IPSOS POLITICAL MONITOR

January 2024

VOTING INTENTION
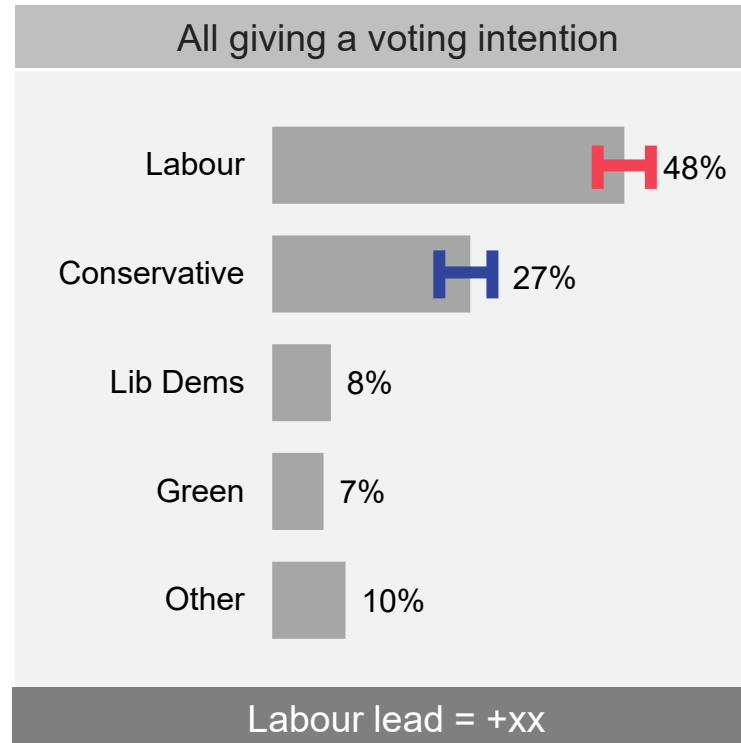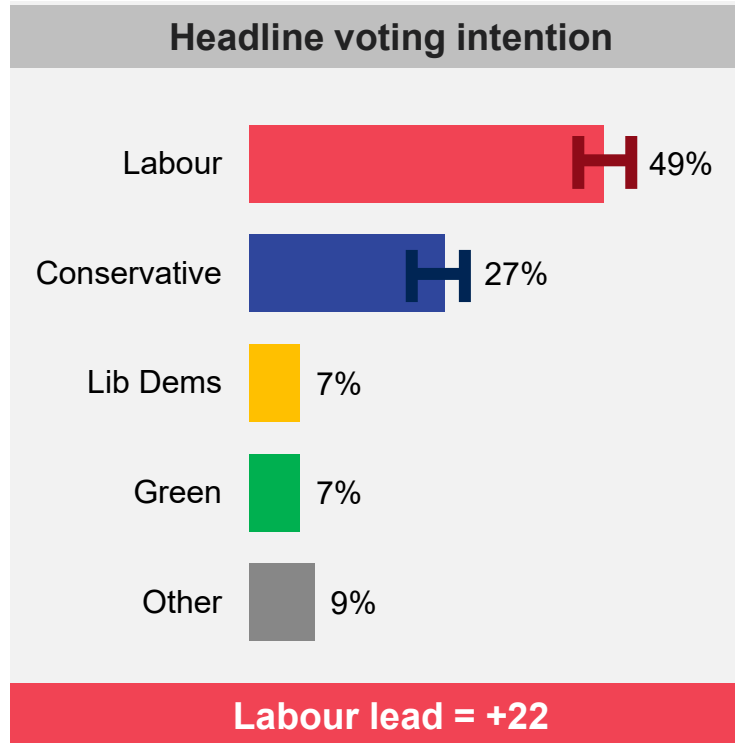
Voting Intention: January 2024

How do you intend to vote in the General Election? Will you vote…?

Headline voting intention

Party	%
Labour	49%
Conservative	27%
Lib Dems	7%
Green	7%
Other	9%

Labour lead = +22

All giving a voting intention

Party	%
Labour	48%
Conservative	27%
Lib Dems	8%
Green	7%
Other	10%

Labour lead = +xx

Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

%

Corbyn elected (Sept 15)

May as PM (July 16)

Johnson as PM (July 19)

Starmer elected (Apr 20)

Truss as PM (Sept 22)

Sunak as PM (Oct 22)

January 2024

49% Labour

27% Conservative

General Election

Headline voting intention: January '04 – January '24

How would you vote if there were an election tomorrow?

%

Cameron elected (Dec 05)

Brown as PM (June 07)

Miliband elected (Sept 10)

Corbyn elected (Sept 15)

May as PM (July 16)

Johnson as PM (July 19)

Starmer elected (Apr 20)

Truss as PM (Sept 22)

Sunak as PM (Oct 22)

January 2024

■ **49% Labour**

■ **27% Conservative**

■ **7% Lib Dem**
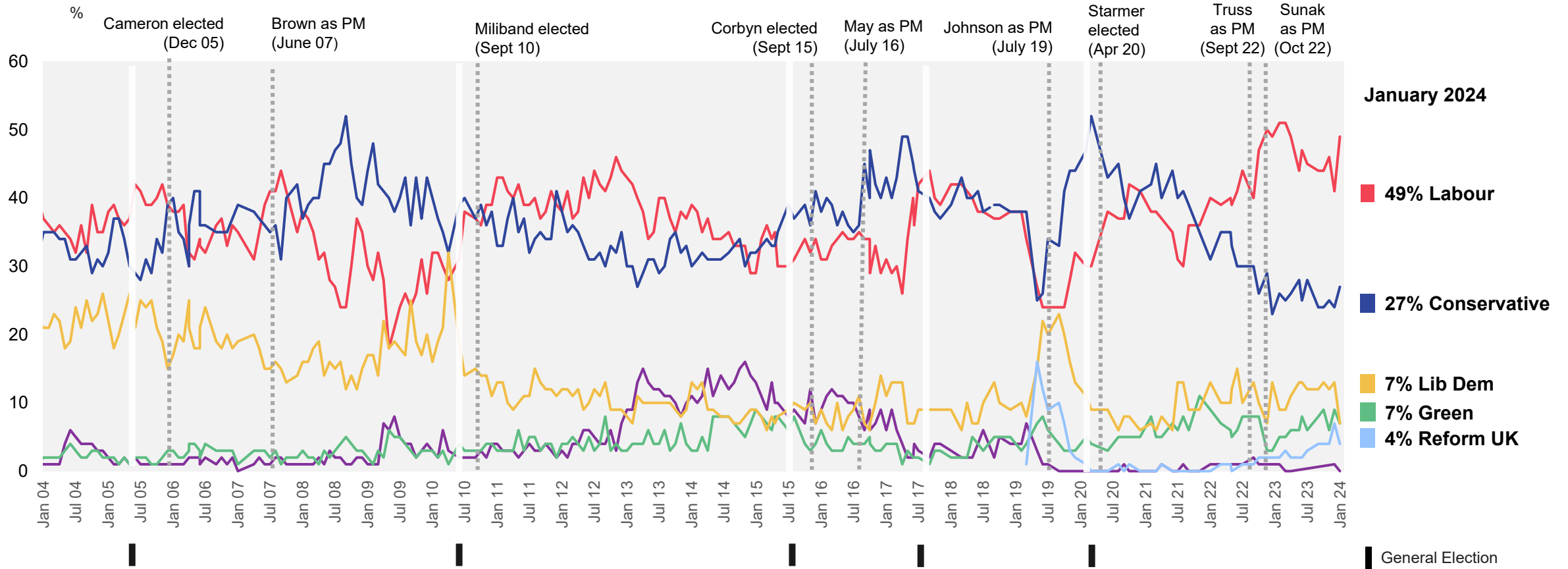
■ **7% Green**

■ **4% Reform UK**

■ General Election

Base: c. 800 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections.

Source: Ipsos Political Monitor

Have people definitely decided who to vote for or might they change their mind?

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

■ **Definitely decided**

■ **May change mind**

Among all
48% +6
49% -4

Among Conservative supporters
49% +4
48% -3

Among Labour supporters
51% +3
46% -3

Among 2019 Conservative voters
50% +9
47% -10

Among 2019 Labour voters
57% +3
41% -1
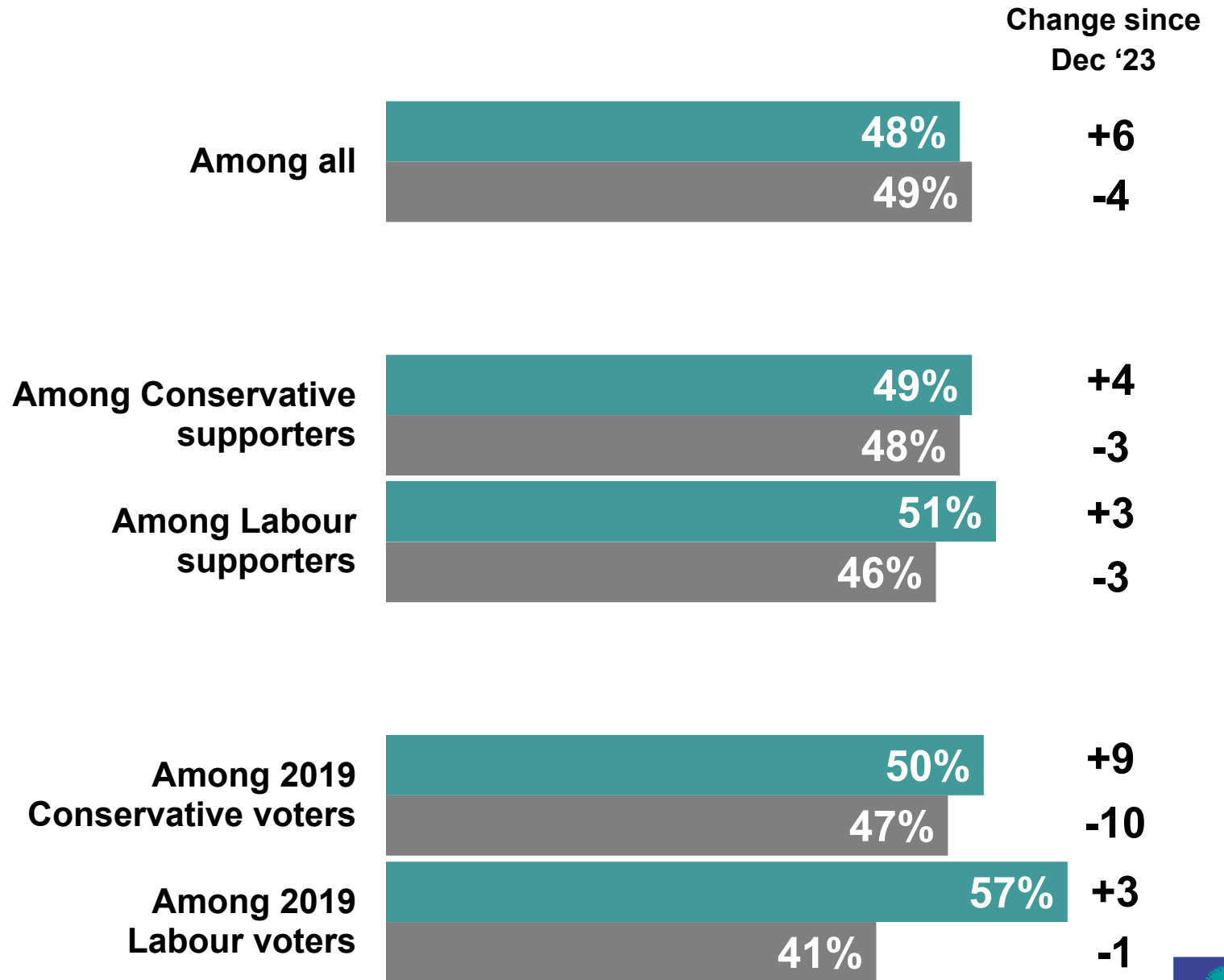
Base: All British adults 18+ giving a voting intention (763) 17-23 January 2024 including (362) Labour supporters, (196) Conservative supporters, (238) 2019 Conservative voters and (243) 2019 Labour voters

Ipsos

Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

Cameron elected (May 10)

Cameron re-elected (May 15)

May elected (June 17)

Johnson elected (Dec 19)

Apr '10: 49%
May '10: 30%
Aug '14: 56%
Jan '15: 51%
Feb '15: 50%
Mar '15: 41%
Apr '15: 38%
Apr '15: 34%
May '15: 21%
Apr '17: 36%
May '17: 32%
Jun '17: 20%
7 Jun '17: 19%
Nov '19: 40%
6 Dec '19: 27%
11 Dec '19: 23%
Sep 23: 50%
Oct '23: 45%
Nov '23: 45%
Dec '23: 53%
Jan '24: 48%

