

FIELDWORK: January 4th - January 5th

## Number of cases

|                   | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree -<br>Postgraduate Degree -<br>Master - Doctorate | First Degree -<br>Undergraduate Degree -<br>Bachelor | Tertiary Education | Secondary Education | Primary Education<br>- No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6 | 7/8/9/10 | Conservative<br>and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|-------------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------------|------------------------------------------------------|--------------------|---------------------|---------------------------------|---------------|-----------|---------|-----------------|---------|-----|----------|------------------------------------|--------------|-------------------|-------------|--------|-------|
| Unweighted Sample | 1625 | 804  | 821    | 436           | 263           | 285           | 262           | 379           | 228                                                            | 453                                                  | 310                | 558                 | 56                              | 160           | 882       | 379     | 204             | 848     | 355 | 414      | 484                                | 339          | 130               | 59          | 526    | 627   |
| Weighted Sample   | 1623 | 795  | 828    | 454           | 262           | 279           | 249           | 379           | 220                                                            | 451                                                  | 303                | 563                 | 64                              | 145           | 902       | 379     | 197             | 855     | 334 | 426      | 477                                | 351          | 126               | 30          | 551    | 594   |

## Who would make the best Prime Minister Rishi Sunak or Sir Keir Starmer?

| Who would make the best Prime Minister<br>Rishi Sunak or Sir Keir Starmer? |             |             |            |             |            | Gender |        | Age class     |               |               |               |               | Highest educational title:                                     |                                                   |                    |                     |                                 | Professional activity |           |         |                 | Socio-economic grade |      |          | General Elections 2019             |              |                   |             | Ref 2016 |       |      |      |      |      |      |      |
|----------------------------------------------------------------------------|-------------|-------------|------------|-------------|------------|--------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------------|---------------------------------------------------|--------------------|---------------------|---------------------------------|-----------------------|-----------|---------|-----------------|----------------------|------|----------|------------------------------------|--------------|-------------------|-------------|----------|-------|------|------|------|------|------|------|
|                                                                            |             |             |            |             |            | Male   | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree -<br>Postgraduate Degree -<br>Master - Doctorate | First Degree - Undergraduate<br>Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education<br>- No title | Self employed         | Employees | Retired | Other condition | 1/2/3/4              | 5/6  | 7/8/9/10 | Conservative and Unionist<br>Party | Labour Party | Liberal Democrats | Green Party | Remain   | Leave |      |      |      |      |      |      |
|                                                                            | NOV<br>10th | NOV<br>24th | DEC<br>8th | DEC<br>22nd | JAN<br>5th |        |        |               |               |               |               |               |                                                                |                                                   |                    |                     |                                 |                       |           |         |                 |                      |      |          |                                    |              |                   |             |          |       |      |      |      |      |      |      |
| Rishi Sunak                                                                | 36%         | 37%         | 38%        | 37%         | 36%        | 37%    | 35%    | 28%           | 31%           | 40%           | 43%           | 41%           | 34%                                                            | 38%                                               | 33%                | 36%                 | 42%                             | 34%                   | 36%       | 44%     | 20%             | 25%                  | 46%  | 50%      | 71%                                | 7%           | 30%               | 7%          | 31%      | 57%   |      |      |      |      |      |      |
| Keir Starmer                                                               | 40%         | 43%         | 44%        | 42%         | 45%        | 45%    | 45%    | 47%           | 52%           | 44%           | 41%           | 42%           | 55%                                                            | 49%                                               | 44%                | 40%                 | 36%                             | 43%                   | 46%       | 39%     | 53%             | 51%                  | 39%  | 38%      | 18%                                | 86%          | 52%               | 74%         | 59%      | 27%   |      |      |      |      |      |      |
| Don't know                                                                 | 24%         | 20%         | 18%        | 21%         | 19%        | 18%    | 20%    | 25%           | 17%           | 16%           | 16%           | 17%           | 11%                                                            | 13%                                               | 23%                | 24%                 | 22%                             | 23%                   | 18%       | 17%     | 27%             | 24%                  | 15%  | 12%      | 11%                                | 7%           | 18%               | 19%         | 10%      | 16%   |      |      |      |      |      |      |
| Total                                                                      | 100%        | 100%        | 100%       | 100%        | 100%       | 100%   | 100%   | 100%          | 100%          | 100%          | 100%          | 100%          | 100%                                                           | 100%                                              | 100%               | 100%                | 100%                            | 100%                  | 100%      | 100%    | 100%            | 100%                 | 100% | 100%     | 100%                               | 100%         | 100%              | 100%        | 100%     | 100%  | 100% | 100% | 100% | 100% | 100% | 100% |

