

IPSOS LABOUR'S FIRST WEEK

July 2024

Over a third think that Keir Starmer has been doing a good job as Prime Minister

To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: 1,092 Online British adults aged 18-75, 12-15 July 2024

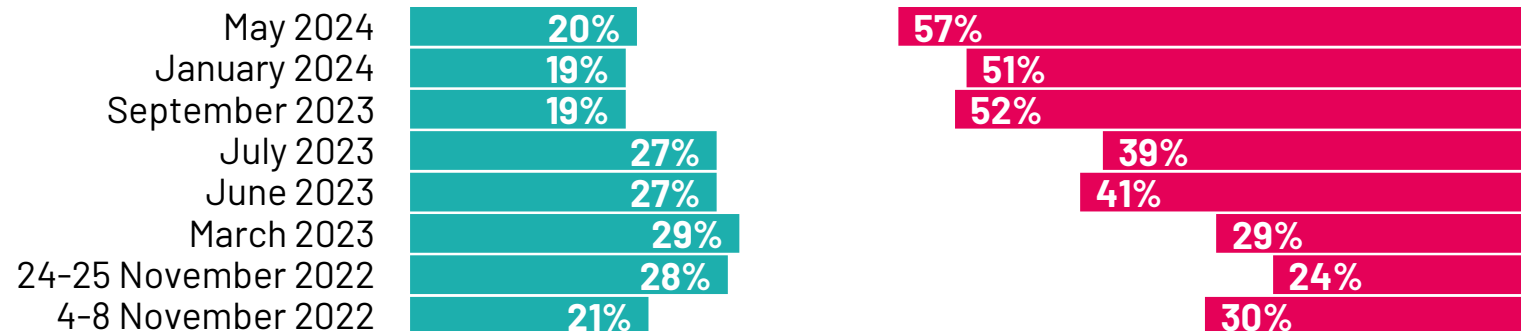
Very/fairly good job

Very/fairly bad job

Keir Starmer



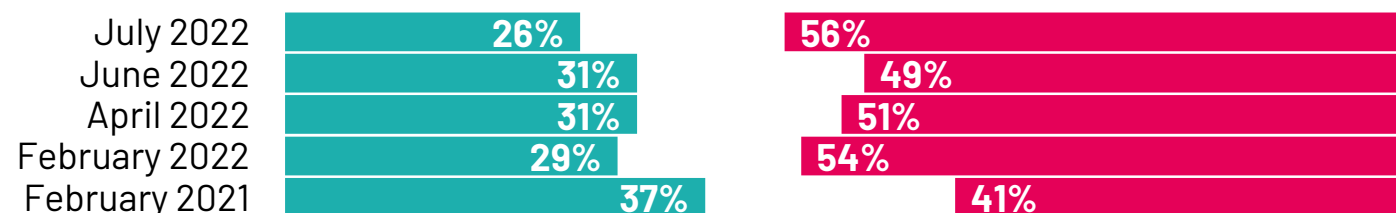
Rishi Sunak



Liz Truss



