



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 1

Q1 To what extent, if at all, do you think people in the current government (that is, the Prime Minister, Cabinet Ministers and other Ministers) behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL (z)	GENDER		AGE					AGGREGATED AGE BREAKS			SOCIAL GRADE				WORKING STATUS	
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1079	519	549	130	206	193	208	342	336	401	342	373	299	178	229	747	332
WEIGHTED BASE	1079	528	540	122	204	196	198	358	327	394	358	309	311	227	232	734	345
	100%	49%	50%	11%	19%	18%	18%	33%	30%	37%	33%	29%	29%	21%	22%	68%	32%
(4) A great deal	57 5% bgijn p	41 8% zb	16 3%	13 10% zefg	26 13% zefg	8 4%	5 3%	5 1%	39 12% zij	13 3%	5 1%	23 7% zn	13 4%	18 8% n	3 1%	46 6% zp	11 3%
(3) A fair amount	229 21%	115 22%	113 21%	30 25%	43 21%	40 20%	37 19%	79 22%	73 22%	77 19%	79 22%	72 23%	53 17%	63 28% zln	40 17%	156 21%	73 21%
(2) Not very much	379 35% a	169 32%	206 38% za	43 35%	61 30%	74 38%	71 36%	130 36%	104 32%	146 37%	130 36%	104 34%	105 34%	78 34%	92 40%	247 34%	133 38%
(1) Not at all	321 30% ch	170 32%	145 27% c	25 20%	54 27% c	56 29%	65 33% c	120 33% c	79 24%	122 31%	120 33% h	93 30%	108 35% zm	56 25%	64 28%	223 30%	98 28%
A great deal/ a fair amount (NET)	285 26% iln	155 29%	129 24%	43 35% zfg	69 34% zfg	48 24%	42 21%	84 23%	112 34% zij	90 23%	84 23%	94 31% zln	66 21%	82 36% zln	43 19%	201 27%	84 24%
Not that much/ not at all (NET)	700 65% cdh	339 64%	351 65%	68 55%	115 56%	131 67%	136 69% cd	250 70% zcd	183 56%	267 68% h	250 70% zh	197 64%	213 68%	134 59%	156 67%	470 64%	230 67%
Mean	2.02 fgj ln	2.05	2	2.28 zef g	2.22 zef g	2	1.9	1.91	2.24 zij	1.95	1.91	2.08 ln	1.89	2.21 zln	1.91	2.04	1.99
Don't know	94 9% ak	34 7%	59 11% za	12 9%	20 10%	17 9%	20 10%	25 7%	32 10%	37 9%	25 7%	17 6%	32 10% k	11 5%	33 14% zkm	63 9%	30 9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 2

