



25-061766-20 - LEADERSHIP AND KINGS SPEECH

T1	Table 1	Q1 - How closely, if at all, have you been following stories about...? Summary Table	Base: All adults aged 18+ in Great Britain
T2	Table 2	Q1 1 - How closely, if at all, have you been following stories about...? The rising cost of living	Base: All adults aged 18+ in Great Britain
T3	Table 3	Q1 2 - How closely, if at all, have you been following stories about...? The conflict in the Middle East	Base: All adults aged 18+ in Great Britain
T4	Table 4	Q1 3 - How closely, if at all, have you been following stories about...? The King's Speech	Base: All adults aged 18+ in Great Britain
T5	Table 5	Q1 4 - How closely, if at all, have you been following stories about...? Speculation about a Labour leadership	Base: All adults aged 18+ in Great Britain
T6	Table 6	Q1 5 - How closely, if at all, have you been following stories about...? The Eurovision Song Contest	Base: All adults aged 18+ in Great Britain
T7	Table 7	Q1 6 - How closely, if at all, have you been following stories about...? The men's FA Cup final	Base: All adults aged 18+ in Great Britain
T8	Table 8	Q2 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T9	Table 9	Q2 1 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T10	Table 10	Q2 2 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T11	Table 11	Q2 3 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T12	Table 12	Q2 4 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T13	Table 13	Q2 5 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T14	Table 14	Q2 6 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T15	Table 15	Q2 7 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T16	Table 16	Q2 8 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T17	Table 17	Q2 9 - Thinking about the following issues, which party, if either, do you think has the best policies to address	Base: All adults aged 18+ in Great Britain
T18	Table 18	Q4 - As you may know, the King's Speech took place on 13th May 2026. The King's Speech marks the start of	Base: All adults aged 18+ in Great Britain
T19	Table 19	Q5 - From what you know or have heard about these policies and proposed legislation as a whole, how confi	Base: All adults aged 18+ in Great Britain
T20	Table 20	Q5 1 - From what you know or have heard about these policies and proposed legislation as a whole, how co	Base: All adults aged 18+ in Great Britain
T21	Table 21	Q5 2 - From what you know or have heard about these policies and proposed legislation as a whole, how co	Base: All adults aged 18+ in Great Britain
T22	Table 22	Q6 - Which of the following British politicians, if any, would you say you are familiar with?	Base: All adults aged 18+ in Great Britain
T23	Table 23	Q7 - To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour p	Base: All adults aged 18+ in Great Britain
T24	Table 24	Q8 - Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer	Base: All adults aged 18+ in Great Britain
T25	Table 25	Q9 - Which of the following best reflects your views on Keir Starmer and what should happen ahead of the n	Base: All adults aged 18+ in Great Britain
T26	Table 26	Q10 - Which of the following, if any, do you think would do the best job as leader of the Labour party?	Base: All adults aged 18+ in Great Britain
T27	Table 27	Q11 - If Keir Starmer was no longer leader of the Labour party, which of the following, if any, would you MO	Base: All adults aged 18+ in Great Britain
T28	Table 28	Q12 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T29	Table 29	Q13 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T30	Table 30	Q14 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T31	Table 31	Q15 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain

T32	Table 32	Q16 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T33	Table 33	Q17 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T34	Table 34	Q18 - Which of the following, if either, do you think would make a better Prime Minister?	Base: All adults aged 18+ in Great Britain
T35	Table 35	Q19 - As you may know, Andy Burnham has announced he wants to resign as Mayor of Greater Manchester	Base: All adults aged 18+ in Great Britain
T36	Table 36	Q20 - Thinking about Andy Burnham's decision to resign as Mayor of Greater Manchester to contest a parlia	Base: All adults aged 18+ in Great Britain
T37	Table 37	Q21 - As you may know there has been some discussion about a potential Labour leadership contest to repla	Base: All adults aged 18+ in Great Britain



**25-061766-20 - LEADERSHIP AND KINGS SPEECH
15TH - 19TH MAY 2026
IPSOS**

20 May 2026

Table 1

Q1 - How closely, if at all, have you been following stories about...? Summary Table

Base: All adults aged 18+ in Great Britain

	The rising cost of living	The conflict in the Middle East	The King's Speech	Speculation about a Labour leadership contest	The Eurovision Song Contest	The men's FA Cup final
UNWEIGHTED BASE	1169	1169	1169	1169	1169	1169
WEIGHTED BASE	1169	1169	1169	1169	1169	1169
(4) Very closely	401 34%	237 20%	87 7%	255 22%	109 9%	161 14%
(3) Somewhat closely	525 45%	512 44%	235 20%	461 39%	152 13%	203 17%
(2) Not that closely	170 15%	263 22%	375 32%	243 21%	204 17%	224 19%
(1) Not at all closely	56 5%	141 12%	441 38%	189 16%	679 58%	549 47%
Mean	3.1	2.73	1.97	2.68	1.73	1.98
NET: Closely	926 79%	749 64%	321 27%	717 61%	261 22%	364 31%
NET: Not closely	226 19%	404 35%	817 70%	432 37%	883 76%	773 66%
Don't know	18 2%	17 1%	31 3%	20 2%	25 2%	31 3%

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 2
Q2_1 - How closely, if at all, have you been following stories about...? The rising cost of living
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	A&C1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)			
UNWEIGHTED BASE	1169	1169	299	441	390	277	288	222	248	259	43	91	700	468	707	272	632	127	202	294	272	368	100	918	918	274	341	48	108	113	430	126			
WEIGHTED BASE	1169	1169	299	441	390	277	288	222	248	259	43	91	700	468	707	272	632	127	202	294	272	368	100	918	918	274	341	48	108	113	430	126			
(a) Very closely	401	204	192	94	135	172	137	366	90	87	66	36	35	287	133	228	173	131	270	88	97	110	105	41	356	59	116	40	65	33	150	135			
(b) Somewhat closely	345	305	326	229	306	376	318	345	365	376	335	60%	33%	37%	30%	35%	34%	34%	31%	34%	31%	38%	35%	31%	35%	35%	30%	54%	47%	34%	33%	42%			
(c) Not at all closely	523	240	272	241	160	213	167	477	119	143	133	70	19	42	0	300	225	303	222	273	352	93	117	134	132	58	457	77	156	23	55	46	197	137	
(d) Don't know	45%	44%	46%	44%	44%	46%	46%	45%	43%	47%	49%	43%	34%	42%	42%	43%	45%	45%	42%	44%	44%	45%	45%	43%	45%	46%	48%	30%	39%	48%	46%	43%			
(e) NET: Closely	170	83	87	61	56	54	43	159	35	48	34	21	15	18	111	59	88	82	59	111	37	35	35	48	21	146	25	42	9	16	11	71	33		
(f) NET: Not at all closely	15%	15%	15%	15%	12%	12%	13%	16%	13%	13%	16%	26%	18%	15%	13%	16%	15%	14%	17%	13%	17%	16%	16%	16%	14%	15%	13%	12%	11%	12%	16%	9%			
(g) Mean	3%	4%	6%	5%	5%	5%	4%	5%	7%	4%	4%	2%	0%	4%	5%	5%	4%	5%	7%	6%	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%		
(h) NET: Closely	925	453	464	235	304	387	304	842	218	241	219	136	35	78	567	359	531	395	304	621	165	214	244	237	99	813	135	272	63	120	78	347	113		
(i) NET: Not closely	79%	80%	79%	75%	79%	83%	83%	77%	79%	79%	82%	62%	77%	79%	80%	81%	77%	79%	79%	73%	80%	84%	80%	74%	80%	82%	84%	83%	80%	82%	81%	85%	85%		
(j) Don't know	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

Proportions/Means: Columns Total (3% 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 - AB/C/D/E - F/G
Overlap formulas used. * small base

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Table 3
Q2_2 - How closely, if at all, have you been following stories about...? The conflict in the Middle East
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)	
UNWEIGHTED BASE	1169	1169	302	377	441	390	266	222	248	259	43	91	700	469	797	372	632	527	202	294	274	368	100	918	314	341	68	208	113	430	126		
WEIGHTED BASE	1169	1169	302	377	441	390	266	222	248	259	43	91	700	469	797	372	632	527	202	294	274	368	100	918	314	341	68	208	113	430	126		
(a) Very closely	237	239	96	55	65	117	30	43	52	41	6	28	144	93	135	102	89	148	43	52	64	60	33	202	45	75	21	31	23	97	51		
	20%	20%	16%	13%	17%	29%	11%	19%	20%	15%	1%	28%	20%	21%	21%	20%	23%	30%	19%	20%	22%	21%	24%	20%	22%	13%	28%	21%	24%	23%	31%		
(b) Somewhat closely	512	506	239	155	177	199	100	113	138	120	23	28	43	315	197	317	194	183	329	77	119	136	141	69	413	69	163	37	64	48	207	162	
	44%	47%	41%	42%	40%	43%	44%	44%	45%	45%	50%	40%	44%	44%	44%	48%	38%	48%	42%	35%	44%	47%	47%	51%	43%	42%	50%	50%	46%	46%	48%	44%	
(c) Not that closely	263	98	164	74	92	97	69	82	57	33	9	22	163	99	142	122	79	184	51	63	60	65	16	242	39	66	15	28	20	98	74		
	22%	17%	28%	23%	24%	21%	19%	22%	22%	27%	21%	20%	23%	22%	22%	24%	21%	21%	23%	23%	21%	22%	12%	24%	23%	20%	20%	20%	21%	23%	20%		
(d) Not at all closely	141	55	82	48	43	49	45	37	38	33	11	11	88	52	57	83	28	113	42	32	27	29	13	123	10	19	2	14	3	27	40		
	12%	5%	14%	12%	11%	12%	11%	13%	12%	14%	8%	10%	12%	12%	9%	10%	7%	14%	10%	12%	11%	9%	10%	12%	6%	6%	3%	3%	1%	6%	11%		
Mean	2.31	2.88	2.6	2.61	2.7	2.83	2.81	2.72	2.8	2.62	2.69	2.89	2.72	2.75	2.81	2.83	2.66	2.66	2.57	2.72	2.81	2.8	2.81	2.71	2.81	2.81	2.82	2.82	2.86	2.87	2.81		
NET: Closely	749	745	335	200	242	316	210	140	181	174	29	51	488	289	452	286	272	476	119	171	200	202	102	625	114	288	58	35	70	304	262		
	64%	72%	57%	59%	63%	68%	64%	65%	59%	64%	70%	61%	68%	64%	65%	68%	71%	62%	54%	64%	69%	68%	76%	63%	69%	73%	77%	68%	74%	71%	68%		
NET: Not closely	404	152	246	122	135	146	114	371	91	119	95	45	20	12	252	152	159	204	107	297	93	94	87	93	29	365	49	85	17	42	23	124	114
	35%	27%	42%	38%	35%	32%	31%	35%	39%	36%	28%	35%	32%	35%	34%	30%	28%	38%	42%	35%	30%	31%	21%	36%	30%	26%	23%	30%	24%	29%	31%		
Don't know	17	8	9	9	6	2	2	17	5	4	1	4	2	-	10	6	7	10	5	12	8	2	4	2	4	2	2	-	2	2	1	3	
	2%	1%	1%	2%	1%	0%	0%	2%	2%	1%	0%	0%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

Proportions/Means: Column Total (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 - A/B/C/D/E - F/G
Overlap formula used. * - small base

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Table 4
Q3_1 - How clearly, if at all, have you been following stories about...? The King's Speech
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)	
UNWEIGHTED BASE	1169	1169	300	441	389	441	288	222	248	259	41	91	700	468	797	372	422	632	537	202	294	274	368	100	908	374	341	48	208	113	430	126	
WEIGHTED BASE	1169	1169	300	441	389	441	288	222	248	259	41	91	700	468	797	372	422	632	537	202	294	274	368	100	908	374	341	48	208	113	430	126	
14) Very clearly	87	53	33	22	16	16	27	16	16	20	2	5	65	22	16	58	29	35	51	21	16	15	29	19	64	17	30	6	12	6	35	31	
	7%	5%	6%	12%	6%	4%	7%	10%	5%	6%	12%	4%	9%	5%	5%	6%	9%	9%	6%	6%	5%	10%	14%	6%	10%	9%	8%	9%	7%	8%	8%		
15) Somewhat clearly	233	127	107	40	76	119	84	109	61	53	42	7	18	13	96	114	100	83	153	29	62	64	69	31	203	48	83	21	30	17	112	72	
	20%	22%	18%	12%	20%	26%	23%	19%	22%	17%	20%	26%	13%	18%	19%	21%	20%	21%	20%	13%	23%	23%	23%	23%	23%	29%	26%	28%	14%	18%	26%	19%	
16) Not that clearly	375	179	194	79	142	154	127	148	78	110	80	45	20	43	225	150	221	155	135	240	63	86	104	92	32	334	54	109	26	53	32	130	134
	32%	32%	33%	25%	37%	35%	33%	28%	30%	30%	28%	35%	42%	31%	34%	30%	34%	35%	31%	29%	32%	30%	31%	23%	33%	32%	34%	35%	38%	34%	30%	30%	
17) Not at all clearly	441	193	239	144	137	161	136	165	104	116	111	51	24	34	272	169	231	211	125	316	96	98	102	103	44	390	44	98	21	52	36	147	127
	38%	34%	31%	25%	30%	33%	31%	39%	38%	38%	41%	32%	42%	34%	38%	35%	41%	33%	40%	44%	27%	35%	33%	33%	35%	26%	30%	32%	28%	31%	38%	34%	34%
Mean	1.87	2.07	2.09	1.91	2.05	2.02	1.95	2.04	2.04	2.09	1.9	2.10	1.78	1.93	2	1.93	2.02	1.89	2.07	1.92	1.88	1.99	1.97	2.08	2.2	1.94	2.24	2.14	2.16	1.95	2.03	2.08	2.02
NET: Clearly	221	130	140	70	97	146	100	126	83	107	79	42	23	204	117	180	128	117	100	50	78	79	98	50	287	65	114	27	32	24	147	103	
	27%	27%	24%	24%	25%	31%	28%	26%	32%	23%	26%	34%	17%	23%	28%	26%	29%	30%	26%	23%	29%	27%	33%	17%	26%	39%	35%	36%	23%	25%	34%	28%	
NET: Not clearly	817	372	434	223	279	315	262	264	182	227	191	66	44	77	497	320	451	365	260	356	159	183	206	195	75	724	97	207	47	105	69	277	261
	70%	66%	74%	65%	73%	68%	72%	72%	66%	74%	71%	59%	77%	77%	69%	71%	69%	72%	68%	71%	72%	69%	71%	66%	56%	72%	59%	64%	63%	75%	72%	65%	71%
Don't know	31	14	16	21	7	4	2	29	7	9	7	4	3	1	20	11	15	16	7	24	11	6	7	4	9	21	4	4	1	2	3	5	5
	3%	2%	3%	6%	2%	1%	7%	2%	2%	3%	3%	1%	6%	1%	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	2%	1%	1%

Proportions/Means: Column Totald (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 - A/B/C/D/E - F/G
Overlap formula used. * - small base

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Table 5
Q2_4 - How clearly, if at all, have you been following stories about...? Speculation about a Labour leadership contest
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)	
UNWEIGHTED BASE	1169	1044	302	377	441	390	272	266	248	259	43	91	700	402	797	272	632	127	202	204	272	368	100	916	314	341	68	208	113	430	226		
WEIGHTED BASE	1169	1044	302	377	441	390	272	266	248	259	43	91	700	402	797	272	632	127	202	204	272	368	100	916	314	341	68	208	113	430	226		
(a) Very clearly	255	349	106	137	140	110	225	66	59	64	33	8	25	153	102	163	93	96	160	43	58	68	76	26	225	53	84	27	38	18	100	109	
(b) Somewhat clearly	463	345	122	110	169	182	182	113	120	94	69	29	36	293	169	269	192	163	302	83	99	116	128	45	408	63	163	28	66	37	197	153	
(c) Not at all clearly	243	98	143	81	81	80	66	59	32	6	27	149	94	149	94	137	106	83	160	45	58	67	52	35	205	29	56	15	24	27	89	56	
(d) Not at all clearly	189	64	121	62	68	59	50	42	23	11	12	116	79	116	79	79	110	41	148	43	48	37	38	22	161	20	19	4	10	11	42	50	
Mean	2.68	2.84	2.12	2.12	2.18	2.17	2.84	2.14	2.61	2.67	2.71	2.63	2.71	2.68	2.69	2.8	2.54	2.82	2.61	2.18	2.64	2.75	2.82	2.59	2.7	2.3	2.07	2.06	2.09	2.67	2.83	2.87	
NET: Clearly	717	913	228	247	302	292	322	128	129	158	43	82	269	161	432	265	296	260	460	128	158	184	204	71	633	116	247	55	104	55	207	160	
NET: Not clearly	422	162	264	144	149	139	110	403	95	120	104	56	17	205	167	216	124	124	308	88	106	104	90	57	366	49	75	19	34	38	111	106	
Don't know	20	11	9	7	3	2	19	4	5	5	4	2	-	11	10	11	9	4	17	8	4	4	2	7	13	1	2	1	2	2	1	3	
	2%	1%	3%	2%	3%	3%	7%	1%	2%	2%	1%	0%	-	1%	2%	2%	2%	1%	2%	4%	1%	1%	1%	3%	1%	1%	1%	2%	2%	3%	4%	1%	

