

Ipsos Political Monitor - February 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) 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Total voting	738	672	561	531	661	645	617	575	25	354	375	197	237	304	78	119	116	121	121	183	90	222	265	120	131	487	251	637	95	373	336	755
Conservative	168	153	111	105	143	138	126	111	8	87	80	19	44	104	8	12	17	27	38	66	35	51	53	26	38	104	63	155	11	71	87	176
	23%	23%	20%	20%	22%	21%	21%	19%	30%	24%	21%	10%	19%	34%	10%	10%	15%	22%	31%	36%	39%	23%	20%	22%	29%	21%	25%	24%	11%	19%	26%	23%
Labour	338	304	266	257	313	308	301	278	8	147	189	119	122	97	43	76	65	57	41	56	29	102	128	60	48	230	108	285	52	202	122	327
	46%	45%	47%	48%	47%	48%	49%	48%	31%	41%	50%	60%	52%	32%	55%	64%	57%	47%	34%	31%	32%	46%	48%	50%	37%	47%	43%	45%	55%	54%	36%	43%
Liberal Democrats (Lib Dem)	69	63	52	47	60	55	55	52	-	37	31	15	27	27	9	6	14	14	13	13	8	30	26	7	6	56	13	55	14	29	38	78
	9%	9%	9%	9%	9%	9%	9%	9%	-	10%	8%	8%	12%	9%	12%	5%	12%	11%	11%	7%	9%	14%	10%	6%	5%	11%	5%	9%	14%	8%	11%	10%
Scottish National Party (SNP)	29	28	24	23	26	26	25	25	1	14	14	4	10	15	1	4	4	6	4	11	3	5	6	6	12	11	18	27	2	16	13	32
	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	2%	4%	5%	1%	3%	3%	5%	3%	6%	4%	2%	2%	5%	9%	2%	7%	4%	2%	4%	4%	4%
Plaid Cymru	10	10	8	6	10	10	8	8	1	7	4	2	1	8	-	2	-	1	6	2	-	3	5	-	2	8	2	10	-	2	9	10
	1%	2%	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	*	3%	-	1%	-	*	5%	1%	-	1%	2%	-	2%	2%	1%	2%	*	3%	1%	
Green Party	56	53	43	40	50	48	44	43	4	24	32	18	20	19	5	13	11	8	10	8	3	15	25	5	11	41	16	48	8	18	38	60
	8%	8%	8%	7%	8%	7%	7%	8%	16%	7%	8%	9%	8%	6%	6%	11%	10%	7%	8%	5%	3%	7%	10%	4%	8%	8%	6%	8%	9%	5%	11%	8%
Reform UK/The Brexit Party	49	46	44	42	46	46	46	45	1	31	18	12	6	32	6	6	2	4	9	23	9	13	15	12	9	28	21	46	2	22	24	54
	7%	7%	8%	8%	7%	7%	7%	8%	2%	9%	5%	6%	2%	10%	8%	5%	1%	3%	7%	13%	11%	6%	6%	10%	7%	6%	8%	7%	2%	6%	7%	7%
Other	19	14	13	13	14	14	13	13	3	9	8	8	7	4	6	2	3	5	1	2	2	3	6	5	6	9	10	12	7	13	5	18
	3%	2%	2%	2%	2%	2%	2%	2%	12%	3%	2%	4%	3%	1%	8%	1%	2%	4%	1%	1%	2%	1%	2%	4%	4%	2%	4%	2%	3%	2%	2%	2%
Conservative Lead over Labour	-170	-151	-155	-152	-170	-170	-174	-167	*	-60	-108	-100	-78	7	-35	-64	-48	-30	-3	10	6	-51	-75	-34	-11	-126	-44	-130	-41	-131	-35	-151
	-23%	-23%	-28%	-29%	-26%	-26%	-28%	-29%	-1%	-17%	-29%	-50%	-33%	2%	-45%	-54%	-41%	-25%	-2%	6%	7%	-23%	-28%	-28%	-8%	-26%	-18%	-20%	-43%	-35%	-10%	-20%
Undecided	84	67	36	35	59	55	50	40	10	30	54	20	35	29	5	15	21	14	12	17	6	18	33	23	11	50	34	76	8	-	-	79
	8%	8%	6%	6%	8%	7%	7%	6%	8%	6%	11%	7%	11%	7%	5%	9%	13%	8%	7%	7%	5%	7%	9%	12%	6%	8%	9%	9%	7%	-	-	8%
Would not vote	141	50	6	9	16	12	9	9	94	75	65	53	37	51	22	31	20	18	23	28	12	14	37	37	53	51	90	120	16	-	-	128
	14%	6%	1%	2%	2%	2%	1%	1%	71%	16%	13%	19%	11%	13%	20%	18%	12%	11%	15%	12%	11%	5%	10%	19%	27%	8%	23%	14%	13%	-	-	13%
Refused/Prefer not to answer	39	26	21	21	25	25	24	22	2	20	18	7	19	12	4	4	6	13	5	8	3	5	19	14	1	24	14	33	5	-	-	39
	4%	3%	3%	4%	3%	3%	3%	3%	2%	4%	4%	3%	6%	3%	3%	2%	3%	8%	3%	3%	3%	2%	5%	7%	*	4%	4%	4%	4%	-	-	4%
Don't know	2	2	1	-	2	2	1	1	-	1	1	-	2	*	-	-	2	-	-	*	*	-	1	1	-	1	1	2	-	-	2	3
	*	*	*	-	*	*	*	*	-	*	*	-	1%	*	-	-	1%	-	-	*	*	-	*	*	-	*	*	*	-	-	1%	*

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

4 Mar 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Total voting	738	168	338	69	233	571	401	336	402	73	363	226	278	227	503	181	218	168	101	633	71	217	247	72	138	123	341	273	755
Conservative	168	168	-	-	-	-	168	62	106	15	74	44	95	28	139	45	56	44	13	151	10	141	3	5	6	42	86	40	176
	23%	100%	-	-s	-	-	42%	18%	26%	20%	20%	19%	34%	12%	28%	25%	26%	26%	13%	24%	14% s	65%	1%	7% s	5%	34%	25%	15%	23%
Labour	338	-	338	-	-	338	-	168	169	37	176	114	90	130	204	94	98	70	53	303	23	30	206	18	29	39	148	151	327
	46%	-	100%	-s	-	59%	-	50%	42%	50%	49%	50%	32%	57%	40%	52%	45%	42%	53%	48%	33% s	14%	83%	25% s	21%	32%	43%	55%	43%
Liberal Democrats (Lib Dem)	69	-	-	69	69	69	69	35	34	6	42	27	22	20	48	14	17	25	8	64	4	4	6	41	45	8	28	33	78
	9%	-	-	100% s	30%	12%	17%	11%	8%	8%	12%	12%	8%	9%	10%	8%	8%	15%	8%	10%	6% s	2%	3%	57% s	32%	6%	8%	12%	10%
Scottish National Party (SNP)	29	-	-	-	29	29	29	9	20	3	9	6	16	7	22	-	-	-	1	1	28	-	1	-	26	8	10	11	32
	4%	-	-	-s	12%	5%	7%	3%	5%	4%	2%	3%	6%	3%	4%	-	-	-	1%	*	39% s	-	*	-s	19%	7%	3%	4%	4%
Plaid Cymru	10	-	-	-	10	10	10	3	7	1	6	1	4	6	4	-	10	-	-	-	-	-	4	2	3	2	6	2	10
	1%	-	-	-s	4%	2%	3%	1%	2%	1%	2%	*	1%	3%	1%	-	5%	-	-	-	-	-	2%	3% s	2%	2%	2%	1%	1%
Green Party	56	-	-	-	56	56	56	31	25	6	27	19	21	15	40	10	12	15	14	51	4	3	20	5	20	7	21	29	60
	8%	-	-	-s	24%	10%	14%	9%	6%	8%	7%	8%	8%	7%	8%	6%	6%	9%	14%	8%	6% s	1%	8%	7% s	14%	5%	6%	11%	8%
Reform UK/The Brexit Party	49	-	-	-	49	49	49	17	31	6	18	13	27	10	39	12	18	12	6	47	1	38	2	-	3	15	31	3	54
	7%	-	-	-s	21%	9%	12%	5%	8%	8%	5%	6%	10%	4%	8%	7%	8%	7%	6%	7%	1% s	17%	1%	-s	2%	12%	9%	1%	7%
Other	19	-	-	-	19	19	19	10	9	1	12	4	4	11	8	5	6	2	5	17	2	*	4	-	6	3	12	4	18
	3%	-	-	-s	8%	3%	5%	3%	2%	1%	3%	2%	1%	5%	1%	3%	3%	1%	5%	3%	2% s	*	2%	-s	5%	2%	4%	2%	2%
Conservative Lead over Labour	-170	168	-338	0	0	-338	168	-106	-64	-22	-103	-70	5	-102	-65	-49	-42	-25	-40	-152	-14	112	-203	-13	-22	3	-62	-111	-151
	-23%	100%	-100%	0%s	0%	-59%	42%	-32%	-23%	-30%	-28%	-31%	2%	-45%	-13%	-27%	-19%	-15%	-40%	-24%	-19%s	51%	-82%	-18%s	-16%	3%	-18%	-41%	-20%
Undecided	84	-	-	-	-	-	-	44	40	9	42	27	24	32	51	21	26	15	16	74	5	21	9	3	9	15	48	21	79
	8%	-	-	-s	-	-	-	9%	7%	8%	9%	9%	7%	10%	8%	9%	8%	6%	12%	9%	6% s	8%	3%	4% s	6%	8%	10%	6%	8%
Would not vote	141	-	-	-	-	-	-	65	76	17	55	37	35	68	71	26	56	38	16	126	5	21	10	4	10	49	70	22	128
	14%	-	-	-s	-	-	-	14%	14%	16%	11%	12%	10%	20%	11%	11%	18%	16%	12%	14%	6% s	8%	4%	5% s	6%	26%	14%	7%	13%
Refused/Prefer not to answer	39	-	-	-	-	-	-	20	18	6	21	12	15	12	27	10	11	10	3	34	5	4	1	-	-	3	22	14	39
	4%	-	-	-s	-	-	-	4%	3%	5%	4%	4%	4%	4%	4%	4%	3%	4%	2%	4%	5% s	2%	1%	-s	-	1%	5%	4%	4%
Don't know	2	-	-	-	-	-	-	2	*	-	1	2	*	-	2	-	-	-	2	2	-	1	-	-	-	-	-	2	3
	*	-	-	-s	-	-	-	*	*	-	*	1%	*	-	*	-	-	-	1%	-	-	*	-	-s	-	-	-	1%	*

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
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 Weighted
 Source : Ipsos J24-003060-01
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4 Mar 2024

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 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
Unweighted Total	647	647	647	601	647	647	647	-	352	289	111	225	311	43	68	105	120	112	199	99	209	245	100	93	454	193	574	68	330	234	647
Weighted Total	624	624	624	578	624	624	624	-	311	307	139	226	259	50	89	113	113	100	160	75	196	234	107	87	430	194	558	62	307	238	647
Total voting	561	561	561	517	561	561	561	-	282	273	130	199	232	48	82	98	100	90	142	70	182	208	90	80	390	170	503	54	307	237	580
Conservative	111	111	111	104	111	111	111	-	59	52	4	32	74	-	4	14	18	24	51	26	33	39	19	20	72	39	106	3	58	47	118
	20%	20%	20%	20%	20%	20%	20%	-s	21%	19%	3%	16%	32%	-s	5%	14%	18%	26%	36%	37%	18%	19%	21%	25%	18%	23%	21%	6%	19%	20%	20%
Labour	266	266	266	245	266	266	266	-	121	145	80	108	78	28	52	57	52	33	44	23	94	101	42	30	195	72	238	27	173	87	259
	47%	47%	47%	47%	47%	47%	47%	-s	43%	53%	62%	55%	33%	59%	64%	58%	51%	37%	31%	33%	51%	49%	46%	38%	50%	42%	47%	50%	56%	37%	45%
Liberal Democrats (Lib Dem)	52	52	52	47	52	52	52	-	29	23	9	24	18	4	5	12	12	9	9	6	25	20	5	2	45	7	43	8	18	33	62
	9%	9%	9%	9%	9%	9%	9%	-s	10%	8%	7%	12%	8%	9%	6%	13%	12%	10%	7%	8%	14%	9%	6%	2%	11%	4%	9%	15%	6%	14%	11%
Scottish National Party (SNP)	24	24	24	22	24	24	24	-	12	11	3	10	11	1	2	4	6	3	9	2	4	6	5	9	10	14	23	1	15	9	27
	4%	4%	4%	4%	4%	4%	4%	-s	4%	4%	2%	5%	5%	2%	3%	4%	6%	3%	6%	2%	2%	3%	6%	11%	2%	8%	5%	1%	5%	4%	5%
Plaid Cymru	8	8	8	6	8	8	8	-	7	1	2	1	5	-	2	-	1	4	1	-	1	4	-	2	5	2	8	-	2	6	8
	1%	1%	1%	1%	1%	1%	1%	-s	2%	*	1%	*	2%	-s	2%	-	1%	4%	1%	-s	1%	2%	-	3%	1%	1%	2%	-s	1%	2%	1%
Green Party	43	43	43	40	43	43	43	-	19	23	15	14	15	4	11	7	7	9	5	3	12	21	4	6	33	10	37	6	11	31	48
	8%	8%	8%	8%	8%	8%	8%	-s	7%	8%	11%	7%	6%	8%	14%	7%	7%	10%	4%	4%	7%	10%	4%	8%	8%	6%	7%	12%	4%	13%	8%
Reform UK/The Brexit Party	44	44	44	41	44	44	44	-	30	14	9	6	30	6	3	1	4	9	21	9	11	14	12	7	25	19	42	2	20	22	47
	8%	8%	8%	8%	8%	8%	8%	-s	11%	5%	7%	3%	13%	12%	4%	1%	4%	9%	15%	13%	6%	7%	13%	9%	6%	11%	8%	4%	7%	9%	8%
Other	13	13	13	13	13	13	13	-	6	5	7	4	2	5	2	3	1	-	2	2	3	4	4	3	6	7	6	7	10	2	11
	2%	2%	2%	2%	2%	2%	2%	-s	2%	2%	6%	2%	1%	11%	2%	3%	1%	-	1%	2%	1%	2%	4%	4%	2%	4%	1%	12%	3%	1%	2%
Conservative Lead over Labour	-155	-155	-155	-140	-155	-155	-155	0	-62	-92	-76	-76	-3	-28	-48	-43	-34	-10	6	3	-60	-62	-23	-10	-123	-33	-132	-24	-114	-40	-141
	-28%	-28%	-28%	-27%	-28%	-28%	-28%	0%	-22%	-34%	-59%	-38%	-1%	-59%	-58%	-43%	-33%	-11%	5%	4%	-33%	-30%	-25%	-12%	-31%	-19%	-26%	-45%	-37%	-17%	-24%
Undecided	36	36	36	34	36	36	36	-	15	21	7	13	15	2	5	9	4	6	9	3	11	11	11	3	22	14	32	4	-	37	
	6%	6%	6%	6%	6%	6%	6%	-s	5%	7%	5%	6%	6%	4%	6%	8%	4%	6%	6%	4%	6%	5%	10%	4%	5%	7%	6%	6%	-	-	6%
Would not vote	6	6	6	6	6	6	6	-	1	4	*	1	4	-	*	-	1	1	3	-	-	1	-	4	1	4	5	*	-	6	
	1%	1%	1%	1%	1%	1%	1%	-s	*	1%	*	*	2%	-s	1%	-	1%	1%	2%	-s	-	1%	-	5%	*	2%	1%	1%	-	1%	
Refused/Prefer not to answer	21	21	21	21	21	21	21	-	12	10	1	12	8	-	1	4	7	2	5	2	3	13	6	-	15	6	17	4	-	23	
	3%	3%	3%	4%	3%	3%	3%	-s	4%	3%	1%	5%	3%	-s	2%	4%	7%	2%	3%	2%	1%	5%	5%	-s	4%	3%	3%	6%	-	4%	
Don't know	1	1	1	-	1	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	1	1	
	*	*	*	-	*	*	*	-s	*	-	-	*	-	-s	-s	1%	-	-	-	-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 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	647	118	259	62	203	462	321	292	355	112	237	211	283	139	494	138	207	141	89	538	72	195	227	74	137	85	290	272	647
Weighted Total	624	111	266	52	183	450	294	289	335	59	298	200	253	164	454	152	192	139	84	537	58	188	223	66	124	91	280	253	647
Total voting	561	111	266	52	183	450	294	258	303	49	269	181	227	147	408	140	173	125	71	481	52	171	215	63	115	82	251	228	580
Conservative	111	111	-	-	-	-	111	38	73	5	43	28	68	15	95	24	44	32	8	103	4	100	2	4	4	24	59	28	118
	20%	100%	-	-s	-	-	38%	15%	24%	9%	16%	15%	30%	10%	23%	17%	25%	25%	11% s	21%	7% s	58%	1%	7% s	4%	30% s	23%	12%	20%
Labour	266	-	266	-	-	266	-	134	132	27	139	99	77	86	177	82	80	52	35	238	17	28	179	18	24	26	113	126	259
	47%	-	100%	-s	-	59%	-	52%	44%	54%	52%	55%	34%	59%	43%	59%	46%	41%	49% s	49%	33% s	16%	83%	29% s	21%	32% s	45%	56%	45%
Liberal Democrats (Lib Dem)	52	-	-	52	52	52	52	29	23	4	31	19	22	11	40	10	13	18	8	48	2	4	4	35	39	2	19	30	62
	9%	-	-	100% s	28%	11%	18%	11%	7%	8%	12%	10%	10%	7%	10%	8%	7%	15%	11% s	10%	4% s	2%	2%	56% s	34%	3%	7%	13%	11%
Scottish National Party (SNP)	24	-	-	-	24	24	24	8	16	3	8	6	12	6	18	-	-	-	1	1	23	-	1	-	21	6	8	10	27
	4%	-	-	-s	13%	5%	8%	3%	5%	6%	3%	3%	5%	4%	4%	-	-	-	1% s	*	45% s	-	1%	-s	19%	8% s	3%	4%	5%
Plaid Cymru	8	-	-	-	8	8	8	3	4	1	3	1	3	4	4	-	8	-	-	-	-	-	4	-	1	2	3	2	8
	1%	-	-	-s	4%	2%	3%	1%	1%	2%	1%	*	1%	3%	1%	-	4%	-	-s	-	-s	-	2%	-s	1%	3% s	1%	1%	1%
Green Party	43	-	-	-	43	43	43	23	20	4	20	16	16	11	32	7	8	12	12	39	4	3	19	5	16	4	16	24	48
	8%	-	-	-s	24%	10%	15%	9%	7%	9%	7%	9%	7%	7%	8%	5%	5%	10%	16% s	8%	7% s	2%	9%	8% s	14%	4%	6%	11%	8%
Reform UK/The Brexit Party	44	-	-	-	44	44	44	16	28	5	16	11	26	7	37	11	17	11	4	41	1	37	2	-	3	15	26	3	47
	8%	-	-	-s	24%	10%	15%	6%	9%	10%	6%	6%	11%	5%	9%	8%	10%	9%	6% s	9%	1% s	22%	1%	-s	3%	18% s	10%	1%	8%
Other	13	-	-	-	13	13	13	7	6	*	9	3	3	7	6	4	3	-	4	11	2	-	4	-s	6	2	7	4	11
	2%	-	-	-s	7%	3%	4%	3%	2%	1%	3%	1%	3%	5%	1%	3%	2%	-	6% s	2%	3% s	-	2%	-s	5%	2% s	3%	2%	2%
Conservative Lead over Labour	-155	111	-266	0	-266	111	-97	-59	-22	-96	-72	-10	-71	-81	-58	-36	-20	-28	-135	-14	72	-176	-14	-20	-2	-54	-99	-141	
	-28%	100%	-100%	0%s	0%	-59%	38%	-37%	-19%	-44%	-36%	-40%	-4%	-48%	-20%	-41%	-21%	-16%	-39%s	-28%	-26%s	42%	-82%	-23%s	-18%	-3%s	-22%	-43%	-24%
Undecided	36	-	-	-	-	-	-	17	18	6	17	9	16	10	25	6	10	6	9	30	5	10	4	3	9	6	17	12	37
	6%	-	-	-s	-	-	-	6%	5%	10%	6%	5%	6%	6%	5%	4%	5%	4%	10% s	6%	8% s	5%	2%	5% s	7%	7% s	6%	5%	6%
Would not vote	6	-	-	-	-	-	-	1	4	*	-	1	3	2	4	*	1	3	1	6	-	2	3	-	-	2	2	1	6
	1%	-	-	-s	-	-	-	1%	1%	1%	-	*	1%	1%	1%	*	1%	2%	1% s	1%	-s	1%	1%	-s	-	3% s	1%	1%	1%
Refused/Prefer not to answer	21	-	-	-	-	-	-	11	10	3	11	9	7	5	16	6	7	4	3	20	1	4	1	-	-	1	10	10	23
	3%	-	-	-s	-	-	-	4%	3%	6%	4%	4%	3%	3%	4%	4%	4%	3%	3% s	4%	2% s	2%	1%	-s	-	1% s	4%	4%	4%
Don't know	1	-	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	1	1
	*	-	-	-s	-	-	-	*	-	-	*	-	-	-	*	-	-	1%	-s	*	-s	*	-s	-	-s	-	-	*	*

