	31	50	52	41	47	81	93	47	41	77	58	44	41	58	65	19	10	27	112	109	138	83	55	166
	20%	13%	27%	25%	24%	26%	21%	13%	25%	23%	13%	26%	24%	21%	13%	16%	20%	26%	12%	20%	28%	18%	23%	19%	24%	14%	24%
		a		g	g	g	g		j	j		n	n	n			r	or			or					y	
Don't know	146	58	88	12	22	24	35	53	35	59	53	14	37	47	49	36	35	34	19	13	9	87	59	94	53	54	92
	13%	11%	16%	10%	11%	12%	18%	14%	10%	15%	14%	9%	12%	17%	15%	14%	12%	14%	12%	25%	10%	14%	13%	13%	15%	14%	13%
		a					c						k	k						prt							

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 48
Q5_4 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - James Cleverly

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	29	20	9	-	5	9	4	12	12	17	10	8	1	7	13	10	16	7	14	7	16	6
	3%	3%	2%	-	2%	2%	2%	5%	4%	2%	6%	2%	1%	3%	3%	3%	4%	5%	4%	4%	4%	5%
(1) A fairly good leader	149	83	50	15	40	45	25	38	50	98	38	47	16	30	53	63	66	18	60	20	67	13
	14%	14%	13%	12%	16%	12%	11%	15%	16%	13%	24%	13%	17%	11%	12%	17%	17%	11%	16%	12%	18%	10%
(0) Neither a good nor bad leader	260	145	85	29	52	92	68	48	79	181	41	86	29	62	110	86	107	17	99	28	93	20
	24%	25%	23%	24%	21%	25%	30%	19%	24%	24%	26%	23%	31%	23%	25%	23%	27%	11%	26%	16%	25%	16%
(-1) A fairly bad leader	172	102	53	18	41	55	38	38	41	131	17	80	7	48	85	58	83	40	82	37	83	27
	16%	17%	14%	14%	17%	15%	16%	15%	13%	17%	11%	22%	8%	18%	20%	16%	21%	26%	22%	21%	22%	22%
(-2) A very bad leader	115	61	41	14	34	32	24	26	33	82	6	41	8	44	51	50	43	37	40	38	39	23
	11%	10%	11%	11%	14%	9%	10%	10%	10%	11%	4%	11%	9%	16%	12%	14%	11%	24%	11%	22%	10%	18%
Mean	-0.27	-0.24	-0.28	-0.41	-0.35	-0.24	-0.33	-0.17	-0.16	-0.32	0.26	-0.38	-0.09	-0.48	-0.35	-0.28	-0.23	-0.69	-0.25	-0.61	-0.21	-0.55
											kl		m				q		s		u	
Good leader (NET)	178	103	60	15	45	54	29	50	62	116	47	55	17	37	65	73	82	25	74	27	83	18
	16%	17%	16%	12%	18%	15%	13%	20%	19%	15%	30%	15%	19%	14%	15%	20%	21%	16%	20%	15%	22%	15%
Bad leader (NET)	288	162	94	32	75	87	62	64	75	213	23	121	16	91	136	108	126	78	122	75	122	50
	26%	27%	25%	26%	31%	24%	27%	25%	23%	28%	15%	33%	17%	34%	31%	29%	32%	49%	33%	43%	33%	41%
											jl	jl		jl			p		r			
I don't know who this person is	221	100	92	28	48	80	31	61	63	158	23	64	17	53	73	51	45	25	44	24	44	20
	20%	17%	25%	23%	20%	22%	14%	24%	19%	21%	15%	17%	18%	20%	17%	14%	11%	16%	12%	14%	12%	16%
			a			f		f														
Don't know	146	81	45	20	26	49	39	32	46	101	21	44	13	25	52	48	37	13	36	19	33	15
	13%	14%	12%	17%	11%	14%	17%	13%	14%	13%	14%	12%	15%	9%	12%	13%	9%	8%	10%	11%	9%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 49
Q5_5 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Priti Patel

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%	9%	57%	43%	68%	32%	35%	65%
(2) A very good leader	46	28	17	6	13	11	7	9	19	18	9	9	18	11	8	13	11	10	7	-	4	28	18	38	9	20	27
	4%	5%	3%	5%	6%	5%	4%	2%	6%	5%	2%	5%	6%	4%	2%	5%	4%	4%	5%	-	4%	5%	4%	5%	2%	5%	4%
					g				j				n														
(1) A fairly good leader	116	63	53	18	26	17	19	35	44	36	35	21	35	26	34	30	40	16	16	5	8	66	49	86	29	40	75
	11%	12%	10%	14%	13%	9%	10%	10%	13%	9%	10%	13%	11%	9%	10%	12%	14%	6%	10%	9%	9%	11%	10%	12%	8%	10%	11%
																q	q										
(0) Neither a good nor bad leader	193	99	94	29	53	31	25	56	82	55	56	37	69	34	54	44	56	36	32	9	15	108	85	136	57	66	128
	18%	19%	17%	23%	26%	16%	12%	15%	25%	14%	15%	23%	22%	12%	16%	17%	20%	15%	20%	18%	16%	17%	18%	18%	16%	17%	18%
				f	efg				ij			m	m														
(-1) A fairly bad leader	221	101	115	26	34	29	44	88	60	73	88	30	50	61	81	51	49	69	23	13	16	127	95	154	68	66	155
	20%	19%	21%	21%	16%	15%	22%	24%	18%	19%	24%	19%	16%	22%	24%	20%	18%	28%	15%	25%	17%	20%	20%	21%	19%	17%	22%
								de							l			oprt								y	
(-2) A very bad leader	322	168	151	25	41	63	63	130	66	126	130	32	82	92	115	77	76	74	51	13	31	204	118	205	117	145	177
	29%	31%	28%	20%	20%	32%	32%	36%	20%	32%	36%	21%	26%	33%	34%	30%	27%	30%	32%	24%	33%	33%	25%	28%	33%	37%	25%
						cd	cd	cd		h	h			k	kl							v				z	
Mean	-0.73	-0.7	-0.76	-0.44	-0.38	-0.77	-0.86	-0.93	-0.4	-0.82	-0.93	-0.45	-0.56	-0.88	-0.9	-0.69	-0.59	-0.88	-0.72	-0.85	-0.83	-0.77	-0.67	-0.65	-0.91	-0.82	-0.68
				ef	ef				ij			mn	mn				q							x			
				g	g																						
Good leader (NET)	162	91	70	24	39	28	26	44	64	54	44	29	53	38	42	43	52	26	24	5	12	95	67	124	38	60	102
	15%	17%	13%	19%	19%	14%	13%	12%	19%	14%	12%	19%	17%	13%	12%	17%	18%	10%	15%	9%	13%	15%	14%	17%	11%	15%	14%
				g	g				j							q	q							x			
Bad leader (NET)	543	269	266	51	75	92	107	218	126	199	218	62	132	153	196	128	126	143	74	26	47	330	213	359	185	211	332
	50%	50%	49%	41%	36%	47%	54%	60%	38%	50%	60%	40%	41%	54%	59%	50%	45%	58%	47%	49%	49%	53%	45%	48%	53%	54%	47%
				d		cd	cd	cde		h	hi			kl	kl			pr				v				z	
I don't know who this person is	83	30	53	14	23	18	12	16	37	30	16	19	32	17	15	18	23	18	9	4	11	36	47	55	28	17	66
	8%	6%	10%	11%	11%	9%	6%	4%	11%	8%	4%	12%	10%	6%	5%	7%	8%	7%	6%	7%	12%	6%	10%	7%	8%	4%	9%
			a	g	g	g			j			mn	n									u				y	
Don't know	111	46	64	7	17	27	28	31	24	56	31	10	33	40	28	23	25	25	19	9	9	51	60	69	42	34	76
	10%	9%	12%	6%	8%	14%	14%	9%	7%	14%	9%	6%	10%	14%	8%	9%	9%	10%	12%	17%	10%	8%	13%	9%	12%	9%	11%
						c	cg			hj				kn								u					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base

