

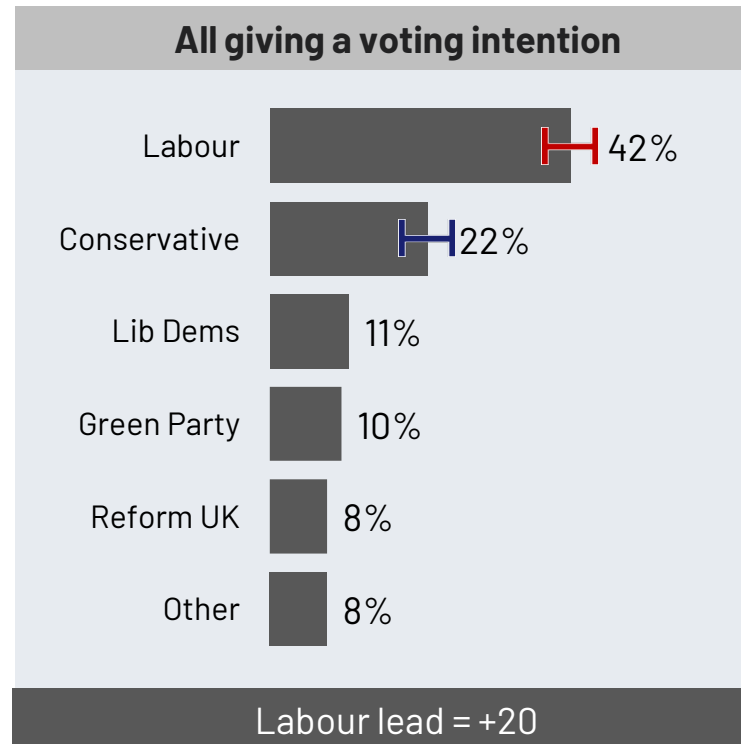
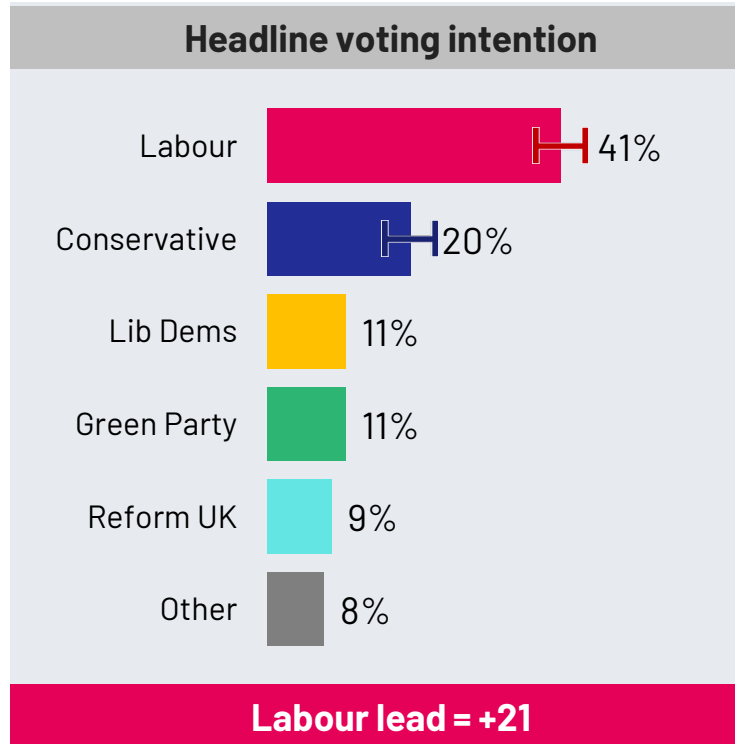
# IPSOS POLITICAL MONITOR

May 2024



# Voting Intention: May 2024

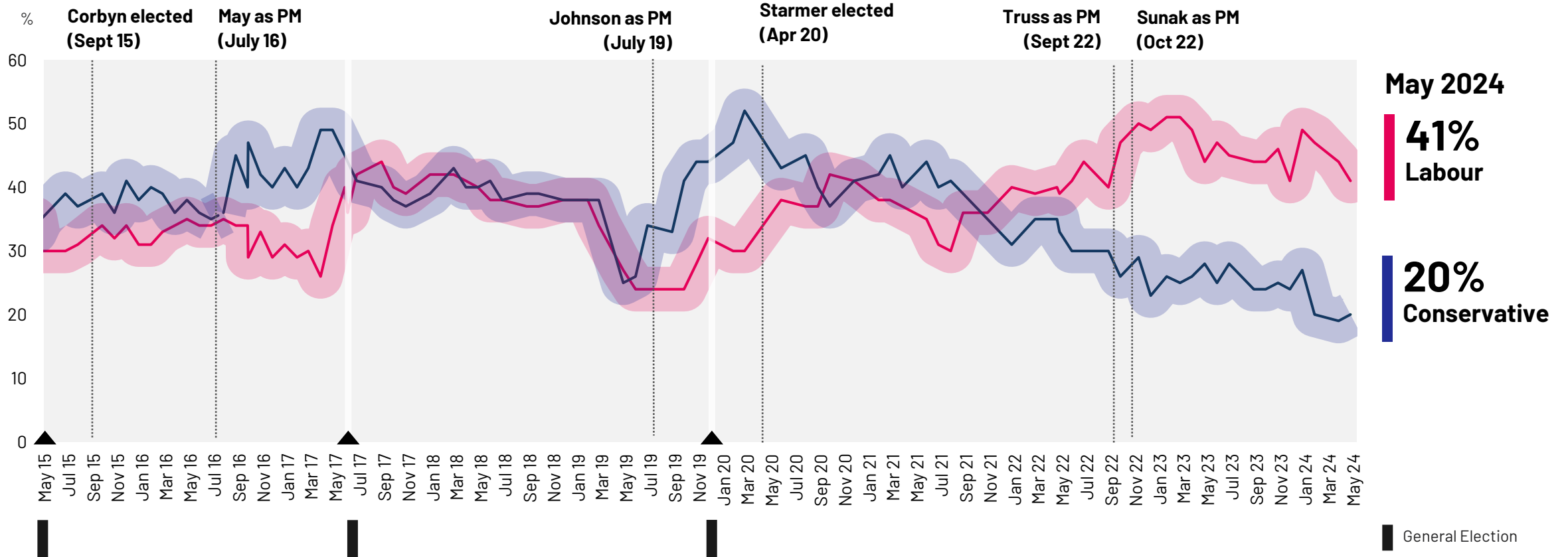
How do you intend to vote in the General Election? Will you vote...?



**Base: 1,008** British adults 18+, 8-14 May 2024; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 645. Margin of error is displayed at +/- 4% 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.

# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

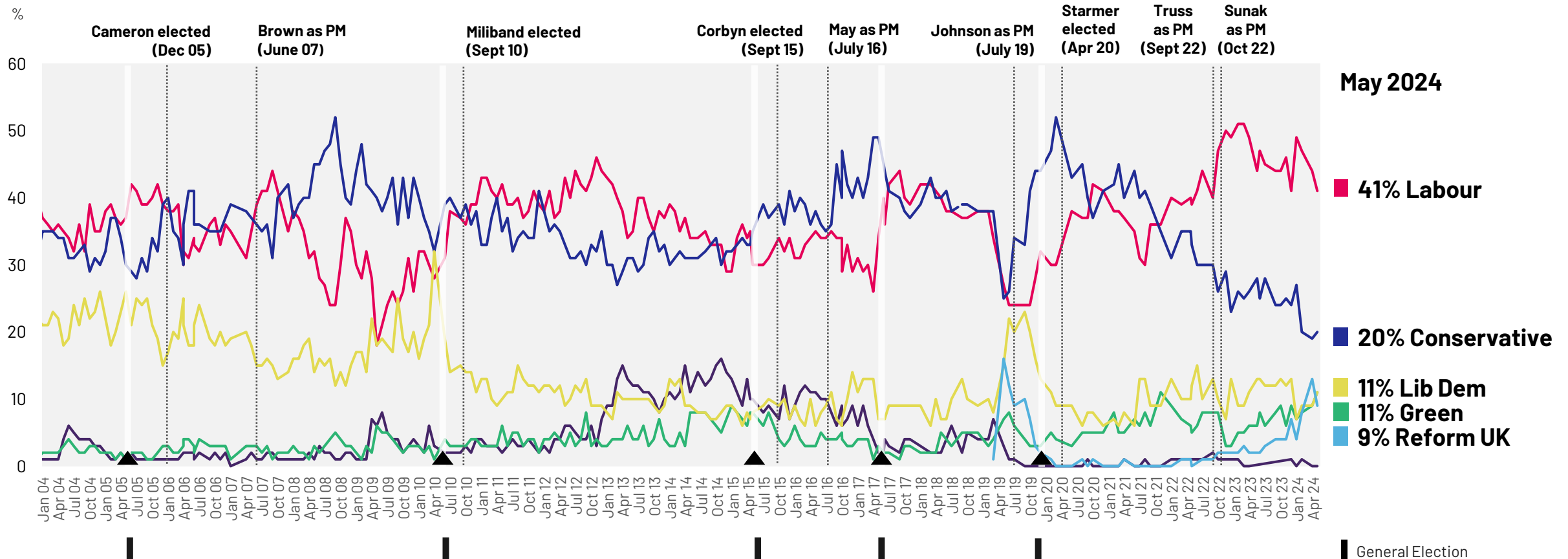


Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor

# Headline voting intention: January '04 – May '24

How would you vote if there were an election tomorrow?

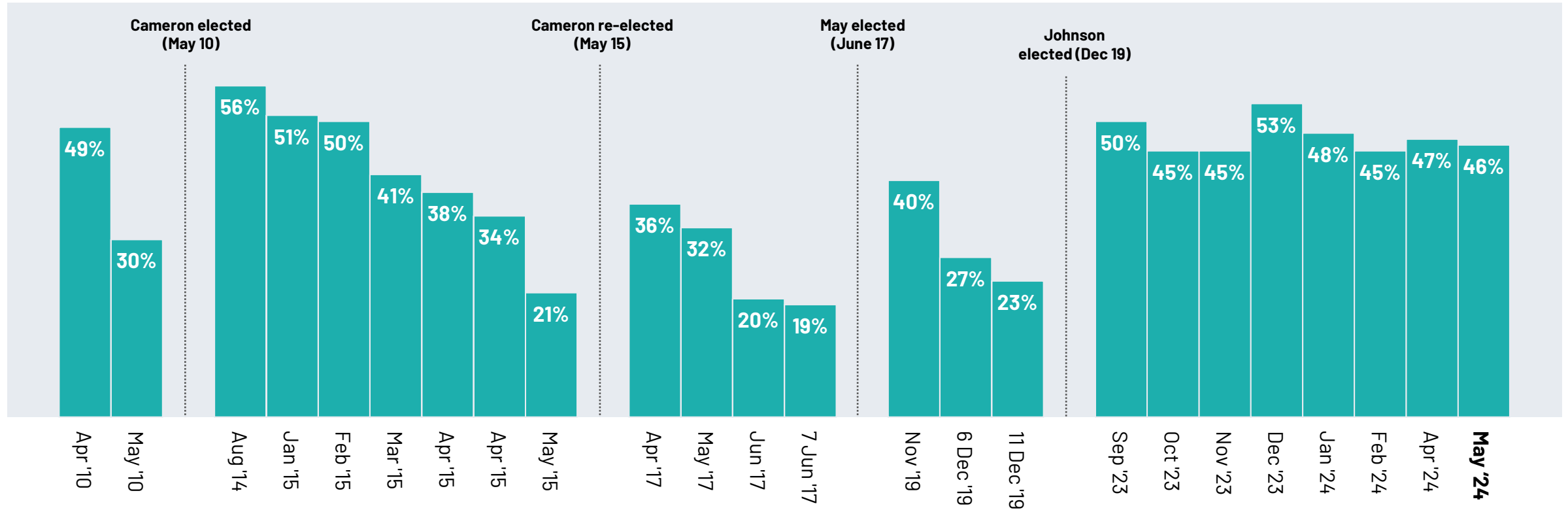


**Base:** c. 800 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

Source: Ipsos Political Monitor

# Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?