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Conservative	111 11%	100 12%	79 13%	77 13%	99 13%	96 13%	85 12%	79 12%	4%	60 13%	50 10%	14 5%	24 7%	73 18%	5 5%	8 5%	9 9%	15 17%	28 19%	46 23%	26	34 13%	32 9%	16 8%	29 15%	66 11%	45 11%	102 12%	7 6%	68 18%	41 12%	119 12%	
Labour	296 29%	267 33%	233 37%	227 38%	276 36%	271 37%	265 38%	244 38%	5%	133 28%	162 32%	104 38%	113 34%	78 20%	37 34%	67 40%	60 37%	53 32%	33 21%	45 19%	26 23%	90 35%	116 33%	50 26%	40 20%	206 34%	90 23%	249 29%	47 37%	198 53%	89 26%	287 29%	
Liberal Democrats (Lib Dem)	61 6%	55 7%	45 7%	40 7%	53 7%	49 7%	48 7%	45 7%	-	34 7%	25 5%	15 5%	25 8%	21 5%	9 9%	5 3%	14 8%	12 7%	11 7%	10 4%	6 5%	27 11%	22 6%	6 3%	6 3%	49 8%	11 3%	47 5%	13 11%	29 8%	30 9%	67 7%	
Scottish National Party (SNP)	27 3%	25 3%	24 4%	23 4%	26 3%	26 4%	25 4%	25 4%	1%	13 3%	12 2%	4 1%	10 3%	13 3%	1 1%	3 2%	4 3%	6 3%	4 2%	9 4%	2 1%	4 2%	6 2%	6 3%	10 5%	11 2%	16 4%	25 3%	2 1%	16 4%	11 3%	30 3%	
Plaid Cymru	10 1%	10 1%	8 1%	6 1%	10 1%	10 1%	8 1%	8 1%	-	7 1%	3 1%	2 1%	1 *	7 2%	-	2 1%	-	1 *	6 4%	1 1%	-	3 1%	4 1%	-	2 1%	8 1%	2 1%	10 1%	-	2 *	8 2%	9 1%	
Green Party	49 5%	47 6%	38 6%	34 6%	44 6%	41 6%	38 5%	38 6%	3%	21 4%	27 5%	15 5%	19 6%	15 4%	4 3%	11 6%	11 7%	8 5%	8 5%	8 3%	2 2%	13 5%	22 6%	4 2%	10 5%	35 6%	14 4%	43 5%	6 5%	17 5%	32 10%	49 5%	
Reform UK/The Brexit Party	40 4%	39 5%	38 6%	35 6%	39 5%	39 5%	39 6%	39 6%	1%	26 5%	14 3%	10 4%	4 1%	26 7%	6 6%	4 2%	1 *	3 2%	6 4%	20 8%	9 9%	12 4%	15 4%	9 5%	5 2%	27 4%	14 4%	38 4%	2 2%	19 5%	20 6%	46 5%	
Other	15 2%	10 1%	9 1%	9 2%	10 1%	10 1%	9 1%	9 1%	2%	7 1%	6 1%	6 2%	6 2%	3 1%	6 6%	-	1 3%	5 1%	1 1%	2 1%	2 2%	2 1%	6 2%	3 2%	4 1%	9 2%	7 2%	10 1%	5 4%	11 3%	3 1%	14 1%	
Undecided	204 20%	178 22%	112 18%	103 17%	152 20%	146 20%	136 19%	116 18%	14 11%	80 17%	123 24%	46 17%	71 22%	87 22%	15 14%	31 18%	41 25%	31 18%	32 20%	54 23%	22 20%	50 19%	74 21%	42 22%	38 19%	124 20%	80 20%	183 21%	19 15%	10 3%	98 29%	207 21%	
Would not vote	133 13%	46 6%	6 1%	9 2%	16 2%	11 2%	9 1%	9 1%	91 69%	67 14%	65 13%	49 18%	34 10%	50 12%	21 19%	28 17%	17 10%	18 11%	23 14%	27 11%	12 11%	14 5%	33 9%	37 19%	49 25%	48 8%	86 22%	113 13%	15 12%	-	-	121 12%	
Refused/Prefer not to answer	58 6%	41 5%	33 5%	34 6%	40 5%	40 5%	38 5%	35 5%	5 4%	32 7%	26 5%	12 4%	23 7%	23 6%	4 3%	9 5%	6 4%	16 10%	8 5%	15 6%	4 3%	8 3%	24 7%	21 11%	4 2%	32 5%	26 7%	48 5%	10 8%	3 1%	6 2%	55 5%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 2024

4 Mar 2024

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 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Conservative	111	111	-	-	-	-	111	40	70	10	48	31	65	14	96	31	35	33	4	96	8	95	3	4	5	30	58	23	119
	11%	66%	-	-s	-	-	28%	9%	13%	9%	10%	10%	18%	4%	15%	13%	11%	14%	3%	11%	9% ^s	36%	1%	5% ^s	3%	16%	12%	7%	12%
Labour	296	-	296	-	-	296	-	152	144	31	159	105	77	111	181	79	83	61	50	263	22	25	190	17	27	31	130	134	287
	29%	-	88%	-s	-	52%	-	33%	27%	30%	33%	35%	22%	33%	28%	33%	27%	26%	37%	30%	26% ^s	9%	71%	22% ^s	17%	16%	27%	40%	29%
Liberal Democrats (Lib Dem)	61	-	-	61	61	61	61	33	27	5	41	24	18	18	42	10	17	22	7	55	4	3	6	39	41	6	25	29	67
	6%	-	-	88% ^s	26%	11%	15%	7%	5%	5%	9%	8%	5%	5%	6%	4%	5%	10%	5%	6%	5% ^s	1%	2%	49% ^s	26%	3%	5%	9%	7%
Scottish National Party (SNP)	27	-	-	-	27	27	27	9	18	3	9	6	14	7	19	-	-	-	1	1	26	-	1	-	24	6	10	11	30
	3%	-	-	-s	11%	5%	7%	2%	3%	3%	2%	2%	4%	2%	3%	-	-	-	1%	1%	30% ^s	-	*	-s	15%	3%	2%	3%	3%
Plaid Cymru	10	-	-	-	10	10	10	3	6	1	5	1	3	6	4	-	10	-	-	-	-	-	4	2	3	2	5	2	9
	1%	-	-	-s	4%	2%	2%	1%	1%	1%	1%	*	1%	2%	1%	-	3%	-	-	-	-s	-	2%	3% ^s	2%	1%	1%	1%	1%
Green Party	49	-	-	-	49	49	49	28	21	5	24	19	15	15	34	9	10	14	12	45	4	3	19	4	18	7	18	25	49
	5%	-	-	-s	21%	9%	12%	6%	4%	4%	5%	6%	4%	4%	5%	4%	3%	6%	9%	5%	4% ^s	1%	7%	5% ^s	11%	4%	4%	8%	5%
Reform UK/The Brexit Party	40	-	-	-	40	40	40	12	28	5	13	10	23	7	33	11	16	10	3	38	1	32	1	-	3	13	24	3	46
	4%	-	-	-s	17%	7%	10%	3%	5%	5%	3%	3%	7%	2%	5%	4%	5%	4%	2%	4%	1% ^s	12%	*	-s	2%	7%	5%	1%	5%
Other	15	-	-	-	15	15	15	8	7	1	10	4	1	10	5	5	4	2	4	15	-	-	3	-	5	2	9	4	14
	2%	-	-	-s	7%	3%	4%	2%	1%	1%	2%	1%	*	3%	1%	2%	1%	1%	3%	2%	-s	-	1%	-s	3%	1%	2%	1%	1%
Undecided	204	51	36	8	28	64	80	92	112	21	91	54	78	70	132	53	58	44	36	185	13	76	24	10	22	35	109	61	207
	20%	31%	11%	12% ^s	12%	11%	20%	20%	21%	20%	19%	18%	22%	21%	20%	22%	19%	19%	26%	21%	15% ^s	29%	9%	12% ^s	14%	18%	23%	18%	21%
Would not vote	133	-	-	-	-	-	-	59	74	16	52	34	33	64	67	25	55	36	13	119	4	21	9	4	10	49	64	21	121
	13%	-	-	-s	-	-	-	13%	14%	15%	11%	11%	9%	19%	10%	11%	18%	15%	10%	14%	4% ^s	8%	3%	5% ^s	6%	26%	13%	6%	12%
Refused/Prefer not to answer	58	6	6	-	3	9	9	29	29	7	30	15	26	18	40	16	22	10	5	53	5	7	6	-	-	9	29	19	55
	6%	3%	2%	-s	1%	2%	2%	6%	5%	7%	6%	5%	7%	5%	6%	7%	7%	4%	4%	6%	6% ^s	3%	2%	-s	-	5%	6%	6%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-s	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-s	-	-	-	-	-

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Ipsos Political Monitor - February 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	262	222	148	138	195	187	174	153	15	121	137	53	82	127	22	31	40	42	45	82	35	64	100	56	42	164	98	227	32	14	107	262	
Weighted Total	262	219	146	137	192	185	174	151	19	112	149	59	94	110	19	40	47	47	40	70	26	58	99	63	43	157	106	231	29	13	104	262	
Conservative	57 22%	53 24%	32 22%	28 20%	44 23%	43 23%	42 24%	32 21%	10% s	26 24%	30 20%	6 10% s	21 22% s	30 28% s	2 13% s	3 8% s	9 18% s	12 26% s	10 25% s	21 30% s	9 36% s	17 29% s	22 22% s	10 15% s	9 21% s	39 25% s	18 17% s	53 23% s	4 13% s	3 24% s	46 44% s	57 22% s	
Labour	42 16%	37 17%	33 23%	30 22%	37 19%	37 20%	35 20%	34 23%	1 5% s	14 13%	27 18%	15 25% s	9 10% s	18 17% s	6 31% s	9 22% s	5 11% s	4 9% s	7 18% s	11 16% s	3 11% s	12 20% s	13 13% s	9 14% s	8 20% s	24 15% s	18 17% s	36 16% s	6 20% s	4 31% s	33 31% s	40 15% s	
Liberal Democrats (Lib Dem)	8 3%	8 4%	7 5%	7 5%	8 4%	7 4%	7 4%	7 4%	- s	2 2%	6 4%	1 1% s	2 2% s	6 5% s	- s	1 2% s	- s	2 5% s	2 5% s	4 5% s	2 9% s	3 5% s	4 4% s	1 1% s	1 2% s	7 4% s	2 2% s	8 3% s	* 1% s	- s	8 8% s	11 4% s	
Scottish National Party	2 1%	2 1%	-	-	-	-	-	-	2% s	* s	2 1%	* 1% s	- s	2 2% s	- s	* 1% s	- s	- s	- s	2 3% s	2 7% s	* 1% s	- s	- s	2 4% s	* 2% s	2 1% s	- s	* 3% s	2 2% s	2 1% s		
Plaid Cymru	1 *	1 *	-	-	-	-	-	-	4% s	- s	1 1% s	- s	1 1% s	- s	- s	- s	- s	- s	- s	1 1% s	- s	- s	1 1% s	- s	1 1% s	- s	1 1% s	- s	- s	1 1% s	1 1% s		
Green Party	7 3%	6 3%	6 4%	6 4%	6 3%	6 3%	6 4%	6 4%	- s	2 2%	5 3%	4 6% s	* s	3 3% s	1 7% s	2 6% s	- s	* s	3 6% s	1 1% s	* 2% s	2 3% s	3 3% s	1 1% s	1 1% s	5 3% s	1 1% s	5 2% s	2 8% s	1 7% s	5 5% s	11 4% s	
Reform UK/The Brexit Party	9 3%	7 3%	6 4%	6 5%	6 3%	6 3%	6 4%	6 4%	- s	5 5%	4 2% s	2 3% s	2 2% s	6 5% s	- s	2 4% s	2 2% s	5 5% s	4 5% s	1 5% s	2 5% s	3 3% s	- s	3 1% s	4 10% s	2 1% s	7 7% s	7 3% s	- s	3 20% s	5 5% s	8 3% s	
Other	4 2%	4 2%	4 2%	4 3%	4 2%	4 2%	4 2%	4 2%	- s	2 2%	2 1% s	2 3% s	2 2% s	1 1% s	- s	2 4% s	2 3% s	- s	- s	1 1% s	1 1% s	* s	- s	2 3% s	2 5% s	* 4% s	4 1% s	2 7% s	2 14% s	2 2% s	2 2% s	4 2% s	
Undecided	84 32%	67 31%	36 25%	35 26%	59 31%	55 30%	50 29%	40 26%	10 53% s	30 27% s	54 36% s	20 34% s	35 37% s	29 27% s	5 28% s	15 37% s	21 44% s	14 30% s	12 29% s	17 25% s	6 21% s	18 30% s	33 33% s	23 36% s	11 26% s	50 32% s	34 32% s	76 33% s	8 29% s	- s	- s	79 30% s	
Would not vote	8 3%	4 2%	-	-	* s	* s	-	-	3 16% s	8 7% s	-	3 5% s	3 3% s	1 1% s	* 2% s	3 7% s	3 6% s	- s	* 1% s	1 2% s	- s	- s	3 3% s	* 1% s	4 1% s	3 9% s	4 2% s	7 4% s	1 3% s	1 4% s	- s	- s	7 3% s
Prefer not to answer/ Refusal	39 15%	26 12%	21 15%	21 16%	25 13%	25 14%	24 14%	22 14%	2 11% s	20 18% s	18 12% s	7 12% s	19 20% s	12 11% s	4 19% s	4 9% s	6 13% s	13 29% s	5 11% s	8 12% s	3 12% s	5 9% s	19 19% s	14 22% s	1 1% s	24 15% s	14 14% s	33 14% s	5 18% s	- s	- s	39 15% s	
Don't know	2 1%	2 1%	1 *	-	2 1%	2 1%	1 *	1 *	- s	1 1% s	1 1% s	- s	2 2% s	* s	- s	2 4% s	- s	- s	- s	* 1% s	* 2% s	- s	1 1% s	1 2% s	- s	1 1% s	2 1% s	1 1% s	2 1% s	- s	2 2% s	3 1% s	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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 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	262	57	40	11	37	77	94	114	148	50	91	68	111	76	179	63	86	54	38	231	21	83	33	12	25	41	135	86	262
Weighted Total	262	57	42	8	31	73	88	122	141	28	121	69	103	87	172	69	80	54	41	238	18	84	31	10	22	44	139	80	262
Conservative	57	57	-	-	-	-	57	22	35	5	26	12	30	14	42	14	21	11	9	55	2	46	-	1	1	12	28	17	57
	22%	100%	-s	-s	-s	-s	65%	18%	25%	17%	21%	18%	29%	16%	24%	20%	26%	21%	22%	23%	10%	55%	-s	15%	7%	28%	20%	21%	22%
Labour	42	-	42	-	-	42	-	16	26	5	17	9	14	19	22	15	15	8	3	40	1	5	16	1	2	8	17	16	40
	16%	-s	100%	-s	-s	57%	-s	13%	18%	19%	14%	13%	13%	22%	13%	22%	18%	16%	7%	17%	5%	6%	50%	9%	8%	19%	12%	21%	15%
Liberal Democrats (Lib Dem)	8	-	-	8	8	8	8	2	7	1	1	2	4	2	7	4	*	3	1	8	-	1	-	3	4	2	3	4	11
	3%	-s	-s	100%	27%	12%	10%	2%	5%	2%	1%	3%	4%	2%	4%	6%	*	6%	2%	4%	-s	1%	-s	28%	19%	4%	2%	5%	4%
Scottish National Party	2	-	-	-	2	2	2	-	2	-	-	-	2	-	2	-	-	-	*	*	2	-	-	-	2	2	*	-	2
	1%	-s	-s	-s	7%	3%	2%	-	2%	-s	-s	-s	2%	-s	1%	-s	-s	-s	1%	*	10%	-s	-s	-s	8%	4%	*	-s	1%
Plaid Cymru	1	-	-	-	1	1	1	-	1	-	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1
	*	-s	-s	-s	3%	1%	1%	-	1%	-s	1%	-s	1%	-s	*	-s	1%	-s	-s	-s	-s	-s	-s	-s	-s	-s	1%	-s	*
Green Party	7	-	-	-	7	7	7	2	5	1	2	-	6	*	6	2	2	1	2	6	*	*	1	1	2	-	3	4	11
	3%	-s	-s	-s	22%	9%	8%	2%	3%	4%	2%	-s	6%	1%	3%	2%	3%	2%	4%	3%	3%	*s	4%	13%	8%	-s	2%	5%	4%
Reform UK/The Brexit Party	9	-	-	-	9	9	9	5	4	1	5	3	4	3	6	2	2	2	3	9	-	5	1	-	-	2	7	-	8
	3%	-s	-s	-s	29%	12%	10%	4%	3%	3%	4%	4%	4%	3%	4%	3%	2%	4%	8%	4%	-s	7%	3%	-s	-s	4%	5%	-s	3%
Other	4	-	-	-	4	4	4	2	2	-	2	-	2	2	2	-	2	-	*	2	2	*	2	-	2	*	3	*	4
	2%	-s	-s	-s	13%	6%	5%	2%	1%	-s	2%	-s	2%	2%	1%	-s	2%	-s	1%	1%	9%	1%	6%	-s	7%	1%	2%	*	2%
Undecided	84	-	-	-	-	-	-	44	40	9	42	27	24	32	51	21	26	15	16	74	5	21	9	3	9	15	48	21	79
	32%	-s	-s	-s	-s	-s	-s	36%	29%	31%	35%	39%	24%	37%	30%	31%	32%	27%	40%	31%	30%	25%	30%	35%	42%	33%	35%	27%	30%
Would not vote	8	-	-	-	-	-	-	7	1	1	3	3	1	3	4	1	1	2	3	6	1	-	1	-	-	*	6	1	7
	3%	-s	-s	-s	-s	-s	-s	5%	1%	5%	2%	4%	1%	4%	2%	2%	1%	4%	6%	3%	7%	-s	2%	-s	-s	1%	4%	1%	3%
Prefer not to answer/ Refusal	39	-	-	-	-	-	-	20	18	6	21	12	15	12	27	10	11	10	3	34	5	4	1	-	-	3	22	14	39
	15%	-s	-s	-s	-s	-s	-s	17%	13%	20%	17%	18%	14%	14%	15%	15%	13%	17%	8%	14%	26%	5%	5%	-s	-s	6%	16%	17%	15%
Don't know	2	-	-	-	-	-	-	2	*	-	1	2	*	-	2	-	-	2	-	2	-	1	-	-	-	-	-	2	3
	1%	-s	-s	-s	-s	-s	-s	1%	*	-s	1%	2%	*	-s	1%	-s	-s	4%	-s	1%	-s	1%	-s	-s	-s	-s	-	3%	1%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
1 - Absolutely certain not to vote	132	52	-	-	-	-	-	-	132	59	70	44	36	52	13	31	17	19	26	27	13	12	42	28	49	55	77	115	12	9	11	114
	13%	6%	-	-	-	-	-	-	100%	12%	14%	16%	11%	13%	12%	18%	10%	12%	16%	11%	12%	5%	12%	14%	25%	9%	20%	13%	10%	2%	3%	11%
2	12	5	-	-	-	-	-	-	-	7	5	5	2	5	3	2	*	2	*	5	4	1	1	3	7	2	10	11	1	1	3	13
	1%	1%	-	-	-	-	-	-	-	1%	1%	2%	1%	1%	3%	1%	*	1%	*	2%	3%	1%	*	2%	3%	*	3%	1%	1%	*	1%	1%
3	21	12	-	-	-	-	-	-	-	5	16	8	6	7	7	1	3	4	5	2	2	5	6	9	2	11	10	17	4	-	8	18
	2%	1%	-	-	-	-	-	-	-	1%	3%	3%	2%	2%	7%	*	2%	2%	3%	1%	1%	2%	2%	4%	1%	2%	3%	2%	3%	-	2%	2%
4	11	4	-	-	-	-	-	-	-	5	6	1	6	3	-	1	3	3	2	2	1	-	7	1	3	7	4	10	1	2	3	9
	1%	*	-	-	-	-	-	-	-	1%	1%	*	2%	1%	-	*	2%	2%	1%	1%	1%	-	2%	*	2%	1%	1%	1%	1%	1%	1%	1%
5	50	26	-	-	-	-	-	-	-	29	21	18	14	19	8	9	4	10	8	11	5	6	12	18	15	17	33	40	11	9	17	53
	5%	3%	-	-	-	-	-	-	-	6%	4%	6%	4%	5%	8%	6%	3%	6%	5%	5%	5%	2%	3%	9%	8%	3%	8%	5%	8%	3%	5%	5%
6	25	17	-	-	25	-	-	-	-	10	15	13	6	6	8	5	4	2	-	6	1	6	8	3	8	14	11	14	11	11	4	26
	3%	2%	-	-	3%	-	-	-	-	2%	3%	5%	2%	2%	7%	3%	2%	1%	-	3%	1%	2%	2%	2%	4%	2%	3%	2%	9%	3%	1%	3%
7	39	28	-	-	39	39	-	-	-	15	23	14	9	15	6	8	5	4	9	6	3	10	12	10	6	22	17	32	6	10	19	35
	4%	3%	-	-	5%	5%	-	-	-	3%	5%	5%	3%	4%	5%	3%	2%	6%	3%	3%	4%	3%	5%	3%	4%	4%	4%	4%	5%	3%	6%	3%
8	54	43	-	-	54	54	-	-	-	20	33	26	12	16	8	18	7	5	4	12	5	15	22	8	8	37	17	44	9	17	24	50
	5%	5%	-	-	7%	7%	8%	-	-	4%	6%	9%	4%	4%	7%	11%	4%	3%	3%	5%	4%	6%	6%	4%	4%	6%	4%	5%	7%	4%	7%	5%
9	49	46	46	-	49	49	49	49	-	24	25	19	17	13	9	10	8	9	6	8	7	18	21	4	6	39	10	46	3	17	25	48
	5%	6%	7%	-	6%	7%	8%	-	-	5%	5%	7%	5%	3%	8%	6%	5%	6%	4%	3%	6%	7%	6%	2%	3%	6%	3%	5%	2%	5%	7%	5%
10 - Absolutely certain to vote	597	578	578	597	597	597	597	597	-	299	293	127	218	252	46	81	110	108	98	154	68	182	220	108	87	403	195	528	66	297	220	623
	59%	71%	93%	100%	78%	81%	85%	92%	-	62%	57%	46%	66%	64%	42%	48%	67%	65%	61%	65%	61%	71%	62%	55%	44%	66%	50%	61%	53%	80%	65%	62%
Don't know	10	6	-	-	-	-	-	-	-	5	5	3	2	5	*	2	2	-	2	3	3	2	3	1	4	4	6	6	2	-	4	10
	1%	1%	-	-	-	-	-	-	-	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%
Prefer not to answer	4	1	-	-	-	-	-	-	-	2	2	-	2	2	-	-	1	1	2	*	*	1	2	1	-	2	1	4	-	-	-	5
	*	*	-	-	-	-	-	-	-	*	*	-	1%	*	-	-	1%	*	1%	*	*	*	*	1%	-	*	*	*	-	-	-	*