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



Table 50
Q5_5 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Priti Patel

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	46	25	19	2	14	8	9	15	18	28	14	8	2	20	14	23	15	11	18	13	18	13
	4%	4%	5%	2%	6%	2%	4%	6%	6%	4%	9%	2%	2%	8%	3%	6%	4%	7%	5%	8%	5%	11%
(1) A fairly good leader	116	66	40	9	26	28	32	30	44	71	30	29	5	34	37	55	49	17	47	26	45	21
	11%	11%	11%	7%	11%	8%	14%	12%	14%	9%	19%	8%	6%	13%	8%	15%	12%	11%	12%	15%	12%	17%
(0) Neither a good nor bad leader	193	112	67	15	35	64	36	57	67	126	28	59	15	49	61	68	59	28	54	29	57	22
	18%	19%	18%	12%	14%	18%	16%	23%	21%	16%	18%	16%	17%	18%	14%	19%	15%	18%	14%	17%	15%	18%
(-1) A fairly bad leader	221	112	73	36	57	76	52	37	50	171	46	74	17	56	86	91	77	37	70	44	77	23
	20%	19%	19%	29%	23%	21%	23%	14%	16%	22%	30%	20%	18%	21%	20%	25%	19%	23%	19%	25%	20%	19%
(-2) A very bad leader	322	178	110	33	77	119	60	66	82	240	25	143	38	78	194	76	163	40	151	41	142	27
	29%	30%	29%	27%	31%	33%	26%	26%	25%	31%	16%	39%	41%	29%	44%	21%	41%	26%	40%	24%	38%	22%
Mean	-0.73	-0.72	-0.69	-0.93	-0.75	-0.91	-0.64	-0.54	-0.51	-0.82	-0.26	-1.01	-1.07	-0.58	-1.04	-0.45	-0.89	-0.6	-0.86	-0.48	-0.82	-0.28
Good leader (NET)	162	91	59	11	40	36	41	45	63	99	44	37	8	54	51	78	64	27	64	39	63	34
	15%	15%	16%	9%	16%	10%	18%	18%	19%	13%	28%	10%	8%	20%	12%	21%	16%	17%	17%	22%	17%	28%
Bad leader (NET)	543	290	184	69	134	195	112	103	132	411	71	218	55	134	279	167	240	77	221	85	219	51
	50%	49%	49%	56%	54%	54%	49%	41%	41%	54%	46%	59%	59%	50%	64%	45%	60%	49%	59%	49%	58%	41%
I don't know who this person is	83	42	31	10	18	27	14	23	28	55	5	25	3	17	14	18	12	12	14	9	15	10
	8%	7%	8%	8%	7%	7%	6%	9%	9%	7%	3%	7%	3%	7%	3%	5%	3%	8%	4%	5%	4%	8%
Don't know	111	58	35	18	19	41	26	25	34	77	8	31	11	13	31	35	23	12	21	12	21	6
	10%	10%	9%	15%	8%	11%	11%	10%	11%	10%	5%	8%	12%	5%	7%	10%	6%	8%	5%	7%	5%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 51
Q5_6 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Suella Braverman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	434	732	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
(2) A very good leader	66	39	26	11	9	11	12	22	20	23	22	11	14	19	21	12	24	12	8	5	6	35	32	48	18	19	47
	6%	7%	5%	9%	4%	6%	6%	6%	6%	6%	6%	7%	5%	7%	6%	5%	9%	5%	5%	9%	6%	7%	6%	5%	5%	7%	
(1) A fairly good leader	103	63	39	10	35	11	11	38	44	21	38	17	35	18	34	23	30	21	16	2	10	66	37	76	27	41	62
	9%	12%	7%	8%	17% cefg	6%	5%	10%	13%	5%	10%	11%	11%	6%	10%	9%	11%	9%	10%	5%	11%	11%	8%	10%	8%	11%	9%
(0) Neither a good nor bad leader	200	104	96	31	47	34	33	56	78	66	56	38	64	47	51	55	54	38	35	10	8	111	89	149	51	61	139
	18%	19%	18%	25%	23% g	17%	17%	15%	24%	17%	15%	24%	20%	17%	15%	21%	19% t	15%	22%	20%	8%	18%	19%	20% x	15%	16%	20%
(-1) A fairly bad leader	163	71	91	23	27	23	25	66	50	47	66	24	47	29	62	38	41	39	19	11	16	96	67	108	55	53	111
	15%	13%	17%	18%	13%	11%	13%	18%	15%	12%	18% i	16%	15%	10%	19% m	15%	14%	16%	12%	22%	17%	16%	14%	15%	16%	14%	16%
(-2) A very bad leader	305	168	132	22	34	63	66	121	56	128	121	30	74	93	108	77	67	69	53	8	31	201	104	200	106	148	158
	28%	31% b	24%	18%	16%	32% cd	33% cd	33% cd	17%	32% h	33% h	19%	23%	33% kl	32% kl	30% s	24%	28%	34% ps	15%	33% s	32% v	22%	27%	30%	38% z	22%
Mean	-0.64	-0.6	-0.69	-0.36 ef	-0.28 efg	-0.81	-0.84	-0.74	-0.31 ij	-0.82	-0.74	-0.37 mn	-0.56	-0.78	-0.73	-0.71	-0.44 oq	-0.74	-0.71	-0.4	-0.81	-0.71	-0.53	-0.58 x	-0.79	-0.84	-0.52 y
