

Ipsos Political Monitor - September 2024

23 Sep 2024

Table 1
(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (W'td)		Gender		Age							Social Class					Ethnicity		UnWgt Total				
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Satisfied	251		132	117	84	82	85	25	58	52	30	29	56	27	96	72	35	47	168	82	209	40	246
	25%		27%	23%	30%	25%	21%	24%	35%	31%	18%	18%	24%	24%	41%	23%	18%	17%	31%	18%	25%	26%	24%
Dissatisfied	621		302	310	150	200	272	65	85	90	110	113	158	72	114	190	141	177	304	317	543	76	643
	62%		63%	60%	55%	60%	68%	61%	51%	53%	67%	70%	66%	64%	49%	62%	72%	65%	56%	68%	64%	50%	64%
Don't know	137		48	87	41	52	44	17	24	27	24	19	25	14	24	45	20	48	69	68	100	36	120
	14%		10%	17%	15%	15%	11%	16%	15%	16%	15%	12%	10%	12%	10%	15%	10%	18%	13%	14%	12%	24%	12%
Net satisfied	-371		-170	-193	-66	-118	-186	-40	-27	-38	-80	-84	-102	-45	-18	-118	-106	-129	-136	-235	-333	-37	-397
	-37%		-35%	-38%	-24%	-35%	-47%	-37%	-16%	-22%	-49%	-52%	-43%	-40%	-8%	-38%	-54%	-48%	-25%	-50%	-39%	-24%	-39%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Table 2

(GOV). Are you satisfied or dissatisfied with the way the Government is running the country?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Satisfied	251 25%	125 27%	126 23%	23 21%	129 27%	90 27%	77 24%	78 24%	167 25%	60 25%	69 22%	71 31%	39 29%	230 26%	12 14%	8 6%	143 50%	7 5%	33 35%	56 20%	38 21%	82 17%	131 37%	246 24%
Dissatisfied	621 62%	290 62%	331 61%	70 65%	291 60%	190 57%	217 67%	199 60%	407 62%	155 64%	198 63%	126 54%	74 55%	519 59%	68 79%	125 85%	91 32%	113 93%	54 57%	209 74%	126 70%	324 67%	172 49%	643 64%
Don't know	137 14%	53 11%	83 15%	15 14%	62 13%	51 15%	31 10%	55 16%	82 13%	26 11%	47 15%	36 15%	23 17%	126 14%	6 7%	13 9%	54 19%	2 2%	8 8%	17 6%	15 8%	76 16%	46 13%	120 12%
Net satisfied	-371 -37%	-166 -35%	-204 -38%	-48 -44%	-163 -34%	-100 -30%	-140 -43%	-121 -36%	-240 -37%	-96 -40%	-129 -41%	-55 -24%	-35 -26%	-290 -33%	-56 -65%	-117 -80%	52 18%	-106 -87%	-21 -23%	-153 -54%	-87 -49%	-242 -50%	-41 -12%	-397 -39%

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Table 3

PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (W'td)		Gender		Age								Social Class						Ethnicity		UnWgt Total		
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Satisfied	333		153	176	115	110	108	38	77	72	38	35	72	33	108	107	52	66	215	118	283	48	319
	33%		32%	34%	42%	33%	27%	35%	46%	42%	23%	22%	30%	29%	46%	35%	26%	24%	40%	25%	33%	32%	32%
Dissatisfied	545		281	258	114	178	253	54	61	73	105	103	150	68	103	162	114	167	264	280	474	67	565
	54%		58%	50%	42%	53%	63%	50%	36%	43%	64%	63%	60%	44%	53%	58%	61%	49%	60%	56%	44%	56%	
Don't know	132		48	80	45	46	40	15	30	25	21	24	17	12	24	38	31	38	63	69	94	37	125
	13%		10%	16%	17%	14%	10%	14%	18%	15%	13%	15%	7%	11%	10%	13%	16%	14%	12%	15%	11%	24%	12%
Net satisfied	-212		-128	-81	*	-67	-145	-16	16	-1	-66	-67	-78	-35	5	-55	-62	-101	-50	-163	-191	-18	-246
	-21%		-26%	-16%	*	-20%	-36%	-15%	10%	-1%	-40%	-41%	-33%	-31%	2%	-18%	-32%	-37%	-9%	-35%	-22%	-12%	-24%

