Ipsos February 2024 Political Monitor
Topline Results
February 2024
Fieldwork: 21-28 February 2024

Technical Details

Ipsos interviewed a representative sample of 1.004 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 21-28 February 2024. Data are weighted to match the profile of the population.

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

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Voting Intention

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

Voting intentions: headline indicator

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

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

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

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

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

Base: *All 9-10 certain to vote and always/usually/depends vote in General Elections (647)*	**Feb 2024 %**	*Jan 2024 %*
Conservative	**20**	*27*
Labour	**47**	*49*
Liberal Democrats (Lib Dem)	**9**	*7*
Scottish National Party/Plaid Cymru	**5**	*5*
Green Party	**8**	*7*
Reform UK	**8**	*4*
Other	**2**	***
Conservative lead (+%)	**-27**	*-22*
Would not vote	**1**	*1*
Undecided	**6**	*6*
Refused	**3**	*2*

Voting intentions: all naming a party

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

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

	%
Conservative	**23**
Labour	**46**
Liberal Democrats (Lib Dem)	**9**
Scottish National Party/Plaid Cymru	**5**
Green Party	**8**
Reform UK	**7**
Other	**2**
Conservative lead (+%)	**-23**
Would not vote	**14**
Undecided	**8**
Refused	**4**

Certainty of voting

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

	%
10 – absolutely certain to vote	**59**
9	**5**
8	**5**
7	**4**
6	**3**
5	**5**
4	**1**
3	**2**
2	**1**
1 – absolutely certain not to vote	**13**
Don't know	**1**

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

Base: All giving a voting intention (755)

	February 2024 %	*January 2024 %*
Definitely decided	**50**	*48*
May change mind	**45**	*49*
Don't know	**4**	*2*

Satisfaction Ratings

Q3 **Are you satisfied or dissatisfied with the way the Government is running the country?**

Q4 **Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?**

Q5 **Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?**

Q6 **Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) **Feb '24**	**10**	**83**	**7**	**-73**
Jan '24	*13*	*78*	*9*	*-65*
Sunak (Q4) **Feb '24**	**19**	**73**	**9**	**-54**
Jan '24	*20*	*66*	*14*	*-46*
Starmer (Q5) **Feb '24**	**29**	**55**	**16**	**-26**
Jan '24	*30*	*48*	*22*	*-18*
Davey (Q6) **Feb '24**	**18**	**40**	**42**	**-22**
Jan '24	*20*	*35*	*45*	*-15*

Satisfaction among party supporters

Q3   **Are you satisfied or dissatisfied with the way the Government is running the country?**

Q4   **Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?**

Q5   **Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?**

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

	Base	Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) **Feb '24**	**176**	**26**	**65**	**8**	**-39**
Jan '24	*196*	*37*	*54*	*9*	*-17*
Sunak (Q4) **Feb '24**	**176**	**54**	**37**	**9**	**+17**
Jan '24	*196*	*55*	*35*	*11*	*+20*
Starmer (Q5) **Feb '24**	**327**	**58**	**32**	**10**	**+26**
Jan '24	*362*	*54*	*30*	*16*	*+24*

Economy

Q9. Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt is doing his job as Chancellor of the Exchequer?

	Satisfied	**Dissatisfied**	**Don't know**
	%	%	%
Osborne March 2016	*27*	*60*	*13*
Hammond Nov 2016	*39*	*28*	*34*
Hammond March 2017	*34*	*46*	*20*
Hammond Nov 2017	*36*	*45*	*19*
Hammond Nov 2018	*30*	*43*	*27*
Sajid Javid Oct 2019	*37*	*32*	*30*
Sunak March 2020	*45*	*17*	*37*
Sunak Sept 2020	*64*	*21*	*15*
Sunak Dec 2020	*61*	*19*	*21*
Sunak Feb 2021	*56*	*26*	*17*
Sunak Mar 2021	*59*	*27*	*14*

