Voting Intention: April 2024

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

- **Labour**: 44%
- **Conservative**: 19%
- **Reform UK**: 13%
- **Lib Dems**: 9%
- **Green**: 9%
- **Other**: 6%

**Labour lead = +25**

- **Labour**: 43%
- **Conservative**: 21%
- **Reform UK**: 12%
- **Green**: 10%
- **Lib Dems**: 8%
- **Other**: 7%

**Labour lead = +22**

**Source:** Ipsos Political Monitor

**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.
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?

% 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)

April 2024

44% Labour

19% Conservative

13% Reform UK

9% Lib Dem

9% Green

General Election

Source: Ipsos Political Monitor

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.”
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?

<table>
<thead>
<tr>
<th></th>
<th>Rishi Sunak</th>
<th>Keir Starmer</th>
<th>The Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>-2.5 swing</td>
<td>-2.5 swing</td>
<td>-0.5 swing</td>
</tr>
<tr>
<td></td>
<td>from February 2024</td>
<td>from February 2024</td>
<td>from February 2024</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>75%</td>
<td>56%</td>
<td>84%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>16%</td>
<td>25%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Rishi Sunak: Satisfaction

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

April 2024

Among all

16% Satisfied
9% Don’t know
75% Dissatisfied

Net = -59

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

November 2022 – April 2024

75% Dissatisfied
16% Satisfied

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

51% Satisfied
12% Don’t know
37% Dissatisfied

Net = +14

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?

<table>
<thead>
<tr>
<th>Prime Minister</th>
<th>% Satisfied</th>
<th>% Don’t know</th>
<th>% Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunak (Apr-24)</td>
<td>16%</td>
<td>9%</td>
<td>75%</td>
</tr>
<tr>
<td>Truss (Sep-22)</td>
<td>16%</td>
<td>17%</td>
<td>67%</td>
</tr>
<tr>
<td>Johnson (Jan-22)</td>
<td>24%</td>
<td>6%</td>
<td>70%</td>
</tr>
<tr>
<td>May (Jun-19)</td>
<td>25%</td>
<td>6%</td>
<td>69%</td>
</tr>
<tr>
<td>Cameron (Jul-16)</td>
<td>28%</td>
<td>6%</td>
<td>66%</td>
</tr>
<tr>
<td>Brown (Jul-08)</td>
<td>21%</td>
<td>7%</td>
<td>72%</td>
</tr>
<tr>
<td>Blair (Jul-06)</td>
<td>23%</td>
<td>11%</td>
<td>67%</td>
</tr>
<tr>
<td>Major (Aug-94)</td>
<td>17%</td>
<td>7%</td>
<td>76%</td>
</tr>
<tr>
<td>Thatcher (Mar-90)</td>
<td>20%</td>
<td>4%</td>
<td>76%</td>
</tr>
</tbody>
</table>

**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

- 25% Satisfied
- 19% Don’t know
- 56% Dissatisfied

Net = -31

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

- 51% Satisfied
- 12% Don’t know
- 38% Dissatisfied

Net = +13

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
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

18% Satisfied
42% Don’t know
40% Dissatisfied

Net = -22

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

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

© Ipsos | Ipsos Political Monitor | April 2024
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.

April 2024
- 29% Starmer
- 18% Sunak

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.
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...

- A capable leader
- Good in a crisis
- Has sound judgement
- Understands the problems facing Britain
- Out of touch with ordinary people
- Has got a lot of personality
- Gives me confidence for Britain's future
- Patriotic
- More honest than most politicians
- More style than substance
- A good representative for Britain on the world stage

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

Out of touch with ordinary people

More honest than most politicians

More style than substance

Good in a crisis

Has a lot of personality

Has sound judgement

Gives confidence for GB’s future

Understands problems facing GB

Good representative on world stage

Patriotic

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?