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Weighted

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Table 4

PLMMOD_KS. Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Satisfied	333 33%	164 35%	168 31%	41 38%	172 36%	122 37%	95 29%	106 32%	217 33%	70 29%	96 31%	96 41%	48 35%	294 34%	24 28%	14 10%	189 66%	6 5%	50 52%	82 29%	42 24%	124 26%	166 48%	319 32%
Dissatisfied	545 54%	251 54%	293 54%	53 50%	253 53%	165 50%	207 64%	164 49%	372 57%	143 59%	178 57%	113 48%	58 43%	464 53%	52 61%	124 85%	63 22%	112 92%	39 41%	184 65%	121 68%	288 60%	136 39%	565 56%
Don't know	132 13%	53 11%	78 14%	14 13%	56 12%	45 13%	23 7%	61 19%	68 10%	28 12%	39 13%	25 11%	30 22%	117 13%	9 11%	8 6%	36 12%	3 3%	6 6%	16 9%	69 14%	47 14%	125 12%	
Net satisfied	-212 -21%	-87 -19%	-125 -23%	-13 -12%	-81 -17%	-44 -13%	-112 -35%	-58 -17%	-156 -24%	-73 -30%	-82 -26%	-17 -7%	-11 -8%	-170 -19%	-29 -33%	-109 -75%	126 44%	-105 -87%	10 11%	-101 -36%	-79 -44%	-163 -34%	30 9%	-246 -24%

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Table 5
RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Leader of the Conservative Party?

Base : All

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Total	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Satisfied	247	120	125	45	92	110	15	29	42	50	34	75	42	73	62	31	80	135	111	209	35	252
	24%	25%	24%	16%	28%	27%	14%	18%	25%	31%	21%	32%	37%	31%	20%	16%	29%	25%	24%	25%	23%	25%
Dissatisfied	604	308	285	179	189	235	75	104	98	91	105	131	55	123	197	133	151	320	284	509	93	614
	60%	64%	55%	65%	57%	59%	70%	62%	58%	56%	65%	55%	49%	52%	64%	68%	56%	59%	61%	60%	61%	61%
Don't know	159	54	105	51	52	56	17	34	29	23	23	33	16	39	48	32	41	87	72	134	25	143
	16%	11%	20%	19%	16%	14%	15%	21%	17%	14%	14%	14%	14%	16%	16%	16%	15%	16%	15%	16%	16%	14%
Net satisfied	-357	-187	-160	-134	-97	-126	-60	-74	-56	-41	-70	-56	-14	-50	-135	-101	-71	-185	-172	-300	-58	-362
	-35%	-39%	-31%	-49%	-29%	-31%	-56%	-44%	-33%	-25%	-43%	-23%	-12%	-21%	-44%	-52%	-26%	-34%	-37%	-35%	-38%	-36%

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Table 6
RS. Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Leader of the Conservative Party?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not work ing	Public	Private	Mort gage	Owned out- right	Renter	Total owner occup- ier	North excl. Scot	Mid- lands	South excl. London	Grea- ter London	Eng- land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif- ications	Other qualif- ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Satisfied	247 24%	94 20%	152 28%	27 25%	102 21%	78 24%	103 32%	62 19%	181 28%	45 19%	85 27%	78 33%	25 18%	218 25%	14 17%	78 53%	59 21%	25 20%	18 19%	50 18%	59 33%	101 21%	87 25%	252
Dissatisfied	604 60%	309 66%	294 54%	62 57%	304 63%	206 62%	175 54%	213 64%	381 58%	162 67%	174 55%	117 50%	96 71%	525 60%	54 64%	55 37%	182 63%	93 76%	61 64%	205 73%	107 60%	298 62%	198 57%	614
Don't know	159 16%	65 14%	94 17%	19 18%	77 16%	47 14%	47 15%	57 17%	95 14%	34 14%	55 17%	38 16%	15 11%	132 15%	17 20%	14 9%	47 16%	4 3%	16 17%	27 10%	13 7%	82 17%	64 18%	143
Net satisfied	-357 -35%	-214 -46%	-142 -26%	-34 -32%	-202 -42%	-128 -39%	-72 -22%	-151 -45%	-200 -30%	-118 -49%	-89 -28%	-39 -17%	-71 -53%	-306 -35%	-40 -47%	23 16%	-122 -43%	-68 -56%	-43 -46%	-155 -55%	-49 -27%	-197 -41%	-111 -32%	-362 -36%

