

# IPSOS POLITICAL MONITOR

February 2024



# VOTING INTENTION

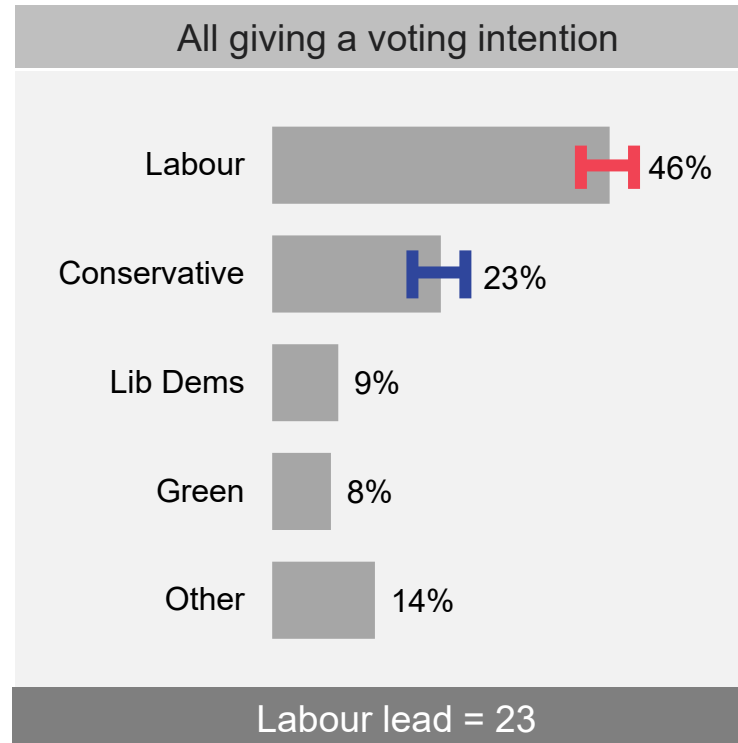
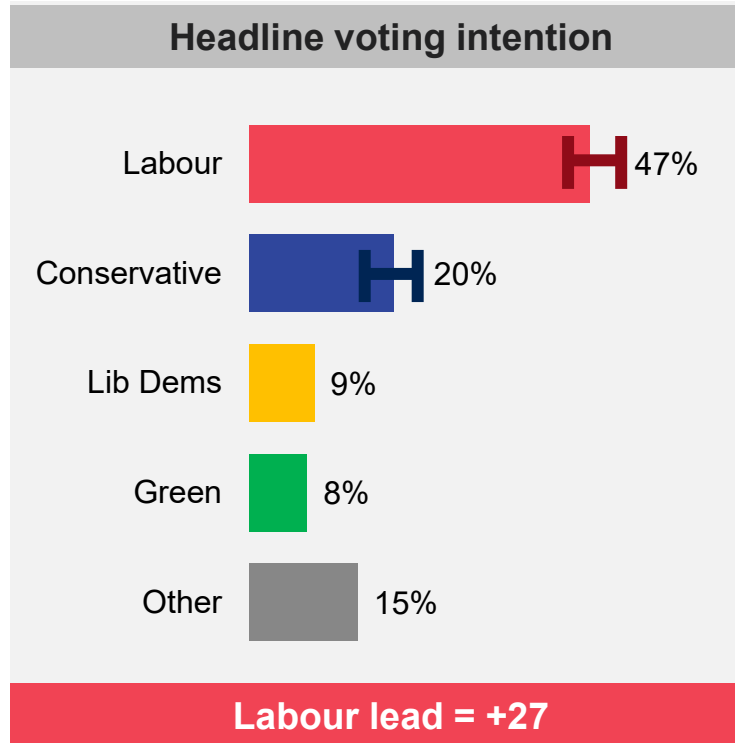
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: February 2024

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



**Base:** 1,004 British adults 18+, 21-28 February 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 647. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

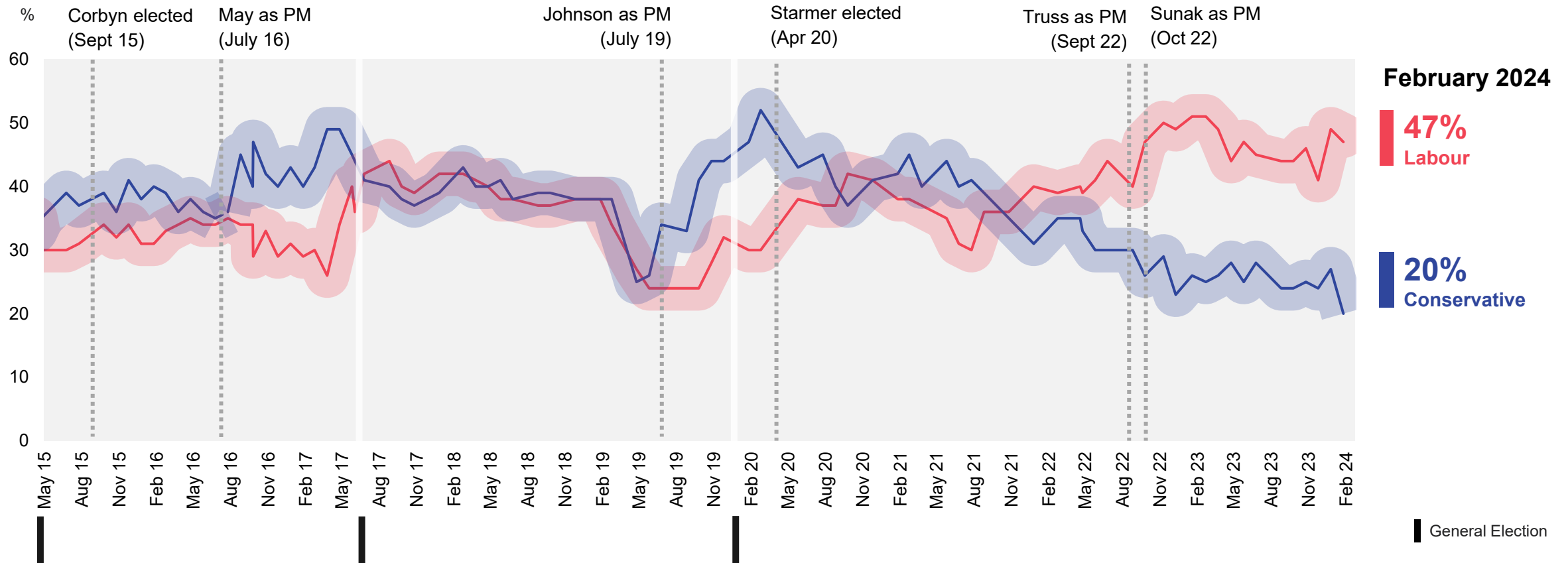
Source: Ipsos Political Monitor





# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



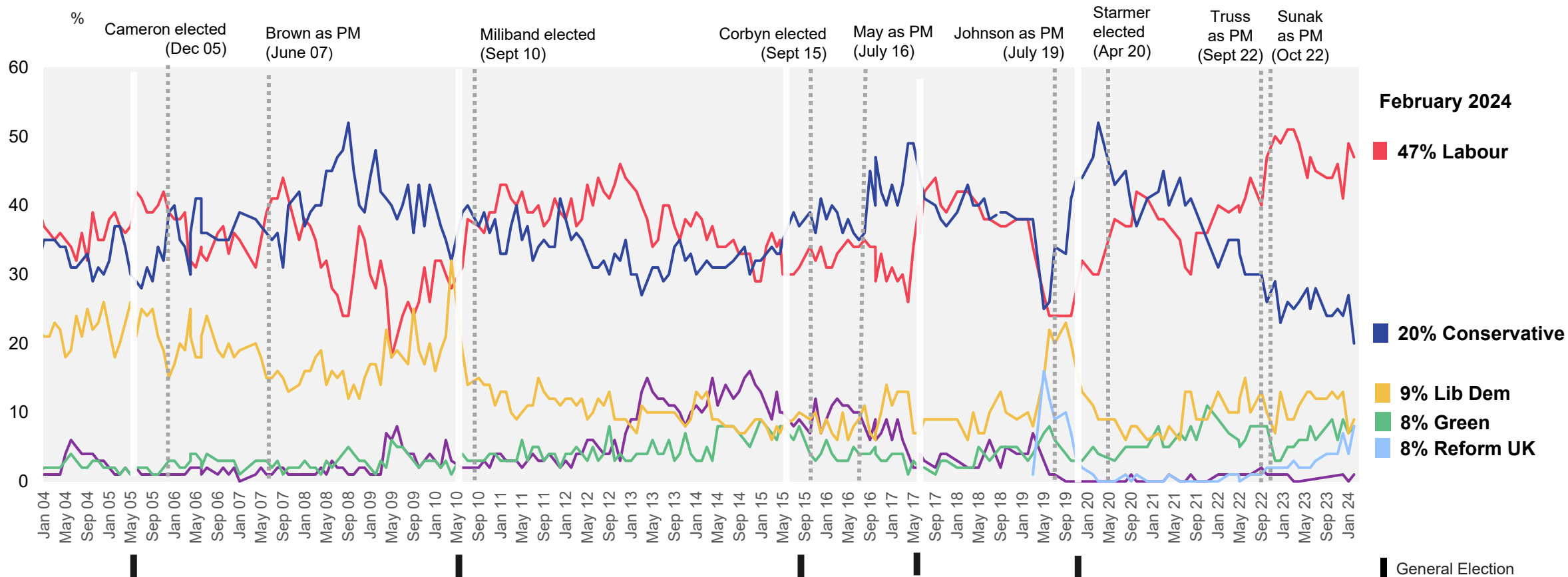
Base: c. 800 British adults 18+; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: February '04 – February '24

How would you vote if there were an election tomorrow?