	Satisfied	Dissatisfied	Don't know
Sunak Nov 2021	45	39	16
Sunak Mar 2022	*44*	*34*	*21*
Kwarteng Oct 2022	*12*	*65*	*23*
Hunt Nov 2022	*29*	*40*	*31*
Hunt Feb 2023	*26*	*52*	*22*
Hunt Feb 2024	**22**	**56**	**21**

Base: Conservative party supporters (n=176)

	Satisfied %	Dissatisfied %	Don't know %
Osborne March 2016	*58*	*31*	*10*
Hammond Nov 2016	*61*	*12*	*27*
Hammond March 2017	*60*	*26*	*14*
Hammond Nov 2017	*62*	*22*	*17*
Hammond Nov 2018	*51*	*31*	*18*
Sajid Javid Oct 2019	*66*	*9*	*25*
Sunak March 2020	*63*	*7*	*30*
Sunak Sept 2020	*83*	*8*	*9*
Sunak Dec 2020	*82*	*6*	*12*
Sunak Feb 2021	*87*	*8*	*4*
Sunak Mar 2021	*83*	*10*	*7*
Sunak Nov 2021	72	19	9
Sunak Mar 2022	*70*	*16*	*14*
Kwarteng Oct 2022	*26*	*45*	*29*
Hunt Nov 2022	*60*	*17*	*23*
Hunt Feb 2023	*60*	*31*	*9*
Hunt Feb 2024	**55**	**25**	**19**

Q10 **Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?**

Osborne vs Ed Balls March 2015 %	*Osborne vs John McDonnell February 2016 %*	*Hammond vs McDonnell November 2016 %*	*Hammond vs McDonnell November 2017 %*	*Sajid Javid vs McDonnell October 2019 %*	*Rishi Sunak vs Anneliese Dodds Dec 2020 %*		*Jeremy Hunt vs Rachel Reeves November 2022 %*	*Jeremy Hunt vs Rachel Reeves June 2023 %*	**Jeremy Hunt vs Rachel Reeves Oct 2023 %**	**Jeremy Hunt vs Rachel Reeves Feb 2024 %**
41	*46*	*46*	*41*	*45*	*48*	**Jeremy Hunt**	*29*	*29*	**29**	**24**
30	*29*	*28*	*32*	*24*	*17*	**Rachel Reeves**	*35*	*41*	**41**	**39**
18	*10*	*8*	*8*	*11*	*6*	**Neither**	*9*	*10*	**12**	**16**
10	*15*	*18*	*19*	*20*	*29*	**Don't know**	*27*	*20*	**18**	**21**

Q11. **Which party do you think has the best policies on …. The Conservatives, Labour, Liberal Democrats, or some other party?**