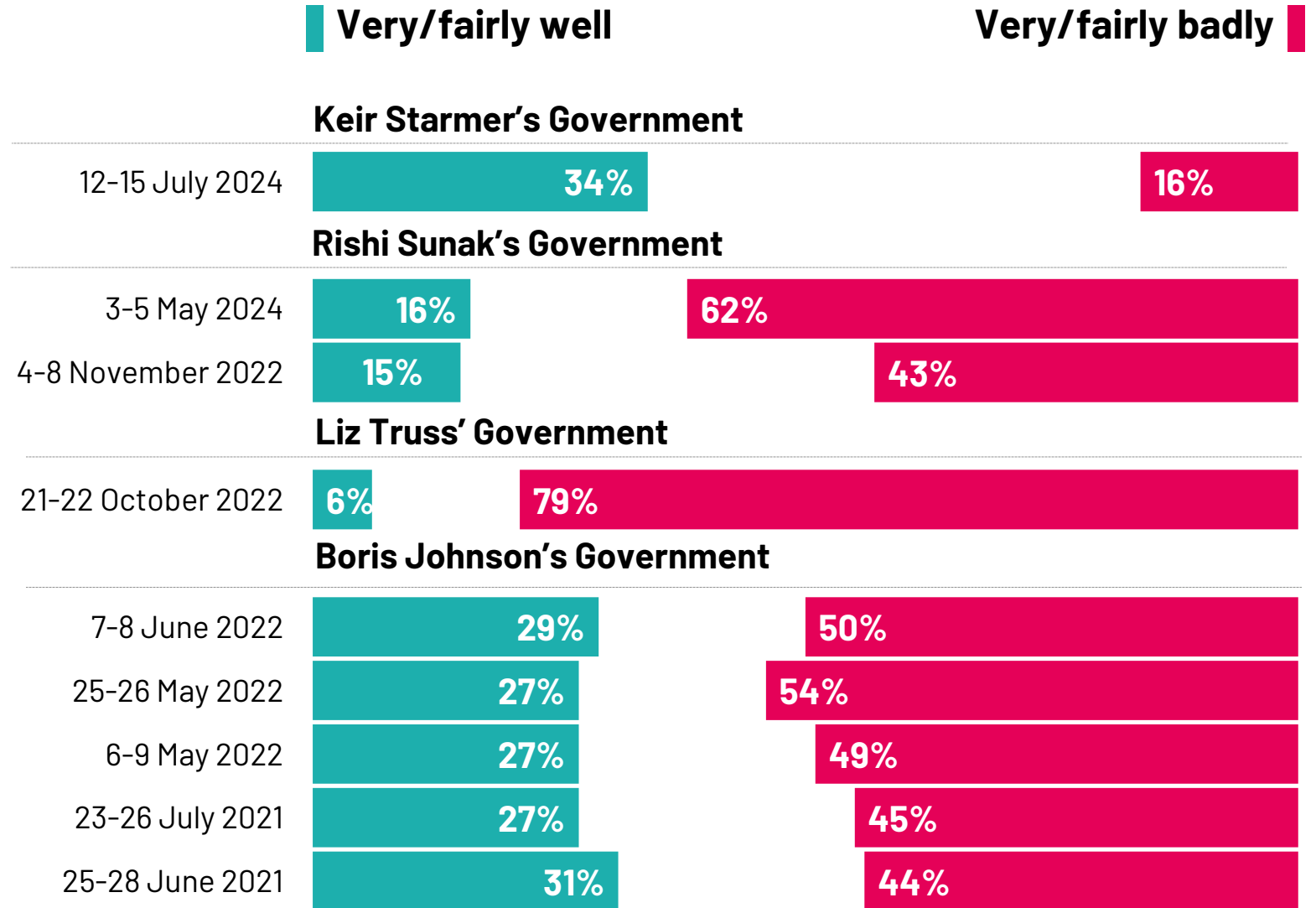
Boris Johnson



A third think the Labour Government is doing well at running the country

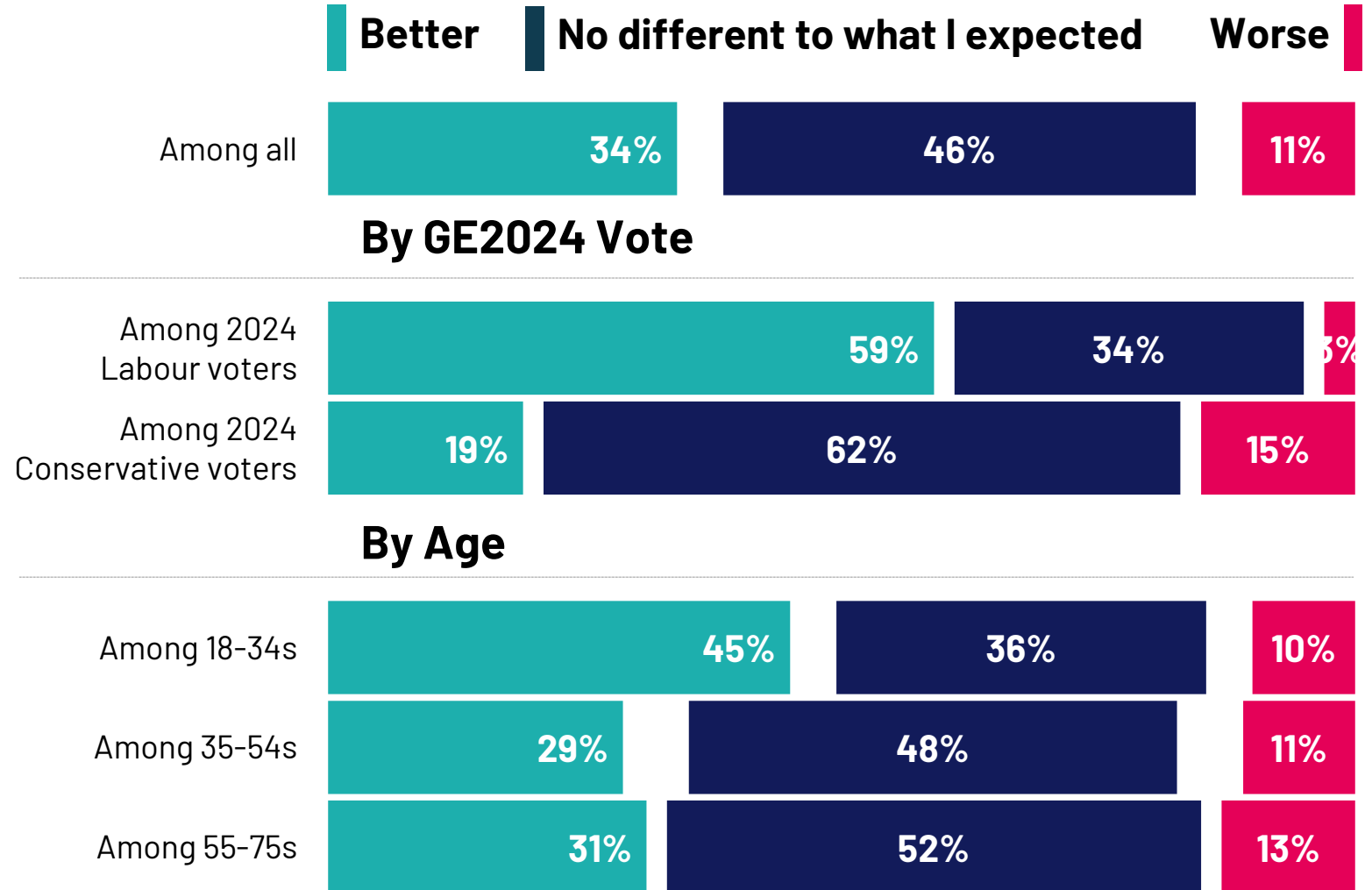
Would you say that the current Labour Government, led by Prime Minister Keir Starmer, is doing well or badly at running the country, or do you not have an opinion?

Base: 1,092 Online British adults aged 18-75, 12-15 July 2024