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

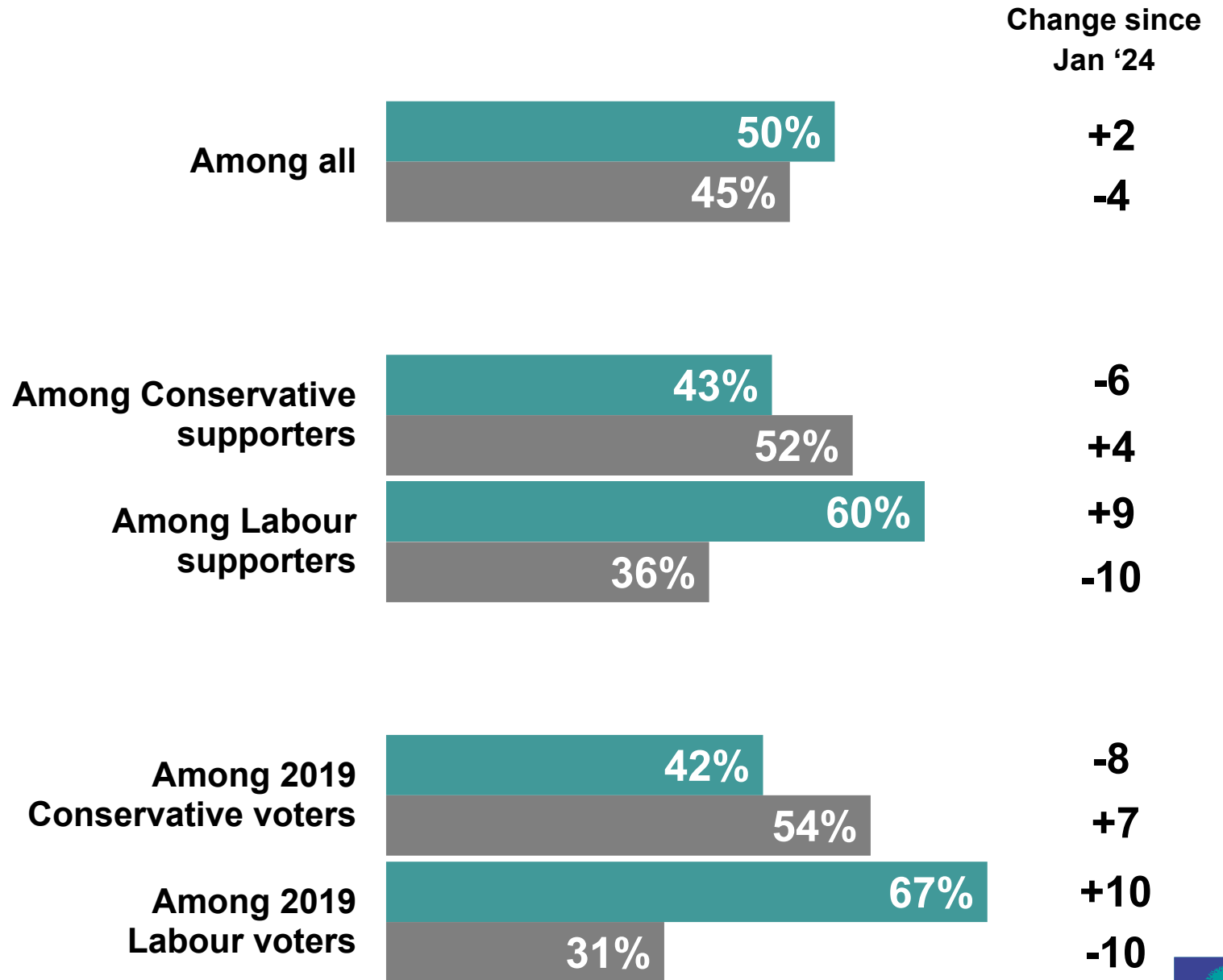


# Have people definitely decided who to vote for or might they change their mind?

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**

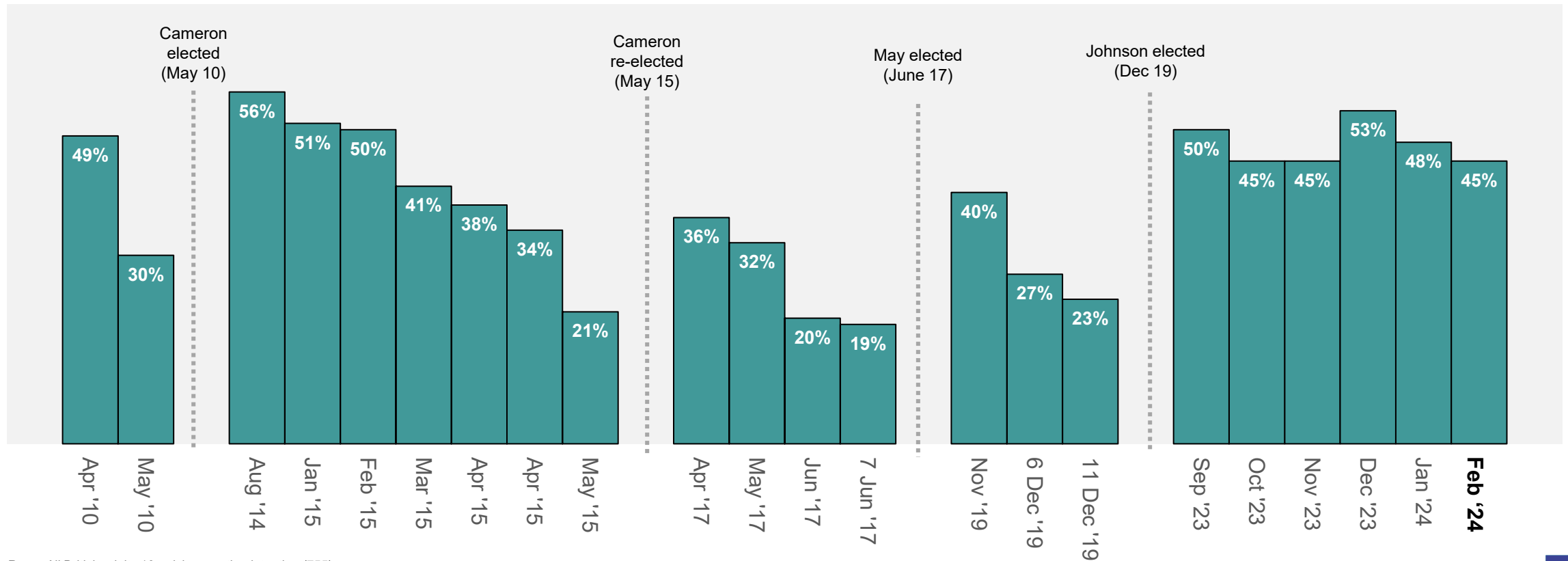


**Base:** All British adults 18+ giving a voting intention (755) 21-28 February 2024 including (327) Labour supporters, (176) Conservative supporters, (225) 2019 Conservative voters and (249) 2019 Labour voters



# 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?



Base: All British adults 18+ giving a voting intention (755)

Source: Ipsos Political Monitor





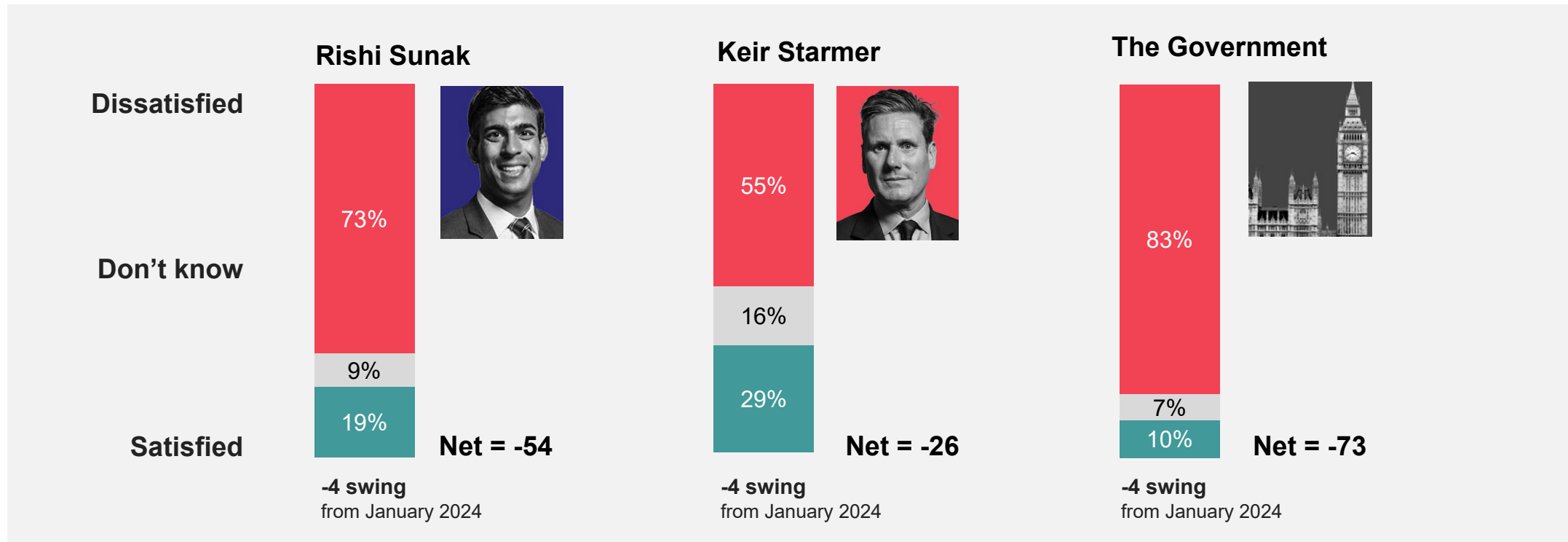


**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS



# Satisfaction with leaders and the Government: February 2024

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



Base: 1,004 British adults 18+, 21-28 February 2024. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

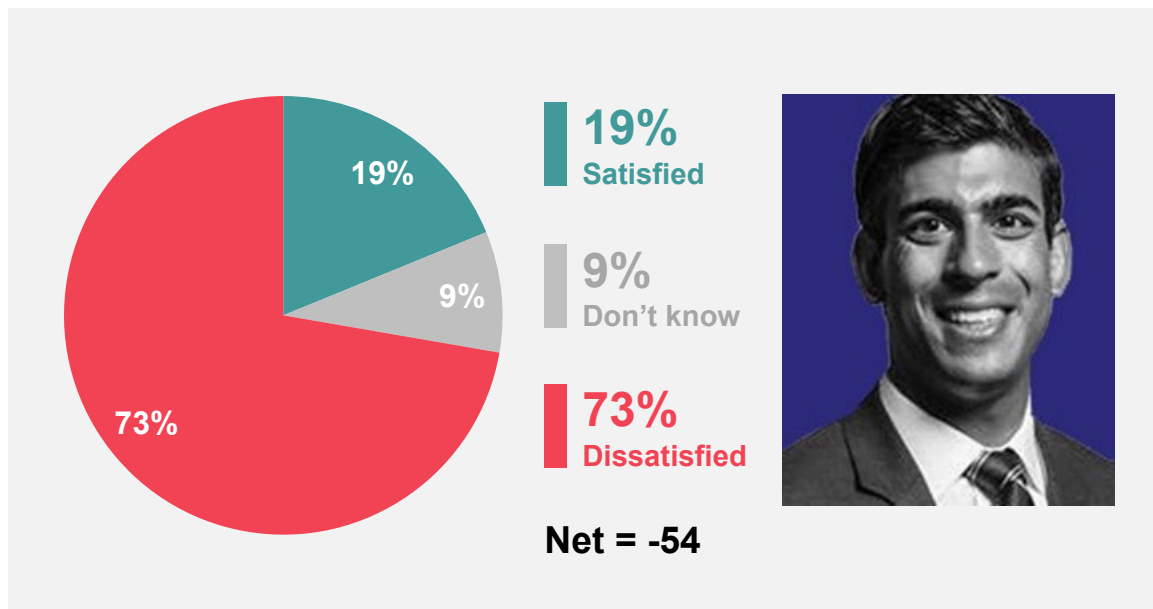


# Rishi Sunak: Satisfaction

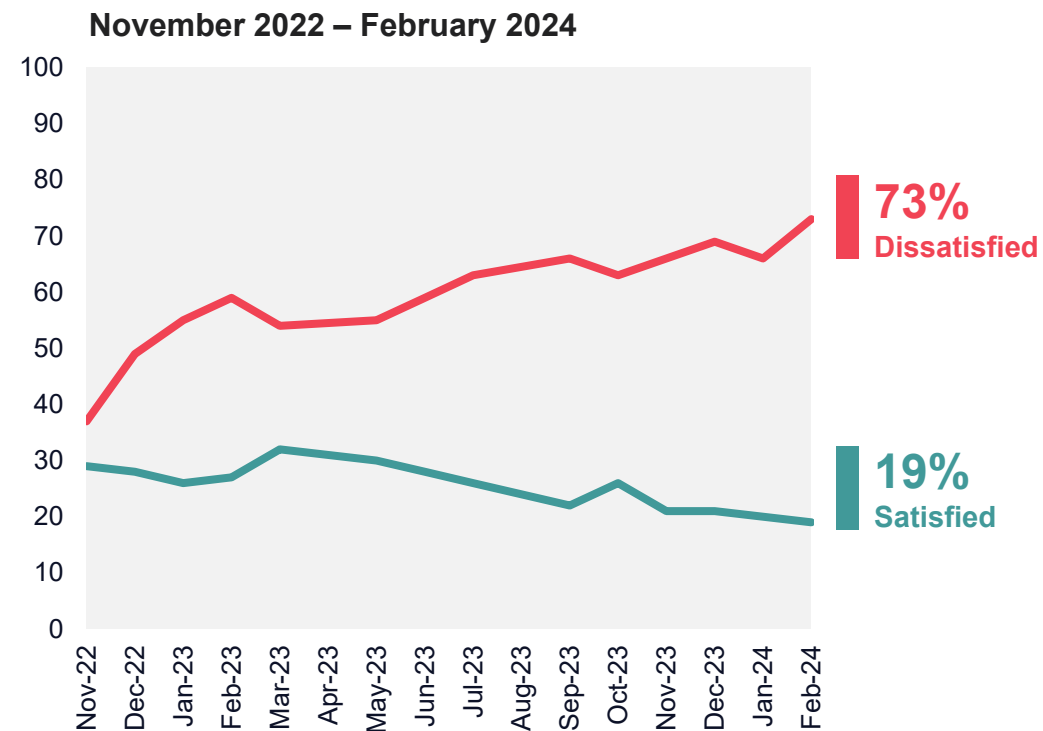
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

February 2024

Among all



Base: 1,004 British adults 18+, 21-28 February 2024.