Q1 To what extent, if at all, do you think people in the current government (that is, the Prime Minister, Cabinet Ministers and other Ministers) behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GOVERNMENT OFFICE REGION							EDUCATION		INCOME					GENERAL ELECTION 2019 VOTE				HIGH ETHICAL STANDARDS BEHAVIOUR OF THOSE IN THE CURRENT GOVERNMENT	
	TOTAL (z)	NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	GRADUATES (g)	NON GRADUATES (h)	UP TO £19999 (i)	£20000-£34999 (j)	£35000-£54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	CONSERVATIVE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	A GREAT DEAL/ A FAIR AMOUNT (r)	NOT THAT MUCH/ NOT AT ALL (s)
UNWEIGHTED BASE	1079	260	282	244	146	52	95	567	512	189	286	281	251	72	307	296	82	112	293	699
WEIGHTED BASE	1079	254	282	244	155	52*	92*	381	698	194	306	273	232	75*	328	281	72*	106*	285	700
	100%	24%	26%	23%	14%	5%*	9%*	35%	65%	18%	28%	25%	21%	7%*	30%	26%	7%*	10%*	26%	65%
(4) A great deal	57 5% hjs	8 3%	16 6%	16 7%	12 8%	2 4%	3 3%	29 8%	27 4%	10 5%	7 2%	12 4%	27 12%	- -	14 4%	16 6%	9 13%	12 11%	57 20%	- -
					a			zh					zijklm				zno	zn	zs	
(3) A fair amount	229 21% os	52 20%	63 23%	53 22%	34 22%	10 19%	15 17%	91 24%	138 20%	38 20%	60 20%	69 25%	45 19%	16 21%	114 35%	41 15%	13 18%	20 18%	229 80%	- -
(2) Not very much	379 35% r	85 33%	121 43%	72 30%	54 35%	20 38%	27 29%	132 35%	247 35%	75 39%	115 38%	95 35%	75 32%	19 26%	129 39%	94 34%	23 32%	37 35%	- -	379 54%
			zacf															zn	zn	zr
(1) Not at all	321 30% bnr	80 32%	65 23%	81 33%	39 25%	16 30%	40 43%	107 28%	214 31%	46 24%	99 32%	78 29%	70 30%	28 38%	58 18%	118 42%	24 34%	35 33%	- -	321 46%
			b	b			zbd							i		zn	n	n		zr
A great deal/ a fair amount (NET)	285 26% hos	60 23%	80 28%	69 28%	46 30%	12 23%	18 20%	120 31%	165 24%	49 25%	67 22%	81 30%	72 31%	16 21%	128 39%	57 20%	22 31%	31 29%	285 100%	- -
							zh					j	j		zo				zs	
Not that much/ not at all (NET)	700 65% nr	165 65%	187 66%	153 63%	93 60%	35 68%	67 73%	239 63%	461 66%	121 63%	214 70%	173 63%	144 62%	47 64%	187 57%	212 76%	47 65%	72 68%	- -	700 100%
											z					zn				zr
Mean	2.02 fjo s	1.94	2.12 af	2.02	2.14 f	1.96	1.78	2.12 zh	1.97	2.07	1.91	2.06	2.14 zjm	1.81	2.27 zo	1.83	2.11 o	2.08 o	3.2 zs	1.54
Don't know	94 9% bgno qrs	30 12%	15 5%	22 9%	16 10%	5 9%	7 8%	22 6%	72 10%	24 12%	24 8%	19 7%	15 7%	11 15%	13 4%	12 4%	3 4%	3 3%	- -	- -
			b						g					kl						

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

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 3

Q2 And do you think standards of behaviour in government are better or worse now compared with when the government was first elected in 2019, or do you think there is little difference?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GENDER		AGE					AGGREGATED AGE BREAKS			SOCIAL GRADE				WORKING STATUS		
	TOTAL (z)	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1079	519	549	130	206	193	208	342	336	401	342	373	299	178	229	747	332
WEIGHTED BASE	1079	528	540	122	204	196	198	358	327	394	358	309	311	227	232	734	345
	100%	49%	50%	11%	19%	18%	18%	33%	30%	37%	33%	29%	29%	21%	22%	68%	32%
(2) Much better	37 3% n	22 4% n	15 3% n	7 6% zfg	13 6% zfg	7 4% cd	3 2% c	7 2% zcd	19 6% zij	10 3% h	7 2% zh	15 5% n	9 3% m	11 5% n	2 1% n	27 4% o	10 3% p
(1) A little better	130 12% bp	81 15% zb	49 9% zb	20 16% zfg	36 18% zfg	21 10% cd	20 10% c	34 10% zcd	56 17% zij	41 10% h	34 10% zh	55 18% zlmn	30 10% m	24 11% n	21 9% n	102 14% o	29 8% p
(0) No difference	348 32% ch	174 33% ch	171 32% ch	29 24% zfg	55 27% zfg	73 37% cd	71 36% c	119 33% zcd	84 26% zij	144 37% h	119 33% zh	103 33% zlmn	97 31% m	78 34% n	71 31% n	236 32% o	111 32% p
(-1) A little worse	226 21% ak	93 18% ak	130 24% za	29 24% zfg	44 22% zfg	40 20% cd	36 18% c	76 21% zcd	73 22% zij	76 19% h	76 21% zh	52 17% zlmn	60 19% m	59 26% n	54 23% n	149 20% o	76 22% p
(-2) Much worse	265 25% dh	139 26% dh	121 22% dh	21 17% zfg	38 18% zfg	45 23% cd	56 28% c	106 30% zcd	59 18% zij	100 25% h	106 30% zh	75 24% zlmn	88 28% m	43 19% n	59 26% n	176 24% o	89 26% p
Better (NET)	168 16% bgjn	103 19% zb	64 12% zb	27 22% fg	49 24% zefg	28 14% cd	23 12% c	42 12% zcd	75 23% zij	51 13% h	42 12% zh	71 23% zlmn	39 13% m	35 16% n	23 10% n	129 17% o	39 11% p
Worse (NET)	491 45% h	232 44% h	252 47% h	50 41% zfg	82 40% zfg	84 43% cd	92 46% c	183 51% zcd	132 40% zij	176 45% h	183 51% zh	127 41% zlmn	148 48% m	102 45% n	113 49% n	325 44% o	166 48% p
Mean	-0.55 gj n	-0.48 gj n	-0.61 gj n	-0.36 fg g	-0.32 zf g	-0.51 fg g	-0.65 fg g	-0.7 fg g	-0.33 zi j	-0.58 zi j	-0.7 zi j	-0.39 zl n	-0.66 zl n	-0.46 zl n	-0.72 zl n	-0.5 zl n	-0.65 zl n
Don't know	73 7% agjk	19 4% agjk	54 10% za	17 14% zefg	18 9% g	11 6% zefg	12 6% g	15 4% zefg	35 11% zij	23 6% h	15 4% zh	9 3% zlmn	27 9% m	12 5% n	26 11% n	45 6% o	29 8% p

