

IPSOS POLITICAL MONITOR

April 2024

VOTING INTENTION

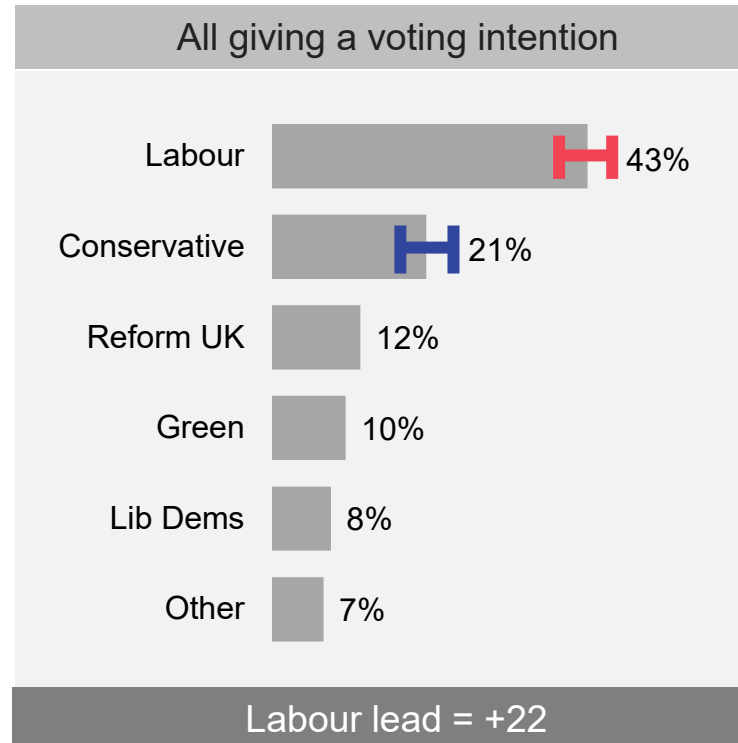
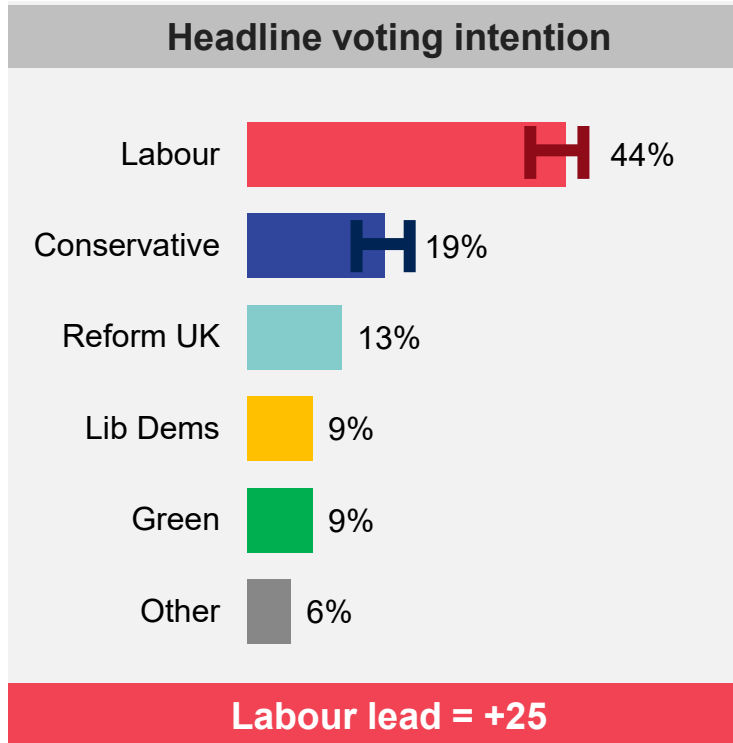
POLLING
STATION

WAY IN

WAY IN

Voting Intention: April 2024

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



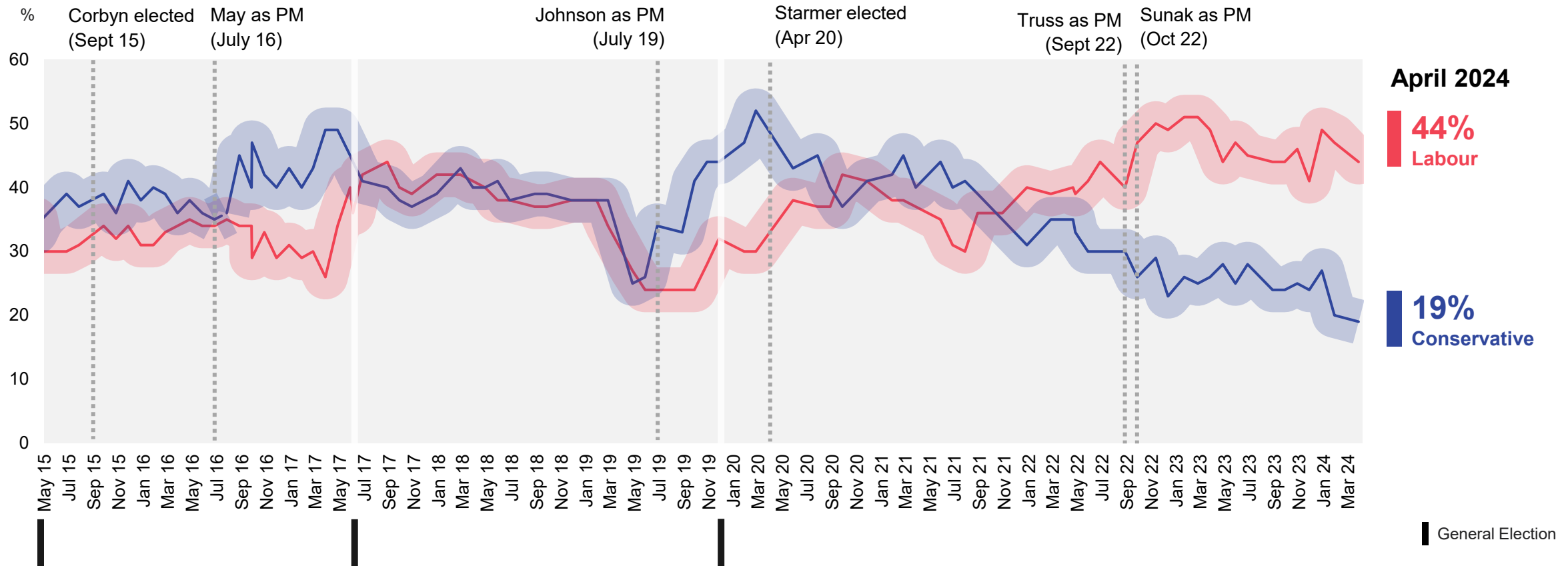
Base: 1,072 British adults 18+, 3-15 April 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 651. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record 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?



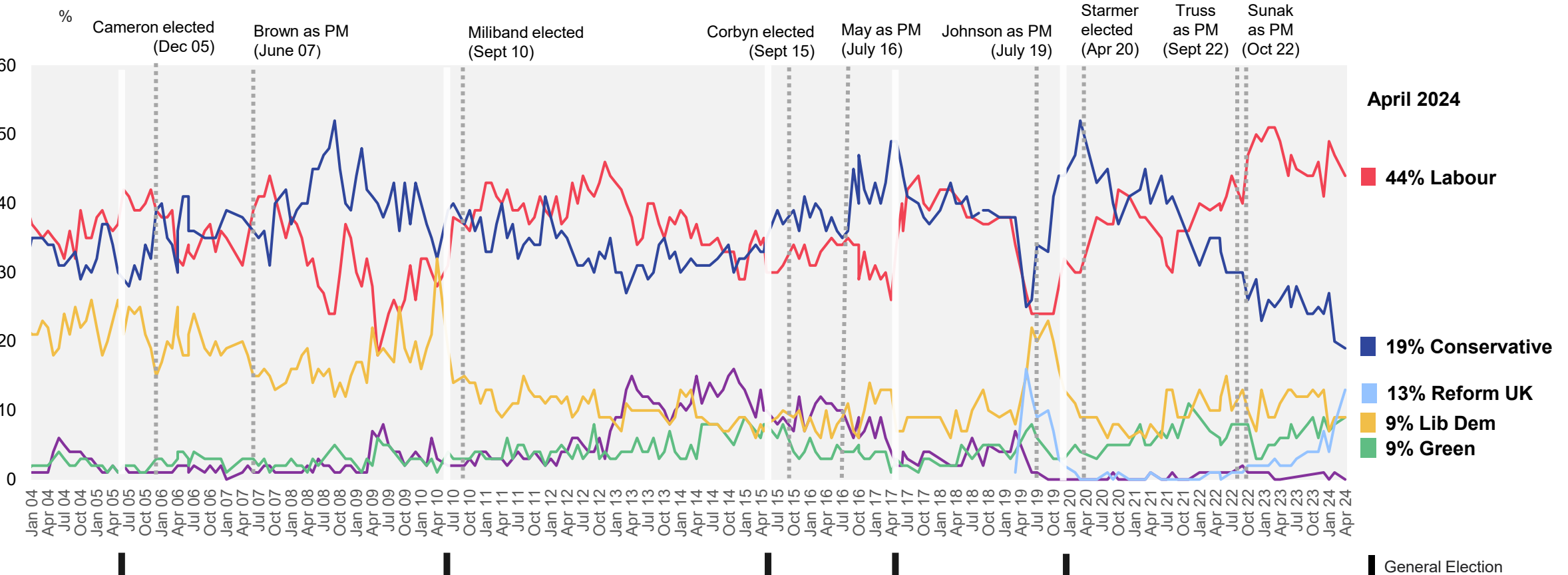
Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: February '04 – April '24

How would you vote if there were an election tomorrow?



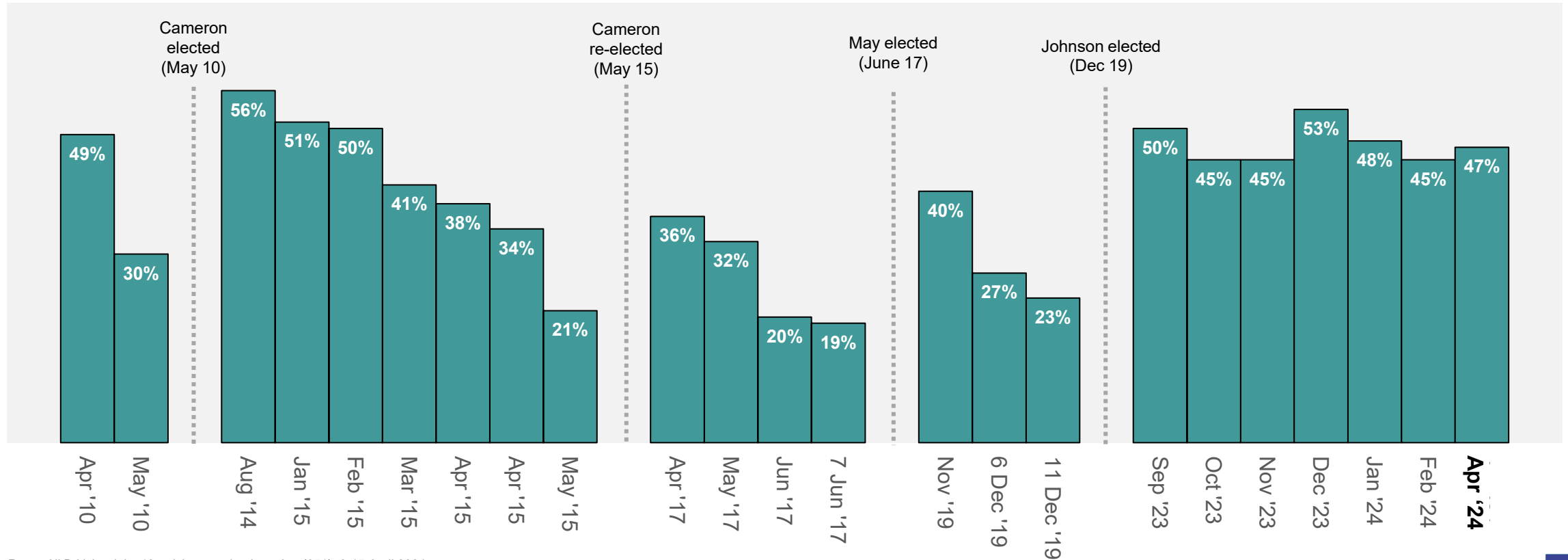
Base: c. 800 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

Source: Ipsos Political Monitor



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 (651), 3-15 April 2024.