A third think the Labour Government has performed better than expected, including three in five 2024 Labour voters

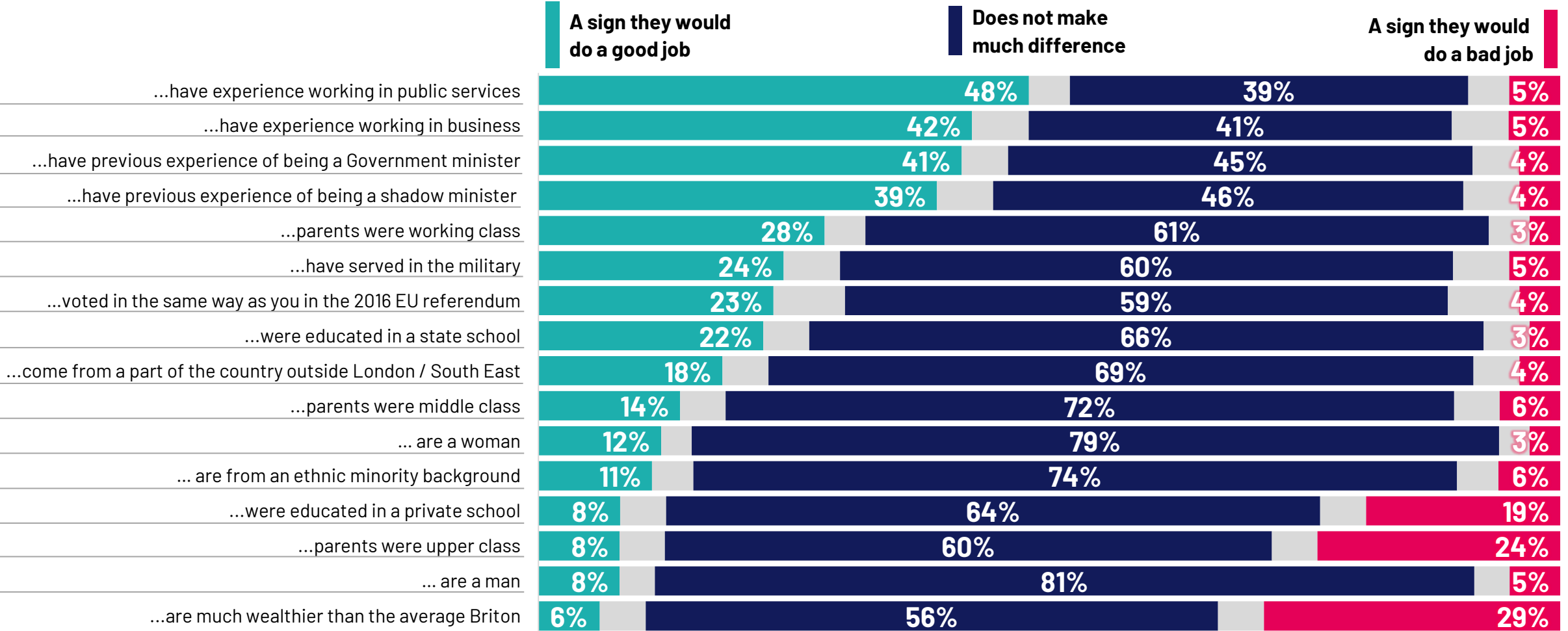
As you may know, a Labour Government was elected following the election on 4th July 2024. From what you've seen or heard about the Labour Government so far, to what extent, do you think it has performed better, worse, or no different, to what you expected?