<table>
<thead>
<tr>
<th>Month</th>
<th>Boris Johnson</th>
<th>Liz Truss</th>
<th>Rishi Sunak</th>
<th>Keir Starmer</th>
<th>Theresa May</th>
<th>David Cameron</th>
<th>Jeremy Corbyn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 24</td>
<td>22%</td>
<td></td>
<td>44%</td>
<td>39%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 24</td>
<td>26%</td>
<td></td>
<td>39%</td>
<td>35%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct 23</td>
<td>31%</td>
<td></td>
<td>35%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sep 23</td>
<td>32%</td>
<td></td>
<td>36%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 23</td>
<td>31%</td>
<td>34%</td>
<td>36%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 23</td>
<td>37%</td>
<td></td>
<td>33%</td>
<td>36%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Mar 23</td>
<td>33%</td>
<td>41%</td>
<td>39%</td>
<td>35%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Jan 23</td>
<td>33%</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Nov 22</td>
<td>41%</td>
<td></td>
<td>35%</td>
<td>35%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Sept 22</td>
<td>36%</td>
<td>40%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>July 22</td>
<td>31%</td>
<td>38%</td>
<td>47%</td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec 21</td>
<td>31%</td>
<td>47%</td>
<td>38%</td>
<td>38%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Sept 21</td>
<td>31%</td>
<td>44%</td>
<td>38%</td>
<td>38%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>March 21</td>
<td>36%</td>
<td>38%</td>
<td>37%</td>
<td>38%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>June 20</td>
<td>43%</td>
<td>38%</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>11 Dec '19</td>
<td>43%</td>
<td>38%</td>
<td>29%</td>
<td>31%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>6 Dec '19</td>
<td>47%</td>
<td>31%</td>
<td>33%</td>
<td>30%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Nov 19</td>
<td>49%</td>
<td></td>
<td>50%</td>
<td>29%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Sept 19</td>
<td>50%</td>
<td></td>
<td>52%</td>
<td>27%</td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>July 19</td>
<td>51%</td>
<td></td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>June 19</td>
<td>51%</td>
<td></td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Sept 18</td>
<td>46%</td>
<td></td>
<td>37%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>July 17</td>
<td>46%</td>
<td></td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>June 17</td>
<td>47%</td>
<td></td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>May 17</td>
<td>50%</td>
<td></td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 17</td>
<td>56%</td>
<td></td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
<tr>
<td>Sept 15</td>
<td>57%</td>
<td></td>
<td>28%</td>
<td></td>
<td></td>
<td></td>
<td>Jeremy Corbyn</td>
</tr>
</tbody>
</table>

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?
### 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?

<table>
<thead>
<tr>
<th>Politician</th>
<th>Your Rating</th>
<th>Keir Starmer</th>
<th>Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>Penny Mordaunt</td>
<td>25%</td>
<td>42%</td>
<td>Starmer +17</td>
</tr>
<tr>
<td>Priti Patel</td>
<td>19%</td>
<td>54%</td>
<td>Starmer +35</td>
</tr>
<tr>
<td>James Cleverly</td>
<td>18%</td>
<td>47%</td>
<td>Starmer +29</td>
</tr>
<tr>
<td>Suella Braverman</td>
<td>18%</td>
<td>53%</td>
<td>Starmer +35</td>
</tr>
<tr>
<td>Grant Shapps</td>
<td>14%</td>
<td>47%</td>
<td>Starmer +33</td>
</tr>
<tr>
<td>Kemi Badenoch</td>
<td>14%</td>
<td>48%</td>
<td>Starmer +34</td>
</tr>
</tbody>
</table>

*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**

- Agree: 37%
- Neither agree nor disagree: 25%
- Disagree: 33%

**The Labour Party**

- Agree: 35%
- Neither agree nor disagree: 23%
- Disagree: 37%

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

Rishi Sunak: % Agree

<table>
<thead>
<tr>
<th></th>
<th>Apr-24</th>
<th>May-22</th>
<th>Apr-22</th>
<th>Jan-22</th>
<th>Jul-21</th>
<th>Jun-21</th>
<th>Jul-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>37%</td>
<td>26%</td>
<td>37%</td>
<td>35%</td>
<td>19%</td>
<td>22%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Boris Johnson

<table>
<thead>
<tr>
<th></th>
<th>May-22</th>
<th>Apr-22</th>
<th>Jan-22</th>
<th>Jul-21</th>
<th>Jun-21</th>
<th>Jul-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>55%</td>
<td>55%</td>
<td>61%</td>
<td>42%</td>
<td>40%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Theresa May

<table>
<thead>
<tr>
<th></th>
<th>Jul-18</th>
<th>Sep-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>46%</td>
<td>45%</td>
</tr>
</tbody>
</table>

David Cameron

<table>
<thead>
<tr>
<th></th>
<th>Oct-15</th>
<th>Jun-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>39%</td>
<td>27%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Apr-24</th>
<th>May-22</th>
<th>Apr-22</th>
<th>Jan-22</th>
<th>Jul-21</th>
<th>Jun-21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>26%</td>
<td>31%</td>
<td>25%</td>
<td>28%</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>Disagree</td>
<td>74%</td>
<td>69%</td>
<td>75%</td>
<td>72%</td>
<td>66%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Jeremy Corbyn

<table>
<thead>
<tr>
<th>Date</th>
<th>Jul-19</th>
<th>Jul-18</th>
<th>Sep-17</th>
<th>Jul-16</th>
<th>Oct-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>37%</td>
<td>37%</td>
<td>21%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Disagree</td>
<td>63%</td>
<td>63%</td>
<td>79%</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Ed Miliband

| Date  | Jun-14 | |
|-------|--------| |
| Agree | 49%    | |
| Disagree | 51% | |