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Table 7
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (W'td)		Gender		Age									Social Class						Ethnicity		UnWgt Total	
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Satisfied	354		161	190	82	115	157	25	57	60	55	53	104	51	117	113	50	74	230	124	311	40	350
	35%		33%	37%	30%	35%	39%	23%	34%	36%	33%	33%	44%	45%	50%	37%	26%	27%	42%	26%	37%	26%	35%
Dissatisfied	271		142	122	67	95	109	23	44	40	55	49	59	32	51	81	57	82	132	139	231	38	300
	27%		30%	24%	24%	29%	27%	22%	26%	24%	34%	31%	25%	28%	22%	26%	29%	30%	24%	30%	27%	25%	30%
Don't know	384		179	202	126	123	135	59	67	69	54	60	75	31	67	113	89	116	179	205	310	74	359
	38%		37%	39%	46%	37%	34%	55%	40%	41%	33%	37%	32%	27%	28%	37%	45%	43%	33%	44%	36%	49%	36%
Net satisfied	83		18	68	15	20	48	2	13	20	*	3	45	19	66	32	-7	-8	98	-15	80	2	50
	8%		4%	13%	5%	6%	12%	2%	8%	12%	*	2%	19%	17%	28%	10%	-3%	-3%	18%	-3%	9%	1%	5%

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Table 8
PLMMOD_ED. Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Satisfied	354 35%	154 33%	200 37%	37 34%	166 34%	120 36%	127 39%	99 30%	247 38%	80 33%	112 36%	100 43%	45 33%	312 36%	17 20%	48 32%	142 49%	23 19%	67 71%	115 41%	45 25%	147 30%	162 47%	350 35%
Dissatisfied	271 27%	135 29%	135 25%	28 26%	132 27%	89 27%	94 29%	87 26%	183 28%	70 29%	73 23%	63 27%	41 30%	236 27%	24 28%	47 32%	48 17%	56 46%	12 12%	83 29%	60 34%	141 29%	70 20%	300 30%
Don't know	384 38%	180 38%	204 38%	42 39%	184 38%	123 37%	103 32%	146 44%	226 34%	92 38%	128 41%	71 30%	49 36%	326 37%	44 52%	52 35%	97 34%	43 36%	16 17%	84 30%	74 41%	194 40%	117 33%	359 36%
Net satisfied	83 8%	18 4%	65 12%	9 8%	34 7%	30 9%	33 10%	12 4%	64 10%	10 4%	39 12%	37 16%	4 3%	76 9%	-7 -8%	* *	94 33%	-33 -27%	55 58%	32 11%	-15 -9%	6 1%	93 27%	50 5%

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Table 9

(ECONOMY). 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 : All

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Total	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Improve	214 21%	110 23%	102 20%	66 24%	68 20%	80 20%	25 23% ^s	41 25%	37 22%	31 19%	38 24%	42 18%	22 19%	71 30%	50 16%	46 23%	47 17%	121 22%	93 20%	170 20%	41 27%	203 20%
Stay the same	181 18%	91 19%	88 17%	61 22%	63 19%	58 14%	20 19% ^s	41 24%	28 17%	35 21%	19 12%	39 16%	10 9%	55 23%	59 19%	29 15%	38 14%	113 21%	68 14%	153 18%	28 18%	176 17%
Get worse	566 56%	268 56%	290 56%	133 49%	195 59%	238 59%	59 55% ^s	74 44%	99 58%	96 59%	143 58%	68 60%	60%	96 41%	187 61%	112 57%	171 63%	282 52%	284 61%	486 57%	77 51%	595 59%
Don't know	48 5%	13 3%	35 7%	15 5%	8 2%	25 6%	4 3% ^s	11 7%	6 3%	2 1%	10 6%	15 6%	14 12%	14 6%	12 4%	8 4%	15 5%	25 5%	23 5%	42 5%	6 4%	35 3%
Net improve	-353 -35%	-158 -33%	-188 -37%	-67 -25%	-128 -38%	-157 -39%	-35 -32%^s	-33 -20%	-62 -36%	-66 -40%	-56 -35%	-102 -42%	-46 -41%	-25 -11%	-137 -44%	-67 -34%	-124 -46%	-162 -30%	-191 -41%	-316 -37%	-36 -24%	-392 -39%