Base: 1,092 Online British adults aged 18-75, including (393) 2024 Labour voters, (142) 2024 Conservative voters, (364) 18-34-year-olds, (384) 35-54s, (344) 55-75s, 12-15 July 2024.

What makes a good Government minister?

Do you see each of the following as a sign that someone would do a good job or bad job as a Government Minister, or do you think it doesn't make much difference? **If they / their...**

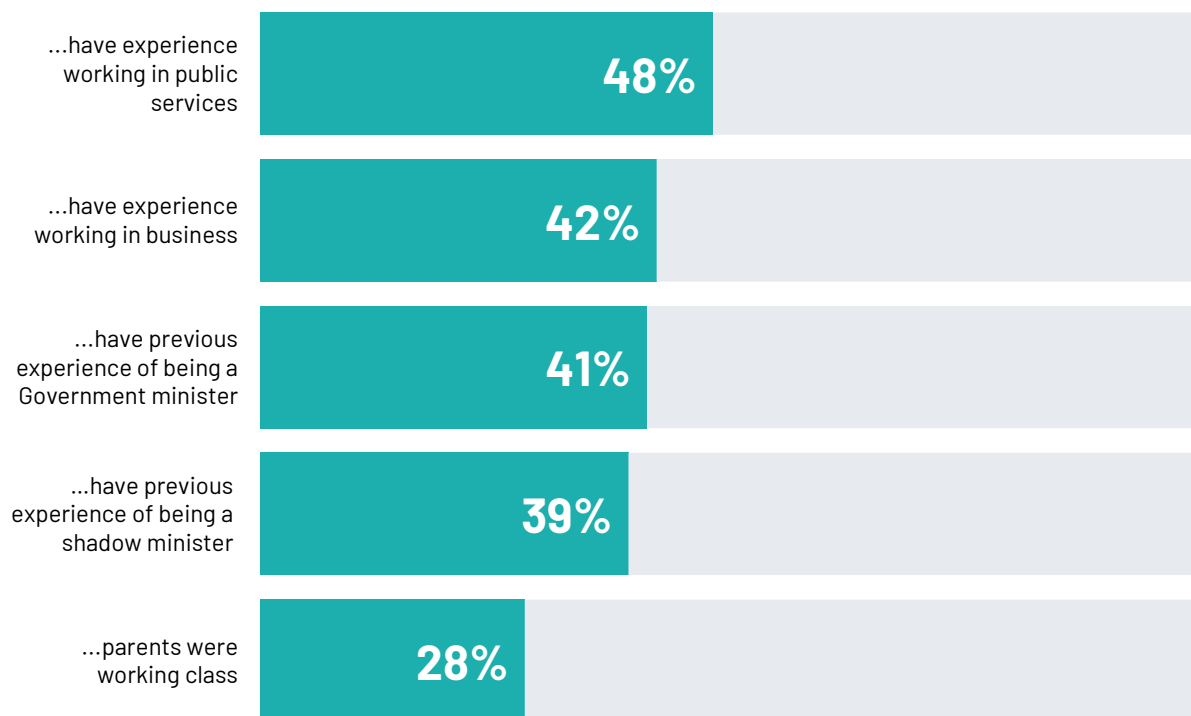


Base: 1,092 Online British adults aged 18-75, 12-15 July 2024

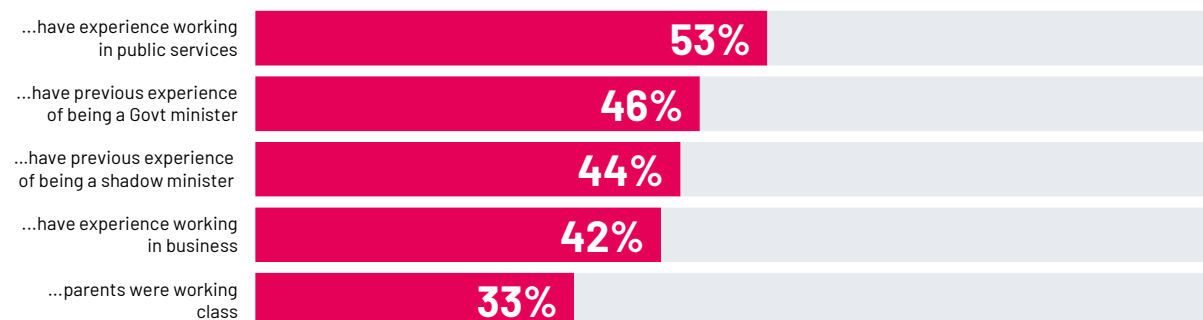
