

Ipsos Political Monitor - May 2024

Table 1
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind	Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
Total voting	769	698	577	562	689	680	647	597	17	352	398	205	241	324	77	128	125	116	125	198	93	217	276	131	145	494	276	669	93	391	354	763	
Conservative	166	153	116	114	150	145	140	120	3	77	84	28	44	94	7	21	19	25	23	70	41	55	65	20	27	119	47	152	12	76	87	165	
	22%	22%	20%	20%	22%	21%	22%	20%	20%	22%	21%	14%	18%	29%	10% s	16%	15%	21%	19%	35%	44%	25%	23%	15%	19%	24%	17%	23%	13%	19%	25%	22%	
Labour	326	289	239	235	289	287	268	250	6	154	165	94	115	116	39	55	65	50	46	70	32	96	98	60	71	194	131	284	39	208	108	331	
	42%	41%	41%	42%	42%	42%	41%	42%	38%	44%	41%	46%	48%	36%	51% s	43%	52%	43%	37%	35%	35%	44%	35%	46%	49%	39%	48%	42%	42%	53%	31%	43%	
Liberal Democrats (Lib Dem)	83	75	64	58	76	76	73	66	4	37	46	19	26	38	9	9	13	13	18	21	7	26	35	11	11	61	22	68	14	27	47	77	
	11%	11%	11%	10%	11%	11%	11%	11%	23%	11%	11%	9%	11%	12%	12% s	7%	10%	11%	14%	10%	8%	12%	13%	8%	8%	12%	8%	10%	15%	7%	13%	10%	
Scottish National Party (SNP)	23	22	17	18	20	20	19	18	2	6	16	2	12	8	1	2	3	9	3	5	1	3	10	4	6	13	10	21	1	17	5	33	
	3%	3%	3%	3%	3%	3%	3%	3%	13%	2%	4%	1%	5%	3%	1% s	1%	2%	8%	2%	3%	1%	1%	4%	3%	4%	3%	4%	3%	1%	4%	1%	4%	
Plaid Cymru	7	5	4	4	7	7	5	4	-	3	4	2	4	-	-	2	2	2	-	-	-	1	1	-	5	2	5	6	*	2	4	8	
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-	- s	2%	2%	2%	-	-	-	*	*	-	3%	*	2%	1%	*	1%	1%	1%	
Green Party	77	69	64	61	68	66	64	64	*	20	51	38	22	17	17	21	13	9	11	6	3	20	32	15	10	52	25	54	23	22	53	71	
	10%	10%	11%	11%	10%	10%	10%	11%	2%	6%	13%	19%	9%	5%	22% s	17%	10%	8%	9%	3%	3%	9%	11%	11%	7%	10%	9%	8%	24%	6%	15%	9%	
Reform UK/The Brexit Party	58	55	49	51	51	51	51	51	-	36	22	5	12	41	2	2	6	6	21	21	7	15	19	15	9	34	24	57	-	25	32	53	
	8%	8%	9%	9%	7%	8%	8%	9%	-	10%	5%	2%	5%	13%	3% s	2%	5%	5%	16%	11%	8%	7%	7%	11%	6%	7%	9%	9%	-	6%	9%	7%	
Other	30	28	24	23	28	28	27	25	1	20	10	16	6	9	2	14	3	3	4	5	1	2	17	6	6	19	12	26	4	13	17	25	
	4%	4%	4%	4%	4%	4%	4%	4%	4%	6%	3%	8%	2%	3%	2% s	11%	2%	2%	3%	2%	1%	1%	6%	5%	4%	4%	4%	4%	4%	5%	3%	5%	3%
Conservative Lead over Labour	-160	-136	-123	-122	-139	-142	-128	-130	-3	-77	-81	-66	-72	-22	-32	-34	-46	-25	-23	*	9	-42	-34	-40	-44	-75	-85	-132	-27	-132	-21	-166	
	-21%	-19%	-21%	-22%	-20%	-21%	-20%	-22%	-17%	-22%	-20%	-32%	-30%	-7%	-41%s	-27%	-37%	-22%	-18%	*	10%	-19%	-12%	-31%	-31%	-15%	-31%	-20%	-29%	-34%	-6%	-22%	
Undecided	77	52	32	30	42	41	38	36	12	36	40	25	29	23	15	10	7	22	7	16	7	13	22	17	25	35	42	62	13	-	2	80	
	8%	6%	5%	5%	5%	5%	5%	5%	11%	8%	8%	9%	9%	6%	14% s	6%	4%	13%	4%	7%	6%	5%	6%	9%	13%	6%	11%	7%	10%	-	*	8%	
Would not vote	112	39	7	10	15	13	10	10	71	52	57	35	47	30	7	28	25	22	18	12	6	21	41	32	18	61	50	100	10	-	-	114	
	11%	5%	1%	2%	2%	2%	1%	1%	69%	11%	11%	13%	14%	8%	6% s	16%	15%	13%	11%	5%	5%	8%	11%	16%	9%	10%	13%	11%	8%	-	-	11%	
Refused/Prefer not to answer	49	37	24	24	33	32	28	24	3	36	13	15	16	19	11	3	7	9	9	10	6	8	17	16	8	25	24	39	10	-	-	50	
	5%	4%	4%	4%	4%	4%	4%	4%	3%	8%	3%	5%	5%	5%	10% s	2%	4%	5%	6%	4%	5%	3%	5%	8%	4%	4%	6%	4%	8%	-	-	5%	
Don't know	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-	-	1	
	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-	-	*	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

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16 May 2024

Table 2
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - TOTAL
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Total voting	769	166	326	83	277	603	443	336	433	77	368	234	287	241	521	172	237	170	119	659	71	250	233	63	143	153	344	271	763
Conservative	166	166	-	-	-	-	166	60	106	10	76	47	84	35	131	39	49	40	30	155	8	136	1	2	4	42	74	50	165
	22%	100%	-	-s	-	-	37%	18%	25%	13%	21%	20%	29%	15%	25%	22%	21%	23%	25%	23%	11%	54%	*	3% s	3%	28%	21%	19%	22%
Labour	326	-	326	-	-	326	-	160	166	46	144	103	94	126	197	86	108	65	42	276	26	25	191	18	43	60	141	124	331
	42%	-	100%	-s	-	54%	-	48%	38%	59%	39%	44%	33%	53%	38%	50%	46%	38%	35%	42%	36%	10%	82%	29% s	30%	40%	41%	46%	43%
Liberal Democrats (Lib Dem)	83	-	-	83	83	83	83	34	48	7	47	28	32	22	60	9	22	30	16	74	6	17	10	37	40	16	29	38	77
	11%	-	-	100% s	30%	14%	19%	10%	11%	10%	13%	12%	11%	9%	12%	5%	9%	18%	14%	11%	9%	7%	4%	59% s	28%	10%	9%	14%	10%
Scottish National Party (SNP)	23	-	-	-	23	23	23	6	17	2	7	10	5	8	15	1	-	-	-	1	22	-	-	-	21	4	13	5	33
	3%	-	-	-s	8%	4%	5%	2%	4%	2%	2%	4%	2%	3%	3%	1%	-	-	-	*	31%	-	-	-s	15%	3%	4%	2%	4%
Plaid Cymru	7	-	-	-	7	7	7	2	5	1	1	2	2	3	4	-	7	-	-	-	-	*	1	-	3	-	*	6	8
	1%	-	-	-s	2%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	-	3%	-	-	-	-	*	1%	-s	2%	-	*	2%	1%
Green Party	77	-	-	-	77	77	77	26	51	8	44	23	25	26	47	9	22	19	21	71	6	11	17	4	26	11	32	34	71
	10%	-	-	-s	28%	13%	17%	8%	12%	10%	12%	10%	9%	11%	9%	5%	9%	11%	17%	11%	9%	4%	7%	6% s	18%	7%	9%	12%	9%
Reform UK/The Brexit Party	58	-	-	-	58	58	58	29	29	2	30	14	34	10	48	19	18	16	6	56	-	48	3	-	5	14	36	8	53
	8%	-	-	-s	21%	10%	13%	9%	7%	3%	8%	6%	12%	4%	9%	11%	8%	9%	5%	8%	-	19%	1%	-s	3%	9%	10%	3%	7%
Other	30	-	-	-	30	30	30	20	10	1	20	9	11	10	20	11	11	1	4	26	3	13	9	2	2	5	20	6	25
	4%	-	-	-s	11%	5%	7%	6%	2%	1%	5%	4%	4%	4%	4%	6%	5%	1%	4%	4%	4%	5%	4%	3% s	2%	3%	6%	2%	3%
Conservative Lead over Labour	-160	166	-326	0	-326	166	-100	-60	-36	-68	-57	-10	-92	-67	-47	-59	-25	-11	-121	-18	111	-190	-16	-39	-18	-67	-73	-166	
	-21%	100%	-100%	0%s	0%	-54%	37%	-30%	-14%	-46%	-18%	-24%	-3%	-38%	-13%	-27%	-25%	-15%	-9%	-18%	-25%	44%	-82%	-26%s	-27%	-12%	-19%	-27%	-22%
Undecided	77	-	-	-	-	-	-	36	39	9	36	19	28	30	46	19	28	20	7	71	4	21	6	6	10	12	48	17	80
	8%	-	-	-s	-	-	-	8%	7%	8%	7%	6%	8%	9%	7%	8%	9%	9%	5%	8%	4%	7%	2%	8% s	6%	6%	10%	5%	8%
Would not vote	112	-	-	-	-	-	-	73	39	14	70	40	25	44	65	42	28	30	5	100	7	17	10	2	4	16	66	30	114
	11%	-	-	-s	-	-	-	16%	7%	13%	14%	13%	7%	13%	10%	17%	9%	13%	4%	11%	9%	6%	4%	2% s	2%	8%	14%	9%	11%
Refused/Prefer not to answer	49	-	-	-	-	-	-	22	28	5	20	11	13	25	24	7	20	12	6	43	5	6	2	-	*	10	24	16	50
	5%	-	-	-s	-	-	-	5%	5%	5%	4%	4%	4%	7%	4%	3%	6%	5%	4%	5%	6%	2%	1%	-s	*	5%	5%	5%	5%
Don't know	*	-	-	-	-	-	-	*	-	*	-	-	*	-	*	-	-	*	-	*	-	-	-	-	-	-	-	*	1
	*	-	-	-s	-	-	-	*	-	*	-	-	*	-	*	-	-	*	-	*	-	-	-	-s	-	-	-	*	*

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Table 3
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total				
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	645	645	645	606	645	645	645	-	318	311	112	238	295	25	87	115	123	103	192	100	209	220	90	126	429	216	566	70	323	242	645	
Weighted Total	640	640	640	601	640	640	640	-	317	307	131	231	278	36	95	114	117	112	165	76	186	242	104	108	427	213	571	59	310	251	645	
Total voting	577	577	577	545	577	577	577	-	281	280	121	198	258	32	89	102	96	107	151	72	172	220	91	94	392	186	524	46	310	249	576	
Conservative	116	116	116	110	116	116	116	-	53	59	11	32	73	-	11	14	18	21	52	31	36	47	13	19	84	32	111	4	57	57	116	
	20%	20%	20%	20%	20%	20%	20%	-s	19%	21%	9%	16%	28%	-s	12% s	14%	18%	19%	35%	43%	21%	22%	15% s	20%	21%	17%	21%	8% s	18%	23%	20%	
Labour	239	239	239	226	239	239	239	-	120	114	51	96	92	17	34	53	43	42	50	24	76	83	37	44	158	81	220	16	160	71	247	
	41%	41%	41%	41%	41%	41%	41%	-s	43%	41%	42%	49%	36%	53% s	38% s	52%	44%	39%	33%	33%	44%	38%	40% s	47%	40%	44%	42%	34% s	52%	29%	43%	
Liberal Democrats (Lib Dem)	64	64	64	57	64	64	64	-	32	31	12	22	30	4	8	10	12	13	17	6	25	29	5	5	54	10	53	10	24	33	61	
	11%	11%	11%	10%	11%	11%	11%	-s	11%	11%	10%	11%	12%	13% s	9% s	10%	12%	13%	11%	8%	15%	13%	6% s	5%	14%	5%	10%	21% s	8%	13%	11%	
Scottish National Party (SNP)	17	17	17	17	17	17	17	-	5	11	*	9	8	*	-	3	6	3	5	1	3	7	3	4	10	7	17	-	17	1	24	
	3%	3%	3%	3%	3%	3%	3%	-s	2%	4%	*	5%	3%	1% s	-s	3%	7%	3%	3%	1%	2%	3%	3% s	4%	3%	4%	3%	-s	5%	*	4%	
Plaid Cymru	4	4	4	4	4	4	4	-	2	2	2	2	-	-	2	1	1	-	-	-	1	-	-	3	1	3	4	*	1	3	6	
	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	2%	1%	-	-s	3% s	1%	1%	-	-	-	1%	-	-s	3%	*	2%	1%	1% s	*	1%	1%	
Green Party	64	64	64	61	64	64	64	-	18	40	29	20	15	9	20	12	8	9	5	3	19	25	14	6	44	20	51	13	19	44	58	
	11%	11%	11%	11%	11%	11%	11%	-s	7%	14%	24%	10%	6%	28% s	23% s	12%	9%	9%	4%	4%	11%	11%	16% s	7%	11%	11%	10%	29% s	6%	18%	10%	
Reform UK/The Brexit Party	49	49	49	49	49	49	49	-	35	15	4	12	34	2	2	6	6	17	16	7	11	16	15	8	26	23	49	-	21	28	47	
	9%	9%	9%	9%	9%	9%	9%	-s	12%	5%	3%	6%	13%	6% s	2% s	6%	6%	16%	11%	10%	6%	7%	16% s	9%	7%	12%	9%	-s	7%	11%	8%	
Other	24	24	24	23	24	24	24	-	16	7	12	5	7	-	12	3	3	2	4	1	1	14	4	5	14	9	20	3	12	12	17	
	4%	4%	4%	4%	4%	4%	4%	-s	6%	3%	10%	3%	3%	-s	13% s	3%	3%	2%	3%	1%	*	6%	5% s	6%	4%	5%	4%	7% s	4%	5%	3%	
Conservative Lead over Labour	-123	-123	-123	-116	-123	-123	-123	-123	0	-66	-56	-40	-64	-19	-17	-23	-39	-25	-21	2	7	-39	-35	-23	-25	-74	-49	-109	-12	-103	-14	-131
	-21%	-21%	-21%	-21%	-21%	-21%	-21%	0%s	-24%	-20%	-33%	-33%	-7%	-53%s	-26%s	-39%	-26%	-20%	2%	10%	-23%	-16%	-26%s	-27%	-19%	-26%	-21%	-26%s	-33%	-6%	-23%	
Undecided	32	32	32	25	32	32	32	-	15	17	2	17	12	-	2	5	13	3	9	1	5	10	8	9	15	17	28	2	2	34	5%	
	5%	5%	5%	4%	5%	5%	5%	-s	5%	6%	2%	8%	4%	-s	2% s	4%	11%	3%	5%	2%	3%	4%	7% s	8%	4%	8%	5%	4% s	-	1%	5%	
Would not vote	7	7	7	7	7	7	7	-	2	4	2	5	-	1	1	3	2	-	-	-	2	2	2	-	4	2	4	2	-	-	8	1%
	1%	1%	1%	1%	1%	1%	1%	-s	1%	1%	1%	2%	-	2% s	1% s	2%	2%	-	-	-	1%	1%	2% s	-	1%	1%	1%	4% s	-	-	1%	
Refused/Prefer not to answer	24	24	24	24	24	24	24	-	19	6	7	11	7	4	2	5	6	2	5	3	7	10	3	5	16	8	16	8	-	-	27	4%
	4%	4%	4%	4%	4%	4%	4%	-s	6%	2%	5%	5%	3%	12% s	3% s	4%	5%	2%	3%	3%	4%	4%	3% s	5%	4%	4%	3%	14% s	-	-	4%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-s	-	-	-	-	-	-s	-s	-	-	-	-	-	-	-	-s	-	-	-	-	-s	-	-	-	-

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Table 4
V1A/B & V2. COMBINED VOTING INTENTION - WESTMINSTER - LIKELY TO VOTE
How do you intend to vote/which party inclined to support if a General Election tomorrow?

Base : All (9/10 certain to vote at LIKEV & Always/usually/depends at General Election vote frequency)

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	645	116	247	61	213	460	329	309	335	127	222	209	267	161	476	152	187	134	87	524	85	207	221	58	136	109	264	271	645
Weighted Total	640	116	239	64	222	461	338	306	334	63	324	209	252	177	461	154	182	153	89	552	61	223	205	62	129	115	274	250	645
Total voting	577	116	239	64	222	461	338	271	306	54	291	191	227	157	417	139	164	136	82	498	55	204	198	57	120	106	244	225	576
Conservative	116	116	-	-	-	-	116	38	77	5	53	29	64	23	93	28	35	26	20	108	7	105	1	2	4	28	49	39	116
	20%	100%	-	-s	-	-	34%	14%	25%	9%	18%	15%	28%	14%	22%	20%	22%	19%	25% s	22%	12% s	52%	*	3% s	3%	26%	20%	17%	20%
Labour	239	-	239	-	-	239	-	133	106	31	116	91	74	73	165	74	68	52	25	204	20	23	162	17	33	39	96	103	247
	41%	-	100%	-s	-	52%	-	49%	35%	57%	40%	48%	33%	46%	40%	53%	42%	38%	30% s	41%	37% s	11%	82%	30% s	27%	37%	39%	46%	43%
Liberal Democrats (Lib Dem)	64	-	-	64	64	64	64	27	37	6	36	24	23	17	47	4	18	25	13	59	4	12	10	32	34	9	20	35	61
	11%	-	-	100% s	29%	14%	19%	10%	12%	11%	12%	12%	10%	11%	11%	3%	11%	18%	16% s	12%	8% s	6%	5%	57% s	29%	9%	8%	15%	11%
Scottish National Party (SNP)	17	-	-	-	17	17	17	5	12	2	4	6	5	6	11	1	-	-	-	1	16	-	-	-	17	2	11	5	24
	3%	-	-	-s	8%	4%	5%	2%	4%	3%	1%	3%	2%	4%	3%	1%	-	-	-s	*	29% s	-	-	-s	14%	2%	4%	2%	4%
Plaid Cymru	4	-	-	-	4	4	4	1	3	1	-	*	1	3	1	-	4	-	-	-	-	*	*	-	1	-	*	4	6
	1%	-	-	-s	2%	1%	1%	*	1%	3%	-	*	*	2%	*	-	3%	-	-s	-	-s	*	*	-s	1%	-	*	2%	1%
Green Party	64	-	-	-	64	64	64	23	41	7	40	22	22	19	44	7	20	18	14	58	5	11	16	3	24	10	25	28	58
	11%	-	-	-s	29%	14%	19%	9%	13%	13%	14%	11%	10%	12%	10%	5%	12%	13%	17% s	12%	10% s	5%	8%	6% s	20%	10%	10%	13%	10%
Reform UK/The Brexit Party	49	-	-	-	49	49	49	26	23	2	27	12	28	9	40	18	10	16	6	48	-	40	3	-	5	14	29	6	47
	9%	-	-	-s	22%	11%	15%	10%	8%	4%	9%	6%	12%	6%	10%	13%	6%	11%	7% s	10%	-s	20%	2%	-s	4%	13%	12%	3%	8%
Other	24	-	-	-	24	24	24	17	7	*	17	7	9	8	16	8	8	1	4	20	2	13	6	2	2	4	14	6	17
	4%	-	-	-s	11%	5%	7%	6%	2%	*	6%	4%	4%	5%	4%	6%	5%	1%	5% s	4%	4% s	6%	3%	3% s	2%	4%	6%	2%	3%
Conservative Lead over Labour	-123	116	-239	0	-239	116	-94	-29	-26	-63	-62	-11	-50	-72	-46	-33	-26	-4	-97	-14	82	-161	-15	-29	-11	-47	-64	-131	
	-21%	100%	-100%	0%s	0%	-52%	34%	-35%	-10%	-48%	-22%	-32%	-5%	-32%	-17%	-33%	-20%	-19%	-5%s	-19%	-24%s	40%	-81%	-27%s	-24%	-11%	-19%	-28%	-23%
Undecided	32	-	-	-	-	-	-	19	13	4	17	8	17	7	25	5	10	11	3	27	3	11	4	5	7	3	20	8	34
	5%	-	-	-s	-	-	-	6%	4%	6%	5%	4%	7%	4%	5%	4%	6%	7%	3% s	5%	5% s	5%	2%	8% s	5%	3%	7%	3%	5%
Would not vote	7	-	-	-	-	-	-	4	3	2	3	3	2	2	5	5	1	-	2	6	-	2	-	-	2	-	1	6	8
	1%	-	-	-s	-	-	-	4%	1%	2%	1%	1%	1%	1%	1%	3%	*	-	2% s	1%	-s	1%	-	-s	1%	-	*	2%	1%
Refused/Prefer not to answer	24	-	-	-	-	-	-	13	12	4	12	7	6	11	13	5	8	6	2	21	3	6	2	-	*	5	9	10	27
	4%	-	-	-s	-	-	-	4%	3%	6%	4%	4%	2%	6%	3%	3%	4%	4%	3% s	4%	5% s	3%	1%	-s	*	5%	3%	4%	4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-s	-	-	-	-	-

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 5
V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total				
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Conservative	121 12%	110 13%	89 14%	89 14%	112 14%	109 14%	106 15%	93 14%	3 3%	59 12%	58 11%	24 8%	29 9%	68 17%	7 7%	16 10%	14 8%	16 9%	13 8%	55 23%	36 32%	39 15%	47 13%	13 7%	22 11%	86 14%	36 9%	108 12%	12 9%	75 19%	45 13%	121 12%
Labour	301 30%	269 33%	226 35%	224 36%	273 35%	271 35%	253 35%	237 35%	6 6%	146 31%	148 29%	88 31%	104 31%	109 27%	35 32%	53 31%	58 36%	46 27%	42 26%	67 28%	32 29%	92 35%	88 25%	56 29%	64 33%	180 29%	120 31%	262 30%	36 28%	205 52%	88 25%	305 30%
Liberal Democrats (Lib Dem)	65 6%	60 7%	54 8%	54 9%	62 8%	62 8%	61 8%	56 8%	1 1%	28 6%	37 7%	16 6%	17 5%	32 8%	7 6%	9 4%	6 7%	12 9%	14 8%	18 9%	6 5%	24 9%	24 7%	7 4%	10 5%	48 8%	18 5%	56 6%	8 7%	27 7%	38 11%	66 7%
Scottish National Party (SNP)	21 2%	20 2%	17 3%	18 3%	20 3%	20 3%	19 3%	18 3%	*	6 1%	14 3%	2 1%	10 3%	8 2%	1 1%	2 2%	3 4%	7 4%	3 2%	5 2%	1 1%	3 1%	8 2%	4 3%	6 3%	11 2%	9 2%	19 2%	1 1%	17 4%	3 1%	31 3%
Plaid Cymru	5 1%	5 1%	4 1%	4 1%	5 1%	5 1%	4 1%	4 1%	-	3 1%	2 *	2 1%	3 1%	-	-	2 1%	1 1%	2 1%	-	-	-	1 *	1 *	-	3 2%	2 1%	3 1%	5 1%	* 1%	2 1%	3 1%	7 1%
Green Party	64 6%	56 7%	53 8%	50 8%	57 7%	55 7%	53 7%	53 8%	*	14 3%	44 9%	28 10%	20 6%	16 4%	15 13%	13 8%	12 7%	7 4%	11 7%	5 2%	2 2%	17 6%	23 6%	14 7%	10 5%	40 6%	24 6%	46 5%	18 14%	21 5%	41 11%	60 6%
Reform UK/The Brexit Party	46 5%	43 5%	37 6%	39 6%	39 5%	39 5%	39 5%	39 6%	-	30 6%	15 3%	5 2%	7 2%	34 9%	2 2%	2 1%	5 3%	1 1%	18 11%	16 7%	4 4%	12 5%	14 4%	13 7%	6 3%	27 4%	19 5%	46 5%	-	25 6%	20 6%	43 4%
Other	22 2%	21 3%	17 3%	16 3%	20 3%	20 3%	19 3%	18 3%	-	16 3%	5 1%	10 4%	3 1%	9 2%	1 1%	9 5%	1 *	3 2%	4 2%	5 2%	1 1%	2 1%	9 2%	6 3%	6 3%	10 2%	12 3%	4 3%	12 3%	10 3%	20 2%	
Undecided	201 20%	165 20%	108 17%	97 16%	140 18%	137 18%	126 17%	112 17%	19 19%	83 17%	117 23%	55 20%	79 24%	67 17%	23 21%	32 19%	33 20%	46 27%	26 17%	40 17%	16 14%	41 16%	83 23%	34 18%	42 21%	124 20%	76 19%	169 19%	28 23%	5 1%	102 29%	187 19%
Would not vote	105 10%	33 4%	5 1%	8 1%	11 1%	9 1%	8 1%	8 1%	69 67%	51 11%	51 10%	35 13%	42 13%	28 7%	7 6%	21 16%	21 13%	18 12%	10 11%	5 4%	5 5%	18 7%	39 11%	30 16%	18 9%	57 9%	49 12%	96 11%	9 7%	-	-	106 11%
Refused/Prefer not to answer	58 6%	44 5%	29 5%	27 4%	38 5%	37 5%	34 5%	29 4%	3 3%	40 8%	17 3%	15 5%	18 5%	24 6%	12 11%	3 2%	9 6%	9 5%	10 7%	14 6%	8 7%	11 4%	21 6%	16 8%	9 5%	32 5%	26 7%	46 5%	10 8%	* 2%	7 2%	62 6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
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Ipsos Political Monitor - May 2024