Base: All British adults 18+ giving a voting intention (762)

Source: Ipsos Political Monitor

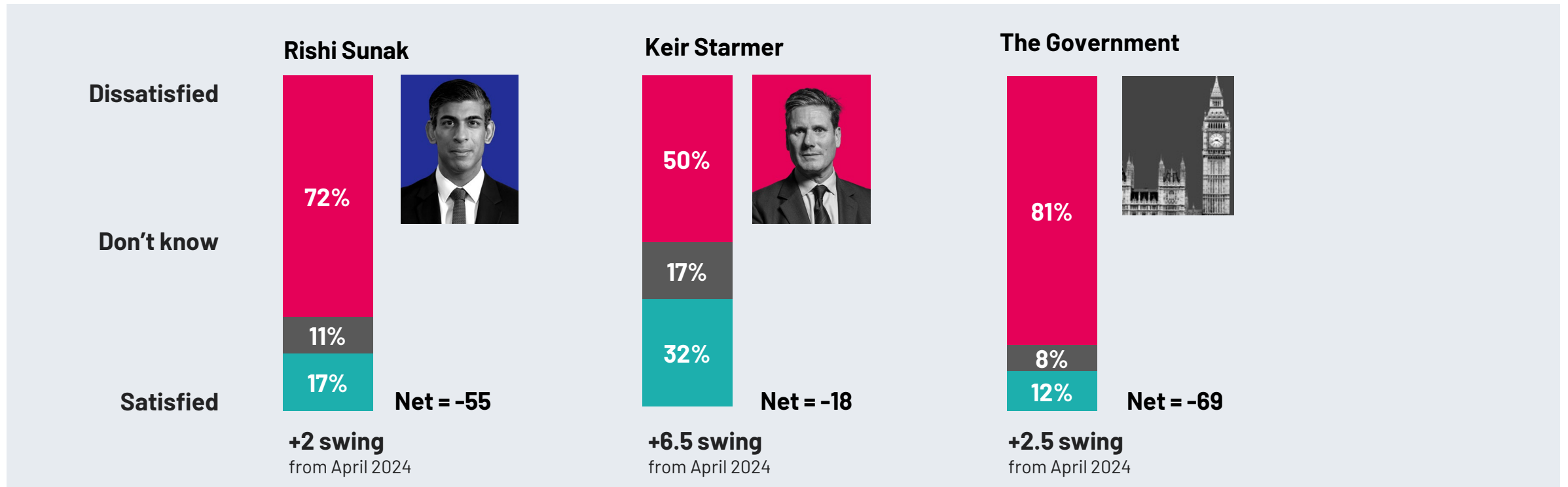
# SATISFACTION

With government and party leaders



# Satisfaction with leaders and the Government: May 2024

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



Base: 1,008 British adults 18+, 8-14 May 2024. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

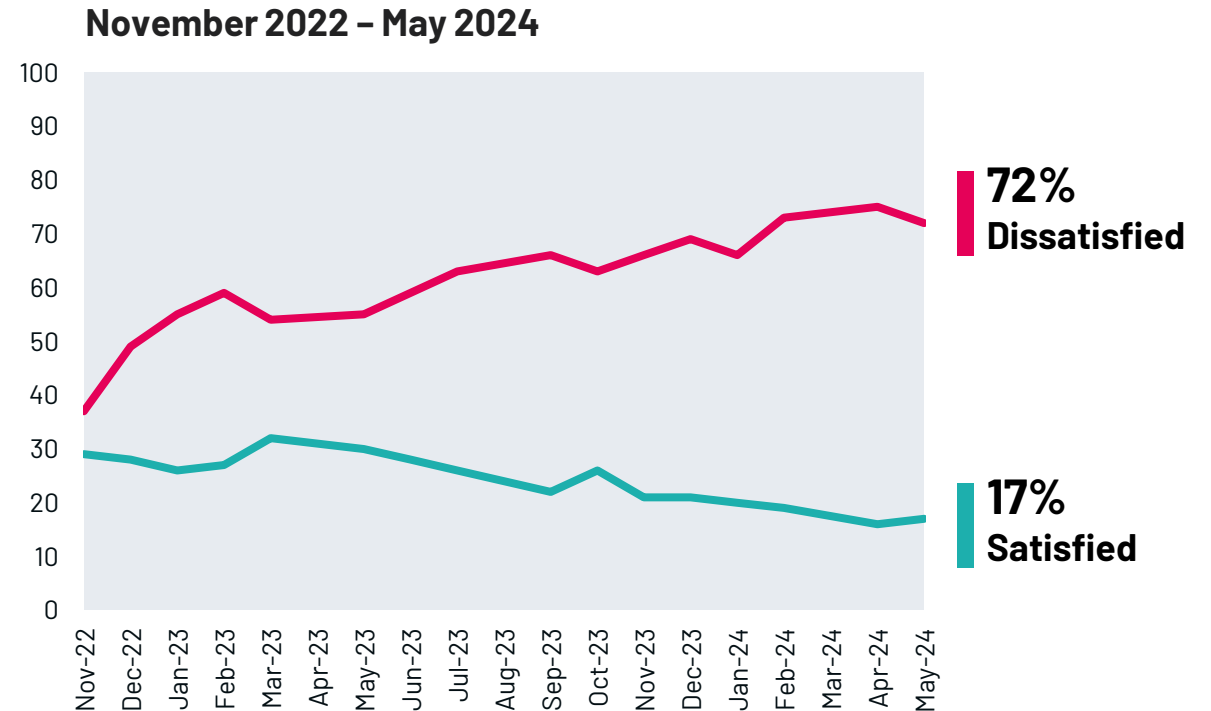
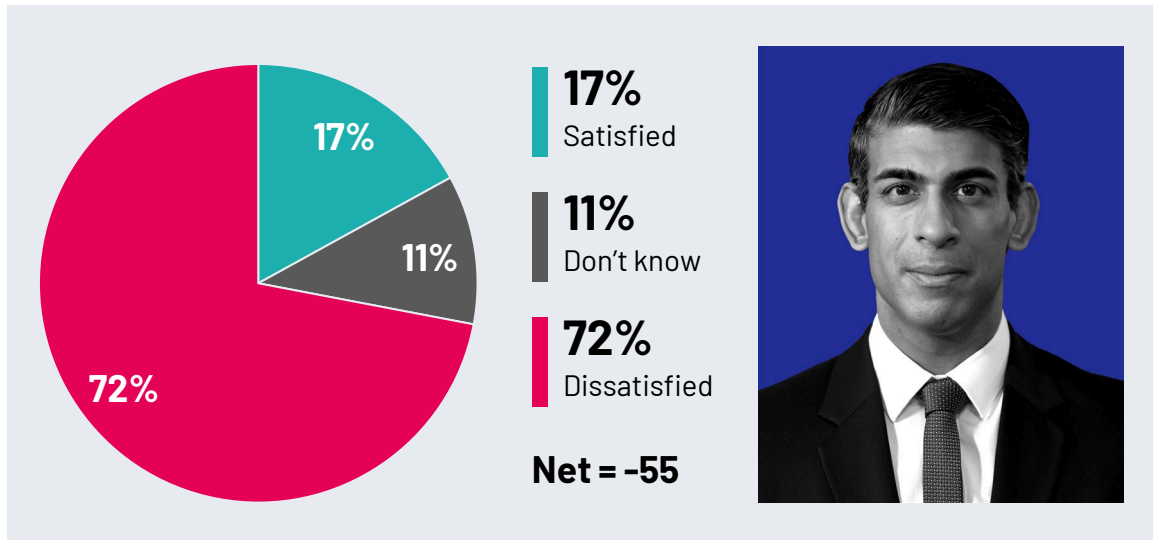
Source: Ipsos Political Monitor

# Rishi Sunak: Satisfaction

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

May 2024

Among all



Base: 1,008 British adults 18+, 8-14 May 2024.

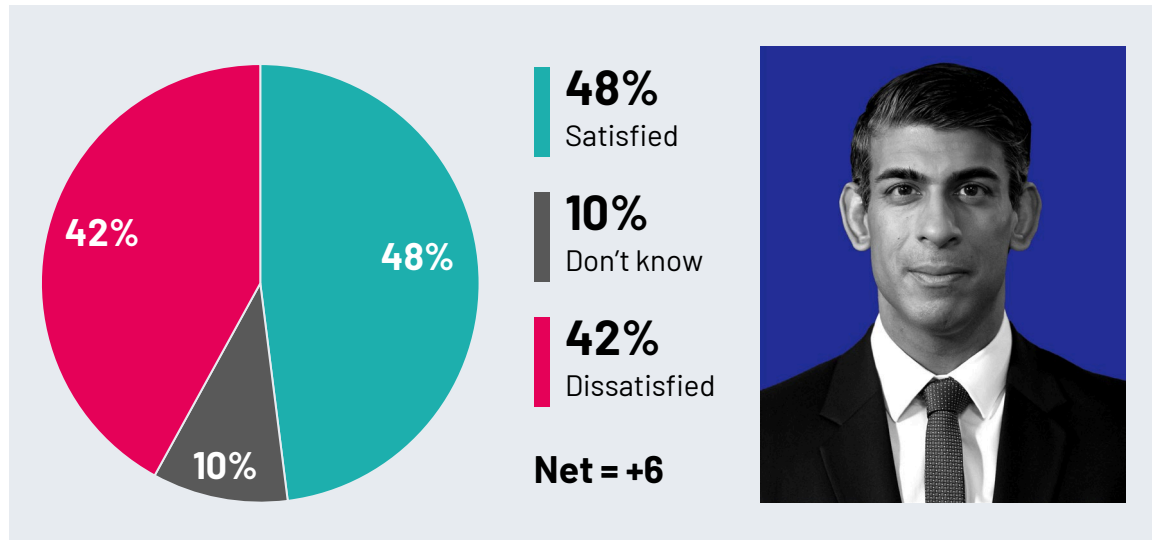
Source: Ipsos Political Monitor



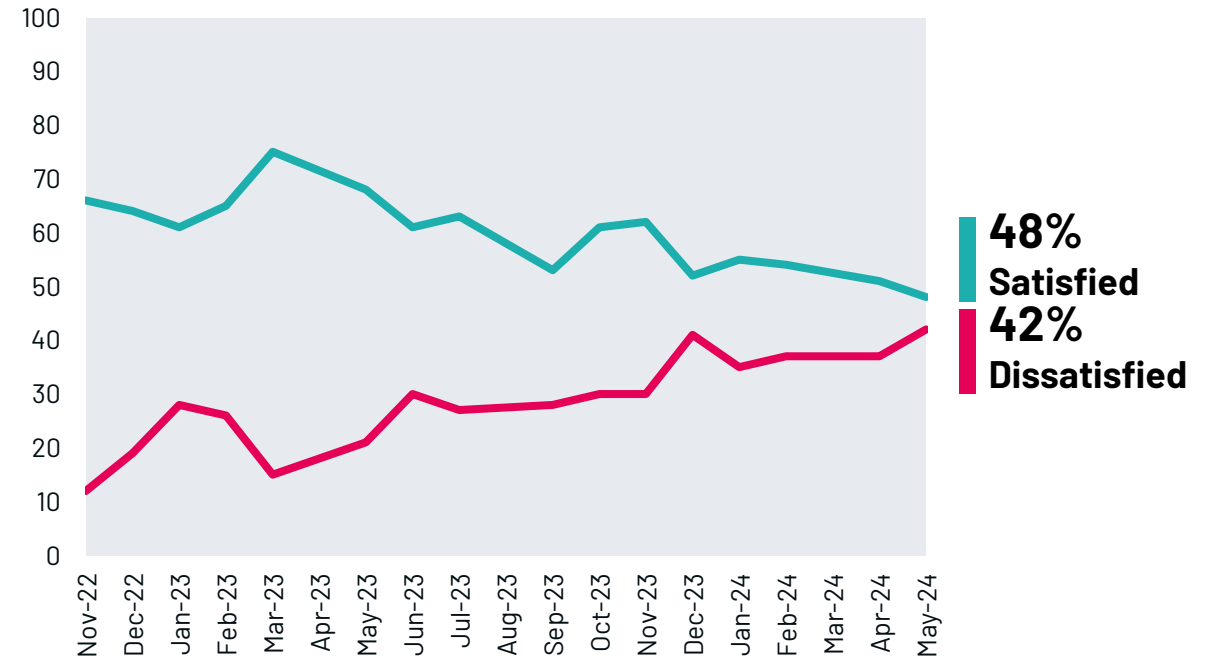
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