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 4

Q2 And do you think standards of behaviour in government are better or worse now compared with when the government was first elected in 2019, or do you think there is little difference?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GOVERNMENT OFFICE REGION							EDUCATION		INCOME					GENERAL ELECTION 2019 VOTE				HIGH ETHICAL STANDARDS BEHAVIOUR OF THOSE IN THE CURRENT GOVERNMENT	
	TOTAL (z)	NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	GRADUATES (g)	NON GRADUATES (h)	UP TO £19999 (i)	£20000-£34999 (j)	£35000-£54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	CONSERVATIVE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	A GREAT DEAL/ A FAIR AMOUNT (r)	NOT THAT MUCH/ NOT AT ALL (s)
UNWEIGHTED BASE	1079	260	282	244	146	52	95	567	512	189	286	281	251	72	307	296	82	112	293	699
WEIGHTED BASE	1079	254	282	244	155	52*	92*	381	698	194	306	273	232	75*	328	281	72*	106*	285	700
	100%	24%	26%	23%	14%	5%*	9%*	35%	65%	18%	28%	25%	21%	7%*	30%	26%	7%*	10%*	26%	65%
(2) Much better	37 3% hjs	5 2%	13 5%	10 4%	7 4%	2 4%	1 1%	22 6%	16 2%	6 3%	3 1%	14 5%	14 6%	- -	16 5%	10 4%	4 5%	5 5%	35 12%	2 *
(1) A little better	130 12% jms	26 10%	27 10%	32 13%	26 17%	11 21%	8 9%	53 14%	78 11%	31 16%	23 8%	37 14%	38 16%	1 2%	45 14%	32 11%	17 24%	16 15%	80 28%	47 7%
(0) No difference	348 32% c	79 31%	94 33%	65 27%	58 37%	15 29%	36 40%	127 33%	221 32%	55 28%	103 34%	91 33%	70 30%	29 39%	119 36%	80 29%	26 36%	36 34%	105 37%	219 31%
(-1) A little worse	226 21% dp	65 26%	60 21%	47 19%	22 14%	10 20%	21 23%	77 20%	149 21%	34 18%	82 27%	47 17%	51 22%	11 14%	75 23%	61 22%	8 11%	21 20%	48 17%	165 24%
(-2) Much worse	265 25% gr	63 25%	69 24%	73 30%	29 19%	11 21%	20 22%	84 22%	181 26%	49 25%	84 27%	66 24%	49 21%	18 24%	67 20%	85 30%	17 24%	27 25%	9 3%	247 35%
Better (NET)	168 16% jms	31 12%	40 14%	42 17%	33 21%	13 25%	8 9%	74 19%	94 13%	37 19%	26 9%	51 19%	52 22%	1 2%	62 19%	43 15%	21 29%	21 20%	115 40%	49 7%
Worse (NET)	491 45% dgr	128 50%	129 46%	120 49%	51 33%	21 41%	42 45%	160 42%	330 47%	83 43%	166 54%	113 41%	100 43%	28 38%	142 43%	146 52%	25 36%	48 45%	57 20%	412 59%
Mean	-0.55 hj s	-0.65	-0.55	-0.62	-0.29 za bcf	-0.34	-0.61	-0.41 zh	-0.62	-0.5 j	-0.75	-0.45 j	-0.38 zj m	-0.76	-0.41 zo	-0.66	-0.26 zo	-0.46	0.3 zs	-0.89
Don't know	73 7% gjnppq rs	17 7%	19 7%	17 7%	13 8%	3 5%	6 6%	20 5%	53 8%	19 10%	11 4%	18 7%	10 4%	16 21%	5 2%	12 4%	- -	1 1%	8 3%	20 3%

