

**Ipsos Political Monitor
Topline Results**

July 2024

Fieldwork: 24-30 July 2024

Technical Details

Ipsos interviewed a representative sample of 1,003 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 24-30 July 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

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?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Jul '24	27	48	25	-21
<i>Jun '24</i>	<i>12</i>	<i>83</i>	<i>4</i>	<i>-71</i>
Starmer (Q4) Jul '24	37	30	33	+7
<i>Jun '24</i>	<i>33</i>	<i>52</i>	<i>15</i>	<i>-19</i>
Sunak (Q5) Jul '24	23	58	19	-35
<i>Jun '24</i>	<i>20</i>	<i>75</i>	<i>5</i>	<i>-55</i>
Davey (Q6) Jul '24	34	24	42	+10
<i>Jun '24</i>	<i>30</i>	<i>35</i>	<i>35</i>	<i>-5</i>

Economic Optimism Index

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

	Jul '24	Jun '24
	%	%
Improve	33	<i>28</i>
Stay the same	19	<i>25</i>
Get worse	43	<i>38</i>
Don't know	5	<i>8</i>
Ipsos Economic Optimism Index (EOI)	-10	<i>-10</i>

PUBLIC SERVICES

Q9. Can you tell me whether you are satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

	Satisfied %	Dissatisfied %	Don't know %
<i>Osborne March 2016</i>	27	60	13
<i>Hammond Nov 2016</i>	39	28	34
<i>Hammond March 2017</i>	34	46	20
<i>Hammond Nov 2017</i>	36	45	19
<i>Hammond Nov 2018</i>	30	43	27
<i>Sajid Javid Oct 2019</i>	37	32	30
<i>Sunak March 2020</i>	45	17	37
<i>Sunak Sept 2020</i>	64	21	15
<i>Sunak Dec 2020</i>	61	19	21
<i>Sunak Feb 2021</i>	56	26	17
<i>Sunak Mar 2021</i>	59	27	14
<i>Sunak Nov 2021</i>	45	39	16
<i>Sunak Mar 2022</i>	44	34	21
<i>Kwarteng Oct 2022</i>	12	65	23
<i>Hunt Nov 2022</i>	29	40	31
<i>Hunt Feb 2023</i>	26	52	22
<i>Hunt Feb 2024</i>	22	56	21
Reeves Jul 2024	34	25	41

Q8. Would you support or oppose each of the following options for public spending, taxes and borrowing?

		Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Support %	Oppose %
Increase taxes to increase spending on public services	Jul '24	21	24	14	13	24	4	45	37
	<i>Nov'23</i>	20	23	12	13	28	4	43	41
Increase taxes to reduce borrowing and the national debt	Jul '24	10	21	19	19	27	4	31	46
	<i>Nov'23</i>	9	18	18	20	30	5	27	50
Cut spending on public services in order to reduce taxes	Jul '24	11	9	14	22	40	4	20	62
	<i>Nov'23</i>	9	9	11	19	47	6	18	66
Cut spending on public services to reduce borrowing and the national debt	Jul '24	9	11	17	22	35	6	20	57
	<i>Nov'23</i>	7	9	14	22	42	5	16	64
Increase public borrowing and the national debt to	Jul '24	11	22	20	17	23	8	33	40
	<i>Nov'23</i>	14	21	19	18	21	6	35	39

increase spending on public services									
Increase public borrowing and the national debt in order to reduce taxes	Jul '24	7	8	18	25	36	7	15	61
	<i>Nov23</i>	<i>10</i>	<i>11</i>	<i>17</i>	<i>23</i>	<i>35</i>	<i>5</i>	<i>21</i>	<i>58</i>

Q9 Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?

	Nov 2012	Sep' 2015 %	Mar' 2017 %	Nov 2023 %	Jul 2024 %
Got much better	3	4	2	1	1
Got a little better	12	12	7	4	5
Stayed the same	42	39	25	13	15
Got a little worse	20	23	26	17	18
Got much worse	20	20	37	61	59
Don't know	3	3	4	3	2
Better	15	15	9	5	6
Worse	40	42	63	78	77

Q10 Thinking about ... over the next few years do you expect it to?