FIELDWORK: January 4th - January 5th

Number of cases

|                   | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree - Postgraduate Degree - Master - Doctorate | First Degree - Undergraduate Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education - No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6 | 7/8/9/10 | Conservative and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|-------------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------|------------------------------------------------|--------------------|---------------------|------------------------------|---------------|-----------|---------|-----------------|---------|-----|----------|---------------------------------|--------------|-------------------|-------------|--------|-------|
| Unweighted Sample | 1625 | 804  | 821    | 436           | 263           | 285           | 262           | 379           | 228                                                      | 453                                            | 310                | 558                 | 56                           | 160           | 882       | 379     | 204             | 848     | 355 | 414      | 484                             | 339          | 130               | 59          | 526    | 627   |
| Weighted Sample   | 1623 | 795  | 828    | 454           | 262           | 279           | 249           | 379           | 220                                                      | 451                                            | 303                | 563                 | 64                           | 145           | 902       | 379     | 197             | 855     | 334 | 426      | 477                             | 351          | 126               | 30          | 551    | 594   |

How confident are you that Rishi Sunak will still be Prime Minister by the end of 2023?

|              | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree - Postgraduate Degree - Master - Doctorate | First Degree - Undergraduate Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education - No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6  | 7/8/9/10 | Conservative and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|--------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------|------------------------------------------------|--------------------|---------------------|------------------------------|---------------|-----------|---------|-----------------|---------|------|----------|---------------------------------|--------------|-------------------|-------------|--------|-------|
| Surely YES   | 10%  | 11%  | 9%     | 6%            | 7%            | 10%           | 14%           | 15%           | 8%                                                       | 11%                                            | 9%                 | 10%                 | 9%                           | 12%           | 9%        | 14%     | 6%              | 9%      | 10%  | 11%      | 25%                             | 3%           | 6%                | 3%          | 6%     | 18%   |
| Probably YES | 23%  | 23%  | 22%    | 20%           | 21%           | 23%           | 26%           | 26%           | 23%                                                      | 24%                                            | 22%                | 23%                 | 22%                          | 24%           | 23%       | 25%     | 19%             | 22%     | 24%  | 25%      | 33%                             | 21%          | 21%               | 17%         | 22%    | 27%   |
| Probably NO  | 35%  | 35%  | 35%    | 38%           | 38%           | 35%           | 32%           | 31%           | 38%                                                      | 34%                                            | 35%                | 34%                 | 33%                          | 33%           | 36%       | 32%     | 39%             | 36%     | 34%  | 33%      | 21%                             | 45%          | 40%               | 45%         | 40%    | 27%   |
| Surely NO    | 13%  | 13%  | 13%    | 14%           | 14%           | 13%           | 12%           | 11%           | 15%                                                      | 12%                                            | 14%                | 12%                 | 14%                          | 12%           | 13%       | 12%     | 14%             | 13%     | 13%  | 12%      | 8%                              | 16%          | 15%               | 17%         | 15%    | 10%   |
| Don't know   | 19%  | 18%  | 21%    | 22%           | 20%           | 19%           | 16%           | 17%           | 16%                                                      | 19%                                            | 20%                | 21%                 | 22%                          | 19%           | 19%       | 17%     | 22%             | 20%     | 19%  | 19%      | 13%                             | 15%          | 18%               | 18%         | 17%    | 18%   |
| Total        | 100% | 100% | 100%   | 100%          | 100%          | 100%          | 100%          | 100%          | 100%                                                     | 100%                                           | 100%               | 100%                | 100%                         | 100%          | 100%      | 100%    | 100%            | 100%    | 100% | 100%     | 100%                            | 100%         | 100%              | 100%        | 100%   | 100%  |

FIELDWORK: January 4th - January 5th

Number of cases

|                   | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree -<br>Postgraduate Degree -<br>Master - Doctorate | First Degree -<br>Undergraduate Degree -<br>Bachelor | Tertiary Education | Secondary Education | Primary Education<br>- No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6 | 7/8/9/10 | Conservative<br>and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|-------------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------------|------------------------------------------------------|--------------------|---------------------|---------------------------------|---------------|-----------|---------|-----------------|---------|-----|----------|------------------------------------|--------------|-------------------|-------------|--------|-------|
| Unweighted Sample | 1625 | 804  | 821    | 436           | 263           | 285           | 262           | 379           | 228                                                            | 453                                                  | 310                | 558                 | 56                              | 160           | 882       | 379     | 204             | 848     | 355 | 414      | 484                                | 339          | 130               | 59          | 526    | 627   |
| Weighted Sample   | 1623 | 795  | 828    | 454           | 262           | 279           | 249           | 379           | 220                                                            | 451                                                  | 303                | 563                 | 64                              | 145           | 902       | 379     | 197             | 855     | 334 | 426      | 477                                | 351          | 126               | 30          | 551    | 594   |

Do you want a General Election in 2023?

