Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - Summary

All Adults aged 18+ in Great Britain

	Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both?					
	You personally	The UK job market	Your personal job security	How easy it is to do your job	British society	People across the world
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	2337	2337	1442	1442	2337	2337
Weighted base	2337	2337	1440	1440	2337	2337
A very positive impact	118	103	80	107	113	128
	5%	4%	6%	7%	5%	5%
				ABCEF		B
A fairly positive impact	337	235	187	279	351	371
	14%	10%	13%	19%	15%	16%
	B		B	ABCEF	B	BC
A mixture of both a positive and negative impact	877	810	436	429	999	1010
	38%	35%	30%	30%	43%	43%
	BCD	CD			ABCD	ABCD
A fairly negative impact	305	584	217	142	376	337
	13%	25%	15%	10%	16%	14%
	D	ACDEF	D		ADF	D
A very negative impact	154	334	104	93	219	210
	7%	14%	7%	6%	9%	9%
		ACDEF			ACD	ACD
It will not have an impact at all	222	38	260	235	40	27
	10%	2%	18%	16%	2%	1%
	BEF		ABEF	ABEF		
Don't know	324	235	156	156	239	254
	14%	10%	11%	11%	10%	11%
	BCDEF					
NET: A fairly / very postive impact	455	338	267	386	464	499
	19%	14%	19%	27%	20%	21%
	B		B	ABCEF	B	ABC
NET: A fairly / very negative impact	459	917	321	235	594	547
	20%	39%	22%	16%	25%	23%
	D	ACDEF	AD		ACDF	AD

with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)

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Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - You personally

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A very positive impact	118 / 5%	74 / 6% / C	44 / 4%	19 / 8% / GHI	39 / 10% / GHI	27 / 7% / HI	14 / 4%	17 / 2%	2 / 1%	58 / 9% / KLM	41 / 5% / LM	17 / 2%	2 / 1%	71 / 5%	47 / 5%	94 / 7% / Q	24 / 3%	22 / 4%	32 / 5%	17 / 3%	33 / 10% / RSTW	6 / 6% / *	8 / 4%	57 / 8% / Y	61 / 4%	82 / 4%	33 / 12% / Z
A fairly positive impact	337 / 14%	190 / 17% / C	144 / 12%	61 / 26% / EFGHI	70 / 18% / GHI	65 / 17% / HI	44 / 11%	81 / 12%	16 / 7%	131 / 21% / KLM	109 / 14% / M	81 / 12%	16 / 7%	203 / 15%	134 / 13%	234 / 16% / Q	102 / 11%	95 / 17% / TW	83 / 14%	61 / 11%	63 / 20% / STW	15 / 14% / *	19 / 9%	152 / 20% / Y	184 / 12%	268 / 13%	65 / 24% / Z
A mixture of both a positive and negative impact	877 / 38%	424 / 37%	452 / 38%	72 / 30%	162 / 41% / DI	140 / 37%	163 / 42% / DI	269 / 38% / D	71 / 31%	234 / 37%	304 / 39%	269 / 38%	71 / 31%	497 / 38%	380 / 37%	551 / 38%	326 / 36%	210 / 38%	216 / 35%	211 / 39%	108 / 34%	49 / 43% / *	82 / 41%	284 / 38%	593 / 37%	778 / 38%	91 / 33%
A fairly negative impact	305 / 13%	147 / 13%	158 / 13%	35 / 14% / F	47 / 12%	30 / 8%	50 / 13% / F	102 / 15% / F	41 / 18% / F	82 / 13%	80 / 10%	102 / 15% / K	41 / 18% / K	176 / 13%	129 / 13%	174 / 12%	131 / 15%	64 / 12%	96 / 16% / W	72 / 13% / W	46 / 14% / W	15 / 13% / *	12 / 6%	87 / 12%	218 / 14%	268 / 13%	33 / 12%
A very negative impact	154 / 7%	69 / 6%	85 / 7%	12 / 5%	21 / 5%	24 / 6%	25 / 7%	51 / 7%	21 / 9%	33 / 5%	50 / 6%	51 / 7%	21 / 9%	68 / 5%	86 / 8% / N	86 / 6%	68 / 8%	32 / 6%	45 / 7%	41 / 8%	15 / 5%	7 / 6% / *	15 / 7%	37 / 5%	117 / 7% / X	141 / 7%	11 / 4%
It will not have an impact at all	222 / 10%	114 / 10%	107 / 9%	18 / 8%	22 / 6%	33 / 9%	42 / 11% / E	73 / 10% / E	33 / 15% / DEF	40 / 6%	75 / 10% / J	73 / 10% / J	33 / 15% / J	129 / 10%	93 / 9%	133 / 9%	89 / 10%	48 / 9%	52 / 8%	63 / 12%	23 / 7%	6 / 5% / *	31 / 16% / RSUV	58 / 8%	164 / 10% / X	209 / 10% / a	14 / 5%
Don't know	324 / 14%	122 / 11%	198 / 17% / B	22 / 9%	36 / 9%	64 / 17% / DE	50 / 13%	108 / 15% / DE	44 / 19% / DE	58 / 9%	114 / 15% / J	108 / 15% / J	44 / 19% / J	166 / 13%	158 / 15%	167 / 12%	157 / 17% / P	83 / 15%	86 / 14%	71 / 13%	33 / 10%	16 / 14% / *	34 / 17%	70 / 9%	254 / 16% / X	290 / 14%	27 / 10%
NET: A fairly / very postive impact	455 / 19%	264 / 23% / C	188 / 16%	81 / 34% / FGHI	109 / 27% / GHI	92 / 24% / GHI	58 / 15% / I	97 / 14% / I	18 / 8%	190 / 30% / KLM	150 / 19% / LM	97 / 14% / M	18 / 8%	274 / 21%	180 / 18%	328 / 23% / Q	126 / 14%	117 / 21% / TW	115 / 19%	78 / 15%	96 / 30% / RSTW	22 / 19% / *	27 / 13%	210 / 28% / Y	245 / 15%	350 / 17%	98 / 36% / Z
NET: A fairly / very negative impact	459 / 20%	216 / 19%	243 / 20%	47 / 20%	68 / 17%	54 / 14%	75 / 19%	153 / 22% / F	62 / 27% / EF	115 / 18%	129 / 17%	153 / 22% / K	62 / 27% / JK	244 / 19%	215 / 21%	261 / 18%	199 / 22% / P	96 / 17%	141 / 23% / RW	113 / 21% / W	61 / 19%	22 / 19% / *	27 / 13%	124 / 17%	335 / 21% / X	408 / 20%	44 / 16%

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Overlap formulae used

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

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

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PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - You personally

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A very positive impact	118 5%	72 5%	35 5%	11 4%	61 9% F	57 3%	35 5%	38 7%	11 6%	13 5%	42 5%	42 5%	85 8% N	21 2%	70 9% P	38 3%	58 7%	51 6%
A fairly positive impact	337 14%	200 15% D	112 16% D	25 8%	128 20% F	209 12%	90 12%	99 18% G	30 17%	32 13%	131 15%	104 12%	193 19% N	112 12%	132 18%	166 14%	141 17%	142 16%
A mixture of both a positive and negative impact	877 38%	522 39% D	260 37%	95 31%	242 37%	634 38%	281 37%	206 38%	69 39%	95 39%	364 42% L	305 36%	382 37%	351 38%	254 34%	468 40% O	295 35%	364 41% Q
A fairly negative impact	305 13%	164 12%	85 12%	57 18% BC	71 11%	234 14%	91 12%	75 14%	20 11%	31 13%	114 13%	114 13%	139 14%	127 14%	91 12%	179 15%	105 12%	127 14%
A very negative impact	154 7%	69 5%	62 9% B	24 8%	30 5%	124 7% E	52 7%	27 5%	5 3%	18 7%	32 4%	80 9% K	33 3%	79 9% M	34 5%	78 7%	52 6%	47 5%
It will not have an impact at all	222 10%	118 9%	61 9%	43 14% BC	49 7%	174 10%	89 12% H	38 7%	21 12% H	23 9%	81 9%	89 10%	91 9%	96 10%	70 9%	117 10%	89 10%	84 9%
Don't know	324 14%	186 14%	83 12%	55 18% C	75 11%	249 15%	117 16% H	59 11%	21 12%	31 13%	109 12%	119 14%	96 9%	135 15% M	97 13%	136 11%	113 13% R	77 9%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: A fairly / very postive impact	455 19%	271 20% D	146 21% D	37 12%	189 29% F	266 16%	125 17%	137 25% G	41 23%	45 18%	174 20%	146 17%	278 27% N	133 14%	202 27% P	205 17%	199 23%	194 22%
NET: A fairly / very negative impact	459 20%	232 17%	147 21%	80 26% B	101 15%	359 21% E	143 19%	102 19%	25 14%	49 20%	146 17%	193 23% K	172 17%	206 22% M	125 17%	256 22% O	157 18%	173 19%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

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Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - The UK job market

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A very positive impact	103 4%	72 6% C	31 3%	18 7% GHI	36 9% GHI	22 6% GH	8 2%	14 2%	4 2%	54 8% KLM	30 4%	14 2%	4 2%	56 4%	47 5%	85 6% Q	18 2%	35 6% STW	20 3%	12 2%	28 9% STW	6 5% *	3 1%	50 7% Y	52 3%	83 4%	17 6%
A fairly positive impact	235 10%	133 12% C	101 8%	29 12%	57 14% GH	40 10%	33 8%	57 8%	19 8%	86 14% KL	73 9%	57 8%	19 8%	138 10%	98 10%	163 11% Q	72 8%	58 10%	72 12% TV	41 8%	44 14% TV	5 4% *	15 8%	98 13% Y	137 9%	191 9%	42 15% Z
A mixture of both a positive and negative impact	810 35%	402 35%	403 34%	75 31%	135 34%	139 36%	137 35%	243 35%	80 35%	210 33%	276 36%	243 35%	80 35%	444 34%	366 36%	513 36%	297 33%	173 31%	237 39% RW	189 35%	114 35%	37 32% *	59 30%	264 35%	545 34%	692 34%	110 40%
A fairly negative impact	584 25%	275 24%	307 26%	65 27%	85 21%	82 22%	88 23%	212 30% EFG	51 23%	150 23%	171 22%	212 30% JK	51 23%	351 27%	233 23%	327 23%	257 29% P	144 26%	137 23%	138 26%	74 23%	34 29% *	57 29%	178 24%	406 25%	528 26% a	52 19%
A very negative impact	334 14%	144 13%	189 16% B	41 17%	47 12%	50 13%	71 18% E	96 14%	29 13%	88 14%	121 16%	96 14%	29 13%	167 13%	167 16% N	190 13%	144 16%	78 14%	79 13%	93 17% U	31 10%	19 17% *	32 16%	83 11%	251 16% X	297 15%	29 11%
It will not have an impact at all	38 2%	20 2%	18 2%	2 1%	7 2%	9 2% H	7 2%	4 1%	8 3% H	9 1%	17 2% L	4 1%	8 3% L	21 2%	17 2%	25 2%	12 1%	10 2%	8 1%	3 1%	7 2%	-	9 5% RSTV	11 1%	27 2%	33 2%	3 1%
Don't know	235 10%	93 8%	139 12% B	9 4%	31 8%	39 10% D	45 12% D	75 11% D	36 16% DE	41 6%	84 11% J	75 11% J	36 16% J	136 10%	99 10%	137 10%	97 11%	57 10%	56 9%	59 11%	24 8%	14 12% *	24 12%	61 8%	174 11% X	211 10%	20 7%

NET: A fairly / very postive impact	338 14%	205 18% C	132 11%	47 20% GHI	93 23% FGHI	63 16% GH	41 10%	71 10%	23 10%	140 22% KLM	103 13%	71 10%	23 10%	193 15%	145 14%	248 17% Q	90 10%	92 17% TW	92 15% T	53 10%	71 22% STVW	11 9% *	18 9%	149 20% Y	189 12%	274 13%	59 21% Z
NET: A fairly / very negative impact	917 39%	419 37%	496 42% B	106 44% EF	131 33%	133 35%	159 41% E	308 44% EF	80 35%	237 37%	292 38%	308 44% JK	80 35%	517 39%	400 39%	516 36%	401 45% P	222 40% U	217 36%	231 43% SU	105 32%	53 46% U*	90 45% SU	261 35%	656 41% X	825 41% a	82 30%

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

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Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - The UK job market

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A very positive impact	103 4%	70 5% D	27 4%	6 2%	58 9% F	45 3%	29 4%	35 6%	10 6%	18 7%	41 5%	42 5%	71 7% N	25 3%	65 9% P	31 3%	49 6%	47 5%
A fairly positive impact	235 10%	140 11%	69 10%	27 9%	90 14% F	145 9%	79 10%	67 12%	17 10%	30 12%	85 10%	92 11%	126 12%	87 9%	104 14% P	108 9%	99 12%	96 11%
A mixture of both a positive and negative impact	810 35%	482 36%	218 31%	110 35%	238 36%	572 34%	269 36%	189 35%	68 39%	81 33%	315 36%	288 34%	352 35%	330 36%	261 35%	410 35%	309 36%	310 35%
A fairly negative impact	584 25%	328 25%	186 27%	70 22%	115 18%	468 28% E	189 25%	131 24%	42 24%	55 23%	239 27%	194 23%	263 26%	223 24%	158 21%	329 28% O	181 21%	272 30% Q
A very negative impact	334 14%	150 11%	126 18% B	57 18% B	82 13%	251 15%	93 12%	70 13%	13 7%	38 16% I	92 11%	133 16% K	121 12%	139 15%	72 10%	184 16% O	113 13%	107 12%
It will not have an impact at all	38 2%	16 1%	14 2%	8 3%	13 2%	25 1%	8 1%	6 1%	- -	5 2%	10 1%	9 1%	14 1%	17 2%	7 1%	23 2%	10 1%	13 1%
Don't know	235 10%	144 11%	58 8%	33 11%	59 9%	176 10%	89 12% HJ	43 8%	26 15% HJ	16 7%	89 10%	93 11%	73 7%	100 11% M	81 11%	97 8%	91 11% R	48 5%

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: A fairly / very postive impact	338 14%	210 16% D	95 14%	32 10%	148 23% F	190 11%	107 14%	101 19%	27 15%	47 19%	126 14%	134 16%	196 19% N	112 12%	169 23% P	139 12%	149 17%	143 16%
NET: A fairly / very negative impact	917 39%	478 36%	312 45% B	127 41%	198 30%	720 43% E	282 37%	202 37%	55 31%	93 38%	331 38%	327 38%	384 38%	362 39%	230 31%	513 43% O	294 35%	378 42% Q

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PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - Your personal job security

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1442	746	690	129	347	323	330	294	19	476	653	294	19	1085	357	1442	-	340	369	321	238	66	108	890	552	1223	200
Weighted base	1440	752	682	125	337	323	316	318	21	462	639	318	21	897	543	1440	-	340	372	321	227	66	114	547	893	1235	188
A very positive impact	80 6%	51 7% GH	29 4%	10 8% GH	34 10% GH	20 6% G	8 2%	8 3%	- - **	44 10% KL	27 4%	8 3%	- - **	57 6%	23 4%	80 6%	-	16 5%	21 6%	13 4%	19 8%	5 7% *	7 6% *	50 9% Y	30 3%	66 5%	13 7%
A fairly positive impact	187 13%	114 15% C	72 10%	20 16% GH	62 18% GH	50 15% GH	26 8%	25 8%	4 19% **	82 18% KL	76 12%	25 8%	4 19% **	112 12%	75 14%	187 13%	-	34 10%	55 15%	37 12%	43 19% RT	7 10% *	11 10% *	86 16% Y	101 11%	147 12%	37 20% Z
A mixture of both a positive and negative impact	436 30%	204 27%	229 34% B	45 36%	111 33% H	101 31% H	101 32%	78 24%	1 5% **	156 34% L	202 32%	78 24%	1 5% **	266 30%	170 31%	436 30%	-	99 29%	112 30%	106 33%	68 30%	18 27% *	34 30% *	157 29%	279 31%	366 30%	66 35%
A fairly negative impact	217 15%	113 15%	104 15%	27 21% F	50 15%	37 11%	47 15%	53 17%	4 17% **	77 17%	84 13%	53 17%	4 17% **	136 15%	81 15%	217 15%	-	45 13%	64 17%	49 15%	32 14%	9 14% *	18 16% *	69 13%	148 17% X	186 15%	30 16%
A very negative impact	104 7%	56 7%	48 7%	9 7%	16 5%	25 8%	33 10% E	21 7%	- - **	25 5%	58 9% J	21 7%	- - **	70 8%	34 6%	104 7%	-	35 10% U	22 6%	21 7%	9 4%	4 6% *	12 10% *	33 6%	70 8%	91 7%	11 6%
It will not have an impact at all	260 18%	153 20% C	106 15%	7 6%	39 12%	53 16% D	66 21% DE	87 27% DEF	7 34% **	46 10%	119 19% J	87 27% JK	7 34% **	161 18%	99 18%	260 18%	-	72 21% U	57 15%	63 20%	28 12%	16 24% *	24 21% *	103 19%	156 18%	239 19% a	20 10%
Don't know	156 11%	61 8%	95 14% B	6 5%	25 8%	38 12%	35 11%	46 14% DE	5 24% **	32 7%	73 11% J	46 14% J	5 24% **	96 11%	61 11%	156 11%	-	39 11%	41 11%	32 10%	28 13%	8 12% *	9 8% *	49 9%	107 12%	140 11%	12 6%
NET: A fairly / very postive impact	267 19%	165 22% C	101 15%	30 24% GH	96 29% GH	69 21% GH	34 11%	33 10%	4 19% **	126 27% KL	103 16% L	33 10%	4 19% **	169 19%	98 18%	267 19%	-	49 15%	76 20%	51 16%	61 27% RTW	12 18% *	18 15% *	136 25% Y	131 15%	214 17%	50 26% Z
NET: A fairly / very negative impact	321 22%	169 22%	152 22%	36 29%	66 20%	62 19%	80 25%	74 23%	4 17% **	102 22%	142 22%	74 23%	4 17% **	206 23%	115 21%	321 22%	-	81 24%	86 23%	70 22%	41 18%	13 20% *	30 26% *	102 19%	218 24% X	276 22%	41 22%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - Your personal job security

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	1442	922	393	127	590	852	407	379	134	164	646	432	721	502	481	742	542	582
Weighted base	1440	878	429	133	560	880	404	353	117	171	570	469	673	519	465	729	520	556
A very positive impact	80 6%	54 6%	24 6%	3 2%	53 9% F	27 3%	26 6%	19 5%	9 8% *	17 10%	37 6%	31 7%	56 8% N	14 3%	52 11% P	18 3%	36 7%	38 7%
A fairly positive impact	187 13%	117 13%	52 12%	18 13%	92 16% F	95 11%	45 11%	57 16%	18 15% *	27 16%	80 14%	55 12%	119 18% N	56 11%	83 18% P	90 12%	86 16%	72 13%
A mixture of both a positive and negative impact	436 30%	270 31%	133 31%	33 25%	189 34% F	247 28%	108 27%	104 30%	38 32% *	50 29%	175 31%	130 28%	191 28%	156 30%	135 29%	216 30%	153 29%	158 28%
A fairly negative impact	217 15%	140 16%	59 14%	18 13%	71 13%	146 17%	53 13%	54 15%	14 12% *	23 14%	89 16%	61 13%	101 15%	80 15%	61 13%	116 16%	70 14%	100 18%
A very negative impact	104 7%	49 6%	40 9% B	15 11% B	32 6%	72 8%	26 6%	17 5%	7 6% *	20 12% H	31 6%	34 7%	35 5%	45 9% M	17 4%	66 9% O	30 6%	40 7%
It will not have an impact at all	260 18%	156 18%	78 18%	25 19%	75 13%	184 21% E	90 22%	69 19%	19 16% *	24 14%	102 18%	105 22%	124 18%	108 21%	72 15%	155 21% O	103 20%	102 18%
Don't know	156 11%	91 10%	43 10%	22 17%	48 8%	109 12% E	56 14% J	32 9%	13 11% *	10 6%	55 10%	53 11%	47 7%	60 12% M	45 10%	67 9%	42 8%	46 8%
NET: A fairly / very postive impact	267 19%	171 19%	75 18%	21 15%	145 26% F	122 14%	71 18%	76 22%	27 23% *	44 26%	116 20%	86 18%	175 26% N	71 14%	135 29% P	108 15%	122 23%	110 20%
NET: A fairly / very negative impact	321 22%	189 22%	100 23%	32 24%	103 18%	218 25% E	79 20%	71 20%	21 18% *	43 25%	121 21%	95 20%	136 20%	125 24%	78 17%	182 25% O	100 19%	140 25% Q

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - How easy it is to do your job

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	1442	746	690	129	347	323	330	294	19	476	653	294	19	1085	357	1442	-	340	369	321	238	66	108	890	552	1223	200
Weighted base	1440	752	682	125	337	323	316	318	21	462	639	318	21	897	543	1440	-	340	372	321	227	66	114	547	893	1235	188
A very positive impact	107 / 7%	72 / 10% C	35 / 5%	15 / 12% GH	40 / 12% GH	27 / 9% GH	13 / 4%	9 / 3%	2 / 11% **	56 / 12% KL	40 / 6%	9 / 3%	2 / 11% **	65 / 7%	42 / 8%	107 / 7%	-	30 / 9%	24 / 7%	15 / 5%	24 / 11% T	6 / 8% *	9 / 8% *	55 / 10% Y	53 / 6%	84 / 7%	19 / 10%
A fairly positive impact	279 / 19%	164 / 22% C	113 / 17%	29 / 23% H	79 / 23% GH	70 / 22% H	51 / 16%	46 / 14%	4 / 17% **	108 / 23% L	121 / 19%	46 / 14%	4 / 17% **	185 / 21%	94 / 17%	279 / 19%	-	56 / 16%	82 / 22%	55 / 17%	53 / 24%	13 / 19% *	19 / 17% *	123 / 23% Y	155 / 17%	229 / 19%	47 / 25%
A mixture of both a positive and negative impact	429 / 30%	202 / 27%	225 / 33% B	40 / 32%	107 / 32%	91 / 28%	103 / 32%	82 / 26%	5 / 27% **	147 / 32%	194 / 30%	82 / 26%	5 / 27% **	281 / 31%	148 / 27%	429 / 30%	-	94 / 28%	111 / 30%	110 / 34%	63 / 28%	19 / 28% *	32 / 28% *	168 / 31%	261 / 29%	367 / 30%	59 / 31%
A fairly negative impact	142 / 10%	65 / 9%	76 / 11%	19 / 15% G	33 / 10%	27 / 8%	24 / 8%	35 / 11%	2 / 11% **	53 / 11%	52 / 8%	35 / 11%	2 / 11% **	69 / 8%	73 / 13% N	142 / 10%	-	30 / 9%	39 / 11%	30 / 9%	29 / 13%	3 / 5% *	11 / 9% *	43 / 8%	99 / 11%	119 / 10%	22 / 12%
A very negative impact	93 / 6%	52 / 7%	40 / 6%	5 / 4%	12 / 3%	21 / 6%	28 / 9% E	28 / 9% E	- / - **	17 / 4%	48 / 8% J	28 / 9% J	- / - **	58 / 7%	34 / 6%	93 / 6%	-	28 / 8% U	26 / 7%	16 / 5%	8 / 3%	6 / 9% *	9 / 8% *	29 / 5%	63 / 7%	80 / 7%	10 / 5%
It will not have an impact at all	235 / 16%	137 / 18%	98 / 14%	11 / 9%	39 / 11%	40 / 12%	57 / 18% DE	86 / 27% DEFG	3 / 15% **	50 / 11%	97 / 15%	86 / 27% JK	3 / 15% **	133 / 15%	103 / 19%	235 / 16%	-	60 / 18%	55 / 15%	57 / 18%	26 / 11%	10 / 15% *	28 / 25% SU*	82 / 15%	154 / 17%	218 / 18% a	15 / 8%
Don't know	156 / 11%	61 / 8%	94 / 14% B	5 / 4%	28 / 8%	46 / 14% DE	41 / 13% D	32 / 10%	4 / 20% **	33 / 7%	87 / 14% J	32 / 10%	4 / 20% **	106 / 12%	50 / 9%	156 / 11%	-	42 / 12%	35 / 9%	39 / 12%	24 / 11%	10 / 15% W*	6 / 5% *	48 / 9%	108 / 12%	137 / 11%	16 / 9%

	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
NET: A fairly / very postive impact	386 / 27%	236 / 31% C	148 / 22%	44 / 36% GH	119 / 35% GH	98 / 30% GH	63 / 20%	56 / 17%	6 / 28% **	164 / 35% KL	161 / 25% L	56 / 17%	6 / 28% **	251 / 28%	136 / 25%	386 / 27%	-	86 / 25%	107 / 29%	70 / 22%	78 / 34% RT	18 / 28% *	28 / 25% *	178 / 33% Y	208 / 23%	314 / 25%	66 / 35% Z
NET: A fairly / very negative impact	235 / 16%	116 / 15%	116 / 17%	24 / 19%	45 / 13%	48 / 15%	52 / 17%	63 / 20%	2 / 11% **	69 / 15%	100 / 16%	63 / 20%	2 / 11% **	127 / 14%	107 / 20% N	235 / 16%	-	59 / 17%	65 / 17%	46 / 14%	36 / 16%	9 / 14% *	19 / 17% *	72 / 13%	162 / 18% X	200 / 16%	32 / 17%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - How easy it is to do your job

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/ Separated | ANY | NONE | Conservative | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservatives | Unlikely to consider Conservatives | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	1442	922	393	127	590	852	407	379	134	164	646	432	721	502	481	742	542	582
Weighted base	1440	878	429	133	560	880	404	353	117	171	570	469	673	519	465	729	520	556
A very positive impact	107 7%	77 9%	24 6%	6 5%	74 13% F	33 4%	29 7%	31 9%	13 11% *	24 14% G	48 8%	40 9%	75 11% N	22 4%	64 14% P	33 5%	54 10%	42 8%
A fairly positive impact	279 19%	184 21%	77 18%	18 13%	128 23% F	150 17%	79 20%	68 19%	37 32% GHJ*	28 16%	136 24% L	73 16%	176 26% N	81 16%	112 24%	145 20%	102 20%	137 25%
A mixture of both a positive and negative impact	429 30%	260 30%	129 30%	40 30%	169 30%	260 29%	118 29%	108 31%	28 24% *	45 26%	164 29%	132 28%	186 28%	164 32%	147 32%	198 27%	148 28%	173 31%
A fairly negative impact	142 10%	83 9%	46 11%	14 10%	48 9%	94 11%	41 10%	25 7%	8 7% *	18 10%	35 6%	58 12% K	50 7%	58 11%	33 7%	76 10%	44 8%	54 10%
A very negative impact	93 6%	40 5%	34 8% B	19 14% B	26 5%	67 8%	24 6%	15 4%	4 3% *	18 10% HI	24 4%	34 7%	27 4%	43 8% M	16 3%	53 7% O	26 5%	28 5%
It will not have an impact at all	235 16%	135 15%	79 18%	21 16%	61 11%	174 20% E	70 17%	62 18%	13 12% *	28 16%	95 17%	84 18%	102 15%	98 19%	50 11%	150 21% O	104 20% R	76 14%
Don't know	156 11%	98 11%	42 10%	15 12%	53 10%	102 12%	43 11%	44 12%	13 11% *	11 7%	68 12%	46 10%	56 8%	54 10%	43 9%	73 10%	42 8%	46 8%

	Total																	
NET: A fairly / very postive impact	386 27%	262 30% CD	100 23%	24 18%	202 36% F	184 21%	108 27%	99 28%	51 43% GHJ*	51 30%	184 32% L	113 24%	251 37% N	103 20%	177 38% P	178 24%	157 30%	179 32%
NET: A fairly / very negative impact	235 16%	122 14%	80 19%	33 24% B	74 13%	160 18% E	65 16%	40 11%	12 10% *	35 21% HI	59 10%	93 20% K	77 11%	101 19% M	49 10%	129 18% O	70 13%	82 15%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - British society