		Lab %	Con %	Lib Dems %	Other %	None %	Don't know %	Con Lead over Lab %
Managing the economy	**Feb '24**	**31**	**23**	**4**	**11**	**11**	**21**	**-8**
	Oct '23	*29*	*30*	*4*	*9*	*10*	*19*	*+1*
	Jun '23	*29*	*24*	*4*	*6*	*16*	*21*	*-5*
	Feb '23	*30*	*24*	*4*	*7*	*10*	*23*	*-6*
	Oct '22	*34*	*21*	*5*	*6*	*14*	*20*	*-13*
	Apr '22	*26*	*32*	*5*	*8*	*9*	*21*	*+6*
	Oct '20	*23*	*41*	*3*	*6*	*7*	*18*	*+18*
	Dec '19	*20*	*44*	*8*	*4*	*7*	*17*	*+24*
	Mar '18	*25*	*37*	*6*	*8*	*8*	*15*	*+12*
	Apr '17	*17*	*52*	*6*	*4*	*6*	*14*	*+35*
	Apr '15	*23*	*41*	*4*	*10*	*6*	*16*	*+18*
Taxation	**Feb '24**	**32**	**19**	**5**	**12**	**9**	**23**	**-13**
	Jun '23	*31*	*22*	*5*	*5*	*14*	*23*	*-9*
	Feb '23	*34*	*21*	*6*	*6*	*8*	*24*	*-13*
	Oct '22	*39*	*20*	*6*	*7*	*8*	*21*	*-19*
	Apr '22	*32*	*25*	*5*	*5*	*8*	*25*	*-7*
	Dec '19	*26*	*38*	*10*	*4*	*3*	*20*	*+12*
	Apr '17	*28*	*39*	*8*	*4*	*5*	*16*	*+11*
	Apr '15	*29*	*30*	*7*	*11*	*6*	*17*	*+1*
For Britain's businesses	**Feb '24**	*25*	*29*	*3*	*8*	*9*	*25*	*+4*
	Sep '21	*17*	*41*	*5*	*8*	*9*	*20*	*+24*
	Mar '18	*25*	*43*	*5*	*5*	*4*	*17*	*+18*
Britain's financial services sector, also known as the City	**Feb '24**	*22*	*30*	*4*	*7*	*8*	*28*	*+8*
For people in work	**Feb '24**	*40*	*15*	*5*	*10*	*8*	*22*	*-25*
For public services in general	**Feb '24**	*43*	*11*	*7*	*10*	*9*	*19*	*-32*
For the level of public spending	**Feb '24**	*35*	*16*	*5*	*10*	*9*	*24*	*-19*

Party leaders

Q14. 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?

	Feb 2021 %	Feb 2024 %
For the better	48	37
For the worse	4	13
Made no difference	35	39
Don't know	13	11

Q15. We would now like to ask you some questions about Keir Starmer's leadership of the Labour Party. Would you say that the Labour Party led by Keir Starmer has done a good job or bad job at…?

		Good job %	Bad job %	Neither %	Don't know %	Net good job
Setting out a clear alternative to the current government to voters*	**Feb '24**	**29**	**47**	**8**	**16**	**-16**
	Jul '21	18	59	*	23	-41
Giving you a reason to vote Labour	**Feb '24**	**32**	**45**	**9**	**14**	**-13**
	Feb '21	35	37	13	15	-2

*Note slight change in question wording, neither not an option in July 2021.

Q16. Would you describe Keir Starmer as decisive or indecisive?

	Feb '21 %	Feb '24 %
Decisive	46	29
Indecisive	28	55
Neither	4	3
Don't know	22	13

Q17. To what extent do you agree or disagree with the following statements?

a) I don't know what Keir Starmer Stands for

b) I don't know what Rishi Sunak stands for

	Oct '13 David Cameron %	Apr '15 David Cameron %	Jun '22 Boris Johnson %	July '22 Liz Truss %	July '22 Rishi Sunak %	Jan '23 Rishi Sunak %	Jun '23 Rishi Sunak %	Feb '24 Rishi Sunak %	Oct '13 Ed Miliband %	Apr '15 Ed Miliband %	June '22 Keir Starmer %	July '22 Keir Starmer %	Jan '23 Keir Starmer %	Jun '23 Keir Starmer %	Feb '24 Keir Starmer %
Strongly agree	14	13	29	27	19	18	22	26	22	18	30	28	20	28	29
Tend to agree	20	21	18	19	21	22	23	20	23	20	23	21	24	22	21
Neither agree/ disagree	7	8	11	14	11	16	17	12	11	10	17	12	14	16	13
Tend to disagree	29	24	17	19	25	23	18	19	24	27	13	21	20	17	16
Strongly disagree	29	32	20	14	19	15	16	17	17	22	10	12	13	11	14
Don't know	2	2	4	7	5	7	4	6	3	3	7	6	8	7	7
Agree	34	34	47	46	40	40	45	46	45	38	53	49	44	50	50
Disagree	58	56	37	33	44	38	34	36	41	49	23	33	33	28	30