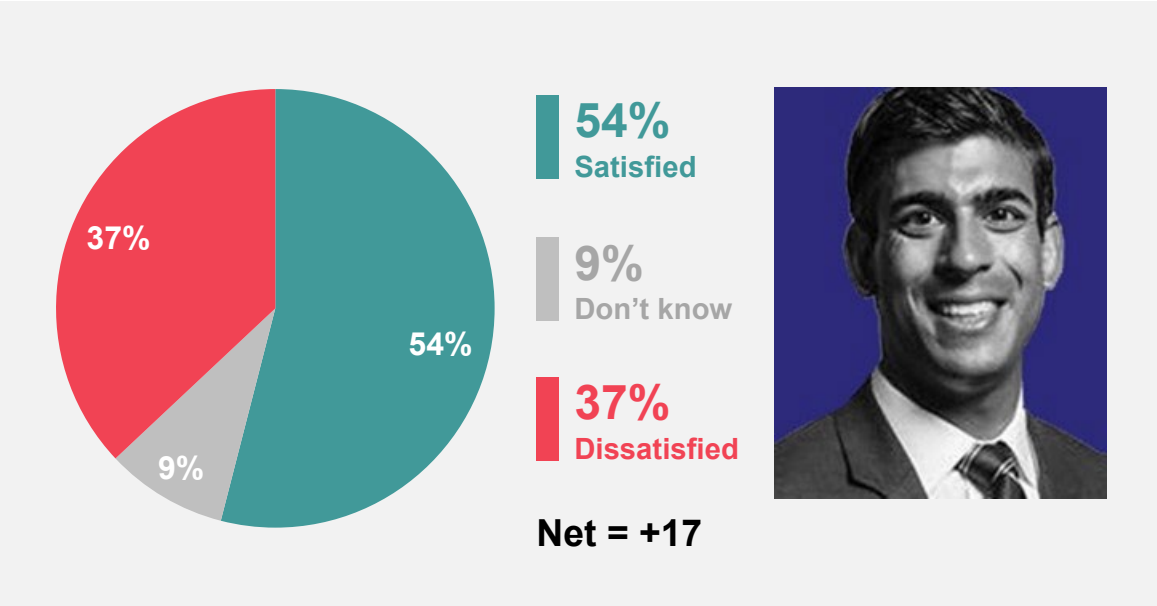
Source: Ipsos Political Monitor



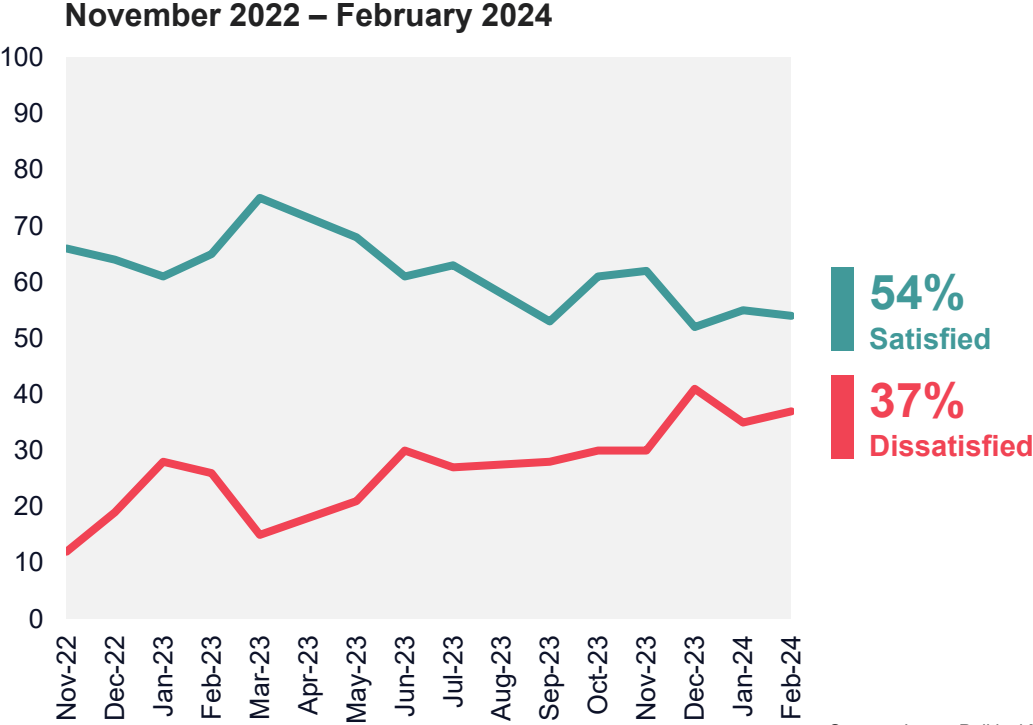
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

February 2024



Base: 176 Conservative party supporters aged 18+, 21-28 February 2024



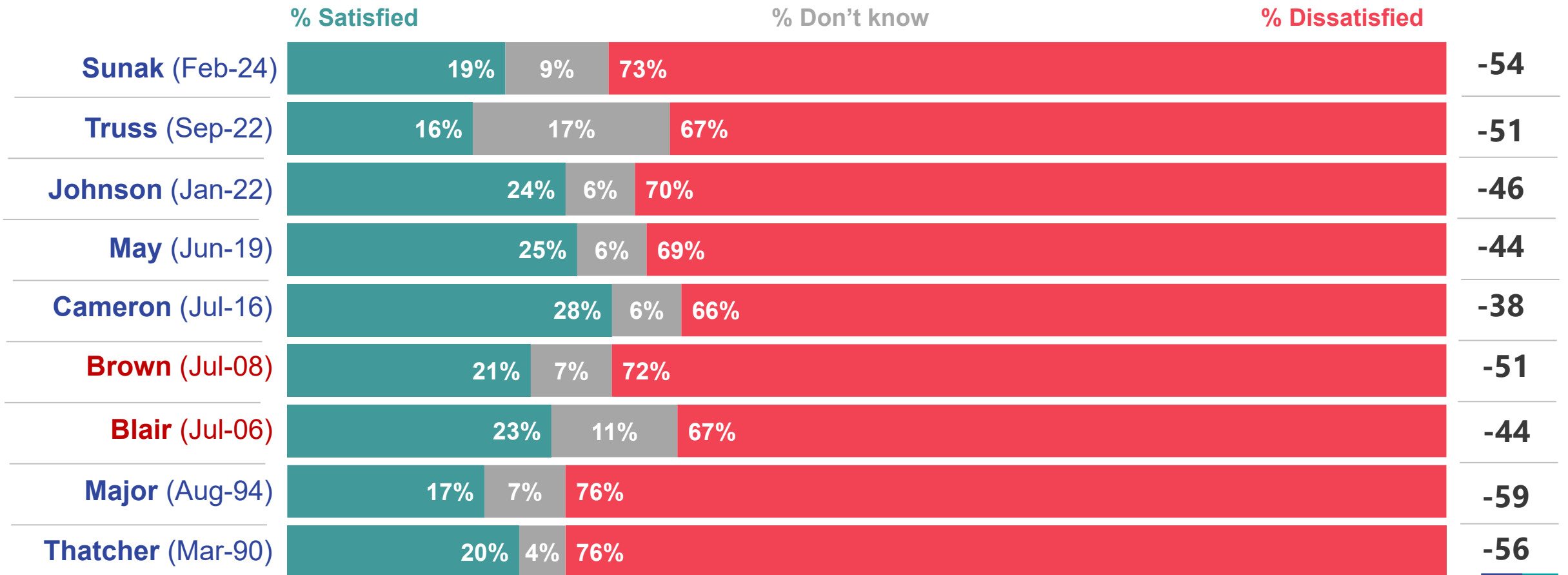
Source: Ipsos Political Monitor





# Satisfaction with Prime Minister: Worst Ipsos rating as Prime Minister

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



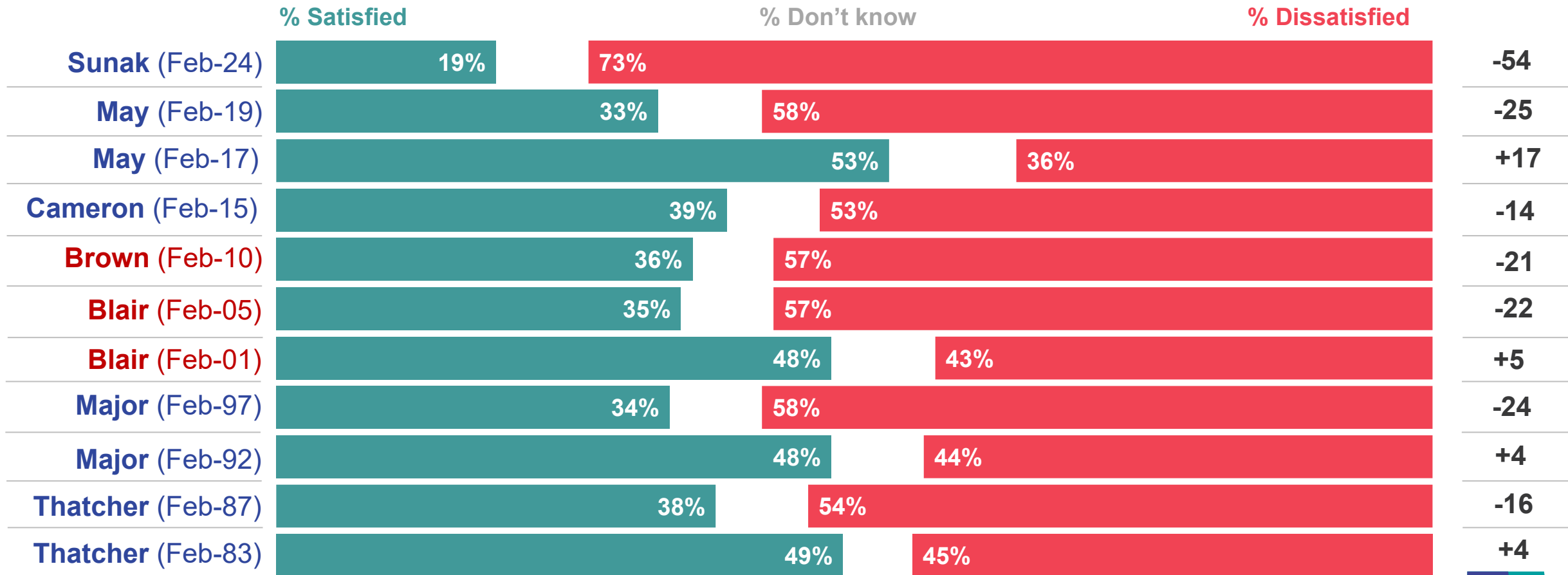
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Satisfaction with Prime Minister: February of an election year

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



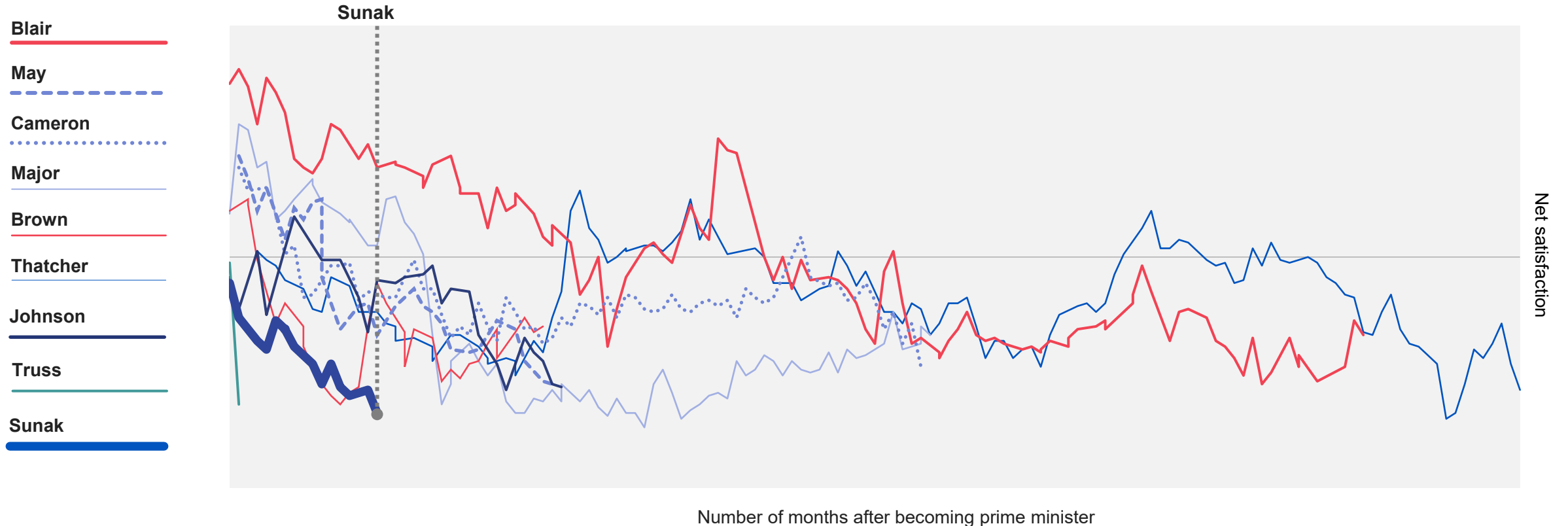
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2024)

How satisfied or dissatisfied are you with the way ... is doing his/her job as 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