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A very positive impact	113 / 5%	77 / 7% / C	36 / 3%	14 / 6% / H	40 / 10% / GHI	24 / 6% / H	12 / 3%	18 / 3%	5 / 2%	53 / 8% / KLM	36 / 5%	18 / 3%	5 / 2%	72 / 5%	41 / 4%	88 / 6% / Q	25 / 3%	30 / 5% / T	26 / 4%	12 / 2%	26 / 8% / ST	8 / 7% / T*	10 / 5%	59 / 8% / Y	54 / 3%	91 / 4%	22 / 8% / Z
A fairly positive impact	351 / 15%	199 / 17% / C	151 / 13%	43 / 18% / H	83 / 21% / GHI	69 / 18% / H	50 / 13%	81 / 11%	25 / 11%	126 / 20% / LM	119 / 15%	81 / 11%	25 / 11%	198 / 15%	153 / 15%	248 / 17% / Q	103 / 11%	98 / 18% / TW	100 / 16% / TW	53 / 10%	66 / 21% / TW	16 / 14% / *	18 / 9%	138 / 19% / Y	213 / 13%	279 / 14%	65 / 24% / Z
A mixture of both a positive and negative impact	999 / 43%	452 / 40%	541 / 46% / B	87 / 36%	144 / 36%	152 / 40%	161 / 41%	338 / 48% / DEFG	116 / 51% / DEFG	232 / 36%	313 / 41%	338 / 48% / JK	116 / 51% / JK	550 / 42%	449 / 44%	558 / 39%	441 / 49% / P	223 / 40%	270 / 44%	237 / 44%	133 / 41%	50 / 44% / *	87 / 43%	303 / 41%	696 / 44%	886 / 44%	106 / 39%
A fairly negative impact	376 / 16%	176 / 15%	199 / 17%	52 / 22% / EF	54 / 13%	48 / 12%	64 / 16%	124 / 18% / F	35 / 15%	106 / 17%	111 / 14%	124 / 18%	35 / 15%	224 / 17%	152 / 15%	232 / 16%	144 / 16%	88 / 16%	96 / 16%	100 / 19% / U	41 / 13%	16 / 14% / *	36 / 18%	119 / 16%	257 / 16%	343 / 17% / a	30 / 11%
A very negative impact	219 / 9%	109 / 10%	109 / 9%	18 / 8%	33 / 8%	39 / 10%	47 / 12%	64 / 9%	16 / 7%	52 / 8%	86 / 11%	64 / 9%	16 / 7%	105 / 8%	114 / 11% / N	139 / 10%	79 / 9%	44 / 8%	53 / 9%	64 / 12% / U	21 / 6%	12 / 10% / *	24 / 12%	52 / 7%	166 / 10% / X	191 / 9%	22 / 8%
It will not have an impact at all	40 / 2%	28 / 2% / C	12 / 1%	9 / 4% / H	7 / 2% / H	10 / 3% / H	10 / 2% / H	* / *	4 / 2% / H	16 / 3% / L	20 / 3% / L	* / *	4 / 2% / L	24 / 2%	16 / 2%	32 / 2% / Q	8 / 1%	8 / 1%	6 / 1%	9 / 2%	10 / 3% / S	1 / 1% / *	4 / 2%	11 / 1%	29 / 2%	33 / 2%	6 / 2%
Don't know	239 / 10%	98 / 9%	139 / 12% / B	16 / 7%	36 / 9%	40 / 10%	47 / 12% / D	74 / 11%	26 / 11%	52 / 8%	87 / 11%	74 / 11%	26 / 11%	138 / 11%	101 / 10%	142 / 10%	97 / 11%	62 / 11%	59 / 10%	61 / 11%	25 / 8%	11 / 10% / *	20 / 10%	63 / 8%	176 / 11% / X	212 / 10%	22 / 8%
NET: A fairly / very postive impact	464 / 20%	276 / 24% / C	187 / 16%	57 / 24% / GHI	123 / 31% / GHI	93 / 24% / GHI	62 / 16%	99 / 14%	31 / 13%	179 / 28% / KLM	155 / 20% / L	99 / 14%	31 / 13%	269 / 21%	195 / 19%	336 / 23% / Q	128 / 14%	128 / 23% / TW	126 / 21% / T	66 / 12%	92 / 29% / STW	24 / 21% / T*	29 / 14%	197 / 26% / Y	267 / 17%	370 / 18%	87 / 32% / Z
NET: A fairly / very negative impact	594 / 25%	285 / 25%	308 / 26%	70 / 29%	87 / 22%	87 / 23%	111 / 28%	189 / 27%	51 / 22%	157 / 25%	198 / 26%	189 / 27%	51 / 22%	329 / 25%	266 / 26%	372 / 26%	223 / 25%	132 / 24%	149 / 24%	164 / 31% / RSU	61 / 19%	28 / 24% / *	60 / 30% / U	171 / 23%	424 / 27% / X	534 / 26% / a	52 / 19%

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

Ipsos UK - The Rest Is Politics Polling
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PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - British society

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A very positive impact	113 5%	80 6% CD	24 3%	9 3%	66 10% F	46 3%	35 5%	36 7%	11 6%	19 8%	47 5%	44 5%	80 8% N	25 3%	62 8% P	44 4%	53 6%	52 6%
A fairly positive impact	351 15%	199 15%	110 16%	42 14%	135 21% F	216 13%	105 14%	98 18%	30 17%	35 14%	136 16%	117 14%	186 18% N	126 14%	154 21% P	159 13%	138 16%	150 17%
A mixture of both a positive and negative impact	999 43%	600 45% C	267 38%	133 43%	243 37%	756 45% E	353 47% H	219 40%	79 45%	98 40%	395 45%	367 43%	426 42%	418 45%	316 42%	513 43%	351 41%	412 46%
A fairly negative impact	376 16%	204 15%	125 18%	47 15%	88 13%	288 17%	115 15%	88 16%	22 12%	45 19%	142 16%	133 16%	175 17%	140 15%	102 14%	212 18% O	126 15%	160 18%
A very negative impact	219 9%	93 7%	86 12% B	40 13% B	43 7%	175 10% E	59 8%	49 9%	13 7%	19 8%	53 6%	98 12% K	68 7%	101 11% M	37 5%	134 11% O	82 10% R	59 7%
It will not have an impact at all	40 2%	21 2%	16 2%	2 1%	15 2%	25 1%	8 1%	5 1%	1 1%	2 1%	6 1%	15 2%	14 1%	20 2%	6 1%	24 2%	13 1%	10 1%
Don't know	239 10%	133 10%	69 10%	38 12%	64 10%	175 10%	80 11%	46 9%	22 12%	25 10%	93 11%	78 9%	70 7%	92 10% M	70 9%	96 8%	91 11% R	50 6%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: A fairly / very positive impact	464 20%	279 21%	134 19%	51 16%	201 31% F	262 16%	139 18%	134 25% G	41 23%	54 22%	183 21%	160 19%	265 26% N	151 16%	215 29% P	203 17%	190 22%	201 23%
NET: A fairly / very negative impact	594 25%	296 22%	211 30% B	87 28%	132 20%	463 28% E	175 23%	137 25%	35 19%	65 27%	195 22%	231 27% K	243 24%	241 26%	140 19%	346 29% O	208 24%	219 25%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - People across the world

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A very positive impact	128 5%	87 8% C	41 3%	26 11% GHI	36 9% GHI	25 7% H	14 4%	21 3%	6 3%	62 10% KLM	39 5%	21 3%	6 3%	67 5%	61 6%	94 7% Q	34 4%	32 6% T	35 6% T	15 3%	29 9% T	9 8% T*	9 4%	57 8% Y	71 4%	100 5%	26 10% Z
A fairly positive impact	371 16%	218 19% C	150 13%	51 21% GHI	88 22% GHI	72 19% GHI	49 13%	89 13%	22 10%	139 22% KLM	121 16%	89 13%	22 10%	212 16%	158 15%	260 18% Q	110 12%	94 17%	99 16%	72 13%	66 20% T	13 12% *	27 13%	146 20% Y	225 14%	297 15%	66 24% Z
A mixture of both a positive and negative impact	1010 43%	426 37%	579 49% B	91 38%	148 37%	157 41%	173 44%	325 46% DE	116 51% DEF	239 38%	329 43%	325 46% J	116 51% J	577 44%	434 42%	569 40%	441 49% P	239 43%	266 44%	242 45%	132 41%	46 40% *	86 43%	320 43%	690 43%	907 45% a	94 35%
A fairly negative impact	337 14%	185 16% C	151 13%	45 19% FG	52 13%	48 12%	45 11%	113 16%	35 15%	97 15%	92 12%	113 16% K	35 15%	198 15%	139 14%	224 16%	113 13%	67 12%	91 15%	80 15%	42 13%	25 22% R*	31 16%	97 13%	240 15%	292 14%	42 15%
A very negative impact	210 9%	101 9%	108 9%	8 3%	37 10% D	37 13% D	52 13% DHI	62 9% D	14 6%	45 7%	89 12% J	62 9%	14 6%	105 8%	105 10%	131 9%	79 9%	45 8%	54 9%	58 11%	20 6%	12 11% *	21 11%	58 8%	153 10%	187 9%	19 7%
It will not have an impact at all	27 1%	21 2% C	6 *	7 3% H	4 1% H	6 1% H	6 2% H	* *	4 2% H	11 2% L	12 2% L	* *	4 2% L	15 1%	12 1%	20 1%	7 1%	7 1%	5 1%	5 1%	6 2%	- -	4 2% *	9 1%	18 1%	22 1%	5 2%
Don't know	254 11%	100 9%	152 13% B	11 5%	33 8%	38 10% D	51 13% DE	90 13% DE	30 13% D	44 7%	90 12% J	90 13% J	30 13% J	137 10%	117 11%	141 10%	113 13%	71 13%	60 10%	65 12%	26 8%	9 8% *	23 11%	60 8%	194 12% X	230 11%	20 7%

	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
NET: A fairly / very postive impact	499 21%	305 27% C	191 16%	77 32% GHI	124 31% GHI	97 25% GHI	63 16%	110 16%	28 12%	201 32% KLM	160 21% LM	110 16%	28 12%	279 21%	219 21%	355 25% Q	144 16%	125 23% T	134 22% T	87 16%	95 29% RSTW	22 19% *	35 18%	203 27% Y	296 19%	397 20%	93 34% Z
NET: A fairly / very negative impact	547 23%	286 25%	259 22%	53 22%	88 22%	85 22%	96 25%	175 25%	49 22%	142 22%	181 23%	175 25%	49 22%	303 23%	244 24%	355 25%	193 21%	112 20%	145 24%	138 26%	63 19%	37 32% RU*	53 26%	154 21%	393 25% X	479 24%	61 22%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q1. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both? - People across the world

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A very positive impact	128 5%	80 6% D	41 6% D	7 2%	62 9% F	66 4%	44 6%	36 7%	9 5%	16 7%	46 5%	47 5%	86 8% N	32 3%	68 9% P	53 5%	61 7%	53 6%
A fairly positive impact	371 16%	208 16%	121 17%	41 13%	140 21% F	230 14%	102 13%	103 19% G	43 24% GJ	37 15%	154 18%	118 14%	212 21% N	116 13%	158 21% P	175 15%	140 16%	167 19%
A mixture of both a positive and negative impact	1010 43%	592 45% C	266 38%	152 49% C	261 40%	749 45%	345 46%	227 42%	73 41%	95 39%	395 45%	366 43%	421 41%	430 47% M	305 41%	523 44%	352 41%	417 47% Q
A fairly negative impact	337 14%	194 15%	110 16%	33 11%	76 12%	261 16% E	103 14%	77 14%	24 14%	39 16%	121 14%	128 15%	145 14%	141 15%	93 12%	196 17% O	118 14%	134 15%
A very negative impact	210 9%	95 7%	80 12% B	35 11% B	47 7%	163 10%	63 8% I	44 8% I	6 3%	25 10% I	56 6%	96 11% K	69 7%	87 9%	41 5%	119 10% O	79 9%	59 7%
It will not have an impact at all	27 1%	13 1%	12 2%	2 1%	10 1%	17 1%	5 1%	4 1%	-	8 3% GHI	5 1%	7 1%	11 1%	13 1%	4 *	16 1%	8 1%	9 1%
Don't know	254 11%	147 11%	67 10%	40 13%	59 9%	195 12%	94 12%	50 9%	22 13%	24 10%	94 11%	91 11%	74 7%	103 11% M	80 11%	100 8%	93 11% R	54 6%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: A fairly / very postive impact	499 21%	288 22% D	162 23% D	49 16%	203 31% F	296 18%	146 19%	138 26% G	51 29% G	53 22%	201 23%	165 19%	298 29% N	148 16%	226 30% P	228 19%	201 24%	220 25%
NET: A fairly / very negative impact	547 23%	289 22%	190 27% B	68 22%	123 19%	424 25% E	166 22%	121 22%	30 17%	64 26% I	177 20%	224 26% K	214 21%	228 25%	134 18%	315 27% O	197 23%	193 22%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling

Fieldwork: 25-29 August 2023

PUBLIC

Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election? - Summary

All Adults aged 18+ in Great Britain

	Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election?	
	Labour Party	Conservative Party
	(A)	(B)
Unweighted base	2337	2337
Weighted base	2337	2337
A great deal	301 13%	329 14%
A fair amount	833 36%	874 37%
Not very much	714 31%	663 28%
Nothing at all	281 12%	265 11%
Don't know	207 9%	205 9%

NET: A great deal / a fair amount	1134 49%	1203 51% A
NET: Not very much / nothing at all	995 43% B	929 40%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election? - Labour Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A great deal	301	178	124	42	64	50	44	83	19	106	94	83	19	169	133	219	82	69	94	55	51	15	17	124	177	252	47
	13%	16%	10%	17%	16%	13%	11%	12%	8%	17%	12%	12%	8%	13%	13%	15%	9%	13%	15%	10%	16%	13%	8%	17%	11%	12%	17%
		C		GHI	I					KLM						Q			TW		TW	*		Y			Z
A fair amount	833	435	394	85	131	145	131	254	87	216	276	254	87	493	340	488	344	193	203	183	134	42	79	284	549	721	104
	36%	38%	33%	35%	33%	38%	34%	36%	38%	34%	36%	36%	38%	38%	33%	34%	38%	35%	33%	34%	42%	37%	39%	38%	34%	35%	38%
		C																			*	ST					
Not very much	714	330	381	62	104	99	143	223	83	167	242	223	83	392	322	433	282	177	205	161	78	31	62	214	500	644	63
	31%	29%	32%	26%	26%	26%	37%	32%	36%	26%	31%	32%	36%	30%	31%	30%	31%	32%	34%	30%	24%	28%	31%	29%	31%	32%	23%
							DEF		DEF			J	J					U	U			*				a	
Nothing at all	281	141	138	17	35	47	43	111	29	52	90	111	29	150	131	166	115	77	59	77	27	17	24	68	214	263	16
	12%	12%	12%	7%	9%	12%	11%	16%	13%	8%	12%	16%	13%	11%	13%	12%	13%	14%	10%	14%	8%	15%	12%	9%	13%	13%	6%
								DE				JK						SU		SU		*		X		a	
Don't know	207	55	151	34	63	42	29	29	11	97	70	29	11	107	101	133	74	38	49	61	32	8	19	55	152	154	44
	9%	5%	13%	14%	16%	11%	7%	4%	5%	15%	9%	4%	5%	8%	10%	9%	8%	7%	8%	11%	10%	7%	10%	7%	10%	8%	16%
			B	GHI	GHI	HI	H			KLM	L									R	*						Z
NET: A great deal / a fair amount	1134	613	518	126	195	195	175	337	105	321	370	337	105	662	473	708	427	262	296	238	185	58	96	409	726	973	150
	49%	54%	44%	53%	49%	51%	45%	48%	46%	50%	48%	48%	46%	50%	46%	49%	48%	47%	49%	44%	58%	50%	48%	55%	46%	48%	55%
		C																			RST	*		Y			Z
NET: Not very much / nothing at all	995	472	519	80	139	146	186	334	111	219	331	334	111	543	453	599	396	254	264	238	105	49	85	282	714	907	79
	43%	41%	44%	33%	35%	38%	48%	48%	49%	34%	43%	48%	49%	41%	44%	42%	44%	46%	43%	44%	32%	43%	43%	38%	45%	45%	29%
							DEF	DEF	DEF		J	J	J					U	U	U		*	U		X	a	

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election? - Labour Party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A great deal	301 13%	192 14%	77 11%	32 10%	123 19% F	178 11%	74 10%	121 22% GJ	34 19% G	34 14%	137 16%	108 13%	203 20% N	82 9%	110 15%	166 14%	179 21% R	96 11%
A fair amount	833 36%	469 35%	249 36%	115 37%	234 36%	599 36%	254 34%	271 50% GIJ	65 37%	79 32%	359 41% L	290 34%	502 49% N	259 28%	256 34%	505 43% O	373 44% R	339 38%
Not very much	714 31%	395 30%	212 30%	108 35%	170 26%	544 32% E	278 37% H	106 20%	59 33% H	88 36% H	273 31%	271 32%	236 23%	378 41% M	254 34%	357 30%	198 23%	320 36% Q
Nothing at all	281 12%	171 13%	73 11%	37 12%	66 10%	215 13%	125 17% HI	24 4%	12 7%	32 13% H	54 6%	140 16% K	38 4%	171 19% M	106 14% P	100 8%	78 9%	98 11%
Don't know	207 9%	102 8%	86 12% BD	19 6%	62 10%	145 9%	25 3%	20 4%	8 4%	10 4%	50 6%	43 5%	41 4%	32 4%	21 3%	55 5%	25 3%	40 4%
NET: A great deal / a fair amount	1134 49%	661 50%	327 47%	147 47%	357 54% F	777 46%	327 43%	391 72% GIJ	98 56% G	113 46%	496 57% L	398 47%	704 69% N	341 37%	366 49%	670 57% O	551 65% R	435 49%
NET: Not very much / nothing at all	995 43%	566 43%	285 41%	145 47%	236 36%	759 45% E	403 53% HI	130 24%	71 40% H	120 49% H	326 37%	411 48% K	274 27%	548 59% M	361 48% P	456 39%	276 32%	418 47% Q

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election? - Conservative Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
A great deal	329	217	110	21	51	50	53	119	35	72	103	119	35	215	114	207	123	63	95	79	48	13	32	148	181	289	38
	14%	19% C	9%	9%	13%	13%	14%	17% D	15%	11%	13%	17% J	15%	16% O	11%	14%	14%	11%	16%	15%	15%	12% *	16%	20% Y	11%	14%	14%
A fair amount	874	440	430	84	127	143	149	257	113	211	292	257	113	513	361	531	342	201	225	207	126	47	68	285	588	784	81
	37%	39%	36%	35%	32%	37%	38%	37%	50% DEFGH	33%	38%	37%	50% JKL	39%	35%	37%	38%	36%	37%	39%	39%	42% *	34%	38%	37%	39% a	30%
Not very much	663	286	377	70	103	112	110	213	56	173	222	213	56	350	313	404	259	181	178	136	83	32	55	193	470	571	86
	28%	25%	32% B	29%	26%	29%	28%	30%	25%	27%	29%	30%	25%	27%	31%	28%	29%	33% T	29%	25%	26%	28% *	27%	26%	30%	28%	31%
Nothing at all	265	146	119	33	53	38	48	79	14	87	86	79	14	129	136	166	99	74	55	61	36	12	28	67	198	235	28
	11%	13%	10%	14% I	13% I	10%	12% I	11%	6%	14% M	11%	11%	6%	10%	13% N	12%	11%	13% S	9%	11%	11%	10% *	14%	9%	12% X	12%	10%
Don't know	205	51	153	32	63	39	30	32	9	95	69	32	9	104	102	132	73	35	57	55	30	10	19	53	153	156	41
	9%	4%	13% B	13% GHI	16% FGHI	10% HI	8%	5%	4%	15% KLM	9% LM	5%	4%	8%	10%	9%	8%	6%	9%	10% R	9%	8% *	9%	7%	10% X	8%	15% Z
NET: A great deal / a fair amount	1203	657	539	105	178	193	202	376	148	283	395	376	148	728	475	738	465	264	320	285	173	61	99	433	770	1073	118
	51%	58% C	45%	44%	45%	50%	52%	54% DE	65% DEFGH	44%	51% J	54% J	65% JKL	56% O	46%	51%	52%	48%	52%	53%	54%	53% *	50%	58% Y	48%	53% a	43%
NET: Not very much / nothing at all	929	431	495	103	156	150	157	292	70	259	307	292	70	479	449	570	359	255	233	197	118	44	82	260	669	806	114
	40%	38%	42%	43% I	39%	39%	40% I	42% I	31%	41% M	40% M	42% M	31%	37%	44% N	40%	40%	46% STU	38%	37%	37%	38% *	41%	35%	42% X	40%	42%

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

Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q2. How much, if anything, do you feel you know about how the following Parties would run the British economy if they won the next General Election? - Conservative Party

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/ Separated | ANY | NONE | Conservative | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservatives | Unlikely to consider Conservatives | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
A great deal	329 14%	193 15%	93 13%	43 14%	97 15%	232 14%	149 20% H	76 14%	30 17%	36 15%	155 18%	137 16%	161 16%	146 16%	164 22% P	146 12%	192 22% R	105 12%
A fair amount	874 37%	545 41% C	215 31%	114 37%	251 38%	622 37%	349 46% H	197 36%	78 44%	96 40%	349 40%	353 41%	412 40%	386 42%	363 49% P	435 37%	355 42%	387 43%
Not very much	663 28%	357 27%	210 30%	97 31%	177 27%	487 29%	199 26%	154 28%	44 25%	69 28%	233 27%	235 28%	295 29%	273 30%	182 24%	375 32% O	189 22%	289 32% Q
Nothing at all	265 11%	133 10%	96 14% B	36 12%	65 10%	200 12%	35 5%	93 17% GI	19 10% G	32 13% G	92 11%	80 9%	110 11%	83 9%	16 2%	175 15% O	92 11%	73 8%
Don't know	205 9%	102 8%	84 12% BD	20 6%	65 10%	140 8%	23 3%	21 4%	7 4%	10 4%	44 5%	46 5%	41 4%	34 4%	24 3%	51 4%	24 3%	39 4%

| | Total | | | | | | | | | | | | | | | | | |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: A great deal / a fair amount	1203 51%	738 56% C	308 44%	157 51%	349 53%	854 51%	497 66% HJ	273 50%	108 61% H	133 55%	503 58%	490 58%	573 56%	532 58%	527 70% P	580 49%	547 64% R	492 55%
NET: Not very much / nothing at all	929 40%	490 37%	306 44% B	133 43%	242 37%	687 41%	234 31%	247 46% GI	62 35%	100 41% G	326 37%	316 37%	405 40%	356 39%	198 26%	550 47% O	281 33%	362 41% Q

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Summary

All Adults aged 18+ in Great Britain

	Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?				
	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2337	2337	2337	2337	2337
Weighted base	2337	2337	2337	2337	2337
Very likely to consider	538	335	219	191	161
	23%	14%	9%	8%	7%
	BCDE	CDE	E		
Fairly likely to consider	481	413	431	389	239
	21%	18%	18%	17%	10%
	BDE	E	E	E	
Not very likely to consider	348	325	598	599	390
	15%	14%	26%	26%	17%
			ABE	ABE	B
I would not consider at all	574	857	694	766	1082
	25%	37%	30%	33%	46%
		ACD	A	AC	ABCD
I will not vote at the next General Election	166	179	170	179	179
	7%	8%	7%	8%	8%
Don't know	231	228	226	214	286
	10%	10%	10%	9%	12%
					ABCD

NET: Fairly / very likely to consider	1019	748	649	579	401
	44%	32%	28%	25%	17%
	BCDE	CDE	DE	E	
NET: Not very / not at all likely to consider	922	1182	1292	1365	1471
	39%	51%	55%	58%	63%
	A	A	AB	ABC	ABCD

the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
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PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	538 / 23%	280 / 25%	256 / 22%	66 / 27% I	99 / 25% I	101 / 27% I	90 / 23% I	153 / 22% I	29 / 13%	165 / 26% M	191 / 25% M	153 / 22% M	29 / 13%	331 / 25% O	206 / 20%	352 / 24%	186 / 21%	156 / 28% STW	136 / 22%	97 / 18%	77 / 24%	36 / 32% TW*	35 / 18%	221 / 30% Y	317 / 20%	453 / 22%	80 / 29% Z
Fairly likely to consider	481 / 21%	242 / 21%	235 / 20%	73 / 30% FGHI	114 / 29% FGHI	82 / 21% HI	81 / 21% HI	108 / 15%	24 / 10%	187 / 29% KLM	163 / 21% LM	108 / 15%	24 / 10%	286 / 22%	196 / 19%	321 / 22% Q	161 / 18%	101 / 18%	127 / 21%	111 / 21%	82 / 25% RW	27 / 24% *	34 / 17%	173 / 23% Y	308 / 19%	393 / 19%	81 / 30% Z
Not very likely to consider	348 / 15%	191 / 17% C	157 / 13%	27 / 11%	59 / 15%	67 / 18%	52 / 13%	102 / 15%	41 / 18%	86 / 14%	119 / 15%	102 / 15%	41 / 18%	202 / 15%	146 / 14%	219 / 15%	129 / 14%	58 / 10%	94 / 15% R	85 / 16% R	45 / 14%	13 / 12%	53 / 26% RSTUV *	117 / 16%	231 / 15%	310 / 15%	31 / 11%
I would not consider at all	574 / 25%	295 / 26%	277 / 23%	17 / 7%	39 / 10%	59 / 15% DE	101 / 26% DEF	246 / 35% DEFG	112 / 49% DEFGH	56 / 9%	160 / 21% J	246 / 35% JK	112 / 49% JKL	315 / 24%	259 / 25%	300 / 21%	273 / 30% P	125 / 23%	153 / 25%	151 / 28% U	64 / 20%	28 / 25% *	53 / 27%	146 / 20%	428 / 27% X	543 / 27% a	29 / 11%
I will not vote at the next General Election	166 / 7%	74 / 6%	92 / 8%	18 / 8%	38 / 10% HI	37 / 10% HI	27 / 7%	36 / 5%	9 / 4%	57 / 9% LM	64 / 8% L	36 / 5%	9 / 4%	70 / 5%	96 / 9% N	110 / 8% W	56 / 6%	51 / 9% W	45 / 7%	37 / 7%	21 / 6%	4 / 3% *	8 / 4%	36 / 5%	129 / 8% X	142 / 7%	22 / 8%
Don't know	231 / 10%	58 / 5%	171 / 14% B	39 / 16% FGHI	48 / 12% I	36 / 10%	38 / 10%	56 / 8%	13 / 6%	87 / 14% KLM	75 / 10%	56 / 8%	13 / 6%	108 / 8%	123 / 12% N	138 / 10%	93 / 10%	62 / 11%	55 / 9%	57 / 11%	34 / 11%	6 / 5% *	17 / 9%	52 / 7%	178 / 11% X	195 / 10%	30 / 11%
NET: Fairly / very likely to consider	1019 / 44%	522 / 46%	491 / 41%	138 / 58% FGHI	213 / 54% GHI	183 / 48% HI	171 / 44% I	261 / 37%	52 / 23%	352 / 55% KLM	354 / 46% LM	261 / 37% M	52 / 23%	617 / 47% O	402 / 39%	673 / 47% Q	346 / 39%	258 / 47% TW	263 / 43%	207 / 39%	158 / 49% TW	63 / 56% STW*	69 / 34%	394 / 53% Y	625 / 39%	846 / 42%	161 / 59% Z
NET: Not very / not at all likely to consider	922 / 39%	486 / 43% C	434 / 37%	44 / 18%	98 / 25%	126 / 33% DE	153 / 39% DE	348 / 50% DEFG	153 / 67% DEFGH	142 / 22%	279 / 36% J	348 / 50% JK	153 / 67% JKL	516 / 39%	405 / 39%	519 / 36%	402 / 45% P	183 / 33%	247 / 40% R	236 / 44% RU	109 / 34%	41 / 36% *	106 / 53% RSTUV	262 / 35%	659 / 41% X	852 / 42% a	60 / 22%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	538 23%	321 24% D	162 23%	55 18%	174 27% F	363 22%	59 8%	327 60% GIJ	42 24% G	34 14%	303 35% L	132 16%	538 53% N	- -	74 10%	439 37% O	336 39% R	174 19%
Fairly likely to consider	481 21%	267 20%	161 23%	53 17%	154 24%	327 19%	102 13%	143 26% G	58 33% G	63 26% G	223 26% L	113 13%	481 47% N	- -	163 22%	304 26%	131 15%	283 32% Q
Not very likely to consider	348 15%	193 15%	109 16%	46 15%	98 15%	249 15%	143 19% H	22 4%	41 23% H	61 25% H	145 17%	126 15%	- -	348 38% M	146 20% P	183 16%	100 12%	168 19% Q
I would not consider at all	574 25%	359 27% C	115 17%	99 28% C	103 16%	470 28% E	383 51% HIJ	15 3%	27 15% H	71 29% HI	133 15%	381 45% K	- -	574 62% M	341 46% P	207 17%	264 31% R	193 22%
I will not vote at the next General Election	166 7%	77 6%	67 10% B	22 7%	59 9%	107 6%	21 3% I	18 3% I	- -	8 3% I	18 2%	43 5% K	- -	- -	15 2%	14 1%	15 2%	17 2%
Don't know	231 10%	112 8%	83 12% B	36 12%	67 10%	164 10%	47 6% H	17 3%	9 5%	7 3%	51 6%	56 7%	- -	- -	9 1%	35 3% O	6 1%	58 7% Q

	Total	Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Fairly / very likely to consider	1019 44%	588 44% D	323 46% D	108 35%	328 50% F	691 41%	160 21%	470 87% GIJ	100 56% GJ	96 40% G	527 60% L	246 29%	1019 100% N	- -	236 32%	743 63% O	467 55%	457 51%
NET: Not very / not at all likely to consider	922 39%	552 42% C	224 32%	145 47% C	202 31%	720 43% E	526 70% HIJ	37 7%	69 39% H	132 54% HI	278 32%	507 60% K	- -	922 100% M	488 65% P	390 33%	364 43%	361 40%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	Total																										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	335 14%	189 17% C	145 12%	14 6%	47 12% D	48 12% D	41 10%	117 17% DG	68 30% DEFGH	62 10%	88 11%	117 17% JK	68 30% JKL	202 15%	134 13%	199 14%	137 15%	59 11%	91 15%	88 16% R	56 17% R	17 14% *	25 12%	118 16%	218 14%	304 15%	29 11%
Fairly likely to consider	413 18%	200 18%	211 18%	36 15%	70 18%	70 18%	67 17%	117 17%	52 23%	106 17%	137 18%	117 17%	52 23%	233 18%	180 18%	266 18% RW	147 16%	81 15%	136 22% W	94 17% W	64 20% W	19 16% *	20 10%	129 17%	284 18%	364 18%	47 17%
Not very likely to consider	325 14%	176 15%	149 13%	43 18% G	61 15%	61 16%	42 11%	92 13%	26 11%	103 16%	104 13%	92 13%	26 11%	181 14%	144 14%	200 14%	125 14%	72 13%	87 14%	78 14%	41 13%	19 17% *	29 14%	103 14%	222 14%	272 13%	48 18%
I would not consider at all	857 37%	443 39%	410 35%	86 36% I	129 33%	135 35% I	175 45% DEFI	272 39% I	59 26%	215 34%	310 40% JM	272 39% M	59 26%	512 39% O	345 34%	529 37%	328 37%	231 42% STU	195 32%	180 34%	102 32%	46 40% *	102 51% RSTU	304 41% Y	553 35%	755 37%	90 33%
I will not vote at the next General Election	179 8%	76 7%	103 9%	18 8% I	41 10% HI	40 10% HI	33 8% I	42 6%	6 3%	59 9% M	72 9% LM	42 6%	6 3%	78 6%	101 10% N	115 8% W	64 7%	52 9% W	48 8%	40 8%	27 8%	4 4% *	8 4%	38 5%	141 9% X	150 7%	27 10%
Don't know	228 10%	56 5%	170 14% B	42 18% FGHI	50 13% F	28 7%	32 8%	60 9%	16 7%	92 14% KLM	60 8%	60 9%	16 7%	105 8%	122 12% N	132 9%	96 11%	59 11%	53 9%	56 10%	32 10%	10 9% *	17 9%	54 7%	174 11% X	189 9%	32 12%
NET: Fairly / very likely to consider	748 32%	389 34%	355 30%	51 21%	117 29% D	118 31% D	108 28%	234 33% D	121 53% DEFGH	168 26%	226 29%	234 33% J	121 53% JKL	435 33%	313 31%	465 32%	284 32%	140 25%	226 37% RW	182 34% RW	120 37% RW	35 31% *	45 22%	246 33%	502 32%	668 33%	76 28%
NET: Not very / not at all likely to consider	1182 51%	618 54% C	559 47%	129 54% I	190 48% I	196 51% I	217 56% EI	364 52% I	85 37%	319 50% M	414 54% M	364 52% M	85 37%	693 53% O	489 48%	729 51%	453 51%	302 55% SU	282 46%	258 48%	143 45%	65 57% U*	131 65% RSTU	407 55% Y	775 49%	1027 50%	138 51%