What makes a good Government minister: By party vote – top 5 signs they would do a good job

Do you see each of the following as a sign that someone would do a good job or bad job as a Government Minister, or do you think it doesn't make much difference? **If they / their...**

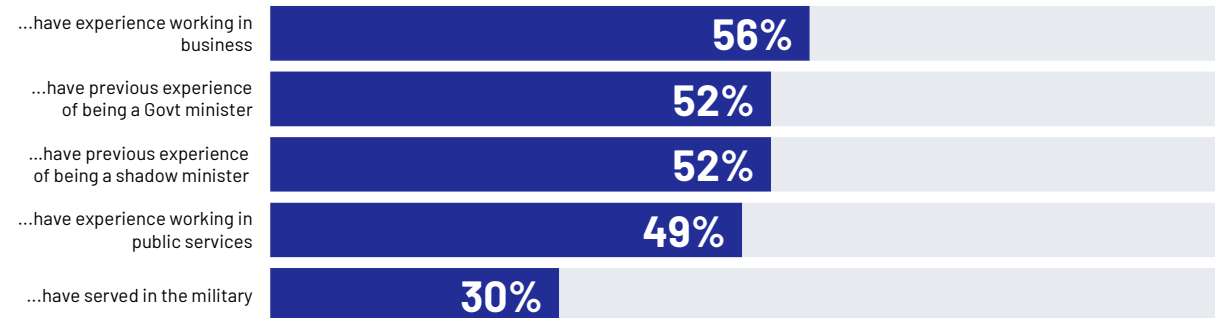
Among all



Among 2024 Labour Party voters



Among 2024 Conservative Party voters



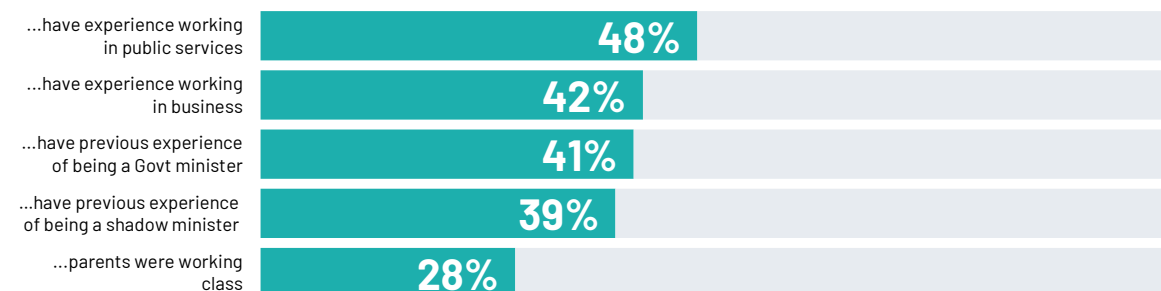
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Source: Ipsos Political Monitor