Source: Ipsos Political Monitor

SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: January 2024

Are you satisfied or dissatisfied with the way…. is running the country / doing his job as Prime Minister /Leader of the Labour Party?
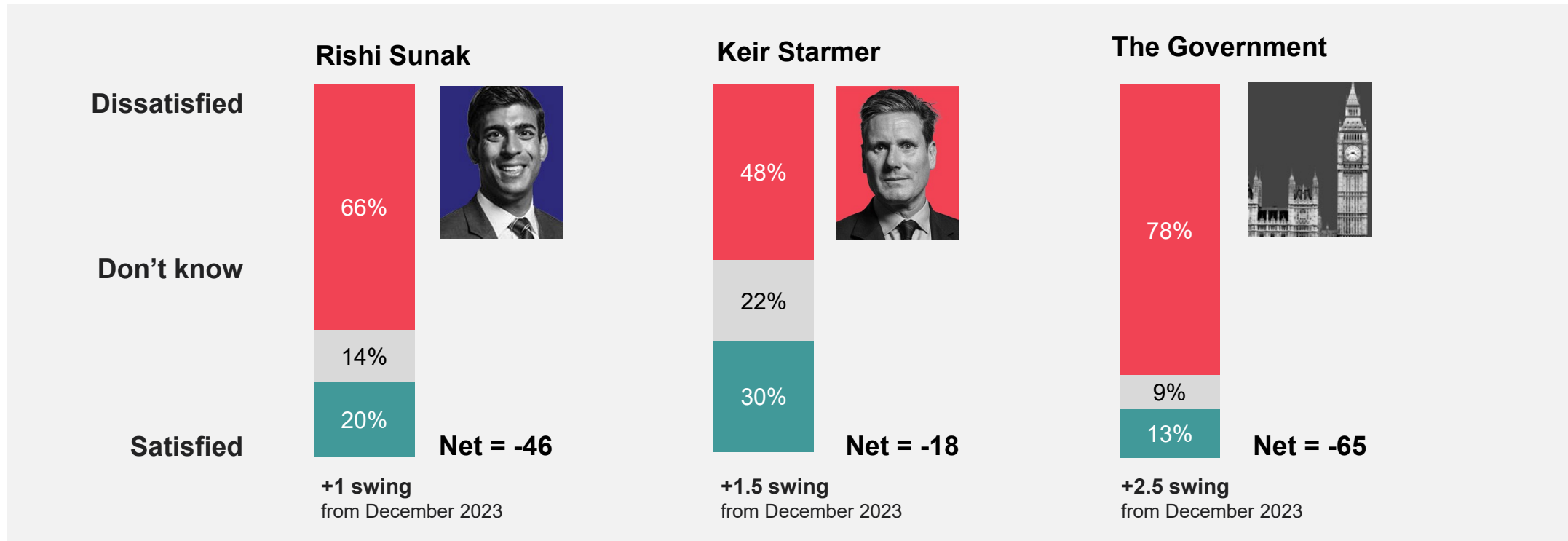
Rishi Sunak

Dissatisfied

Don't know

Satisfied

66%

14%

20%

Net = -46

+1 swing
from December 2023

Keir Starmer

48%

22%

30%

Net = -18

+1.5 swing
from December 2023

The Government

78%

9%

13%

Net = -65

+2.5 swing
from December 2023

Ipsos

Rishi Sunak: Satisfaction

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

January 2024

Among all
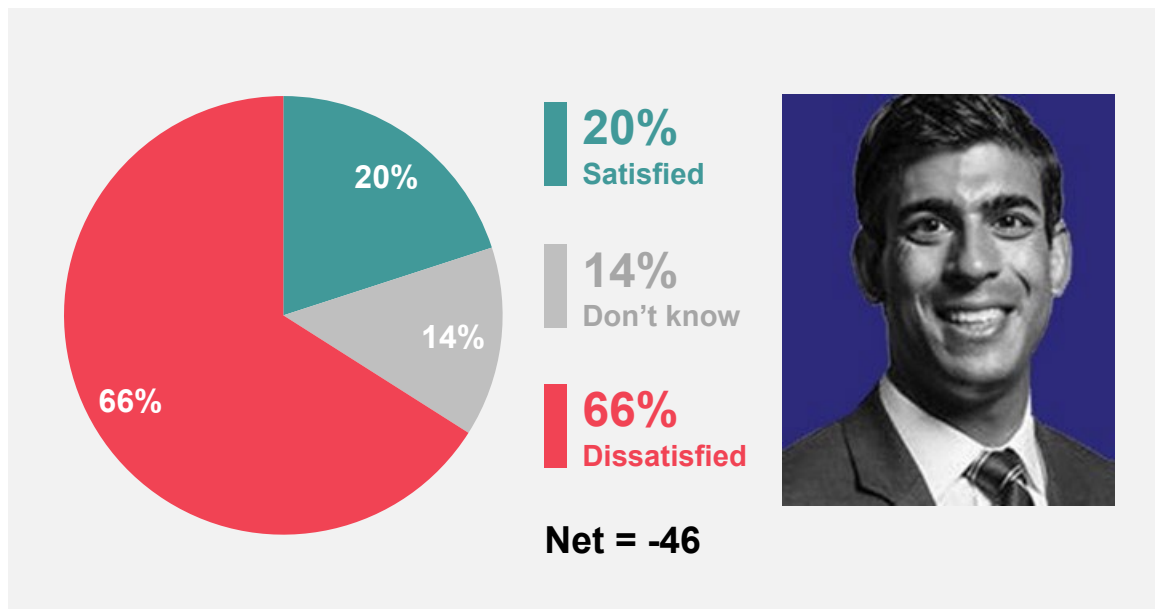
20% Satisfied

14% Don't know

66% Dissatisfied

Net = -46

Base: 1,003 British adults 18+, 17-23 January 2024

November 2022 – January 2024
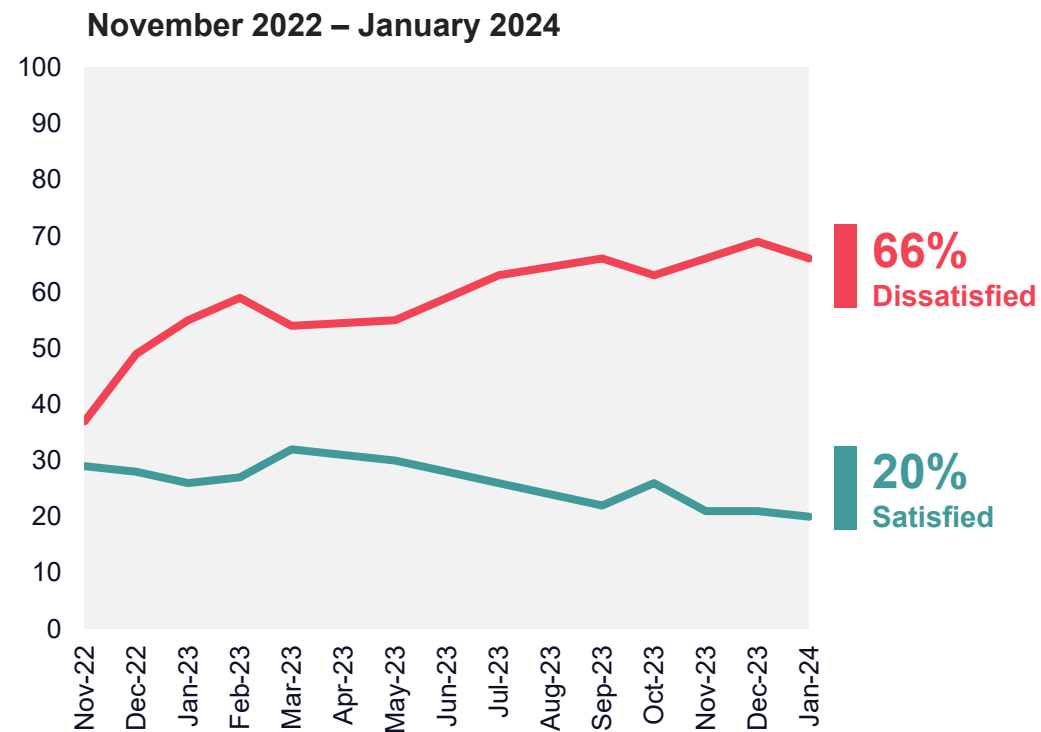
66% Dissatisfied

20% Satisfied

Rishi Sunak:
Satisfaction amongst Conservative supporters

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

January 2024

55% Satisfied

11% Don't know

35% Dissatisfied

Net = +20
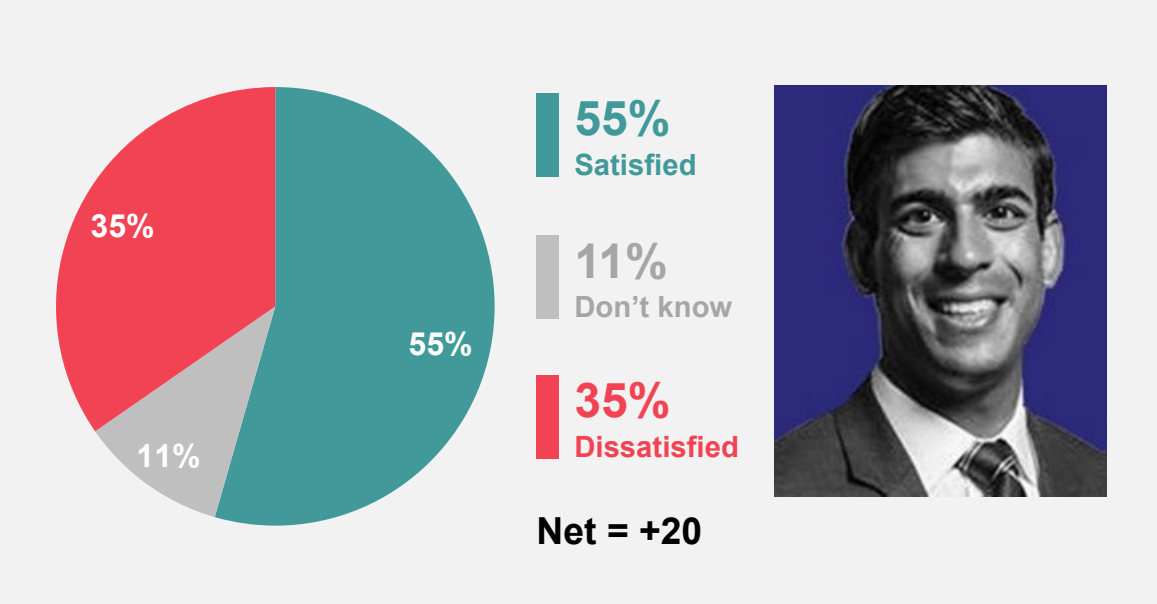
Base: 196 Conservative party supporters aged 18+, 17-23 January 2024

November 2022 – January 2024
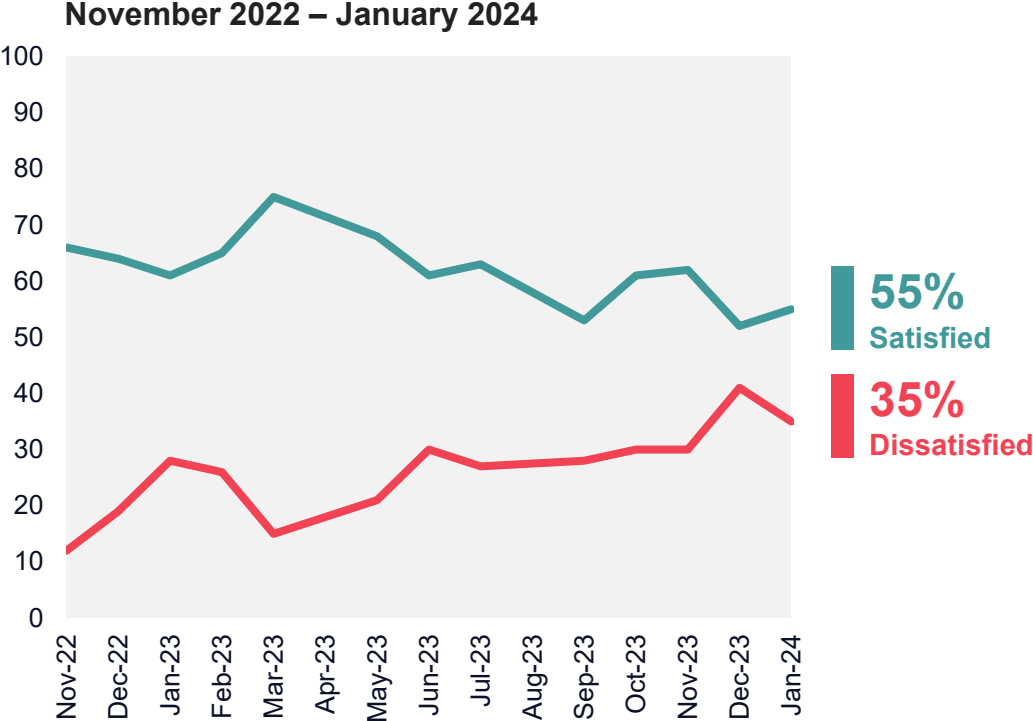
55% Satisfied

35% Dissatisfied

Net satisfaction with Prime Ministers (1979-2024)

How satisfied or dissatisfied are you with the way … is doing his/her job as Prime Minister?

Blair
May
Cameron
Major
Brown
Thatcher
Johnson
Truss
Sunak

Sunak

Net satisfaction

Number of months after becoming prime minister
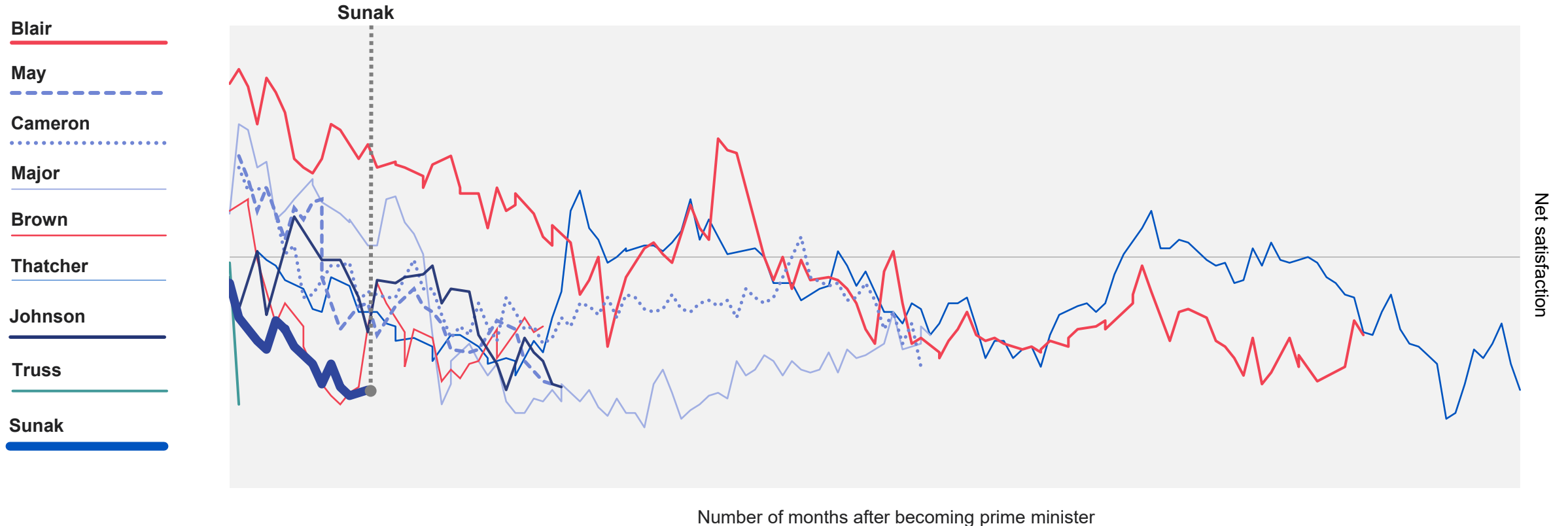
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

Base: c.1,000 British adults each month

Ipsos

Net satisfaction with the Government (1979 – 2024)

How satisfied or dissatisfied are you with the way the government is running the country?