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Ipsos Political Monitor - February 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 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
1 - Absolutely certain not to vote	132 13%	8 5%	8 2%	-s 4%	10 4%	18 3%	17 4%	51 11%	81 15%	13 12%	55 11%	33 11%	35 10%	61 18%	68 10%	27 11%	50 16%	37 16%	12 9%	118 14%	7 8% ^s	25 10%	9 3%	3 4% ^s	11 7%	48 25%	65 14%	19 6%	114
2	12 1%	-	-	1 1% ^s	4 2%	4 1%	4 1%	5 1%	7 1%	2 2%	4 1%	2 1%	3 1%	6 2%	5 1%	2 1%	3 1%	4 2%	1 *	7 1%	3 4% ^s	-	*	* ^s	2 2%	4 2%	8 2%	1 *	13
3	21 2%	8 5%	-	1 2% ^s	1 1%	1 *	9 2%	6 1%	15 3%	4 4%	11 2%	4 1%	5 2%	12 4%	9 1%	2 1%	4 1%	9 4%	4 3%	20 2%	2 2% ^s	7 3%	-	-	-	4 2%	11 2%	7 2%	18
4	11 1%	1 1%	3 1%	- s	1 1%	4 1%	2 1%	5 1%	5 1%	1 *	5 1%	3 1%	1 *	6 2%	4 1%	3 1%	3 1%	2 1%	1 1%	8 1%	2 2% ^s	2 1%	1 *	-	2 1%	3 2%	7 1%	1 *	9
5	50 5%	6 3%	13 4%	6 8% ^s	9 4%	22 4%	14 4%	23 5%	27 5%	8 8%	28 6%	10 3%	16 5%	24 7%	26 4%	13 5%	15 5%	11 5%	5 4%	42 5%	6 7% ^s	10 4%	7 3%	6 8% ^s	7 5%	10 5%	34 7%	6 2%	53
6	25 3%	4 3%	5 1%	5 7% ^s	8 3%	12 2%	12 3%	16 3%	9 2%	3 3%	17 4%	8 2%	2 1%	14 4%	10 2%	6 2%	10 3%	3 2%	5 4%	23 3%	1 1% ^s	*	5 2%	-	4 2%	2 1%	16 3%	8 2%	26
7	39 4%	12 7%	8 2%	1 1% ^s	8 4%	16 3%	20 5%	22 5%	16 3%	3 3%	26 5%	13 4%	14 4%	11 3%	27 4%	13 6%	11 3%	7 3%	5 3%	31 4%	3 4% ^s	13 5%	3 1%	2 3% ^s	4 5%	10 5%	17 3%	12 4%	39
8	54 5%	15 9%	22 7%	3 4% ^s	4 2%	27 5%	20 5%	30 6%	24 4%	8 7%	24 5%	18 6%	16 4%	20 6%	34 5%	12 5%	18 6%	12 5%	12 9%	52 6%	-	14 5%	16 6%	1 1% ^s	2 1%	10 5%	26 5%	19 6%	50
9	49 5%	7 4%	22 6%	5 7% ^s	15 6%	36 6%	22 5%	26 5%	23 4%	3 3%	29 6%	18 6%	15 4%	14 4%	33 5%	8 3%	13 4%	20 9%	5 4%	43 5%	2 2% ^s	13 5%	9 4%	7 8% ^s	12 8%	5 3%	20 4%	24 7%	46
10 - Absolutely certain to vote	597 59%	105 62%	257 76%	47 67% ^s	170 73%	427 75%	275 69%	273 59%	324 60%	58 55%	277 57%	190 63%	239 68%	165 49%	429 66%	151 63%	183 59%	122 52%	83 61%	514 59%	59 68% ^s	176 67%	218 81%	60 75% ^s	113 72%	91 48%	272 56%	235 70%	623
Don't know	10 1%	3 2%	1 *	1 1% ^s	2 1%	3 1%	5 1%	5 1%	4 1%	1 1%	2 *	4 1%	3 1%	3 1%	7 1%	1 1%	1 *	3 1%	3 1%	9 1%	1 1% ^s	3 1%	-	-	-	4 2%	6 1%	1 *	10
Prefer not to answer	4 *	-	-	- s	-	-	-	4 1%	*	*	3 1%	1 *	1 *	2 *	2 *	1 *	-	2 1%	-	3 *	* 1% ^s	-	-	- s	-	-	2 *	2 1%	5

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 * = Less than 0.5%
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Ipsos Political Monitor - February 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-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	755	690	580	554	678	659	634	595	25	404	342	168	242	345	74	94	111	131	124	221	113	241	267	114	133	508	247	641	107	389	334	755
Weighted Total	738	672	561	531	661	645	617	575	25	354	375	197	237	304	78	119	116	121	121	183	90	222	265	120	131	487	251	637	95	373	336	755
Definitely decided	373	348	307	297	352	340	330	314	9	192	176	93	119	160	41	52	58	62	62	99	50	110	131	63	69	241	132	317	54	373	-	389
	50%	52%	55%	56%	53%	53%	54%	55%	36% s	54%	47%	47%	50%	53%	52% s	44% s	50%	51%	51%	54%	56%	50%	49%	53%	52%	49%	52%	50%	56%	100%	-	52%
May change mind	336	303	237	220	290	285	268	243	11	149	184	94	112	130	34	60	56	56	58	72	34	101	132	50	54	232	103	299	35	-	336	334
	45%	45%	42%	41%	44%	44%	43%	42%	44% s	42%	49%	47%	47%	43%	43% s	50% s	48%	47%	48%	39%	38%	45%	50%	42%	41%	48%	41%	47%	37%	-	100%	44%
Don't know	30	21	16	15	20	19	18	17	5	14	16	11	5	14	4	7	2	3	2	12	6	11	3	7	9	14	16	21	7	-	-	32
	4%	3%	3%	3%	3%	3%	3%	3%	21% s	4%	4%	6%	2%	4%	5% s	6% s	2%	2%	1%	7%	7%	5%	1%	6%	7%	3%	6%	3%	7%	-	-	4%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	755	176	327	78	252	579	428	340	414	138	281	239	308	190	547	160	232	170	113	634	80	225	249	76	147	111	346	298	755	
Weighted Total	738	168	338	69	233	571	401	336	402	73	363	226	278	227	503	181	218	168	101	633	71	217	247	72	138	123	341	273	755	
Definitely decided	373	71	202	29	99	301	171	160	212	34	167	106	139	122	246	105	109	73	46	319	39	91	164	30	66	62	183	128	389	
	50%	43%	60%	42% s	43%	53%	43%	48%	53%	46%	46%	47%	50%	54%	49%	58%	50%	43%	45%	50%	55% s	42%	67%	41% s	48%	50%	53%	47%	52%	
May change mind	336	87	122	38	127	249	214	165	170	38	183	114	127	92	241	70	95	88	50	285	32	116	78	40	69	53	146	137	334	
	45%	52%	36%	55% s	55%	44%	53%	49%	42%	52%	50%	51%	46%	41%	48%	39%	44%	52%	50%	45%	45% s	54%	31%	56% s	50%	43%	43%	50%	44%	
Don't know	30	9	14	2	7	21	16	11	19	1	13	5	11	12	17	5	14	7	4	30	-	10	5	2	2	9	13	9	32	
	4%	6%	4%	3% s	3%	4%	4%	3%	5%	2%	4%	2%	4%	5%	3%	3%	6%	4%	4%	5%	- s	5%	2%	3% s	1%	7%	4%	3%	4%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Satisfied	101	86	61	60	80	77	71	63	9	43	57	20	25	57	7	13	12	13	19	37	19	17	29	20	35	46	55	88	13	50	27	103
	10%	10%	10%	10%	10%	10%	10%	10%	7%	9%	11%	7%	8%	14%	6%	8%	7%	8%	12%	16%	17%	7%	8%	10%	18%	8%	14%	10%	11%	13%	8%	10%
Dissatisfied	834	699	542	521	649	631	599	560	109	419	409	236	274	324	89	147	136	138	133	190	87	232	298	161	143	530	304	718	105	315	292	845
	83%	85%	87%	87%	85%	85%	86%	87%	82%	87%	80%	85%	83%	82%	82%	87%	83%	83%	83%	81%	79%	90%	84%	83%	73%	86%	78%	83%	84%	85%	86%	84%
Don't know	69	33	21	16	35	31	29	24	15	19	48	21	31	16	13	8	16	16	8	8	5	9	29	14	18	37	31	62	6	8	19	56
	7%	4%	3%	3%	5%	4%	4%	4%	11%	4%	9%	8%	10%	4%	12%	5%	10%	9%	5%	4%	4%	3%	8%	7%	9%	6%	8%	7%	5%	2%	6%	6%
Net satisfied	-733	-613	-481	-461	-569	-555	-528	-497	-100	-376	-352	-217	-249	-267	-83	-134	-124	-125	-114	-153	-68	-215	-269	-141	-108	-484	-249	-630	-92	-265	-265	-742
	-73%	-75%	-77%	-77%	-75%	-75%	-75%	-77%	-76%	-78%	-69%	-78%	-75%	-67%	-76%	-80%	-76%	-75%	-71%	-65%	-61%	-83%	-76%	-72%	-55%	-79%	-64%	-73%	-73%	-71%	-78%	-74%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Satisfied	101	44	19	8	19	37	63	30	71	7	39	33	47	21	80	30	32	23	7	91	9	45	15	6	10	23	59	20	103
	10%	26%	6%	12% ^s	8%	7%	16%	6%	13%	7%	8%	11%	13%	6%	12%	13%	10%	10%	5%	10%	11% ^s	17%	6%	7% ^s	6%	12%	12%	6%	10%
Dissatisfied	834	109	306	61	213	519	322	405	429	91	404	251	277	296	528	191	259	196	116	718	72	204	249	74	144	157	383	294	845
	83%	65%	91%	88% ^s	91%	91%	80%	87%	80%	87%	84%	83%	79%	87%	81%	80%	83%	84%	85%	83%	84% ^s	78%	93%	93% ^s	92%	83%	80%	88%	84%
Don't know	69	14	13	*	1	14	15	32	37	6	40	19	27	22	46	17	20	13	13	61	5	14	4	-	3	10	39	20	56
	7%	8%	4%	1% ^s	1%	2%	4%	7%	7%	6%	8%	6%	8%	6%	7%	7%	6%	6%	10%	7%	6% ^s	5%	2%	- ^s	2%	5%	8%	6%	6%
Net satisfied	-733	-65	-288	-53	-195	-482	-260	-374	-358	-84	-365	-218	-230	-275	-448	-161	-227	-173	-109	-628	-63	-159	-234	-68	-134	-134	-324	-274	-742
	-73%	-39%	-85%	-76%^s	-83%	-84%	-65%	-80%	-67%	-80%	-76%	-72%	-65%	-81%	-68%	-67%	-73%	-74%	-80%	-72%	-73%^s	-60%	-87%	-86%^s	-85%	-70%	-67%	-82%	-74%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Satisfied	190 19%	164 20%	117 19%	111 19%	154 20%	142 19%	132 19%	118 18%	14 11%	79 16%	108 21%	33 12%	49 15%	108 27%	13 12%	20 12%	22 13%	27 16%	37 23%	71 30%	37 33%	41 16%	64 18%	39 20%	46 24%	105 17%	85 22%	169 19%	20 16%	77 21%	75 22%	189 19%
Dissatisfied	728 73%	603 74%	478 77%	459 77%	560 73%	551 75%	524 75%	496 77%	102 77%	373 78%	349 68%	220 79%	249 76%	259 65%	89 82%	131 78%	129 79%	120 72%	113 70%	146 62%	67 60%	201 78%	263 74%	137 71%	127 65%	464 76%	264 68%	621 72%	100 80%	288 77%	242 72%	734 73%
Don't know	86 9%	51 6%	29 5%	28 5%	50 7%	46 6%	44 6%	32 5%	16 12%	29 6%	56 11%	24 9%	32 10%	30 7%	7 6%	17 10%	12 7%	20 12%	11 7%	19 8%	7 7%	17 7%	27 8%	18 9%	23 12%	45 7%	41 11%	78 9%	5 4%	8 2%	21 6%	81 8%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Satisfied	190	90	36	10	28	64	118	73	117	14	84	54	92	41	146	51	55	42	23	168	19	91	25	13	24	47	95	49	189
	19%	54%	11%	15% ^s	12%	11%	30%	16%	22%	14%	17%	18%	26%	12%	22%	21%	18%	18%	17%	19%	22% ^s	35%	9%	16% ^s	15%	25%	20%	15%	19%
Dissatisfied	728	62	291	58	199	490	261	359	368	81	356	218	230	273	448	171	227	169	99	626	62	151	235	65	130	127	334	267	734
	73%	37%	86%	84% ^s	85%	86%	65%	77%	69%	77%	74%	72%	65%	80%	68%	72%	73%	73%	72%	72% ^s	57%	88%	82% ^s	83%	67%	69%	80%	73%	
Don't know	86	15	10	1	6	16	21	34	51	9	42	31	29	25	60	17	29	21	13	75	5	21	7	2	4	16	52	17	81
	9%	9%	3%	1% ^s	3%	3%	5%	7%	10%	9%	9%	10%	8%	7%	9%	7%	9%	9%	10%	9%	6% ^s	8%	3%	2% ^s	2%	8%	11%	5%	8%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Satisfied	290	269	234	224	273	270	261	242	1	154	134	70	117	102	30	40	58	59	43	59	31	103	114	36	36	217	73	241	47	173	91	301
	29%	33%	38%	37%	36%	37%	37%	37%	1%	32%	26%	25%	36%	26%	28%	24%	36%	36%	27%	25%	28%	40%	32%	19%	19%	35%	19%	28%	37%	47%	27%	30%
Dissatisfied	556	455	327	311	407	388	361	337	99	268	281	151	162	243	59	92	82	80	100	143	65	131	195	112	118	326	230	484	63	172	202	546
	55%	56%	52%	52%	53%	53%	52%	52%	75%	56%	55%	54%	49%	61%	55%	54%	50%	48%	62%	61%	58%	51%	55%	58%	60%	53%	59%	56%	51%	46%	60%	54%
Don't know	159	93	62	62	85	81	78	67	31	58	99	57	51	52	19	37	24	27	18	34	15	25	46	46	42	71	88	143	15	27	44	157
	16%	11%	10%	10%	11%	11%	11%	10%	24%	12%	19%	20%	15%	13%	18%	22%	14%	16%	11%	14%	14%	10%	13%	24%	21%	12%	22%	16%	12%	7%	13%	16%
Net satisfied	-266	-187	-93	-87	-134	-118	-100	-95	-98	-115	-147	-81	-44	-141	-29	-52	-23	-21	-57	-84	-34	-29	-81	-76	-81	-109	-157	-243	-17	1	-111	-245
	-27%	-23%	-15%	-15%	-18%	-16%	-14%	-15%	-74%	-24%	-29%	-29%	-13%	-36%	-27%	-31%	-14%	-13%	-35%	-36%	-30%	-11%	-23%	-39%	-42%	-18%	-40%	-28%	-13%	*	-33%	-24%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Satisfied	290	29	195	28	46	241	75	138	152	33	145	93	106	89	199	81	73	65	44	255	27	38	139	38	58	40	118	132	301
	29%	17%	58%	41% ^s	20%	42%	19%	29%	28%	31%	30%	31%	30%	26%	30%	34%	23%	28%	32%	29%	31% ^s	15%	52%	48% ^s	37%	21%	25%	40%	30%
Dissatisfied	556	111	108	34	174	282	284	265	291	43	271	169	194	186	363	120	185	132	68	475	51	193	114	33	86	123	264	168	546
	55%	66%	32%	49% ^s	75%	49%	71%	57%	54%	41%	56%	56%	55%	55%	55%	50%	59%	57%	50%	55%	59% ^s	73%	43%	42% ^s	55%	65%	55%	51%	54%
Don't know	159	28	34	7	14	48	42	65	94	28	66	40	52	64	92	37	53	35	24	140	9	32	14	8	13	27	99	33	157
	16%	17%	10%	10% ^s	6%	8%	10%	14%	18%	27%	14%	13%	15%	19%	14%	16%	17%	15%	18%	16%	10% ^s	12%	5%	11% ^s	8%	14%	21%	10%	16%
Net satisfied	-266	-82	87	-6	-128	-40	-210	-127	-139	-11	-127	-76	-88	-97	-164	-38	-112	-68	-24	-220	-24	-154	25	5	-28	-84	-146	-36	-245
	-27%	-49%	26%	-8%^s	-55%	-7%	-52%	-27%	-26%	-10%	-26%	-25%	-25%	-29%	-25%	-16%	-36%	-29%	-18%	-25%	-28%^s	-59%	9%	6%^s	-18%	-44%	-30%	-11%	-24%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Satisfied	184 18%	168 21%	139 22%	133 22%	166 22%	160 22%	152 22%	142 22%	6 5%	109 23%	73 14%	64 23%	50 15%	71 18%	26 24%	37 22%	21 13%	29 17%	33 20%	38 16%	22 19%	61 24%	69 20%	27 14%	27 14%	130 21%	54 14%	150 17%	33 26%	96 26%	75 22%	188 19%
Dissatisfied	399 40%	336 41%	244 39%	229 38%	292 38%	284 38%	269 38%	248 38%	68 52%	206 43%	188 37%	88 32%	134 41%	177 45%	34 31%	54 32%	66 40%	69 41%	81 50%	96 41%	45 40%	101 39%	152 43%	75 39%	70 36%	253 41%	146 37%	353 41%	43 34%	130 35%	133 39%	396 39%
Don't know	421 42%	314 38%	241 39%	236 39%	306 40%	296 40%	279 40%	256 40%	58 44%	166 34%	253 49%	126 45%	146 44%	149 38%	48 45%	78 46%	77 47%	69 41%	47 29%	102 43%	45 40%	96 37%	134 38%	92 47%	98 50%	230 38%	190 49%	365 42%	50 40%	146 39%	130 38%	420 42%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Satisfied	184	23	81	45	70	152	94	84	100	17	91	56	62	63	119	61	43	38	24	160	18	30	61	43	55	35	68	81	188
	18%	14%	24%	65% ^s	30%	27%	23%	18%	19%	16%	19%	19%	18%	19%	18%	25%	14%	16%	17%	18%	21% ^s	11%	23%	54% ^s	35%	19%	14%	24%	19%
Dissatisfied	399	71	96	18	105	201	176	193	205	40	194	122	139	133	261	81	133	104	47	347	33	143	87	29	69	90	185	124	396
	40%	42%	28%	26% ^s	45%	35%	44%	41%	38%	38%	40%	40%	39%	39%	40%	34%	43%	45%	34%	40%	39% ^s	54%	33%	37% ^s	44%	47%	39%	37%	39%
Don't know	421	73	160	6	57	218	131	189	231	48	197	125	150	142	275	97	134	90	65	362	35	91	120	7	33	64	228	129	420
	42%	44%	48%	9% ^s	25%	38%	33%	41%	43%	45%	41%	41%	43%	42%	42%	41%	43%	39%	48%	42%	40% ^s	34%	45%	9% ^s	21%	34%	47%	39%	42%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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 like-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 min-iority	Definitely decided	May change mind	
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Improve	237 24%	204 25%	163 26%	155 26%	191 25%	189 26%	182 26%	167 26%	18 14%	126 26%	110 21%	42 15%	77 23%	117 30%	16 15%	26 16%	40 24%	37 22%	57 35%	61 26%	28 25%	51 20%	94 27%	47 24%	45 23%	145 24%	92 23%	216 25%	21 17%	92 25%	87 26%	226 23%
Stay the same	189 19%	173 21%	140 22%	129 22%	160 21%	156 21%	146 21%	143 22%	12 9%	94 20%	92 18%	39 14%	65 20%	85 21%	16 15%	23 14%	31 19%	34 20%	28 18%	56 24%	25 22%	58 22%	66 19%	37 19%	28 14%	124 20%	65 17%	173 20%	16 13%	86 23%	72 21%	211 21%
Get worse	522 52%	401 49%	295 47%	288 48%	377 49%	359 49%	337 48%	308 48%	96 73%	239 50%	278 54%	189 68%	163 49%	171 43%	74 68%	115 68%	84 51%	79 48%	69 43%	102 43%	49 44%	137 53%	175 49%	97 50%	113 58%	312 51%	210 54%	429 49%	84 67%	177 47%	169 50%	516 51%
Don't know	56 6%	39 5%	27 4%	26 4%	35 5%	35 5%	34 5%	28 4%	6 4%	22 5%	34 7%	7 2%	25 8%	24 6%	2 2%	5 3%	9 5%	16 10%	7 4%	18 7%	9 8%	13 5%	20 6%	14 7%	10 5%	33 5%	23 6%	4 3%	18 5%	9 3%	51 5%	
Net improve	-285 -28%	-197 -24%	-132 -21%	-133 -22%	-186 -24%	-170 -23%	-155 -22%	-142 -22%	-78 -59%	-113 -23%	-168 -33%	-146 -53%	-86 -26%	-53 -13%	-58 -53%	-88 -52%	-44 -27%	-42 -25%	-12 -8%	-41 -17%	-20 -18%	-86 -33%	-81 -23%	-50 -26%	-69 -35%	-167 -27%	-118 -30%	-213 -25%	-63 -51%	-85 -23%	-82 -24%	-290 -29%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Improve	237	84	56	16	46	102	129	100	136	20	117	71	99	65	170	56	74	51	36	209	20	103	45	20	32	46	117	74	226
	24%	50%	17%	23% ^s	20%	18%	32%	22%	25%	19%	24%	23%	28%	19%	26%	23%	24%	22%	26%	24%	23% ^s	39%	17%	25% ^s	20%	24%	24%	22%	23%
Stay the same	189	30	75	21	58	133	89	92	97	19	90	68	78	41	146	41	60	52	20	161	17	48	67	18	34	44	77	68	211
	19%	18%	22%	30% ^s	25%	23%	22%	20%	18%	18%	19%	22%	22%	12%	22%	17%	19%	22%	15%	19%	19% ^s	18%	25%	23% ^s	22%	23%	16%	20%	21%
Get worse	522	45	190	31	123	312	168	254	268	59	254	155	146	214	302	124	163	120	75	457	40	102	141	39	86	84	256	182	516
	52%	27%	56%	44% ^s	53%	55%	42%	54%	50%	56%	53%	51%	42%	63%	46%	52%	52%	52%	55%	53%	47% ^s	39%	53%	49% ^s	55%	44%	53%	55%	51%
Don't know	56	8	17	2	6	24	15	21	35	7	21	9	28	19	37	18	14	8	6	42	10	10	14	2	6	16	31	9	51
	6%	5%	5%	2% ^s	3%	4%	4%	4%	7%	7%	4%	3%	8%	6%	6%	8%	4%	4%	4%	5%	11% ^s	4%	5%	3% ^s	4%	8%	6%	3%	5%
Net improve	-285	38	-133	-15	-77	-211	-39	-153	-132	-39	-137	-84	-47	-149	-132	-68	-88	-69	-39	-248	-21	1	-96	-19	-54	-37	-140	-109	-290
	-28%	23%	-39%	-21% ^s	-33%	-37%	-10%	-33%	-25%	-38%	-28%	-28%	-13%	-44%	-20%	-29%	-28%	-30%	-29%	-29%	-24% ^s	*	-36%	-24% ^s	-35%	-20%	-29%	-33%	-29%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Healthcare/ NHS/ hospitals	298	266	216	209	258	253	238	219	25	120	177	65	122	112	23	41	59	63	48	64	24	101	109	45	43	209	89	264	30	113	123	307	
Inflation/risng cost of living	224	181	145	136	177	172	160	149	20	103	118	83	65	76	30	53	37	28	41	35	15	55	84	46	39	138	86	183	40	89	77	212	
Managing the economy/ economic situation	223	195	167	161	195	188	182	172	13	131	91	69	73	81	28	41	29	44	35	47	24	69	96	24	35	164	59	198	24	89	98	244	
Asylum and immigration	152	126	92	87	110	110	104	94	17	82	68	33	34	85	15	18	13	21	31	54	23	34	56	35	27	90	63	136	15	57	57	163	
Education/ schools	119	108	86	88	105	100	96	89	10	37	80	37	54	28	24	13	30	23	14	14	4	41	44	19	15	84	34	99	19	57	38	120	
Public services generally	97	85	80	79	90	87	82	81	4	46	50	31	28	38	13	18	15	14	19	19	9	33	29	20	14	63	34	88	9	41	45	97	
Foreign policy/foreign affairs	96	87	68	70	81	80	77	72	9	49	47	31	33	31	16	15	15	18	15	16	8	32	32	19	12	65	31	73	22	38	41	107	
Protecting the natural environment/ climate change	91	86	76	72	83	82	81	77	4	34	55	20	44	26	12	8	22	22	13	14	7	35	31	8	16	66	24	82	9	36	43	94	
Taxation	91	72	63	62	80	75	73	68	4	46	45	29	35	27	11	17	20	15	10	18	7	35	29	15	13	63	27	70	19	34	33	98	
Housing	90	77	61	57	74	74	69	63	8	39	51	28	28	35	16	12	14	14	15	20	5	24	28	15	23	52	38	75	15	45	31	97	
Lack of faith in politicians/system of government	64	57	40	38	47	46	44	40	8	38	25	13	23	28	7	7	10	13	12	16	7	17	27	12	8	44	20	57	7	17	33	69	
Poverty/inequality	63	50	43	47	50	48	48	48	7	27	35	15	27	20	6	9	14	13	10	11	5	17	16	8	22	33	30	50	13	26	22	71	
Crime and anti-social behaviour/ law and order	55	44	38	37	47	46	42	40	4	32	24	12	21	22	8	4	6	15	7	16	10	7	20	17	11	27	28	46	9	31	15	51	
Care for older and disabled people	38	34	26	26	32	32	31	26	2	13	25	9	15	14	2	6	7	7	3	11	10	7	9	7	15	16	22	32	5	16	11	36	
Oil/energy/gas policy	36	29	25	26	28	28	26	26	5	12	24	6	14	16	3	2	7	8	7	10	4	9	10	7	10	20	17	32	3	13	12	39	
Europe/ EU/Brexit	33	30	29	26	29	29	29	29	2	23	10	7	16	10	5	3	6	10	6	4	2	15	11	3	4	26	8	31	2	19	11	37	
Issues affecting families/children/ childcare	32	29	22	21	26	25	24	22	4	8	24	17	10	5	7	10	8	3	1	4	3	7	12	5	8	19	13	29	3	11	15	32	
Austerity/Public spending cuts	28	19	18	18	24	22	20	20	2	10	18	10	7	11	8	2	3	5	5	6	3	9	9	4	6	18	10	22	5	11	10	27	
Defence	28	24	22	21	23	23	22	22	2	22	5	5	8	14	4	1	3	5	5	9	6	7	5	9	7	11	16	26	2	13	10	28	
Pensions	26	23	19	19	22	22	20	19	-	9	17	3	5	18	2	1	2	2	3	15	10	8	6	7	4	14	11	23	2	8	8	28	
Unemployment	26	20	17	18	20	20	18	18	1	10	16	7	13	6	4	3	3	10	3	3	2	7	5	3	10	13	20	6	7	13	28		