Source: Ipsos Political Monitor

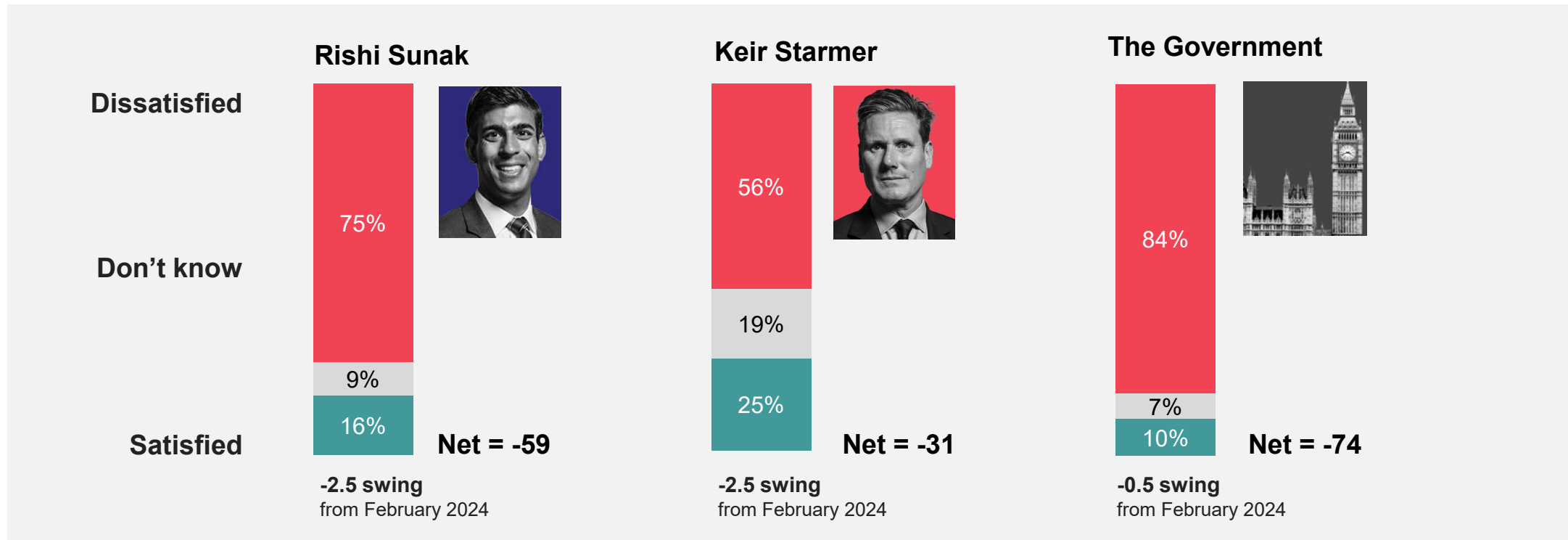




SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: April 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: 1,072 British adults 18+, 3-15 April 2024. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

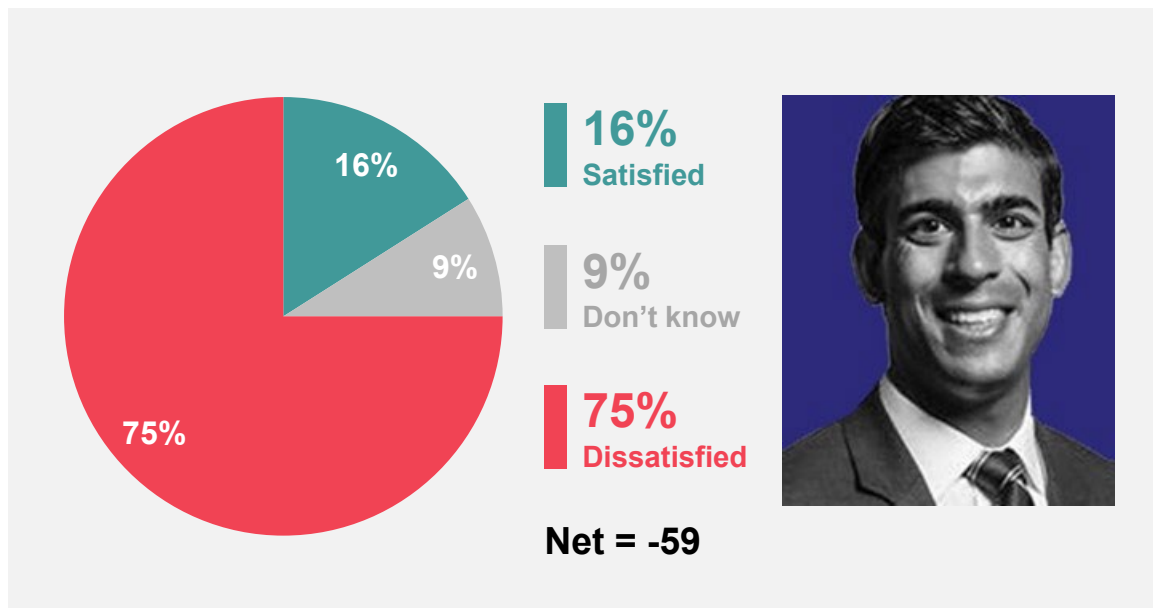


Rishi Sunak: Satisfaction

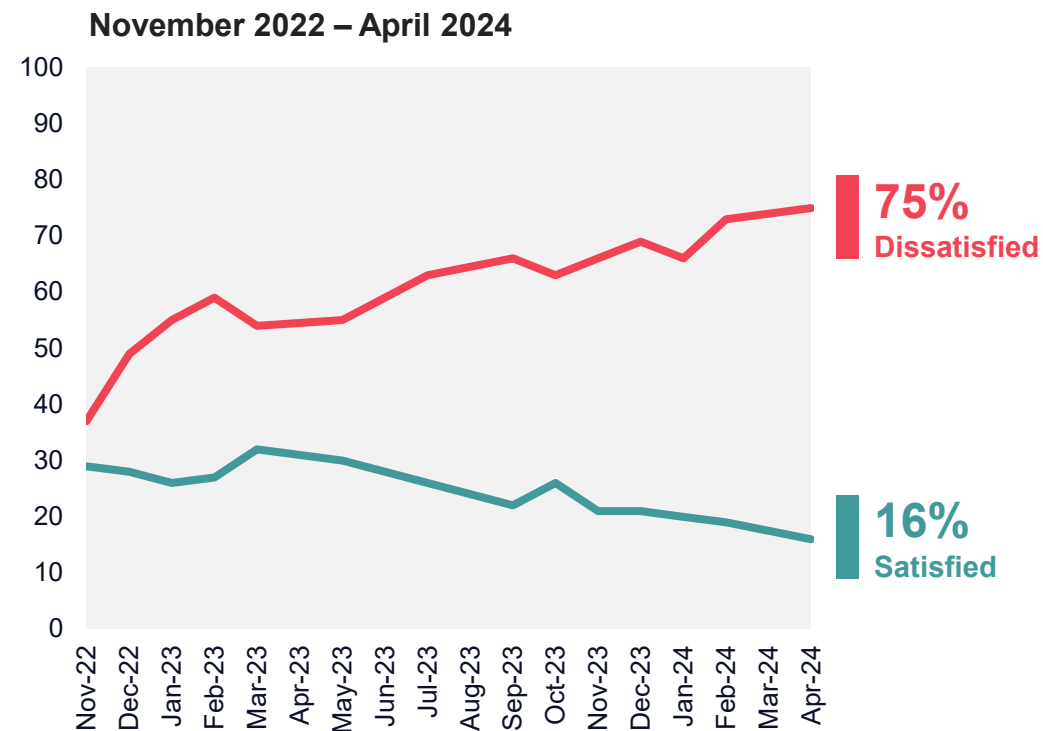
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

April 2024

Among all



Base: 1,072 British adults 18+, 3-15 April 2024.