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Table 6
V1A/B. How do you intend to vote if a General Election tomorrow?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Conservative	121	121	-	-	-	-	121	38	83	8	49	29	65	26	94	30	36	26	24	116	5	97	1	2	4	32	54	36	121
	12%	73%	-	-s	-	-	27%	8%	15%	8%	10%	10%	18%	8%	14%	13%	12%	11%	18%	13%	6%	33%	*	3% s	2%	17%	11%	11%	12%
Labour	301	-	301	-	-	301	-	151	150	42	133	97	89	113	186	79	101	60	38	258	23	20	179	18	42	58	125	117	305
	30%	-	92%	-s	-	50%	-	32%	28%	40%	27%	32%	25%	33%	28%	33%	32%	26%	28%	30%	26%	7%	71%	26% s	27%	30%	26%	35%	30%
Liberal Democrats (Lib Dem)	65	-	-	65	65	65	65	23	42	7	32	24	26	15	51	6	19	25	11	58	5	10	5	36	39	11	24	30	66
	6%	-	-	79% s	24%	11%	15%	5%	8%	7%	6%	8%	8%	4%	8%	2%	6%	11%	8%	7%	6%	3%	2%	51% s	25%	6%	5%	9%	7%
Scottish National Party (SNP)	21	-	-	-	21	21	21	6	14	2	4	8	5	8	13	1	-	-	-	1	19	-	-	-	19	2	13	5	31
	2%	-	-	-s	7%	3%	5%	1%	3%	2%	1%	3%	1%	2%	2%	*	-	-	-	*	23%	-	-	-s	12%	1%	3%	1%	3%
Plaid Cymru	5	-	-	-	5	5	5	2	3	1	1	*	2	3	2	-	5	-	-	-	-	*	1	-	1	-	*	5	7
	1%	-	-	-s	2%	1%	1%	*	1%	1%	*	*	*	1%	*	-	2%	-	-	-	-	*	1%	-s	1%	-	*	1%	1%
Green Party	64	-	-	-	64	64	64	23	41	6	32	21	19	21	39	7	21	13	16	57	6	10	14	4	23	10	28	25	60
	6%	-	-	-s	23%	11%	14%	5%	8%	6%	7%	7%	5%	6%	6%	3%	7%	6%	12%	7%	7%	3%	6%	6% s	14%	5%	6%	8%	6%
Reform UK/The Brexit Party	46	-	-	-	46	46	46	25	21	2	23	9	27	9	36	18	14	12	2	44	-	38	1	-	5	12	29	5	43
	5%	-	-	-s	17%	8%	10%	5%	4%	2%	5%	3%	8%	3%	6%	8%	4%	5%	1%	5%	-	13%	*	-s	3%	6%	6%	2%	4%
Other	22	-	-	-	22	22	22	12	10	*	12	6	10	6	17	6	11	1	2	19	2	6	8	2	2	5	11	6	20
	2%	-	-	-s	8%	4%	5%	3%	2%	*	3%	2%	3%	2%	3%	3%	3%	*	1%	2%	2%	2%	3%	3% s	1%	3%	2%	2%	2%
Undecided	201	42	23	17	53	75	94	93	105	17	118	61	65	72	127	44	56	52	33	174	16	88	26	9	21	35	106	60	187
	20%	25%	7%	20% s	19%	13%	21%	20%	19%	16%	24%	20%	19%	21%	19%	18%	18%	22%	24%	20%	18%	30%	10%	12% s	13%	18%	22%	18%	19%
Would not vote	105	-	-	-	-	-	-	69	36	13	67	36	24	43	60	38	27	29	5	96	5	15	10	-	2	15	65	25	106
	10%	-	-	-s	-	-	-	15%	7%	12%	14%	12%	7%	13%	9%	16%	9%	13%	4%	11%	6%	5%	4%	-s	1%	8%	14%	8%	11%
Refused/Prefer not to answer	58	3	3	1	1	4	5	24	33	6	22	13	19	25	33	9	22	16	5	50	5	11	5	-	-	11	28	19	62
	6%	2%	1%	1% s	1%	1%	1%	5%	6%	5%	5%	4%	5%	7%	5%	4%	7%	7%	4%	6%	6%	4%	2%	-s	-	6%	6%	6%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
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 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - May 2024

Table 7

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total			
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority	Definitely decided	May change mind
Unweighted Total	249	201	136	125	176	172	153	138	20	115	132	61	92	96	29	32	42	50	31	65	34	57	88	44	60	145	104	208	36	8	96	249
Weighted Total	258	208	137	125	179	175	160	141	22	123	135	71	97	91	36	35	42	55	37	54	24	52	104	51	51	156	102	215	38	5	109	249
Conservative	45	43	27	24	38	36	34	27	-	18	26	5	14	25	-	5	5	9	10	15	6	16	18	7	5	34	11	44	*	1	42	44
	17%	21%	20%	20%	21%	21%	21%	19%	-s	15%	20%	7% ^s	15% ^s	28% ^s	-s	14% ^s	13% ^s	16% ^s	27% ^s	28% ^s	23% ^s	30% ^s	17% ^s	13% ^s	9% ^s	21%	11%	21%	1% ^s	19% ^s	38% ^s	18%
Labour	25	20	13	11	16	16	15	13	-	7	18	6	11	8	4	3	7	4	4	3	-	4	10	4	7	14	11	22	3	3	20	26
	10%	10%	9%	9%	9%	9%	9%	9%	-s	6%	13%	9% ^s	12% ^s	8% ^s	10% ^s	8% ^s	17% ^s	7% ^s	12% ^s	6% ^s	-s	8% ^s	10% ^s	7% ^s	14% ^s	9%	11%	10%	8% ^s	53% ^s	19% ^s	10%
Liberal Democrats (Lib Dem)	18	15	9	4	13	13	12	9	3	9	9	3	8	6	3	*	7	1	4	2	2	2	11	3	1	13	4	12	5	-	9	11
	7%	7%	7%	3%	7%	8%	8%	7%	11% ^s	7%	7%	4% ^s	9% ^s	7% ^s	7% ^s	1% ^s	17% ^s	2% ^s	11% ^s	4% ^s	7% ^s	5% ^s	10% ^s	7% ^s	2% ^s	8% ^s	4%	6%	14% ^s	-s	8% ^s	4%
Scottish National Party	2	2	-	-	*	*	-	-	2	-	2	*	2	-	-	*	2	-	-	-	-	-	2	-	*	2	*	2	-	-	2	2
	1%	1%	-	-	*	*	-	-	9% ^s	-	2%	* ^s	2% ^s	-s	-s	1% ^s	-s	4% ^s	-s	-s	-s	-s	2% ^s	-s	1% ^s	1%	*	1%	-s	-s	2% ^s	1%
Plaid Cymru	2	-	-	-	2	2	-	-	-	-	2	-	2	-	-	2	-	-	-	-	-	-	-	-	2	-	2	2	-	-	2	1
	1%	-	-	-	1%	1%	-	-	-s	-	1%	-s	2% ^s	-s	-s	-s	4% ^s	-s	-s	-s	-s	-s	-s	-s	3% ^s	-	2%	1%	-s	-s	1% ^s	*
Green Party	13	13	10	10	11	11	10	10	-	6	7	11	2	1	2	9	1	1	-	1	1	3	9	1	1	12	1	8	5	*	13	11
	5%	6%	8%	8%	6%	6%	7%	7%	-s	5%	5%	15% ^s	2% ^s	1% ^s	6% ^s	24% ^s	2% ^s	2% ^s	-s	1% ^s	3% ^s	6% ^s	8% ^s	1% ^s	1% ^s	8% ^s	1%	4%	13% ^s	8% ^s	12% ^s	4%
Reform UK/The Brexit Party	12	12	12	12	12	12	12	12	-	6	7	-	5	7	-	*	5	3	5	3	3	2	5	2	3	7	5	11	-	-	12	10
	5%	6%	9%	9%	7%	7%	8%	9%	-s	5%	5%	-s	5% ^s	8% ^s	-s	-s	1% ^s	8% ^s	7% ^s	9% ^s	13% ^s	4% ^s	5% ^s	4% ^s	5% ^s	5% ^s	5%	5%	-s	-s	11% ^s	4%
Other	7	7	7	7	7	7	7	7	1	3	4	5	2	-	1	4	2	-	-	-	-	-	7	-	-	7	-	7	1	1	7	4
	3%	3%	5%	5%	4%	4%	4%	5%	3% ^s	3%	3%	7% ^s	3% ^s	-s	2% ^s	12% ^s	6% ^s	-s	-s	-s	-s	-s	7% ^s	-s	-s	5%	-	3%	2% ^s	11% ^s	6% ^s	2%
Undecided	77	52	32	30	42	41	38	36	12	36	40	25	29	23	15	10	7	22	7	16	7	13	22	17	25	35	62	13	-	2	80	
	30%	25%	23%	24%	24%	23%	24%	26%	53% ^s	30%	30%	35% ^s	30% ^s	26% ^s	43% ^s	28% ^s	16% ^s	41% ^s	18% ^s	30% ^s	28% ^s	25% ^s	21% ^s	33% ^s	49% ^s	23%	41%	29%	33% ^s	-s	2% ^s	32%
Would not vote	6	6	2	2	4	4	3	2	2	*	6	-	5	2	-	-	4	1	-	2	*	3	2	1	-	5	1	4	1	-	-	8
	2%	3%	2%	2%	2%	2%	2%	2%	10% ^s	-	4%	-s	5% ^s	2% ^s	-s	-s	10% ^s	1% ^s	-s	3% ^s	2% ^s	6% ^s	2% ^s	3% ^s	-s	3%	1%	2%	4% ^s	-s	-s	3%
Prefer not to answer/ Refusal	49	37	24	24	33	32	28	24	3	36	13	15	16	19	11	3	7	9	9	10	6	8	17	16	8	25	24	39	10	-	-	50
	19%	18%	18%	19%	18%	18%	18%	17%	13% ^s	30%	10%	21% ^s	16% ^s	21% ^s	32% ^s	9% ^s	16% ^s	17% ^s	24% ^s	18% ^s	24% ^s	15% ^s	17% ^s	31% ^s	16% ^s	16%	23%	18%	25% ^s	-s	-s	20%
Don't know	*	-	-	-	-	-	-	-	-	*	*	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	*	*	*	*	*	1
	*	-	-	-	-	-	-	-	-s	-	*	1% ^s	-s	-s	-s	1% ^s	-s	-s	-s	-s	-s	1% ^s	-s	-s	-s	-s	-	*	-s	9% ^s	-s	*
Not stated	1	1	-	-	1	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	1	1
	*	*	-	-	*	*	-	-	-s	-	1%	1% ^s	-s	-s	-s	2% ^s	-s	-s	-s	-s	-s	-s	1% ^s	-s	-s	-s	*	*	-s	-s	1% ^s	*

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

16 May 2024

Table 8

V2. Which party are you most inclined to support? (if a General Election tomorrow)

Base : All undecided or prefer not to answer (V1a/b)

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	249	44	26	11	39	65	83	111	136	45	92	69	91	83	160	55	76	58	34	211	26	93	28	7	17	45	122	82	249
Weighted Total	258	45	25	18	54	79	99	118	138	23	140	75	85	97	159	53	78	68	38	224	21	98	31	9	21	46	134	79	249
Conservative	45	45	-	-	-	-	45	22	23	2	26	17	19	9	36	8	13	14	6	39	3	39	*	-	-	11	20	14	44
	17%	100%	-s	-s	-s	-s	45%	18%	17%	9%	19%	23%	22%	9%	23%	16%	16%	21%	16%	17%	16%	40%	1%	-s	-s	23%	15%	18%	18%
Labour	25	-	25	-	-	25	-	9	16	4	11	6	5	14	11	7	7	5	3	18	3	5	12	-	1	3	16	7	26
	10%	-s	100%	-s	-s	32%	-s	8%	12%	16%	8%	9%	6%	14%	7%	12%	10%	7%	8%	8%	14%	5%	39%	-s	4%	6%	12%	9%	10%
Liberal Democrats (Lib Dem)	18	-	-	18	18	18	18	11	7	*	15	4	6	8	10	3	3	5	5	16	1	8	5	1	1	4	5	8	11
	7%	-s	-s	100%	32%	22%	18%	9%	5%	1%	11%	5%	7%	8%	6%	6%	4%	8%	13%	7%	6%	8%	16%	15%	6%	10%	4%	10%	4%
Scottish National Party	2	-	-	-	2	2	2	-	2	-	2	2	-	*	2	-	-	-	-	-	2	-	-	-	2	2	*	-	2
	1%	-s	-s	-s	4%	3%	2%	-	2%	-s	1%	3%	-s	*s	1%	-s	-s	-s	-s	-	11%	-s	-s	-s	10%	4%	*	-s	7%
Plaid Cymru	2	-	-	-	2	2	2	-	2	-	-	2	-	-	2	-	2	-	-	-	-	-	-	-	2	-	-	2	1
	1%	-s	-s	-s	3%	2%	2%	-	1%	-s	-s	2%	-s	-s	1%	-s	2%	-s	-s	-	-s	-s	-s	-s	7%	-s	-	2%	*
Green Party	13	-	-	-	13	13	13	3	10	1	11	2	6	5	8	1	1	6	5	13	-	1	3	-	3	1	4	8	11
	5%	-s	-s	-s	24%	17%	13%	2%	8%	6%	8%	3%	7%	5%	5%	3%	1%	9%	13%	6%	-s	1%	9%	-s	14%	1%	3%	10%	4%
Reform UK/The Brexit Party	12	-	-	-	12	12	12	4	8	-	7	5	7	1	11	*	4	4	4	12	-	10	2	-	-	3	7	3	10
	5%	-s	-s	-s	22%	15%	12%	4%	6%	-s	5%	6%	8%	1%	7%	1%	5%	5%	11%	5%	-s	10%	6%	-s	-s	6%	5%	3%	4%
Other	7	-	-	-	7	7	7	7	1	*	6	3	-	5	3	4	1	-	2	7	-	7	-	-	-	7	-	4	
	3%	-s	-s	-s	14%	9%	7%	6%	*	1%	5%	4%	-s	5%	2%	8%	1%	-s	6%	3%	-s	7%	-s	-s	-s	-s	5%	-s	2%
Undecided	77	-	-	-	-	-	-	36	39	9	36	19	28	30	46	19	28	20	7	71	4	21	6	6	10	12	48	17	80
	30%	-s	-s	-s	-s	-s	-s	31%	28%	38%	26%	25%	33%	31%	29%	35%	36%	30%	18%	32%	18%	22%	19%	67%	49%	26%	36%	22%	32%
Would not vote	6	-	-	-	-	-	-	3	3	1	3	4	1	1	5	3	*	1	-	4	2	2	-	2	2	1	1	4	8
	2%	-s	-s	-s	-s	-s	-s	3%	2%	6%	2%	6%	1%	1%	3%	6%	*s	1%	-s	2%	10%	2%	-s	18%	8%	3%	1%	5%	3%
Prefer not to answer/ Refusal	49	-	-	-	-	-	-	22	28	5	20	11	13	25	24	7	20	12	6	43	5	6	2	-	*	10	24	16	50
	19%	-s	-s	-s	-s	-s	-s	18%	20%	21%	15%	15%	15%	26%	15%	13%	25%	18%	15%	19%	23%	6%	7%	-s	1%	21%	18%	20%	20%
Don't know	*	-	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	1
	*	-s	-s	-s	-s	-s	-s	*	-	2%	-s	-s	1%	-s	-	-s	-s	1%	-s	*	-s	-s	-s	-s	-s	-s	-	1%	*
Not stated	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-s	-s	-s	-s	-s	-s	1%	-	-s	1%	-s	1%	-s	*	-s	-s	-s	-s	-	4%	-s	3%	-s	-s	-s	1%	-s	*

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - May 2024

Table 9
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
1 - Absolutely certain not to vote	103	22	-	-	-	-	-	-	103	59	43	42	38	23	15	27	17	21	9	14	7	16	38	17	31	55	48	88	14	9	5	107
	10%	3%	-	-	-	-	-	-	100%	12%	8%	15%	11%	6%	14%	16%	10%	12%	6%	6%	6%	6%	11%	9%	16%	9%	12%	10%	11%	2%	1%	11%
2	15	5	-	-	-	-	-	-	-	4	10	4	5	4	1	5	1	1	4	4	4	1	3	5	6	4	11	13	2	3	*	18
	1%	1%	-	-	-	-	-	-	-	1%	2%	2%	2%	1%	3%	*	3%	*	1%	2%	4%	*	1%	3%	3%	1%	3%	2%	1%	*	*	2%
3	29	13	-	-	-	-	-	-	-	13	14	13	6	10	5	8	3	3	6	4	4	5	16	6	2	21	7	28	1	4	4	24
	3%	2%	-	-	-	-	-	-	-	3%	3%	5%	2%	2%	4%	5%	2%	2%	4%	2%	3%	2%	4%	3%	1%	3%	2%	3%	1%	1%	1%	2%
4	22	11	-	-	-	-	-	-	-	9	12	12	5	5	12	*	2	2	4	1	-	3	9	8	2	12	10	16	6	6	9	20
	2%	1%	-	-	-	-	-	-	-	2%	2%	4%	1%	1%	11%	*	2%	1%	2%	1%	-	1%	2%	4%	1%	2%	3%	2%	5%	2%	2%	2%
5	54	43	-	-	-	-	-	-	-	13	41	13	19	22	1	12	9	10	10	12	4	17	8	15	14	25	29	47	6	16	20	48
	5%	5%	-	-	-	-	-	-	-	3%	8%	5%	6%	6%	1%	7%	5%	6%	6%	5%	3%	7%	2%	8%	7%	4%	7%	5%	5%	4%	6%	5%
6	14	9	-	-	14	-	-	-	-	6	8	7	4	3	6	1	3	2	1	2	-	5	3	3	3	8	6	9	4	4	6	14
	1%	1%	-	-	2%	-	-	-	-	1%	2%	2%	1%	1%	5%	*	2%	1%	*	1%	-	2%	1%	2%	1%	1%	1%	1%	4%	1%	2%	1%
7	42	29	-	-	42	42	-	-	-	18	22	26	7	8	17	9	5	2	3	5	3	6	9	16	10	16	26	29	13	10	19	44
	4%	3%	-	-	5%	5%	-	-	-	4%	4%	9%	2%	2%	15%	6%	3%	1%	2%	2%	2%	2%	3%	8%	5%	3%	7%	3%	10%	2%	5%	4%
8	56	51	-	-	56	56	56	-	-	24	31	17	10	29	7	10	4	6	7	22	13	14	17	13	12	32	24	46	9	18	32	53
	6%	6%	-	-	7%	7%	8%	-	-	5%	6%	6%	3%	7%	6%	6%	3%	4%	5%	9%	12%	5%	5%	7%	6%	5%	6%	5%	7%	5%	9%	5%
9	42	39	39	-	42	42	42	42	-	24	18	9	22	11	-	9	16	6	6	5	2	12	20	3	6	33	9	26	16	12	18	42
	4%	5%	6%	-	5%	5%	6%	6%	-	5%	3%	3%	6%	3%	-s	6%	10%	3%	4%	2%	2%	5%	6%	2%	3%	5%	2%	3%	13%	3%	5%	4%
10 - Absolutely certain to vote	626	601	601	626	626	626	626	626	-	304	305	135	214	277	43	92	99	115	111	166	74	178	230	106	112	408	218	564	53	310	242	630
	62%	73%	94%	100%	80%	82%	86%	94%	-	64%	60%	48%	64%	70%	38%	54%	61%	68%	70%	70%	66%	69%	64%	54%	57%	66%	56%	65%	42%	79%	68%	63%
Don't know	2	1	-	-	-	-	-	-	-	*	2	1	-	1	1	-	-	-	-	1	1	-	1	1	-	1	1	1	1	*	*	3
	*	*	-	-	-	-	-	-	-	*	*	*	-	1%	1%	-	-	-	-	*	1%	-	*	1%	-	*	*	*	1%	*	*	*
Prefer not to answer	4	*	-	-	-	-	-	-	-	2	2	1	2	1	1	-	1	1	-	1	1	1	1	2	-	2	2	3	1	-	-	5
	*	*	-	-	-	-	-	-	-	*	*	*	1%	*	1%	-	1%	1%	-	*	1%	1%	1%	-	*	*	*	1%	-	-	*	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 10
(LIKEV). And how likely will you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
1 - Absolutely certain not to vote	103	3	6	4	7	13	10	66	35	15	55	24	19	58	43	32	27	29	6	90	8	7	7	1	5	22	60	21	107
	10%	2%	2%	5%	3%	2%	2%	14%	7%	14%	11%	8%	5%	17%	7%	13%	9%	12%	4%	10%	10%	2%	3%	2%	3%	11%	12%	6%	11%
2	15	2	3	-	*	3	2	6	9	1	8	4	5	6	9	5	5	2	2	14	1	3	*	-	*	4	7	4	18
	1%	1%	1%	-s	*	1%	*	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	1%	*	-s	*	2%	1%	1%	2%
3	29	2	2	2	4	6	5	18	10	3	17	15	6	7	21	6	10	9	1	26	2	9	1	1	1	3	22	4	24
	3%	1%	1%	2%	1%	1%	1%	4%	2%	3%	3%	5%	2%	2%	3%	3%	3%	4%	1%	3%	2%	3%	*	1%	1%	1%	4%	1%	2%
4	22	2	7	-	6	13	8	8	13	4	8	4	5	11	9	3	6	6	7	21	*	5	2	-	-	1	19	2	20
	2%	1%	2%	-s	2%	2%	2%	2%	2%	4%	2%	1%	1%	3%	1%	1%	2%	3%	5%	2%	*	2%	1%	-s	-	1%	4%	1%	2%
5	54	7	18	2	11	29	17	14	40	2	25	7	20	26	28	14	26	5	6	47	3	12	17	-	10	7	33	14	48
	5%	4%	6%	2%	4%	5%	4%	3%	7%	2%	5%	2%	6%	8%	4%	6%	8%	2%	4%	5%	4%	4%	7%	-s	6%	4%	7%	4%	5%
6	14	5	2	-	3	5	8	7	7	3	4	4	5	5	9	*	4	5	5	14	-	5	1	-	1	-	7	7	14
	1%	3%	1%	-s	1%	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	*	1%	2%	3%	2%	-	2%	*	-s	*	-	1%	2%	1%
7	42	5	19	3	8	27	13	15	27	4	21	17	7	16	24	9	24	3	4	34	3	6	6	2	4	7	23	11	44
	4%	3%	6%	3%	3%	4%	3%	3%	5%	4%	4%	6%	2%	5%	4%	4%	8%	1%	3%	4%	3%	2%	2%	3%	2%	4%	5%	3%	4%
8	56	20	18	7	11	29	31	15	41	6	19	17	24	15	40	11	13	17	7	45	8	19	11	4	6	22	21	13	53
	6%	12%	6%	9%	4%	5%	7%	3%	8%	5%	4%	5%	7%	4%	6%	5%	4%	7%	5%	5%	9%	7%	4%	6%	4%	11%	4%	4%	5%
9	42	6	15	8	14	29	20	22	20	6	25	10	15	16	25	8	8	9	13	37	3	11	22	4	4	4	11	27	42
	4%	4%	4%	9%	5%	5%	5%	5%	4%	5%	5%	3%	4%	5%	4%	3%	3%	4%	10%	4%	4%	4%	9%	5%	3%	2%	2%	8%	4%
10 - Absolutely certain to vote	626	114	235	58	214	449	327	293	333	61	311	201	246	176	447	150	187	147	84	539	59	215	185	59	127	119	278	228	630
	62%	68%	72%	70%	77%	74%	74%	63%	62%	58%	63%	66%	70%	52%	68%	63%	60%	63%	61%	62%	68%	73%	74%	83%	80%	63%	58%	68%	63%
Don't know	2	*	-	-	-	-	*	-	2	-	-	1	-	1	1	-	-	-	2	2	-	1	-	-	-	*	1	1	3
	*	*	-	-s	-	-	*	-	*	-	-	*	-	*	*	-	-	-	2%	*	-	*	-	-s	-	*	*	*	*
Prefer not to answer	4	-	-	-	-	-	-	2	2	1	2	1	1	2	2	1	2	-	1	4	*	-	-	-	-	1	1	1	5
	*	-	-	-s	-	-	-	1%	*	1%	*	*	*	1%	*	*	1%	-	1%	*	*	-	-	-s	-	1%	*	*	*

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 11
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age								Social Class						Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	762	684	576	562	686	676	642	597	17	364	378	180	253	329	65	115	121	132	112	217	115	231	249	116	166	480	282	640	114	397	345	762
Weighted Total	769	697	577	562	689	679	646	597	17	352	397	204	241	324	77	127	125	116	125	198	93	217	276	131	145	493	276	668	93	391	353	762
Definitely decided	391	358	310	310	353	350	340	322	9	191	187	85	123	183	26	59	60	62	61	123	58	108	128	66	88	236	155	351	34	391	-	397
	51%	51%	54%	55%	51%	52%	53%	54%	52% s	54%	47%	42%	51%	57%	34% s	46%	48%	54%	49%	62%	63%	50%	46%	51%	61%	48%	56%	53%	37%	100%	-	52%
May change mind	353	319	249	240	314	308	289	258	5	149	198	112	111	130	47	65	58	53	58	71	30	107	137	61	48	244	109	300	50	-	353	345
	46%	46%	43%	43%	46%	45%	45%	43%	31% s	42%	50%	55%	46%	40%	61% s	51%	46%	46%	47%	36%	33%	49%	50%	47%	33%	49%	40%	45%	54%	-	100%	45%
Don't know	25	19	17	12	21	21	17	17	3	12	13	7	7	11	4	4	7	*	6	5	4	2	11	3	9	13	12	16	9	-	-	20
	3%	3%	3%	2%	3%	3%	3%	3%	17% s	3%	3%	4%	3%	3%	5% s	3%	5%	*	5%	2%	5%	1%	4%	3%	6%	3%	4%	2%	9%	-	-	3%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 12
(SEP23)Q2A. Have you definitely decided to vote for (party at V11 A/B/2) or is there a chance you may change your mind before you vote?

