

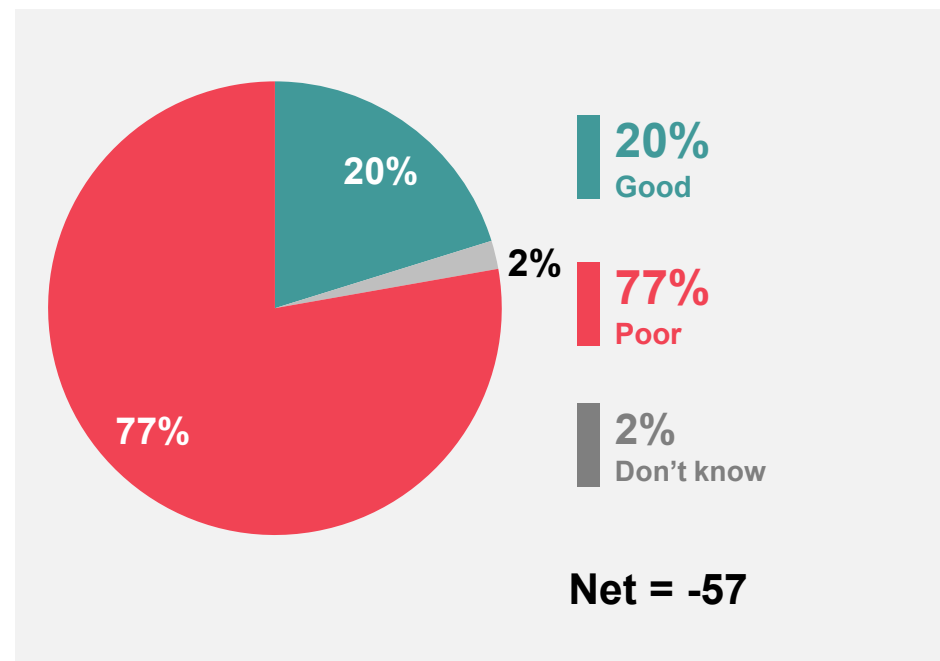
# IPSOS POLITICAL POLLING

January 2024

# Perceptions of the British economy: Trend

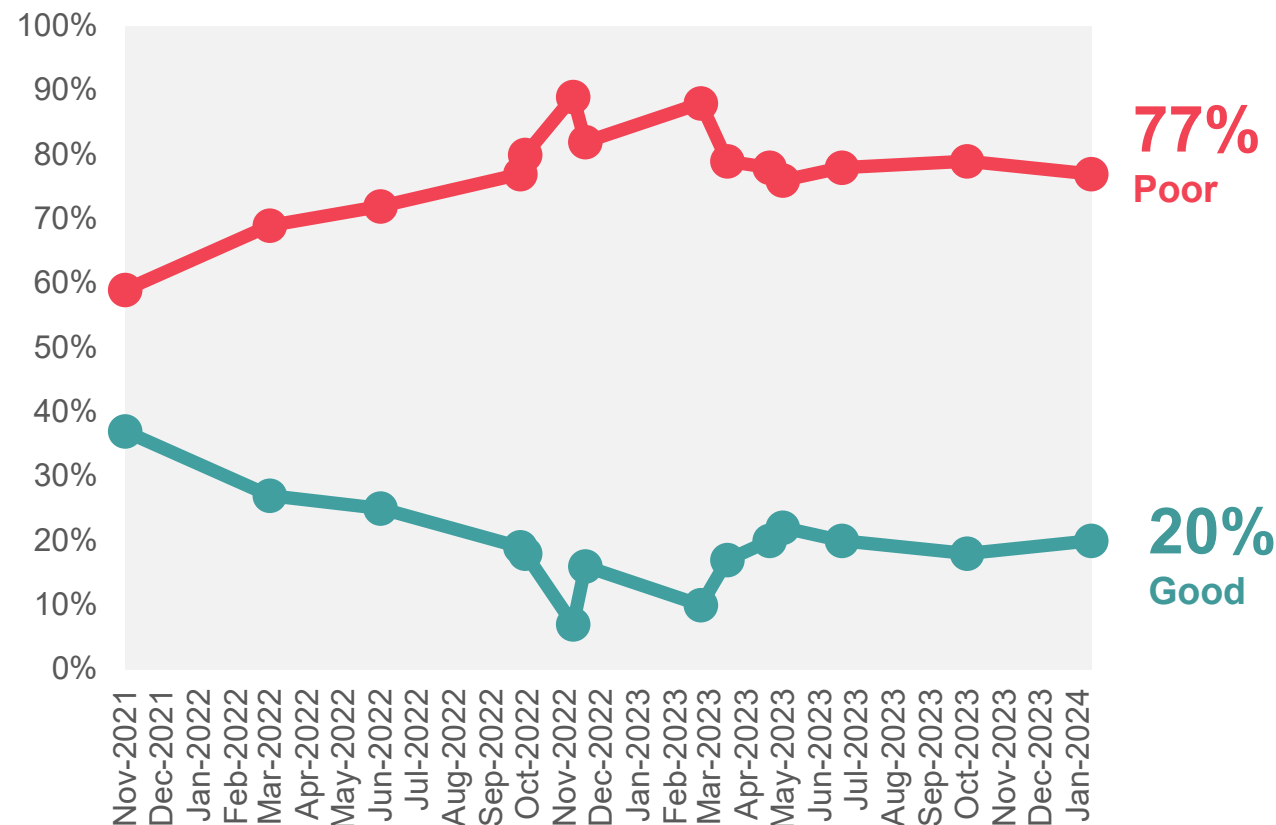
How would you describe the current state of the British economy? Would you say it is...?