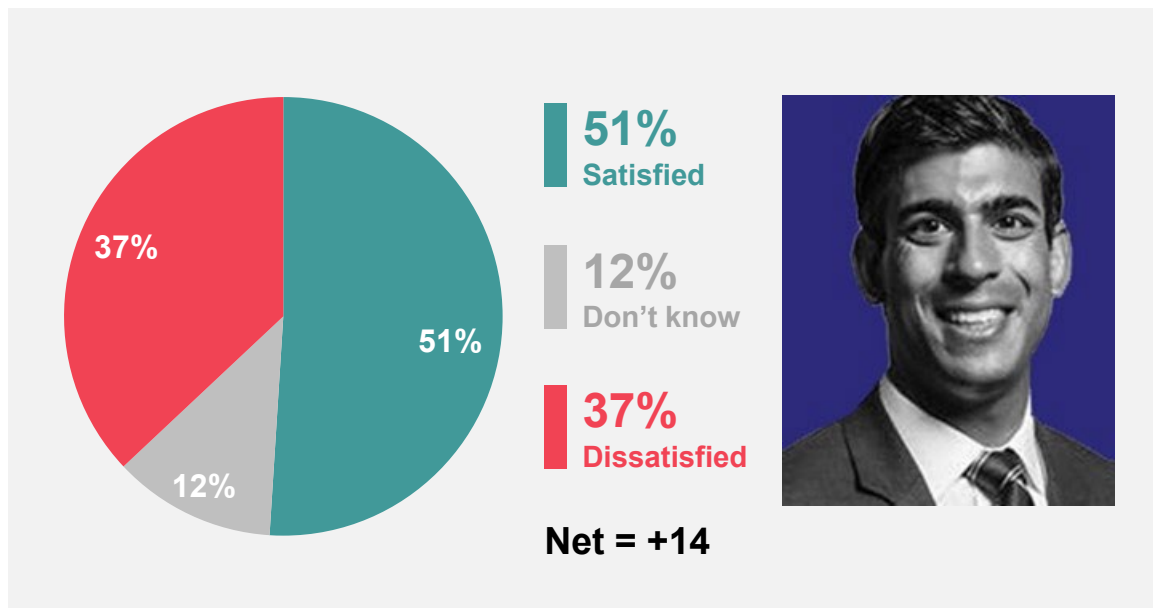
Source: Ipsos Political Monitor



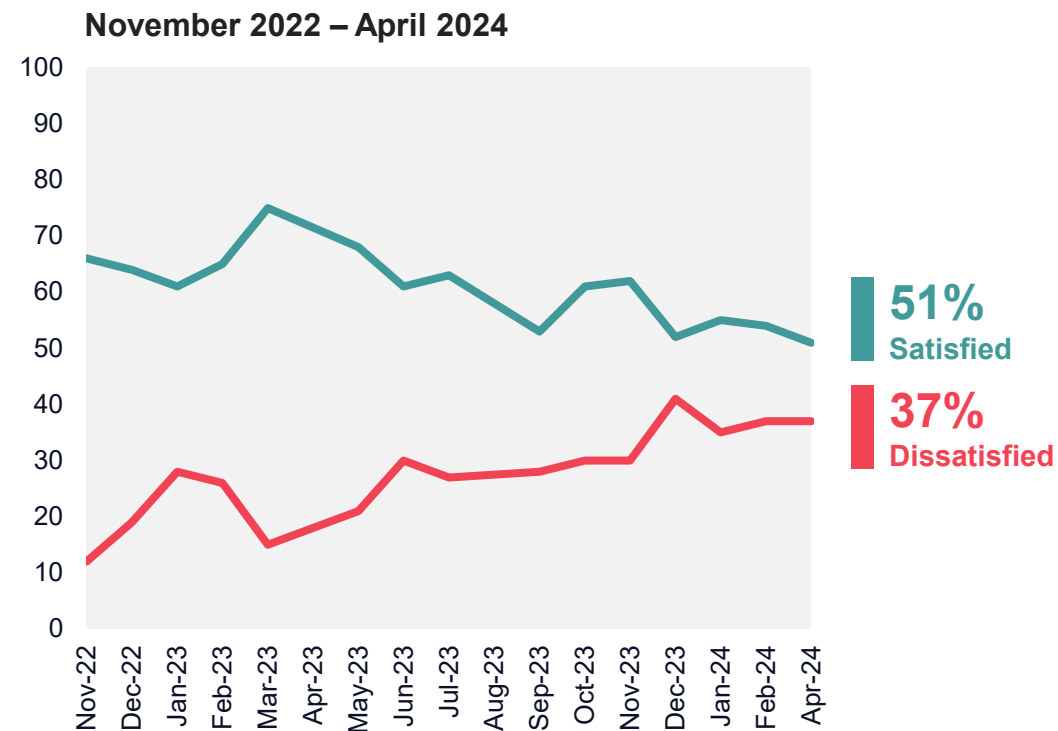
Rishi Sunak: Satisfaction amongst Conservative supporters

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

April 2024



Base: 152 Conservative party supporters aged 18+, 3-15 April 2024

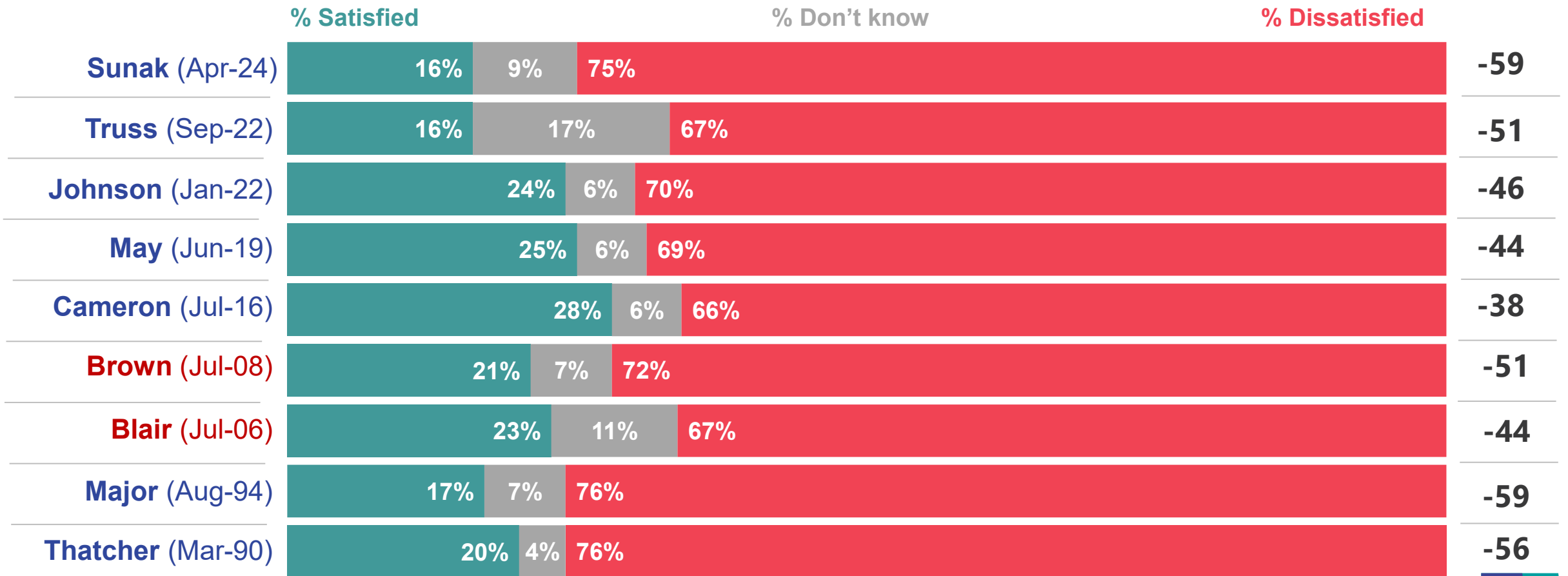


Source: Ipsos Political Monitor



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?



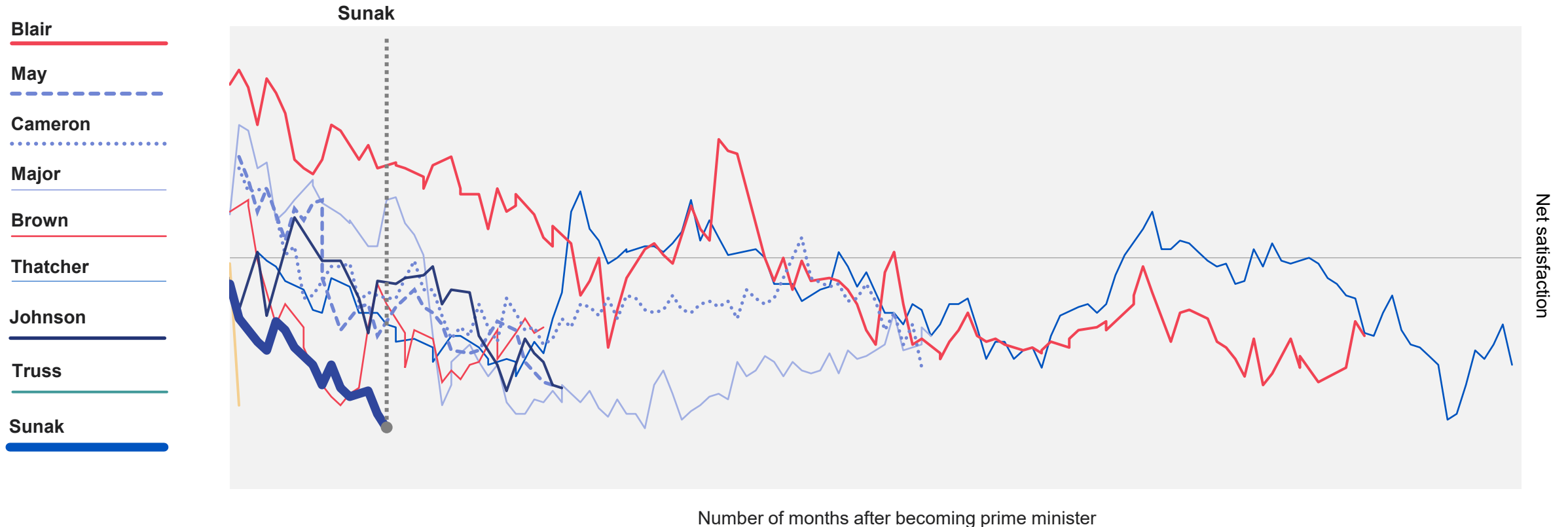
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2024)

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



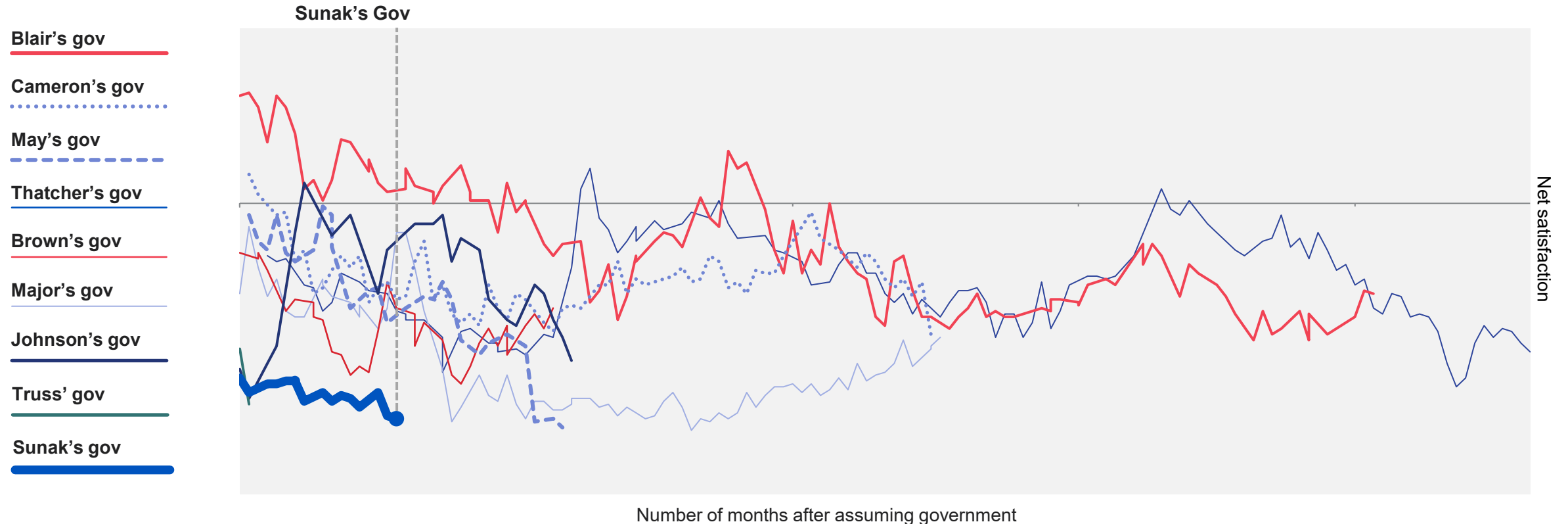
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone
Base: c.1,000 British adults each month