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

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 5

Q3 If they won the next General Election, how much, if at all, would you trust a government to behave according to high ethical standards? - SUMMARY TABLE

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	Conservative	Labour
UNWEIGHTED BASE	1079	1079
WEIGHTED BASE	1079	1079
(4) A great deal	64 6%	118 11%
(3) A fair amount	220 20%	369 34%
(2) Not very much	311 29%	274 25%
(1) Not at all	387 36%	199 18%
A great deal/ a fair amount (NET)	284 26%	487 45%
Not that much/ not at all (NET)	698 65%	473 44%
Mean	1.96	2.42
Don't know	97 9%	118 11%

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 6

Q3A If they won the next General Election, how much, if at all, would you trust a Conservative government to behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL (z)	GENDER		AGE					AGGREGATED AGE BREAKS			SOCIAL GRADE				WORKING STATUS	
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1079	519	549	130	206	193	208	342	336	401	342	373	299	178	229	747	332
WEIGHTED BASE	1079	528	540	122	204	196	198	358	327	394	358	309	311	227	232	734	345
	100%	49%	50%	11%	19%	18%	18%	33%	30%	37%	33%	29%	29%	21%	22%	68%	32%
(4) A great deal	64	36	28	12	22	10	8	13	34	17	13	23	15	14	11	46	19
	6%	7%	5%	9%	11%	5%	4%	4%	10%	4%	4%	8%	5%	6%	5%	6%	5%
	gj			g	zefg				zij								
(3) A fair amount	220	112	107	25	45	37	33	80	70	70	80	71	53	65	32	148	72
	20%	21%	20%	20%	22%	19%	17%	22%	21%	18%	22%	23%	17%	28%	14%	20%	21%
	n								n			n		zln			
(2) Not very much	311	147	160	36	51	60	64	101	87	123	101	90	86	67	68	213	98
	29%	28%	30%	29%	25%	31%	32%	28%	27%	31%	28%	29%	28%	30%	29%	29%	29%
(1) Not at all	387	200	181	36	64	73	72	142	99	146	142	113	126	62	85	261	125
	36%	38%	33%	29%	31%	37%	37%	40%	30%	37%	40%	37%	40%	27%	37%	36%	36%
	hm								m		h	m	m				
A great deal/ a fair amount (NET)	284	148	135	36	67	47	41	93	104	88	93	94	68	79	43	194	91
	26%	28%	25%	30%	33%	24%	21%	26%	32%	22%	26%	30%	22%	35%	19%	26%	26%
	fin				zf				zi			zln		zln			
Not that much/ not at all (NET)	698	347	341	71	115	133	136	243	186	269	243	203	211	130	154	474	224
	65%	66%	63%	58%	56%	68%	69%	68%	57%	68%	68%	66%	68%	57%	66%	65%	65%
	dhm			d		d	d	d	h	h	h	m					
Mean	1.96	1.97	1.96	2.11	2.14	1.91	1.87	1.89	2.13	1.89	1.89	2.01	1.85	2.15	1.84	1.97	1.95
	l			fg	zef				zij			l		zln			
					g												
Don't know	97	33	64	15	22	16	21	23	37	37	23	11	32	19	35	66	30
	9%	6%	12%	12%	11%	8%	11%	6%	11%	9%	6%	4%	10%	8%	15%	9%	9%
	ak		za						j				k	k	zkm		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 7