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

Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/ Separated | ANY | NONE | Conservative | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservatives | Unlikely to consider Conservatives | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	335 14%	224 17% C	64 9%	47 15% C	100 15%	236 14%	261 35% HIJ	12 2%	14 8% H	19 8% H	112 13%	191 22% K	79 8%	247 27% M	335 45% P	-	207 24% R	112 13%
Fairly likely to consider	413 18%	271 20% C	88 13%	54 17%	137 21% F	276 16%	241 32% HIJ	43 8%	25 14% H	41 17% H	113 13%	215 25% K	157 15%	241 26% M	413 55% P	-	101 12%	255 29% Q
Not very likely to consider	325 14%	177 13%	114 16%	34 11%	92 14%	233 14%	88 12%	73 13%	33 18% G	39 16%	123 14%	124 15%	152 15%	161 17%	-	325 28% O	79 9%	153 17% Q
I would not consider at all	857 37%	458 34%	282 40% B	117 38%	196 30%	661 39% E	82 11%	381 70% GIJ	98 55% G	127 52% G	462 53% L	214 25%	591 58% N	229 25%	-	857 72% O	432 51% R	303 34%
I will not vote at the next General Election	179 8%	87 7%	71 10% B	21 7%	66 10% F	113 7%	23 3%	25 5% I	2 1%	11 4%	26 3%	45 5% K	28 3%	18 2%	-	-	29 3% R	15 2%
Don't know	228 10%	112 8%	78 11%	38 12%	65 10%	163 10%	60 8% HIJ	8 2%	6 3%	6 2%	37 4%	63 7% K	12 1%	26 3% M	-	-	5 1%	54 6% Q

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Fairly / very likely to consider	748 32%	495 37% C	152 22%	101 32% C	237 36% F	512 30%	502 66% HIJ	55 10%	39 22% H	61 25% H	225 26%	406 48% K	236 23%	488 53% M	748 100% P	-	308 36%	367 41%
NET: Not very / not at all likely to consider	1182 51%	635 48%	396 57% BD	151 49%	288 44%	894 53% E	170 23%	454 84% GIJ	131 74% G	166 68% G	585 67% L	337 40%	743 73% N	390 42%	-	1182 100% O	511 60% R	456 51%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	219 9%	136 12% C	82 7%	24 10%	47 12% H	43 11%	34 9%	52 7%	19 8%	71 11% L	77 10%	52 7%	19 8%	141 11% O	77 8%	143 10%	75 8%	31 6%	58 10% R	59 11% RV	51 16% RSVW	5 4% *	15 8%	106 14% Y	113 7%	192 9%	26 10%
Fairly likely to consider	431 18%	209 18%	221 19%	61 25% GHI	74 19%	83 22% H	69 18%	107 15%	36 16%	135 21% L	152 20%	107 15%	36 16%	280 21% O	150 15%	284 20%	147 16%	97 18%	110 18%	113 21% W	65 20% W	22 19% *	24 12%	165 22% Y	266 17%	367 18%	54 20%
Not very likely to consider	598 26%	287 25%	308 26%	61 25%	100 25%	86 22%	99 25%	198 28%	56 24%	161 25%	184 24%	198 28%	56 24%	333 25%	265 26%	361 25%	237 26%	150 27%	144 24%	137 26%	76 24%	36 32% *	55 27%	197 26%	401 25%	521 26%	74 27%
I would not consider at all	694 30%	379 33% C	312 26%	36 15%	83 21%	96 25% D	126 32% DE	256 37% DEF	96 42% DEFG	119 19%	222 29% J	256 37% JK	96 42% JK	381 29%	313 30%	401 28%	293 33% P	172 31% TU	193 32% TU	131 24%	76 23%	41 36% TU*	82 41% RSTU	186 25%	508 32% X	622 31% a	65 24%
I will not vote at the next General Election	170 7%	69 6%	100 8%	16 6%	45 11% GHI	39 10% HI	25 6%	35 5%	9 4%	61 10% LM	64 8% L	35 5%	9 4%	69 5%	101 10% N	113 8% VW	56 6%	50 9% VW	45 7%	39 7%	25 8%	3 3% *	7 3%	38 5%	131 8% X	144 7%	23 9%
Don't know	226 10%	59 5%	165 14% B	43 18% FGHI	47 12% HI	35 9%	37 10%	52 7%	11 5%	90 14% KLM	72 9%	52 7%	11 5%	105 8%	120 12% N	137 10%	89 10%	54 10%	59 10%	58 11%	29 9%	7 6% *	18 9%	53 7%	173 11% X	188 9%	31 11%
NET: Fairly / very likely to consider	649 28%	345 30% C	303 25%	84 35% GHI	121 31% H	126 33% H	103 26%	160 23%	56 24%	205 32% L	229 30% L	160 23%	56 24%	422 32% O	228 22%	427 30% Q	222 25%	128 23%	168 28%	172 32% RW	116 36% RSVW	27 23% *	39 20%	271 36% Y	378 24%	560 28%	80 29%
NET: Not very / not at all likely to consider	1292 55%	667 59% C	620 52%	97 40%	183 46%	182 48%	224 58% DEF	454 65% DEFG	152 67% DEF	280 44%	407 53% J	454 65% JK	152 67% JK	715 55%	577 56%	762 53%	530 59% P	322 58% TU	337 55% U	267 50%	152 47%	78 68% STU*	137 68% RSTU	384 51%	909 57% X	1143 56%	139 51%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	219 9%	148 11% CD	50 7%	21 7%	91 14% F	128 8%	42 6%	41 8%	87 49% GHJ	22 9%	123 14% L	57 7%	147 14% N	64 7%	80 11%	129 11%	86 10%	115 13%
Fairly likely to consider	431 18%	242 18%	136 19%	53 17%	137 21%	294 17%	95 13%	131 24% GJ	69 39% GHJ	36 15%	224 26% L	101 12%	304 30% N	115 12%	145 19%	270 23%	132 15%	244 27% Q
Not very likely to consider	598 26%	328 25%	190 27%	81 26%	136 21%	462 27% E	213 28% I	190 35% GI	12 7%	71 29% I	269 31% L	212 25%	308 30%	263 29%	212 28%	357 30%	247 29%	256 29%
I would not consider at all	694 30%	425 32% C	171 25%	98 32% C	167 25%	528 31% E	339 45% HI	141 26% I	4 2%	96 40% HI	191 22%	391 46% K	217 21%	456 50% M	283 38% P	373 32%	359 42% R	199 22%
I will not vote at the next General Election	170 7%	76 6%	70 10% B	24 8%	59 9%	111 7%	23 3% I	15 3% I	- -	10 4% I	17 2%	43 5% K	20 2% N	6 1%	17 2%	13 1%	19 2%	16 2%
Don't know	226 10%	111 8%	81 12% B	34 11%	67 10%	159 9%	43 6%	23 4%	5 3%	7 3%	49 6%	49 6%	23 2%	18 2%	11 1%	40 3% O	9 1%	62 7% Q

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Fairly / very likely to consider	649 28%	390 29%	186 27%	73 24%	228 35% F	422 25%	137 18%	173 32% GJ	156 88% GHJ	58 24%	346 40% L	157 18%	451 44% N	179 19%	225 30%	399 34%	218 26%	359 40% Q
NET: Not very / not at all likely to consider	1292 55%	753 57%	361 52%	179 58%	302 46%	990 59% E	552 73% HI	331 61% I	16 9%	168 69% I	460 53%	603 71% K	524 51%	719 78% M	495 66%	731 62%	606 71% R	455 51%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	191 8%	103 9%	87 7%	30 13% GHI	45 11% HI	45 12% GHI	27 7%	35 5%	8 4%	75 12% LM	72 9% LM	35 5%	8 4%	111 8%	80 8%	135 9% Q	56 6%	42 8%	52 8%	37 7%	35 11%	9 8% *	16 8%	94 13% Y	97 6%	162 8%	21 8%
Fairly likely to consider	389 17%	191 17%	198 17%	54 22% HI	99 25% GHI	77 20% HI	66 17% HI	73 10%	21 9%	152 24% KLM	143 18% LM	73 10%	21 9%	237 18%	151 15%	264 18% Q	124 14%	64 12%	123 20% R	89 17% R	66 21% R	18 16% *	28 14%	167 22% Y	221 14%	328 16%	56 21%
Not very likely to consider	599 26%	299 26%	299 25%	42 17%	73 19%	104 27% DE	99 25% DE	211 30% DE	70 31% DE	115 18%	203 26% J	211 30% J	70 31% J	358 27%	241 23%	362 25%	237 26%	154 28%	148 24%	137 26%	83 26%	30 27% *	47 23%	191 26%	408 26%	528 26%	68 25%
I would not consider at all	766 33%	418 37% C	342 29%	47 20%	86 22%	91 24%	130 33% DEF	301 43% DEFG	111 49% DEFG	133 21%	221 29% J	301 43% JK	111 49% JK	420 32%	346 34%	431 30%	336 37% P	198 36% U	189 31%	173 32% U	78 24%	48 42% SU*	80 40% SU	199 27%	568 36% X	698 34% a	64 23%
I will not vote at the next General Election	179 8%	72 6%	107 9% B	20 9%	51 13% GHI	33 9%	28 7%	37 5%	9 4%	71 11% LM	61 8%	37 5%	9 4%	78 6%	101 10% N	121 8%	57 6%	47 9% V	43 7% V	41 8% V	36 11% VW	2 1% *	10 5%	44 6%	135 8% X	145 7%	32 12% Z
Don't know	214 9%	56 5%	155 13% B	47 19% EFGHI	43 11% HI	32 8%	40 10% HI	44 6%	9 4%	89 14% KLM	72 9% M	44 6%	9 4%	107 8%	107 10%	127 9%	87 10%	49 9%	54 9%	61 11%	24 8%	6 6% *	19 9%	50 7%	163 10% X	175 9%	31 11%
NET: Fairly / very likely to consider	579 25%	294 26%	284 24%	84 35% GHI	143 36% GHI	122 32% GHI	93 24% HI	108 15%	29 13%	227 36% KLM	215 28% LM	108 15%	29 13%	348 27%	231 23%	399 28% Q	180 20%	106 19%	175 29% R	125 23%	101 31% RTW	28 24% *	44 22%	261 35% Y	318 20%	490 24%	78 28%
NET: Not very / not at all likely to consider	1365 58%	717 63% C	641 54%	89 37%	160 40%	195 51% DE	229 59% DE	512 73% DEFG	181 80% DEFG	249 39%	423 55% J	512 73% JK	181 80% JK	778 59%	587 57%	793 55%	572 64% P	351 63% SU	338 55%	310 58%	161 50%	79 69% SU*	127 63% U	390 52%	975 61% X	1225 60% a	132 48%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	191 8%	106 8%	67 10%	18 6%	74 11% F	116 7%	22 3%	56 10% G	24 13% G	60 25% GHI	105 12% L	43 5%	138 14% N	46 5%	58 8%	122 10%	71 8%	109 12% Q
Fairly likely to consider	389 17%	216 16%	126 18%	47 15%	145 22% F	243 14%	68 9%	132 24% G	47 27% G	52 21% G	191 22% L	100 12%	256 25% N	116 13%	121 16%	254 21% O	134 16%	202 23% Q
Not very likely to consider	599 26%	364 27% C	155 22%	80 26%	139 21%	460 27% E	203 27%	181 33% GJ	58 33% J	55 23%	282 32% L	216 25%	321 32%	253 27%	188 25%	382 32% O	249 29%	256 29%
I would not consider at all	766 33%	465 35% C	192 28%	109 35% C	157 24%	610 36% E	403 53% HIJ	136 25%	38 21%	62 26%	230 26%	410 48% K	259 25%	472 51% M	346 46% P	370 31%	368 43% R	255 29%
I will not vote at the next General Election	179 8%	79 6%	78 11% B	23 7%	69 10% F	110 7%	26 3%	14 3%	3 2%	8 3%	24 3%	37 4%	22 2%	9 1%	17 2%	14 1%	18 2%	21 2%
Don't know	214 9%	100 8%	80 11% B	34 11%	71 11%	142 8%	34 4%	23 4%	8 4%	5 2%	39 4%	45 5%	23 2%	25 3%	18 2%	39 3%	12 1%	50 6% Q

	Total	Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Fairly / very likely to consider	579 25%	321 24%	193 28%	65 21%	220 34% F	359 21%	90 12%	188 35% G	71 40% G	112 46% GH	296 34% L	143 17%	394 39% N	162 18%	178 24%	376 32% O	205 24%	311 35% Q
NET: Not very / not at all likely to consider	1365 58%	829 62% C	347 50%	189 61% C	296 45%	1069 64% E	606 80% HIJ	316 58% J	95 54%	118 48%	513 59%	626 74% K	580 57%	726 79% M	535 71% P	752 64%	617 72% R	511 57%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	161 7%	90 8%	71 6%	19 8% G	37 9%	24 6%	17 4%	45 6%	20 9%	56 9% K	41 5%	45 6%	20 9%	84 6%	77 7%	107 7%	55 6%	26 5%	53 9% RW	35 6%	29 9% RW	11 10% *	7 4%	55 7%	106 7%	137 7%	21 8%
Fairly likely to consider	239 10%	135 12% C	104 9%	31 13% GHI	58 15% GHI	54 14% GHI	26 7%	55 8%	15 6%	89 14% LM	80 10%	55 8%	15 6%	114 9%	125 12% N	173 12% Q	66 7%	52 9%	69 11%	45 8%	50 15% RTW	11 10% *	13 7%	84 11%	155 10%	211 10%	28 10%
Not very likely to consider	390 17%	197 17%	193 16%	40 17%	58 15%	65 17%	65 17%	110 16%	52 23% EH	98 15%	130 17%	110 16%	52 23% JL	229 17%	161 16%	230 16%	159 18%	99 18%	113 19%	79 15%	47 15%	16 14% *	36 18%	116 16%	273 17%	339 17%	50 18%
I would not consider at all	1082 46%	567 50% C	507 43%	69 29%	139 35%	156 41% D	210 54% DEF	397 57% DEF	111 49% DE	208 33%	365 47% J	397 57% JK	111 49% J	663 51% O	419 41%	659 46%	423 47%	261 47% U	261 43%	260 48% U	127 39%	58 51% *	115 57% RSU	381 51% Y	700 44%	961 47%	107 39% a
I will not vote at the next General Election	179 8%	73 6%	105 9%	17 7%	44 11% HI	37 10% I	28 7%	45 6%	7 3%	61 10% M	66 8% M	45 6%	7 3%	80 6%	99 10% N	113 8%	66 7%	50 9% V	45 7%	43 8%	27 8%	3 3% *	11 5%	40 5%	139 9% X	151 7%	26 10%
Don't know	286 12%	78 7%	206 17% B	64 27% EFGHI	61 15%	46 12% H	44 11% H	49 7%	23 10%	125 20% KLM	90 12% L	49 7%	23 10%	141 11%	146 14% N	158 11%	128 14% P	66 12%	69 11%	77 14%	42 13%	15 13% *	18 9%	69 9%	218 14% X	235 12%	41 15%
NET: Fairly / very likely to consider	401 17%	225 20% C	176 15%	50 21% GH	96 24% GHI	78 20% GH	42 11%	100 14%	34 15%	145 23% KLM	121 16%	100 14%	34 15%	199 15%	202 20% N	280 19% Q	121 13%	78 14%	122 20% RTW	79 15%	79 25% RTW	22 19% W*	21 10%	139 19%	261 16%	348 17%	49 18%
NET: Not very / not at all likely to consider	1471 63%	763 67% C	700 59%	109 45%	197 50%	221 58% DE	275 70% DEF	507 72% DEF	163 72% DEF	306 48%	496 64% J	507 72% JK	163 72% J	891 68% O	580 57%	889 62%	582 65%	360 65% U	374 61%	338 63% U	174 54%	74 65% *	151 75% RSTU	498 67% Y	974 61%	1301 64% a	156 57%

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

Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q3. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	161 7%	98 7%	43 6%	20 7%	62 9% F	99 6%	76 10% H	20 4%	12 7%	34 14% HI	28 3%	97 11% K	69 7%	85 9%	83 11% P	66 6%	63 7%	82 9%
Fairly likely to consider	239 10%	148 11%	70 10%	21 7%	92 14% F	147 9%	85 11%	55 10%	19 11%	31 13%	62 7%	121 14% K	117 11%	102 11%	144 19% P	83 7%	82 10%	121 14% Q
Not very likely to consider	390 17%	235 18%	97 14%	58 19%	120 18%	270 16%	154 20%	93 17%	26 15%	35 14%	135 16%	164 19%	179 18%	192 21%	146 19%	220 19%	144 17%	167 19%
I would not consider at all	1082 46%	630 47%	301 43%	150 48%	234 36%	848 50% E	353 47%	324 60% GJ	113 64% GJ	114 47%	565 65% L	343 40%	571 56% N	462 50%	313 42%	723 61% O	508 60% R	409 46%
I will not vote at the next General Election	179 8%	79 6%	74 11% B	26 8%	60 9%	119 7%	26 3%	18 3%	2 1%	9 4%	24 3%	44 5% K	22 2%	18 2%	17 2%	15 1%	28 3%	16 2%
Don't know	286 12%	141 11%	112 16% B	34 11%	88 13%	199 12%	62 8% I	32 6%	6 3%	20 8%	59 7%	82 10%	62 6%	62 7%	45 6%	75 6%	28 3%	98 11% Q

	Total																	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Fairly / very likely to consider	401 17%	246 18%	113 16%	42 13%	155 24% F	246 15%	161 21% H	74 14%	31 17%	65 27% HI	90 10%	219 26% K	185 18%	188 20%	227 30% P	149 13%	145 17%	203 23% Q
NET: Not very / not at all likely to consider	1471 63%	865 65% C	398 57%	208 67% C	354 54%	1118 66% E	507 67%	417 77% GJ	139 78% GJ	149 61%	700 80% L	507 60%	750 74%	654 71%	459 61%	943 80% O	652 77% R	576 64%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling

Fieldwork: 25-29 August 2023

PUBLIC

Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Summary

All Adults aged 18+ in Great Britain

	Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them?	
	Increase taxes that you personally pay	Increase spending on public services
	(A)	(B)
Unweighted base	2337	2337
Weighted base	2337	2337
Very likely to consider	228 10%	486 21% A
Fairly likely to consider	415 18%	673 29% A
Not very likely to consider	565 24% B	376 16%
I would not consider at all	743 32% B	432 18%
I will not vote at the next General Election	141 6%	137 6%
Don't know	245 10%	234 10%

NET: Fairly / very likely to consider	643 28%	1159 50% A
NET: Not very / not at all likely to consider	1308 56% B	807 35%

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	228 10%	138 12% C	89 7%	19 8%	55 14% DGHI	48 12% GI	30 8%	65 9%	12 5%	74 12% M	77 10%	65 9%	12 5%	140 11%	88 9%	169 12% Q	59 7%	62 11% T	60 10%	34 6%	41 13% TW	19 16% TW*	13 6%	116 16% Y	112 7%	193 9%	30 11%
Fairly likely to consider	415 18%	223 20%	191 16%	42 18% I	77 19% I	76 20% I	71 18% I	128 18% I	20 9%	119 19% M	147 19% M	128 18% M	20 9%	259 20% O	156 15%	270 19%	145 16%	100 18%	110 18%	93 17%	53 17%	23 20% *	36 18%	166 22% Y	249 16%	365 18%	47 17%
Not very likely to consider	565 24%	279 24%	284 24%	73 30% FGH	97 24%	86 22%	89 23%	152 22%	69 30% H	170 27%	174 23%	152 22%	69 30% KL	319 24%	246 24%	336 23%	230 26%	131 24%	145 24%	126 23%	86 27%	24 21% *	53 26%	163 22%	402 25%	475 23%	86 31% Z
I would not consider at all	743 32%	355 31%	383 32%	53 22%	92 23%	114 30%	130 33% DE	252 36% DE	102 45% DEFGH	145 23%	244 32% J	252 36% J	102 45% JKL	418 32%	326 32%	446 31%	297 33%	167 30%	189 31%	196 37% U	91 28%	32 28% *	68 34%	213 29%	530 33% X	676 33% a	59 22%
I will not vote at the next General Election	141 6%	54 5%	87 7% B	11 5%	27 7%	33 9% I	25 7%	38 5%	7 3%	38 6%	58 8% M	38 5%	7 3%	61 5%	79 8% N	91 6% V	50 6%	45 8%	35 6%	30 6%	17 5%	2 1% *	12 6%	24 3%	117 7% X	123 6%	17 6%
Don't know	245 10%	89 8%	155 13% B	41 17% FHI	49 12% F	26 7%	45 12% F	66 9%	17 8%	91 14% KLM	71 9%	66 9%	17 8%	114 9%	131 13% N	128 9%	116 13% P	49 9%	71 12%	58 11%	33 10%	15 13% *	19 9%	64 9%	181 11% X	202 10%	34 13%

NET: Fairly / very likely to consider	643 28%	361 32% C	280 24%	61 25% I	132 33% GI	124 32% I	101 26% I	193 28% I	32 14%	193 30% M	225 29% M	193 28% M	32 14%	399 30% O	244 24%	439 30% Q	204 23%	161 29%	169 28%	127 24%	95 29%	41 36% T*	49 25%	282 38% Y	361 23%	558 27%	77 28%
NET: Not very / not at all likely to consider	1308 56%	635 56%	667 56%	126 53%	189 48%	200 52%	218 56% E	404 58% E	171 75% DEFGH	315 49%	418 54%	404 58% J	171 75% JKL	737 56%	572 56%	782 54%	527 59%	298 54%	335 55%	322 60%	177 55%	56 49% *	120 60%	376 50%	932 59% X	1151 57%	145 53%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	228 10%	162 12% CD	47 7%	19 6%	92 14% F	136 8%	26 4%	122 23% GJ	31 17% G	28 11% L	140 16%	45 5%	197 19% N	17 2%	66 9%	143 12% O	147 17% R	69 8%
Fairly likely to consider	415 18%	240 18%	128 18%	47 15%	121 18%	294 17%	69 9%	184 34% GJ	59 33% GJ	44 18% G	235 27% L	90 11%	340 33% N	60 7%	103 14%	299 25% O	195 23%	182 20%
Not very likely to consider	565 24%	323 24%	169 24%	73 24%	154 23%	412 24%	189 25%	112 21%	45 25%	73 30% H	229 26%	210 25%	263 26%	236 26%	168 23%	327 28% O	172 20%	277 31% Q
I would not consider at all	743 32%	422 32%	205 29%	116 37% C	191 29%	552 33%	409 54% HIJ	65 12%	30 17%	75 31% HI	177 20%	416 49% K	128 13%	544 59% M	365 49% P	294 25%	282 33%	293 33%
I will not vote at the next General Election	141 6%	69 5%	51 7%	21 7%	48 7%	92 5%	19 3%	8 2%	2 1%	8 3%	10 1%	36 4% K	6 1%	24 3% M	10 1%	19 2%	9 1%	11 1%
Don't know	245 10%	114 9%	97 14% B	34 11%	50 8%	195 12% E	43 6%	50 9% G	11 6%	16 7%	80 9%	55 6%	84 8% N	41 4%	37 5%	100 8% O	47 6%	61 7%

	Total																	
NET: Fairly / very likely to consider	643 28%	403 30% CD	175 25%	66 21%	213 32% F	430 26%	95 13%	306 57% GJ	89 50% GJ	71 29% G	375 43% L	135 16%	537 53% N	77 8%	169 23%	442 37% O	342 40% R	251 28%
NET: Not very / not at all likely to consider	1308 56%	745 56%	374 54%	189 61%	344 53%	964 57%	598 79% HIJ	177 33%	75 42% H	148 61% HI	406 47%	626 73% K	392 38%	780 85% M	533 71% P	621 53%	454 53%	570 64% Q

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Overlap formulae used

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase spending on public services

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	486 21%	256 22%	227 19%	53 22% I	104 26% HI	81 21%	83 21%	133 19%	32 14%	157 25% LM	164 21% M	133 19%	32 14%	315 24% O	171 17%	326 23% Q	160 18%	123 22%	128 21%	102 19%	68 21%	35 30% TW*	31 15%	213 29% Y	273 17%	420 21%	60 22%
Fairly likely to consider	673 29%	333 29%	337 28%	79 33% HI	125 32% HI	141 37% GHI	111 28% I	174 25%	43 19%	204 32% LM	252 33% LM	174 25%	43 19%	374 29%	299 29%	440 31% Q	232 26%	170 31%	177 29%	136 25%	99 31%	35 30% *	57 29%	235 32% Y	437 27%	566 28%	98 36% Z
Not very likely to consider	376 16%	197 17%	177 15%	37 15%	50 12%	49 13%	48 12%	138 20% EFG	54 24% EFG	87 14%	97 13%	138 20% JK	54 24% JK	212 16%	164 16%	216 15%	160 18%	88 16%	85 14%	94 17%	51 16%	11 9% *	47 23% RSV	103 14%	273 17% X	337 17%	36 13%
I would not consider at all	432 18%	230 20%	200 17%	19 8%	42 11%	44 11%	86 22% DEF	166 24% DEF	75 33% DEFGH	61 10%	130 17% J	166 24% JK	75 33% JKL	240 18%	191 19%	241 17%	191 21% P	81 15%	120 20% R	123 23% RU	53 16%	18 16% *	38 19%	117 16%	314 20% X	398 20%	30 11% a
I will not vote at the next General Election	137 6%	51 4%	86 7% B	15 6%	28 7%	31 8% I	23 6%	34 5%	7 3%	43 7%	54 7%	34 5%	7 3%	60 5%	76 7% N	85 6%	52 6%	44 8%	36 6%	27 5%	16 5%	3 3% *	11 6%	24 3%	113 7% X	124 6%	13 5%
Don't know	234 10%	73 6%	160 13% B	38 16% FHI	48 12%	36 10% H	39 10%	55 8%	18 8%	86 13% L	75 10%	55 8%	18 8%	109 8%	125 12% N	132 9%	103 11%	48 9%	64 11%	56 10%	36 11%	13 11% *	17 8%	53 7%	181 11% X	189 9%	37 13% Z
NET: Fairly / very likely to consider	1159 50%	589 52%	564 47%	132 55% HI	229 58% GHI	222 58% GHI	194 50% I	308 44%	74 33%	361 57% LM	416 54% LM	308 44% M	74 33%	690 53% O	469 46%	766 53% Q	392 44%	292 53% T	305 50%	238 44%	167 52%	69 61% TW*	88 44%	448 60% Y	710 45%	986 48%	158 58% Z
NET: Not very / not at all likely to consider	807 35%	427 37% C	378 32%	56 23%	92 23%	93 24%	134 34% DEF	304 43% DEFG	128 56% DEFGH	148 23%	227 29% J	304 43% JK	128 56% JKL	452 34%	355 35%	457 32%	350 39% P	169 31%	205 34%	216 40% RSUV	103 32%	29 25% *	84 42% RUV	220 30%	587 37% X	735 36%	66 24% a

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4a. If the Labour Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase spending on public services
All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	486 21%	289 22%	142 20%	56 18%	158 24% F	328 20%	52 7%	246 46% GIJ	57 32% GJ	51 21% G	284 33% L	107 13%	423 42% N	45 5%	89 12%	374 32% O	264 31% R	188 21%
Fairly likely to consider	673 29%	391 29%	199 29%	83 27%	231 35% F	442 26%	175 23%	198 37% G	64 36% G	82 34% G	300 34% L	212 25%	443 43% N	151 16%	213 28%	389 33%	225 26%	340 38% Q
Not very likely to consider	376 16%	205 15%	109 16%	62 20%	72 11%	303 18% E	182 24% HI	32 6%	25 14% H	48 20% H	113 13%	175 21% K	72 7%	273 30% M	161 21% P	167 14%	127 15%	163 18%
I would not consider at all	432 18%	265 20% C	106 15%	61 20%	97 15%	335 20% E	277 37% HIJ	25 5%	16 9%	45 19% HI	99 11%	265 31% K	28 3%	378 41% M	241 32% P	158 13%	202 24% R	137 15%
I will not vote at the next General Election	137 6%	64 5%	52 7% B	21 7%	41 6%	96 6%	18 2%	7 1%	2 1%	3 1%	10 1%	32 4% K	6 1%	18 2% M	9 1%	18 2%	5 1%	7 1%
Don't know	234 10%	117 9%	89 13% B	28 9%	57 9%	177 11%	52 7%	33 6%	14 8%	14 6%	67 8%	61 7%	46 4%	55 6%	36 5%	76 6%	30 3%	58 6% Q
NET: Fairly / very likely to consider	1159 50%	680 51%	340 49%	139 45%	389 59% F	770 46%	227 30%	445 82% GIJ	121 68% GJ	133 55% G	583 67% L	318 37%	866 85% N	197 21%	302 40%	763 65% O	489 57%	528 59%
NET: Not very / not at all likely to consider	807 35%	469 35%	216 31%	122 39% C	169 26%	638 38% E	459 61% HIJ	57 11%	41 23% H	93 38% HI	212 24%	439 52% K	101 10%	651 71% M	402 54% P	325 27%	329 39%	300 34%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Summary