Sunak's Gov

Blair's gov

Cameron's gov

May's gov

Thatcher's gov

Brown's gov

Major's gov

Johnson's gov

Truss' gov

Sunak's gov

Net satisfaction

Number of months after assuming government

Satisfaction with Prime Minister: January of an election year

How satisfied or dissatisfied are you with the way … is doing his/her job as Prime Minister?

	% Satisfied	% Don't know	% Dissatisfied	
Sunak (Jan-24)	20%		66%	-46
May (Jan-19)	33%		58%	-25
May (Jan-17)	45%		39%	+6
Cameron (Jan-15)	41%		52%	-11
Brown (Jan-10)	33%		59%	-26
Blair (Jan-05)	33%		57%	-24
Blair (Jan-01)	47%		44%	+3
Major (Jan-97)	31%		61%	-30
Major (Jan-92)	51%		38%	+13
Thatcher (Jan-87)	37%		56%	-19
Thatcher (Jan-83)	49%		45%	+4

Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
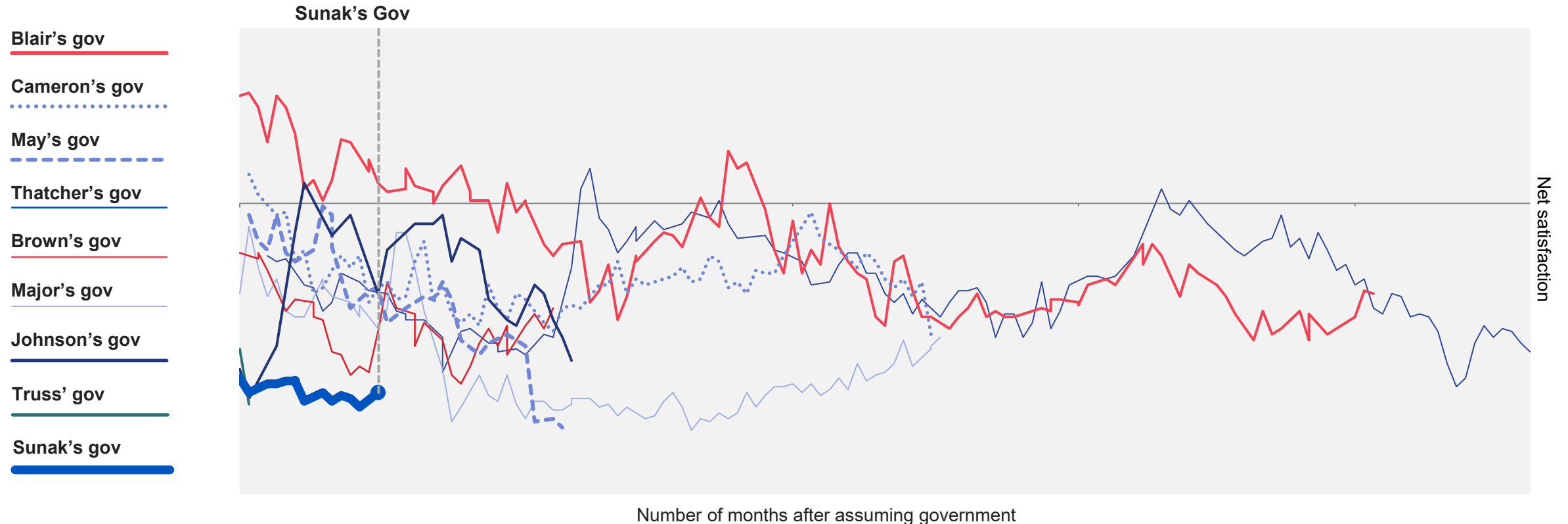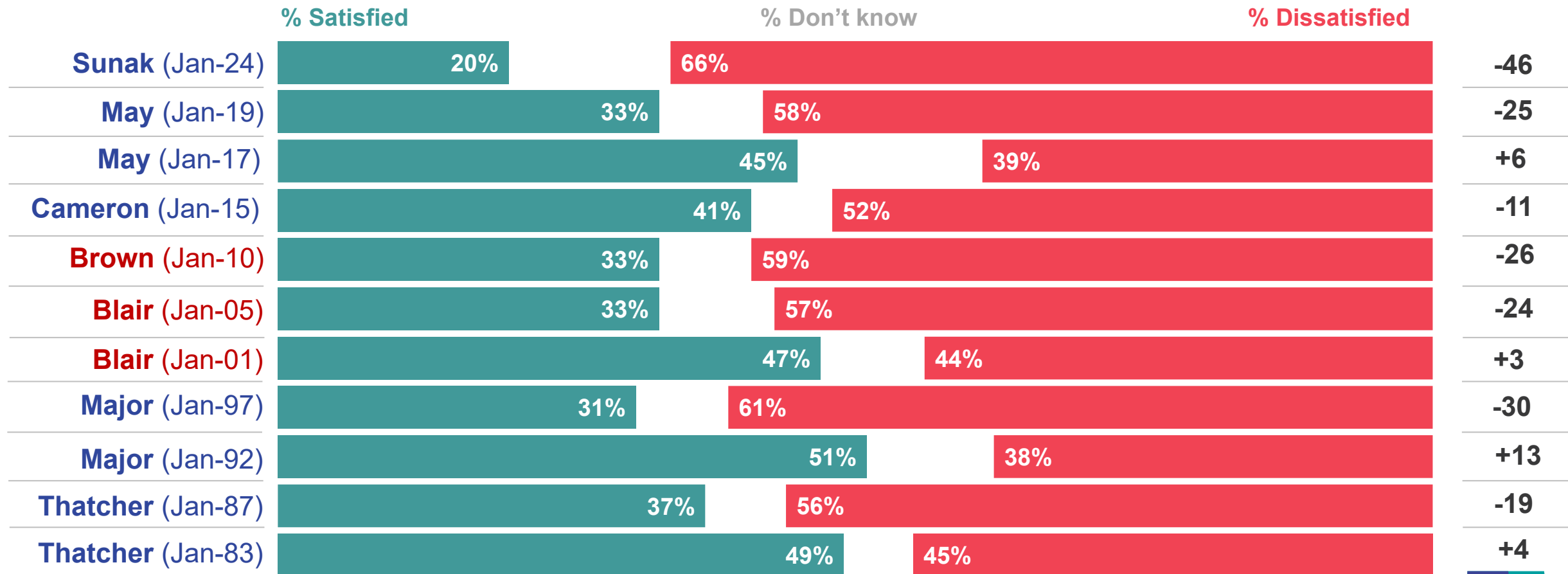**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor

Ipsos

Satisfaction with Prime Minister:
One year out from an election

How satisfied or dissatisfied are you with the way … is doing his/her job as Prime Minister?

	% Satisfied	% Don't know	% Dissatisfied	
Sunak (Jan-24)	20%		66%	**-46**
May (Dec-18)	35%		57%	**-22**
May (Jun-16)	35%		58%	**-23**
Cameron (May-14)	39%		52%	**-13**
Brown (May-09)	26%		69%	**-43**
Blair (May-04)	32%		61%	**-29**
Blair (Jun-00)	39%		52%	**-13**
Major (May-96)	26%		66%	**-40**
Major (Jun-91)	50%		34%	**+16**
Thatcher (Jun-86)	30%		62%	**-32**
Thatcher (Jun-82)	59%		36%	**+23**

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Keir Starmer: Satisfaction

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

January 2024

30% Satisfied

22% Don't know

48% Dissatisfied

Net = -18

Base: 1,003 British adults 18+, 17-23 January 2024

June 2020 – January 2024

48% Dissatisfied

30% Satisfied

Keir Starmer:
Satisfaction amongst Labour supporters

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

January 2024

54% Satisfied

16% Don't know

30% Dissatisfied

Net = +24
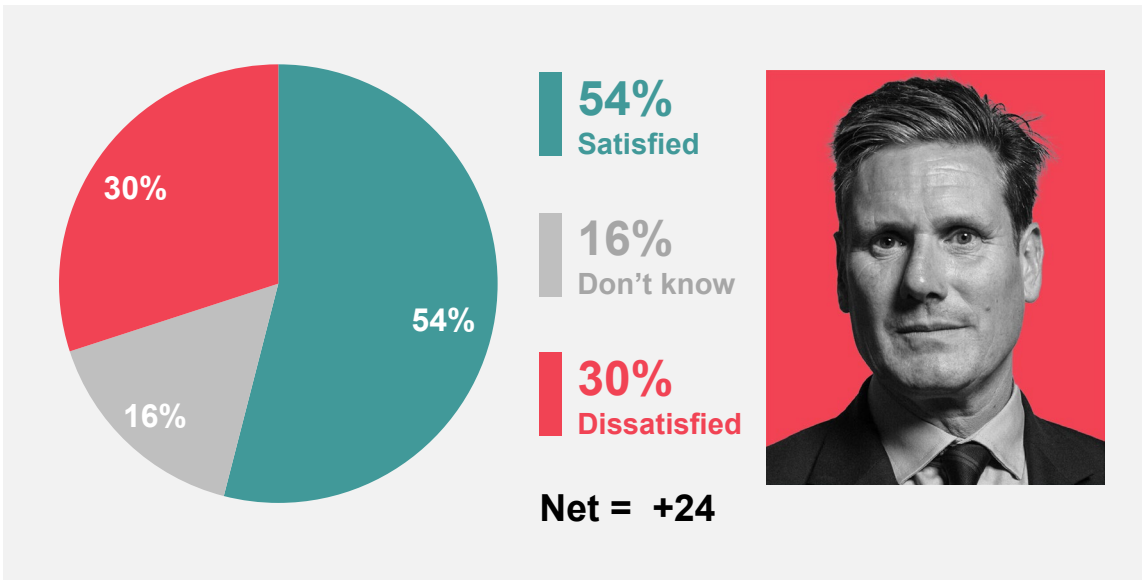
Base: 362 Labour Party supporters aged 18+, 17-23 January 2024

June 2020 – January 2024
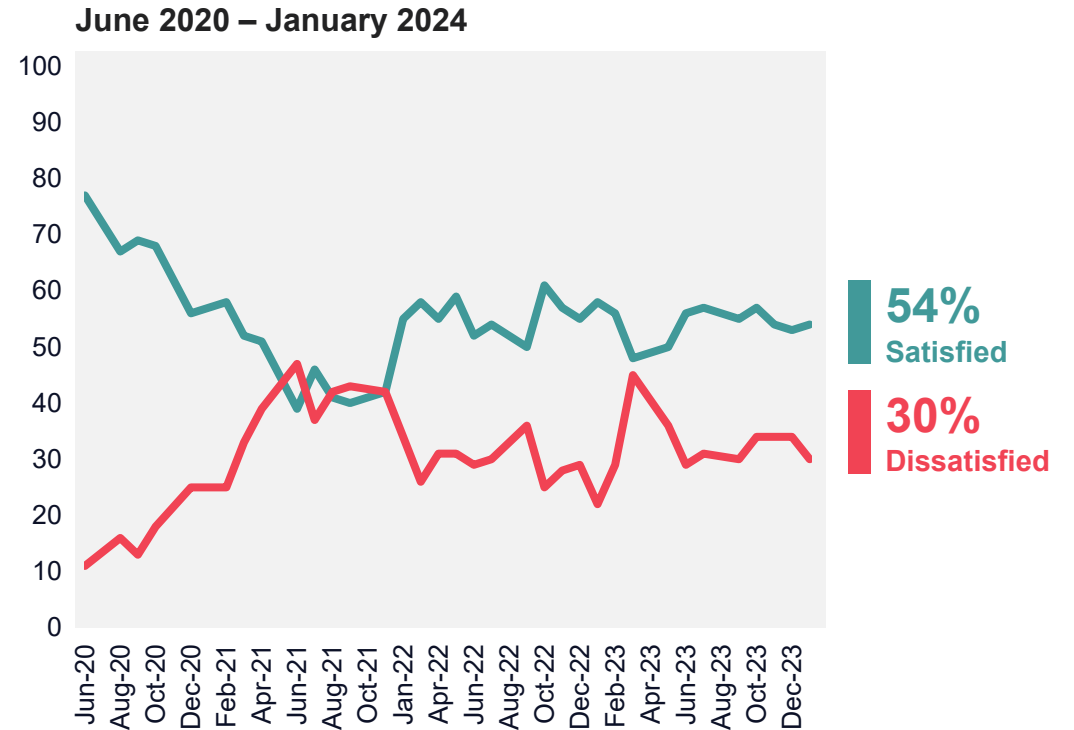
54% Satisfied

30% Dissatisfied

Net satisfaction with Opposition Leaders (1980 – 2024)