Good leader (NET)	169	102	65	21	44	22	22	60	65	45	60	28	49	37	56	35	54	33	24	7	16	100	69	124	45	60	110
	16%	19% b	12%	17%	21% ef	11%	11%	16%	19%	11%	16%	18%	15%	13%	17%	14%	19%	13%	15%	14%	17%	16%	15%	17%	13%	15%	16%
Bad leader (NET)	469	239	223	45	61	85	90	186	106	176	186	54	122	123	170	115	107	108	72	19	47	297	172	308	161	200	268
	43%	45%	41%	36%	30%	43% d	46% d	51% cd	32%	45% h	51% h	34%	38%	44%	51% kl	45%	38%	44%	46%	36%	50%	48% v	36%	41%	46%	52% z	38%
I don't know who this person is	142	48	94	20	36	34	28	24	56	62	24	27	53	38	23	27	35	40	12	9	19	58	83	95	47	32	109
	13%	9%	17% a	16% g	18% g	17% g	14% g	7%	17% j	16% j	7%	17% n	17% n	14% n	7%	10%	12%	16% r	7%	17%	20% or	9%	18% u	13%	13%	8%	16% y
Don't know	112	42	69	8	19	22	25	39	27	47	39	10	31	36	35	26	32	28	15	6	5	53	59	66	46	34	78
	10%	8%	13% a	7%	9%	11%	13%	11%	8%	12%	11%	6%	10%	13% k	10%	10%	11%	11%	9%	12%	6%	9%	12%	9%	13% w	9%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 52
Q5_6 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Suella Braverman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		TOTAL	MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	66	34	28	4	18	12	22	14	22	45	18	10	2	34	8	48	20	16	18	23	20	16
	6%	6%	7%	4%	7%	3%	10%	5%	7%	6%	11%	3%	3%	13%	2%	13%	5%	10%	5%	13%	5%	13%
					e		e				kl			kl		n		p	r		t	
(1) A fairly good leader	103	59	38	6	25	30	21	27	36	67	22	33	3	33	31	48	45	20	38	23	46	21
	9%	10%	10%	5%	10%	8%	9%	11%	11%	9%	14%	9%	3%	12%	7%	13%	11%	13%	10%	13%	12%	17%
									l		l			l		n						
(0) Neither a good nor bad leader	200	113	64	24	39	65	48	47	64	136	37	58	13	53	72	67	59	29	58	33	61	22
	18%	19%	17%	19%	16%	18%	21%	19%	20%	18%	24%	16%	14%	20%	17%	18%	15%	19%	16%	19%	16%	18%
									k		k											
(-1) A fairly bad leader	163	94	47	22	33	52	36	43	51	112	24	46	19	43	62	64	51	31	53	33	51	24
	15%	16%	13%	18%	13%	14%	16%	17%	16%	15%	15%	12%	21%	16%	14%	17%	13%	20%	14%	19%	14%	20%
(-2) A very bad leader	305	165	111	29	80	112	55	59	71	234	24	151	35	62	189	70	171	31	160	36	150	19
	28%	28%	30%	23%	33%	31%	24%	23%	22%	30%	15%	41%	38%	23%	43%	19%	43%	20%	43%	21%	40%	15%
		fg			g				h		jm		jm		o		q		s		u	
Mean	-0.64	-0.64	-0.62	-0.75	-0.67	-0.82	-0.43	-0.56	-0.47	-0.71	-0.11	-0.99	-1.13	-0.29	-1.09	-0.21	-0.89	-0.32	-0.91	-0.25	-0.81	-0.08
					e		e		i		kl			kl		n		p	r		t	
Good leader (NET)	169	93	65	11	43	42	44	40	58	112	40	43	5	67	39	95	65	37	56	45	66	38
	16%	16%	17%	9%	18%	11%	19%	16%	18%	15%	26%	12%	6%	25%	9%	26%	16%	23%	15%	26%	18%	31%
		c			e		e				kl			kl		n			r		t	
Bad leader (NET)	469	259	159	51	113	163	91	101	123	346	47	197	54	105	250	134	222	62	212	69	201	43
	43%	44%	42%	41%	46%	45%	40%	40%	38%	45%	31%	53%	59%	39%	57%	36%	56%	40%	57%	40%	54%	35%
					h						jm		jm		o		q		s		u	
I don't know who this person is	142	74	50	17	29	50	20	42	47	95	14	46	9	25	41	34	25	16	21	13	24	12
	13%	13%	13%	14%	12%	14%	9%	17%	15%	12%	9%	12%	10%	9%	9%	9%	6%	10%	6%	7%	6%	10%
					f																	
Don't know	112	53	38	21	21	43	26	22	33	80	16	26	10	18	33	37	26	13	26	13	23	8
	10%	9%	10%	17%	9%	12%	11%	9%	10%	10%	10%	7%	11%	7%	8%	10%	7%	8%	7%	8%	6%	7%
		a																				

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



Table 53
Q5_7 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Victoria Atkins