All Adults aged 18+ in Great Britain

	Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them?	
	Increase taxes that you personally pay	Increase spending on public services
	(A)	(B)
Unweighted base	2337	2337
Weighted base	2337	2337
Very likely to consider	165 7%	294 13% A
Fairly likely to consider	313 13%	592 25% A
Not very likely to consider	488 21% B	433 19%
I would not consider at all	985 42% B	636 27%
I will not vote at the next General Election	144 6%	141 6%
Don't know	242 10%	241 10%
NET: Fairly / very likely to consider	478 20%	886 38% A
NET: Not very / not at all likely to consider	1473 63% B	1069 46%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	165 7%	99 9% C	65 5%	22 9% H	35 9% H	31 8%	21 5%	35 5%	21 9% H	56 9% L	53 7%	35 5%	21 9% L	90 7%	75 7%	115 8%	50 6%	26 5%	58 9% RT	31 6%	30 9% R	10 9% *	11 5%	67 9% Y	98 6%	141 7%	21 8%
Fairly likely to consider	313 13%	174 15% C	140 12%	24 10%	64 16% G	44 12%	35 9%	100 14% G	45 20% DFG	88 14%	80 10%	100 14% K	45 20% K	181 14%	133 13%	192 13%	121 14%	69 12%	98 16% V	66 12%	52 16% V	9 7% *	21 10%	113 15%	201 13%	273 13%	38 14%
Not very likely to consider	488 21%	245 22%	242 20%	49 21%	77 19%	77 20%	80 21%	150 21%	54 24%	127 20%	157 20%	150 21%	54 24%	282 21%	206 20%	296 21%	192 21%	117 21%	123 20%	123 23%	72 22%	21 19% *	32 16%	161 22%	326 21%	426 21%	59 22%
I would not consider at all	985 42%	487 43%	491 41%	92 39%	146 37%	174 45% EI	194 50% DEI	312 45% EI	67 29%	238 37%	368 48% JM	312 45% JM	67 29%	588 45% O	397 39%	623 43%	362 40%	245 44% S	218 36%	231 43% S	122 38%	60 52% SU*	110 55% RSTU	328 44%	657 41%	867 43%	104 38%
I will not vote at the next General Election	144 6%	55 5%	89 7% B	19 8% I	34 9% HI	33 9% HI	21 5% I	33 5%	4 2%	54 8% LM	53 7% M	33 5%	4 2%	55 4%	89 9% N	96 7%	48 5%	48 9% TV	40 7%	25 5%	16 5%	2 1% *	13 7%	28 4%	116 7% X	117 6%	25 9% Z
Don't know	242 10%	80 7%	161 14% B	33 14% F	40 10%	23 6%	38 10%	71 10%	36 16% FH	73 12% K	61 8%	71 10%	36 16% KL	116 9%	126 12% N	118 8%	124 14% P	51 9%	73 12%	61 11%	30 9%	13 11% *	13 6%	50 7%	192 12% X	210 10%	26 9%
NET: Fairly / very likely to consider	478 20%	273 24% C	205 17%	46 19%	99 25% G	76 20%	57 15%	135 19%	67 29% DFGH	145 23% K	132 17%	135 19%	67 29% KL	271 21%	208 20%	307 21%	172 19%	94 17%	155 25% RTW	97 18%	82 25% RTW	19 16% *	32 16%	179 24% Y	299 19%	414 20%	59 22%
NET: Not very / not at all likely to consider	1473 63%	732 64%	733 62%	142 59%	223 56%	251 66% EI	274 70% DEI	462 66% EI	121 53%	365 57%	525 68% JM	462 66% JM	121 53%	870 66% O	603 59%	920 64%	553 62%	361 65% S	341 56%	354 66% S	194 60%	81 71% S*	143 71% SU	489 66%	984 62%	1294 64%	163 60%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	165	106	37	22	76	89	80	29	16	20	73	62	78	74	121	28	106	49
	7%	8%	5%	7%	12%	5%	11%	5%	9%	8%	8%	7%	8%	8%	16%	2%	12%	6%
		C			F		H								P		R	
Fairly likely to consider	313	214	71	28	104	210	166	49	32	34	113	147	117	180	224	74	149	131
	13%	16%	10%	9%	16%	12%	22%	9%	18%	14%	13%	17%	12%	19%	30%	6%	18%	15%
		CD					HJ		H			K		M	P			
Not very likely to consider	488	280	137	71	137	351	218	81	32	37	159	218	197	236	201	221	129	245
	21%	21%	20%	23%	21%	21%	29%	15%	18%	15%	18%	26%	19%	26%	27%	19%	15%	27%
							HIJ					K		M	P			Q
I would not consider at all	985	536	319	130	243	742	196	342	88	134	448	313	566	329	112	783	413	390
	42%	40%	46%	42%	37%	44%	26%	63%	49%	55%	51%	37%	56%	36%	15%	66%	48%	44%
			B			E		GI	G	G	L		N			O		
I will not vote at the next General Election	144	65	56	22	53	91	11	15	-	9	14	32	22	16	9	26	10	16
	6%	5%	8%	7%	8%	5%	1%	3%	-	4%	2%	4%	2%	2%	1%	2%	1%	2%
			B		F			I		I		K						
Don't know	242	128	77	37	43	198	85	26	10	10	66	80	40	87	81	49	45	62
	10%	10%	11%	12%	7%	12%	11%	5%	6%	4%	8%	9%	4%	9%	11%	4%	5%	7%
						E	HJ							M	P			
NET: Fairly / very likely to consider	478	320	108	50	179	299	246	78	48	54	185	209	195	254	345	102	255	180
	20%	24%	15%	16%	27%	18%	33%	14%	27%	22%	21%	25%	19%	28%	46%	9%	30%	20%
		CD			F		HJ		H	H				M	P		R	
NET: Not very / not at all likely to consider	1473	816	456	201	380	1093	414	423	119	171	607	531	763	565	313	1005	542	634
	63%	61%	65%	65%	58%	65%	55%	78%	67%	70%	70%	62%	75%	61%	42%	85%	64%	71%
						E		GIJ	G	G	L		N			O		Q

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase spending on public services

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely to consider	294 13%	162 14%	132 11%	26 11%	61 15% G	39 10%	32 8%	78 11%	58 26% DEFGH	87 14% K	71 9%	78 11%	58 26% JKL	152 12%	142 14%	169 12%	125 14%	49 9%	90 15% R	76 14% R	40 12%	17 15% *	23 11%	95 13%	199 12%	260 13%	31 11%
Fairly likely to consider	592 25%	280 25%	308 26%	59 25%	93 23%	113 30% G	86 22%	177 25%	63 28%	152 24%	199 26%	177 25%	63 28%	343 26%	249 24%	376 26%	217 24%	132 24%	169 28% W	127 24%	97 30% W	30 27% *	38 19%	212 28% Y	381 24%	516 25%	69 25%
Not very likely to consider	433 19%	233 20% C	199 17%	52 22%	65 16%	62 16%	74 19%	144 21%	36 16%	117 18%	136 18%	144 21%	36 16%	235 18%	198 19%	266 18%	167 19%	103 19%	111 18%	96 18%	73 23%	16 14% *	34 17%	143 19%	290 18%	372 18%	58 21%
I would not consider at all	636 27%	334 29% C	298 25%	46 19%	109 27% DI	98 26% I	138 35% DEFI	208 30% DI	38 17%	154 24% M	236 31% JM	208 30% JM	38 17%	398 30% O	238 23%	406 28%	230 26%	168 30% SU	134 22%	145 27%	71 22%	36 31% *	83 41% RSTU	220 30%	416 26%	567 28%	61 22%
I will not vote at the next General Election	141 6%	58 5%	83 7%	20 8% HI	27 7% I	35 9% HI	23 6% I	32 5%	4 2%	47 7% M	58 8% LM	32 5%	4 2%	62 5%	78 8% N	99 7% Q	41 5%	48 9% V	37 6%	28 5%	16 5%	2 2% *	9 5%	23 3%	117 7% X	120 6%	19 7%
Don't know	241 10%	72 6%	168 14% B	37 15% FGH	42 11%	35 9%	37 9%	62 9%	28 12%	79 12%	72 9%	62 9%	28 12%	120 9%	121 12%	124 9%	117 13% P	55 10%	68 11%	65 12%	26 8%	13 12% *	14 7%	52 7%	189 12% X	200 10%	34 13%
NET: Fairly / very likely to consider	886 38%	442 39%	440 37%	85 35%	154 39% G	152 40% G	118 30%	255 36%	122 53% DEFGH	239 38%	270 35%	255 36%	122 53% JKL	495 38%	391 38%	544 38%	342 38%	180 33%	259 42% RW	202 38%	137 42% RW	47 41% *	61 30%	307 41% Y	579 36%	776 38%	100 37%
NET: Not very / not at all likely to consider	1069 46%	567 50% C	497 42%	98 41%	173 44% I	160 42%	212 54% DEFI	352 50% DFI	74 32%	271 43% M	372 48% M	352 50% JM	74 32%	633 48% O	436 43%	672 47%	397 44%	271 49% S	245 40%	241 45%	144 45%	51 45% *	117 58% STU	363 49% Y	706 44%	939 46%	119 44%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4b. If the Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them? - Increase spending on public services

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely to consider	294 / 13%	199 / 15% / C	56 / 8%	40 / 13% / C	114 / 17% / F	180 / 11%	169 / 22% / HIJ	42 / 8%	19 / 11%	27 / 11%	105 / 12%	136 / 16% / K	125 / 12%	150 / 16% / M	224 / 30% / P	55 / 5%	164 / 19% / R	114 / 13%
Fairly likely to consider	592 / 25%	369 / 28% / C	149 / 21%	75 / 24%	195 / 30% / F	397 / 24%	295 / 39% / HIJ	77 / 14%	50 / 28% / H	62 / 25% / H	213 / 24%	265 / 31% / K	241 / 24%	292 / 32% / M	353 / 47% / P	177 / 15%	177 / 21%	311 / 35% / Q
Not very likely to consider	433 / 19%	224 / 17%	148 / 21% / B	61 / 20%	103 / 16%	329 / 20%	136 / 18%	112 / 21%	24 / 14%	44 / 18%	145 / 17%	177 / 21% / K	193 / 19%	206 / 22%	89 / 12%	300 / 25% / O	141 / 17%	190 / 21% / Q
I would not consider at all	636 / 27%	344 / 26%	207 / 30%	85 / 28%	146 / 22%	490 / 29% / E	76 / 10%	261 / 48% / GIJ	69 / 39% / G	94 / 38% / G	331 / 38% / L	171 / 20%	401 / 39% / N	191 / 21%	33 / 4%	565 / 48% / O	324 / 38% / R	213 / 24%
I will not vote at the next General Election	141 / 6%	68 / 5%	56 / 8% / B	16 / 5%	47 / 7%	94 / 6%	12 / 2%	17 / 3%	2 / 1%	6 / 2%	11 / 1%	29 / 3% / K	15 / 1%	16 / 2%	4 / 1%	23 / 2% / O	17 / 2%	8 / 1%
Don't know	241 / 10%	126 / 9%	82 / 12%	33 / 11%	51 / 8%	190 / 11% / E	67 / 9%	32 / 6%	13 / 7%	11 / 5%	67 / 8%	73 / 9%	44 / 4%	66 / 7% / M	45 / 6%	61 / 5%	29 / 3%	57 / 6% / Q

	Total																	
NET: Fairly / very likely to consider	886 / 38%	567 / 43% / C	205 / 29%	114 / 37% / C	309 / 47% / F	578 / 34%	464 / 61% / HIJ	119 / 22%	69 / 39% / H	89 / 36% / H	318 / 36%	401 / 47% / K	366 / 36%	442 / 48% / M	577 / 77% / P	233 / 20%	341 / 40%	424 / 48% / Q
NET: Not very / not at all likely to consider	1069 / 46%	568 / 43%	355 / 51% / B	147 / 47%	250 / 38%	819 / 49% / E	212 / 28%	374 / 69% / GIJ	93 / 53% / G	138 / 57% / G	476 / 55% / L	349 / 41%	594 / 58% / N	397 / 43%	122 / 16%	866 / 73% / O	465 / 55% / R	403 / 45%

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling

Fieldwork: 25-29 August 2023

PUBLIC

Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election? - Summary

All Adults aged 18+ in Great Britain

	Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election?	
	Increase taxes that you personally pay	Increase spending on public services
	(A)	(B)
Unweighted base	2337	2337
Weighted base	2337	2337
Very likely	438 19%	426 18%
Fairly likely	730 31%	908 39% A
Not very likely	522 22% B	425 18%
Not at all likely	270 12% B	235 10%
Don't know	377 16% B	343 15%

NET: Fairly / very likely	1168 50%	1333 57% A
NET: Not very / not at all likely	793 34% B	660 28%

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election? - Increase taxes that you personally pay
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely	438 19%	247 22% C	189 16%	32 13%	58 15%	72 19%	73 19%	161 23% DE	42 19%	90 14%	145 19% J	161 23% J	42 19%	250 19%	188 18%	279 19%	159 18%	84 15%	123 20%	118 22% R	57 18%	17 15% *	39 20%	163 22% Y	275 17%	402 20%	32 12% a
Fairly likely	730 31%	376 33%	352 30%	65 27%	139 35%	113 30%	121 31%	214 31%	78 34%	204 32%	234 30%	214 31%	78 34%	437 33% O	293 29%	456 32%	274 31%	187 34%	189 31%	160 30%	100 31%	36 32% *	58 29%	263 35% Y	467 29%	641 32%	84 31%
Not very likely	522 22%	248 22%	271 23%	64 27%	89 23%	87 23%	87 22%	148 21%	47 21%	154 24%	173 22%	148 21%	47 21%	296 23%	226 22%	321 22%	201 22%	132 24%	123 20%	107 20%	76 24%	28 25% *	56 28% ST	156 21%	366 23%	437 21%	79 29% Z
Not at all likely	270 12%	138 12%	132 11%	30 12%	51 13%	57 15% GH	33 9%	66 9%	34 15% G	81 13%	90 12%	66 9%	34 15%	127 10%	144 14% N	172 12%	98 11%	70 13%	67 11%	63 12%	33 10%	19 17% *	19 9%	66 9%	204 13% X	233 11%	33 12%
Don't know	377 16%	131 11%	244 21% B	50 21% I	59 15%	54 14%	76 19% I	112 16%	27 12%	108 17%	130 17%	112 16%	27 12%	202 15%	175 17%	212 15%	165 18% P	81 15%	108 18%	90 17%	56 17%	14 12% *	28 14%	98 13%	279 18% X	321 16%	45 16%
NET: Fairly / very likely	1168 50%	623 55% C	541 46%	96 40%	198 50% D	185 48%	194 50% D	375 54% D	120 53% D	294 46%	379 49%	375 54% J	120 53%	687 52% O	481 47%	735 51%	433 48%	271 49%	312 51%	277 52%	157 49%	53 47% *	97 48%	426 57% Y	742 47%	1043 51%	115 42% a
NET: Not very / not at all likely	793 34%	386 34%	403 34%	94 39% GH	141 35%	144 38% H	120 31%	214 30%	81 35%	235 37% L	263 34%	214 30%	81 35%	422 32%	370 36%	493 34%	299 33%	202 36%	190 31%	170 32%	109 34%	47 41% *	75 37%	222 30%	570 36% X	670 33%	113 41% Z

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely	438 19%	265 20% C	104 15%	69 22% C	140 21%	298 18%	210 28% HI	68 13%	29 16%	51 21% H	150 17%	212 25% K	149 15%	242 26% M	232 31% P	156 13%	185 22%	172 19%
Fairly likely	730 31%	432 33%	202 29%	95 31%	191 29%	539 32%	220 29%	206 38% G	73 41% G	75 31%	330 38% L	231 27%	419 41% N	245 27%	235 31%	421 36%	279 33%	324 36%
Not very likely	522 22%	292 22%	173 25% D	57 18%	157 24%	365 22%	137 18%	166 31% GI	32 18%	56 23%	213 24%	175 21%	267 26% N	193 21%	124 17%	328 28% O	201 24%	218 24%
Not at all likely	270 12%	152 11%	82 12%	36 12%	84 13%	187 11%	100 13% HI	38 7%	8 4%	41 17% HI	63 7%	129 15% K	76 7%	143 16% M	92 12%	128 11%	103 12%	94 11%
Don't know	377 16%	187 14%	136 20% B	53 17%	84 13%	293 17% E	89 12%	64 12%	36 20% GHJ	21 9%	116 13%	103 12%	108 11%	99 11%	65 9%	148 13% O	84 10%	85 10%

	Total																	
NET: Fairly / very likely	1168 50%	698 52% C	306 44%	164 53% C	331 50%	837 50%	430 57% H	274 51%	102 57%	126 52%	480 55%	444 52%	568 56%	487 53%	468 62% P	577 49%	464 54%	496 56%
NET: Not very / not at all likely	793 34%	445 33%	255 37%	93 30%	241 37%	551 33%	236 31% I	203 38% GI	40 23%	97 40% GI	276 32%	305 36%	343 34%	336 36%	216 29%	457 39% O	304 36%	312 35%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election? - Increase spending on public services
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely	426	252	171	47	74	64	65	131	44	120	130	131	44	262	163	265	161	89	119	94	72	24	28	180	245	364	57
	18%	22% C	14%	19%	19%	17%	17%	19%	20%	19%	17%	19%	20%	20% O	16%	18%	18%	16%	20%	18%	22% RW	21% *	14%	24% Y	15%	18%	21%
Fairly likely	908	452	453	89	167	144	154	277	77	257	297	277	77	535	372	584	324	220	223	211	132	43	78	305	603	797	101
	39%	40%	38%	37%	42%	38%	39%	39%	34%	40%	39%	39%	34%	41%	36%	41%	36%	40%	37%	39%	41%	38% *	39%	41%	38%	39%	37%
Not very likely	425	192	230	38	71	66	67	134	49	109	134	134	49	231	194	243	182	109	118	82	52	16	48	127	298	361	60
	18%	17%	19%	16%	18%	17%	17%	19%	21%	17%	17%	19%	21%	18%	19%	17%	20%	20%	19%	15%	16%	14% *	24% T	17%	19%	18%	22%
Not at all likely	235	137	98	18	34	54	33	73	24	52	87	73	24	107	128	156	79	57	56	66	22	15	20	58	177	219	13
	10%	12% C	8%	8%	8%	14% DEG	8%	10%	11%	8%	11%	10%	11%	8%	12% N	11%	9%	10%	9%	12% U	7%	13% *	10%	8%	11% X	11% a	5%
Don't know	343	107	235	48	52	54	70	86	33	100	125	86	33	175	168	192	151	79	94	84	44	16	27	75	268	293	43
	15%	9%	20% B	20% EH	13%	14%	18% H	12%	14%	16%	16%	12%	14%	13%	16%	13%	17% P	14%	15%	16%	14%	14% *	13%	10%	17% X	14%	16%
NET: Fairly / very likely	1333	704	624	136	241	208	219	408	121	377	427	408	121	798	536	849	485	309	342	305	204	67	106	485	848	1162	157
	57%	62% C	53%	57%	61%	54%	56%	58%	53%	59%	55%	58%	53%	61% O	52%	59% Q	54%	56%	56%	57%	63% W	58% *	53%	65% Y	53%	57%	58%
NET: Not very / not at all likely	660	329	329	56	104	120	100	207	73	161	220	207	73	338	323	399	261	166	174	148	74	31	67	185	475	580	73
	28%	29%	28%	23%	26%	31%	26%	29%	32%	25%	29%	29%	32%	26%	31% N	28%	29%	30% U	29%	28%	23%	27% *	34% U	25%	30% X	29%	27%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4c. And how likely, if at all, do you think the Labour Party would be to do each of the following if they were to win the next election? - Increase spending on public services

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely	426 18%	266 20% C	109 16%	51 16%	136 21%	290 17%	143 19%	147 27% GJ	35 20%	36 15%	199 23% L	157 18%	271 27% N	124 13%	156 21%	240 20%	226 27% R	154 17%
Fairly likely	908 39%	524 39%	264 38%	120 39%	258 39%	649 39%	256 34% G	265 49% G	92 52% G	103 42%	411 47% L	295 35%	537 53% N	278 30%	285 38%	520 44% O	343 40%	420 47% Q
Not very likely	425 18%	239 18%	130 19%	56 18%	108 17%	317 19%	177 23% HI	67 12%	21 12%	48 20% HI	137 16%	172 20% K	111 11%	260 28% M	148 20%	208 18%	137 16%	165 18%
Not at all likely	235 10%	132 10%	70 10%	33 11%	72 11%	163 10%	93 12% HI	17 3%	3 2%	37 15% HI	35 4%	130 15% K	24 2%	162 18% M	91 12% P	100 8%	84 10%	72 8%
Don't know	343 15%	169 13%	124 18% B	51 16%	81 12%	262 16%	85 11%	46 9%	26 15% HJ	19 8%	91 10%	98 12%	76 7%	98 11% M	68 9%	114 10%	62 7%	82 9%

	Total																	
NET: Fairly / very likely	1333 57%	790 59% C	373 53%	171 55%	394 60%	939 56%	400 53%	411 76% GJ	127 72% GJ	139 57%	610 70% L	451 53%	809 79% N	402 44%	441 59%	760 64% O	569 67%	574 64%
NET: Not very / not at all likely	660 28%	371 28%	201 29%	89 29%	180 27%	480 29%	270 36% HI	83 15%	24 13%	86 35% HI	172 20%	302 35% K	134 13%	422 46% M	239 32% P	308 26%	221 26%	237 27%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election? - Summary

All Adults aged 18+ in Great Britain

	Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election?	
	Increase taxes that you personally pay	Increase spending on public services
	(A)	(B)
Unweighted base	2337	2337
Weighted base	2337	2337
Very likely	472 20% B	162 7%
Fairly likely	715 31% B	516 22%
Not very likely	486 21%	718 31% A
Not at all likely	300 13%	598 26% A
Don't know	364 16%	342 15%

NET: Fairly / very likely	1187 51% B	679 29%
NET: Not very / not at all likely	786 34%	1316 56% A

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election? - Increase taxes that you personally pay
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely	472 20%	246 22%	225 19%	57 24% I	85 21% I	96 25% GHI	71 18%	133 19%	31 13%	141 22% M	167 22% M	133 19%	31 13%	254 19%	218 21%	324 23% Q	148 16%	121 22%	130 21%	99 18%	53 16%	28 24% *	42 21%	168 22%	304 19%	412 20%	55 20%
Fairly likely	715 31%	348 31%	364 31%	62 26%	120 30%	117 31%	119 31%	221 32%	76 33%	181 28%	236 31%	221 32%	76 33%	406 31%	309 30%	437 30%	278 31%	165 30%	193 32%	173 32%	99 31%	33 29% *	52 26%	245 33%	470 30%	627 31%	82 30%
Not very likely	486 21%	266 23% C	216 18%	41 17%	75 19%	67 18%	79 20%	164 23%	59 26% DF	116 18%	147 19%	164 23% J	59 26% J	298 23% O	188 18%	277 19%	209 23% P	102 18%	124 20%	109 20%	74 23%	19 17% *	58 29% RSTV	160 21%	326 20%	424 21%	55 20%
Not at all likely	300 13%	167 15% C	132 11%	35 15%	52 13%	51 13%	58 15%	78 11%	27 12%	87 14%	108 14%	78 11%	27 12%	157 12%	143 14%	199 14% S	101 11%	85 15%	56 9%	68 13%	46 14%	21 18% S*	23 12%	86 12%	214 13%	257 13%	39 14%
Don't know	364 16%	112 10%	251 21% B	45 19%	66 17%	50 13%	63 16%	105 15%	35 15%	111 17%	114 15%	105 15%	35 15%	196 15%	168 16%	203 14%	161 18% P	81 15%	107 18%	88 16%	50 16%	13 12% *	25 12%	87 12%	277 17% X	315 15%	41 15%
NET: Fairly / very likely	1187 51%	594 52%	589 50%	118 49%	204 51%	214 56%	190 49%	354 51%	106 47%	323 51%	403 52%	354 51%	106 47%	660 50%	526 51%	761 53% Q	425 47%	285 52%	323 53%	272 51%	151 47%	61 53% *	94 47%	412 55% Y	774 49%	1039 51%	137 50%
NET: Not very / not at all likely	786 34%	434 38% C	348 29%	76 32%	127 32%	118 31%	137 35%	242 35%	86 38%	203 32%	255 33%	242 35%	86 38%	455 35%	332 32%	476 33%	311 35%	187 34%	180 30%	177 33%	121 37% S	40 35% *	81 40% S	246 33%	540 34%	681 33%	95 35%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election? - Increase taxes that you personally pay

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely	472 20%	264 20%	139 20%	69 22%	147 22%	325 19%	107 14%	153 28% G	39 22% G	61 25% G	196 22% L	145 17%	289 28% N	122 13%	102 14%	308 26% O	209 25% R	171 19%
Fairly likely	715 31%	431 32%	200 29%	84 27%	201 31%	513 31%	276 36% J	169 31%	62 35%	69 28%	284 33%	284 33%	336 33%	303 33%	313 42% P	323 27%	253 30%	342 38% Q
Not very likely	486 21%	273 20%	147 21%	67 22%	129 20%	358 21%	203 27% HI	83 15%	30 17%	53 22%	177 20%	203 24%	163 16%	282 31% M	198 26% P	230 19%	189 22%	186 21%
Not at all likely	300 13%	165 12%	92 13%	43 14%	94 14%	206 12%	69 9%	84 16% G	21 12%	35 15% G	107 12%	106 12%	138 13%	113 12%	54 7%	199 17% O	121 14%	101 11%
Don't know	364 16%	197 15%	120 17%	47 15%	85 13%	279 17%	101 13%	52 10%	26 14%	25 10%	108 12%	113 13%	94 9%	101 11%	81 11%	122 10%	81 9%	92 10%
NET: Fairly / very likely	1187 51%	695 52%	338 49%	153 49%	349 53%	838 50%	382 51% G	322 59%	101 57%	130 53%	480 55%	429 50%	625 61% N	425 46%	415 55%	631 53%	461 54%	514 58%
NET: Not very / not at all likely	786 34%	438 33%	238 34%	111 36%	222 34%	564 34%	272 36%	167 31%	51 29%	88 36%	284 33%	309 36%	301 29%	395 43% M	252 34%	429 36%	310 36%	287 32%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election? - Increase spending on public services
All Adults aged 18+ in Great Britain

| | Total | Gender | | Age | | | | | | Aggregated Age breaks | | | | Social grade | | Employment status | | Region | | | | | | Education | | Ethnicity | |
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 75+ | 18-34 | 35-54 | 55-75 | 75+ | ABC1 | C2DE | Working | Not working | North | Midlands | South | London | Wales | Scotland | Graduates | Non-Graduates | White ethnic group | Minority ethnic group |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Very likely	162	95	66	17	35	38	19	34	20	52	57	34	20	87	75	110	52	35	41	32	36	9	9	67	95	131	29
	7%	8% C	6%	7%	9% GH	10% GH	5%	5%	9%	8% L	7%	5%	9%	7%	7%	8%	6%	6%	7%	6%	11% RSTW	8% *	4%	9% Y	6%	6%	10% Z
Fairly likely	516	256	259	51	103	79	74	143	66	154	153	143	66	292	224	330	187	108	153	123	78	24	31	169	347	447	67
	22%	22%	22%	21%	26% G	21%	19%	20%	29% FGH	24%	20%	20%	29% KL	22%	22%	23%	21%	19%	25% RW	23% W	24% W	21% *	15%	23%	22%	22%	25%
Not very likely	718	362	352	63	101	106	130	249	70	164	235	249	70	409	309	434	284	175	182	161	100	31	70	232	487	638	75
	31%	32%	30%	26%	26%	28%	33% E	35% DEF	31%	26%	30%	35% J	31%	31%	30%	30%	32%	32%	30%	30%	31%	27% *	35%	31%	31%	31%	27%
Not at all likely	598	327	269	63	100	100	106	193	36	163	206	193	36	343	255	374	224	155	135	139	66	38	65	201	397	531	58
	26%	29% C	23%	26% I	25% I	26% I	27% I	27% I	16%	26% M	27% M	27% M	16%	26%	25%	26%	25%	28% SU	22%	26%	20%	33% SU*	32% SU	27%	25%	26%	21%
Don't know	342	100	242	46	58	59	61	83	35	104	121	83	35	179	163	192	150	81	99	81	42	13	26	76	266	288	44
	15%	9%	20% B	19% H	15%	15%	16%	12%	16%	16% L	16%	12%	16%	14%	16%	13%	17% P	15%	16%	15%	13%	11% *	13%	10%	17% X	14%	16%
NET: Fairly / very likely	679	350	325	68	138	117	93	177	86	206	210	177	86	380	299	440	239	143	194	155	114	33	39	236	442	578	96
	29%	31%	27%	28%	35% GH	31%	24%	25%	38% GH	32% L	27%	25%	38% KL	29%	29%	31%	27%	26%	32% W	29% W	35% RW	29% *	20%	32% Y	28%	28%	35% Z
NET: Not very / not at all likely	1316	689	621	126	201	206	236	441	106	327	442	441	106	752	564	808	508	330	317	300	166	69	135	433	883	1168	133
	56%	61% C	52%	53%	51%	54%	60% EI	63% DEFI	46%	51%	57% M	63% JKM	46%	57%	55%	56%	57%	60% SU	52%	56%	51%	60% *	67% STU	58%	55%	57% a	49%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q4d. And how likely, if at all, do you think the Conservative Party would be to do each of the following if they were to win the next election? - Increase spending on public services

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/ Separated | ANY | NONE | Conservative | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservatives | Unlikely to consider Conservatives | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Very likely	162 7%	104 8%	37 5%	21 7%	69 11% F	93 6%	62 8%	33 6%	15 9%	20 8%	66 8%	65 8%	79 8%	61 7%	99 13% P	46 4%	67 8%	68 8%
Fairly likely	516 22%	327 25% C	125 18%	65 21%	176 27% F	340 20%	262 35% HIJ	60 11%	37 21% H	46 19% H	155 18%	236 28% K	185 18%	281 30% M	327 44% P	124 11%	193 23%	240 27%
Not very likely	718 31%	413 31%	207 30%	99 32%	185 28%	533 32%	260 34% I	178 33%	45 26%	70 29%	278 32%	284 33%	315 31%	330 36% M	209 28%	423 36% O	254 30%	298 33%
Not at all likely	598 26%	304 23%	214 31% B	80 26%	142 22%	456 27% E	78 10%	224 41% GI	56 32% G	89 37% G	284 33% L	165 19%	362 35% N	155 17%	38 5%	485 41% O	275 32% R	201 22%
Don't know	342 15%	182 14%	114 16%	46 15%	84 13%	259 15%	92 12%	46 8%	23 13%	18 7%	89 10%	102 12%	78 8%	96 10%	75 10%	104 9%	63 7%	85 10%

| | Total | | | | | | | | | | | | | | | | | |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Fairly / very likely	679 29%	431 32% C	162 23%	86 28%	245 37% F	433 26%	325 43% HIJ	93 17%	53 30% H	66 27% H	221 25%	300 35% K	264 26%	342 37% M	427 57% P	171 14%	261 31%	309 35%
NET: Not very / not at all likely	1316 56%	717 54%	421 60% B	178 57%	327 50%	989 59% E	338 45%	402 74% GIJ	101 57% G	159 65% G	562 64% L	449 53%	677 66% N	485 53%	246 33%	908 77% O	529 62% R	499 56%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q5. Thinking ahead to the next General Election, would you say you have definitely decided which party you will vote for, or is there a chance you may change your mind?