How satisfied or dissatisfied are you with the way … is doing his job as leader of the … Party?
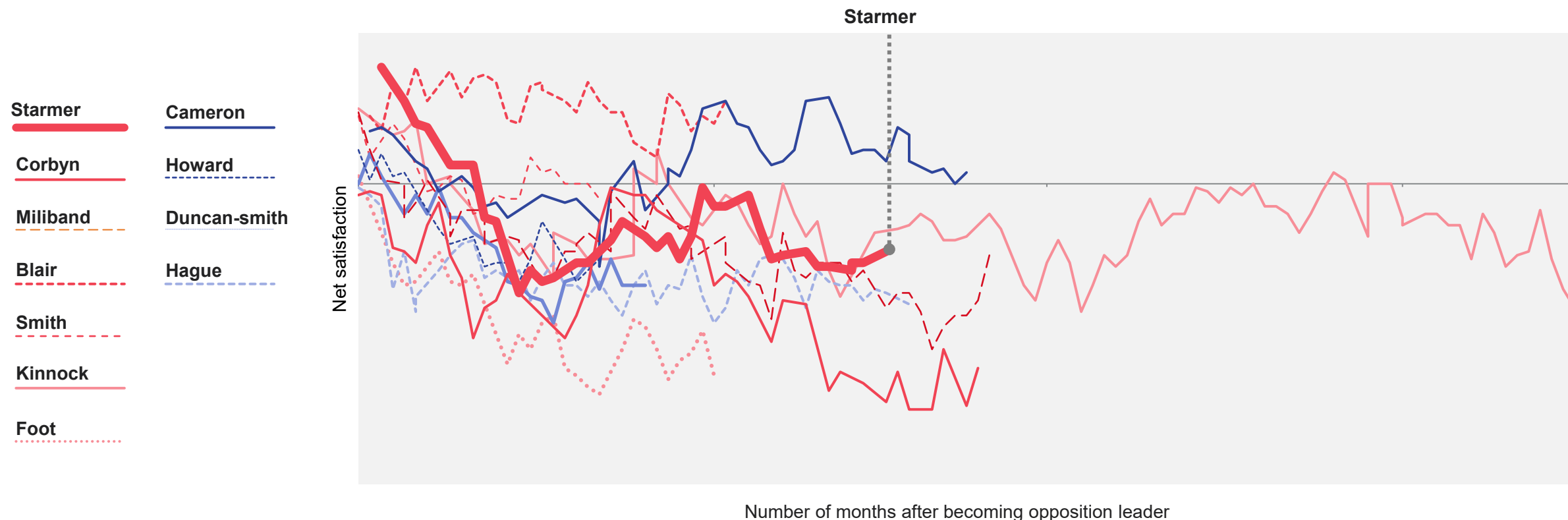
Starmer

Legend:
- Starmer
- Corbyn
- Miliband
- Blair
- Smith
- Kinnock
- Foot
- Cameron
- Howard
- Duncan-smith
- Hague
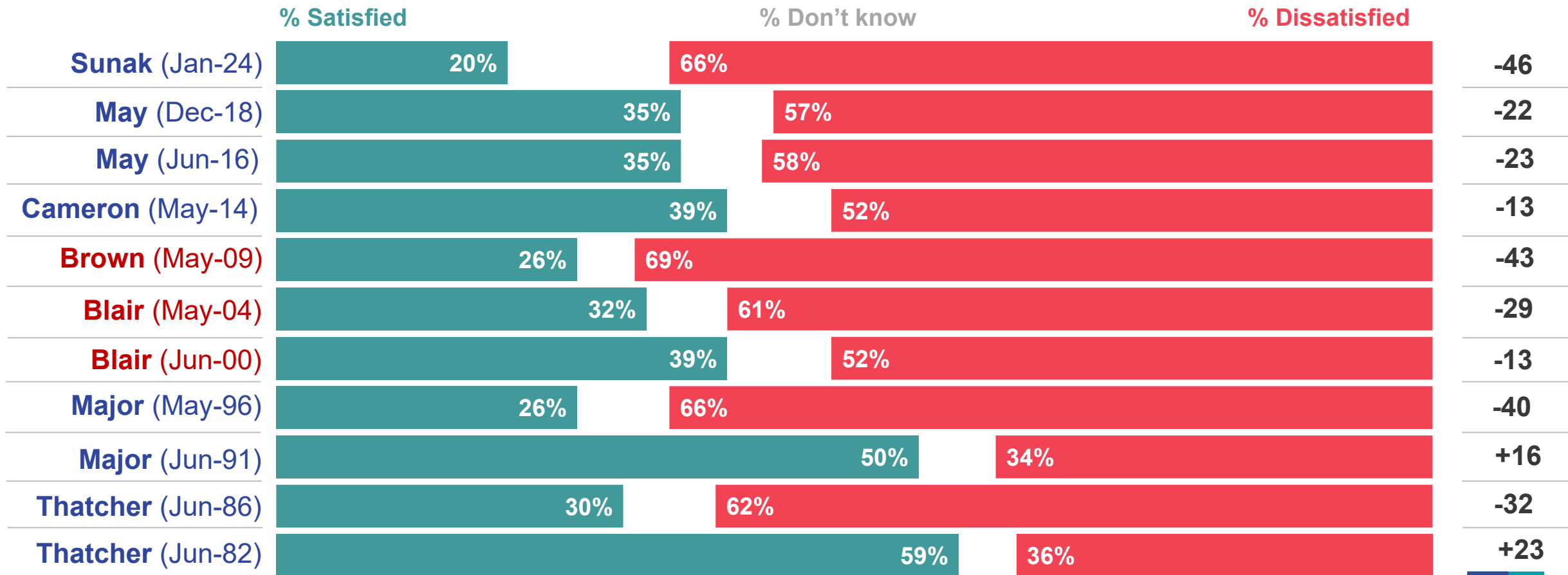
Net satisfaction

Number of months after becoming opposition leader

Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone
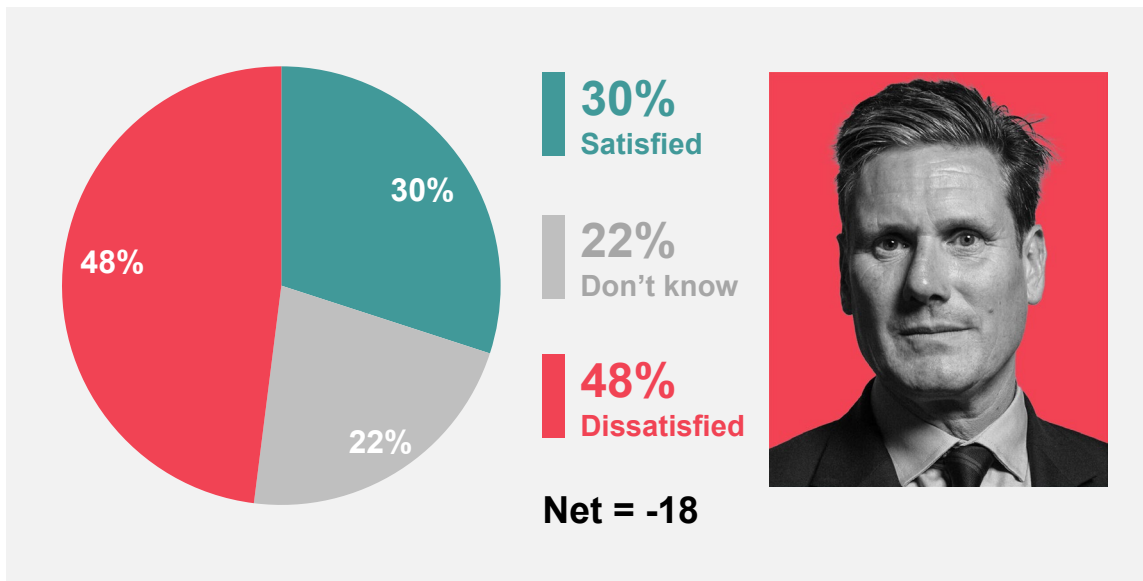
Base: c.1,000 British adults each month
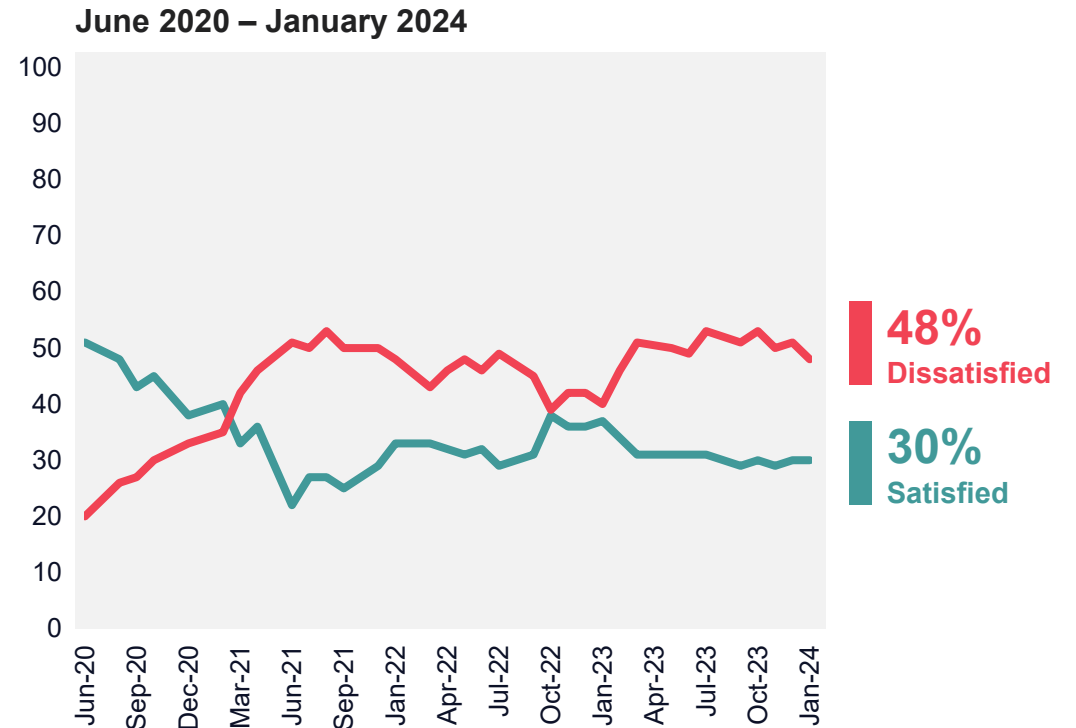
Source: Ipsos Political Monitor

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Ed Davey: Satisfaction

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

January 2024

20% Satisfied

45% Don't know

35% Dissatisfied

Net = -xx
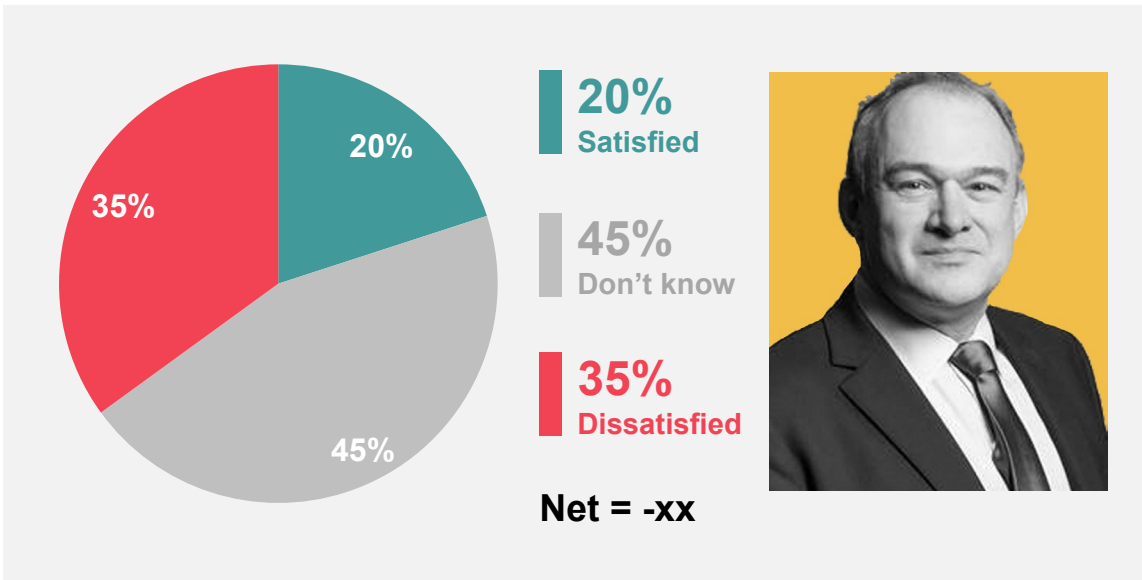
Base: 1,003 British adults 18+, 17-23 January 2024