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%	9%	57%	43%	68%	32%	35%	65%
(2) A very good leader	24	15	9	8	12	3	1	-	20	4	-	9	12	2	-	2	8	3	6	2	3	16	8	24	-	14	10
	2%	3%	2%	6%	6%	1%	1%	-	6%	1%	-	6%	4%	1%	-	1%	3%	1%	4%	3%	3%	3%	2%	3%	-	3%	1%
				efg	efg	g			ij			mn	mn											x		z	
(1) A fairly good leader	79	43	36	20	29	18	8	5	49	26	5	25	36	15	4	15	19	11	27	-	7	55	25	69	10	43	36
	7%	8%	7%	16%	14%	9%	4%	1%	15%	7%	1%	16%	11%	5%	1%	6%	7%	5%	17%	-	8%	9%	5%	9%	3%	11%	5%
				fg	fg	g	g		ij	j		mn	mn	n				opqst				v		x		z	
(0) Neither a good nor bad leader	212	111	101	26	55	33	29	69	81	63	69	35	75	38	64	54	61	39	32	8	18	116	96	154	58	66	146
	19%	21%	18%	21%	26%	17%	15%	19%	24%	16%	19%	22%	23%	14%	19%	21%	21%	16%	20%	15%	19%	19%	20%	21%	17%	17%	21%
				ef					i			m	m														
(-1) A fairly bad leader	94	55	35	8	19	17	8	42	27	25	42	9	30	19	36	21	23	16	16	8	10	53	41	63	31	36	58
	9%	10%	6%	6%	9%	9%	4%	12%	8%	6%	12%	6%	9%	7%	11%	8%	8%	6%	10%	15%	11%	9%	9%	8%	9%	9%	8%
		b		f				f			i																
(-2) A very bad leader	76	45	30	11	8	17	12	29	19	28	29	14	18	17	27	22	18	18	13	-	5	51	25	52	25	31	45
	7%	8%	6%	9%	4%	8%	6%	8%	6%	7%	8%	9%	6%	6%	8%	9%	6%	7%	8%	-	5%	8%	5%	7%	7%	8%	6%
				d								s				s			s								
Mean	-0.25	-0.27	-0.2	0.06	0.15	-0.3	-0.34	-0.66	0.12	-0.32	-0.66	0.06	-0.03	-0.37	-0.65	-0.41	-0.18	-0.39	-0.03	-0.25	-0.16	-0.24	-0.26	-0.14	-0.56	-0.15	-0.31
				efg	ef	g	g		ij	j		mn	mn	n				oq						x			
Good leader (NET)	103	58	45	27	41	21	10	5	68	30	5	34	48	17	4	17	27	14	33	2	10	70	33	93	10	57	47
	9%	11%	8%	22%	20%	10%	5%	1%	21%	8%	1%	21%	15%	6%	1%	6%	10%	6%	21%	3%	11%	11%	7%	13%	3%	15%	7%
				efg	efg	g	g		ij	j		mn	mn	n				opqs				v		x		z	
Bad leader (NET)	170	100	66	19	27	33	19	71	46	53	71	23	48	36	63	43	41	34	29	8	15	104	66	114	55	67	103
	16%	19%	12%	15%	13%	17%	10%	20%	14%	13%	20%	15%	15%	13%	19%	17%	15%	14%	18%	15%	16%	17%	14%	15%	16%	17%	15%
		b						f			i																
I don't know who this person is	446	198	244	40	66	84	102	154	106	186	154	50	114	140	142	107	110	127	41	27	34	241	205	282	164	131	315
	41%	37%	45%	32%	32%	43%	51%	42%	32%	47%	42%	32%	36%	50%	42%	42%	39%	51%	26%	51%	36%	39%	43%	38%	47%	34%	45%
		a				d	cdg	cd		h	h			kl	k	r	r	oprt		r				w		y	
Don't know	161	67	91	12	19	25	38	67	31	63	67	15	34	49	63	35	44	33	24	8	17	89	71	98	62	67	94
	15%	13%	17%	10%	9%	13%	19%	18%	9%	16%	18%	9%	11%	17%	19%	14%	15%	14%	15%	15%	17%	14%	15%	13%	18%	17%	13%
						cd	cd			h	h			kl	kl												

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 54
Q5_7 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Victoria Atkins

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	24	18	6	-	1	4	9	9	18	6	6	8	4	5	6	7	19	1	18	1	15	3
	2%	3%	2%	-	1%	1%	4%	3%	5%	1%	4%	2%	4%	2%	1%	2%	5%	*	5%	1%	4%	3%
(1) A fairly good leader	79	51	24	5	11	13	23	33	49	31	11	38	4	12	31	22	49	4	45	6	56	2
	7%	9%	6%	4%	4%	4%	10%	13%	15%	4%	7%	10%	4%	5%	7%	6%	12%	3%	12%	3%	15%	2%
(0) Neither a good nor bad leader	212	126	63	24	42	73	44	54	79	133	32	70	22	47	88	69	89	25	81	30	80	20
	19%	21%	17%	19%	17%	20%	19%	21%	24%	17%	21%	19%	23%	17%	20%	19%	22%	16%	22%	17%	21%	16%
(-1) A fairly bad leader	94	56	27	11	18	31	26	19	23	71	12	34	5	32	42	36	37	22	37	26	36	19
	9%	10%	7%	9%	7%	9%	11%	7%	7%	9%	8%	9%	6%	12%	10%	10%	9%	14%	10%	15%	10%	16%
(-2) A very bad leader	76	40	32	4	22	19	11	25	23	53	5	31	2	29	34	28	24	25	23	26	27	21
	7%	7%	9%	3%	9%	5%	5%	10%	7%	7%	3%	8%	2%	11%	8%	8%	6%	16%	6%	15%	7%	17%
Mean	-0.25	-0.17	-0.37	-0.33	-0.51	-0.33	-0.06	-0.13	0.08	-0.46	*	-0.23	0.06	-0.54	-0.34	-0.34	0.01	-0.85	-0.01	-0.79	-0.02	-0.79
Good leader (NET)	103	69	30	5	12	18	32	42	66	37	17	46	7	17	37	29	68	5	63	7	71	6
	9%	12%	8%	4%	5%	5%	14%	16%	20%	5%	11%	12%	8%	6%	8%	8%	17%	3%	17%	4%	19%	5%
Bad leader (NET)	170	96	59	15	40	50	37	44	46	124	17	65	7	61	76	65	61	46	60	53	63	40
	16%	16%	16%	12%	16%	14%	16%	17%	14%	16%	11%	18%	8%	23%	18%	18%	15%	29%	16%	30%	17%	33%
I don't know who this person is	446	211	175	60	119	166	76	86	91	355	66	139	39	113	179	143	130	62	121	63	116	46
	41%	36%	47%	49%	48%	46%	33%	34%	28%	46%	42%	38%	43%	42%	41%	39%	33%	39%	32%	37%	31%	37%
Don't know	161	91	50	20	34	57	41	29	41	119	23	49	17	30	55	62	50	19	48	20	44	11
	15%	15%	13%	16%	14%	16%	18%	12%	13%	16%	15%	13%	18%	11%	13%	17%	13%	12%	13%	12%	12%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base