May 2024



November 2022 – May 2024

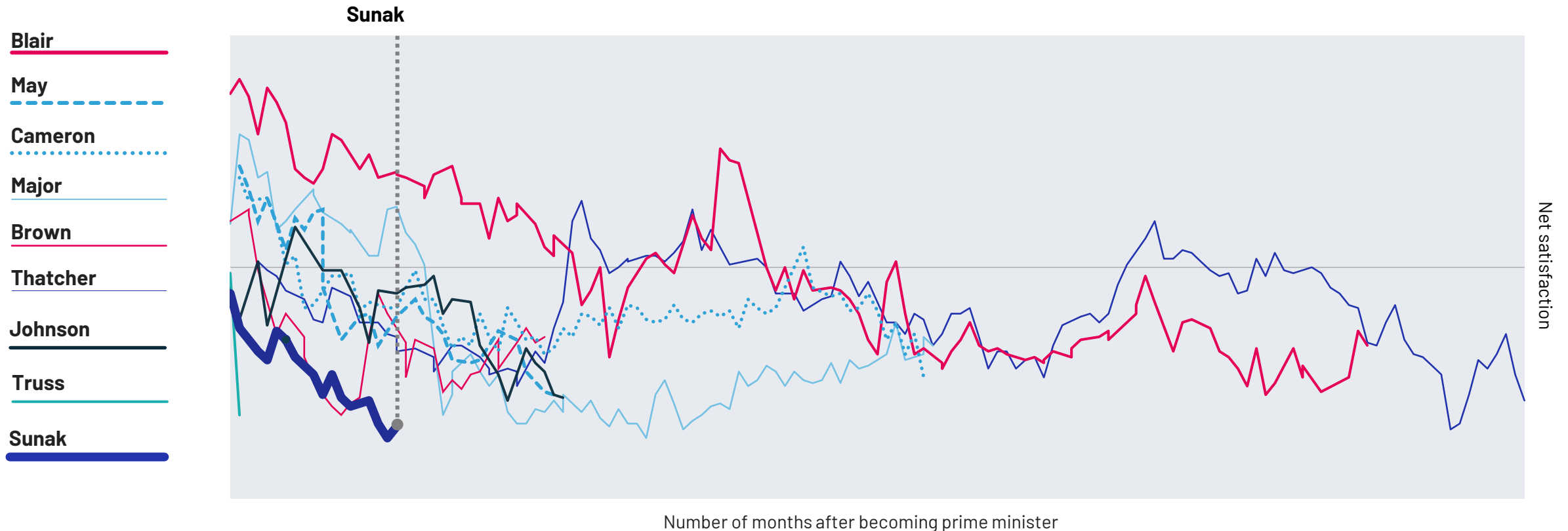


Base: 165 Conservative party supporters aged 18+, 8-14 May 2024

Source: Ipsos Political Monitor

# Net satisfaction with Prime Ministers (1979-2024)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



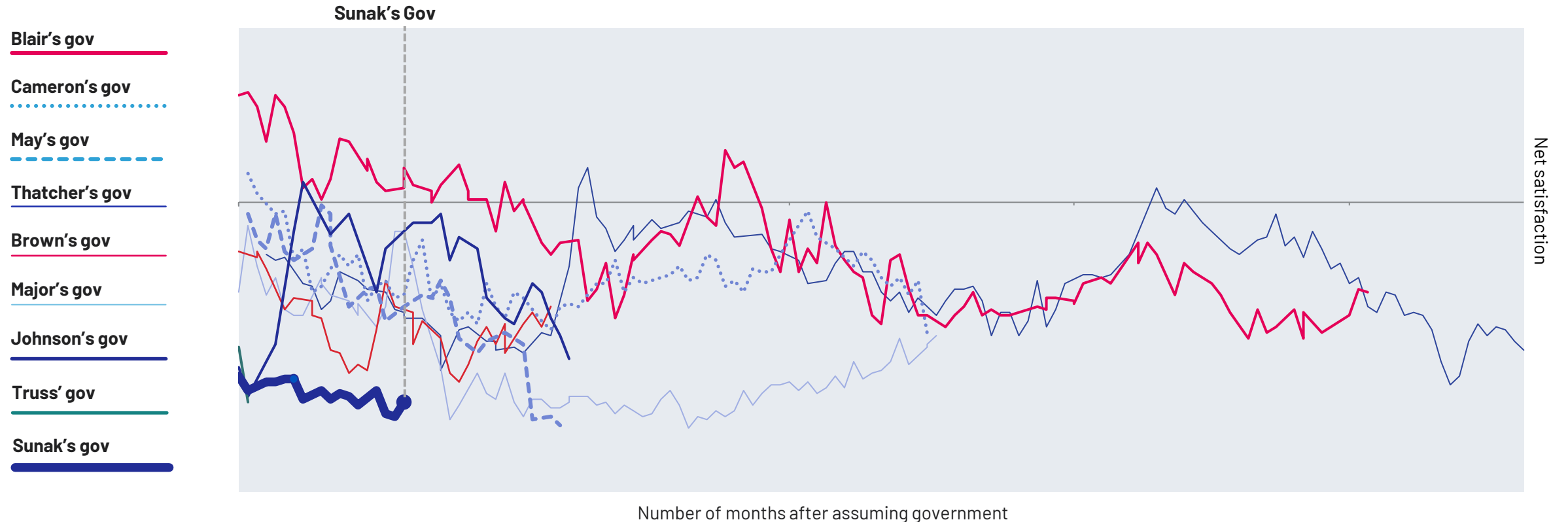
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

**Base:** c.1,000 British adults each month

**Source:** Ipsos Political Monitor

# Net satisfaction with the Government (1979 – 2024)

How satisfied or dissatisfied are you with the way the government is running the country?



**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

**Base:** c.1,000 British adults each month

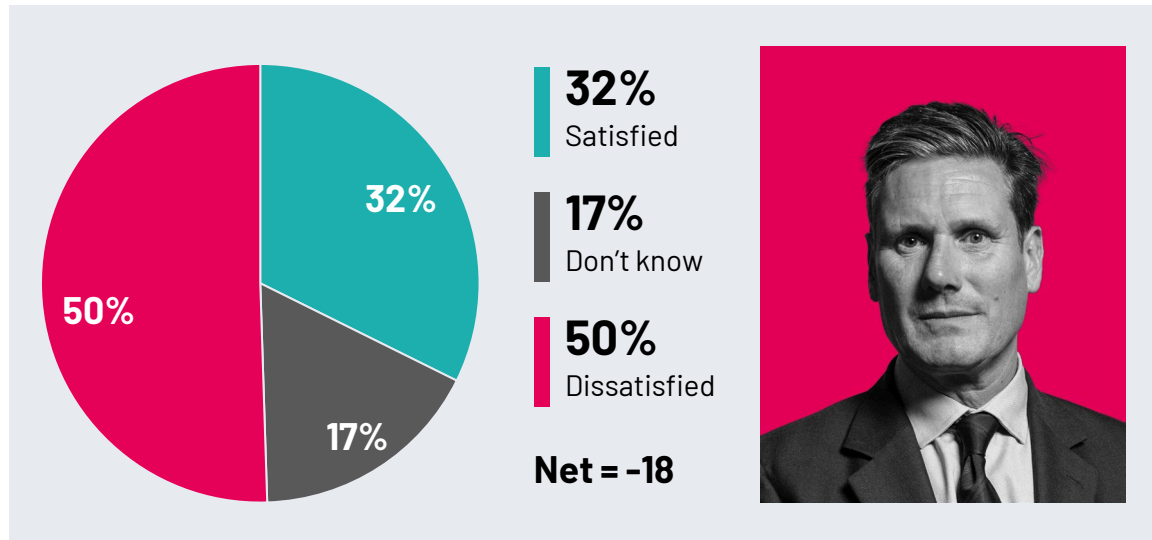
**Source:** Ipsos Political Monitor

# Keir Starmer: Satisfaction

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

May 2024

Among all



June 2020 – May 2024



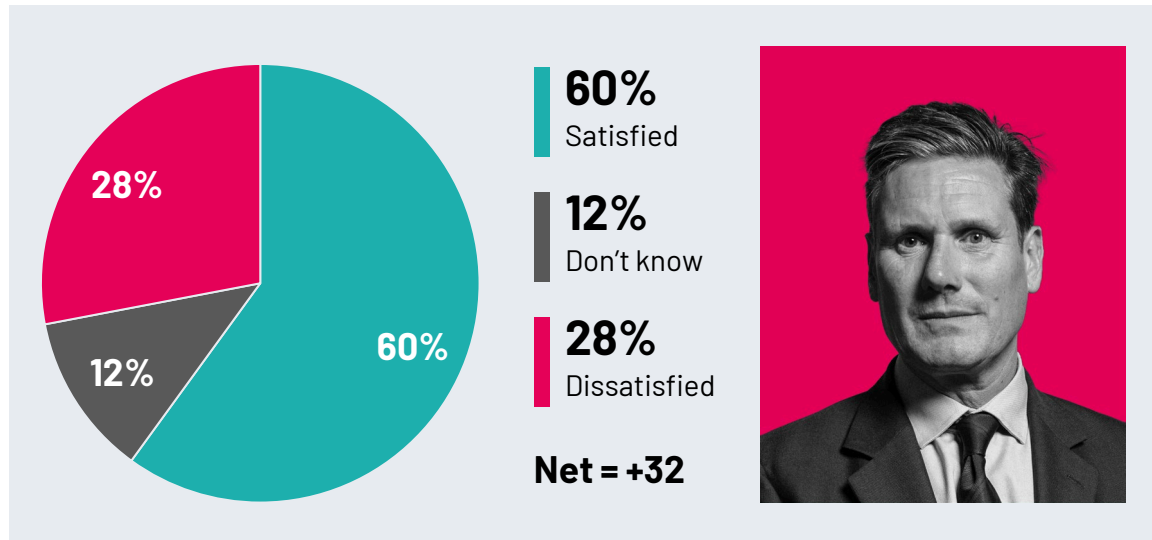
Base: 1,008 British adults 18+, 8-14 May 2024.