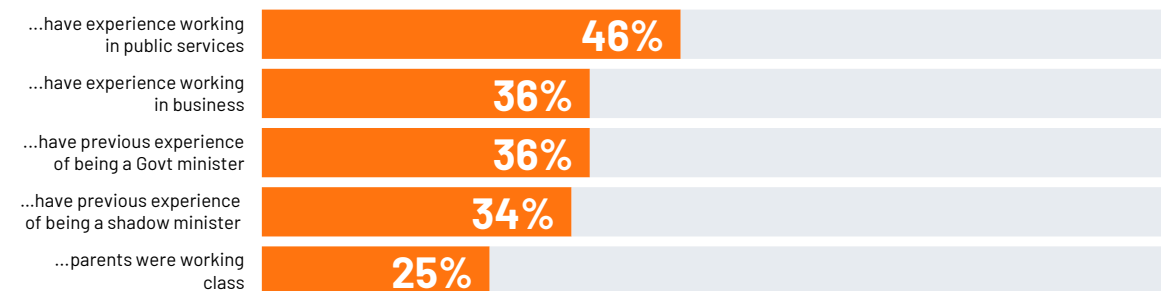
What makes a good Government minister: By age – top 5 signs they would do a good job

Do you see each of the following as a sign that someone would do a good job or bad job as a Government Minister, or do you think it doesn't make much difference? **If they / their...**

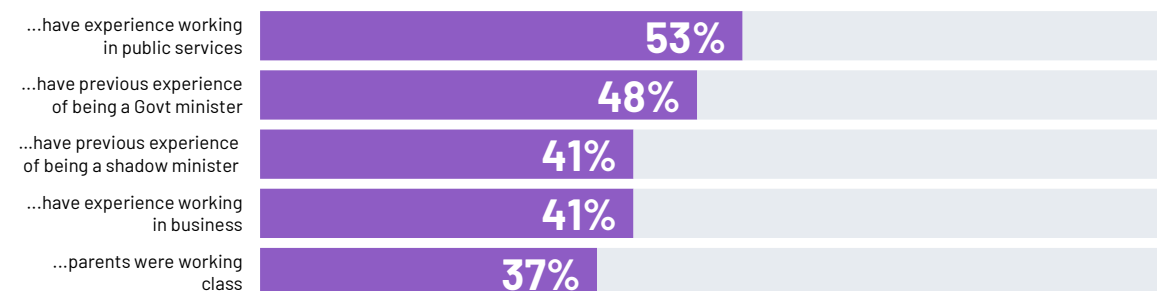
Among all



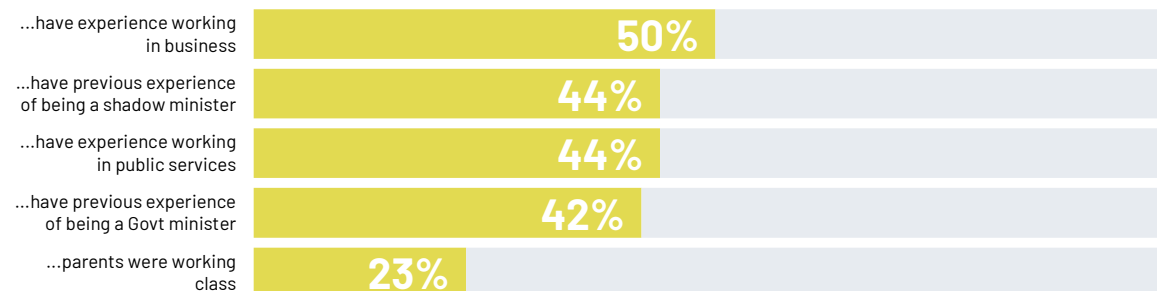
Among 35-54s



Among 18-34s



Among 55+



Base: 1,092 Online British adults aged 18-75, including 18-34-year-olds, (384) 35-54s, (344) 55-75s, 12-15 July 2024.

Source: Ipsos Political Monitor



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