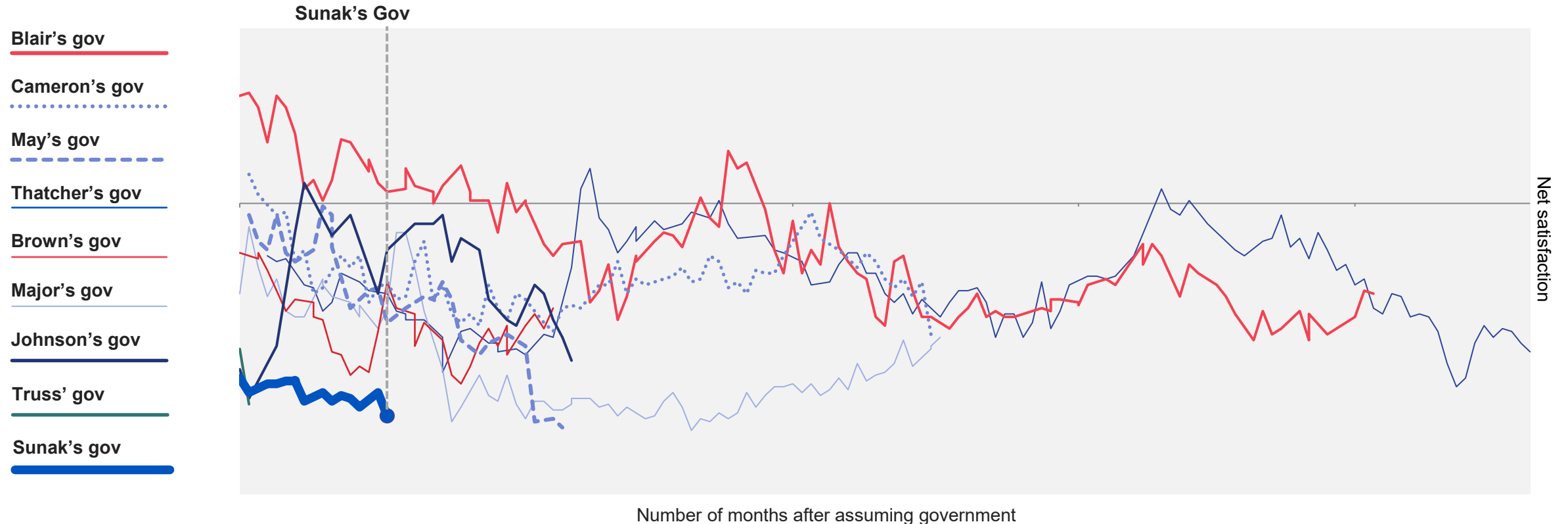
**Source:** Ipsos Political Monitor





# Net satisfaction with the Government (1979 – 2024)

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



**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

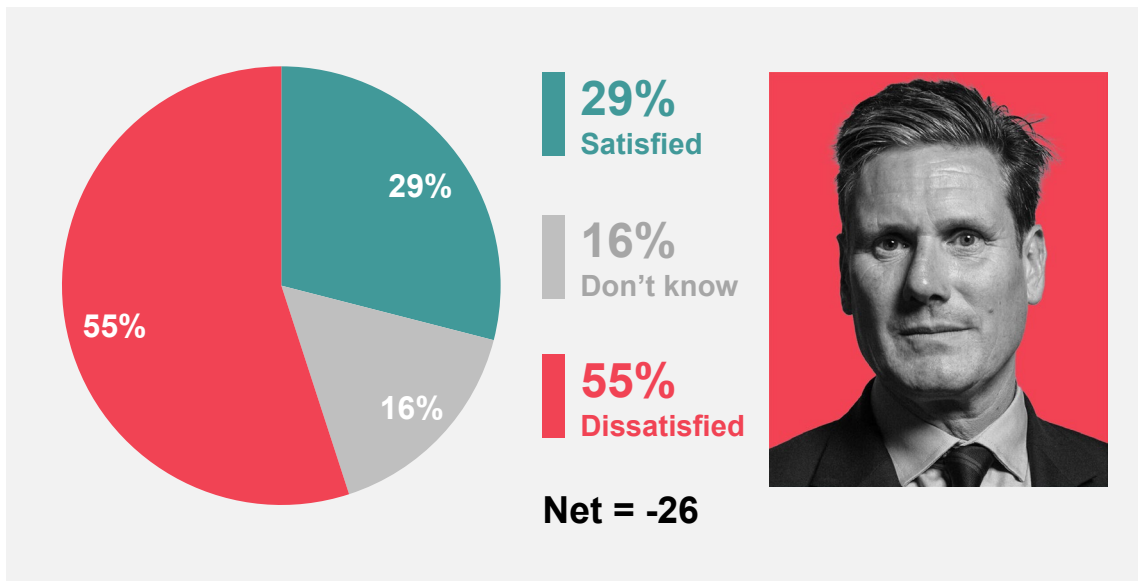
Source: Ipsos Political Monitor



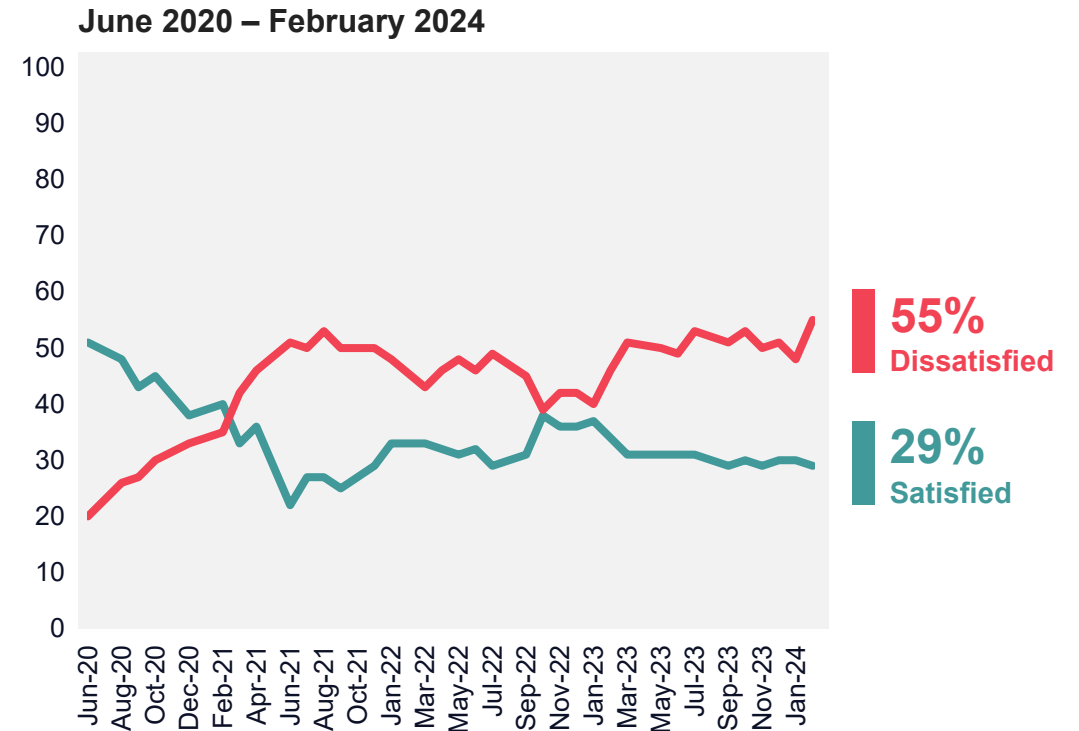
# Keir Starmer: Satisfaction

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

February 2024



Base: 1,004 British adults 18+, 21-28 February 2024.



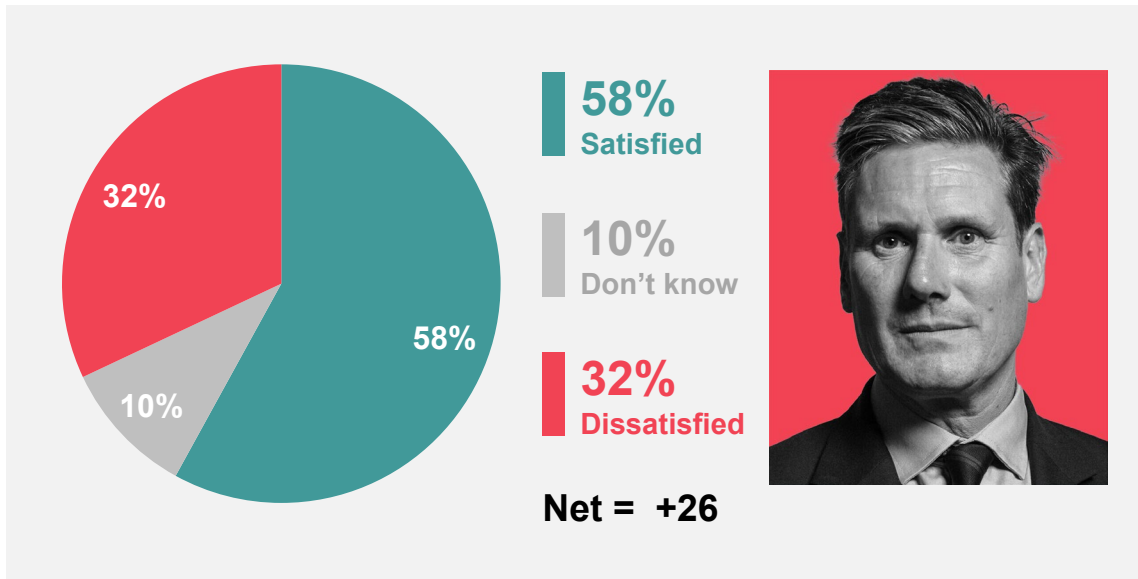
Source: Ipsos Political Monitor



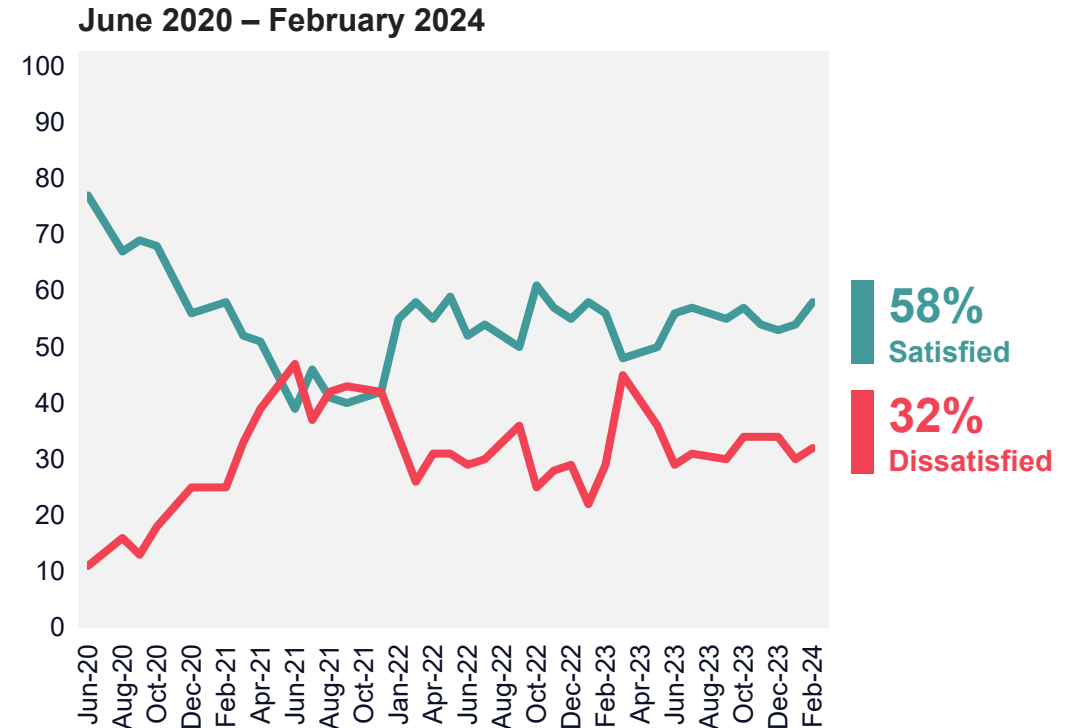
# Keir Starmer: Satisfaction amongst Labour supporters

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

February 2024



Base: 327 Labour Party supporters aged 18+, 21-28 February 2024



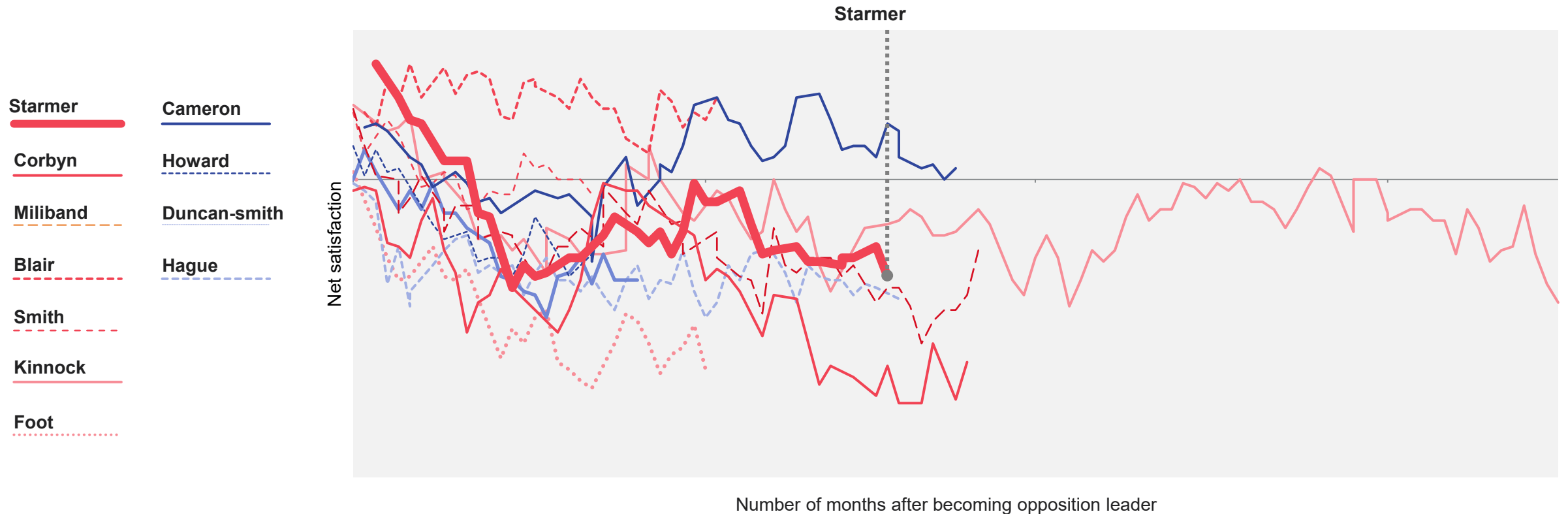
Source: Ipsos Political Monitor





# 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?



*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*

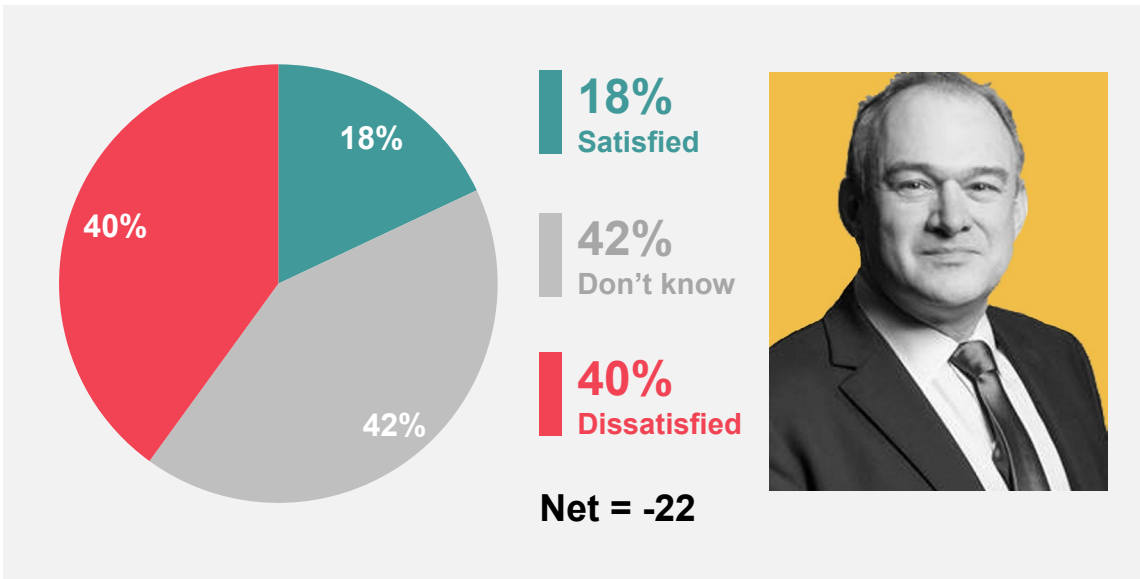
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