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

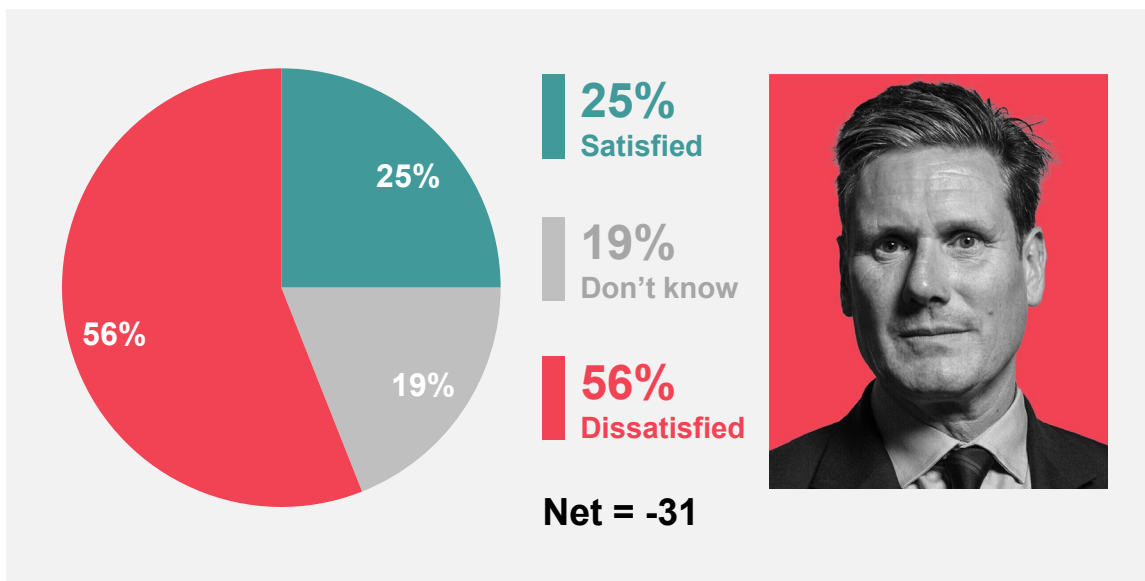
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction

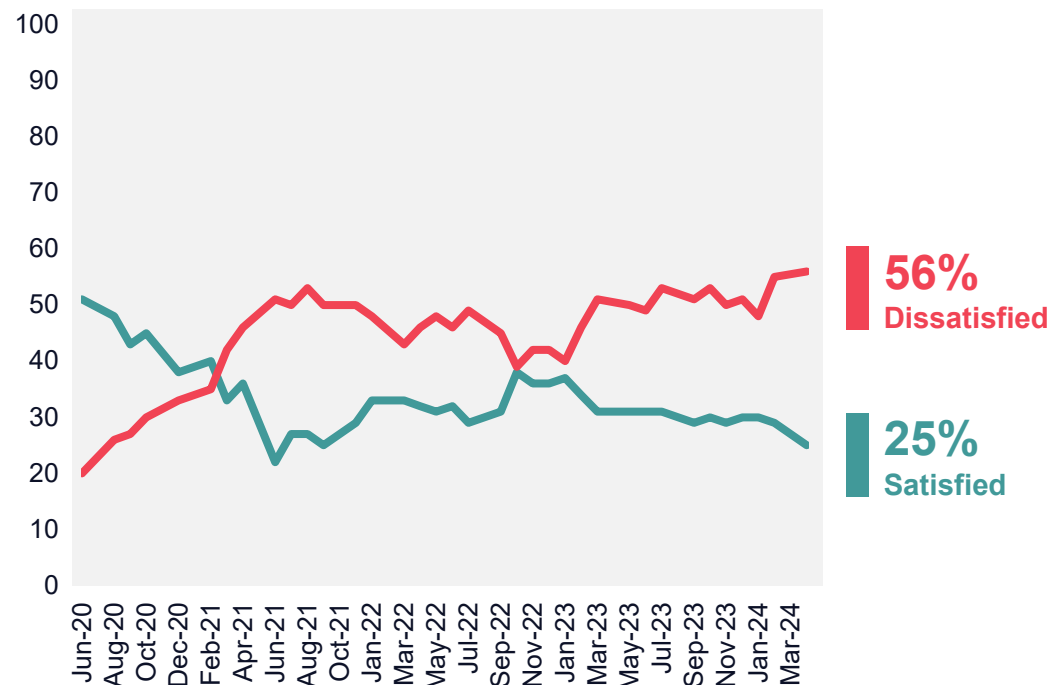
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

April 2024



Base: 1,072 British adults 18+, 3-15 April 2024.

June 2020 – April 2024



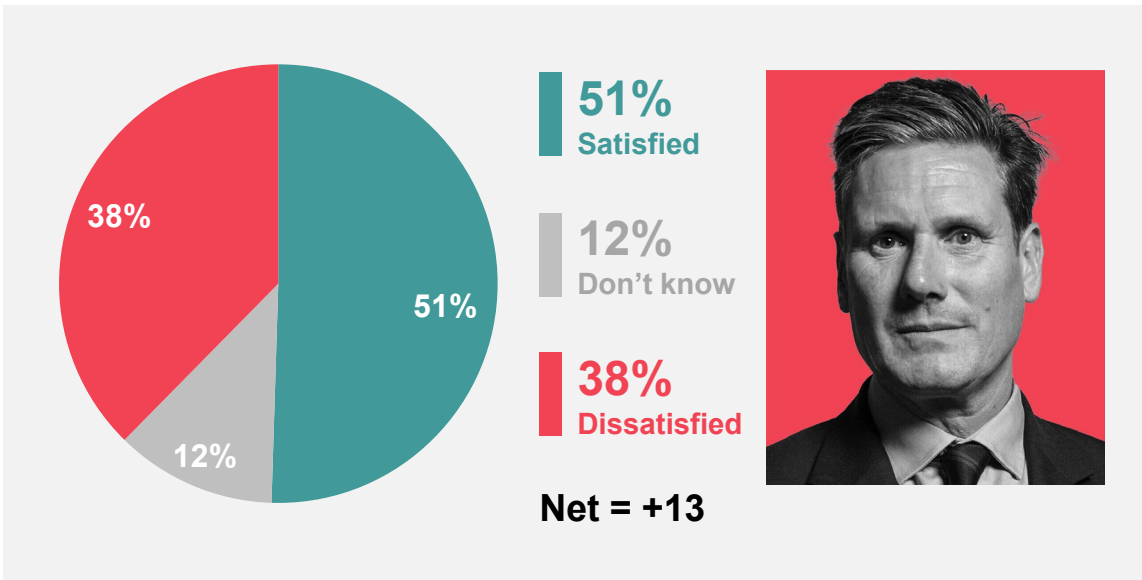
Source: Ipsos Political Monitor



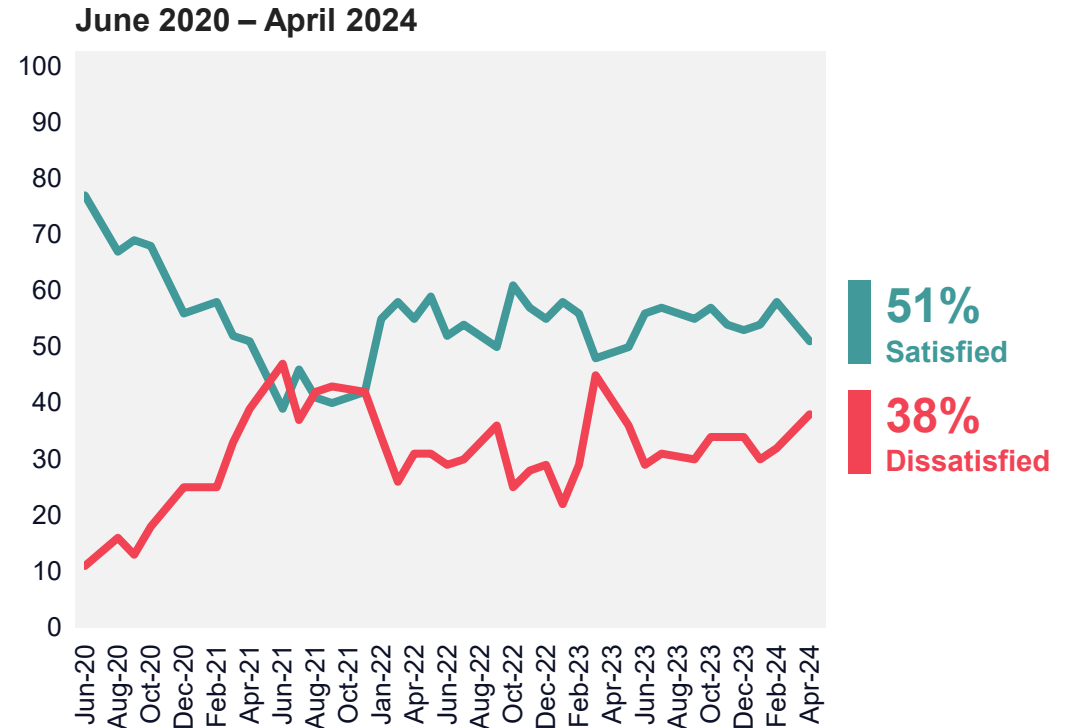
Keir Starmer: Satisfaction amongst Labour supporters