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Definitely decided	852	491	359	64	130	108	146	304	100	194	254	304	100	485	367	520	333	207	202	181	124	49	89	294	558	758	89
	36%	43%	30%	27%	33%	28%	37%	43%	44%	30%	33%	43%	44%	37%	36%	36%	37%	37%	33%	34%	38%	43%	44%	39%	35%	37%	33%
		C					DF	DEF	DEF			JK	JK									*	ST	Y			
Might change my mind	893	432	455	104	145	172	136	251	84	250	308	251	84	542	351	556	337	196	240	218	129	43	66	322	571	772	106
	38%	38%	38%	44%	37%	45%	35%	36%	37%	39%	40%	36%	37%	41%	34%	39%	38%	35%	39%	41%	40%	38%	33%	43%	36%	38%	39%
				G		EGH								O								*		Y			
I will not vote at the next General Election	242	110	132	23	67	44	47	54	6	91	91	54	6	102	140	158	85	67	70	52	27	4	22	50	192	209	32
	10%	10%	11%	10%	17%	12%	12%	8%	3%	14%	12%	8%	3%	8%	14%	11%	9%	12%	11%	10%	9%	3%	11%	7%	12%	10%	12%
				I	DHI	I	HI	I		LM	LM	M			N			V	V	V		*	V		X		
Don't know	350	107	242	48	55	58	61	91	37	103	119	91	37	182	168	206	143	84	98	85	42	19	23	80	270	295	46
	15%	9%	20%	20%	14%	15%	16%	13%	16%	16%	15%	13%	16%	14%	16%	14%	16%	15%	16%	16%	13%	16%	11%	11%	17%	14%	17%
			B	H																		*			X		

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q5. Thinking ahead to the next General Election, would you say you have definitely decided which party you will vote for, or is there a chance you may change your mind?

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Definitely decided	852 36%	524 39% C	214 31%	115 37%	222 34%	630 37%	305 40%	307 57% GIJ	74 42%	91 37%	420 48% L	319 37%	467 46% N	364 40%	308 41%	511 43%	852 100% R	- -
Might change my mind	893 38%	526 40%	256 37%	111 36%	259 39%	634 38%	331 44% H	183 34%	88 49% H	118 49% H	358 41%	349 41%	457 45% N	361 39%	367 49% P	456 39%	- -	893 100% Q
I will not vote at the next General Election	242 10%	115 9%	99 14% B	29 9%	73 11%	169 10%	25 3%	13 2%	2 1%	12 5% I	21 2%	57 7% K	28 3%	71 8% M	16 2%	79 7% O	- -	- -
Don't know	350 15%	164 12%	129 18% B	57 18% B	102 16%	248 15%	94 12% H	37 7%	14 8%	22 9%	73 8%	126 15% K	68 7%	126 14% M	57 8%	136 11% O	- -	- -

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Summary

All Adults aged 18+ in Great Britain

	Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…?		
	Five years	Ten years	Twenty years
	(A)	(B)	(C)
Unweighted base	2337	2337	2337
Weighted base	2337	2337	2337
Strongly support	613 26% BC	570 24%	566 24%
Tend to support	354 15%	380 16% C	334 14%
Neither support nor oppose	398 17%	419 18%	485 21% AB
Tend to oppose	203 9%	218 9%	196 8%
Strongly oppose	563 24% BC	520 22% C	477 20%
Don't know	206 9%	230 10% A	278 12% AB

	Five years	Ten years	Twenty years
NET: Strongly / tend to support	967 41% C	950 41% C	900 39%
NET: Tend to / strongly oppose	766 33% C	738 32% C	674 29%

rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A/B/C   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Five years
All Adults aged 18+ in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-75	Age 75+	Agg 18-34	Agg 35-54	Agg 55-75	Agg 75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	613	327	281	63	113	114	103	178	42	176	217	178	42	414	199	411	202	133	140	141	97	30	73	261	352	531	78
	26%	29% C	24%	26%	29%	30% I	26% I	25%	19%	28% M	28% M	25%	19%	32% O	19%	29% Q	23%	24%	23%	26%	30% S	26% *	36% RST	35% Y	22%	26%	28%
Tend to support	354	162	192	53	86	63	50	86	16	139	113	86	16	194	160	232	121	77	109	56	60	20	31	124	230	297	53
	15%	14%	16%	22% GHI	22% GHI	16% I	13% I	12%	7%	22% KLM	15% M	12%	7%	15%	16%	16%	14%	14%	18% T	10%	19% T	18% T*	16%	17%	14%	15%	19%
Neither support nor oppose	398	192	204	48	87	81	68	92	21	135	149	92	21	185	213	274	123	105	97	86	60	16	33	111	286	324	66
	17%	17%	17%	20% HI	22% HI	21% HI	18% I	13%	9%	21% LM	19% LM	13%	9%	14%	21% N	19% Q	14%	19%	16%	16%	19%	14% *	16%	15%	18%	16%	24% Z
Tend to oppose	203	84	118	28	21	23	33	62	36	50	56	62	36	107	96	105	98	52	57	49	24	8	13	68	135	171	26
	9%	7%	10%	12% EF	5%	6%	8%	9%	16% EFGH	8%	7%	9%	16% JKL	8%	9%	7%	11% P	9%	9%	9%	8%	7% *	6%	9%	8%	8%	9%
Strongly oppose	563	311	249	12	37	65	97	247	105	49	162	247	105	301	262	292	270	149	152	151	50	30	31	124	439	541	20
	24%	27% C	21%	5%	9%	17% DE	25% DEF	35% DEFG	46% DEFGH	8%	21% J	35% JK	46% JKL	23%	26%	20%	30% P	27% UW	25% UW	28% UW	15%	27% UW*	15%	17%	28% X	27%	7% a
Don't know	206	62	144	35	53	36	38	36	9	88	74	36	9	110	96	125	81	38	54	55	30	10	20	58	149	171	31
	9%	5%	12% B	15% HI	13% HI	9% HI	10% HI	5%	4%	14% KLM	10% LM	5%	4%	8%	9%	9%	9%	7%	9%	10%	9%	8% *	10%	8%	9%	8%	11%
NET: Strongly / tend to support	967	489	473	116	199	177	153	264	58	315	330	264	58	608	359	644	323	210	248	197	158	51	104	385	582	828	130
	41%	43%	40%	48% GHI	50% GHI	46% HI	39% I	38%	25%	49% KLM	43% M	38% M	25%	46% O	35%	45% Q	36%	38%	41%	37%	49% RST	44% *	52% RST	52% Y	37%	41%	48% Z
NET: Tend to / strongly oppose	766	396	367	41	58	88	130	308	140	99	218	308	140	408	358	397	369	201	210	200	74	38	44	192	574	712	46
	33%	35%	31%	17%	15%	23% E	33% DEF	44% DEFG	62% DEFGH	16%	28% J	44% JK	62% JKL	31%	35%	28%	41% P	36% UW	34% UW	37% UW	23%	33% *	22%	26%	36% X	35%	17% a

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Five years
All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	613 26%	349 26%	195 28%	69 22%	167 26%	446 27%	78 10%	225 42% G	82 46% GJ	84 35% G	419 48% L	56 7%	409 40% N	145 16%	111 15%	438 37% O	287 34% R	241 27%
Tend to support	354 15%	211 16% D	110 16%	33 10%	130 20% F	224 13%	75 10%	99 18% G	41 23% G	44 18% G	175 20% L	73 9%	208 20% N	99 11%	118 16%	192 16%	134 16%	163 18%
Neither support nor oppose	398 17%	201 15%	143 20% B	54 17%	147 22% F	251 15%	86 11%	94 17% GI	17 10%	46 19% GI	121 14%	119 14%	169 17%	140 15%	114 15%	194 16%	113 13%	127 14%
Tend to oppose	203 9%	111 8%	53 8%	39 12% C	48 7%	156 9%	99 13% HJ	32 6%	15 8%	17 7%	57 6%	111 13% K	66 6%	111 12% M	79 11%	91 8%	60 7%	101 11% Q
Strongly oppose	563 24%	353 27% C	119 17%	91 29% C	98 15%	464 28% E	384 51% HIJ	54 10%	11 6%	44 18% HI	62 7%	450 53% K	112 11%	385 42% M	302 40% P	188 16%	224 26%	216 24%
Don't know	206 9%	104 8%	78 11% B	25 8%	66 10%	141 8%	33 4%	37 7%	11 6%	7 3%	38 4%	42 5%	56 6%	41 4%	25 3%	79 7% O	34 4%	45 5%
NET: Strongly / tend to support	967 41%	560 42% D	305 44% D	102 33%	297 45% F	670 40%	153 20%	324 60% G	123 70% GHJ	128 53% G	594 68% L	129 15%	617 61% N	244 27%	229 31%	630 53% O	421 49%	404 45%
NET: Tend to / strongly oppose	766 33%	464 35% C	172 25%	130 42% C	146 22%	620 37% E	483 64% HIJ	86 16%	25 14%	61 25% HI	119 14%	561 66% K	178 17%	496 54% M	380 51% P	279 24%	284 33%	317 35%

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Overlap formulae used

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Ten years
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	570 24%	305 27% C	261 22%	70 29% I	97 25% I	113 29% HI	97 25% I	157 22%	37 16%	167 26% M	209 27% M	157 22%	37 16%	397 30% O	173 17%	380 26% Q	191 21%	127 23%	134 22%	131 24%	87 27%	27 24% *	65 32% RS	238 32% Y	332 21%	496 24%	71 26%
Tend to support	380 16%	188 16%	191 16%	50 21% HI	88 22% GHI	68 18% I	60 16% I	95 14%	18 8%	138 22% KLM	128 17% M	95 14%	18 8%	208 16%	172 17%	257 18% Q	123 14%	90 16% T	102 17% T	60 11%	71 22% T	18 16% *	39 19% T	133 18%	247 16%	319 16%	51 19%
Neither support nor oppose	419 18%	185 16%	232 20%	51 21% HI	87 22% HI	82 21% HI	64 16%	107 15%	28 12%	139 22% LM	146 19%	107 15%	28 12%	206 16%	213 21% N	278 19% Q	141 16%	98 18%	112 18%	91 17%	64 20%	18 16% *	35 18%	125 17%	294 18%	338 17%	73 27% Z
Tend to oppose	218 9%	101 9%	117 10%	20 9%	27 7%	31 8%	34 9%	76 11%	30 13% E	47 7%	64 8%	76 11%	30 13% J	111 8%	107 10%	122 8%	96 11%	63 11% W	63 10% W	53 10% W	23 7%	8 7% *	9 4%	69 9%	150 9%	188 9%	27 10%
Strongly oppose	520 22%	288 25% C	230 19%	14 6%	42 11%	51 13% D	89 23% DEF	223 32% DEFG	101 44% DEFGH	57 9%	139 18% J	223 32% JK	101 44% JKL	268 20%	252 25% N	262 18%	259 29% P	131 24% UW	140 23% UW	142 27% UW	45 14%	31 27% UW*	30 15%	118 16%	402 25% X	502 25% a	18 7%
Don't know	230 10%	73 6%	156 13% B	34 14% HI	55 14% HI	39 10% H	46 12% HI	42 6%	14 6%	89 14% LM	85 11% L	42 6%	14 6%	121 9%	109 11%	141 10%	88 10%	44 8%	60 10%	60 11%	32 10%	12 10% *	22 11%	63 8%	167 10%	191 9%	33 12%
NET: Strongly / tend to support	950 41%	493 43% C	452 38%	119 50% GHI	186 47% HI	181 47% HI	157 40% I	252 36%	55 24%	305 48% LM	338 44% LM	252 36% M	55 24%	605 46% O	345 34%	637 44% Q	313 35%	218 39%	235 39%	191 36%	157 49% RST	45 39% *	104 52% RST	371 50% Y	579 36%	815 40%	121 44%
NET: Tend to / strongly oppose	738 32%	389 34% C	347 29%	35 14%	69 17%	81 21% DEF	122 31% DEF	299 43% DEFG	131 58% DEFGH	104 16%	204 26% J	299 43% JK	131 58% JKL	379 29%	360 35% N	384 27%	355 40% P	194 35% UW	203 33% UW	195 36% UW	68 21%	39 35% UW*	39 19%	187 25%	551 35% X	690 34% a	45 16%

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Overlap formulae used

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Ten years

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	570 24%	321 24%	187 27% D	62 20%	153 23%	417 25%	73 10%	215 40% GJ	87 49% GHJ	68 28% G	397 46% L	47 6%	383 38% N	134 15%	97 13%	417 35% O	260 31%	236 26%
Tend to support	380 16%	217 16%	122 18%	41 13%	134 20% F	246 15%	79 10%	106 20% G	37 21% G	54 22% G	199 23% L	80 9%	220 22% N	119 13%	132 18%	202 17%	147 17%	172 19%
Neither support nor oppose	419 18%	221 17%	134 19%	63 20%	148 23% F	271 16%	104 14%	91 17%	24 14%	43 17%	124 14%	128 15%	183 18%	139 15%	118 16%	201 17%	114 13%	149 17%
Tend to oppose	218 9%	133 10%	59 8%	26 8%	56 9%	162 10%	113 15% HIJ	40 7%	9 5%	17 7%	52 6%	121 14% K	66 7%	120 13% M	92 12% P	92 8%	77 9%	96 11%
Strongly oppose	520 22%	321 24% C	111 16%	88 29% C	93 14%	427 25% E	350 46% HIJ	46 9%	9 5%	48 20% HI	56 6%	419 49% K	103 10%	358 39% M	277 37% P	179 15%	213 25%	191 21%
Don't know	230 10%	117 9%	83 12% B	30 10%	71 11%	159 9%	36 5%	44 8% G	12 7%	13 5%	45 5%	56 7%	63 6%	51 6%	33 4%	91 8% O	41 5%	49 6%
NET: Strongly / tend to support	950 41%	538 40% D	309 44% D	103 33%	287 44%	662 39%	152 20%	321 59% GJ	124 70% GHJ	122 50% G	596 68% L	127 15%	603 59% N	253 27%	229 31%	620 52% O	407 48%	407 46%
NET: Tend to / strongly oppose	738 32%	454 34% C	170 24%	115 37% C	149 23%	589 35% E	463 61% HIJ	86 16%	17 10%	65 27% HI	108 12%	540 63% K	169 17%	478 52% M	368 49% P	271 23%	290 34%	287 32%

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Ipsos UK - The Rest Is Politics Polling
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Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Twenty years
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	566 24%	301 26% C	261 22%	67 28% I	96 24% I	114 30% HI	98 25% I	155 22%	36 16%	164 26% M	212 27% LM	155 22%	36 16%	386 29% O	180 18%	376 26% Q	189 21%	129 23%	137 23%	135 25%	79 25%	24 21% *	63 31% S	237 32% Y	329 21%	489 24%	71 26%
Tend to support	334 14%	164 14%	170 14%	37 15% I	77 19% HI	55 14%	56 14% I	91 13%	19 8%	114 18% LM	111 14% M	91 13%	19 8%	194 15%	141 14%	220 15%	115 13%	82 15%	81 13%	64 12%	57 18% T	15 13% *	34 17%	119 16%	216 14%	296 15%	36 13%
Neither support nor oppose	485 21%	239 21%	245 21%	59 24% GI	109 27% GHI	95 25% GHI	66 17%	128 18%	29 13%	167 26% KLM	160 21% M	128 18%	29 13%	237 18%	248 24% N	322 22% Q	163 18%	121 22%	137 22%	99 18%	65 20%	27 23% *	37 19%	134 18%	352 22% X	398 20%	79 29% Z
Tend to oppose	196 8%	90 8%	106 9%	27 11% E	22 6%	28 7%	31 8%	62 9%	26 12% E	49 8%	59 8%	62 9%	26 12%	108 8%	89 9%	117 8%	79 9%	48 9%	51 8%	41 8%	33 10%	9 8% *	14 7%	72 10%	125 8%	166 8%	27 10%
Strongly oppose	477 20%	260 23% C	215 18%	15 6%	32 8%	43 11%	82 21% DEF	209 30% DEFG	96 42% DEFGH	48 7%	124 16% J	209 30% JK	96 42% JKL	246 19%	231 23%	234 16%	243 27% P	121 22% UW	131 22% UW	130 24% UW	44 14%	26 22% W*	25 12%	108 15%	369 23% X	452 22% X	24 9% a
Don't know	278 12%	85 8%	191 16% B	35 15% H	60 15% H	48 13% H	57 15% H	55 8%	22 10%	95 15% L	105 14% L	55 8%	22 10%	140 11%	137 13%	170 12%	107 12%	54 10%	72 12%	67 12%	43 13%	14 12% *	28 14%	77 10%	201 13%	235 12%	37 14%
NET: Strongly / tend to support	900 39%	465 41%	431 36%	104 43% HI	173 44% HI	169 44% HI	155 40% I	245 35%	54 24%	278 44% LM	323 42% LM	245 35% M	54 24%	580 44% O	320 31%	596 41% Q	304 34%	210 38%	219 36%	199 37%	136 42%	39 34% *	97 48% RSTV	355 48% Y	545 34%	785 39%	107 39%
NET: Tend to / strongly oppose	674 29%	350 31%	321 27%	42 17%	55 14%	71 18%	112 29% DEF	272 39% DEFG	122 54% DEFGH	97 15%	183 24% J	272 39% JK	122 54% JKL	353 27%	320 31%	351 24%	322 36% P	169 31% W	182 30% W	172 32% UW	77 24%	35 30% *	39 19%	180 24%	494 31% X	617 30% a	51 19%

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Q6. To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next…? - Twenty years
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	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	566 24%	314 24%	190 27% D	61 20%	154 23%	412 24%	71 9%	212 39% GJ	88 50% GHJ	64 26% G	390 45% L	47 6%	380 37% N	135 15%	100 13%	413 35% O	254 30%	232 26%
Tend to support	334 14%	198 15%	101 14%	36 12%	108 16%	227 13%	80 11%	89 17% G	28 16%	46 19% G	167 19% L	84 10%	193 19% N	101 11%	112 15%	182 15%	123 14%	156 17%
Neither support nor oppose	485 21%	256 19%	159 23%	71 23%	181 28% F	305 18%	123 16%	107 20%	29 16%	55 22%	156 18%	148 17%	205 20%	185 20%	154 21%	232 20%	150 18%	170 19%
Tend to oppose	196 8%	119 9%	53 8%	25 8%	48 7%	148 9%	108 14% HIJ	29 5%	8 5%	16 7%	45 5%	110 13% K	66 6%	108 12% M	93 12% P	77 6%	63 7%	101 11% Q
Strongly oppose	477 20%	297 22% C	105 15%	76 24% C	89 14%	388 23% E	319 42% HIJ	46 9%	8 4%	47 19% HI	55 6%	380 45% K	93 9%	322 35% M	241 32% P	170 14%	206 24% R	165 18%
Don't know	278 12%	146 11%	89 13%	42 14%	76 12%	202 12%	54 7%	58 11% G	17 9%	15 6%	59 7%	82 10%	83 8%	70 8%	47 6%	108 9% O	56 7%	69 8%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Strongly / tend to support	900 39%	512 39% D	291 42% D	97 31%	262 40%	639 38%	152 20%	301 56% GJ	116 65% GHJ	111 46% G	557 64% L	132 15%	573 56% N	236 26%	213 28%	595 50% O	378 44%	388 43%
NET: Tend to / strongly oppose	674 29%	415 31% C	158 23%	101 32% C	137 21%	536 32% E	427 56% HIJ	75 14%	16 9%	63 26% HI	100 11%	490 58% K	158 16%	430 47% M	334 45% P	246 21%	269 32%	266 30%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - Summary

All Adults aged 18+ in Great Britain

	Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference?				
	Your own standard of living	The UK economy	The UK's ability to control immigration into the country	The UK's standing on the world stage	The UK's ability to make and enact its own laws
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2337	2337	2337	2337	2337
Weighted base	2337	2337	2337	2337	2337
Improve a lot	308 13% CE	478 20% ACDE	200 9% E	405 17% ACE	168 7%
Improve a little	576 25% CE	611 26% CDE	371 16% E	558 24% CE	276 12%
It would not make a difference	745 32% BD	468 20%	804 34% BD	659 28% B	755 32% BD
A little worse	245 10%	274 12% D	301 13% AD	230 10%	412 18% ABCD
A lot worse	191 8%	258 11% A	434 19% ABD	246 11% A	497 21% ABCD
Don't know	271 12% CDE	248 11%	227 10%	238 10%	229 10%

NET: Improve a lot / a little	884 38% CE	1089 47% ACDE	571 24% E	963 41% ACE	444 19%
NET: Get a little / a lot worse	436 19%	532 23% AD	734 31% ABD	476 20% A	909 39% ABCD

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ColumnMeans (5%): A/B/C/D/E   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - Your own standard of living

All Adults aged 18+ in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-75	Age 75+	Agg 18-34	Agg 35-54	Agg 55-75	Agg 75+	SG ABC1	SG C2DE	Emp Working	Emp Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Improve a lot	308 13%	175 15% C	131 11%	54 23% GHI	64 16% HI	62 16% HI	50 13% I	69 10% I	10 4%	118 18% LM	112 14% LM	69 10% M	10 4%	183 14%	125 12%	217 15% Q	91 10%	56 10%	76 12%	69 13%	62 19% RST	17 15% *	28 14%	138 19% Y	170 11%	252 12%	53 20% Z
Improve a little	576 25%	282 25%	290 24%	67 28% I	120 30% GHI	100 26% I	85 22%	167 24% I	36 16%	187 29% KLM	186 24% M	167 24% M	36 16%	369 28% O	207 20%	383 27% Q	193 22%	145 26%	152 25%	114 21%	83 26%	21 18% *	61 31% TV	229 31% Y	346 22%	493 24%	74 27%
It would not make a difference	745 32%	386 34%	358 30%	56 23%	113 28%	111 29%	132 34% D	242 35% D	91 40% DEF	169 27%	243 31%	242 35% J	91 40% JK	386 29%	360 35% N	440 31%	305 34%	177 32% U	196 32% U	188 35% U	80 25%	38 33% *	67 33%	197 26%	548 34% X	667 33%	72 27%
A little worse	245 10%	117 10%	126 11%	22 9%	30 7%	42 11%	29 7%	81 12% G	41 18% DEFGH	52 8%	71 9%	81 12%	41 18% JKL	133 10%	113 11%	139 10%	106 12%	62 11%	61 10%	55 10%	45 14% W	9 8% *	13 6%	60 8%	185 12% X	204 10%	36 13%
A lot worse	191 8%	99 9%	92 8%	10 4%	22 6%	18 5%	42 11% DEF	77 11% DEF	22 10% DF	32 5%	60 8%	77 11% J	22 10% J	98 8%	93 9%	107 7%	84 9%	55 10% UW	53 9%	48 9%	17 5%	9 8% *	8 4%	54 7%	137 9%	180 9% a	10 4%
Don't know	271 12%	80 7%	190 16% B	31 13%	49 12%	49 13%	52 13%	64 9%	27 12%	79 12%	101 13% L	64 9%	27 12%	142 11%	130 13%	155 11%	117 13%	59 11%	72 12%	63 12%	35 11%	20 18% *	24 12%	67 9%	204 13% X	239 12%	27 10%
NET: Improve a lot / a little	884 38%	457 40% C	422 35%	121 51% GHI	184 46% GHI	162 42% HI	135 35% I	235 34% I	46 20%	305 48% KLM	297 39% M	235 34% M	46 20%	552 42% O	332 32%	600 42% Q	284 32%	201 36%	228 37%	183 34%	145 45% RST	38 33% *	89 44% T	368 49% Y	516 32%	745 37%	128 47% Z
NET: Get a little / a lot worse	436 19%	216 19%	217 18%	32 13%	52 13%	60 16%	70 18%	158 23% DEF	63 28% DEFG	84 13%	131 17%	158 23% JK	63 28% JK	231 18%	205 20%	245 17%	191 21% P	117 21% W	114 19% W	103 19% W	63 19% W	18 16% *	21 10%	113 15%	323 20% X	383 19%	46 17%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - Your own standard of living
All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Improve a lot	308 13%	157 12%	121 17% BD	31 10%	100 15%	208 12%	33 4%	115 21% GJ	43 24% GJ	35 14% G	181 21% L	45 5%	216 21% N	51 6%	64 9%	205 17% O	132 15%	131 15%
Improve a little	576 25%	347 26%	163 23%	66 21%	181 28%	395 24%	116 15%	179 33% G	66 37% G	80 33% G	337 39% L	87 10%	358 35% N	157 17%	149 20%	368 31% O	247 29%	245 27%
It would not make a difference	745 32%	430 32%	223 32%	93 30%	205 31%	540 32%	310 41% HIJ	143 26%	40 23%	67 27%	224 26%	352 41% K	267 26%	373 40% M	302 40% P	328 28%	259 30%	293 33%
A little worse	245 10%	142 11%	56 8%	47 15% C	62 9%	183 11%	122 16% HI	34 6%	13 7%	25 10%	49 6%	142 17% K	68 7%	144 16% M	108 14% P	99 8%	93 11%	96 11%
A lot worse	191 8%	116 9%	44 6%	31 10%	40 6%	151 9% E	107 14% HIJ	22 4%	1 1% I	18 7% I	21 2%	131 15% K	43 4%	113 12% M	71 9%	82 7%	67 8%	63 7%
Don't know	271 12%	138 10%	91 13%	42 14%	67 10%	204 12%	67 9%	48 9%	15 8%	18 7%	60 7%	93 11% K	67 7%	84 9%	55 7%	101 9%	55 6%	66 7%

	Total																	
NET: Improve a lot / a little	884 38%	503 38%	284 41% D	97 31%	281 43% F	603 36%	149 20%	294 54% G	108 61% GJ	116 48% G	518 59% L	133 16%	575 56% N	208 23%	214 29%	573 48% O	379 44%	376 42%
NET: Get a little / a lot worse	436 19%	258 19% C	99 14%	79 25% BC	102 16%	334 20% E	229 30% HIJ	56 10%	14 8%	43 18% HI	71 8%	274 32% K	110 11%	257 28% M	178 24% P	181 15%	160 19%	159 18%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK economy
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Improve a lot	478 20%	267 23% C	210 18%	56 23% I	93 23% I	88 23% I	84 22% I	129 18%	29 13%	149 23% LM	172 22% M	129 18%	29 13%	314 24% O	164 16%	320 22% Q	158 18%	97 17%	119 20%	104 19%	80 25% R	24 21% *	53 27% R	205 27% Y	273 17%	406 20%	69 25%
Improve a little	611 26%	299 26%	309 26%	72 30%	112 28%	99 26%	88 23%	185 26%	55 24%	184 29%	187 24%	185 26%	55 24%	368 28% O	243 24%	378 26%	233 26%	150 27%	155 25%	135 25%	88 27%	28 25% *	56 28%	223 30% Y	388 24%	532 26%	73 27%
It would not make a difference	468 20%	249 22%	219 18%	45 19%	82 21%	82 21%	83 21%	142 20%	34 15%	127 20%	165 21%	142 20%	34 15%	217 17%	251 24% N	298 21%	170 19%	112 20%	127 21%	100 19%	69 21%	25 22% *	35 18%	126 17%	342 22% X	406 20%	56 20%
A little worse	274 12%	140 12%	133 11%	17 7%	44 11%	34 9%	39 10%	98 14% DF	42 19% DEFG	61 10%	73 9%	98 14% JK	42 19% JK	147 11%	127 12%	161 11%	113 13%	64 12%	79 13%	66 12%	32 10%	14 13% *	18 9%	68 9%	206 13% X	243 12%	28 10%
A lot worse	258 11%	116 10%	138 12%	17 7%	20 5%	29 8%	52 13% DEF	97 14% DEF	42 18% DEF	37 6%	81 11% J	97 14% J	42 18% JK	146 11%	112 11%	140 10%	118 13% P	76 14% UW	64 11%	65 12%	28 9%	11 10% *	13 7%	65 9%	193 12% X	232 11%	21 8%
Don't know	248 11%	68 6%	179 15% B	33 14% H	46 11% H	50 13% H	44 11% H	50 7%	25 11%	79 12% L	94 12% L	50 7%	25 11%	119 9%	129 13% N	143 10%	105 12%	55 10%	65 11%	67 13% U	25 8%	11 10% *	24 12%	58 8%	189 12% X	216 11%	27 10%
NET: Improve a lot / a little	1089 47%	566 50% C	519 44%	128 53% GHI	205 52% I	186 49% I	172 44%	314 45%	84 37%	333 52% LM	359 46% M	314 45%	84 37%	682 52% O	407 40%	697 48% Q	392 44%	247 45%	274 45%	239 45%	168 52%	52 46% *	109 54% RST	428 57% Y	661 42%	938 46%	142 52%
NET: Get a little / a lot worse	532 23%	257 23%	271 23%	34 14%	64 16%	64 17%	91 23% DEF	195 28% DEF	84 37% DEFGH	98 15%	154 20% J	195 28% JK	84 37% JKL	293 22%	239 23%	301 21%	231 26% P	140 25% UW	143 24% W	131 24% W	60 19%	26 23% *	32 16%	133 18%	399 25% X	474 23%	48 18%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK economy
All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Improve a lot	478	262	168	47	138	341	62	179	59	60	318	50	341	94	93	341	217	195
	20%	20%	24%	15%	21%	20%	8%	33%	33%	25%	36%	6%	33%	10%	12%	29%	26%	22%
			BD					GJ	G	G	L		N			O		
Improve a little	611	362	173	76	188	423	152	174	70	77	334	134	338	195	192	349	227	291
	26%	27%	25%	25%	29%	25%	20%	32%	40%	32%	38%	16%	33%	21%	26%	30%	27%	33%
								G	G	G	L		N					Q
It would not make a difference	468	265	147	56	151	317	178	84	23	55	100	236	153	237	166	216	172	156
	20%	20%	21%	18%	23%	19%	24%	16%	13%	23%	11%	28%	15%	26%	22%	18%	20%	17%
					F		HI			HI		K		M				
A little worse	274	169	55	51	66	208	152	37	9	17	46	171	71	177	146	87	100	110
	12%	13%	8%	16%	10%	12%	20%	7%	5%	7%	5%	20%	7%	19%	20%	7%	12%	12%
		C		C			HIJ					K		M	P			
A lot worse	258	151	59	48	50	208	150	34	3	23	32	178	59	152	106	105	91	91
	11%	11%	9%	15%	8%	12%	20%	6%	2%	9%	4%	21%	6%	16%	14%	9%	11%	10%
				C		E	HIJ		I	I		K		M	P			
Don't know	248	120	95	33	62	186	61	33	13	11	43	81	56	66	45	84	44	50
	11%	9%	14%	11%	9%	11%	8%	6%	7%	5%	5%	10%	6%	7%	6%	7%	5%	6%
			B									K						