January 2024



Base: 1,010 Online British adults 18-75, 9-10 January 2024

November 2021 – January 2024

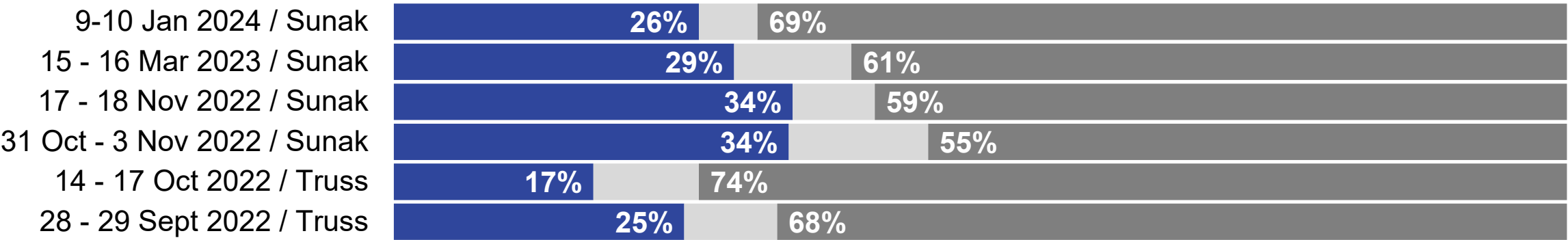


# Seven in ten lack confidence in the Conservatives having a good long-term economic plan – the highest proportion since Sunak became Prime Minister

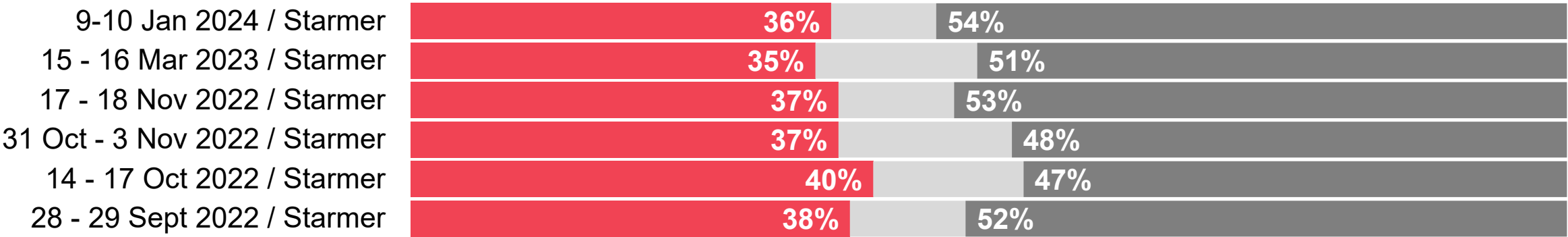
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