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

April 2024



Base: 349 Labour Party supporters aged 18+, 3-15 April 2024

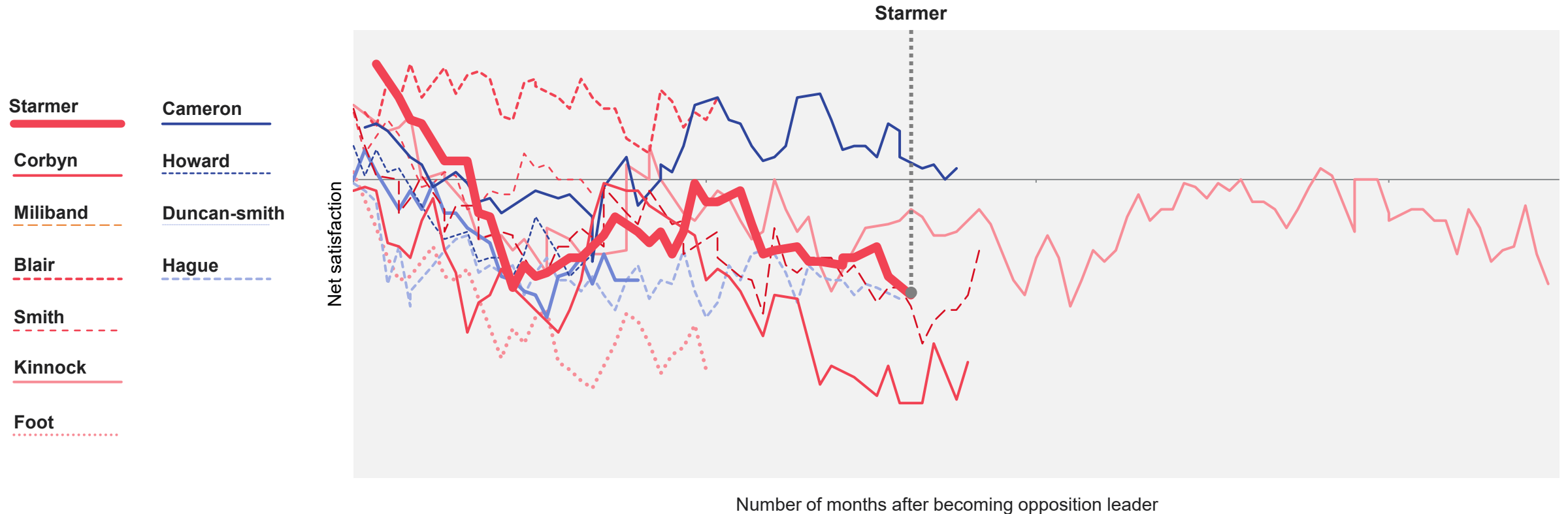


Source: Ipsos Political Monitor



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

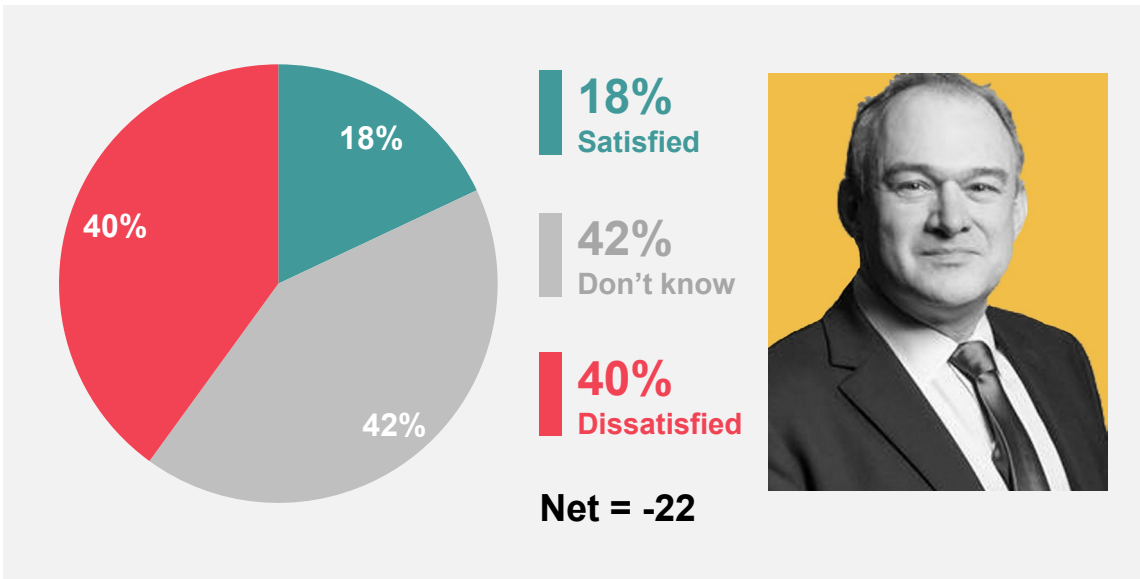
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

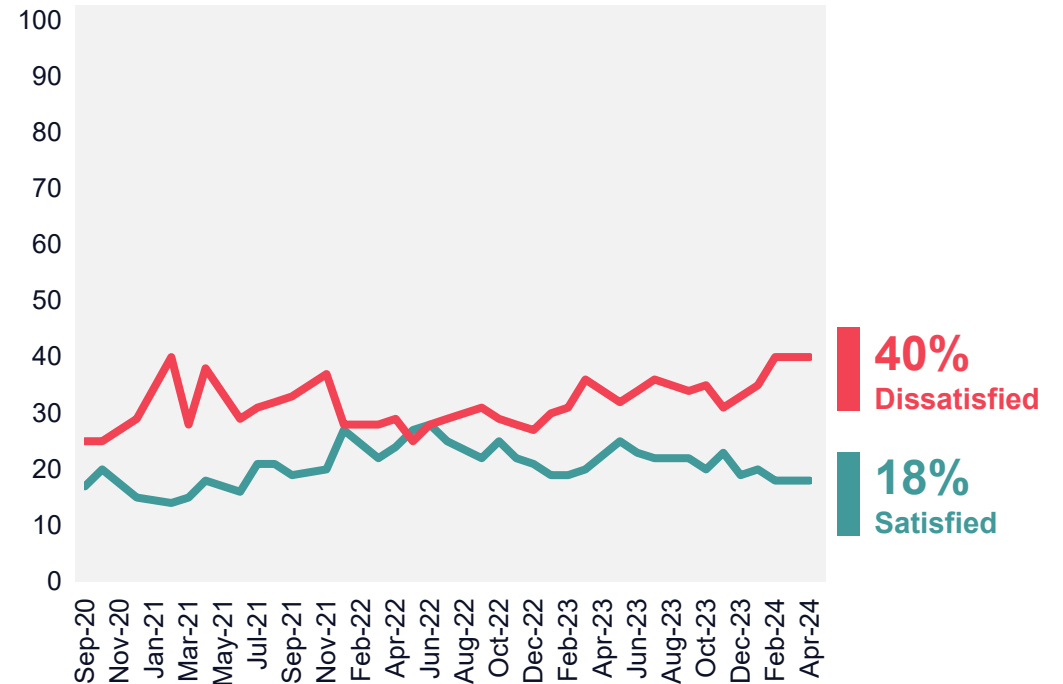
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

April 2024



Base: 1,072 British adults 18+, 3-15 April 2024.

September 2020 – April 2024



Source: Ipsos Political Monitor



LEADERSHIP

Leader image: Sunak v Starmer

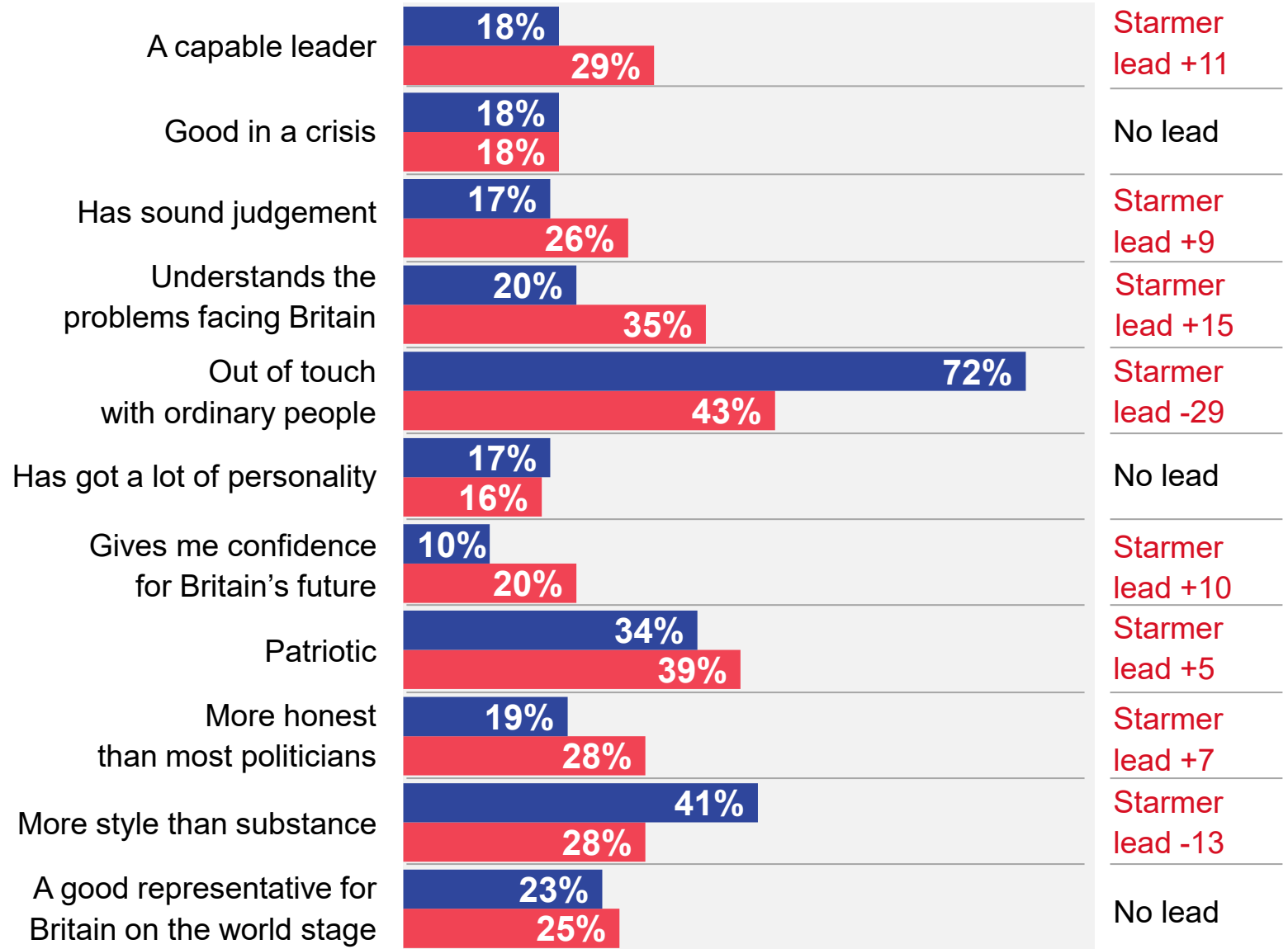
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi Sunak



Keir Starmer



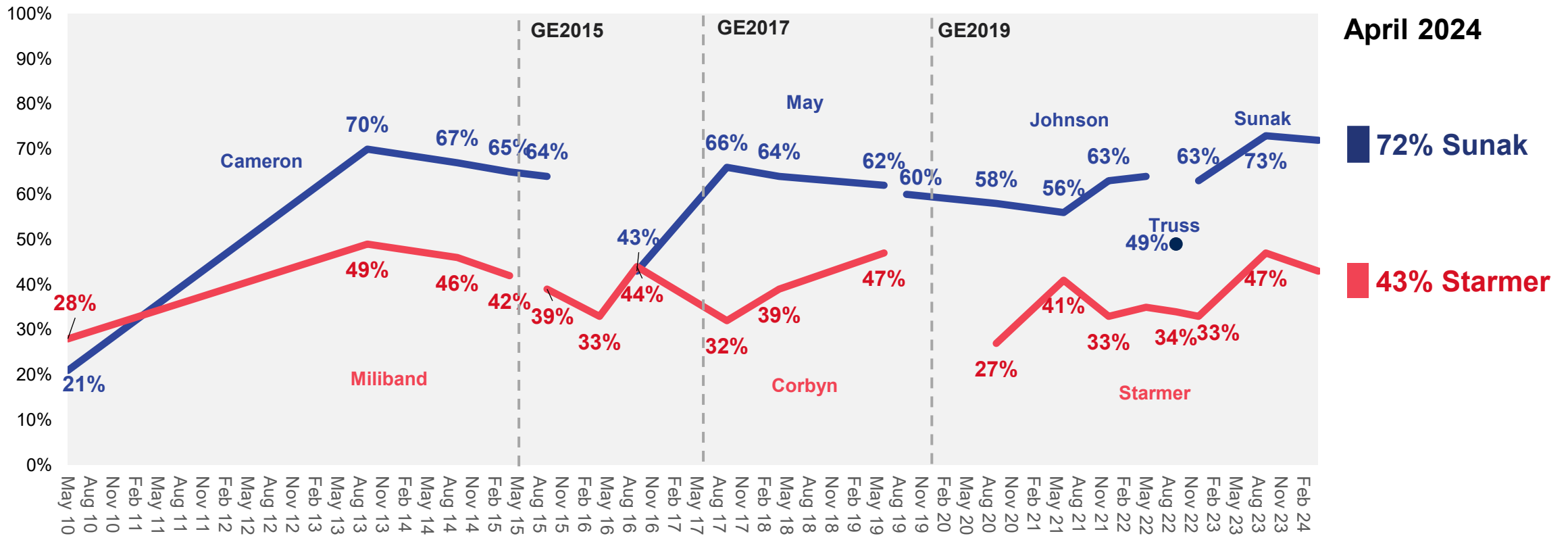
Base: 1,072 British adults 18+, 3-15 April 2024.



Leader image: Out of touch with ordinary people

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

% Describing ... as “out of touch with ordinary people”, 2010 - 2024



April 2024

72% Sunak

43% Starmer

Latest wave base: 1,072 British adults 18+, 3-15 April 2024. c.1000 people asked each wave.