Source: Ipsos Political Monitor

# Keir Starmer: Satisfaction amongst Labour supporters

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

May 2024



June 2020 – May 2024

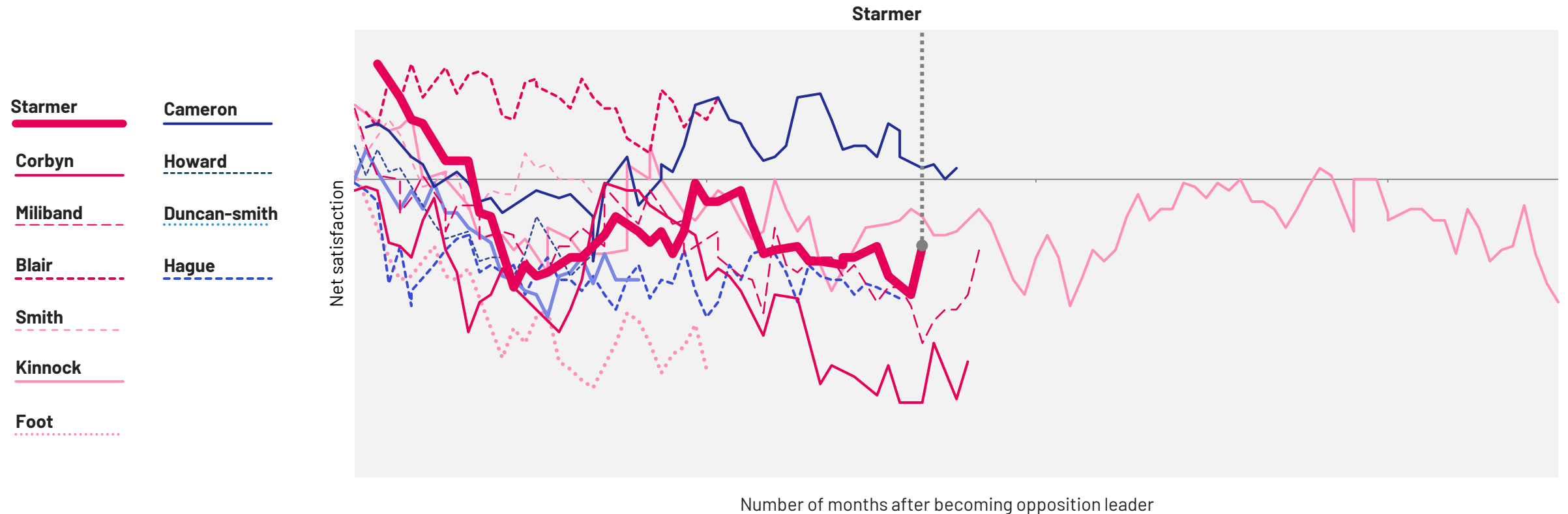


Base: 331 Labour Party supporters aged 18+, 8-14 May 2024

Source: Ipsos Political Monitor

# Net satisfaction with Opposition Leaders (1980 – 2024)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone

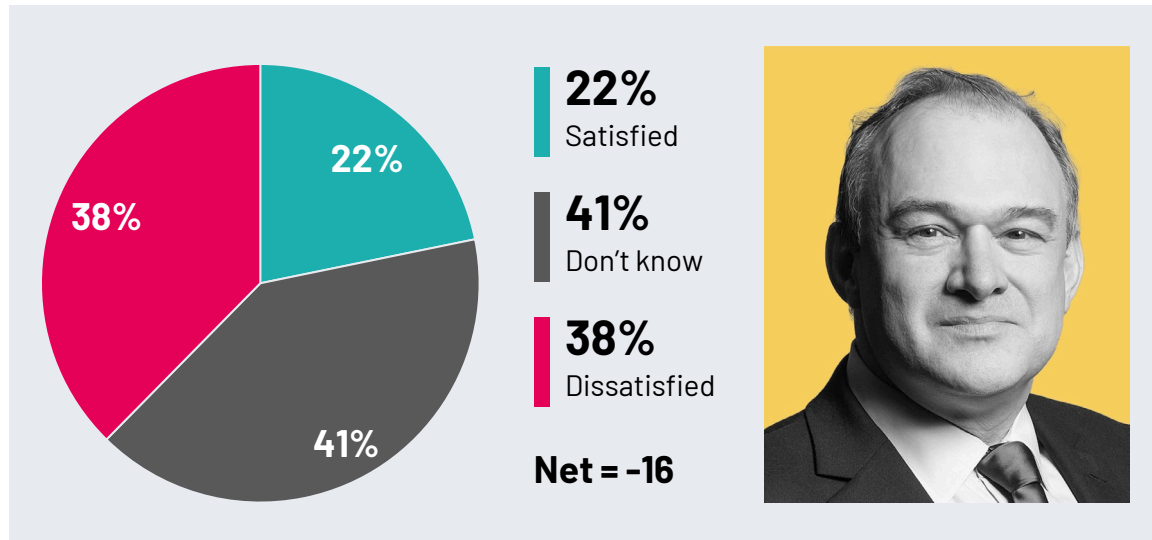
**Base:** c.1,000 British adults each month

**Source:** Ipsos Political Monitor

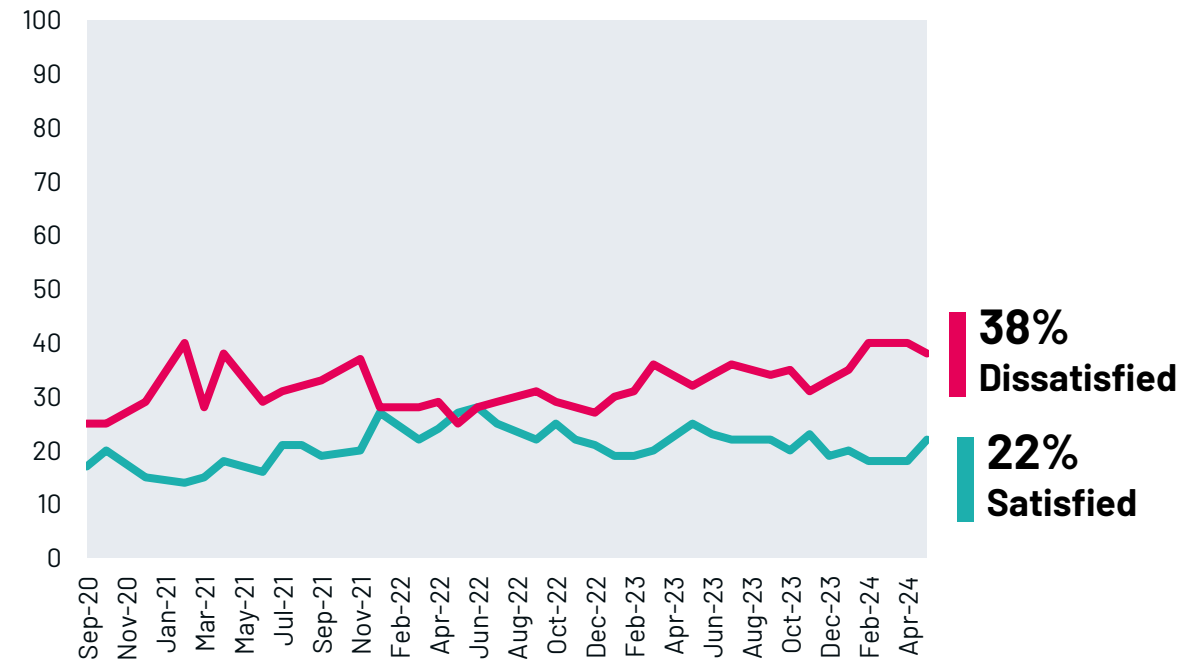
# Ed Davey: Satisfaction

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

May 2024



September 2020 – May 2024



Base: 1,008 British adults 18+, 8-14 May 2024.