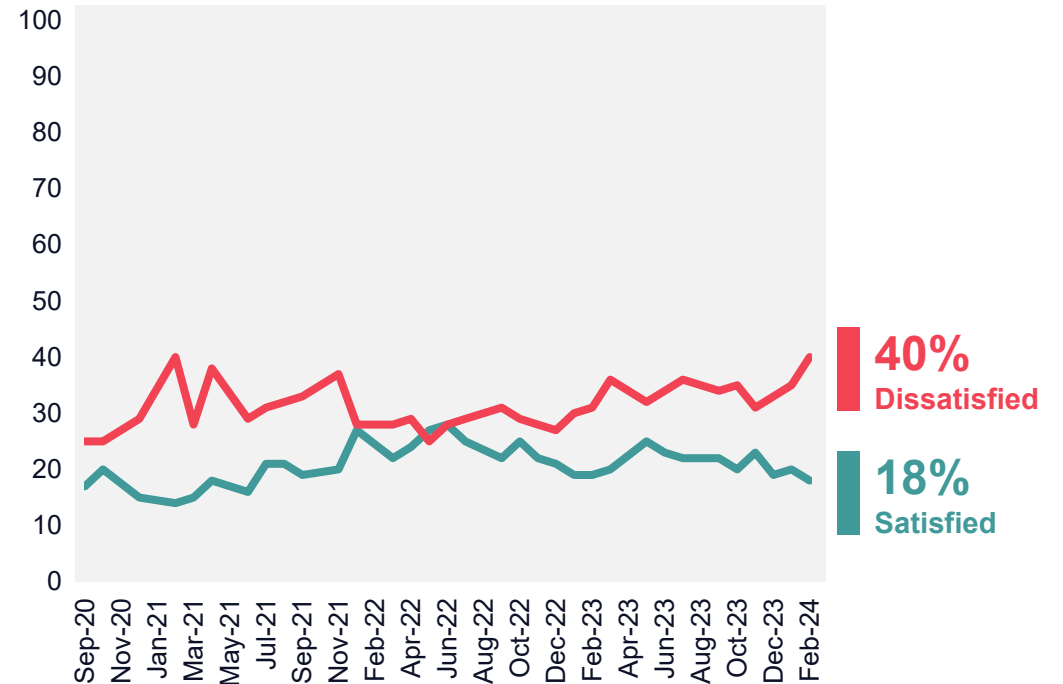
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

February 2024



Base: 1,004 British adults 18+, 21-28 February 2024.

September 2020 – February 2024



Source: Ipsos Political Monitor



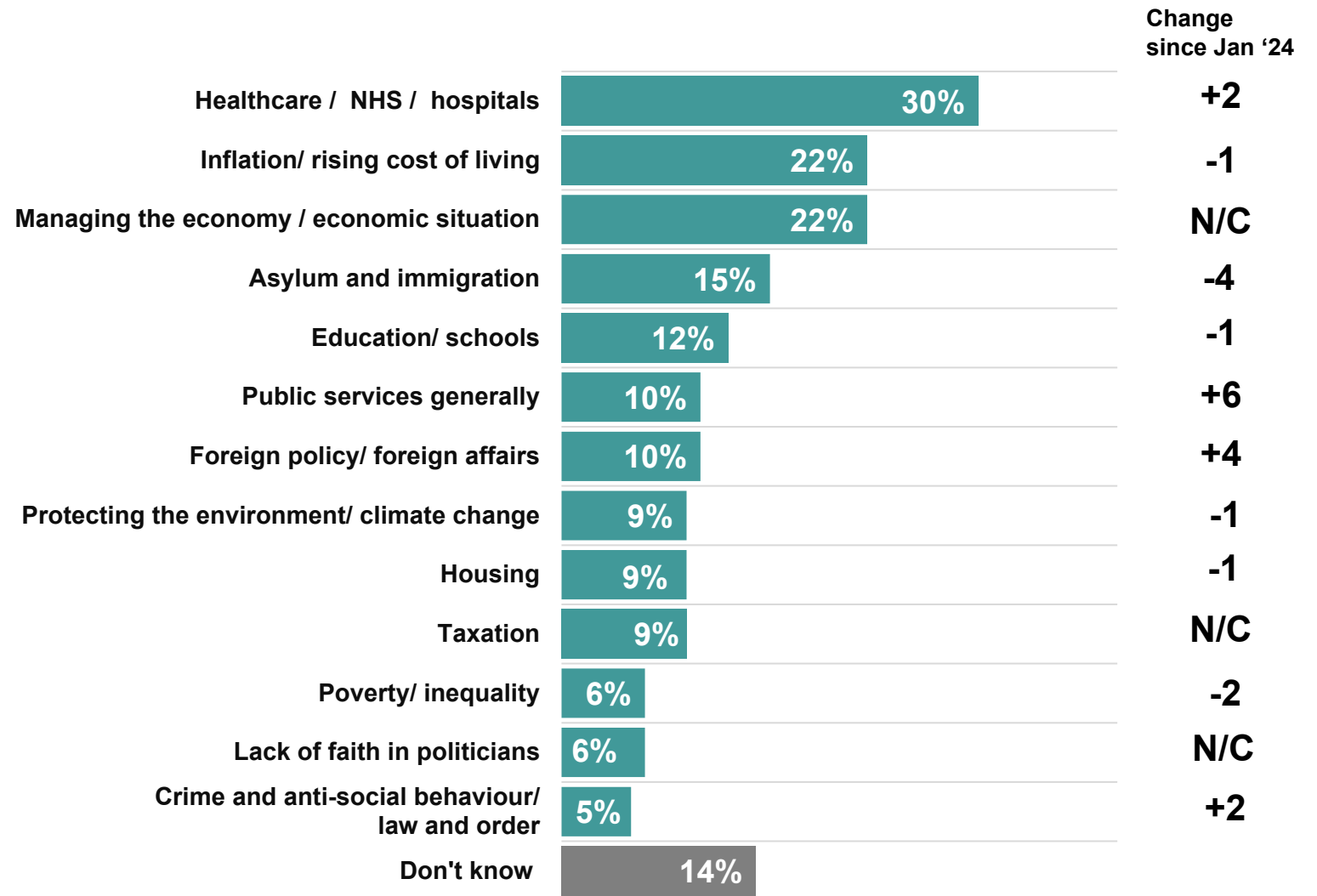


# ISSUES FOR THE NEXT GENERAL ELECTION



# 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?

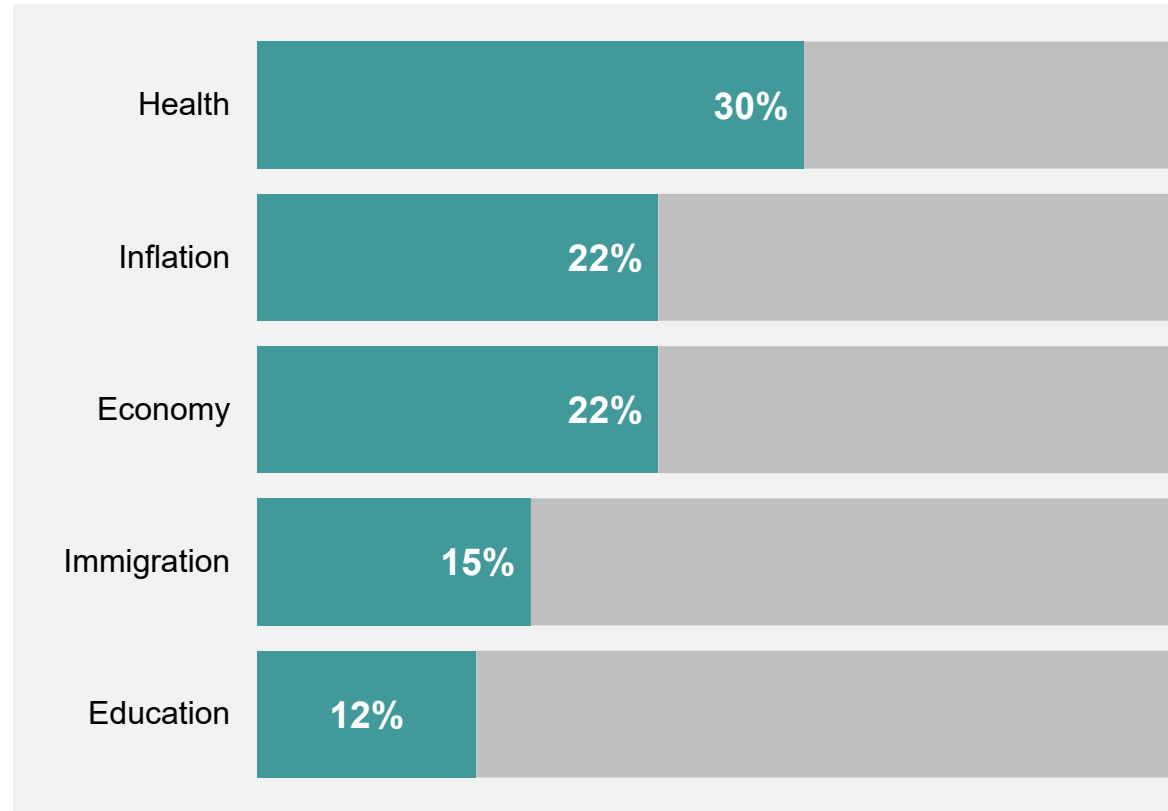


Base: 1,004 British adults 18+, 21-28 February 2024.. \*This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

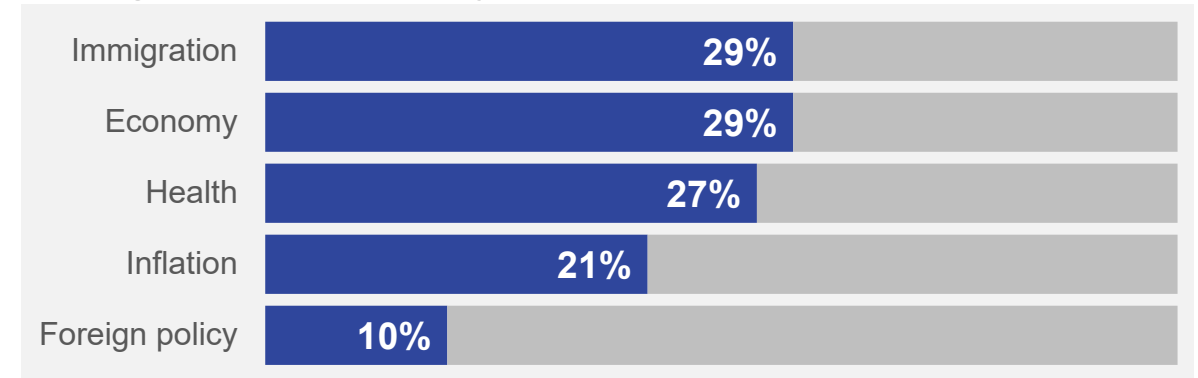
# Which issues will help decide your vote? Top five issues

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?