Proportions/Means: Column Totald (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 - A/B/C/D/E - F/G
Overlap formula 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_5 - How closely, if at all, have you been following stories about...? The Eurovision Song Contest
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)	
UNWEIGHTED BASE	1169	1044	300	277	441	180	207	222	248	159	41	91	700	402	797	272	632	127	202	204	272	368	100	908	314	341	68	208	113	430	226		
WEIGHTED BASE	1169	1044	300	277	441	180	207	222	248	159	41	91	700	402	797	272	632	127	202	204	272	368	100	908	314	341	68	208	113	430	226		
(a) Very closely	109	59	30	31	20	17	106	31	13	26	23	3	10	83	26	64	45	35	74	18	24	26	36	16	93	16	32	10	10	11	48	30	
	9%	10%	8%	11%	14%	8%	3%	12%	4%	10%	14%	0%	10%	11%	6%	10%	9%	9%	8%	9%	9%	12%	12%	9%	9%	10%	13%	7%	11%	11%	8%		
(b) Somewhat closely	152	76	71	55	107	39	35	143	29	42	24	10	15	117	35	96	56	74	78	20	33	30	42	30	118	9	55	12	19	16	62	36	
	13%	13%	13%	18%	15%	10%	14%	11%	14%	9%	18%	22%	15%	16%	8%	13%	11%	19%	10%	9%	12%	13%	16%	22%	12%	6%	17%	16%	14%	17%	14%	10%	
(c) Not at all closely	204	85	118	61	62	81	61	184	50	52	33	18	10	128	76	130	74	90	114	35	35	53	73	31	172	41	75	14	14	17	15	87	65
	17%	15%	20%	19%	16%	17%	17%	18%	17%	12%	12%	23%	20%	18%	17%	20%	14%	21%	14%	16%	13%	18%	14%	23%	17%	25%	23%	18%	12%	16%	20%	18%	
(d) Not at all closely	679	335	334	153	204	323	249	606	359	192	176	66	30	379	302	355	325	179	502	140	169	168	243	90	613	99	260	38	88	50	229	233	
	58%	50%	57%	48%	53%	70%	64%	57%	52%	61%	67%	61%	53%	53%	67%	54%	64%	47%	64%	63%	61%	57%	46%	46%	51%	62%	49%	51%	63%	52%	53%	63%	
Mean	1.71	1.71	1.72	1.62	1.69	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	
NET: Closely	261	135	125	86	127	159	141	249	151	138	100	33	25	200	137	180	121	151	192	53	60	79	108	46	211	25	87	22	29	27	120	66	
	22%	24%	21%	26%	29%	19%	14%	24%	22%	18%	19%	32%	28%	28%	16%	24%	20%	28%	19%	17%	21%	22%	26%	34%	21%	15%	27%	29%	21%	28%	24%	18%	
NET: Not closely	883	420	452	214	306	403	311	792	209	244	211	104	41	74	507	376	485	399	209	615	175	204	220	215	80	785	140	131	52	105	60	316	299
	76%	74%	77%	66%	69%	68%	64%	75%	75%	80%	79%	64%	72%	74%	70%	74%	78%	70%	78%	79%	76%	76%	73%	60%	68%	84%	72%	69%	75%	68%	73%	81%	
Don't know	23	11	13	16	8	2	2	25	6	5	6	6	1	15	10	14	11	6	19	8	7	7	3	9	16	1	2	1	5	4	4	5	
	2%	2%	2%	4%	2%	1%	1%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	

Proportions/Means: Column Totald (% 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 - A/B/C/D/E - F/G
Overlap formula used. * - small base

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Table 7
Q3_6 - How closely, if at all, have you been following stories about...? The men's FA Cup final
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-74 (e)	75-94 (f)	95+ (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)		
UNWEIGHTED BASE	1169	1044	302	377	441	390	266	222	246	259	43	99	700	402	797	372	632	527	202	204	224	368	1007	916	214	346	48	208	113	430	226			
WEIGHTED BASE	1169	1044	302	377	441	390	266	222	246	259	43	99	700	402	797	372	632	527	202	204	224	368	1007	916	214	346	48	208	113	430	226			
(a) Very closely	161	112	49	57	55	50	45	37	44	39	31	30	8	121	41	93	69	57	104	25	41	49	40	28	131	26	37	11	20	14	61	58		
(b) Somewhat closely	145	206	85	185	148	115	125	136	139	125	128	145	95	176	76	148	136	155	135	115	155	176	145	215	135	165	176	145	145	145	155	165		
(c) Not that closely	203	233	68	72	65	65	65	65	65	65	65	65	65	130	64	136	77	78	125	24	48	50	62	37	161	25	71	10	12	8	71	60		
(d) Not at all closely	224	127	97	57	81	86	59	197	52	61	48	26	13	133	90	122	102	74	150	45	38	60	60	23	195	26	68	17	33	19	84	72		
Mean	1.98	2.11	1.66	2.23	2	1.8	1.8	2	2.08	1.89	1.84	2.18	2.06	1.82	2.1	1.78	2.02	1.93	2.06	1.94	1.78	1.99	2.14	2.06	2.41	1.92	1.94	1.96	2.14	1.82	1.98	2		
NET: Closely	306	248	118	129	120	115	91	341	98	83	70	72	18	240	104	210	146	135	229	49	89	108	103	65	291	51	128	21	51	22	134	117		
NET: Not closely	863	796	284	248	321	275	349	703	268	215	289	317	282	460	298	587	226	497	403	153	115	116	265	342	715	165	218	267	92	92	91	292	109	
Don't know	31	15	18	7	7	7	31	8	6	7	4	7	19	22	14	5	26	8	7	7	7	7	7	9	22	1	4	3	2	2	2	5		
	3%	1%	3%	2%	2%	2%	3%	3%	3%	3%	4%	7%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	7%	2%	1%	1%	1%	4%	2%	3%	2%	1%	

Proportions/Means: Columns Totals (2% 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 - A/B/C/D/E - F/G
Overlap formula 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.



25-061766-20 - LEADERSHIP AND KINGS SPEECH
15TH - 19TH MAY 2026

IPSOS

22 May 2026

Table 1

Q2 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Summary Table

Base: All adults aged 18-75 in Great Britain

	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and antisocial behaviour	Keeping Britain safe	Setting the right level of tax and public spending	Improving education and skills	Dealing with climate change
UNWEIGHTED BASE	1072	1072	1072	1072	1072	1072	1072	1072	1072
WEIGHTED BASE	1069	1069	1069	1069	1069	1069	1069	1069	1069
The Conservative party	142 13%	105 10%	96 9%	78 7%	109 10%	106 10%	120 11%	99 9%	70 7%
The Labour party	200 19%	178 17%	234 22%	152 14%	183 17%	190 18%	187 18%	210 20%	136 13%
The Liberal Democrats	36 3%	40 4%	42 4%	43 4%	23 2%	37 4%	42 4%	47 4%	39 4%
Reform UK	127 12%	132 12%	124 12%	291 27%	199 19%	165 15%	137 13%	107 10%	93 9%
The Green party	79 7%	89 8%	86 8%	63 6%	67 6%	76 7%	92 9%	88 8%	260 24%
The Scottish National Party (SNP)	14 1%	14 1%	14 1%	11 1%	12 1%	10 1%	15 1%	14 1%	12 1%
Plaid Cymru	8 1%	9 1%	7 1%	5 1%	9 1%	5 1%	11 1%	7 1%	5 1%
Another party	9 1%	9 1%	16 2%	11 1%	11 1%	16 2%	10 1%	12 1%	13 1%
None of these	238 22%	269 25%	233 22%	224 21%	241 23%	235 22%	236 22%	233 22%	238 22%
Don't know	215 20%	223 21%	218 20%	191 18%	216 20%	228 21%	219 20%	252 24%	203 19%

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 2
Q2.1 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Managing the economy
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN		
UNWEIGHTED BASE	1072	511	561	161	168	69	171	161	181	154	63	93	491	581	481	591	481	591	151	211	211	211	111	111	111	111	111	111	111	111	111	111
WEIGHTED BASE	1050	525	525	172	183	154	214	223	249	153	131	161	501	551	451	601	491	513	751	111	211	217	210	113	114	129	111	124	111	111	111	
The Labour party	200	118	82	65	66	70	47	47	46	24	6	20	152	48	225	75	97	103	33	44	52	66	19	178	3	130	10	9	10	10	120	
	18%	22%	16%	20%	17%	19%	19%	17%	19%	22%	12%	21%	22%	13%	21%	16%	27%	15%	17%	18%	19%	23%	15%	19%	3%	45%	15%	7%	11%	31%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Conservative party	142	78	63	28	56	58	30	38	39	18	6	11	93	49	95	47	44	98	21	30	30	54	14	125	69	18	7	8	10	10	51	
	13%	15%	12%	9%	15%	16%	12%	14%	16%	12%	12%	11%	13%	13%	16%	10%	12%	14%	11%	13%	11%	19%	11%	14%	53%	6%	11%	6%	11%	13%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Reform UK	127	86	41	37	33	57	22	36	33	16	13	8	77	50	61	67	27	101	33	19	39	29	15	107	14	13	5	71	5	14	14	
	12%	16%	8%	12%	9%	16%	9%	13%	13%	10%	24%	8%	11%	14%	10%	14%	7%	14%	17%	8%	15%	10%	11%	12%	11%	4%	9%	16%	57%	6%	4%	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Green party	79	37	38	50	16	13	23	22	14	16	2	2	52	26	44	34	28	51	12	17	18	20	21	44	55	1	25	3	1	23	32	
	7%	7%	7%	10%	4%	3%	10%	8%	6%	10%	4%	2%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	10%	6%	+	8%	5%	+	26%	8%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Liberal Democrats	36	25	10	14	12	11	12	8	9	5	-	2	24	12	23	13	19	17	6	7	9	13	10	25	3	8	12	3	1	14	14	
	3%	5%	2%	4%	3%	3%	5%	3%	4%	3%	-	2%	3%	3%	4%	3%	5%	2%	3%	3%	4%	4%	8%	3%	2%	3%	10%	2%	3%	4%	4%	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Scottish National Party (SNP)	14	4	10	2	4	8	-	-	-	-	-	14	4	10	6	9	5	9	3	9	1	2	2	12	1	3	-	-	-	8	8	
	1%	1%	2%	1%	1%	2%	-	-	-	-	-	15%	1%	3%	1%	2%	1%	1%	1%	4%	+	1%	1%	1%	1%	1%	1%	-	-	10%	2%	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Plaid Cymru	8	2	6	7	1	1	-	-	-	-	8	-	5	4	4	5	4	5	2	4	-	2	-	8	-	2	-	-	1	2	3	
	1%	+	1%	2%	+	+	-	-	-	18%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Another party	9	4	4	5	4	+	3	1	3	2	-	-	6	3	6	3	3	6	2	3	2	1	4	5	+	1	1	2	3	3		
	1%	1%	1%	1%	1%	+	1%	+	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	+	+	1%	1%	3%	1%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
None of these	238	108	126	42	93	102	59	58	54	29	9	28	153	84	123	115	74	163	38	68	43	57	18	218	24	60	15	16	20	84		
	22%	21%	24%	13%	24%	28%	24%	21%	22%	19%	17%	29%	22%	23%	20%	24%	21%	23%	20%	20%	16%	20%	14%	24%	19%	19%	24%	13%	23%	22%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Don't know	215	82	130	72	99	44	48	64	50	35	8	11	139	77	114	102	62	154	40	38	73	45	29	180	13	42	10	15	8	60		
	20%	12%	28%	23%	26%	12%	20%	23%	20%	22%	14%	11%	20%	21%	19%	22%	17%	22%	21%	16%	27%	16%	22%	20%	13%	16%	12%	8%	15%			
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
UNWEIGHTED BASE	1072	511	561	161	168	69	171	161	181	154	63	93	491	581	481	591	481	591	151	211	211	211	111	111	111	111	111	111	111	111	111	
WEIGHTED BASE	1050	525	525	172	183	154	214	223	249	153	131	161	501	551	451	601	491	513	751	111	211	217	210	113	114	129	111	124	111	111	111	
The Labour party	200	118	82	65	66	70	47	47	46	24	6	20	152	48	225	75	97	103	33	44	52	66	19	178	3	130	10	9	10	120		
	19%	22%	16%	20%	17%	19%	19%	17%	19%	22%	12%	21%	22%	13%	21%	16%	27%	15%	17%	18%	19%	23%	15%	19%	3%	45%	15%	7%	11%	31%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The Conservative party	142	78	63	28	56	58	30	38	39	18	6	11	93	49	95	47	44	98	21	30	30	54	14	125	69	18	7	8	10	10		
	13%	15%	12%	9%	15%	16%	12%	14%	16%	12%	12%	11%	13%	13%	16%	10%	12%	14%	11%	13%	11%	19%	11%	14%	53%	6%	11%	6%	11%	13%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Reform UK	127	86	41	37	33	57	22	36	33	16	13	8	77	50	61	67	27	101	33	19	39	29	15	107	14	13	5	71	5	14		
	12%	16%	8%	12%	9%	16%	9%	13%	13%	10%	24%	8%	11%	14%	10%	14%	7%	14%	17%	8%	15%	10%	11%	12%	11%	4%	9%	16%	57%	6%	4%	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Green party	79	37	38	50	16	13	23	22	14	16	2	2	52	26	44	34	28	51	12	17	18	20	21	44	55	1	25	3	1	23	32	
	7%	7%	7%	10%	4%	3%	10%	8%	6%	10%	4%	2%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	10%	6%	+	8%	5%	+	26%	8%		
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The Liberal Democrats	36	25	10	14	12	11	12	8	9	5	-	2	24	12	23	13	19	17	6	7	9	13	10	25	3	8	12	3	1	14		
	3%	5%	2%	4%	3%	3%	5%	3%	4%	3%	-	2%	3%	3%	4%	3%	5%															



25-061766-20 - LEADERSHIP AND KINGS SPEECH
15TH - 19TH MAY 2024
IPSO

Table 3
Q2.2 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Reducing the cost of living
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A/B/C1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN			
UNWEIGHTED BASE	1072	569	503	161	168	143	171	161	181	159	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	1059	575	484	177	183	154	214	215	245	154	87	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	
The Labour party	178	109	69	52	63	63	46	40	33	25	6	18	228	50	118	60	89	89	35	37	40	60	22	149	3	132	4	5	10	103	103		
Reform UK	132	88	44	42	30	60	30	34	30	18	10	10	81	52	60	72	30	102	32	19	44	30	15	113	16	10	6	67	7	16	16		
The Conservative party	105	48	56	22	43	40	20	27	32	14	5	8	70	35	67	38	33	72	15	13	26	45	11	93	54	8	6	12	5	30	30		
The Green party	89	41	48	56	19	14	27	28	14	14	3	4	59	31	53	36	38	51	15	21	22	20	22	53	65	*	25	3	3	27	37		
The Liberal Democrats	40	26	14	18	15	7	9	7	12	10	1	1	32	8	24	17	23	18	5	10	8	16	9	31	2	12	14	3	1	18	18		
The Scottish National Party (SNP)	14	5	9	1	4	8	-	-	-	-	-	-	14	5	9	5	9	8	3	8	1	3	2	12	1	3	-	-	8	9	9		
Paid Census	9	4	5	0	-	1	-	-	-	-	9	-	5	4	3	7	1	8	3	5	-	1	1	8	-	2	-	-	-	1	1		
Another party	9	4	5	0	-	1	-	-	-	-	9	-	5	4	3	7	1	8	3	5	-	1	1	8	-	2	-	-	-	1	1		
None of these	269	126	139	43	105	121	60	75	67	28	9	30	171	98	143	126	77	192	44	79	50	66	18	250	32	75	20	13	22	109	109		
Don't know	233	74	146	73	100	51	49	62	57	34	11	11	148	75	121	102	64	160	33	44	74	47	29	188	21	43	11	19	7	63	63		
UNWEIGHTED BASE	1072	569	503	161	168	143	171	161	181	159	100	101	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	1059	575	484	177	183	154	214	215	245	154	87	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106
The Labour party	178	109	69	52	63	63	46	40	33	25	6	18	228	50	118	60	89	89	35	37	40	60	22	149	3	132	4	5	10	103	103		
Reform UK	132	81	51	42	30	60	30	34	30	18	10	10	81	52	60	72	30	102	32	19	44	30	15	113	16	10	6	67	7	16	16		
The Conservative party	105	52	53	22	43	40	20	27	32	14	5	8	70	35	67	38	33	72	15	13	26	45	11	93	54	8	6	12	5	30	30		
The Green party	89	5	84	56	19	14	27	28	14	14	3	4	59	31	53	36	38	51	15	21	22	20	22	53	65	*	25	3	3	27	37		
The Liberal Democrats	40	11	29	18	15	7	9	7	12	10	1	1	32	8	24	17	23	18	5	10	8	16	9	31	2	12	14	3	1	18	18		
The Scottish National Party (SNP)	14	3	11	1	4	8	-	-	-	-	-	-	14	5	9	5	9	8	3	8	1	3	2	12	1	3	-	-	8	9	9		
Paid Census	9	-	9	0	-	1	-	-	-	-	9	-	5	4	3	7	1	8	3	5	-	1	1	8	-	2	-	-	-	1	1		
Another party	9	-	9	0	-	1	-	-	-	-	9	-	5	4	3	7	1	8	3	5	-	1	1	8	-	2	-	-	-	1	1		
None of these	269	83	186	43	105	121	60	75	67	28	9	30	171	98	143	126	77	192	44	79	50	66	18	250	32	75	20	13	22	109	109		
Don't know	233	51	186	73	100	51	49	62	57	34	11	11	148	75	121	102	64	160	33	44	74	47	29	188	21	43	11	19	7	63	63		