The Conservative party



The Labour party

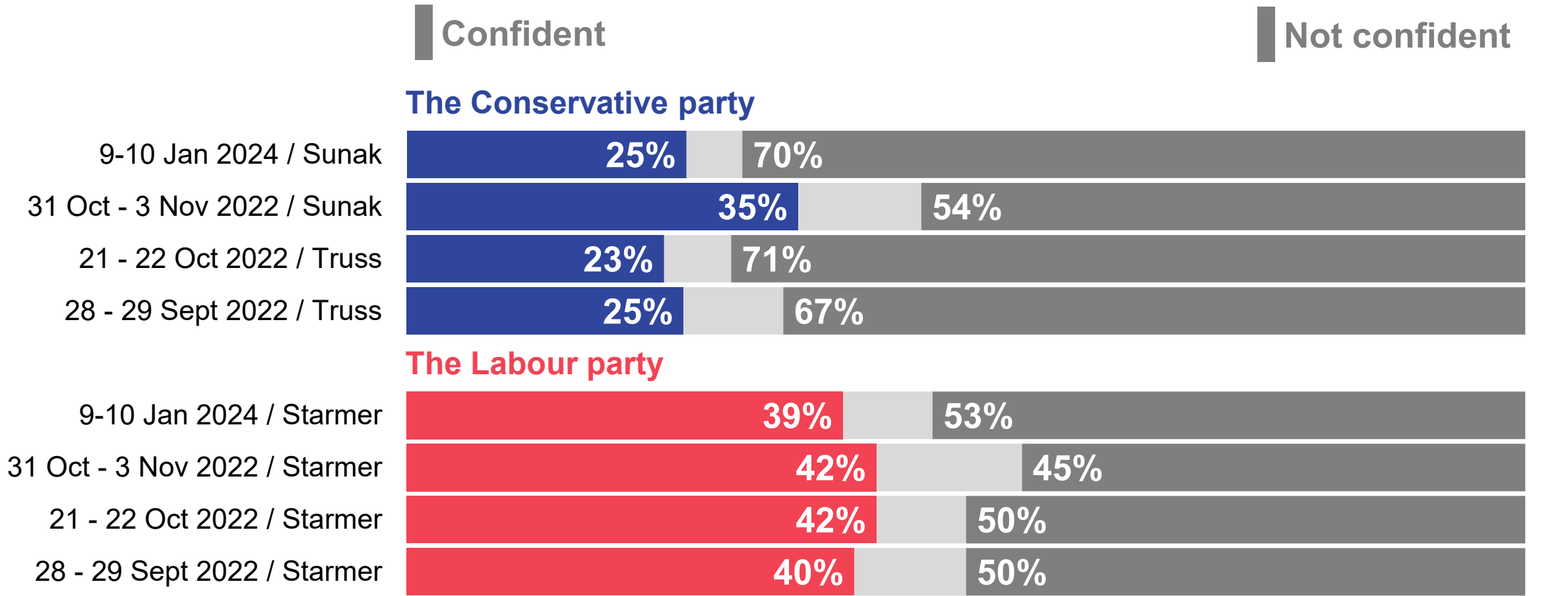


Base: 1,010 Online British adults 18-75, 9-10 January 2024



# Seven in ten are not confident that the Conservatives can provide Britain with strong and stable leadership – similar to when Liz Truss left office

How confident, if at all are, you that ... can provide Britain with strong and stable leadership?