September 2020 – January 2024

35% Dissatisfied

20% Satisfied
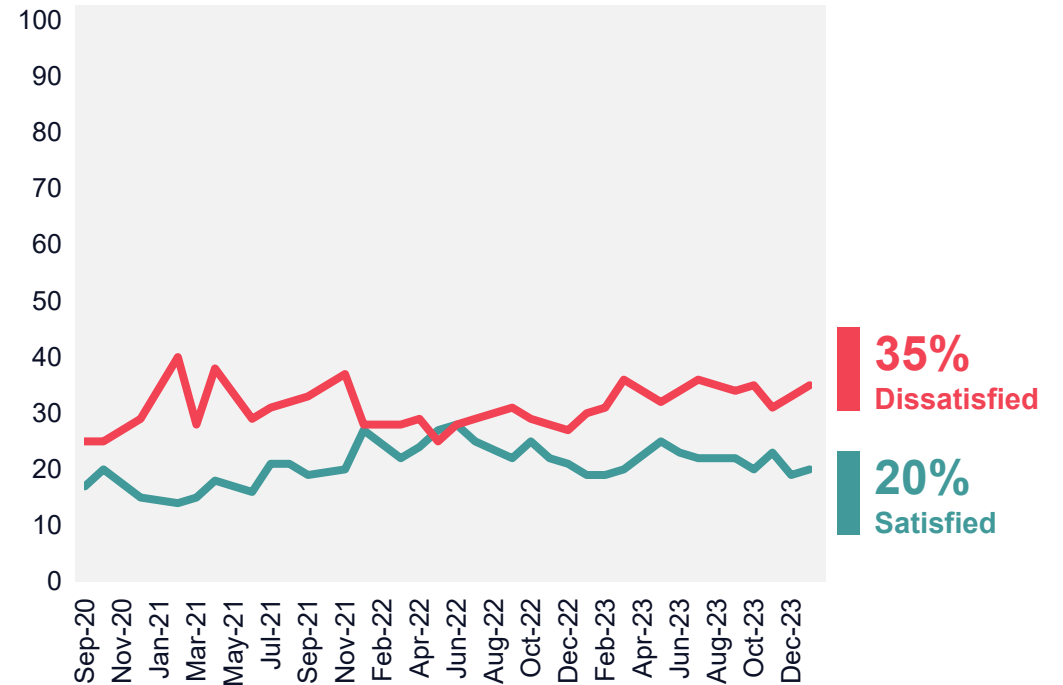
THE
ECONOMY

Economic Optimism Index

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

January 2024

50% Get worse

21% Stay the same

24% Improve

5% Don't know

EOI = -26
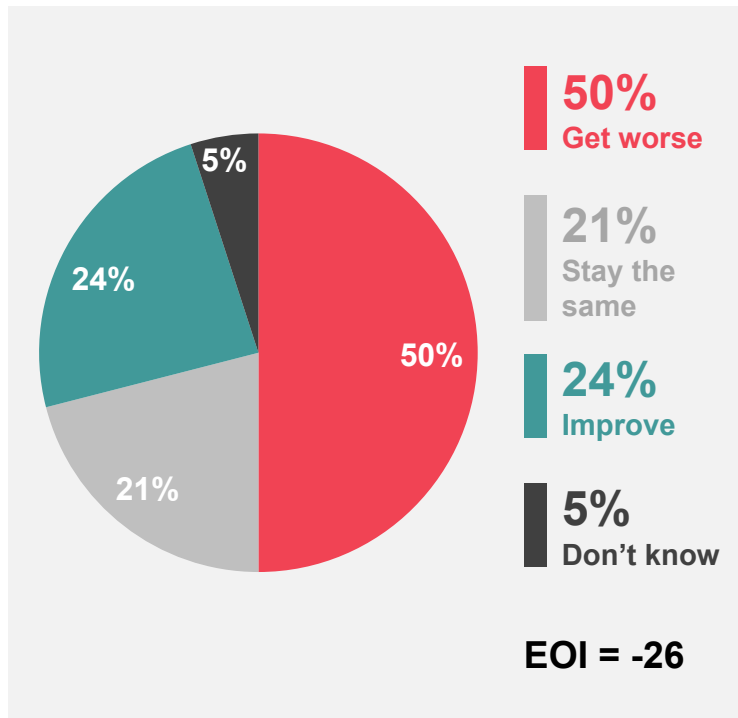
Base: 1,003 British adults 18+, 17-23 January 2024

January 2007 – January 2024

50% Get worse

24% Improve
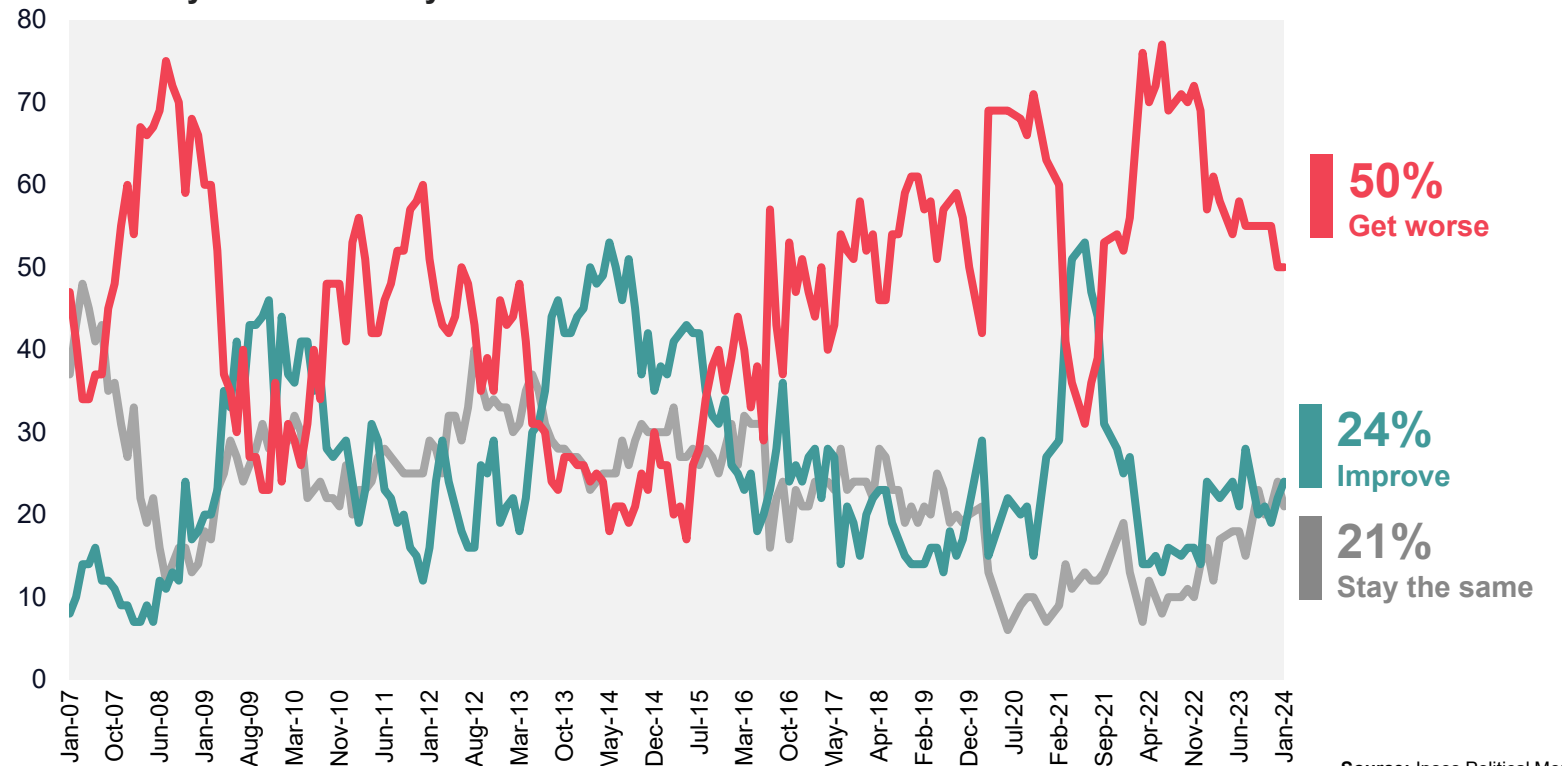
21% Stay the same

Source: Ipsos Political Monitor

Economic Optimism Index
(1998-2024)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

January 2024
Net optimism
-26
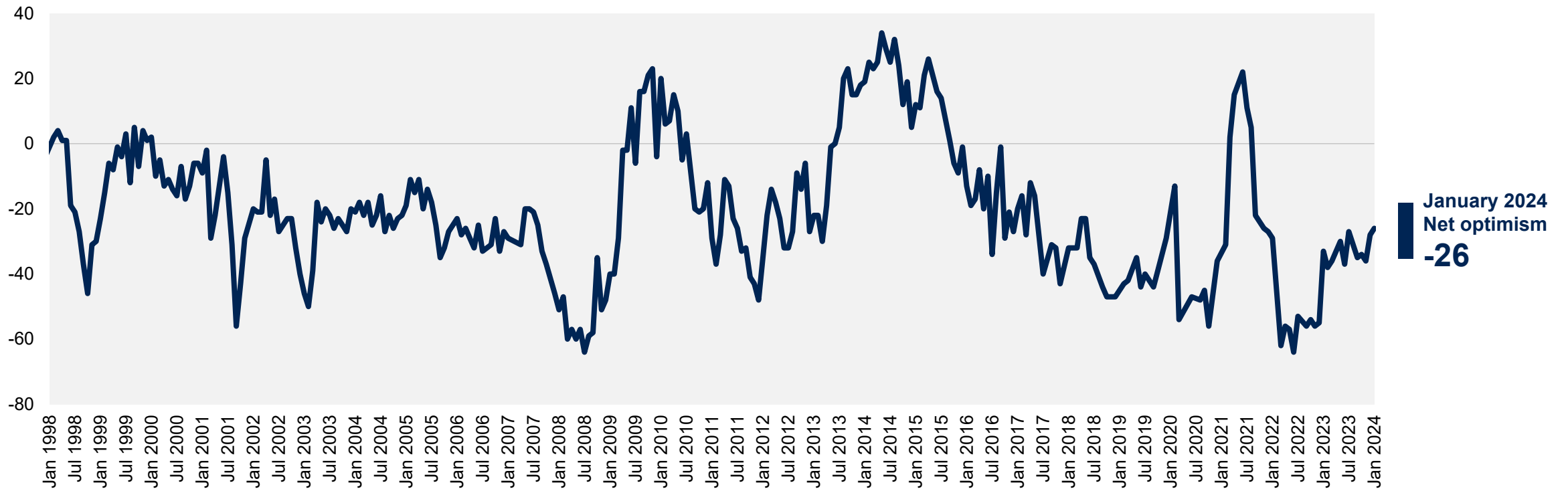
Base: c.1,000 British adults 18+ each month

ISSUES FOR THE NEXT GENERAL ELECTION

Which issues will help decide your vote?

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Issue	%	Change since Jun '23
Healthcare / NHS / hospitals	28%	-3
Inflation/ rising cost of living	23%	-8
Managing the economy / economic situation	22%	N/C
Asylum and immigration	19%	+4
Education/ schools	13%	+1
Housing	10%	-1
Protecting the environment/ climate change	10%	N/C
Taxation	9%	+3
Poverty/ inequality	8%	+3
Lack of faith in politicians	6%	-1
Foreign policy/ foreign affairs	6%	+3
Oil/ energy/ gas policy	5%	N/C
Don't know	12%	+2
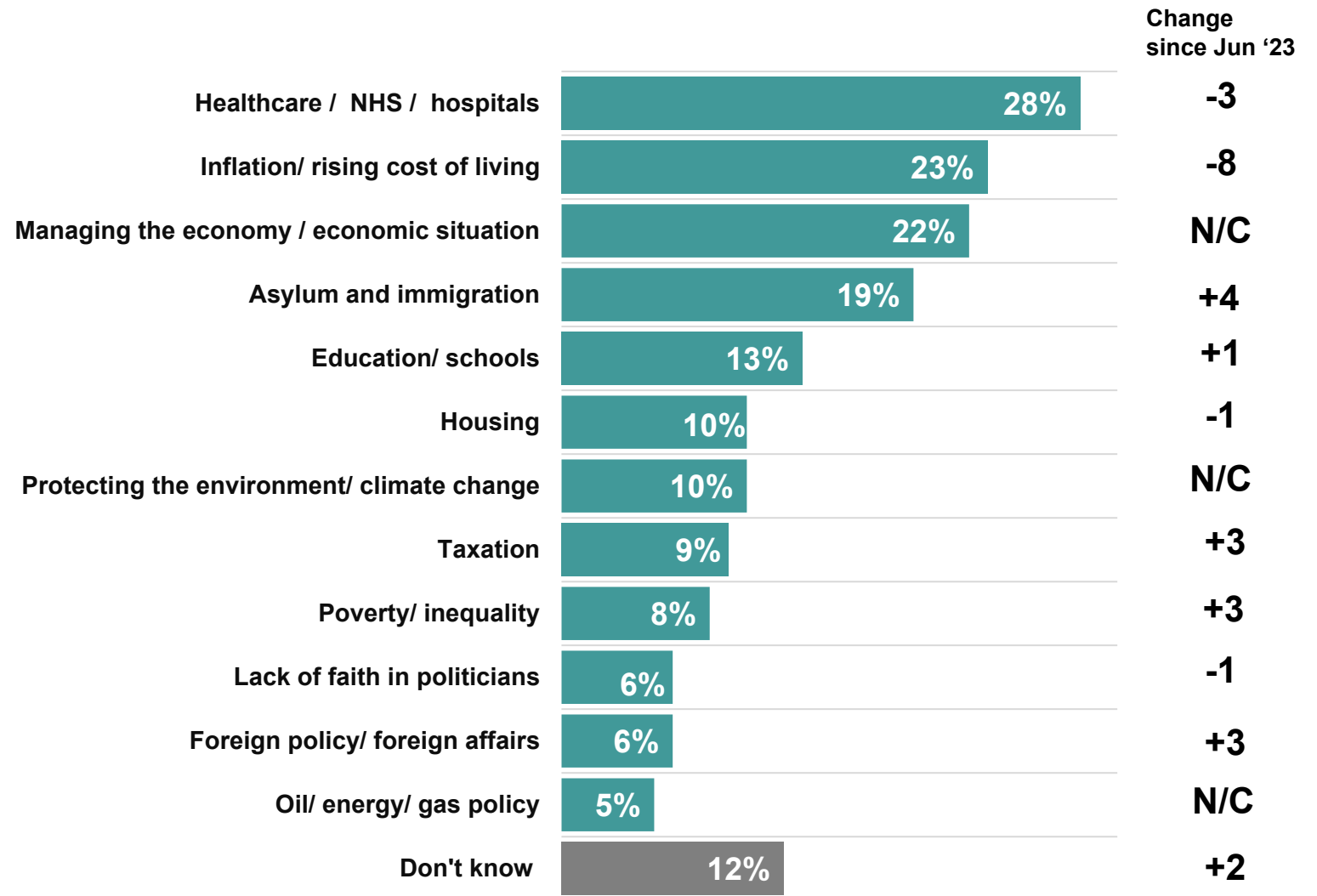
Base: 1,003 British adults 18+, 17-23 January 2024. *This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