Proportions/Mean: Columns Tested [5% risk level] - u/h - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/AB/C - D/E
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 4
Q2.3 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Improving the NHS
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE				
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN					
UNWEIGHTED BASE	1072	514	558	161	168	60	171	171	154	42	7	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
WEIGHTED BASE	1050	525	525	157	165	63	171	171	154	42	7	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101			
The Labour party	234	145	87	68	76	30	24	24	24	15	2	164	70	155	78	111	133	37	57	58	75	28	202	10	157	15	3	16	129	16	129				
	22%	28%	16%	21%	20%	25%	22%	19%	22%	27%	17%	23%	19%	23%	19%	23%	17%	17%	19%	24%	22%	26%	21%	22%	8%	50%	24%	2%	21%	18%	35%				
Reform UK	124	66	59	38	35	51	22	20	27	23	12	12	60	45	59	66	99	31	18	41	26	12	106	15	12	5	61	5	16	16	16				
	12%	16%	7%	12%	9%	14%	9%	11%	11%	23%	12%	11%	12%	10%	14%	7%	14%	16%	8%	15%	9%	9%	12%	11%	4%	9%	49%	5%	4%	4%	4%				
The Conservative party	96	48	48	32	36	28	19	28	20	17	5	8	68	28	60	36	27	68	13	14	23	41	13	68	81	48	6	3	17	4	25				
	9%	9%	9%	10%	9%	8%	8%	10%	8%	11%	9%	8%	10%	8%	10%	8%	10%	8%	7%	6%	9%	14%	10%	9%	37%	2%	6%	13%	5%	6%	6%				
The Green party	86	44	38	53	19	14	25	15	15	4	2	59	26	53	33	34	52	18	20	14	24	22	53	62	4	22	3	1	25	35	35				
	8%	8%	7%	10%	5%	4%	10%	9%	9%	7%	2%	8%	7%	9%	7%	9%	7%	9%	9%	8%	5%	8%	10%	7%	2%	7%	4%	+	+	+	+				
The Liberal Democrats	42	18	24	10	18	15	9	8	15	7	3	28	15	22	20	22	21	5	9	15	13	8	22	34	2	11	16	4	2	20	20				
	4%	3%	5%	3%	10%	6%	4%	3%	6%	4%	+	3%	4%	4%	4%	4%	3%	2%	4%	6%	4%	6%	6%	4%	5%	3%	20%	3%	2%	5%	5%				
The Scottish National Party (SNP)	14	3	11	1	5	8	-	-	-	-	-	14	7	5	8	9	7	4	7	1	2	2	12	1	3	-	-	-	10	9	9				
	1%	1%	2%	+	1%	2%	-	-	-	-	-	15%	1%	2%	1%	2%	2%	1%	2%	3%	+	+	2%	1%	1%	1%	-	-	-	11%	2%				
Plaid Cymru	7	1	6	5	1	1	-	-	-	-	-	7	4	3	4	2	5	1	4	-	2	-	7	-	2	-	-	-	1	+	2	2			
	1%	+	1%	2%	+	+	-	-	-	-	-	13% </td <td>+</td> <td>+</td> <td>+</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>1%</td> <td>2%</td> <td>-</td> <td>1%</td> <td>-</td> <td>1%</td> <td>-</td> <td>1%</td> <td>-</td> <td>-</td> <td>1%</td> <td>-</td> <td>1%</td> <td>1%</td>	+	+	+	1%	1%	1%	1%	2%	-	1%	-	1%	-	1%	-	-	1%	-	1%	1%			
Another party	16	9	7	8	7	2	5	5	4	2	2	12	4	10	6	5	12	2	4	6	3	3	13	3	5	-	3	3	3	6	6				
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	-	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%	1%	2%	1%	-	2%	3%	2%	2%				
None of these	233	102	127	37	62	103	62	61	56	22	7	26	146	87	119	113	72	160	36	67	39	61	20	210	29	54	12	15	16	80	80				
	22%	19%	24%	12%	24%	28%	25%	22%	24%	14%	14%	27%	21%	24%	20%	24%	20%	23%	19%	28%	15%	15%	15%	23%	17%	19%	12%	12%	18%	21%	21%				
Don't know	218	70	143	71	65	52	48	64	57	28	10	11	140	78	114	104	57	160	46	39	70	43	25	116	18	40	8	20	9	58	58				
	20%	13%	27%	22%	25%	14%	20%	24%	23%	18%	11%	20%	25%	21%	19%	22%	16%	23%	24%	16%	15%	15%	19%	19%	14%	13%	13%	16%	10%	15%	15%				
UNWEIGHTED BASE	1072	514	558																																
WEIGHTED BASE	1050	525	525																																
The Labour party	234	145	87																																
	22%	28%	16%																																
Reform UK	124	66	59																																
	12%	16%	7%																																
The Conservative party	96	48	48																																
	9%	9%	9%																																
The Green party	86	44	38																																
	8%	8%	7%																																
The Liberal Democrats	42	18	24																																
	4%	3%	5%																																
The Scottish National Party (SNP)	14	3	11																																
	1%	1%	2%																																
Plaid Cymru	7	1	6																																
	1%	+	1%																																
Another party	16	9	7																																
	2%	2%	1%																																
None of these	233	102	127																																
	22%	19%	24%																																
Don't know	218	70	143																																
	20%	13%	27%																																

Proportions/Means: Columns Totals 15% risk level - a/b - c/d/e - f/g/h/i/j/k - l/m - n/o - p/q/r/s - v/w - x/y/z/ABC - D/E
Overall females 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 5
Q2.4 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Managing immigration and asylum
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£2000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN	
UNWEIGHTED BASE	1072	529	543	161	377	534	171	181	189	151	60	63	371	701	371	701	313	768	155	917	160	907	117	955	117	111	7	10	10	113	113
WEIGHTED BASE	1059	525	534	172	373	514	244	223	249	153	53*	62*	705	353	690	359	699	313	705	151	917	207	850	133	917	129	111	124*	124*	330	330
Reform UK	29%	33%	22%	20%	24%	38%	26%	30%	31%	17%	39%	22%	25%	31%	24%	32%	19%	31%	32%	27%	32%	21%	16%	29%	36%	16%	14%	76%	21%	17%	
The Labour party	15%	14%	16%	16%	13%	14%	14%	15%	12%	20%	7%	13%	16%	10%	18%	9%	23%	10%	9%	14%	15%	19%	22	36%	16%	14%	14%	11%	14%	3	8
The Conservative party	7%	4%	11%	9%	7%	7%	5%	8%	12%	10%	10%	5%	8%	6%	8%	6%	7%	7%	6%	4%	6%	13%	7%	7%	30%	2%	10%	3%	5%	6%	
The Green party	6%	3%	9%	23%	4%	2%	7%	6%	5%	6%	2%	6%	6%	6%	7%	5%	8%	5%	7%	4%	4%	7%	1%	1%	6%	4%	4%	1%	1%	15%	24%
The Liberal Democrats	4%	3%	5%	6%	7%	7%	12%	8%	6%	9%	1%	7%	34%	9%	27%	17%	25%	19%	5%	8%	14%	14%	13%	30%	2%	12%	10%	7%	4%	16%	
The Scottish National Party (SNP)	11%	3%	8%	1%	4%	7%	-	-	-	-	11%	4%	4%	7%	3%	8%	4%	7%	3%	6%	-	2%	w	-	-	-	3%	-	8%	7%	
Plaid Cymru	5%	2%	3%	5%	-	-	-	-	-	5%	-	5%	3%	2%	1%	4%	1%	5%	2%	3%	-	-	1%	4%	-	-	-	-	-	-	
Another party	11%	4%	7%	4%	6%	4%	4%	3%	3%	1%	-	-	9%	2%	6%	4%	4%	7%	3%	2%	2%	3%	1%	10%	1%	-	2%	2%	2%	2%	
None of these	24%	18%	23%	13%	23%	9%	5%	5%	5%	2%	23%	13%	13%	8%	11%	10%	7%	13%	41%	62%	36%	60%	20%	20%	23%	67%	18%	4%	21%	9%	
Don't know	19%	14%	24%	6%	9%	3%	4%	5%	2%	11%	15%	12%	12%	6%	10%	8%	13%	13%	3%	3%	6%	40%	2%	1%	14%	37%	9%	10%	8%	5%	
UNWEIGHTED BASE	1072	529	543	161	377	534	171	181	189	151	60	63	371	701	371	701	313	768	155	917	160	907	117	955	117	111	7	10	10	113	113
WEIGHTED BASE	1059	525	534	172	373	514	244	223	249	153	53*	62*	705	353	690	359	699	313	705	151	917	207	850	133	917	129	111	124*	124*	330	330
Reform UK	29%	33%	22%	20%	24%	38%	26%	30%	31%	17%	39%	22%	25%	31%	24%	32%	19%	31%	32%	27%	32%	21%	16%	29%	36%	16%	14%	76%	21%	17%	
The Labour party	15%	14%	16%	16%	13%	14%	14%	15%	12%	20%	7%	13%	16%	10%	18%	9%	23%	10%	9%	14%	15%	19%	22	36%	16%	14%	14%	11%	14%	3	8
The Conservative party	7%	4%	11%	9%	7%	7%	5%	8%	12%	10%	10%	5%	8%	6%	8%	6%	7%	7%	6%	4%	6%	13%	7%	7%	30%	2%	10%	3%	5%	6%	
The Green party	6%	3%	9%	23%	4%	2%	7%	6%	5%	6%	2%	6%	6%	6%	7%	5%	8%	5%	7%	4%	4%	7%	1%	1%	6%	4%	4%	1%	1%	15%	24%
The Liberal Democrats	4%	3%	5%	6%	7%	7%	12%	8%	6%	9%	1%	7%	34%	9%	27%	17%	25%	19%	5%	8%	14%	14%	13%	30%	2%	12%	10%	7%	4%	16%	
The Scottish National Party (SNP)	11%	3%	8%	1%	4%	7%	-	-	-	-	11%	4%	4%	7%	3%	8%	4%	7%	3%	6%	-	2%	w	-	-	-	3%	-	8%	7%	
Plaid Cymru	5%	2%	3%	5%	-	-	-	-	-	5%	-	5%	3%	2%	1%	4%	1%	5%	2%	3%	-	-	1%	4%	-	-	-	-	-	-	
Another party	11%	4%	7%	4%	6%	4%	4%	3%	3%	1%	-	-	9%	2%	6%	4%	4%	7%	3%	2%	2%	3%	1%	10%	1%	-	2%	2%	2%	2%	
None of these	24%	18%	23%	13%	23%	9%	5%	5%	5%	2%	23%	13%	13%	8%	11%	10%	7%	13%	41%	62%	36%	60%	20%	20%	23%	67%	18%	4%	21%	9%	
Don't know	19%	14%	24%	6%	9%	3%	4%	5%	2%	11%	15%	12%	12%	6%	10%	8%	13%	13%	3%	3%	6%	40%	2%	1%	14%	37%	9%	10%	8%	5%	
UNWEIGHTED BASE	1072	529	543	161	377	534	171	181	189	151	60	63	371	701	371	701	313	768	155	917	160	907	117	955	117	111	7	10	10	113	113
WEIGHTED BASE	1059	525	534	172	373	514	244	223	249	153	53*	62*	705	353	690	359	699	313	705	151	917	207	850	133	917	129	111	124*	124*	330	330
Reform UK	29%	33%	22%	20%	24%	38%	26%	30%	31%	17%	39%	22%	25%	31%	24%	32%	19%	31%	32%	27%	32%	21%	16%	29%	36%	16%	14%	76%	21%	17%	
The Labour party	15%	14%	16%	16%	13%	14%	14%	15%	12%	20%	7%	13%	16%	10%	18%	9%	23%	10%	9%	14%	15%	19%	22	36%	16%	14%	14%	11%	14%	3	8
The Conservative party	7%	4%	11%	9%	7%	7%	5%	8%	12%	10%	10%	5%	8%	6%	8%	6%	7%	7%	6%	4%	6%	13%	7%	7%	30%	2%	10%	3%	5%	6%	
The Green party	6%	3%	9%	23%	4%	2%	7%	6%	5%	6%	2%	6%	6%	6%	7%	5%	8%	5%	7%	4%	4%	7%	1%	1%	6%	4%	4%	1%	1%	15%	24%
The Liberal Democrats	4%	3%	5%	6%	7%	7%	12%	8%	6%	9%	1%	7%	34%	9%	27%	17%	25%	19%	5%	8%	14%	14%	13%	30%	2%	12%	10%	7%	4%	16%	
The Scottish National Party (SNP)	11%	3%	8%	1%	4%	7%	-	-	-	-	11%	4%	4%	7%	3%	8%	4%	7%	3%	6%	-	2%	w	-	-	-	3%	-	8%	7%	
Plaid Cymru	5%	2%	3%	5%	-	-	-	-	-	5%	-	5%	3%	2%	1%	4%	1%	5%	2%	3%	-	-	1%	4%	-	-	-	-	-	-	
Another party	11%	4%	7%	4%	6%	4%	4%	3%	3%	1%	-	-	9%	2%	6%	4%	4%	7%	3%	2%	2%	3%	1%	10%	1%	-	2%	2%	2%	2%	
None of these	24%	18%	23%	13%	23%	9%	5%	5%	5%	2%	23%	13%	13%	8%	11%	10%	7%	13%	41%	62%	36%	60%	20%	20%	23%	67%	18%	4%	21%	9%	
Don't know	19%	14%	24%	6%	9%	3%	4%	5%	2%	11%	15%	12%	12%	6%	10%	8%	13%	13%	3%	3%	6%	40%	2%	1%	14%	37%	9%	10%	8%	5%	

Proportions/Means: Columns: Testad 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/ABC - D/E
Overall 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
Q2.5 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Dealing with crime and anti-social behaviour
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£2000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN			
UNWEIGHTED BASE	1072	569	503	161	168	66	171	161	181	103	63	101	101	106	176	229	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	
WEIGHTED BASE	1069	575	494	177	165	64	174	163	183	104	67	102	102	106	176	229	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	
Reform UK	18%	24%	14%	16%	15%	25%	17%	22%	20%	13%	26%	13%	18%	20%	16%	22%	11%	22%	23%	14%	26%	14%	12%	19%	24%	9%	14%	71%	11%	8%			
The Labour party	18%	16%	20%	17%	16%	11%	15%	15%	16%	16%	14%	17%	13%	14%	13%	13%	16%	12%	15%	17%	16%	22%	13%	27%	31%	27%	9%	49%	10%	31%			
The Conservative party	10%	5%	14%	3%	10%	11%	8%	11%	10%	9%	14%	10%	10%	10%	10%	10%	10%	10%	7%	7%	10%	15%	10%	39%	4%	12%	7%	3%	2%	40%			
The Green party	6%	2%	3%	4%	5%	5%	2%	2%	1%	2%	2%	4%	2%	3%	3%	3%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	24%		
The Liberal Democrats	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	9%		
The Scottish National Party (SNP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	8%		
Plaid Cymru	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Another party	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
None of these	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
UNWEIGHTED BASE	1072	569	503	161	168	66	171	161	181	103	63	101	101	106	176	229	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	
WEIGHTED BASE	1069	575	494	177	165	64	174	163	183	104	67	102	102	106	176	229	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161
Reform UK	18%	24%	14%	16%	15%	25%	17%	22%	20%	13%	26%	13%	18%	20%	16%	22%	11%	22%	23%	14%	26%	14%	12%	19%	24%	9%	14%	71%	11%	8%			
The Labour party	18%	16%	20%	17%	16%	11%	15%	15%	16%	16%	14%	17%	13%	14%	13%	13%	16%	12%	15%	17%	16%	22%	13%	27%	31%	27%	9%	49%	10%	31%			
The Conservative party	10%	5%	14%	3%	10%	11%	8%	11%	10%	9%	14%	10%	10%	10%	10%	10%	10%	10%	7%	7%	10%	15%	10%	39%	4%	12%	7%	3%	2%	40%			
The Green party	6%	2%	3%	4%	5%	5%	2%	2%	1%	2%	2%	4%	2%	3%	3%	3%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	24%		
The Liberal Democrats	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	9%		
The Scottish National Party (SNP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	8%		
Plaid Cymru	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Another party	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
None of these	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		