Source: Ipsos Political Monitor

# THE ECONOMY

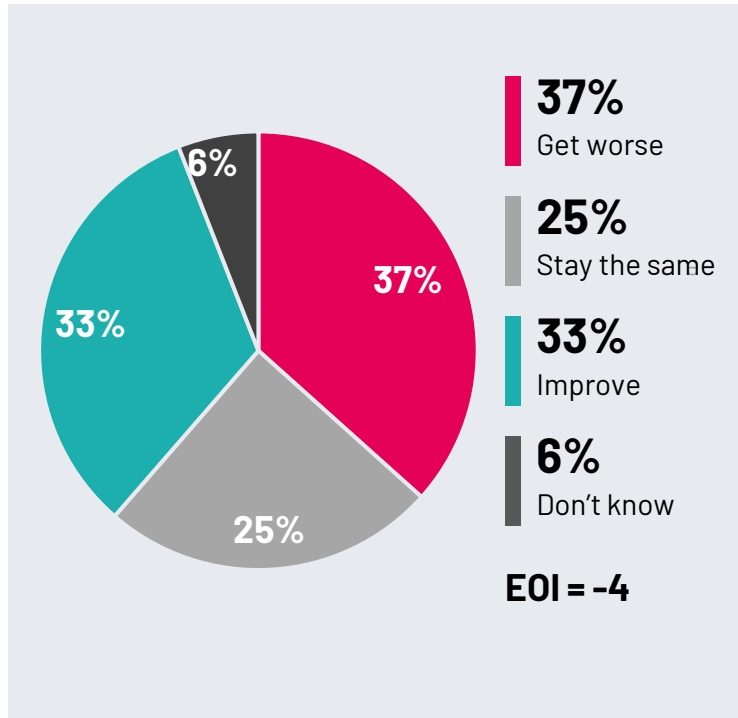




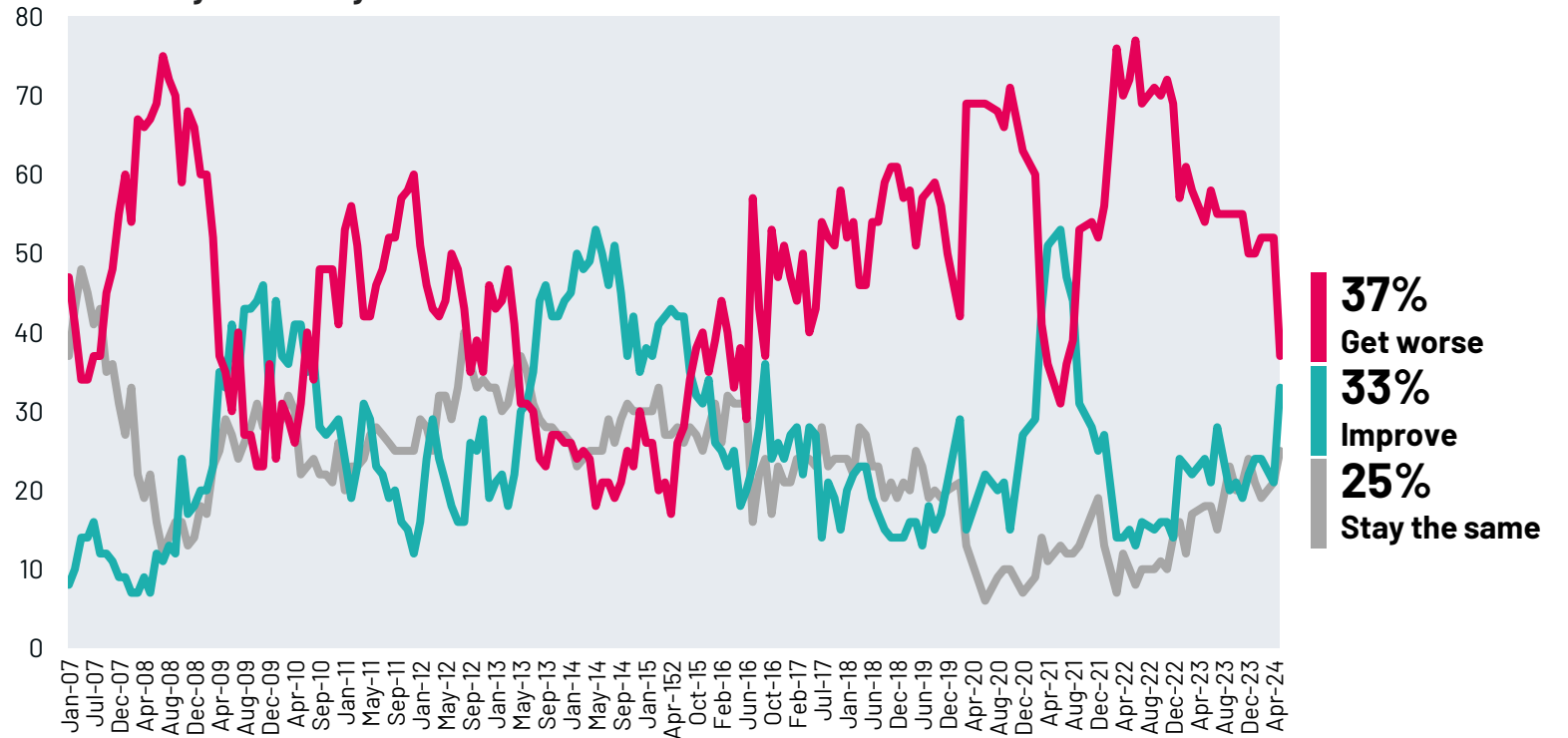
# Economic Optimism Index

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

May 2024



February 2007 – May 2024

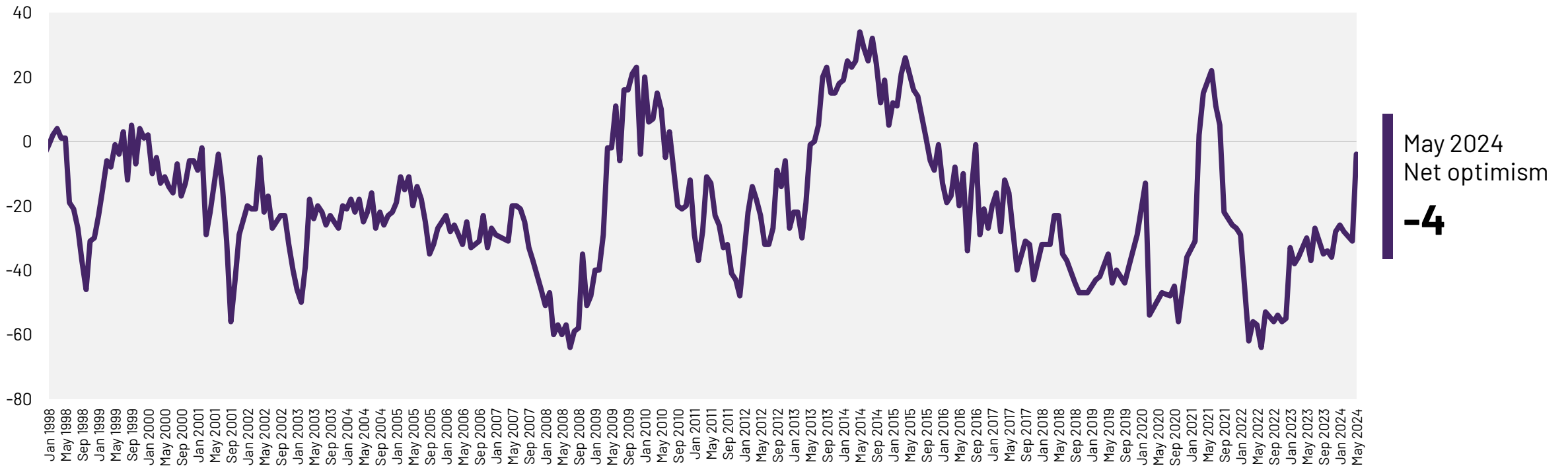


Base: 1,008 British adults 18+, 8-14 May 2024.

Source: Ipsos Political Monitor

# Economic Optimism Index (1998-2024)

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: c.1,000 British adults 18+ each month

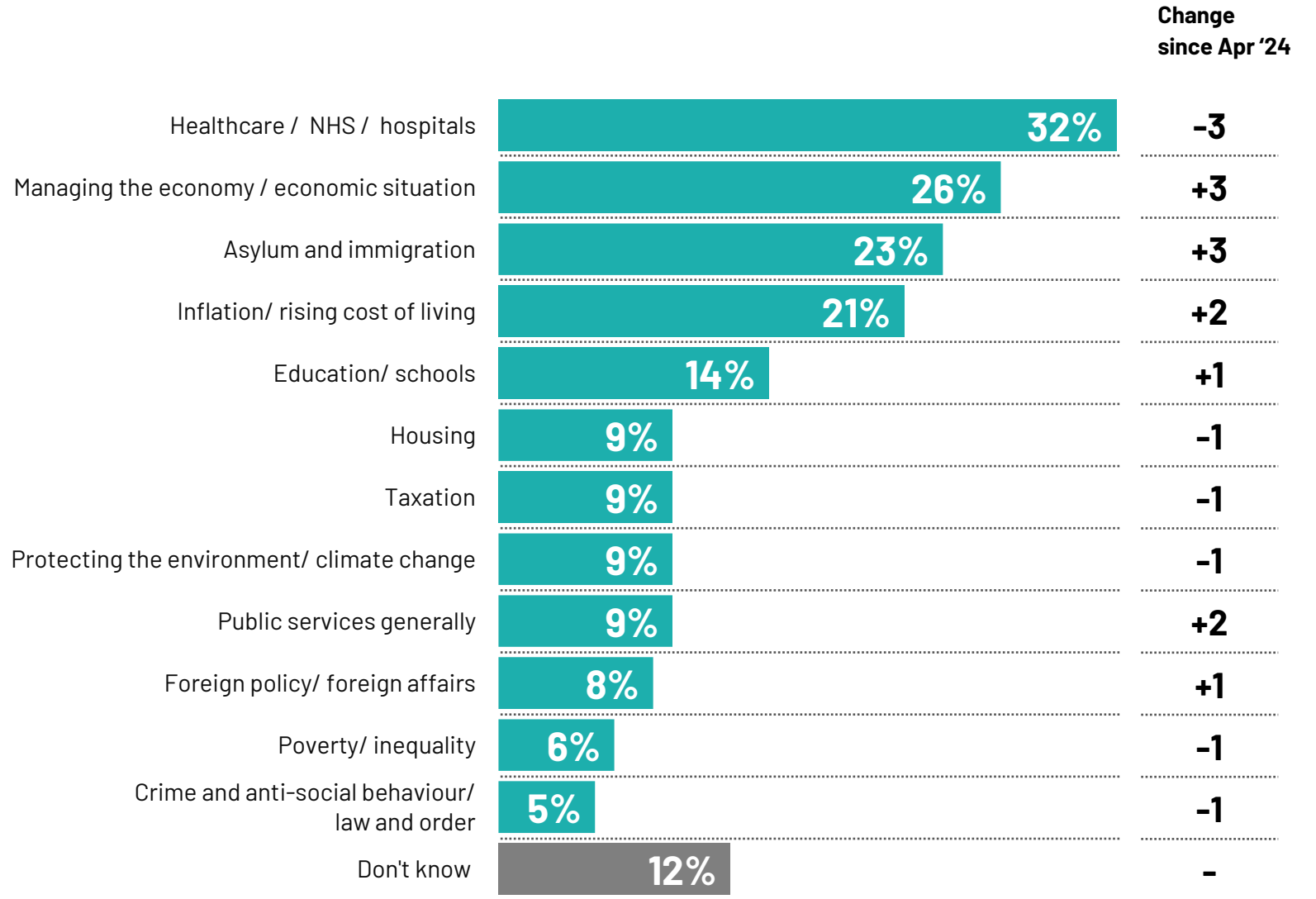
Source: Ipsos Political Monitor

# ISSUES FOR THE NEXT GENERAL ELECTION



# Which issues will help decide your vote?

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



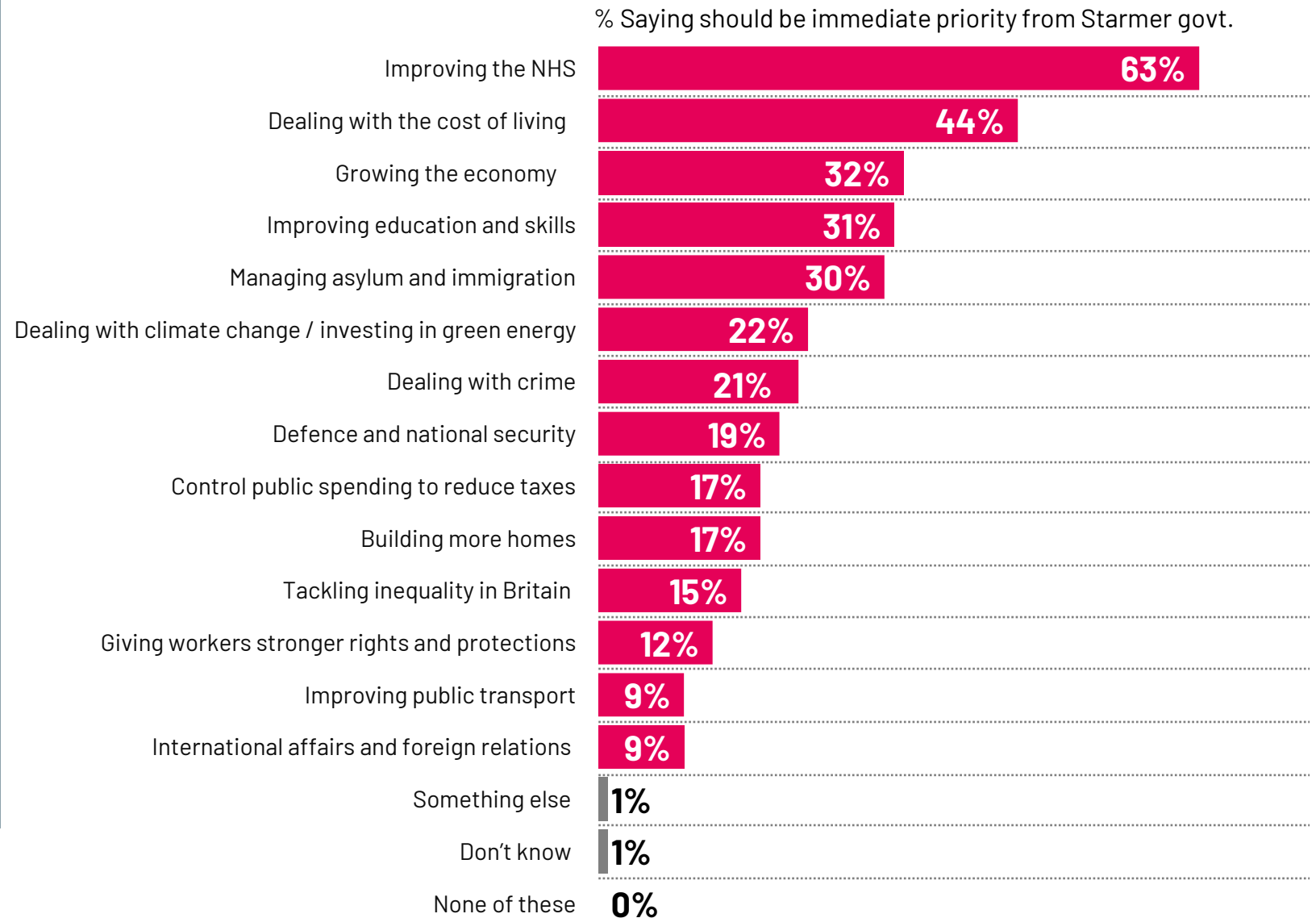
**Base: 1,008** British adults 18+, 8-14 May 2024. \*This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

Source: Ipsos Political Monitor

# What should the immediate priorities for a Starmer government be?

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

Imagine Keir Starmer's Labour Party wins the next General Election, which three or four, if any, of the following issues would you most like his government to focus on in the first 6 months?