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 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 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 (Wtd)	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
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Benefits	26 3%	21 3%	15 2%	15 2%	22 3%	20 3%	20 3%	15 2%	1 1%	16 3%	10 2%	9 3%	7 2%	9 2%	4 3%	5 3%	5 1%	2 2%	4 2%	6 3%	3 3%	2 1%	16 5%	2 1%	5 3%	19 3%	7 2%	24 3%	2 1%	12 3%	11 3%	27 3%	
Foreign/overseas aid	25 2%	24 3%	20 3%	21 4%	21 3%	21 3%	21 3%	21 3%	3 3%	10 2%	15 3%	7 3%	9 3%	8 2%	6 5%	2 1%	5 3%	4 3%	4 2%	5 2%	3 3%	7 3%	9 3%	6 3%	3 1%	16 3%	8 2%	14 2%	10 8%	9 2%	8 2%	27 3%	
Scottish independence/ devolution	13 1%	13 2%	10 2%	10 2%	12 2%	12 2%	10 1%	10 2%	*	7 2%	6 1%	5 2%	3 1%	6 1%	2 2%	3 2%	1 *	2 1%	2 1%	3 1%	1 1%	6 2%	4 1%	2 1%	2 1%	10 2%	4 1%	13 1%	-	9 2%	4 1%	18 2%	
Trade unions/ strikes	12 1%	11 1%	11 2%	11 2%	12 2%	12 2%	12 2%	11 2%	-	4 1%	7 1%	3 1%	4 1%	6 2%	2 1%	1 1%	2 1%	2 1%	3 2%	3 1%	2 2%	2 1%	5 1%	2 1%	2 1%	3 2%	7 1%	6 1%	9 1%	3 3%	7 2%	4 1%	16 2%
Terrorism	12 1%	9 1%	9 1%	9 1%	10 1%	10 1%	9 1%	9 1%	-	7 1%	5 1%	6 2%	3 1%	3 1%	5 5%	1 1%	1 1%	2 1%	-	3 1%	2 2%	2 1%	6 2%	3 1%	2 1%	8 1%	4 1%	9 1%	3 3%	5 1%	6 2%	13 1%	
Other	125 12%	104 13%	80 13%	81 14%	99 13%	98 13%	93 13%	83 13%	16 12%	64 13%	59 12%	40 14%	43 13%	42 11%	18 17%	21 13%	24 15%	19 12%	23 15%	18 8%	7 7%	34 13%	48 14%	24 12%	19 10%	82 13%	43 11%	106 12%	13 10%	45 12%	44 13%	125 12%	
Don't know	140 14%	77 9%	48 8%	43 7%	62 8%	60 8%	57 8%	50 8%	49 37%	57 12%	79 15%	49 18%	37 11%	55 14%	17 15%	32 19%	17 10%	20 12%	18 11%	36 15%	22 20%	24 9%	41 12%	25 13%	50 26%	65 11%	75 19%	124 14%	15 12%	36 10%	22 6%	131 13%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 2024

4 Mar 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Healthcare/ NHS/ hospitals	298	45	132	27	65	198	111	131	167	38	136	114	113	69	227	82	76	71	43	258	26	71	104	30	59	31	146	121	307
Inflation/risng cost of living	224	36	98	13	40	138	76	124	100	31	124	61	56	106	117	55	73	48	37	203	11	53	74	19	33	39	98	87	212
Managing the economy/ economic situation	223	48	92	23	50	142	98	120	103	20	123	78	81	62	159	49	70	51	41	203	13	63	70	26	41	21	102	100	244
Asylum and immigration	152	48	26	6	46	72	94	73	80	18	64	43	69	41	111	39	52	35	21	140	4	84	17	9	13	34	83	35	163
Education/ schools	119	10	57	14	28	85	39	60	59	16	54	44	34	40	78	23	25	36	25	106	9	32	49	15	24	5	64	50	120
Public services generally	97	11	46	12	32	78	43	52	44	16	51	25	36	35	61	22	29	15	18	82	13	17	37	10	22	18	36	43	97
Foreign policy/foreign affairs	96	17	30	13	37	67	54	51	44	12	46	32	33	30	66	13	24	24	27	85	7	23	32	15	21	15	34	46	107
Protecting the natural environment/ climate change	91	8	36	10	37	74	45	42	49	12	47	32	35	22	68	26	18	22	16	82	9	13	38	14	27	5	37	49	94
Taxation	91	16	27	10	28	55	44	58	33	8	58	31	31	29	61	13	28	26	14	81	9	31	16	9	17	7	41	43	98
Housing	90	8	47	8	23	70	31	47	44	13	41	22	29	39	51	17	17	25	24	83	8	15	40	8	14	15	35	40	97
Lack of faith in politicians/system of government	64	11	17	7	21	38	33	36	28	9	35	23	24	17	47	10	19	16	12	48	8	23	16	7	13	14	28	22	69
Poverty/inequality	63	4	29	4	18	47	21	31	32	9	26	16	20	25	36	14	15	14	16	57	4	8	30	2	6	8	26	29	71
Crime and anti-social behaviour/ law and order	55	8	24	3	15	38	22	25	30	5	25	10	20	23	30	14	18	8	15	54	-	18	15	4	8	14	32	9	51
Care for older and disabled people	38	6	13	3	11	24	18	17	20	2	15	9	12	16	21	5	9	10	10	33	4	10	11	2	7	9	17	12	36
Oil/energy/gas policy	36	4	9	4	13	22	17	16	20	5	14	7	11	18	18	5	14	8	7	29	3	10	9	5	9	6	22	8	39
Europe/ EU/Brexit	33	3	17	5	11	28	14	23	10	5	21	5	19	9	24	12	7	9	4	31	*	3	12	7	10	2	14	17	37
Issues affecting families/children/ childcare	32	4	15	1	7	23	12	16	16	6	17	12	8	11	20	5	7	11	5	27	5	7	11	1	7	2	12	19	32
Austerity/Public spending cuts	28	7	9	3	7	16	13	13	16	2	15	7	12	9	20	10	4	4	10	28	-	7	6	2	4	3	14	11	27
Defence	28	10	9	2	5	14	15	16	11	1	16	3	13	12	16	5	2	14	4	26	2	10	2	4	6	6	17	4	28
Pensions	26	3	4	3	8	13	11	9	17	3	7	5	17	4	22	8	4	6	6	23	2	9	3	2	6	8	9	8	28
Unemployment	26	7	9	3	5	14	12	16	10	3	15	7	7	11	14	6	4	2	12	24	1	6	6	6	7	3	14	8	28
Benefits	26	6	9	4	8	18	14	16	9	4	15	7	7	11	14	4	9	5	6	23	2	5	12	1	1	4	15	6	27

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 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 +	
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Foreign/overseas aid	25 2%	-	7 2%	2 3%	9 4%	17 3%	9 2%	11 2%	14 3%	4 4%	11 2%	8 3%	7 2%	9 3%	16 2%	6 3%	6 2%	4 2%	6 4%	22 2%	3 4%	4 2%	8 3%	1 2%	3 2%	2 1%	10 2%	12 4%	27 3%
Scottish independence/ devolution	13 1%	3 2%	1 *	- s	8 3%	9 2%	11 3%	5 1%	9 2%	3 2%	6 1%	3 1%	7 2%	3 1%	10 2%	2 1%	*	-	*	3 *	11 13%	3 1%	1 *	- s	8 5%	-	9 2%	4 1%	18 2%
Trade unions/ strikes	12 1%	3 2%	3 1%	1 1%	4 2%	7 1%	7 2%	7 2%	5 1%	2 2%	5 1%	3 1%	3 1%	6 2%	6 1%	4 2%	2 1%	4 2%	3 2%	12 1%	*	3 1%	4 1%	2 3%	3 2%	1 1%	8 2%	3 1%	16 2%
Terrorism	12 1%	5 3%	2 1%	2 3%	3 1%	6 1%	8 2%	6 1%	7 1%	* *	8 2%	2 1%	4 1%	6 2%	6 1%	1 1%	2 1%	2 1%	6 5%	11 1%	1 1%	2 1%	3 1%	1 1%	2 1%	2 1%	5 1%	5 1%	13 1%
Other	125 12%	12 7%	49 15%	12 17%	29 12%	78 14%	41 10%	68 15%	56 10%	15 15%	68 14%	42 14%	47 13%	34 10%	89 14%	30 12%	39 13%	25 11%	20 15%	111 13%	10 12%	27 10%	44 16%	15 18%	25 16%	18 10%	59 12%	47 14%	125 12%
Don't know	140 14%	14 8%	34 10%	6 9%	19 8%	54 9%	33 8%	57 12%	83 16%	12 12%	60 12%	40 13%	41 12%	57 17%	81 12%	42 18%	41 13%	31 13%	14 10%	121 14%	12 14%	16 6%	20 7%	6 8%	12 8%	47 25%	72 15%	21 6%	131 13%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 25
(NOV22)Q8. Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt is doing his job as Chancellor of the Exchequer?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Satisfied	223	206	167	160	200	194	183	171	12	113	109	29	57	137	12	16	28	30	48	90	43	56	67	57	43	123	100	201	21	92	94	234
	22%	25%	27%	27%	26%	26%	26%	26%	9%	24%	21%	10%	17%	35%	11%	10%	17%	18%	30%	38%	38%	22%	19%	29%	22%	20%	26%	23%	17%	25%	28%	23%
Dissatisfied	567	476	371	359	433	420	404	384	88	287	273	158	206	202	63	95	101	105	87	116	51	157	211	91	108	368	199	485	76	236	178	567
	56%	58%	59%	60%	57%	57%	58%	59%	67%	60%	53%	57%	63%	51%	58%	56%	62%	63%	54%	49%	46%	61%	59%	47%	55%	60%	51%	56%	60%	63%	53%	56%
Don't know	214	136	86	78	131	125	113	91	32	80	132	90	66	57	33	58	34	32	26	31	17	46	77	47	45	122	92	182	29	44	66	203
	21%	17%	14%	13%	17%	17%	16%	14%	24%	17%	26%	33%	20%	14%	30%	34%	21%	19%	16%	13%	15%	18%	22%	24%	23%	20%	24%	21%	23%	12%	20%	20%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 26
(NOV22)Q8. Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt is doing his job as Chancellor of the Exchequer?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004	
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004	
Satisfied	223	93	52	18	48	100	141	80	143	16	97	62	115	43	177	53	72	48	22	186	28	121	28	24	37	58	107	59	234	
	22%	55%	15%	25% ^s	21%	18%	35%	17%	27%	15%	20%	20%	33%	13%	27%	22%	23%	21%	16%	21%	33% ^s	46%	10%	30% ^s	23%	30%	22%	18%	23%	
Dissatisfied	567	43	220	46	166	386	208	280	287	56	278	173	177	213	350	134	173	133	80	492	46	105	207	53	108	103	252	212	567	
	56%	25%	65%	66% ^s	71%	68%	52%	60%	54%	53%	58%	57%	50%	63%	53%	56%	56%	57%	59%	57%	54% ^s	40%	77%	67% ^s	69%	54%	52%	64%	56%	
Don't know	214	32	65	6	19	84	51	107	106	33	107	68	59	82	127	51	66	51	34	192	12	38	33	3	12	30	122	62	203	
	21%	19%	19%	9% ^s	8%	15%	13%	23%	20%	32%	22%	22%	17%	24%	19%	21%	21%	22%	25%	22%	14% ^s	14%	12%	3% ^s	8%	16%	25%	19%	20%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 27
(NOV22)Q9. Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Jeremy Hunt	242 24%	215 26%	167 27%	157 26%	203 27%	196 27%	182 26%	171 26%	20	131 27%	108 21%	37 13%	65 20%	140 35%	11 11%	25 15%	33 20%	33 20%	52 32%	88 37%	42 38%	64 25%	84 24%	48 25%	46 24%	147 24%	95 24%	221 25%	19 16%	77 21%	112 33%	244 24%
Rachel Reeves	394 39%	352 43%	307 49%	298 50%	356 47%	347 47%	337 48%	320 49%	19	176 37%	211 41%	124 45%	150 46%	120 30%	59 54%	65 39%	77 47%	73 44%	55 34%	65 27%	29 27%	125 48%	150 42%	64 33%	55 28%	275 45%	118 30%	338 39%	53 42%	216 58%	137 41%	391 39%
Neither	161 16%	120 15%	70 11%	67 11%	87 11%	84 11%	78 11%	71 11%	49	86 18%	75 15%	48 17%	50 15%	63 16%	11 10%	37 22%	25 15%	26 16%	29 18%	34 14%	14	27 11%	56 16%	38 20%	39 20%	84 14%	77 20%	135 16%	20 16%	44 12%	35 10%	157 16%
Don't know	207 21%	130 16%	80 13%	76 13%	118 15%	111 15%	104 15%	84 13%	44	88 18%	119 23%	69 25%	64 19%	74 19%	28 25%	42 25%	29 18%	35 21%	25 16%	49 21%	25	43 16%	64 18%	44 23%	56 29%	107 17%	100 26%	173 20%	33 26%	37 10%	54 16%	212 21%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 28
(NOV22)Q9. Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Jeremy Hunt	242	119	28	20	55	82	174	104	138	15	125	68	121	51	189	57	74	60	28	211	24	153	15	17	34	57	123	62	244
	24%	71%	8%	29% ^s	23%	14%	43%	22%	26%	14%	26%	23%	34%	15%	29%	24%	24%	26%	20%	24%	28% ^s	58%	5%	21% ^s	22%	30%	26%	19%	24%
Rachel Reeves	394	13	257	29	87	345	101	189	205	51	189	125	117	148	241	103	110	84	56	333	41	36	193	41	77	49	166	179	391
	39%	8%	76%	42% ^s	38%	60%	25%	40%	38%	48%	39%	41%	33%	44%	37%	43%	35%	36%	41%	38%	47% ^s	14%	72%	52% ^s	49%	26%	34%	54%	39%
Neither	161	7	14	8	59	73	66	77	84	14	65	45	46	68	91	30	54	42	23	144	11	40	35	10	26	45	80	35	157
	16%	4%	4%	12% ^s	25%	13%	16%	17%	16%	13%	13%	15%	13%	20%	14%	13%	17%	18%	17%	17%	13% ^s	15%	13%	13% ^s	17%	24%	17%	11%	16%
Don't know	207	28	38	12	32	71	60	97	110	25	103	65	69	71	133	49	73	45	30	181	10	34	24	12	19	39	112	56	212
	21%	16%	11%	17% ^s	14%	12%	15%	21%	20%	24%	21%	21%	20%	21%	20%	20%	24%	19%	22%	21%	12% ^s	13%	9%	15% ^s	12%	21%	23%	17%	21%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 29

OCT20Q13F. Which party do you think has the best policies on Managing the economy?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Labour	307 31%	276 34%	243 39%	231 39%	274 36%	269 36%	264 38%	251 39%	10 8%	154 32%	149 29%	88 32%	119 36%	100 25%	35 32%	53 31%	62 38%	57 34%	52 32%	48 21%	21 19%	98 38%	117 33%	50 26%	41 21%	216 35%	91 23%	261 30%	44 36%	174 47%	103 31%	318 32%
Conservatives	235 23%	210 26%	150 24%	143 24%	196 26%	189 26%	172 25%	154 24%	20 15%	119 25%	115 22%	39 14%	54 16%	142 36%	18 16%	21 13%	22 14%	32 19%	51 31%	91 39%	46 41%	57 22%	86 24%	48 25%	45 23%	142 23%	93 24%	214 25%	20 16%	87 23%	99 29%	229 23%
Liberal Democrats	40 4%	33 4%	23 4%	22 4%	27 3%	27 4%	24 3%	23 3%	6 5%	20 4%	18 4%	16 6%	11 3%	12 3%	7 6%	9 2%	3 5%	8 4%	6 4%	6 2%	6 5%	11 4%	13 4%	4 2%	12 6%	24 4%	16 4%	30 4%	9 7%	12 3%	19 6%	40 4%
Scottish National Party	16 2%	16 2%	16 3%	15 2%	16 2%	16 2%	16 2%	16 2%	-	8 2%	7 1%	-	6 2%	10 3%	-	-	4 3%	2 1%	2 1%	8 3%	2 1%	3 1%	5 1%	3 1%	6 3%	8 1%	8 2%	16 2%	-	10 3%	7 2%	20 2%
Plaid Cymru	3 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	2 *	1 *	-	1 *	1 *	-	-	-	1 1%	-	1 1%	-	-	-	2 1%	1 *	-	3 *	3 *	-	1 *	-	3 *
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	23 2%	21 3%	21 3%	19 3%	21 3%	21 3%	21 3%	21 3%	2 1%	19 4%	4 1%	8 3%	4 1%	11 3%	4 2%	3 1%	1 2%	3 2%	3 2%	8 3%	2 2%	7 3%	9 3%	4 2%	3 2%	16 3%	7 2%	20 2%	3 3%	11 3%	11 3%	23 2%
Green party	16 2%	15 2%	14 2%	15 2%	16 2%	16 2%	15 2%	15 2%	-	9 2%	6 1%	7 2%	3 1%	6 2%	1 1%	6 1%	2 1%	3 2%	4 2%	1 1%	3 1%	12 3%	-	1 1%	15 2%	1 *	16 2%	-	7 2%	9 3%	17 2%	
Other	46 5%	29 4%	17 3%	17 3%	27 3%	21 3%	21 3%	20 3%	18 13%	23 5%	22 4%	20 7%	12 4%	14 4%	9 8%	11 7%	8 5%	4 2%	5 3%	9 4%	1 1%	7 3%	14 4%	12 6%	13 6%	21 3%	25 6%	33 4%	9 7%	13 4%	8 2%	43 4%
None of these	109 11%	80 10%	43 7%	45 8%	57 7%	56 8%	52 7%	46 7%	37 28%	53 11%	56 11%	24 9%	47 14%	39 10%	7 6%	17 10%	23 14%	20 14%	19 12%	12 8%	12 10%	23 9%	39 11%	24 12%	24 12%	62 10%	48 12%	90 10%	15 12%	18 5%	23 7%	109 11%
Don't know	210 21%	135 17%	96 15%	90 15%	129 17%	123 17%	115 16%	100 16%	39 30%	73 15%	135 26%	76 27%	72 22%	61 15%	28 26%	48 28%	38 23%	34 21%	19 12%	43 18%	21 19%	50 19%	60 17%	48 25%	52 26%	110 18%	99 25%	184 21%	25 20%	41 11%	59 18%	202 20%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 2024