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/AB/C - D/E
Oversize formulas 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 7
Q2.6 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Keeping Britain safe
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN
UNWEIGHTED BASE	1072	511	561	161	168	143	171	145	154	147	136	103	47	29	46	30	28	13	17	17	17	22	46	52	4	16	4	1	24	29
WEIGHTED BASE	1059	525	534	177	185	157	214	171	245	154	127	106	50	35	70	43	40	15	22	22	22	27	54	117	131	7	16	10	156	113
The Labour party	18%	22%	14%	17%	16%	20%	19%	15%	16%	23%	17%	20%	20%	13%	20%	14%	25%	14%	16%	19%	18%	21%	21%	17%	2%	47%	11%	1%	12%	32%
Reform UK	16%	11%	53%	39%	48%	78%	39%	46%	41%	15%	12%	12%	12%	62%	82%	84%	38%	127%	36%	28%	58%	31%	10%	148%	24%	17%	1%	82%	9%	19%
The Conservative party	10%	51%	55%	29%	38%	39%	24%	23%	27%	19%	5%	9%	69%	37%	39%	42%	36%	70%	14%	14%	24%	49%	9%	97%	51%	10%	6%	13%	4%	35%
The Green party	7%	34%	38%	50%	15%	11%	20%	25%	13%	14%	3%	1%	47%	29%	46%	30%	28%	13%	18%	13%	17%	17%	22%	46%	4%	16%	4%	1%	24%	29%
The Liberal Democrats	37%	21%	17%	17%	15%	6%	8%	8%	11%	8%	1%	1%	29%	9%	24%	14%	22%	15%	3%	6%	13%	12%	11%	26%	2%	11%	15%	2%	1%	15%
The Scottish National Party (SNP)	10%	2%	8%	1%	4%	5%	-	-	-	-	-	10%	5%	6%	4%	7%	5%	6%	3%	5%	-	2%	1%	10%	-	3%	-	-	7%	7%
Plaid Cymru	5%	1%	5%	5%	-	-	-	-	-	5%	-	10%	3%	2%	2%	3%	1%	5%	1%	3%	-	1%	-	5%	-	1%	-	-	1%	1%
Another party	16%	8%	8%	3%	5%	4%	3%	6%	3%	3%	2%	11%	6%	8%	8%	4%	12%	4%	6%	2%	3%	6%	11%	1%	1%	-	7%	2%	5%	
None of these	23%	10%	12%	49%	9%	92%	53%	63%	53%	31%	6%	28%	154%	81%	129%	107%	74%	162%	37%	65%	43%	63%	22%	210%	22%	58%	20%	7%	23%	84%
Don't know	22%	21%	23%	15%	25%	6%	22%	23%	21%	20%	12%	22%	22%	22%	21%	23%	20%	23%	19%	27%	16%	22%	17%	23%	17%	19%	23%	5%	2%	21%
UNWEIGHTED BASE	1072	511	561	161	168	143	171	145	154	147	136	103	47	29	46	30	28	13	17	17	17	22	46	52	4	16	4	1	24	29
WEIGHTED BASE	1059	525	534	177	185	157	214	171	245	154	127	106	50	35	70	43	40	15	22	22	22	27	54	117	131	7	16	10	156	113
The Labour party	18%	22%	14%	17%	16%	20%	19%	15%	16%	23%	17%	20%	20%	13%	20%	14%	25%	14%	16%	19%	18%	21%	21%	17%	2%	47%	11%	1%	12%	32%
Reform UK	16%	11%	53%	39%	48%	78%	39%	46%	41%	15%	12%	12%	12%	62%	82%	84%	38%	127%	36%	28%	58%	31%	10%	148%	24%	17%	1%	82%	9%	19%
The Conservative party	10%	51%	55%	29%	38%	39%	24%	23%	27%	19%	5%	9%	69%	37%	39%	42%	36%	70%	14%	14%	24%	49%	9%	97%	51%	10%	6%	13%	4%	35%
The Green party	7%	34%	38%	50%	15%	11%	20%	25%	13%	14%	3%	1%	47%	29%	46%	30%	28%	13%	18%	13%	17%	17%	22%	46%	4%	16%	4%	1%	24%	29%
The Liberal Democrats	37%	21%	17%	17%	15%	6%	8%	8%	11%	8%	1%	1%	29%	9%	24%	14%	22%	15%	3%	6%	13%	12%	11%	26%	2%	11%	15%	2%	1%	15%
The Scottish National Party (SNP)	10%	2%	8%	1%	4%	5%	-	-	-	-	-	10%	5%	6%	4%	7%	5%	6%	3%	5%	-	2%	1%	10%	-	3%	-	-	7%	7%
Plaid Cymru	5%	1%	5%	5%	-	-	-	-	-	5%	-	10%	3%	2%	2%	3%	1%	5%	1%	3%	-	1%	-	5%	-	1%	-	-	1%	1%
Another party	16%	8%	8%	3%	5%	4%	3%	6%	3%	3%	2%	11%	6%	8%	8%	4%	12%	4%	6%	2%	3%	6%	11%	1%	1%	-	7%	2%	5%	
None of these	23%	10%	12%	49%	9%	92%	53%	63%	53%	31%	6%	28%	154%	81%	129%	107%	74%	162%	37%	65%	43%	63%	22%	210%	22%	58%	20%	7%	23%	84%
Don't know	22%	21%	23%	15%	25%	6%	22%	23%	21%	20%	12%	22%	22%	22%	21%	23%	20%	23%	19%	27%	16%	22%	17%	23%	17%	19%	23%	5%	2%	21%

Proportions/Means: Columns Totals 15% 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/ABC - D/E
Overall 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 8
Q2.7 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Setting the right level of tax and public spending
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN	
UNWEIGHTED BASE	1072	521	551	161	354	557	224	211	243	154	62	77	346	726	326	746	448	624	155	222	244	400	154	117	131	7	10	106	126	113	
WEIGHTED BASE	1069	525	544	172	333	564	244	233	269	153	63*	82*	346	726	326	746	448	624	155	222	244	400	154	117	131	7	10	106	126	113	
The Labour party	187	115	72	57	70	61	46	42	35	40	8	16	145	43	114	73	95	92	35	37	43	68	28	155	4	144	8	-	12	118	
Reform UK	137	81	45	41	35	61	26	30	30	13	11	11	88	49	69	68	31	106	28	21	47	34	12	118	14	14	4	80	5	16	
The Conservative party	130	56	63	30	46	44	24	37	32	15	5	8	79	42	81	39	35	85	17	18	33	44	8	111	59	14	8	13	3	41	
The Green party	92	43	45	53	21	17	27	29	17	14	2	4	60	32	50	42	35	57	16	22	20	23	26	65	1	22	3	3	29	39	
The Liberal Democrats	42	23	19	13	20	9	9	9	13	9	1	2	30	12	28	14	27	15	7	8	10	15	9	32	3	7	16	3	2	16	
The Scottish National Party (SNP)	15	7	8	1	4	10	-	-	-	-	-	15	6	9	8	7	9	9	3	9	1	3	2	11	1	3	-	-	9	10	
Paid Census	11	6	5	10	1	1	-	-	-	-	11	-	6	5	3	8	3	8	4	5	-	1	1	10	-	2	-	-	2	2	
Another party	10	2	8	4	5	4	3	2	3	2	-	-	7	3	7	3	4	6	1	1	2	2	3	7	1	1	-	1	3	3	
None of these	236	113	121	47	90	99	54	59	66	24	8	25	153	83	121	115	63	173	35	70	48	52	17	218	29	60	14	10	17	81	
Don't know	219	88	147	65	92	62	56	56	52	33	8	14	132	87	119	99	64	155	43	42	64	47	26	186	16	43	9	15	8	63	
UNWEIGHTED BASE	1072	521	551	161	354	557	224	211	243	154	62	77	346	726	326	746	448	624	155	222	244	400	154	117	131	7	10	106	126	113	
WEIGHTED BASE	1069	525	544	172	333	564	244	233	269	153	63*	82*	346	726	326	746	448	624	155	222	244	400	154	117	131	7	10	106	126	113	
The Labour party	187	115	72	57	70	61	46	42	35	40	8	16	145	43	114	73	95	92	35	37	43	68	28	155	4	144	8	-	12	118	
Reform UK	137	81	45	41	35	61	26	30	30	13	11	11	88	49	69	68	31	106	28	21	47	34	12	118	14	14	4	80	5	16	
The Conservative party	130	56	63	30	46	44	24	37	32	15	5	8	79	42	81	39	35	85	17	18	33	44	8	111	59	14	8	13	3	41	
The Green party	92	43	45	53	21	17	27	29	17	14	2	4	60	32	50	42	35	57	16	22	20	23	26	65	1	22	3	3	29	39	
The Liberal Democrats	42	23	19	13	20	9	9	9	13	9	1	2	30	12	28	14	27	15	7	8	10	15	9	32	3	7	16	3	2	16	
The Scottish National Party (SNP)	15	7	8	1	4	10	-	-	-	-	-	15	6	9	8	7	9	9	3	9	1	3	2	11	1	3	-	-	9	10	
Paid Census	11	6	5	10	1	1	-	-	-	-	11	-	6	5	3	8	3	8	4	5	-	1	1	10	-	2	-	-	2	2	
Another party	10	2	8	4	5	4	3	2	3	2	-	-	7	3	7	3	4	6	1	1	2	2	3	7	1	1	-	1	3	3	
None of these	236	113	121	47	90	99	54	59	66	24	8	25	153	83	121	115	63	173	35	70	48	52	17	218	29	60	14	10	17	81	
Don't know	219	88	147	65	92	62	56	56	52	33	8	14	132	87	119	99	64	155	43	42	64	47	26	186	16	43	9	15	8	63	

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/AB/C - D/E
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 9
Q2.8 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Improving education and skills
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN			
UNWEIGHTED BASE	1072	511	561	161	168	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	
WEIGHTED BASE	1050	515	535	157	163	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	
The Labour party	210	120	90	31	38	15	34	34	41	31	13	21	106	126	106	136	136	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166
Reform UK	107	53	54	18	25	10	21	20	27	13	7	13	66	41	49	57	23	83	27	13	35	27	10	92	4	3	62	5	9	8	9	9	
The Conservative party	99	42	56	23	39	17	20	24	25	15	11	65	39	35	62	37	26	73	13	20	22	38	14	85	9	5	12	2	26	2	26		
The Green party	88	36	48	17	19	12	21	28	18	14	4	3	56	31	50	38	34	54	20	20	15	22	23	50	2	23	2	1	26	36	36		
The Liberal Democrats	47	26	20	14	21	12	9	9	12	11	6	35	12	12	29	18	31	16	10	7	13	16	10	37	4	10	19	2	4	27	27		
The Scottish National Party (SNP)	14	5	9	1	5	8	-	-	-	-	-	14	7	8	5	10	9	7	4	7	1	3	1	14	-	3	-	-	12	11	11		
Plaid Cymru	7	2	5	5	1	1	-	-	-	-	7	4	3	3	3	3	2	5	1	3	-	2	1	6	-	3	-	1	-	2	2		
Another party	12	4	8	5	4	3	5	4	2	2	2	9	4	4	8	4	4	8	2	3	4	2	1	11	1	3	1	4	2	3	3		
None of these	238	115	123	37	35	122	54	69	57	22	7	24	157	76	125	107	65	168	35	66	48	63	15	215	24	58	15	15	19	82	82		
Don't know	252	92	160	80	106	66	59	62	63	37	15	14	163	88	130	232	70	181	47	54	70	50	23	130	21	26	48	12	34	8	69		
UNWEIGHTED BASE	1072	511	561	161	168	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	
WEIGHTED BASE	1050	515	535	157	163	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	111
The Labour party	210	120	90	31	38	15	34	34	41	31	13	21	106	126	106	136	136	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166
Reform UK	107	53	54	18	25	10	21	20	27	13	7	13	66	41	49	57	23	83	27	13	35	27	10	92	4	3	62	5	9	8	9	9	
The Conservative party	99	42	56	23	39	17	20	24	25	15	11	65	39	35	62	37	26	73	13	20	22	38	14	85	9	5	12	2	26	2	26		
The Green party	88	36	48	17	19	12	21	28	18	14	4	3	56	31	50	38	34	54	20	20	15	22	23	50	2	23	2	1	26	36	36		
The Liberal Democrats	47	26	20	14	21	12	9	9	12	11	6	35	12	12	29	18	31	16	10	7	13	16	10	37	4	10	19	2	4	27	27		
The Scottish National Party (SNP)	14	5	9	1	5	8	-	-	-	-	-	14	7	8	5	10	9	7	4	7	1	3	1	14	-	3	-	-	12	11	11		
Plaid Cymru	7	2	5	5	1	1	-	-	-	-	7	4	3	3	3	3	2	5	1	3	-	2	1	6	-	3	-	1	-	2	2		
Another party	12	4	8	5	4	3	5	4	2	2	2	9	4	4	8	4	4	8	2	3	4	2	1	11	1	3	1	4	2	3	3		
None of these	238	115	123	37	35	122	54	69	57	22	7	24	157	76	125	107	65	168	35	66	48	63	15	215	24	58	15	15	19	82	82		
Don't know	252	92	160	80	106	66	59	62	63	37	15	14	163	88	130	232	70	181	47	54	70	50	23	130	21	26	48	12	34	8	69		
UNWEIGHTED BASE	1072	511	561	161	168	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	
WEIGHTED BASE	1050	515	535	157	163	60	171	161	181	154	63	101	491	581	481	591	311	761	151	211	211	201	151	111	111	111	111	111	111	111	111	111	111
The Labour party	210	120	90	31	38	15	34	34	41	31	13	21	106	126	106	136	136	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166
Reform UK	107	53	54	18	25	10	21	20	27	13	7	13	66	41	49	57	23	83	27	13	35	27	10	92	4	3	62	5	9	8	9	9	
The Conservative party	99	42	56	23	39	17	20	24	25	15	11	65	39	35	62	37	26	73	13	20	22	38	14	85	9	5	12	2	26	2	26		
The Green party	88	36	48	17	19	12	21	28	18	14	4	3	56	31	50	38	34	54	20	20	15	22	23	50	2	23	2	1	26	36	36		
The Liberal Democrats	47	26	20	14	21	12	9	9	12	11	6	35	12	12	29	18	31	16	10	7	13	16	10	37	4	10	19	2	4	27	27		
The Scottish National Party (SNP)	14	5	9	1	5	8	-	-	-	-	-	14	7	8	5	10	9	7	4	7	1	3	1	14	-	3	-	-	12	11	11		
Plaid Cymru	7	2	5	5	1	1	-	-	-	-	7	4	3	3	3	3	2	5	1	3	-	2	1	6	-	3	-	1	-	2	2		
Another party	12	4	8	5	4	3	5	4	2	2	2	9	4	4	8	4	4	8	2	3	4	2	1	11	1	3	1	4	2	3	3		
None of these	238	115	123	37	35	122	54	69	57	22	7	24	157	76	125	107	65	168	35	66	48	63	15	215	24	58	15	15	19	82	82		
Don't know	252	92	160	80	106	66	59	62	63	37	15	14	163	88	130	232	70	181	47	54	70	50	23	130	21	26	48	12	34	8	69		

Proportions/Means: Columns Totals 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/ABC - D/E
Overall females 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 10
Q2.9 - Thinking about the following issues, which party, if either, do you think has the best policies to address them? Dealing with climate change
Base: All adults aged 18-75 in Great Britain