	Total	Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Improve a lot / a little	1089	625	341	124	326	763	214	353	129	137	652	184	679	289	285	690	445	486
	47%	47%	49%	40%	50%	45%	28%	65%	73%	56%	75%	22%	67%	31%	38%	58%	52%	54%
		D	D					GJ	GJ	G	L		N			O		
NET: Get a little / a lot worse	532	320	114	98	116	415	302	71	12	40	78	350	130	329	253	192	192	201
	23%	24%	16%	32%	18%	25%	40%	13%	7%	16%	9%	41%	13%	36%	34%	16%	23%	23%
		C		BC		E	HIJ	I		I		K		M	P			

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's ability to control immigration into the country

All Adults aged 18+ in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-75	Age 75+	Agg 18-34	Agg 35-54	Agg 55-75	Agg 75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Improve a lot	200 9%	113 10% C	85 7%	24 10%	39 10%	36 9%	42 11% HI	48 7%	11 5%	63 10% M	78 10% M	48 7%	11 5%	120 9%	80 8%	134 9%	66 7%	49 9%	41 7%	44 8%	35 11% S	15 13% S*	16 8%	91 12% Y	109 7%	171 8%	28 10%
Improve a little	371 16%	183 16%	188 16%	58 24% GHI	92 23% GHI	74 19% GHI	51 13%	75 11%	22 10%	150 24% KLM	125 16% LM	75 11%	22 10%	250 19% O	121 12%	265 18% Q	106 12%	90 16%	94 15%	73 14%	61 19%	18 16% *	35 18%	157 21% Y	214 13%	304 15%	65 24% Z
It would not make a difference	804 34%	417 37%	385 32%	54 22%	130 33% D	126 33% D	139 36% D	269 38% D	86 38% D	184 29%	265 34% J	269 38% J	86 38% J	431 33%	373 36%	475 33%	329 37%	185 33%	213 35%	185 34%	97 30%	43 38% *	80 40%	237 32%	567 36%	706 35%	90 33%
A little worse	301 13%	149 13%	149 13%	46 19% EGH	50 13%	53 14% G	33 8%	88 13%	31 14%	96 15% K	86 11%	88 13%	31 14%	163 12%	138 13%	188 13%	113 13%	73 13%	68 11%	77 14%	47 15%	10 9% *	25 13%	88 12%	213 13%	265 13%	33 12%
A lot worse	434 19%	219 19%	213 18%	19 8%	30 8%	47 12% E	82 21% DEF	187 27% DEF	68 30% DEFG	49 8%	130 17% J	187 27% JK	68 30% JK	226 17%	208 20%	240 17%	194 22% P	110 20% W	127 21% UW	109 20% W	48 15%	20 18% *	19 10%	109 15%	324 20% X	404 20%	24 9% a
Don't know	227 10%	59 5%	167 14% B	39 16% HI	56 14% HI	46 12% HI	43 11% HI	35 5%	9 4%	95 15% LM	89 11% LM	35 5%	9 4%	121 9%	106 10%	138 10%	89 10%	48 9%	67 11%	48 9%	33 10%	8 7% *	24 12%	64 9%	164 10%	185 9%	34 12%
NET: Improve a lot / a little	571 24%	296 26%	273 23%	82 34% GHI	131 33% GHI	110 29% HI	93 24% HI	123 18%	33 14%	213 33% KLM	202 26% LM	123 18%	33 14%	370 28% O	201 20%	399 28% Q	173 19%	139 25%	134 22%	117 22%	96 30% ST	33 29% *	52 26%	248 33% Y	324 20%	475 23%	93 34% Z
NET: Get a little / a lot worse	734 31%	367 32%	362 30%	65 27%	80 20%	100 26%	116 30% E	274 39% DEFG	99 44% DEFG	145 23%	216 28% J	274 39% JK	99 44% JK	389 30%	346 34%	428 30%	307 34% P	182 33% W	195 32% W	187 35% W	95 30%	30 26% *	45 22%	197 26%	537 34% X	669 33%	56 21% a

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's ability to control immigration into the country

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/S eparated | ANY | NONE | Conservati ve | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservati ves | Unlikely to consider Conservati ves | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Improve a lot	200 9%	105 8%	73 10%	22 7%	66 10%	134 8%	27 4%	72 13% G	20 11% G	27 11% G	108 12% L	38 5%	140 14% N	39 4%	47 6%	131 11% O	98 12%	75 8%
Improve a little	371 16%	228 17% D	109 16%	34 11%	145 22% F	226 13%	76 10%	119 22% G	45 25% G	48 20% G	199 23% L	69 8%	226 22% N	105 11%	132 18%	198 17%	150 18%	168 19%
It would not make a difference	804 34%	448 34%	238 34%	118 38%	203 31%	601 36%	231 31%	217 40% G	70 39% G	95 39% G	355 41% L	265 31%	370 36%	327 35%	227 30%	464 39% O	315 37% R	284 32%
A little worse	301 13%	181 14% D	92 13%	27 9%	91 14%	209 12%	117 16% HI	55 10%	15 8%	31 13%	97 11%	123 14%	126 12%	133 14%	110 15%	142 12%	93 11%	145 16% Q
A lot worse	434 19%	255 19% C	97 14%	82 26% BC	84 13%	349 21% E	267 35% HIJ	42 8%	8 4%	36 15% HI	54 6%	309 36% K	93 9%	276 30% M	208 28% P	156 13%	150 18%	177 20%
Don't know	227 10%	112 8%	88 13% B	27 9%	65 10%	162 10%	37 5%	36 7%	20 11% GJ	7 3%	60 7%	47 6%	65 6%	42 5%	25 3%	92 8% O	46 5%	44 5%

| | Total | | | | | | | | | | | | | | | | | |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Improve a lot / a little	571 24%	333 25% D	182 26% D	56 18%	212 32% F	360 21%	103 14%	191 35% G	65 37% G	75 31% G	307 35% L	107 13%	366 36% N	144 16%	179 24%	328 28%	248 29%	244 27%
NET: Get a little / a lot worse	734 31%	436 33% C	189 27%	109 35% C	176 27%	559 33% E	384 51% HIJ	97 18%	23 13%	66 27% HI	150 17%	432 51% K	218 21%	409 44% M	318 42% P	298 25%	243 29%	322 36% Q

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's standing on the world stage
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Improve a lot	405 17%	216 19% HI	185 16%	53 22% HI	87 22% HI	79 21% HI	64 16% I	104 15% I	18 8%	140 22% LM	142 18% M	104 15% M	18 8%	267 20% O	139 14%	265 18%	140 16%	80 14%	92 15%	105 20%	72 22% RS	18 16% *	38 19%	186 25% Y	220 14%	333 16%	69 25% Z
Improve a little	558 24%	284 25%	274 23%	65 27%	95 24%	101 26%	84 22%	161 23%	52 23%	160 25%	185 24%	161 23%	52 23%	349 27% O	208 20%	361 25%	197 22%	130 23%	148 24%	110 21%	82 26%	30 26% *	57 29% T	210 28% Y	348 22%	489 24%	66 24%
It would not make a difference	659 28%	338 30%	321 27%	52 22%	121 30% D	97 25%	111 28%	205 29% D	74 33% D	173 27%	207 27%	205 29%	74 33%	318 24%	341 33% N	402 28%	257 29%	170 31%	175 29%	134 25%	88 27%	30 26% *	62 31%	174 23%	485 30% X	578 28%	73 27%
A little worse	230 10%	118 10%	110 9%	15 6%	28 7%	35 9%	34 9%	89 13% DE	30 13% DE	43 7%	69 9%	89 13% JK	30 13% J	131 10%	100 10%	131 9%	100 11%	55 10%	63 10%	66 12% W	26 8%	10 9% *	11 6%	56 7%	175 11% X	199 10%	29 11%
A lot worse	246 11%	132 12%	113 10%	17 7%	17 4%	28 7%	56 14% DEF	89 13% DEF	39 17% DEF	34 5%	84 11% J	89 13% J	39 17% JK	133 10%	113 11%	137 10%	109 12%	71 13% UW	66 11%	61 11%	23 7%	13 12% *	12 6%	65 9%	181 11%	229 11% a	12 4%
Don't know	238 10%	52 5%	184 15% B	39 16% HI	48 12% HI	43 11% H	41 11%	53 8%	15 6%	86 14% LM	84 11%	53 8%	15 6%	113 9%	125 12% N	144 10%	94 10%	48 9%	65 11%	61 11%	31 10%	13 11% *	20 10%	55 7%	184 12% X	207 10%	24 9%
NET: Improve a lot / a little	963 41%	500 44% C	459 39%	118 49% GHI	183 46% GHI	179 47% GHI	148 38%	265 38%	70 31%	300 47% LM	327 42% M	265 38%	70 31%	616 47% O	347 34%	626 43% Q	337 38%	210 38%	240 39%	215 40%	154 48% RST	48 42% *	95 48% R	395 53% Y	568 36%	822 40%	134 49% Z
NET: Get a little / a lot worse	476 20%	249 22%	223 19%	31 13%	46 12%	63 17%	90 23% DEF	177 25% DEF	69 30% DEF	77 12%	153 20% J	177 25% JK	69 30% JK	264 20%	213 21%	268 19%	209 23% P	125 23% UW	129 21% W	127 24% UW	49 15%	23 20% *	23 11%	121 16%	355 22% X	427 21% a	41 15%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's standing on the world stage

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Improve a lot	405 17%	220 17%	144 21% BD	42 13%	131 20%	274 16%	44 6%	155 29% G	59 33% GJ	54 22% G	271 31% L	40 5%	299 29% N	71 8%	72 10%	296 25% O	181 21%	178 20%
Improve a little	558 24%	340 26% D	159 23%	59 19%	169 26%	388 23%	136 18%	179 33% GJ	61 35% GJ	59 24%	322 37% L	107 13%	318 31% N	172 19%	168 22%	330 28% O	222 26%	253 28%
It would not make a difference	659 28%	372 28%	191 27%	96 31%	186 28%	473 28%	262 35% HI	112 21%	29 16%	76 31% HI	164 19%	326 38% K	234 23%	321 35% M	247 33% P	308 26%	239 28%	229 26%
A little worse	230 10%	145 11% C	47 7%	39 12% C	52 8%	179 11%	123 16% HIJ	36 7%	9 5%	24 10%	49 6%	139 16% K	63 6%	144 16% M	119 16% P	75 6%	81 9%	102 11%
A lot worse	246 11%	139 10%	67 10%	40 13%	47 7%	199 12% E	142 19% HIJ	25 5%	7 4%	19 8%	23 3%	172 20% K	50 5%	153 17% M	107 14% P	94 8%	79 9%	96 11%
Don't know	238 10%	114 9%	89 13% B	36 12%	70 11%	168 10%	48 6%	34 6%	12 7%	12 5%	43 5%	67 8% K	55 5%	59 6%	35 5%	79 7%	49 6%	35 4%
NET: Improve a lot / a little	963 41%	560 42% D	303 43% D	100 32%	300 46% F	663 39%	180 24%	334 62% GJ	120 68% GJ	113 46% G	593 68% L	147 17%	617 61% N	244 26%	240 32%	625 53% O	403 47%	431 48%
NET: Get a little / a lot worse	476 20%	284 21% C	114 16%	79 25% C	99 15%	377 22% E	264 35% HIJ	61 11%	16 9%	43 18% HI	72 8%	311 37% K	113 11%	298 32% M	226 30% P	170 14%	160 19%	198 22%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's ability to make and enact its own laws

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Improve a lot	168 7%	92 8%	75 6%	21 9% HI	42 11% GHI	40 10% HI	24 6%	33 5%	8 4%	63 10% LM	64 8% LM	33 5%	8 4%	101 8%	67 7%	117 8%	51 6%	30 5%	51 8%	30 6%	38 12% RTW	9 8% *	10 5%	79 11% Y	89 6%	139 7%	28 10%
Improve a little	276 12%	139 12%	138 12%	54 23% GHI	69 17% GHI	60 16% GHI	33 8%	46 7%	15 7%	123 19% KLM	93 12% L	46 7%	15 7%	159 12%	117 11%	208 14% Q	68 8%	67 12%	78 13%	54 10%	41 13%	13 11% *	23 11%	102 14% Y	174 11%	231 11%	43 16%
It would not make a difference	755 32%	396 35% C	356 30%	65 27%	143 36% DI	119 31%	141 36% DI	232 33% I	56 25%	208 33%	260 34% M	232 33% M	56 25%	435 33%	320 31%	487 34%	268 30%	180 33%	188 31%	155 29%	116 36%	42 37% T	74 37% *	253 34%	502 32%	642 32%	107 39% Z
A little worse	412 18%	198 17%	211 18%	45 19%	63 16%	78 21%	68 17%	111 16%	48 21%	107 17%	146 19%	111 16%	48 21%	244 19%	168 16%	245 17%	167 19%	97 18%	108 18%	106 20%	52 16%	15 13% *	33 17%	138 19%	274 17%	360 18%	44 16%
A lot worse	497 21%	258 23%	237 20%	20 8%	36 9%	36 9%	85 22% DEF	229 33% DEFG	91 40% DEFG	56 9%	120 16% J	229 33% JK	91 40% JK	258 20%	239 23%	246 17%	251 28% P	133 24% UW	129 21% U	140 26% UW	37 11%	26 23% U*	32 16%	126 17%	371 23% X	475 23% a	18 6%
Don't know	229 10%	56 5%	171 14% B	35 15% HI	46 11% HI	49 13% HI	40 10% HI	49 7%	9 4% I	81 13% LM	89 12% LM	49 7%	9 4%	114 9%	115 11%	137 10%	92 10%	47 8%	56 9%	51 10%	38 12%	9 8% *	28 14% R	48 6%	181 11% X	187 9%	34 12%
NET: Improve a lot / a little	444 19%	231 20%	213 18%	75 31% GHI	111 28% GHI	100 26% GHI	57 15%	80 11%	23 10%	185 29% KLM	156 20% LM	80 11%	23 10%	260 20%	184 18%	325 23% Q	119 13%	97 18%	129 21% T	85 16%	79 24% RT	22 19% *	33 16%	181 24% Y	264 17%	370 18%	71 26% Z
NET: Get a little / a lot worse	909 39%	456 40%	449 38%	65 27%	98 25%	114 30%	152 39% DEF	340 49% DEFG	139 61% DEFGH	163 26%	267 35% J	340 49% JK	139 61% JKL	501 38%	407 40%	491 34%	418 47% P	230 41% U	237 39% U	246 46% SUW	89 28%	42 36% *	66 33%	264 35%	645 41% X	835 41% a	62 23%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q7. If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference? - The UK's ability to make and enact its own laws

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Improve a lot	168 7%	98 7%	49 7%	21 7%	69 11% F	99 6%	32 4%	67 12% G	12 7%	21 9% G	88 10% L	39 5%	119 12% N	33 4%	56 7%	92 8%	78 9%	69 8%
Improve a little	276 12%	156 12%	94 14% D	26 8%	108 16% F	169 10%	53 7%	80 15% G	30 17% G	32 13% G	118 14% L	68 8%	154 15% N	85 9%	99 13%	141 12%	118 14%	114 13%
It would not make a difference	755 32%	426 32%	240 34%	88 29%	214 33%	541 32%	143 19%	232 43% G	84 47% GJ	87 36% G	386 44% L	162 19%	409 40% N	244 26%	168 22%	480 41% O	302 35%	278 31%
A little worse	412 18%	245 18%	116 17%	51 16%	120 18%	292 17%	162 21% H	78 14%	30 17%	51 21% H	169 19%	151 18%	174 17%	177 19%	140 19%	213 18%	132 16%	184 21% Q
A lot worse	497 21%	289 22% C	113 16%	95 31% BC	79 12%	418 25% E	327 43% HIJ	44 8%	8 4%	39 16% HI	57 6%	380 45% K	100 10%	337 37% M	258 34% P	170 14%	179 21%	213 24%
Don't know	229 10%	115 9%	85 12% B	29 9%	65 10%	163 10%	38 5%	40 7%	15 8%	13 6%	55 6%	51 6%	63 6%	45 5%	28 4%	86 7% O	43 5%	35 4%

	Total																	
NET: Improve a lot / a little	444 19%	254 19%	144 21%	47 15%	177 27% F	268 16%	86 11%	147 27% G	42 23% G	53 22% G	206 24% L	106 13%	273 27% N	118 13%	155 21%	233 20%	196 23%	182 20%
NET: Get a little / a lot worse	909 39%	534 40% C	229 33%	146 47% C	199 30%	710 42% E	488 65% HIJ	122 23%	38 21%	90 37% HI	225 26%	531 62% K	274 27%	514 56% M	398 53% P	383 32%	312 37%	397 45% Q

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK – The Rest Is Politics Polling

Fieldwork: 25-29 August 2023

PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Summary

All Adults aged 18+ in Great Britain

	Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future?				
	Changing the age at which people can vote in UK General Elections from 18 to 16	Making it compulsory to vote in UK General elections	Replacing the House of Lords with a chamber elected by the public	Replacing the "First Past the Post" electoral system with one that ensures parties win seats in proportion to the numbers of votes they receive	Introducing a written constitution where the most important laws of the country are written in a single document making them harder to change than ordinary laws
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2337	2337	2337	2337	2337
Weighted base	2337	2337	2337	2337	2337
Strongly support	258 11%	324 14% A	626 27% ABDE	465 20% ABE	341 15% A
Tend to support	408 17%	538 23% A	654 28% ABD	588 25% A	606 26% AB
Neither support nor oppose	440 19%	561 24% AC	471 20%	583 25% AC	699 30% ABCD
Tend to oppose	509 22% BCDE	397 17% CDE	182 8%	194 8%	210 9%
Strongly oppose	558 24% BCDE	333 14% CDE	109 5%	136 6% E	98 4%
Don't know	164 7%	183 8%	295 13% AB	371 16% ABC	384 16% ABC

NET: Strongly / tend to support	666 28%	862 37% A	1279 55% ABDE	1053 45% ABE	947 41% AB
NET: Tend to / strongly oppose	1067 46% BCDE	731 31% CDE	292 12%	329 14%	307 13%

the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formular used

ColumnProportions (5%): A/B/C/D/E   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Changing the age at which people can vote in UK General Elections from 18 to 16

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	258 11%	139 12%	118 10%	43 18% FGHI	68 17% FGHI	39 10% I	37 10% I	62 9% I	9 4%	111 17% KLM	76 10% M	62 9% M	9 4%	151 12%	107 10%	172 12%	86 10%	50 9%	61 10%	53 10%	39 12%	16 14% *	39 19% RST	99 13% Y	159 10%	220 11%	34 12%
Tend to support	408 17%	213 19%	194 16%	66 27% GHI	96 24% GHI	84 22% HI	66 17% HI	80 11%	15 7%	162 25% KLM	150 19% LM	80 11%	15 7%	232 18%	175 17%	291 20% Q	117 13%	91 16%	114 19%	88 16%	62 19%	15 13% *	38 19%	153 21% Y	255 16%	348 17%	57 21%
Neither support nor oppose	440 19%	224 20%	216 18%	53 22% HI	90 23% HI	90 24% HI	91 23% HI	97 14%	19 8%	143 22% LM	181 23% LM	97 14%	19 8%	216 16%	224 22% N	295 20% Q	145 16%	100 18%	110 18%	92 17%	77 24% T	24 21% *	36 18%	134 18%	306 19%	348 17%	86 32% Z
Tend to oppose	509 22%	227 20%	279 24%	34 14%	66 17%	62 16%	84 22% D	191 27% DEF	71 31% DEFG	100 16%	147 19%	191 27% JK	71 31% JK	315 24% O	194 19%	310 22%	199 22%	132 24%	125 21%	129 24%	67 21%	21 18% *	34 17%	158 21%	351 22%	453 22%	48 17%
Strongly oppose	558 24%	286 25%	269 23%	18 7%	38 10%	66 17% DE	76 19% DE	254 36% DEFG	108 47% DEFGH	56 9%	141 18% J	254 36% JK	108 47% JKL	300 23%	258 25%	257 18%	301 34% P	139 25% U	155 25% U	145 27% U	51 16%	30 26% U*	38 19%	155 21%	404 25% X	528 26% X	27 10% a
Don't know	164 7%	52 5%	111 9% B	27 11% HI	39 10% HI	42 11% HI	35 9% HI	16 2%	6 3%	65 10% LM	76 10% LM	16 2%	6 3%	96 7%	68 7%	115 8% Q	49 5%	42 8%	44 7%	30 6%	25 8%	8 7% *	15 7%	47 6%	117 7%	138 7%	22 8%
NET: Strongly / tend to support	666 28%	351 31% C	312 26%	109 45% FGHI	164 41% FGHI	123 32% HI	104 27% HI	142 20% I	24 10%	273 43% KLM	226 29% LM	142 20% M	24 10%	384 29%	282 27%	462 32% Q	203 23%	140 25%	175 29%	140 26%	102 32%	32 28% *	77 38% RST	252 34% Y	414 26%	568 28%	91 33%
NET: Tend to / strongly oppose	1067 46%	512 45%	548 46%	52 22%	104 26%	128 33% D	160 41% DE	445 63% DEFG	178 78% DEFGH	156 24%	288 37% J	445 63% JK	178 78% JKL	616 47%	451 44%	567 39%	500 56% P	271 49% UW	280 46% UW	275 51% UW	118 37%	50 44% *	73 36%	312 42%	755 47% X	981 48% a	74 27%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Changing the age at which people can vote in UK General Elections from 18 to 16

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/S eparated	ANY	NONE	Conservati ve	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservati ves	Unlikely to consider Conservati ves	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	258 11%	140 11%	94 13% D	24 8%	87 13%	171 10%	27 4%	107 20% G	26 14% G	50 21% G	149 17% L	42 5%	183 18% N	54 6%	54 7%	181 15% O	138 16% R	97 11%
Tend to support	408 17%	236 18%	130 19%	41 13%	157 24% F	251 15%	74 10%	124 23% G	49 28% G	57 23% G	176 20% L	112 13%	244 24% N	114 12%	106 14%	245 21% O	163 19%	183 21%
Neither support nor oppose	440 19%	250 19%	145 21% D	45 14%	150 23% F	290 17%	97 13%	121 22% GI	26 15%	40 16%	174 20% L	117 14%	209 21% N	147 16%	124 17%	230 19%	140 16%	160 18%
Tend to oppose	509 22%	319 24% C	112 16%	78 25% C	127 19%	382 23%	193 26% H	102 19%	45 25%	46 19%	199 23%	196 23%	210 21%	226 24%	175 23%	258 22%	153 18%	232 26% Q
Strongly oppose	558 24%	316 24%	136 20%	106 34% BC	83 13%	476 28% E	344 46% HIJ	62 11%	22 12%	35 14%	136 16%	348 41% K	135 13%	352 38% M	272 36% P	210 18%	232 27% R	190 21%
Don't know	164 7%	68 5%	80 12% BD	16 5%	52 8%	112 7%	22 3%	24 4%	11 6%	15 6% G	38 4%	36 4%	38 4%	30 3%	17 2%	59 5% O	26 3%	31 3%
NET: Strongly / tend to support	666 28%	377 28% D	224 32% D	65 21%	244 37% F	421 25%	101 13%	231 43% G	75 42% G	107 44% G	325 37% L	155 18%	427 42% N	168 18%	160 21%	426 36% O	301 35%	280 31%
NET: Tend to / strongly oppose	1067 46%	634 48% C	248 36%	185 60% BC	209 32%	858 51% E	536 71% HIJ	164 30%	66 37%	81 33%	335 38%	544 64% K	345 34%	577 63% M	447 60% P	468 40%	385 45%	422 47%

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Overlap formulae used

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Making it compulsory to vote in UK General elections
All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	324 14%	176 15%	147 12%	27 11%	44 11%	49 13%	43 11%	104 15%	57 25% DEFGH	70 11%	92 12%	104 15%	57 25% JKL	193 15%	130 13%	170 12%	153 17% P	76 14%	76 12%	87 16%	37 11%	19 16% *	29 15%	116 16%	208 13%	285 14%	36 13%
Tend to support	538 23%	274 24%	263 22%	58 24%	91 23%	85 22%	76 20%	164 23%	64 28% G	149 23%	161 21%	164 23%	64 28% K	322 25%	216 21%	332 23%	206 23%	127 23%	147 24%	130 24%	80 25%	21 18% *	34 17%	194 26% Y	344 22%	475 23%	59 21%
Neither support nor oppose	561 24%	261 23%	295 25%	59 24%	105 27%	86 23%	108 28% I	160 23%	43 19%	164 26%	194 25%	160 23%	43 19%	308 24%	253 25%	361 25%	200 22%	126 23%	150 25%	116 22%	78 24%	33 29% *	57 28%	163 22%	398 25%	474 23%	76 28%
Tend to oppose	397 17%	191 17%	205 17%	29 12%	60 15%	69 18%	66 17%	144 21% DEI	28 12%	89 14%	135 18%	144 21% JM	28 12%	232 18%	166 16%	257 18%	140 16%	89 16%	116 19%	93 17%	52 16%	19 17% *	29 15%	132 18%	266 17%	349 17%	44 16%
Strongly oppose	333 14%	185 16% C	148 12%	29 12%	53 13%	49 13%	68 17%	108 15%	27 12%	82 13%	117 15%	108 15%	27 12%	173 13%	160 16%	200 14%	133 15%	95 17% S	75 12%	70 13%	45 14%	13 11% *	36 18%	94 13%	239 15%	301 15%	29 11%
Don't know	183 8%	53 5%	129 11% B	39 16% GHI	44 11% HI	44 11% HI	28 7% H	20 3%	8 4%	83 13% KLM	72 9% LM	20 3%	8 4%	83 6%	101 10% N	120 8%	63 7%	41 7%	47 8%	41 8%	30 9%	9 8% *	15 7%	47 6%	136 9% X	150 7%	30 11%

NET: Strongly / tend to support	862 37%	450 39% C	410 35%	84 35%	135 34%	134 35%	119 31%	268 38% G	121 53% DEFGH	219 34%	254 33%	268 38%	121 53% JKL	515 39% O	346 34%	502 35%	360 40% P	203 37%	223 36%	217 40%	116 36%	39 34% *	64 32%	310 42% Y	552 35%	760 37%	95 35%
NET: Tend to / strongly oppose	731 31%	376 33%	353 30%	58 24%	113 28%	118 31%	134 34% DI	253 36% DEI	55 24%	171 27%	252 33% JM	253 36% JM	55 24%	405 31%	326 32%	457 32%	274 31%	183 33%	190 31%	163 30%	97 30%	32 28% *	65 32%	226 30%	505 32%	651 32%	72 27%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Making it compulsory to vote in UK General elections

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/S eparated | ANY | NONE | Conservati ve | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservati ves | Unlikely to consider Conservati ves | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	324 14%	195 15%	82 12%	48 15%	77 12%	247 15%	134 18%	91 17%	29 16%	33 14%	136 16%	138 16%	173 17%	131 14%	116 15%	176 15%	190 22% R	104 12%
Tend to support	538 23%	334 25% C	138 20%	66 21%	153 23%	385 23%	182 24%	141 26%	58 32% G	63 26%	235 27%	196 23%	280 27% N	212 23%	219 29% P	271 23%	218 26%	253 28%
Neither support nor oppose	561 24%	307 23%	177 25%	77 25%	162 25%	400 24%	155 20%	147 27% GI	31 17%	61 25%	210 24%	184 22%	245 24%	210 23%	159 21%	294 25%	204 24%	199 22%
Tend to oppose	397 17%	239 18%	104 15%	54 17%	104 16%	294 17%	156 21% H	80 15%	34 19%	37 15%	151 17%	159 19%	168 16%	173 19%	136 18%	205 17%	115 14%	182 20% Q
Strongly oppose	333 14%	165 12%	120 17% B	48 15%	86 13%	247 15%	102 13%	52 10%	14 8%	39 16% HI	99 11%	136 16% K	108 11%	164 18% M	93 12%	175 15%	94 11%	120 13%
Don't know	183 8%	89 7%	77 11% BD	17 6%	74 11% F	109 6%	27 4%	31 6%	12 7%	10 4%	41 5%	39 5%	46 4%	32 3%	25 3%	61 5%	31 4%	35 4%

| | Total | | | | | | | | | | | | | | | | | |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Strongly / tend to support	862 37%	529 40% C	219 31%	114 37%	230 35%	632 38%	315 42%	232 43%	87 49%	96 40%	372 43%	334 39%	452 44% N	343 37%	335 45% P	447 38%	408 48% R	356 40%
NET: Tend to / strongly oppose	731 31%	405 30%	224 32%	102 33%	190 29%	541 32%	258 34% H	132 24%	48 27%	77 31%	250 29%	295 35% K	276 27%	337 37% M	229 31%	380 32%	210 25%	302 34% Q

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Replacing the House of Lords with a chamber elected by the public