Table 55
Q5_8 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Nigel Farage

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%	9%	57%	43%	68%	32%	35%	65%
(2) A very good leader	146	82	63	17	18	13	35	62	36	48	62	19	25	42	59	39	51	32	9	7	7	72	74	97	48	29	116
	13%	15%	12%	14%	9%	7%	18%	17%	11%	12%	17%	12%	8%	15%	17%	15%	18%	13%	6%	13%	8%	12%	16%	13%	14%	8%	17%
				e			de	de			h			l	l	r	rt	r								y	
(1) A fairly good leader	165	95	70	19	42	25	29	50	61	54	50	23	51	44	47	30	47	40	28	11	9	80	84	128	37	49	116
	15%	18%	13%	16%	20%	12%	15%	14%	18%	14%	14%	15%	16%	16%	14%	12%	17%	16%	17%	21%	10%	13%	18%	17%	10%	13%	16%
		b																				u	x				
(0) Neither a good nor bad leader	153	79	74	23	48	36	18	28	71	54	28	32	66	31	24	41	43	29	22	8	10	84	69	116	37	60	93
	14%	15%	13%	18%	23%	18%	9%	8%	22%	14%	8%	21%	21%	11%	7%	16%	15%	12%	14%	15%	10%	14%	15%	16%	11%	15%	13%
				fg	fg	fg			ij	j		mn	mn											x			
(-1) A fairly bad leader	142	54	87	20	27	25	21	49	47	46	49	29	38	30	45	29	47	29	16	2	18	84	57	97	45	39	103
	13%	10%	16%	16%	13%	13%	11%	13%	14%	12%	13%	18%	12%	11%	13%	11%	17%	12%	10%	5%	19%	14%	12%	13%	13%	10%	15%
		a							m								s				s					y	
(-2) A very bad leader	386	191	188	35	49	72	73	157	84	145	157	41	98	104	143	100	78	87	62	18	41	248	138	236	150	175	211
	35%	36%	34%	28%	24%	36%	37%	43%	25%	37%	43%	26%	31%	37%	43%	39%	28%	35%	39%	34%	43%	40%	29%	32%	43%	45%	30%
				d		d	d	cd		h	h			k	kl	p			p			v		w		z	
Mean	-0.46	-0.36	-0.56	-0.31	-0.25	-0.69	-0.39	-0.55	-0.27	-0.53	-0.55	-0.33	-0.47	-0.44	-0.52	-0.51	-0.2	-0.46	-0.69	-0.29	-0.89	-0.63	-0.24	-0.36	-0.67	-0.8	-0.28
		b		e	eg				ij								or	t		t		u		x		y	
Good leader (NET)	310	177	133	37	60	38	64	111	97	102	111	42	76	86	106	69	98	72	37	18	17	152	158	225	85	78	232
	28%	33%	24%	29%	29%	19%	32%	31%	29%	26%	31%	27%	24%	31%	32%	27%	35%	29%	23%	34%	17%	25%	34%	30%	24%	20%	33%
		b		e	e		e	e							l		rt	t		t			u			y	
Bad leader (NET)	527	245	276	55	76	96	94	206	131	191	206	69	136	135	188	129	125	116	78	20	58	332	195	333	195	214	314
	48%	46%	50%	44%	37%	49%	48%	56%	39%	48%	56%	44%	43%	48%	56%	50%	44%	47%	50%	38%	61%	54%	41%	45%	56%	55%	45%
				d		d	d	cd		h	hi				kl						pqs	v		w		z	
I don't know who this person is	23	5	18	4	8	4	4	2	12	8	2	5	12	4	2	4	2	8	7	-	3	15	8	13	10	11	12
	2%	1%	3%	3%	4%	2%	2%	1%	4%	2%	1%	3%	4%	1%	1%	2%	1%	3%	5%	-	3%	2%	2%	2%	3%	3%	2%
			a	g	g				j			n	n					p	p								
Don't know	78	29	47	6	14	22	18	18	20	40	18	8	29	25	16	13	15	23	14	6	8	37	41	55	23	25	53
	7%	5%	9%	5%	7%	11%	9%	5%	6%	10%	5%	5%	9%	9%	5%	5%	5%	9%	9%	12%	8%	6%	9%	7%	7%	6%	8%
						g				j			n	n													

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v - w/x - y/z
Overlap formulae used. * small base