	GENDER			AGE			REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAN	
UNWEIGHTED BASE	1072	517	555	161	358	553	171	181	191	154	87	170	376	696	297	775	313	762	155	917	202	815	154	360	117	133	77	100	126	113	
WEIGHTED BASE	1050	525	525	172	333	545	174	173	249	153	85*	163	376	674	300	750	313	737	151	917	207	710	133	578	111	124*	73*	101*	126		
The Green party	24%	20%	29%	29%	23%	22%	28%	28%	19%	23%	23%	19%	25%	23%	26%	22%	31%	21%	21%	23%	26%	25%	26%	24%	15%	31%	29%	12%	51%	35%	
The Labour party	13%	8%	4%	5%	4%	4%	3%	3%	3%	2%	3%	3%	10%	3%	8%	8%	8%	8%	2%	2%	3%	4%	2%	2%	6%	8%	3%	3%	4%	8%	
Reform UK	9%	6%	3%	2%	3%	10%	7%	7%	10%	7%	7%	9%	9%	8%	7%	10%	6%	9%	13%	5%	11%	7%	7%	9%	7%	6%	6%	40%	7%	2%	
The Conservative party	7%	3%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
The Liberal Democrats	4%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
The Scottish National Party (SNP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Plaid Cymru	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Another party	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
None of these	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
UNWEIGHTED BASE	1072	517	555	161	358	553	171	181	191	154	87	170	376	696	297	775	313	762	155	917	202	815	154	360	117	133	77	100	126	113	
WEIGHTED BASE	1050	525	525	172	333	545	174	173	249	153	85*	163	376	674	300	750	313	737	151	917	207	710	133	578	111	124*	73*	101*	126		
The Green party	24%	20%	29%	29%	23%	22%	28%	28%	19%	23%	23%	19%	25%	23%	26%	22%	31%	21%	21%	23%	26%	25%	26%	24%	15%	31%	29%	12%	51%	35%	
The Labour party	13%	8%	4%	5%	4%	4%	3%	3%	3%	2%	3%	3%	10%	3%	8%	8%	8%	8%	2%	2%	3%	4%	2%	2%	6%	8%	3%	3%	4%	8%	
Reform UK	9%	6%	3%	2%	3%	10%	7%	7%	10%	7%	7%	9%	9%	8%	7%	10%	6%	9%	13%	5%	11%	7%	7%	9%	7%	6%	6%	40%	7%	2%	
The Conservative party	7%	3%	3%	2%	2%	1%	1%	1%	1%	1%	1%	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
The Liberal Democrats	4%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
The Scottish National Party (SNP)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Plaid Cymru	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Another party	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
None of these	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	

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/ABC - D/E
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 - As you may know, the King's Speech marks the start of the new parliamentary year, and outlines the policies and proposed legislation for the new parliamentary session. From what you know or have heard, thinking about the policies and proposed legislation outlined in the King's Speech as a whole, do you think they would deliver positive change or negative change for Britain, or would they not change anything at all?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (%)	WOMAN (%)	18-34 (%)	35-54 (%)	55-74 (%)	75+ (%)	NORTH (%)	MIDLANDS (%)	SOUTH (%)	LONDON (%)	WALES (%)	SCOTLAND (%)	WORKING (%)	NOT WORKING (%)	ABC1 (%)	C2DE (%)	GRADUATES (%)	NON GRADUATES (%)	UP TO £19999 (%)	£20000-£34999 (%)	£35000-£54999 (%)	£55000+ (%)	ETHNIC MAJORITY GROUPS (%)	WHITE ETHNIC GROUP (%)	CONSERVATIVE (%)	LABOUR (%)	LIBERAL DEMOCRATS (%)	REFORM UK (%)	OTHER (%)	REMAIN (%)	LEAVE (%)	
UNWEIGHTED BASE	1169	1044	300	277	443	189	286	222	248	159	43	700	402	797	272	632	127	202	294	224	368	1107	918	314	341	48	208	113	430	126		
WEIGHTED BASE	1169	1044	300	277	443	189	286	222	248	159	43	700	402	797	272	632	127	202	294	224	368	1107	918	314	341	48	208	113	430	126		
Very positive change	56	39	16	34	17	5	18	6	11	20	1	49	6	30	16	36	20	12	8	8	27	19	33	6	27	7	2	5	29	14		
Fairly positive change	20%	13%	6%	11%	6%	1%	6%	2%	4%	12%	1%	7%	1%	6%	3%	9%	3%	5%	3%	3%	9%	14%	13%	3%	8%	9%	1%	5%	7%	4%		
Fairly negative change	30	51	38	24	29	37	24	24	29	9	3	10	32	49	41	22	68	17	21	24	24	8	81	21	14	4	15	9	25	32		
Very negative change	66	41	24	9	19	37	24	52	21	14	12	6	4	8	31	35	36	30	9	56	19	13	16	1	63	17	5	2	29	3		
NET: Positive change	289	133	116	219	74	66	81	274	70	64	88	60	25	212	77	146	103	145	43	63	70	100	62	20	113	25	17	27	149	58		
NET: Negative change	156	93	62	33	48	74	48	130	38	45	32	15	7	88	67	85	71	31	124	37	34	40	9	143	39	19	44	13	65	77		
They would not change anything at all	242	119	119	23	85	134	105	213	57	72	56	29	7	139	102	130	111	78	163	41	68	69	47	20	221	46	71	16	36	16	93	103
I have not heard anything about the King's Speech	354	143	205	108	133	113	95	136	87	83	94	37	24	210	144	187	167	96	258	74	77	76	90	32	314	33	78	20	30	32	122	92
Don't know	129	38	89	39	44	47	36	118	24	39	28	22	7	72	57	71	59	34	95	26	26	37	24	12	113	19	24	7	13	7	30	39

Proportions/Means: Columns Total (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 - AB/C/D/E - F/G
Overlap formula 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.

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Table 19

Q5 - From what you know or have heard about these policies and proposed legislation as a whole, how confident, if at all, are you that these...?

Base: All adults aged 18+ in Great Britain

	are affordable within the UK Government's tax and spending plans?	would be delivered competently by the UK Government?
UNWEIGHTED BASE	1169	1169
WEIGHTED BASE	1169	1169
(4) Very confident	77 7%	73 6%
(3) Fairly confident	195 17%	201 17%
(2) Not very confident	288 25%	268 23%
(1) Not confident at all	212 18%	261 22%
Mean	2.18	2.11
Don't know	131 11%	97 8%
I have not heard anything about the King's Speech	266 23%	270 23%

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

Table 20
Q5_1 - From what you know or have heard about these policies and proposed legislation as a whole, how confident, if at all, are you that these...? are affordable within the UK Government's tax and spending plans?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76+ (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)	
UNWEIGHTED BASE	1169	1169	300	377	441	180	272	228	248	259	41	91	610	610	797	372	632	527	202	284	272	368	1007	169	214	341	68	338	113	430	126		
WEIGHTED BASE	1169	1169	300	377	441	180	272	228	248	259	41	91	610	610	797	372	632	527	202	284	272	368	1007	169	214	341	68	338	113	430	126		
(a) Very confident	77	51	24	40	20	8	7	76	21	15	9	25	3	3	63	14	50	26	38	38	13	14	16	33	24	50	6	32	6	10	4	33	19
(b) Fairly confident	7%	9%	4%	13%	5%	7%	8%	3%	13%	7%	1%	3%	1%	1%	9%	3%	8%	5%	10%	5%	6%	5%	6%	11%	18%	5%	4%	10%	8%	7%	4%	8%	5%
(c) Fairly not confident	19%	13%	20	28	32	65	52	38	44	40	19	43	13	19	18	57	130	75	92	104	31	41	47	62	38	152	14	94	12	9	23	97	34
(d) Not very confident	25%	18	148	59	109	120	87	255	68	93	59	25	15	29	189	99	172	116	95	193	42	76	80	72	19	267	60	71	23	40	30	116	96
(e) Not confident at all	21%	24%	24%	25%	28%	24%	24%	24%	24%	30%	22%	16%	26%	29%	26%	22%	26%	23%	25%	25%	19%	24%	28%	24%	14%	24%	36%	22%	30%	29%	32%	27%	26%
Mean	2.18	2.27	2.07	2.29	2.07	1.88	1.9	2.22	2.17	2.07	2.02	2.17	2.24	2.19	2.29	1.98	2.14	2.08	2.41	2.04	2.12	2.12	2.06	2.42	2.8	2.09	2.77	2.65	2.2	1.81	2.37	2.4	2.79
Don't know	11%	46	84	30	46	55	48	124	26	39	24	18	8	16	73	58	63	68	42	89	32	27	25	23	15	113	15	44	7	5	5	48	31
I have not heard anything about the King's Speech	26%	93	168	8	9%	12%	12%	13%	9%	13%	9%	11%	13%	16%	10%	13%	10%	13%	11%	11%	w	10%	9%	8%	27	236	14	52	15	23	26	88	60
	23%	16%	28%	28%	22%	20%	22%	24%	23%	20%	31%	18%	18%	20%	20%	28%	21%	26%	17%	26%	28%	23%	19%	22%	20%	23%	9%	16%	20%	17%	27%	21%	16%

Proportions/Means: Columns Totalled (3% risk level) a/b - c/d/e/f/g - h/i/j/a/b/m - n/o - p/q - r/s - t/u/v/w - x/y - AB/C/D/E - F/G
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 21
CS_2 - From what you know or have heard about these policies and proposed legislation as a whole, how confident, if at all, are you that these... would be delivered competently by the UK Government?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-79 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)
UNWEIGHTED BASE	1189	1184	302	377	441	180	272	228	248	159	41	91	610	610	797	212	632	127	202	294	274	368	1107	69	214	214	241	48	108	111	430	126
WEIGHTED BASE	1189	1184	302	377	441	180	272	228	248	159	41	91	610	610	797	212	632	127	202	294	274	368	1107	69	214	214	241	48	108	111	430	126
(a) Very confident	73	42	31	44	21	8	6	71	10	17	7	25	2	2	59	14	40	24	18	11	18	15	26	23	42	8	33	5	1	6	33	13
(b) Fairly confident	8%	7%	5%	14%	10%	7%	7%	6%	3%	18%	3%	2%	8%	3%	7%	5%	10%	4%	5%	7%	5%	9%	17%	4%	5%	10%	6%	1%	6%	8%	3%	
(c) Fairly not confident	20%	23%	23%	23%	15%	18%	18%	14%	15%	22%	25%	17%	20%	20%	13%	17%	17%	22%	15%	15%	18%	15%	21%	23%	17%	6%	31%	17%	7%	18%	24%	9%
(d) Not very confident	23%	23%	23%	25%	24%	24%	22%	25%	20%	16%	17%	13%	16%	16%	22%	24%	22%	24%	22%	18%	25%	25%	25%	23%	17%	31%	22%	31%	26%	29%	25%	25%
(e) Not confident at all	20%	18%	18%	26%	30%	30%	28%	29%	23%	21%	18%	18%	20%	20%	11%	11%	11%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Mean	2.11	2.17	2.04	2.07	1.82	1.84	2.11	2	1.97	2.48	2.22	2.04	2.22	1.9	2.15	2.04	2.11	1.99	2.01	2.15	1.95	2.27	2.21	2.01	1.66	2.13	2.15	1.54	2.3	2.12	1.69	
Don't know	9%	8%	6%	11%	16%	16%	19%	28%	23%	23%	14%	7%	17%	17%	8%	8%	8%	7%	9%	10%	6%	5%	11%	10%	8%	4%	8%	9%	7%	5%	8%	6%
I have not heard anything about the King's Speech	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

Proportions/Means: Columns Totals (3% 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 - AB/C/D/E - F/G
Overlap formula used. * small base

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25-08-766-20 - LEADERSHIP AND WINGS SPLIT
10TH - 31ST MAY 2024
IPSO

Table 22
C6 - Which of the following British politicians, if any, would you say you are familiar with?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	MAN (%)	WOMAN (%)	18-34 (%)	35-54 (%)	55+ (%)	18-74 (%)	NORTH (%)	MIDLANDS (%)	SOUTH (%)	LONDON (%)	WALES (%)	SCOTLAND (%)	WORKING (%)	NOT WORKING (%)	ABC1 (%)	C2DE (%)	GRADUATES (%)	NON GRADUATES (%)	UP TO £19,999 (%)	£20,000-£34,999 (%)	£35,000-£49,999 (%)	£50,000+ (%)	ETHNIC GROUP (%)	WHITE ETHNIC GROUP (%)	CONSERVATIVE (%)	LABOUR (%)	LIBERAL DEMOCRATS (%)	REFORM UK (%)	OTHER (%)	REMAIN (%)	LEAVE (%)		
TOTAL	50	50	18	35	47	34	11	11	11	11	11	50	50	68	32	10	90	10	21	21	20	20	10	10	35	35	10	10	10	10	10	10	
UNREGISTERED DATE	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	156	
WIDGETTED DATE	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161	1161
Kier Starmer	850	426	444	203	283	394	304	790	212	228	209	119	34	78	513	366	514	395	305	514	152	213	226	226	77	788	143	277	57	107	81	358	
75%	70%	70%	63%	63%	74%	83%	81%	74%	77%	79%	79%	73%	60%	78%	73%	82%	73%	72%	69%	80%	77%	79%	79%	53%	80%	80%	73%	77%	79%	83%	83%	84%	
Nigel Farage	850	426	425	293	387	500	364	790	212	228	209	119	34	78	400	366	482	368	283	514	152	213	226	226	63	772	143	247	50	113	79	332	
71%	74%	72%	57%	73%	83%	82%	71%	72%	73%	76%	65%	71%	62%	88%	80%	73%	74%	72%	71%	77%	77%	78%	69%	47%	76%	85%	76%	67%	81%	83%	77%	83%	
Ed Miliband	694	327	362	105	225	364	284	654	162	181	176	81	26	69	400	294	407	288	226	469	111	185	188	166	28	658	129	226	49	89	66	300	
58%	58%	61%	35%	59%	78%	78%	61%	57%	59%	59%	66%	60%	46%	69%	65%	62%	56%	59%	60%	60%	60%	60%	56%	21%	65%	76%	70%	65%	64%	70%	72%	72%	
Rachel Reeves	685	335	347	100	226	358	273	599	168	185	187	75	29	61	394	291	402	283	224	461	120	173	182	168	34	644	132	237	49	86	61	283	
59%	59%	60%	32%	56%	77%	76%	60%	50%	60%	60%	67%	61%	46%	69%	65%	63%	55%	58%	60%	60%	60%	60%	56%	21%	65%	76%	70%	65%	64%	70%	72%	72%	
Anwar Bevan	679	339	328	101	218	358	269	599	169	179	182	79	31	65	393	288	400	280	221	459	117	168	181	164	31	638	121	224	41	84	60	281	
58%	60%	60%	37%	57%	75%	75%	61%	57%	61%	61%	68%	62%	54%	68%	65%	63%	55%	54%	58%	58%	58%	63%	62%	53%	23%	79%	69%	57%	62%	63%	66%	74%	
Kemi Badenoch	665	326	333	103	207	355	268	579	156	173	169	89	29	59	372	294	407	258	235	430	107	166	178	172	42	638	118	207	52	82	62	269	
57%	58%	56%	32%	54%	70%	74%	54%	54%	56%	57%	60%	55%	51%	59%	52%	60%	67%	51%	61%	55%	48%	62%	61%	58%	31%	61%	83%	64%	69%	59%	62%	63%	
Sadiq Khan	653	311	317	119	222	312	242	584	146	179	148	97	29	54	389	265	389	264	226	428	105	167	172	162	53	591	117	202	42	82	65	282	
56%	56%	57%	32%	56%	67%	67%	50%	53%	53%	59%	55%	54%	45%	64%	64%	60%	52%	54%	48%	48%	63%	63%	62%	54%	20%	67%	67%	60%	56%	60%	66%	64%	
Shirley Khoo	583	284	293	71	183	229	240	499	144	165	146	67	23	46	323	260	384	288	288	385	108	241	155	147	24	522	122	184	41	71	47	247	
50%	50%	50%	22%	48%	67%	67%	47%	47%	52%	51%	55%	41%	41%	45%	45%	58%	54%	45%	52%	49%	45%	53%	53%	50%	18%	55%	74%	60%	55%	51%	49%	58%	
Andy Burnham	578	290	284	66	185	325	212	506	160	142	137	62	25	53	330	248	345	233	188	390	93	145	164	157	22	547	114	197	45	78	47	244	
49%	51%	48%	21%	48%	70%	69%	47%	47%	58%	47%	51%	38%	44%	53%	46%	55%	52%	46%	49%	50%	42%	54%	56%	46%	16%	54%	69%	61%	60%	56%	50%	57%	
Jack Polanski	567	286	274	110	167	290	229	506	129	140	133	70	26	48	322	245	355	212	204	362	90	151	150	150	36	525	102	178	38	76	59	225	
49%	51%	46%	14%	46%	62%	61%	47%	47%	47%	53%	50%	43%	46%	48%	46%	55%	54%	46%	48%	46%	42%	49%	53%	50%	27%	52%	61%	55%	50%	53%	52%	60%	
Ed Davey	536	276	257	70	183	303	228	459	130	135	131	67	20	48	293	243	321	215	184	312	88	127	161	128	11	498	104	174	46	70	54	229	
46%	46%	43%	22%	43%	65%	62%	43%	47%	47%	48%	49%	41%	47%	47%	43%	54%	49%	48%	48%	48%	50%	48%	43%	43%	24%	49%	63%	50%	57%	53%	53%		
Yvette Cooper	484	240	241	45	113	304	232	469	135	118	116	54	21	44	256	228	292	191	162	322	78	133	138	114	19	458	100	160	31	61	45	235	
41%	42%	41%	14%	35%	66%	63%	38%	40%	49%	37%	33%	38%	44%	36%	36%	51%	44%	38%	42%	41%	35%	46%	46%	39%	14%	45%	60%	49%	47%	44%	48%		
David Lammy	480	241	238	51	157	272	217	428	113	122	118	66	22	40	264	216	289	191	161	319	78	107	144	119	23	453	97	150	28	73	44	207	
41%	43%	40%	16%	41%	59%	60%	40%	40%	41%	40%	44%	41%	38%	40%	37%	48%	44%	37%	42%	41%	35%	40%	40%	17%	45%	59%	46%	38%	52%	46%	48%		
Shabana Mahmood	385	199	184	50	108	227	175	332	94	97	93	49	22	30	214	171	232	153	133	212	57	93	109	94	27	353	81	104	24	62	43	160	
33%	33%	33%	15%	28%	49%	48%	31%	35%	34%	35%	30%	29%	30%	30%	38%	38%	30%	30%	35%	30%	28%	35%	37%	32%	40%	49%	32%	32%	44%	44%	46%		
Lisa Nandy	250	136	114	27	54	170	114	213	75	54	57	33	10	24	122	128	113	97	99	251	37	64	75	55	11	317	47	93	24	17	22	118	
21%	24%	19%	8%	14%	37%	37%	20%	27%	18%	20%	20%	18%	24%	17%	29%	23%	19%	26%	19%	26%	19%	24%	26%	18%	9%	31%	28%	29%	32%	27%	23%		
Rupert Lowe	242	149	93	54	76	111	93	223	52	67	66	31	7	18	155	86	147	95	74	168	34	59	76	57	14	221	34	55	8	27	21	73	
21%	20%	16%	17%	20%	24%	26%	21%	19%	19%	22%	19%	18%	22%	22%	19%	19%	19%	19%	21%	19%	22%	19%	10%	22%	23%	17%	11%	48%	22%	17%	14%		
Bridget Phillipson	185	99	86	10	49	117	85	193	43	41	46	20	12	15	97	88	122	63	77	208	25	42	56	50	9	176	44	63	18	24	19	89	
16%	17%	15%	6%	15%	25%	23%	14%	16%	15%	16%	13%	10%	12%	12%	12%	10%	10%	11%	10%	11%	10%	10%	17%	6%	17%	25%	24%	17%	19%	21%			
Liz Kendall	184	102	80	17	50	123	82	215	43	46	47	22	13	13	10	84	123	60	60	113	27	46	56	48	6	178	47	62	12	17	27	83	
16%	16%	14%	5%	13%	25%	23%	14%	16%	15%	16%	14%	12%	13%	14%	14%	13%	13%	13%	13%	13%	12%	17%	16%	16%	4%	17%	29%	19%	15%	12%	18%		
Paul Maddison	177	98	78	19	6	106	69	146	41	39	41	20	10	20	104	71	111	66	64	118	28	42	56	41	9	167	42	62	16	26	16	78	
15%	17%	13%	6%	10%	20%	24%	14%	16%	16%	13%	15%	14%	18%	20%	14%	16%	17%	13%	17%	14%	16%												