|            | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree -<br>Postgraduate Degree -<br>Master - Doctorate | First Degree - Undergraduate<br>Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education<br>- No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6  | 7/8/9/10 | Conservative and Unionist<br>Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------------|---------------------------------------------------|--------------------|---------------------|---------------------------------|---------------|-----------|---------|-----------------|---------|------|----------|------------------------------------|--------------|-------------------|-------------|--------|-------|
| Yes        | 45%  | 45%  | 45%    | 50%           | 50%           | 45%           | 41%           | 39%           | 50%                                                            | 43%                                               | 46%                | 43%                 | 44%                             | 42%           | 46%       | 41%     | 51%             | 46%     | 44%  | 42%      | 21%                                | 60%          | 54%               | 64%         | 56%    | 31%   |
| No         | 39%  | 41%  | 38%    | 31%           | 33%           | 39%           | 46%           | 47%           | 36%                                                            | 41%                                               | 37%                | 39%                 | 38%                             | 42%           | 38%       | 45%     | 30%             | 37%     | 40%  | 42%      | 69%                                | 27%          | 31%               | 20%         | 29%    | 55%   |
| Don't know | 16%  | 14%  | 17%    | 19%           | 17%           | 16%           | 13%           | 14%           | 14%                                                            | 16%                                               | 17%                | 18%                 | 18%                             | 16%           | 16%       | 14%     | 19%             | 17%     | 16%  | 16%      | 10%                                | 13%          | 15%               | 16%         | 15%    | 14%   |
| Total      | 100% | 100% | 100%   | 100%          | 100%          | 100%          | 100%          | 100%          | 100%                                                           | 100%                                              | 100%               | 100%                | 100%                            | 100%          | 100%      | 100%    | 100%            | 100%    | 100% | 100%     | 100%                               | 100%         | 100%              | 100%        | 100%   | 100%  |

FIELDWORK: January 4th - January 5th

Number of cases

|                   | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree - Postgraduate Degree - Master - Doctorate | First Degree - Undergraduate Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education - No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6 | 7/8/9/10 | Conservative and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|-------------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------|------------------------------------------------|--------------------|---------------------|------------------------------|---------------|-----------|---------|-----------------|---------|-----|----------|---------------------------------|--------------|-------------------|-------------|--------|-------|
| Unweighted Sample | 1625 | 804  | 821    | 436           | 263           | 285           | 262           | 379           | 228                                                      | 453                                            | 310                | 558                 | 56                           | 160           | 882       | 379     | 204             | 848     | 355 | 414      | 484                             | 339          | 130               | 59          | 526    | 627   |
| Weighted Sample   | 1623 | 795  | 828    | 454           | 262           | 279           | 249           | 379           | 220                                                      | 451                                            | 303                | 563                 | 64                           | 145           | 902       | 379     | 197             | 855     | 334 | 426      | 477                             | 351          | 126               | 30          | 551    | 594   |

Should King Charles and Prince William make peace with Prince Harry?

|            | UK   | Male | Female | 18 - 34 years | 35 - 44 years | 45 - 54 years | 55 - 64 years | Over 64 years | Higher Degree - Postgraduate Degree - Master - Doctorate | First Degree - Undergraduate Degree - Bachelor | Tertiary Education | Secondary Education | Primary Education - No title | Self employed | Employees | Retired | Other condition | 1/2/3/4 | 5/6  | 7/8/9/10 | Conservative and Unionist Party | Labour Party | Liberal Democrats | Green Party | Remain | Leave |
|------------|------|------|--------|---------------|---------------|---------------|---------------|---------------|----------------------------------------------------------|------------------------------------------------|--------------------|---------------------|------------------------------|---------------|-----------|---------|-----------------|---------|------|----------|---------------------------------|--------------|-------------------|-------------|--------|-------|
| Yes        | 28%  | 28%  | 27%    | 31%           | 31%           | 32%           | 27%           | 19%           | 28%                                                      | 29%                                            | 29%                | 25%                 | 31%                          | 32%           | 29%       | 22%     | 31%             | 29%     | 29%  | 27%      | 25%                             | 28%          | 29%               | 34%         | 28%    | 26%   |
| No         | 53%  | 53%  | 52%    | 41%           | 47%           | 53%           | 58%           | 68%           | 53%                                                      | 52%                                            | 51%                | 55%                 | 55%                          | 52%           | 49%       | 65%     | 47%             | 48%     | 57%  | 59%      | 59%                             | 53%          | 55%               | 44%         | 53%    | 57%   |
| Don't know | 19%  | 19%  | 21%    | 28%           | 22%           | 15%           | 15%           | 13%           | 19%                                                      | 19%                                            | 20%                | 20%                 | 14%                          | 16%           | 22%       | 13%     | 22%             | 23%     | 14%  | 14%      | 16%                             | 19%          | 16%               | 22%         | 19%    | 17%   |
| Total      | 100% | 100% | 100%   | 100%          | 100%          | 100%          | 100%          | 100%          | 100%                                                     | 100%                                           | 100%               | 100%                | 100%                         | 100%          | 100%      | 100%    | 100%            | 100%    | 100% | 100%     | 100%                            | 100%         | 100%              | 100%        | 100%   | 100%  |