Table 56
Q5_8 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Nigel Farage

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	OTHER (m)	REMAIN (n)	LEAVE (o)	GOOD JOB (p)	BAD JOB (q)	WELL (r)	BADLY (s)	BETTER (t)	WORSE (u)
UNWEIGHTED BASE	1092	587	391	114	249	345	236	262	335	757	142	393	96	255	458	329	437	147	407	160	404	118
WEIGHTED BASE	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
(2) A very good leader	146	83	47	15	42	40	36	27	35	111	14	25	2	100	22	105	30	63	27	68	38	46
	13%	14%	13%	12%	17%	11%	16%	11%	11%	14%	9%	7%	2%	37%	5%	29%	8%	40%	7%	40%	10%	37%
					eg									jkl		n		p		r		t
(1) A fairly good leader	165	105	41	18	26	49	44	45	65	99	34	47	8	52	38	90	59	22	53	25	58	22
	15%	18%	11%	15%	11%	14%	19%	18%	20%	13%	22%	13%	8%	19%	9%	25%	15%	14%	14%	14%	16%	18%
		b			i	d	d				kl			kl		n						
(0) Neither a good nor bad leader	153	82	55	16	24	42	36	52	69	84	18	62	8	26	52	43	59	15	60	14	56	13
	14%	14%	15%	13%	10%	12%	16%	20%	21%	11%	11%	17%	9%	10%	12%	12%	15%	10%	16%	8%	15%	11%
								de	i			m						s				
(-1) A fairly bad leader	142	74	44	23	31	63	21	27	37	104	34	46	16	18	55	40	43	16	39	20	41	15
	13%	13%	12%	18%	12%	17%	9%	11%	12%	14%	22%	12%	17%	7%	13%	11%	11%	10%	10%	12%	11%	12%
						fg					km	m	m									
(-2) A very bad leader	386	198	148	40	100	141	72	73	85	300	49	175	52	63	249	70	192	32	181	36	170	20
	35%	33%	39%	32%	41%	39%	31%	29%	26%	39%	32%	47%	57%	23%	57%	19%	48%	20%	48%	21%	45%	16%
					fg	g				h		jm	jm		o		q		s		u	
Mean	-0.46	-0.37	-0.61	-0.49	-0.54	-0.64	-0.23	-0.33	-0.25	-0.55	-0.47	-0.85	-1.26	0.42	-1.13	0.34	-0.8	0.45	-0.82	0.42	-0.68	0.5
		b					e	e	i		kl	l		jk		n		p		r		t
														l								
Good leader (NET)	310	189	89	33	68	89	80	72	100	210	48	71	10	152	61	195	89	84	80	94	96	68
	28%	32%	24%	27%	28%	25%	35%	29%	31%	27%	31%	19%	11%	57%	14%	53%	22%	54%	21%	54%	26%	55%
		b					e				kl			jkl		n		p		r		t
Bad leader (NET)	527	273	192	63	131	203	93	100	123	405	83	221	68	80	304	110	235	49	220	56	211	35
	48%	46%	51%	51%	53%	56%	41%	39%	38%	53%	54%	60%	74%	30%	70%	30%	59%	31%	59%	33%	56%	29%
					fg	fg				h	m	m	jkm		o		q		s		u	
I don't know who this person is	23	9	10	3	7	5	2	9	7	16	-	3	2	2	3	1	2	3	4	1	5	2
	2%	2%	3%	3%	3%	1%	1%	4%	2%	2%	-	1%	2%	1%	1%	*	1%	2%	1%	1%	1%	1%
Don't know	78	39	30	9	16	23	18	21	25	53	6	13	4	8	16	18	12	6	11	8	7	5
	7%	7%	8%	8%	6%	6%	8%	8%	8%	7%	4%	4%	5%	3%	4%	5%	3%	4%	3%	4%	2%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m - n/o - p/q - r/s - t/u
Overlap formulae used. * small base