Source: Ipsos Political Monitor

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Which issues will help decide your vote? Top five issues

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Among all

Issue	%
Health	28%
Inflation	23%
Economy	22%
Immigration	19%
Education	13%

Among Conservative party supporters

Issue	%
Immigration	34%
Economy	26%
Health	23%
Inflation	21%
Taxation	9%

Among Labour party supporters

Issue	%
Health	38%
Inflation	25%
Economy	24%
Education	20%
Housing	16%

Which issues will help decide your vote? Top five issues

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

Among all

Issue	%
Health	28%
Inflation	23%
Economy	22%
Immigration	19%
Education	13%

Among 18-34s

Issue	%
Inflation	31%
Health	25%
Economy	18%
Education	16%
Housing	15%

Among 35-54s

Issue	%
Health	31%
Economy	29%
Inflation	28%
Immigration	18%
Education	18%

Among 55+

Issue	%
Health	29%
Immigration	26%
Economy	18%
Inflation	13%
Housing	9%

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Which issues will help decide your vote? *Trend*

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
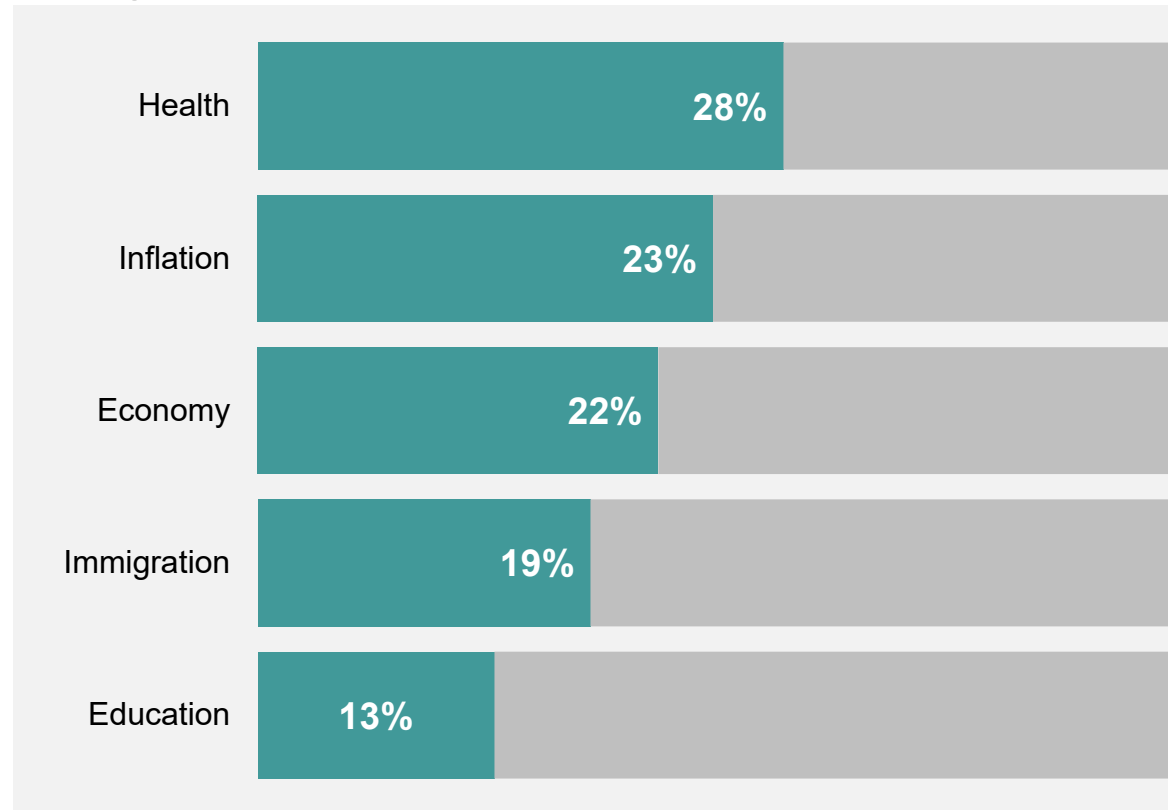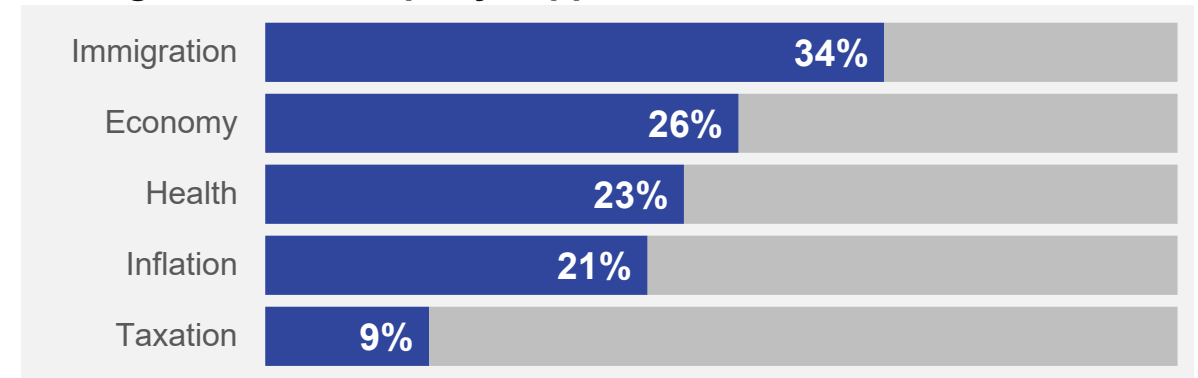
	June 2001	March 2010	Apr 2015	May 2017	Dec 2019	Jan 2024
1st	Healthcare / NHS/ 50%	Managing the economy 32%	Healthcare / NHS 47%	Healthcare / NHS 43%	Europe /EU/ Brexit 55%	Healthcare / NHS 28%
2nd	Education / schools 39%	Healthcare / NHS 26%	Managing the economy 35%	EU / Brexit 42%	Healthcare / NHS 52%	Inflation/ cost of living 23%
3rd	EU / Brexit 14%	Education / schools 23%	Education / schools 24%	Education / schools 22%	Education / schools 22%	Managing the economy 22%
4th	Taxation 11%	Asylum / immigration 14%	Asylum / Immigration 19%	Managing the economy 16%	Climate change 11%	Asylum and immigration 19%
5th	Managing the economy 7%	Taxation 12%	Taxation 16%	Asylum / immigration 12%	Managing the economy 10%	Education / schools 13%

Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

Rishi Sunak / **Keir Starmer**

	Sunak	Starmer
Jan 2024	26%	39%
Oct 2023	31%	35%
Sep 2023	32%	36%
July 2023	31%	36%
May 2023	34%	33%
Mar 2023	37%	36%
Jan 2023	33%	39%
Nov 2022	41%	35%

Liz Truss / **Keir Starmer**

	Truss	Starmer
Sept 2022	36%	40%

Boris Johnson / **Keir Starmer**

	Johnson	Starmer
July 2022	31%	51%
Jan 2022	31%	49%
Dec 2021	31%	44%
Sept 2021	38%	38%
March 2021	47%	37%
June 2020	43%	38%

Boris Johnson / **Jeremy Corbyn**

	Johnson	Corbyn
11 Dec '19	43%	29%
6 Dec '19	47%	31%
Nov 2019	49%	30%
Sept 2019	50%	29%
July 2019	52%	27%
June 2019	51%	33%

Theresa May / **Jeremy Corbyn**

	May	Corbyn
Sept 2018	46%	37%
July 2017	46%	38%
June 2017	47%	36%
June 2017	50%	35%
May 2017	56%	29%
April 2017	61%	23%

David Cameron / **Jeremy Corbyn**

	Cameron	Corbyn
Sept 2015	57%	28%
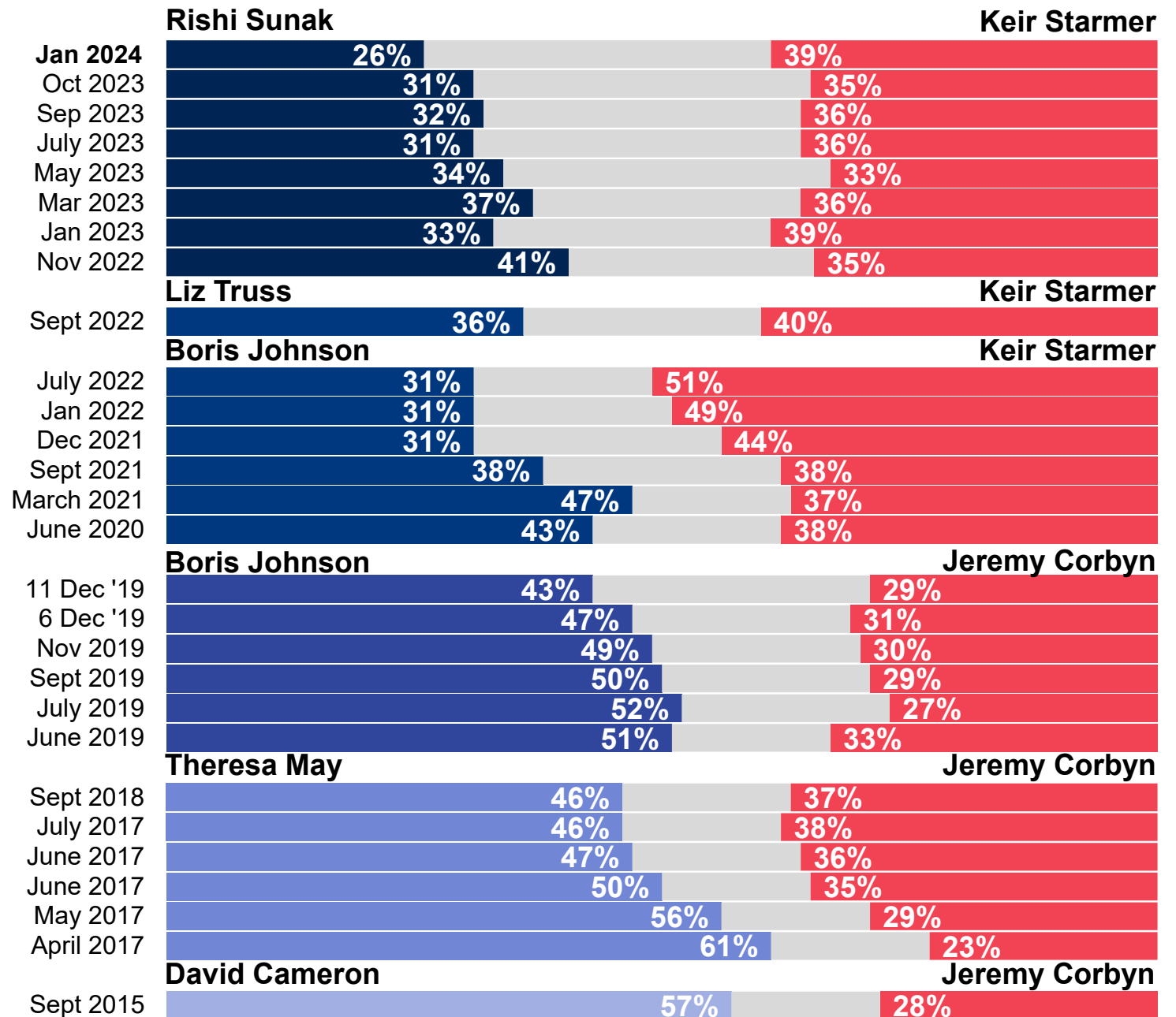
Base: 1,003 British adults 18+, 17-23 January 2024.

Source: Ipsos Political Monitor

Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

Gordon Brown (red)
David Cameron (blue)
Ed Miliband (red)
Theresa May (blue)
Jeremy Corbyn (red)
Boris Johnson (blue)
Keir Starmer (red)
Liz Truss (blue)

January 2024

39% Keir Starmer

26% Rishi Sunak
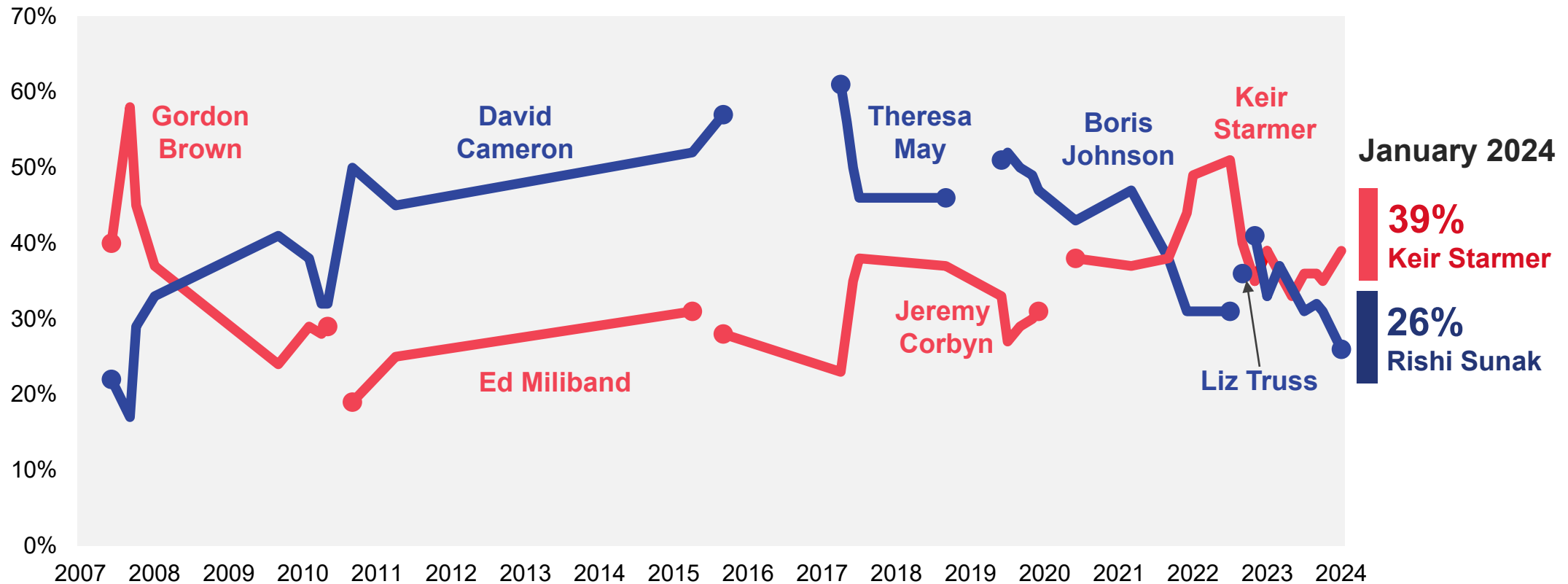
Base: 1,003 British adults 18+, 17-23 January 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

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Does the Conservative Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?

