

Ipsos Political Monitor - TBC 2024

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

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Would NOT vote	Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutly certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Total voting	764	728	674	566	525	681	654	633	584	9	364	390	187	255	322	75	112	117	138	134	188	93	190	241	137	196	431	333	644	114	402	341	778
Conservative	170 22%	163 22%	153 23%	129 23%	113 22%	150 22%	146 22%	141 22%	130 22%	1	80 22%	89 23%	19 10%	54 21%	97 30%	7 9%	12 11%	23 19%	32 23%	23 17%	74 39%	38 41%	51 27%	46 19%	27 20%	47 24%	96 22%	74 22%	154 24%	15 13%	77 19%	86 25%	161
Labour	333 44%	318 44%	291 43%	244 43%	230 44%	300 44%	287 44%	278 44%	257 44%	1	126 35%	199 51%	100 54%	120 47%	112 35%	38 51%	62 56%	58 50%	62 45%	52 39%	60 32%	29 31%	65 34%	113 47%	54 40%	100 51%	179 41%	154 46%	264 41%	66 58%	181 45%	144 42%	325
Liberal Democrats (Lib Dem)	54 7%	54 7%	53 8%	45 8%	41 8%	51 7%	50 8%	49 8%	46 8%	-s	31 9%	23 6%	16 9%	14 6%	24 7%	7 10%	9 8%	4 4%	10 7%	7 5%	17 9%	9 9%	16 8%	23 10%	7 5%	8 4%	39 9%	15 4%	52 8%	2 2%	22 5%	32 9%	64
Scottish National Party (SNP)	33 4%	30 4%	33 5%	28 5%	27 5%	33 5%	33 5%	30 5%	28 5%	*	17 5%	16 4%	2 1%	13 5%	18 6%	1 1%	2 1%	5 4%	8 6%	8 6%	10 5%	4 4%	9 5%	7 3%	6 4%	11 6%	16 4%	17 5%	30 5%	3 2%	26 6%	7 2%	52
Plaid Cymru	5 1%	5 1%	4 1%	4 1%	4 1%	5 1%	4 1%	4 1%	4 1%	-s	3 1%	2	3 1%	1	1	1	1	-	1	1	-	-	*	1	2	1	1	3	3	1	3	1	7
Green Party	65 8%	57 8%	57 8%	51 9%	46 9%	56 8%	54 8%	54 9%	51 9%	4	37 10%	26 7%	23 12%	24 9%	18 6%	8 10%	15 13%	16 13%	8 6%	8 6%	10 5%	5 6%	28 15%	17 7%	13 10%	6 3%	45 10%	19 6%	54 8%	10 9%	25 6%	36 10%	63
Reform UK/The Brexit Party	74 10%	74 10%	64 10%	52 9%	51 10%	70 10%	62 9%	59 9%	55 9%	*	55 15%	18 5%	16 8%	24 9%	35 11%	9 11%	7 6%	9 7%	15 11%	23 17%	12 7%	7 7%	19 10%	22 9%	16 12%	18 9%	40 9%	34 10%	70 11%	4 3%	50 13%	23 7%	81
Other	30 4%	28 4%	18 3%	13 2%	14 3%	17 3%	17 3%	14 2%	3	12 31%	18 5%	8 4%	5 2%	17 5%	4 3%	3 2%	3 2%	13 9%	4 2%	4 3%	1 1%	1	1	12	11	6	13	16	16	13	18	12	25
Conservative Lead over Labour	-162 -21%	-154 -21%	-138 -20%	-115 -20%	-117 -22%	-149 -22%	-141 -22%	-137 -22%	-127 -22%	*	-46 -13%	-110 -28%	-81 -43%	-66 -26%	-16 -5%	-31 -41%	-50 -45%	-35 -30%	-30 -22%	-29 -22%	14 7%	9 10%	-14 -8%	-68 -28%	-27 -20%	-53 -27%	-82 -19%	-80 -24%	-110 -17%	-52 -45%	-103 -26%	-58 -17%	-164 -21%
Undecided	132 13%	129 14%	103 13%	73 11%	69 11%	105 13%	104 13%	87 12%	78 11%	4	55 11%	78 15%	37 14%	43 13%	53 13%	13 13%	23 14%	32 19%	11 6%	25 15%	29 12%	14	29 12%	37 12%	27 14%	39 14%	66 12%	66 14%	108 13%	20 13%	-	-	119
Would not vote	84 8%	46 5%	16 2%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	71	47 10%	35 7%	33 12%	28 9%	23 6%	11 11%	22 13%	13 8%	15 9%	6 4%	17 7%	3	9 4%	22 7%	28 14%	26 9%	31 6%	54 11%	76 9%	9	-	-	80
Refused/Prefer not to answer	33 3%	27 3%	28 3%	22 3%	21 3%	29 4%	28 4%	27 4%	23 3%	*	18 4%	13 3%	14 5%	4 1%	15 4%	4 3%	11 6%	4 2%	-	4	12	8	8	8	5	12	16	17	23	9	-	-	36
Don't know	1 -	1 -	1 -	-	-	-	-	-	-	1 1%	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	1	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

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

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1014	161	325	64	292	617	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014	
Weighted Total	1014	170	333	54	261	593	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014	
Total voting	764	170	333	54	261	593	431	355	408	76	368	253	256	239	509	182	239	167	100	649	78	257	227	48	128	127	355	281	778
Conservative	170	170	-	-	-	170	59	111	10	77	45	86	40	130	32	63	43	15	139	18	146	1	6	6	30	84	56	161	
	22%	100%	-	-s	-	40%	17%	27%	14%	21%	18%	33%	17%	26%	18%	26%	26%	15%	21%	24%	57%	*	12% s	5%	23%	24%	20%	21%	
Labour	333	-	333	-	-	333	151	181	41	150	114	88	127	201	88	104	72	56	302	13	40	195	11	19	51	153	128	325	
	44%	-	100%	-s	-	56%	43%	44%	55%	41%	45%	34%	53%	40%	48%	44%	43%	56%	47%	17%	16%	86%	24% s	15%	40%	43%	46%	42%	
Liberal Democrats (Lib Dem)	54	-	-	54	54	54	23	31	3	25	19	22	12	41	9	15	23	2	49	6	9	9	25	28	7	21	26	64	
	7%	-	-	100% s	21%	13%	7%	8%	4%	7%	7%	9%	5%	8%	5%	6%	14%	2%	7%	7%	4%	4%	52% s	22%	6%	6%	9%	8%	
Scottish National Party (SNP)	33	-	-	-	33	33	13	20	6	12	8	14	11	22	-	-	-	-	-	33	-	-	-	31	8	12	13	52	
	4%	-	-	-s	13%	6%	4%	5%	8%	3%	3%	5%	5%	4%	-	-	-	-	-	44%	-	-	-s	24%	6%	3%	5%	7%	
Plaid Cymru	5	-	-	-	5	5	1	3	1	3	2	1	1	3	-	5	-	-	-	-	-	1	1	2	-	3	1	7	
	1%	-	-	-s	2%	1%	*	1%	2%	1%	1%	1%	1%	1%	-	2%	-	-	-	-	-	*	2% s	1%	-	1%	*	1%	
Green Party	65	-	-	-	65	65	40	23	7	34	23	12	29	35	30	13	9	11	63	2	5	18	3	30	7	25	33	63	
	8%	-	-	-s	25%	11%	11%	6%	9%	9%	9%	5%	12%	7%	17%	5%	5%	10%	10%	2%	2%	8%	6% s	23%	5%	7%	12%	8%	
Reform UK/The Brexit Party	74	-	-	-	74	74	49	26	5	51	37	27	10	64	15	31	19	6	68	3	54	1	1	5	18	42	14	81	
	10%	-	-	-s	29%	13%	14%	6%	6%	14%	15%	11%	4%	13%	8%	13%	12%	6%	10%	4%	21%	1%	2% s	4%	14%	12%	5%	10%	
Other	30	-	-	-	30	30	18	12	2	16	6	6	10	12	8	9	2	10	29	1	2	3	1	8	6	14	10	25	
	4%	-	-	-s	11%	5%	5%	3%	3%	4%	2%	2%	4%	2%	4%	4%	1%	10%	4%	1%	1%	1%	3% s	6%	5%	4%	4%	3%	
Conservative Lead over Labour	-162	170	-333	0	-333	170	-92	-70	-31	-73	-69	-2	-87	-71	-56	-42	-29	-42	-164	6	105	-194	-6	-13	-21	-69	-72	-164	
	-21%	100%	-100%	0%s	0%	-56%	40%	-26%	-17%	-41%	-20%	-27%	-1%	-36%	-31%	-17%	-17%	-41%	-25%	7%	41%	-85%	-12%s	-10%	-17%	-19%	-26%	-21%	
Undecided	132	-	-	-	-	-	56	76	17	58	50	41	40	91	30	38	35	23	120	6	36	15	6	12	28	73	31	119	
	13%	-	-	-s	-	-	12%	14%	16%	12%	15%	12%	12%	14%	12%	12%	15%	17%	14%	7%	12%	6%	11% s	8%	15%	15%	9%	12%	
Would not vote	84	-	-	-	-	-	38	46	11	28	19	20	41	39	25	24	25	6	78	4	7	1	-	4	23	37	24	80	
	8%	-	-	-s	-	-	8%	8%	11%	6%	6%	6%	12%	6%	10%	8%	11%	5%	9%	5%	2%	*	-s	3%	12%	8%	7%	8%	
Refused/Prefer not to answer	33	-	-	-	-	-	15	18	4	13	8	14	11	22	6	13	8	5	31	2	3	2	1	1	9	14	10	36	
	3%	-	-	-s	-	-	3%	3%	4%	3%	3%	4%	3%	3%	2%	4%	3%	4%	4%	2%	1%	1%	2% s	1%	5%	3%	3%	4%	
Don't know	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-s	*	-	1	-	1	
	*	-	-	-s	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-s	*	-	*	-	*	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Table 3
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

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

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	691	684	691	691	635	691	691	691	-	350	334	134	209	348	43	91	113	96	133	215	114	203	256	116	116	459	232	624	62	353	229	691	
Weighted Total	667	661	667	667	602	667	667	667	-	293	368	142	213	311	49	93	112	101	119	192	98	182	217	122	145	399	268	591	69	324	230	691	
Total voting	566	560	566	566	512	566	566	566	-	250	310	118	187	261	42	76	91	96	102	159	81	152	190	106	118	342	224	507	56	324	230	594	
Conservative	129	128	129	129	112	129	129	129	-	58	71	9	39	82	4	5	18	21	20	62	31	38	32	25	34	70	59	118	9	62	62	120	
	23%	23%	23%	23%	22%	23%	23%	23%	-s	23%	23%	7%	21%	31%	8%	7%	20%	22%	19%	39%	39%	25%	17%	23%	29%	21%	26%	23%	16%	19%	27%	20%	
Labour	244	241	244	244	222	244	244	244	-	78	162	62	87	95	16	46	43	44	40	55	26	58	93	41	52	150	94	210	34	156	84	247	
	43%	43%	43%	43%	43%	43%	43%	43%	-s	31%	52%	53%	47%	36%	38%	61%	48%	46%	39%	35%	32%	38%	49%	39%	45%	44%	42%	41%	61%	48%	36%	42%	
Liberal Democrats (Lib Dem)	45	44	45	45	40	45	45	45	-	27	17	16	9	20	7	9	3	5	6	14	7	15	18	7	5	33	12	43	1	19	25	52	
	8%	8%	8%	8%	8%	8%	8%	8%	-s	11%	6%	14%	5%	8%	18%	11%	4%	6%	6%	9%	9%	10%	9%	6%	4%	10%	5%	9%	2%	6%	11%	9%	
Scottish National Party (SNP)	28	27	28	28	27	28	28	28	-	13	15	1	10	17	1	*	2	8	7	9	4	9	7	4	8	16	12	27	1	22	5	46	
	5%	5%	5%	5%	5%	5%	5%	5%	-s	5%	5%	1%	5%	6%	1%	1%	2%	9%	7%	6%	5%	6%	4%	4%	6%	5%	5%	5%	1%	7%	2%	8%	
Plaid Cymru	4	4	4	4	4	4	4	4	-	3	2	2	1	1	1	-	1	-	-	-	-	-	1	2	1	1	3	3	1	3	1	5	
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	*	2%	*	*	3%	1%	-	1%	1%	-	-	-	*	2%	1%	*	1%	1%	2%	1%	1%	1%	
Green Party	51	51	51	51	46	51	51	51	-	31	20	16	22	13	7	9	16	7	6	8	5	20	14	13	4	34	17	46	5	21	29	52	
	9%	9%	9%	9%	9%	9%	9%	9%	-s	12%	6%	13%	12%	5%	15%	12%	17%	7%	6%	5%	7%	13%	7%	12%	3%	10%	8%	9%	9%	7%	12%	9%	
Reform UK/The Brexit Party	52	52	52	52	49	52	52	52	-	35	16	8	16	28	5	3	7	9	18	10	6	12	17	12	11	29	23	50	2	34	18	59	
	9%	9%	9%	9%	9%	9%	9%	9%	-s	14%	5%	7%	9%	11%	11%	4%	8%	10%	17%	6%	8%	8%	9%	11%	10%	8%	10%	10%	4%	10%	8%	10%	
Other	13	13	13	13	13	13	13	13	-	6	7	4	3	6	2	2	2	*	4	1	1	*	8	2	3	8	4	10	2	6	6	13	
	2%	2%	2%	2%	2%	2%	2%	2%	-s	2%	2%	4%	1%	2%	5%	3%	2%	*	4%	1%	2%	2%	4%	2%	2%	2%	2%	2%	3%	2%	3%	2%	
Conservative Lead over Labour	-115	-113	-115	-115	-110	-115	-115	-115	0	-20	-91	-54	-48	-14	-13	-41	-25	-23	-20	7	6	-19	-61	-16	-19	-80	-35	-92	-25	-94	-22	-127	
	-20%	-20%	-20%	-20%	-22%	-20%	-20%	-20%	0%	-8%	-29%	-45%	-26%	-5%	-30%	-54%	-28%	-24%	-20%	4%	7%	-13%	-32%	-15%	-16%	-23%	-16%	-18%	-45%	-29%	-10%	-21%	
Undecided	73	73	73	73	64	73	73	73	-	28	45	16	24	33	6	11	19	6	14	19	11	21	21	12	19	42	32	63	7	-	-	69	
	11%	11%	11%	11%	11%	11%	11%	11%	-s	10%	12%	12%	11%	11%	12%	12%	17%	5%	11%	10%	11%	11%	10%	10%	13%	10%	12%	11%	10%	-	-	10%	
Would not vote	5	5	5	5	5	5	5	5	-	1	4	1	1	4	-	1	1	-	*	4	*	1	1	-	3	2	3	5	-	-	-	5	
	1%	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	*	*	1%	-s	1%	*	-s	*	2%	*	1%	*	-	2%	*	1%	1%	-s	-	-	1%	
Refused/Prefer not to answer	22	22	22	22	21	22	22	22	-	13	9	7	2	13	1	6	2	-	3	10	6	8	6	4	5	13	9	16	6	-	-	23	
	3%	3%	3%	3%	3%	3%	3%	3%	-s	4%	3%	5%	1%	4%	2%	7%	2%	-s	3%	5%	6%	4%	3%	3%	4%	3%	3%	3%	9%	-	-	3%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
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Table 4
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

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

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	691	120	247	52	227	474	347	300	391	114	241	202	295	182	497	147	213	146	74	532	111	224	217	60	147	133	297	261	691
Weighted Total	667	129	244	45	193	437	322	293	373	71	306	213	256	191	469	148	212	160	77	560	70	238	197	50	127	103	306	258	691
Total voting	566	129	244	45	193	437	322	250	316	57	265	181	210	169	391	127	178	128	68	469	64	209	190	45	118	84	259	223	594
Conservative	129	129	-	-	-	-	129	39	90	7	60	29	71	28	100	22	50	30	11	101	16	118	1	6	6	23	60	46	120
	23%	100%	-	-s	-	-	40%	16%	28%	12%	23%	16%	34%	17%	26%	17%	28%	24%	16%	21%	25%	57%	1%	13%	5%	28%	23%	21%	20%
Labour	244	-	244	-	-	244	-	107	137	33	108	79	73	89	152	64	71	57	41	220	11	33	164	11	18	29	108	108	247
	43%	-	100%	-s	-	56%	-	43%	43%	58%	41%	44%	35%	53%	39%	50%	40%	45%	60%	47%	17%	16%	86%	24%	15%	34%	42%	48%	42%
Liberal Democrats (Lib Dem)	45	-	-	45	45	45	20	24	1	21	17	18	8	35	5	7	12	19	2	39	5	7	7	23	24	6	18	21	52
	8%	-	-	100%	23%	10%	14%	8%	8%	2%	8%	9%	9%	5%	9%	5%	7%	15%	3%	8%	8%	4%	4%	50%	21%	7%	7%	9%	9%
Scottish National Party (SNP)	28	-	-	-	28	28	28	8	8	5	8	5	14	9	19	-	-	-	-	-	28	-	-	-	26	6	9	13	46
	5%	-	-	-s	14%	6%	9%	3%	6%	9%	3%	3%	7%	5%	5%	-	-	-	-s	-	43%	-	-	-s	22%	7%	4%	6%	8%
Plaid Cymru	4	-	-	-	4	4	4	1	3	1	3	1	1	1	3	-	4	-	-	-	-	-	1	1	2	-	3	1	5
	1%	-	-	-s	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	2%	-	-s	-	-	-	*	2%	2%	-	1%	*	1%
Green Party	51	-	-	-	51	51	51	34	17	6	25	22	9	20	31	21	12	9	8	49	2	5	15	3	29	5	21	25	52
	9%	-	-	-s	27%	12%	16%	14%	5%	11%	9%	12%	4%	12%	8%	16%	7%	7%	12%	10%	3%	3%	8%	7%	25%	6%	8%	11%	9%
Reform UK/The Brexit Party	52	-	-	-	52	52	52	33	19	3	33	24	21	7	46	11	22	13	4	49	2	42	1	1	5	12	31	9	59
	9%	-	-	-s	27%	12%	16%	13%	6%	5%	12%	13%	10%	4%	12%	8%	12%	10%	6%	10%	3%	20%	*	2%	4%	15%	12%	4%	10%
Other	13	-	-	-	13	13	13	8	5	1	7	3	3	7	6	3	7	-	2	12	1	2	2	1	8	2	9	1	13
	2%	-	-	-s	7%	3%	4%	3%	2%	2%	3%	2%	1%	4%	1%	3%	4%	-	3%	2%	1%	1%	1%	3%	7%	3%	3%	1%	2%
Conservative Lead over Labour	-115	129	-244	0	-244	129	-68	-47	-26	-48	-50	-1	-60	-52	-42	-21	-27	-30	-119	5	84	-163	-5	-12	-5	-48	-62	-127	
	-20%	100%	-100%	0%	-56%	40%	-27%	-15%	-46%	-18%	-28%	-1%	-36%	-13%	-33%	-12%	-21%	-44%	-25%	7%	41%	-86%	-11%	-10%	-6%	-19%	-28%	-21%	
Undecided	73	-	-	-	-	-	-	33	40	11	32	25	30	19	54	12	23	27	7	65	5	24	6	5	8	12	37	24	69
	11%	-	-	-s	-	-	-	11%	11%	16%	11%	12%	12%	10%	12%	8%	11%	17%	10%	12%	7%	10%	3%	9%	6%	12%	12%	9%	10%
Would not vote	5	-	-	-	-	-	-	1	4	-	1	-	4	1	4	4	*	-	-	4	1	4	-	-	-	*	-	5	5
	1%	-	-	-s	-	-	-	*	1%	-	*	-	1%	1%	1%	3%	*	-	-s	1%	1%	2%	-	-s	-	*	-	2%	1%
Refused/Prefer not to answer	22	-	-	-	-	-	-	9	13	3	8	7	13	3	20	5	11	5	1	21	1	2	1	1	1	6	10	7	23
	3%	-	-	-s	-	-	-	3%	3%	4%	3%	3%	5%	1%	4%	3%	5%	3%	1%	4%	2%	1%	*	1%	1%	6%	3%	3%	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-s	-	-	-	-	-