Base : All giving a voting intention

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	762	165	331	77	266	597	431	349	412	154	251	232	292	224	524	167	235	151	110	616	99	226	247	61	145	139	336	285	762
Weighted Total	769	166	326	83	277	603	443	336	433	77	367	234	286	241	521	172	237	170	119	659	70	250	232	63	143	153	344	271	762
Definitely decided	391	76	208	27	107	315	183	165	226	45	163	110	151	128	262	93	118	85	57	332	37	118	153	26	68	90	173	127	397
	51%	46%	64%	33%	39%	52%	41%	49%	52%	58%	44%	47%	53%	53%	50%	54%	50%	50%	47%	50%	53%	47%	66%	41%	47%	59%	50%	47%	52%
May change mind	353	87	108	47	158	266	245	154	199	27	191	120	132	96	251	71	116	79	57	305	30	126	71	37	74	58	161	134	345
	46%	52%	33%	56%	57%	44%	55%	46%	46%	35%	52%	51%	46%	40%	48%	41%	49%	47%	48%	46%	43%	50%	30%	59%	52%	38%	47%	49%	45%
Don't know	25	3	10	9	12	22	15	17	8	6	13	4	3	17	8	8	3	5	6	21	3	6	8	-	2	5	9	10	20
	3%	2%	3%	11%	4%	4%	3%	5%	2%	7%	4%	2%	1%	7%	1%	5%	1%	3%	5%	3%	4%	2%	3%	-s	1%	3%	3%	4%	3%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 13
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Satisfied	116 12%	94 11%	73 11%	70 11%	96 12%	96 13%	88 12%	76 11%	11 10%	61 13%	56 11%	25 9%	24 7%	67 17%	15 13%	10 6%	10 6%	14 8%	22 14%	45 19%	26 23%	39 15%	28 8%	22 11%	27 14%	67 11%	49 13%	94 11%	22 18%	56 14%	41 11%	114 11%
Dissatisfied	816 81%	690 84%	535 84%	523 84%	636 82%	622 81%	595 82%	557 83%	73 71%	395 83%	399 78%	225 80%	288 87%	303 77%	83 75%	142 84%	143 88%	145 86%	127 80%	176 74%	76 68%	209 80%	298 83%	157 80%	153 78%	506 82%	310 79%	716 82%	88 70%	323 83%	292 82%	823 82%
Don't know	76 8%	42 5%	32 5%	32 5%	48 6%	48 6%	40 6%	34 5%	19 18%	20 4%	55 11%	30 11%	20 6%	25 12%	13 10%	17 10%	10 6%	10 6%	16 7%	10 9%	13 5%	30 9%	17 9%	16 8%	43 7%	33 8%	60 7%	16 13%	11 3%	23 6%	71 7%	
Net satisfied	-700 -69%	-596 -72%	-461 -72%	-453 -72%	-540 -69%	-526 -69%	-507 -70%	-481 -72%	-63 -61%	-335 -70%	-343 -67%	-200 -71%	-264 -79%	-236 -60%	-68 -62%	-132 -78%	-133 -81%	-131 -77%	-105 -66%	-131 -55%	-50 -45%	-170 -65%	-269 -75%	-135 -69%	-126 -64%	-439 -71%	-261 -67%	-621 -71%	-66 -52%	-267 -68%	-251 -71%	-709 -70%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 14
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Satisfied	116 12%	52 31%	22 7%	13 16% ^s	23 8%	46 8%	75 17%	28 6%	88 16%	5 5%	44 9%	24 8%	54 15%	37 11%	78 12%	30 12%	43 14%	17 7%	17 13%	103 12%	9 11%	58 20%	13 5%	3 5% ^s	10 6%	33 17%	55 11%	27 8%	114
Dissatisfied	816 81%	96 58%	291 89%	65 78% ^s	242 87%	533 88%	338 76%	401 86%	414 77%	93 89%	414 84%	250 82%	281 80%	278 82%	531 81%	191 80%	243 78%	190 82%	116 84%	697 80%	76 88%	213 72%	231 92%	66 94% ^s	144 91%	141 74%	390 81%	284 85%	823
Don't know	76 8%	18 11%	12 4%	5 6% ^s	12 4%	24 4%	30 7%	38 8%	36 7%	6 6%	37 8%	31 10%	17 5%	24 7%	48 7%	19 8%	27 9%	25 11%	4 3%	73 8%	1 1%	24 8%	7 3%	1 1% ^s	4 3%	16 8%	37 8%	22 7%	71
Net satisfied	-700 -69%	-44 -26%	-269 -82%	-52 -63%^s	-219 -79%	-487 -81%	-263 -59%	-373 -80%	-326 -61%	-88 -84%	-369 -75%	-226 -74%	-227 -64%	-241 -71%	-453 -69%	-161 -67%	-200 -64%	-173 -74%	-98 -72%	-594 -68%	-67 -77%	-155 -53%	-218 -87%	-63 -89%^s	-134 -85%	-108 -57%	-334 -69%	-257 -77%	-709

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 15

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

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Satisfied	168 17%	147 18%	117 18%	113 18%	137 18%	137 18%	132 18%	120 18%	8 8%	89 19%	79 15%	27 10%	45 14%	96 24%	13 12%	14 8%	22 14%	23 14%	35 22%	61 26%	36 32%	57 22%	51 14%	21 11%	39 20%	108 18%	60 15%	149 17%	17 14%	69 18%	65 18%	166 16%
Dissatisfied	730 72%	616 75%	480 75%	473 76%	578 74%	564 74%	535 74%	502 75%	66 64%	347 73%	361 71%	204 73%	252 76%	275 70%	83 75%	121 72%	128 78%	124 73%	118 75%	156 66%	66 59%	182 70%	261 73%	150 77%	137 70%	443 72%	288 73%	631 72%	90 71%	304 78%	262 74%	737 73%
Don't know	109 11%	62 8%	43 7%	40 6%	65 8%	65 8%	57 8%	46 7%	29 28%	40 8%	69 14%	49 18%	36 11%	24 6%	15 14%	34 20%	13 8%	23 13%	5 3%	19 8%	10 9%	21 8%	44 12%	23 12%	20 10%	66 11%	44 11%	90 10%	19 15%	18 5%	28 8%	105 10%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 16

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

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Satisfied	168 17%	79 48%	32 10%	13 5%	25 9%	57 10%	105 24%	63 14%	105 19%	13 13%	77 16%	45 15%	81 23%	41 12%	126 19%	31 13%	71 23%	36 15%	24 17%	151 17%	6 7%	94 32%	23 9%	7 10%	14 9%	44 23%	82 17%	42 13%	166 16%
Dissatisfied	730 72%	70 42%	275 84%	64 77%	236 85%	511 85%	306 69%	346 74%	383 71%	79 75%	361 73%	215 71%	246 70%	263 77%	462 70%	181 75%	217 70%	157 68%	104 76%	623 71%	71 83%	172 59%	217 87%	61 86%	134 85%	124 65%	345 71%	261 78%	737 73%
Don't know	109 11%	17 10%	19 6%	6 8%	16 6%	34 6%	33 7%	57 12%	50 9%	13 13%	56 11%	44 14%	26 7%	36 10%	70 11%	28 12%	24 8%	39 17%	9 7%	98 11%	9 10%	28 9%	11 4%	3 4%	9 6%	22 11%	56 12%	31 9%	105 10%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 17
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-ority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Satisfied	325 32%	288 35%	244 38%	239 38%	285 37%	284 37%	272 38%	254 38%	11 10%	166 35%	150 29%	68 24%	116 35%	141 36%	23 20%	45 27%	56 35%	60 35%	52 33%	89 37%	38 34%	113 43%	106 30%	41 21%	65 33%	218 35%	107 27%	286 33%	36 28%	189 48%	93 26%	315 31%
Dissatisfied	507 50%	427 52%	319 50%	315 50%	384 49%	374 49%	359 50%	331 50%	58 57%	237 50%	258 51%	137 49%	160 48%	210 53%	51 46%	86 51%	75 46%	85 50%	92 58%	118 50%	58 52%	122 47%	182 51%	114 59%	89 45%	304 49%	203 52%	444 51%	57 46%	174 44%	203 57%	522 52%
Don't know	176 17%	111 13%	78 12%	72 11%	110 14%	108 14%	93 13%	83 12%	34 33%	73 15%	101 20%	76 27%	56 17%	44 11%	37 34%	38 23%	32 19%	25 14%	14 9%	30 13%	15 14%	25 9%	69 19%	39 20%	43 22%	94 15%	82 21%	140 16%	33 26%	28 7%	59 17%	171 17%
Net satisfied	-182 -18%	-138 -17%	-75 -12%	-77 -12%	-99 -13%	-90 -12%	-88 -12%	-77 -11%	-48 -46%	-71 -15%	-108 -21%	-69 -25%	-44 -13%	-69 -17%	-28 -25%	-41 -24%	-19 -12%	-25 -15%	-40 -25%	-29 -12%	-20 -18%	-10 -4%	-76 -21%	-73 -37%	-24 -12%	-86 -14%	-97 -25%	-158 -18%	-22 -17%	16 4%	-109 -31%	-207 -21%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 18
PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot.	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Satisfied	325 32%	40 24%	196 60%	38 46%	59 21%	256 42%	100 23%	149 32%	176 33%	34 32%	149 30%	96 32%	120 34%	107 31%	216 33%	79 33%	109 35%	74 32%	39 28%	285 33%	24 28%	65 22%	128 51%	27 38%	59 38%	69 36%	145 30%	111 33%	315
Dissatisfied	507 50%	104 63%	90 28%	35 42%	186 67%	276 46%	291 66%	236 50%	270 50%	52 50%	254 51%	143 47%	197 56%	161 47%	340 52%	121 51%	146 47%	121 52%	77 56%	443 51%	42 49%	192 65%	100 40%	34 48%	78 50%	94 49%	241 50%	171 51%	522
Don't know	176 17%	22 13%	40 12%	10 12%	31 11%	71 12%	53 12%	83 18%	92 17%	19 18%	92 19%	65 21%	36 10%	73 21%	101 15%	39 16%	57 18%	38 16%	22 16%	146 17%	20 23%	37 12%	22 9%	10 14%	20 13%	28 15%	96 20%	52 15%	171
Net satisfied	-182 -18%	-64 -39%	107 33%	4 4%	-127 -46%	-20 -3%	-191 -43%	-87 -19%	-94 -18%	-18 -17%	-105 -21%	-47 -15%	-77 -22%	-54 -16%	-124 -19%	-43 -18%	-37 -12%	-47 -20%	-38 -28%	-158 -18%	-18 -21%	-127 -43%	28 11%	-7 -10%	-19 -12%	-25 -13%	-96 -20%	-60 -18%	-207 -21%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 19
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Satisfied	217 22%	198 24%	165 26%	162 26%	194 25%	192 25%	172 26%	7 26%	7%	112 23%	100 20%	50 18%	79 24%	88 22%	12 11%	38 22%	31 19%	48 29%	34 21%	55 23%	30 27%	67 26%	79 22%	33 17%	40 20%	145 24%	72 18%	191 22%	24 19%	111 28%	83 23%	209 21%
Dissatisfied	381 38%	322 39%	236 37%	230 37%	283 36%	273 36%	264 37%	242 36%	41 40%	186 39%	185 36%	108 39%	103 31%	170 43%	44 39%	64 38%	55 34%	48 28%	75 47%	95 40%	38 34%	112 43%	134 38%	77 40%	58 29%	246 40%	135 35%	333 38%	44 35%	144 37%	135 38%	376 37%
Don't know	410 41%	305 37%	239 37%	234 37%	302 39%	300 39%	268 37%	254 38%	54 52%	179 38%	225 44%	122 44%	150 45%	137 35%	55 50%	67 40%	78 48%	73 43%	50 31%	87 37%	43 39%	81 31%	144 40%	85 44%	99 50%	225 37%	184 47%	346 40%	57 46%	136 35%	138 39%	423 42%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - May 2024

Table 20
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Satisfied	217	40	86	51	73	159	114	99	119	18	114	69	79	67	148	63	62	41	36	195	16	55	77	28	43	48	89	80	209
	22%	24%	26%	61% s	26%	26%	26%	21%	22%	17%	23%	23%	23%	20%	23%	26%	20%	18%	26%	22%	18%	19%	31%	40% s	28%	25%	19%	24%	21%
Dissatisfied	381	68	92	20	122	214	190	165	216	41	173	104	144	130	248	81	116	98	54	328	32	140	76	28	67	62	194	124	376
	38%	41%	28%	24% s	44%	35%	43%	35%	40%	39%	35%	34%	41%	38%	38%	34%	37%	42%	39%	38%	37%	48%	31%	39% s	43%	33%	40%	37%	37%
Don't know	410	58	148	12	82	230	139	204	204	46	208	131	130	143	261	95	135	94	47	350	39	99	97	15	47	80	199	129	423
	41%	35%	45%	14% s	30%	38%	31%	44%	38%	44%	42%	43%	37%	42%	40%	40%	43%	40%	34%	40%	45%	34%	39%	21% s	30%	42%	41%	39%	42%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 21
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Improve	331 33%	281 34%	231 36%	227 36%	280 36%	275 36%	262 36%	242 36%	16 16%	179 38%	147 29%	76 27%	98 29%	158 40%	33 29%	43 26%	47 29%	51 30%	64 40%	94 40%	52 46%	100 38%	109 31%	68 35%	54 28%	209 34%	123 31%	285 33%	43 34%	130 33%	132 37%	316 31%
Stay the same	249 25%	215 26%	162 25%	146 23%	198 25%	196 26%	181 25%	165 25%	18 17%	112 23%	135 27%	65 23%	78 24%	106 27%	27 24%	38 27%	42 24%	37 22%	37 23%	70 29%	28 26%	62 24%	94 26%	44 23%	49 25%	156 25%	94 24%	215 25%	33 26%	90 23%	98 28%	243 24%
Get worse	371 37%	283 34%	218 34%	226 36%	266 34%	259 34%	247 34%	231 35%	61 59%	169 35%	191 37%	118 42%	137 41%	116 29%	45 41%	73 43%	68 42%	69 41%	52 33%	64 27%	23 20%	75 29%	138 39%	73 37%	84 43%	214 35%	157 40%	322 37%	42 33%	152 39%	107 30%	401 40%
Don't know	56 6%	46 6%	29 5%	27 4%	35 5%	35 5%	34 5%	30 4%	8 8%	17 4%	36 7%	22 8%	19 6%	16 4%	6 6%	15 9%	7 9%	12 4%	7 4%	9 8%	9 8%	23 9%	15 4%	10 5%	9 5%	38 6%	19 5%	48 6%	8 6%	20 5%	19 5%	48 5%
Net improve	-39 -4%	-1 *	13 2%	1 *	15 2%	15 2%	14 2%	10 2%	-44 -43%	10 2%	-44 -9%	-42 -15%	-39 -12%	42 11%	-13 -11%	-29 -17%	-21 -13%	-18 -10%	12 8%	29 12%	29 26%	25 9%	-29 -8%	-4 -2%	-30 -15%	-5 -1%	-35 -9%	-37 -4%	2 1%	-22 -6%	26 7%	-85 -8%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 22
(ECONOMY). Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Improve	331	89	96	33	86	182	175	158	171	26	178	110	131	86	241	68	116	80	46	296	22	147	63	25	43	68	147	116	316
	33%	54%	29%	40% s	31%	30%	39%	34%	32%	24%	36%	36%	37%	30%	37%	28%	37%	34%	33%	34%	26%	50%	25%	35% s	27%	36%	30%	35%	31%
Stay the same	249	39	86	22	73	159	112	111	139	29	113	70	96	82	166	63	68	58	38	219	23	72	76	19	44	50	119	79	243
	25%	23%	26%	27% s	27%	26%	25%	24%	26%	28%	23%	23%	27%	24%	25%	26%	22%	25%	27%	25%	27%	24%	30%	27% s	28%	26%	25%	24%	24%
Get worse	371	27	127	22	105	231	132	179	191	45	181	106	115	145	221	98	106	82	46	305	38	55	104	23	57	62	193	115	401
	37%	16%	39%	27% s	38%	38%	30%	38%	36%	43%	37%	35%	33%	43%	34%	41%	34%	35%	34%	35%	44%	19%	42%	33% s	36%	33%	40%	35%	40%
Don't know	56	11	18	5	13	30	24	19	37	5	23	18	11	27	29	11	23	12	7	53	3	20	7	4	13	10	23	23	48
	6%	7%	5%	6% s	5%	5%	5%	4%	7%	5%	5%	6%	3%	8%	4%	5%	7%	5%	5%	6%	3%	7%	3%	5% s	8%	5%	5%	7%	5%
Net improve	-39	62	-31	11	-19	-50	43	-21	-20	-19	-3	4	15	-59	19	-30	10	-2	-1	-9	-16	92	-41	2	-14	6	-46	1	-85
	-4%	37%	-9%	13% s	-7%	-8%	10%	-5%	-4%	-18%	-1%	1%	4%	-17%	3%	-12%	3%	-1%	*	-1%	-19%	31%	-16%	2% s	-9%	3%	-10%	*	-8%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 23
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind	Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
Healthcare/ NHS/ hospitals	325	291	242	228	273	273	263	245	21	131	188	83	114	128	20	62	60	54	59	69	29	91	121	60	52	212	113	290	31	148	117	323	
Managing the economy/ economic situation	264	235	198	192	225	224	217	205	15	147	111	64	99	101	20	44	54	45	56	45	16	97	84	50	33	181	83	235	27	103	99	247	
Asylum and immigration	230	204	159	156	185	184	179	172	12	118	110	32	69	128	7	26	37	33	50	78	31	57	80	54	38	137	93	203	23	104	76	217	
Inflation/ rising cost of living	212	177	124	119	166	163	151	132	21	104	105	74	79	60	25	49	47	32	26	34	18	47	86	40	39	133	80	167	41	76	80	201	
Education/ schools	145	123	108	105	123	122	115	112	7	53	88	38	62	45	15	23	32	30	16	30	13	46	54	23	23	99	46	130	14	69	58	154	
Housing	96	82	67	68	80	79	74	69	7	40	55	42	20	34	15	28	15	5	14	20	11	20	32	19	26	51	44	81	12	36	42	90	
Taxation	93	77	60	59	74	71	67	64	9	38	52	31	31	31	8	23	17	13	18	12	7	29	40	8	16	69	24	80	11	38	31	88	
Protecting the natural environment/ climate change	89	83	80	76	83	83	83	81	2	38	47	23	39	28	11	11	20	19	16	12	5	40	30	9	11	70	20	76	12	38	45	97	
Public services generally	87	81	66	66	78	76	73	68	1	43	43	19	40	27	6	13	22	18	12	16	3	28	38	7	14	65	21	77	9	45	33	84	
Foreign policy/foreign affairs	79	75	67	59	73	71	71	67	1	41	35	33	27	19	17	17	18	9	7	12	7	30	33	10	6	62	17	59	21	31	44	72	
Poverty/inequality	59	50	43	38	47	46	45	44	7	28	31	22	16	22	13	9	7	8	14	5	16	23	8	13	39	21	53	6	22	21	75		
Crime and anti-social behaviour/ law and order	54	48	43	42	45	45	44	43	3	23	31	17	13	24	4	13	4	9	9	15	8	12	24	11	8	35	18	49	5	25	19	59	
Lack of faith in politicians/system of government	41	33	31	31	35	35	35	32	3	23	17	9	15	16	2	7	4	11	9	7	5	14	11	7	9	25	15	39	1	18	15	48	
Care for older and disabled people	40	36	32	32	36	36	33	33	3	15	21	3	17	19	1	3	3	14	8	11	6	8	10	9	13	18	22	39	*	21	11	46	
Benefits	38	27	24	25	26	26	26	25	6	17	19	15	12	11	2	13	4	8	6	5	3	6	14	11	7	20	18	36	1	12	19	41	
Defence	38	34	32	31	35	34	34	33	*	24	14	2	15	21	-	2	8	7	9	11	6	15	13	4	5	28	9	30	7	13	19	41	
Pensions	29	27	19	20	26	26	24	20	1	7	21	2	2	26	-	2	*	1	8	18	11	10	9	4	6	19	10	29	*	16	11	32	
Unemployment	27	21	18	18	22	22	20	20	4	16	12	7	10	11	1	6	7	3	7	4	2	6	11	5	5	17	10	24	3	12	10	28	
Austerity/Public spending cuts	22	17	16	15	16	16	16	16	4	8	14	6	9	7	1	5	1	8	5	3	-	4	7	2	9	11	20	2	12	5	21		
Issues affecting families/children/ childcare	22	17	12	12	14	13	13	13	6	6	16	8	10	5	1	6	4	6	2	2	1	4	12	3	3	16	6	20	1	9	9	27	
Foreign/overseas aid	21	15	12	12	19	18	14	12	2	8	12	13	4	3	11	3	3	1	3	1	-	10	4	6	1	14	6	16	5	4	14	19	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
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Ipsos Political Monitor - May 2024