(*trends pre-2010 at www.ipsos.com/en-uk)

		Get much better %	Get a little better %	Stay the same %	Get a little worse %	Get much worse %	Don't know %	Better %	Worse %	Net better +/-
The way your area is policed	Jul 2024	1	16	47	22	10	3	17	32	-15
	<i>Nov 2023</i>	<i>2</i>	<i>8</i>	<i>46</i>	<i>28</i>	<i>14</i>	<i>2</i>	<i>10</i>	<i>42</i>	<i>-32</i>
	<i>Feb 2020</i>	<i>4</i>	<i>20</i>	<i>51</i>	<i>17</i>	<i>5</i>	<i>3</i>	<i>24</i>	<i>22</i>	<i>+2</i>
	<i>Aug 2019</i>	<i>2</i>	<i>18</i>	<i>42</i>	<i>29</i>	<i>8</i>	<i>2</i>	<i>20</i>	<i>36</i>	<i>-16</i>
	<i>June 2018</i>	<i>1</i>	<i>9</i>	<i>45</i>	<i>37</i>	<i>7</i>	<i>2</i>	<i>10</i>	<i>44</i>	<i>-34</i>
	<i>Mar 2017</i>	<i>3</i>	<i>7</i>	<i>44</i>	<i>33</i>	<i>10</i>	<i>4</i>	<i>10</i>	<i>42</i>	<i>-32</i>
	<i>Aug 2015</i>	<i>3</i>	<i>12</i>	<i>46</i>	<i>26</i>	<i>9</i>	<i>4</i>	<i>15</i>	<i>35</i>	<i>-20</i>
	<i>Jun 2012</i>	<i>2</i>	<i>8</i>	<i>55</i>	<i>27</i>	<i>6</i>	<i>2</i>	<i>10</i>	<i>33</i>	<i>-23</i>
The quality of education	Jul 2024	3	27	37	21	8	4	30	29	+1
	<i>Nov 2023</i>	<i>2</i>	<i>13</i>	<i>36</i>	<i>33</i>	<i>11</i>	<i>5</i>	<i>15</i>	<i>44</i>	<i>-29</i>
	<i>Feb 2020</i>	<i>6</i>	<i>22</i>	<i>40</i>	<i>22</i>	<i>5</i>	<i>5</i>	<i>28</i>	<i>27</i>	<i>+1</i>
	<i>Aug 2019</i>	<i>3</i>	<i>25</i>	<i>37</i>	<i>28</i>	<i>5</i>	<i>2</i>	<i>28</i>	<i>33</i>	<i>-5</i>

	<i>June 2018</i>	2	22	41	26	6	3	24	32	-8
	<i>Mar 2017</i>	3	21	32	29	11	4	24	40	-16
	<i>Aug 2015</i>	5	26	32	23	9	5	31	32	-1
	<i>Jun 2012</i>	4	20	44	23	6	4	24	29	-5
The NHS	Jul 2024	5	29	21	27	15	3	34	42	-8
	<i>Nov 2023</i>	2	14	19	36	28	2	16	64	-48
	<i>Feb 2020</i>	7	24	22	30	16	2	31	46	-15
	<i>Aug 2019</i>	3	20	25	39	11	2	23	50	-27
	<i>June 2018</i>	3	19	21	42	12	2	22	54	-32
	<i>Mar 2017</i>	3	12	20	38	24	3	15	62	-47
	<i>Aug 2015</i>	4	15	23	32	23	2	19	55	-36
	<i>Jun 2012</i>	3	14	38	34	9	1	17	43	-26
	<i>Jun 2010</i>	4	20	38	27	9	1	24	36	-12
Opportunities for young people	Jul 2024	3	34	27	22	11	2	37	33	+4
	<i>Nov 2023</i>	1	17	28	36	16	2	18	52	-34
	<i>Feb 2020</i>	6	28	23	28	11	4	34	39	-5
	<i>Aug 2019</i>	3	22	28	34	10	3	25	44	-19
	<i>June 2018</i>	4	20	30	33	11	3	24	44	-20
	<i>Mar 2017</i>	3	24	22	32	15	3	27	47	-20
	<i>Aug 2015</i>	5	28	19	28	17	3	33	45	-12
	<i>Jun 2012</i>	2	23	35	31	7	2	25	38	-13
The quality of the environment	Jul 2024	3	24	32	26	10	4	27	36	-9
	<i>Nov 2023</i>	1	16	32	30	17	3	17	47	-30
	<i>Feb 2020</i>	4	28	28	27	12	2	32	39	-7
	<i>Aug 2019</i>	3	21	23	40	11	2	24	51	-27
	<i>June 2018</i>	1	28	32	29	9	1	29	38	-9
	<i>Mar 2017</i>	2	21	35	27	11	4	23	38	-15