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

6 Jun 2024

Table 5

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

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total				
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Conservative	103	97	93	80	76	90	89	85	81	1	56	46	12	34	57	4	8	14	20	17	40	25	29	26	20	28	55	48	90	11	73	29	104
	10%	10%	11%	12%	12%	11%	11%	11%	12%	1% s	12%	9%	4%	10%	14%	4% s	5%	8%	12%	10%	16%	22%	12%	8%	10%	10%	10%	10%	11%	7%	18%	8%	10%
Labour	242	231	217	201	192	232	226	219	210	-	88	150	74	87	81	22	52	42	45	31	50	26	57	90	39	56	147	95	195	44	173	68	249
	24%	25%	26%	30%	31%	28%	29%	29%	30%	- s	18%	29%	28%	26%	19%	22% s	31%	25%	27%	18%	20%	22%	24%	29%	20%	20%	27%	20%	23%	29%	43%	20%	25%
Liberal Democrats (Lib Dem)	42	41	41	36	33	40	40	40	37	-	26	16	12	10	20	7	5	4	6	6	14	8	14	18	3	7	31	10	41	1	22	19	47
	4%	4%	5%	5%	5%	5%	5%	5%	5%	- s	5%	3%	4%	3%	5%	7% s	3%	2%	4%	4%	6%	7%	6%	6%	2%	3%	6%	2%	5%	*	5%	6%	5%
Scottish National Party (SNP)	28	26	28	25	24	27	27	25	25	*	16	12	1	10	17	1	*	4	6	7	10	4	8	6	5	8	15	13	25	3	25	3	45
	3%	3%	3%	4%	4%	3%	3%	3%	4%	1% s	3%	2%	*	3%	4%	1% s	*	2%	4%	4%	4%	3%	4%	2%	3%	3%	3%	3%	3%	2%	6%	1%	4%
Plaid Cymru	5	5	4	4	4	5	4	4	4	-	3	2	3	1	1	1	1	-	1	1	-	-	*	*	2	1	1	3	3	1	3	1	7
	*	*	1%	1%	1%	1%	1%	1%	1%	- s	1%	*	1%	*	*	1% s	1%	-	*	1%	-	-	*	*	1%	*	*	1%	*	1%	*	1%	1%
Green Party	53	47	47	45	41	47	46	46	45	1	32	20	20	21	13	6	14	14	6	6	7	5	22	14	12	5	36	17	46	6	25	28	50
	5%	5%	6%	7%	7%	6%	6%	6%	7%	2% s	7%	4%	7%	6%	3%	6% s	8%	9%	4%	3%	3%	4%	9%	4%	6%	2%	7%	4%	5%	4%	6%	8%	5%
Reform UK/The Brexit Party	60	59	50	41	42	58	50	47	44	*	45	13	13	17	30	6	6	5	12	19	11	6	15	15	12	17	30	29	58	2	48	11	66
	6%	6%	6%	6%	7%	7%	6%	6%	6%	* s	9%	3%	5%	5%	7%	6% s	4%	3%	7%	11%	5%	5%	6%	5%	6%	6%	6%	6%	7%	1%	12%	3%	7%
Other	24	23	12	8	9	13	13	13	9	3	10	14	7	5	13	4	3	3	2	10	3	-	1	7	10	6	8	16	11	13	18	6	20
	2%	2%	1%	1%	1%	2%	2%	2%	1%	3% s	2%	3%	3%	2%	3%	4% s	2%	2%	1%	6%	1%	-	1%	2%	5%	2%	2%	3%	1%	8%	4%	2%	2%
Undecided	325	311	272	190	168	264	250	228	198	8	137	186	78	108	139	34	44	60	47	61	78	31	69	96	54	106	165	160	275	46	14	166	297
	32%	33%	33%	29%	27%	32%	32%	30%	29%	9% s	28%	36%	29%	33%	34%	33% s	26%	36%	29%	36%	32%	27%	29%	31%	27%	39%	30%	34%	32%	30%	4%	49%	29%
Would not vote	83	45	15	4	4	4	4	4	4	71	46	34	33	28	23	11	22	12	15	6	16	3	9	21	28	26	29	54	74	9	-	-	77
	8%	5%	2%	1%	1%	1%	1%	1%	1%	83% s	10%	7%	12%	8%	5%	11% s	13%	8%	9%	4%	7%	2%	4%	7%	14%	9%	5%	11%	9%	6%	-	-	8%
Refused/Prefer not to answer	51	45	41	32	27	41	41	39	34	1	25	24	19	11	22	7	12	7	4	4	18	10	12	15	11	14	26	25	33	17	1	10	52
	5%	5%	5%	5%	4%	5%	5%	5%	5%	1% s	5%	5%	7%	3%	5%	7% s	7%	4%	2%	2%	7%	8%	5%	5%	5%	5%	5%	5%	4%	11%	*	3%	5%
Don't know	-	-	-	-	-	-	-	-	-	- s	-	-	-	-	-	- s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024

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

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

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

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Ipsos Political Monitor - TBC 2024

6 Jun 2024

Table 6

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Conservative	103	103	-	-	-	-	103	40	63	6	44	28	44	30	72	19	41	25	7	82	10	95	1	1	1	20	56	27	104
	10%	60%	-	-s	-	-	24%	9%	12%	6%	9%	9%	13%	9%	11%	8%	13%	11%	5%	9%	12%	31%	*	2% s	1%	11%	12%	8%	10%
Labour	242	-	242	-	-	242	-	108	134	31	105	83	62	93	145	69	65	60	37	220	11	23	157	8	14	28	107	107	249
	24%	-	73%	-s	-	41%	-	23%	24%	28%	22%	25%	19%	28%	22%	28%	21%	26%	28%	25%	12%	8%	64%	15% s	10%	15%	22%	31%	25%
Liberal Democrats (Lib Dem)	42	-	-	42	42	42	42	16	26	1	18	15	18	6	34	7	10	19	1	38	4	6	6	22	24	6	18	18	47
	4%	-	-	77% s	16%	7%	10%	3%	5%	1%	4%	5%	6%	2%	5%	3%	3%	8%	1%	4%	5%	2%	2%	40% s	17%	3%	4%	5%	5%
Scottish National Party (SNP)	28	-	-	-	28	28	28	9	18	3	9	7	12	9	19	-	-	-	-	-	28	-	-	-	27	6	9	12	45
	3%	-	-	-s	11%	5%	6%	2%	3%	3%	2%	4%	3%	3%	3%	-	-	-	-	-	32%	-	-	-s	18%	3%	2%	4%	4%
Plaid Cymru	5	-	-	-	5	5	5	1	3	1	3	2	1	1	3	-	5	-	-	-	-	-	1	1	2	-	3	1	7
	*	-	-	-s	2%	1%	1%	*	1%	1%	1%	*	*	*	3	-	1%	-	-	-	-	-	*	2% s	1%	-	1%	*	1%
Green Party	53	-	-	-	53	53	53	32	21	5	28	20	7	25	27	22	11	9	9	51	1	5	15	1	25	6	21	26	50
	5%	-	-	-s	20%	9%	12%	7%	4%	5%	6%	6%	2%	8%	4%	9%	4%	4%	7%	6%	2%	2%	6%	2% s	17%	3%	4%	8%	5%
Reform UK/The Brexit Party	60	-	-	-	60	60	60	37	23	2	40	27	24	8	51	10	25	17	5	54	3	41	1	1	5	16	33	11	66
	6%	-	-	-s	23%	10%	14%	8%	4%	2%	9%	8%	7%	3%	8%	4%	8%	7%	4%	6%	3%	14%	*	1% s	3%	8%	7%	3%	7%
Other	24	-	-	-	24	24	24	14	10	2	13	5	4	8	8	6	6	2	10	24	-	2	2	-	4	6	9	10	20
	2%	-	-	-s	9%	4%	6%	3%	2%	2%	3%	1%	1%	2%	1%	3%	2%	1%	8%	3%	-	1%	1%	-s	3%	3%	2%	3%	2%
Undecided	325	63	85	13	50	134	113	149	175	39	160	112	115	96	227	78	107	68	47	286	25	114	56	20	38	66	166	93	297
	32%	37%	25%	23% s	19%	23%	26%	32%	32%	36%	34%	34%	35%	29%	34%	32%	34%	29%	35%	33%	28%	37%	23%	36% s	26%	35%	35%	27%	29%
Would not vote	83	-	-	-	-	-	-	37	46	11	27	19	20	40	39	25	24	25	6	78	3	7	1	-	4	23	37	24	77
	8%	-	-	-s	-	-	-	8%	8%	11%	6%	6%	6%	12%	6%	10%	8%	11%	5%	9%	4%	2%	*	-s	3%	12%	8%	7%	8%
Refused/Prefer not to answer	51	5	6	-	-	6	5	21	30	5	21	12	24	14	36	7	21	9	12	45	2	9	5	1	2	10	22	19	52
	5%	3%	2%	-s	-	1%	1%	5%	5%	5%	4%	4%	7%	4%	5%	3%	7%	4%	9%	5%	3%	3%	2%	2% s	1%	6%	5%	5%	5%
Don't know	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-

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Ipsos Political Monitor - TBC 2024

Table 7
V2. Which party are you most inclined to support? (if a General Election tomorrow)

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

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	349	331	299	214	193	288	277	258	224	7	155	191	90	101	158	37	53	65	36	57	101	45	84	122	64	79	206	143	296	49	17	160	349
Weighted Total	375	356	313	223	195	305	291	268	232	9	162	210	97	118	161	41	56	67	51	65	96	41	81	110	65	120	191	185	308	63	16	176	349
Conservative	68 18%	66 19%	61 19%	49 22%	37 19%	61 20%	57 20%	56 21%	49 21%	- -s	25 15%	43 21%	7 8%	20 17%	40 25%	3 8%	4 7%	9 13%	12 23%	6 9%	34 36%	13 31%	22 28%	20 18%	7 11%	19 16%	42 22%	26 14%	64 21%	4 6%	4 28%	57 32%	57 16%
Labour	91 24%	86 24%	74 24%	44 20%	38 19%	68 22%	61 21%	59 22%	48 21%	1 8%	39 24%	49 24%	26 27%	33 28%	32 20%	16 38%	10 19%	16 24%	17 34%	21 33%	10 11%	2 6%	8 10%	23 21%	15 24%	44 37%	31 16%	60 32%	69 22%	22 35%	8 50%	76 43%	76 22%
Liberal Democrats (Lib Dem)	13 3%	13 4%	13 4%	8 4%	8 4%	10 3%	10 3%	9 3%	8 4%	- -s	5 3%	7 3%	4 4%	4 4%	4 3%	* 1%	4 7%	1 1%	4 7%	1 1%	4 4%	1 2%	2 3%	5 5%	4 6%	1 1%	8 4%	5 3%	11 4%	1 2%	- -s	13 7%	17 5%
Scottish National Party	5 1%	4 1%	5 2%	3 1%	3 2%	5 2%	5 2%	5 2%	3 1%	- -s	1 1%	4 2%	1 1%	3 3%	1 1%	- -s	1 1%	1 1%	2 1%	1 1%	2 1%	* 1%	1 1%	1 1%	1 1%	3 2%	2 1%	4 2%	5 2%	- -s	1 6%	4 3%	7 2%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party	12 3%	9 3%	9 3%	6 3%	5 3%	9 3%	8 3%	8 3%	6 3%	3 30%	5 3%	6 3%	3 3%	3 3%	5 3%	2 5%	1 2%	1 2%	2 4%	2 3%	3 4%	* 1%	6 7%	3 3%	1 1%	2 1%	9 5%	2 1%	8 3%	4 6%	- -s	8 4%	13 4%
Reform UK/The Brexit Party	15 4%	15 4%	14 4%	11 5%	9 5%	12 4%	12 4%	11 4%	11 5%	- -s	10 6%	4 2%	3 3%	7 6%	5 3%	2 6%	1 1%	3 5%	3 7%	3 5%	1 1%	1 1%	3 2%	7 4%	6 6%	7 7%	* s	10 5%	5 3%	13 4%	2 3%	12 7%	15 4%
Other	5 1%	5 2%	5 2%	4 2%	4 2%	4 1%	4 1%	4 2%	4 2%	- -s	2 1%	4 2%	1 1%	* 3%	4 -s	- 1%	1 -s	- 1%	* 4%	3 4%	1 1%	1 3%	- -s	5 4%	* 1%	- -s	5 3%	* 3%	5 2%	* 1%	- -s	5 3%	5 1%
Undecided	132 35%	129 36%	103 33%	73 33%	69 36%	105 35%	104 36%	87 32%	78 34%	4 50%	55 34%	78 37%	37 38%	43 36%	53 33%	13 33%	23 42%	32 47%	11 21%	25 38%	29 30%	14 35%	29 36%	37 34%	27 42%	39 33%	66 35%	66 36%	108 35%	20 32%	- -s	- -s	119 34%
Would not vote	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -s	1 *	1 *	- -s	1 1%	* 1%	- -s	- -s	1 1%	- -s	- -s	* 1%	* 1%	1 1%	1 1%	- -s	- -s	1 1%	- -s	1 *	- -s	- -s	3 1%	
Prefer not to answer/Refusal	33 9%	27 8%	28 9%	22 10%	21 11%	29 10%	28 10%	27 10%	23 10%	* 5%	18 11%	13 6%	14 15%	4 3%	15 10%	4 9%	11 19%	4 5%	- -s	4 6%	12 12%	8 18%	8 10%	8 7%	5 8%	12 10%	16 8%	17 9%	23 8%	9 15%	- -s	- -s	36 10%
Don't know	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 7%	1 *	- -	- -s	1 *	- -s	- -s	- -s	- -s	- -s	- -s	1 1%	- -s	1 1%	- -s	- -s	1 *	- -	1 *	- -s	1 4%	- -	1 *	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

6 Jun 2024

Table 8

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

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

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qual-ifications	Other qual-ifications	Degree +	
Unweighted Total	349	57	76	17	57	133	114	156	192	60	129	100	142	104	242	84	113	62	50	290	40	111	56	21	44	71	178	100	349
Weighted Total	375	68	91	13	50	140	117	170	205	44	181	125	139	110	263	84	127	78	59	331	27	122	61	21	40	76	188	111	349
Conservative	68	68	-	-	-	-	68	19	48	4	33	16	42	10	58	13	22	18	8	56	8	50	-	5	5	9	29	30	57
	18%	100%	-s	-s	-s	-	58%	11%	24%	9%	18%	13%	30%	9%	22%	15%	17%	23%	13%	17%	29%	41%	-s	23%	12%	12%	15%	27%	16%
Labour	91	-	91	-	-	91	-	43	48	11	45	30	26	34	56	19	40	11	19	82	2	17	38	3	5	23	46	21	76
	24%	-s	100%	-s	-s	65%	-	25%	23%	24%	25%	24%	19%	31%	21%	22%	31%	14%	32%	25%	7%	14%	62%	14%	12%	31%	24%	19%	22%
Liberal Democrats (Lib Dem)	13	-	-	13	13	13	13	8	5	2	7	3	4	6	7	2	5	3	1	11	2	3	3	3	4	1	4	8	17
	3%	-s	-s	100%	25%	9%	11%	4%	2%	4%	4%	3%	3%	5%	3%	2%	4%	4%	2%	3%	6%	2%	5%	12%	10%	1%	2%	7%	5%
Scottish National Party	5	-	-	-	5	5	5	3	2	3	2	2	2	2	3	-	-	-	-	-	5	-	-	-	4	2	3	1	7
	1%	-s	-s	-s	11%	4%	5%	2%	1%	6%	1%	1%	1%	2%	1%	-s	-	-s	-s	-	20%	-	-s	-s	10%	3%	1%	1%	2%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-s	-s	-s	-s	-	-	-	-	-s	-	-	-	-	-	-s	-	-s	-s	-	-s	-	-s	-s	-s	-s	-	-	-
Green Party	12	-	-	-	12	12	12	8	2	2	7	3	5	4	8	9	1	-	1	11	*	-	2	2	5	1	4	7	13
	3%	-s	-s	-s	24%	8%	10%	5%	1%	4%	4%	2%	4%	3%	3%	10%	1%	-s	2%	3%	1%	-	4%	9%	13%	1%	2%	6%	4%
Reform UK/The Brexit Party	15	-	-	-	15	15	15	12	3	2	11	10	3	1	13	5	6	2	1	14	*	13	1	-	-	2	9	3	15
	4%	-s	-s	-s	30%	10%	13%	7%	1%	6%	6%	8%	2%	1%	5%	6%	5%	3%	2%	4%	2%	11%	1%	-s	-s	3%	5%	3%	4%
Other	5	-	-	-	5	5	5	4	2	-	4	1	3	2	4	2	3	-	-	5	1	-	*	1	4	-	5	*	5
	1%	-s	-s	-s	11%	4%	5%	2%	1%	-s	2%	1%	2%	2%	1%	2%	2%	-s	-s	1%	3%	-	1%	6%	10%	-s	3%	*	1%
Undecided	132	-	-	-	-	-	-	56	76	17	58	50	41	40	91	30	38	35	23	120	6	36	15	6	12	28	73	31	119
	35%	-s	-s	-s	-s	-	-	33%	37%	38%	32%	41%	29%	36%	35%	35%	29%	46%	40%	36%	23%	29%	25%	30%	30%	37%	39%	28%	34%
Would not vote	1	-	-	-	-	-	-	1	1	-	1	-	*	1	*	-	*	-	-	*	1	-	-	-	-	*	*	1	3
	*	-s	-s	-s	-s	-	-	*	*	-s	*	-	*	1%	*	-s	*	-s	-s	*	3%	-	-s	-s	-s	1%	*	*	1%
Prefer not to answer/ Refusal	33	-	-	-	-	-	-	15	18	4	13	8	14	11	22	6	13	8	5	31	2	3	2	1	1	9	14	10	36
	9%	-s	-s	-s	-s	-	-	9%	9%	9%	7%	7%	10%	10%	8%	7%	10%	10%	9%	9%	6%	2%	3%	6%	3%	11%	8%	9%	10%
Don't know	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1
	*	-s	-s	-s	-s	-	-	-	*	-s	-	-	-	1%	-	-s	*	-s	-s	-	-s	-	-s	-s	1%	-s	*	-	*

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
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Ipsos Political Monitor - TBC 2024

Table 9
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
1 - Absolutely certain not to vote	86 8%	44 5%	9 1%	-	-	-	-	-	-	86 100% ^s	49 10%	33 6%	30 11%	29 9%	26 6%	11 11% ^s	19 11%	12 8%	17 10%	8 5%	18 7%	3 3%	7 3%	21 7%	30 15%	27 10%	28 5%	57 12%	70 8%	15 10%	6 1%	2 *	80 8%
2	6 1%	3 *	1 *	-	-	-	-	-	-	- ^s	4 1%	2 *	4 1%	-	2 *	* s	4 2%	-	-	1 1%	1 *	-	3 1%	-	-	3 1%	3 1%	3 1%	5 1%	1 1%	1 *	-	6 1%
3	14 1%	12 1%	4 *	-	-	-	-	-	-	- ^s	7 2%	6 1%	8 3%	1 *	5 1%	4 3% ^s	4 3%	-	1 1%	2 1%	3 1%	1 1%	2 1%	5 1%	4 2%	3 1%	7 1%	7 1%	12 1%	2 1%	2 *	3 1%	14 1%
4	16 2%	15 2%	6 1%	-	-	-	-	-	-	- ^s	6 1%	9 2%	7 3%	4 1%	4 1%	4 4% ^s	4 2%	2 1%	2 1%	2 1%	2 1%	1 1%	3 1%	4 1%	4 2%	5 2%	7 1%	9 2%	13 1%	3 2%	2 1%	9 3%	16 1%
5	66 7%	56 6%	31 4%	-	-	-	-	-	-	- ^s	36 7%	29 6%	22 8%	20 6%	24 6%	10 10% ^s	11 7%	5 3%	16 10%	13 8%	11 4%	8 6%	11 5%	13 4%	17 9%	25 4%	24 9%	42 9%	43 5%	21 14%	21 5%	31 9%	46 5%
6	30 3%	25 3%	18 2%	-	-	30 4%	-	-	-	- ^s	20 4%	7 1%	11 4%	8 3%	11 3%	5 4% ^s	6 4%	2 1%	6 4%	8 5%	3 1%	-	3 1%	8 3%	3 1%	16 6%	11 2%	19 4%	25 3%	4 3%	12 3%	12 3%	26 3%
7	40 4%	36 4%	29 4%	-	-	40 5%	40 5%	-	-	- ^s	21 4%	19 4%	16 6%	14 4%	10 2%	8 7% ^s	9 5%	5 3%	8 5%	6 3%	5 2%	* *	7 3%	9 3%	7 4%	16 6%	17 3%	23 5%	29 3%	11 7%	8 2%	13 4%	38 4%
8	61 6%	54 6%	52 6%	-	-	61 7%	61 8%	61 8%	-	- ^s	30 6%	29 6%	19 7%	27 8%	15 4%	7 7% ^s	12 7%	18 11%	9 5%	7 4%	8 3%	2 2%	11 5%	23 7%	7 3%	20 7%	34 6%	26 6%	47 6%	12 8%	14 3%	35 10%	64 6%
9	70 7%	68 7%	65 8%	65 10%	-	70 9%	70 9%	70 9%	70 10%	- ^s	33 7%	37 7%	20 7%	30 9%	21 5%	13 12% ^s	7 4%	12 7%	18 11%	13 8%	8 3%	4 3%	9 4%	26 9%	19 9%	16 6%	36 6%	35 7%	56 7%	13 8%	24 6%	32 9%	62 6%
10 - Absolutely certain to vote	620 61%	614 66%	602 73%	602 90%	620 100%	620 76%	620 78%	620 83%	620 90%	- ^s	271 56%	343 66%	132 49%	194 59%	294 71%	41 40% ^s	91 54%	109 66%	85 52%	109 65%	185 75%	95 81%	176 75%	199 65%	106 54%	139 51%	375 69%	245 52%	550 65%	66 43%	311 77%	204 60%	655 65%
Don't know	5 1%	1 *	2 *	-	-	-	-	-	-	- ^s	4 1%	1 *	1 *	2 1%	2 1%	1 1% ^s	1 *	-	2 1%	-	2 1%	1 *	3 1%	-	-	2 1%	3 1%	2 *	2 *	4 1%	3 1%	7 *	19 1%
Prefer not to answer	1 *	1 *	1 *	-	-	-	-	-	-	- ^s	1 *	1 *	1 *	-	1 *	- ^s	-	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	1 *	1 *	-	-	2 *

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Ipsos Political Monitor - TBC 2024

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014	
1 - Absolutely certain not to vote	86 8%	1 *	1 *	- -s	8 3%	8 1%	8 2%	35 7%	51 9%	10 10%	26 6%	19 6%	21 6%	41 12%	40 6%	29 12%	21 7%	26 11%	7 6%	81 9%	2 3%	1 *	3 1%	- -s	5 4%	31 17%	37 8%	17 5%	80 8%
2	6 1%	- -	1 *	- -s	- -	1 *	- -	4 1%	1 *	- -	4 1%	1 *	4 1%	2 *	- -	2 1%	- -	3 2%	4 *	1 1%	- -	1 *	- -s	- -	- -	4 1%	4 1%	2 *	6 1%
3	14 1%	2 1%	1 *	1 2s	2 1%	2 *	4 1%	8 2%	6 1%	1 1%	7 2%	- -	3 1%	11 3%	3 *	3 1%	5 2%	4 2%	2 2%	14 2%	- -	3 1%	2 1%	- -s	- -	4 2%	5 1%	5 1%	14 1%
4	16 2%	2 1%	8 2%	1 1s	1 *	9 2%	3 1%	6 1%	9 2%	2 2%	7 1%	6 2%	2 1%	8 2%	8 1%	- -	11 3%	2 1%	3 2%	13 1%	- -	3 1%	1 1%	- -s	- -	- -	14 3%	2 1%	14 1%
5	66 7%	13 8%	20 6%	2 3s	19 7%	40 7%	32 7%	42 9%	24 4%	4 4%	38 8%	26 8%	11 3%	22 7%	37 6%	19 8%	20 6%	10 4%	13 10%	62 7%	3 4%	22 7%	9 4%	- -s	*	18 10%	28 6%	19 6%	46 5%
6	30 3%	4 2%	12 4%	1 1s	11 4%	23 4%	15 3%	12 3%	18 3%	4 4%	14 3%	18 5%	6 2%	6 2%	24 4%	8 3%	6 2%	12 5%	2 2%	27 3%	1 1%	12 4%	8 3%	- -s	*	11 6%	9 2%	10 3%	26 3%
7	40 4%	5 3%	9 3%	1 1s	7 3%	16 3%	12 3%	24 5%	16 3%	4 3%	23 5%	17 5%	9 3%	13 4%	25 4%	10 4%	10 3%	9 4%	8 6%	37 4%	3 4%	9 3%	8 3%	1 3s	4 3%	5 3%	27 6%	8 2%	38 4%
8	61 6%	11 6%	21 6%	4 7s	17 7%	38 6%	28 6%	32 7%	28 5%	8 7%	31 7%	25 7%	15 4%	21 6%	39 6%	16 7%	22 7%	6 3%	13 10%	53 6%	4 4%	12 4%	13 5%	3 5s	6 4%	10 5%	34 7%	18 5%	64 6%
9	70 7%	17 10%	27 8%	5 9s	15 6%	42 7%	32 7%	23 5%	48 9%	9 8%	30 6%	25 7%	23 7%	23 7%	48 7%	17 7%	17 5%	15 6%	17 12%	63 7%	5 6%	28 9%	14 6%	6 11s	9 6%	11 6%	35 7%	24 7%	62 6%
10 - Absolutely certain to vote	620 61%	113 66%	230 69%	41 75s	182 70%	412 69%	295 68%	279 60%	341 62%	65 61%	285 61%	195 59%	241 73%	179 54%	435 66%	139 57%	201 64%	148 63%	65 48%	519 59%	67 76%	211 70%	185 76%	45 81s	120 82%	96 52%	283 59%	241 69%	655 65%
Don't know	5 1%	2 1%	2 1%	- -s	- -	2 *	2 1%	1 *	5 1%	- -	1 *	- -	4 1%	1 *	1 *	1 1%	2 1%	1 *	3 *	1 1%	3 1%	1 *	- -s	- -	1 1%	4 1%	1 *	7 1%	
Prefer not to answer	1 *	- -	- -	- -s	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- *	- -s	- -	1 *	1 *	- -	2 *	