Table 24
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Healthcare/ NHS/ hospitals	325 32%	42 25%	126 39%	40 49%	103 37%	228 38%	144 33%	161 34%	164 30%	38 36%	170 34%	108 36%	117 33%	99 29%	225 34%	84 35%	100 32%	78 33%	37 27%	284 33%	27 31%	82 28%	112 45%	32 45%	64 40%	56 29%	140 29%	130 39%	323 32%
Managing the economy/ economic situation	264 26%	58 35%	83 25%	30 36%	67 24%	150 25%	125 28%	142 30%	123 23%	25 23%	164 33%	104 34%	98 28%	59 17%	202 31%	57 24%	84 27%	59 25%	40 30%	230 26%	23 27%	87 30%	71 29%	25 36%	47 30%	20 10%	125 26%	119 36%	247 25%
Asylum and immigration	230 23%	57 35%	56 17%	13 16%	75 27%	131 22%	133 30%	94 20%	135 25%	16 16%	104 21%	50 17%	115 33%	63 19%	165 25%	68 29%	78 25%	50 21%	24 17%	214 24%	10 11%	112 38%	43 17%	5 7%	31 20%	63 33%	95 20%	73 22%	217 22%
Inflation/rising cost of living	212 21%	27 16%	77 24%	20 24%	58 21%	136 23%	85 19%	110 22%	110 22%	23 22%	112 23%	59 20%	56 16%	92 27%	115 18%	57 24%	56 18%	39 17%	41 30%	179 21%	20 23%	51 17%	53 21%	12 17%	35 22%	33 17%	97 20%	81 24%	201 20%
Education/ schools	145 14%	16 10%	75 23%	10 12%	35 13%	111 18%	52 12%	78 17%	66 12%	20 19%	83 17%	54 18%	47 13%	44 13%	100 15%	33 14%	51 16%	30 13%	19 14%	125 14%	13 15%	30 10%	58 23%	16 23%	28 18%	22 12%	54 11%	69 21%	154 15%
Housing	96 9%	9 6%	43 13%	2 2%	26 9%	69 11%	35 8%	51 11%	45 8%	10 9%	51 10%	14 5%	34 10%	47 14%	48 7%	18 8%	32 10%	27 12%	15 11%	83 9%	4 4%	21 7%	27 11%	4 5%	13 8%	18 10%	38 8%	38 11%	90 9%
Taxation	93 9%	22 13%	32 10%	8 10%	15 5%	47 8%	37 8%	47 10%	46 9%	10 9%	52 11%	34 11%	30 8%	29 8%	64 10%	15 6%	36 11%	25 11%	16 12%	86 10%	2 3%	40 14%	20 8%	3 4%	8 5%	8 4%	49 10%	36 11%	88 9%
Protecting the natural environment/ climate change	89 9%	8 5%	36 11%	11 13%	38 14%	74 12%	47 11%	47 10%	42 8%	49 8%	34 10%	28 8%	24 7%	62 9%	16 7%	29 9%	24 10%	15 11%	80 9%	5 6%	11 4%	29 12%	16 23%	30 19%	7 4%	28 6%	55 16%	97 10%	
Public services generally	87 9%	16 10%	41 13%	6 7%	22 8%	63 10%	37 8%	43 9%	44 8%	11 10%	43 9%	35 11%	22 6%	29 9%	57 9%	21 9%	22 7%	30 13%	10 7%	78 9%	4 5%	23 8%	35 14%	8 11%	15 9%	11 6%	36 7%	40 12%	84 8%
Foreign policy/foreign affairs	79 8%	10 6%	37 11%	3 4%	28 10%	65 11%	38 9%	39 8%	41 7%	7 5%	50 10%	28 9%	23 6%	28 8%	51 8%	11 5%	28 9%	21 9%	15 11%	74 8%	5 5%	23 8%	28 11%	11 16%	17 11%	8 4%	28 6%	43 13%	72 7%
Poverty/inequality	59 6%	3 2%	28 9%	3 4%	12 4%	40 7%	15 3%	28 6%	31 6%	11 11%	25 5%	14 4%	20 6%	25 7%	34 5%	17 7%	14 4%	16 7%	6 4%	49 6%	7 8%	8 3%	24 10%	7 10%	11 7%	6 3%	25 5%	29 9%	75 7%
Crime and anti-social behaviour/ law and order	54 5%	16 10%	10 3%	4 5%	18 6%	28 5%	34 8%	21 5%	33 6%	5 4%	25 5%	12 4%	25 7%	16 5%	37 6%	7 3%	13 4%	14 6%	16 12%	49 6%	4 5%	19 6%	7 3%	5 7%	11 7%	8 4%	26 5%	20 6%	59 6%
Lack of faith in politicians/system of government	41 4%	3 2%	22 7%	4 5%	9 3%	31 5%	12 3%	24 5%	17 3%	4 4%	18 4%	12 4%	16 5%	10 3%	28 4%	9 4%	12 4%	15 7%	2 2%	32 4%	3 3%	8 3%	16 6%	4 6%	6 4%	7 4%	19 4%	14 4%	48 5%
Care for older and disabled people	40 4%	2 1%	20 6%	2 3%	12 4%	32 5%	14 3%	16 3%	24 4%	4 3%	11 2%	13 4%	11 3%	16 5%	24 4%	4 2%	16 5%	13 6%	4 3%	33 4%	3 3%	6 2%	18 7%	3 4%	8 5%	12 6%	16 3%	11 3%	46 5%
Benefits	38 4%	2 1%	14 4%	1 2%	15 6%	30 5%	18 4%	16 4%	21 4%	7 6%	15 3%	8 3%	8 2%	21 6%	16 3%	12 5%	8 3%	9 4%	4 3%	32 4%	5 6%	3 1%	9 4%	2 2%	9 6%	7 4%	23 5%	7 2%	41 4%
Defence	38 4%	13 8%	7 2%	2 2%	12 4%	19 3%	25 6%	19 4%	19 4%	4 4%	20 4%	15 5%	16 4%	7 2%	31 5%	3 1%	11 3%	8 3%	15 11%	35 4%	1 1%	21 7%	6 2%	2 3%	4 3%	5 3%	17 3%	16 5%	41 4%
Pensions	29 3%	10 6%	6 2%	8 10%	11 4%	17 3%	21 5%	4 1%	25 5%	2 2%	8 2%	11 4%	14 4%	4 1%	25 4%	8 3%	12 4%	2 1%	22 3%	5 5%	14 5%	5 2%	1 2%	3 2%	12 7%	15 3%	2 1%	32 3%	
Unemployment	27 3%	2 1%	15 5%	- s	4 1%	19 3%	6 1%	13 3%	15 3%	- -	13 3%	11 4%	8 2%	8 2%	19 3%	12 5%	8 3%	1 *	21 2%	4 2%	6 5%	8 3%	2 2%	5 3%	5 2%	15 3%	8 2%	28 3%	
Austerity/Public spending cuts	22 2%	2 1%	8 2%	- s	6 2%	14 2%	8 2%	15 3%	7 1%	3 3%	9 2%	5 2%	5 1%	12 3%	10 2%	4 2%	4 1%	9 4%	1 1%	15 2%	4 4%	5 2%	4 2%	2 1%	6 4%	3 1%	9 2%	10 3%	21 2%
Issues affecting families/children/ childcare	22 2%	2 1%	8 2%	* s	8 3%	16 3%	10 2%	9 2%	13 5%	5 2%	9 2%	6 2%	4 1%	11 3%	10 2%	6 2%	5 2%	5 2%	1 1%	16 2%	5 6%	3 1%	3 1%	1 2%	6 4%	4 2%	12 2%	6 2%	27 3%
Foreign/overseas aid	21 2%	1 1%	14 4%	* 1%	3 1%	17 3%	5 1%	14 3%	6 1%	4 4%	14 3%	7 2%	3 1%	11 3%	10 2%	1 *	8 2%	7 3%	3 2%	18 2%	2 2%	4 1%	1 *	4 5%	5 3%	- -	11 2%	10 3%	19 2%
Europe/ EU/Brexit	19 2%	- -	6 2%	6 7%	10 4%	16 3%	10 2%	9 2%	10 2%	2 2%	11 2%	7 2%	7 2%	6 2%	14 2%	1 1%	6 2%	4 2%	3 2%	12 1%	5 6%	2 1%	5 2%	8 11%	11 7%	5 3%	4 1%	10 3%	25 2%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 24
(JAN24)Q8. Looking ahead to the General Election that is expected to take place this year, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?
Note - Ranking of answers applied

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Oil/energy/gas policy	18	1	6	-	10	15	11	15	3	1	14	8	4	6	12	6	5	2	1	14	4	8	6	-	2	*	14	3	18
	2%	1%	2%	-s	4%	3%	2%	3%	1%	1%	3%	2%	1%	2%	2%	3%	1%	1%	1%	2%	4%	3%	3%	-s	2%	*	3%	1%	2%
Scottish independence/ devolution	9	-	4	1	5	9	5	6	3	1	4	4	2	3	6	-	-	2	-	2	7	1	1	1	7	1	4	4	13
	1%	-	1%	1% s	2%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	-	1%	-	*	8%	*	*	1% s	4%	*	1%	1%	1%
Trade unions/ strikes	1	-	1	-	1	1	1	1	*	1	-	*	1	-	1	*	*	1	-	1	-	1	1	-	-	-	1	-	3
	*	-	*	-s	*	*	*	*	*	1%	-	*	*	-	*	*	*	-	*	*	-	*	*	-s	-	-	*	-	*
Terrorism	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	-	-s	-	-	-	*	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-s	-	1%	-	-	*
Other	133	18	47	10	37	85	55	55	78	13	67	51	41	40	92	26	39	38	19	116	10	40	30	15	31	14	64	55	145
	13%	11%	15%	13% s	14%	14%	12%	12%	14%	13%	14%	17%	12%	12%	14%	11%	12%	17%	14%	13%	12%	14%	12%	22% s	20%	7%	13%	16%	14%
Don't know	125	8	29	10	23	53	31	55	70	14	48	27	38	60	65	32	29	36	15	105	13	17	22	3	6	36	69	20	115
	12%	5%	9%	12% s	8%	9%	7%	12%	13%	13%	10%	9%	11%	18%	10%	13%	9%	15%	11%	12%	15%	6%	9%	5% s	4%	19%	14%	6%	11%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 26
(SEP21)Q11(b). To what extent, if at all, do you agree or disagree with the following statement? The Conservative Government deserves to be re-elected

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Strongly agree	65	39	16	-	3	20	43	19	45	5	18	11	29	25	40	15	23	11	13	56	2	34	8	-	1	29	18	19	65
	6%	24%	5%	s	1%	3%	10%	4%	8%	4%	4%	4%	8%	7%	6%	6%	7%	5%	10%	6%	3%	11%	3%	s	1%	15%	4%	6%	6%
Tend to agree	81	56	4	*	9	13	65	36	46	4	42	29	38	14	66	13	29	25	11	75	4	52	5	1	5	14	50	17	79
	8%	34%	1%	s	3%	2%	15%	8%	9%	3%	9%	9%	11%	4%	10%	5%	9%	11%	8%	9%	4%	18%	2%	1s	3%	7%	10%	5%	8%
Neither agree nor disagree	153	30	23	9	28	51	58	71	81	19	84	48	44	55	92	37	46	39	22	141	9	50	12	2	5	29	81	42	147
	15%	18%	7%	11s	10%	9%	13%	15%	15%	18%	17%	16%	13%	16%	14%	15%	15%	17%	16%	16%	10%	17%	5%	3s	3%	15%	17%	13%	15%
Tend to disagree	110	23	28	9	27	56	50	47	63	9	54	33	54	22	87	24	39	25	12	94	9	59	20	7	12	25	49	36	106
	11%	14%	9%	10s	10%	9%	11%	10%	12%	9%	11%	11%	15%	6%	13%	10%	12%	11%	9%	11%	11%	20%	8%	9s	7%	13%	10%	11%	11%
Strongly disagree	550	12	243	59	200	444	212	281	268	63	279	174	173	199	347	138	156	124	74	467	58	93	200	60	133	80	258	211	564
	55%	7%	75%	71s	72%	74%	48%	60%	50%	60%	56%	57%	49%	58%	53%	58%	50%	53%	54%	54%	67%	31%	80%	85s	85%	42%	53%	63%	56%
Don't know	50	7	11	6	9	20	16	12	36	5	17	10	14	25	24	12	20	9	5	40	4	6	6	1	2	14	26	9	47
	5%	4%	3%	7s	3%	3%	4%	3%	7%	5%	3%	3%	4%	7%	4%	5%	6%	4%	3%	5%	4%	2%	2%	1s	1%	8%	5%	3%	5%
Agree	146	95	20	*	12	32	107	55	91	8	60	39	67	39	106	28	52	36	24	131	6	86	12	1	6	43	68	36	144
	15%	57%	6%	s	4%	5%	24%	12%	17%	8%	12%	13%	19%	11%	16%	12%	17%	15%	18%	15%	7%	29%	5%	1s	4%	22%	14%	11%	14%
Disagree	659	35	271	67	228	499	262	328	331	73	333	207	228	221	435	162	195	149	86	561	68	152	220	67	145	104	307	247	670
	65%	21%	83%	81s	82%	83%	59%	70%	61%	69%	67%	68%	65%	65%	66%	68%	62%	64%	62%	64%	78%	52%	88%	95s	92%	55%	64%	74%	66%
Net agree	-513	60	-251	-67	-216	-467	-155	-273	-240	-65	-273	-168	-161	-182	-328	-135	-143	-113	-61	-430	-62	-66	-208	-66	-139	-62	-239	-211	-526
	-51%	36%	-77%	-81s	-78%	-77%	-35%	-58%	-44%	-61%	-55%	-55%	-46%	-53%	-50%	-56%	-46%	-48%	-45%	-49%	-71%	-22%	-83%	-94s	-88%	-32%	-50%	-63%	-52%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 27
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Likelihood to vote (General Election)									Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total	
	Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic min-iority	Definitely decided	May change mind		
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Strongly agree	168 17%	149 18%	132 21%	128 20%	148 19%	148 19%	139 20%	139 21%	7 7%	96 20%	70 14%	35 13%	56 17%	78 20%	5 4%	31 18%	34 21%	22 13%	33 21%	44 19%	18 16%	50 19%	58 16%	23 12%	37 19%	108 18%	60 15%	145 17%	24 19%	116 30%	35 10%	175 17%
Tend to agree	221 22%	203 25%	168 26%	161 26%	201 26%	197 26%	181 25%	172 26%	7 7%	112 24%	103 20%	71 25%	81 24%	69 17%	29 27%	42 25%	39 24%	42 25%	23 15%	46 19%	20 18%	70 27%	74 21%	35 18%	42 22%	144 23%	77 20%	200 23%	20 16%	99 25%	96 27%	233 23%
Neither agree nor disagree	195 19%	140 17%	100 16%	98 16%	132 17%	129 17%	115 16%	105 16%	30 29%	80 17%	112 22%	67 24%	75 23%	53 13%	34 30%	34 20%	37 22%	39 18%	28 16%	25 10%	12 10%	48 18%	70 20%	42 22%	36 18%	118 19%	78 20%	155 18%	36 29%	42 11%	75 21%	188 19%
Tend to disagree	143 14%	124 15%	90 14%	87 14%	121 15%	117 15%	114 16%	93 14%	5 5%	61 13%	81 16%	40 14%	39 12%	64 16%	13 11%	27 16%	17 13%	22 13%	20 18%	44 20%	22 20%	28 11%	55 15%	34 17%	26 13%	83 13%	60 15%	123 14%	16 13%	33 9%	67 19%	139 14%
Strongly disagree	230 23%	183 22%	138 22%	139 22%	157 20%	154 20%	149 21%	142 21%	38 37%	112 23%	109 21%	47 17%	66 20%	116 29%	17 15%	31 18%	26 16%	40 24%	50 32%	66 28%	29 26%	58 22%	80 22%	53 27%	39 20%	137 22%	92 24%	205 24%	21 17%	98 25%	68 19%	221 22%
Don't know	50 5%	26 3%	13 2%	13 2%	21 3%	21 3%	19 3%	16 2%	16 15%	16 3%	34 7%	20 7%	15 5%	16 4%	14 12%	6 3%	11 6%	5 3%	4 2%	12 5%	11 9%	7 3%	20 6%	8 4%	16 8%	26 4%	24 4%	41 5%	9 7%	3 1%	14 4%	52 5%
Agree	389 39%	352 43%	299 47%	289 46%	349 45%	345 45%	327 45%	312 47%	14 14%	208 44%	173 34%	107 38%	136 41%	147 37%	34 31%	72 43%	72 44%	64 38%	57 36%	90 38%	38 34%	120 46%	132 37%	58 30%	79 40%	252 41%	138 35%	345 40%	43 34%	215 55%	131 37%	408 40%
Disagree	373 37%	307 37%	228 36%	226 36%	277 36%	271 35%	263 36%	235 35%	43 42%	172 36%	190 37%	87 31%	106 32%	180 46%	29 26%	57 34%	44 27%	62 37%	71 44%	110 46%	52 46%	86 33%	135 38%	87 45%	66 33%	220 36%	152 39%	329 38%	37 30%	131 34%	136 38%	360 36%
Net agree	17 2%	45 5%	71 11%	63 10%	71 9%	73 10%	64 9%	76 11%	-29 -28%	35 7%	-17 -3%	20 7%	30 9%	-34 -8%	5 4%	15 9%	29 18%	1 1%	-14 -9%	-20 -8%	-14 -12%	34 13%	-3 -1%	-29 -15%	14 7%	31 5%	-15 -4%	16 2%	6 5%	84 21%	-5 -1%	48 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

16 May 2024

Table 28
(JAN21)Q19(a)/(SEP21)Q11(a). To what extent, if at all, do you agree or disagree with the following statements? Labour is ready to form the next Government

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Strongly agree	168 17%	10 6%	126 39%	16 19%	27 10%	153 25%	36 8%	73 16%	95 18%	14 14%	69 14%	43 14%	61 17%	63 18%	104 16%	47 20%	52 17%	29 13%	33 24%	151 17%	8 9%	14 5%	83 33%	15 21%	36 23%	37 19%	64 13%	66 20%	175 17%
Tend to agree	221 22%	15 9%	131 40%	20 25%	55 20%	186 31%	70 16%	121 26%	100 19%	30 29%	113 23%	79 26%	65 18%	75 22%	144 22%	46 19%	67 22%	56 24%	26 19%	182 21%	26 30%	46 15%	91 36%	18 26%	41 26%	29 15%	96 20%	96 29%	233 23%
Neither agree nor disagree	195 19%	20 12%	41 13%	22 26%	55 20%	96 16%	74 17%	95 20%	100 19%	28 26%	114 23%	65 21%	57 16%	72 21%	122 19%	46 19%	62 20%	47 20%	23 17%	169 19%	19 22%	41 14%	38 15%	19 28%	30 19%	23 12%	111 23%	60 18%	188 19%
Tend to disagree	143 14%	49 30%	10 3%	13 16%	43 16%	53 9%	93 21%	56 12%	87 16%	11 10%	67 14%	45 15%	57 16%	37 11%	103 16%	32 13%	42 13%	33 14%	22 16%	123 14%	14 16%	76 26%	16 6%	9 12%	17 10%	30 16%	66 14%	47 14%	139 14%
Strongly disagree	230 23%	67 40%	9 3%	9 11%	101 33%	158 17%	158 36%	107 23%	123 23%	16 15%	113 23%	60 20%	98 28%	71 21%	158 24%	57 24%	66 21%	61 26%	31 22%	209 24%	15 18%	114 39%	17 7%	7 10%	29 19%	59 31%	116 24%	54 16%	221 22%
Don't know	50 5%	5 3%	9 3%	3 4%	6 2%	15 2%	11 3%	15 3%	34 6%	6 6%	19 4%	13 4%	14 4%	23 7%	26 4%	11 5%	24 8%	7 3%	4 3%	40 5%	5 6%	3 1%	6 2%	3 4%	4 3%	13 7%	28 6%	9 3%	52 5%
Agree	389 39%	25 15%	257 79%	36 43%	81 29%	338 56%	106 24%	194 41%	196 36%	45 42%	182 37%	122 40%	126 36%	137 40%	248 38%	93 39%	119 38%	85 37%	58 43%	332 38%	34 39%	60 20%	174 69%	33 47%	77 49%	65 34%	160 33%	163 49%	408 40%
Disagree	373 37%	116 70%	19 6%	22 27%	135 49%	154 26%	251 57%	163 35%	210 39%	27 25%	180 36%	105 34%	156 44%	107 32%	261 40%	89 37%	108 35%	94 40%	52 38%	332 38%	29 34%	190 65%	33 13%	16 23%	46 29%	89 47%	182 38%	102 30%	360 36%
Net agree	17 2%	-92 -55%	238 73%	14 17%	-53 -19%	185 31%	-145 -33%	31 7%	-14 -3%	18 17%	2 *	17 6%	-30 -8%	30 9%	-12 -2%	4 2%	11 3%	-9 -4%	6 4%	* *	4 5%	-130 -44%	141 56%	17 24%	31 20%	-23 -12%	-22 -5%	61 18%	48 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - May 2024

Table 29
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 like-lihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Strongly agree	151 15%	136 17%	129 20%	129 21%	140 18%	140 18%	140 19%	137 20%	6 6%	92 19%	58 11%	29 10%	47 14%	74 19%	4 3%	25 15%	27 17%	20 12%	25 16%	50 21%	18 16%	48 19%	46 13%	21 11%	35 18%	94 15%	57 15%	139 16%	12 10%	104 26%	32 9%	154 15%
Tend to agree	182 18%	165 20%	139 22%	135 22%	158 20%	158 21%	150 21%	145 22%	5 5%	97 20%	78 15%	37 13%	75 23%	69 18%	14 12%	24 14%	32 20%	43 26%	27 17%	42 18%	20 18%	54 21%	66 19%	35 18%	27 14%	120 19%	62 16%	158 18%	22 18%	80 21%	75 21%	186 18%
Neither agree nor disagree	199 20%	141 17%	97 15%	93 15%	142 18%	136 18%	116 16%	100 15%	23 23%	76 16%	119 23%	86 31%	68 21%	45 11%	42 38%	44 26%	38 23%	30 18%	21 14%	24 10%	4 3%	53 20%	76 21%	30 16%	40 20%	129 21%	70 18%	159 18%	36 29%	54 14%	84 24%	205 20%
Tend to disagree	154 15%	132 16%	99 16%	92 15%	118 15%	114 15%	111 15%	102 15%	12 12%	65 14%	88 17%	47 17%	48 15%	59 15%	15 14%	32 19%	23 14%	26 15%	23 15%	35 17%	19 17%	37 14%	59 17%	36 19%	23 12%	96 16%	59 15%	137 16%	16 13%	45 12%	63 18%	137 14%
Strongly disagree	253 25%	212 26%	152 24%	154 25%	183 24%	180 24%	173 24%	157 23%	37 36%	121 25%	123 24%	56 20%	72 22%	124 31%	17 15%	39 23%	32 20%	40 24%	58 36%	66 28%	36 32%	61 24%	94 27%	53 22%	44 25%	156 25%	97 25%	220 25%	27 22%	94 24%	86 24%	262 26%
Don't know	69 7%	39 5%	24 4%	23 4%	38 5%	37 5%	33 5%	28 4%	19 18%	25 5%	43 8%	24 9%	21 6%	23 6%	19 18%	5 3%	11 7%	10 6%	4 2%	20 8%	14 13%	6 2%	16 4%	19 10%	27 14%	22 4%	47 12%	55 6%	12 10%	14 4%	16 5%	64 6%
Agree	333 33%	301 37%	268 42%	264 42%	299 38%	299 39%	290 40%	281 42%	12 11%	189 40%	136 27%	66 24%	123 37%	144 36%	17 16%	49 29%	59 36%	63 37%	52 33%	92 39%	39 35%	102 39%	112 31%	56 29%	63 32%	214 35%	119 30%	297 34%	34 27%	184 47%	106 30%	340 34%
Disagree	407 40%	345 42%	252 39%	246 39%	301 39%	294 38%	284 39%	259 39%	49 48%	186 39%	211 42%	103 37%	120 36%	183 46%	32 29%	71 42%	55 34%	66 39%	81 51%	102 43%	55 49%	98 38%	153 43%	89 46%	66 34%	251 41%	156 40%	358 41%	43 34%	139 36%	149 42%	399 40%
Net agree	-74 -7%	-43 -5%	16 2%	18 3%	-2 *	5 1%	6 1%	23 3%	-37 -36%	3 1%	-75 -15%	-37 -13%	2 1%	-39 -10%	-15 -13%	-23 3%	5 -1%	-2 -18%	-29 -4%	-10 -14%	-16 -14%	4 1%	-41 -12%	-33 -17%	-4 -2%	-38 -6%	-37 -9%	-61 -7%	-9 -7%	44 11%	-43 -12%	-59 -6%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 30
(JAN21)Q19(b). To what extent, if at all, do you agree or disagree with the following statements? Keir Starmer is ready to be Prime Minister