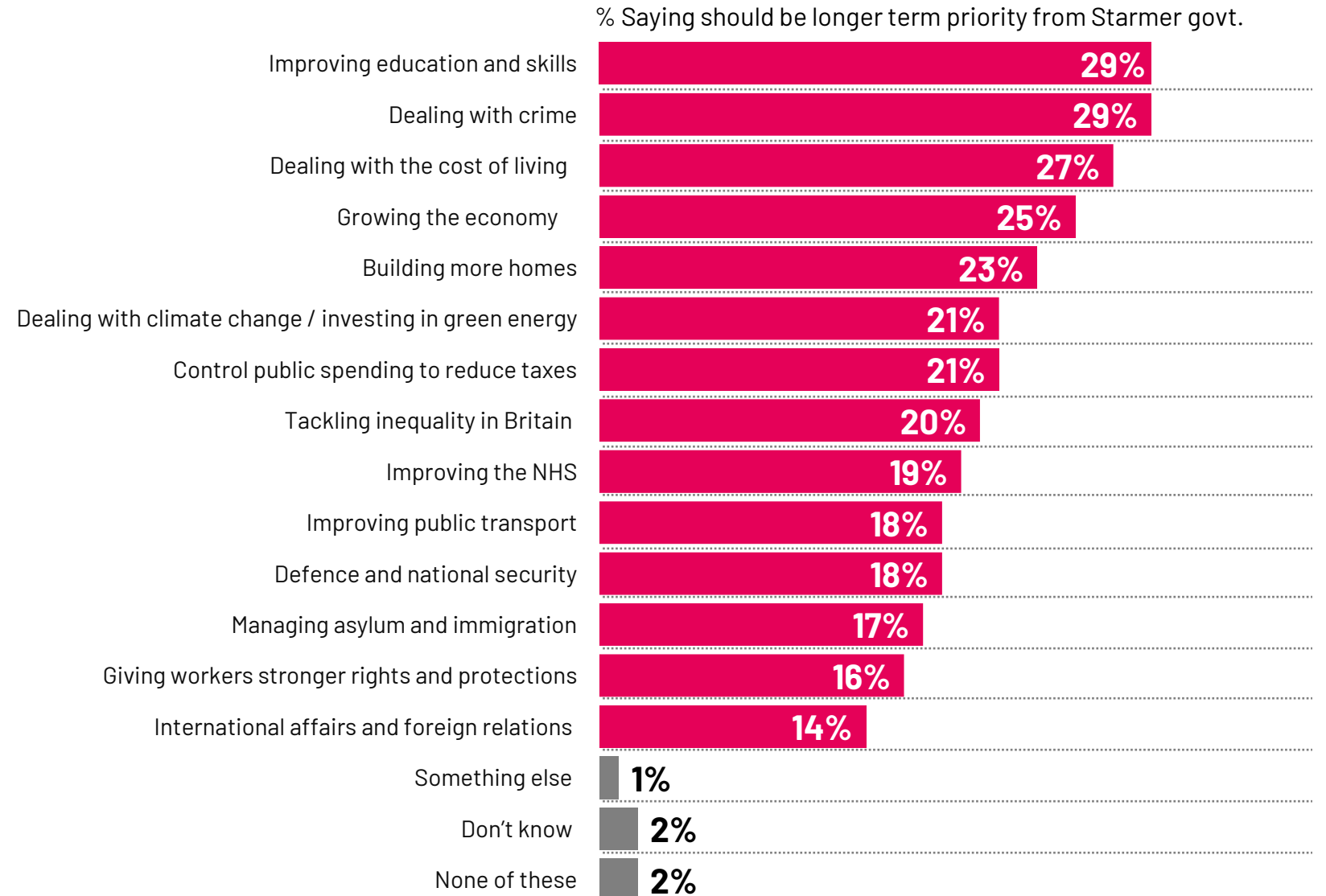


Base: 1,008 British adults 18+, 8-14 May 2024

Source: Ipsos Political Monitor

# What should the longer-term priorities for a Starmer government be?

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

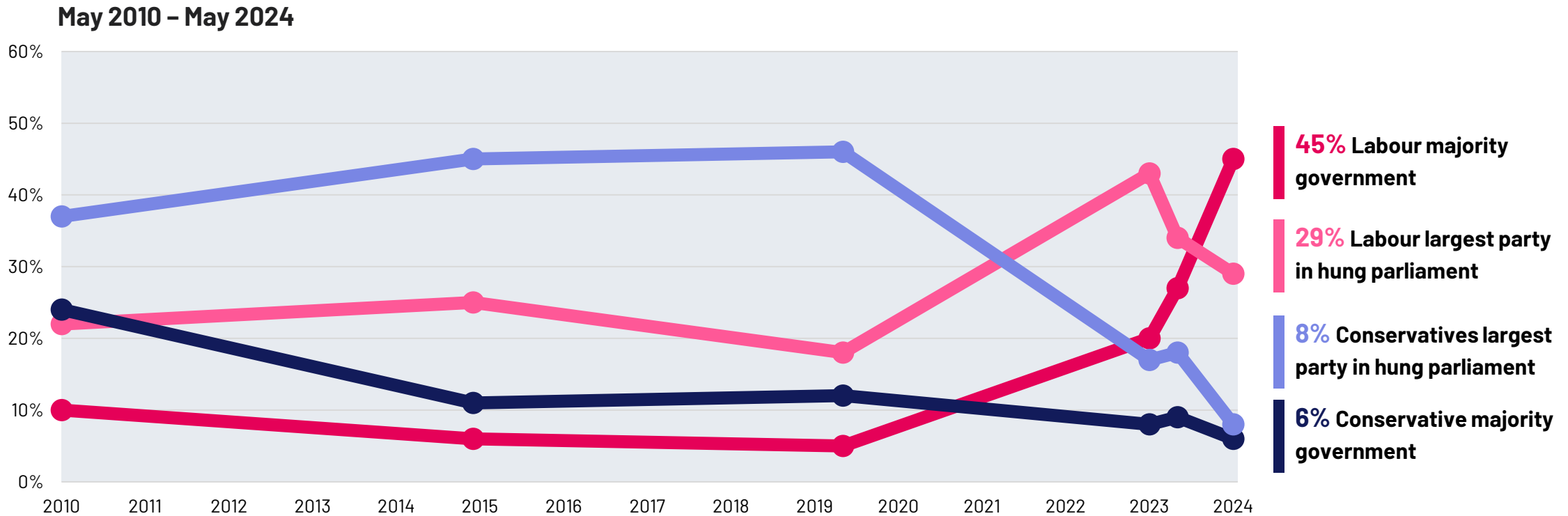


Base: 1,008 British adults 18+, 8-14 May 2024

Source: Ipsos Political Monitor

# What do you think the outcome of next election will be?

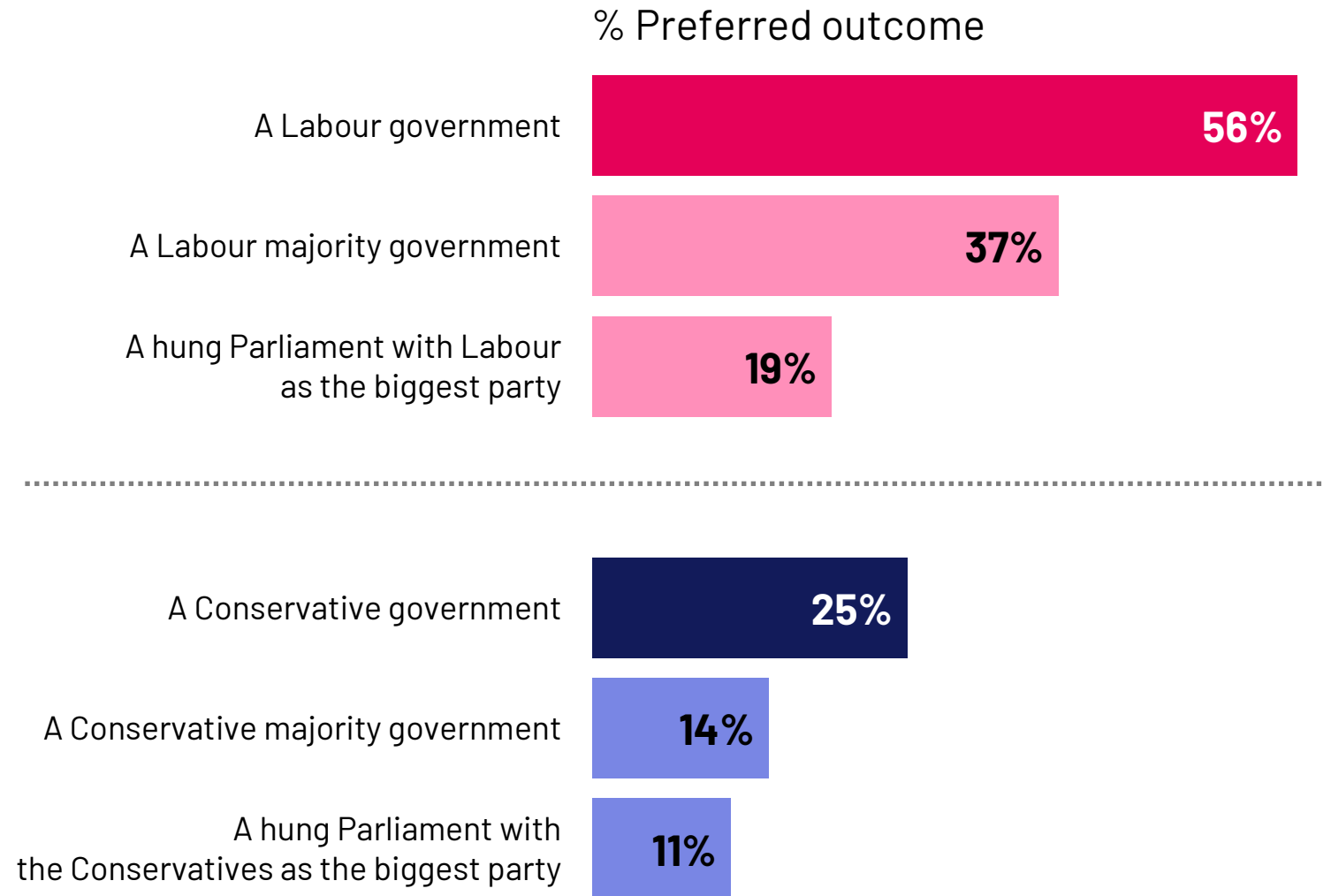
As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general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



Base: 1,008 Online British adults aged 18+, 8-14 May 2024

# What would your preferred outcome of the next election be?

And which would be your preferred outcome?



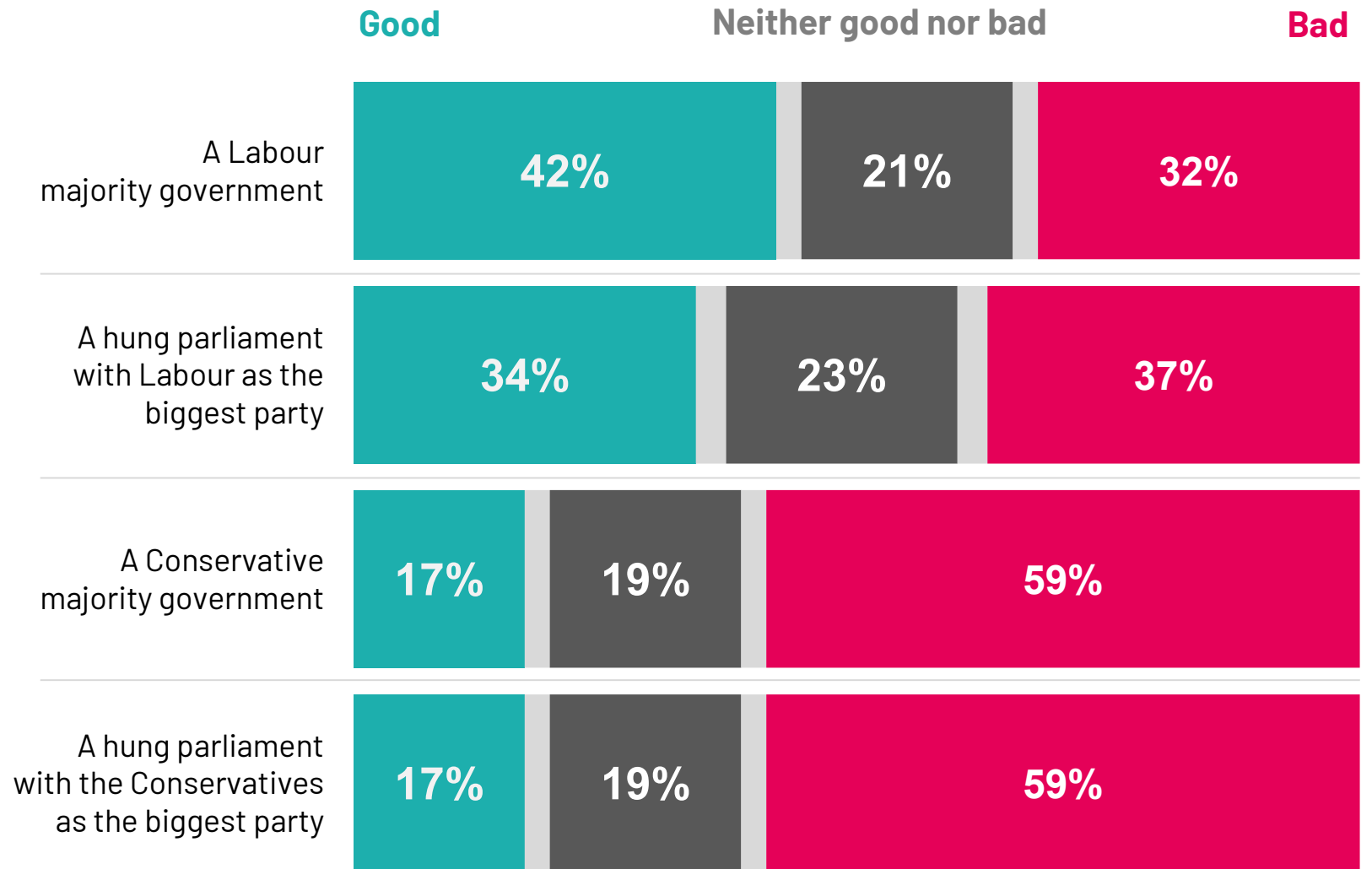
Base: 1,008 British adults 18+, 4-18 May 2024

