

**Ipsos Political Monitor  
Topline Results**

**September 2024**

**Fieldwork: 11-17 September 2024**

Technical Details

Ipsos interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 11-17 September 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 Keir Starmer is doing his job as Prime Minister?**  
 Q5 **Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as leader of the Conservative Party?**  
 Q6 **Are you satisfied or dissatisfied with the way Ed Dvey is doing his job as leader of the Liberal Democrats?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) <b>Sep '24</b>	<b>25</b>	<b>62</b>	<b>14</b>	<b>-37</b>
<i>Jul '24</i>	27	48	25	-21
Starmer (Q4) <b>Sep '24</b>	<b>33</b>	<b>54</b>	<b>13</b>	<b>-21</b>
<i>Jul '24</i>	37	30	33	+7
Sunak (Q5) <b>Sep '24</b>	<b>24</b>	<b>60</b>	<b>16</b>	<b>-36</b>
<i>Jul '24</i>	23	58	19	-35
Davey (Q6) <b>Sep '24</b>	<b>35</b>	<b>27</b>	<b>38</b>	<b>+8</b>
<i>Jul '24</i>	34	24	42	+10

### **Satisfaction among GE2024 own party voters**

- Q3 **Are you satisfied or dissatisfied with the way the Government is running the country?**  
 Q4 **Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?**  
 Q5 **Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as leader of the Conservative Party?**

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) <b>Sep '24</b>	<b>50</b>	<b>32</b>	<b>19</b>	<b>+18</b>
<i>Jul '24</i>	56	19	25	+37
Starmer (Q4) <b>Sep '24</b>	<b>66</b>	<b>22</b>	<b>12</b>	<b>+44</b>
<i>Jul '24</i>	72	6	21	+66
Sunak (Q5) <b>Sep '24</b>	<b>53</b>	<b>37</b>	<b>9</b>	<b>+16</b>
<i>Jul '24</i>	56	30	15	+26

### Economic Optimism Index

Q7a Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Sep '24	Jul '24
	%	%
Improve	<b>21</b>	33
Stay the same	<b>18</b>	19
Get worse	<b>56</b>	43
Don't know	<b>5</b>	5
<b>Ipsos Economic Optimism Index (EOI)</b>	<b>-35</b>	-10

7b. Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 month?

	Nov '08	April '09	March '11	Nov '13	Nov '14	Sep '24
	%	%	%	%	%	%
Improve	14	17	14	23	25	<b>18</b>
Stay the same	45	51	37	42	52	<b>36</b>
Get worse	39	30	48	33	22	<b>44</b>
Don't know	2	2	3	3	2	<b>2</b>
<b>Personal Economic Optimism Index</b>	-25	-13	-34	-10	+3	<b>-26</b>

Q8. 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

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
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
Reeves Jul 2024	34	25	41
<b>Reeves Sep 2024</b>	<b>24</b>	<b>46</b>	<b>30</b>

**Q10. To what extent, if at all, do you agree or disagree with the following statement?  
The word 'competent' is an accurate description of the current government**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>Sep '24</b>	<b>9</b>	<b>24</b>	<b>20</b>	<b>17</b>	<b>28</b>	<b>3</b>	<b>33</b>	<b>45</b>
May '24	5	9	14	17	51	3	14	68
Jan '24	5	13	15	19	45	4	18	64
Sept '23	5	11	13	17	52	1	16	69
Mar '23	5	16	15	19	43	3	21	62
Jan '23	7	13	13	22	40	6	20	62
Aug '20	13	27	14	17	27	2	40	44
Sept '19	10	12	10	20	46	2	22	66
Apr '15	18	28	11	19	21	3	46	40

**Q12. On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?**

	May 2010	June 2010	Sept 2010	Sep 2024
	%	%	%	%
More hopeful	54	50	52	<b>35</b>
More fearful	36	41	44	<b>43</b>
Both equally	3	3	1	<b>10</b>
Neither	4	3	2	<b>8</b>
Don't know	2	3	2	<b>4</b>
<b>Net hopeful</b>	<b>+18</b>	<b>+9</b>	<b>+8</b>	<b>-8</b>

**Q13. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?**

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
<b>Keir Starmer</b>	<b>Sep '24</b>	<b>14</b>	<b>26</b>	<b>14</b>	<b>10</b>	<b>33</b>	<b>3</b>	<b>40</b>	<b>43</b>	<b>-3</b>
	<i>Jan '23</i>	10	26	17	15	22	10	36	37	-1
	<i>Nov '22</i>	10	25	20	15	22	8	35	37	-2
	<i>Sep '22</i>	10	24	20	17	23	7	34	40	-6
	<i>Jul '22</i>	8	25	17	15	26	9	33	41	-8
	<i>Apr '22</i>	9	20	18	16	25	11	29	41	-12
	<i>Jan '22</i>	12	20	20	14	22	12	32	36	-4
	<i>Nov '21</i>	6	19	21	17	24	13	25	41	-16
	<i>Jun '21</i>	6	18	13	19	29	16	24	48	-24
	<i>Mar '21</i>	9	21	22	14	21	14	30	35	-5
	<i>Feb '21</i>	11	25	27	12	13	12	36	25	+11
	<i>Aug '20</i>	14	24	24	10	14	14	38	24	+14
	<i>Feb '20</i>	11	21	20	11	14	22	32	25	+7