

Ipsos May 2024 Political Monitor Topline Results

May 2024

Fieldwork: 8-14 May 2024

Technical Details

Ipsos interviewed a representative sample of 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 8-14 May 2024. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of "don't know" categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated

Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Q1 **How would you vote if there were a General Election tomorrow?**
IF UNDECIDED OR REFUSED AT Q1a

Q1b **Which party are you most inclined to support?**

Base: All 9-10 certain to vote and
always/usually/depends vote in General
Elections (645)

	May 2024 %	Apr 2024 %
Conservative	20	19
Labour	41	44
Liberal Democrats (Lib Dem)	11	9
Scottish National Party/Plaid Cymru	4	4
Green Party	11	9
Reform UK	9	13
Other	4	2
Conservative lead (+%)	-21	-25
<i>Would not vote</i>	1	2
<i>Undecided</i>	5	8
<i>Refused</i>	4	1

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a **How would you vote if there were a General Election tomorrow?**
Q1b **Which party are you most inclined to support?**

	%
Conservative	22
Labour	42
Liberal Democrats (Lib Dem)	11
Scottish National Party/Plaid Cymru	4
Green Party	10
Reform UK	8
Other	4
Conservative lead (+%)	-20
<i>Would not vote</i>	11
<i>Undecided</i>	8
<i>Refused</i>	5

Certainty of voting

- Q2 And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	62
9	4
8	6
7	4
6	1
5	5
4	2
3	3
2	1
1 – absolutely certain not to vote	10
Don't know	*

- Q2a Have you definitely decided to vote for [party], or is there a chance you may change your mind before you vote?

Base: All giving a voting intention (762)

	May 2024 %	April 2024 %
Definitely decided	51	49
May change mind	46	47
Don't know	3	4

Satisfaction Ratings

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) May '24	12	81	8	-69
<i>Apr '24</i>	<i>10</i>	<i>84</i>	<i>7</i>	<i>-74</i>
Sunak (Q4) May '24	17	72	11	-55
<i>Apr '24</i>	<i>16</i>	<i>75</i>	<i>9</i>	<i>-59</i>
Starmer (Q5) May '24	32	50	17	-18
<i>Apr '24</i>	<i>25</i>	<i>56</i>	<i>19</i>	<i>-31</i>
Davey (Q6) May '24	22	38	41	-16
<i>Apr '24</i>	<i>18</i>	<i>40</i>	<i>42</i>	<i>-22</i>

Satisfaction among party supporters

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?

Base: All party supporters (*Government is based on Conservative supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) May '24	165	31	58	11	-27
<i>Apr '24</i>	<i>152</i>	<i>35</i>	<i>56</i>	<i>9</i>	<i>-21</i>
Sunak (Q4) May '24	165	48	42	10	+6
<i>Apr '24</i>	<i>152</i>	<i>51</i>	<i>37</i>	<i>12</i>	<i>+14</i>
Starmer (Q5) May '24	331	60	28	12	+32
<i>Apr '24</i>	<i>349</i>	<i>51</i>	<i>38</i>	<i>12</i>	<i>+13</i>

Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	May '24	Apr '24
	%	%
Improve	33	21
Stay the same	25	21
Get worse	37	52
Don't know	6	5
Ipsos Economic Optimism Index (EOI)	-4	-31

Issues

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?

**other issues below 3% not shown but are available on the Ipsos website.*

	March 2015 %	April 2015 %	April 2017 %	Nov 2019 %	Dec 2019 %	June 2023 %	Jan 2024 %	Feb 2024 %	Apr 2024 %	May 2025 %
Healthcare/NHS/ hospitals	38	47	31	41	52	31	28	30	35	32
Managing the economy/economic situation	31	35	18	9	10	22	22	22	23	26
Asylum and immigration	25	19	17	7	7	15	19	15	20	23
Inflation/ rising cost of living	N/A	N/A	5	1	4	31	23	22	19	21
Education/schools	25	24	21	21	22	12	13	12	13	14
Housing	8	8	5	6	7	11	10	9	10	9
Taxation	10	16	14	11	7	6	9	9	10	9
Protecting the environment/climate change	5	5	4	11	11	10	10	9	10	9
Public services generally	3	2	5	6	5	4	4	10	7	9
Foreign policy/ foreign affairs	7	6	4	3	2	3	6	10	7	8
Poverty/ inequality	7	8	8	4	6	5	8	6	7	6
Crime and anti-social behaviour/law and order	5	4	4	7	10	3	3	5	6	5
Lack of faith in politicians/ system of government	N/A	N/A	N/A	2	3	7	6	6	6	4
Care for older and disabled people	5	5	7	6	7	3	3	4	4	4
Benefits	12	11	6	3	4	3	2	3	4	4
Defence	6	4	5	3	4	1	3	3	3	4
Pensions	8	6	7	3	4	2	3	3	4	3
Unemployment	11	8	4	3	4	3	4	3	4	3
Don't know	10	9	10	7	7	12	14	14	13	12