Table 21
Q7 - To what extent do you think **Keir Starmer** should continue as Prime Minister and Leader of the Labour party, or should he stand down and let someone else take over?
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	MAN	WOMAN	TOTAL	18-34	35-54	55-74	75+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MAJORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
	(a)	(b)	(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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)
UNWEIGHTED BASE	1169	1169	2338	292	577	443	1800	286	222	248	159	46	91	700	638	797	272	632	127	208	237	272	968	1007	314	146	48	100	113	430	126	430	109	
WEIGHTED BASE	1169	1169	2338	292	577	443	1800	286	222	248	159	46	91	700	638	797	272	632	127	208	237	272	968	1007	314	146	48	100	113	430	126	430	109	
Definitely should continue - none of the alternatives would do a better job	150	81	66	39	46	65	54	139	19	42	38	29	8	14	101	50	94	56	81	69	28	26	27	59	19	125	19	77	12	7	12	76	41	
13%	14%	11%	12%	12%	14%	15%	11%	7%	14%	14%	18%	14%	14%	14%	14%	11%	14%	11%	21%	9%	12%	10%	9%	20%	14%	12%	11%	24%	16%	5%	13%	18%	11%	
Probably should continue unless/one of the alternatives would do a better job	214	126	146	83	89	101	77	249	56	81	59	46	7	13	177	96	112	102	205	169	46	70	59	80	36	237	48	100	24	10	25	144	66	
23%	22%	25%	26%	23%	22%	21%	23%	20%	20%	27%	22%	28%	13%	23%	25%	22%	26%	20%	27%	21%	21%	26%	20%	27%	27%	23%	29%	31%	32%	15%	27%	33%	18%	
Probably should stand down - likely one of the alternatives would do a better job	241	120	120	58	84	99	81	223	62	52	63	23	12	30	144	98	127	114	72	170	40	58	65	54	22	218	34	78	19	25	24	97	69	
21%	21%	20%	18%	22%	21%	22%	21%	22%	17%	17%	23%	14%	21%	29%	20%	22%	19%	22%	19%	22%	18%	22%	22%	18%	16%	22%	21%	24%	25%	18%	26%	23%	19%	
Definitely should stand down - one of the alternatives would do a better job	305	171	131	60	102	143	106	268	97	87	55	32	15	20	184	121	171	134	72	232	67	63	90	66	25	272	52	51	12	77	22	70	159	
26%	30%	22%	19%	27%	31%	29%	25%	30%	28%	20%	19%	27%	20%	26%	26%	27%	20%	26%	19%	30%	30%	24%	31%	22%	19%	27%	31%	16%	16%	56%	23%	16%	43%	
NET: Should continue	424	208	212	122	135	131	389	76	124	97	75	16	36	36	278	146	206	157	186	238	73	96	86	138	54	362	67	177	36	27	219	107		
36%	37%	30%	38%	35%	30%	35%	30%	17%	41%	30%	40%	30%	36%	39%	39%	31%	40%	31%	48%	39%	31%	36%	39%	47%	40%	30%	40%	30%	19%	48%	13%	30%	12%	
NET: Should stand down	546	290	251	138	186	242	187	461	159	138	113	27	40	40	328	218	288	248	244	402	107	111	155	120	67	495	86	129	30	102	46	167	220	
47%	51%	43%	37%	49%	52%	51%	46%	57%	43%	44%	34%	48%	49%	40%	49%	45%	49%	38%	51%	48%	45%	45%	41%	35%	48%	53%	40%	40%	40%	73%	48%	35%	62%	
Don't know	199	68	127	81	62	56	46	190	42	42	54	33	14	15	116	83	94	105	54	145	41	50	52	38	33	159	13	19	9	10	12	43	33	
17%	12%	22%	16%	12%	13%	13%	18%	15%	14%	20%	20%	24%	15%	16%	16%	19%	14%	21%	14%	19%	18%	19%	18%	13%	16%	8%	6%	12%	7%	13%	13%	10%	9%	

Proportions/Means: Columns Totald [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 - AB/C/D/E - F/G
Overlap formula 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
C8 - Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer as leader and Prime Minister, more likely to win with someone else as leader and Prime Minister, or would it make no difference?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76+ (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	£0 TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)	
UNWEIGHTED BASE	1169	1169	309	577	441	180	272	228	248	159	41	91	700	469	797	372	632	127	208	294	274	368	1007	169	314	341	48	108	113	430	126		
WEIGHTED BASE	1169	1169	322	581	464	164	269	224	248	153	37*	101*	722	447	829	350	334	155	221	287	272	297	114	1012	150	175	75*	110*	95*	420	110		
More likely to win with someone else as leader and Prime Minister	483	249	228	128	164	190	160	453	132	123	105	55	20	48	312	171	278	204	161	322	86	120	126	122	46	427	69	173	36	58	44	235	150
	41%	44%	39%	40%	43%	41%	44%	42%	48%	40%	39%	34%	35%	48%	43%	38%	42%	40%	42%	41%	39%	45%	43%	41%	35%	42%	42%	53%	48%	42%	46%	50%	41%
More likely to win with Keir Starmer as leader and Prime Minister	118	81	36	65	36	18	15	116	28	26	17	33	2	11	94	24	79	39	70	49	17	20	20	55	36	80	6	59	12	5	10	51	28
	10%	14%	6%	20%	9%	4%	4%	11%	10%	9%	7%	20%	4%	11%	13%	5%	12%	8%	18%	16%	7%	8%	7%	18%	27%	8%	4%	18%	18%	3%	10%	15%	7%
It would make no difference	454	199	211	68	131	215	156	355	80	120	107	46	22	29	231	183	221	193	115	298	85	98	101	89	20	377	83	70	23	73	36	131	120
	35%	20%	30%	22%	19%	48%	43%	31%	32%	40%	40%	28%	40%	29%	33%	41%	34%	38%	30%	38%	38%	17%	30%	23%	17%	37%	50%	27%	30%	52%	38%	30%	46%
Don't know	154	17	124	60	183	121	117	146	27	30	38	12	12	12	85	69	60	74	38	116	34	29	44	31	22	128	17	23	4	6	33	12	
	13%	7%	15%	14%	14%	9%	14%	14%	10%	12%	14%	18%	22%	12%	12%	15%	12%	15%	10%	15%	13%	11%	15%	10%	16%	13%	4%	7%	6%	3%	6%	8%	6%

Proportions/Means: Columns Totalled (% risk level) a/b - (c/d)/(e/f) - n/(m)/m - n/o - p/q - (r/s) - (t/u)/v/w - x/y - AB/C/D/R - F/G
Overlap formulae used. * small base

Table 25
Q3 - Which of the following best reflects your views on Keir Starmer and what should happen ahead of the next General Election?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)		
UNWEIGHTED BASE	1169	1169	300	441	448	186	286	222	248	159	46	90	700	469	797	372	632	537	205	287	272	368	100	908	374	341	48	108	113	430	126			
WEIGHTED BASE	1169	1169	300	441	448	186	286	222	248	159	46	90	700	469	797	372	632	537	205	287	272	368	100	908	374	341	48	108	113	430	126			
Keir Starmer should not lead Labour into the next General Election and he should resign immediately	39%	39%	29%	23%	36%	39%	39%	33%	34%	19%	30%	36%	33%	36%	32%	33%	22%	40%	36%	34%	41%	28%	17%	36%	41%	22%	28%	66%	33%	24%	51%			
Keir Starmer should not lead Labour into the next General Election, but now is not the right time for him to resign	29%	29%	24%	25%	24%	27%	28%	24%	23%	24%	26%	30%	27%	23%	28%	22%	34%	22%	22%	27%	24%	29%	32%	25%	32%	32%	36%	19%	32%	33%	22%			
Keir Starmer should lead Labour into the next General Election	29%	29%	24%	25%	24%	27%	28%	24%	23%	24%	26%	30%	27%	23%	28%	22%	34%	22%	22%	27%	24%	29%	32%	25%	32%	32%	36%	19%	32%	33%	22%			
Don't know	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%			

Proportions/Means: Columns Totald (3% 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 - AB/C/D/E - F/G
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 26
Q20 - Which of the following, if any, do you think would do the best job as leader of the Labour party?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE						
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUPS (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)				
UNWEIGHTED BASE	1169	1169	309	577	443	190	296	222	266	159	41	91	610	610	777	372	642	127	208	284	221	368	100	919	314	348	148	210	44	11	61	221	420			
WEIGHTED BASE	1169	1169	312	581	454	194	297	224	268	161	42	92	612	612	777	372	642	127	209	285	222	369	101	920	314	348	148	210	44	11	61	221	420			
Andy Burnham	218	221	96	23	78	138	97	197	73	48	49	16	120	88	120	98	69	549	38	56	62	140	9	205	31	102	15	23	20	121	66	28	18			
	19%	21%	16%	7%	20%	21%	21%	28%	16%	18%	10%	21%	18%	20%	18%	19%	18%	19%	17%	21%	21%	17%	7%	20%	15%	11%	20%	15%	21%	21%	28%	28%	18%			
Kier Starmer	112	76	35	21	6	49	18	22	20	19	27	4	13	86	26	70	34	63	49	38	22	17	44	11	77	8	90	8	7	6	0	23	6			
	10%	13%	6%	15%	7%	5%	6%	10%	7%	10%	7%	17%	7%	12%	6%	12%	7%	16%	6%	8%	8%	6%	15%	23%	8%	5%	18%	10%	5%	7%	12%	6%	6			
Wes Streete	35	12	24	7	6	23	14	26	7	10	12	5	2	23	12	26	10	11	24	4	7	13	9	3	12	15	7	7	3	2	13	18	18			
	3%	2%	4%	2%	2%	2%	4%	2%	2%	3%	4%	3%	1%	3%	3%	4%	2%	3%	2%	2%	3%	4%	3%	2%	3%	9%	6%	2%	2%	3%	5%	3%	5%			
Keir Starmer	29	22	7	10	6	13	11	27	5	1	5	8	3	4	24	5	18	10	9	19	2	9	4	14	2	27	5	14	2	3	1	14	8			
	2%	4%	1%	3%	2%	3%	3%	7%	2%	1%	2%	2%	2%	3%	3%	4%	2%	3%	2%	2%	2%	2%	3%	2%	3%	8%	6%	2%	2%	2%	1%	3%	5%			
Ed Miliband	27	18	9	10	11	6	5	26	8	5	7	1	2	9	6	18	8	18	14	1	7	6	14	4	4	21	4	6	3	2	5	13	6			
	2%	3%	2%	3%	3%	1%	1%	7%	3%	2%	2%	1%	1%	3%	1%	2%	2%	2%	1%	1%	1%	2%	4%	3%	2%	2%	2%	2%	4%	2%	5%	3%	2%			
Shabana Mahmood	24	14	9	3	6	15	9	18	5	6	5	4	1	3	12	12	18	5	11	12	6	3	7	8	3	21	13	1	1	1	1	7	14			
	2%	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	3%	1%	3%	2%	3%	1%	2%	3%	2%	8%	4%	2%	2%	1%	1%	2%	2%	4%		
Yvette Cooper	15	13	3	4	2	9	7	13	3	5	3	1	1	10	6	8	8	5	10	4	1	4	5	1	14	3	12	4	1	1	10	3	3			
	1%	2%	1%	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	4%	1%	1%	1%	1%	1%	1%	1%		
Sadiq Khan	14	9	4	8	3	4	4	14	5	2	2	3	1	8	7	7	7	6	8	3	5	3	2	8	6	4	1	1	1	4	7	1	1			
	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Rachel Reeves	7	3	5	3	1	4	4	7	1	3	2	1	1	5	2	7	1	3	4	1	2	1	3	3	4	1	1	1	1	1	1	1	1			
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
David Lammy	6	2	5	2	2	1	1	6	2	3	1	1	1	6	1	2	2	4	2	4	2	1	4	3	2	4	2	3	1	1	1	1	1			
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Liz Kendall	5	2	3	5	1	5	2	1	1	1	1	1	1	5	1	2	3	2	4	2	1	1	4	4	1	1	1	1	1	1	1	1	1	1		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Laura Powell	5	4	1	5	1	5	4	1	1	3	1	1	1	5	1	1	5	1	5	1	1	2	3	2	3	1	1	1	1	1	1	1	1	1		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Lisa Nandy	4	1	3	3	1	1	1	4	2	2	1	1	1	3	1	1	1	3	1	1	1	1	3	2	3	1	4	1	2	1	1	1	1	1		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Paul Marshall	4	3	1	3	1	1	1	4	3	1	1	1	1	4	1	1	3	1	2	1	1	1	1	1	1	3	1	2	1	1	1	1	1	1		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Bridget Phillipson	3	1	2	3	1	1	1	3	1	1	1	1	1	3	1	1	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Keir Starmer	2	1	1	1	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
John Healey	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Sharon Jones	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	14	11	2	2	2	10	7	3	3	3	1	1	10	4	8	6	3	10	1	8	5	1	13	4	1	13	4	1	2	6	5	5	3			
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
None of them	138	140	183	83	109	142	109	80	65	102	72	41	25	20	102	182	122	181	84	169	77	80	76	79	11	297	54	39	13	63	69	69	151			
	20%	20%	15%	26%	28%	31%	30%	26%	24%	33%	27%	25%	46%	28%	27%	37%	20%	22%	24%	35%	30%	26%	25%	23%	29%	34%	12%	18%	45%	8%	29	69	151			
Don't know	307	306	196	87	127	91	73	287	69	78	84	42	9	25	175	132	158	149	87	219	61	61	85	65	24	275	44	20	34	15	99	70	10			
	26%	19%	13%	8%	27%	20%	20%	27%	25%	26%	31%	26%	16%	25%	24%	29%	24%	28%	23%	28%	24%	29%	22%	18%	27%	17%	20%	27%	24%	15%						