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



Table 57
Q6 - Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4th 2024?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION						SOCIAL GRADE		WORKING STATUS		EDUCATION	
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (z)
UNWEIGHTED BASE	1092	532	550	158	206	178	206	344	364	384	344	189	306	286	311	262	281	246	155	53	95	658	434	732	360	542	550
WEIGHTED BASE	1092	535	547	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	388	704
100%	100%	49%	50%	11%	19%	18%	18%	33%	30%	36%	33%	14%	29%	26%	31%	24%	26%	23%	14%	5%*	9%*	57%	43%	68%	32%	35%	65%
Poor delivery on the NHS	558	273	281	45	82	89	120	222	127	209	222	58	134	158	208	129	151	123	76	32	47	309	249	344	214	199	359
	51%	51%	51%	36%	40%	45%	60%	61%	38%	53%	61%	37%	42%	56%	62%	50%	53%	50%	48%	60%	49%	50%	53%	46%	61%	51%	51%
Too many scandals involving the party	543	280	258	42	64	88	116	234	106	204	234	47	124	158	214	129	127	137	68	30	53	300	244	337	207	192	351
	50%	52%	47%	33%	31%	45% cd	58% cde	64% cde	32%	52% h	64% hi	30%	39%	55% kl	64% kl	50%	45%	55% pr	43%	57%	56%	48%	52%	45%	59% w	50%	50%
They were not trustworthy	504	268	231	42	72	84	109	196	115	193	196	50	127	150	176	121	120	122	71	26	44	283	221	320	184	184	320
	46%	50% b	42%	34%	35%	43%	55% cde	54% cde	35%	49% h	54% h	32%	40%	53% kl	53% kl	47%	42%	49%	45%	50%	46%	46%	47%	43%	53% w	47%	45%
They were out of touch with what ordinary people wanted	502	250	250	47	67	76	102	209	114	178	209	54	116	140	191	122	123	124	69	21	43	280	221	304	198	183	319
	46%	47%	46%	38%	32%	39%	51% cde	57% cde	34%	45% h	57% hi	34%	37%	50% kl	57% kl	48%	44%	50%	44%	40%	45%	45%	47%	41%	56% w	47%	45%
They were seen as incompetent	482	252	223	40	68	87	105	183	107	192	183	46	124	149	163	119	104	119	72	24	44	290	192	319	163	193	289
	44%	47%	41%	32%	33%	44% cd	53% cd	50% cd	32%	49% h	50% h	30%	39% k	53% kl	49% kl	47%	37%	48% p	45%	45%	47%	47%	41%	43%	46% z	50%	41%
Poor delivery on the cost of living	468	230	233	43	85	85	94	160	128	180	160	58	132	131	147	114	118	106	60	26	44	275	194	312	157	171	297
	43%	43%	43%	34%	41%	43%	48% c	44%	39%	45%	44%	37%	42%	47% k	44%	44%	42%	43%	38%	50%	46%	44%	41%	42%	45%	44%	42%
People wanted a change in Government	464	229	231	37	68	76	99	184	105	175	184	49	114	133	169	109	116	118	62	20	39	273	191	294	171	167	297
	43%	43%	42%	30%	33%	39%	50% cde	50% cde	32%	44% h	50% h	31%	36%	47% kl	50% kl	43%	41%	48%	39%	38%	41%	44%	40%	40%	49% w	43%	42%
Liz Truss' time as Prime Minister	452	237	212	34	45	68	100	205	79	168	205	38	93	131	190	103	115	111	62	21	42	259	193	280	173	170	283
	41%	44%	39%	28%	22%	34% d	51% cde	56% cde	24%	43% h	56% hi	24%	29%	47% kl	57% klm	40%	41%	45%	39%	39%	44%	42%	41%	38%	49% w	44%	40%
Poor delivery on immigration	451	242	206	31	58	62	96	203	90	158	203	39	90	133	189	109	120	114	50	20	39	241	210	278	174	145	306
	41%	45% b	38%	25%	28%	32%	48% cde	56% cde	27%	40% h	56% hi	25%	28%	47% kl	56% klm	43%	42%	46% r	32%	37%	41%	39%	44%	37%	50% w	37%	43%
Poor delivery on the economy	408	218	188	42	65	65	95	142	106	160	142	53	101	118	136	101	102	93	59	14	39	231	178	268	140	158	250
	37%	41% b	34%	33%	31%	33%	48% cde	39%	32%	40% h	39%	33%	32%	42% l	41% l	39%	36%	38%	37%	27%	41%	37%	38%	36%	40%	41%	36%
They had too many changes of Prime Minister	374	186	188	28	36	63	77	170	64	140	170	34	74	109	158	91	95	92	46	19	32	213	161	227	148	124	251
	34%	35%	34%	22%	17%	32% d	39% cd	47% cde	19%	36% h	47% hi	22%	23%	39% kl	47% kl	35%	34%	37%	29%	36%	33%	34%	34%	31%	42% w	32%	36%
People did not like Rishi Sunak	373	185	185	46	72	59	66	131	118	125	131	58	104	90	122	81	114	82	46	15	34	205	169	251	122	116	257
	34%	35%	34%	37%	35%	30%	33%	36%	35%	32%	36%	37%	33%	32%	36%	32%	40% r	33%	29%	28%	36%	33%	36%	34%	35%	30%	36%
Boris Johnson's time as Prime Minister	366	190	171	28	43	65	71	159	71	136	159	31	85	107	144	91	75	90	59	10	41	223	143	234	132	150	216
	34%	35%	31%	22%	21%	33% cd	36% cd	44% cde	21%	34% h	44% hi	20%	27%	38% kl	43% kl	36%	27%	36% ps	37% ps	19%	43% z	36%	30%	31%	38%	39% z	31%
They were not united as a party	357	187	168	20	31	47	73	186	51	120	186	22	62	102	171	88	90	88	39	17	34	200	158	211	146	134	224
	33%	35%	31%	16%	15%	24% d	37% cde	51% cdef	15%	30% h	51% hi	14%	19%	36% kl	51% klm	34%	32%	36% r	25%	33%	36%	32%	33%	28%	42% w	34%	32%
Poor delivery on Brexit	349	190	156	36	51	53	70	140	87	122	140	43	80	97	129	88	90	79	46	17	29	199	150	232	117	131	218
	32%	35%	29%	29%	24%	27% de	35% d	38% h	26%	31% h	38% h	27%	25%	34% l	39% l	34%	32%	32%	29%	32%	31%	32%	32%	31%	33%	34%	31%
Poor delivery on taxation and public spending	312	178	131	25	45	59	71	112	71	129	112	32	84	90	106	73	79	76	48	17	20	183	129	207	106	122	190
	29%	33% b	24%	20%	22%	30%	36% cd	31% cd	21%	33% h	31% h	20%	26%	32% k	32% k	28%	28%	31%	30%	32%	21%	30%	27%	28%	30%	32%	27%
They were in government for too long	266	150	113	29	39	51	49	99	67	100	99	31	72	70	92	71	60	66	37	9	23	153	112	171	95	105	160
	24%	28% b	21%	23%	19%	26%	25%	27% d	20%	25%	27% h	20%	23%	25%	27%	28%	21%	27%	23%	16%	24%	25%	24%	23%	27%	27%	23%
They did not offer an optimistic vision for the future	256	133	121	29	46	48	50	83	75	97	83	32	79	66	79	67	61	55	35	9	28	149	107	175	81	102	154
	23%	25%	22%	23%	22%	24%	25%	23%	23%	25%	23%	21%	25%	23%	23%	26%	22%	22%	22%	17%	29%	24%	23%	24%	23%	26%	22%
They had a poor General Election campaign	253	149	101	24	27	40	50	112	51	90	112	26	56	66	105	58	59	49	35	24	27	163	90	171	82	107	146
	23%	28% b	18%	19%	13%	21%	25% d	31% cde	15%	23% h	31% hi	16%	18%	23%	31% klm	23%	21%	20%	22%	45% opqr	28%	26% v	19%	23%	23%	28% z	21%
They didn't have good policies for young people	207	103	102	33	38	39	38	60	71	77	60	39	62	51	55	46	48	48	36	10	19	118	89	146	62	83	124
	19%	19%	19%	26% g	18%	20%	19%	16%	21%	19%	16%	25% n	19%	18%	16%	18%	17%	20%	23%	18%	20%	19%	19				



Table 58
Q6 - Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4th 2024?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

		MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE				REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		TOTAL (a)	MARRIED /LIVING AS (b)	SINGLE (c)	WID/ DIV/ SEP (d)	1 (e)	2 (f)	3 (g)	4+ (h)	YES (i)	NO (j)	CONSERVATIVE (k)	LABOUR (l)	LIBERAL DEMOCRATS (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)
UNWEIGHTED BASE	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
	1092	592	376	124	246	363	229	254	324	768	155	370	92*	268	436	367	398	157	374	173	375	123
	100%	54%	34%	11%	23%	33%	21%	23%	30%	70%	14%	34%	8%*	25%	40%	34%	36%	14%	34%	16%	34%	11%
Poor delivery on the NHS	558	304	186	67	140	215	105	97	115	442	56	232	54	131	254	190	239	60	235	66	223	41
	51%	51%	49%	54%	57%	59%	46%	38%	36%	58%	36%	63%	59%	49%	58%	52%	60%	38%	63%	38%	60%	34%
					fg	fg			h			jm	j	j			q		s		u	
Too many scandals involving the party	543	297	187	60	140	211	108	85	112	432	73	199	58	135	254	191	225	64	207	72	201	45
	50%	50%	50%	48%	57%	58%	47%	33%	35%	56%	47%	54%	64%	51%	58%	52%	57%	40%	56%	41%	54%	37%
					fg	fg	g		h			jm	j	j			q		s		u	
They were not trustworthy	504	262	175	66	136	180	98	90	114	389	35	198	54	137	242	162	212	61	203	71	194	43
	46%	44%	47%	54%	55%	50%	43%	35%	35%	51%	22%	54%	59%	51%	56%	44%	53%	39%	54%	41%	52%	35%
					fg	g			h			j	j	j	o		q		s		u	
They were out of touch with what ordinary people wanted	502	268	168	66	130	179	98	93	117	385	38	187	55	140	222	175	212	63	198	68	199	44
	46%	45%	45%	53%	53%	49%	43%	37%	36%	50%	24%	50%	60%	52%	51%	48%	53%	40%	53%	39%	53%	35%
					fg	g			h			j	j	j			q		s		u	
They were seen as incompetent	482	263	167	52	113	175	93	101	119	363	46	183	52	131	227	156	204	48	188	61	182	41
	44%	44%	44%	42%	46%	48%	41%	40%	37%	47%	29%	49%	57%	49%	52%	42%	51%	31%	50%	35%	49%	33%
									h			j	j	j	o		q		s		u	
Poor delivery on the cost of living	468	243	171	54	113	165	104	87	115	353	37	196	49	111	216	153	193	54	190	56	193	33
	43%	41%	45%	44%	46%	45%	45%	34%	35%	46%	24%	53%	53%	42%	50%	42%	49%	34%	51%	32%	52%	27%
					g	g	g					jm	j	j			q		s		u	
People wanted a change in Government	464	251	158	55	116	171	80	98	106	359	69	181	47	104	227	152	190	43	171	51	177	28
	43%	42%	42%	44%	47%	47%	35%	39%	33%	47%	44%	49%	51%	39%	52%	42%	48%	28%	46%	29%	47%	23%
					f	f			h			m			o		q		s		u	
Liz Truss' time as Prime Minister	452	237	159	56	125	176	83	67	81	372	82	165	48	98	223	157	200	61	186	62	187	38
	41%	40%	42%	45%	51%	49%	36%	27%	25%	48%	53%	45%	52%	37%	51%	43%	50%	39%	50%	36%	50%	31%
					fg	fg	g					m					q		s		u	
Poor delivery on immigration	451	246	149	56	119	166	96	70	96	356	76	136	31	143	149	225	150	84	138	95	142	61
	41%	42%	40%	45%	49%	46%	42%	28%	30%	46%	49%	37%	34%	53%	34%	61%	38%	53%	37%	55%	38%	49%
					g	g	g				kl			kl		n	p		r		t	
Poor delivery on the economy	408	213	152	43	111	140	82	75	91	317	27	175	39	105	192	133	177	44	169	46	165	29
	37%	36%	41%	35%	45%	39%	36%	29%	28%	41%	17%	47%	42%	39%	44%	36%	45%	28%	45%	27%	44%	23%
					g	g			h			j	j	j	o		q		s		u	
They had too many changes of Prime Minister	374	195	131	48	96	149	69	59	64	310	50	132	38	100	169	139	144	46	135	52	143	37
	34%	33%	35%	39%	39%	41%	30%	23%	20%	40%	32%	36%	41%	38%	39%	38%	36%	29%	36%	30%	38%	30%
					g	fg			h													
People did not like Rishi Sunak	373	196	137	41	90	129	77	76	101	272	45	136	25	110	136	148	128	61	124	67	130	53
	34%	33%	36%	33%	37%	36%	34%	30%	31%	35%	29%	37%	28%	41%	31%	40%	32%	39%	33%	39%	35%	43%
													jl		n							
Boris Johnson's time as Prime Minister	366	199	123	45	97	143	68	59	79	287	40	159	43	71	206	97	177	27	170	30	166	16
	34%	34%	33%	36%	39%	39%	30%	23%	24%	37%	26%	43%	47%	27%	47%	26%	44%	17%	45%	17%	44%	13%
					fg	fg			h			jm	jm		o		q		s		u	
They were not united as a party	357	197	107	53	102	127	70	59	70	287	61	114	48	91	159	152	140	43	123	51	132	36
	33%	33%	28%	43%	41%	35%	30%	23%	22%	37%	39%	31%	52%	34%	36%	41%	35%	27%	33%	29%	35%	29%
					fg	g			h													
Poor delivery on Brexit	349	184	126	38	95	122	69	62	73	276	37	132	38	98	172	115	147	53	144	54	140	36
	32%	31%	34%	31%	39%	34%	30%	24%	23%	36%	24%	36%	41%	37%	39%	31%	37%	34%	38%	31%	37%	29%
					g	g			h			j	j	j	o		q		s		u	
Poor delivery on taxation and public spending	312	160	117	35	82	98	65	67	81	231	25	128	31	84	145	107	124	32	128	40	122	21
	29%	27%	31%	29%	33%	27%	28%	26%	25%	30%	16%	35%	34%	31%	33%	29%	31%	20%	34%	23%	33%	17%
													j	j			q		s		u	
They were in government for too long	266	137	108	21	68	95	53	50	56	210	29	113	31	56	132	78	122	27	117	30	110	19
	24%	23%	29%	17%	28%	26%	23%	20%	17%	27%	19%	31%	34%	21%	30%	21%	31%	17%	31%	17%	29%	15%
			c						h			jm	jm		o		q		s		u	
They did not offer an optimistic vision for the future	256	141	90	24	61	94	46	55	71	185	13	103	29	73	130	67	113	25	112	29	121	16
	23%	24%	24%	20%	25%	26%	20%	22%	22%	24%	8%	28%	31%	27%	30%	18%	28%	16%	30%	17%	32%	13%
					j	j			h			j	j	j			q		s		u	
They had a poor General Election campaign	253	140	84	29	63	91	54	45	57	196	39	87	25	76	109	100	104	41	100	52	111	32
	23%	24%	22%	24%	26%	25%	24%	18%	18%	25%	25%	24%	27%	28%	25%	27%	26%	26%	27%	30%	30%	26%
					g	g			h													
They didn't have good policies for young people	207	112	79	17	37	69	52	50	64	143	12	91	29	49	111	49	102	20	105	21	103	17
	19%	19%	21%	14%	15%	19%	23%	20%	20%	19%	8%	24%	31%	18%	25%	13%	26%	13%	28%	12%	28%	14%
					d							jm	j				q		s		u	
Poor delivery on climate change and the environment	198	100	84	14	54	64	42	38	49	148	11	101	19	44	120	39	105	14	106	11	105	5
	18%	17%	22%	11%	22%	18%	18%	15%	15%	19%	7%	27%	20%	17%	28%	11%	26%	9%	28%	6%	28%	4%