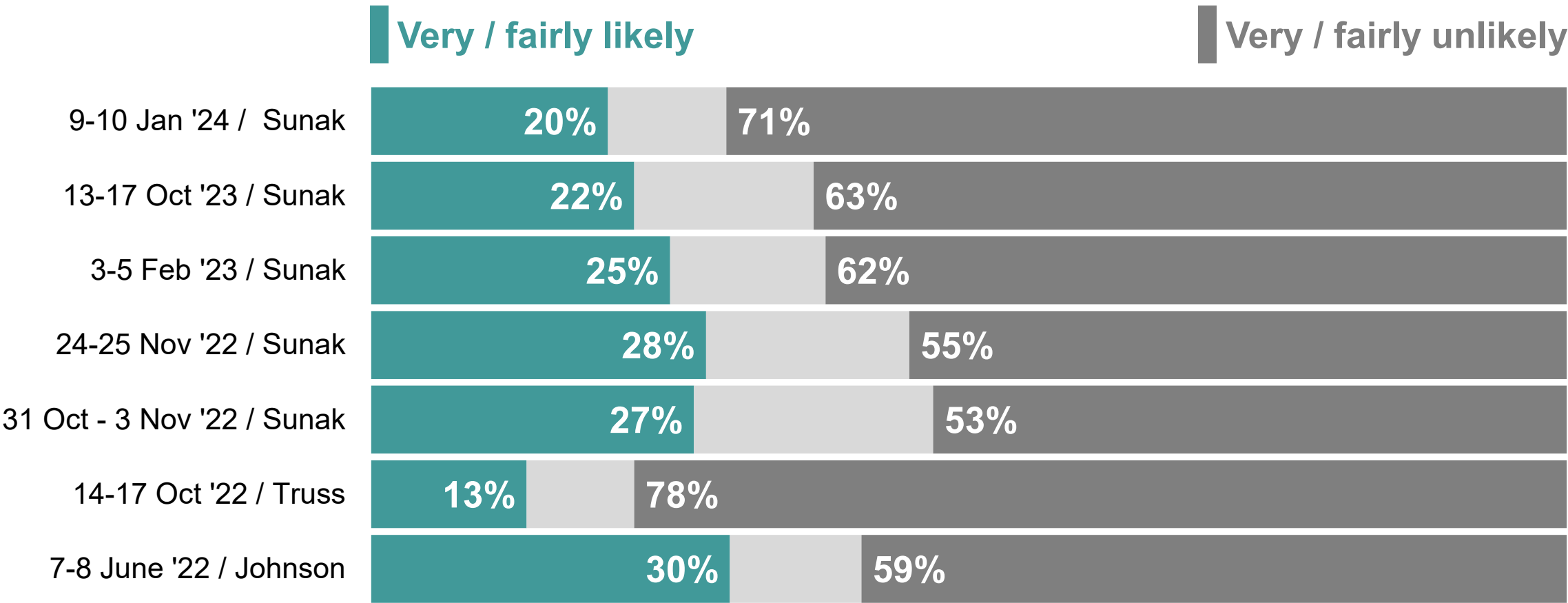


Base: 1,010 Online British adults 18-75, 9-10 January 2024



# Seven in ten think it is unlikely that Sunak will win the next General Election – his worst rating since he became Prime Minister

How likely or unlikely do you think it is that Rishi Sunak will win the next General Election?