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Ipsos Political Monitor - TBC 2024

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

Base : All giving a voting intention

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind			
Unweighted Total	778	745	702	594	564	713	690	666	615	10	416	351	190	234	354	74	116	117	117	140	214	112	218	285	126	149	503	275	670	103	429	329	778	
Weighted Total	764	728	674	566	525	681	654	633	584	9	364	390	187	255	322	75	112	117	117	138	134	188	93	190	241	137	196	431	333	644	114	402	341	778
Definitely decided	402	389	353	324	311	369	357	349	336	5	203	192	100	130	172	34	66	52	78	72	101	56	96	125	81	101	221	182	334	66	402	-	429	
	53%	53%	52%	57%	59%	54%	55%	55%	57%	54%	56%	49%	54%	51%	54%	45%	59%	44%	57%	53%	54%	61%	51%	52%	59%	51%	51%	55%	52%	58%	100%	-	55%	
May change mind	341	322	305	230	204	296	284	272	237	2	156	185	86	118	137	41	45	64	55	60	77	30	88	116	54	84	204	137	294	45	-	341	329	
	45%	44%	45%	41%	39%	43%	44%	43%	40%	17%	43%	47%	46%	46%	43%	54%	41%	55%	39%	45%	41%	32%	46%	48%	39%	43%	47%	41%	46%	39%	-	100%	42%	
Don't know	20	17	15	12	10	16	12	12	12	3	5	13	1	7	13	1	-	1	5	2	10	6	5	1	2	12	6	14	17	4	-	-	20	
	3%	2%	2%	2%	2%	2%	2%	2%	2%	29%	1%	3%	*	3%	4%	1%	-	1%	4%	2%	5%	7%	3%	*	2%	6%	1%	4%	3%	3%	-	-	3%	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

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

Base : All giving a voting intention

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	778	161	325	64	292	617	453	352	425	128	286	235	296	230	531	174	244	149	98	609	113	245	242	57	148	141	352	285	778
Weighted Total	764	170	333	54	261	593	431	355	408	76	368	253	256	239	509	182	239	167	100	649	76	257	227	48	128	127	355	281	778
Definitely decided	402	77	181	22	144	325	221	191	212	33	185	126	121	143	247	93	122	83	58	333	47	125	141	20	67	75	190	138	429
	53%	45%	54%	41% ^s	55%	55%	51%	54%	52%	44%	50%	50%	47%	60%	49%	51%	51%	50%	58% ^s	51%	62%	49%	62%	42% ^s	52%	59%	53%	49%	55%
May change mind	341	86	144	32	111	255	197	157	183	40	172	123	124	91	248	79	116	81	40	299	26	126	81	27	59	42	161	138	329
	45%	50%	43%	58% ^s	43%	43%	46%	44%	45%	53%	47%	49%	48%	38%	49%	43%	49%	48%	39% ^s	46%	34%	49%	36%	57% ^s	46%	33%	45%	49%	42%
Don't know	20	7	8	*	6	13	13	7	13	2	11	4	11	5	15	10	1	3	3	17	3	5	5	*	2	11	4	5	20
	3%	4%	2%	1% ^s	2%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	6%	*	2%	3% ^s	3%	4%	2%	2%	1% ^s	2%	8%	1%	2%	3%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 13
(MAY-JUNE'24 GE)Q1. As you probably know there will be a General Election on the 4th of July this year. As far as you know, are you registered to vote in the general election?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Yes	930	930	800	661	614	797	772	736	682	44	440	478	223	306	402	84	139	153	153	166	236	115	220	281	178	251	501	429	792	130	390	322	939
	92%	100%	97%	99%	99%	97%	98%	98%	99%	52% s	91%	93%	82%	93%	97%	81% s	83%	92%	93%	98%	96%	98%	93%	91%	91%	92%	92%	91%	93%	86%	97%	94%	93%
No	67	-	19	5	5	19	16	12	6	36	37	30	39	17	11	14	24	8	9	3	8	2	11	22	15	18	33	33	49	16	10	13	60
	7%	-	2%	1%	1%	2%	2%	2%	1%	42% s	8%	6%	14%	5%	3%	14% s	15%	5%	5%	2%	3%	2%	5%	7%	8%	7%	6%	7%	6%	11%	3%	4%	6%
Don't know	17	-	2	1	1	5	3	3	3	6	7	8	9	7	1	5	4	4	2	*	1	-	4	5	3	4	9	8	11	5	3	6	15
	2%	-	*	*	*	1%	*	*	*	7% s	1%	2%	3%	2%	*	5% s	2%	3%	1%	*	*	-	2%	2%	2%	2%	2%	2%	1%	4%	1%	2%	1%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 14
(MAY-JUNE'24 GE)Q1. As you probably know there will be a General Election on the 4th of July this year. As far as you know, are you registered to vote in the general election?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Yes	930	163	318	54	247	565	410	424	506	105	426	314	319	278	633	227	288	213	120	803	83	300	241	55	137	176	442	312	939
	92%	96%	95%	99%	95%	95%	95%	91%	92%	97%	91%	95%	97%	84%	96%	93%	92%	91%	89%	91%	94%	99%	99%	99%	94%	94%	92%	90%	93%
No	67	7	10	*	10	20	17	36	30	2	35	15	10	41	24	10	24	15	13	61	4	4	4	1	5	10	30	26	60
	7%	4%	3%	1%	4%	3%	4%	8%	6%	2%	8%	4%	4%	3%	12%	4%	4%	8%	6%	10%	7%	1%	1%	1%	3%	5%	6%	8%	6%
Don't know	17	-	5	-	4	9	4	5	12	1	6	3	2	12	4	6	2	7	1	14	1	-	-	-	3	*	8	9	15
	2%	-	2%	-s	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%	1%	2%	1%	3%	1%	2%	1%	-	-	-s	2%	*	2%	3%	1%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 15
(MAY-JUNE'24 GE)Q2C. If you do change your mind about voting for this party, which party would you vote for instead?

Base : All who may change their mind (SEP23)Q2A/B

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total							
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind		
Unweighted Total	329	313	300	229	208	295	285	271	236	3	165	162	91	101	137	40	51	56	45	58	79	32	93	132	50	54	225	104	288	39	-	-	329	329	
Weighted Total	341	322	305	230	204	296	284	272	237	2	156	185	86	118	137	41	45	64	55	60	77	30	88	116	54	84	204	137	294	45	-	-	341	329	
Conservative Party	37 11%	35 11%	35 11%	26 11%	24 12%	31 11%	30 10%	26 11%	26 11%	-s	23 15%	14 8%	14 16%	9 7%	15 11%	6 16%	7 4%	3 11%	6 17%	10 5%	5 10%	3 10%	7 8%	11 10%	14 26%	5 6%	18 9%	19 14%	31 11%	4 8%	-	-s	37	36	11%
Labour Party	44 13%	41 13%	41 13%	33 15%	28 14%	38 13%	38 14%	34 14%	34 14%	55%	24 15%	21 11%	11 13%	14 12%	19 14%	6 14%	5 11%	8 12%	7 12%	4 7%	15 20%	9 31%	13 15%	10 9%	8 15%	13 15%	24 12%	21 15%	43 15%	1 3%	-	-s	44	49	15%
Liberal Democrats	71 21%	71 22%	66 22%	47 21%	42 20%	57 19%	57 20%	55 20%	48 20%	-s	35 22%	35 19%	7 8%	34 29%	29 21%	4 9%	3 8%	20 31%	15 27%	15 24%	14 19%	7 24%	22 25%	22 19%	5 9%	22 26%	44 21%	27 20%	49 17%	21 47%	-	-s	71	50	15%
Scottish National (SNP) Party	1 *	1 *	1 *	1 1%	1 1%	1 *	1 *	1 1%	1 1%	-s	1 1%	*	1 1%	*	-s	1 1%	-s	-s	-s	1 1%	-s	-s	*	*	-s	1 1%	*	1 *	1 *	-	-s	1	3	1%	
Plaid Cymru Party	4 1%	4 1%	4 1%	3 2%	3 2%	4 1%	3 1%	3 1%	3 1%	-s	2 1%	2 1%	-s	1 1%	4 3%	-s	-s	1 1%	-s	2 2%	2 3%	2 7%	-s	3 3%	-s	1 1%	3 1%	1 1%	4 1%	-	-s	4	6	2%	
Green party	29 9%	29 9%	26 8%	19 8%	19 9%	28 9%	27 10%	26 10%	20 9%	-s	11 7%	18 10%	9 11%	9 8%	10 8%	4 9%	6 12%	7 11%	2 4%	6 9%	5 6%	2 7%	8 9%	11 9%	3 6%	7 8%	19 9%	10 7%	25 9%	4 8%	-	-s	29	34	10%
Reform UK	19 6%	18 5%	17 5%	14 6%	13 7%	18 6%	17 6%	17 6%	14 6%	-s	12 8%	7 4%	4 5%	3 2%	12 9%	2 5%	2 5%	2 3%	1 2%	2 3%	11 14%	2 6%	5 5%	7 6%	3 6%	4 5%	12 6%	7 5%	19 6%	1 1%	-	-s	19	20	6%
Other	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	123 36%	111 35%	104 34%	77 33%	65 32%	108 36%	101 35%	92 34%	81 34%	-s	43 27%	80 43%	36 43%	44 37%	43 31%	17 43%	19 42%	22 35%	21 39%	22 37%	20 27%	4 15%	28 31%	48 41%	18 33%	29 35%	76 37%	47 35%	111 38%	11 25%	-	-s	123	118	36%
Refused	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	2 1%	-s	2 1%	-	-	-	2 1%	-s	-s	-s	-s	-s	2 2%	-s	-s	-	2 3%	-	-	2 1%	2 1%	-	-s	2	1	*	
Not stated	11 3%	11 3%	10 3%	7 3%	7 3%	9 3%	8 3%	8 3%	7 3%	45%	4 2%	7 4%	4 4%	4 4%	2 2%	2 5%	2 4%	3 2%	-s	2 5%	2 3%	*	5 5%	3 3%	1 2%	2 2%	8 3%	3 3%	8 3%	3 7%	-	-s	11	12	4%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
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Ipsos Political Monitor - TBC 2024

Table 16
(MAY-JUNE'24 GE)Q2C. If you do change your mind about voting for this party, which party would you vote for instead?

Base : All who may change their mind (SEP23)Q2A/B

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	329	78	128	39	123	251	201	152	176	59	128	106	131	87	237	70	112	68	42	270	37	118	85	30	58	42	154	133	329
Weighted Total	341	86	144	32	111	255	197	157	183	40	172	123	124	91	248	79	116	81	40	299	26	126	81	27	59	42	161	138	329
Conservative Party	37	-	15	8	22	37	22	23	14	2	25	17	13	8	30	8	13	12	3	36	1	27	-	3	4	7	20	10	36
	11%	-s	10%	26%	20%	15%	11%	15%	8%	6%	15%	14%	10%	8%	12%	9%	11%	15%	9%	12%	5%	21%	1%	10%	7%	17%	13%	7%	11%
Labour Party	44	15	-	14	30	30	44	16	27	6	14	8	19	16	28	7	18	11	1	36	8	8	10	10	17	5	21	18	49
	13%	17%	-	44%	27%	12%	23%	10%	15%	15%	8%	7%	15%	18%	11%	8%	15%	13%	4%	12%	31%	6%	12%	36%	29%	13%	13%	15%	
Liberal Democrats	71	13	44	-	14	58	27	44	27	8	46	37	22	11	59	15	20	20	12	65	3	18	25	6	18	13	31	26	50
	21%	15%	30%	-s	12%	23%	13%	28%	15%	20%	27%	30%	18%	12%	24%	19%	18%	24%	31%	22%	12%	14%	31%	21%	30%	32%	19%	19%	15%
Scottish National (SNP) Party	1	-	-	-	1	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	3
	*	-s	*	1%	*	*	*	*	*	-s	*	*	*	*	*	-s	-	-s	-s	-	5%	-	1%	-s	1%	-s	*	*	1%
Plaid Cymru Party	4	1	3	-	-	3	1	1	4	-	1	1	4	-	4	-	4	-	-	-	-	1	2	-	-	*	3	1	6
	1%	1%	2%	-s	-	1%	*	*	2%	-s	*	1%	3%	-s	2%	-s	4%	-s	-s	-	-s	1%	3%	-s	1%	1%	2%	1%	2%
Green party	29	-	22	3	7	29	7	16	13	5	14	9	9	11	17	8	11	7	3	26	1	1	16	1	5	3	8	18	34
	9%	-s	15%	11%	6%	11%	3%	10%	7%	11%	8%	7%	7%	12%	7%	10%	9%	8%	7%	9%	2%	*	20%	3%	8%	7%	5%	13%	10%
Reform UK	19	15	2	-	2	4	17	6	13	2	6	6	10	3	16	6	9	4	*	18	-	17	-	-	-	4	7	8	20
	6%	18%	2%	-s	2%	2%	9%	4%	7%	5%	3%	5%	8%	3%	7%	7%	8%	5%	1%	6%	-s	13%	-s	-s	-s	10%	4%	6%	6%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	123	41	51	6	31	82	72	47	76	17	59	40	42	41	82	32	39	28	15	107	10	51	23	8	12	7	67	49	118
	36%	47%	35%	19%	28%	32%	36%	30%	42%	41%	35%	33%	34%	45%	33%	40%	33%	34%	38%	36%	38%	41%	28%	30%	20%	17%	41%	36%	36%
Refused	2	-	-	-	2	2	2	-	2	-	-	-	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	2	1
	1%	-s	-	-s	2%	1%	1%	-	1%	-s	-	-	1%	-s	1%	-s	-	-s	-s	-	7%	-	-s	-s	3%	-s	-	1%	*
Not stated	11	2	6	-	3	9	5	5	6	1	7	5	4	2	9	4	2	-	4	11	-	5	4	-	1	1	3	6	12
	3%	2%	4%	-s	3%	4%	2%	3%	3%	2%	4%	4%	3%	2%	4%	5%	2%	-s	11%	4%	-s	4%	5%	-s	2%	3%	2%	5%	4%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 17
(MAY-JUNE'24 GE)Q2D. How important is it to you personally who wins the General Election? Would you say it is...

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total				
			Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Very important	506 50%	488 52%	460 56%	428 64%	412 66%	470 57%	464 59%	452 60%	437 63%	12 15%	221 46%	278 54%	105 39%	169 51%	232 56%	33 32%	72 43%	84 51%	85 52%	82 49%	150 61%	71 60%	133 57%	157 51%	111 56%	105 38%	291 53%	215 46%	425 50%	74 49%	285 71%	146 43%	529 52%
Fairly important	311 31%	286 31%	260 32%	180 27%	158 25%	259 32%	242 31%	226 30%	191 28%	8 10%	160 33%	151 29%	105 39%	103 31%	103 25%	48 46%	57 34%	55 33%	48 29%	57 34%	46 19%	26 22%	71 30%	108 35%	39 20%	93 34%	179 33%	132 28%	260 31%	47 31%	81 20%	147 43%	285 28%
Not very important	99 10%	91 10%	67 8%	38 6%	30 5%	60 7%	56 7%	49 7%	40 6%	15 18%	47 10%	49 9%	28 10%	35 11%	36 9%	14 14%	14 8%	17 10%	18 11%	18 11%	8 7%	6 6%	20 8%	21 7%	16 8%	42 15%	41 8%	58 12%	86 10%	13 9%	19 5%	35 10%	100 10%
Not at all important	83 8%	54 6%	26 3%	12 2%	11 2%	20 2%	18 2%	14 2%	12 2%	49 57%	50 10%	30 6%	26 10%	20 6%	37 9%	8 8%	18 11%	8 5%	12 7%	12 7%	25 10%	10 9%	9 4%	19 6%	28 14%	27 10%	28 5%	55 12%	69 8%	14 9%	12 3%	11 3%	83 8%
No opinion	15 1%	12 1%	9 1%	8 1%	10 2%	11 1%	11 1%	10 1%	10 1%	1 1%	6 1%	9 2%	7 3%	2 1%	5 1%	- -s	7 4%	1 1%	1 1%	- -	5 2%	4 3%	3 1%	2 1%	2 1%	7 3%	5 1%	10 2%	11 1%	4 2%	6 1%	2 1%	17 2%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 18
(MAY-JUNE'24 GE)Q2D. How important is it to you personally who wins the General Election? Would you say it is...

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Very important	506 50%	90 53%	199 60%	34 64% s	152 58%	351 59%	242 56%	231 50%	273 50%	42 39%	234 50%	157 48%	180 54%	157 47%	337 51%	114 47%	147 47%	120 51%	74 55%	430 49%	50 58%	155 51%	165 67%	37 65% s	84 58%	81 43%	227 47%	198 57%	529
Fairly important	311 31%	53 31%	98 30%	18 33% s	84 32%	182 31%	136 32%	156 34%	155 28%	42 39%	152 33%	134 41%	86 26%	86 26%	220 33%	72 30%	112 35%	64 27%	39 29%	275 31%	24 27%	107 35%	58 24%	14 25% s	47 32%	51 28%	143 30%	116 33%	285
Not very important	99 10%	18 11%	28 8%	1 1% s	10 4%	38 6%	28 6%	40 9%	60 11%	9 8%	55 12%	21 6%	33 10%	44 13%	55 8%	31 13%	25 8%	25 11%	13 9%	87 10%	6 7%	27 9%	11 4%	2 4% s	4 3%	21 11%	61 13%	17 5%	100
Not at all important	83 8%	8 5%	4 1%	1 3% s	12 5%	16 3%	20 5%	31 7%	52 9%	13 12%	18 4%	15 4%	27 8%	38 12%	42 6%	22 9%	25 8%	22 10%	7 5%	75 9%	7 7%	12 4%	9 4%	2 3% s	8 6%	31 17%	38 8%	14 4%	83
No opinion	15 1%	2 1%	3 1%	- - s	3 1%	6 1%	5 1%	6 1%	8 2%	2 2%	7 2%	3 1%	5 1%	6 2%	8 1%	2 1%	5 2%	3 1%	3 2%	11 1%	1 1%	2 1%	2 1%	1 2% s	2 1%	2 1%	11 2%	2 *	17

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 19
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
			Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Satisfied	123	113	90	75	72	92	91	87	78	15	66	57	28	42	54	11	17	24	17	16	39	20	23	29	33	39	52	71	104	20	52	37	121
	12%	12%	11%	11%	12%	11%	11%	12%	11%	17% ^s	14%	11%	10%	13%	13%	11% ^s	10%	15%	11%	9%	16%	17%	10%	9%	17%	14%	10%	15%	12%	13%	13%	11%	12%
Dissatisfied	846	782	704	569	524	701	674	638	586	64	402	432	226	277	344	84	142	132	144	146	197	92	206	265	158	218	471	376	712	125	342	288	845
	83%	84%	86%	85%	84%	85%	85%	85%	85%	75% ^s	83%	84%	84%	84%	83%	81% ^s	85%	80%	88%	87%	80%	78%	87%	86%	80%	80%	87%	80%	84%	82%	85%	84%	83%
Don't know	44	35	26	23	24	28	27	26	26	6	16	27	17	11	16	8	8	9	2	7	9	5	7	15	6	17	21	23	35	7	9	17	48
	4%	4%	3%	3%	4%	3%	3%	3%	4%	7% ^s	3%	5%	6%	3%	4%	8% ^s	5%	5%	1%	4%	4%	5%	3%	5%	3%	6%	4%	5%	4%	5%	2%	5%	5%
Net satisfied	-723	-669	-614	-494	-452	-609	-583	-551	-508	-50	-336	-374	-198	-235	-289	-73	-126	-108	-127	-131	-159	-72	-183	-236	-125	-179	-418	-304	-608	-106	-290	-252	-724
	-71%	-72%	-75%	-74%	-73%	-74%	-74%	-73%	-74%	-58%^s	-69%	-72%	-73%	-71%	-70%	-70%^s	-75%	-65%	-77%	-77%	-65%	-61%	-77%	-77%	-64%	-66%	-77%	-65%	-71%	-70%	-72%	-74%	-71%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 20
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Satisfied	123	66	13	2	11	24	77	51	72	14	52	38	38	48	76	34	37	31	12	105	9	65	9	2	5	26	59	38	121
	12%	39%	4%	4% ^s	4%	4%	18%	11%	13%	13%	11%	11%	11%	14%	11%	14%	12%	13%	9%	12%	11%	22%	4%	3% ^s	4%	14%	12%	11%	12%
Dissatisfied	846	93	307	51	248	555	341	394	451	90	396	286	274	266	561	196	260	197	115	731	78	223	232	53	138	149	397	300	845
	83%	55%	92%	95% ^s	95%	94%	79%	85%	82%	84%	85%	86%	83%	80%	85%	81%	83%	84%	85%	83%	89%	74%	95%	95% ^s	94%	80%	83%	86%	83%
Don't know	44	11	13	*	2	15	13	20	25	4	18	7	19	17	25	12	17	7	8	41	*	15	4	1	3	11	23	10	48
	4%	7%	4%	1% ^s	1%	3%	3%	4%	5%	3%	4%	2%	6%	5%	4%	5%	5%	3%	6%	5%	5%	5%	2%	2% ^s	2%	6%	5%	3%	5%
Net satisfied	-723	-27	-294	-49	-237	-531	-264	-342	-379	-77	-345	-248	-237	-219	-485	-163	-223	-166	-103	-626	-69	-158	-222	-51	-132	-123	-338	-262	-724
	-71%	-16%	-89%	-91%^s	-91%	-90%	-61%	-74%	-69%	-71%	-74%	-75%	-72%	-66%	-73%	-67%	-71%	-71%	-76%	-71%	-79%	-52%	-91%	-92%^s	-91%	-66%	-70%	-75%	-71%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 21