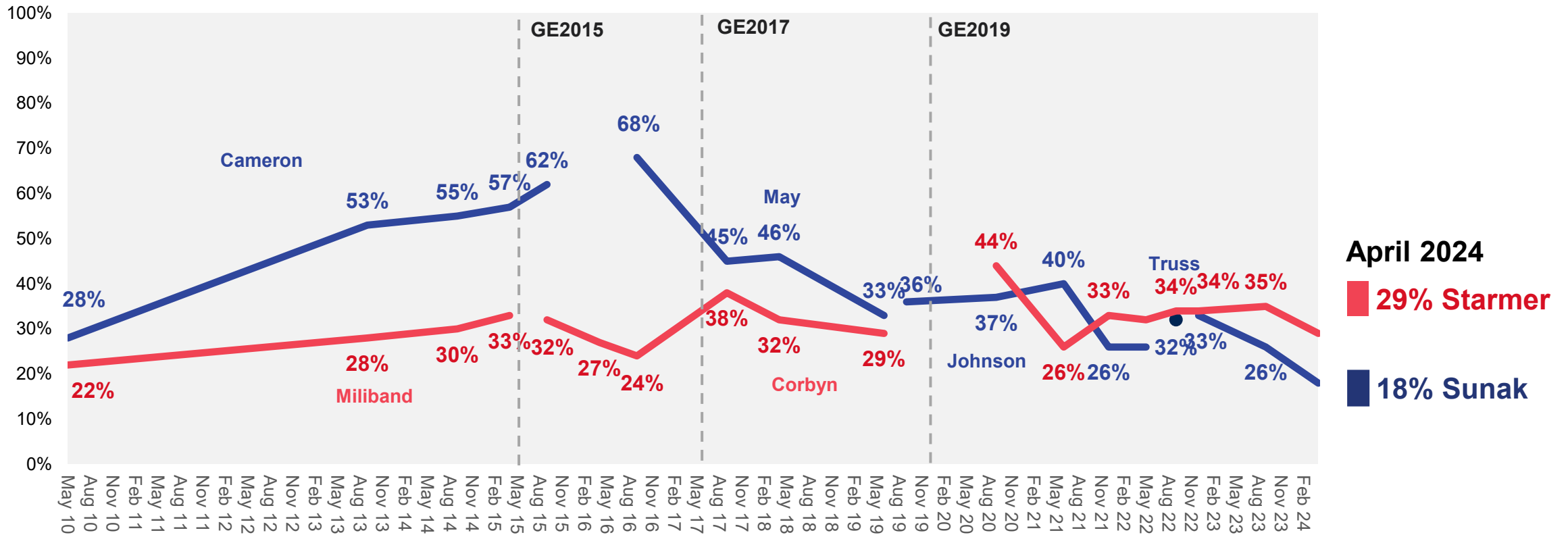
Source: Ipsos Political Monitor



Leader image: A capable leader

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

% Describing ... as “a capable leader”, 2010 - 2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024.
c.1000 people asked each wave.

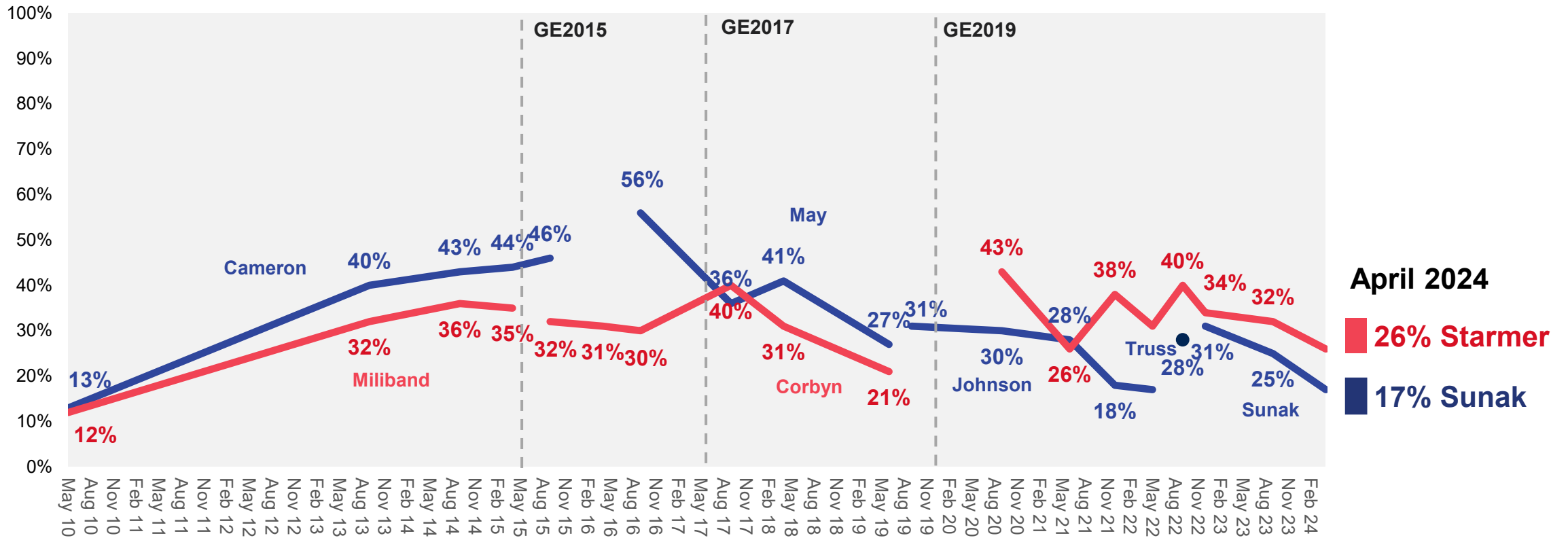
Source: Ipsos Political Monitor



Leader image: Has sound judgement

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

% Describing ... as “has sound judgement”, 2010 - 2024



Latest wave base: 1,072 British adults 18+, 3-15 April 2024.
c.1000 people asked each wave.

Source: Ipsos Political Monitor



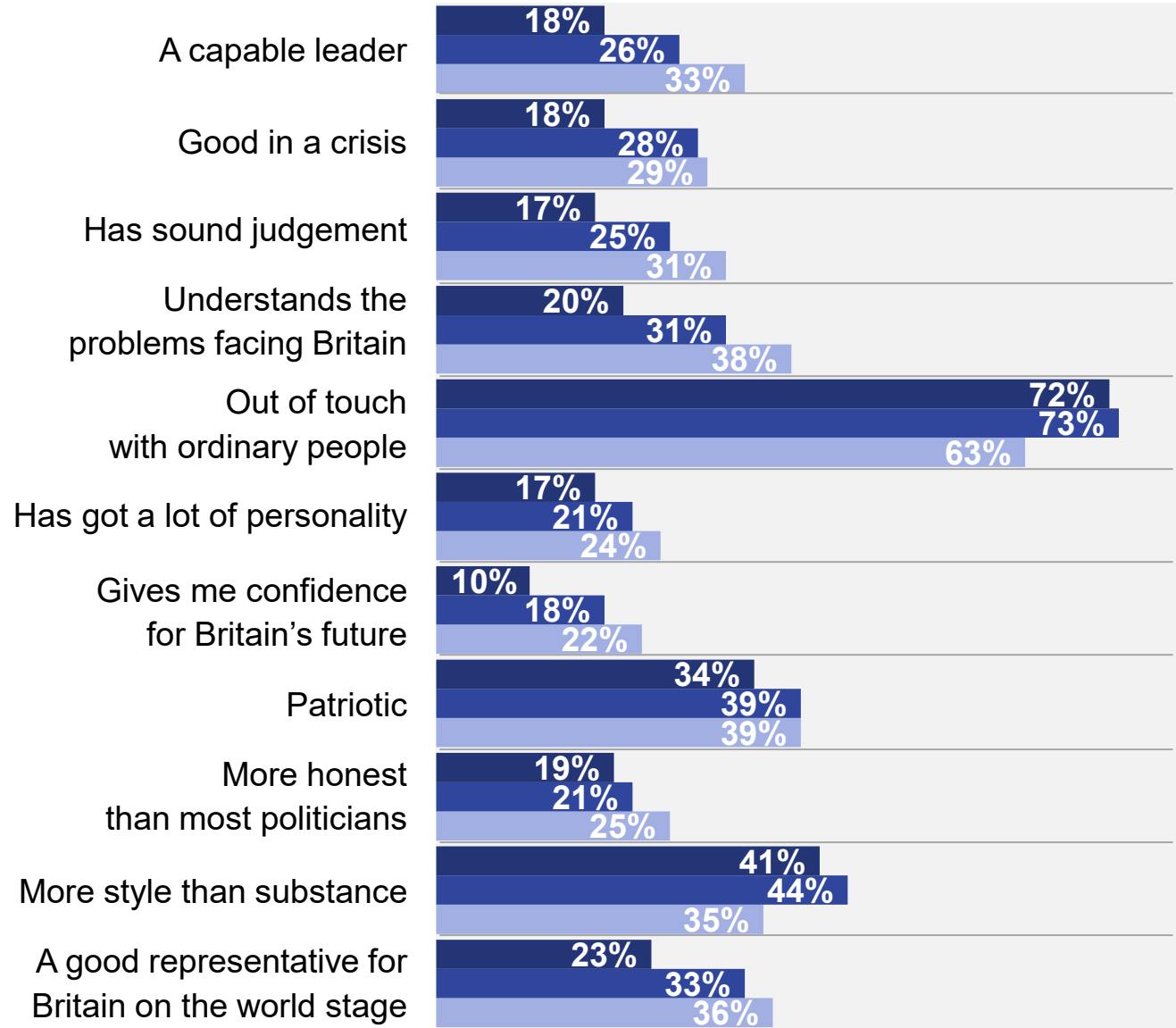
Leader image: Sunak Trend

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi Sunak

- Apr 2024
- Sep 2023
- Dec 2022



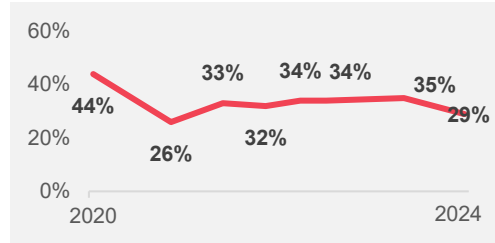
Base: 1,072 British adults 18+, 3-15 April 2024.