Q3A If they won the next General Election, how much, if at all, would you trust a Conservative government to behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GOVERNMENT OFFICE REGION							EDUCATION		INCOME					GENERAL ELECTION 2019 VOTE				HIGH ETHICAL STANDARDS BEHAVIOUR OF THOSE IN THE CURRENT GOVERNMENT	
	TOTAL (z)	NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	GRADUATES (g)	NON GRADUATES (h)	UP TO £19999 (i)	£20000-£34999 (j)	£35000-£54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	CONSERVATIVE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	A GREAT DEAL/ A FAIR AMOUNT (r)	NOT THAT MUCH/ NOT AT ALL (s)
UNWEIGHTED BASE	1079	260	282	244	146	52	95	567	512	189	286	281	251	72	307	296	82	112	293	699
WEIGHTED BASE	1079	254	282	244	155	52*	92*	381	698	194	306	273	232	75*	328	281	72*	106*	285	700
	100%	24%	26%	23%	14%	5%*	9%*	35%	65%	18%	28%	25%	21%	7%*	30%	26%	7%*	10%*	26%	65%
(4) A great deal	64 6%	16 6%	15 5%	12 5%	14 9%	3 6%	3 4%	30 8%	34 5%	14 7%	14 4%	18 6%	18 8%	1 1%	27 8%	17 6%	6 9%	10 10%	51 18%	11 2%
(3) A fair amount	220 20% fos	46 18%	59 21% f	54 22% f	38 24% f	14 27% f	10 11% f	83 22%	138 20%	41 21%	53 17%	58 21%	55 24%	14 18%	115 35% zopq	36 13%	16 22%	17 16%	167 59% zs	46 7%
(2) Not very much	311 29% or	72 28%	97 34% zd	63 26%	37 24%	13 25%	29 32%	113 30%	199 28%	55 28%	89 29%	87 32%	61 27%	19 26%	108 33% o	64 23%	18 26%	34 32%	47 16%	247 35% zr
(1) Not at all	387 36% nr	100 39%	92 33%	84 35%	47 30%	21 41%	42 46% zbd	135 36%	251 36%	63 33%	128 42% zk	87 32%	82 35%	27 36%	64 20% znpq	158 56% n	28 40% n	43 41% n	7 2% zr	369 53% zr
A great deal/ a fair amount (NET)	284 26% fjos	62 24%	75 26% f	66 27% f	52 34% f	17 33% f	13 15%	112 30% z	172 25%	55 28%	66 22%	76 28%	73 32% j	14 19%	142 43% zoq	53 19%	22 31% o	27 25%	219 77% zs	58 8%
Not that much/ not at all (NET)	698 65% dnr	171 67% d	189 67% d	148 61% d	84 54% zaf	34 66% zcd	71 78% zcd	248 65%	450 64%	118 61%	217 71% zil	174 64%	143 62%	46 61%	172 53% znp	222 79% znp	47 65%	77 73% n	53 19% zr	616 88% zr
Mean	1.96 fjos	1.91	1.99 f	1.97 f	2.14 zaf	1.98	1.7	2.02 z	1.93	2.03 j	1.83	2.03 j	2.04 j	1.81	2.33 zop q	1.68	2.01 o	1.94 o	2.97 zs	1.55
Don't know	97 9% gnoqr s	21 8%	18 6%	31 13% zbe	19 12% e	1 2%	7 8%	20 5%	76 11% zg	21 11%	23 7%	23 8%	15 7%	15 20% zjkl	14 4%	6 2%	2 3%	2 2%	13 5%	27 4%