The Conservative Government deserves to be re-elected
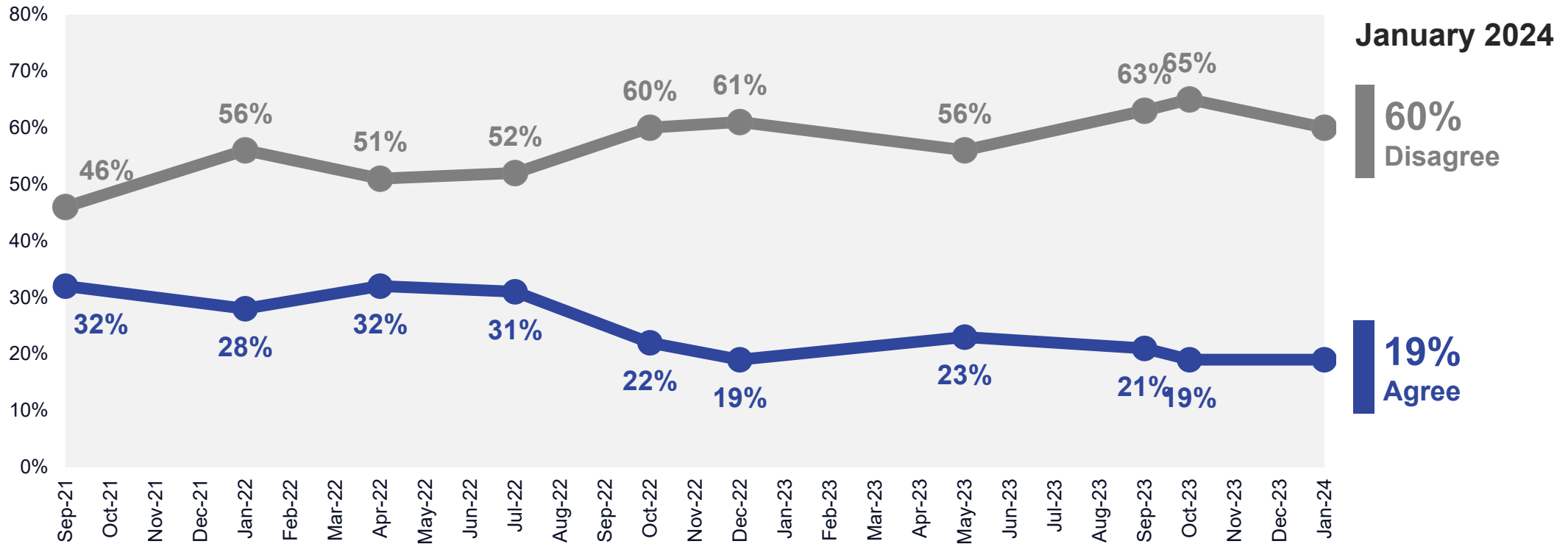
January 2024

60% Disagree

19% Agree

Base: 1,003 British adults 18+, 17-23 January 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

Is Labour ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

January 2024

41% Agree

36% Disagree

Agree values: 29%, 34%, 25%, 38%, 33%, 37%, 47%, 47%, 44%, 41%, 43%, 38%, 43%, 41%

Disagree values: 47%, 43%, 51%, 40%, 46%, 43%, 32%, 31%, 37%, 37%, 37%, 43%, 39%

Base: 1,003 British adults 18+, 17-23 January 2024. c.1,000 British adults each month

Source: Ipsos Political Monitor

Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

Under Keir Starmer

Date	Agree	Disagree
Jan '24	41%	36%
Oct '23	43%	39%
Sep '23	38%	43%
Jul '23	43%	37%
May '23	41%	37%
Mar '23	44%	37%
Dec '22	47%	31%
Oct '22	47%	32%
Jul '22	37%	43%
Apr '22	33%	46%
Jan '22	38%	40%
Sep '21	25%	51%
Feb '21	32%	43%
Aug '20	29%	47%

Under Jeremy Corbyn

Date	Agree	Disagree
Nov '19	32%	59%
Sep '19	27%	62%
May '17	30%	60%
May '16	27%	63%

Under Ed Miliband

Date	Agree	Disagree
Feb '15	33%	52%
Nov '14	23%	61%
Jun '14	35%	52%
Apr '13	29%	58%
May '11	31%	57%

The Conservatives under David Cameron

Date	Agree	Disagree
April '10	47%	41%
Mar '10	49%	41%

Under Tony Blair

Date	Agree	Disagree
Apr '97	55%	33%
Jan '96	56%	33%
Dec '94	66%	25%
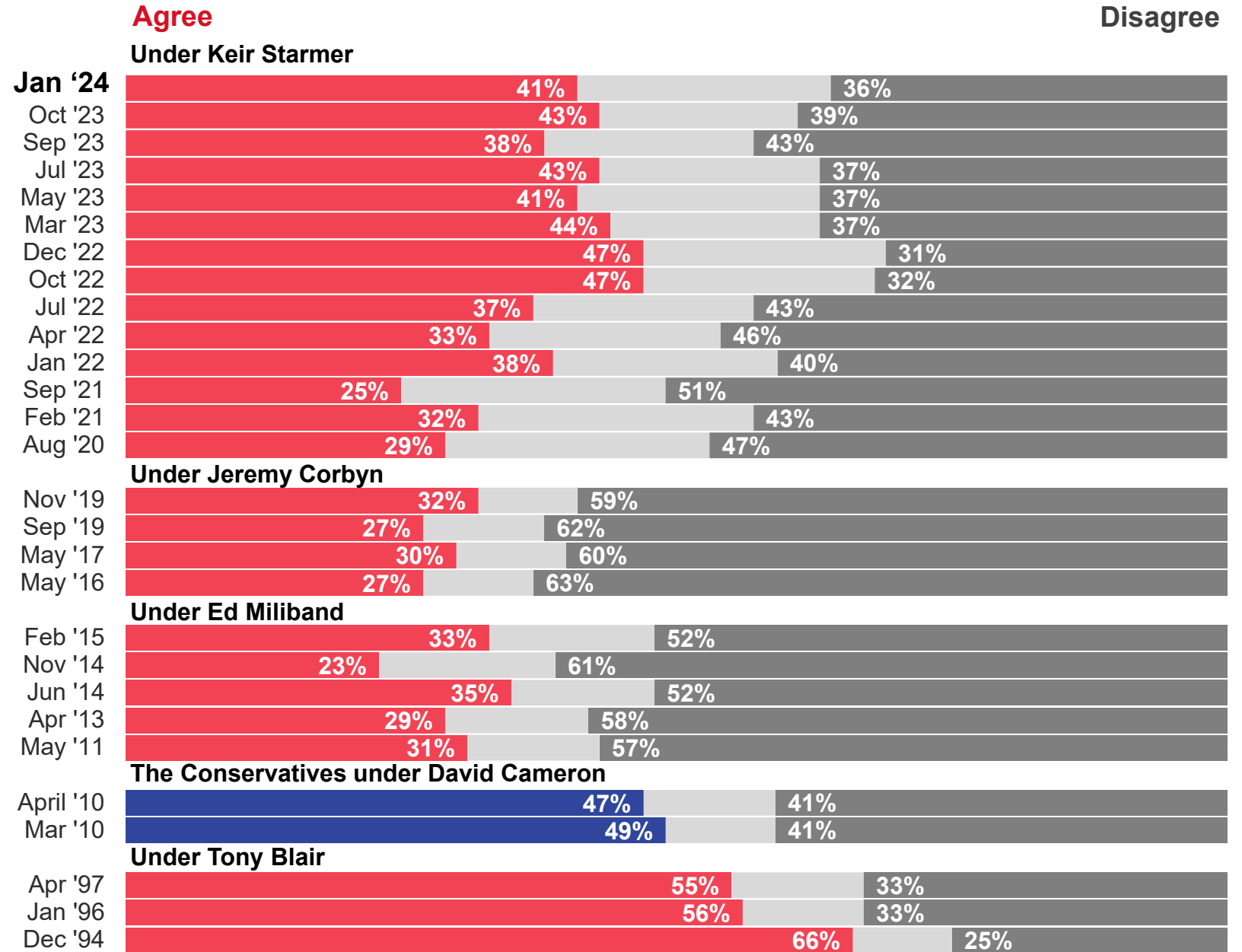
Base: 1,003 British adults 18+, 17-23 January 2024.

Is the leader of the opposition ready to be Prime Minister?

To what extent, if at all, do you agree or disagree with the following?

Keir Starmer is ready to be Prime Minister

Agree — **Disagree**

Keir Starmer

Date	Agree	Disagree
Jan '24	35%	37%
Oct '23	37%	41%
Jul '23	39%	37%
May '23	36%	40%
Mar '23	39%	40%
Jan '23	36%	37%
Apr '22	34%	44%
Jan '22	38%	40%
Feb '21	33%	37%

Jeremy Corbyn

Date	Agree	Disagree
Nov '19	24%	65%
Sep '19	27%	63%
May '17	31%	60%
May '16	22%	65%

Ed Miliband

Date	Agree	Disagree
Feb '15	21%	63%
Nov '14	13%	73%
Jun '14	22%	65%
Apr '13	24%	66%
May '11	17%	69%

Tony Blair

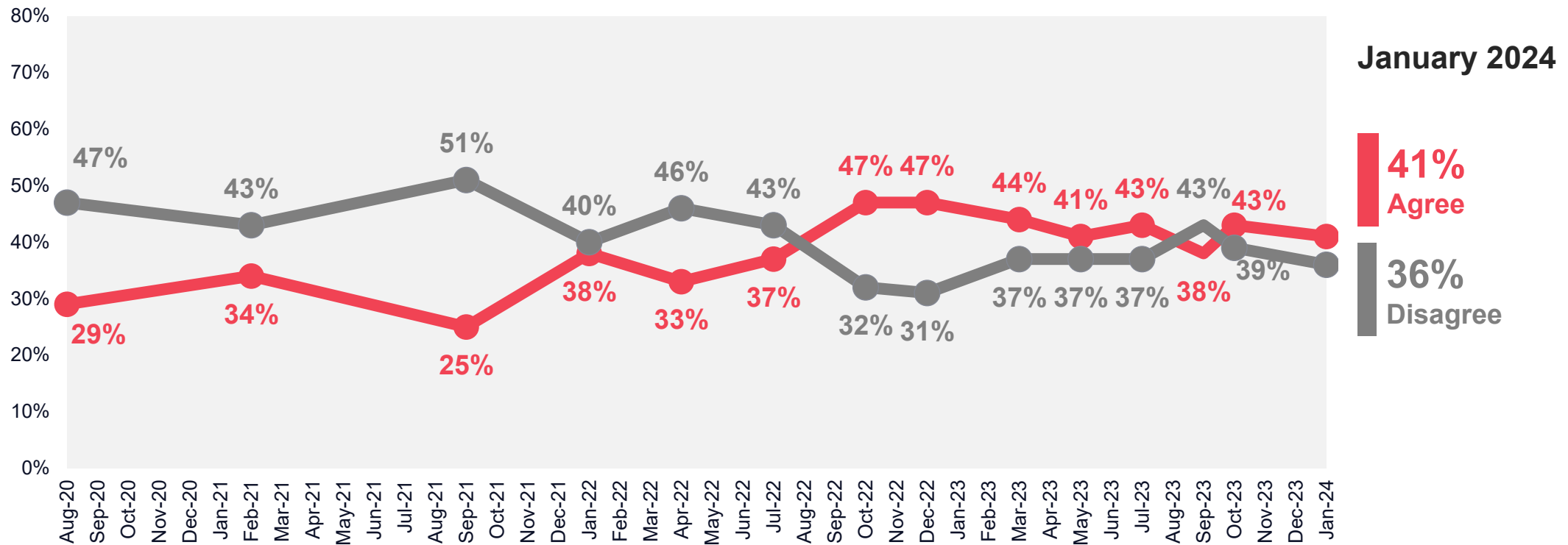| Date	Agree	Disagree
Apr '97	53%	34%
Jan '97	54%	35%
Jun '96	56%	32%
Jan '96	54%	34%
Dec '94	59%	28%

Base: 1,003 British adults 18+, 17-23 January 2024.