	<i>Aug 2015</i>	5	21	31	29	11	3	26	40	-14
	<i>Jun 2012</i>	3	29	29	31	6	2	32	37	-5
Public transport	Jul 2024	4	28	40	18	6	5	32	24	+8
	<i>Nov 2023</i>	1	13	37	33	11	6	14	44	-30
	<i>Feb 2020</i>	5	24	37	24	6	5	29	30	-1
	<i>Aug 2019</i>	3	22	41	27	5	23	25	32	-7
	<i>June 2018</i>	3	20	35	32	7	4	23	39	-16
	<i>Mar 2017</i>	2	17	42	26	8	6	19	34	-15
	<i>Aug 2015</i>	5	21	36	24	8	6	26	32	-6
	<i>Jun 2012</i>	3	26	37	22	8	5	29	30	-1
Skills in Britain's workforce	Jul 2024	3	30	36	20	8	4	33	28	+5
	<i>Nov 2023</i>	1	17	37	31	10	4	18	41	-23
	<i>Feb 2020</i>	4	29	28	27	8	4	33	35	-2
	<i>Aug 2019</i>	4	23	33	31	6	4	27	37	-10
	<i>June 2018</i>	4	24	36	28	5	3	28	33	-5
	<i>Mar 2017</i>	4	27	32	25	8	5	31	33	-2
	<i>Aug 2015</i>	4	33	24	25	11	5	37	36	+1
	<i>Jun 2012</i>	2	20	37	32	6	3	22	38	-16
Cost of living	Jul 2024	2	22	22	33	19	1	24	52	-28

Q12. On balance do you agree or disagree with the following statements?

A) In the long term, this government's policies will improve the state of Britain's economy?

	Agree	Disagree	Don't know
	%	%	%
<i>July 1980</i>	48	36	16
<i>May 1981</i>	40	44	16
<i>Nov 1981</i>	41	48	11
<i>Mar 1982</i>	47	46	7
<i>Apr 1983</i>	58	34	8
<i>May 1983</i>	58	35	7
<i>May 1983</i>	58	37	5
<i>June 1983</i>	58	36	6
<i>June 1983</i>	50	44	6
<i>Mar 1985</i>	40	52	8