Source: Ipsos Political Monitor



# How would different election outcomes impact the country?

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



Base: 1,008 British adults 18+, 4-18 May 2024

Source: Ipsos Political Monitor

# LEADERSHIP



# Is Labour ready to form the next Government?

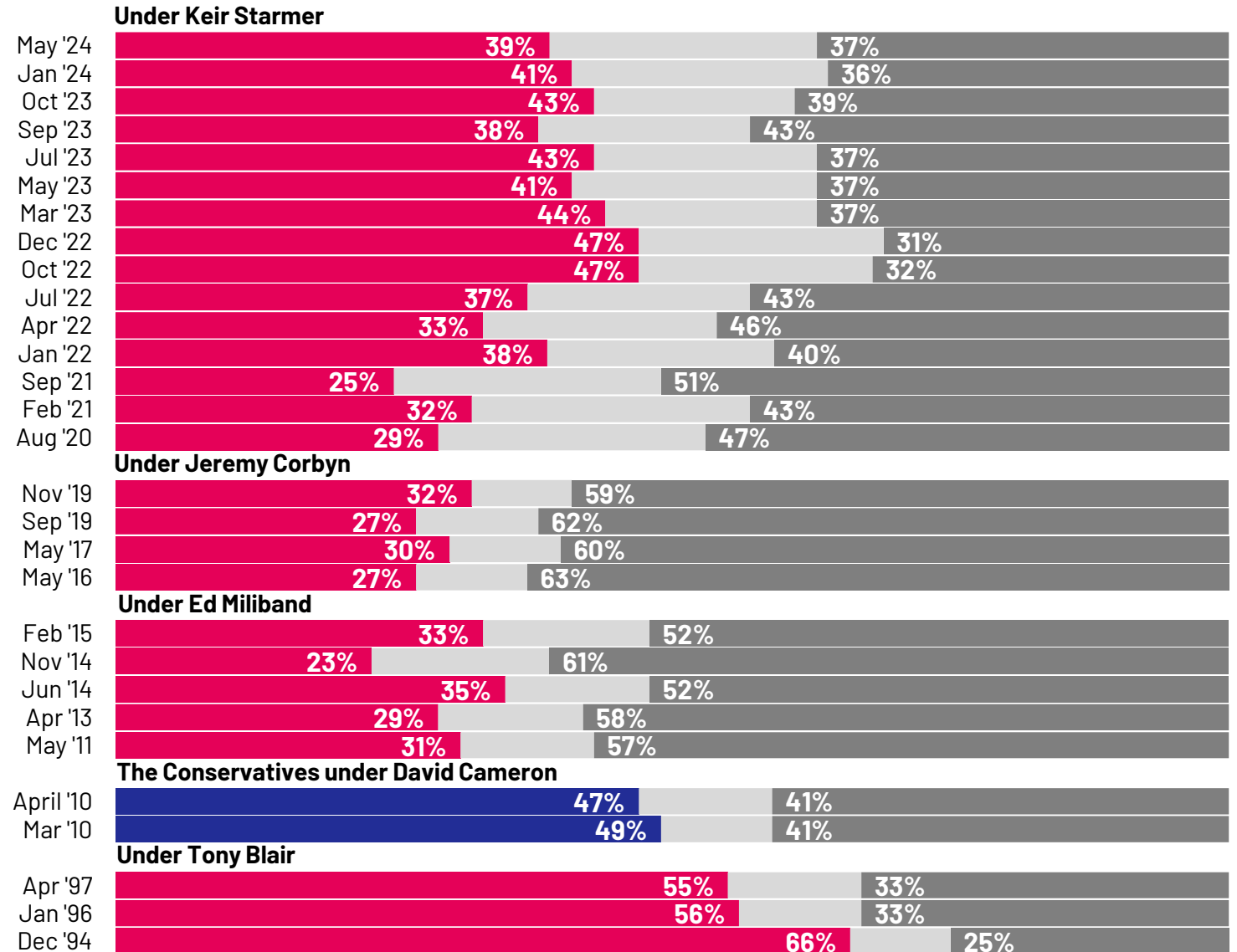
To what extent, if at all, do you agree or disagree with the following?

**Labour is ready to form the next Government**

Base: 1,008 British adults 18+, 4-18 May 2024

**Agree**

**Disagree**



Source: Ipsos Political Monitor



# Is the leader of the opposition ready to be Prime Minister?

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

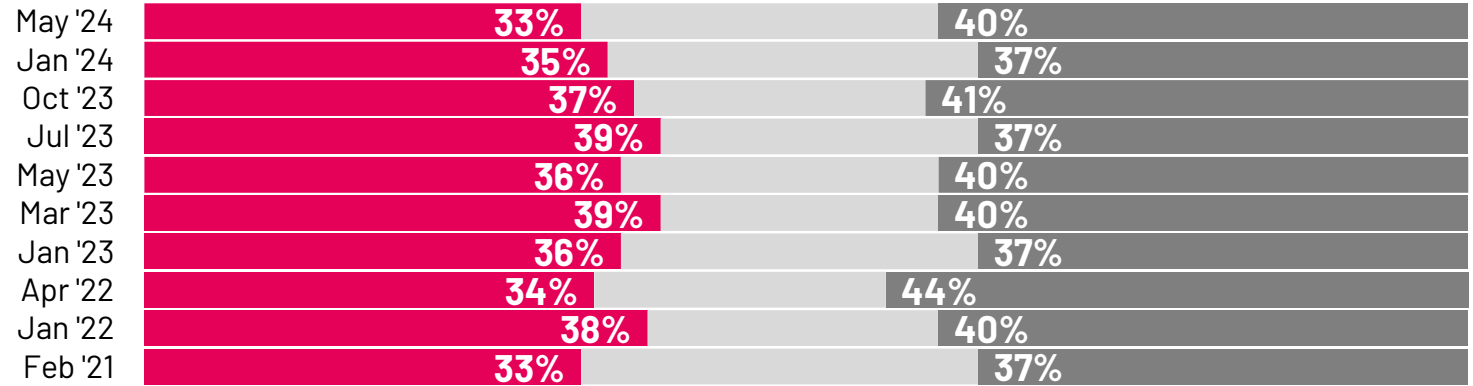
**Keir Starmer is ready to be Prime Minister**