All Adults aged 18+ in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-75	Age 75+	Agg 18-34	Agg 35-54	Agg 55-75	Agg 75+	Social grade ABC1	Social grade C2DE	Employment Working	Employment Not working	Region North	Region Midlands	Region South	Region London	Region Wales	Region Scotland	Education Graduates	Education Non-Graduates	Ethnicity White	Ethnicity Minority
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	626 27%	368 32% C	255 21%	35 15%	84 21%	91 24% D	115 30% DE	228 33% DEF	72 32% DE	120 19%	206 27% J	228 33% JK	72 32% J	363 28%	263 26%	376 26%	249 28%	165 30% U	155 25% U	140 26% U	59 18%	37 32% U*	69 34% SU	207 28%	419 26%	570 28% a	50 18%
Tend to support	654 28%	318 28%	335 28%	77 32%	99 25%	119 31%	100 26%	196 28%	62 27%	176 28%	220 28%	196 28%	62 27%	372 28%	282 27%	413 29%	241 27%	157 28%	159 26%	146 27%	99 31%	32 28% *	60 30%	221 30%	433 27%	574 28%	71 26%
Neither support nor oppose	471 20%	213 19%	256 22%	43 18%	96 24%	75 20%	78 20%	140 20%	39 17%	139 22%	153 20%	140 20%	39 17%	262 20%	209 20%	287 20%	184 20%	104 19%	147 24% W	102 19%	65 20%	25 22% *	28 14%	143 19%	328 21%	393 19%	74 27% Z
Tend to oppose	182 8%	94 8%	87 7%	23 9%	37 9%	20 5%	22 6%	55 8%	25 11% FG	60 9% K	42 5%	55 8%	25 11% K	102 8%	80 8%	107 7%	75 8%	30 5%	49 8%	49 9% R	37 12% RW	6 5% *	11 5%	58 8%	124 8%	154 8%	25 9%
Strongly oppose	109 5%	61 5%	47 4%	13 5%	19 5%	12 3%	16 4%	35 5%	15 6%	32 5%	28 4%	35 5%	15 6%	57 4%	52 5%	66 5%	43 5%	23 4%	24 4%	30 6%	18 5%	5 4% *	10 5%	40 5%	70 4%	97 5%	10 4%
Don't know	295 13%	85 7%	208 18% B	48 20% HI	62 16% HI	65 17% HI	59 15% HI	46 7%	15 6%	111 17% LM	124 16% LM	46 7%	15 6%	156 12%	140 14%	191 13%	105 12%	74 13%	76 12%	68 13%	44 14%	10 9% *	23 12%	77 10%	218 14% X	245 12%	43 16%
NET: Strongly / tend to support	1279 55%	686 60% C	590 50%	112 47%	183 46%	210 55% E	216 55% E	424 61% DE	134 59% DE	296 46%	426 55% J	424 61% J	134 59% J	735 56%	545 53%	789 55%	490 55%	322 58% SU	315 52%	287 53%	158 49%	69 60% *	128 64% STU	427 57%	852 54%	1144 56% a	121 44%
NET: Tend to / strongly oppose	292 12%	156 14%	134 11%	36 15% F	56 14% F	32 8%	38 10%	90 13%	40 18% FG	92 14% K	70 9%	90 13% K	40 18% K	159 12%	132 13%	173 12%	118 13%	54 10%	73 12%	80 15% R	55 17% R	10 9% *	21 10%	98 13%	194 12%	252 12%	35 13%

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Replacing the House of Lords with a chamber elected by the public

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	626 27%	367 28%	180 26%	79 25%	143 22%	483 29% E	206 27%	182 34% G	47 26%	92 38% GI	280 32%	244 29%	333 33% N	237 26%	172 23%	398 34% O	297 35% R	239 27%
Tend to support	654 28%	402 30% C	164 23%	89 29%	194 30%	460 27%	227 30%	166 31%	53 30%	60 25%	260 30%	231 27%	327 32% N	237 26%	212 28%	348 29%	241 28%	287 32%
Neither support nor oppose	471 20%	279 21%	132 19%	59 19%	145 22%	326 19%	134 18%	103 19%	36 21%	42 17%	156 18%	177 21%	196 19%	191 21%	173 23% P	209 18%	161 19%	172 19%
Tend to oppose	182 8%	101 8%	63 9%	18 6%	48 7%	135 8%	79 10% H	28 5%	15 9%	19 8%	63 7%	77 9%	58 6%	110 12% M	95 13% P	71 6%	59 7%	85 9%
Strongly oppose	109 5%	50 4%	39 6%	21 7%	30 5%	79 5%	55 7% HI	12 2%	5 3%	11 4%	32 4%	48 6%	26 3%	74 8% M	50 7% P	48 4%	40 5%	34 4%
Don't know	295 13%	130 10%	119 17% B	46 15% B	97 15%	199 12%	54 7%	50 9%	21 12%	19 8%	82 9%	74 9%	79 8%	71 8%	46 6%	109 9% O	54 6%	77 9%
NET: Strongly / tend to support	1279 55%	769 58% C	344 49%	167 54%	337 51%	943 56%	433 57% G	348 64% G	100 56%	153 63%	540 62% L	475 56%	660 65% N	475 52%	384 51%	745 63% O	539 63%	526 59%
NET: Tend to / strongly oppose	292 12%	152 11%	102 15%	38 12%	78 12%	214 13%	134 18% H	41 8%	20 11%	30 12%	95 11%	126 15% K	84 8%	185 20% M	145 19% P	119 10%	99 12%	119 13%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Replacing the "First Past the Post" electoral system with one that ensures parties win seats in proportion to the numbers of votes they receive

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	465 20%	279 24% C	184 15%	37 15%	65 16%	71 19%	89 23% DEI	170 24% DEI	34 15%	102 16%	160 21% J	170 24% JM	34 15%	284 22% O	181 18%	278 19%	187 21%	114 21%	121 20%	109 20%	54 17%	20 18% *	47 23%	182 24% Y	283 18%	424 21%	32 12% a
Tend to support	588 25%	269 24%	317 27%	68 28%	96 24%	107 28%	94 24%	162 23%	61 27%	164 26%	201 26%	162 23%	61 27%	373 28% O	215 21%	378 26%	210 23%	131 24%	156 26%	142 26%	86 27%	30 26% *	44 22%	219 29% Y	369 23%	511 25%	73 27%
Neither support nor oppose	583 25%	283 25%	300 25%	56 23%	106 27%	85 22%	110 28%	177 25%	49 21%	162 25%	195 25%	177 25%	49 21%	284 22%	299 29% N	375 26%	208 23%	140 25%	155 25%	124 23%	81 25%	29 25% *	55 27%	143 19%	440 28% X	501 25%	79 29%
Tend to oppose	194 8%	109 10% C	83 7%	20 8%	38 10% G	23 6%	19 5%	66 9% G	29 13% FG	57 9% K	41 5%	66 9% K	29 13% K	119 9%	75 7%	116 8%	78 9%	38 7%	48 8%	37 7%	38 12% RT	14 12% *	18 9%	62 8%	132 8%	161 8%	27 10%
Strongly oppose	136 6%	90 8% C	44 4%	11 5%	22 6%	11 3%	14 3%	52 7% FG	25 11% DEFG	34 5%	25 3%	52 7% K	25 11% JK	76 6%	60 6%	78 5%	58 6%	30 5%	37 6%	38 7%	19 6%	5 5% *	6 3%	45 6%	90 6%	124 6%	9 3%
Don't know	371 16%	110 10%	260 22% B	48 20% H	70 18% H	85 22% HI	65 17% H	73 10%	30 13%	118 19% L	149 19% L	73 10%	30 13%	174 13%	197 19% N	216 15%	156 17%	101 18%	94 15%	87 16%	44 14%	16 14% *	30 15%	94 13%	277 17% X	314 15%	52 19%
NET: Strongly / tend to support	1053 45%	548 48% C	501 42%	105 44%	161 41%	178 47%	183 47%	332 47%	95 42%	266 42%	361 47%	332 47%	95 42%	658 50% O	396 39%	656 46%	398 44%	245 44%	276 45%	251 47%	140 44%	50 44% *	91 45%	401 54% Y	652 41%	935 46%	105 39% a
NET: Tend to / strongly oppose	329 14%	199 17% C	127 11%	31 13%	60 15% FG	34 9%	32 8%	118 17% FG	54 24% DEFG	91 14% K	66 9%	118 17% K	54 24% JK	195 15%	135 13%	194 13%	135 15%	68 12%	85 14%	75 14%	57 18% R	19 17% *	25 12%	107 14%	222 14%	284 14%	37 13%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Replacing the "First Past the Post" electoral system with one that ensures parties win seats in proportion to the numbers of votes they receive

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/S eparated | ANY | NONE | Conservati ve | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservati ves | Unlikely to consider Conservati ves | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	465 20%	255 19%	143 21%	66 21%	110 17%	355 21% E	84 11%	177 33% G	59 33% G	74 30% G	246 28% L	139 16%	292 29% N	140 15%	76 10%	354 30% O	209 25%	197 22%
Tend to support	588 25%	364 27% C	151 22%	74 24%	178 27%	411 24%	196 26%	144 27%	67 38% GHJ	59 24%	254 29% L	202 24%	315 31% N	212 23%	192 26%	337 29%	211 25%	285 32% Q
Neither support nor oppose	583 25%	332 25%	184 26%	67 22%	173 26%	410 24%	203 27% HI	107 20%	26 15%	64 26% I	180 21%	233 27% K	200 20%	271 29% M	220 29% P	241 20%	199 23%	193 22%
Tend to oppose	194 8%	105 8%	56 8%	33 11%	48 7%	146 9%	94 12% HIJ	28 5%	10 6%	14 6%	66 8%	87 10%	68 7%	109 12% M	102 14% P	71 6%	84 10%	78 9%
Strongly oppose	136 6%	89 7%	31 5%	15 5%	34 5%	101 6%	88 12% HIJ	12 2%	3 2%	12 5%	31 4%	88 10% K	32 3%	95 10% M	84 11% P	41 4%	70 8% R	45 5%
Don't know	371 16%	185 14%	132 19% B	54 18%	113 17%	258 15%	91 12%	73 13% I	12 7%	20 8%	94 11%	104 12%	112 11%	95 10%	74 10%	137 12%	79 9%	96 11%

| | Total | | | | | | | | | | | | | | | | | |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
NET: Strongly / tend to support	1053 45%	619 47%	294 42%	141 45%	287 44%	766 46%	280 37%	321 59% G	126 71% GHJ	133 55% G	500 57% L	341 40%	607 60% N	352 38%	269 36%	691 58% O	420 49%	482 54%
NET: Tend to / strongly oppose	329 14%	194 15%	87 13%	48 16%	82 13%	247 15%	182 24% HIJ	40 7%	13 8%	26 11%	98 11%	175 21% K	100 10%	204 22% M	186 25% P	113 10%	154 18% R	123 14%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Introducing a written constitution where the most important laws of the country are written in a single document making them harder to change than ordinary laws

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
Strongly support	341 15%	200 18% C	139 12%	27 11%	49 12%	53 14%	59 15%	129 18% DEI	25 11%	76 12%	111 14%	129 18% JM	25 11%	193 15%	149 14%	209 14%	133 15%	77 14%	89 15%	68 13%	48 15%	19 17% *	41 20% T	119 16%	222 14%	302 15%	33 12%
Tend to support	606 26%	330 29% C	275 23%	64 27%	88 22%	95 25%	84 22%	200 29% EG	74 32% EG	152 24%	179 23%	200 29% K	74 32% JK	340 26%	266 26%	369 26%	237 26%	148 27% W	153 25%	151 28% W	89 28% W	28 24% *	37 18%	204 27%	401 25%	538 26%	66 24%
Neither support nor oppose	699 30%	351 31%	345 29%	69 29%	129 33%	112 29%	137 35% H	186 27%	65 29%	198 31%	249 32% L	186 27%	65 29%	394 30%	305 30%	447 31%	252 28%	162 29%	185 30%	151 28%	100 31%	33 29% *	68 34%	211 28%	488 31%	586 29%	105 38% Z
Tend to oppose	210 9%	91 8%	118 10%	35 15% FGH	37 9% G	33 9%	20 5%	65 9% G	20 9%	72 11% K	53 7%	65 9%	20 9%	124 9%	86 8%	115 8%	95 11%	55 10%	58 10%	47 9%	25 8%	11 10% *	13 6%	74 10%	135 9%	181 9%	23 8%
Strongly oppose	98 4%	51 4%	46 4%	5 2%	24 6% DF	10 3%	22 6% D	26 4%	11 5%	29 5%	32 4%	26 4%	11 5%	55 4%	43 4%	72 5% Q	26 3%	25 4%	24 4%	23 4%	10 3%	4 3% *	12 6%	37 5%	60 4%	90 4%	6 2%
Don't know	384 16%	117 10%	265 22% B	40 17%	69 17%	79 21% H	69 18%	94 13%	32 14%	110 17%	148 19% L	94 13%	32 14%	205 16%	178 17%	229 16%	154 17%	87 16%	101 17%	96 18%	51 16%	19 17% *	30 15%	100 13%	284 18% X	337 17%	41 15%
NET: Strongly / tend to support	947 41%	530 47% C	414 35%	91 38%	137 34%	148 39%	143 37%	329 47% DEFG	99 44%	228 36%	291 38%	329 47% JK	99 44%	532 41%	415 40%	578 40%	369 41%	225 41%	242 40%	220 41%	136 42%	47 41% *	77 39%	323 43% Y	624 39%	841 41%	99 36%
NET: Tend to / strongly oppose	307 13%	141 12%	164 14%	40 17%	62 16%	43 11%	41 11%	91 13%	31 13%	101 16% K	85 11%	91 13%	31 13%	179 14%	128 13%	186 13%	121 14%	80 14%	82 13%	70 13%	35 11%	15 13% *	25 13%	112 15%	196 12%	271 13%	29 11%

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q8. To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future? - Introducing a written constitution where the most important laws of the country are written in a single document making them harder to change than ordinary laws
All Adults aged 18+ in Great Britain

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
					Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
Strongly support	341 15%	188 14%	106 15%	48 15%	94 14%	247 15%	98 13%	101 19% G	24 13%	62 25% GI	141 16%	137 16%	184 18% N	126 14%	92 12%	216 18% O	159 19% R	120 13%
Tend to support	606 26%	378 28% C	145 21%	83 27%	175 27%	431 26%	215 29%	142 26%	62 35% HJ	54 22%	235 27%	251 29%	279 27%	253 27%	228 30% P	303 26%	224 26%	284 32% Q
Neither support nor oppose	699 30%	394 30%	214 31%	91 29%	189 29%	509 30%	212 28%	168 31%	54 30%	71 29%	262 30%	234 28%	308 30%	283 31%	229 31%	348 29%	257 30%	248 28%
Tend to oppose	210 9%	122 9%	69 10%	18 6%	63 10%	146 9%	76 10%	38 7%	15 9%	17 7%	88 10%	61 7%	87 9%	100 11%	84 11%	99 8%	80 9%	92 10%
Strongly oppose	98 4%	52 4%	31 5%	14 4%	29 4%	68 4%	42 6%	19 3%	3 2%	18 7% HI	32 4%	46 5%	40 4%	45 5%	34 5%	53 5%	44 5%	36 4%
Don't know	384 16%	196 15%	132 19% B	56 18%	105 16%	279 17%	112 15% J	74 14%	19 11%	21 9%	113 13%	123 14%	122 12%	115 12%	81 11%	162 14%	88 10%	112 13%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: Strongly / tend to support	947 41%	566 43% C	250 36%	131 42%	269 41%	678 40%	313 41%	243 45%	86 48%	116 48%	377 43%	387 45%	462 45%	379 41%	320 43%	519 44%	383 45%	405 45%
NET: Tend to / strongly oppose	307 13%	174 13%	101 14%	32 10%	92 14%	215 13%	118 16% H	57 10%	19 10%	35 14%	121 14%	107 13%	127 12%	145 16%	118 16%	152 13%	124 15%	128 14%

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Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Summary

All Adults aged 18+ in Great Britain

	Q9. How often, if at all, do you think each of the following tell the truth generally?						
	Rishi Sunak	Keir Starmer	My local MP	MPs in general	Government ministers	Politicians that led the campaign for the UK to leave the EU in 2016	Politicians that led the campaign for the UK to remain in the EU in 2016
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2337	2337	2337	2337	2337	2337	2337
Weighted base	2337	2337	2337	2337	2337	2337	2337
All of the time	75	103	89	45	41	79	102
	3%	4%	4%	2%	2%	3%	4%
	DE	ADE	DE			DE	ADE
Most of the time	397	491	458	293	277	286	491
	17%	21%	20%	13%	12%	12%	21%
	DEF	ADEF	ADEF				ADEF
About half of the time	537	563	488	657	590	415	507
	23%	24%	21%	28%	25%	18%	22%
	F	CFG	F	ABCEFG	CFG		F
Not very often	669	578	585	854	880	711	655
	29%	25%	25%	37%	38%	30%	28%
	BC			ABCFG	ABCFG	BCG	BC
Never	425	303	271	289	332	584	301
	18%	13%	12%	12%	14%	25%	13%
	BCDEG				CD	ABCDEG	
Don't know	233	299	446	199	218	260	281
	10%	13%	19%	9%	9%	11%	12%
	D	ADEF	ABDEFG			DE	ADEF

NET: All / most of the time	473	594	547	338	318	366	593
	20%	25%	23%	14%	14%	16%	25%
	DEF	ADEF	ADEF			E	ADEF
NET: Not often / never	1095	882	856	1143	1211	1295	956
	47%	38%	37%	49%	52%	55%	41%
	BCG			BCG	ABCDG	ABCDEG	BC
NET: At least half of the time	1009	1157	1035	995	908	781	1100
	43%	50%	44%	43%	39%	33%	47%
	EF	ACDEFG	EF	EF	F		ACDEF

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Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G   Minimum Base: 30(**) Small Base: 100(*)

Home

Q9. How often, if at all, do you think each of the following tell the truth generally? - Rishi Sunak

All Adults aged 18+ in Great Britain

	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	75	49	27	10	20	18	2	18	8	30	20	18	8	46	29	53	23	12	22	19	14	5	3	38	37	60	15
	3%	4% C	2%	4% G	5% G	5% G	*	3% G	3% G	5%	3%	3%	3%	4%	3%	4%	3%	2%	4%	3%	4%	4% *	2%	5% Y	2%	3%	5%
Most of the time	397	211	187	20	70	57	54	137	59	91	111	137	59	221	176	239	159	103	106	75	58	23	32	139	258	356	38
	17%	18%	16%	8%	18% D	15% D	14%	20% DG	26% DEFG	14%	14%	20% JK	26% JK	17%	17%	17%	18%	19%	17%	14%	18%	20% *	16%	19%	16%	18%	14%
About half of the time	537	271	262	54	76	85	87	159	76	130	172	159	76	323	214	332	204	127	141	142	75	24	28	187	350	473	58
	23%	24%	22%	23%	19%	22%	22%	23%	33% DEFGH	20%	22%	23%	33% JKL	25%	21%	23%	23%	23% W	23% W	26% W	23% W	21% *	14%	25%	22%	23%	21%
Not very often	669	314	353	73	106	102	121	217	51	179	222	217	51	371	298	396	273	168	163	152	83	29	74	199	470	578	83
	29%	28%	30%	31%	27%	27%	31% I	31% I	22%	28%	29%	31% M	22%	28%	29%	28%	30%	30%	27%	28%	26%	26% *	37% SU	27%	30%	28%	30%
Never	425	224	198	42	74	84	82	120	24	115	166	120	24	222	204	274	152	98	112	97	51	25	42	118	308	378	42
	18%	20%	17%	17%	19% I	21% I	21% I	17% I	11%	18% M	21% M	17% M	11%	17%	20%	19%	17%	18%	18%	18%	16%	22% *	21%	16%	19% X	19%	15%
Don't know	233	71	161	41	51	37	44	49	10	92	81	49	10	128	105	146	87	45	65	52	40	9	21	64	169	189	38
	10%	6%	14% B	17% FHI	13% HI	10%	11% HI	7%	4%	15% KLM	10% LM	7%	4%	10%	10%	10%	10%	8%	11%	10%	13%	8% *	10%	9%	11%	9%	14% Z

	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
NET: All / most of the time	473	259	213	30	90	75	56	155	67	120	131	155	67	267	205	291	181	115	129	94	72	28	36	177	295	417	53
	20%	23% C	18%	12%	23% DG	20% D	14%	22% DG	29% DFG	19%	17%	22% K	29% JK	20%	20%	20%	20%	21%	21%	18%	22%	24% *	18%	24% Y	19%	20%	19%
NET: Not often / never	1095	539	551	115	180	186	202	337	75	295	388	337	75	593	502	670	425	267	275	249	134	54	116	317	778	956	125
	47%	47%	46%	48% I	45% I	49% I	52% I	48% I	33%	46% M	50% M	48% M	33%	45%	49%	47%	47%	48%	45%	46%	42%	47% *	58% RSTU	42%	49% X	47%	46%
NET: At least half of the time	1009	530	476	84	166	160	143	314	143	250	303	314	143	590	419	624	386	242	270	236	147	51	64	365	645	890	111
	43%	47% C	40%	35%	42%	42%	37%	45% DG	63% DEFGH	39%	39%	45%	63% JKL	45%	41%	43%	43%	44% W	44% W	44% W	46% W	45% W*	32%	49% Y	41%	44%	41%

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

Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Rishi Sunak

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	75 3%	56 4% C	14 2%	6 2%	37 6% F	38 2%	38 5% H	8 1%	10 5% H	13 6% H	27 3%	33 4%	40 4%	32 3%	61 8% P	10 1%	41 5%	28 3%
Most of the time	397 17%	258 19% C	84 12%	55 18% C	132 20% F	265 16%	223 29% HIJ	46 9%	35 20% H	39 16% H	160 18%	178 21%	136 13%	228 25% M	262 35% P	99 8%	183 21%	168 19%
About half of the time	537 23%	325 24% C	129 19%	83 27% C	145 22%	392 23%	211 28% J	122 23%	49 27% J	41 17%	202 23%	225 26%	253 25%	211 23%	226 30% P	237 20%	167 20%	268 30% Q
Not very often	669 29%	369 28%	223 32% D	77 25%	145 22%	524 31% E	175 23%	178 33% G	47 26%	84 35% G	263 30%	223 26%	330 32% N	251 27%	115 15%	452 38% O	233 27%	270 30%
Never	425 18%	215 16%	151 22% B	59 19%	115 17%	311 18%	65 9%	153 28% GI	23 13%	52 21% GI	168 19%	131 15%	205 20% N	140 15%	42 6%	313 26% O	185 22% R	116 13%
Don't know	233 10%	106 8%	96 14% B	31 10%	82 12% F	151 9%	44 6%	33 6%	14 8%	14 6%	51 6%	60 7%	55 5%	60 7%	43 6%	71 6%	44 5%	43 5%
NET: All / most of the time	473 20%	314 24% C	98 14%	61 20%	170 26% F	303 18%	261 35% HIJ	54 10%	45 25% H	53 22% H	187 21%	212 25%	176 17%	260 28% M	323 43% P	109 9%	223 26%	196 22%
NET: Not often / never	1095 47%	584 44%	374 54% BD	136 44%	260 40%	835 50% E	239 32%	331 61% GI	70 39%	136 56% GI	432 50% L	354 42%	535 52% N	391 42%	157 21%	765 65% O	418 49% R	386 43%
NET: At least half of the time	1009 43%	639 48% C	227 33%	144 46% C	314 48% F	695 41%	472 62% HIJ	176 33%	93 53% HJ	94 38%	389 45%	437 51% K	430 42%	471 51% M	549 73% P	346 29%	391 46%	464 52% Q

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Keir Starmer

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	103 4%	58 5%	44 4%	11 5%	23 6% G	20 5% G	8 2%	31 4%	10 4%	34 5%	28 4%	31 4%	10 4%	52 4%	51 5%	76 5% Q	27 3%	24 4%	30 5% W	23 4%	18 5% W	5 4% *	2 1%	46 6% Y	57 4%	88 4%	14 5%
Most of the time	491 21%	270 24% C	221 19%	36 15%	77 19%	82 21%	89 23% DI	174 25% DI	34 15%	112 18%	171 22%	174 25% JM	34 15%	300 23% O	191 19%	317 22%	174 19%	118 21%	114 19%	97 18%	74 23%	39 34% RSTU*	48 24%	196 26% Y	295 19%	427 21%	58 21%
About half of the time	563 24%	285 25%	274 23%	68 28% H	97 24%	105 27% H	93 24%	148 21%	52 23%	165 26%	198 26%	148 21%	52 23%	337 26%	226 22%	367 26%	196 22%	156 28% S	135 22%	129 24%	80 25%	22 19% *	43 22%	200 27% Y	364 23%	492 24%	67 25%
Not very often	578 25%	275 24%	301 25%	57 24%	99 25%	73 19%	81 21%	170 24%	98 43% DEFGH	156 25%	154 20%	170 24%	98 43% JKL	300 23%	278 27% N	305 21%	273 30% P	118 21%	176 29% RV	143 27% V	72 22%	19 16% *	51 25%	144 19%	434 27% X	512 25%	60 22%
Never	303 13%	155 14%	147 12%	17 7%	37 9%	51 13% D	71 15% DEI	111 16% DEI	16 7%	54 8%	122 16% JM	111 16% JM	16 7%	150 11%	153 15% N	195 14%	108 12%	83 14% U	79 13%	74 14% U	28 9%	16 14% *	24 12%	70 9%	233 15% X	278 14%	23 9% a
Don't know	299 13%	96 8%	201 17% B	51 21% FGHI	65 16% HI	52 14% I	48 12%	67 10%	16 7%	116 18% KLM	99 13% M	67 10%	16 7%	172 13%	126 12%	179 12%	119 13%	55 10%	76 12%	70 13%	50 16% R	15 13% *	32 16%	90 12%	208 13%	238 12%	51 19% Z
NET: All / most of the time	594 25%	328 29% C	265 22%	47 19%	99 25%	102 27%	97 25%	205 29% DI	44 19%	146 23%	199 26%	205 29% JM	44 19%	352 27%	242 24%	393 27% Q	201 22%	142 26%	145 24%	120 22%	92 29%	44 38% RSTW*	50 25%	242 32% Y	352 22%	516 25%	72 26%
NET: Not often / never	882 38%	429 38%	447 38%	74 31%	135 34%	124 32%	152 39%	282 40% DF	115 50% DEFGH	210 33%	276 36%	282 40% J	115 50% JKL	450 34%	431 42% N	500 35%	381 43% P	200 36%	255 42% UV	217 40% U	100 31%	34 30% *	75 37%	214 29%	668 42% X	789 39% a	83 31%
NET: At least half of the time	1157 50%	614 54% C	539 45%	115 48%	197 50%	207 54% I	190 49%	352 50%	96 42%	311 49%	397 51% M	352 50%	96 42%	689 53% O	468 46%	760 53% Q	397 44%	298 54% ST	279 46%	249 46%	172 53%	66 57% S*	93 47%	442 59% Y	715 45%	1007 50%	139 51%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Keir Starmer

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	103 4%	67 5%	21 3%	15 5%	44 7% F	59 3%	12 2%	60 11% GJ	13 7% G	10 4% G	62 7% L	26 3%	88 9% N	11 1%	32 4%	65 5%	72 8% R	29 3%
Most of the time	491 21%	317 24% C	114 16%	61 20%	152 23%	339 20%	101 13%	194 36% GJ	68 26% GJ	64 26% G	290 33% L	130 15%	372 36% N	90 10%	127 17%	330 28% O	263 31% R	182 20%
About half of the time	563 24%	320 24%	164 24%	79 26%	166 25%	398 24%	191 25%	159 29% J	38 22%	52 21%	231 26%	192 23%	307 30% N	188 20%	194 26%	300 25%	192 22%	268 30% Q
Not very often	578 25%	327 25%	169 24%	82 26%	126 19%	453 27% E	257 34% HIJ	62 11%	34 19% H	58 24% H	159 18%	274 32% K	125 12%	361 39% M	233 31% P	255 22%	166 19%	261 29% Q
Never	303 13%	162 12%	104 15%	37 12%	79 12%	224 13%	138 18% HI	21 4%	8 5%	37 15% HI	54 6%	158 19% K	37 4%	198 22% M	107 14% P	120 10%	107 13% R	71 8%
Don't know	299 13%	137 10%	125 18% BD	36 12%	90 14%	208 12%	57 8%	46 9%	17 9%	21 9%	76 9%	71 8%	91 9%	75 8%	56 7%	112 9%	54 6%	83 9% Q

	Total																	
NET: All / most of the time	594 25%	383 29% C	135 19%	76 24%	195 30% F	398 24%	113 15%	254 47% GJ	81 46% GJ	75 31% G	352 40% L	156 18%	459 45% N	101 11%	159 21%	395 33% O	334 39% R	211 24%
NET: Not often / never	882 38%	489 37%	273 39%	120 39%	205 31%	677 40% E	394 52% HIJ	82 15%	42 23% H	95 39% HI	214 25%	432 51% K	162 16%	559 61% M	340 45% P	375 32%	272 32%	332 37% Q
NET: At least half of the time	1157 50%	703 53% C	299 43%	155 50%	361 55% F	796 47%	304 40%	413 76% GIJ	119 67% GJ	127 52% G	583 67% L	348 41%	767 75% N	288 31%	353 47%	695 59% O	526 62% R	478 54%

