## lpsos Labour Party polling

September 2024



© Ipsos | Labour Party polling | September 2024 | Public

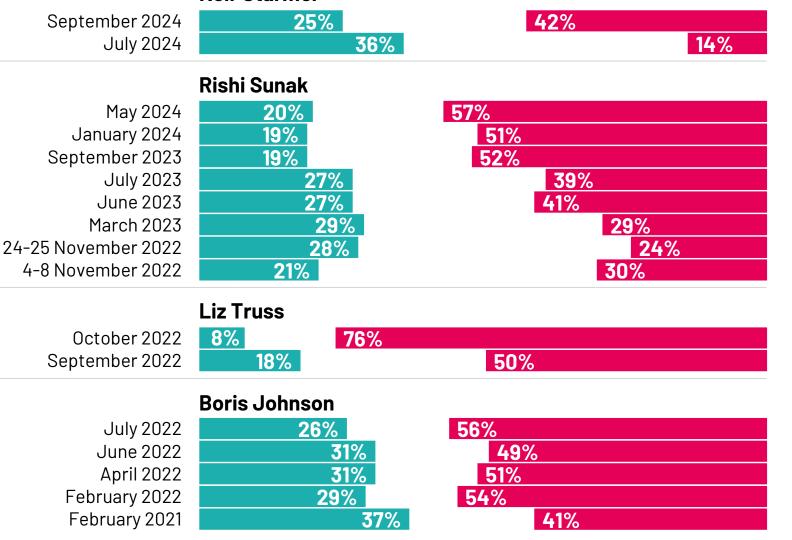
A quarter think Starmer is doing a good job as Prime Minister, down from 36% in July

To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024



#### Keir Starmer



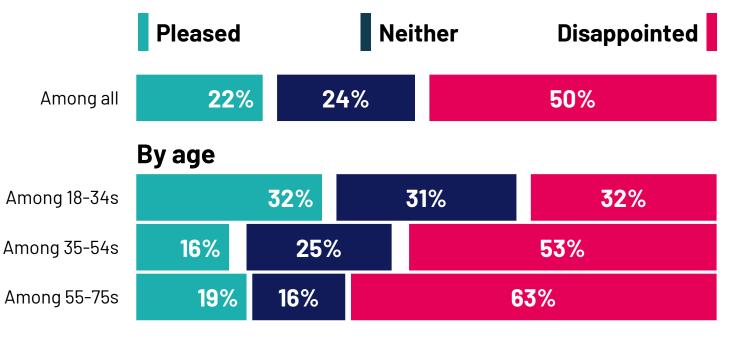


Bad job

Half say they are disappointed by what Labour have done in Government so far

To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

**Base: 1,082** Online British adults aged 18-75, including (353) 18-34-year-olds, (384) 35-54s, (345) 55-75s, (360) 2024 Labour voters, (153) 2024 Conservative voters, (117) 2024 Reform UK voters, and (100) Liberal Democrat voters, 13-16 September 2024



#### By GE2024 vote

Among Labour voters		45%	<b>28</b> %	<b>26</b> %
Among Conservative voters	8% 8%		83%	
Among Reform UK voters	2%7 <mark>%</mark>		91%	
Among Lib Dem voters	23%	36%		38%



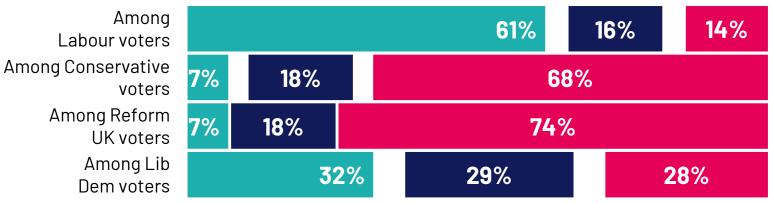
Britons are slightly more likely to think the Labour Government will change Britain for the worse, than the better

Do you think that the Labour Government will change Britain for the better, for the worse, or not make any difference?

**Base: 1,082** Online British adults aged 18-75, including (353) 18-34-year-olds, (384) 35-54s, (345) 55-75s, (360) 2024 Labour voters, (153) 2024 Conservative voters, (117) 2024 Reform UK voters, and (100) Liberal Democrat voters, 13-16 September 2024