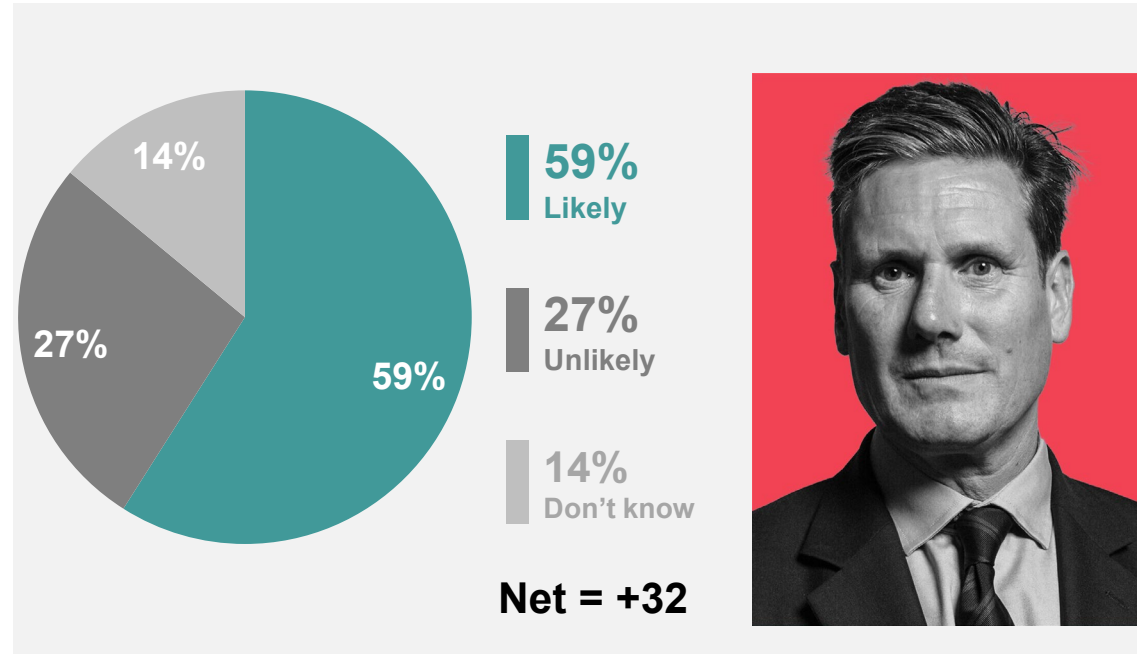


Base: 1,010 Online British adults 18-75, 9-10 January 2024

# Keir Starmer: The next Prime Minister?

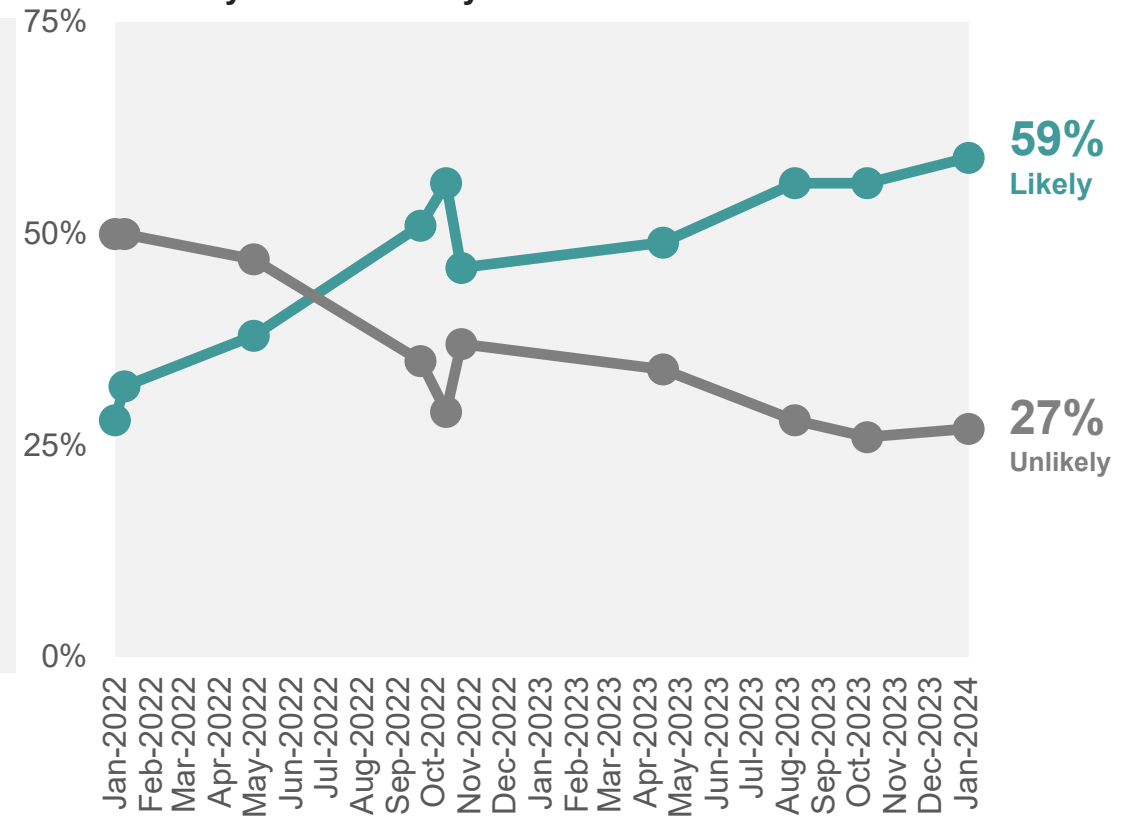
In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

January 2024



Base: 1,010 Online British adults 18-75, 9-10 January 2024

January 2022 – January 2024





**January 2024**

**For more information**

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