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Table 10

(ECONOMY). 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 : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Improve	214 21%	101 22%	112 21%	21 20%	107 22%	80 24%	65 20%	64 19%	145 22%	47 20%	59 19%	60 26%	31 23%	187 21%	16 18%	20 14%	103 36%	3 3%	19 20%	39 14%	22 13%	80 17%	111 32%	203 20%
Stay the same	181 18%	87 19%	94 17%	21 19%	99 21%	68 21%	44 14%	68 20%	112 17%	48 20%	57 18%	39 17%	31 23%	169 19%	6 7%	19 13%	81 28%	6 5%	23 24%	40 14%	27 15%	76 16%	78 22%	176 17%
Get worse	566 56%	272 58%	293 54%	65 60%	261 54%	176 53%	200 62%	176 53%	376 57%	129 53%	183 59%	127 54%	64 47%	471 54%	63 74%	106 72%	87 30%	112 92%	52 55%	201 71%	118 66%	300 62%	148 43%	595 59%
Don't know	48 5%	8 2%	40 7%	1 1%	15 3%	8 2%	15 5%	25 7%	23 4%	17 7%	14 4%	8 3%	9 6%	48 5%	* *	2 1%	17 6%	- -	1 1%	2 1%	11 6%	25 5%	11 3%	35 3%
Net improve	-353 -35%	-171 -36%	-181 -34%	-44 -40%	-154 -32%	-96 -29%	-134 -41%	-112 -34%	-230 -35%	-82 -34%	-124 -40%	-66 -28%	-33 -24%	-284 -32%	-47 -56%	-85 -58%	15 5%	-108 -89%	-34 -35%	-163 -58%	-96 -53%	-220 -46%	-37 -11%	-392 -39%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - September 2024

23 Sep 2024

Table 11
RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Total	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Satisfied	239 24%	121 25%	116 23%	76 28%	81 24%	82 21%	19 18%	57 s	45 34%	36 27%	29 18%	54 22%	25 22%	81 34%	74 24%	41 21%	43 16%	154 29%	85 18%	201 24%	38 25%	244 24%
Dissatisfied	463 46%	231 48%	225 44%	75 27%	150 45%	238 59%	29 27%	46 s	72 27%	78 42%	92 48%	146 57%	65 61%	94 40%	143 47%	94 48%	132 49%	237 44%	226 48%	403 47%	56 37%	498 49%
Don't know	307 30%	130 27%	174 34%	124 45%	103 31%	80 20%	59 55%	65 s	53 39%	50 31%	41 31%	39 25%	23 16%	60 26%	90 29%	61 31%	96 35%	150 28%	157 34%	248 29%	58 38%	267 26%
Net satisfied-dissatisfied	-224 -22%	-109 -23%	-109 -21%	1 *	-69 -21%	-156 -39%	-10 -10%	11 s	-27 7%	-42 -16%	-63 -26%	-93 -39%	-40 -35%	-13 -6%	-70 -23%	-52 -27%	-89 -33%	-83 -15%	-141 -30%	-202 -24%	-18 -12%	-254 -25%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - September 2024