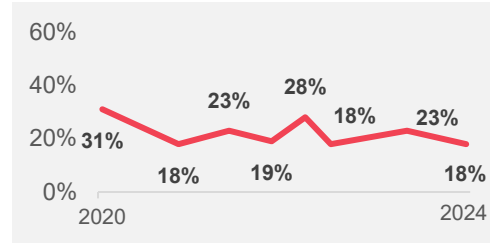
Leader image: Starmer trend

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

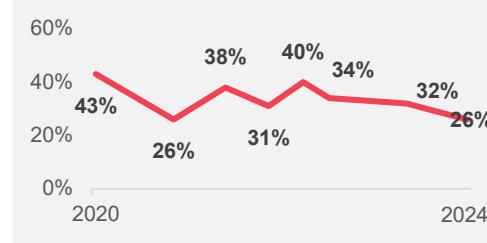
A capable leader



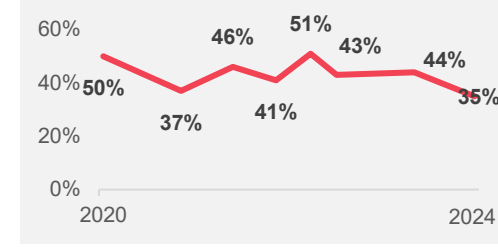
Good in a crisis



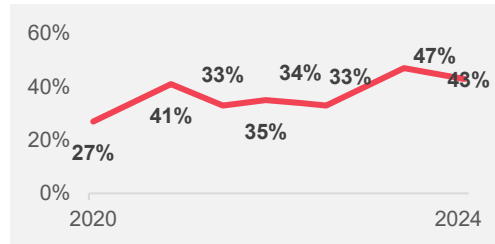
Has sound judgement



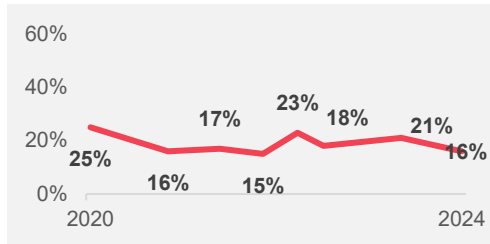
Understands problems facing GB



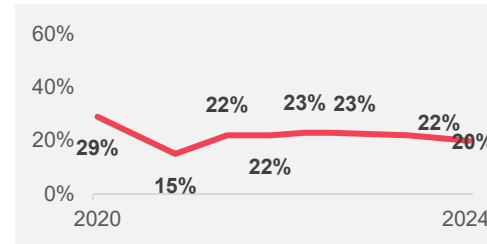
Out of touch with ordinary people



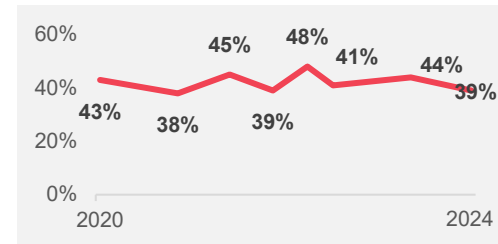
Has got a lot of personality



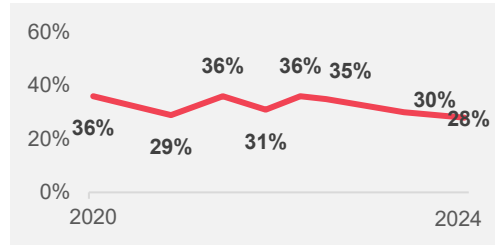
Gives confidence for GB's future



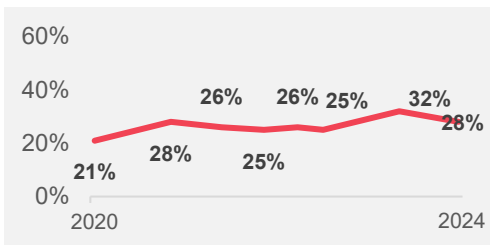
Patriotic



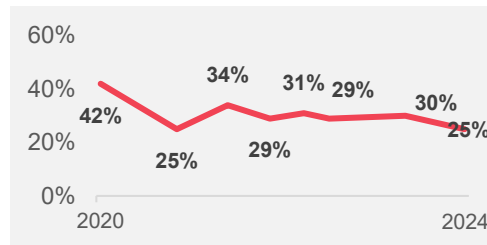
More honest than most politicians



More style than substance



Good representative on world stage



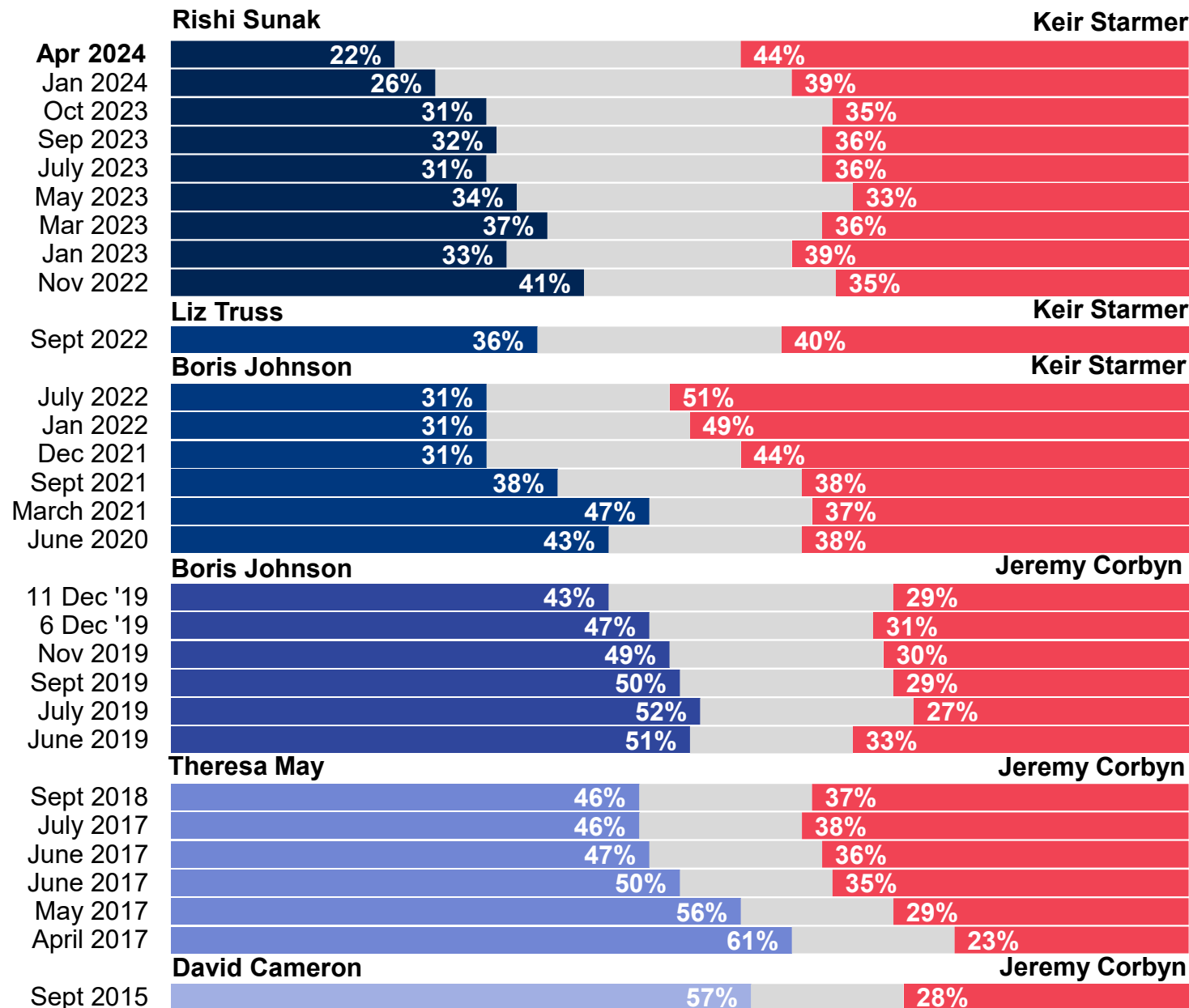
Keir Starmer

Base: 1,072 British adults 18+, 3-15 April 2024.



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 ?

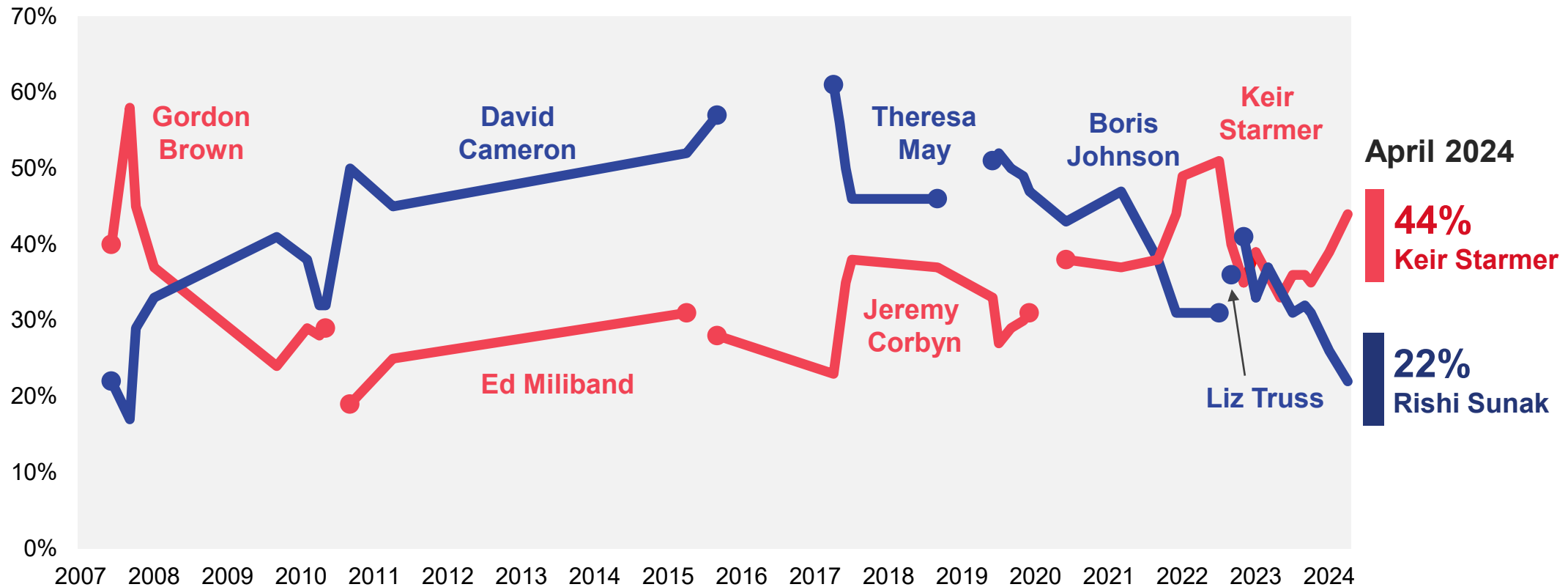


Base: 1,072 British adults 18+, 3-15 April 2024.

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?