<i>Mar 1986</i>	38	53	9
<i>Mar 1987</i>	49	44	7
<i>May 1987</i>	60	35	5
<i>Jun 1987</i>	58	37	5
<i>Mar 1988</i>	54	36	10
<i>Mar 1989</i>	46	43	11
<i>Mar 1990</i>	34	55	11
<i>Mar 1991</i>	34	53	13
<i>Mar 1992</i>	42	46	12
<i>Mar 1993</i>	28	59	13
<i>Dec 1993</i>	29	58	13
<i>Dec 1994</i>	24	64	12
<i>Nov 1995</i>	23	64	13
<i>Dec 1995</i>	24	63	13
<i>Nov 1996</i>	34	52	14
<i>Dec 1996</i>	31	55	14
<i>Jun 1997</i>	55	24	21
<i>Jul 1997</i>	57	24	19
<i>Nov 1997</i>	56	27	17
<i>Feb 1998</i>	52	31	17
<i>Mar 1998</i>	54	29	17
<i>Nov 1998</i>	46	33	21
<i>Feb 1999</i>	49	31	20
<i>Mar 1999</i>	49	32	19
<i>Nov 1999</i>	47	34	19
<i>Feb 2000</i>	42	39	19
<i>Mar 2000</i>	42	39	19
<i>Nov 2000</i>	43	42	15
<i>Mar 2001</i>	48	36	16
<i>Mar 2002</i>	39	42	19
<i>May 2002</i>	45	40	15
<i>Sept 2002</i>	41	43	16
<i>Nov 2002</i>	35	45	20
<i>Dec 2002</i>	38	44	18
<i>Mar 2003</i>	36	43	21
<i>Apr 2003</i>	40	40	20
<i>July 2003</i>	32	53	15
<i>Sep 2003</i>	34	51	15
<i>Dec 2003</i>	37	48	15
<i>Mar 2004</i>	38	49	13
<i>Jun 2004</i>	39	48	13
<i>Sep 2004</i>	39	47	14
<i>Nov 2004</i>	40	46	14
<i>Feb 2005</i>	43	43	14
<i>May 2005</i>	47	38	15
<i>Sep 2005</i>	39	50	11
<i>Nov 2005</i>	41	44	15
<i>Mar 2006</i>	38	48	14
<i>May 2006</i>	38	51	11
<i>Sep 2006</i>	40	46	14
<i>Nov 2006</i>	39	51	10
<i>Mar 2007</i>	37	50	13
<i>May 2007</i>	44	41	15
<i>Sep 2007</i>	39	46	15

Nov 2007	34	50	16
Sep 2008	29	64	7
Jun 2009	34	59	7
Nov 2009	40	54	6
Jun 2010	61	29	10
Sep 2010	57	36	7
Oct 2010	48	39	13
Jan 2011	49	43	8
Mar 2012	46	47	7
Mar 2015	53	39	8
Nov 2015	48	47	5
Mar 2016	43	49	8
Mar 2017	44	50	6
Nov 2017	41	54	5
Nov 2018	35	56	9
Nov 2021	43	48	9
Mar 2022	41	48	11
Feb 2023	33	59	7
Nov 2023	25	68	7
Jul 2024	48	43	9

B) In the long term, this government's policies will improve the state of Britain's public services?

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
	%	%	%
June 2001	54	32	14
Oct 2001	45	42	13
Nov 2001	46	40	14
Mar 2002	36	54	10
May 2002	38	50	12
Sept 2002	38	52	10
Dec 2002	35	52	13
Mar 2003	36	50	14
June 2003	31	59	10
July 2003	28	62	10
Sept 2003	31	57	12
Dec 2003	30	57	13
Mar 2004	37	55	8
June 2004	39	52	9
Sept 2004	35	54	11
Nov 2004	36	54	10
Feb 2005	39	52	9
May 2005	43	45	12
Sept 2005	34	55	11
Nov 2005	35	53	12
Mar 2006	32	55	13
May 2006	33	57	10
Sept 2006	31	59	10
Nov 2006	33	57	10
Mar 2007	29	57	14
May 2007	38	51	11
Sep 2007	33	55	12
Nov 2007	34	54	12
Mar 2008	33	55	12
Sept 2008	33	61	6

Jun 2009	34	59	7
Nov 2009	38	55	7
July 2010	45	45	10
Oct 2010	39	49	12
Jan 2011	32	59	9
Oct 2013	35	59	6
Mar 2015	33	60	7
Nov 2015	27	68	5
Nov 2017	30	64	6
Nov 2018	26	66	8
Nov 2021	32	60	8
Mar 2022	31	60	9
Feb 2023	23	70	7
Nov 2023	19	75	6
Jul 2024	52	39	9