23 Sep 2024

Table 12

RR. Are you satisfied or dissatisfied with the way Rachel Reeves is doing her job as Chancellor of the Exchequer?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Satisfied	239 24%	111 24%	128 24%	21 20%	120 25%	83 25%	73 23%	78 23%	157 24%	50 21%	66 21%	80 34%	30 22%	215 25%	13 15%	19 13%	128 44%	2 2%	32 34%	50 18%	30 17%	93 19%	115 33%	244 24%
Dissatisfied	463 46%	209 45%	254 47%	46 43%	219 45%	142 43%	184 57%	130 39%	326 50%	124 51%	158 50%	89 38%	49 36%	386 44%	43 51%	107 73%	71 25%	100 83%	40 42%	174 62%	98 55%	234 49%	131 38%	498 49%
Don't know	307 30%	149 32%	157 29%	41 38%	143 30%	106 32%	67 21%	124 37%	173 26%	67 28%	89 28%	65 28%	57 42%	274 31%	29 34%	20 13%	89 31%	19 15%	22 24%	59 21%	51 28%	154 32%	103 29%	267 26%
Net satisfied-dissatisfied	-224 -22%	-98 -21%	-126 -23%	-25 -23%	-98 -20%	-59 -18%	-110 -34%	-52 -16%	-169 -26%	-74 -31%	-92 -29%	-9 -4%	-19 -14%	-171 -20%	-30 -35%	-88 -60%	56 20%	-98 -81%	-7 -8%	-124 -44%	-67 -38%	-141 -29%	-16 -4%	-254 -25%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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<https://www.ipsos.uk/politicalandsocialtrends>

Ipsos Political Monitor - September 2024

Table 13

OCT20Q12/SEP21Q9a_LABOUR. I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Labour Party?

Base : All

	Total (W'td)		Gender		Age								Social Class						Ethnicity		UnWgt Total		
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Keeps its promises	191		88	102	71	64	55	27	44	44	20	13	42	26	71	66	27	26	138	53	155	34	191
	19%		18%	20%	26%	19%	14%	25% s	26%	26%	12%	8%	18%	23%	30%	22%	14%	10%	25%	11%	18%	23%	19%
Understands the problems facing Britain	395		195	196	129	142	123	53	76	86	56	36	88	47	122	132	67	74	254	140	322	70	400
	39%		41%	38%	47%	43%	31%	50% s	45%	51%	34%	22%	37%	42%	52%	43%	34%	27%	47%	30%	38%	46%	40%
Has a good team of leaders	316		145	167	107	114	95	48	59	77	37	30	65	34	111	99	57	49	210	106	255	60	307
	31%		30%	33%	39%	34%	24%	44% s	36%	45%	23%	18%	27%	30%	47%	32%	29%	18%	39%	23%	30%	39%	30%
Will promise anything to win votes	621		290	324	158	204	260	72	86	96	107	105	155	69	119	193	129	180	312	309	531	88	627
	62%		60%	63%	57%	61%	65%	67% s	51%	57%	65%	65%	65%	61%	51%	63%	66%	66%	58%	66%	62%	58%	62%
Divided	381		170	205	102	138	141	45	57	75	62	46	95	46	90	122	78	92	212	169	317	61	395
	38%		35%	40%	37%	41%	35%	42% s	34%	44%	38%	29%	40%	41%	38%	40%	40%	34%	39%	36%	37%	40%	39%
Extreme	234		111	121	45	70	119	23	22	28	42	45	74	39	47	64	50	73	111	123	194	39	251
	23%		23%	24%	16%	21%	30%	21% s	13%	17%	26%	28%	31%	34%	20%	21%	26%	27%	20%	26%	23%	26%	25%
Looks after the interests of people like me	295		140	152	119	95	81	50	69	64	30	24	57	26	105	99	42	48	204	91	246	47	277
	29%		29%	30%	43%	28%	20%	47% s	41%	38%	19%	15%	24%	23%	45%	32%	22%	18%	38%	19%	29%	31%	27%
Fit to govern	365		172	187	116	140	109	50	67	80	60	31	78	36	127	122	57	60	248	116	301	61	364
	36%		36%	36%	42%	42%	27%	46% s	40%	47%	36%	19%	32%	32%	54%	40%	29%	22%	46%	25%	35%	40%	36%
Concerned about people in real need in Britain	364		182	179	133	124	106	55	78	84	41	32	74	35	119	126	61	58	245	119	305	57	358
	36%		38%	35%	48%	37%	26%	52% s	47%	49%	25%	20%	31%	31%	51%	41%	31%	21%	45%	25%	36%	38%	35%
Different to the other parties	362		180	179	105	114	142	38	67	63	52	36	106	58	111	124	55	72	235	127	309	53	373
	36%		37%	35%	38%	34%	35%	36% s	40%	37%	32%	22%	44%	51%	47%	40%	28%	27%	43%	27%	36%	35%	37%
Out of date	342		172	167	77	122	144	37	40	51	71	57	87	41	62	112	82	87	174	169	296	43	368
	34%		36%	32%	28%	37%	36%	34% s	24%	30%	43%	35%	36%	36%	26%	36%	42%	32%	32%	36%	35%	28%	36%
None of these	39		23	16	1	12	25	1	*	1	11	17	9	6	3	6	9	21	10	29	39	-	26
	4%		5%	3%	*	4%	6%	1% s	*	1%	7%	10%	4%	5%	1%	2%	4%	8%	2%	6%	5%	-	3%
Don't know	40		9	28	15	9	16	1	14	7	2	9	7	3	3	8	9	21	10	30	26	14	34
	4%		2%	5%	6%	3%	4%	1% s	8%	4%	1%	5%	3%	3%	1%	2%	4%	8%	2%	6%	3%	9%	3%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2024