Q9. To what extent, if at all, do you agree or disagree with the following statements?

a) The Conservative Government deserves to be re-elected

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
May '24	6	8	15	11	55	5	14	66
Jan '24	7	12	17	13	47	4	19	60
Oct '23	9	10	13	14	51	3	19	65
Sept '23	7	14	13	15	48	3	21	63
May '23	10	13	15	11	45	5	23	56
Dec '22	6	13	13	12	49	6	19	61
Oct '22	11	11	9	11	49	9	22	60
Jul '22	18	13	9	14	38	8	31	52
Apr '22	14	18	11	11	40	6	32	51
Jan '22	14	14	10	12	44	6	28	56
Sept '21	15	17	18	12	34	4	32	46

b) Labour is ready to form the next government

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
May '24	17	22	19	14	23	5	39	37
Jan '24	16	25	18	14	22	5	41	36
Oct '23	20	23	15	16	23	3	43	39
Sept '23	14	24	15	17	26	4	38	43
Jul '23	18	25	16	14	23	5	43	37
May '23	17	24	18	16	21	5	41	37
Mar '23	16	28	14	15	22	5	44	37
Dec '22	19	28	13	14	17	8	47	31
Oct '22	21	26	13	13	19	8	47	32
Jul '22	15	22	11	16	27	8	37	43
Apr '22	11	22	14	17	29	7	33	46
Jan '22	15	23	17	16	24	6	38	40
Sept '21	8	17	20	22	29	4	25	51
Feb '21	9	23	16	19	24	8	32	43
Aug '20	9	20	19	20	27	6	29	47
Nov '19	12	20	8	13	46	1	32	59
Sep '19	12	15	9	16	46	2	27	62
May '17	12	18	6	17	43	4	30	60
May '16	13	14	5	22	41	6	27	63
Feb '15	11	22	12	19	33	3	33	52
Nov '14	7	16	12	26	35	4	23	61
June '14	12	23	9	21	31	4	35	52
Apr '13	10	19	8	23	35	6	29	58
May '11	12	19	7	24	33	5	31	57
Apr '97							55	33
Jan '96							56	33
Dec '94							66	25

c) Keir Starmer is ready to be Prime Minister?

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
Keir Starmer	May '24	15	18	20	15	25	7	33	40
	Jan '24	13	22	22	15	22	6	35	37
	Oct '23	17	20	17	15	26	4	37	41
	Jul '23	16	23	17	14	23	6	39	37
	May '23	13	23	19	14	26	6	36	40
	Mar '23	15	24	14	17	23	7	39	40
	Jan '23	15	21	17	14	23	11	36	37
	Apr '22	10	24	14	13	31	9	34	44
	Jan '22	13	25	15	15	25	8	38	40
Jeremy Corbyn	Feb '21	12	21	20	18	19	10	33	37
	Nov '19	11	13	8	12	53	2	24	65
	Sept '19	12	15	9	11	52	1	27	63
	May '17	14	17	4	14	46	5	31	60
Ed Miliband	May '16	10	12	5	19	46	7	22	65
	Feb '15	8	13	11	20	43	4	21	63
	Jun '14	7	15	9	22	43	4	22	65
	Apr '13	8	16	6	24	42	5	24	66
David Cameron	May '11	3	14	7	32	37	7	17	69
	Apr '10	22	29	7	15	24	2	51	39
	Jul '08	16	27	7	19	24	4	43	43
Tony Blair	Apr '97						13	53	34

d) The word 'competent' is an accurate description of the current government

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
May '24	5	9	14	17	51	3	14	68
Jan '24	5	13	15	19	45	4	18	64
Sept '23	5	11	13	17	52	1	16	69
Mar '23	5	16	15	19	43	3	21	62
Jan '23	7	13	13	22	40	6	20	62
Aug '20	13	27	14	17	27	2	40	44
Sept '19	10	12	10	20	46	2	22	66
Apr '15	18	28	11	19	21	3	46	40