4 Mar 2024

Table 30

OCT20Q13F. Which party do you think has the best policies on Managing the economy?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	307	4	233	21	45	277	49	161	145	34	156	103	95	107	198	84	84	68	43	261	27	19	177	36	53	39	129	139	318
	31%	3%	69%	31%	19%	49%	12%	35%	27%	33%	32%	34%	27%	32%	30%	35%	27%	29%	31%	30%	32%	7%	66%	45%	34%	20%	27%	42%	32%
Conservatives	235	135	24	11	38	62	173	93	142	16	110	65	123	46	188	60	79	54	27	211	15	157	15	9	20	57	124	53	229
	23%	81%	7%	16%	11%	43%	20%	20%	26%	15%	23%	21%	35%	14%	29%	25%	25%	23%	20%	24%	17%	60%	6%	11%	12%	30%	26%	16%	23%
Liberal Democrats	40	*	9	20	27	35	27	16	24	4	23	10	9	20	19	8	14	16	3	38	-	1	7	18	20	8	19	12	40
	4%	*	3%	30%	11%	6%	7%	3%	4%	4%	5%	3%	2%	6%	3%	3%	4%	7%	2%	4%	-s	1%	2%	22%	12%	4%	4%	4%	4%
Scottish National Party	16	-	1	-	16	16	16	5	11	2	4	4	9	4	13	-	-	-	-	-	16	-	*	-	15	5	3	7	20
	2%	-	*	-s	7%	3%	4%	1%	2%	1%	1%	1%	2%	1%	2%	-	-	-	-	-	19%	-	*	-s	9%	3%	1%	2%	2%
Plaid Cymru	3	-	*	-	1	1	1	2	1	1	-	-	1	1	1	-	3	-	-	-	-	-	*	-	1	1	1	*	3
	-	-	*	-s	*	*	*	-	-	1%	-	-	*	*	*	-	1%	-	-	-	-	-s	*	-s	1%	*	*	*	*
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	23	-	-	-	21	21	21	11	12	3	11	8	10	5	18	3	8	7	4	22	1	18	1	-	1	6	16	1	23
	2%	-	-	-s	9%	4%	5%	2%	2%	3%	2%	3%	3%	2%	3%	1%	3%	3%	3%	3%	1%	7%	1%	-s	1%	3%	3%	*	2%
Green party	16	-	1	1	14	15	14	10	6	1	8	6	6	4	12	2	3	7	2	12	3	-	8	2	5	1	6	9	17
	2%	-	*	1%	6%	3%	4%	2%	1%	1%	2%	2%	2%	3%	2%	1%	1%	3%	1%	1%	3%	-	3%	2%	3%	1%	1%	3%	2%
Other	46	1	1	-	19	19	20	29	17	3	25	14	7	24	21	11	20	7	8	44	1	5	13	1	10	10	22	14	43
	5%	1%	*	-s	8%	3%	5%	6%	3%	3%	5%	5%	2%	7%	3%	5%	6%	3%	6%	5%	1%	2%	5%	1%	6%	5%	5%	4%	4%
None of these	109	11	14	3	17	31	28	44	65	8	47	35	29	41	64	23	27	35	14	97	10	33	15	5	11	26	50	33	109
	11%	7%	4%	5%	7%	5%	7%	9%	12%	8%	10%	12%	8%	12%	10%	10%	9%	15%	10%	11%	11%	12%	5%	6%	7%	14%	10%	10%	11%
Don't know	210	15	56	12	35	91	50	96	114	32	98	58	63	86	121	48	73	39	36	185	14	30	32	10	22	36	111	63	202
	21%	9%	17%	18%	15%	16%	13%	20%	21%	31%	20%	19%	18%	25%	18%	20%	24%	17%	27%	21%	16%	12%	12%	12%	14%	19%	23%	19%	20%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 31
(APR22)Q13. Taxation. Which party do you think has the best policies on Taxation? The Conservatives, Labour, Liberal Democrats or some other 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 minority	Definitely decided	May change mind		
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Labour	322 32%	288 35%	246 39%	239 40%	287 38%	282 38%	275 39%	255 40%	16 12%	145 30%	174 34%	110 40%	125 38%	88 22%	44 41%	66 39%	67 41%	58 35%	41 25%	47 20%	20 18%	103 40%	120 34%	53 27%	45 23%	223 36%	99 25%	275 32%	47 37%	170 46%	114 34%	314 31%	
Conservatives	192 19%	174 21%	124 20%	120 20%	152 20%	146 20%	134 19%	127 20%	18 14%	106 22%	86 17%	24 9%	51 15%	117 30%	7 7%	17 10%	22 14%	28 17%	52 32%	66 28%	33 30%	58 23%	62 17%	39 20%	34 17%	120 20%	72 18%	176 20%	14 11%	71 19%	84 25%	198 20%	
Liberal Democrats	46 5%	45 5%	34 5%	33 5%	38 5%	36 5%	34 5%	34 5%	3 2%	25 5%	20 4%	14 5%	16 5%	16 4%	7 4%	7 5%	8 5%	8 5%	9 5%	8 3%	4 4%	18 7%	19 5%	3 1%	7 3%	37 6%	9 2%	36 4%	9 7%	19 5%	24 7%	46 5%	
Scottish National Party	18	16	15	15	17	17	16	16	1	9	9	1	5	12	-	1	2	2	4	8	-	4	3	6	4	7	11	16	1	10	7	21	
Plaid Cymru	3	1	1	1	1	1	1	1	-	3	-	-	1	1	-	-	-	1	1	*	-	-	1	2	-	1	2	3	-	1	-	3	
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	25 2%	24 3%	23 4%	22 4%	25 3%	25 3%	25 4%	24 4%	-	16 3%	7 1%	8 3%	4 1%	13 3%	6 5%	2 1%	1 1%	3 2%	4 3%	9 4%	2 2%	5 2%	10 3%	6 3%	4 2%	15 2%	10 2%	22 2%	3 3%	14 4%	11 3%	25 2%	
Green party	17 2%	15 2%	13 2%	12 2%	15 2%	15 2%	13 2%	13 2%	1	10 2%	6 1%	9 3%	4 1%	4 1%	1 1%	8 5%	2 1%	2 1%	2 1%	1 1%	1 1%	3 1%	11 3%	1 1%	2 1%	13 2%	3 1%	16 2%	*	7 2%	8 2%	19 2%	
Other	57 6%	38 5%	27 4%	25 4%	34 4%	30 4%	30 4%	27 4%	18 13%	34 7%	20 4%	23 8%	14 4%	20 5%	10 9%	13 8%	7 4%	7 4%	5 3%	15 7%	4 4%	6 2%	19 5%	16 8%	16 8%	25 4%	32 8%	41 5%	13 4%	16 4%	13 4%	55 5%	
None of these	93 9%	63 8%	35 6%	38 6%	48 6%	47 6%	41 6%	38 6%	30 23%	45 9%	48 9%	19 7%	36 11%	39 10%	4 4%	15 9%	18 11%	18 11%	19 12%	19 8%	13 11%	17 7%	27 8%	23 12%	26 13%	44 7%	49 13%	78 9%	14 11%	11 3%	18 5%	88 9%	
Don't know	232 23%	153 19%	104 17%	92 15%	146 19%	139 19%	131 19%	109 17%	45 34%	87 18%	144 28%	70 25%	74 23%	87 22%	30 27%	41 24%	36 22%	38 23%	24 15%	63 27%	33 29%	45 17%	83 23%	46 24%	58 30%	128 21%	104 27%	205 24%	24 19%	53 14%	59 17%	235 23%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

4 Mar 2024

Table 32
(APR22)Q13. Taxation. Which party do you think has the best policies on Taxation? The Conservatives, Labour, Liberal Democrats or some other 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 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	322 32%	12 7%	233 69%	18 26%	46 20%	278 49%	58 15%	175 38%	147 27%	35 33%	174 36%	112 37%	92 26%	117 34%	203 31%	91 38%	97 31%	64 27%	50 37%	283 33%	21 24%	34 13%	168 63%	26 33%	48 31%	42 22%	132 27%	148 45%	314 31%
Conservatives	192 19%	117 70%	23 7%	4 6%	23 10%	46 8%	140 35%	89 19%	104 19%	17 16%	98 20%	58 19%	99 28%	35 10%	157 24%	42 18%	64 20%	44 19%	25 19%	168 19%	16 19%	132 50%	9 4%	9 11%	17 11%	38 20%	105 22%	49 15%	198 20%
Liberal Democrats	46 5%	4 3%	3 1%	28 40%	35 15%	39 7%	40 10%	21 4%	25 5%	4 4%	27 6%	13 4%	15 4%	17 5%	28 4%	9 4%	17 6%	19 8%	- 5%	41 5%	1 2%	2 1%	10 4%	21 27%	25 16%	4 2%	21 4%	20 6%	46 5%
Scottish National Party	18 2%	-	-	-	17 7%	17 3%	17 4%	5 1%	12 2%	1 1%	6 1%	3 1%	10 3%	4 1%	13 2%	-	-	-	-	-	18 20%	-	-	-	17 11%	5 2%	6 1%	6 2%	21 2%
Plaid Cymru	3	-	-	-	1	1	1	2	1	1	-	-	2	-	-	-	3	-	-	-	-	-	1	-	-	-	2	-	3
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	25 2%	1 1%	-	-	24 10%	24 4%	25 6%	8 2%	16 3%	4 4%	11 2%	3 1%	14 4%	8 2%	17 3%	5 2%	8 2%	8 3%	4 3%	24 3%	-	18 7%	1 *	-	3 2%	8 4%	17 3%	-	25 2%
Green party	17 2%	-	2 1%	1 1%	13 6%	15 3%	13 3%	10 2%	6 1%	2 2%	11 2%	6 2%	7 2%	4 1%	13 2%	2 1%	4 1%	8 3%	-	12 1%	2 3%	-	6 2%	2 2%	6 4%	1 *	5 1%	11 3%	19 2%
Other	57 6%	2 1%	3 1%	1 1%	23 10%	27 5%	26 6%	30 6%	27 5%	3 3%	31 6%	20 7%	12 3%	23 7%	32 5%	9 4%	22 7%	11 5%	12 9%	52 6%	3 4%	11 4%	14 5%	-	8 5%	13 7%	31 6%	13 4%	55 5%
None of these	93 9%	8 5%	14 4%	2 3%	12 5%	26 5%	21 5%	36 8%	57 11%	5 5%	36 8%	21 7%	28 8%	41 12%	50 8%	24 10%	19 6%	30 13%	14 11%	86 10%	6 7%	28 11%	13 5%	4 6%	7 5%	33 17%	40 8%	21 6%	88 9%
Don't know	232 23%	22 13%	59 18%	16 23%	39 17%	98 17%	61 15%	90 19%	142 26%	33 32%	89 18%	65 22%	76 22%	88 26%	141 22%	57 24%	78 25%	49 21%	30 22%	202 23%	18 21%	38 14%	43 16%	16 20%	26 16%	47 25%	122 25%	64 19%	235 23%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 34
**(OCT22)Q10COSTOFLIVING. Which party do you think has the best policies on.... Reducing the cost of living?
 The Conservatives, Labour, Liberal Democrats, (SNP, Plaid Cymru) or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	371	24	254	29	58	312	82	198	172	45	191	128	104	134	233	100	114	73	58	329	25	41	190	36	56	47	156	167	368
	37%	14%	75%	42%	25%	55%	20%	42%	32%	43%	40%	42%	30%	40%	36%	42%	37%	32%	43%	38%	30%	15%	71%	46%	36%	25%	32%	50%	37%
Conservatives	159	99	15	6	21	36	120	62	97	12	77	43	85	30	128	34	57	39	15	139	13	114	3	6	12	40	89	30	159
	16%	59%	5%	9%	9%	6%	30%	13%	18%	11%	16%	14%	24%	9%	20%	14%	18%	17%	11%	16%	15%	43%	1%	8%	8%	21%	18%	9%	16%
Liberal Democrats	40	2	7	18	24	31	26	16	24	3	21	8	15	17	23	11	12	15	1	37	1	3	5	19	21	5	21	13	42
	4%	1%	2%	26%	10%	5%	6%	3%	4%	3%	4%	3%	4%	5%	4%	4%	4%	7%	1%	4%	1%	3	2%	24%	14%	3%	4%	4%	4%
Scottish National Party	23	-	*	-	23	23	23	7	16	2	7	7	11	5	18	-	-	-	-	-	23	-	2	-	20	5	9	10	26
	2%	-	*	-s	10%	4%	6%	2%	3%	1%	2%	2%	3%	2%	3%	-	-	-	-	-	27%	-	1%	-s	13%	2%	2%	3%	3%
Plaid Cymru	4	-	-	-	3	3	3	3	1	1	2	-	1	3	1	-	4	-	-	-	-	-	2	-	1	1	1	2	3
	*	-	-	-s	1%	*	1%	1%	*	1%	*	-	*	1%	*	-	1%	-	-	-	-	-	1%	-s	1%	*	*	1%	*
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	22	1	-	-	20	20	21	10	12	2	13	6	11	5	17	3	7	7	4	20	1	17	1	-	1	7	12	2	22
	2%	1%	-	-s	8%	3%	5%	2%	2%	2%	3%	2%	8%	3%	1%	3%	1%	2%	3%	2%	1%	6%	*	-s	1%	4%	3%	1%	2%
Green party	10	-	1	1	10	10	10	6	5	1	5	4	5	1	9	2	2	3	2	8	2	*	4	2	5	-	5	5	14
	1%	-	*	1%	4%	2%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	1%	2%	*	1%	2%	3%	-	1%	2%	1%
Other	48	1	2	1	25	27	26	24	24	5	21	13	10	24	23	9	19	7	11	44	3	10	13	-	9	14	22	12	47
	5%	1%	*	1%	11%	5%	7%	5%	4%	5%	4%	4%	3%	7%	4%	4%	6%	3%	8%	5%	4%	4%	5%	-s	6%	7%	5%	4%	5%
None of these	127	18	13	4	23	36	41	55	72	7	55	39	45	39	85	24	38	43	15	113	7	44	13	5	12	36	60	31	126
	13%	11%	4%	6%	10%	6%	10%	12%	13%	6%	11%	13%	13%	12%	13%	10%	12%	19%	11%	13%	8%	17%	5%	7%	7%	19%	13%	9%	13%
Don't know	200	22	46	11	28	73	50	86	114	27	91	55	62	81	117	57	58	44	30	178	12	34	35	10	19	35	105	60	197
	20%	13%	13%	16%	12%	13%	13%	18%	21%	26%	19%	18%	18%	24%	18%	24%	19%	19%	22%	20%	13%	13%	13%	12%	18%	22%	18%	20%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 36
(FEB24)BRITBUS (_OCT20Q13). Which party do you think has the best policies for Britain' businesses?
The Conservatives, Labour, Liberal Democrats ... or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	251 25%	4 2%	186 55%	16 24%	40 17%	226 40%	43 11%	132 28%	119 22%	28 27%	128 27%	83 27%	75 21%	90 26%	158 24%	76 32%	64 21%	53 23%	36 26%	216 25%	22 26%	15 6%	136 51%	33 42%	49 31%	32 17%	103 22%	115 35%	258 26%
Conservatives	289 29%	126 75%	58 17%	15 21%	55 23%	113 20%	181 45%	133 28%	156 29%	27 26%	142 29%	90 30%	132 38%	66 20%	222 34%	75 31%	97 31%	67 29%	31 22%	260 30%	20 23%	154 59%	48 18%	10 13%	27 17%	57 30%	144 30%	88 27%	293 29%
Liberal Democrats	33 3%	-	6 2%	21 30%	25 11%	31 5%	25 6%	14 3%	19 4%	3 3%	19 4%	11 4%	5 1%	17 5%	16 2%	5 2%	11 3%	11 5%	7 5%	31 4%	-	2 1%	6 2%	17 22%	20 13%	6 3%	15 3%	12 4%	37 4%
Scottish National Party	14 1%	-	1 *	-	13 5%	14 2%	13 3%	3 1%	11 2%	1 1%	3 1%	3 1%	8 2%	3 1%	12 2%	-	-	-	-	-	14 17%	-	1 *	-	12 8%	5 3%	2 *	7 2%	17 2%
Plaid Cymru	3 *	-	-	-	2 1%	2 *	2 *	3 1%	-	1 1%	2 *	-	-	3 1%	-	-	3 1%	-	-	-	-	-	2 1%	-	-	-	1 *	2 1%	2 *
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	22 2%	-	-	-	21 9%	21 4%	21 5%	8 2%	13 2%	3 3%	9 2%	4 1%	13 4%	5 1%	17 3%	1 *	10 3%	7 3%	4 3%	21 2%	-	18 7%	1 *	-	1 1%	8 4%	12 2%	2 1%	22 2%
Green party	8 1%	-	-	2 2%	7 3%	7 1%	7 2%	3 1%	5 1%	-	3 1%	5 2%	3 1%	1 *	7 1%	1 *	2 1%	4 2%	2 1%	8 1%	-	-	3 1%	2 2%	3 2%	1 *	5 1%	3 1%	9 1%
Other	44 4%	4 2%	2 1%	* 1%	16 7%	18 3%	20 5%	22 5%	22 4%	3 3%	21 4%	14 5%	6 2%	25 7%	19 3%	10 4%	17 5%	7 3%	8 6%	43 5%	1 1%	8 3%	11 4%	* 1%	7 5%	13 7%	23 5%	8 2%	44 4%
None of these	91 9%	12 7%	9 3%	-	14 6%	23 4%	26 7%	39 8%	53 10%	6 6%	43 9%	24 8%	29 8%	34 10%	52 8%	20 9%	18 6%	34 15%	11 8%	83 10%	8 9%	27 10%	12 4%	4 5%	9 6%	27 14%	39 8%	25 8%	87 9%
Don't know	248 25%	22 13%	75 22%	15 22%	42 18%	117 21%	64 16%	109 23%	139 26%	32 31%	112 23%	69 23%	81 23%	96 28%	151 23%	51 21%	91 29%	49 21%	37 27%	209 24%	20 23%	39 15%	50 19%	13 16%	28 18%	41 22%	136 28%	70 21%	235 23%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 37
**(FEB24)BRITFINAN (_OCT20Q13). Which party do you think has the best policies for Britain's financial services sector, also known as the City?
 The Conservatives, Labour, Liberal Democrats ... or some other 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 minority	Definitely decided	May change mind	
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Labour	225 22%	194 24%	168 27%	167 28%	200 26%	196 27%	192 27%	177 27%	12 9%	108 22%	115 22%	70 25%	81 24%	74 19%	31 29%	39 22%	35 27%	45 22%	35 17%	39 20%	22 17%	79 31%	72 20%	39 20%	35 18%	151 25%	74 19%	192 22%	33 26%	132 35%	67 20%	236 24%
Conservatives	304 30%	278 34%	212 34%	202 34%	250 33%	240 32%	228 32%	217 34%	22 16%	169 35%	133 26%	46 17%	103 31%	155 39%	17 16%	29 17%	49 30%	54 33%	61 38%	94 40%	51 46%	89 34%	114 32%	51 26%	51 26%	203 33%	101 26%	272 31%	30 24%	113 30%	123 37%	311 31%
Liberal Democrats	36 4%	32 4%	20 3%	20 3%	26 3%	24 3%	22 3%	20 3%	5 4%	16 3%	20 4%	16 6%	8 3%	12 3%	6 5%	10 6%	1 1%	7 4%	6 4%	6 3%	5 4%	11 4%	10 3%	5 2%	10 5%	22 4%	15 4%	26 3%	10 4%	10 4%	13 4%	36 4%
Scottish National Party	12 1%	10 1%	10 2%	9 2%	10 1%	10 1%	10 1%	10 2%	-	4 1%	7 1%	2 1%	4 1%	6 2%	1 1%	1 2%	4 *	-	1 1%	5 2%	2 1%	3 1%	4 1%	2 1%	4 2%	6 1%	6 2%	12 1%	-	6 2%	5 2%	13 1%
Plaid Cymru	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	-	-	-	-	1 *	-	-	-	1 *	-	2 *	-	2 *	-	1 *	1 *	2 *
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	14 1%	14 2%	14 2%	13 2%	14 2%	14 2%	14 2%	14 2%	-	9 2%	4 1%	3 1%	4 1%	7 2%	3 3%	-	1 1%	3 2%	2 1%	5 2%	1 1%	4 2%	5 1%	4 1%	1 2%	9 2%	5 1%	12 1%	2 1%	10 3%	4 1%	14 1%
Green party	11 1%	11 1%	8 1%	8 1%	10 1%	10 1%	8 1%	8 1%	1	3 1%	7 1%	5 2%	1 *	5 1%	1 1%	4 3%	-	1 1%	1 1%	3 1%	2 2%	1 1%	8 2%	-	2 1%	9 2%	2 *	10 1%	1 1%	4 1%	7 2%	11 1%
Other	40 4%	26 3%	16 3%	14 2%	19 2%	18 2%	17 2%	17 3%	16 12%	23 5%	16 3%	14 5%	11 3%	15 4%	6 5%	8 5%	7 4%	4 2%	6 4%	10 4%	1 1%	2 1%	12 3%	13 6%	13 7%	14 2%	26 7%	29 3%	7 6%	15 4%	5 1%	39 4%
None of these	83 8%	52 6%	31 5%	31 5%	43 6%	43 6%	34 5%	31 5%	30 23%	43 9%	40 8%	22 8%	29 9%	32 8%	2 2%	20 12%	19 12%	10 6%	18 11%	14 6%	5 4%	11 4%	23 6%	26 13%	23 12%	34 5%	49 13%	69 8%	12 9%	13 3%	20 6%	83 8%
Don't know	277 28%	198 24%	143 23%	133 22%	190 25%	183 25%	174 25%	151 23%	45 34%	104 22%	172 33%	99 36%	89 27%	89 22%	41 38%	58 34%	47 29%	41 25%	29 18%	59 25%	23 21%	58 22%	108 30%	55 28%	56 28%	166 27%	111 28%	244 28%	31 25%	63 17%	93 27%	259 26%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
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 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 - February 2024