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Strongly agree	151	12	105	19	28	132	39	73	78	12	68	40	61	49	101	41	47	33	23	132	7	26	72	16	29	40	56	54	154
	15%	7%	32%	23% s	10%	22%	9%	16%	14%	11%	14%	13%	17%	14%	15%	17%	15%	14%	17%	15%	8%	9%	29%	22% s	18%	21%	12%	16%	15%
Tend to agree	182	25	94	13	39	133	63	95	86	26	95	61	61	60	122	39	58	37	27	151	20	35	65	21	36	27	91	64	186
	18%	15%	29%	15% s	14%	22%	14%	20%	16%	25%	19%	20%	17%	18%	18%	16%	19%	16%	20%	17%	24%	12%	26%	29% s	23%	14%	19%	19%	18%
Neither agree nor disagree	199	21	67	23	53	120	74	99	101	29	94	70	43	79	114	37	71	36	32	170	23	41	39	10	33	19	105	75	205
	20%	13%	20%	28% s	19%	20%	17%	21%	19%	28%	19%	23%	12%	23%	17%	15%	23%	15%	23%	20%	27%	14%	16%	14% s	21%	10%	22%	22%	20%
Tend to disagree	154	36	29	10	45	75	81	69	86	11	88	43	62	49	105	41	32	56	13	139	13	58	35	15	22	28	70	56	137
	15%	21%	9%	12% s	16%	12%	18%	15%	16%	10%	18%	14%	18%	14%	16%	17%	10%	24%	9%	16%	15%	20%	14%	21% s	14%	15%	15%	17%	14%
Strongly disagree	253	66	13	13	103	117	169	115	137	20	128	74	106	72	180	66	73	57	38	225	18	125	30	9	34	57	123	72	262
	25%	40%	4%	16% s	37%	19%	38%	25%	25%	19%	26%	24%	30%	21%	27%	28%	23%	25%	27%	26%	21%	43%	12%	13% s	22%	30%	26%	22%	26%
Don't know	69	7	18	6	9	27	16	16	51	6	22	16	20	32	36	14	30	14	5	57	5	8	9	*	4	18	37	13	64
	7%	4%	6%	7% s	3%	4%	4%	3%	10%	6%	4%	5%	6%	9%	6%	6%	10%	6%	4%	6%	6%	3%	4%	1% s	2%	10%	8%	4%	6%
Agree	333	36	198	31	66	265	103	168	164	38	163	100	122	109	222	81	105	70	50	282	27	61	137	36	64	67	147	118	340
	33%	22%	61%	38%s	24%	44%	23%	36%	30%	36%	33%	33%	35%	32%	34%	34%	34%	30%	36%	32%	31%	21%	55%	51%s	41%	35%	30%	35%	34%
Disagree	407	102	43	23	148	191	250	184	223	31	216	117	168	121	285	107	105	113	50	364	31	183	65	24	56	85	194	128	399
	40%	61%	13%	28%s	54%	32%	57%	39%	41%	30%	44%	39%	48%	35%	43%	45%	34%	48%	37%	42%	36%	62%	26%	34%s	36%	45%	40%	38%	40%
Net agree	-74	-65	156	9	-82	73	-148	-16	-59	7	-53	-17	-46	-12	-63	-27	-1	-43	*	-81	-4	-122	72	12	8	-18	-47	-10	-59
	-7%	-39%	48%	10%s	-30%	12%	-33%	-3%	-11%	7%	-11%	-6%	-13%	-4%	-10%	-11%	*	-18%	*	-9%	-4%	-41%	29%	17%s	5%	-10%	-10%	-3%	-6%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 31
(JUL20)Q14CO. To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind	
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Strongly agree	52 5%	43 5%	35 5%	36 6%	44 6%	43 6%	41 6%	39 6%	5 5%	20 4%	30 6%	15 5%	7 2%	30 8%	5 5%	10 6%	*	7 4%	10 6%	20 9%	8 7%	16 6%	6 2%	9 5%	21 11%	22 4%	30 8%	44 8%	8 8%	30 8%	15 4%	44 4%
Tend to agree	93 9%	72 9%	59 9%	60 10%	72 9%	70 9%	65 9%	63 9%	4 4%	48 10%	44 9%	26 9%	24 7%	43 11%	16 14%	10 6%	13 8%	10 6%	16 10%	27 12%	16 14%	22 8%	26 7%	19 10%	26 13%	47 8%	46 12%	77 9%	15 12%	24 6%	42 12%	85 8%
Neither agree nor disagree	146 14%	113 14%	80 12%	77 12%	108 14%	105 14%	93 13%	83 12%	16 16%	58 12%	87 17%	40 14%	50 15%	55 14%	17 15%	23 17%	28 13%	23 14%	32 14%	19 17%	41 16%	59 16%	21 11%	25 13%	100 16%	46 12%	116 13%	28 22%	47 12%	53 15%	144 14%	
Tend to disagree	169 17%	147 18%	105 16%	93 15%	134 17%	131 17%	125 17%	108 16%	9 9%	73 15%	94 18%	39 14%	53 16%	78 20%	18 16%	21 12%	28 17%	25 15%	27 17%	51 21%	23 21%	43 17%	60 17%	38 19%	29 15%	102 17%	67 18%	156 18%	12 9%	59 15%	72 20%	167 17%
Strongly disagree	513 51%	430 52%	348 54%	346 55%	401 51%	396 52%	382 53%	361 54%	60 58%	269 56%	230 45%	150 54%	187 56%	176 44%	48 43%	103 61%	88 54%	99 58%	79 50%	96 41%	37 34%	134 51%	188 53%	102 52%	90 46%	322 52%	191 49%	448 51%	58 46%	228 58%	165 47%	533 53%
Don't know	35 3%	20 2%	13 2%	14 2%	20 3%	20 3%	17 2%	14 2%	9 9%	9 2%	25 5%	10 3%	12 3%	13 3%	7 6%	3 2%	6 4%	5 3%	4 2%	10 4%	8 7%	4 1%	19 5%	6 3%	6 3%	23 4%	12 3%	30 3%	4 3%	3 1%	8 2%	35 3%
Agree	145 14%	115 14%	94 15%	96 15%	116 15%	113 15%	107 15%	102 15%	9 9%	68 14%	74 15%	41 15%	31 9%	73 19%	21 19%	20 12%	13 8%	17 10%	26 16%	48 20%	24 21%	38 15%	32 9%	28 14%	48 24%	69 11%	76 19%	121 14%	23 18%	54 14%	57 16%	129 13%
Disagree	682 68%	577 70%	453 71%	440 70%	535 69%	527 69%	507 70%	469 70%	69 67%	342 72%	323 64%	189 68%	240 72%	253 64%	66 60%	123 73%	116 71%	124 73%	106 67%	147 62%	61 55%	177 68%	248 69%	140 71%	118 60%	424 69%	258 66%	603 69%	70 56%	288 74%	237 67%	700 69%
Net agree	-537 -53%	-462 -56%	-359 -56%	-344 -55%	-418 -54%	-414 -54%	-400 -55%	-367 -55%	-60 -59%	-274 -58%	-249 -49%	-148 -53%	-209 -63%	-180 -46%	-45 -40%	-103 -61%	-102 -63%	-107 -63%	-80 -51%	-100 -42%	-37 -33%	-139 -53%	-216 -61%	-111 -57%	-71 -36%	-355 -58%	-182 -46%	-482 -55%	-47 -37%	-234 -60%	-180 -51%	-571 -57%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 32
(JUL20)Q14CO. To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Strongly agree	52 5%	21 13%	14 4%	5 6%	11 4%	26 4%	32 7%	13 3%	39 7%	2 2%	22 5%	6 2%	23 7%	22 6%	29 4%	11 5%	21 7%	6 3%	10 7%	47 5%	4 4%	22 7%	8 3%	3 4%	7 5%	23 12%	14 3%	15 5%	44 4%
Tend to agree	93 9%	43 26%	9 3%	3 4%	16 6%	25 4%	60 13%	30 6%	63 12%	5 5%	39 8%	18 6%	37 11%	38 11%	55 8%	18 8%	39 13%	22 9%	9 6%	78 9%	5 6%	47 16%	7 3%	2 3%	10 7%	15 8%	51 11%	27 8%	85 8%
Neither agree nor disagree	146 14%	37 22%	36 11%	12 15%	32 12%	68 11%	69 16%	62 13%	83 15%	16 15%	72 15%	43 14%	51 15%	50 15%	95 14%	25 11%	55 17%	36 15%	21 15%	134 15%	9 11%	62 21%	16 6%	4 6%	19 12%	28 15%	69 14%	49 15%	144 14%
Tend to disagree	169 17%	39 23%	44 14%	15 18%	46 17%	90 15%	85 19%	74 16%	95 18%	19 18%	87 18%	58 19%	69 19%	38 11%	127 19%	32 13%	50 16%	49 21%	23 17%	145 17%	16 18%	68 23%	37 15%	12 17%	21 13%	39 20%	82 17%	49 15%	167 17%
Strongly disagree	513 51%	21 13%	218 67%	44 53%	165 60%	383 64%	187 42%	272 58%	241 45%	60 57%	262 53%	167 55%	160 45%	183 54%	326 50%	145 61%	135 43%	112 48%	70 51%	438 50%	50 58%	91 31%	181 72%	49 70%	99 63%	75 40%	251 52%	185 56%	533 53%
Don't know	35 3%	4 3%	4 1%	3 3%	6 2%	10 2%	10 2%	15 3%	18 3%	3 3%	13 3%	12 4%	13 4%	10 3%	25 4%	7 3%	12 4%	8 4%	4 3%	30 3%	3 3%	6 2%	2 1%	- -	- -	10 5%	16 3%	8 2%	35 3%
Agree	145 14%	65 39%	23 7%	9 10%	28 10%	51 8%	92 21%	43 9%	102 19%	7 7%	61 12%	24 8%	60 17%	60 18%	84 21%	30 12%	61 19%	28 12%	19 14%	126 14%	8 10%	68 23%	15 6%	5 7%	18 11%	38 20%	65 14%	42 13%	129 13%
Disagree	682 68%	60 36%	262 81%	59 72%	211 76%	474 79%	272 61%	346 74%	336 62%	79 76%	349 70%	225 74%	228 65%	221 65%	453 69%	177 74%	185 59%	161 69%	93 68%	583 67%	66 76%	158 54%	218 87%	61 87%	120 76%	114 60%	333 69%	234 70%	700 69%
Net agree	-537 -53%	4 3%	-239 -73%	-51 -61%	-184 -66%	-422 -70%	-179 -41%	-303 -65%	-234 -43%	-72 -69%	-288 -58%	-201 -66%	-168 -48%	-162 -48%	-369 -56%	-147 -62%	-125 -40%	-133 -57%	-75 -54%	-457 -52%	-58 -67%	-90 -31%	-203 -81%	-56 -80%	-102 -65%	-76 -40%	-268 -56%	-192 -57%	-571 -57%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted
 Source : Ipsos J24-003060-01

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Ipsos Political Monitor - May 2024

Table 33
(JAN23)Q14 - Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

16 May 2024

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
The Conservative government has done a good job and there is no need for change at the next election	52 5%	45 5%	36 6%	36 6%	46 6%	44 6%	40 6%	37 5%	2 2%	26 5%	26 5%	8 3%	13 4%	31 8%	5 5%	3 2%	3 2%	10 6%	8 5%	23 10%	14 13%	16 6%	14 4%	11 6%	11 5%	30 5%	22 6%	48 6%	4 3%	29 7%	14 4%	56 6%	
The Conservative government has done a good job, but it is time for a change at the next election	79 8%	60 7%	40 6%	40 6%	57 7%	57 8%	54 7%	46 7%	5 5%	39 8%	39 8%	33 12%	17 5%	29 7%	17 16%	15 9%	9 6%	8 5%	18 12%	11 4%	3 2%	16 6%	25 7%	18 9%	21 10%	40 7%	39 10%	62 7%	17 14%	13 3%	36 10%	78 8%	
The Conservative government has done a poor job but the next election is not the time for change	134 13%	118 14%	85 13%	84 13%	102 13%	100 13%	98 14%	87 13%	12 11%	66 14%	65 13%	19 7%	30 9%	84 21%	6 6%	13 8%	17 10%	14 8%	31 19%	53 22%	31 28%	34 13%	51 14%	22 11%	28 14%	84 14%	49 13%	123 14%	9 7%	41 10%	67 19%	119 12%	
The Conservative government has done a poor job and it is time for a change at the next election	654 65%	552 67%	444 69%	434 69%	526 67%	516 67%	491 68%	461 69%	54 52%	312 65%	325 64%	189 67%	243 73%	222 56%	67 60%	122 72%	124 76%	120 71%	91 57%	131 56%	52 46%	169 65%	236 66%	129 66%	121 61%	404 66%	250 64%	561 65%	84 67%	295 75%	226 64%	666 66%	
None of these	37 4%	25 3%	16 3%	16 2%	20 3%	20 3%	16 2%	16 2%	12 11%	16 3%	21 4%	10 4%	11 3%	16 4%	7 6%	3 2%	3 2%	7 4%	9 5%	7 3%	3 3%	15 6%	11 3%	7 4%	3 2%	26 4%	10 3%	35 4%	2 2%	9 2%	7 2%	34 3%	
Don't know	52 5%	26 3%	19 3%	17 3%	29 4%	29 4%	25 3%	21 3%	19 18%	18 4%	34 7%	21 8%	18 5%	13 3%	9 8%	13 7%	7 5%	11 6%	2 1%	11 5%	8 7%	11 4%	21 6%	8 4%	13 7%	31 5%	21 5%	42 5%	9 7%	6 1%	6 2%	55 5%	
Combinations - Summary net																																	
Conservative government - good job	131 13%	105 13%	76 12%	76 12%	103 13%	102 13%	94 13%	82 12%	7 7%	65 14%	65 13%	41 15%	30 9%	60 15%	22 20%	18 11%	12 7%	18 11%	26 17%	34 14%	17 15%	32 12%	38 11%	30 15%	31 16%	70 11%	61 16%	110 13%	21 17%	42 11%	51 14%	134 13%	
Conservative government - poor job	788 78%	670 81%	529 83%	518 83%	628 81%	615 80%	589 81%	548 82%	65 64%	378 79%	389 76%	208 74%	274 82%	306 77%	73 66%	135 80%	140 86%	133 79%	122 77%	184 78%	83 75%	202 78%	286 80%	151 77%	148 76%	488 79%	300 76%	684 79%	93 74%	335 86%	293 82%	785 78%	
Time for a change	733 73%	612 74%	484 76%	474 76%	583 75%	573 75%	544 75%	507 76%	59 57%	351 74%	363 71%	221 79%	261 78%	251 64%	84 76%	137 81%	133 81%	128 76%	109 69%	142 60%	54 49%	184 71%	260 73%	148 76%	141 72%	444 72%	289 74%	623 72%	101 81%	308 79%	262 74%	744 74%	
Not time for a change	186 18%	163 20%	121 19%	120 19%	148 19%	144 19%	138 19%	123 18%	13 13%	91 19%	90 18%	27 10%	43 13%	115 29%	11 10%	16 9%	20 12%	23 14%	39 25%	76 32%	46 41%	50 19%	64 18%	33 17%	38 20%	114 19%	71 18%	171 20%	13 10%	70 18%	81 23%	175 17%	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

16 May 2024

Table 34
(JAN23)Q14 - Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
The Conservative government has done a good job and there is no need for change at the next election	52 5%	42 25%	-	1 1%	2 1%	2 *	44 10%	17 4%	35 6%	3 3%	20 4%	14 4%	27 8%	11 3%	41 6%	12 5%	22 7%	12 5%	4 3%	47 5%	3 3%	36 12%	*	1 1%	4 2%	17 9%	22 5%	13 4%	56 6%
The Conservative government has done a good job, but it is time for a change at the next election	79 8%	13 8%	18 5%	8 10%	17 6%	35 6%	30 7%	38 8%	41 8%	8 8%	46 9%	19 6%	27 8%	32 9%	46 7%	22 9%	27 9%	15 6%	8 6%	65 7%	7 8%	26 9%	15 6%	6 8%	12 7%	14 7%	48 10%	18 5%	78 8%
The Conservative government has done a poor job but the next election is not the time for change	134 13%	80 48%	7 2%	2 3%	23 8%	30 5%	103 23%	51 11%	82 15%	10 9%	57 11%	37 12%	67 19%	27 8%	104 16%	30 12%	41 13%	36 16%	23 16%	127 15%	4 5%	89 30%	5 2%	3 4%	7 4%	38 20%	69 14%	26 8%	119 12%
The Conservative government has done a poor job and it is time for a change at the next election	654 65%	23 14%	292 90%	63 76%	222 80%	513 85%	245 55%	321 69%	333 62%	77 73%	323 65%	207 68%	205 58%	237 70%	412 63%	158 66%	188 60%	146 63%	95 70%	556 64%	67 77%	122 41%	226 90%	61 86%	132 84%	102 54%	298 62%	253 76%	666 66%
None of these	37 4%	3 2%	3 1%	6 7%	9 3%	12 2%	12 3%	20 4%	17 3%	3 3%	24 5%	14 5%	10 3%	13 4%	24 4%	11 5%	17 5%	3 1%	4 3%	33 4%	2 3%	11 4%	2 1%	- s	3 2%	8 4%	17 4%	11 3%	34 3%
Don't know	52 5%	5 3%	6 2%	3 4%	5 2%	11 2%	9 2%	20 4%	31 6%	4 4%	25 5%	14 5%	17 5%	21 6%	31 5%	7 3%	18 6%	21 9%	3 2%	46 5%	3 4%	11 4%	2 1%	1 1%	1 1%	11 6%	29 6%	12 4%	55 5%
Combinations - Summary net																													
Conservative government - good job	131 13%	55 33%	18 5%	9 11%	19 7%	37 6%	75 17%	55 12%	76 14%	11 11%	67 13%	33 11%	54 15%	43 13%	87 13%	34 14%	48 16%	27 11%	13 9%	112 13%	10 11%	62 21%	15 6%	6 9%	15 10%	31 16%	69 14%	31 9%	134 13%
Conservative government - poor job	788 78%	103 62%	299 92%	65 79%	244 88%	543 90%	347 78%	372 80%	415 77%	86 82%	380 77%	243 80%	272 77%	264 78%	516 78%	188 79%	229 73%	182 78%	118 86%	683 78%	71 82%	210 72%	231 92%	64 90%	138 88%	141 74%	367 76%	279 84%	785 78%
Time for a change	733 73%	36 22%	310 95%	71 86%	238 86%	548 91%	275 62%	358 77%	374 69%	85 81%	370 75%	226 74%	231 66%	269 79%	457 70%	180 75%	215 69%	161 69%	104 76%	621 71%	74 85%	148 50%	241 96%	66 94%	143 91%	116 61%	346 72%	271 81%	744 74%
Not time for a change	186 18%	122 73%	7 2%	3 4%	25 9%	32 5%	147 33%	69 15%	117 22%	13 12%	77 16%	50 16%	95 27%	38 11%	145 22%	41 17%	62 20%	48 20%	27 20%	174 20%	7 8%	125 42%	5 2%	4 5%	10 6%	56 29%	90 19%	39 12%	175 17%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - May 2024

Table 35

(MAY23)Q10. As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

Base : All

	Total (W'td)	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided	May change mind		Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
A Conservative majority government	62 6%	38 5%	22 3%	25 4%	45 6%	43 6%	34 5%	26 4%	8 8%	29 6%	32 6%	35 13%	11 3%	15 4%	15 14%	20 12%	8 5%	3 2%	7 5%	8 3%	6 6%	14 5%	13 4%	13 7%	22 11%	27 4%	35 9%	44 5%	14 11%	24 6%	16 5%	64 6%	
A Labour majority government	455 45%	392 47%	327 51%	328 52%	379 49%	377 49%	363 50%	339 51%	25 24%	240 50%	206 40%	121 43%	143 43%	191 48%	46 41%	76 45%	63 39%	80 47%	84 53%	107 45%	44 39%	140 54%	158 44%	80 41%	78 40%	297 48%	158 40%	401 46%	53 42%	227 58%	151 42%	446 44%	
A hung parliament with the Conservatives as the biggest party	85 8%	76 9%	55 9%	56 9%	73 9%	70 9%	66 9%	57 8%	4 4%	31 7%	50 10%	17 6%	21 6%	47 12%	8 7%	9 5%	13 8%	8 5%	16 10%	30 13%	19 17%	21 8%	27 7%	29 15%	8 4%	48 8%	37 10%	81 9%	4 3%	25 6%	45 13%	82 8%	
A hung parliament with Labour as the biggest party	291 29%	259 31%	200 31%	181 29%	228 29%	224 29%	214 30%	207 31%	25 25%	135 28%	150 29%	62 22%	116 35%	112 28%	15 14%	47 28%	61 37%	55 33%	45 28%	67 28%	26 24%	64 25%	113 32%	50 25%	63 32%	177 29%	113 29%	249 29%	35 28%	99 25%	117 33%	288 29%	
A Liberal Democrat majority	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	2 *	* *	- *	1 *	- *	- *	- *	1 1%	- *	- *	1 1%	1 1%	- *	1 *	- *	1 *	1 *	1 *	2 *	- *	1 *	- *	3 *	
A hung parliament with the Liberal Democrats as the biggest party	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
A hung parliament where two or more parties have the same number of seats	8 1%	8 1%	4 1%	3 *	8 1%	8 1%	7 1%	4 1%	- -	* *	8 2%	1 *	1 *	6 1%	- s	1 1%	- -	1 1%	1 *	5 2%	5 4%	* *	5 2%	1 1%	1 1%	6 1%	2 1%	8 1%	- -	3 1%	4 1%	8 1%	
Other	9 1%	7 1%	5 1%	5 1%	5 1%	5 1%	5 1%	5 1%	4 4%	5 1%	2 *	2 1%	4 1%	3 1%	2 2%	- s	2 1%	2 1%	1 1%	2 1%	1 1%	1 *	3 1%	3 2%	2 1%	4 1%	5 1%	7 1%	2 2%	4 1%	- -	11 1%	
Don't know	97 10%	45 5%	26 4%	28 4%	41 5%	39 5%	33 5%	30 4%	35 34%	35 7%	61 12%	41 15%	35 11%	21 5%	25 22%	16 10%	18 11%	17 10%	5 3%	16 7%	10 9%	20 8%	36 10%	19 10%	22 11%	56 9%	41 10%	77 9%	17 14%	9 2%	22 6%	106 11%	
Combinations - Summary net																																	
Conservative victory	147 15%	114 14%	76 12%	81 13%	117 15%	113 15%	101 14%	83 12%	12 12%	61 13%	82 16%	52 19%	33 10%	62 16%	23 21%	29 17%	21 13%	12 7%	24 15%	38 16%	25 22%	35 13%	40 11%	42 22%	30 15%	74 12%	72 18%	126 14%	18 14%	49 12%	61 17%	146 14%	
Labour victory	746 74%	651 79%	528 82%	508 81%	607 78%	600 78%	577 80%	546 82%	50 49%	375 79%	355 70%	184 66%	259 78%	303 77%	61 55%	123 72%	123 76%	136 80%	129 81%	174 74%	70 63%	204 79%	271 76%	130 66%	141 72%	475 77%	271 69%	651 75%	88 70%	326 83%	268 75%	734 73%	
Majority government	519 51%	431 52%	349 55%	354 57%	425 54%	420 55%	398 55%	365 55%	35 34%	271 57%	238 47%	157 56%	156 47%	206 52%	61 55%	96 57%	71 43%	85 50%	91 57%	115 49%	51 46%	153 59%	172 48%	93 47%	101 51%	325 53%	193 49%	447 51%	67 53%	252 64%	167 47%	513 51%	
Hung Parliament	384 38%	343 42%	259 40%	239 38%	308 40%	301 39%	288 40%	268 40%	29 28%	166 35%	208 41%	80 29%	138 42%	165 42%	23 21%	57 34%	73 45%	65 38%	62 39%	103 44%	50 45%	86 33%	145 41%	80 41%	73 37%	231 37%	153 39%	339 39%	39 31%	127 32%	166 47%	378 38%	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - May 2024