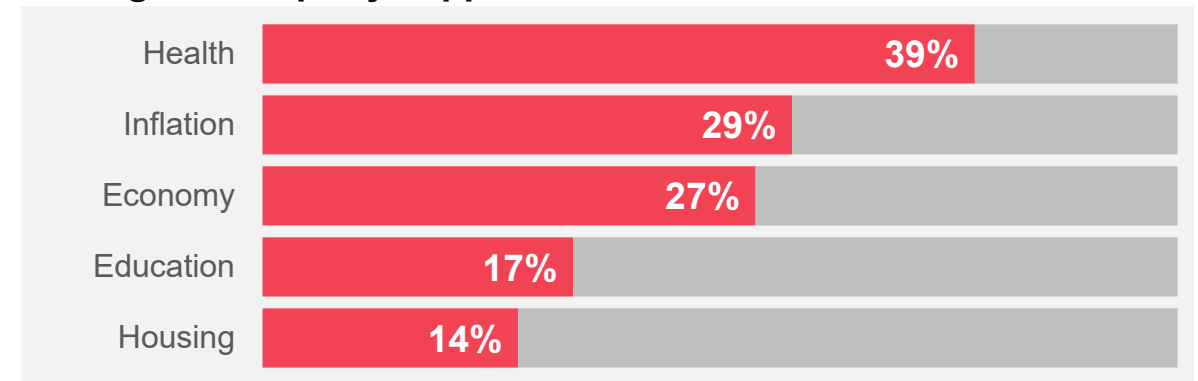
## Among all



## Among Conservative party supporters



## Among Labour party supporters



Base: 1,004 British adults 18+, 21-28 February 2024., including Conservative supporters (176), Labour supporters (327)

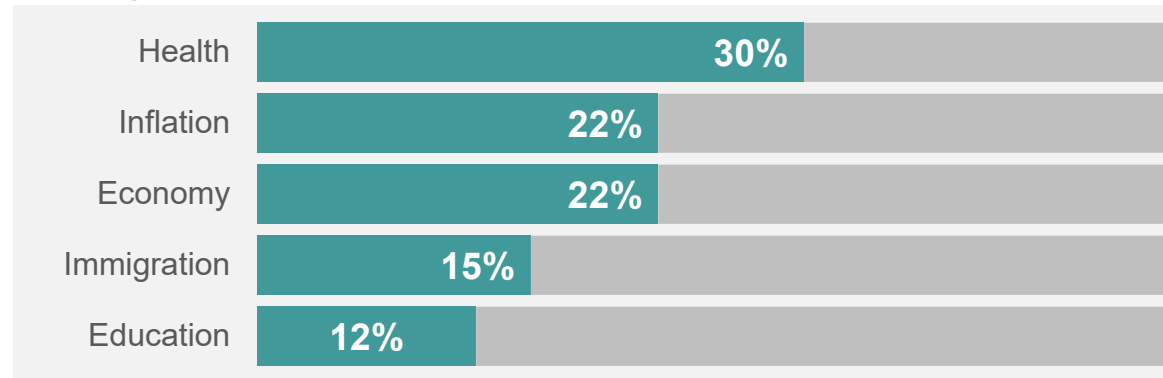
Source: Ipsos Political Monitor



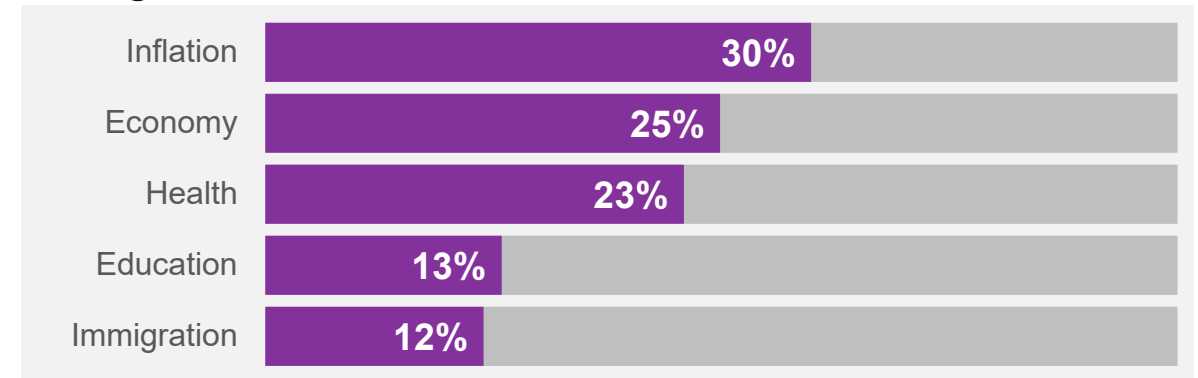
# Which issues will help decide your vote? Top five issues

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?

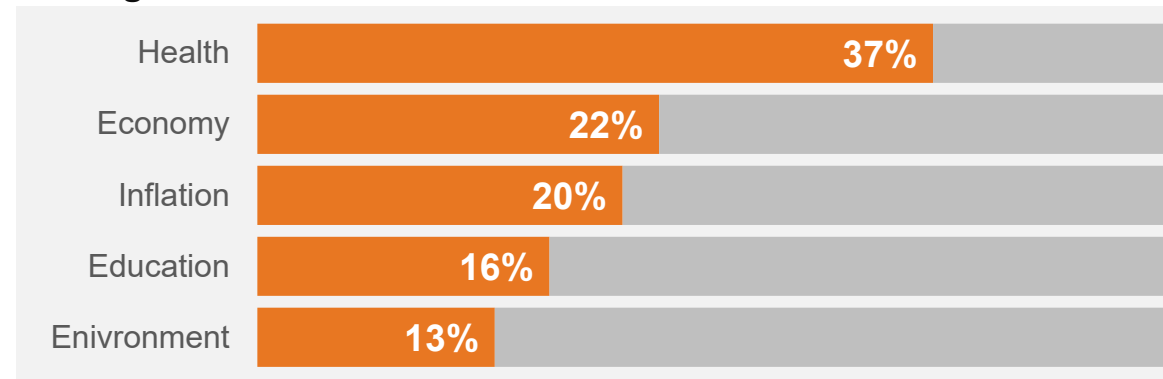
## Among all



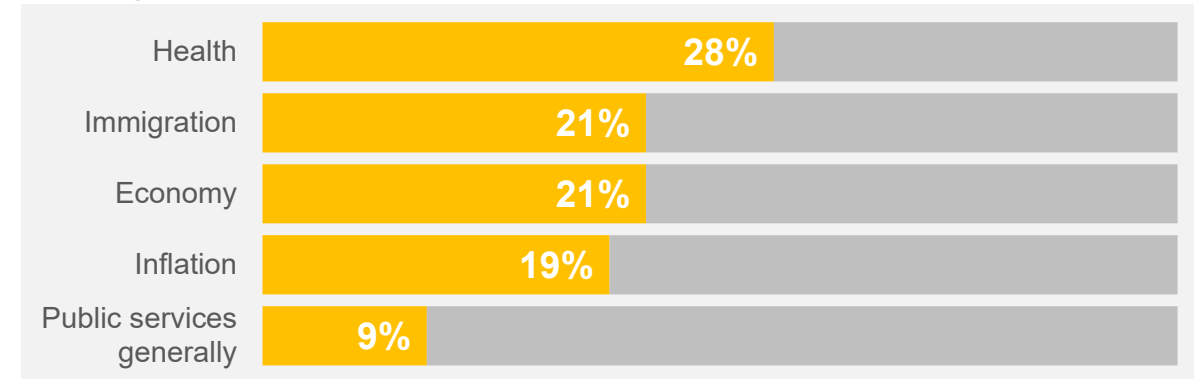
## Among 18-34s



## Among 35-54s



## Among 55+



Base: 1,004 British adults 18+, 21-28 February 2024, including 18-34 year olds (237), 35-54 (323), 55+ (444).

Source: Ipsos Political Monitor



# 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	Feb 2024
1st	Healthcare / NHS / 50%	Managing the economy / 32%	Healthcare / NHS / 47%	Healthcare / NHS / 43%	Europe /EU/ Brexit / 55%	Healthcare / NHS / 28%	Healthcare / NHS / 30%
2nd	Education / schools / 39%	Healthcare / NHS / 26%	Managing the economy / 35%	EU / Brexit / 42%	Healthcare / NHS / 52%	Inflation/ cost of living / 23%	Inflation/ cost of living / 22%
3rd	EU / Brexit / 14%	Education / schools / 23%	Education / schools / 24%	Education / schools / 22%	Education / schools / 22%	Managing the economy / 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%	Asylum and immigration / 15%
5th	Managing the economy / 7%	Taxation / 12%	Taxation / 16%	Asylum / immigration / 12%	Managing the economy / 10%	Education / schools / 13%	Education / schools / 12%

Base: 1,004 British adults 18+, 21-28 February 2024. C 1,000 British Adults 18+ each wave.





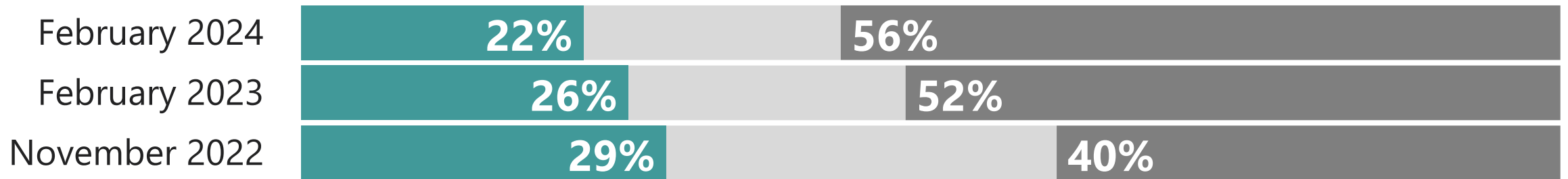
# Jeremy Hunt: Satisfaction

Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt is doing his job as Chancellor of the Exchequer?

Satisfied

Dissatisfied

## Among all



## Among Conservative supporters



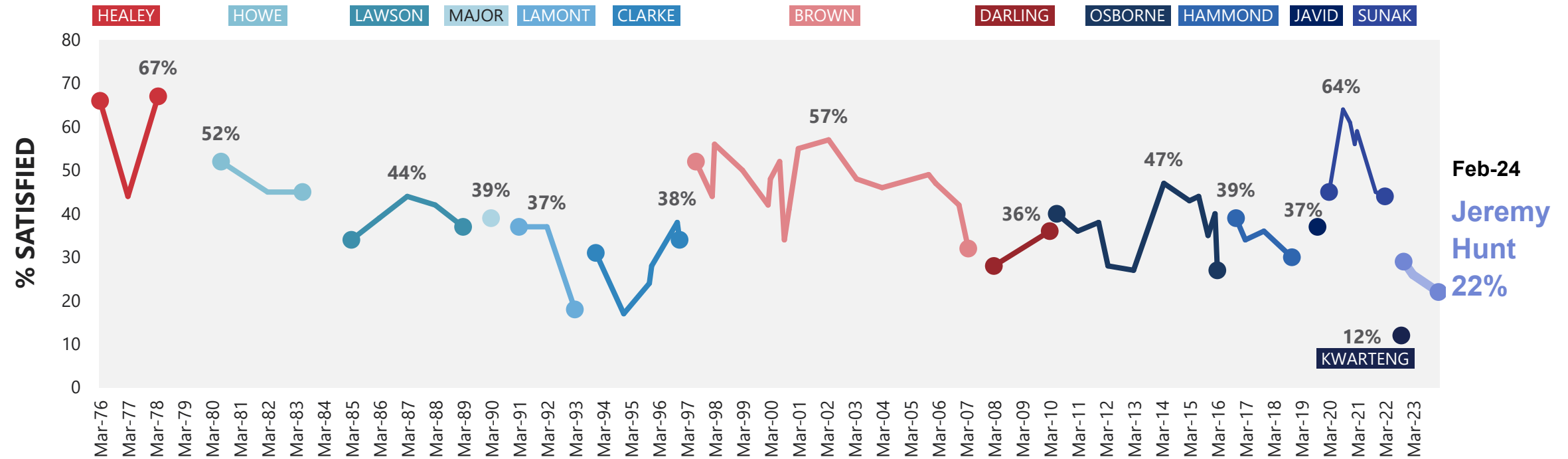
Base: 1,004 British adults 18+, 21-28 February 2024, including (176) Conservative supporters