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

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Satisfied	200	190	155	129	121	161	154	142	134	16	105	95	32	69	99	14	18	32	37	29	70	37	47	50	40	63	97	103	167	30	83	63	196
	20%	20%	19%	19%	19%	20%	19%	19%	19%	19%	22%	18%	12%	21%	24%	14%	11%	19%	23%	17%	29%	32%	20%	16%	20%	23%	18%	22%	20%	20%	21%	19%	19%
Dissatisfied	744	681	617	506	470	611	598	572	524	61	357	376	216	240	288	77	139	122	118	127	162	72	174	235	147	188	409	335	625	113	310	255	750
	73%	73%	75%	76%	76%	74%	76%	76%	76%	71%	74%	73%	80%	73%	70%	75%	83%	74%	72%	75%	66%	61%	74%	76%	75%	69%	75%	71%	73%	74%	77%	75%	74%
Don't know	70	59	49	32	30	48	40	37	33	8	22	45	22	21	27	12	10	12	9	13	14	8	15	23	10	22	38	32	60	9	10	23	68
	7%	6%	6%	5%	5%	6%	5%	5%	5%	10%	5%	9%	8%	6%	7%	11%	6%	7%	5%	8%	6%	7%	6%	7%	5%	8%	7%	7%	7%	6%	2%	7%	7%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024

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

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

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

Ipsos Political Monitor - TBC 2024

Table 22

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

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Satisfied	200	103	24	4	24	48	127	69	131	15	88	61	81	56	142	43	63	54	22	168	19	125	12	6	9	45	106	49	196
	20%	60%	7%	8% ^s	9%	8%	29%	15%	24%	13%	19%	18%	24%	17%	21%	18%	20%	23%	16%	19%	21%	41%	5%	10% ^s	6%	24%	22%	14%	19%
Dissatisfied	744	58	287	47	229	516	287	365	378	83	347	243	228	255	472	178	230	165	104	648	66	157	223	49	132	127	342	276	750
	73%	34%	86%	87% ^s	88%	87%	67%	79%	69%	77%	74%	74%	69%	77%	71%	73%	73%	70%	77%	74%	75%	52%	91%	87% ^s	90%	68%	71%	79%	74%
Don't know	70	10	21	3	7	29	17	30	40	10	32	26	22	21	48	21	21	16	9	62	3	22	9	2	5	15	32	23	68
	7%	6%	6%	5% ^s	3%	5%	4%	6%	7%	9%	7%	8%	7%	6%	7%	9%	7%	7%	7%	7%	3%	7%	4%	3% ^s	3%	8%	7%	7%	7%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024

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

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

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

Ipsos Political Monitor - TBC 2024

Table 23
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
			Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Satisfied	319	309	282	253	237	289	285	279	265	5	144	170	77	115	127	30	46	45	70	47	80	40	77	112	44	85	189	130	260	58	163	118	329
	31%	33%	34%	38%	38%	35%	36%	37%	38%	6% ^s	30%	33%	28%	35%	31%	29% ^s	28%	27%	43%	28%	33%	34%	33%	36%	23%	31%	35%	28%	31%	38%	41%	35%	32%
Dissatisfied	532	488	430	334	305	423	401	374	341	52	270	257	146	152	233	48	98	84	69	106	126	56	133	160	113	126	293	239	450	74	207	171	542
	52%	52%	52%	50%	49%	52%	51%	50%	49%	61% ^s	56%	50%	54%	46%	56%	47% ^s	59%	51%	42%	63%	52%	48%	56%	52%	58%	46%	54%	51%	53%	49%	51%	50%	53%
Don't know	164	134	109	80	78	109	106	98	84	28	70	89	47	62	54	25	22	37	26	15	39	21	26	36	39	63	62	102	142	20	33	52	143
	16%	14%	13%	12%	13%	13%	13%	13%	12%	33% ^s	15%	17%	17%	19%	13%	24% ^s	13%	22%	16%	9%	16%	18%	11%	12%	20%	23%	11%	22%	17%	13%	8%	15%	14%
Net satisfied	-213	-180	-148	-80	-68	-133	-116	-95	-76	-47	-126	-87	-70	-38	-106	-18	-52	-39	1	-59	-47	-16	-56	-48	-69	-41	-104	-109	-190	-16	-43	-53	-213
	-21%	-19%	-18%	-12%	-11%	-16%	-15%	-13%	-11%	-54%^s	-26%	-17%	-26%	-11%	-26%	-17%^s	-31%	-23%	1%	-35%	-19%	-14%	-24%	-16%	-35%	-15%	-19%	-23%	-22%	-11%	-11%	-15%	-21%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 24
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Satisfied	319 31%	33 19%	209 63%	23 42% ^s	47 18%	256 43%	80 19%	134 29%	185 34%	33 31%	136 29%	103 31%	104 31%	108 33%	206 31%	78 32%	102 33%	73 31%	41 30%	277 32%	24 28%	62 20%	135 55%	34 61% ^s	57 39%	54 29%	146 30%	119 34%	329 32%
Dissatisfied	532 52%	103 60%	89 27%	26 48% ^s	193 74%	282 48%	296 69%	261 56%	270 49%	59 55%	256 55%	179 54%	178 54%	162 49%	357 54%	130 54%	169 54%	108 46%	73 54%	452 52%	51 58%	197 65%	90 37%	17 30% ^s	70 48%	97 52%	254 53%	181 52%	542 53%
Don't know	164 16%	35 20%	35 10%	5 10% ^s	21 8%	55 9%	55 13%	70 15%	94 17%	16 15%	74 16%	49 15%	49 15%	62 19%	98 15%	34 14%	43 14%	53 23%	21 16%	149 17%	12 14%	45 15%	20 8%	5 9% ^s	19 13%	36 19%	80 17%	48 14%	143 14%
Net satisfied	-213 -21%	-70 -41%	121 36%	-3 -6%^s	-146 -56%	-26 -4%	-216 -50%	-127 -27%	-85 -15%	-26 -24%	-120 -26%	-76 -23%	-75 -23%	-54 -16%	-151 -23%	-51 -21%	-67 -21%	-35 -15%	-32 -24%	-176 -20%	-27 -31%	-135 -45%	44 18%	17 31%^s	-13 -9%	-43 -23%	-108 -22%	-62 -18%	-213 -21%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 25
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends AND 9/10 like-likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Satisfied	229 23%	220 24%	191 23%	165 25%	158 26%	194 24%	193 24%	186 25%	171 25%	7 8%	95 20%	132 26%	62 23%	73 22%	93 23%	28 27%	34 20%	46 28%	28 17%	41 24%	52 21%	23 19%	50 21%	78 25%	51 26%	49 18%	129 24%	100 21%	191 22%	37 24%	108 27%	92 27%	231 23%
Dissatisfied	413 41%	374 40%	338 41%	264 40%	239 39%	328 40%	305 39%	291 39%	272 39%	41 48%	235 49%	171 33%	110 41%	134 41%	169 41%	33 32%	77 46%	58 35%	77 47%	68 41%	100 41%	44 38%	108 46%	129 42%	79 40%	98 36%	237 44%	177 38%	345 40%	65 43%	168 42%	133 39%	416 41%
Don't know	372 37%	337 36%	292 36%	237 36%	223 36%	299 36%	293 37%	274 37%	247 36%	37 43%	154 32%	214 41%	98 36%	122 37%	152 37%	41 40%	57 34%	62 38%	60 36%	59 35%	93 38%	51 43%	78 33%	101 33%	67 34%	127 46%	178 33%	193 41%	316 37%	50 33%	126 31%	116 34%	367 36%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 26
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Satisfied	229	33	102	32	65	168	99	115	114	20	116	67	69	82	136	53	59	61	39	203	17	53	68	29	40	26	116	87	231
	23%	20%	31%	60% s	25%	28%	23%	25%	21%	18%	25%	20%	21%	25%	20%	22%	19%	26%	29%	23%	19%	17%	28%	52% s	28%	14%	24%	25%	23%
Dissatisfied	413	72	113	13	126	238	198	201	212	42	198	153	140	115	293	98	130	96	50	354	39	157	88	11	53	94	185	135	416
	41%	42%	34%	23% s	48%	40%	46%	43%	39%	39%	43%	46%	42%	35%	44%	40%	41%	41%	37%	40%	44%	52%	36%	20% s	36%	50%	39%	39%	41%
Don't know	372	65	118	9	70	187	134	149	222	46	153	111	122	134	233	91	125	78	46	321	32	93	89	16	53	67	179	126	367
	37%	38%	35%	17% s	27%	32%	31%	32%	40%	42%	33%	34%	37%	41%	35%	38%	40%	33%	34%	37%	36%	31%	36%	28% s	36%	36%	37%	36%	36%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 27
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Improve	286 28%	269 29%	236 29%	195 29%	185 30%	240 29%	230 29%	224 30%	206 30%	12 14% ^s	156 32%	126 24%	69 26%	103 31%	114 28%	27 27% ^s	42 25%	43 26%	60 37%	45 27%	69 28%	31 27%	69 29%	93 30%	50 25%	74 27%	162 30%	124 26%	242 28%	43 29%	138 34%	97 28%	302 30%
Stay the same	260 26%	246 26%	231 28%	186 28%	169 27%	224 27%	218 27%	207 28%	188 27%	17 20% ^s	118 24%	140 27%	66 25%	83 25%	110 27%	25 24% ^s	42 25%	43 26%	40 24%	47 28%	63 26%	32 27%	66 28%	94 31%	46 24%	53 19%	160 29%	99 21%	225 26%	35 23%	100 25%	103 30%	264 26%
Get worse	375 37%	329 35%	274 33%	215 32%	205 33%	272 33%	262 33%	240 32%	222 32%	53 62% ^s	174 36%	194 38%	119 44%	109 33%	147 36%	45 44% ^s	74 44%	58 35%	51 31%	64 38%	83 34%	37 31%	77 33%	99 32%	80 41%	119 44%	176 32%	199 42%	306 36%	63 41%	131 32%	108 32%	362 36%
Don't know	93 9%	87 9%	80 10%	71 11%	61 10%	84 10%	82 11%	80 11%	74 11%	4 4% ^s	37 8%	56 11%	16 6%	35 10%	43 10%	6 6% ^s	10 13%	21 8%	14 7%	12 13%	17 15%	23 10%	22 7%	21 10%	27 10%	45 8%	48 10%	79 9%	11 7%	35 9%	34 10%	86 8%	
Net improve	-89 -9%	-60 -6%	-38 -5%	-20 -3%	-21 -3%	-32 -4%	-31 -4%	-16 -2%	-16 -2%	-41 -48% ^s	-18 -4%	-68 -13%	-50 -19%	-6 -2%	-33 -8%	-18 -17% ^s	-32 -19%	-15 -9%	9 6%	-18 -11%	-14 -6%	-6 -5%	-8 -3%	-5 -2%	-30 -15%	-45 -16%	-14 -2%	-75 -16%	-64 -8%	-20 -13%	7 2%	-11 -3%	-60 -6%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 28
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Improve	286	66	120	17	54	174	120	128	159	27	134	121	80	81	201	77	91	67	32	255	19	88	84	22	40	58	137	91	302
	28%	39%	36%	32% ^s	21%	29%	28%	27%	29%	25%	29%	36%	24%	24%	30%	32%	29%	29%	24%	29%	22%	29%	34%	40% ^s	28%	31%	28%	26%	30%
Stay the same	260	40	101	19	68	168	108	117	141	30	116	87	85	84	172	55	80	65	34	223	25	69	71	21	52	33	123	104	264
	26%	23%	30%	35% ^s	26%	28%	25%	25%	26%	27%	25%	26%	26%	25%	26%	23%	25%	28%	25%	25%	29%	23%	29%	38% ^s	36%	18%	26%	30%	26%
Get worse	375	46	83	12	116	199	162	180	194	41	172	100	129	134	229	98	102	87	52	323	35	110	68	9	48	72	183	119	362
	37%	27%	25%	23% ^s	45%	34%	38%	39%	35%	38%	37%	30%	39%	40%	35%	40%	33%	37%	39%	37%	40%	36%	28%	16% ^s	33%	39%	39%	34%	36%
Don't know	93	19	30	5	23	52	42	40	54	10	45	23	38	32	60	13	41	15	17	77	8	37	22	4	5	23	37	33	86
	9%	11%	9%	10% ^s	9%	9%	10%	9%	10%	10%	10%	7%	11%	10%	9%	5%	13%	6%	12%	9%	10%	12%	9%	7% ^s	3%	12%	8%	10%	8%
Net improve	-89	20	37	5	-63	-26	-43	-53	-36	-14	-38	21	-49	-52	-28	-21	-11	-20	-20	-69	-16	-22	16	13	-8	-14	-46	-28	-60
	-9%	12%	11%	9% ^s	-24%	-4%	-10%	-11%	-7%	-13%	-8%	6%	-15%	-16%	-4%	-9%	-4%	-9%	-15%	-8%	-18%	-7%	7%	24% ^s	-5%	-8%	-10%	-8%	-6%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
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Ipsos Political Monitor - TBC 2024

Table 29
(MAY-JUNE'24 GE)Q3PARTIES. (Points out of 10) I want you to think about what it is that most attracted you to (party).
Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.
If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic min-orty	Definitely decided	May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
0	68 7%	64 7%	55 7%	45 7%	45 7%	60 7%	58 7%	56 7%	49 7%	4	35 7%	31 6%	23 8%	24 7%	21 5%	9 9%	14 8%	12 7%	12 7%	15 9%	7 3%	2 2%	16 7%	22 7%	12 6%	18 7%	38 7%	30 6%	55 6%	10 6%	26 6%	20 6%	80 8%
1	65 6%	60 6%	54 7%	46 7%	39 6%	52 6%	51 6%	49 7%	47 7%	5	32 7%	32 6%	13 5%	23 7%	29 7%	4 4%	9 5%	12 7%	11 7%	10 6%	19 8%	8 6%	19 8%	26 8%	10 5%	10 4%	44 8%	20 4%	55 6%	9 6%	25 6%	22 7%	66 7%
2	126 12%	116 13%	111 14%	91 14%	85 14%	108 13%	102 13%	97 13%	91 13%	4	59 12%	66 13%	35 13%	46 14%	45 11%	14 13%	21 12%	27 16%	20 12%	26 16%	19 8%	9 7%	40 17%	40 13%	17 9%	29 11%	80 15%	46 10%	112 13%	14 9%	50 13%	49 14%	133 13%
3	185 18%	170 18%	154 19%	123 18%	116 19%	157 19%	151 19%	136 18%	127 18%	17	91 19%	93 18%	66 25%	53 16%	65 16%	28 27%	38 23%	25 15%	28 17%	35 21%	30 12%	8 7%	52 22%	51 17%	46 23%	36 13%	103 19%	82 17%	149 17%	32 21%	70 17%	57 17%	176 17%
4	161 16%	153 16%	142 17%	118 18%	102 16%	138 17%	131 17%	127 17%	119 17%	6	73 15%	82 16%	40 15%	59 18%	62 15%	16 16%	23 14%	30 18%	28 17%	30 18%	32 13%	13 11%	32 13%	57 18%	27 14%	45 17%	88 16%	72 15%	132 15%	27 18%	79 20%	60 17%	158 16%
5	140 14%	135 14%	122 15%	103 15%	99 16%	126 15%	123 16%	119 16%	109 16%	1	57 12%	81 16%	31 11%	37 11%	72 18%	10 9%	21 13%	17 11%	19 12%	20 12%	52 21%	27 23%	36 15%	44 14%	21 11%	39 14%	80 15%	60 13%	120 14%	19 12%	62 15%	62 18%	138 14%
6	54 5%	48 5%	41 5%	33 5%	33 5%	43 5%	39 5%	37 5%	34 5%	1	24 5%	30 6%	11 4%	15 4%	29 7%	3 3%	8 5%	4 2%	11 7%	13 8%	16 7%	8 7%	8 4%	23 7%	15 8%	8 3%	31 6%	23 5%	41 5%	13 9%	29 7%	21 6%	58 6%
7	26 3%	23 3%	23 3%	21 3%	21 3%	23 3%	23 3%	22 3%	21 3%	2	14 3%	11 2%	3 1%	4 1%	19 5%	- -s	3 2%	- 2%	4 3%	5 3%	13 5%	7 6%	5 2%	5 2%	5 2%	11 4%	10 3%	16 3%	25 3%	1 3%	9 2%	11 3%	20 2%
8	19 2%	18 2%	17 2%	14 2%	14 2%	17 2%	17 2%	14 2%	14 2%	*	9 2%	10 2%	2 1%	5 1%	12 3%	2 2%	- 1%	2 2%	3 1%	2 1%	11 4%	6 5%	3 1%	5 2%	2 1%	9 3%	8 2%	11 2%	16 2%	3 2%	9 2%	5 1%	24 2%
9	6 1%	6 1%	6 1%	6 1%	2 1%	6 1%	6 1%	6 1%	6 1%	-	1 -s	4 1%	- -s	3 1%	2 1%	- -s	- -s	1 1%	2 1%	2 1%	2 1%	2 1%	1 -s	1 -s	- -s	4 1%	2 1%	4 1%	4 1%	1 1%	2 1%	- -s	4 -s
10	30 3%	30 3%	30 4%	27 4%	26 4%	29 4%	29 4%	29 4%	27 4%	-	19 4%	10 2%	4 1%	13 4%	13 3%	- -s	4 2%	11 6%	3 2%	4 2%	9 4%	7 6%	11 4%	3 1%	5 2%	12 4%	14 3%	16 3%	29 3%	1 3%	21 5%	9 3%	27 3%
Mean	3.67	3.68	3.72	3.77	3.78	3.72	3.73	3.75	3.75	2.88	3.66	3.66	3.24	3.59	4.00	3.08	3.34	3.56	3.61	3.49	4.39	4.84	3.51	3.48	3.65	4.08	3.50	3.90	3.70	3.59	3.93	3.71	3.58
Don't know	134 13%	108 12%	66 8%	43 6%	39 6%	63 8%	62 8%	56 8%	46 7%	43 5%	68 14%	63 12%	42 16%	48 15%	43 10%	17 17%	25 15%	24 15%	24 15%	7 4%	36 15%	21 18%	15 6%	31 10%	38 19%	50 18%	46 9%	88 19%	112 13%	22 14%	20 5%	26 8%	129 13%
Not stated	2 *	-	-	-	-	-	-	-	-	2 2%	-	2 1%	-	-	-	-s	2 1%	-	-	-	-	-	-	-	-	2 1%	-	2 *	2 *	-	-	-	1 *

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
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 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - TBC 2024

Table 30
(MAY-JUNE'24 GE)Q3PARTIES. (Points out of 10) I want you to think about what it is that most attracted you to (party). Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole. If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
0	68 7%	7 4%	15 5%	2 2% s	23 9%	38 6%	30 7%	33 7%	35 6%	6 6%	37 8%	22 7%	18 5%	28 8%	40 6%	11 4%	20 6%	14 6%	12 9%	51 6%	11 12%	15 5%	9 4%	4 7% s	15 10%	8 4%	35 7%	25 7%	80 8%
1	65 6%	12 7%	19 6%	3 5% s	23 9%	42 7%	36 8%	31 7%	33 6%	6 6%	40 9%	19 6%	25 8%	20 6%	44 7%	18 8%	20 6%	9 4%	9 7%	51 6%	9 10%	27 9%	13 5%	3 6% s	12 8%	3 2%	40 8%	22 6%	66 7%
2	126 12%	21 13%	38 11%	3 6% s	41 16%	79 13%	62 14%	68 15%	57 10%	20 18%	65 14%	54 16%	39 12%	30 9%	93 14%	27 11%	45 14%	34 14%	12 9%	113 13%	8 9%	44 14%	35 14%	4 7% s	15 10%	16 9%	60 13%	50 14%	133 13%
3	185 18%	27 16%	62 19%	9 17% s	41 16%	103 17%	67 16%	96 21%	88 16%	19 18%	91 19%	67 20%	46 14%	71 21%	112 17%	45 19%	48 15%	46 20%	29 22%	163 19%	16 18%	53 18%	49 20%	7 12% s	21 14%	36 19%	82 17%	67 19%	176 17%
4	161 16%	28 16%	77 23%	14 26% s	35 14%	113 19%	64 15%	79 17%	82 15%	19 18%	81 17%	61 18%	51 16%	45 14%	112 17%	36 15%	55 18%	34 14%	25 18%	145 17%	10 12%	44 14%	63 26%	12 22% s	18 13%	31 17%	65 14%	64 19%	158 16%
5	140 14%	48 28%	49 15%	9 16% s	28 11%	77 13%	76 18%	49 10%	91 17%	12 11%	51 11%	38 11%	60 18%	42 13%	98 15%	34 14%	46 15%	31 13%	17 12%	119 14%	13 14%	56 18%	34 14%	12 22% s	20 14%	18 10%	73 15%	48 14%	138 14%
6	54 5%	6 3%	23 7%	6 11% s	22 8%	45 8%	28 6%	27 6%	27 5%	3 3%	28 6%	15 5%	16 5%	15 5%	32 5%	11 5%	17 5%	14 6%	10 7%	48 5%	3 3%	13 4%	15 6%	7 12% s	10 7%	6 3%	22 5%	26 7%	58 6%
7	26 3%	3 2%	7 2%	1 2% s	10 4%	17 3%	13 3%	4 1%	21 4%	2 2%	6 1%	3 1%	17 5%	6 2%	20 3%	5 2%	9 3%	3 1%	2 2%	18 2%	7 8%	8 3%	6 3%	* 1% s	8 5%	11 6%	8 2%	7 2%	20 2%
8	19 2%	3 2%	6 2%	2 4% s	6 2%	12 2%	9 2%	3 1%	16 3%	* 1%	4 1%	4 1%	12 4%	4 1%	15 2%	7 3%	7 2%	2 1%	2 2%	16 3%	3 3%	7 2%	4 2%	2 4% s	3 2%	5 3%	9 2%	5 1%	24 2%
9	6 1%	2 1%	2 1%	- - s	1 *	3 *	2 *	2 *	4 1%	- -	2 *	2 1%	- -	4 1%	2 *	- -	3 1%	- -	2 2%	3 *	1 1%	2 1%	2 1%	- - s	1 *	2 1%	3 1%	1 *	4 *
10	30 3%	5 3%	11 3%	1 2% s	14 5%	25 4%	19 4%	13 3%	17 3%	4 4%	12 3%	9 3%	9 3%	12 4%	18 3%	13 5%	3 1%	11 5%	1 1%	28 3%	2 2%	11 4%	6 2%	1 1% s	9 6%	10 5%	11 2%	10 3%	27 3%
Mean	3.67	3.88	3.87	4.21	3.72	3.80	3.78	3.40	3.91	3.46	3.36	3.44	3.92	3.61	3.68	3.89	3.58	3.71	3.50	3.69	3.54	3.74	3.78	4.01	3.92	4.30	3.51	3.59	3.58
Don't know	134 13%	8 5%	23 7%	5 9% s	17 7%	40 7%	25 6%	60 13%	74 13%	16 15%	51 11%	38 11%	38 12%	53 16%	76 11%	33 13%	41 13%	39 17%	14 11%	120 14%	7 8%	24 8%	9 4%	3 5% s	14 10%	40 22%	70 15%	24 7%	129 13%
Not stated	2 *	- -	- -	- - s	- -	- -	- -	2 *	- *	- -	- -	- -	- -	2 1%	- -	2 1%	- -	- -	- -	2 *	- -	- -	- -	- - s	- -	2 *	- -	1 *	1 *