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

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 8

Q3B If they won the next General Election, how much, if at all, would you trust a Labour government to behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL (z)	GENDER		AGE					AGGREGATED AGE BREAKS			SOCIAL GRADE				WORKING STATUS	
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1079	519	549	130	206	193	208	342	336	401	342	373	299	178	229	747	332
WEIGHTED BASE	1079	528	540	122	204	196	198	358	327	394	358	309	311	227	232	734	345
	100%	49%	50%	11%	19%	18%	18%	33%	30%	37%	33%	29%	29%	21%	22%	68%	32%
(4) A great deal	118	75	43	18	29	20	20	31	47	40	31	42	23	28	25	89	29
	11%	14%	8%	14%	14%	10%	10%	9%	14%	10%	9%	14%	7%	12%	11%	12%	8%
	bl	zb							zj			l					
(3) A fair amount	369	182	181	48	72	77	69	103	120	146	103	120	111	76	62	260	109
	34%	35%	33%	39%	35%	39%	35%	29%	37%	37%	29%	39%	36%	34%	27%	35%	32%
	gjn			g		g			j	j		zn	n				
(2) Not very much	274	126	144	29	59	45	52	88	88	98	88	80	80	50	65	179	95
	25%	24%	27%	24%	29%	23%	26%	25%	27%	25%	25%	26%	26%	22%	28%	24%	28%
(1) Not at all	199	103	96	12	19	30	39	99	30	70	99	45	59	50	45	126	74
	18%	20%	18%	10%	9%	16%	20%	28%	9%	18%	28%	15%	19%	22%	19%	17%	21%
	cdhk						cd	zcde		h	zhi			k			
A great deal/ a fair amount (NET)	487	257	223	66	101	97	89	134	167	186	134	162	135	104	86	350	137
	45%	49%	41%	54%	49%	49%	45%	37%	51%	47%	37%	53%	43%	46%	37%	48%	40%
	bgjn	zb		g	g	g			zj	j		zln				zp	
	p																
Not that much/ not at all (NET)	473	229	240	41	78	76	91	188	119	167	188	125	139	100	110	305	169
	44%	43%	45%	33%	38%	39%	46%	52%	36%	42%	52%	40%	45%	44%	47%	42%	49%
	cho						c	zcde			zhi						zo
Mean	2.42	2.47	2.37	2.67	2.63	2.5	2.39	2.21	2.64	2.44	2.21	2.55	2.36	2.4	2.33	2.48	2.3
	gjp			zfg	zfg	g			zij	j		zln				zp	
Don't know	118	42	76	16	26	24	17	36	41	41	36	22	37	23	36	80	38
	11%	8%	14%	13%	13%	12%	9%	10%	13%	10%	10%	7%	12%	10%	15%	11%	11%
	ak		za										k		zk		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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





23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 9

Q3B If they won the next General Election, how much, if at all, would you trust a Labour government to behave according to high ethical standards?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GOVERNMENT OFFICE REGION							EDUCATION		INCOME					GENERAL ELECTION 2019 VOTE				HIGH ETHICAL STANDARDS BEHAVIOUR OF THOSE IN THE CURRENT GOVERNMENT	
	TOTAL (z)	NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	GRADUATES (g)	NON GRADUATES (h)	UP TO £19999 (i)	£20000-£34999 (j)	£35000-£54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	CONSERVATIVE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	A GREAT DEAL/ A FAIR AMOUNT (r)	NOT THAT MUCH/ NOT AT ALL (s)
UNWEIGHTED BASE	1079	260	282	244	146	52	95	567	512	189	286	281	251	72	307	296	82	112	293	699
WEIGHTED BASE	1079	254	282	244	155	52*	92*	381	698	194	306	273	232	75*	328	281	72*	106*	285	700
	100%	24%	26%	23%	14%	5%*	9%*	35%	65%	18%	28%	25%	21%	7%*	30%	26%	7%*	10%*	26%	65%
(4) A great deal	118	25	36	21	20	5	12	48	70	19	30	33	28	8	19	70	9	7	49	64
	11%	10%	13%	9%	13%	9%	13%	13%	10%	10%	10%	12%	12%	11%	6%	25%	13%	7%	17%	9%
	ns							z							znpq	n		z		
(3) A fair amount	369	77	101	81	59	17	35	155	214	68	110	92	83	17	82	137	35	40	116	245
	34%	30%	36%	33%	38%	33%	38%	41%	31%	35%	36%	34%	36%	22%	25%	49%	49%	38%	41%	35%
	hmn							zh			m	m			zn	zn	n	n	z	
(2) Not very much	274	59	76	70	37	13	19	100	174	40	86	69	62	18	98	41	18	35	80	185
	25%	23%	27%	29%	24%	26%	20%	26%	25%	21%	28%	25%	27%	24%	30%	14%	25%	33%	28%	26%
	o														o		o	o		
(1) Not at all	199	62	47	48	15	13	15	43	156	35	61	50	37	16	111	14	5	20	33	156
	18%	24%	17%	20%	9%	24%	17%	11%	22%	18%	20%	18%	16%	22%	34%	5%	6%	19%	12%	22%
	dgop	zbd		d		d			zg						zopq			op		zr
A great deal/ a fair amount (NET)	487	103	136	101	78	22	46	203	284	87	139	125	111	24	101	207	44	47	165	309
	45%	40%	48%	42%	50%	42%	51%	53%	41%	45%	46%	46%	48%	33%	31%	74%	62%	44%	58%	44%
	hmn							zh				m			znq	znq	n	n	z	
Not that much/ not at all (NET)	473	121	123	118	52	26	34	143	330	75	147	118	99	34	210	54	22	55	114	341
	44%	47%	44%	48%	33%	50%	37%	38%	47%	39%	48%	43%	43%	46%	64%	19%	31%	52%	40%	49%
	dgop	d		d		d			zg						zopq		o	op		zr
Mean	2.42	2.3	2.48	2.34	2.64	2.29	2.53	2.6	2.32	2.44	2.38	2.45	2.48	2.27	2.03	3.01	2.74	2.33	2.65	2.33
	ahn				zac			zh								znp	znq	n	z	
	s				e										q				z	
Don't know	118	31	22	25	25	4	11	34	84	32	20	29	22	16	18	19	5	4	7	50
	11%	12%	8%	10%	16%	8%	12%	9%	12%	16%	6%	11%	9%	22%	5%	7%	7%	4%	2%	7%
	gjno				zb					zjl				zjkl						r
	qrs																			