Table 27
Q21 - If Paul Starmer was no longer leader of the Labour party, which of the following, if any, would you MOST prefer to become the next leader of the Labour party?
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION					INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	55-75	18-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£34999	£35000-£54999	£55000+	ETHNIC MAJORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNDESIGNATED BASE	1169	565	592	292	277	443	350	286	222	264	259	43	91	600	602	797	272	432	142	222	288	221	369	100	100	114	245	48	208	111	49	430	126			
WEIGHTED BASE	238	136	101	25	81	132	111	218	80	54	50	14	30	189	99	141	97	82	156	37	60	72	57	11	226	30	123	12	19	19	127	75				
Andy Burnham	20%	24%	17%	8%	21%	28%	13%	20%	20%	18%	19%	9%	18%	10%	22%	21%	19%	21%	20%	17%	21%	20%	19%	8%	22%	18%	18%	15%	14%	20%	30%	10%				
Wes Streeting	14	8	11	10	13	35	25	47	13	14	13	3	2	1	10	10	40	18	20	18	14	9	18	5	9	14	9	2	6	24	27					
Anaëlle Rafter	44	26	17	11	9	24	21	40	11	9	9	4	5	3	25	19	22	22	22	19	25	11	10	5	16	3	18	3	24	3	19	12				
Shabana Mahmood	36	21	15	8	7	21	13	28	10	11	8	3	1	2	19	17	26	10	12	23	8	5	14	7	3	32	14	5	3	6	1	12	20			
Ed Miliband	24	17	17	13	14	6	5	33	8	8	10	4	1	4	24	10	27	8	19	16	4	6	5	18	5	27	8	10	6	5	19	6				
Sadiq Khan	30	22	6	16	10	4	3	29	10	5	1	10	1	3	24	6	37	13	13	16	6	10	3	10	13	17	-	11	2	4	15	3				
Rachel Reeves	23	16	7	13	6	4	4	23	7	3	3	8	-	1	20	3	19	4	12	11	-	7	3	12	4	18	3	11	1	1	1	9	6			
Yvette Cooper	20	13	7	5	4	18	7	17	4	6	4	5	-	1	12	8	10	10	10	6	3	2	2	8	4	16	5	9	4	1	2	13	3			
David Lammy	18	8	10	9	8	1	1	18	3	4	2	9	-	-	15	3	16	8	9	8	-	6	4	8	6	12	-	9	2	2	3	10	3			
John Healey	13	8	5	4	6	3	2	12	3	3	5	2	-	-	7	7	7	6	4	9	1	4	4	3	7	11	3	3	1	2	-	7	7			
Darren Jones	13	10	3	6	4	3	2	12	2	3	3	2	-	3	10	3	9	3	7	5	1	5	2	4	3	9	1	3	2	2	1	6	4			
Brigid Phillipson	7	5	2	3	2	3	3	7	3	-	1	2	1	1	5	2	4	3	4	1	2	-	3	2	6	2	2	1	-	-	1	4	-			
Liza Nandy	7	1	7	4	1	1	1	7	3	2	1	1	-	-	6	1	3	4	1	7	2	-	-	3	1	9	1	2	-	2	3	3	-			
Lucy Powell	7	6	1	6	3	-	-	7	2	1	4	1	-	-	7	-	6	1	7	-	-	-	2	5	4	3	2	3	-	-	-	4	-			
Al Camels	6	4	2	4	2	5	3	3	3	1	1	1	-	-	1	5	3	3	3	3	-	1	4	-	5	-	5	-	-	-	1	1	4			
Pat McArdan	2	1	-	1	-	1	2	-	-	1	-	-	-	1	2	-	2	-	2	-	-	-	1	1	2	-	-	-	-	-	-	2	-			
Other	11	10	1	-	2	8	6	9	7	1	-	1	-	2	7	4	5	5	2	9	-	7	2	1	-	9	-	3	1	-	5	3	4			
None of them	299	139	160	76	102	122	89	267	50	24	24	36	21	26	179	120	133	144	74	236	65	68	63	75	30	263	53	30	10	60	25	59	121			
Don't know	303	167	136	109	112	82	66	286	60	30	30	44	14	25	179	123	154	149	81	221	62	68	80	55	30	265	50	19	62	8	17	96	66			

Proportions/Means: Columns Totalled (3% risk level) - n/b - c/d/e/f/g - h/i/j/k/l/m - n/o - p/q - r/s - t/u/v/w - x/y - AB/C/D/E - F/G
Overlap formulae used: * small base

Table 28
Q2 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-74 (e)	75-79 (f)	NORTH (g)	MIDLANDS (h)	SOUTH (i)	LONDON (j)	WALES (k)	SCOTLAND (l)	WORKING (m)	NOT WORKING (n)	ABC1 (o)	C2DE (p)	GRADUATES (q)	NON GRADUATES (r)	UP TO £19999 (s)	£20000-£34999 (t)	£35000-£54999 (u)	£55000+ (v)	ETHNIC MAJORITY GROUPS (w)	WHITE ETHNIC GROUP (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)		
UNWEIGHTED BASE	1169	1169	392	577	443	156	286	222	248	159	46	700	469	777	392	632	527	202	294	274	368	100	968	314	341	66	308	113	430	226			
WEIGHTED BASE	1169	1169	392	577	443	156	286	222	248	159	46	700	469	777	392	632	527	202	294	274	368	100	968	314	341	66	308	113	430	226			
Andy Burnham	319	174	143	51	113	155	107	68	70	29	36	298	121	188	131	106	212	30	84	91	77	24	293	48	128	25	36	32	157	108			
	27%	15%	24%	9%	26%	33%	24%	24%	28%	20%	23%	27%	27%	29%	27%	28%	27%	27%	27%	21%	20%	18%	30%	29%	39%	33%	24%	34%	37%	29%			
	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	aa	ab	ac	ad	ae			
Rishi Sunak	178	108	69	74	52	74	43	43	17	65	14	126	52	135	52	92	86	35	32	27	76	39	138	82	17	11	11	89	47				
	15%	9%	12%	14%	11%	12%	11%	15%	14%	24%	15%	16%	17%	12%	10%	14%	11%	16%	12%	13%	9%	26%	29%	14%	11%	28%	23%	8%	12%	21%	13%		
	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	aa	ab	ac	ad	ae			
No difference between the two	160	77	82	62	55	43	22	54	35	28	6	16	114	46	80	80	55	105	27	41	43	40	28	130	18	41	12	25	17	56	44		
	14%	7%	14%	10%	14%	9%	8%	18%	13%	17%	11%	16%	16%	10%	12%	16%	14%	11%	12%	15%	15%	14%	21%	13%	11%	13%	16%	18%	18%	13%	12%		
	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	aa	ab	ac	ad	ae			
Neither would make a good Prime Minister	295	137	152	60	80	156	113	253	72	88	66	31	11	28	156	139	152	143	69	226	57	64	75	61	20	269	69	22	11	55	22	71	131
	25%	14%	26%	19%	21%	34%	31%	24%	26%	29%	25%	19%	19%	28%	22%	31%	23%	28%	18%	29%	26%	24%	26%	15%	17%	42%	7%	15%	39%	24%	17%	35%	
	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	aa	ab	ac	ad	ae			
Don't know	217	70	144	75	82	60	30	206	45	51	59	35	16	12	128	89	113	104	61	156	52	46	56	42	24	183	13	12	12	56	40	40	
	19%	12%	24%	23%	21%	13%	14%	19%	16%	17%	22%	21%	28%	12%	18%	20%	17%	20%	16%	20%	24%	17%	19%	14%	18%	18%	8%	11%	12%	13%	15%	11%	
	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	aa	ab	ac	ad	ae			

Proportions/Means: Column Total (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 - A/B/C/D/E - F/G
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
Q23 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (aa)	LABOUR (ab)	LIBERAL DEMOCRATS (ac)	REFORM UK (ad)	OTHER (ae)	REMAIN (af)	LEAVE (ag)				
UNWEIGHTED BASE	1168	1044	360	377	431	860	1072	266	222	248	159	41	91	700	402	797	272	632	127	202	204	272	368	100	918	274	341	48	108	113	430	126				
WEIGHTED BASE	1168	1044	360	377	431	860	1072	266	222	248	159	41	91	700	402	797	272	632	127	202	204	272	368	100	918	274	341	48	108	113	430	126				
Keir Starmer	220	225	94	70	78	66	210	41	54	47	46	30	22	155	66	140	71	121	100	36	48	42	84	37	181	17	133	15	7	15	133	48				
	19%	22%	16%	22%	18%	18%	20%	15%	18%	18%	28%	17%	22%	21%	15%	23%	14%	31%	13%	18%	18%	14%	28%	27%	18%	10%	41%	20%	5%	16%	13%	13%				
Wes Streetmer	142	79	63	31	36	75	55	121	43	31	34	25	2	10	87	55	60	52	44	98	22	35	37	42	14	128	11	18	14	17	15	62				
	12%	14%	11%	10%	9%	16%	15%	11%	18%	10%	13%	9%	3%	10%	12%	12%	14%	10%	11%	12%	10%	13%	15%	11%	13%	19%	12%	21%	12%	16%	11%	17%				
No difference between the two	220	111	105	57	79	84	69	205	49	56	42	31	12	30	140	80	120	101	68	112	41	48	62	48	35	185	34	61	17	31	21	81	62			
	19%	20%	18%	18%	21%	18%	19%	18%	18%	18%	16%	19%	21%	18%	19%	18%	20%	18%	18%	19%	18%	21%	16%	26%	18%	20%	19%	23%	22%	22%	22%	19%	17%			
Neither would make a good Prime Minister	378	188	182	88	119	171	133	340	88	106	94	38	22	30	221	156	186	191	92	286	73	93	96	83	26	345	72	51	18	72	33	98	167			
	32%	13%	13%	27%	11%	17%	17%	32%	32%	35%	35%	23%	40%	30%	31%	35%	28%	37%	24%	36%	33%	35%	33%	28%	19%	34%	43%	16%	24%	51%	35%	23%	45%			
Don't know	208	61	146	76	75	58	42	192	49	58	49	33	11	8	118	90	113	95	59	150	48	43	55	38	23	175	12	42	9	13	11	61	30			
	18%	11%	25%	19%	17%	12%	12%	18%	18%	19%	18%	20%	19%	8%	16%	20%	17%	19%	15%	19%	22%	16%	19%	13%	17%	17%	7%	11%	17%	9%	12%	14%	8%			

Proportions/Means: Columns Total (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 - A/B/C/D/E - F/G
Overlap formula 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 30
Q24 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)					
UNWEIGHTED BASE	1169	1169	300	441	389	441	286	222	268	259	41	91	700	469	777	372	632	537	202	284	274	368	100	918	314	341	68	338	113	430	124						
WEIGHTED BASE	1169	1169	300	441	389	441	286	222	268	259	41	91	700	469	777	372	632	537	202	284	274	368	100	918	314	341	68	338	113	430	124						
Kier Starmer	233	333	100	76	75	82	41	48	60	50	31	24	164	69	164	70	123	111	33	50	54	84	38	193	30	130	21	11	14	128	64						
	20%	24%	17%	24%	20%	18%	15%	16%	22%	21%	24%	24%	23%	15%	23%	14%	12%	14%	13%	15%	19%	28%	28%	18%	17%	22%	8%	15%	30%	17%							
Alexis Renard	137	93	61	38	50	43	39	126	43	26	23	27	8	17	82	44	45	91	14	35	36	64	13	121	13	187	15	7	14	72	28						
	12%	13%	10%	12%	13%	11%	11%	12%	17%	8%	8%	11%	13%	16%	13%	10%	13%	12%	6%	13%	12%	15%	9%	12%	8%	18%	20%	5%	15%	13%	7%						
No difference between the two	196	98	97	52	62	83	68	181	41	63	38	24	11	20	119	77	102	95	56	140	39	54	44	43	29	165	29	52	15	18	71	59					
	17%	17%	16%	16%	16%	18%	15%	17%	15%	14%	15%	19%	17%	17%	15%	19%	15%	16%	18%	18%	20%	14%	22%	16%	18%	10%	22%	10%	17%	17%	16%						
Neither would make a good Prime Minister	406	268	196	79	124	203	153	356	101	111	100	43	18	33	232	174	208	199	107	304	83	93	106	75	27	373	63	14	19	37	149	191					
	35%	36%	33%	24%	32%	44%	42%	33%	36%	37%	37%	27%	32%	33%	32%	39%	32%	39%	27%	39%	18%	33%	31%	20%	37%	50%	18%	25%	57%	39%	25%	12%					
Don't know	194	17	136	78	71	68	68	6	48	17	47	28	7	113	88	60	97	137	110	11	34	35	35	28	161	11	37	4	11	49	16						
	17%	10%	23%	24%	19%	17%	17%	19%	18%	17%	16%	7%	16%	19%	15%	19%	15%	18%	23%	13%	18%	12%	20%	20%	16%	7%	12%	6%	9%	12%	11%	7%					

Proportions/Means: Columns Totals (2% 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 - AB/C/D/E - F/G
Overlap formula 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
Q25 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	18-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)	
UNWEIGHTED BASE	1169	1169	309	477	443	340	286	222	248	259	43	91	700	469	777	372	632	527	202	284	274	366	300	919	214	341	46	308	113	430	226		
WEIGHTED BASE	1169	1169	309	477	443	340	286	222	248	259	43	91	700	469	777	372	632	527	202	284	274	366	300	919	214	341	46	308	113	430	226		
Keir Starmer	234	341	92	72	67	95	46	53	56	46	30	24	157	77	133	81	121	113	38	46	49	88	40	193	24	127	20	13	14	123	64		
	20%	29%	30%	15%	15%	22%	16%	23%	21%	18%	7%	26%	23%	17%	19%	10%	19%	14%	19%	19%	17%	24%	11%	21%	14%	39%	27%	9%	15%	20%	17%		
Ed Miliband	124	8	54	39	40	37	34	122	44	22	24	28	4	13	87	37	80	46	54	70	14	26	13	40	17	104	8	18	12	6	22	70	24
	11%	12%	9%	8%	9%	11%	16%	7%	9%	11%	7%	13%	12%	8%	12%	9%	14%	9%	6%	10%	11%	15%	12%	10%	5%	16%	16%	5%	23%	17%	7%		
No difference between the two	183	80	101	57	59	67	55	171	33	59	30	30	13	18	119	64	90	94	52	111	32	53	41	36	27	156	28	46	15	23	15	64	53
	16%	14%	17%	16%	15%	14%	15%	12%	19%	11%	18%	23%	17%	17%	16%	14%	18%	14%	14%	15%	20%	14%	12%	20%	15%	17%	14%	20%	16%	16%	15%	14%	
Neither would make a good Prime Minister	422	217	198	74	136	212	153	364	110	114	104	37	20	37	243	179	230	193	101	321	83	102	112	88	24	391	93	56	19	85	35	113	199
	36%	18%	14%	15%	16%	14%	12%	10%	37%	39%	23%	36%	17%	14%	34%	40%	35%	38%	26%	41%	38%	34%	30%	18%	39%	56%	17%	26%	61%	36%	26%	54%	
Don't know	205	58	144	79	72	54	40	191	44	57	53	33	9	9	115	90	106	99	55	150	54	39	56	40	27	169	13	42	8	12	10	58	29
	18%	10%	14%	8%	8%	12%	11%	18%	16%	19%	20%	20%	16%	9%	16%	20%	16%	19%	14%	19%	24%	15%	19%	13%	20%	17%	8%	11%	11%	9%	10%	8%	