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 31
(MAY-JUNE'24 GE)Q3POLICIES. (Points out of 10) I want you to think about what it is that most attracted you to (party).
Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.
If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total						
			Always usually depends 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind		
																																	Yes	Always usually depends
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014	
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014	
0	46 4%	45 5%	40 5%	36 5%	36 6%	42 5%	42 5%	41 6%	37 5%	3	26 5%	17 3%	7 3%	15 4%	24 6%	1 1%	6 3%	11 6%	4 3%	7 4%	17 9%	11 6%	14 6%	4 1%	11 6%	17 6%	18 3%	28 6%	44 5%	2 1%	29 7%	11 3%	44 4%	
1	30 3%	30 3%	28 3%	25 4%	21 3%	27 3%	27 3%	25 3%	25 4%	1	16 3%	14 3%	5 2%	7 2%	18 4%	2 2%	3 2%	4 3%	2 1%	7 4%	11 4%	4 4%	8 3%	7 2%	4 2%	12 4%	15 3%	15 3%	25 3%	5 3%	11 3%	6 2%	32 3%	
2	72 7%	67 7%	62 8%	55 8%	52 8%	65 8%	64 8%	62 8%	55 8%	3	35 7%	37 7%	13 5%	14 4%	45 11%	5 5%	7 4%	3 2%	11 7%	11 7%	34 14%	15 13%	16 7%	28 9%	9 5%	20 7%	43 8%	29 6%	60 7%	12 8%	33 8%	28 8%	73 7%	
3	215 21%	197 21%	169 21%	139 21%	128 21%	165 20%	156 20%	147 20%	142 21%	19	101 21%	112 22%	40 15%	74 23%	101 24%	14 14%	25 15%	36 22%	38 23%	50 30%	51 21%	25 21%	33 14%	75 24%	51 26%	56 21%	108 20%	107 23%	169 20%	42 27%	92 23%	76 22%	210 21%	
4	208 21%	200 21%	188 23%	160 24%	145 23%	192 23%	183 23%	176 23%	167 24%	2	88 18%	118 23%	64 24%	64 19%	81 19%	24 23%	40 24%	31 19%	33 20%	34 20%	46 19%	22 19%	59 25%	66 21%	40 20%	43 16%	125 23%	83 18%	179 21%	28 19%	102 25%	79 23%	202 20%	
5	129 13%	119 13%	109 13%	86 13%	85 14%	110 13%	109 14%	103 14%	90 13%	5	58 12%	67 13%	43 16%	38 12%	47 11%	15 15%	28 17%	21 13%	17 11%	23 13%	24 10%	11 9%	37 16%	33 11%	24 12%	34 13%	70 13%	59 12%	113 13%	15 10%	53 13%	52 15%	134 13%	
6	76 7%	71 8%	72 9%	53 8%	50 8%	69 8%	64 8%	59 8%	54 8%	1	39 8%	36 7%	26 10%	33 10%	17 4%	11 11%	15 9%	14 9%	18 11%	11 6%	6 2%	3 2%	23 10%	24 8%	7 4%	21 8%	47 9%	28 6%	65 8%	11 7%	32 8%	24 7%	78 8%	
7	19 2%	17 2%	17 2%	13 2%	11 2%	18 2%	17 2%	15 2%	14 2%	*	9 2%	10 2%	4 1%	6 2%	8 2%	2 2%	1 2%	4 2%	3 3%	6 3%	3 1%	-	5 2%	13 4%	* 4%	1 5%	18 2%	1 3%	18 4%	1 3%	6 2%	8 2%	25 2%	
8	44 4%	37 4%	32 4%	28 4%	23 4%	32 4%	32 4%	30 4%	28 4%	6	21 4%	22 4%	12 4%	12 4%	20 5%	6 6%	6 4%	9 5%	3 2%	4 3%	16 6%	5 4%	15 6%	15 5%	10 5%	5 2%	29 5%	14 3%	36 4%	8 3%	10 2%	19 6%	45 4%	
9	7 1%	7 1%	7 1%	7 1%	3 1%	7 1%	7 1%	7 1%	7 1%	-	4 1%	3 1%	4 1%	1 1%	2 1%	1 1%	3 1%	1 1%	-	-	2 1%	-	2 1%	5 2%	* 1%	-	6 1%	* 1%	6 1%	1 1%	3 1%	4 1%	8 1%	
10	36 4%	35 4%	32 4%	25 4%	26 4%	33 4%	30 4%	29 4%	26 4%	2	19 4%	16 3%	9 3%	16 5%	11 3%	3 3%	6 4%	7 4%	9 6%	8 5%	3 1%	1 1%	10 4%	8 3%	4 2%	13 5%	18 3%	17 4%	28 3%	5 3%	13 3%	9 3%	39 4%	
Mean	4.14	4.12	4.16	4.09	4.08	4.16	4.14	4.12	4.10	4.18	4.14	4.17	4.52	4.32	3.78	4.65	4.45	4.35	4.30	4.04	3.58	3.30	4.37	4.31	3.88	3.90	4.34	3.89	4.14	4.08	3.89	4.26	4.21	
Don't know	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	133 13%	106 11%	65 8%	42 6%	38 6%	62 8%	61 8%	56 7%	45 7%	43 50%	67 14%	63 12%	44 16%	49 15%	41 10%	17 17%	27 16%	25 15%	24 15%	6 4%	34 14%	21 18%	15 6%	31 10%	36 18%	51 19%	46 8%	88 19%	110 13%	23 15%	20 5%	26 8%	124 12%	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 32
(MAY-JUNE'24 GE)Q3POLICIES. (Points out of 10) I want you to think about what it is that most attracted you to (party).
Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.
If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
0	46 4%	8 4%	13 4%	2 3%	20 8%	32 5%	27 6%	19 4%	27 5%	7 7%	17 4%	9 3%	15 5%	21 6%	25 4%	15 6%	8 3%	15 6%	4 3%	41 5%	3 3%	16 5%	8 3%	1 1%	11 7%	13 7%	21 4%	11 3%	44 4%
1	30 3%	6 4%	5 1%	2 4%	8 3%	12 2%	14 3%	13 3%	17 3%	1 1%	14 3%	6 2%	16 5%	8 2%	22 3%	8 3%	10 3%	5 2%	3 2%	25 3%	4 5%	12 4%	4 2%	3 5%	5 3%	8 4%	12 2%	10 3%	32 3%
2	72 7%	12 7%	25 8%	7 13%	25 10%	50 8%	36 8%	17 4%	55 10%	5 5%	19 4%	20 6%	33 10%	20 6%	53 8%	18 7%	27 9%	13 5%	7 5%	61 7%	8 9%	22 7%	17 7%	11 20%	19 13%	14 8%	38 8%	20 6%	73 7%
3	215 21%	40 24%	87 26%	13 23%	45 17%	131 22%	85 20%	101 22%	114 21%	19 17%	101 22%	66 20%	67 20%	72 22%	133 20%	43 18%	69 22%	49 21%	34 25%	187 21%	19 22%	58 19%	77 31%	8 14%	17 12%	55 29%	86 18%	73 21%	210 21%
4	208 21%	49 29%	93 28%	13 24%	43 16%	135 23%	92 21%	96 21%	112 20%	23 21%	93 20%	80 24%	68 21%	57 17%	149 22%	50 21%	64 20%	50 21%	30 22%	181 21%	15 17%	75 25%	53 22%	17 31%	33 23%	27 15%	91 19%	90 26%	202 20%
5	129 13%	22 13%	45 13%	6 11%	38 15%	83 14%	60 14%	67 15%	60 11%	19 17%	63 14%	43 13%	40 12%	44 13%	84 13%	40 16%	34 11%	24 10%	20 15%	116 13%	10 12%	41 14%	38 15%	5 9%	11 7%	15 8%	65 13%	49 14%	134 13%
6	76 7%	9 5%	21 6%	2 5%	25 10%	46 8%	35 8%	41 9%	35 6%	11 10%	49 11%	38 11%	15 5%	21 6%	53 8%	13 5%	26 8%	20 8%	13 10%	67 8%	4 5%	30 10%	20 6%	3 4%	11 8%	6 3%	40 8%	30 9%	78 8%
7	19 2%	4 2%	3 1%	- s	7 3%	10 2%	11 2%	9 2%	9 2%	2 1%	10 2%	4 1%	8 2%	7 2%	12 2%	7 3%	5 2%	4 2%	2 1%	16 2%	2 2%	6 2%	3 1%	3 5%	6 4%	3 2%	10 2%	6 2%	25 2%
8	44 4%	8 5%	10 3%	1 2%	18 7%	28 5%	25 6%	21 4%	23 4%	3 3%	22 5%	13 4%	18 6%	12 4%	31 5%	9 4%	16 5%	9 4%	2 1%	32 4%	8 9%	11 4%	7 3%	2 3%	12 8%	1 1%	23 5%	20 6%	45 4%
9	7 1%	1 1%	2 1%	3 5%	3 1%	5 1%	4 1%	2 *	5 1%	2 2%	1 *	1 *	3 1%	3 1%	4 1%	3 1%	2 1%	- 1%	1 1%	6 1%	1 1%	2 1%	3 1%	1 1%	1 1%	- 1%	3 1%	4 1%	8 1%
10	36 4%	4 2%	6 2%	- s	12 5%	19 3%	16 4%	17 4%	18 3%	2 2%	26 6%	13 4%	9 3%	13 4%	22 3%	3 1%	11 4%	10 4%	4 3%	24 3%	8 9%	7 2%	6 2%	1 2%	7 5%	5 3%	19 4%	12 3%	39 4%
Mean	4.14	4.00	3.95	3.78	4.30	4.11	4.18	4.31	4.00	4.24	4.46	4.37	3.98	4.11	4.17	3.94	4.21	4.09	4.13	4.07	4.58	4.03	4.02	3.87	4.23	3.38	4.28	4.32	4.21
Don't know	-	-	-	- s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- s	-	-	-	-	-
Not stated	133 13%	8 5%	23 7%	5 9%	17 7%	40 7%	25 6%	60 13%	73 13%	16 14%	51 11%	38 11%	37 11%	54 16%	75 11%	35 14%	41 13%	37 16%	15 11%	120 14%	6 7%	24 8%	9 4%	2 4%	13 9%	39 21%	71 15%	24 7%	124 12%

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 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 33
(MAY-JUNE'24 GE)Q3LEADERS. (Points out of 10) I want you to think about what it is that most attracted you to (party).
Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.
If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
			Always usually depends 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic min- ority	Definitely decided	May change mind	
																																	Yes
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
0	141 14%	130 14%	123 15%	100 15%	98 16%	126 15%	123 16%	120 16%	107 15%	6 6%	71 15%	67 13%	27 10%	59 18%	55 13%	10 10%	16 19%	32 16%	27 14%	23 13%	32 14%	16 14%	32 14%	38 12%	21 10%	50 18%	71 13%	70 15%	124 15%	14 9%	60 15%	53 16%	147 14%
1	164 16%	152 16%	139 17%	118 18%	113 18%	139 17%	134 17%	127 17%	119 17%	9 10%	69 14%	93 18%	40 15%	34 10%	90 22%	8 8%	31 19%	19 11%	15 9%	25 15%	65 27%	33 28%	43 18%	55 18%	26 13%	39 14%	99 18%	66 14%	140 16%	24 15%	68 17%	62 18%	168 17%
2	250 25%	239 26%	226 28%	187 28%	166 27%	231 28%	220 28%	208 28%	191 28%	6 7%	114 24%	132 26%	76 28%	86 26%	89 21%	35 34%	40 24%	38 23%	49 30%	41 24%	48 19%	25 21%	67 29%	86 28%	45 23%	52 19%	154 28%	96 21%	209 25%	39 26%	117 29%	97 28%	259 26%
3	184 18%	171 18%	157 19%	122 18%	111 18%	148 18%	142 18%	133 18%	126 18%	9 10%	95 20%	89 17%	56 21%	60 18%	67 16%	23 23%	33 20%	28 17%	32 20%	36 21%	31 13%	11 9%	49 21%	49 16%	33 17%	54 20%	98 18%	86 18%	153 18%	31 20%	79 20%	63 19%	173 17%
4	83 8%	75 8%	59 7%	52 8%	49 8%	62 8%	59 7%	55 7%	54 8%	13 16%	43 9%	40 8%	17 6%	27 8%	39 9%	4 4%	13 8%	15 9%	12 8%	20 12%	19 8%	4 4%	18 8%	27 9%	21 11%	17 6%	45 8%	38 8%	68 8%	12 8%	35 9%	22 6%	73 7%
5	30 3%	30 3%	28 3%	26 4%	25 4%	28 3%	28 3%	27 4%	27 4%	- -	10 2%	21 4%	4 1%	7 2%	19 5%	2 2%	2 1%	5 3%	2 1%	11 7%	8 3%	5 4%	6 2%	11 4%	10 5%	4 3%	17 3%	14 3%	27 3%	4 2%	11 3%	10 3%	39 4%
6	14 1%	14 2%	14 2%	14 2%	13 2%	14 2%	14 2%	14 2%	14 2%	- -	8 2%	6 1%	4 1%	3 1%	7 2%	- -	4 2%	1 2%	2 2%	3 2%	4 2%	2 1%	5 2%	5 2%	2 1%	2 1%	10 1%	4 1%	6 1%	4 3%	5 2%	14 1%	
7	4 *	4 *	4 1%	3 *	3 *	4 *	4 *	4 1%	3 *	- -	2 1%	3 1%	1 *	2 1%	1 1%	- -	1 1%	1 1%	- -	1 1%	1 *	1 *	- -	3 1%	1 1%	- -	3 1%	1 *	3 1%	1 1%	2 1%	1 1%	5 *
8	3 *	3 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	* *	3 1%	- -	* *	2 *	1 *	- -	* *	2 *	- -	* *	* *	- -	- -	* *	1 *	2 *	* *	2 *	* *	2 *	* *	4 *	
9	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *
10	6 1%	6 1%	3 *	3 *	4 1%	6 1%	6 1%	6 1%	4 1%	* 1%	3 1%	1 *	3 1%	- -	3 1%	1 1%	- -	- -	2 1%	1 *	* *	1 *	1 *	1 *	3 1%	2 1%	4 1%	6 1%	- -	4 1%	* *	7 1%	
Mean	2.16	2.18	2.11	2.14	2.14	2.12	2.13	2.13	2.14	2.49	2.19	2.13	2.23	2.06	2.20	2.28	2.19	2.07	2.06	2.44	2.01	1.86	2.11	2.18	2.42	2.01	2.15	2.18	2.13	2.30	2.18	2.02	2.16
Don't know	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	133 13%	106 11%	65 8%	42 6%	38 6%	62 8%	61 8%	56 7%	45 7%	43 50%	67 14%	63 12%	44 16%	49 15%	41 10%	17 17%	27 16%	25 15%	24 15%	6 4%	34 14%	21 18%	15 6%	31 10%	36 18%	51 19%	46 8%	88 19%	110 13%	23 15%	20 5%	26 8%	124 12%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 34
(MAY-JUNE'24 GE)Q3LEADERS. (Points out of 10) I want you to think about what it is that most attracted you to (party).
Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.
If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend voting for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qual-ifications	Other qual-ifications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
0	141 14%	24 14%	45 13%	7 12% s	47 18%	91 15%	71 16%	52 11%	89 16%	14 13%	64 14%	40 12%	49 15%	51 15%	89 14%	33 14%	39 12%	35 15%	11 8%	113 13%	22 26%	34 11%	28 12%	4 6% s	28 19%	32 17%	69 14%	40 12%	147 14%
1	164 16%	38 22%	43 13%	10 18% s	57 22%	101 17%	95 22%	71 15%	93 17%	15 14%	69 15%	40 12%	74 22%	43 13%	114 17%	30 12%	61 19%	32 14%	25 18%	135 15%	17 19%	56 18%	39 16%	16 28% s	35 24%	18 10%	74 16%	72 21%	168 17%
2	250 25%	42 25%	106 32%	18 34% s	67 26%	174 29%	110 25%	124 27%	127 23%	29 27%	127 27%	98 30%	74 22%	74 22%	172 26%	65 27%	79 25%	56 24%	31 23%	217 25%	19 22%	85 28%	84 34%	20 35% s	33 23%	32 17%	114 24%	104 30%	259 26%
3	184 18%	30 18%	72 22%	8 14% s	42 16%	113 19%	72 17%	90 19%	93 17%	20 18%	94 20%	73 22%	47 14%	60 18%	120 18%	48 20%	46 15%	44 19%	35 26%	167 19%	12 14%	62 21%	44 18%	6 11% s	20 14%	34 18%	85 18%	65 19%	173 17%
4	83 8%	16 9%	26 8%	5 10% s	16 6%	42 7%	32 7%	42 9%	41 8%	7 7%	39 8%	29 9%	23 7%	30 9%	53 8%	24 10%	25 8%	19 8%	10 8%	76 9%	5 6%	20 7%	27 11%	7 12% s	11 8%	23 13%	31 6%	28 8%	73 7%
5	30 3%	7 4%	9 3%	- - s	6 2%	15 3%	13 3%	13 3%	17 3%	6 6%	8 2%	8 2%	12 4%	10 3%	20 3%	3 1%	12 4%	9 4%	4 3%	25 3%	2 3%	14 5%	9 4%	- - s	1 1%	4 2%	21 4%	6 2%	39 4%
6	14 1%	2 1%	6 2%	1 1% s	3 1%	9 1%	5 1%	7 2%	7 1%	* *	9 2%	3 1%	10 3%	1 *	13 2%	3 1%	9 3%	2 1%	- -	14 2%	- -	6 2%	4 1%	1 1% s	1 *	1 1%	7 2%	5 2%	14 1%
7	4 *	1 1%	2 *	1 1% s	1 *	2 *	2 *	2 *	2 *	- -	2 *	1 *	1 *	2 1%	3 *	1 *	- -	- -	2 1%	2 2%	2 2%	2 1%	- -	1 2% s	1 1%	1 1%	3 1%	1 *	5 *
8	3 *	2 1%	- -	- - s	1 *	1 *	2 1%	2 *	1 *	1 1%	2 *	- -	- -	2 1%	- -	* *	2 1%	- -	* *	2 *	* *	- -	* *	- - s	- -	1 *	2 *	* *	4 *
9	1 *	- -	- -	- - s	1 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- - s	1 *	- -	1 *	- -	1 *
10	6 1%	- -	* *	- - s	4 1%	4 1%	4 1%	2 1%	4 1%	* *	2 1%	* *	2 1%	4 1%	2 *	1 *	2 1%	2 1%	1 1%	6 1%	* *	1 *	- -	- - s	1 1%	2 1%	2 1%	1 *	7 1%
Mean	2.16	2.13	2.18	2.01	1.97	2.09	2.04	2.27	2.07	2.19	2.18	2.20	2.08	2.23	2.14	2.16	2.19	2.15	2.35	2.21	1.82	2.23	2.20	2.08	1.84	2.28	2.18	2.08	2.16
Don't know	-	-	-	- s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- s	-	-	-	-	-
Not stated	133 13%	8 5%	23 7%	5 9% s	17 7%	40 7%	25 6%	60 13%	73 13%	16 14%	51 11%	38 11%	37 11%	54 16%	75 11%	35 14%	41 13%	37 16%	15 11%	120 14%	6 7%	24 8%	9 4%	2 4% s	13 9%	39 21%	71 15%	24 7%	124 12%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 35
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total				
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Healthcare/ NHS/ hospitals	351	337	308	265	243	307	291	280	267	11	139	209	71	116	164	20	52	52	64	70	94	46	106	113	57	75	219	132	314	36	153	129	350
Asylum and immigration	213	208	182	140	132	179	169	156	143	6	114	93	28	55	130	7	21	23	33	63	67	33	49	72	39	54	121	93	189	21	100	77	208
Managing the economy/ economic situation	203	189	191	154	147	189	181	167	157	6	106	96	70	65	69	32	37	38	27	35	34	12	54	79	29	42	133	71	173	29	85	79	221
Inflation/rising cost of living	200	178	155	119	111	152	146	142	124	17	82	117	62	86	53	12	49	47	39	29	24	10	48	65	38	48	114	87	150	45	85	68	173
Education/ schools	138	127	127	106	90	126	121	115	107	1	33	105	43	53	42	15	28	25	27	21	21	9	47	50	22	19	97	41	118	16	62	55	130
Taxation	123	116	102	76	66	97	89	80	77	5	62	61	44	39	39	12	33	21	19	23	16	7	30	38	26	28	68	54	95	25	49	45	117
Housing	110	101	98	76	69	87	86	82	78	2	42	67	49	31	30	17	32	14	17	11	19	5	24	34	22	30	58	52	85	22	47	39	102
Protecting the natural environment/ climate change	98	97	90	84	82	93	92	87	85	3	38	58	26	39	33	6	20	23	16	20	13	7	30	27	20	22	57	42	86	12	39	49	105
Lack of faith in politicians/system of government	86	73	69	67	60	72	72	72	69	12	44	42	24	30	31	10	15	16	13	8	24	10	29	18	11	27	47	38	73	10	35	27	69
Foreign policy/foreign affairs	72	67	59	49	45	61	60	53	51	5	37	35	26	24	22	11	16	17	6	9	13	2	24	21	16	10	45	26	42	29	32	24	75
Public services generally	64	61	60	53	47	61	60	58	54	1	28	35	16	25	23	6	10	14	12	9	14	6	18	27	10	9	45	19	54	10	33	22	72
Benefits	64	58	57	50	35	54	54	53	50	5	19	45	18	30	16	5	14	14	15	11	5	2	13	21	12	18	34	30	49	12	29	22	55
Poverty/Inequality	61	54	43	39	38	45	43	43	40	6	14	46	18	20	23	7	12	13	7	17	5	-	16	21	14	10	37	24	47	12	35	13	55
Crime and anti-social behaviour/ law and order	48	44	41	29	27	43	42	37	33	1	27	21	8	21	19	3	4	15	6	12	7	1	16	16	7	10	32	16	37	10	17	16	59
Pensions	47	47	42	34	34	40	39	35	35	-	15	32	*	4	43	-	*	3	1	9	34	17	9	9	14	15	18	29	46	1	19	19	49
Care for older and disabled people	45	44	42	33	29	43	39	38	35	1	16	28	8	18	18	3	5	10	8	10	8	4	8	15	4	17	23	22	39	5	17	17	48
Defence	38	38	28	25	22	29	28	27	25	-	23	15	5	14	20	2	2	7	7	14	6	4	9	11	13	4	21	18	29	9	23	12	41
Issues affecting families/children/ childcare	37	31	28	19	18	30	27	25	21	8	13	24	6	19	12	3	3	11	9	6	6	3	9	4	2	22	13	24	32	5	14	11	30
Unemployment	36	29	29	18	16	25	25	23	18	4	16	20	8	19	9	3	4	9	11	5	3	2	4	10	10	12	14	22	28	6	15	8	41
Oil/energy/gas policy	27	27	26	22	22	26	24	22	22	*	11	17	7	12	9	*	6	7	4	3	6	3	5	8	9	6	13	15	25	2	15	4	30
Europe/ EU/Brexit	22	22	22	20	19	21	21	21	20	-	17	5	4	7	12	1	3	2	5	4	8	2	8	7	5	1	16	7	17	4	8	11	28