Source: Ipsos Political Monitor



# Satisfaction with the Chancellor of the Exchequer: 1976-2023

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

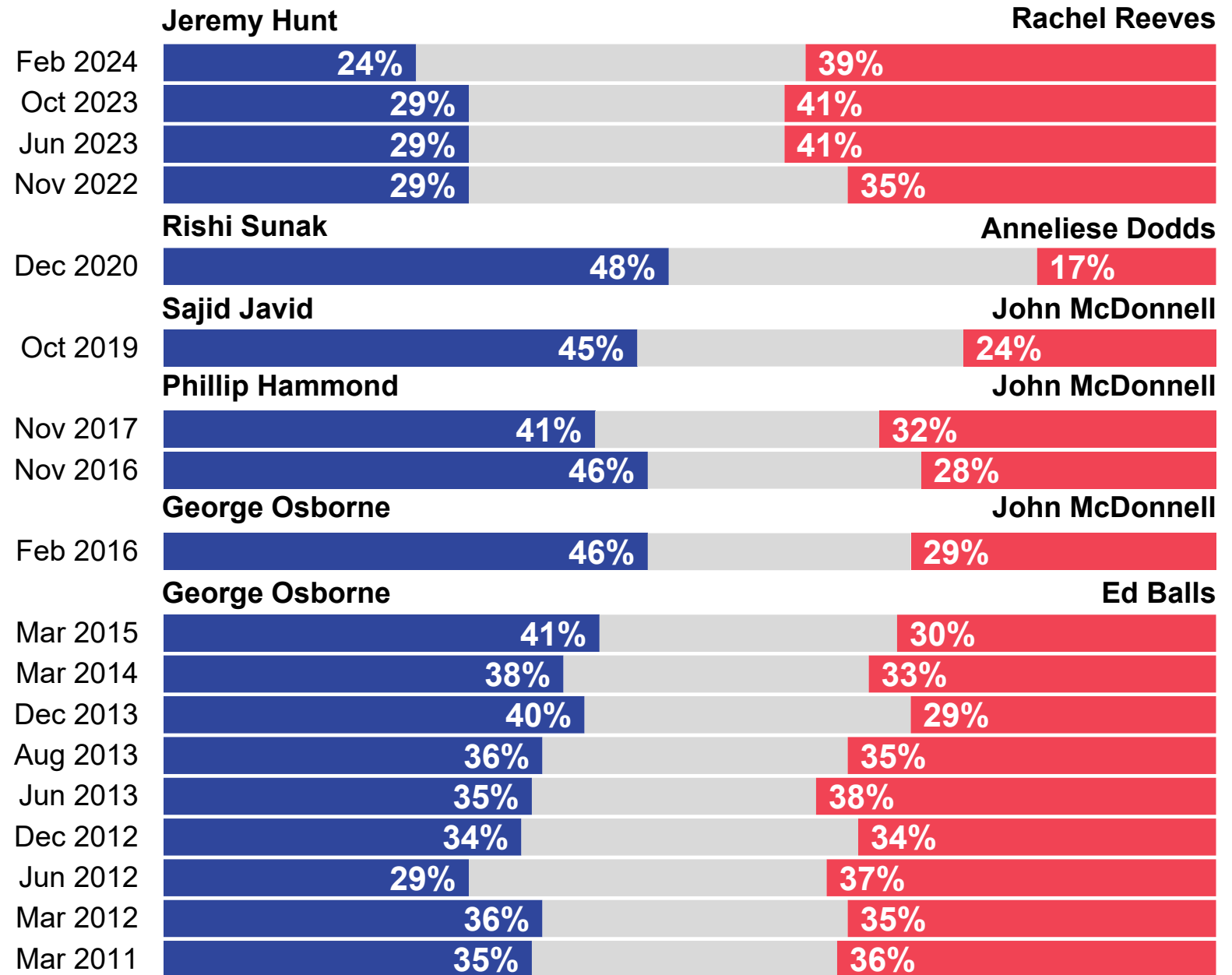
Source: Ipsos Political Monitor

Base: c.1,000 British adults 18+ each month



# Most capable Chancellor: 2011-2023

Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

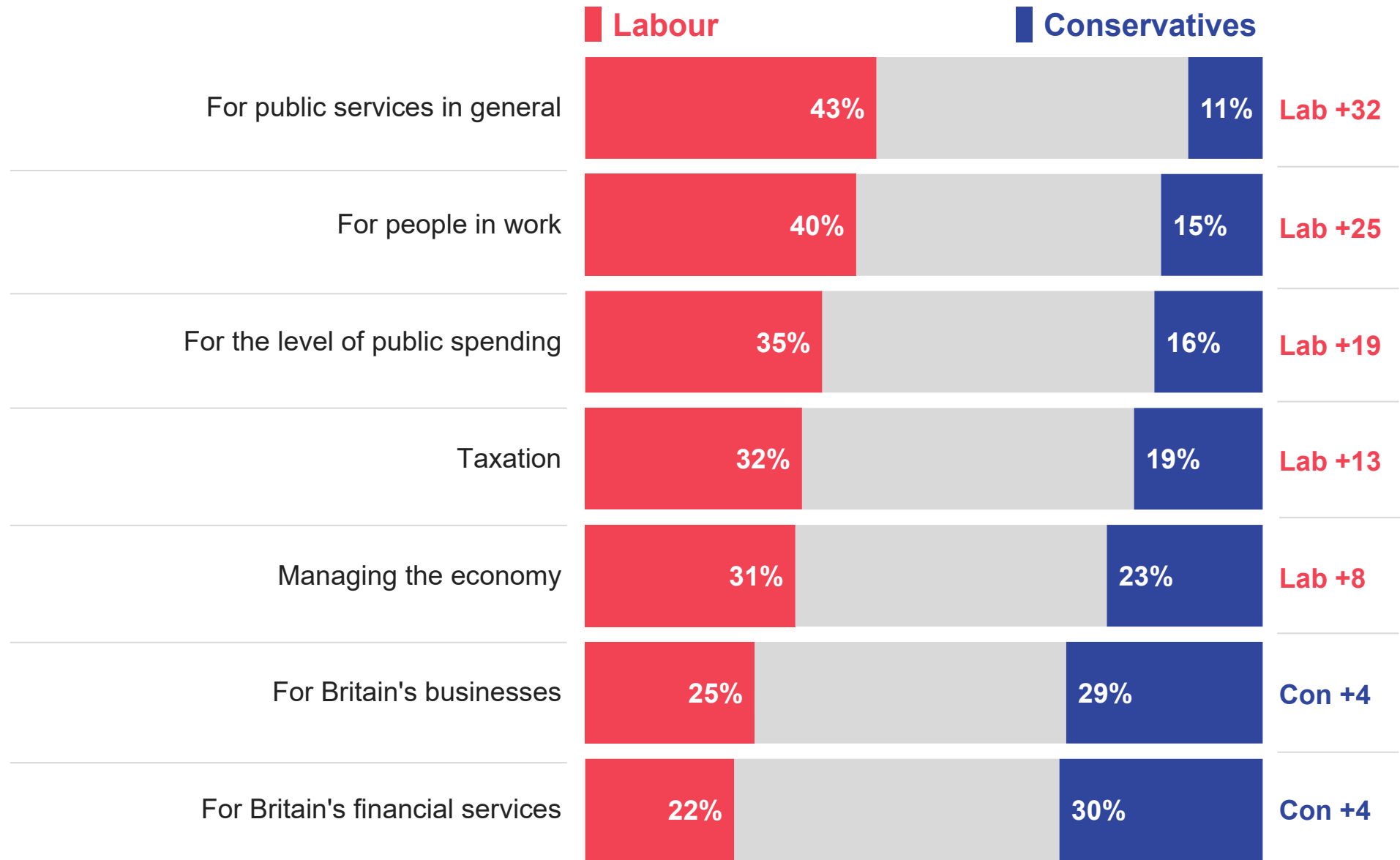


Base: 1,004 British adults 18+, 21-28 February 2024



# Best party on key issues

Which party do you think has the best policies on ... the Conservatives, Labour, Liberal Democrats, or some other party?



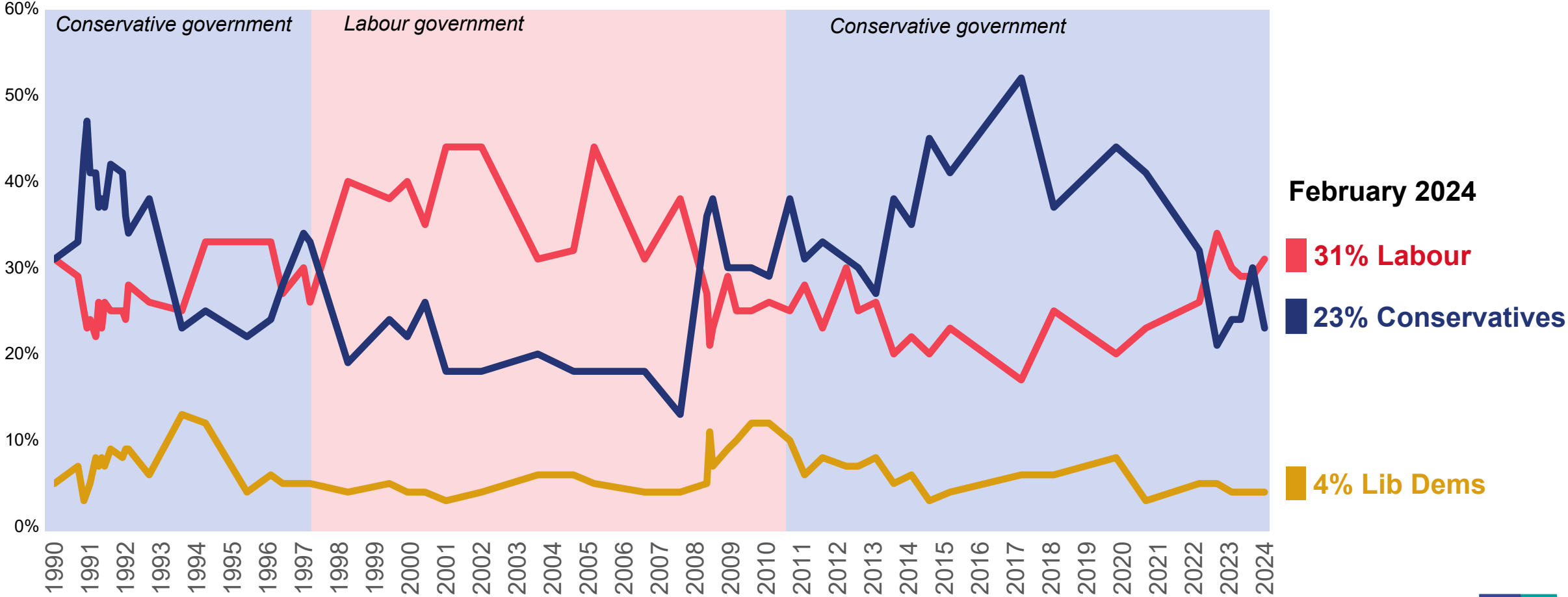
Base: 1,004 British adults 18+, 21-28 February 2024





# Best party on managing the economy: 1990-2024

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?



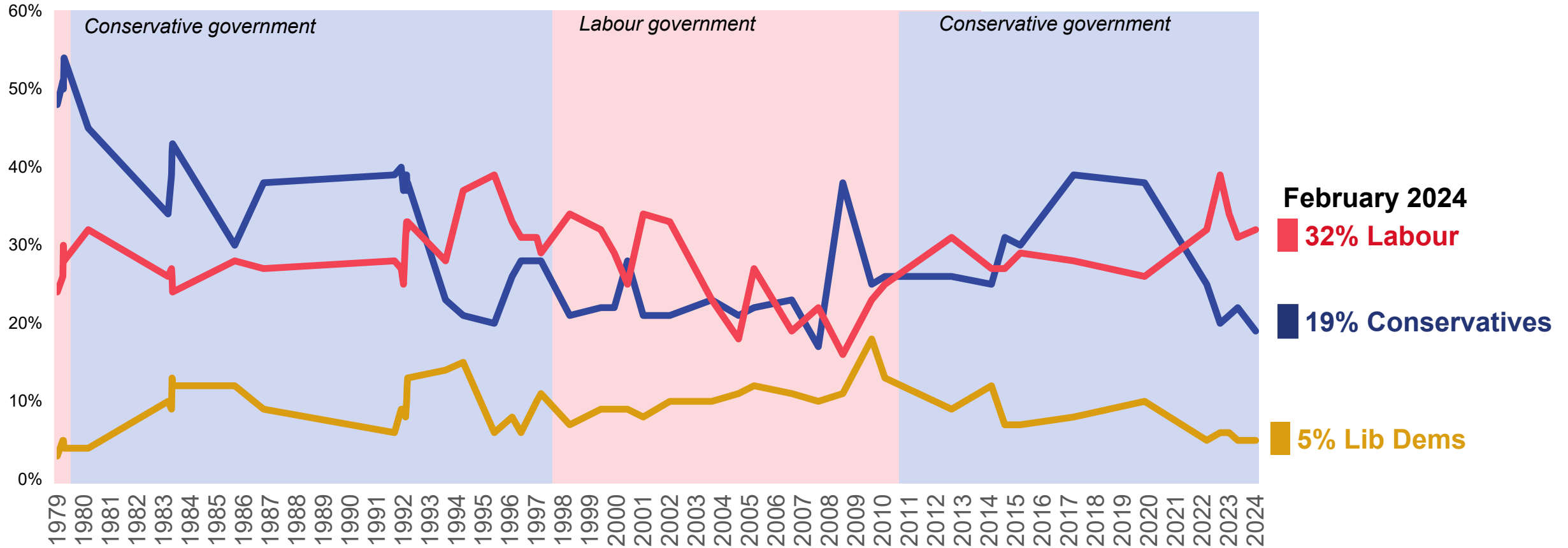
Latest wave base: 1,004 British adults 18+, 21-28 February 2024. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on taxation: 1979-2024

Which party do you think has the best policies on taxation, the Conservatives, Labour, Liberal Democrats or some other party?