Base: 1,008 British adults 18+, 4-18 May 2024

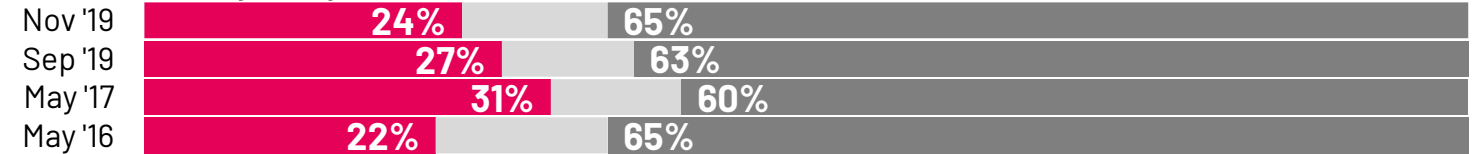
**Agree**

**Disagree**

## Keir Starmer



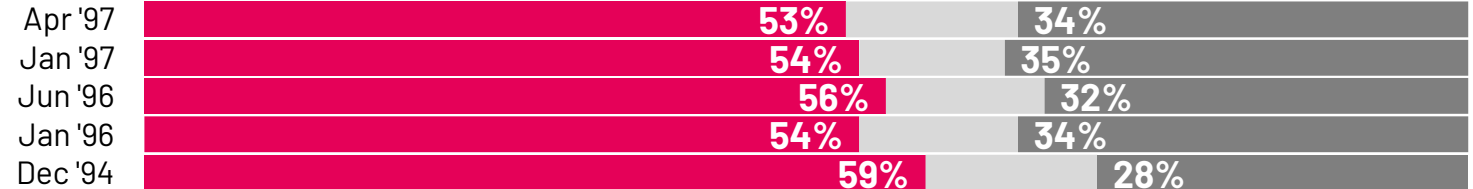
## Jeremy Corbyn



## Ed Miliband



## Tony Blair



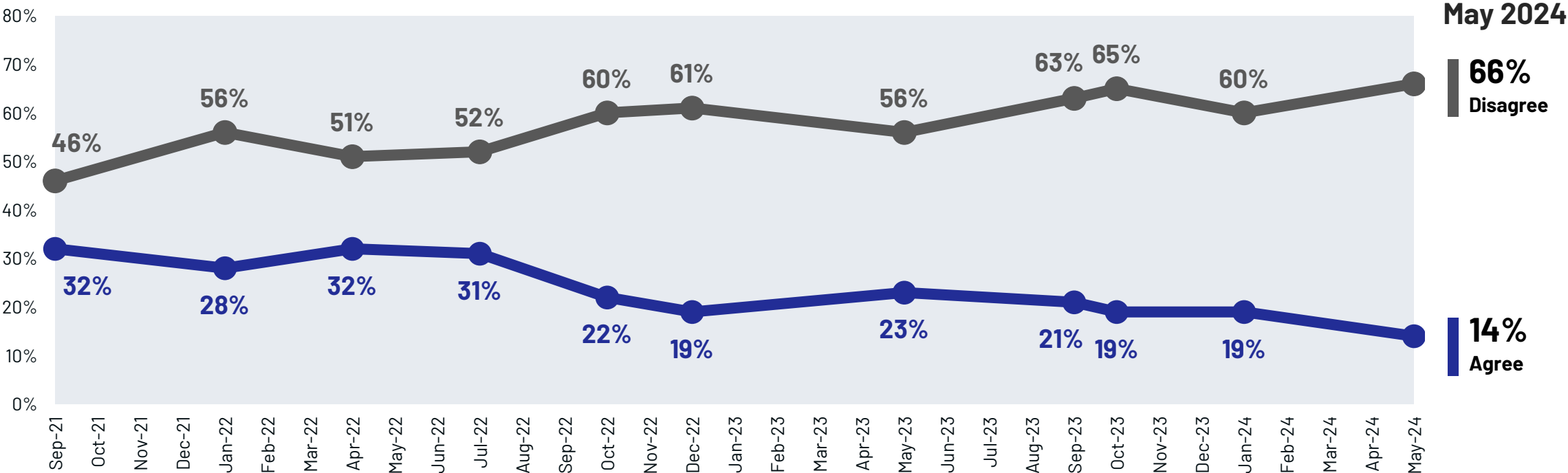
Source: Ipsos Political Monitor



# Does the Conservative Government deserve to be re-elected?

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

## The Conservative Government deserves to be re-elected



Base: 1,008 British adults 18+, 8-14 May 2024. c.1,000 British adults each month

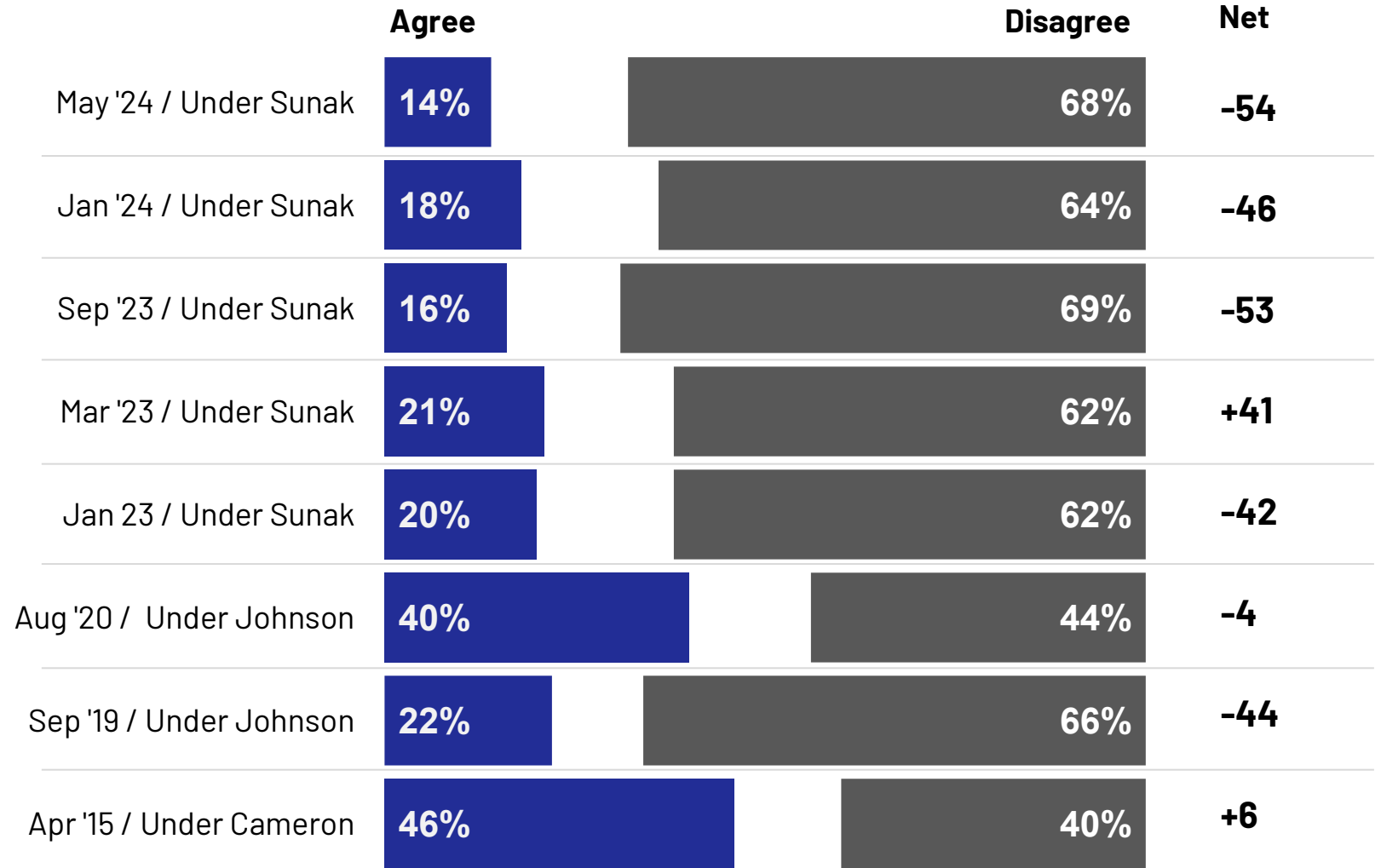
Source: Ipsos Political Monitor



# Is the current Government competent?

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

The word “competent” is an accurate description of the current Government

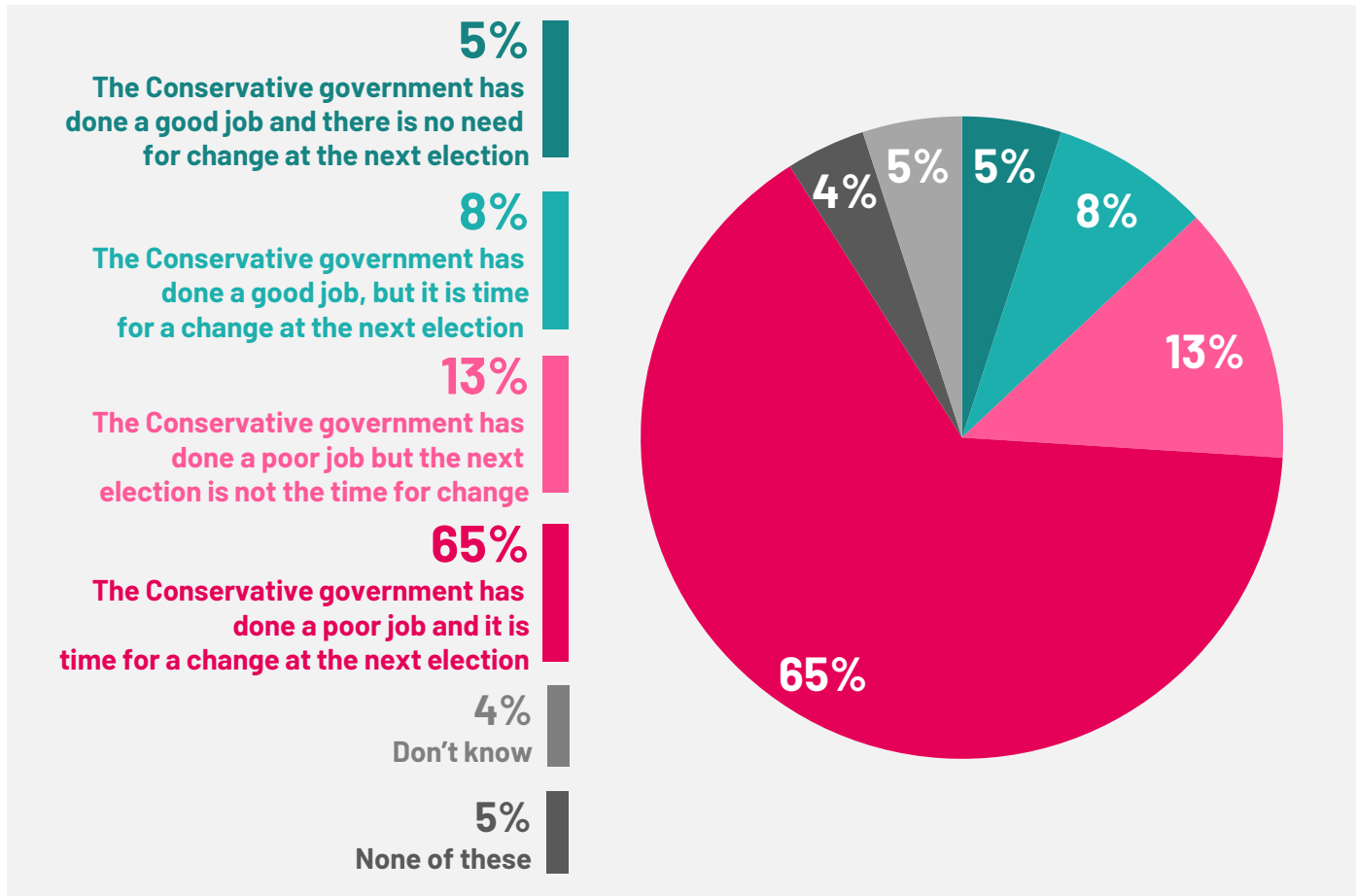


Source: Ipsos Political Monitor

Base: 1,008 British adults 18+, 8-14 May 2024

# The Conservative government and the next General Election

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



The Conservative government and the next General Election	
Total: The Conservative government has done a good job	13%
Total: The Conservative government has done a poor job	78%
Total: The next election is not time for a change	18%
Total: The next election is time for a change	73%

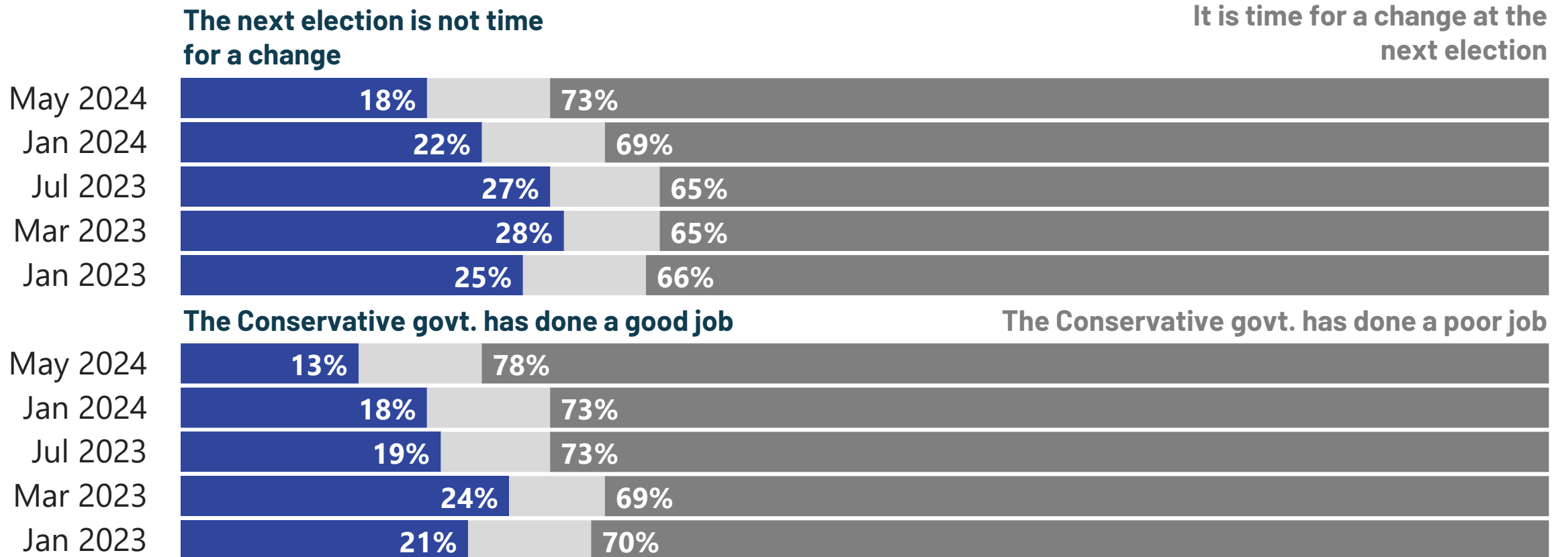
Source: Ipsos Political Monitor

Base: 1,008 British adults 18+, 8-14 May 2024



# The Conservative government and the next General Election

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



Base: 1,008 British adults 18+, 8-14 May 2024

Source: Ipsos Political Monitor



# IPSOS

**May 2024**  
**Political Monitor**

## For more information

**Gideon Skinner**

Research Director

[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

**Cameron Garrett**

Research Manager

[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

**Keiran Pedley**

Research Director

[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

**Ben Roff**

Research Executive

[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)