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 35
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Wtd)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Austerity/Public spending cuts	22	22	14	14	14	15	15	14	14	-	7	14	1	4	16	-	1	3	1	12	5	5	8	1	8	4	9	12	14	8	13	7	11
Foreign/overseas aid	17	16	16	14	14	16	15	15	14	1	7	10	5	5	7	3	2	4	1	1	6	4	8	1	3	4	9	8	14	3	9	2	17
Scottish independence/ devolution	17	16	17	16	16	17	17	17	16	-	10	7	1	4	12	1	-	1	3	5	7	2	6	5	4	2	11	6	17	-	14	2	26
Terrorism	8	8	8	4	4	8	8	8	4	-	6	3	2	5	1	-	2	5	-	-	1	1	*	1	-	7	2	7	7	2	3	4	5
Trade unions/ strikes	3	3	3	2	2	2	2	2	2	-	3	-	2	1	-	-	2	1	-	-	-	-	2	*	-	-	3	-	3	-	1	*	4
Other	159	147	133	101	92	132	126	117	102	13	83	74	57	53	49	27	30	30	23	24	25	10	34	55	21	49	90	70	129	29	62	61	165
Don't know	103	79	47	38	37	51	47	46	43	24	49	51	38	22	43	19	18	9	12	9	34	19	10	25	29	38	35	67	83	18	26	22	114

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

6 Jun 2024

Table 36
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owened out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Healthcare/ NHS/ hospitals	351	58	145	21	87	232	146	145	205	45	158	118	126	92	244	76	110	87	50	301	28	106	108	25	53	41	160	150	350
Asylum and immigration	213	62	37	7	83	120	146	94	119	13	105	68	90	45	158	40	86	42	30	188	16	119	29	11	20	48	100	65	208
Managing the economy/ economic situation	203	30	76	16	59	135	89	118	84	23	113	78	52	69	130	48	65	43	24	172	23	62	56	21	38	17	97	88	221
Inflation/rising cost of living	200	23	84	9	46	130	69	120	80	28	122	90	32	68	122	42	59	48	33	173	18	49	66	7	23	28	87	86	173
Education/ schools	138	16	75	12	27	101	42	65	72	21	68	68	30	39	98	32	40	35	22	118	9	27	59	9	19	5	57	75	130
Taxation	123	37	27	8	35	62	71	77	46	11	84	48	37	27	86	17	40	26	27	106	12	63	19	5	10	6	62	55	117
Housing	110	10	52	6	25	77	34	63	47	11	60	42	22	45	65	17	40	25	22	99	6	16	50	4	14	21	47	42	102
Protecting the natural environment/ climate change	98	9	46	10	34	80	43	52	47	7	65	35	31	30	65	23	24	25	22	89	6	20	40	8	21	6	36	56	105
Lack of faith in politicians/system of government	86	7	31	8	27	58	35	37	49	9	40	27	36	23	63	23	17	22	16	75	8	19	18	8	24	7	36	42	69
Foreign policy/foreign affairs	72	1	25	6	29	54	30	28	43	13	33	28	16	25	44	16	20	10	20	63	6	13	27	4	11	4	36	31	75
Public services generally	64	11	25	5	19	45	30	33	31	12	30	21	21	22	42	11	24	13	10	58	6	19	25	4	11	7	27	30	72
Benefits	64	9	29	3	14	42	23	28	36	8	33	27	14	21	41	15	19	13	7	53	10	19	22	1	7	10	33	20	55
Poverty/inequality	61	*	25	6	25	49	25	34	27	7	36	19	12	22	31	17	14	14	13	56	4	3	23	6	15	3	26	32	55
Crime and anti-social behaviour/ law and order	48	11	11	1	11	22	22	22	26	5	22	24	11	12	36	11	21	4	10	45	2	17	11	1	7	7	26	14	59
Pensions	47	12	20	3	7	27	20	6	41	3	9	1	32	14	33	12	12	13	5	36	5	17	13	2	4	16	25	6	49
Care for older and disabled people	45	4	21	5	11	32	15	12	33	6	13	21	11	13	32	7	18	10	4	33	6	10	16	4	9	4	27	14	48
Defence	38	8	10	3	16	26	24	24	14	3	24	8	13	9	21	7	12	5	12	36	2	14	7	2	4	4	16	19	41
Issues affecting families/children/ childcare	37	4	13	1	7	20	12	8	29	3	11	16	6	15	22	12	10	9	4	35	2	9	13	2	5	3	22	13	30
Unemployment	36	8	8	3	8	16	16	19	17	5	19	16	6	14	22	5	12	7	6	29	6	11	11	1	6	7	15	14	41
Oil/energy/gas policy	27	3	7	1	10	16	12	14	13	3	14	13	5	8	19	4	12	5	3	22	3	9	8	1	5	3	19	6	30
Europe/ EU/Brexit	22	2	9	4	9	17	10	13	10	2	11	6	13	3	18	3	3	6	5	17	6	4	10	4	7	*	12	10	28
Austerity/Public spending cuts	22	5	5	1	10	15	15	11	11	5	11	4	6	4	11	4	6	5	7	22	-	4	3	6	6	3	1	18	11

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
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Ipsos Political Monitor - TBC 2024

Table 36
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Foreign/overseas aid	17 2%	3 2%	3 1%	3 5% s	8 3%	11 2%	11 2%	8 2%	9 2%	1 1%	11 2%	6 2%	7 2%	4 1%	13 2%	1 *	6 2%	2 1%	3 2%	11 1%	5 6%	5 2%	4 2%	1 2% s	3 2%	1 *	9 2%	6 2%	17 2%
Scottish independence/ devolution	17 2%	-	2 *	1 1% s	15 6%	17 3%	15 4%	4 1%	13 2%	1 1%	4 1%	4 1%	9 3%	4 1%	13 2%	-	1 *	-	1 1%	2 *	15 17%	1 *	1 *	1 1% s	15 10%	2 1%	5 1%	9 3%	26 3%
Terrorism	8 1%	-	6 2%	1 2% s	1 *	7 1%	1 *	6 1%	2 *	7 1%	1 *	1 1%	7 2%	1 *	-	4 1%	-	5 4%	8 1%	-	-	1 *	1 1%	1 2% s	1 1%	4 2%	1 *	3 1%	5 *
Trade unions/ strikes	3 *	-	1 *	- - s	1 *	1 *	1 *	3 1%	-	1 1%	2 *	3 1%	-	-	3 *	2 1%	-	1 *	-	2 *	1 1%	2 1%	1 *	- - s	1 *	-	1 *	2 *	4 *
Other	159 16%	26 15%	55 16%	15 28% s	43 17%	98 17%	69 16%	79 17%	79 14%	15 14%	78 17%	52 16%	51 15%	54 16%	103 16%	26 11%	55 17%	38 16%	26 19%	141 16%	15 18%	45 15%	37 15%	12 22% s	29 20%	21 11%	73 15%	65 19%	165 16%
Don't know	103 10%	13 7%	24 7%	3 5% s	13 5%	38 6%	26 6%	42 9%	60 11%	16 14%	27 6%	22 7%	29 9%	51 15%	51 8%	31 13%	30 9%	19 8%	14 11%	89 10%	8 10%	20 7%	9 4%	2 3% s	6 4%	32 17%	52 11%	19 5%	114 11%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 37
(JUL/SEP20)Q10/11KS. Which of these, if any, do you think apply to - Keir Starmer?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total																																																																		
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind																																																														
																																		Yes	20%	24%	26%	27%	25%	24%	25%	26%	7%	10%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	26%	27%	28%	29%	30%	31%	32%	33%	34%	35%	36%	37%	38%	39%	40%	41%	42%	43%	44%	45%	46%	47%	48%	49%	50%	51%	52%	53%	54%	55%	56%	57%	58%	59%	60%	61%	62%	63%	64%	65%	66%
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014																																																														
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014																																																														
A capable leader	342	327	303	259	241	308	298	289	273	9	172	163	84	122	136	35	49	61	61	55	81	40	86	114	53	88	201	141	295	47	163	131	353																																																														
	34%	35%	37%	39%	39%	37%	38%	38%	39%	10%	36%	32%	31%	37%	33%	34%	29%	37%	37%	32%	33%	34%	37%	37%	27%	32%	37%	30%	35%	31%	40%	38%	35%																																																														
Good in a crisis	229	221	201	172	166	204	193	188	181	6	100	126	62	83	85	29	32	40	43	34	50	18	49	77	34	69	126	103	194	35	118	85	224																																																														
	23%	24%	24%	26%	27%	25%	24%	25%	26%	7%	21%	24%	23%	25%	20%	28%	19%	24%	26%	20%	21%	15%	21%	25%	17%	25%	23%	22%	23%	23%	29%	25%	22%																																																														
Has sound judgement	310	295	281	240	231	282	269	262	250	9	152	153	81	102	126	31	50	45	57	49	77	36	80	107	51	72	186	124	259	50	147	120	323																																																														
	31%	32%	34%	36%	37%	34%	34%	35%	36%	10%	31%	30%	30%	31%	31%	31%	30%	27%	35%	29%	31%	31%	34%	35%	26%	26%	34%	26%	30%	33%	36%	35%	32%																																																														
Understands the problems facing Britain	484	462	425	367	341	432	419	405	381	14	207	270	130	161	194	50	80	75	86	75	119	57	112	164	93	115	276	209	405	74	230	184	473																																																														
	48%	50%	52%	55%	55%	53%	53%	54%	55%	16%	43%	52%	48%	49%	47%	48%	48%	45%	52%	44%	49%	49%	47%	53%	48%	42%	51%	44%	48%	49%	57%	54%	47%																																																														
Out of touch with ordinary people	403	378	329	255	230	330	313	295	265	38	203	197	104	130	168	35	69	66	64	69	99	37	86	116	81	120	202	201	356	41	153	139	417																																																														
	40%	41%	40%	38%	37%	40%	40%	39%	38%	44%	42%	38%	39%	39%	41%	34%	41%	40%	39%	41%	40%	31%	36%	38%	41%	44%	37%	43%	42%	27%	38%	41%	41%																																																														
Has got a lot of personality	198	185	165	128	123	158	151	144	137	6	96	100	68	53	77	26	42	27	26	24	53	25	38	44	43	73	82	116	159	36	90	71	188																																																														
	20%	20%	20%	19%	20%	19%	19%	19%	20%	7%	20%	19%	25%	16%	19%	25%	25%	16%	16%	14%	22%	21%	16%	14%	22%	27%	15%	25%	19%	23%	22%	21%	19%																																																														
Gives me confidence for Britain's future	258	247	226	203	189	231	227	223	213	6	124	130	68	84	106	28	40	36	48	35	71	34	55	94	39	70	149	109	214	42	130	93	256																																																														
	25%	27%	28%	30%	31%	28%	29%	30%	31%	7%	26%	25%	25%	25%	26%	27%	24%	22%	29%	21%	29%	29%	23%	30%	20%	26%	27%	23%	25%	28%	32%	27%	25%																																																														
Patriotic	444	424	389	329	309	392	379	365	342	15	216	220	99	141	204	30	69	69	73	70	134	69	113	152	74	106	265	179	381	56	209	158	458																																																														
	44%	46%	47%	49%	50%	48%	48%	49%	49%	17%	45%	43%	37%	43%	49%	30%	41%	41%	44%	41%	55%	59%	48%	49%	38%	39%	49%	38%	45%	37%	52%	46%	45%																																																														
More honest than most politicians	278	272	247	209	203	252	239	234	223	6	124	148	70	83	125	35	36	38	45	44	81	40	69	93	41	76	161	117	240	38	139	94	280																																																														
	27%	29%	30%	31%	33%	31%	30%	31%	32%	7%	26%	29%	26%	25%	30%	34%	21%	23%	27%	26%	33%	34%	29%	30%	21%	28%	30%	25%	28%	25%	35%	28%	28%																																																														
More style than substance	295	271	238	177	164	232	214	202	182	21	161	130	71	78	146	26	45	37	41	66	80	32	75	94	62	65	169	126	255	38	122	105	303																																																														
	29%	29%	29%	26%	27%	28%	27%	27%	26%	24%	33%	25%	26%	24%	35%	25%	27%	22%	25%	39%	33%	27%	32%	30%	31%	24%	31%	27%	30%	25%	30%	31%	30%																																																														
A good representative for Britain on the world stage	332	314	294	251	235	297	286	279	263	9	161	167	85	120	127	32	53	50	70	48	79	41	76	113	48	95	189	143	279	47	165	123	336																																																														
	33%	34%	36%	38%	38%	36%	36%	37%	38%	11%	33%	32%	32%	36%	31%	31%	32%	30%	42%	28%	32%	35%	32%	37%	24%	35%	35%	30%	33%	31%	41%	36%	33%																																																														
None of these	56	50	47	39	39	49	49	46	39	6	34	20	12	27	17	6	7	19	8	9	7	6	16	15	9	17	31	25	50	6	19	25	50																																																														
	6%	5%	6%	6%	6%	6%	6%	6%	6%	6%	7%	4%	5%	8%	4%	5%	4%	12%	5%	6%	3%	5%	7%	5%	4%	6%	6%	5%	6%	4%	5%	7%	5%																																																														
Don't know	82	58	34	23	25	38	35	29	26	21	31	50	35	25	22	16	19	9	16	8	14	9	13	18	19	33	31	52	23	14	16	73																																																															
	8%	6%	4%	3%	4%	5%	4%	4%	4%	24%	6%	10%	13%	8%	5%	16%	11%	6%	10%	5%	6%	8%	5%	6%	10%	12%	6%	11%	7%	15%	3%	5%	7%																																																														