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

Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - My local MP

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	89 / 4%	53 / 5%	36 / 3%	11 / 5%	23 / 6% H	15 / 4%	14 / 4%	19 / 3%	9 / 4%	34 / 5% L	28 / 4%	19 / 3%	9 / 4%	57 / 4%	32 / 3%	72 / 5% Q	17 / 2%	18 / 3%	24 / 4%	19 / 3%	17 / 5%	4 / 4% *	7 / 4%	43 / 6% Y	46 / 3%	79 / 4%	10 / 4%
Most of the time	458 / 20%	256 / 22% C	201 / 17%	44 / 18%	65 / 16%	66 / 17%	62 / 16%	154 / 22% EG	66 / 29% DEFG	109 / 17%	128 / 17%	154 / 22% JK	66 / 29% JK	269 / 20%	189 / 18%	256 / 18%	202 / 23% P	120 / 22%	108 / 18%	88 / 16%	75 / 23% T	29 / 26% T*	37 / 19%	173 / 23% Y	285 / 18%	409 / 20%	42 / 15%
About half of the time	488 / 21%	227 / 20%	258 / 22%	49 / 21%	91 / 23% H	85 / 22%	89 / 23% H	121 / 17%	53 / 23%	140 / 22%	173 / 22% L	121 / 17%	53 / 23%	274 / 21%	214 / 21%	317 / 22%	171 / 19%	121 / 22%	139 / 23%	110 / 20%	61 / 19%	24 / 21% *	34 / 17%	162 / 22%	326 / 20%	407 / 20%	75 / 27% Z
Not very often	585 / 25%	286 / 25%	296 / 25%	58 / 24%	98 / 25%	86 / 22%	88 / 23%	205 / 29% FG	50 / 22%	156 / 25%	174 / 23%	205 / 29% K	50 / 22%	313 / 24%	272 / 26%	362 / 25%	223 / 25%	128 / 23%	156 / 26%	149 / 28% V	83 / 26%	19 / 17%	49 / 24% *	170 / 23%	415 / 26%	515 / 25%	66 / 24%
Never	271 / 12%	153 / 13% C	116 / 10%	26 / 11%	37 / 9%	56 / 15% EI	65 / 17% EHI	73 / 10%	14 / 6%	63 / 10%	121 / 16% JLM	73 / 10%	14 / 6%	137 / 10%	134 / 13%	173 / 12%	98 / 11%	58 / 10%	81 / 13%	68 / 13%	28 / 9%	15 / 13% *	23 / 11%	68 / 9%	203 / 13% X	246 / 12%	24 / 9%
Don't know	446 / 19%	164 / 14%	280 / 24% B	51 / 21%	84 / 21%	75 / 20%	72 / 18%	129 / 18%	35 / 15%	135 / 21%	147 / 19%	129 / 18%	35 / 15%	261 / 20%	185 / 18%	261 / 18%	185 / 21%	110 / 20%	101 / 17%	103 / 19%	58 / 18%	23 / 20%	51 / 25% * S	130 / 17%	316 / 20%	378 / 19%	57 / 21%
NET: All / most of the time	547 / 23%	309 / 27% C	237 / 20%	55 / 23%	87 / 22%	81 / 21%	75 / 19%	173 / 25%	75 / 33% DEFGH	143 / 22%	156 / 20%	173 / 25%	75 / 33% JKL	326 / 25%	221 / 22%	328 / 23%	219 / 24%	138 / 25%	132 / 22%	107 / 20%	92 / 29% ST	34 / 29% *	45 / 22%	216 / 29% Y	331 / 21%	488 / 24%	52 / 19%
NET: Not often / never	856 / 37%	439 / 39%	412 / 35%	85 / 35%	134 / 34%	142 / 37%	153 / 39% I	278 / 40% I	64 / 28%	219 / 34%	295 / 38% M	278 / 40% M	64 / 28%	450 / 34%	406 / 40% N	535 / 37%	321 / 36%	186 / 34%	237 / 39%	217 / 41% R	111 / 34%	34 / 30% *	71 / 36%	238 / 32%	618 / 39% X	761 / 37%	90 / 33%
NET: At least half of the time	1035 / 44%	536 / 47% C	496 / 42%	104 / 43%	178 / 45%	166 / 43%	164 / 42%	294 / 42%	128 / 56% DEFGH	283 / 44%	330 / 43%	294 / 42%	128 / 56% JKL	600 / 46%	435 / 42%	644 / 45%	391 / 44%	258 / 47%	271 / 44%	217 / 40%	153 / 48%	57 / 50% *	79 / 39%	378 / 51% Y	657 / 41%	896 / 44%	126 / 46%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - My local MP

All Adults aged 18+ in Great Britain

| | Total | Marital Status | | | Presence of children HH (17 or under) | | GE 2019 Vote | | | | EU Referendum Vote | | Likely and unlikely to consider Labour | | Likely and unlikely to consider Conservatives | | Definitely decided or might change their mind | |
| | | Married/ Living as Married | Single | Widowed/ Divorced/ Separated | ANY | NONE | Conservative | Labour | Liberal Dems | Other party | Remain | Leave | Likely to consider Labour | Unlikely to consider Labour | Likely to consider Conservatives | Unlikely to consider Conservatives | Definitely decided | Might change their mind |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	89 4%	59 4%	21 3%	9 3%	38 6% F	52 3%	30 4%	23 4%	13 7%	16 7%	43 5%	32 4%	55 5% N	27 3%	51 7% P	32 3%	47 6%	36 4%
Most of the time	458 20%	282 21% C	105 15%	71 23% C	133 20%	325 19%	184 24%	114 21%	39 22%	53 22%	221 25% L	156 18%	235 23%	187 20%	207 28% P	203 17%	218 26%	195 22%
About half of the time	488 21%	295 22%	135 19%	58 19%	149 23%	338 20%	182 24%	120 22%	31 17%	47 20%	184 21%	187 22%	245 24% N	183 20%	179 24%	243 21%	178 21%	224 25%
Not very often	585 25%	336 25%	178 26%	71 23%	153 23%	432 26%	189 25%	129 24%	57 32% H	59 24%	211 24%	233 27%	252 25%	258 28%	149 20%	352 30% O	212 25%	227 25%
Never	271 12%	133 10%	105 15% B	33 11%	66 10%	205 12%	63 8%	74 14% G	15 8%	28 12%	77 9%	116 14% K	95 9%	115 13% M	49 6%	167 14% O	96 11% R	72 8%
Don't know	446 19%	225 17%	154 22% B	68 22%	116 18%	330 20%	107 14%	82 15%	23 13%	39 16%	135 16%	128 15%	137 13%	151 16%	113 15%	186 16%	101 12%	139 16% Q

	Total																	
NET: All / most of the time	547 23%	341 26% C	126 18%	80 26% C	171 26%	376 22%	214 28%	137 25%	52 29%	69 29%	264 30% L	188 22%	290 28% N	215 23%	258 35% P	234 20%	265 31% R	231 26%
NET: Not often / never	856 37%	469 35%	283 41% B	105 34%	220 34%	636 38%	251 33%	202 37%	72 40%	88 36%	288 33%	349 41% K	348 34%	374 41% M	198 26%	519 44% O	308 36%	299 33%
NET: At least half of the time	1035 44%	636 48% C	261 37%	138 45%	320 49% F	715 43%	396 52%	257 48%	82 47%	117 48%	449 51% L	375 44%	535 52% N	397 43%	437 58% P	477 40%	443 52%	455 51%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - MPs in general

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	45 2%	37 3% C	9 1%	6 3% H	18 4% GHI	10 3% H	6 2%	3 *	2 1%	24 4% L	16 2% L	3 *	2 1%	24 2%	22 2%	41 3% Q	4 *	7 1%	14 2%	7 1%	11 4% R	1 1% *	5 2%	23 3% Y	22 1%	39 2%	6 2%
Most of the time	293 13%	175 15% C	119 10%	31 13%	50 13%	44 12%	33 8%	101 14% G	35 15% G	80 13%	77 10%	101 14% K	35 15%	185 14% O	108 11%	180 12%	113 13%	76 14%	74 12%	58 11%	48 15%	18 16% *	20 10%	129 17% Y	165 10%	249 12%	39 14%
About half of the time	657 28%	321 28%	335 28%	54 23%	98 25%	98 26%	114 29%	204 29%	88 39% DEFGH	152 24%	213 28%	204 29%	88 39% JKL	377 29%	280 27%	386 27%	271 30%	151 27%	165 27%	160 30%	96 30%	33 29% *	50 25%	222 30%	435 27%	585 29%	65 24%
Not very often	854 37%	400 35%	449 38%	91 38%	134 34%	134 35%	141 36%	283 40% I	71 31%	225 35%	275 36%	283 40% M	71 31%	477 36%	376 37%	521 36%	333 37%	212 38% U	220 36%	205 38% U	99 31%	32 28% *	85 42% UV	257 34%	597 38%	749 37%	99 36%
Never	289 12%	143 13%	144 12%	27 11%	52 13%	58 15% HI	60 15% HI	73 10%	19 8%	79 12%	118 15% LM	73 10%	19 8%	140 11%	149 15% N	186 13%	103 12%	73 13%	82 13%	65 12%	35 11%	19 16% *	16 8%	67 9%	223 14% X	255 13%	31 11%
Don't know	199 9%	65 6%	132 11% B	30 13% HI	46 12% HI	37 10% H	35 9% H	37 5%	13 6%	76 12% LM	72 9% L	37 5%	13 6%	108 8%	91 9%	125 9%	74 8%	35 6%	55 9%	41 8%	32 10%	11 10% *	24 12% R	49 7%	150 9% X	158 8%	33 12% Z
NET: All / most of the time	338 14%	211 19% C	127 11%	37 15%	67 17% G	55 14%	39 10%	104 15% G	37 16%	104 16% K	93 12%	104 15%	37 16%	208 16%	130 13%	221 15%	117 13%	83 15%	87 14%	65 12%	59 18% T	19 16% *	25 12%	151 20% Y	187 12%	287 14%	45 17%
NET: Not often / never	1143 49%	543 48%	593 50%	118 49%	186 47%	192 50% I	201 52% I	356 51% I	90 40%	304 48%	394 51% M	356 51% M	90 40%	618 47%	525 51%	707 49%	436 49%	285 51% U	302 50% U	270 50% U	134 42%	51 45% *	101 51%	323 43%	820 52% X	1004 49%	130 48%
NET: At least half of the time	995 43%	532 47% C	462 39%	91 38%	165 42%	153 40%	153 39%	308 44%	124 55% DEFGH	257 40%	306 40%	308 44%	124 55% JKL	585 45%	410 40%	607 42%	388 43%	234 42%	252 41%	226 42%	156 48% W	52 46% *	75 37%	374 50% Y	621 39%	873 43%	110 40%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - MPs in general

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	45 2%	37 3% CD	7 1%	1 *	31 5% F	14 1%	10 1%	10 2%	11 6% GH	14 6% GH	23 3%	16 2%	36 3% N	3 *	30 4% P	12 1%	23 3%	22 2%
Most of the time	293 13%	185 14% C	70 10%	38 12%	101 15% F	192 11%	140 18% HJ	66 12%	29 16%	24 10%	131 15%	110 13%	145 14%	131 14%	189 25% P	85 7%	147 17% R	120 13%
About half of the time	657 28%	389 29%	177 25%	90 29%	169 26%	487 29%	237 31%	175 32%	53 30%	66 27%	296 34% L	230 27%	326 32%	259 28%	255 34% P	325 28%	254 30%	288 32%
Not very often	854 37%	493 37%	257 37%	104 34%	209 32%	645 38% E	267 35%	204 38%	61 35%	104 43%	319 37%	334 39%	388 38%	346 38%	203 27%	526 44% O	299 35%	359 40%
Never	289 12%	133 10%	110 16% B	46 15% B	77 12%	212 13%	66 9%	57 11%	18 10%	24 10%	59 7%	114 13% K	85 8%	127 14% M	39 5%	173 15% O	89 10%	70 8%
Don't know	199 9%	93 7%	75 11% B	31 10%	68 10%	131 8%	36 5%	29 5%	6 3%	11 5%	45 5%	46 5%	40 4%	54 6%	33 4%	60 5%	40 5%	34 4%

	Total																	
NET: All / most of the time	338 14%	223 17% C	77 11%	39 12%	132 20% F	206 12%	149 20% H	76 14%	39 22% H	37 15%	154 18%	127 15%	181 18%	135 15%	218 29% P	98 8%	170 20% R	142 16%
NET: Not often / never	1143 49%	625 47%	367 53% B	151 49%	286 44%	857 51% E	333 44%	262 48%	79 45%	128 53%	377 43%	448 53% K	473 46%	474 51%	242 32%	699 59% O	388 46%	429 48%
NET: At least half of the time	995 43%	612 46% C	254 37%	129 42%	301 46%	694 41%	386 51% J	251 46%	92 52%	104 43%	450 52% L	357 42%	507 50% N	394 43%	473 63% P	423 36%	424 50%	430 48%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Government ministers

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
		Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	41 2%	28 2% C	13 1%	6 3% H	14 4% GH	12 3% H	4 1%	1 *	4 2% H	20 3% L	17 2% L	1 *	4 2% L	30 2% O	11 1%	36 2% Q	5 1%	8 1%	15 2%	7 1%	7 2%	1 1% *	3 2%	26 3% Y	15 1%	31 2%	10 4% Z
Most of the time	277 12%	165 15% C	111 9%	37 15% FG	49 12%	35 9%	36 9%	85 12%	36 16% FG	86 14% K	70 9%	85 12%	36 16% K	167 13%	110 11%	169 12%	109 12%	67 12%	72 12%	55 10%	50 16% TW	17 15% *	16 8%	105 14% Y	172 11%	240 12%	32 12%
About half of the time	590 25%	289 25%	301 25%	48 20%	106 27%	108 28% DG	83 21%	178 25%	67 29% DG	154 24%	191 25%	178 25%	67 29%	318 24%	271 26%	373 26%	217 24%	150 27%	159 26%	139 26%	70 22%	30 26% *	43 21%	202 27%	388 24%	522 26%	60 22%
Not very often	880 38%	422 37%	452 38%	81 34%	122 31%	117 31%	166 43% DEF	303 43% DEF	90 39%	203 32%	283 37%	303 43% JK	90 39%	516 39%	363 35%	510 35%	369 41% P	213 38% V	210 35%	217 40% V	126 39% V	31 27% *	82 41% V	278 37%	601 38%	776 38%	97 35%
Never	332 14%	169 15%	161 14%	27 11%	54 14%	70 18% DHI	68 17% I	92 13%	21 9%	81 13%	138 18% JLM	92 13%	21 9%	151 12%	181 18% N	213 15%	119 13%	74 13%	100 16% U	71 13%	28 9%	24 21% U*	34 17% U	79 11%	253 16% X	291 14%	37 14%
Don't know	218 9%	66 6%	150 13% B	41 17% FGHI	52 13% HI	40 10% HI	33 9%	41 6%	11 5%	93 15% KLM	73 9% L	41 6%	11 5%	128 10%	90 9%	140 10%	78 9%	41 7%	54 9%	48 9%	41 13% R	12 10% *	21 11%	55 7%	163 10% X	174 9%	37 14% Z
NET: All / most of the time	318 14%	193 17% C	124 10%	43 18% GH	63 16% G	47 12%	40 10%	86 12%	39 17% G	106 17% KL	87 11%	86 12%	39 17% K	197 15%	121 12%	204 14%	114 13%	75 14%	86 14%	62 12%	57 18% TW	17 15% *	20 10%	131 18% Y	187 12%	271 13%	42 15%
NET: Not often / never	1211 52%	591 52%	613 52%	108 45%	176 44%	188 49%	234 60% DEFI	395 56% DEF	111 49%	284 45%	422 55% J	395 56% J	111 49%	667 51%	544 53%	723 50%	488 54%	287 52%	310 51%	288 54%	154 48%	55 48% *	117 58% U	357 48%	854 54% X	1067 52%	134 49%
NET: At least half of the time	908 39%	482 42% C	425 36%	91 38%	169 42% G	155 41% G	122 31%	264 38%	106 47% GH	260 41%	278 36%	264 38%	106 47% KL	516 39%	392 38%	577 40%	331 37%	225 41% W	245 40% W	201 37%	127 39%	48 42% *	62 31%	333 45% Y	575 36%	793 39%	102 37%

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Overlap formulae used

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Government ministers

All Adults aged 18+ in Great Britain

		Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	41 2%	27 2%	10 1%	4 1%	26 4% F	15 1%	11 1%	9 2%	7 4% G	12 5% GH	17 2%	16 2%	31 3% N	6 1%	22 3% P	14 1%	18 2%	20 2%
Most of the time	277 12%	161 12%	75 11%	41 13%	92 14%	185 11%	145 19% HJ	44 8%	24 14% H	27 11%	108 12%	114 13%	120 12%	139 15%	197 26% P	62 5%	142 17% R	114 13%
About half of the time	590 25%	378 28% CD	155 22%	57 18%	175 27%	414 25%	237 31% H	129 24%	42 24%	61 25%	230 26%	242 28%	271 27%	253 27%	253 34% P	269 23%	197 23%	285 32% Q
Not very often	880 38%	503 38%	246 35%	131 42%	194 30%	686 41% E	257 34%	238 44% G	80 45% G	91 37%	380 44% L	312 37%	425 42% N	328 36%	193 26%	554 47% O	324 38%	351 39%
Never	332 14%	160 12%	121 17% B	51 17%	90 14%	242 14%	62 8%	90 17% GI	18 10%	43 18% GI	92 11%	118 14%	125 12%	140 15%	43 6%	223 19% O	131 15% R	84 9%
Don't know	218 9%	100 8%	91 13% B	27 9%	79 12% F	139 8%	43 6%	31 6%	7 4%	10 4%	46 5%	50 6%	47 5%	56 6%	41 6%	59 5%	39 5%	39 4%

NET: All / most of the time	318 14%	188 14%	85 12%	45 14%	118 18% F	200 12%	156 21% H	53 10%	31 18% H	39 16% H	124 14%	130 15%	151 15%	145 16%	218 29% P	76 6%	160 19%	134 15%
NET: Not often / never	1211 52%	663 50%	366 53%	182 59% B	283 43%	928 55% E	319 42%	328 61% G	97 55% G	134 55% G	472 54%	430 50%	550 54%	467 51%	236 32%	778 66% O	456 53%	435 49%
NET: At least half of the time	908 39%	567 43% CD	240 34%	101 33%	293 45% F	615 37%	393 52% HIJ	182 34%	73 41%	100 41%	354 41%	372 44%	422 41%	398 43%	471 63% P	345 29%	358 42%	419 47%

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Politicians that led the campaign for the UK to leave the EU in 2016

All Adults aged 18+ in Great Britain

		Gender		Age						Aggregated Age breaks				Social grade		Employment status		Region						Education		Ethnicity	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	75+	18-34	35-54	55-75	75+	ABC1	C2DE	Working	Not working	North	Midlands	South	London	Wales	Scotland	Graduates	Non-Graduates	White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	79	53	26	8	28	18	6	13	7	37	23	13	7	43	36	64	16	16	28	13	14	4	5	34	45	62	17
	3%	5% C	2%	3%	7% GH	5% GH	1%	2%	3%	6% KL	3%	2%	3%	3%	4%	4% Q	2%	3%	5%	2%	4%	3% *	2%	5% Y	3%	3%	6% Z
Most of the time	286	165	122	31	41	41	38	95	41	72	79	95	41	158	129	179	108	71	81	59	49	13	13	111	175	254	29
	12%	14% C	10%	13%	10%	11%	10%	14%	18% EFG	11%	10%	14%	18% JK	12%	13%	12%	12%	13% W	13% W	11%	15% W	11% *	7%	15% Y	11%	13%	11%
About half of the time	415	208	207	42	87	57	54	134	41	129	111	134	41	212	203	262	153	110	111	85	57	22	31	117	299	360	51
	18%	18%	17%	17%	22% FG	15%	14%	19% G	18%	20% K	14%	19% K	18%	16%	20%	18%	17%	20%	18%	16%	18%	19% *	15%	16%	19%	18%	19%
Not very often	711	308	400	82	92	105	139	212	80	174	245	212	80	403	309	405	306	186	178	167	99	19	62	229	483	624	81
	30%	27%	34% B	34% E	23%	28%	36% EF	30% E	35% E	27%	32%	30%	35%	31%	30%	28%	34% P	34% V	29% V	31% V	31% V	17% *	31% V	31%	30%	31%	30%
Never	584	328	251	38	95	116	104	196	35	133	220	196	35	354	230	381	203	122	144	146	64	42	67	188	396	522	56
	25%	29% C	21%	16%	24% DI	30% DI	27% DI	28% DI	16%	21%	29% JM	28% JM	16%	27% O	22%	26%	23%	22%	24%	27% U	20%	36% RSU*	33% RSU	25%	25%	26%	20%
Don't know	260	77	182	39	53	44	49	51	24	92	94	51	24	141	119	149	112	49	68	66	39	15	23	67	193	212	40
	11%	7%	15% B	16% H	13% H	12% H	13% H	7%	10%	14% L	12% L	7%	10%	11%	12%	10%	12%	9%	11%	12%	12%	13% *	11%	9%	12% X	10%	15% Z
NET: All / most of the time	366	218	148	39	70	59	44	107	47	109	103	107	47	201	165	243	123	87	108	72	63	17	18	145	221	316	46
	16%	19% C	12%	16%	18% G	15%	11%	15%	21% G	17%	13%	15%	21% K	15%	16%	17%	14%	16% W	18% W	13%	20% TW	14% *	9%	19% Y	14%	16%	17%
NET: Not often / never	1295	637	651	120	187	222	243	408	116	307	465	408	116	757	539	786	509	307	323	313	163	61	129	417	878	1146	136
	55%	56%	55%	50%	47%	58% E	62% DEI	58% DE	51%	48%	60% JM	58% J	51%	58% O	52%	55%	57%	56%	53%	58%	51%	53% *	64% SU	56%	55%	56%	50%
NET: At least half of the time	781	426	355	81	157	116	97	242	88	237	214	242	88	413	368	505	276	197	219	158	120	38	49	262	519	676	96
	33%	37% C	30%	34% G	40% FG	30%	25%	35% G	39% G	37% K	28%	35% K	39% K	32%	36%	35%	31%	36% W	36% TW	29%	37% TW	33% *	25%	35%	33%	33%	35%

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Overlap formulae used

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

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

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Politicians that led the campaign for the UK to leave the EU in 2016

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	79 3%	54 4%	17 2%	8 2%	50 8% F	29 2%	26 3%	19 4%	14 8% GH	17 7% G	27 3%	37 4%	52 5% N	17 2%	42 6% P	29 2%	35 4%	36 4%
Most of the time	286 12%	186 14% C	58 8%	43 14% C	94 14%	192 11%	168 22% HIJ	44 8%	13 7%	24 10%	59 7%	180 21% K	109 11%	151 16% M	191 25% P	65 6%	130 15%	112 13%
About half of the time	415 18%	244 18%	117 17%	54 18%	124 19%	292 17%	178 24% H	68 13%	30 17%	51 21% H	118 13%	202 24% K	164 16%	210 23% M	203 27% P	168 14%	147 17%	193 22% Q
Not very often	711 30%	394 30%	213 31%	104 34%	175 27%	536 32% E	222 29%	164 30%	56 32%	74 30%	299 34% L	234 27%	325 32%	285 31%	185 25%	416 35% O	224 26%	305 34% Q
Never	584 25%	316 24%	205 29% BD	63 20%	133 20%	451 27% E	88 12%	207 38% GJ	60 34% G	67 27% G	308 35% L	124 15%	310 30% N	181 20%	66 9%	435 37% O	254 30% R	193 22%
Don't know	260 11%	135 10%	87 12%	39 12%	80 12%	181 11%	72 10% IJ	38 7%	5 3%	10 4%	62 7%	74 9%	59 6%	77 8%	63 8% P	68 6%	63 7%	54 6%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: All / most of the time	366 16%	241 18% C	75 11%	50 16% C	144 22% F	222 13%	194 26% HIJ	64 12%	26 15%	41 17%	86 10%	217 25% K	161 16%	168 18%	232 31% P	95 8%	164 19%	149 17%
NET: Not often / never	1295 55%	710 53%	418 60% B	167 54%	308 47%	987 59% E	311 41%	371 69% GJ	116 65% G	141 58% G	607 70% L	358 42%	635 62% N	466 51%	250 33%	851 72% O	478 56%	498 56%
NET: At least half of the time	781 33%	485 36% C	192 28%	104 34%	268 41% F	513 31%	372 49% HIJ	132 24%	56 32%	93 38% H	204 23%	419 49% K	325 32%	379 41% M	435 58% P	263 22%	311 36%	341 38%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R   Minimum Base: 30(**) Small Base: 100(*)

Ipsos UK - The Rest Is Politics Polling
Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Politicians that led the campaign for the UK to remain in the EU in 2016

All Adults aged 18+ in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	25-34	35-44	45-54	55-75	75+	Aggregated Age breaks 18-34	35-54	55-75	75+	Social grade ABC1	C2DE	Employment status Working	Not working	Region North	Midlands	South	London	Wales	Scotland	Education Graduates	Non-Graduates	Ethnicity White ethnic group	Minority ethnic group
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2337	1150	1177	252	404	382	414	685	200	656	796	685	200	1607	730	1442	895	558	603	543	327	110	196	1275	1062	2010	295
Weighted base	2337	1139	1188	240	397	382	390	701	228	637	772	701	228	1311	1026	1440	897	554	610	537	322	114	200	746	1591	2034	273
All of the time	102 4%	64 6% C	39 3%	13 5%	28 7% GH	20 5%	11 3%	23 3%	7 3%	41 6% L	31 4%	23 3%	7 3%	64 5%	39 4%	80 6% Q	22 2%	17 3%	25 4%	21 4%	21 6% R	5 4% *	14 7% R	48 6% Y	54 3%	84 4%	17 6%
Most of the time	491 21%	285 25% C	204 17%	46 19%	78 20%	79 21%	93 24%	144 21%	50 22%	125 20%	172 22%	144 21%	50 22%	318 24% O	173 17%	322 22%	169 19%	122 22%	126 21%	93 17%	71 22%	27 24% *	51 26% T	207 28% Y	284 18%	429 21%	59 22%
About half of the time	507 22%	259 23%	249 21%	47 20%	94 24%	83 22%	73 19%	162 23%	49 21%	141 22%	155 20%	162 23%	49 21%	282 22%	225 22%	314 22%	193 22%	124 22%	119 19%	112 21%	78 24%	28 25% *	47 23%	166 22%	342 21%	454 22%	50 18%
Not very often	655 28%	285 25%	367 31% B	71 29%	92 23%	89 23%	103 26%	222 32% EF	79 35% EF	162 25%	192 25%	222 32% JK	79 35% JK	330 25%	325 32% N	373 26%	282 31% P	161 29% V	189 31% V	157 29% V	82 26% V	17 15% *	48 24%	167 22%	488 31% X	572 28%	77 28%
Never	301 13%	158 14%	139 12%	20 8%	48 12%	61 16% D	61 16% D	89 13%	21 9%	68 11%	122 16% JM	89 13%	21 9%	162 12%	139 14%	189 13%	112 12%	76 14% U	78 13%	84 16% UW	27 8%	20 17% UW*	17 8%	84 11%	217 14%	268 13%	28 10%
Don't know	281 12%	89 8%	190 16% B	43 18% HI	56 14%	51 13% H	49 13% H	61 9%	21 9%	99 16% LM	99 13% L	61 9%	21 9%	155 12%	126 12%	162 11%	119 13%	54 10%	74 12%	70 13%	42 13%	17 15% *	24 12%	74 10%	207 13% X	228 11%	42 15%
NET: All / most of the time	593 25%	349 31% C	242 20%	59 25%	106 27%	99 26%	104 27%	167 24%	57 25%	166 26%	203 26%	167 24%	57 25%	381 29% O	212 21%	402 28% Q	191 21%	139 25%	151 25%	114 21%	92 29% T	32 28% *	65 33% T	255 34% Y	338 21%	512 25%	76 28%
NET: Not often / never	956 41%	443 39%	507 43%	90 38%	140 35%	150 39%	164 42%	311 44% E	101 44%	230 36%	314 41%	311 44% J	101 44%	492 38%	464 45% N	562 39%	394 44% P	237 43% UW	267 44% UW	241 45% UVW	109 34%	37 32% *	65 32%	251 34%	705 44% X	840 41%	105 38%
NET: At least half of the time	1100 47%	608 53% C	491 41%	106 44%	201 51%	182 48%	176 45%	329 47%	106 46%	307 48%	359 46%	329 47%	106 46%	664 51% O	437 43%	716 50% Q	384 43%	263 47%	269 44%	226 42%	170 53% ST	60 52% *	112 56% ST	421 56% Y	680 43%	966 47%	126 46%

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

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Fieldwork: 25-29 August 2023
PUBLIC

Q9. How often, if at all, do you think each of the following tell the truth generally? - Politicians that led the campaign for the UK to remain in the EU in 2016

All Adults aged 18+ in Great Britain

	Total	Marital Status			Presence of children HH (17 or under)		GE 2019 Vote				EU Referendum Vote		Likely and unlikely to consider Labour		Likely and unlikely to consider Conservatives		Definitely decided or might change their mind	
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted base	2337	1385	672	280	692	1645	733	579	208	243	997	765	1105	885	753	1226	880	936
Weighted base	2337	1330	697	310	656	1681	755	541	177	243	872	852	1019	922	748	1182	852	893
All of the time	102 4%	63 5%	24 3%	15 5%	48 7% F	55 3%	20 3%	33 6% G	16 9% G	22 9% G	58 7% L	28 3%	80 8% N	17 2%	42 6%	52 4%	57 7% R	34 4%
Most of the time	491 21%	293 22%	135 19%	63 20%	144 22%	346 21%	111 15%	158 29% G	71 40% GHJ	70 29% G	291 33% L	102 12%	300 29% N	147 16%	158 21%	297 25%	227 27%	211 24%
About half of the time	507 22%	301 23%	143 20%	63 20%	140 21%	367 22%	191 25% I	129 24%	31 17%	48 20%	202 23%	202 24%	238 23%	213 23%	201 27% P	250 21%	182 21%	234 26% Q
Not very often	655 28%	382 29%	189 27%	84 27%	161 24%	494 29% E	259 34% HI	110 20%	39 22%	69 28% H	181 21%	315 37% K	238 23%	323 35% M	227 30%	323 27%	214 25%	277 31% Q
Never	301 13%	152 11%	105 15% B	44 14%	81 12%	220 13%	106 14% I	61 11%	10 6%	22 9%	65 7%	133 16% K	90 9%	140 15% M	66 9%	168 14% O	109 13% R	71 8%
Don't know	281 12%	139 10%	101 14% B	41 13%	82 12%	199 12%	68 9%	51 9%	10 6%	13 5%	76 9%	72 8%	73 7%	83 9%	55 7%	92 8%	63 7%	65 7%

	Total	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	ANY	NONE	Conservative	Labour	Liberal Dems	Other party	Remain	Leave	Likely to consider Labour	Unlikely to consider Labour	Likely to consider Conservatives	Unlikely to consider Conservatives	Definitely decided	Might change their mind
NET: All / most of the time	593 25%	356 27%	159 23%	78 25%	192 29% F	401 24%	131 17%	191 35% G	87 49% GHJ	91 38% G	349 40% L	129 15%	380 37% N	163 18%	199 27%	349 29%	284 33% R	245 27%
NET: Not often / never	956 41%	533 40%	295 42%	128 41%	241 37%	714 42% E	365 48% HIJ	171 32%	50 28%	91 37%	246 28%	448 53% K	328 32%	462 50% M	294 39%	491 42%	323 38%	349 39%
NET: At least half of the time	1100 47%	657 49% C	301 43%	142 46%	332 51%	768 46%	322 43%	320 59% G	118 66% G	140 57% G	550 63% L	331 39%	618 61% N	376 41%	400 53%	599 51%	466 55%	479 54%

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