Proportions/Means: Columns Total (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 - A/B/C/D/E - F/G
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 32
Q26 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-79 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)		
UNWEIGHTED BASE	1169	1169	309	577	441	190	272	286	222	248	159	41	91	610	410	797	272	632	127	202	204	272	368	100	918	214	341	48	108	113	432	224		
WEIGHTED BASE	1169	1169	309	577	441	190	272	286	222	248	159	41	91	610	410	797	272	632	127	202	204	272	368	100	918	214	341	48	108	113	432	224		
Andy Burnham	361	201	156	66	127	168	118	311	110	73	35	36	39	230	130	216	145	134	227	37	88	97	100	35	323	45	160	28	38	34	181	118		
	31%	16%	27%	20%	33%	36%	38%	31%	40%	29%	26%	23%	39%	33%	29%	33%	28%	35%	29%	20%	13%	33%	34%	20%	32%	27%	49%	38%	27%	36%	42%	17%		
	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	aa	ab	ac	ad	ae	af			
Wes Streete	111	68	43	41	181	137	215	100	23	33	26	25	3	84	27	84	27	40	62	18	18	27	44	21	80	28	181	8	7	10	40	43		
	9%	12%	7%	13%	9%	8%	7%	9%	8%	11%	10%	15%	4%	2%	12%	6%	13%	5%	13%	8%	8%	7%	9%	15%	16%	9%	17%	10%	11%	5%	11%	9%	12%	
	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	
No difference between the two	168	80	87	50	55	63	50	155	23	53	40	24	11	112	55	86	81	55	113	36	44	33	40	21	142	21	51	17	17	12	75	39		
	14%	14%	15%	14%	14%	14%	14%	15%	8%	17%	15%	19%	17%	16%	12%	13%	16%	14%	16%	16%	16%	11%	14%	16%	14%	16%	16%	22%	12%	12%	19%	10%		
	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	
Neither would make a good Prime Minister	302	149	147	80	84	138	106	270	69	77	77	38	14	168	133	152	149	84	217	55	72	72	70	25	269	57	40	9	59	27	72	132		
	26%	26%	25%	25%	22%	30%	29%	25%	25%	25%	29%	24%	27%	23%	30%	23%	29%	22%	28%	35%	27%	25%	24%	19%	27%	35%	12%	12%	42%	28%	17%	36%		
	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	
Don't know	228	68	157	85	85	58	44	214	52	52	54	42	13	127	101	120	108	62	166	54	45	63	42	32	189	14	40	12	18	12	62	37		
	20%	12%	27%	27%	22%	19%	12%	20%	19%	17%	20%	26%	23%	18%	23%	18%	21%	16%	21%	24%	17%	21%	14%	24%	24%	19%	8%	12%	16%	13%	19%	14%	10%	
	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	aa	ab	ac	ad	ae	af	ag	

Proportions/Means: Columns Total (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 = A/B/C/D/E = F/G
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
Q17 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION			INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)		
UNWEIGHTED BASE	1169	1169	309	377	443	390	286	222	248	259	41	91	700	469	797	372	632	527	202	204	224	368	100	916	314	341	68	308	113	430	126			
WEIGHTED BASE	1169	1169	309	377	443	390	286	222	248	259	41	91	700	469	797	372	632	527	202	204	224	368	100	916	314	341	68	308	113	430	126			
Wes Streetline	203	117	86	42	59	102	77	177	40	49	60	30	4	128	75	134	69	73	132	33	48	51	67	20	183	46	61	27	31	14	91	82		
	17%	21%	15%	13%	15%	22%	21%	17%	16%	16%	23%	18%	8%	18%	17%	20%	13%	19%	17%	13%	18%	17%	22%	15%	18%	28%	19%	15%	15%	14%	21%	17%		
	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6		
Keir Starmer	179	105	73	54	55	70	58	167	54	39	31	23	9	115	64	110	70	77	102	28	42	39	56	34	151	12	91	12	9	17	104	34		
	15%	19%	12%	17%	14%	15%	16%	16%	20%	13%	11%	14%	16%	16%	14%	17%	14%	20%	13%	13%	16%	13%	19%	18%	15%	7%	28%	22%	6%	18%	24%	9%		
	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8		
No difference between the two	179	92	86	51	69	60	46	166	40	48	28	30	10	117	53	94	86	61	118	36	42	45	42	33	143	19	61	12	24	17	76	49		
	15%	16%	15%	16%	18%	13%	13%	16%	15%	16%	10%	19%	18%	22%	18%	12%	14%	17%	16%	16%	16%	15%	14%	24%	14%	11%	19%	16%	17%	18%	16%	13%		
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Neither would make a good Prime Minister	392	193	192	90	120	182	145	354	82	113	99	41	23	232	160	206	186	111	280	74	91	99	92	27	357	77	70	15	73	34	103	173		
	34%	34%	33%	28%	31%	39%	40%	33%	29%	37%	37%	25%	41%	34%	32%	36%	31%	36%	29%	36%	33%	34%	34%	31%	20%	35%	46%	22%	19%	52%	36%	24%	47%	
	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68	
Don't know	218	59	153	85	81	50	39	204	54	58	50	38	10	120	96	115	100	63	153	50	44	58	40	32	178	13	41	5	13	14	56	31		
	18%	10%	26%	26%	21%	11%	11%	19%	19%	18%	19%	23%	17%	8%	17%	21%	18%	20%	16%	19%	23%	17%	20%	14%	24%	18%	8%	11%	7%	9%	14%	15%	8%	
	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4		

Proportions/Means: Column Total (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 - A/B/C/D/E - F/G
Overlap formula 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 34
Q18 - Which of the following, if either, do you think would make a better Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)			
UNWEIGHTED BASE	1169	1169	300	577	441	190	272	266	222	248	159	41	91	700	469	797	372	632	537	202	284	274	368	100	919	374	341	66	108	113	430	124			
WEIGHTED BASE	1169	1169	300	577	441	190	272	266	222	248	159	41	91	700	469	797	372	632	537	202	284	274	368	100	919	374	341	66	108	113	430	124			
Wes Streetline	203	218	85	43	60	100	70	57	50	44	30	3	14	133	80	120	74	75	132	37	44	49	65	26	177	42	65	26	18	15	87	77			
	17%	21%	14%	13%	16%	22%	19%	16%	21%	16%	16%	19%	12%	17%	18%	20%	15%	19%	17%	17%	17%	21%	20%	17%	25%	20%	14%	13%	19%	15%	20%	19%			
Ed Milliband	171	95	75	49	63	78	55	167	43	36	40	4	18	131	40	113	58	87	84	30	36	43	66	23	145	13	88	17	11	18	100	36			
	15%	17%	13%	15%	16%	13%	15%	18%	15%	12%	18%	8%	18%	18%	9%	17%	11%	23%	11%	9%	14%	15%	22%	17%	14%	7%	27%	23%	8%	19%	23%	10%			
	15%	16%	13%	16%	15%	12%	12%	15%	13%	17%	12%	14%	20%	18%	15%	13%	17%	15%	15%	15%	18%	12%	14%	21%	14%	10%	17%	15%	17%	16%	11%	5			
No difference between the two	172	92	77	56	59	56	44	159	35	52	32	23	11	108	64	84	88	56	116	34	49	35	41	28	140	16	57	11	24	15	76	42			
	15%	16%	13%	16%	15%	12%	12%	15%	13%	17%	12%	14%	20%	18%	15%	13%	17%	15%	15%	15%	18%	12%	14%	21%	14%	10%	17%	15%	17%	16%	11%	5			
Neither would make a good Prime Minister	406	195	203	90	124	191	149	364	92	114	97	42	22	211	175	216	190	105	300	76	95	107	90	27	372	83	75	15	71	34	109	179			
	35%	34%	34%	28%	32%	41%	41%	34%	33%	38%	36%	26%	38%	39%	32%	39%	37%	27%	38%	33%	35%	37%	30%	20%	37%	50%	23%	19%	51%	36%	25%	48%			
Overlap formula used. * small base	218	66	150	83	77	108	66	206	50	52	55	18	13	119	89	118	100	64	154	54	44	59	39	30	178	12	40	7	14	14	58	33			
	19%	12%	25%	26%	20%	27%	13%	19%	18%	17%	20%	23%	22%	11%	18%	20%	18%	17%	20%	14%	16%	20%	13%	23%	18%	7%	12%	9%	10%	15%	13%	10%			

Proportions/Means: Columns Total (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 - A/B/C/D/E - F/G
Overlap formula used. * small base

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25-081766-00 - LEADERSHIP AND RINGS SPEECH
10TH - 10TH MAY 2024
IPSO

20 May 2024

Table 35
Q29 - As you may know, Andy Burnham has announced he wants to resign as Mayor of Greater Manchester to run for parliament following the resignation of Josh Simons as Labour MP for Macclesfield. Do you support or oppose Andy Burnham's decision to resign as Mayor of Greater Manchester to contest a parliamentary by-election in Macclesfield to become an MP?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-74 (e)	75+ (f)	NORTH (g)	MIDLANDS (h)	SOUTH (i)	LONDON (j)	WALES (k)	SCOTLAND (l)	WORKING (m)	NOT WORKING (n)	ABC1 (o)	C2DE (p)	GRADUATES (q)	NON GRADUATES (r)	UP TO £19999 (s)	£20000-£34999 (t)	£35000-£54999 (u)	£55000+ (v)	ETHNIC MAJORITY GROUPS (w)	WHITE ETHNIC GROUP (x)	CONSERVATIVE (y)	LABOUR (z)	LIBERAL DEMOCRATS (aa)	REFORM UK (ab)	OTHER (ac)	REMAIN (ad)	LEAVE (ae)		
UNWEIGHTED BASE	1169	1169	302	377	441	100	266	222	248	159	41	700	469	777	372	632	537	202	204	272	368	1107	69	314	341	48	208	113	430	226			
WEIGHTED BASE	1169	1169	302	377	441	100	266	222	248	159	41	700	469	777	372	632	537	202	204	272	368	1107	69	314	341	48	208	113	430	226			
Strongly Support	144	91	32	30	64	55	135	51	29	27	55	5	18	100	44	50	54	55	39	36	44	41	9	135	14	77	13	14	12	82	46		
Tend to Support	224	125	88	74	66	75	62	102	60	46	51	34	12	147	67	139	86	88	127	26	46	54	72	18	172	23	18	22	18	67	62		
Neither support nor oppose	451	205	243	104	143	204	152	399	94	121	112	56	27	41	260	192	239	212	134	117	93	116	108	99	50	394	78	94	23	65	39	148	160
Tend to Oppose	65	33	32	12	24	29	26	62	35	16	13	7	2	10	36	28	45	19	26	39	12	12	14	17	5	56	9	18	5	7	28	19	
Strongly Oppose	9	6	5	6	8	6	5	10	6	4	3	1	0	1	6	4	6	4	6	8	5	5	6	4	6	5	6	5	6	5	5	5	
NET: Support	359	216	141	104	115	139	117	337	110	79	78	49	17	30	247	111	239	140	143	216	45	82	98	113	47	307	35	164	32	37	179	108	
NET: Oppose	143	83	70	30	54	79	60	143	30	59	31	21	6	16	99	60	98	65	54	109	29	37	41	40	12	148	39	34	9	26	37	56	70
Don't know	187	132	128	83	71	42	35	265	43	48	48	16	7	13	116	88	103	94	53	144	53	31	47	46	25	143	13	11	11	22	10	47	32
	17%	9%	23%	26%	19%	9%	10%	18%	15%	16%	18%	22%	13%	13%	16%	18%	16%	14%	14%	14%	12%	16%	15%	19%	16%	8%	10%	15%	6%	10%	11%	9%	

Proportions/Means: Columns Totals (2% 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 - A/B/C/D/E - F/G
Overlap formula 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 36
Q20 - Thinking about Andy Burnham's decision to resign as Mayor of Greater Manchester to contest a parliamentary by-election in Maberfield, which of the following comes closest to your view?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE			EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55+ (e)	55-75 (f)	76-75 (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)		
UNWEIGHTED BASE	1169	1169	366	592	211	441	286	222	248	159	43	91	700	469	797	372	632	127	202	287	272	368	1007	169	314	341	48	108	113	430	126			
WEIGHTED BASE	1169	1169	366	592	211	441	286	222	248	159	43	91	700	469	797	372	632	127	202	287	272	368	1007	169	314	341	48	108	113	430	126			
He should be allowed to run for parliament now	372	210	159	78	123	173	142	343	106	84	85	45	17	35	242	129	231	141	143	228	47	91	96	120	38	331	46	154	29	46	36	183	123	
	32%	17%	27%	24%	32%	37%	39%	32%	38%	28%	32%	28%	30%	35%	34%	29%	33%	28%	37%	29%	21%	34%	33%	41%	28%	33%	28%	47%	38%	33%	38%	43%	33%	
He should see out his term as Mayor until 2028 before considering parliamentary option.	261	137	123	66	77	118	90	234	59	79	52	34	11	27	159	102	156	105	104	157	49	54	58	75	81	230	60	74	11	26	33	105	100	
	22%	24%	21%	21%	20%	25%	21%	22%	21%	28%	19%	21%	19%	27%	22%	23%	24%	21%	27%	20%	22%	20%	20%	25%	23%	23%	36%	23%	15%	18%	34%	25%	27%	
No preference	334	161	169	95	121	118	86	302	69	88	78	51	14	26	207	127	159	175	85	248	69	80	91	63	40	283	42	69	30	30	51	14	90	113
	29%	29%	29%	30%	32%	25%	23%	28%	25%	32%	29%	31%	24%	25%	29%	28%	24%	34%	22%	32%	31%	30%	31%	21%	30%	28%	25%	21%	40%	37%	17%	21%	13%	13%
Don't know	202	57	138	83	61	58	47	191	42	43	53	34	16	14	113	89	112	89	50	151	56	42	47	38	26	169	18	28	5	17	11	52	34	
	17%	10%	23%	14%	16%	12%	13%	18%	15%	14%	20%	21%	27%	13%	16%	16%	17%	18%	13%	19%	16%	16%	14%	19%	19%	17%	11%	9%	7%	12%	11%	12%	9%	

Proportions/Means: Columns Total (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 - A/B/C/D/E - F/G
Overlap formulae used. *small base

Table 37
Q21 - As you may know there has been some discussion about a potential Labour leadership contest to replace Keir Starmer. Which of the following, if any, is closest to your view?
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				REGION						WORKING STATUS		SOCIAL GRADE			EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	MAN (a)	WOMAN (b)	TOTAL (c)	18-34 (d)	35-54 (e)	55-74 (f)	75+ (g)	NORTH (h)	MIDLANDS (i)	SOUTH (j)	LONDON (k)	WALES (l)	SCOTLAND (m)	WORKING (n)	NOT WORKING (o)	ABC1 (p)	C2DE (q)	GRADUATES (r)	NON GRADUATES (s)	UP TO £19999 (t)	£20000-£34999 (u)	£35000-£54999 (v)	£55000+ (w)	ETHNIC MAJORITY GROUPS (x)	WHITE ETHNIC GROUP (y)	CONSERVATIVE (z)	LABOUR (aa)	LIBERAL DEMOCRATS (ab)	REFORM UK (ac)	OTHER (ad)	REMAIN (ae)	LEAVE (af)				
UNWEIGHTED BASE	1169	1169	1169	302	377	443	190	202	248	159	41	91	700	469	797	372	632	537	202	291	272	368	1007	162	214	341	48	208	113	430	226					
WEIGHTED BASE	1169	1169	1169	302	377	443	190	202	248	159	41	91	700	469	797	372	632	537	202	291	272	368	1007	162	214	341	48	208	113	430	226					
Labour should hold a leadership contest but any new Prime Minister does not need to call a General Election until the current parliament ends	258	159	98	72	80	106	92	244	71	58	46	43	12	28	174	84	155	103	107	551	40	63	56	76	33	223	24	127	19	24	28	141	67			
Labour should hold a leadership contest and then if there is a new Prime Minister they should call a General Election as soon as possible	214	281	174	221	211	236	233	236	261	191	171	261	281	191	241	201	281	201	181	241	201	261	231	271	141	301	231	171	201	201	231	181				
There should not be a Labour leadership contest	186	87	99	40	69	77	63	172	25	60	51	28	5	17	123	63	108	77	82	504	24	50	51	54	20	164	23	92	16	8	17	101	50			
There should be a General Election as soon as possible regardless of whether there is a Labour leadership contest	161	151	171	121	181	171	171	161	91	201	101	171	101	171	171	141	181	151	11	111	111	181	11	101	161	141	281	211	61	171	231	141				
No preference	144	58	81	44	54	46	56	134	28	50	39	20	8	14	83	61	71	73	41	103	28	31	27	39	21	118	16	15	11	10	13	39	31			
Don't know	171	47	122	68	60	43	36	164	40	38	43	32	7	11	92	79	90	82	42	129	49	30	42	31	21	143	10	25	7	6	5	39	27			

Proportions/Means: Column Totals (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 - A/B/C/D/E - F/G
Overlapping formulae used. * = small base