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 38
(JUL/SEP20)Q10/11KS. Which of these, if any, do you think apply to - Keir Starmer?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work-ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qual-ifications	Other qual-ifications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
A capable leader	342 34%	36 21%	202 61%	28 52% s	63 24%	265 45%	99 23%	155 33%	187 34%	36 33%	144 61%	123 37%	102 31%	113 34%	225 34%	91 37%	111 35%	76 33%	42 31%	304 35%	22 25%	61 20%	135 55%	34 62% s	65 44%	54 29%	144 30%	144 41%	353 35%
Good in a crisis	229 23%	12 7%	149 45%	19 36% s	44 17%	193 33%	56 13%	98 21%	130 24%	18 17%	99 21%	89 27%	57 17%	80 24%	146 22%	65 27%	57 18%	70 30%	27 20%	210 24%	11 12%	32 11%	96 39%	20 36% s	35 24%	37 20%	103 21%	89 26%	224 22%
Has sound judgement	310 31%	29 17%	181 54%	28 53% s	60 23%	241 41%	89 21%	137 30%	173 32%	33 30%	131 28%	112 34%	96 29%	97 29%	208 31%	77 32%	99 31%	86 37%	27 20%	277 32%	21 24%	54 18%	132 54%	37 66% s	60 41%	54 29%	124 26%	132 38%	323 32%
Understands the problems facing Britain	484 48%	61 36%	246 74%	40 74% s	114 44%	360 61%	174 40%	225 48%	259 47%	51 47%	223 48%	168 51%	148 45%	155 47%	316 48%	121 50%	152 48%	118 50%	58 43%	430 49%	35 40%	114 38%	175 71%	41 73% s	80 55%	74 39%	215 45%	196 56%	473 47%
Out of touch with ordinary people	403 40%	97 57%	92 28%	12 23% s	111 43%	203 34%	208 48%	187 40%	215 39%	38 35%	191 41%	137 41%	141 43%	120 36%	278 42%	98 40%	111 35%	103 44%	47 35%	336 38%	44 50%	165 54%	70 29%	16 28% s	43 29%	74 40%	204 42%	125 36%	417 41%
Has got a lot of personality	198 20%	22 13%	104 31%	17 32% s	36 14%	140 24%	58 13%	92 20%	107 19%	18 16%	79 17%	60 18%	50 15%	86 26%	110 17%	42 17%	60 19%	56 24%	27 20%	177 20%	14 16%	44 14%	64 26%	9 15% s	21 14%	46 25%	97 20%	55 16%	188 19%
Gives me confidence for Britain's future	258 25%	13 8%	161 48%	26 49% s	52 20%	213 36%	65 15%	114 25%	144 26%	20 19%	102 22%	82 25%	78 24%	96 29%	160 24%	75 31%	80 25%	59 25%	28 21%	232 26%	16 18%	22 7%	113 46%	32 58% s	56 38%	48 26%	113 24%	97 28%	256 25%
Patriotic	444 44%	80 47%	193 58%	40 74% s	98 38%	292 49%	178 41%	197 42%	247 45%	38 35%	198 58%	140 42%	154 47%	145 44%	295 45%	98 41%	141 45%	112 48%	47 35%	382 44%	45 52%	124 41%	149 61%	39 69% s	75 51%	83 44%	185 39%	176 51%	458 45%
More honest than most politicians	278 27%	15 9%	163 49%	30 56% s	60 23%	224 38%	76 18%	109 24%	168 31%	27 25%	105 23%	92 28%	94 28%	89 27%	186 28%	82 34%	76 24%	79 34%	25 18%	251 29%	16 19%	52 17%	114 47%	25 45% s	43 29%	53 29%	117 24%	108 31%	280 28%
More style than substance	295 29%	73 43%	79 24%	11 21% s	83 32%	162 27%	156 36%	153 33%	142 26%	30 28%	142 31%	95 29%	97 29%	91 28%	192 29%	64 26%	91 29%	71 30%	37 28%	245 36%	31 36%	122 40%	48 20%	14 26% s	40 28%	57 30%	138 29%	100 29%	303 30%
A good representative for Britain on the world stage	332 33%	24 14%	197 59%	28 52% s	69 26%	266 45%	92 21%	145 31%	187 34%	36 34%	144 31%	123 37%	99 30%	107 32%	222 33%	83 34%	105 33%	78 33%	44 33%	295 34%	22 26%	61 20%	131 54%	32 56% s	62 43%	54 29%	135 28%	143 41%	336 33%
None of these	56 6%	10 6%	7 2%	1 1% s	27 11%	35 6%	38 9%	30 6%	27 5%	5 5%	31 7%	23 7%	20 6%	13 4%	43 6%	20 8%	16 5%	12 5%	7 5%	53 6%	1 1%	14 5%	3 1%	- s	13 9%	13 7%	31 7%	12 4%	50 5%
Don't know	82 8%	11 7%	16 5%	1 1% s	8 3%	24 4%	19 4%	34 7%	48 9%	15 14%	37 8%	15 4%	19 6%	45 14%	34 5%	15 6%	26 8%	19 8%	16 12%	73 8%	8 9%	14 5%	11 4%	1 1% s	9 6%	18 10%	43 9%	22 6%	73 7%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 39
(SEP20)Q11RS. Which of these, if any, do you think apply to - Rishi Sunak?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
A capable leader	211 21%	200 21%	162 20%	121 18%	117 19%	164 20%	149 19%	141 19%	129 19%	12 14%	94 20%	114 22%	49 18%	65 20%	97 23%	21 20%	28 17%	29 18%	35 22%	39 23%	58 24%	33 28%	45 19%	60 19%	42 22%	64 23%	105 19%	106 23%	181 21%	29 19%	80 20%	86 25%	208 21%
Good in a crisis	221 22%	217 23%	190 23%	148 22%	143 23%	195 24%	181 23%	174 23%	156 23%	8 9%	104 22%	115 22%	35 13%	79 24%	107 26%	17 17%	18 23%	38 25%	41 21%	35 29%	72 35%	41 35%	51 21%	75 24%	30 15%	65 24%	126 23%	95 20%	199 23%	22 14%	89 23%	88 26%	220 22%
Has sound judgement	211 21%	199 21%	173 21%	131 20%	124 20%	169 21%	157 20%	149 20%	136 20%	11 13%	105 22%	101 20%	44 16%	76 23%	90 107%	19 25%	26 17%	28 29%	48 18%	30 25%	60 76%	33 28%	55 23%	48 15%	39 20%	69 25%	103 19%	108 23%	182 21%	29 19%	84 21%	81 24%	205 20%
Understands the problems facing Britain	235 23%	222 24%	190 23%	149 22%	142 23%	194 24%	182 23%	170 23%	154 22%	12 14%	112 23%	118 23%	55 20%	73 22%	107 26%	25 24%	30 18%	44 26%	29 18%	31 31%	76 34%	40 31%	54 23%	67 22%	53 27%	61 22%	121 24%	114 24%	207 24%	28 18%	80 20%	94 27%	234 23%
Out of touch with ordinary people	757 75%	701 75%	633 77%	518 78%	478 77%	632 77%	608 77%	581 77%	535 77%	57 67%	349 72%	398 72%	214 79%	248 75%	295 71%	80 78%	133 80%	127 76%	122 74%	131 78%	164 67%	68 58%	188 80%	247 80%	146 74%	176 64%	435 80%	322 69%	637 75%	112 74%	306 76%	276 81%	759 75%
Has got a lot of personality	212 21%	193 21%	165 20%	133 20%	126 20%	171 21%	162 21%	157 21%	143 21%	13 15%	87 18%	121 23%	67 25%	53 16%	92 22%	28 27%	40 24%	27 16%	26 16%	28 17%	64 26%	33 28%	45 19%	59 19%	55 28%	53 19%	105 19%	108 23%	171 20%	37 24%	101 25%	64 19%	213 21%
Gives me confidence for Britain's future	136 13%	131 14%	112 14%	91 14%	86 14%	111 13%	104 13%	101 13%	93 14%	7 8%	72 15%	63 12%	22 8%	46 14%	68 16%	12 12%	10 6%	20 12%	26 16%	21 12%	47 19%	26 22%	39 16%	32 11%	27 14%	38 14%	71 13%	65 14%	118 14%	17 11%	67 17%	47 14%	141 14%
Patriotic	400 39%	375 40%	340 41%	284 43%	258 42%	344 42%	333 42%	313 42%	294 43%	21 24%	175 36%	220 43%	94 35%	123 37%	183 44%	44 43%	49 30%	61 37%	62 38%	69 41%	114 47%	56 48%	114 48%	118 38%	70 35%	98 36%	232 43%	168 36%	353 41%	45 29%	170 42%	137 40%	395 39%
More honest than most politicians	181 18%	179 19%	153 19%	118 18%	115 19%	157 19%	144 18%	134 18%	124 18%	6 7%	90 19%	88 17%	27 10%	52 16%	102 25%	17 17%	10 6%	17 11%	34 21%	35 21%	67 27%	34 29%	55 23%	43 14%	31 16%	52 19%	99 18%	82 18%	164 19%	17 11%	72 18%	73 21%	194 19%
More style than substance	428 42%	398 43%	350 43%	296 44%	276 44%	354 43%	338 43%	326 44%	304 44%	31 37%	207 43%	213 41%	123 45%	113 34%	192 46%	49 47%	74 44%	57 35%	56 34%	79 47%	113 46%	43 36%	114 48%	145 47%	74 38%	94 35%	259 48%	169 36%	356 42%	68 45%	189 47%	146 43%	434 43%
A good representative for Britain on the world stage	252 25%	241 26%	206 25%	167 25%	159 26%	209 25%	196 25%	190 25%	175 25%	14 16%	114 24%	135 26%	47 17%	78 24%	127 31%	16 16%	31 18%	36 22%	42 26%	54 32%	73 30%	42 36%	62 26%	72 23%	56 29%	61 22%	134 25%	117 25%	217 25%	34 22%	102 25%	104 31%	252 25%
None of these	42 4%	30 3%	29 4%	21 3%	22 4%	31 4%	30 4%	25 3%	23 3%	8 9%	21 4%	19 4%	18 7%	16 5%	9 2%	6 6%	12 7%	9 6%	7 4%	3 2%	5 2%	3 2%	6 2%	11 4%	5 3%	20 7%	17 3%	26 3%	36 4%	6 4%	18 4%	12 4%	38 4%
Don't know	40 4%	36 4%	23 3%	15 2%	16 3%	22 3%	22 3%	22 3%	17 2%	7 8%	22 5%	18 3%	7 3%	12 4%	21 5%	1 1%	6 3%	7 4%	5 3%	5 3%	16 6%	14 12%	4 2%	10 3%	8 4%	17 6%	15 3%	25 5%	34 4%	6 4%	4 1%	5 1%	38 4%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 40
(SEP20)Q11RS. Which of these, if any, do you think apply to - Rishi Sunak?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure					ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +		
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014	
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014	
A capable leader	211	84	42	16	46	87	130	90	121	14	105	76	69	56	145	45	62	63	29	185	13	107	20	10	18	38	100	73	208	
	21%	49%	13%	30%	18%	15%	30%	19%	22%	13%	23%	23%	21%	17%	22%	18%	20%	27%	21%	21%	14%	35%	8%	18%	12%	20%	21%	21%	21%	
Good in a crisis	221	86	60	11	36	96	122	91	130	13	100	79	79	61	159	56	73	63	22	198	8	108	35	16	22	39	104	79	220	
	22%	51%	18%	21%	14%	16%	28%	20%	24%	12%	21%	24%	24%	18%	24%	23%	23%	27%	16%	23%	10%	36%	14%	29%	15%	21%	22%	23%	22%	
Has sound judgement	211	87	48	7	33	82	120	97	114	14	107	85	68	56	154	46	75	60	19	185	11	111	32	6	12	48	95	68	205	
	21%	51%	15%	14%	13%	14%	28%	21%	21%	13%	23%	26%	21%	17%	23%	19%	24%	26%	14%	21%	13%	37%	13%	11%	8%	26%	20%	20%	20%	
Understands the problems facing Britain	235	96	55	10	30	84	126	101	134	20	105	76	82	75	158	57	76	68	20	205	14	112	31	13	23	39	118	78	234	
	23%	57%	16%	19%	11%	14%	29%	22%	24%	19%	22%	23%	25%	23%	24%	24%	24%	29%	15%	23%	16%	37%	13%	22%	16%	21%	25%	23%	23%	
Out of touch with ordinary people	757	96	279	47	220	498	316	371	385	86	369	260	233	246	493	182	234	170	98	647	74	203	215	48	126	117	342	297	759	
	75%	56%	84%	86%	84%	84%	73%	80%	70%	80%	79%	79%	70%	74%	75%	75%	74%	72%	72%	74%	84%	67%	88%	86%	86%	63%	71%	86%	75%	
Has got a lot of personality	212	62	65	11	43	108	104	88	123	18	96	63	78	63	141	52	55	50	34	172	21	83	34	10	20	36	106	70	213	
	21%	36%	20%	21%	16%	18%	24%	19%	22%	17%	21%	19%	24%	19%	21%	21%	18%	21%	25%	20%	24%	27%	14%	18%	14%	19%	22%	20%	21%	
Gives me confidence for Britain's future	136	85	15	4	16	31	101	57	79	11	63	49	50	36	99	35	43	39	12	119	7	96	8	4	4	32	65	39	141	
	13%	50%	5%	7%	6%	5%	23%	12%	14%	10%	13%	15%	15%	11%	15%	14%	14%	17%	9%	14%	8%	32%	3%	6%	3%	17%	14%	11%	14%	
Patriotic	400	102	129	30	85	214	187	176	224	37	175	134	140	123	274	104	127	93	43	348	32	156	83	32	59	63	178	159	395	
	39%	60%	39%	56%	32%	36%	43%	38%	41%	34%	38%	40%	42%	37%	41%	43%	40%	40%	32%	40%	37%	51%	34%	58%	40%	34%	37%	46%	39%	
More honest than most politicians	181	74	41	12	35	75	109	70	111	11	79	58	81	42	139	50	55	49	12	151	15	110	19	8	13	37	81	63	194	
	18%	44%	12%	22%	13%	13%	25%	15%	20%	10%	17%	18%	25%	13%	21%	21%	18%	21%	9%	17%	18%	36%	8%	15%	9%	20%	17%	18%	19%	
More style than substance	428	55	168	32	119	287	174	210	218	50	192	140	140	134	280	105	131	97	55	373	40	116	128	34	69	56	209	162	434	
	42%	33%	51%	58%	46%	48%	40%	45%	40%	47%	41%	42%	42%	40%	42%	43%	42%	41%	41%	42%	45%	38%	52%	61%	47%	30%	43%	47%	43%	
A good representative for Britain on the world stage	252	100	58	14	54	111	154	109	143	21	124	88	86	68	174	52	86	60	38	219	15	137	32	17	28	46	110	96	252	
	25%	59%	17%	27%	21%	19%	36%	23%	26%	19%	27%	27%	26%	21%	26%	21%	27%	26%	28%	25%	17%	45%	13%	30%	19%	25%	23%	28%	25%	
None of these	42	3	12	3	15	27	18	20	23	4	20	17	9	15	26	9	10	14	7	39	3	4	10	*	5	13	24	6	38	
	4%	2%	4%	5%	6%	5%	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%	3%	6%	5%	4%	3%	1%	4%	1%	3%	7%	5%	2%	4%	
Don't know	40	4	7	-	2	9	5	15	24	4	17	7	17	14	24	7	14	4	10	34	5	10	2	1	1	16	16	7	38	
	4%	2%	2%	-s	1%	2%	1%	3%	4%	3%	4%	2%	5%	4%	4%	3%	4%	2%	7%	4%	5%	3%	1%	1%	1%	9%	3%	2%	4%	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 41
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014	
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014	
Keir Starmer	471 46%	444 48%	412 50%	349 52%	326 53%	418 51%	405 51%	388 52%	361 52%	16 19%	219 45%	244 47%	148 55%	151 46%	171 41%	55 54%	93 56%	71 43%	80 49%	74 44%	98 40%	47 40%	107 45%	156 51%	85 43%	122 45%	263 48%	208 44%	393 46%	76 50%	218 54%	187 55%	486 48%	
Rishi Sunak	218 22%	212 23%	180 22%	137 21%	129 21%	181 22%	170 21%	161 21%	141 20%	12 14%	119 25%	98 19%	35 13%	67 20%	115 28%	17 17%	18 11%	29 18%	38 23%	41 24%	74 30%	40 34%	50 21%	69 22%	37 19%	62 23%	119 22%	99 21%	194 23%	23 15%	100 25%	73 21%	226 22%	
Neither	210 21%	183 20%	158 19%	125 19%	113 18%	149 18%	144 18%	138 18%	128 19%	35 41%	112 23%	93 18%	45 17%	74 22%	91 22%	12 12%	33 20%	41 25%	33 20%	42 25%	48 20%	13 11%	56 24%	57 18%	52 26%	45 17%	112 21%	97 21%	165 19%	39 25%	66 16%	60 18%	193 19%	
No difference	7 1%	7 1%	7 1%	6 1%	2 1%	7 1%	7 1%	6 1%	6 1%	- s	1 *	6 1%	* 2%	5 *	1 *	- s	* 1%	2 2%	3 1%	1 *	* *	- *	- *	1 1%	2 2%	4 1%	4 2%	1 *	6 1%	6 1%	1 *	5 1%	1 *	8 1%
Other	8 1%	6 1%	6 1%	6 1%	5 1%	6 1%	6 1%	6 1%	6 1%	3 3%	1 *	7 1%	5 2%	* 1%	3 1%	4 4%	1 *	* *	- *	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	3 1%	4 1%	5 1%	7 1%	1 1%	4 1%	2 1%	9 1%	
Don't know	100 10%	79 9%	57 7%	44 7%	44 7%	60 7%	59 8%	51 7%	48 7%	20 23%	31 6%	68 13%	36 13%	32 10%	32 8%	14 13%	22 13%	22 13%	9 6%	9 5%	23 9%	16 14%	21 9%	23 8%	19 10%	36 13%	45 8%	55 12%	86 10%	13 8%	9 2%	19 5%	91 9%	
Not stated	*	*	*	*	-	*	*	*	*	-s	*	-	-	-	*	-s	-	-	-	-	*	-	*	-	-	-	*	-	*	-	*	-	1 *	

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 42
(JUL22)RSKS. Who do you think would make the most capable Prime Minister, Rishi Sunak, or Keir Starmer?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Keir Starmer	471	15	291	39	107	398	122	218	251	59	193	162	131	171	293	112	152	105	62	412	39	55	212	40	90	71	210	189	486
	46%	9%	87%	73% s	41%	67%	28%	47%	46%	55%	41%	49%	40%	52%	44%	46%	48%	45%	46%	47%	45%	18%	86%	71% s	61%	38%	44%	54%	48%
Rishi Sunak	218	123	15	9	40	55	163	90	128	13	101	72	87	59	159	51	70	59	24	187	14	150	10	6	12	45	121	52	226
	22%	72%	4%	16% s	15%	9%	38%	19%	23%	12%	22%	22%	26%	18%	24%	21%	22%	25%	18%	21%	16%	49%	4%	12% s	8%	24%	25%	15%	22%
Neither	210	26	8	3	96	104	122	117	92	21	116	67	81	51	147	50	59	44	30	178	27	78	15	4	31	44	88	77	193
	21%	15%	2%	5% s	37%	18%	28%	25%	17%	20%	25%	20%	24%	15%	22%	21%	19%	19%	22%	20%	31%	26%	6%	8% s	21%	24%	19%	22%	19%
No difference	7	*	4	-	1	5	1	2	5	2	4	-	2	5	2	1	1	1	4	7	-	4	2	-	1	*	5	2	8
	1%	*	1%	- s	*	1%	*	1%	1%	2%	1%	-	1%	2%	*	1%	*	*	3%	1%	-	1%	1%	- s	*	*	1%	1%	1%
Other	8	-	-	1	5	5	5	2	6	-	2	*	3	5	3	1	5	-	2	8	-	1	1	*	5	2	6	1	9
	1%	-	-	1% s	2%	1%	1%	*	1%	-	*	*	1%	2%	1%	*	2%	-	2%	1%	-	*	1%	1% s	3%	1%	1%	*	1%
Don't know	100	6	15	3	11	26	18	35	65	13	49	30	26	40	57	26	27	27	13	86	6	16	5	5	8	24	50	26	91
	10%	4%	4%	5% s	4%	4%	4%	7%	12%	12%	11%	9%	8%	12%	4%	11%	9%	11%	10%	10%	7%	5%	2%	9% s	5%	13%	10%	8%	9%
Not stated	*	-	-	-	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	*	-	-	1
	*	-	-	- s	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	-	- s	*	*	-	-	*

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
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Ipsos Political Monitor - TBC 2024