16 May 2024

Table 36
(MAY23)Q10. As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
A Conservative majority government	62 6%	20 12%	10 3%	2 3% s	9 3%	20 3%	30 7%	29 6%	33 6%	4 4%	33 7%	20 7%	15 4%	26 8%	35 5%	13 5%	19 6%	12 5%	12 9%	53 6%	6 7%	19 6%	7 3%	- - s	6 4%	10 5%	36 7%	16 5%	64 6%
A Labour majority government	455 45%	43 26%	222 68%	46 55% s	123 44%	344 57%	166 38%	212 45%	242 46%	44 42%	228 46%	144 47%	165 47%	140 41%	308 47%	124 52%	135 43%	92 39%	66 48%	396 45%	40 46%	94 32%	166 66%	48 68% s	94 59%	80 42%	203 42%	171 51%	446 44%
A hung parliament with the Conservatives as the biggest party	85 8%	44 27%	6 2%	1 1% s	23 8%	28 5%	67 15%	32 7%	53 10%	6 6%	40 8%	22 7%	40 11%	23 7%	62 9%	13 5%	26 8%	20 9%	20 15%	78 9%	6 7%	54 18%	5 2%	3 4% s	8 5%	28 15%	45 9%	12 4%	82 8%
A hung parliament with Labour as the biggest party	291 29%	48 29%	77 24%	25 30% s	96 35%	173 29%	144 33%	140 30%	150 28%	37 35%	143 29%	91 30%	107 30%	91 27%	198 30%	63 26%	95 30%	84 36%	26 19%	250 29%	23 26%	116 39%	65 26%	17 24% s	40 25%	43 23%	145 30%	102 31%	288 29%
A Liberal Democrat majority	2 *	- -	* *	* * s	* *	1 *	* *	1 *	1 *	- -	1 *	1 *	* *	* *	2 *	- -	1 *	* *	- -	2 *	- -	* *	* *	- - s	- -	1 *	1 *	- -	3 *
A hung parliament with the Liberal Democrats as the biggest party	- -	- -	- -	- - s	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - s	- -	- -	- -	- -	- -
A hung parliament where two or more parties have the same number of seats	8 1%	4 3%	- -	- - s	3 1%	3 *	7 2%	2 *	6 1%	1 1%	1 *	- -	5 1%	3 1%	5 1%	5 2%	* 1%	2 1%	- -	7 1%	1 1%	2 1%	1 *	- - s	1 1%	5 3%	2 *	1 *	8 1%
Other	9 1%	* *	1 *	1 1% s	3 1%	4 1%	4 1%	3 1%	6 1%	1 1%	4 1%	1 *	2 1%	6 2%	3 *	1 *	4 1%	3 1%	1 1%	8 1%	* *	1 *	1 *	1 1% s	1 1%	5 2%	3 1%	2 1%	11 1%
Don't know	97 10%	5 3%	10 3%	8 10% s	20 7%	30 5%	25 6%	48 10%	47 9%	11 11%	44 9%	26 9%	18 5%	51 15%	44 7%	21 9%	32 10%	19 8%	12 9%	80 9%	12 13%	10 3%	6 2%	2 3% s	8 5%	19 10%	48 10%	29 9%	106 11%
Combinations - Summary net																													
Conservative victory	147 15%	65 39%	16 5%	3 3% s	32 12%	48 8%	97 22%	60 13%	86 16%	10 10%	73 15%	42 14%	55 16%	49 14%	97 15%	25 10%	45 14%	32 14%	32 24%	130 15%	12 14%	73 25%	12 5%	3 4% s	14 9%	38 20%	80 17%	28 8%	146 14%
Labour victory	746 74%	91 55%	299 92%	71 85% s	219 79%	518 86%	310 70%	353 75%	392 73%	81 77%	371 75%	234 77%	272 77%	231 68%	506 77%	187 78%	229 73%	176 75%	91 67%	646 74%	62 72%	209 71%	231 92%	65 92% s	133 84%	123 65%	348 72%	274 82%	734 73%
Majority government	519 51%	64 38%	232 71%	48 58% s	133 48%	365 61%	197 44%	242 52%	276 51%	49 46%	262 53%	165 54%	180 51%	167 49%	345 52%	136 57%	155 50%	104 45%	78 57%	450 53%	46 53%	113 38%	174 69%	48 68% s	100 63%	90 47%	240 50%	187 56%	513 51%
Hung Parliament	384 38%	97 58%	83 25%	25 31% s	121 44%	204 34%	218 49%	174 37%	210 39%	44 42%	185 37%	113 37%	153 43%	116 34%	265 40%	81 34%	121 39%	107 46%	46 34%	334 38%	29 34%	171 58%	70 28%	20 28% s	48 31%	77 40%	192 40%	115 34%	378 38%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - May 2024

Table 37
(MAY24)Q10B. And which would be your preferred outcome?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind	Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
A Conservative majority government	139 14%	111 13%	88 14%	91 14%	109 14%	108 14%	102 14%	93 14%	9	65 14%	70 14%	25 9%	31 9%	83 21%	8 7% s	17 10%	13 8%	18 11%	27 17%	56 24%	28 25%	40 15%	51 14%	26 13%	23 11%	91 15%	48 12%	126 14%	12 10%	71 18%	49 14%	128 13%	
A Labour majority government	373 37%	320 39%	275 43%	273 44%	327 42%	324 42%	301 42%	287 43%	14	172 36%	193 38%	101 36%	144 43%	127 32%	46 41% s	56 33%	75 46%	69 41%	51 32%	77 32%	31 28%	103 40%	121 34%	65 33%	83 42%	225 36%	148 38%	324 37%	46 37%	208 53%	124 35%	375 37%	
A hung parliament with the Conservatives as the biggest party	112 11%	108 13%	74 12%	72 11%	95 12%	88 12%	86 12%	74 11%	4	47 10%	62 12%	16 6%	35 11%	60 15%	6 5% s	10 6%	16 10%	19 11%	21 13%	40 17%	22 19%	37 14%	31 9%	28 14%	15 8%	68 11%	43 11%	106 12%	3 2%	29 7%	51 14%	97 10%	
A hung parliament with Labour as the biggest party	190 19%	166 20%	128 20%	115 18%	150 19%	148 19%	142 20%	131 20%	21	98 21%	86 17%	73 26%	56 17%	61 15%	13 12% s	59 35%	27 17%	29 17%	29 18%	32 13%	14 12%	46 18%	80 22%	30 15%	34 17%	125 20%	64 16%	158 18%	30 24%	55 14%	99 28%	207 21%	
A Liberal Democrat majority	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A hung parliament with the Liberal Democrats as the biggest party	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	-	1 *	1 *	-	1 *	1 *	-	1 *	-	1 *	-	1 *	-	2 1%	-	-	-	2 *	-	1 *	-	2 1%	-	2 *	-
A hung parliament where two or more parties have the same number of seats	6 1%	6 1%	6 1%	5 1%	6 1%	6 1%	6 1%	6 1%	-	3 1%	3 1%	1 *	2 1%	3 1%	-	1 1%	1 *	1 1%	2 1%	1 *	-	-	4 1%	1 1%	1 1%	4 1%	2 1%	6 1%	-	5 1%	-	7 1%	
Other	43 4%	26 3%	18 3%	18 3%	24 3%	24 3%	23 3%	18 3%	15	28 6%	13 3%	10 3%	18 5%	16 4%	3 2% s	7 4%	7 4%	11 6%	12 7%	4 2%	2 2%	11 4%	9 3%	16 8%	6 3%	21 3%	23 6%	36 4%	5 4%	13 3%	5 2%	44 4%	
Don't know	143 14%	85 10%	49 8%	50 8%	66 8%	65 8%	61 8%	56 8%	40	62 13%	81 16%	55 19%	45 14%	44 11%	35 32% s	19 11%	23 14%	22 13%	17 11%	27 11%	15 13%	20 8%	61 17%	29 15%	34 17%	80 13%	63 16%	113 13%	29 23%	8 2%	27 8%	148 15%	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 38
(MAY24)Q10B. And which would be your preferred outcome?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qual-ifications	Other qualif-ications		Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008	
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008	
A Conservative majority government	139 14%	96 58%	-	2 2% s	24 9%	24 4%	120 27%	55 12%	84 16%	9 8%	62 13%	32 11%	75 21%	32 9%	107 16%	30 12%	52 17%	30 13%	22 16%	128 15%	6 7%	97 33%	-	* s	2 1%	36 19%	72 15%	31 9%	128 13%	
A Labour majority government	373 37%	2 1%	267 82%	22 27% s	74 27%	341 57%	76 17%	183 39%	189 35%	47 44%	177 36%	122 40%	109 31%	141 41%	230 35%	98 41%	111 36%	73 31%	55 40%	316 36%	36 41%	37 13%	175 70%	33 47% s	71 45%	63 33%	157 33%	151 45%	375 37%	
A hung parliament with the Conservatives as the biggest party	112 11%	50 30%	-	11 14% s	32 12%	32 5%	82 18%	46 10%	66 12%	6 5%	61 12%	44 14%	54 15%	13 4%	98 15%	23 10%	31 10%	40 17%	13 9%	104 12%	5 6%	86 29%	1 1%	5 7% s	11 7%	29 15%	49 10%	34 10%	97 10%	
A hung parliament with Labour as the biggest party	190 19%	10 6%	47 14%	33 40% s	102 37%	148 25%	112 25%	88 19%	101 19%	24 23%	95 19%	60 20%	58 16%	68 20%	118 18%	35 15%	54 17%	43 18%	33 24%	156 18%	24 28%	43 14%	52 21%	24 33% s	56 35%	31 17%	88 18%	70 21%	207 21%	
A Liberal Democrat majority	-	-	-	- s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A hung parliament with the Liberal Democrats as the biggest party	2 *	-	1 *	1 1% s	1 *	2 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	2 *	-	-	2 1%	-	2 *	-	-	-	2 3% s	2 1%	-	1 *	1 *	2 *	
A hung parliament where two or more parties have the same number of seats	6 1%	-	-	- s	5 2%	5 1%	5 1%	3 1%	3 *	* *	3 1%	* *	1 *	5 1%	1 *	3 1%	* *	2 1%	-	6 1%	* *	3 1%	1 1%	- s	1 *	* *	4 1%	1 *	7 1%	
Other	43 4%	-	1 *	4 5% s	18 6%	19 3%	18 4%	26 6%	17 3%	4 3%	26 5%	10 3%	15 4%	18 5%	25 4%	9 4%	14 5%	12 5%	3 2%	35 4%	5 6%	6 2%	3 1%	3 4% s	8 5%	10 5%	21 4%	13 4%	44 4%	
Don't know	143 14%	8 5%	10 3%	9 11% s	22 8%	32 5%	30 7%	64 14%	78 14%	17 16%	68 14%	36 12%	40 11%	63 19%	76 12%	41 17%	49 16%	31 13%	11 8%	126 14%	10 12%	23 8%	18 7%	3 5% s	8 5%	20 11%	89 19%	33 10%	148 15%	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
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Ipsos Political Monitor - May 2024

Table 39
**(MAY24Q13)_CONMAJ. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
 A Conservative majority government**

Base : All

	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
	Total (W'td)	Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Very good	57 6%	46 6%	41 6%	40 6%	46 6%	45 6%	44 6%	42 6%	6 6%	25 5%	32 6%	12 4%	9 3%	37 9%	4 4%	7 4%	5 3%	4 2%	10 6%	27 11%	16 14%	13 5%	17 5%	13 7%	14 7%	30 5%	27 7%	49 6%	7 5%	31 8%	15 4%	58 6%
Fairly good	115 11%	94 11%	68 11%	67 11%	89 11%	87 11%	80 11%	71 11%	9 9%	52 11%	59 12%	26 9%	38 11%	50 13%	9 8%	18 10%	18 11%	20 12%	16 10%	35 15%	24 21%	29 11%	37 10%	14 7%	35 18%	66 11%	49 13%	101 12%	10 8%	48 12%	45 13%	107 11%
Neither good nor bad	196 19%	136 16%	94 15%	92 15%	137 18%	132 17%	117 16%	100 15%	30 29%	80 17%	112 22%	65 23%	55 16%	77 19%	34 31%	31 18%	27 16%	28 17%	37 23%	40 17%	14 13%	46 18%	60 17%	55 28%	36 18%	106 17%	90 23%	158 18%	37 30%	41 10%	67 19%	178 18%
Fairly bad	151 15%	124 15%	86 13%	77 12%	108 14%	106 14%	97 13%	87 13%	16 15%	76 16%	71 14%	43 15%	44 13%	65 16%	18 16%	25 15%	14 9%	30 17%	28 18%	36 15%	20 18%	38 15%	60 17%	33 17%	20 10%	98 16%	53 14%	131 15%	18 15%	41 10%	71 20%	150 15%
Very bad	442 44%	397 48%	337 53%	333 53%	376 48%	372 49%	363 50%	350 52%	31 31%	231 49%	200 39%	120 43%	170 51%	152 38%	38 35%	82 48%	88 54%	83 49%	63 40%	89 37%	28 25%	129 50%	161 45%	73 37%	79 40%	290 47%	152 39%	389 45%	48 38%	223 57%	144 40%	469 47%
Don't know	47 5%	29 3%	14 2%	16 3%	24 3%	24 3%	23 3%	17 3%	10 10%	12 2%	35 7%	15 5%	17 5%	15 4%	8 7%	7 4%	12 7%	5 3%	5 3%	10 4%	10 9%	5 2%	21 6%	7 4%	13 7%	27 4%	20 5%	41 5%	5 4%	8 2%	14 4%	46 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 40
(MAY24Q13)_CONMAJ. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A Conservative majority government

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Very good	57 6%	35 21%	6 2%	1 1%	9 3%	15 2%	43 10%	16 3%	41 8%	5 4%	21 4%	6 2%	28 8%	20 6%	34 5%	8 3%	25 8%	10 4%	12 9%	54 6%	2 2%	33 11%	3 1%	1 1%	2 1%	25 13%	20 4%	12 4%	58 6%
Fairly good	115 11%	71 43%	11 3%	8 9%	16 6%	27 4%	87 20%	54 12%	61 11%	7 7%	57 12%	28 9%	54 15%	33 10%	81 12%	42 17%	25 8%	28 12%	16 12%	107 12%	5 5%	76 26%	6 2%	3 4%	4 3%	21 11%	59 12%	35 10%	107 11%
Neither good nor bad	196 19%	29 17%	30 9%	12 14%	50 18%	80 13%	79 18%	89 19%	107 20%	25 24%	102 21%	64 21%	68 19%	61 18%	132 20%	39 16%	71 23%	51 22%	22 16%	177 20%	14 16%	77 26%	26 10%	2 3%	13 8%	38 20%	116 24%	42 13%	178 18%
Fairly bad	151 15%	17 10%	51 16%	7 8%	44 16%	95 16%	61 14%	75 16%	75 14%	14 13%	82 17%	53 17%	53 15%	45 13%	106 16%	32 13%	45 14%	39 17%	22 16%	128 15%	14 16%	50 17%	29 12%	11 15%	22 14%	28 15%	68 14%	54 16%	150 15%
Very bad	442 44%	5 3%	220 68%	53 64%	153 55%	373 62%	158 36%	217 47%	225 42%	51 48%	212 43%	141 46%	140 40%	159 47%	281 43%	109 45%	125 40%	97 41%	63 46%	371 42%	49 56%	50 17%	181 72%	54 76%	113 71%	68 36%	194 40%	179 54%	469 47%
Don't know	47 5%	10 6%	8 2%	3 4%	6 2%	14 2%	16 4%	16 3%	30 5%	3 3%	20 4%	13 4%	10 3%	23 7%	24 4%	10 4%	22 7%	9 4%	2 2%	36 4%	4 5%	8 3%	5 2%	1 1%	4 2%	10 5%	25 5%	12 4%	46 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 41
**(MAY24Q13)_LABMAJ. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
 A Labour majority government**

Base : All

	Likelihood to vote (General Election)								Gender		Age										Social Class						Ethnicity		Decided to vote for?		UnWgt Total	
	Total (W'td)	Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Definitely decided		May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Very good	196 19%	172 21%	152 24%	153 24%	175 23%	175 23%	171 24%	162 24%	8 8%	101 21%	89 18%	51 18%	66 20%	79 20%	18 16%	33 20%	38 23%	29 17%	28 17%	51 22%	22 20%	62 24%	53 15%	31 16%	50 25%	115 19%	81 21%	170 20%	26 21%	144 37%	38 11%	202 20%
Fairly good	235 23%	208 25%	167 26%	156 25%	196 25%	196 26%	181 25%	170 25%	13 13%	108 23%	122 24%	78 28%	89 27%	68 17%	31 28%	47 25%	41 29%	48 29%	27 17%	41 17%	18 16%	62 24%	90 25%	38 20%	45 23%	152 25%	83 21%	201 23%	31 25%	81 21%	118 33%	239 24%
Neither good nor bad	207 21%	152 18%	100 16%	98 16%	140 18%	133 17%	121 17%	105 16%	30 30%	102 21%	102 20%	73 26%	58 17%	76 19%	33 30%	39 23%	34 21%	24 14%	39 24%	37 16%	11 10%	43 16%	78 22%	51 26%	36 18%	120 20%	86 22%	166 19%	40 32%	42 11%	73 21%	203 20%
Fairly bad	128 13%	102 12%	72 11%	73 12%	92 12%	89 12%	86 12%	76 11%	13 13%	48 10%	77 15%	37 13%	35 11%	56 14%	15 13%	23 13%	15 9%	20 12%	20 13%	36 15%	20 18%	41 16%	43 12%	25 13%	20 10%	83 14%	45 11%	112 13%	15 12%	35 9%	58 16%	131 13%
Very bad	189 19%	160 19%	131 21%	126 20%	145 19%	142 19%	138 19%	134 20%	24 24%	99 21%	85 17%	25 9%	66 20%	98 25%	5 5%	20 12%	27 16%	39 23%	41 26%	56 24%	28 26%	44 17%	69 19%	38 20%	37 18%	113 18%	76 19%	173 20%	9 7%	82 21%	57 16%	177 18%
Don't know	54 5%	30 4%	18 3%	20 3%	31 4%	31 4%	27 4%	21 3%	14 13%	19 4%	34 7%	16 6%	19 6%	18 5%	9 8%	7 4%	9 6%	9 5%	4 2%	15 6%	12 11%	9 3%	24 7%	12 6%	9 5%	32 5%	21 5%	47 5%	5 4%	9 2%	11 3%	56 6%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 42
(MAY24Q13)_LABMAJ. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A Labour majority government

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Very good	196 19%	2 1%	162 50%	17 20%	23 8%	185 31%	25 6%	86 18%	110 20%	25 23%	76 15%	51 17%	62 18%	82 24%	113 17%	52 22%	56 18%	51 22%	27 19%	172 20%	10 12%	17 6%	103 41%	16 23%	34 22%	45 23%	74 15%	76 23%	202
Fairly good	235 23%	5 3%	122 37%	31 38%	77 28%	199 33%	82 19%	119 26%	115 21%	29 27%	127 26%	79 26%	68 19%	86 25%	147 22%	50 21%	71 23%	53 23%	30 22%	187 21%	32 36%	31 11%	88 35%	31 43%	59 37%	30 16%	110 23%	95 29%	239
Neither good nor bad	207 21%	31 19%	27 8%	14 17%	61 22%	88 15%	92 21%	99 21%	108 20%	27 26%	104 21%	68 22%	58 16%	76 22%	125 19%	46 19%	69 22%	43 18%	28 20%	181 21%	20 23%	64 22%	35 14%	9 13%	22 14%	36 19%	108 22%	61 18%	203
Fairly bad	128 13%	45 27%	6 2%	13 16%	44 16%	50 8%	89 20%	55 12%	73 14%	8 7%	66 13%	51 17%	53 15%	24 7%	104 16%	30 13%	37 12%	26 11%	27 20%	117 13%	8 9%	62 21%	10 4%	9 12%	20 13%	23 12%	67 14%	39 12%	131
Very bad	189 19%	72 43%	3 1%	5 6%	67 24%	69 12%	138 31%	89 19%	99 18%	14 13%	101 20%	40 13%	97 28%	51 15%	137 21%	47 20%	59 19%	49 21%	21 16%	171 20%	12 14%	111 38%	9 3%	5 8%	18 12%	45 23%	96 20%	48 14%	177
Don't know	54 5%	11 6%	5 2%	3 4%	6 2%	12 2%	17 4%	19 4%	33 6%	3 3%	21 4%	16 5%	16 4%	21 6%	31 5%	14 6%	20 7%	10 4%	4 3%	45 5%	5 6%	9 3%	6 2%	1 1%	4 3%	12 6%	27 6%	15 4%	56

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 43
(MAY24Q13)_ HUNGCON. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A hung parliament with the Conservatives as the biggest party

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age										Social Class					Ethnicity		Decided to vote for?		UnWgt Total		
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority		Definitely decided	May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Very good	38 4%	29 4%	26 4%	27 4%	31 4%	31 4%	28 4%	28 4%	4 4%	17 4%	20 4%	8 3%	12 4%	18 4%	3 2%	5 3%	7 4%	5 3%	11 7%	7 3%	5 5%	6 2%	6 2%	10 5%	15 8%	12 2%	26 7%	31 4%	7 5%	19 5%	13 4%	31 3%
Fairly good	132 13%	117 14%	83 13%	79 13%	109 14%	105 14%	100 14%	83 12%	7 7%	44 9%	85 17%	30 11%	34 10%	67 17%	9 8%	22 13%	14 8%	20 12%	15 9%	53 22%	26 24%	38 15%	42 12%	26 13%	27 14%	79 13%	52 13%	121 14%	9 7%	42 11%	55 16%	120 12%
Neither good nor bad	192 19%	129 16%	84 13%	83 13%	123 16%	119 16%	103 14%	93 14%	32 31%	92 19%	95 19%	66 24%	47 14%	79 20%	39 35%	27 16%	21 13%	26 15%	40 25%	39 17%	17 16%	46 18%	58 16%	48 25%	39 20%	105 17%	88 22%	147 17%	43 34%	48 12%	64 18%	181 18%
Fairly bad	237 24%	200 24%	153 24%	145 23%	184 24%	181 24%	170 24%	157 24%	19 18%	113 24%	121 24%	76 27%	81 24%	81 20%	22 20%	53 31%	43 26%	38 23%	29 18%	52 22%	27 24%	60 23%	96 27%	46 23%	36 18%	156 25%	82 21%	212 24%	23 18%	96 25%	101 28%	235 23%
Very bad	357 35%	321 39%	277 43%	272 43%	307 39%	304 40%	299 41%	287 43%	29 29%	193 41%	153 30%	83 30%	137 41%	137 35%	28 25%	55 32%	66 40%	71 42%	60 38%	77 33%	27 24%	100 39%	136 38%	55 28%	65 33%	236 38%	120 31%	313 36%	39 31%	176 45%	111 31%	386 38%
Don't know	52 5%	30 4%	16 2%	19 3%	26 3%	26 3%	23 3%	19 3%	11 11%	17 4%	35 7%	17 6%	21 6%	14 4%	10 9%	7 4%	12 8%	8 5%	5 3%	9 4%	8 8%	10 4%	18 5%	10 5%	15 7%	28 5%	24 6%	46 5%	5 4%	9 2%	11 3%	55 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *=Less than 0.5%
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Ipsos Political Monitor - May 2024

Table 44
(MAY24Q13)_HUNGCON. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A hung parliament with the Conservatives as the biggest party