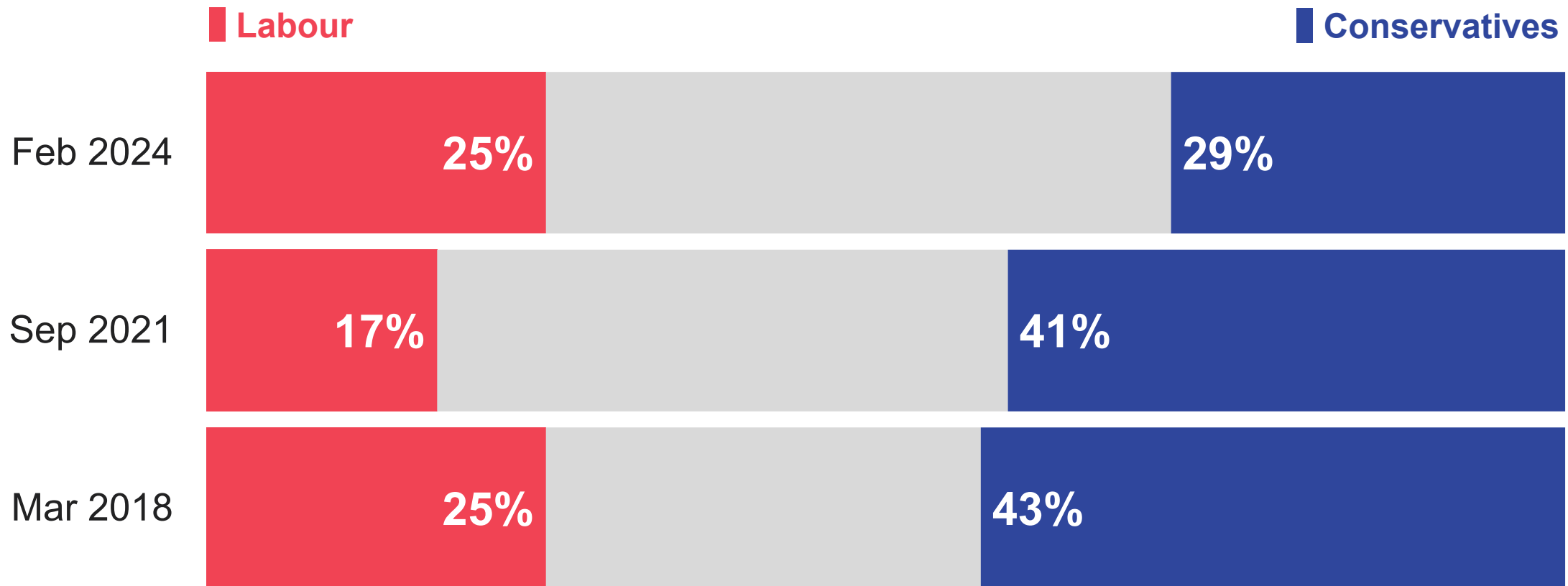


Latest wave base: 1,004 British adults 18+, 21-28 February 2024. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on for Britain's businesses: 2018-2024

Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?



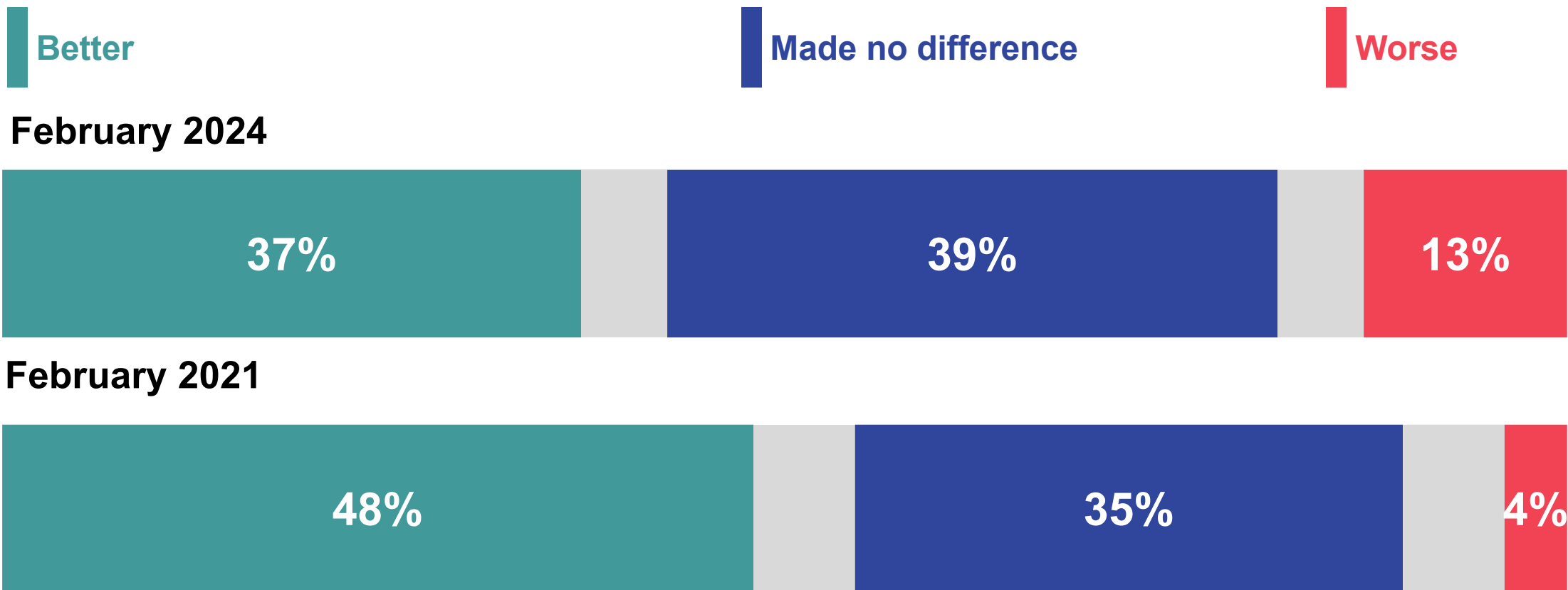
Base: 1,004 British adults 18+, 21-28 February 2024

Source: Ipsos Political Monitor



# Has Keir Starmer changed Labour for the better or worse?

Taking everything into account, do you think that since he became leader Keir Starmer has changed the Labour Party for the better, for the worse, or has he made no difference?



Base: 1,004 British adults 18+, 21-28 February 2024

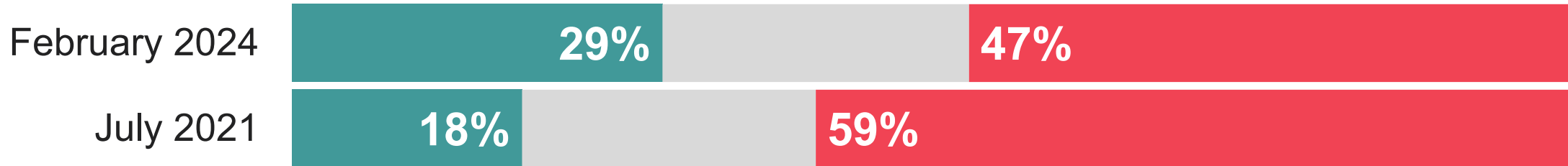


# Keir Starmer's leadership

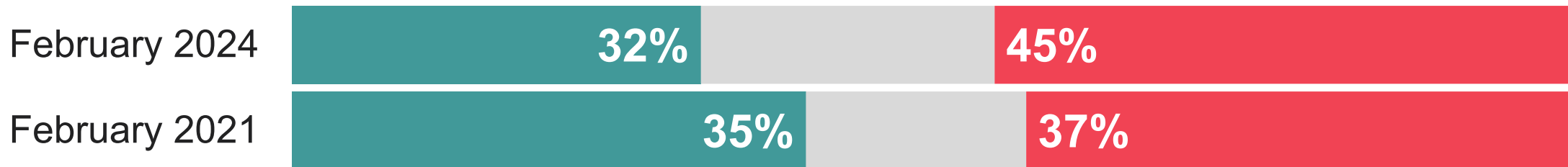
We would now like to ask you some questions about Keir Starmer's leadership of the Labour Party. Would you say that the Labour Party led by Keir Starmer has done a good job or bad job at...?

■ Good job ■ Bad job

## Setting out a clear alternative to the current government to voters



## Giving you a reason to vote Labour



Base: 1,004 British adults 18+, 21-28 February 2024

Source: Ipsos Political Monitor





# Keir Starmer: Decisive or indecisive?

Would you describe Keir Starmer as decisive or indecisive?



Base: 1,004 British adults 18+, 21-28 February 2024



# What do the party leaders stand for?

To what extent do you agree or disagree with the following statements?

I don't know what ... stands for

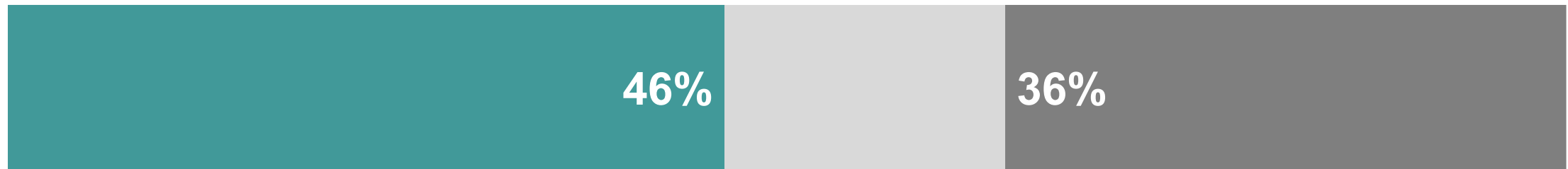
Agree

Disagree

Keir Starmer



Rishi Sunak



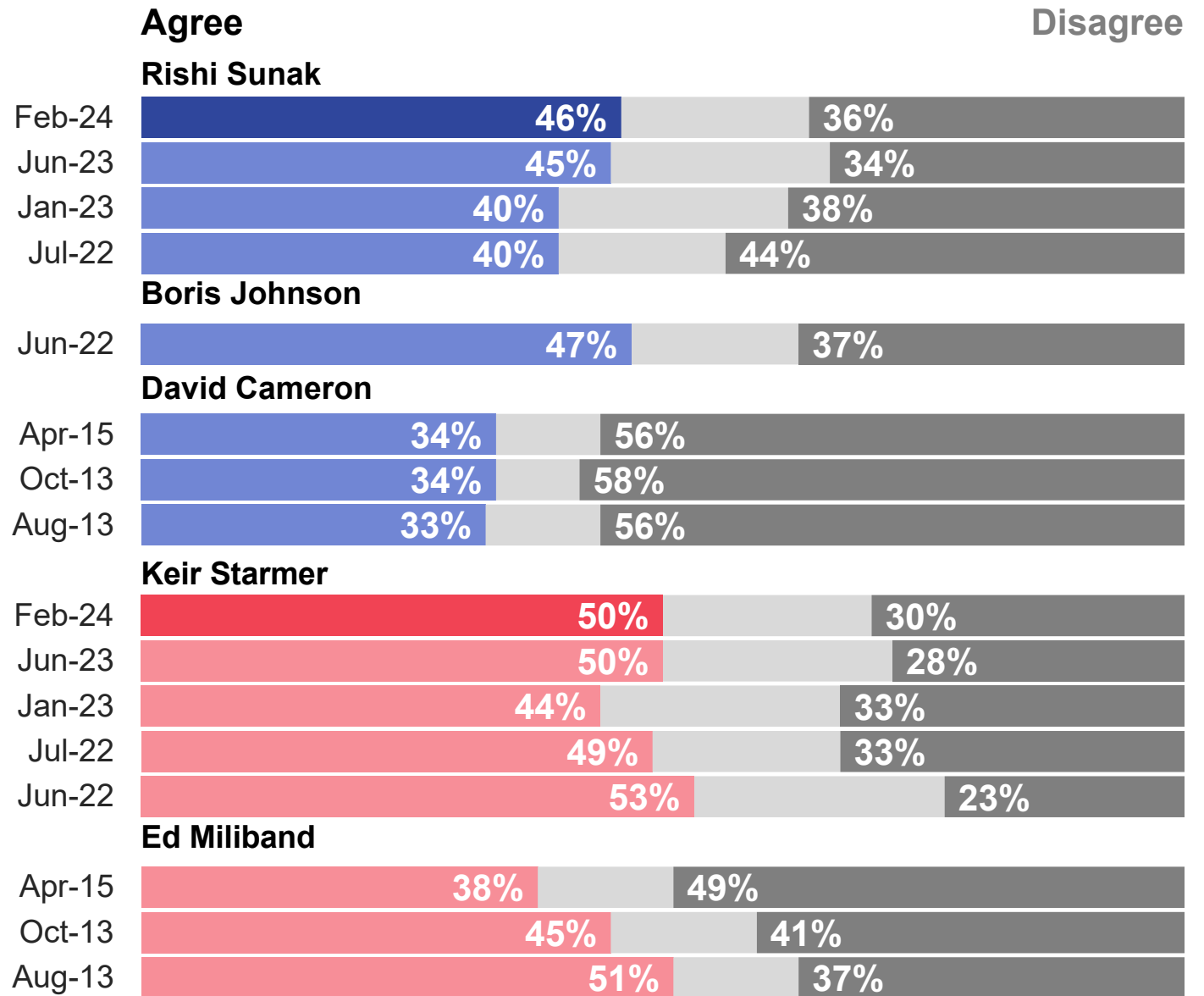
Base: 1,004 British adults 18+, 21-28 February 2024



# What do the party leaders stand for? Trends

To what extent do you agree or disagree with the following statements?

I don't know what ... stands for



Base: 1,004 British adults 18+, 21-28 February 2024



# Ipsos

## February 2024 Political Monitor

### For more information

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

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

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

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