Table 38
**(FEB24)BRITFINAN (_OCT20Q13). Which party do you think has the best policies for Britain's financial services sector, also known as the City?
 The Conservatives, Labour, Liberal Democrats ... or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	225 22%	6 3%	157 47%	14 21%	39 17%	196 34%	45 11%	115 25%	110 21%	24 23%	114 24%	67 22%	81 23%	76 22%	147 23%	62 26%	60 19%	46 20%	33 24%	191 22%	24 27%	17 6%	124 46%	27 34%	45 29%	36 19%	86 18%	103 31%	236 24%
Conservatives	304 30%	124 74%	65 19%	17 25%	60 26%	125 22%	184 46%	144 31%	160 30%	26 25%	156 32%	104 34%	133 38%	65 19%	237 36%	66 28%	94 30%	88 38%	36 27%	272 31%	19 22%	164 62%	46 17%	14 18%	29 19%	55 29%	147 31%	103 31%	311 31%
Liberal Democrats	36 4%	1 *	8 2%	17 25%	24 10%	32 6%	24 6%	18 4%	18 3%	4 4%	19 4%	8 3%	8 2%	19 6%	16 2%	8 3%	16 5%	11 5%	* *	33 4%	1 1%	5 2%	5 2%	17 21%	17 11%	6 3%	23 5%	7 2%	36 4%
Scottish National Party	12 1%	-	4 1%	-	8 3%	12 2%	8 2%	4 1%	9 2%	2 2%	3 1%	3 1%	4 1%	5 2%	7 1%	-	-	-	-	-	12 14%	-	*	-	9 6%	4 2%	5 1%	3 1%	13 1%
Plaid Cymru	2 *	-	*	-	1 1%	2 *	1 *	*	1 *	-	-	-	*	1 *	*	-	2 *	-	-	-	-	-	*	*	-	1 1%	-	*	2 *
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	14 1%	-	-	-	14 6%	14 2%	14 4%	5 1%	9 2%	* *	10 2%	3 1%	7 2%	4 1%	10 1%	2 1%	6 2%	6 3%	1 *	14 2%	-	9 3%	1 *	-	3 2%	4 2%	9 2%	1 *	14 1%
Green party	11 1%	-	-	1 1%	11 5%	11 2%	11 3%	6 1%	5 1%	* *	4 1%	1 *	5 1%	4 1%	7 1%	2 1%	3 1%	2 1%	3 2%	8 1%	1 1%	1 *	5 2%	1 1%	3 2%	1 1%	4 1%	6 2%	11 1%
Other	40 4%	-	1 *	2 3%	19 8%	20 4%	19 5%	21 5%	19 3%	3 3%	19 4%	14 5%	4 1%	21 6%	18 3%	6 3%	16 5%	8 3%	9 7%	38 4%	1 1%	4 2%	11 4%	1 2%	8 5%	13 7%	18 4%	9 3%	49 3%
None of these	83 8%	7 4%	9 3%	2 3%	17 7%	26 5%	24 6%	39 8%	44 8%	7 6%	37 8%	23 8%	27 8%	30 9%	50 8%	20 8%	22 7%	18 8%	14 10%	72 8%	9 10%	15 6%	13 5%	4 5%	13 8%	24 13%	39 8%	20 6%	83 8%
Don't know	277 28%	31 18%	93 27%	16 23%	39 17%	132 23%	70 18%	115 25%	162 30%	38 36%	121 25%	80 26%	83 24%	112 33%	163 25%	73 31%	92 29%	53 23%	40 29%	241 28%	20 23%	49 19%	62 23%	15 19%	30 19%	46 24%	150 31%	81 24%	259 26%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone
 Weighted
 Source : Ipsos J24-003060-01
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Ipsos Political Monitor - February 2024

Table 39
**(FEB24)WORKERS (_OCT20Q13). Which party do you think has the best policies for people in work?
 The Conservatives, Labour, Liberal Democrats ... or some other 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) 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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Labour	400 40%	352 43%	294 47%	282 47%	351 46%	337 46%	329 47%	303 47%	22 17%	195 41%	203 40%	126 45%	147 45%	128 32%	60 55%	66 39%	72 44%	75 45%	55 34%	73 31%	35 31%	123 47%	151 42%	66 34%	61 31%	273 45%	127 33%	340 39%	57 46%	202 54%	133 40%	408 41%	
Conservatives	154 15%	143 17%	112 18%	111 19%	133 17%	131 18%	124 18%	114 18%	10 7%	84 18%	70 14%	20 7%	40 12%	94 24%	4 4%	16 6%	18 6%	22 5%	41 5%	53 5%	24 3%	45 6%	52 6%	34 2%	23 5%	97 6%	57 4%	142 36%	11 15%	62 17%	65 19%	157 16%	
Liberal Democrats	51 5%	41 5%	28 4%	28 5%	37 5%	34 5%	31 4%	31 5%	8 6%	23 5%	28 5%	17 6%	18 5%	16 4%	7 6%	10 6%	9 5%	9 5%	9 5%	8 3%	3 3%	15 6%	21 6%	4 2%	11 5%	36 6%	15 4%	36 4%	15 4%	21 6%	20 6%	49 5%	
Scottish National Party	23 2%	20 2%	18 3%	18 3%	19 3%	19 3%	19 3%	19 3%	-	12 2%	10 2%	2 1%	10 3%	12 3%	2 2%	-	6 4%	3 2%	3 2%	9 4%	2 1%	4 1%	7 2%	5 3%	8 4%	10 2%	13 3%	23 3%	-	14 4%	7 2%	24 2%	
Plaid Cymru	4 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	-	3 1%	1 *	2 1%	1 *	1 *	-	2 1%	-	1 *	-	1 *	-	-	2 *	1 *	1 *	2 *	2 1%	4 *	-	1 *	2 1%	3 *	
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	17 2%	15 2%	15 2%	15 2%	15 2%	15 2%	15 2%	15 2%	2 1%	10 2%	5 1%	8 3%	2 1%	7 2%	6 6%	2 1%	* 1%	1 1%	2 1%	6 1%	1 1%	6 2%	8 2%	3 2%	-	13 2%	3 1%	12 1%	5 4%	8 2%	7 2%	17 2%	
Green party	9 1%	9 1%	7 1%	6 1%	9 1%	9 1%	7 1%	7 1%	-	3 1%	4 1%	5 2%	1 *	3 1%	1 1%	4 2%	-	1 1%	1 1%	1 1%	1 1%	1 *	7 2%	1 *	1 *	8 1%	1 *	9 1%	-	6 2%	3 1%	10 1%	
Other	47 5%	31 4%	18 3%	17 3%	24 3%	23 3%	21 3%	20 3%	17 13%	31 6%	16 3%	18 6%	12 4%	18 4%	4 4%	14 8%	8 5%	3 2%	5 3%	12 5%	5 4%	6 3%	10 3%	18 9%	13 7%	16 3%	31 8%	37 4%	7 6%	16 4%	11 3%	45 4%	
None of these	76 8%	53 6%	31 5%	27 4%	40 5%	40 5%	32 5%	31 5%	26 20%	35 7%	40 8%	10 4%	29 9%	36 9%	1 1%	9 5%	18 11%	11 6%	19 12%	18 8%	9 8%	11 4%	21 6%	20 10%	24 12%	32 5%	44 11%	69 8%	7 6%	9 2%	18 5%	75 7%	
Don't know	223 22%	152 19%	99 16%	91 15%	134 18%	128 17%	120 17%	104 16%	48 36%	85 18%	136 26%	70 25%	71 22%	83 21%	24 22%	46 27%	32 20%	39 23%	26 16%	56 24%	32 29%	48 19%	78 22%	42 22%	55 28%	126 20%	98 25%	198 23%	23 18%	34 9%	71 21%	216 22%	

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Ipsos Political Monitor - February 2024

Table 40
**(FEB24)WORKERS (_OCT20Q13). Which party do you think has the best policies for people in work?
 The Conservatives, Labour, Liberal Democrats ... or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004	
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004	
Labour	400	25	258	28	60	318	85	197	202	44	199	127	132	137	259	113	118	83	59	356	27	57	183	35	56	47	181	172	408	
	40%	15%	76%	41%	26%	56%	21%	42%	38%	42%	41%	42%	37%	40%	40%	47%	38%	36%	44%	41%	31%	22%	68%	44%	36%	25%	38%	52%	41%	
Conservatives	154	91	13	7	33	46	123	72	82	10	80	54	74	24	129	32	54	41	14	136	12	114	12	10	15	37	87	30	157	
	15%	54%	4%	10%	14%	8%	31%	15%	15%	10%	16%	18%	21%	7%	20%	14%	17%	18%	11%	16%	14%	43%	4%	12%	9%	20%	18%	9%	16%	
Liberal Democrats	51	3	8	25	32	40	35	21	30	5	30	12	13	25	25	7	16	22	4	44	2	1	14	21	23	6	20	25	49	
	5%	2%	2%	36%	14%	7%	9%	4%	6%	5%	6%	4%	4%	7%	4%	3%	5%	10%	3%	5%	2%	*	5%	26%	15%	3%	4%	8%	5%	
Scottish National Party	23	-	2	-	19	21	19	8	15	1	8	4	10	9	15	-	-	-	-	-	23	-	1	-	19	6	9	7	24	
	2%	-	1%	-s	8%	4%	5%	2%	3%	1%	2%	1%	3%	3%	2%	-	-	-	-	-	27%	-	*	-s	12%	3%	2%	2%	2%	
Plaid Cymru	4	-	-	-	3	3	3	3	1	1	2	-	1	3	1	-	4	-	-	-	-	-	2	-	1	1	1	2	3	
	*	-	-	-s	1%	*	1%	1%	*	1%	*	-	*	1%	*	-	1%	-	-	-	-s	-	1%	-s	1%	*	*	1%	*	
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	17	-	-	-	15	15	15	7	10	3	7	4	7	6	11	3	6	3	4	16	-	11	-	-	3	3	12	1	17	
	2%	-	-	-s	6%	3%	4%	2%	2%	3%	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	-s	4%	-	-s	2%	2%	3%	*	2%	
Green party	9	-	1	1	8	9	8	4	4	*	5	4	4	1	8	1	2	4	-	7	2	-	4	1	3	-	4	5	10	
	1%	-	*	1%	4%	2%	2%	1%	1%	*	1%	1%	1%	*	1%	*	1%	2%	-	1%	2%	-	1%	1%	2%	-	1%	2%	1%	
Other	47	3	2	-	21	23	24	27	20	2	25	13	9	25	22	13	18	7	6	43	3	6	13	2	10	12	22	13	45	
	5%	2%	1%	-s	9%	4%	6%	6%	4%	2%	5%	4%	3%	7%	3%	5%	6%	3%	5%	5%	4%	2%	5%	2%	7%	6%	5%	4%	4%	
None of these	76	11	4	2	13	17	24	30	46	5	32	21	24	29	45	21	20	20	7	67	6	28	6	3	8	28	34	14	75	
	8%	7%	1%	2%	5%	3%	6%	6%	8%	5%	7%	7%	7%	9%	7%	9%	7%	9%	5%	8%	7%	11%	2%	4%	5%	15%	7%	4%	7%	
Don't know	223	35	50	7	30	80	65	96	127	32	95	64	77	81	140	49	73	51	40	200	11	46	34	8	18	49	111	63	216	
	22%	21%	15%	10%	13%	14%	16%	21%	24%	30%	20%	21%	22%	24%	21%	20%	24%	22%	29%	23%	13%	17%	13%	11%	12%	26%	23%	19%	22%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 41
**(FEB24)PUBLICSERVICES (_OCT20Q13). Which party do you think has the best policies for public services in general?
 The Conservatives, Labour, Liberal Democrats ... or some other 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 minority	Definitely decided	May change mind		
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Labour	432 43%	385 47%	326 52%	315 53%	393 51%	380 51%	365 52%	339 52%	19 14%	210 44%	220 43%	123 44%	159 48%	150 38%	54 50%	69 41%	88 54%	72 43%	66 41%	85 36%	43 39%	139 54%	169 48%	66 34%	59 30%	307 50%	125 32%	367 42%	63 50%	215 58%	159 47%	432 43%	
Conservatives	115 11%	105 13%	78 13%	77 13%	91 12%	87 12%	84 12%	79 12%	11 8%	57 12%	57 11%	14 5%	23 7%	77 19%	3 2%	12 7%	8 5%	15 9%	24 15%	53 23%	27 24%	28 11%	36 10%	25 13%	26 13%	64 10%	50 13%	105 12%	8 7%	52 14%	40 12%	117 12%	
Liberal Democrats	66 7%	57 7%	35 6%	31 5%	44 6%	42 6%	40 6%	36 6%	10 8%	32 7%	33 7%	19 7%	21 6%	26 7%	4 4%	15 9%	9 5%	12 7%	14 8%	12 5%	7 7%	20 8%	25 7%	8 4%	14 7%	45 7%	22 6%	54 6%	11 9%	19 5%	33 10%	65 6%	
Scottish National Party	25 2%	24 3%	24 4%	24 4%	25 3%	25 3%	25 4%	25 4%	-	12 3%	11 2%	1 1%	12 4%	11 3%	1 1%	1 1%	6 4%	6 2%	3 2%	8 3%	2 1%	6 2%	6 2%	5 2%	8 4%	12 2%	13 3%	25 3%	-	14 4%	11 3%	27 3%	
Plaid Cymru	4 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	-	3 1%	1 *	-	2 1%	2 1%	-	-	-	2 1%	1 *	1 *	-	-	1 *	2 1%	1 *	1 *	3 1%	4 *	-	1 *	1 *	6 1%	
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	18 2%	18 2%	17 3%	17 3%	18 2%	18 2%	17 3%	17 3%	-	12 3%	6 1%	5 2%	2 1%	11 3%	4 3%	2 1%	*	1 1%	3 2%	8 3%	1 1%	6 2%	4 1%	6 3%	2 1%	10 2%	8 2%	17 2%	2 1%	6 2%	11 3%	20 2%	
Green party	18 2%	16 2%	14 2%	13 2%	16 2%	16 2%	14 2%	14 2%	-	9 2%	6 1%	12 4%	3 1%	4 1%	5 5%	6 4%	1 1%	2 1%	3 1%	1 1%	2 1%	13 4%	3 2%	3 2%	1 *	15 2%	4 1%	16 2%	2 1%	10 3%	6 2%	19 2%	
Other	45 4%	31 4%	18 3%	18 3%	24 3%	22 3%	21 3%	21 3%	18 14%	27 6%	18 4%	15 5%	17 5%	13 3%	7 7%	8 5%	10 6%	8 5%	5 3%	8 3%	*	6 2%	16 4%	12 6%	11 6%	22 4%	23 6%	35 4%	7 6%	13 4%	9 3%	45 4%	
None of these	87 9%	57 7%	29 5%	26 5%	39 5%	39 5%	33 5%	29 5%	34 26%	41 9%	45 9%	22 8%	23 7%	43 11%	3 3%	19 11%	12 7%	11 6%	25 15%	18 8%	11 10%	14 5%	25 7%	21 11%	28 14%	38 6%	49 13%	78 9%	7 6%	11 3%	19 6%	83 8%	
Don't know	193 19%	121 15%	80 13%	74 12%	111 15%	106 14%	99 14%	84 13%	40 30%	77 16%	115 22%	67 24%	68 21%	59 15%	28 26%	38 23%	30 18%	38 23%	18 11%	41 17%	18 16%	38 15%	60 17%	48 24%	47 24%	99 16%	95 24%	167 19%	25 20%	31 8%	49 15%	190 19%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 42
(FEB24)PUBLICSERVICES (_OCT20Q13). Which party do you think has the best policies for public services in general?
The Conservatives, Labour, Liberal Democrats ... or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	432 43%	37 22%	271 80%	33 48%	71 30%	342 60%	108 27%	235 50%	198 37%	46 44%	228 47%	153 50%	138 39%	137 40%	291 44%	116 49%	124 40%	100 43%	60 44%	383 44%	32 37%	72 27%	195 73%	38 48%	68 43%	61 32%	185 38%	187 56%	432 43%
Conservatives	115 11%	79 47%	7 2%	3 4%	13 6%	20 4%	92 23%	40 9%	75 14%	9 9%	51 10%	26 9%	67 19%	21 6%	93 14%	25 11%	47 15%	23 10%	10 7%	101 12%	10 11%	94 35%	3 1%	3 4%	6 4%	34 18%	56 12%	25 7%	117 12%
Liberal Democrats	66 7%	8 5%	12 4%	28 40%	35 15%	47 8%	43 11%	24 5%	43 8%	6 5%	32 7%	19 6%	22 6%	24 7%	41 6%	9 4%	23 7%	28 12%	5 3%	60 7%	2 2%	9 4%	12 5%	27 34%	27 17%	6 3%	35 7%	24 7%	66 6%
Scottish National Party	25 2%	-	1 *	* s	24 10%	25 4%	24 6%	8 2%	17 3%	1 1%	8 2%	8 3%	10 3%	7 2%	18 3%	-	-	-	-	-	25 29%	-	3 1%	* s	20 13%	6 3%	8 2%	11 3%	27 3%
Plaid Cymru	4 *	-	* s	-	2 1%	3 *	2 1%	2 *	2 *	2 2%	-	1 *	2 1%	1 *	3 *	-	4 1%	-	-	-	-	-	2 1%	-	1 1%	1 *	2 *	1 *	6 1%
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	18 2%	-	-	-	18 8%	18 3%	18 4%	7 2%	11 2%	3 3%	6 1%	2 1%	12 3%	4 1%	14 2%	1 *	8 3%	5 2%	4 3%	18 2%	-	14 5%	1 *	-	1 *	6 3%	12 3%	* *	20 2%
Green party	18 2%	-	3 1%	1 1%	14 6%	16 3%	14 3%	8 2%	10 2%	3 3%	10 2%	4 1%	7 2%	7 2%	11 2%	7 3%	3 1%	4 2%	1 2%	13 2%	3 3%	-	8 3%	2 2%	6 4%	-	8 2%	10 3%	19 2%
Other	45 4%	2 1%	3 1%	1 1%	17 7%	20 3%	19 5%	24 5%	21 4%	4 4%	21 4%	19 6%	3 1%	23 7%	21 3%	11 4%	13 4%	10 4%	11 8%	43 5%	1 1%	7 2%	12 4%	2 2%	9 6%	10 5%	23 5%	13 4%	45 4%
None of these	87 9%	13 7%	7 2%	- s	14 6%	21 4%	27 7%	38 8%	49 9%	6 5%	36 8%	21 7%	30 9%	33 10%	51 8%	23 10%	25 8%	21 9%	11 8%	78 9%	8 9%	27 10%	7 3%	3 3%	9 5%	30 16%	45 9%	12 4%	83 8%
Don't know	193 19%	29 17%	33 10%	4 6%	25 11%	59 10%	54 14%	81 17%	112 21%	24 23%	89 18%	52 17%	60 17%	79 23%	112 17%	47 20%	63 20%	41 18%	35 26%	175 20%	7 8%	41 15%	25 9%	5 7%	10 6%	36 19%	108 22%	50 15%	190 19%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 44
(FEB24)PUBLICSPENDING (_OCT20Q13). Which party do you think has the best policies for the level of public spending?
The Conservatives, Labour, Liberal Democrats ... or some other 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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Labour	350 35%	20 12%	232 69%	27 40%	61 26%	292 51%	80 20%	197 42%	153 29%	42 40%	187 39%	126 41%	102 29%	118 35%	228 35%	90 38%	106 34%	68 29%	55 40%	301 35%	30 35%	40 15%	175 66%	42 53%	69 44%	45 24%	138 29%	167 50%	362 36%
Conservatives	159 16%	105 63%	19 6%	3 4%	16 7%	35 6%	121 30%	55 12%	104 19%	11 10%	67 14%	40 13%	84 24%	34 10%	124 19%	41 17%	55 18%	45 19%	12 9%	147 17%	7 8%	122 46%	9 3%	1 2%	5 3%	38 20%	84 18%	37 11%	164 16%
Liberal Democrats	52 5%	3 2%	11 3%	26 38%	32 14%	43 8%	34 9%	24 5%	28 5%	5 5%	29 6%	16 5%	16 5%	20 6%	32 5%	9 4%	19 6%	19 8%	4 3%	46 5%	1 1%	4 2%	10 4%	22 27%	24 15%	7 4%	29 6%	16 5%	52 5%
Scottish National Party	21 2%	-	*	-	19 8%	19 3%	19 5%	8 2%	13 2%	1 1%	9 2%	5 2%	11 3%	5 1%	16 2%	-	-	-	-	-	21 25%	-	2 1%	-	17 11%	3 2%	8 2%	11 3%	24 2%
Plaid Cymru	3 *	-	*	-	2 1%	2 *	2 *	3 1%	-	1 1%	2 *	-	*	3 *	-	-	3 1%	-	-	-	-	-	2 1%	-	-	-	1 *	2 1%	3 *
Brexit Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reform UK	23 2%	-	-	-	21 9%	21 4%	21 5%	7 2%	15 3%	1 1%	11 2%	7 2%	11 3%	5 2%	17 3%	5 2%	5 2%	7 3%	6 4%	22 2%	1 1%	15 6%	1 *	-	3 2%	8 4%	14 3%	1 *	22 2%
Green party	12 1%	-	*	1 1%	12 5%	12 2%	12 3%	7 1%	5 1%	1 1%	6 1%	6 2%	6 2%	1 *	11 2%	2 1%	2 1%	4 2%	2 1%	10 1%	2 2%	-	4 1%	2 3%	6 4%	-	6 1%	7 2%	15 1%
Other	55 5%	1 1%	1 *	1 1%	28 12%	29 5%	29 7%	32 7%	23 4%	5 5%	26 5%	17 6%	8 2%	28 8%	26 4%	12 5%	19 6%	9 4%	10 7%	49 6%	5 6%	9 3%	12 4%	2 2%	10 7%	16 8%	29 6%	10 3%	51 5%
None of these	91 9%	10 6%	9 3%	3 4%	16 7%	25 4%	25 6%	40 9%	52 10%	7 6%	41 9%	29 10%	25 7%	35 10%	54 8%	23 10%	23 7%	29 13%	7 5%	80 9%	10 11%	27 10%	12 5%	4 5%	8 5%	30 16%	42 9%	19 6%	91 9%
Don't know	237 24%	29 17%	64 19%	8 11%	28 12%	92 16%	57 14%	94 20%	143 27%	31 30%	102 21%	57 19%	88 25%	90 27%	145 22%	58 24%	78 25%	51 22%	40 29%	214 25%	10 12%	46 18%	40 15%	7 8%	15 9%	43 23%	131 27%	63 19%	220 22%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 45
(JAN23)Q13. Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Conservative government	142 14%	135 17%	109 18%	102 17%	125 16%	122 17%	115 16%	111 17%	11 8%	71 15%	72 14%	20 7%	44 13%	78 20%	10 9%	10 6%	17 10%	27 17%	32 20%	46 19%	20 18%	49 19%	51 14%	21 11%	22 11%	99 16%	43 11%	133 15%	9 7%	52 14%	65 19%	145 14%
Labour government	277 28%	255 31%	223 36%	214 36%	256 33%	252 34%	248 35%	229 35%	11 8%	126 26%	148 29%	89 32%	109 33%	79 20%	32 29%	58 34%	58 35%	51 31%	37 23%	42 18%	20 18%	93 36%	103 29%	43 22%	38 20%	196 32%	82 21%	235 27%	42 33%	156 42%	95 28%	286 28%
Make no difference	528 53%	399 49%	269 43%	259 43%	351 46%	334 45%	308 44%	282 44%	94 72%	260 54%	262 51%	144 52%	161 49%	223 56%	58 54%	85 50%	81 50%	80 48%	85 53%	138 58%	64 58%	109 42%	182 51%	117 60%	120 62%	291 47%	237 61%	452 52%	67 53%	158 42%	169 50%	520 52%
Other	6 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *	5 4%	3 1%	3 1%	5 2%	1 *	- *	- *	5 3%	- *	1 1%	- *	- *	- *	- *	- *	2 1%	4 2%	6 -	6 1%	- *	- *	- *	- *	4 *
Don't know	50 5%	27 3%	22 4%	20 3%	32 4%	29 4%	28 4%	23 4%	11 9%	22 4%	28 6%	19 7%	14 4%	16 4%	8 8%	11 7%	8 5%	7 4%	6 4%	10 4%	6 6%	8 3%	20 6%	11 5%	12 6%	27 4%	22 6%	42 5%	8 6%	6 2%	9 3%	49 5%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 46
(JAN23)Q13. Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Conservative government	142 14%	79 47%	15 4%	10 15% s	27 11%	42 7%	106 26%	60 13%	83 15%	9 9%	77 16%	37 12%	71 20%	33 10%	108 16%	25 11%	51 17%	40 17%	18 13%	129 15%	8 9% s	106 40%	1 *	13 17% s	20 13%	28 15%	69 14%	46 14%	145
Labour government	277 28%	7 4%	200 59%	18 26% s	49 21%	249 44%	56 14%	140 30%	138 26%	41 39%	125 26%	98 32%	82 23%	96 28%	180 28%	76 32%	77 25%	56 24%	41 30%	237 27%	28 33% s	20 8%	168 63%	25 32% s	43 28%	30 16%	117 24%	130 39%	286
Make no difference	528 53%	76 45%	113 33%	38 56% s	151 65%	264 46%	227 57%	242 52%	286 53%	49 46%	253 53%	158 52%	179 51%	183 54%	337 52%	123 52%	165 53%	130 56%	66 48%	456 52%	45 52% s	131 50%	93 35%	40 51% s	91 58%	121 64%	258 54%	149 45%	520
Other	6 1%	- -	3 1%	- - s	* *	4 1%	* *	3 1%	3 1%	- -	3 1%	- -	1 *	5 1%	1 *	2 1%	3 1%	- -	1 1%	6 1%	- - s	1 -	- -	- - s	- -	6 1%	- -	4 *	
Don't know	50 5%	6 3%	6 2%	2 3% s	6 3%	12 2%	12 3%	22 5%	28 5%	6 6%	23 5%	10 3%	17 5%	22 6%	28 4%	13 5%	14 5%	7 3%	11 8%	42 5%	5 6% s	6 2%	* 1% s	3 2%	10 5%	31 6%	8 3%	49	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 47
(JAN23)Q8. Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
The impact of the crisis has already reached its peak	348	312	246	230	291	285	270	253	22	178	168	54	115	179	24	31	56	59	76	103	46	98	124	67	60	221	127	322	26	133	141	358
	35%	38%	39%	39%	38%	39%	39%	39%	17%	37%	33%	20%	35%	45%	22%	18%	34%	36%	47%	44%	42%	38%	35%	35%	31%	36%	33%	37%	21%	36%	42%	36%
The worst is still to come	586	454	341	332	423	405	383	354	103	269	309	212	187	187	83	129	92	95	78	109	51	139	209	110	128	348	238	482	94	220	178	580
	58%	56%	55%	56%	55%	55%	55%	55%	78%	56%	60%	77%	57%	47%	76%	77%	56%	57%	49%	46%	46%	54%	59%	57%	65%	57%	61%	55%	76%	59%	53%	58%
Don't know	70	51	36	35	50	49	47	39	7	33	36	11	28	31	2	9	16	12	6	24	14	22	22	17	8	45	25	64	5	20	20	66
	7%	6%	6%	6%	7%	7%	7%	6%	5%	7%	7%	4%	9%	8%	2%	5%	10%	7%	4%	10%	12%	9%	6%	9%	4%	7%	6%	7%	4%	5%	6%	7%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 48
(JAN23)Q8. Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
The impact of the crisis has already reached its peak	348 35%	117 70%	91 27%	27 39% ^s	76 32%	167 29%	193 48%	148 32%	200 37%	30 28%	171 35%	106 35%	165 47%	75 22%	271 41%	72 30%	107 34%	95 41%	43 32%	300 35%	31 37% ^s	150 57%	70 26%	31 39% ^s	54 34%	69 37%	175 36%	104 31%	358 36%
The worst is still to come	586 58%	43 26%	222 66%	40 57% ^s	146 63%	368 65%	190 47%	285 61%	301 56%	71 68%	281 58%	180 59%	160 46%	237 70%	340 52%	144 60%	189 61%	127 55%	78 58%	511 59%	48 56% ^s	106 40%	174 65%	43 54% ^s	96 61%	101 53%	277 58%	208 63%	580 58%
Don't know	70 7%	7 4%	24 7%	3 4% ^s	11 5%	36 6%	18 5%	34 7%	35 7%	4 4%	30 6%	17 6%	26 7%	26 8%	43 7%	22 9%	16 5%	11 5%	14 11%	59 7%	6 7% ^s	7 3%	23 9%	5 6% ^s	7 5%	20 10%	29 6%	21 6%	66 7%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 49