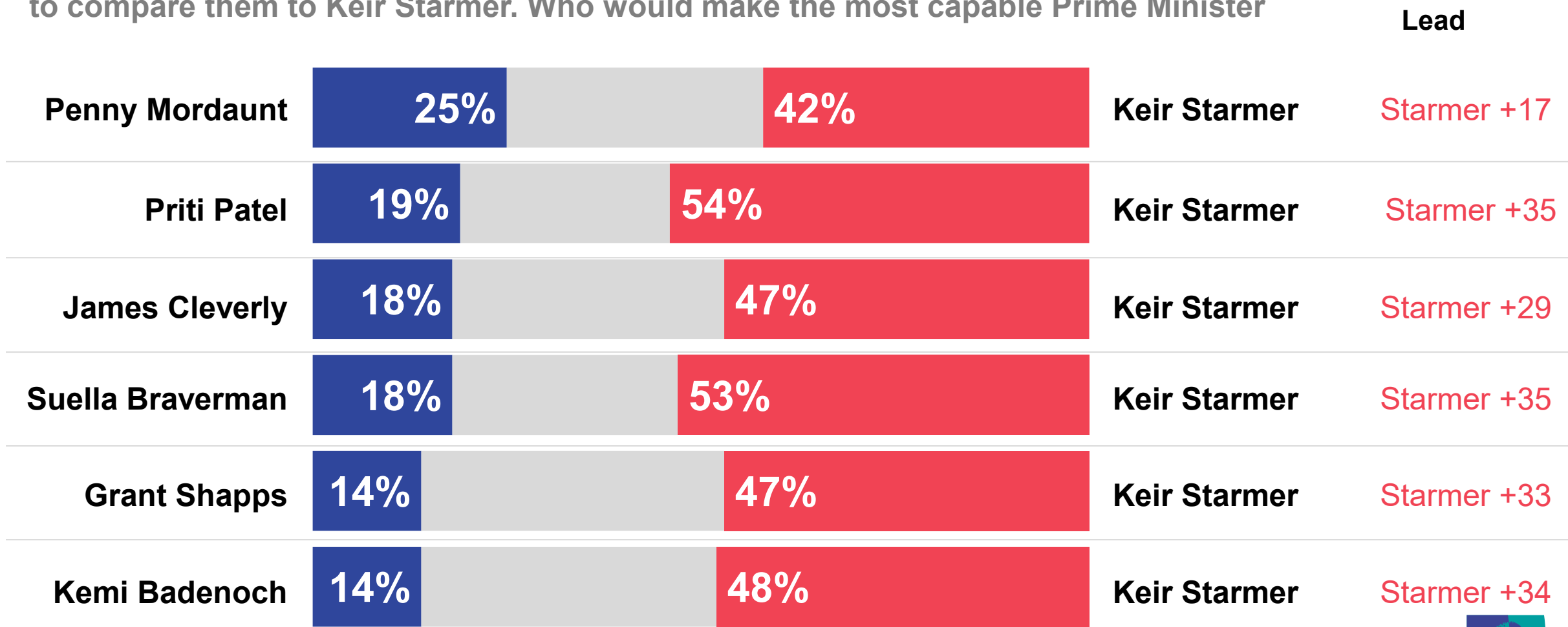
Base: 1,072 British adults 18+, 3-15 April 2024.. c.1,000 British adults each month

Source: Ipsos Political Monitor



Most Capable Prime Minister: Starmer vs Conservative politicians

I'm now going to read out the names of some current and former Conservative ministers and ask you to compare them to Keir Starmer. Who would make the most capable Prime Minister



Base: 1,072 British adults 18+, 3-15 April 2024.

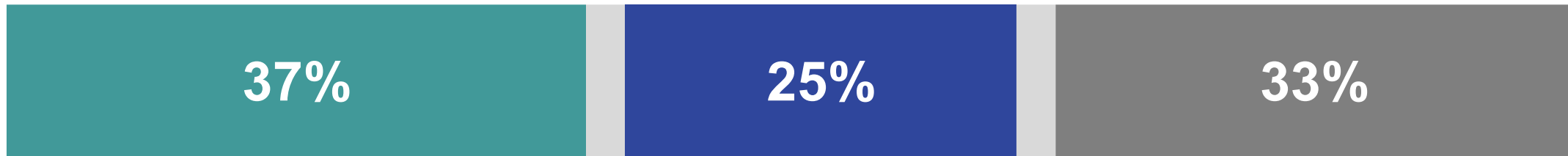


Change of leader before the next General Election

Please tell me to what extent, if at all, you agree or disagree with the following statement: The... Party should change its leader before the next General Election



The Conservative Party



The Labour Party



Base: 1,072 British adults 18+, 3-15 April 2024.



Changing party leader: Conservatives

Please tell me to what extent, if at all, you agree or disagree with the following statement:

The Conservative Party should change its leader before the next general election

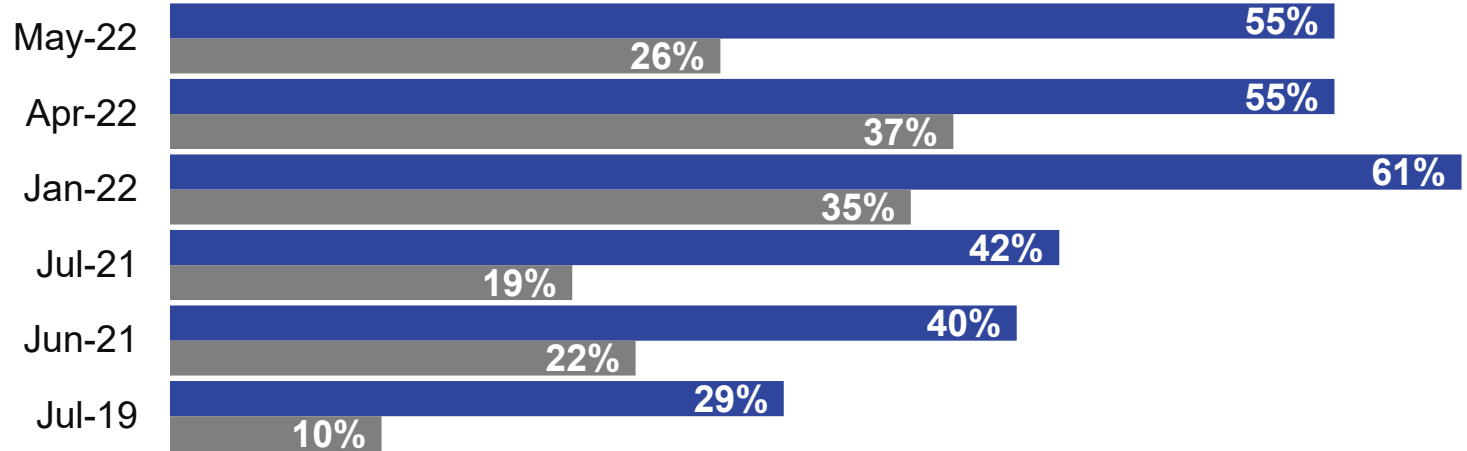
Among all

Among Conservative party supporters

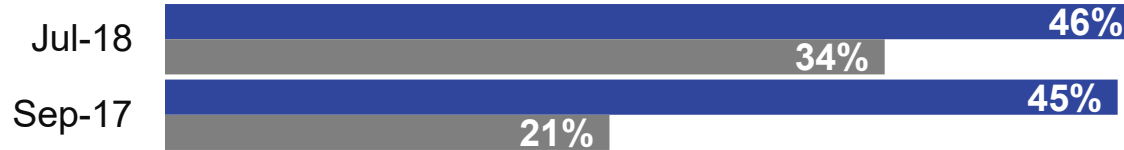
Rishi Sunak: % Agree



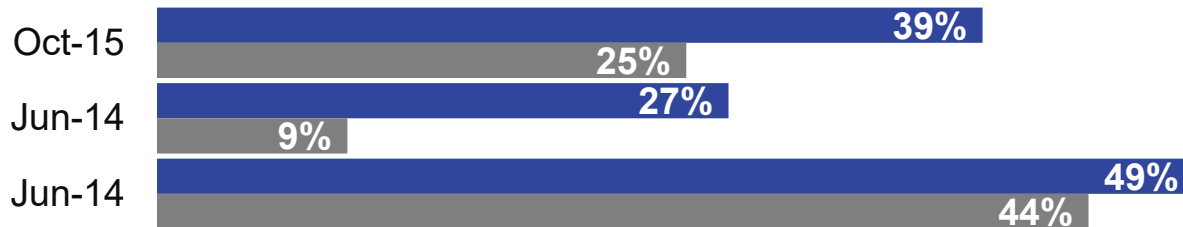
Boris Johnson



Theresa May



David Cameron



Base: 1,072 British adults 18+, 3-15 April 2024. Including 152 Conservative Party Supporters



Changing party leader: Labour

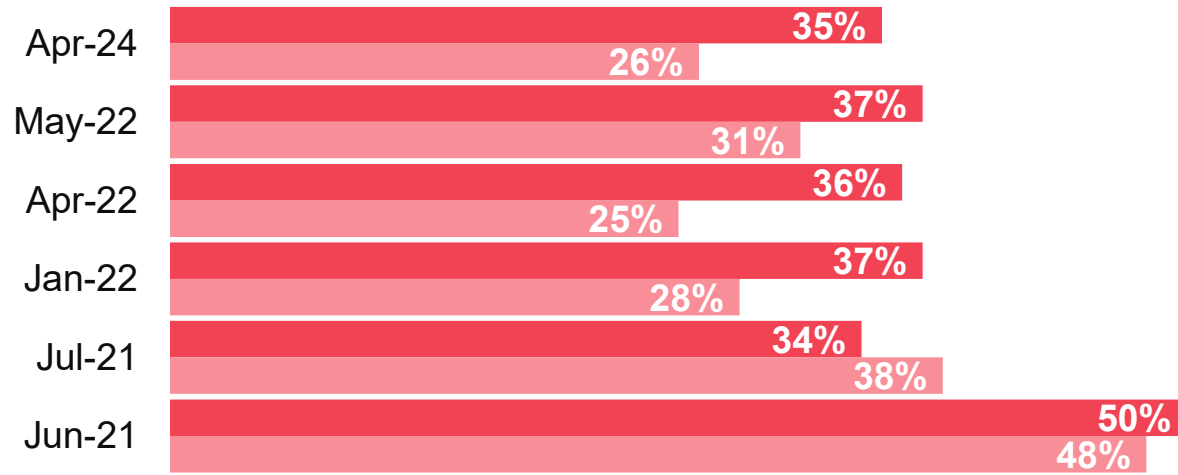
Please tell me to what extent, if at all, you agree or disagree with the following statement:

The Labour Party should change its leader before the next general election

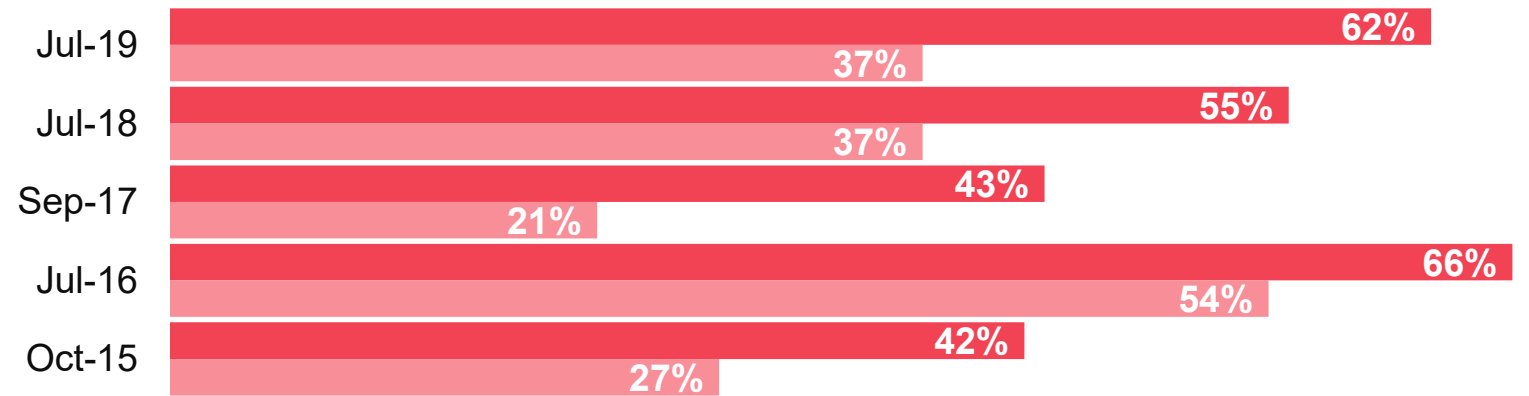
Among all

Among Labour party supporters

Keir Starmer: % Agree



Jeremy Corbyn



Ed Miliband



Base: 1,072 British adults 18+, 3-15 April 2024. Including 349 Labour Party Supporters.



Ipsos

April 2024 Political Monitor

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com