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Very good	38 4%	18 11%	3 1%	3 4%	11 4%	14 2%	29 7%	12 3%	26 5%	1 1%	22 4%	6 2%	12 4%	19 5%	19 3%	4 2%	16 5%	10 4%	8 6%	35 4%	*	17 6%	1 *	*	3 2%	10 5%	12 2%	15 5%	31 3%
Fairly good	132 13%	66 40%	10 3%	9 10%	25 9%	36 6%	91 21%	51 11%	81 15%	7 7%	56 11%	38 13%	68 19%	25 7%	106 16%	28 12%	38 12%	43 18%	17 12%	123 14%	6 7%	88 30%	8 3%	6 8%	11 7%	42 22%	60 12%	29 9%	120 12%
Neither good nor bad	192 19%	27 16%	38 12%	11 13%	49 18%	87 14%	76 17%	86 18%	105 20%	23 22%	101 20%	50 17%	71 20%	65 19%	121 18%	48 20%	60 19%	39 17%	29 21%	174 20%	16 18%	70 24%	22 9%	3 4%	13 8%	26 14%	109 23%	57 17%	181 18%
Fairly bad	237 24%	35 21%	92 28%	21 26%	71 26%	163 27%	106 24%	120 26%	118 22%	29 28%	118 24%	89 29%	76 21%	71 21%	165 25%	62 26%	75 24%	43 18%	32 24%	204 23%	26 30%	57 19%	75 30%	19 27%	42 27%	40 21%	120 25%	77 23%	235 23%
Very bad	357 35%	14 9%	171 53%	35 42%	114 41%	285 47%	128 29%	179 38%	177 33%	39 37%	175 35%	103 34%	116 33%	135 40%	220 33%	87 36%	101 32%	85 37%	49 36%	296 34%	34 39%	55 19%	138 55%	41 58%	83 53%	61 32%	154 32%	141 42%	386 38%
Don't know	52 5%	6 3%	12 4%	4 4%	7 2%	18 3%	12 3%	19 4%	32 6%	6 5%	23 5%	17 5%	10 3%	25 7%	26 4%	10 4%	23 7%	13 6%	2 2%	41 5%	4 5%	7 2%	6 2%	1 1%	5 3%	11 6%	27 6%	15 4%	55 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 45
(MAY24Q13)_HUNGLAB. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A hung parliament with Labour as the biggest party

Base : All

	Likelihood to vote (General Election)								Gender		Age								Social Class						Ethnicity		Decided to vote for?		UnWgt Total			
	Total (W'td)	Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority	Definitely decided	May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Very good	92 9%	77 9%	65 10%	56 9%	80 10%	79 10%	75 10%	68 10%	9 9%	48 10%	41 8%	20 7%	30 9%	42 11%	4 4%	15 9%	15 9%	15 9%	16 10%	26 11%	15 13%	18 7%	28 8%	14 7%	32 16%	46 7%	46 12%	72 8%	19 15%	56 14%	18 5%	95 9%
Fairly good	256 25%	228 28%	191 30%	177 28%	217 28%	216 28%	205 28%	194 29%	7 7%	133 28%	115 23%	90 32%	87 26%	78 20%	31 28%	60 35%	52 32%	35 21%	38 24%	40 17%	17 16%	88 34%	77 22%	42 22%	48 24%	165 27%	90 23%	229 26%	24 19%	107 27%	122 34%	265 26%
Neither good nor bad	229 23%	171 21%	120 19%	125 20%	162 21%	158 21%	146 20%	126 19%	33 32%	97 20%	127 25%	85 30%	66 20%	78 20%	41 37%	44 26%	31 19%	34 20%	30 19%	48 20%	15 14%	47 18%	86 24%	56 29%	40 20%	133 22%	96 24%	181 21%	46 37%	62 16%	79 22%	233 23%
Fairly bad	214 21%	182 22%	137 21%	136 22%	169 22%	163 21%	155 21%	142 21%	19 18%	100 21%	111 22%	54 19%	71 21%	90 23%	19 17%	35 21%	29 18%	42 25%	40 25%	50 21%	28 25%	69 26%	84 23%	30 15%	32 16%	152 25%	62 16%	195 22%	16 13%	87 22%	74 21%	201 20%
Very bad	159 16%	131 16%	103 16%	103 16%	116 15%	113 15%	111 15%	109 16%	23 22%	80 17%	75 15%	15 5%	57 17%	87 22%	4 4%	11 7%	24 15%	32 19%	30 19%	57 24%	27 24%	34 13%	57 16%	38 20%	30 15%	91 15%	68 17%	144 17%	11 9%	73 19%	44 12%	159 16%
Don't know	58 6%	37 5%	25 4%	28 4%	36 5%	36 5%	31 4%	28 4%	12 12%	18 4%	40 8%	16 6%	22 7%	20 5%	12 11%	4 3%	12 7%	10 6%	6 4%	14 6%	9 9%	4 1%	25 7%	15 8%	14 7%	29 5%	29 7%	49 6%	8 7%	6 2%	19 5%	55 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 46
(MAY24Q13)_HUNGLAB. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?
A hung parliament with Labour as the biggest party

Base : All

	Total (Weighted)	Voting						Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup -ier	North excl. Scot.	Mid-lands	South excl. London	Grea -ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif -ications	Other qualif -ications	Degree +	
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Very good	92 9%	2 1%	65 20%	10 12%	17 6%	82 14%	19 4%	38 8%	53 10%	13 13%	29 6%	20 7%	28 8%	42 12%	48 7%	20 9%	24 8%	23 10%	19 14%	75 9%	6 7%	4 1%	47 19%	5 8%	14 9%	26 13%	34 7%	32 10%	95 9%
Fairly good	256 25%	18 11%	139 43%	27 32%	71 26%	211 35%	89 20%	135 29%	120 22%	29 28%	136 27%	89 29%	75 21%	89 26%	164 25%	61 26%	83 27%	52 22%	35 25%	219 25%	24 28%	47 16%	100 40%	27 39%	59 38%	25 13%	127 26%	103 31%	265 26%
Neither good nor bad	229 23%	21 13%	58 18%	18 22%	63 23%	121 20%	85 19%	104 22%	124 23%	29 27%	113 23%	68 22%	77 22%	80 23%	145 22%	49 21%	65 21%	61 26%	29 21%	199 23%	24 28%	47 16%	51 20%	16 22%	37 24%	47 25%	104 22%	78 23%	233 23%
Fairly bad	214 21%	73 44%	37 11%	15 18%	54 19%	91 15%	127 29%	94 20%	120 22%	16 15%	123 25%	85 28%	80 23%	49 14%	165 25%	54 22%	69 22%	41 17%	35 26%	190 22%	16 18%	104 35%	28 11%	16 23%	28 18%	30 16%	117 24%	66 20%	201 20%
Very bad	159 16%	46 28%	14 4%	5 6%	59 21%	72 12%	105 24%	75 16%	84 16%	12 11%	73 15%	30 10%	80 23%	49 14%	110 17%	40 17%	51 16%	39 17%	17 13%	143 16%	12 14%	89 30%	14 6%	5 8%	15 9%	49 26%	74 15%	36 11%	159 16%
Don't know	58 6%	6 3%	13 4%	8 10%	12 4%	25 4%	18 4%	21 4%	36 7%	6 6%	21 4%	13 4%	12 3%	33 10%	25 4%	15 6%	20 7%	17 7%	2 1%	47 5%	5 5%	3 1%	9 4%	1 1%	4 3%	13 7%	26 5%	19 6%	55 5%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted
 Source : Ipsos J24-003060-01

*=Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 47
(MAY24)Q9LP_FIRST6MONTHS. I am now going to read out a list of different government priorities. Imagine Keir Starmer's Labour Party wins the next General Election, which three or four, if any, of the following issues would you most like his government to focus on in the first 6 months?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absolutely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind	Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
Growing the economy	322	281	212	205	255	251	242	217	29	169	150	66	114	142	19	47	59	55	60	82	34	101	107	59	56	207	115	284	36	127	114	299	
	32%	34%	33%	33%	33%	33%	33%	32%	28%	35%	30%	23%	34%	36%	17%	28%	36%	32%	38%	35%	30%	39%	30%	30%	29%	34%	29%	33%	29%	33%	32%	30%	
Dealing with the cost of living	442	348	270	255	338	332	310	284	49	206	228	160	150	132	67	93	76	74	63	69	23	96	162	94	90	258	184	364	73	159	151	436	
	44%	42%	42%	41%	43%	43%	43%	43%	48%	43%	45%	57%	45%	33%	60%	55%	47%	44%	40%	29%	21%	37%	46%	48%	46%	42%	47%	42%	58%	41%	42%	43%	
Tackling inequality in Britain	156	133	113	111	129	129	120	116	19	66	86	62	57	37	21	41	31	26	16	21	10	54	54	20	28	108	48	134	19	72	52	152	
	15%	16%	18%	18%	17%	17%	17%	17%	18%	14%	17%	22%	17%	9%	19%	24%	19%	15%	10%	9%	9%	21%	15%	10%	14%	18%	12%	15%	15%	18%	15%	15%	
Improving the NHS	632	536	432	426	509	505	484	451	47	263	358	170	221	241	62	107	106	116	100	142	56	167	231	116	118	398	234	558	67	267	224	638	
	63%	65%	68%	68%	65%	66%	67%	68%	46%	55%	70%	61%	67%	61%	56%	63%	65%	68%	63%	60%	50%	64%	65%	60%	60%	65%	60%	64%	53%	68%	63%	63%	
Improving education and skills	309	242	197	191	231	226	216	206	31	130	167	93	127	89	42	51	61	66	43	46	32	70	114	60	65	184	125	265	42	108	113	305	
	31%	29%	31%	31%	30%	30%	30%	31%	30%	27%	33%	33%	38%	23%	38%	30%	37%	39%	27%	20%	28%	27%	32%	31%	33%	30%	32%	30%	34%	28%	32%	30%	
Dealing with crime	210	170	133	129	164	161	155	138	18	108	98	45	74	90	22	23	35	39	41	49	25	47	77	39	47	124	85	173	36	79	79	218	
	21%	21%	21%	21%	21%	21%	21%	21%	18%	23%	19%	16%	22%	23%	19%	14%	21%	23%	26%	21%	22%	18%	22%	20%	24%	20%	22%	20%	28%	20%	22%	22%	
Managing asylum and immigration	303	258	185	182	231	227	212	193	30	143	157	60	72	170	21	39	29	43	78	93	37	70	97	78	57	167	135	268	30	133	87	283	
	30%	31%	29%	29%	30%	30%	29%	29%	29%	30%	31%	21%	22%	43%	19%	23%	18%	25%	49%	39%	33%	27%	27%	40%	29%	27%	35%	31%	24%	34%	24%	28%	
Dealing with climate change/ investing in green energy	226	200	161	163	193	190	180	167	16	106	115	73	77	76	24	48	34	43	33	44	21	86	72	36	31	158	68	210	15	95	99	210	
	22%	24%	25%	26%	25%	25%	25%	25%	15%	22%	23%	26%	23%	19%	22%	29%	21%	25%	21%	18%	19%	33%	20%	19%	16%	26%	17%	24%	12%	24%	28%	21%	
Defence and national security	193	167	129	120	144	141	139	130	21	99	91	28	65	101	1	27	33	32	27	74	38	57	70	28	38	127	66	184	6	73	69	192	
	19%	20%	20%	19%	18%	18%	19%	19%	21%	21%	18%	10%	20%	25%	1%	16%	20%	19%	17%	31%	34%	22%	20%	14%	19%	21%	17%	21%	5%	19%	19%	19%	
International affairs and foreign relations	88	77	69	61	81	79	78	71	1	48	36	19	32	37	7	12	20	12	11	26	14	24	41	10	12	65	22	69	17	29	42	81	
	9%	9%	11%	10%	10%	10%	11%	11%	1%	10%	7%	7%	10%	9%	6%	7%	12%	7%	7%	11%	12%	9%	11%	5%	6%	11%	6%	8%	14%	7%	12%	8%	
Giving workers stronger rights and protections	116	94	77	74	85	85	81	78	22	64	46	46	40	30	22	25	23	17	7	22	14	21	45	30	19	67	50	103	11	47	33	120	
	12%	11%	12%	12%	11%	11%	11%	12%	22%	13%	9%	17%	12%	7%	20%	15%	14%	10%	5%	9%	13%	8%	13%	15%	10%	11%	13%	12%	9%	12%	9%	12%	
Improving public transport	93	81	71	70	82	82	79	75	4	56	35	31	34	28	15	16	19	14	11	17	4	28	21	16	28	49	44	76	13	42	36	95	
	9%	10%	11%	11%	11%	11%	11%	11%	4%	12%	7%	11%	10%	7%	14%	9%	12%	9%	7%	4%	11%	6%	8%	14%	8%	11%	9%	10%	11%	10%	10%	9%	
Building more homes	173	150	120	122	146	146	142	127	13	79	92	42	37	93	14	28	13	24	42	52	25	40	75	24	34	114	58	144	24	87	62	180	
	17%	18%	19%	20%	19%	19%	20%	19%	12%	17%	18%	15%	11%	24%	13%	16%	8%	14%	26%	22%	22%	15%	21%	12%	17%	19%	15%	17%	19%	22%	18%	18%	
Control public spending to reduce taxes	171	120	73	73	112	106	94	82	24	85	86	72	48	25	25	46	26	21	17	34	24	49	56	36	30	106	66	134	35	48	58	163	
	17%	15%	11%	12%	14%	14%	13%	12%	23%	18%	17%	26%	14%	13%	23%	27%	16%	13%	11%	15%	21%	19%	16%	18%	15%	17%	17%	15%	28%	12%	16%	16%	
Something else	8	7	7	7	7	7	7	7	1	6	2	1	4	4	-	1	-	4	*	3	2	3	1	2	2	4	8	-	4	1	11		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	-s	*	-	2%	*	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	
Don't know	14	11	8	8	9	9	9	9	2	3	9	3	5	6	3	*	3	2	3	3	3	1	7	5	1	8	6	10	4	4	7	16	
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	*	2%	1%	2%	1%	3%	*	2%	3%	*	1%	8	1%	3%	1%	2%	2%	
None of these	4	*	-	1	2	1	1	1	*	2	2	2	1	1	1	*	1	-	-	1	*	*	1	1	1	1	2	4	-	1	-	6	
	*	*	-	*	*	*	*	*	*	*	*	1%	*	*	1%	*	1%	-	-	*	*	*	*	1%	1%	1%	*	*	*	*	*	1%	

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
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Ipsos Political Monitor - May 2024

16 May 2024

Table 48

(MAY24)Q9LP_FIRST6MONTHS. I am now going to read out a list of different government priorities. Imagine Keir Starmer's Labour Party wins the next General Election, which three or four, if any, of the following issues would you most like his government to focus on in the first 6 months?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions					Past vote (2019 General Election)				Qualifications			UnW Tot.		
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications		Other qualif-ications	Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Growing the economy	322	70	111	36	73	184	143	150	172	27	162	102	123	95	224	87	105	67	39	281	24	104	83	21	52	54	162	107	299
	32%	42%	34%	43% s	26%	31%	32%	32%	32%	26%	33%	33%	35%	28%	34%	36%	33%	29%	28%	32%	28%	35%	33%	30% s	33%	28%	34%	32%	30%
Dealing with the cost of living	442	49	164	29	109	273	158	225	217	59	229	134	116	187	251	112	123	93	71	380	42	106	118	33	70	61	217	163	436
	44%	29%	50%	35% s	40%	45%	36%	48%	40%	56%	46%	44%	33%	55%	38%	47%	39%	40%	52%	44%	49%	36%	47%	47% s	45%	32%	45%	49%	43%
Tackling inequality in Britain	156	13	63	15	50	112	63	88	68	21	90	60	39	57	98	48	52	24	18	130	13	25	55	16	39	22	49	83	152
	15%	8%	19%	18% s	18%	19%	14%	19%	13%	20%	18%	20%	11%	17%	15%	20%	17%	10%	13%	15%	15%	8%	22%	22% s	24%	12%	10%	25%	15%
Improving the NHS	632	80	235	63	189	424	269	300	331	70	323	198	225	201	423	142	198	149	82	539	62	162	190	61	122	110	302	220	638
	63%	48%	72%	76% s	68%	70%	61%	64%	61%	67%	65%	65%	64%	59%	64%	59%	63%	64%	60%	62%	71%	55%	76%	86% s	77%	58%	63%	66%	63%
Improving education and skills	309	39	113	26	77	190	115	153	155	34	165	110	88	107	198	85	92	76	32	270	25	79	80	23	48	44	158	107	305
	31%	23%	35%	32% s	28%	31%	26%	33%	29%	32%	33%	36%	25%	32%	30%	35%	30%	32%	23%	31%	29%	27%	32%	32% s	30%	23%	33%	32%	30%
Dealing with crime	210	51	50	16	64	114	115	99	111	23	106	56	77	71	133	38	55	49	53	190	15	91	36	6	18	42	119	49	218
	21%	31%	15%	20% s	23%	19%	26%	21%	21%	22%	21%	18%	22%	21%	20%	16%	17%	21%	39%	22%	17%	31%	14%	9% s	12%	22%	25%	15%	22%
Managing asylum and immigration	303	63	65	19	96	161	159	116	185	25	144	76	142	81	218	88	95	73	26	269	21	130	56	12	38	77	163	62	283
	30%	38%	20%	22% s	35%	27%	36%	25%	34%	23%	29%	25%	40%	24%	33%	37%	31%	31%	19%	31%	24%	44%	22%	17% s	24%	41%	34%	19%	28%
Dealing with climate change / investing in green energy	226	25	100	22	72	172	97	105	121	22	121	84	72	69	155	44	83	54	22	193	22	43	66	34	74	31	78	116	210
	22%	15%	31%	27% s	26%	29%	22%	22%	23%	21%	24%	28%	20%	20%	24%	19%	27%	23%	16%	22%	26%	15%	26%	48% s	47%	16%	16%	35%	21%
Defence and national security	193	58	44	16	43	88	101	73	120	20	82	51	95	47	146	48	55	55	21	169	15	95	28	14	23	41	108	44	192
	19%	35%	14%	19% s	16%	15%	23%	16%	22%	19%	17%	17%	27%	14%	22%	20%	18%	24%	15%	19%	17%	32%	11%	20% s	15%	22%	22%	13%	19%
International affairs and foreign relations	88	17	33	13	27	61	44	35	52	5	43	26	42	19	68	21	20	26	14	80	7	14	39	8	19	21	31	37	81
	9%	10%	10%	16% s	10%	10%	10%	8%	10%	4%	9%	9%	12%	6%	10%	9%	7%	11%	10%	9%	8%	5%	16%	12% s	12%	11%	6%	11%	8%
Giving workers stronger rights and protections	116	5	43	5	33	76	38	64	51	15	63	41	36	39	76	25	30	35	17	100	10	17	46	7	18	21	52	42	120
	12%	3%	13%	6% s	12%	13%	9%	14%	9%	14%	13%	13%	10%	12%	12%	11%	10%	15%	12%	11%	11%	6%	18%	9% s	12%	11%	11%	13%	12%
Improving public transport	93	13	29	9	34	63	47	50	43	10	45	25	23	44	48	24	22	22	16	80	9	19	22	8	22	12	40	41	95
	9%	8%	9%	11% s	12%	10%	11%	11%	8%	9%	9%	8%	7%	13%	7%	10%	7%	10%	12%	9%	11%	6%	9%	11% s	14%	6%	8%	12%	9%
Building more homes	173	25	67	16	57	124	82	69	104	19	72	43	64	64	107	32	59	28	36	141	17	51	53	13	25	44	79	48	180
	17%	15%	21%	20% s	21%	21%	19%	15%	19%	18%	15%	14%	18%	19%	16%	14%	19%	12%	26%	16%	20%	17%	21%	18% s	16%	23%	16%	14%	18%
Control public spending to reduce taxes	171	43	37	5	32	69	74	99	72	18	99	57	56	57	113	35	51	48	27	153	11	63	23	6	14	25	84	62	163
	17%	26%	12%	6% s	11%	11%	17%	21%	13%	17%	20%	19%	16%	17%	17%	14%	16%	20%	20%	18%	13%	21%	9%	8% s	9%	13%	17%	19%	16%
Something else	8	2	2	-	1	3	3	4	4	-	4	4	2	2	6	*	3	3	1	7	1	4	1	1	1	3	3	2	11
	1%	1%	1%	- s	*	1%	1%	1%	1%	-	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1% s	1%	1%	1%	1%	1%
Don't know	14	2	5	1	4	9	6	*	14	*	2	3	4	7	7	2	8	2	1	13	1	2	2	1	1	6	5	3	16
	1%	1%	2%	1% s	1%	1%	1%	*	3%	*	*	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1% s	*	3%	1%	1%	2%
None of these	4	*	-	-	*	*	1	2	2	1	1	1	*	2	1	1	-	1	1	3	*	-	-	-	*	-	4	-	6
	*	-	-	- s	*	*	1	*	*	1%	1%	*	*	1%	*	*	-	1%	1%	*	*	-	-	- s	*	-	-	-	1%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
 s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 49
**(MAY24)Q9LP_LONGERTERM. I am now going to read out a list of different government priorities.
 And which three or four of the remaining areas do you think should be the top longer-term priorities for his government?**

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class						Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol-utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE		White	Ethnic minority	Definitely decided	May change mind	Total
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008	
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008	
Growing the economy	257 25%	211 26%	169 26%	165 26%	201 26%	198 26%	190 27%	179 27%	17 16%	122 26%	130 26%	70 25%	83 25%	104 26%	32 29%	38 20%	33 29%	50 29%	42 26%	62 26%	28 25%	76 29%	84 24%	61 31%	36 19%	160 26%	97 25%	222 26%	32 25%	114 29%	81 23%	260 26%	
Dealing with the cost of living	275 27%	233 28%	172 27%	170 27%	205 26%	204 27%	194 27%	177 26%	27 26%	114 24%	158 31%	74 26%	89 27%	111 28%	18 16%	56 33%	47 29%	42 25%	41 26%	70 30%	36 32%	92 35%	97 27%	44 23%	42 21%	189 31%	86 22%	251 29%	21 16%	105 27%	112 31%	251 25%	
Tackling inequality in Britain	202 20%	170 21%	143 22%	146 23%	171 22%	168 22%	153 23%	14 14%	14	85 18%	111 22%	60 21%	79 24%	62 16%	27 25%	33 19%	39 24%	40 16%	26 15%	36 15%	17 17%	47 18%	87 24%	31 16%	37 19%	134 22%	68 17%	164 19%	34 27%	82 21%	81 23%	203 20%	
Improving the NHS	187 19%	138 17%	100 16%	98 16%	141 18%	136 18%	122 17%	107 16%	27 26%	99 21%	83 16%	66 24%	55 16%	66 17%	23 21%	43 25%	28 16%	27 16%	25 17%	41 25%	28 17%	37 14%	75 21%	41 17%	33 18%	112 19%	74 18%	152 18%	31 25%	62 16%	71 20%	184 18%	
Improving education and skills	296 29%	264 32%	197 31%	196 31%	243 31%	239 31%	229 32%	202 30%	21 21%	142 30%	150 29%	88 31%	84 25%	125 32%	23 20%	65 38%	44 27%	40 24%	57 36%	68 29%	21 19%	84 32%	99 28%	48 25%	66 33%	183 30%	114 29%	267 31%	25 20%	134 34%	96 27%	287 28%	
Dealing with crime	290 29%	246 30%	183 29%	175 28%	219 28%	216 28%	204 28%	190 28%	28 27%	120 25%	165 32%	60 21%	91 27%	139 35%	22 20%	38 22%	39 24%	52 31%	50 32%	89 37%	38 34%	83 32%	93 26%	62 32%	51 26%	177 29%	113 29%	252 29%	32 26%	115 29%	98 28%	271 27%	
Managing asylum and immigration	169 17%	132 16%	100 16%	95 16%	124 16%	121 16%	110 15%	104 16%	17 16%	64 13%	102 20%	52 18%	51 15%	66 17%	26 24%	26 15%	24 15%	27 16%	22 14%	44 23%	25 19%	30 12%	63 18%	39 20%	38 19%	93 15%	76 20%	140 16%	29 23%	49 13%	69 19%	169 17%	
Dealing with climate change / investing in green energy	212 21%	182 22%	146 23%	138 22%	172 22%	172 23%	165 22%	149 22%	15 15%	108 23%	96 19%	72 26%	68 20%	72 18%	33 30%	39 23%	32 20%	35 21%	26 16%	46 20%	25 23%	51 20%	87 24%	33 17%	40 21%	138 22%	73 19%	177 20%	32 25%	86 22%	74 21%	227 23%	
Defence and national security	178 18%	153 19%	129 20%	127 20%	146 19%	146 19%	139 20%	135 20%	13 13%	92 19%	84 16%	35 12%	56 17%	87 22%	17 16%	25 10%	32 15%	46 19%	41 17%	15 13%	46 18%	56 16%	48 25%	28 14%	102 17%	77 20%	155 18%	22 17%	71 18%	61 17%	167 17%		
International affairs and foreign relations	137 14%	109 13%	96 15%	96 15%	114 15%	113 15%	106 15%	103 15%	14 13%	73 15%	61 12%	40 14%	56 17%	16 10%	24 15%	33 14%	23 20%	24 14%	17 15%	10 9%	42 16%	50 14%	13 6%	32 16%	93 15%	44 11%	111 13%	25 20%	61 16%	40 11%	140 14%		
Giving workers stronger rights and protections	158 16%	135 16%	104 16%	103 16%	125 16%	125 16%	119 16%	106 16%	16 16%	76 16%	80 16%	40 14%	67 20%	51 13%	17 15%	23 22%	36 19%	32 12%	20 13%	31 11%	13 11%	31 12%	48 13%	32 16%	48 24%	79 13%	24 20%	134 15%	24 19%	72 18%	49 14%	177 18%	
Improving public transport	183 19%	157 19%	124 19%	119 19%	158 20%	158 21%	147 20%	129 19%	14 14%	71 15%	107 21%	53 19%	74 22%	55 14%	20 18%	33 19%	33 20%	42 25%	18 12%	37 16%	20 18%	39 15%	85 24%	22 11%	37 19%	123 20%	59 15%	22 18%	70 18%	77 22%	170 17%		
Building more homes	229 23%	191 23%	150 23%	149 24%	178 23%	176 24%	157 24%	157 23%	28 27%	120 25%	104 21%	68 24%	72 22%	88 22%	30 27%	38 22%	41 18%	31 19%	30 18%	58 25%	24 22%	71 27%	69 19%	46 24%	41 21%	141 23%	88 22%	199 23%	29 24%	82 21%	92 26%	214 21%	
Control public spending to reduce taxes	211 21%	170 21%	124 19%	121 19%	149 19%	148 19%	133 20%	202 20%	21 20%	92 19%	115 23%	58 21%	63 19%	89 20%	22 20%	36 22%	36 22%	27 16%	54 34%	35 15%	13 11%	49 19%	69 19%	46 24%	47 19%	118 24%	93 19%	184 21%	22 18%	76 20%	71 20%	193 19%	
Something else	7 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	3 2%	2 1%	4 1%	1 1%	2 1%	3 1%	1 1%	1 1%	1 1%	1 1%	3 1%	3 1%	1 1%	2 1%	2 1%	3 1%	2 1%	4 1%	5 1%	2 1%	2 1%	1 1%	13 1%		
Don't know	17 2%	12 1%	10 2%	10 2%	12 1%	12 2%	10 2%	10 2%	4 4%	5 1%	11 2%	4 1%	5 2%	8 2%	1 1%	3 2%	3 2%	2 1%	2 1%	6 1%	3 2%	3 1%	8 2%	4 1%	1 2%	11 2%	6 1%	14 2%	3 2%	8 1%	20 2%		
None of these	16 2%	11 1%	10 2%	9 2%	12 2%	11 1%	11 2%	11 2%	2 2%	10 2%	6 1%	4 1%	8 3%	4 1%	2 2%	3 1%	5 3%	2 1%	2 1%	1 1%	3 1%	7 2%	4 2%	3 2%	9 2%	7 2%	15 2%	1 1%	7 2%	3 1%	19 2%		