Table 43
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-iority	Definitely decided	May change mind		
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Strongly agree	260 26%	233 25%	200 24%	161 24%	154 25%	193 24%	184 23%	176 23%	167 24%	39 45%	131 27%	126 24%	53 20%	91 28%	116 28%	22 22%	31 18%	38 23%	53 32%	44 26%	72 29%	27 23%	53 22%	68 22%	47 24%	93 34%	121 22%	139 30%	226 26%	32 21%	106 26%	65 19%	262 26%
Tend to agree	234 23%	220 24%	190 23%	155 23%	135 22%	197 24%	187 24%	175 23%	161 23%	12 14%	107 22%	124 24%	70 26%	69 21%	95 23%	36 35%	33 20%	35 21%	34 21%	48 28%	47 19%	28 24%	72 30%	67 22%	45 23%	49 18%	139 26%	95 20%	199 23%	35 23%	90 22%	91 27%	223 22%
Neither/nor	150 15%	135 15%	122 15%	77 12%	74 12%	116 14%	110 14%	104 14%	82 12%	3 4%	68 14%	80 16%	40 15%	59 18%	51 12%	12 12%	28 17%	38 23%	21 13%	25 15%	26 10%	12 11%	27 11%	54 18%	24 12%	45 16%	81 15%	69 15%	123 14%	25 16%	34 9%	70 21%	136 13%
Tend to disagree	156 15%	148 16%	145 18%	125 19%	118 19%	147 18%	147 19%	140 19%	128 19%	4 4%	60 12%	94 18%	61 23%	42 13%	53 13%	23 23%	37 22%	19 11%	23 14%	28 16%	25 10%	14 12%	37 16%	64 21%	29 15%	27 10%	100 18%	56 12%	133 16%	23 15%	71 18%	65 19%	181 18%
Strongly disagree	169 17%	154 17%	140 17%	130 20%	123 20%	143 17%	138 17%	131 17%	131 19%	17 20%	98 20%	67 13%	36 13%	51 15%	81 20%	8 7%	29 17%	29 18%	22 13%	20 12%	62 25%	27 23%	44 19%	47 15%	36 18%	42 15%	91 17%	78 16%	134 20%	30 23%	91 23%	41 12%	164 16%
Don't know	45 4%	41 4%	24 3%	18 3%	16 3%	25 3%	25 3%	24 3%	21 3%	11 13%	21 4%	24 5%	10 4%	17 5%	18 4%	1 1%	9 5%	6 4%	11 7%	4 2%	15 6%	8 7%	4 2%	8 2%	15 8%	18 7%	33 2%	37 7%	7 4%	7 5%	11 3%	9 3%	48 5%
Agree	494 49%	452 49%	390 48%	316 47%	289 47%	390 48%	371 47%	351 47%	328 48%	51 59%	238 49%	251 49%	123 45%	160 49%	210 51%	59 57%	64 38%	73 44%	87 53%	92 55%	118 48%	56 47%	124 53%	136 44%	92 47%	142 52%	260 48%	234 50%	425 50%	67 44%	196 49%	156 46%	485 48%
Disagree	325 32%	302 32%	285 35%	255 38%	241 39%	290 35%	285 36%	272 36%	259 37%	21 24%	157 33%	161 31%	97 36%	94 28%	134 32%	31 30%	66 40%	48 29%	45 28%	48 28%	87 35%	41 35%	81 34%	110 36%	65 33%	69 25%	191 35%	134 29%	267 31%	53 35%	162 40%	106 31%	345 34%
Net agree	168 17%	150 16%	105 13%	61 9%	47 8%	100 12%	86 11%	79 11%	69 10%	30 35%	81 17%	90 17%	26 9%	67 20%	76 18%	28 27%	-2 -1%	25 15%	42 25%	44 26%	31 13%	15 12%	43 18%	25 8%	27 14%	73 27%	68 13%	100 21%	157 18%	13 9%	34 8%	50 15%	140 14%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 44
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Strongly agree	260	71	32	5	72	103	142	111	149	26	123	72	100	86	172	59	73	71	33	220	25	123	23	5	31	61	124	75	262
	26%	41%	10%	9% s	27%	17%	33%	24%	27%	24%	26%	22%	30%	26%	26%	24%	23%	30%	24%	25%	28%	41%	9%	9% s	21%	33%	26%	22%	26%
Tend to agree	234	41	80	15	66	146	107	107	125	21	107	84	69	68	153	50	89	44	33	207	17	68	51	15	37	31	108	94	223
	23%	24%	24%	27% s	25%	25%	25%	23%	23%	20%	23%	25%	21%	21%	23%	21%	28%	19%	25%	24%	19%	22%	21%	27% s	25%	16%	23%	27%	22%
Neither/nor	150	24	59	10	26	85	50	77	73	18	83	51	37	59	88	33	53	33	17	128	14	30	42	10	16	24	73	53	136
	15%	14%	18%	18% s	10%	14%	12%	17%	13%	17%	18%	15%	11%	18%	13%	14%	17%	14%	13%	15%	16%	10%	17%	18% s	11%	13%	15%	15%	13%
Tend to disagree	156	21	72	14	43	115	64	75	81	25	66	59	47	49	106	40	44	33	22	135	18	46	48	14	30	11	84	61	181
	15%	12%	22%	26% s	17%	19%	15%	16%	15%	23%	14%	18%	14%	15%	16%	16%	14%	14%	16%	15%	20%	15%	20%	24% s	20%	6%	18%	18%	16%
Strongly disagree	169	12	80	8	44	124	56	80	89	10	74	57	63	48	121	52	44	45	18	149	10	31	73	11	27	36	74	59	164
	17%	7%	24%	15% s	17%	21%	13%	17%	16%	9%	16%	17%	19%	15%	18%	22%	14%	19%	14%	17%	11%	10%	30%	20% s	18%	19%	15%	17%	16%
Don't know	45	2	10	3	10	20	12	14	31	7	13	7	15	21	23	8	12	8	12	39	5	6	7	1	6	23	17	5	48
	4%	1%	3%	5% s	4%	3%	3%	3%	6%	7%	3%	2%	5%	6%	3%	3%	4%	4%	9%	4%	6%	2%	3%	2% s	4%	13%	3%	2%	5%
Agree	494	112	111	19	138	249	250	218	274	48	230	156	169	154	325	109	162	115	66	428	42	190	74	20	68	92	233	169	485
	49%	66%	33%	36%s	53%	42%	58%	47%	50%	44%	49%	47%	51%	46%	49%	45%	52%	49%	49%	49%	47%	63%	30%	36%s	47%	49%	48%	49%	48%
Disagree	325	33	152	22	87	239	120	155	170	35	140	116	110	97	226	92	88	78	40	283	27	77	121	25	56	47	158	121	345
	32%	19%	46%	41%s	33%	40%	28%	33%	31%	32%	30%	35%	33%	40%	34%	38%	28%	33%	29%	32%	31%	25%	50%	44%s	39%	25%	33%	35%	34%
Net agree	168	79	-41	-3	51	10	130	63	104	13	91	40	59	57	99	17	74	37	26	144	14	114	-47	-5	12	45	74	49	140
	17%	47%	-12%	-6%s	19%	2%	30%	14%	19%	12%	19%	12%	18%	17%	15%	7%	24%	16%	19%	16%	16%	37%	-19%	-8%s	8%	24%	15%	14%	14%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 45
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-iority	Definitely decided		May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Strongly agree	200 20%	172 18%	154 19%	130 20%	127 21%	157 19%	154 20%	149 20%	136 20%	27 32% ^s	113 23%	84 16%	50 19%	72 22%	77 19%	14 14% ^s	36 22%	41 25%	31 19%	26 15%	51 21%	21 18%	39 17%	54 17%	43 22%	63 23%	93 17%	107 23%	163 19%	30 20%	98 24%	42 12%	213 21%
Tend to agree	211 21%	197 21%	174 21%	142 21%	129 21%	170 21%	165 21%	160 21%	146 21%	12 14% ^s	97 20%	114 22%	52 19%	68 21%	91 22%	22 22% ^s	29 18%	28 17%	40 24%	37 22%	55 22%	26 22%	53 22%	70 23%	31 16%	57 21%	123 23%	88 19%	169 20%	41 27%	70 17%	98 29%	198 20%
Neither agree nor disagree	174 17%	162 17%	135 17%	102 15%	93 15%	136 17%	130 16%	121 16%	108 16%	14 17% ^s	67 14%	105 20%	46 17%	56 17%	73 18%	23 22% ^s	23 14%	25 15%	30 18%	37 22%	36 15%	20 17%	35 15%	50 16%	37 19%	53 19%	84 15%	90 19%	145 17%	29 19%	54 13%	62 18%	161 16%
Tend to disagree	184 18%	169 18%	162 20%	124 19%	108 17%	159 19%	146 18%	138 18%	125 18%	9 10% ^s	84 17%	97 19%	65 24%	54 16%	66 16%	25 24% ^s	40 14%	24 18%	30 22%	37 12%	28 13%	15 13%	50 21%	71 23%	36 18%	28 10%	121 22%	63 13%	163 19%	20 13%	69 17%	69 20%	196 19%
Strongly disagree	199 20%	187 20%	167 20%	149 22%	144 23%	170 21%	168 21%	157 21%	150 22%	16 19% ^s	101 21%	92 18%	50 19%	66 20%	83 20%	19 18% ^s	31 19%	42 25%	24 15%	25 15%	58 24%	27 23%	53 23%	55 18%	37 19%	54 20%	108 19%	91 20%	173 17%	26 17%	100 25%	58 17%	195 19%
Don't know	45 4%	44 5%	28 3%	21 3%	19 3%	29 4%	29 4%	27 4%	25 4%	8 9% ^s	21 4%	25 5%	8 3%	15 4%	23 6%	- s	8 5%	5 3%	9 6%	6 4%	17 7%	9 8%	6 2%	9 3%	12 6%	19 7%	15 3%	31 7%	39 5%	6 4%	12 3%	13 4%	51 5%
Agree	411 41%	369 40%	328 40%	272 41%	256 41%	327 40%	319 40%	309 41%	282 41%	39 45%^s	210 43%	198 38%	102 38%	140 42%	169 41%	37 36%^s	65 39%	70 42%	70 43%	63 37%	106 43%	46 40%	92 39%	124 40%	75 38%	120 44%	216 40%	195 42%	332 39%	71 47%	168 42%	140 41%	411 41%
Disagree	384 38%	355 38%	329 40%	272 41%	252 41%	329 40%	313 40%	295 39%	275 40%	25 29%^s	186 38%	189 37%	115 42%	120 36%	149 36%	44 42%^s	71 42%	65 39%	54 33%	63 37%	87 35%	42 35%	104 44%	125 41%	73 37%	81 30%	229 42%	154 33%	336 39%	46 30%	169 42%	126 37%	391 39%
Net agree	27 3%	14 1%	-1 *	* *	4 1%	-2 *	6 1%	14 2%	7 1%	14 17%^s	25 5%	9 2%	-13 -5%	20 6%	20 5%	-7 -7%^s	-6 -3%	4 3%	16 10%	* *	20 8%	5 4%	-11 -5%	-2 -1%	2 1%	39 14%	-13 -2%	41 9%	-4 -1%	25 17%	-1 *	14 4%	20 2%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 46
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Strongly agree	200	18	71	9	55	126	73	97	103	18	90	54	62	82	115	35	58	49	30	165	28	37	53	12	41	49	95	56	213
	20%	10%	21%	16% ^s	21%	21%	17%	21%	19%	17%	19%	16%	19%	25%	17%	14%	18%	21%	22%	19%	32%	12%	22%	21% ^s	28%	27%	20%	16%	21%
Tend to agree	211	46	70	8	56	126	103	99	111	19	112	75	72	54	147	43	79	39	30	177	19	71	49	13	32	24	89	98	198
	21%	27%	21%	15% ^s	22%	21%	24%	21%	20%	18%	24%	23%	22%	16%	22%	18%	25%	17%	22%	20%	22%	23%	20%	23% ^s	22%	13%	19%	28%	20%
Neither agree nor disagree	174	28	55	10	36	92	64	71	103	24	75	54	60	56	114	52	46	42	23	160	10	60	36	6	13	27	97	51	161
	17%	16%	17%	19% ^s	14%	15%	15%	15%	19%	22%	16%	16%	18%	17%	17%	21%	15%	18%	17%	18%	12%	20%	15%	11% ^s	9%	14%	20%	15%	16%
Tend to disagree	184	34	57	15	50	107	83	95	89	23	93	67	63	52	129	40	60	49	23	162	12	67	47	13	24	21	96	67	196
	18%	20%	17%	29% ^s	19%	18%	19%	20%	16%	21%	20%	20%	19%	16%	20%	16%	19%	21%	17%	18%	14%	22%	19%	24% ^s	16%	11%	20%	19%	19%
Strongly disagree	199	41	68	9	53	121	93	90	109	17	84	76	56	65	132	62	60	45	21	174	12	58	53	11	32	44	85	71	195
	20%	24%	20%	16% ^s	20%	20%	22%	19%	20%	16%	18%	23%	17%	20%	20%	26%	19%	19%	15%	20%	14%	19%	22%	20% ^s	22%	24%	18%	20%	19%
Don't know	45	4	11	3	11	22	15	13	33	7	12	5	18	22	23	11	11	10	8	39	5	11	7	1	4	21	18	6	51
	4%	2%	3%	6% ^s	4%	4%	3%	3%	6%	6%	2%	2%	5%	7%	4%	4%	3%	4%	6%	4%	6%	4%	3%	1% ^s	3%	11%	4%	2%	5%
Agree	411	64	141	17	111	252	176	196	214	37	203	129	134	136	263	78	137	88	60	342	48	107	102	25	73	74	183	154	411
	41%	38%	42%	31%^s	43%	43%	41%	42%	39%	35%	43%	39%	40%	41%	40%	32%	44%	38%	44%	39%	54%	35%	42%	44%^s	50%	40%	38%	44%	41%
Disagree	384	74	125	24	102	228	177	185	199	40	177	143	119	118	262	101	120	94	43	336	24	125	100	24	56	65	181	137	391
	38%	44%	38%	44%^s	39%	38%	41%	40%	36%	37%	38%	43%	36%	36%	40%	42%	38%	40%	32%	38%	28%	41%	41%	44%^s	38%	35%	38%	40%	39%
Net agree	27	-10	16	-7	9	25	-1	11	15	-2	25	-14	15	18	1	-23	17	-6	17	6	23	-18	1	*	17	9	2	16	20
	3%	-6%	5%	-13%^s	3%	4%	*	2%	3%	-2%	5%	-4%	5%	5%	*	-10%	5%	-3%	12%	1%	27%	-6%	1%	*^s	12%	5%	1%	5%	2%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 47
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
			Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Strongly agree	226 22%	216 23%	205 25%	187 28%	174 28%	204 25%	203 26%	200 27%	193 28%	6 7%	102 21%	118 23%	63 23%	71 22%	91 22%	19 19%	44 26%	27 16%	44 27%	25 15%	66 27%	33 28%	54 23%	77 25%	38 19%	57 21%	130 24%	95 20%	187 22%	35 23%	146 36%	52 15%	231 23%
Tend to agree	255 25%	224 24%	200 24%	152 23%	146 24%	210 26%	194 25%	184 24%	159 23%	14 17%	117 24%	135 26%	82 30%	97 30%	76 18%	34 33%	48 29%	55 33%	43 26%	38 23%	38 16%	24 20%	52 22%	78 25%	49 25%	76 28%	130 24%	125 27%	216 25%	39 26%	78 19%	127 37%	262 26%
Neither agree nor disagree	151 15%	134 14%	114 14%	87 13%	74 12%	114 14%	112 14%	104 14%	91 13%	20 24%	55 11%	94 18%	59 22%	37 11%	54 13%	24 23%	35 21%	23 14%	14 9%	25 15%	29 12%	15 12%	40 17%	44 14%	30 16%	36 13%	84 15%	66 14%	120 14%	29 19%	33 8%	47 14%	143 14%
Tend to disagree	126 12%	121 13%	105 13%	80 12%	67 11%	98 12%	91 12%	84 11%	80 12%	7 8%	60 12%	65 13%	24 9%	29 9%	72 17%	8 8%	16 10%	12 7%	17 11%	32 19%	40 16%	14 12%	27 12%	44 14%	22 11%	32 12%	71 13%	54 11%	110 13%	16 10%	42 10%	52 15%	123 12%
Strongly disagree	220 22%	202 22%	177 22%	144 22%	142 23%	175 21%	170 22%	160 21%	150 22%	27 32%	137 28%	80 16%	36 13%	76 23%	108 26%	16 15%	20 12%	42 25%	34 21%	45 27%	63 26%	26 22%	61 26%	55 18%	47 24%	57 21%	116 21%	104 22%	188 22%	29 19%	102 25%	52 15%	219 22%
Don't know	37 4%	33 4%	20 2%	17 3%	17 3%	20 2%	20 3%	18 2%	18 3%	11 12%	14 3%	23 4%	6 2%	19 6%	13 3%	2 2%	4 2%	7 4%	12 7%	4 2%	9 4%	6 5%	2 1%	9 3%	10 5%	15 5%	12 2%	25 5%	31 4%	5 3%	3 1%	10 3%	36 4%
Agree	481 47%	440 47%	404 49%	339 51%	321 52%	414 50%	397 50%	384 51%	351 51%	21 24%	219 45%	253 49%	145 54%	169 51%	167 40%	53 52%	92 55%	82 49%	87 53%	63 37%	104 43%	57 48%	106 45%	155 50%	87 44%	133 49%	261 48%	221 47%	402 47%	74 49%	223 55%	179 52%	493 49%
Disagree	345 34%	323 35%	283 34%	224 34%	208 34%	273 33%	262 33%	244 33%	230 33%	34 40%	197 41%	146 28%	60 22%	105 32%	180 44%	24 23%	36 22%	54 33%	51 31%	77 46%	103 42%	40 34%	88 37%	99 32%	68 35%	90 33%	187 34%	158 34%	298 35%	44 29%	143 36%	104 31%	342 34%
Net agree	136 13%	117 13%	122 15%	115 17%	112 18%	141 17%	136 17%	140 19%	122 18%	-13 -16%	22 5%	108 21%	85 31%	63 19%	-13 -3%	29 29%	56 33%	28 17%	36 22%	-15 -9%	2 1%	17 14%	18 8%	56 18%	19 10%	43 16%	74 14%	62 13%	105 12%	30 20%	80 20%	75 22%	151 15%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 48
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	457	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014
Strongly agree	226	5	166	11	30	196	35	97	128	16	95	71	71	80	143	66	66	50	26	196	18	26	122	16	31	56	84	86	231
	22%	3%	50%	21% s	11%	33%	8%	21%	23%	15%	20%	21%	22%	24%	22%	27%	21%	21%	19%	22%	20%	9%	50%	28% s	21%	30%	18%	25%	23%
Tend to agree	255	19	122	23	70	192	90	121	135	31	124	85	69	97	154	53	82	57	38	223	25	43	75	20	52	28	131	96	262
	25%	11%	37%	42% s	27%	32%	21%	26%	25%	29%	27%	26%	21%	29%	23%	22%	26%	24%	28%	25%	28%	14%	31%	36% s	36%	15%	27%	28%	26%
Neither agree nor disagree	151	28	29	3	27	56	55	65	86	26	62	53	39	57	92	37	50	30	23	130	10	39	25	7	19	19	76	56	143
	15%	17%	9%	5% s	10%	9%	13%	14%	16%	24%	13%	16%	12%	17%	14%	15%	16%	13%	17%	15%	12%	13%	10%	12% s	13%	10%	16%	16%	14%
Tend to disagree	126	42	6	13	47	54	90	51	74	13	58	33	47	37	81	24	36	31	22	105	12	67	9	11	17	21	63	42	123
	12%	25%	2%	23% s	18%	9%	21%	11%	14%	12%	12%	10%	14%	11%	12%	10%	12%	13%	16%	12%	14%	22%	4%	19% s	12%	11%	13%	12%	12%
Strongly disagree	220	71	2	4	84	86	155	119	100	16	111	75	92	49	168	55	74	51	19	189	20	118	10	3	26	50	111	59	219
	22%	42%	1%	7% s	32%	14%	36%	26%	18%	15%	24%	23%	28%	15%	25%	23%	24%	22%	14%	22%	23%	39%	4%	5% s	18%	27%	23%	17%	22%
Don't know	37	4	7	1	3	10	7	11	26	6	16	13	11	11	24	8	5	15	7	34	2	10	4	-	*	13	15	9	36
	4%	2%	2%	2% s	1%	2%	2%	2%	5%	5%	3%	4%	3%	3%	4%	3%	2%	6%	5%	4%	2%	3%	1%	- s	*	7%	3%	2%	4%
Agree	481	24	288	34	100	388	125	218	262	47	220	157	141	178	297	119	148	108	64	419	43	69	198	36	83	84	215	182	493
	47%	14%	87%	63%s	38%	65%	29%	47%	48%	44%	47%	47%	42%	54%	45%	49%	47%	46%	47%	48%	49%	23%	81%	64%s	57%	45%	45%	52%	49%
Disagree	345	114	8	16	131	139	245	171	175	29	169	109	140	86	248	79	111	82	41	294	33	185	19	13	43	71	173	101	342
	34%	67%	3%	30%s	50%	23%	57%	37%	32%	27%	36%	33%	42%	26%	38%	33%	35%	35%	30%	34%	37%	61%	8%	24%s	30%	38%	36%	29%	34%
Net agree	136	-99	280	18	-31	249	-120	47	88	18	51	48	1	92	49	40	37	25	23	125	10	-116	179	23	40	13	42	80	151
	13%	-52%	84%	33%s	-12%	42%	-28%	10%	16%	17%	11%	14%	*	28%	7%	16%	12%	11%	17%	14%	11%	-38%	73%	41%s	27%	7%	9%	23%	15%

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
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Ipsos Political Monitor - TBC 2024

Table 49
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

	Total (W'td)	Registered	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
			Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1014	939	851	691	655	845	819	781	717	80	531	469	263	302	449	99	164	166	136	174	275	141	266	363	178	207	629	385	863	141	430	329	1014
Weighted Total	1014	930	821	667	620	821	791	751	690	86	484	516	270	330	414	103	167	166	164	169	245	117	236	308	197	274	544	470	852	152	403	341	1014
Strongly agree	108 11%	99 11%	91 11%	77 11%	75 12%	96 12%	92 12%	86 11%	80 12%	7 8% ^s	48 10%	60 12%	18 7%	37 11%	54 13%	5 5% ^s	12 7%	16 9%	21 13%	19 11%	34 14%	20 17%	19 8%	26 9%	25 13%	38 14%	45 8%	63 13%	91 11%	13 8%	58 14%	27 8%	101
Tend to agree	93 9%	85 9%	69 8%	50 7%	37 6%	69 8%	64 8%	61 8%	50 7%	7 8% ^s	45 9%	46 9%	26 10%	30 9%	38 9%	13 13% ^s	13 8%	11 7%	19 11%	12 7%	25 10%	14 12%	28 12%	26 8%	15 8%	24 9%	54 10%	40 8%	80 9%	14 9%	30 8%	39 11%	91
Neither agree nor disagree	100 10%	87 9%	68 8%	56 8%	50 8%	74 9%	69 9%	63 8%	59 9%	14 17% ^s	36 7%	63 12%	35 13%	24 7%	41 10%	14 13% ^s	21 13%	14 9%	10 6%	16 10%	25 10%	7 6%	27 11%	32 10%	17 9%	25 9%	59 11%	42 9%	83 10%	17 11%	18 5%	34 10%	92
Tend to disagree	118 12%	103 11%	90 11%	62 9%	56 9%	92 11%	86 11%	78 10%	63 9%	11 13% ^s	64 13%	51 10%	36 13%	34 10%	48 12%	13 12% ^s	23 14%	20 12%	14 9%	24 14%	24 10%	15 13%	27 11%	43 14%	20 10%	28 10%	70 13%	48 10%	102 12%	16 11%	17 4%	62 18%	104
Strongly disagree	562 55%	529 57%	486 59%	410 62%	390 63%	476 58%	465 59%	450 60%	426 62%	33 39% ^s	279 58%	274 53%	147 54%	193 59%	221 53%	56 54% ^s	91 54%	100 60%	93 57%	93 55%	129 52%	57 49%	133 56%	171 56%	115 58%	142 52%	304 56%	257 55%	467 55%	90 59%	277 69%	175 51%	593
Don't know	33 3%	27 3%	16 2%	12 2%	12 2%	14 2%	14 2%	13 2%	13 2%	13 15% ^s	12 2%	21 4%	9 3%	12 4%	12 3%	2 2% ^s	7 4%	5 3%	7 5%	4 3%	8 3%	5 4%	3 1%	9 3%	5 3%	16 6%	12 2%	21 5%	30 4%	3 2%	2 1%	4 1%	33
Agree	201 20%	184 20%	160 19%	127 19%	112 18%	165 20%	156 20%	147 20%	130 19%	14 16%^s	93 19%	106 21%	44 16%	66 20%	91 22%	19 18%^s	25 15%	27 16%	40 24%	31 19%	60 24%	34 29%	46 20%	52 17%	40 21%	62 23%	99 18%	103 22%	171 20%	27 18%	89 22%	66 19%	192
Disagree	679 67%	633 68%	576 70%	472 71%	446 72%	568 69%	552 70%	528 70%	489 71%	45 52%^s	343 71%	326 63%	183 68%	227 69%	269 65%	69 67%^s	114 68%	120 72%	107 65%	117 69%	153 62%	72 61%	160 68%	215 70%	134 68%	170 62%	375 69%	305 65%	568 67%	106 69%	294 73%	236 69%	697
Net agree	-478 -47%	-449 -48%	-416 -51%	-345 -52%	-334 -54%	-403 -49%	-395 -50%	-381 -51%	-359 -52%	-31 -36%^s	-250 -52%	-220 -43%	-139 -51%	-161 -49%	-178 -43%	-50 -49%^s	-89 -53%	-93 -56%	-68 -41%	-85 -51%	-93 -38%	-38 -32%	-114 -48%	-162 -53%	-94 -48%	-108 -40%	-276 -51%	-202 -43%	-398 -47%	-79 -52%	-205 -51%	-170 -50%	-505

Fieldwork dates : Friday 31st May to Tuesday 4th June 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - TBC 2024

Table 50
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1014	161	325	64	292	617	453	556	172	361	293	379	315	672	230	318	203	130	813	133	289	259	66	168	197	467	350	1014	
Weighted Total	1014	170	333	54	261	593	431	465	548	108	467	331	331	662	242	314	235	135	878	88	303	245	56	146	187	480	347	1014	
Strongly agree	108	58	16	2	12	28	70	37	71	7	46	22	46	40	68	23	38	29	9	91	9	66	7	*	2	32	49	27	101
	11%	34%	5%	4% ^s	5%	5%	16%	8%	13%	6%	10%	7%	14%	12%	10%	10%	12%	12%	7%	10%	10%	22%	3%	1% ^s	2%	17%	10%	8%	10%
Tend to agree	93	51	10	*	13	24	64	51	43	7	51	40	34	19	74	23	28	25	11	80	7	62	5	-	-	13	57	23	91
	9%	30%	3%	* ^s	5%	4%	15%	11%	8%	7%	11%	12%	10%	4%	11%	10%	9%	11%	8%	9%	8%	21%	2%	- ^s	-	7%	12%	7%	9%
Neither agree nor disagree	100	29	17	1	13	30	42	42	58	17	38	30	34	33	64	28	30	22	16	89	5	36	12	2	8	15	47	38	92
	10%	17%	5%	1% ^s	5%	5%	10%	9%	11%	16%	8%	9%	10%	10%	10%	11%	9%	9%	11%	10%	6%	12%	5%	3% ^s	5%	8%	10%	11%	9%
Tend to disagree	118	24	34	5	22	56	47	56	62	12	65	43	39	35	82	25	47	13	25	103	8	48	7	10	14	24	63	31	104
	12%	14%	10%	10% ^s	9%	10%	11%	12%	11%	12%	14%	13%	12%	11%	12%	10%	15%	6%	18%	12%	9%	16%	3%	18% ^s	10%	13%	13%	9%	10%
Strongly disagree	562	5	253	45	198	451	203	270	290	57	257	183	172	192	354	132	167	134	71	483	58	83	212	43	120	90	250	222	593
	55%	3%	76%	83% ^s	76%	76%	47%	58%	53%	53%	55%	55%	52%	58%	54%	54%	53%	57%	52%	55%	66%	27%	87%	77% ^s	83%	48%	52%	64%	58%
Don't know	33	4	3	1	2	4	6	9	24	6	10	12	7	13	19	12	5	11	4	32	1	8	1	1	1	13	14	6	33
	3%	2%	1%	1% ^s	1%	1%	1%	2%	4%	6%	2%	4%	2%	4%	3%	5%	2%	5%	3%	4%	1%	3%	1%	1% ^s	*	7%	3%	2%	3%
Agree	201	108	26	3	26	52	134	88	114	14	96	62	80	58	143	46	65	54	20	171	15	129	13	*	2	45	106	50	192
	20%	64%	8%	5%^s	10%	9%	31%	19%	21%	13%	21%	19%	24%	18%	22%	19%	21%	23%	15%	19%	18%	42%	5%	1%^s	2%	24%	22%	14%	19%
Disagree	679	29	287	50	220	507	249	326	352	70	322	226	210	227	436	157	214	147	95	586	66	131	219	53	135	114	312	253	697
	67%	17%	86%	93%^s	84%	85%	58%	70%	64%	65%	69%	68%	63%	68%	66%	65%	68%	63%	71%	67%	75%	43%	89%	95%^s	92%	61%	65%	73%	69%
Net agree	-478	79	-261	-48	-194	-455	-115	-239	-238	-56	-225	-163	-130	-169	-293	-110	-149	-93	-76	-415	-51	-2	-206	-53	-132	-69	-206	-203	-505
	-47%	46%	-78%	-88%^s	-74%	-77%	-27%	-51%	-43%	-52%	-48%	-49%	-39%	-51%	-44%	-45%	-47%	-40%	-56%	-47%	-58%	-1%	-84%	-95%^s	-91%	-37%	-43%	-58%	-50%

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