#### By GE2024 vote

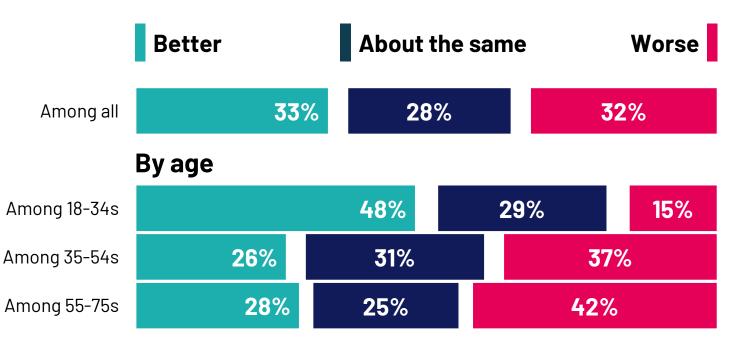




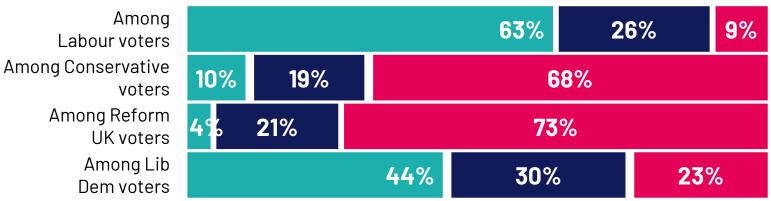
The public is split on whether the Labour Government is doing a better or worse job than the previous Conservative government

Thinking about the Labour Government so far, do you think it is doing a better job than the previous Conservative government, a worse job or about the same?

**Base: 1,082** Online British adults aged 18-75, including (353) 18-34-year-olds, (384) 35-54s, (345) 55-75s, (360) 2024 Labour voters, (153) 2024 Conservative voters, (117) 2024 Reform UK voters, and (100) Liberal Democrat voters, 13-16 September 2024



#### By GE2024 vote





## Labour's missions

In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

	A good job	Neither	A bad job
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	23%	34%	30%
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	22%	31%	<b>37</b> %
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	22%	29%	39%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain		34%	30%
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	21%	30%	36%

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024



## Labour's missions – in five years time

And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

	A good job	Neither	A bad job
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	32%	23%	33%
Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	<b>32</b> %	22%	35%
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	31%	22%	35%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	30%	24%	<b>32</b> %
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	26%	24%	38%

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024



	22%	Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest
<b>32</b> %		killers; in a fairer Britain, where everyone lives well for longer
	21%	Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and
31%		productivity growth in every part of the country making everyone, not just a few, better off
_	22%	Take back our streets by halving serious violent crime and raising confidence in the police and criminal
%	269	justice system to its highest levels
	23%	Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-
<b>32</b> %		carbon electricity by 2030, accelerating to net zero
	22%	Break down barriers to opportunity by reforming our childcare and education systems, to make sure there
30%		is no class ceiling on the ambitions of young people in Britain

## Labour's missions: Performance now vs in five years time

In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

#### Is doing a good job now

#### Will do a good job by the next election



Build an NHS fit for the future that is there when people need it; with fewer lives lost to the biggest killers; in a fairer Britain, where everyone lives well for longer	68
Kickstart economic growth to secure the highest sustained growth in the G7 – with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	36%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	30%
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	20%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	15%
l have other priorities	6%
None of these	3%
Don't know	2%

Two thirds say building an NHS fit for the future is the most important priority

Which of the below, if any, are the most important priorities for you? Please choose up to 2

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024



8%

## **Image of party Ieader:** Keir Starmer

Do you think each of the following statements does or does not apply to...?



Keir Starmer The Prime Minister

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024

<b>47</b> %	He has a plan to make the country a better place
46%	He understands the problems facing Britain
40%	He pays attention to detail
39%	He is a capable leader
37%	He is a strong leader
36%	He is an experienced leader
35%	He is an honest person
31%	He is in touch with ordinary people
29%	l trust him to get the big decisions right
27%	He shares my values
27%	He is good in a crisis
24%	He has a lot of personality
31% 29% 27% 27%	He is in touch with ordinary people I trust him to get the big decisions right He shares my values He is good in a crisis

#### % saying does apply



## Image of party leader: Keir Starmer

Do you think each of the following statements does or does not apply to...?



Keir Starmer The Prime Minister

Base: 1,082 Online British adults aged 18-75, 13-16 September 2024

#### Does apply

<b>47</b> %	He has a plan to make the country a better place
46%	He understands the problems facing Britain
40%	He pays attention to detail
39%	He is a capable leader
37%	He is a strong leader
36%	He is an experienced leader
35%	He is an honest person
31%	He is in touch with ordinary people
<b>29</b> %	l trust him to get the big decisions right
27%	He shares my values
27%	He is good in a crisis
24%	He has a lot of personality

## Does not apply 35% 39% 35% 40% 42% 44% 38% 50% 48% 49% 39% **57%**



# Ipsos

### September 2024 Labour Party polling

#### For more information

**Gideon Skinner** Research Director gideon.skinner@ipsos.com Cameron Garrett Research Manager cameron.garrett@ipsos.com

Keiran Pedley Research Director keiran.pedley@ipsos.com

Laura King Research Executive laura.king@ipsos.com **Ben Roff** Research Executive ben.roff@ipsos.com