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

Table 50
**(MAY24)Q9LP_LONGERTERM. I am now going to read out a list of different government priorities.
 And which three or four of the remaining areas do you think should be the top longer-term priorities for his government?**

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Growing the economy	257 25%	44 26%	77 24%	17 21%	76 27%	152 25%	119 27%	121 26%	136 25%	26 25%	132 27%	90 30%	96 27%	68 20%	186 28%	47 20%	89 29%	64 28%	37 27%	227 26%	19 22%	80 27%	53 21%	27 38%	41 26%	50 26%	134 28%	73 22%	260 26%
Dealing with the cost of living	275 27%	47 28%	82 25%	31 38%	90 33%	173 29%	137 31%	123 26%	152 28%	18 17%	148 30%	95 31%	104 30%	73 21%	199 30%	71 30%	89 29%	56 24%	34 24%	238 27%	25 29%	79 27%	75 30%	21 29%	48 31%	51 27%	135 28%	88 26%	251 25%
Tackling inequality in Britain	202 20%	17 10%	90 28%	20 25%	63 23%	153 25%	80 18%	106 23%	95 23%	26 29%	116 23%	68 22%	59 17%	72 21%	127 19%	40 17%	69 22%	46 20%	34 25%	179 20%	12 14%	39 13%	67 27%	20 29%	35 22%	33 17%	91 19%	78 23%	203 20%
Improving the NHS	187 19%	39 23%	52 16%	8 9%	41 15%	93 15%	80 18%	98 21%	89 17%	21 20%	87 18%	63 21%	56 16%	66 20%	119 18%	44 18%	67 21%	39 17%	25 18%	164 19%	12 14%	51 17%	41 16%	6 8%	21 13%	38 20%	89 19%	59 18%	184 18%
Improving education and skills	296 29%	49 29%	99 30%	17 21%	88 32%	187 31%	136 31%	143 31%	154 29%	36 34%	146 30%	82 27%	110 31%	104 31%	191 29%	68 28%	90 29%	68 29%	41 30%	253 29%	29 34%	83 28%	88 35%	21 29%	57 36%	54 28%	124 26%	117 35%	287 28%
Dealing with crime	290 29%	64 38%	83 26%	33 40%	71 26%	154 26%	135 30%	118 25%	171 32%	29 28%	135 27%	85 28%	125 35%	78 23%	210 32%	80 33%	88 28%	72 31%	29 21%	259 30%	21 24%	110 37%	64 26%	23 33%	38 24%	54 28%	158 33%	78 24%	271 27%
Managing asylum and immigration	169 17%	36 22%	51 16%	14 17%	44 16%	94 16%	79 18%	74 16%	96 19%	20 19%	71 14%	40 13%	59 17%	67 20%	98 15%	35 15%	51 16%	39 17%	30 22%	148 17%	15 18%	52 18%	29 12%	10 14%	24 15%	30 16%	88 18%	52 15%	169 17%
Dealing with climate change / investing in green energy	212 21%	28 17%	79 24%	27 33%	63 23%	142 24%	91 21%	117 25%	95 18%	27 26%	103 21%	58 19%	67 19%	82 24%	125 19%	52 22%	53 17%	56 24%	33 21%	185 21%	17 20%	40 13%	77 31%	20 28%	37 23%	34 18%	102 21%	75 22%	227 23%
Defence and national security	178 18%	31 18%	38 12%	25 31%	69 25%	107 18%	99 22%	76 16%	101 19%	11 10%	90 18%	51 17%	72 20%	50 15%	123 19%	41 17%	57 18%	46 20%	23 17%	159 18%	12 13%	71 24%	34 14%	14 20%	31 20%	29 15%	91 19%	58 17%	167 17%
International affairs and foreign relations	137 14%	20 12%	52 16%	13 16%	31 11%	83 14%	50 11%	71 15%	66 12%	15 14%	89 18%	52 17%	35 10%	50 15%	87 13%	35 15%	42 13%	31 13%	18 13%	122 14%	12 13%	47 16%	35 14%	7 9%	14 9%	10 5%	79 16%	48 14%	140 14%
Giving workers stronger rights and protections	158 16%	7 4%	73 22%	8 10%	48 17%	121 20%	55 12%	78 17%	80 15%	19 18%	67 13%	55 18%	30 9%	72 21%	85 13%	36 15%	39 13%	43 18%	19 14%	129 15%	20 23%	20 7%	58 23%	6 8%	29 18%	22 12%	92 19%	44 13%	177 18%
Improving public transport	183 18%	28 17%	69 21%	17 21%	52 19%	122 20%	80 18%	74 16%	109 20%	19 18%	100 20%	62 20%	68 19%	52 15%	130 20%	44 18%	57 18%	42 18%	25 18%	160 18%	15 17%	53 18%	53 21%	21 29%	38 24%	36 19%	69 14%	78 23%	170 17%
Building more homes	229 23%	32 19%	83 25%	23 28%	68 25%	151 25%	100 23%	112 24%	115 21%	15 15%	125 25%	57 19%	77 22%	93 27%	134 20%	55 23%	64 21%	53 23%	36 26%	197 23%	20 24%	52 18%	58 23%	27 38%	57 36%	53 28%	96 20%	79 24%	214 21%
Control public spending to reduce taxes	211 21%	32 20%	64 20%	11 13%	52 19%	116 19%	85 19%	89 19%	122 23%	25 24%	106 21%	51 17%	85 24%	72 21%	136 21%	63 26%	54 17%	48 21%	25 18%	180 21%	20 23%	72 25%	37 15%	10 14%	34 22%	32 17%	127 26%	53 16%	193 19%
Something else	7 1%	2 1%	1 *	- -s	* *	1 *	2 1%	1 *	5 1%	1 1%	1 *	1 *	2 1%	3 1%	3 *	* *	2 1%	3 1%	1 1%	6 1%	* *	2 1%	1 1%	- -s	1 *	2 1%	4 1%	1 *	13 1%
Don't know	17 2%	1 *	7 2%	3 3%	5 2%	12 2%	5 1%	2 1%	14 3%	1 2%	2 *	3 1%	5 1%	8 2%	8 1%	6 2%	6 2%	3 1%	1 *	15 2%	2 2%	2 1%	2 1%	- -s	* *	7 4%	6 1%	3 1%	20 2%
None of these	16 2%	2 1%	3 1%	- -s	5 2%	8 1%	7 2%	12 3%	3 1%	2 2%	10 2%	4 1%	6 2%	7 2%	9 1%	1 1%	3 1%	7 3%	3 2%	12 1%	3 3%	5 2%	4 1%	- -s	1 1%	1 1%	8 2%	7 2%	19 2%

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 *Less than 0.5%
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Ipsos Political Monitor - May 2024

Table 51
(MAY24)Q9LP_ (ALL - FIRST 6 MONTHS & LONGER TERM). Imagine Keir Starmer's Labour Party wins the next General Election, which, if any, of the following issues would you most like his government to focus on?

Base : All

	Total (W'td)	Likelihood to vote (General Election)							Gender		Age							Social Class					Ethnicity		Decided to vote for?		UnWgt Total					
		Always usually depends	Always usually depends AND 9/10 likelihood	(10) Absol -utely certain	(6 to 10)	(7 to 10)	(8 to 10)	(9 to 10)	Would NOT vote	Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1		C2DE	White	Ethnic minority	Definitely decided	May change mind
Unweighted Total	1008	820	645	630	783	769	725	672	107	488	497	248	350	410	94	154	167	183	142	268	141	280	323	172	233	603	405	845	150	398	347	1008
Weighted Total	1008	825	640	626	779	766	724	668	103	476	509	280	332	395	111	169	163	169	159	237	111	260	356	195	197	616	392	870	125	391	355	1008
Growing the economy	579 57%	492 60%	380 59%	370 59%	456 59%	450 59%	431 59%	396 59%	46	291 61%	281 55%	136 49%	197 59%	246 62%	51 46%	85 50%	93 57%	104 62%	102 64%	144 61%	61	176 68%	190 53%	119 61%	93 47%	367 60%	212 54%	506 58%	68 54%	241 62%	195 55%	559 55%
Dealing with the cost of living	717 71%	581 70%	442 69%	425 68%	544 70%	536 70%	503 70%	461 69%	76	320 67%	386 76%	234 84%	240 72%	243 61%	85 77%	149 88%	123 76%	117 69%	104 65%	139 59%	59	187 72%	260 73%	138 71%	132 67%	447 73%	270 69%	615 71%	94 75%	264 67%	282 74%	687 68%
Tackling inequality in Britain	357 35%	303 37%	255 40%	257 41%	301 39%	298 39%	281 39%	269 40%	33	151 32%	197 39%	122 43%	136 41%	99 25%	48 43%	74 44%	70 40%	66 39%	42 26%	57 24%	27	101 39%	141 39%	51 26%	65 33%	242 39%	116 29%	297 34%	53 42%	153 39%	133 37%	355 35%
Improving the NHS	819 81%	674 82%	532 83%	524 84%	650 83%	641 84%	606 84%	558 84%	74	362 72%	441 87%	236 84%	276 83%	307 78%	86 77%	150 89%	134 82%	142 84%	124 78%	183 77%	84	204 79%	306 86%	158 81%	151 77%	510 83%	309 79%	711 82%	98 78%	329 84%	295 83%	822 82%
Improving education and skills	606 60%	507 61%	394 62%	387 62%	473 61%	465 61%	445 62%	408 61%	53	272 57%	317 62%	181 65%	211 64%	214 54%	65 59%	116 69%	105 64%	106 63%	100 63%	114 48%	52	154 59%	213 60%	108 56%	130 66%	367 60%	239 61%	532 61%	67 54%	243 62%	209 59%	592 59%
Dealing with crime	500 50%	416 50%	317 49%	304 49%	383 49%	376 49%	359 50%	327 49%	46	228 48%	263 52%	105 37%	166 50%	229 58%	43 39%	61 36%	74 46%	91 54%	92 58%	138 58%	62	130 50%	170 48%	101 51%	98 50%	301 49%	199 51%	425 49%	68 54%	194 50%	178 50%	489 49%
Managing asylum and immigration	472 47%	391 47%	285 45%	277 44%	356 46%	348 46%	322 44%	297 45%	47	207 43%	259 51%	112 40%	124 37%	237 60%	47 42%	65 38%	54 33%	70 41%	100 63%	137 58%	62	100 39%	160 45%	117 60%	95 48%	260 42%	212 54%	409 47%	59 47%	182 47%	156 44%	452 45%
Dealing with climate change / investing in green energy	438 43%	382 46%	307 48%	300 48%	366 47%	362 47%	345 48%	316 47%	31	213 45%	211 41%	145 52%	144 43%	148 38%	57 52%	88 52%	66 41%	78 46%	58 37%	90 38%	42	137 53%	160 45%	69 35%	72 36%	297 48%	141 36%	387 44%	46 37%	181 46%	174 49%	437 43%
Defence and national security	371 37%	321 39%	257 40%	247 40%	290 37%	288 38%	278 38%	264 40%	34	191 40%	175 34%	62 22%	121 36%	188 48%	18 17%	44 26%	57 35%	64 38%	73 46%	115 48%	53	103 40%	126 35%	77 39%	66 34%	229 37%	143 36%	338 39%	28 23%	143 37%	129 36%	359 36%
International affairs and foreign relations	225 22%	185 22%	165 26%	157 25%	195 25%	192 25%	184 25%	174 26%	14	121 25%	97 19%	59 21%	88 26%	78 20%	23 21%	36 32%	53 21%	35 22%	35 18%	43 21%	23	67 26%	91 26%	23 12%	44 22%	158 26%	67 17%	180 21%	42 34%	90 23%	82 23%	221 22%
Giving workers stronger rights and protections	274 27%	229 28%	182 28%	177 28%	211 27%	210 27%	200 28%	183 27%	39	139 29%	126 25%	86 31%	107 32%	80 20%	39 35%	47 28%	59 36%	48 29%	27 17%	53 22%	27	52 20%	93 26%	62 32%	67 34%	145 24%	129 33%	238 27%	35 28%	119 30%	82 23%	297 29%
Improving public transport	276 27%	239 29%	195 30%	189 30%	240 31%	240 31%	226 31%	204 30%	18	127 27%	141 28%	84 30%	108 33%	84 21%	36 32%	48 29%	52 32%	29 33%	29 18%	54 23%	24	67 26%	106 30%	38 19%	66 33%	172 28%	103 26%	234 27%	36 28%	112 29%	113 32%	265 26%
Building more homes	401 40%	341 41%	270 42%	271 43%	325 42%	322 42%	315 43%	284 43%	41	200 42%	196 39%	110 39%	109 33%	182 46%	45 40%	66 39%	54 32%	55 45%	72 46%	110 44%	49	111 43%	144 40%	70 36%	76 39%	255 41%	146 37%	343 39%	53 42%	170 43%	154 43%	394 39%
Control public spending to reduce taxes	382 38%	290 35%	197 31%	194 31%	261 33%	253 33%	237 33%	215 32%	44	178 37%	201 39%	130 46%	111 33%	141 47%	47 42%	83 49%	63 28%	48 28%	72 45%	70 29%	36	98 38%	125 35%	82 42%	77 39%	224 36%	158 40%	318 37%	57 45%	125 32%	129 36%	356 35%
Something else	13 1%	11 1%	10 2%	10 2%	10 1%	10 1%	10 1%	10 1%	3	7 1%	6 1%	2 1%	5 2%	6 2%	1 *s	2 1%	4 1%	1 2%	5 2%	4 3%	3	3 1%	3 1%	4 2%	4 2%	6 1%	7 1%	12 1%	* 1%	6 1%	2 1%	20 2%
Don't know	10 1%	6 1%	5 1%	6 1%	6 1%	6 1%	6 1%	6 1%	2	3 1%	7 1%	1 *	5 1%	3 1%	1 1%	* 1%	3 1%	2 1%	1 1%	2 2%	2	1 *	6 2%	3 2%	* 1%	6 1%	3 1%	8 1%	2 1%	1 *	6 2%	12 1%
None of these	3 *	- *	- *	1 *	2 *	1 *	1 *	1 *	*	2 *	1 *	1 *	1 *	1 *	- 1%	- 1%	- *	- *	- *	1 *	*	* *	1 *	1 *	1 *	1 *	2 *	3 *	- *	1 *	- *	5 *

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
 * = Less than 0.5%
 s = Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - May 2024

16 May 2024

Table 52
(MAY24)Q9LP_ (ALL - FIRST 6 MONTHS & LONGER TERM). Imagine Keir Starmer's Labour Party wins the next General Election, which, if any, of the following issues would you most like his government to focus on?

Base : All

	Total (Weighted)	Voting					Working status		Work sector		Tenure				ONS Regions						Past vote (2019 General Election)				Qualifications			UnW Tot.	
		Con	Lab	LD	Oth incl. LD	Not Con	Not Lab	Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	LD	Oth incl. LD	No qualif-ications	Other qualif-ications		Degree +
Unweighted Total	1008	165	331	77	266	597	431	472	533	207	338	297	362	323	659	222	315	214	137	830	120	274	265	67	162	183	466	357	1008
Weighted Total	1008	166	326	83	277	603	443	467	538	105	495	304	353	340	657	239	312	233	137	873	87	294	250	71	158	190	482	334	1008
Growing the economy	579 57%	113 68%	188 58%	53 64%	148 54%	336 56%	262 59%	271 58%	308 57%	53 51%	294 59%	191 63%	218 62%	163 48%	410 62%	134 56%	194 62%	132 57%	76 55%	509 58%	44 51%	184 63%	136 54%	48 68%	93 59%	103 54%	296 61%	179 54%	559 55%
Dealing with the cost of living	717 71%	96 58%	246 76%	60 72%	200 74%	446 74%	295 67%	347 74%	369 68%	78 74%	377 76%	229 75%	221 63%	260 76%	450 68%	183 77%	213 68%	149 64%	105 76%	618 71%	67 78%	186 63%	193 77%	54 76%	119 75%	112 59%	352 73%	251 75%	687 68%
Tackling inequality in Britain	357 35%	30 18%	153 47%	35 42%	113 41%	265 44%	143 32%	193 41%	163 45%	47 45%	206 42%	128 42%	98 28%	129 38%	226 34%	89 37%	122 39%	70 30%	52 38%	308 35%	25 29%	64 22%	122 49%	36 51%	74 47%	55 29%	140 29%	161 48%	355 35%
Improving the NHS	819 81%	119 71%	287 88%	71 85%	230 83%	517 86%	349 79%	397 85%	420 87%	92 87%	411 83%	261 86%	281 80%	268 79%	542 83%	186 78%	265 85%	188 81%	107 78%	703 81%	73 85%	213 73%	231 92%	66 94%	143 91%	148 78%	392 81%	278 83%	822 82%
Improving education and skills	606 60%	87 53%	212 65%	44 53%	164 59%	377 62%	252 57%	295 63%	308 57%	70 67%	311 63%	191 63%	198 56%	211 62%	389 59%	153 64%	182 58%	144 62%	73 53%	524 60%	55 63%	162 55%	167 67%	44 62%	105 67%	98 52%	282 59%	224 67%	592 59%
Dealing with crime	500 50%	115 69%	133 41%	49 59%	135 49%	268 45%	250 56%	217 46%	281 52%	53 50%	241 49%	141 46%	202 57%	149 44%	343 52%	118 49%	142 46%	121 52%	82 60%	449 51%	36 41%	201 68%	100 40%	29 41%	56 36%	96 51%	276 57%	127 38%	489 49%
Managing asylum and immigration	472 47%	99 60%	116 36%	33 40%	139 50%	255 42%	239 54%	189 41%	281 52%	44 42%	215 43%	116 38%	200 57%	148 44%	316 48%	123 51%	146 47%	112 48%	55 40%	417 48%	36 42%	182 62%	85 34%	22 31%	62 40%	107 56%	252 52%	113 34%	452 45%
Dealing with climate change / investing in green energy	438 43%	53 32%	180 55%	50 60%	135 49%	315 52%	188 42%	222 47%	216 40%	49 47%	224 45%	142 47%	138 39%	151 44%	281 43%	97 40%	137 44%	110 47%	55 40%	378 43%	40 46%	83 28%	143 57%	53 76%	110 70%	65 34%	180 37%	191 57%	437 43%
Defence and national security	371 37%	88 53%	82 25%	41 50%	112 40%	194 32%	200 45%	149 32%	221 41%	31 29%	172 35%	102 34%	167 47%	97 32%	269 41%	89 37%	111 36%	101 43%	44 32%	327 37%	27 31%	166 57%	62 25%	28 40%	54 34%	70 37%	199 41%	102 31%	359 36%
International affairs and foreign relations	225 22%	36 22%	85 26%	26 31%	58 21%	144 24%	95 21%	106 23%	118 22%	20 19%	132 27%	78 26%	76 22%	70 20%	154 23%	56 23%	62 20%	57 24%	32 23%	202 23%	18 21%	61 21%	75 30%	15 21%	34 21%	31 16%	110 23%	84 25%	221 22%
Giving workers stronger rights and protections	274 27%	12 7%	116 36%	13 15%	81 29%	196 33%	93 21%	142 30%	131 24%	33 31%	130 26%	95 31%	66 19%	111 33%	161 24%	61 26%	69 22%	77 33%	36 27%	229 26%	30 34%	37 12%	104 41%	13 18%	47 30%	43 23%	143 30%	87 26%	297 29%
Improving public transport	276 27%	41 25%	99 30%	27 32%	86 31%	185 31%	127 29%	124 27%	152 28%	29 27%	145 29%	87 29%	91 26%	95 28%	178 27%	67 28%	79 25%	64 28%	41 28%	240 28%	24 28%	72 25%	75 30%	28 40%	60 38%	48 25%	109 23%	119 36%	265 26%
Building more homes	401 40%	57 34%	149 46%	39 47%	125 45%	275 46%	182 41%	181 39%	218 41%	35 33%	197 40%	100 33%	141 40%	158 46%	241 37%	88 37%	123 40%	81 35%	71 52%	338 39%	38 44%	103 35%	111 44%	39 56%	82 52%	98 52%	175 36%	127 38%	394 39%
Control public spending to reduce taxes	382 38%	75 45%	101 31%	16 19%	84 30%	185 31%	159 36%	188 40%	194 36%	43 41%	205 42%	108 36%	140 40%	129 38%	249 38%	98 41%	106 34%	96 41%	52 38%	333 38%	30 35%	136 46%	60 24%	16 22%	48 30%	56 30%	210 44%	115 34%	356 35%
Something else	13 1%	4 2%	3 1%	- s	1 1%	4 1%	5 1%	5 1%	8 1%	1 2%	5 1%	5 2%	4 1%	4 1%	9 1%	*	4 1%	6 3%	2 1%	12 1%	1 2%	6 2%	2 1%	1 1%	1 1%	4 2%	7 1%	3 1%	20 2%
Don't know	10 1%	- 1%	5 2%	- s	1 1%	6 1%	1 *	* 2%	9 *	* *	- *	3 1%	1 *	4 1%	5 1%	2 1%	5 2%	1 *	9 1%	1 1%	1 1%	1 *	2 1%	- s	- *	4 2%	3 1%	3 1%	12 1%
None of these	3 *	- *	- *	- s	* *	* *	1 *	2 *	1 *	1 1%	1 *	1 *	* *	2 1%	1 *	* *	- *	1 1%	3 *	* *	* *	- *	- *	- s	* *	- *	3 1%	- *	5 *

Fieldwork dates : Wednesday 8th to Tuesday 14th May 2024
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