(JAN21)Q15. Taking everything into account, do you think that since he became leader Keir Starmer has changed the Labour party for the better, for the worse or has he made no difference?

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 min- ority	Definitely decided	May change mind	
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
For the better	373 37%	350 43%	299 48%	284 48%	334 44%	330 45%	321 46%	305 47%	16 12%	205 43%	168 33%	69 25%	139 42%	165 41%	29 26%	41 24%	68 42%	71 43%	69 43%	96 41%	40 37%	128 49%	144 41%	55 28%	46 23%	272 44%	101 26%	336 39%	35 28%	176 47%	138 41%	398 40%
For the worse	131 13%	115 14%	85 14%	82 14%	99 13%	95 13%	90 13%	87 13%	26 20%	65 14%	62 12%	53 19%	40 12%	39 10%	25 23%	28 16%	17 10%	23 14%	19 12%	20 8%	9 8%	33 13%	50 14%	23 12%	26 13%	83 13%	49 13%	104 12%	25 20%	51 14%	45 13%	137 14%
Made no difference	394 39%	299 37%	208 33%	199 33%	283 37%	265 36%	244 35%	221 34%	63 47%	175 36%	213 41%	110 40%	116 35%	168 42%	38 35%	72 43%	63 39%	53 32%	63 39%	105 44%	51 46%	77 30%	129 36%	93 48%	94 48%	207 34%	187 48%	339 39%	49 39%	125 34%	137 41%	374 37%
Don't know	106 11%	53 7%	32 5%	33 5%	48 6%	47 6%	34 6%	27 5%	27 21%	36 7%	70 14%	45 16%	35 11%	26 7%	17 15%	28 17%	16 10%	19 11%	10 7%	16 7%	10 9%	21 8%	32 9%	24 12%	30 15%	52 9%	54 14%	89 10%	16 13%	20 5%	18 5%	95 9%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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:

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Ipsos Political Monitor - February 2024

Table 50

(JAN21)Q15. Taking everything into account, do you think that since he became leader Keir Starmer has changed the Labour party for the better, for the worse or has he made no difference?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
For the better	373 37%	63 37%	188 56%	34 50% ^s	68 29%	256 45%	131 33%	175 37%	198 37%	40 38%	184 56%	132 44%	148 42%	88 26%	280 43%	92 38%	110 36%	90 39%	56 41%	329 38%	25 29% ^s	108 41%	125 47%	56 70% ^s	79 50%	54 29%	171 36%	148 44%	398 40%
For the worse	131 13%	16 9%	27 8%	8 12% ^s	58 25%	85 15%	73 18%	72 15%	59 11%	10 10%	69 14%	39 13%	39 11%	53 16%	78 12%	32 13%	36 12%	26 11%	21 15%	111 13%	16 18% ^s	30 12%	49 18%	2 2% ^s	17 11%	16 9%	55 11%	60 18%	137 14%
Made no difference	394 39%	76 45%	106 31%	23 34% ^s	97 42%	203 36%	172 43%	177 38%	217 40%	41 39%	176 36%	102 34%	138 39%	149 44%	240 37%	98 41%	125 40%	95 41%	43 32%	342 39%	32 37% ^s	116 44%	82 31%	21 26% ^s	56 36%	102 54%	191 40%	101 30%	374 37%
Don't know	106 11%	14 8%	17 5%	3 5% ^s	11 5%	28 5%	24 6%	43 9%	63 12%	13 13%	53 11%	30 10%	27 8%	49 15%	56 9%	17 7%	39 13%	20 9%	16 12%	87 10%	13 16% ^s	10 4%	12 4%	1 1% ^s	5 3%	17 9%	64 13%	25 7%	95 9%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 51
(JAN21)Q16(a). Do you think Keir Starmer has done a good job or bad job at ... Giving you a reason to vote Labour?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Good job	321 32%	285 35%	248 40%	242 41%	288 38%	284 38%	278 40%	259 40%	6 5%	153 32%	163 32%	90 32%	126 38%	105 26%	43 39%	47 28%	64 39%	62 37%	41 25%	64 27%	31 28%	99 38%	124 35%	53 27%	44 23%	223 36%	98 25%	269 31%	51 41%	180 48%	104 31%	321 32%
Bad job	449 45%	383 47%	285 46%	270 45%	348 46%	331 45%	309 44%	292 45%	68 51%	229 48%	218 42%	114 41%	135 41%	201 51%	43 39%	71 42%	64 39%	70 42%	90 56%	111 47%	48 43%	120 46%	146 41%	85 43%	99 51%	265 43%	184 47%	394 45%	48 38%	144 39%	175 52%	458 46%
Neither	92 9%	76 9%	54 9%	52 9%	63 8%	62 8%	59 8%	54 8%	15 11%	45 9%	45 9%	22 8%	28 8%	42 11%	7 6%	16 9%	17 10%	11 7%	15 9%	27 12%	11 10%	21 8%	34 9%	20 10%	18 9%	55 9%	37 10%	37 9%	10 8%	30 8%	32 10%	96 10%
Don't know	141 14%	73 9%	37 6%	34 6%	65 8%	61 8%	55 8%	42 6%	43 33%	54 11%	88 17%	51 19%	41 13%	49 12%	17 15%	35 21%	19 11%	23 14%	14 9%	35 15%	21 19%	18 7%	52 15%	37 19%	34 18%	70 11%	71 18%	124 14%	17 13%	19 5%	27 8%	129 13%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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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<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - February 2024

Table 52
(JAN21)Q16(a). Do you think Keir Starmer has done a good job or bad job at ... Giving you a reason to vote Labour?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Good job	321	25	220	25	44	264	69	159	162	38	157	105	103	111	208	82	89	67	54	278	29	45	148	33	52	41	145	135	321
	32%	15%	65%	36% ^s	19%	46%	17%	34%	30%	36%	33%	35%	29%	33%	32%	34%	28%	29%	40%	32%	33% ^s	17%	55%	41% ^s	33%	21%	30%	41%	32%
Bad job	449	106	71	34	156	227	261	208	241	39	218	130	171	144	301	102	147	108	51	388	40	163	90	32	80	89	211	150	458
	45%	63%	21%	49% ^s	67%	40%	65%	45%	45%	37%	45%	43%	49%	42%	46%	43%	47%	47%	38%	45%	46% ^s	62%	34%	40% ^s	51%	47%	44%	45%	46%
Neither	92	22	23	5	20	44	43	38	55	8	47	26	39	25	65	25	30	20	9	81	8	34	17	8	15	30	37	25	96
	9%	13%	7%	7% ^s	9%	8%	11%	8%	10%	8%	10%	9%	11%	7%	10%	10%	10%	9%	7%	9%	10% ^s	13%	6%	10% ^s	9%	16%	8%	8%	10%
Don't know	141	15	23	5	13	36	28	62	79	19	60	42	38	60	80	29	46	36	21	123	9	22	13	7	10	31	89	22	129
	14%	9%	7%	7% ^s	5%	6%	7%	13%	15%	18%	13%	14%	11%	18%	12%	12%	15%	16%	15%	14%	11% ^s	8%	5%	8% ^s	6%	16%	18%	7%	13%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 53
**(FEB24)CLEARALTERNATIVE (_JAN21Q16). Do you think that the Labour Party led by Keir Starmer has done a good job or bad job at ...
 Setting out a clear alternative to the current government to voters?**

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Good job	292 29%	258 32%	222 36%	211 35%	258 34%	255 35%	248 35%	232 36%	11 8%	136 28%	151 29%	91 33%	103 31%	98 25%	44 40%	47 28%	48 29%	56 33%	39 24%	59 25%	34 31%	82 32%	120 34%	44 23%	47 24%	202 33%	91 23%	245 28%	46 37%	166 45%	94 28%	298 30%
Bad job	477 47%	414 51%	307 49%	293 49%	366 48%	353 48%	333 47%	313 49%	68 52%	247 51%	227 44%	104 37%	152 46%	222 56%	40 36%	64 38%	72 44%	79 48%	97 61%	124 53%	50 45%	134 52%	153 43%	95 49%	95 48%	287 47%	190 49%	422 49%	47 38%	151 41%	185 55%	483 48%
Neither	78 8%	65 8%	52 8%	50 8%	64 8%	60 8%	56 8%	52 8%	10 8%	34 7%	42 8%	19 7%	23 7%	35 9%	4 3%	16 9%	16 10%	7 4%	12 8%	23 10%	11 10%	23 9%	29 8%	16 8%	9 5%	53 9%	25 6%	70 8%	7 6%	29 8%	26 8%	81 8%
Don't know	157 16%	80 10%	44 7%	43 7%	77 10%	70 9%	63 9%	49 8%	42 32%	64 13%	94 18%	64 23%	52 16%	42 11%	22 20%	42 25%	27 17%	25 15%	12 8%	30 13%	15 14%	19 7%	53 15%	40 20%	45 23%	72 12%	85 22%	130 15%	25 20%	26 7%	33 10%	142 14%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 54
**(FEB24)CLEARALTERNATIVE (_JAN21Q16). Do you think that the Labour Party led by Keir Starmer has done a good job or bad job at ...
 Setting out a clear alternative to the current government to voters?**

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Good job	292	23	192	21	49	241	72	137	155	38	138	86	88	116	174	73	83	65	43	250	28	40	131	28	52	38	138	116	298
	29%	14%	57%	31%	21%	42%	18%	29%	29%	36%	29%	28%	25%	34%	27%	31%	27%	28%	31%	29%	32%	15%	49%	35%	33%	20%	29%	35%	30%
Bad job	477	108	90	39	153	243	261	218	258	39	231	145	196	130	342	103	149	121	61	415	43	180	100	41	82	98	221	158	483
	47%	64%	27%	57%	66%	43%	65%	47%	48%	37%	48%	48%	56%	38%	52%	43%	48%	52%	45%	48%	50%	68%	37%	51%	52%	52%	46%	47%	48%
Neither	78	14	24	6	19	43	33	37	41	8	38	26	28	22	54	23	30	13	7	68	4	24	17	10	15	23	28	27	81
	8%	9%	7%	8%	8%	7%	8%	8%	8%	7%	8%	9%	8%	7%	8%	10%	10%	5%	5%	8%	5%	9%	6%	12%	9%	12%	6%	8%	8%
Don't know	157	23	32	3	12	44	34	75	83	20	75	46	40	71	85	39	48	33	25	136	12	20	20	1	9	31	94	32	142
	16%	14%	10%	5%	5%	8%	9%	16%	15%	19%	16%	15%	11%	21%	13%	16%	16%	14%	18%	16%	14%	8%	7%	2%	6%	16%	20%	10%	14%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 55
(JAN21)Q17. Would you describe Keir Starmer as decisive or indecisive?

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004	
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004	
Decisive	291	260	219	216	262	260	252	231	8	134	154	79	108	103	30	50	55	54	40	63	30	103	99	45	45	202	89	251	38	152	97	302	
	29%	32%	35%	36%	34%	35%	36%	36%	6%	28%	30%	29%	33%	26%	28%	29%	33%	32%	25%	27%	27%	40%	28%	23%	23%	33%	23%	29%	30%	41%	29%	30%	
Indecisive	550	470	347	325	413	398	373	353	81	292	252	141	166	243	55	86	78	87	102	141	67	132	200	111	107	332	218	480	63	192	205	543	
	55%	57%	56%	54%	54%	54%	53%	55%	61%	61%	49%	51%	50%	61%	51%	51%	48%	52%	64%	60%	60%	51%	56%	57%	55%	54%	56%	55%	50%	51%	61%	61%	54%
Neither	31	26	21	19	24	24	23	21	4	14	17	8	12	12	5	3	7	5	3	9	3	9	14	5	3	23	8	29	2	11	10	39	
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	2%	4%	3%	2%	4%	3%	3%	4%	3%	2%	4%	3%	3%	3%	3%	3%	4%	
Don't know	131	62	38	38	65	57	52	42	39	41	90	49	44	39	19	30	23	21	15	23	11	15	42	34	41	57	75	108	23	17	26	120	
	13%	8%	6%	6%	8%	8%	7%	6%	30%	9%	18%	18%	13%	10%	18%	18%	14%	12%	10%	10%	10%	6%	12%	18%	21%	9%	19%	12%	18%	5%	8%	12%	

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 56
(JAN21)Q17. Would you describe Keir Starmer as decisive or indecisive?