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

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 10

Q4 Please now think about the party you currently intend to vote for at the next general election. Imagine at the next election, the candidate for the party you currently intend to vote for was a sitting MP who has been found to have broken the standards of behaviour expected of MPs (for example, by bullying their staff, misusing expenses, or misleading Parliament). Which of the following options, if either, would you be most likely to do?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	TOTAL (z)	GENDER		AGE					AGGREGATED AGE BREAKS			SOCIAL GRADE				WORKING STATUS	
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	WORKING (o)	NOT WORKING (p)
UNWEIGHTED BASE	1079	519	549	130	206	193	208	342	336	401	342	373	299	178	229	747	332
WEIGHTED BASE	1079	528	540	122	204	196	198	358	327	394	358	309	311	227	232	734	345
	100%	49%	50%	11%	19%	18%	18%	33%	30%	37%	33%	29%	29%	21%	22%	68%	32%
Vote for the party you want to win the election, even if that means voting for a candidate who has broken standards of behaviour.	331	168	160	39	53	58	62	119	92	120	119	99	95	79	58	224	107
	31%	32%	30%	32%	26%	29%	31%	33%	28%	30%	33%	32%	31%	35%	25%	30%	31%
	n													n			
Vote for a different party's candidate who has not broken standards of behaviour, even if that means voting against the party that you want to win the election.	276	150	125	37	66	48	52	74	103	99	74	105	79	50	42	204	73
	26%	28%	23%	30%	33%	24%	26%	21%	32%	25%	21%	34%	25%	22%	18%	28%	21%
	gjn p				z g				z j			z l m n				z p	
I would not vote at all, even if that means not voting for the party that you want to win the election	146	74	70	21	30	17	33	45	51	50	45	32	41	35	37	98	47
	14%	14%	13%	17%	15%	9%	17%	13%	15%	13%	13%	10%	13%	15%	16%	13%	14%
	ek			e			e								k		
I do not currently intend to vote in the election anyway	83	33	48	10	18	21	16	18	28	37	18	13	22	19	29	54	29
	8%	6%	9%	8%	9%	11%	8%	5%	9%	9%	5%	4%	7%	8%	13%	7%	8%
	gjk					g				j					zkl		
None of these	66	34	30	5	10	10	11	30	14	21	30	15	19	16	15	37	29
	6%	6%	5%	4%	5%	5%	6%	8%	4%	5%	8%	5%	6%	7%	5%	5%	8%
	o										h						
Don't know	177	68	107	11	28	42	24	72	39	67	72	46	54	28	50	117	60
	16%	13%	20%	9%	14%	22%	12%	20%	12%	17%	20%	15%	17%	12%	21%	16%	17%
	ach		za			zcf		cf			h				zm		

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g - z/h/i/j - z/k/l/m/n - z/o/p  
Overlap formulae used.