Q10. Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

	Jan '23 %	Mar '23 %	Jul '23 %	Jan '24 %	May '24 %
The Conservative government has done a good job and there is no need for change at the next election	10	13	10	10	5
The Conservative government has done a good job, but it is time for a change at the next election	11	11	9	8	8
The Conservative government has done a poor job, but the next election is not the time for change	15	15	17	12	13
The Conservative government has done a poor job and it is time for a change at the next election	55	54	56	61	65
None of these	3	2	3	3	4
Don't know	6	6	5	5	5
TOTAL: The Conservative government has done a good job	21	24	19	18	13
TOTAL: The Conservative government has done a poor job	70	69	73	73	78
TOTAL: The next election is not time for a change	25	28	27	22	18
TOTAL: It is time for a change at the next election	66	65	65	69	73

The next election and beyond

Q11 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.

a). Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

	March 2010 %	April 2015 %	Sept 2019 %	May 2023 %	Sept 2023 %	May 2024 %
A Conservative majority government	24	11	12	8	9	6
A Labour majority government	10	6	5	20	27	45
A hung parliament with the Conservatives as the biggest party	37	45	46	17	18	8
A hung parliament with Labour as the biggest party	22	25	18	43	34	29
A Liberal Democrat majority	*	*	1	0	*	*
A hung parliament with the Liberal Democrats as the biggest party	*	1	1	0	*	0
A hung parliament where two or more parties have the same number of seats	(N/A)	(N/A)	1	*	1	1
Other	1	3	4	*	1	1
Don't know	6	8	11	11	9	10
Hung Parliament	59	71	66	60	53	38
Conservatives largest party	61	56	58	25	27	14
Labour largest party	32	31	23	63	61	74

b). And which would be your preferred outcome?

	%
A Labour majority government	37
A hung parliament with Labour as the biggest party	19
A Conservative majority government	14
A hung parliament with the Conservatives as the biggest party	11
A Liberal Democrat majority	0
A hung parliament with the Liberal Democrats as the biggest party	*
A hung parliament where two or more parties have the same number of seats	1
Other	4
Don't know	14

Q12. Regardless of your preferred outcome, do you think the following outcomes of the next General Election would be good or bad for the country?

	Very good	Fairly good	Neither good nor bad	Fairly bad	Very bad	Don't know	Good	Bad
	%	%	%	%	%	%	%	%
A Conservative majority government	6	11	19	15	44	5	17	59
A Labour majority government	19	23	21	13	19	5	42	32
A hung parliament with the Conservatives as the biggest party	4	13	19	24	35	5	17	59
A hung parliament with Labour as the biggest party	9	25	23	21	16	6	34	37

Q13 I am now going to read out a list of different government priorities.

- a) 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?

	%
Improving the NHS	63
Dealing with the cost of living	44
Growing the economy	32
Improving education and skills	31
Managing asylum and immigration	30
Dealing with climate change / investing in green energy	22
Dealing with crime	21
Defence and national security	19
Building more homes	17
Control public spending to reduce taxes	17
Tackling inequality in Britain	15
Giving workers stronger rights and protections	12

International affairs and foreign relations	9
Improving public transport	9
Something else	1
Don't know	1
None of these	*

b) And which three or four of the remaining areas do you think should be the top longer-term priorities for his government?

	%
Improving education and skills	29
Dealing with crime	29
Dealing with the cost of living	27
Growing the economy	25
Building more homes	23
Dealing with climate change / investing in green energy	21
Control public spending to reduce taxes	21
Tackling inequality in Britain	20
Improving the NHS	19
Improving public transport	18
Defence and national security	18
Managing asylum and immigration	17
Giving workers stronger rights and protections	16
International affairs and foreign relations	14
Something else	1
Don't know	2
None of these	2

***First six months & longer-term priorities combined**

	%
Improving the NHS	81
Dealing with the cost of living	71
Improving education and skills	60
Growing the economy	57
Dealing with crime	50
Managing asylum and immigration	47
Dealing with climate change / investing in green energy	43
Building more homes	40
Control public spending to reduce taxes	38
Defence and national security	37
Tackling inequality in Britain	35
Improving public transport	27
Giving workers stronger rights and protections	27
International affairs and foreign relations	22
Something else	1
Don't know	1
None of these	*