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Decisive	291	32	176	25	48	224	80	134	157	37	135	98	104	86	202	74	74	72	47	257	24	40	128	38	56	35	129	127	302
	29%	19%	52%	36%	21%	39%	20%	29%	29%	35%	28%	32%	30%	25%	31%	31%	24%	31%	34%	30%	28%	15%	48%	48%	36%	18%	27%	38%	30%
Indecisive	550	118	129	41	166	294	284	257	293	48	269	154	201	189	355	123	187	126	64	471	49	203	119	35	85	124	263	163	543
	55%	70%	38%	60%	71%	52%	71%	55%	55%	46%	56%	51%	57%	56%	54%	51%	60%	54%	47%	54%	57%	77%	45%	45%	54%	65%	55%	49%	54%
Neither	31	1	8	1	12	20	13	18	13	5	13	8	16	7	23	8	10	5	5	24	4	6	6	3	10	2	15	15	39
	3%	1%	2%	2%	5%	4%	3%	4%	2%	5%	3%	2%	4%	2%	4%	3%	3%	2%	3%	3%	4%	2%	2%	3%	6%	1%	3%	4%	4%
Don't know	131	16	25	2	8	32	24	58	74	15	65	43	31	56	74	34	40	29	21	117	9	14	14	3	6	29	74	28	120
	13%	10%	7%	2%	3%	6%	6%	12%	14%	14%	14%	14%	9%	17%	11%	14%	13%	12%	15%	13%	10%	5%	5%	4%	4%	15%	15%	9%	12%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 57
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Strongly agree	290 29%	246 30%	173 28%	168 28%	215 28%	209 28%	194 28%	179 28%	46 35%	163 34%	123 24%	87 31%	79 24%	124 31%	27 25%	60 36%	39 24%	40 24%	53 33%	71 30%	32 29%	70 27%	104 29%	61 31%	54 28%	175 28%	115 30%	247 28%	41 33%	99 27%	97 29%	288 29%
Tend to agree	208 21%	178 22%	139 22%	131 22%	169 22%	160 22%	151 22%	140 22%	23 17%	96 20%	110 21%	54 19%	65 20%	90 23%	20 18%	34 20%	31 19%	34 20%	40 25%	51 21%	26 24%	58 23%	70 20%	47 24%	33 17%	129 21%	80 20%	187 22%	19 16%	75 20%	86 26%	210 21%
Neither/nor	134 13%	105 13%	76 12%	76 13%	107 14%	100 14%	95 14%	82 13%	12 9%	53 11%	82 16%	39 14%	44 13%	52 13%	23 21%	15 9%	19 11%	25 15%	20 12%	32 14%	10 9%	37 14%	44 12%	22 11%	31 16%	81 13%	53 14%	117 13%	17 14%	45 12%	46 14%	139 14%
Tend to disagree	161 16%	138 17%	119 19%	107 18%	141 18%	140 19%	136 19%	125 19%	5 4%	68 14%	92 18%	54 19%	66 20%	42 11%	18 17%	35 21%	38 23%	27 16%	18 11%	24 10%	13 12%	52 20%	63 18%	31 16%	14 7%	116 19%	46 12%	140 16%	21 17%	66 18%	60 18%	165 16%
Strongly disagree	141 14%	119 15%	98 16%	99 17%	108 14%	105 14%	102 15%	100 15%	23 17%	75 16%	63 12%	25 9%	55 17%	61 15%	14 12%	11 7%	27 16%	29 17%	25 16%	36 15%	14 12%	37 14%	48 14%	24 12%	31 16%	86 14%	55 14%	113 13%	22 18%	76 20%	34 10%	140 14%
Don't know	69 7%	32 4%	19 3%	17 3%	24 3%	24 3%	22 3%	21 3%	24 18%	26 5%	44 8%	19 7%	22 7%	28 7%	7 6%	13 8%	10 6%	12 7%	5 3%	23 10%	15 14%	3 1%	25 7%	9 5%	32 16%	28 5%	42 11%	64 7%	4 4%	11 3%	15 4%	62 6%
Agree	498 50%	424 52%	312 50%	299 50%	384 50%	370 50%	344 49%	319 49%	69 52%	260 54%	233 45%	141 51%	144 44%	214 54%	47 43%	94 56%	70 43%	74 44%	92 57%	121 51%	58 52%	129 50%	175 49%	108 55%	87 45%	303 49%	195 50%	434 50%	61 48%	174 47%	183 54%	498 50%
Disagree	302 30%	256 31%	217 35%	206 34%	248 33%	245 33%	238 34%	224 35%	28 21%	142 30%	156 30%	78 28%	121 37%	103 26%	32 29%	46 27%	65 40%	56 34%	43 27%	60 25%	27 24%	90 35%	111 31%	56 29%	45 23%	201 33%	101 26%	253 29%	43 34%	142 38%	94 28%	305 30%
Net agree	196 20%	168 21%	96 15%	94 16%	136 18%	125 17%	106 15%	95 15%	41 31%	117 24%	77 15%	63 23%	23 7%	110 28%	15 14%	48 28%	5 3%	18 11%	49 30%	62 26%	31 28%	39 15%	63 18%	52 27%	42 22%	102 17%	94 24%	181 21%	17 14%	32 8%	90 27%	193 19%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 58
(JUN22)Q11. Keir Starmer. To what extent do you agree or disagree with the following statements? I don't know what Keir Starmer stands for.

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Strongly agree	290	72	42	16	92	134	164	151	139	32	148	83	119	84	202	61	101	68	35	251	25	115	49	21	45	56	154	80	288
	29%	43%	12%	23% ^s	39%	23%	41%	32%	26%	31%	31%	27%	34%	25%	31%	25%	32%	29%	26%	29%	28% ^s	44%	18%	27% ^s	29%	30%	32%	24%	29%
Tend to agree	208	41	77	14	45	122	86	94	113	20	98	63	77	66	140	48	61	53	28	180	18	61	65	13	30	37	93	78	210
	21%	24%	23%	21% ^s	19%	21%	21%	20%	21%	19%	20%	21%	22%	20%	21%	20%	20%	23%	21%	21%	21% ^s	23%	24%	17% ^s	19%	20%	19%	23%	21%
Neither/nor	134	18	51	13	27	78	45	58	77	11	62	44	50	38	95	42	27	34	22	120	10	28	43	7	16	21	76	37	139
	13%	11%	15%	18% ^s	11%	14%	11%	12%	14%	11%	13%	15%	14%	11%	14%	18%	9%	15%	16%	14%	11% ^s	11%	16%	9% ^s	10%	11%	16%	11%	14%
Tend to disagree	161	11	84	14	35	119	46	77	85	22	84	63	41	56	104	34	48	35	30	143	14	23	54	24	38	18	59	84	165
	16%	6%	25%	20% ^s	15%	21%	12%	16%	16%	21%	17%	21%	12%	17%	16%	14%	16%	15%	22%	16%	16% ^s	9%	20%	31% ^s	25%	10%	12%	25%	16%
Strongly disagree	141	17	72	10	27	98	44	63	77	15	59	35	44	62	79	39	49	28	15	119	10	25	53	13	23	36	56	49	140
	14%	10%	21%	15% ^s	11%	17%	11%	14%	14%	14%	12%	11%	13%	18%	12%	16%	16%	12%	11%	14%	12% ^s	10%	20%	16% ^s	15%	19%	12%	15%	14%
Don't know	69	9	12	2	7	20	16	24	45	4	31	15	21	33	36	14	25	14	7	56	10	11	3	-	4	22	42	5	62
	7%	5%	4%	3% ^s	3%	3%	4%	5%	8%	4%	6%	5%	6%	10%	5%	6%	8%	6%	5%	6%	11% ^s	4%	1%	- ^s	2%	11%	9%	2%	6%
Agree	498	113	119	30	137	256	250	245	252	53	246	146	196	150	342	109	162	121	64	431	42	176	114	35	75	93	248	157	498
	50%	67%	35%	44%^s	59%	45%	62%	53%	47%	50%	51%	48%	56%	44%	52%	46%	52%	52%	47%	50%	49%^s	67%	43%	44%^s	48%	49%	51%	47%	50%
Disagree	302	28	155	24	62	217	90	140	162	37	143	97	85	118	182	73	97	63	44	262	24	48	107	37	61	54	115	133	305
	30%	17%	46%	35%^s	27%	38%	22%	30%	30%	35%	30%	32%	24%	35%	28%	31%	31%	27%	33%	30%	28%^s	18%	40%	47%^s	39%	29%	24%	40%	30%
Net agree	196	85	-36	6	75	39	160	105	90	15	103	49	111	32	159	35	65	59	19	169	18	128	7	-2	14	39	133	24	193
	20%	51%	-11%	9%^s	32%	7%	40%	23%	17%	15%	21%	16%	31%	10%	24%	15%	21%	25%	14%	19%	21%^s	49%	3%	-3%^s	9%	21%	28%	7%	19%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 59
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

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	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Strongly agree	262 26%	215 26%	166 27%	160 27%	190 25%	188 25%	182 26%	168 26%	38 29%	135 28%	123 24%	65 24%	87 26%	109 28%	19 18%	46 27%	51 31%	36 22%	48 30%	61 26%	31 28%	55 21%	101 29%	51 26%	54 28%	157 26%	105 27%	221 25%	38 31%	111 30%	64 19%	271 27%
Tend to agree	203 20%	175 21%	131 21%	122 20%	163 21%	159 22%	150 21%	133 21%	15 11%	91 19%	112 22%	52 19%	61 19%	90 23%	16 15%	36 21%	23 14%	38 23%	38 23%	52 22%	21 19%	55 21%	75 21%	45 23%	28 14%	130 21%	73 19%	187 22%	15 12%	65 17%	89 26%	207 21%
Neither agree nor disagree	120 12%	98 12%	65 10%	60 10%	91 12%	82 11%	76 11%	68 11%	12 9%	58 12%	62 12%	29 10%	37 11%	54 14%	13 12%	16 9%	18 11%	20 12%	15 9%	39 16%	15 14%	27 10%	35 10%	29 15%	30 15%	61 10%	59 15%	110 13%	10 8%	40 11%	44 13%	124 12%
Tend to disagree	190 19%	164 20%	127 20%	120 20%	163 21%	155 21%	142 20%	133 21%	18 14%	84 17%	104 20%	48 17%	68 21%	74 19%	26 24%	22 13%	33 20%	35 21%	33 21%	41 17%	21 19%	74 29%	54 15%	28 14%	34 17%	128 21%	62 16%	167 19%	22 17%	77 21%	72 21%	176 18%
Strongly disagree	172 17%	141 17%	119 19%	120 20%	136 18%	134 18%	132 19%	127 20%	25 19%	88 18%	79 15%	67 24%	59 18%	46 12%	32 30%	35 21%	30 19%	28 17%	20 13%	26 11%	10 9%	43 17%	72 20%	28 15%	28 14%	115 19%	56 14%	130 15%	37 29%	75 20%	60 18%	168 17%
Don't know	58 6%	26 3%	15 2%	15 2%	21 3%	20 3%	18 3%	17 3%	24 18%	25 5%	33 6%	16 6%	17 5%	24 6%	2 2%	14 8%	8 5%	10 6%	7 4%	17 7%	13 12%	5 2%	17 5%	14 7%	22 11%	22 4%	35 9%	5 6%	3 3%	5 1%	9 3%	58 6%
Agree	465 46%	390 48%	298 48%	282 47%	353 46%	348 47%	332 47%	301 47%	53 40%	226 47%	235 46%	117 42%	149 45%	199 50%	35 32%	82 49%	75 46%	74 44%	86 53%	113 48%	52 47%	110 42%	176 50%	96 49%	83 42%	286 47%	178 46%	408 47%	53 43%	176 47%	153 45%	478 48%
Disagree	362 36%	304 37%	246 39%	240 40%	299 39%	290 39%	274 39%	260 40%	43 32%	172 36%	183 36%	115 41%	127 38%	120 30%	58 54%	57 34%	63 39%	63 38%	53 33%	67 28%	31 28%	117 45%	126 36%	56 29%	62 32%	244 40%	118 30%	297 34%	58 47%	152 41%	131 39%	344 34%
Net agree	103 10%	85 10%	52 8%	42 7%	54 7%	58 8%	58 8%	40 6%	10 8%	54 11%	51 10%	2 1%	22 7%	79 20%	-23 -21%	25 15%	11 7%	11 6%	33 20%	46 20%	21 19%	-7 -3%	50 14%	40 20%	21 11%	43 7%	60 15%	110 13%	-5 -4%	25 7%	22 7%	134 13%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 60
(JUL22)RS stands for. To what extent do you agree or disagree with the following statements? I don't know what Rishi Sunak stands for.

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Strongly agree	262	21	104	14	62	166	83	128	134	28	121	87	86	87	173	67	78	58	32	222	27	52	95	18	36	54	140	68	271
	26%	12%	31%	20% ^s	27%	29%	21%	27%	25%	27%	25%	29%	24%	26%	26%	28%	25%	25%	24%	26%	31% ^s	20%	36%	23% ^s	23%	28%	29%	21%	27%
Tend to agree	203	48	67	10	45	112	93	92	111	28	95	52	79	70	131	34	66	57	28	172	17	72	43	19	36	33	96	74	207
	20%	29%	20%	14% ^s	19%	20%	23%	20%	21%	27%	20%	17%	23%	21%	20%	14%	21%	25%	21%	20%	20% ^s	27%	16%	24% ^s	23%	18%	20%	22%	21%
Neither agree nor disagree	120	21	33	12	32	65	53	56	64	11	61	31	48	37	79	31	38	26	13	101	12	36	25	7	17	19	68	34	124
	12%	12%	10%	18% ^s	14%	11%	13%	12%	12%	10%	13%	10%	14%	11%	12%	13%	12%	11%	9%	12%	13% ^s	14%	9%	8% ^s	11%	10%	14%	10%	12%
Tend to disagree	190	47	64	16	40	104	87	95	95	13	99	67	73	49	139	52	53	40	32	171	12	62	49	21	34	36	73	81	176
	19%	28%	19%	24% ^s	17%	18%	22%	20%	18%	13%	20%	22%	21%	14%	22%	22%	17%	17%	24%	20%	14% ^s	24%	18%	26% ^s	22%	19%	15%	24%	18%
Strongly disagree	172	25	63	15	49	112	74	78	93	20	84	49	46	75	95	42	56	40	22	154	12	35	50	15	34	31	69	71	168
	17%	15%	19%	22% ^s	21%	20%	19%	17%	17%	19%	17%	16%	13%	22%	15%	17%	18%	17%	16%	18%	14% ^s	13%	19%	18% ^s	22%	17%	14%	21%	17%
Don't know	58	5	7	2	5	12	10	18	39	5	23	17	20	20	37	13	20	10	8	49	6	6	5	-	*	16	36	5	58
	6%	3%	2%	3% ^s	2%	2%	3%	4%	7%	5%	5%	6%	6%	6%	6%	5%	6%	4%	6%	6%	7% ^s	2%	2%	- ^s	*	9%	7%	2%	6%
Agree	465	69	171	24	107	278	176	220	245	56	216	139	165	157	304	101	144	115	60	394	44	124	138	37	72	87	236	142	478
	46%	41%	51%	34%^s	46%	49%	44%	47%	46%	54%	45%	46%	47%	46%	46%	42%	46%	50%	44%	45%	51%^s	47%	52%	47%^s	46%	46%	49%	43%	48%
Disagree	362	73	126	31	89	215	162	173	188	33	182	116	118	124	234	94	109	80	54	326	24	98	99	36	68	68	142	152	344
	36%	43%	37%	45%^s	38%	38%	40%	37%	35%	31%	38%	38%	34%	37%	36%	39%	35%	35%	40%	37%	28%^s	37%	37%	45%^s	43%	36%	30%	46%	34%
Net agree	103	-4	45	-8	18	62	14	47	57	23	33	23	47	32	70	7	35	35	6	68	20	26	39	2	4	19	93	-10	134
	10%	-2%	13%	-11%^s	8%	11%	4%	10%	11%	22%	7%	8%	13%	10%	11%	3%	11%	15%	4%	8%	23%^s	10%	15%	2%^s	3%	10%	19%	-3%	13%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 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 - February 2024

Table 61
(FEB24)LABOURNOTKNOW (_JUN22Q11). To what extent do you agree or disagree with the following statements? Labour do not have the knowledge needed to run the economy properly.

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-iority		Definitely decided	May change mind
Unweighted Total	1004	837	647	623	782	756	721	671	114	536	458	237	323	444	108	129	152	171	165	279	137	281	354	178	191	635	369	849	144	389	337	1004
Weighted Total	1004	817	624	597	764	739	700	646	132	481	513	277	330	397	108	169	163	166	161	236	111	259	355	194	196	614	390	868	125	373	338	1004
Strongly agree	192 19%	145 18%	103 16%	103 17%	130 17%	128 17%	115 16%	108 17%	41 31%	110 23%	79 15%	39 14%	53 16%	101 25%	14 13%	25 15%	21 13%	32 19%	55 34%	46 19%	20 18%	34 13%	62 17%	51 26%	46 23%	96 16%	97 25%	175 20%	14 12%	63 17%	60 18%	192 19%
Tend to agree	142 14%	120 15%	86 14%	80 13%	110 14%	103 14%	98 14%	87 13%	13 10%	57 12%	84 16%	44 16%	39 12%	60 15%	19 17%	25 15%	18 11%	21 12%	13 8%	47 20%	24 21%	37 14%	48 13%	27 14%	30 16%	85 14%	57 15%	128 15%	13 10%	44 12%	56 17%	137 14%
Neither agree nor disagree	174 17%	136 17%	81 13%	74 12%	126 16%	116 16%	103 15%	84 13%	24 18%	87 18%	86 17%	64 23%	52 16%	58 15%	28 26%	36 21%	32 20%	20 12%	29 18%	29 12%	12 11%	53 21%	62 18%	27 14%	32 16%	116 19%	59 15%	145 17%	29 23%	43 12%	68 20%	172 17%
Tend to disagree	190 19%	173 21%	140 23%	128 21%	156 20%	153 21%	144 22%	14 22%	14 11%	86 18%	100 19%	54 19%	66 20%	70 18%	21 19%	33 20%	37 23%	29 17%	20 13%	50 21%	23 21%	44 17%	79 22%	33 17%	34 17%	123 20%	67 17%	163 19%	26 21%	78 21%	74 22%	199 20%
Strongly disagree	241 24%	217 27%	198 32%	200 33%	218 28%	215 29%	211 30%	206 32%	16 12%	117 24%	123 24%	59 21%	99 30%	82 21%	23 22%	36 21%	51 31%	49 29%	36 23%	46 19%	19 18%	85 33%	78 22%	43 18%	34 27%	163 20%	78 20%	202 37%	35 28%	138 37%	71 21%	243 24%
Don't know	64 6%	26 3%	16 3%	13 2%	24 3%	24 3%	22 3%	17 3%	25 19%	23 5%	41 8%	18 6%	20 6%	26 7%	4 3%	14 8%	4 3%	16 10%	7 4%	19 8%	12 11%	6 2%	26 7%	13 7%	19 10%	32 5%	32 8%	55 6%	8 7%	7 2%	9 3%	61 6%
Agree	335 33%	265 32%	189 30%	182 31%	240 31%	231 31%	213 30%	195 30%	53 40%	167 35%	163 32%	82 30%	92 28%	161 40%	33 30%	50 29%	39 24%	53 32%	68 42%	93 39%	44 40%	71 28%	109 31%	78 40%	76 39%	181 29%	154 39%	302 35%	28 22%	107 29%	116 34%	329 33%
Disagree	431 43%	390 48%	338 54%	328 55%	374 49%	367 50%	362 52%	350 54%	30 23%	204 42%	223 43%	113 41%	166 50%	152 38%	44 41%	69 41%	88 54%	78 47%	56 35%	95 40%	43 38%	129 50%	157 44%	77 39%	68 35%	286 47%	145 37%	365 42%	61 49%	216 58%	145 43%	442 44%
Net agree	-96 -10%	-125 -15%	-149 -24%	-145 -24%	-133 -17%	-136 -18%	-149 -21%	-155 -24%	23 18%	-36 -8%	-60 -12%	-31 -11%	-74 -22%	9 2%	-12 -11%	-20 -12%	-49 -30%	-25 -15%	11 7%	-3 -1%	1 1%	-57 -22%	-48 -13%	1 1%	8 4%	-105 -17%	9 2%	-63 -7%	-33 -27%	-109 -29%	-29 -9%	-113 -11%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
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 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 - February 2024

Table 62
(FEB24)LABOURNOTKNOW (_JUN22Q11). To what extent do you agree or disagree with the following statements? Labour do not have the knowledge needed to run the economy properly.

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	1004	176	327	78	252	579	428	460	543	194	365	309	382	288	691	215	318	226	147	850	98	270	271	83	164	168	473	363	1004
Weighted Total	1004	168	338	69	233	571	401	467	536	105	482	303	352	339	654	239	311	232	136	870	86	264	268	79	157	190	481	333	1004
Strongly agree	192	65	11	9	55	66	120	90	102	15	92	54	78	57	132	47	63	51	15	167	16	95	15	11	18	50	107	36	192
	19%	38%	3%	13%	24%	12%	30%	19%	19%	15%	19%	18%	22%	17%	20%	20%	20%	22%	11%	19%	18%	36%	5%	14%	12%	26%	22%	11%	19%
Tend to agree	142	38	25	8	40	65	77	63	79	17	63	35	58	48	94	24	55	25	27	125	11	63	19	7	25	26	74	42	137
	14%	22%	7%	11%	17%	11%	19%	14%	15%	16%	13%	12%	17%	14%	14%	10%	18%	11%	20%	14%	13%	24%	7%	9%	16%	14%	15%	13%	14%
Neither agree nor disagree	174	32	39	13	44	83	76	92	82	21	104	52	54	68	106	46	51	39	24	150	14	39	34	10	24	24	87	63	172
	17%	19%	11%	19%	19%	15%	19%	20%	15%	20%	22%	17%	15%	20%	16%	19%	17%	17%	18%	17%	16%	15%	13%	13%	15%	12%	19%	19%	17%
Tend to disagree	190	17	94	15	45	139	63	97	92	22	89	66	63	59	129	41	55	47	28	161	20	37	71	15	36	31	76	83	199
	19%	10%	28%	21%	19%	24%	16%	21%	17%	21%	18%	22%	18%	24%	20%	17%	18%	20%	20%	18%	23%	14%	27%	19%	23%	16%	16%	25%	20%
Strongly disagree	241	9	158	24	45	203	54	106	135	25	108	81	75	82	157	66	67	55	33	212	20	23	125	35	52	42	96	104	243
	24%	6%	47%	35%	19%	36%	14%	23%	25%	24%	22%	27%	21%	24%	24%	28%	22%	24%	24%	24%	24%	9%	47%	43%	33%	22%	20%	31%	24%
Don't know	64	7	11	-	4	15	10	19	45	5	27	14	23	26	37	15	20	15	9	56	4	8	4	1	1	18	41	6	61
	6%	4%	3%	-s	2%	3%	3%	4%	8%	5%	6%	5%	6%	8%	6%	6%	7%	6%	7%	6%	5%	3%	1%	2%	1%	9%	8%	2%	6%
Agree	335	102	36	17	95	131	197	153	182	32	155	89	136	105	226	71	118	77	42	292	27	158	34	18	44	76	181	78	329
	33%	61%	11%	25%	41%	23%	49%	33%	34%	30%	32%	30%	39%	31%	35%	30%	38%	33%	31%	34%	31%	60%	13%	23%	28%	40%	38%	23%	33%
Disagree	431	27	252	39	90	343	117	203	228	47	197	147	138	141	286	107	122	102	60	372	41	60	196	50	88	72	172	186	442
	43%	16%	75%	56%	39%	60%	29%	43%	42%	45%	41%	49%	39%	41%	44%	45%	39%	44%	44%	43%	47%	23%	73%	63%	56%	38%	36%	56%	44%
Net agree	-96	75	-217	-22	5	-212	80	-50	-46	-15	-42	-58	-2	-35	-60	-35	-4	-25	-18	-81	-13	98	-162	-32	-44	3	10	-109	-113
	-10%	45%	-64%	-31%	2%	-37%	20%	-11%	-9%	-14%	-9%	-19%	-1%	-10%	-9%	-15%	-1%	-11%	-13%	-9%	-16%	37%	-60%	-40%	-28%	2%	2%	-33%	-11%

Fieldwork dates : Wednesday 21st to Wednesday 28th February 2024
 Respondent Type : GB Adults, General Public 18+ - Telephone

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 Source : Ipsos J24-003060-01

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