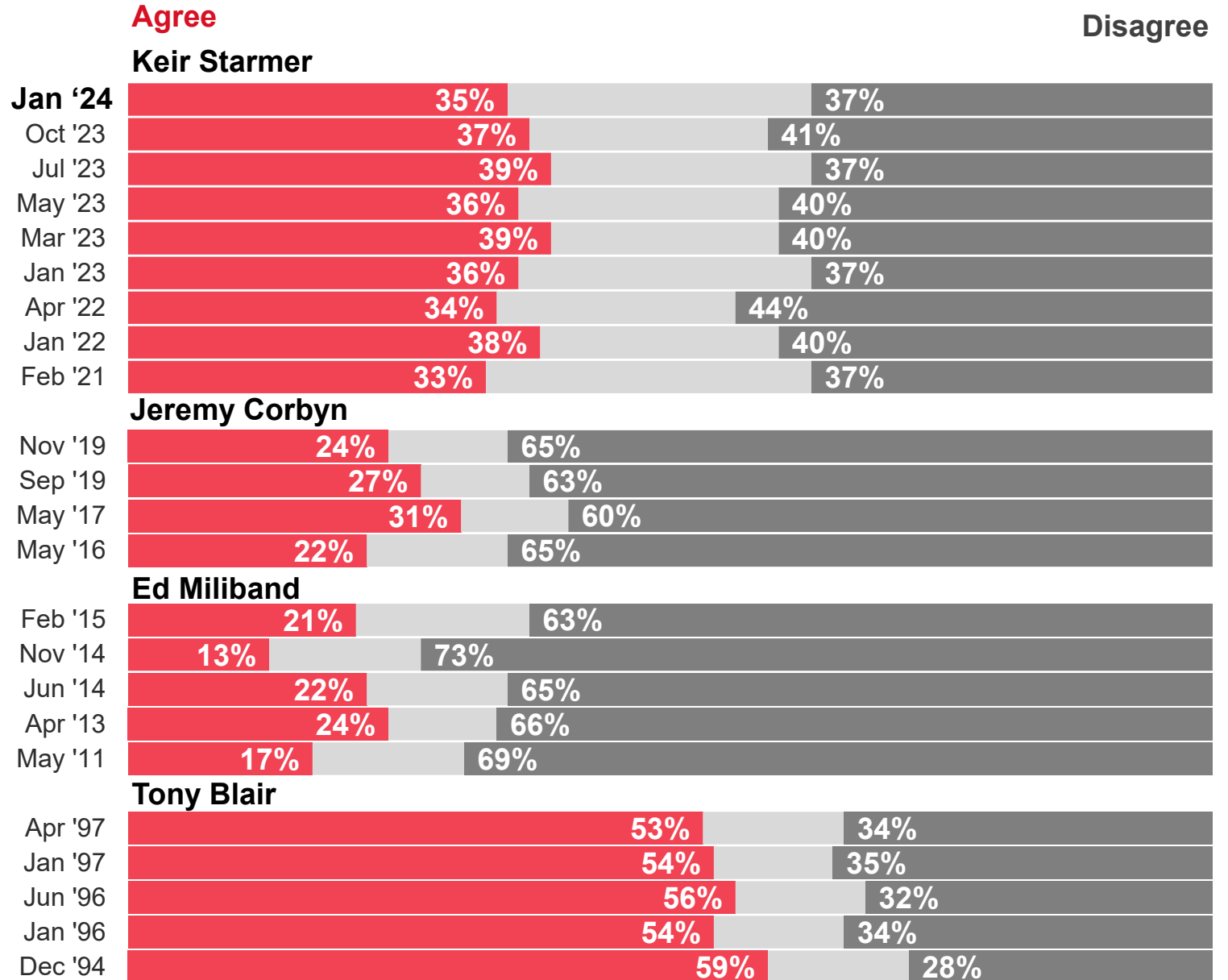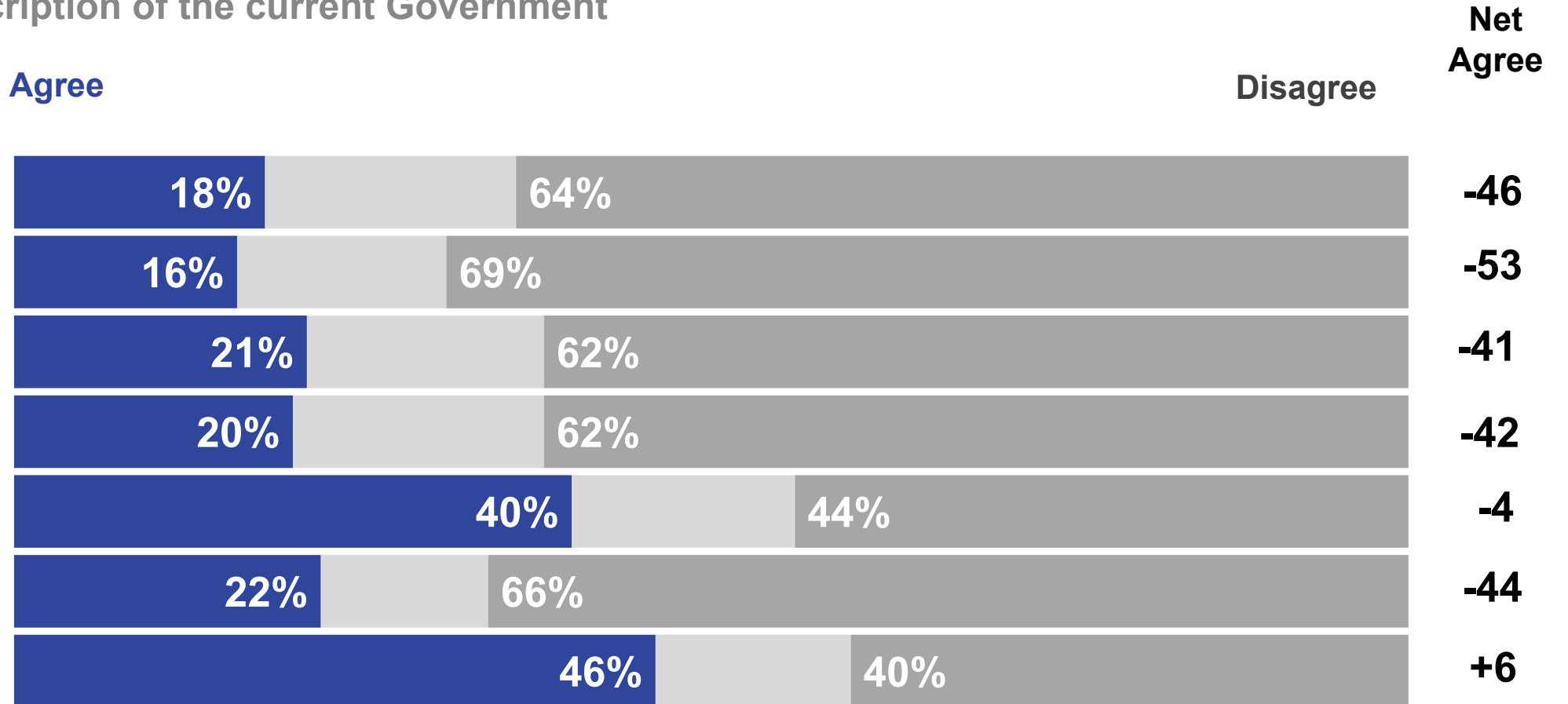**Source:** Ipsos Political Monitor

Is the current Government competent?

To what extent, if at all, do you agree or disagree with the following? The word "competent" is an accurate description of the current Government

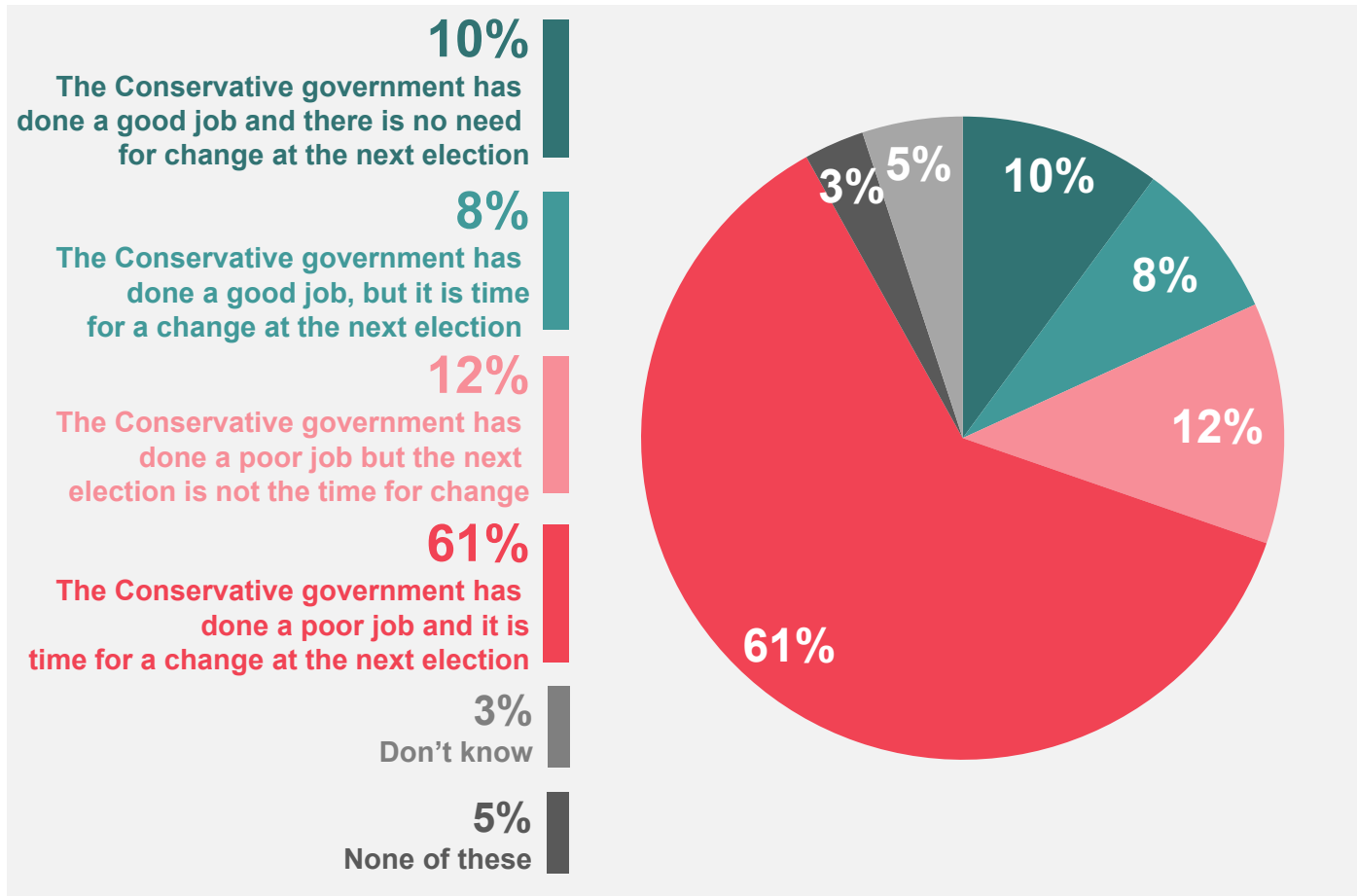|	Agree	Disagree	Net Agree
Jan '24 / Under Sunak	18%	64%	**-46**
Sep '23 / Under Sunak	16%	69%	**-53**
Mar '23 / Under Sunak	21%	62%	**-41**
Jan 23 / Under Sunak	20%	62%	**-42**
Aug '20 / Under Johnson	40%	44%	**-4**
Sep '19 / Under Johnson	22%	66%	**-44**
Apr '15 / Under Cameron	46%	40%	**+6**

Base: 1,003 British adults 18+, 17-23 January 2024.

Source: Ipsos Political Monitor

The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

10%
The Conservative government has done a good job and there is no need for change at the next election

8%
The Conservative government has done a good job, but it is time for a change at the next election

12%
The Conservative government has done a poor job but the next election is not the time for change

61%
The Conservative government has done a poor job and it is time for a change at the next election

3%
Don't know

5%
None of these

The Conservative government and the next General Election

Total: The Conservative government has done a good job	**18%**
Total: The Conservative government has done a poor job	**73%**
Total: The next election is not time for a change	**22%**
Total: The next election is time for a change	**69%**

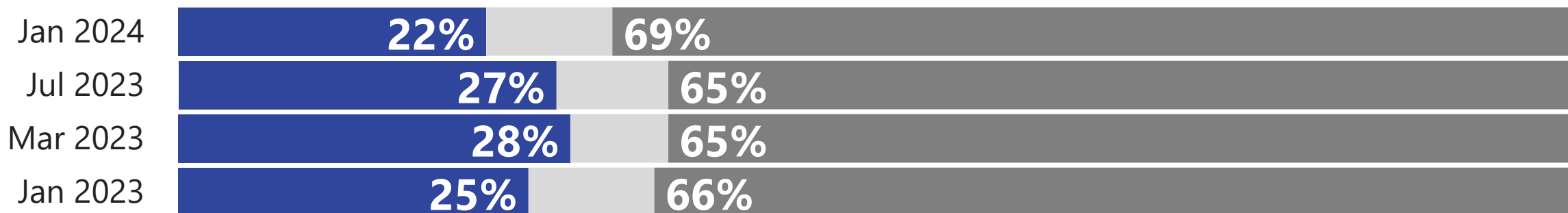**Source:** Ipsos Political Monitor

Base: 1,003 British adults 18+, 17-23 January 2024.

The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

The next election is not time for a change

It is time for a change at the next election

Jan 2024	22%	69%
Jul 2023	27%	65%
Mar 2023	28%	65%
Jan 2023	25%	66%

The Conservative govt. has done a good job

The Conservative govt. has done a poor job

Jan 2024	18%	73%
Jul 2023	19%	73%
Mar 2023	24%	69%
Jan 2023	21%	70%

Base: 1,003 British adults 18+, 17-23 January 2024.

Source: Ipsos Political Monitor

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January 2024
Political Monitor

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