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



23-085423-07 - GOVERNMENT ETHICS  
16 - 19 FEBRUARY 2024  
PUBLIC  
IPSOS

20 Feb 2024

Table 11

Q4 Please now think about the party you currently intend to vote for at the next general election. Imagine at the next election, the candidate for the party you currently intend to vote for was a sitting MP who has been found to have broken the standards of behaviour expected of MPs (for example, by bullying their staff, misusing expenses, or misleading Parliament). Which of the following options, if either, would you be most likely to do?

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

	GOVERNMENT OFFICE REGION							EDUCATION		INCOME					GENERAL ELECTION 2019 VOTE				HIGH ETHICAL STANDARDS BEHAVIOUR OF THOSE IN THE CURRENT GOVERNMENT	
	TOTAL (z)	NORTH (a)	MIDLANDS (b)	SOUTH (c)	LONDON (d)	WALES (e)	SCOTLAND (f)	GRADUATES (g)	NON GRADUATES (h)	UP TO £19999 (i)	£20000-£34999 (j)	£35000-£54999 (k)	£55000+ (l)	PREFER NOT TO ANSWER (m)	CONSERVATIVE (n)	LABOUR (o)	LIBERAL DEMOCRATS (p)	OTHER (q)	A GREAT DEAL/ A FAIR AMOUNT (r)	NOT THAT MUCH/ NOT AT ALL (s)
UNWEIGHTED BASE	1079	260	282	244	146	52	95	567	512	189	286	281	251	72	307	296	82	112	293	699
WEIGHTED BASE	1079	254	282	244	155	52*	92*	381	698	194	306	273	232	75*	328	281	72*	106*	285	700
	100%	24%	26%	23%	14%	5%*	9%*	35%	65%	18%	28%	25%	21%	7%*	30%	26%	7%*	10%*	26%	65%
Vote for the party you want to win the election, even if that means voting for a candidate who has broken standards of behaviour.	331	79	87	82	41	15	26	109	221	53	77	92	88	20	137	98	21	29	108	211
	31% j	31%	31%	34%	27%	28%	28%	29%	32%	27%	25%	34% j	38% zj	27%	42% zq	35%	29%	27%	38% zs	30%
Vote for a different party's candidate who has not broken standards of behaviour, even if that means voting against the party that you want to win the election.	276	51	88	63	47	12	16	124	153	47	82	80	56	13	87	78	29	36	87	185
	26% ah	20%	31% zaf	26%	30% af	24%	17%	33% zh	22%	24%	27%	29%	24%	17%	26%	28%	40% zn	34%	30% z	26%
I would not vote at all, even if that means not voting for the party that you want to win the election	146	41	28	39	21	4	13	45	101	33	46	31	32	5	38	47	6	18	37	101
	14% b	16% b	10%	16% b	14%	7%	14%	12%	14%	17%	15%	11%	14%	7%	12%	17%	9%	17%	13%	14%
I do not currently intend to vote in the election anyway	83	27	19	15	11	5	7	16	67	18	26	18	15	6	5	3	1	3	15	47
	8% gnop	11%	7%	6%	7%	9%	7%	4%	10% zg	9%	9%	7%	6%	8%	2%	1%	1%	3%	5%	7%
None of these	66	17	17	10	6	6	10	21	45	12	24	15	8	7	15	15	2	7	10	50
	6% r	7%	6%	4%	4%	11%	11%	5%	6%	6%	8%	6%	4%	9%	4%	5%	3%	6%	3%	7%
Don't know	177	39	43	35	29	11	20	65	112	32	51	37	33	24	45	40	13	13	29	106
	16% r	15%	15%	14%	19%	21%	22%	17%	16%	17%	17%	14%	14%	32% zijk l	14%	14%	19%	12%	10%	15%

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

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