Table 14

OCT20Q12/SEP21Q9a_LABOUR. I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Labour Party?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions					Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications		Degree +
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Keeps its promises	191 19%	99 21%	91 17%	24 22%	101 21%	72 22%	57 18%	53 16%	129 20%	36 15%	55 18%	49 21%	28 20%	165 19%	22 26%	6 4%	101 35%	3 3%	32 33% s	45 16%	21 12%	66 14%	104 30%	191 19%
Understands the problems facing Britain	395 39%	193 41%	201 37%	53 49%	196 41%	150 45%	117 36%	115 35%	267 41%	81 34%	125 40%	94 40%	55 40%	335 38%	38 45%	21 14%	197 68%	11 9%	58 61% s	94 33%	48 27%	152 32%	194 56%	400 40%
Has a good team of leaders	316 31%	154 33%	161 30%	41 38%	158 33%	119 36%	85 26%	100 30%	203 31%	58 24%	96 31%	89 38%	45 33%	272 31%	27 31%	12 8%	176 61%	4 3%	43 46% s	67 24%	34 19%	121 25%	161 46%	307 30%
Will promise anything to win votes	621 62%	281 60%	339 63%	64 59%	307 64%	208 63%	211 65%	196 59%	419 64%	162 67%	179 57%	152 65%	69 50%	530 61%	59 70%	113 78%	124 43%	96 79%	48 51% s	191 68%	114 63%	329 68%	179 51%	627 62%
Divided	381 38%	184 39%	196 36%	46 42%	186 38%	130 39%	124 38%	123 37%	254 39%	99 41%	123 39%	84 36%	37 27%	323 37%	38 44%	54 37%	91 32%	56 46%	38 40% s	124 44%	64 35%	184 38%	133 38%	395 39%
Extreme	234 23%	102 22%	132 24%	23 22%	107 22%	71 22%	86 26%	70 21%	157 24%	68 28%	68 22%	52 22%	25 19%	200 23%	20 23%	62 43%	26 9%	52 43%	13 14% s	73 26%	50 28%	129 27%	54 15%	251 25%
Looks after the interests of people like me	295 29%	142 30%	153 28%	41 38%	150 31%	107 32%	78 24%	97 29%	185 28%	66 27%	82 26%	82 35%	38 28%	253 29%	27 32%	8 6%	168 58%	3 3%	43 45% s	66 23%	32 18%	107 22%	156 45%	277 27%
Fit to govern	365 36%	187 40%	177 33%	45 41%	184 38%	150 45%	100 31%	103 31%	251 38%	82 34%	110 35%	94 40%	45 33%	311 36%	33 39%	24 17%	183 64%	11 9%	50 53% s	94 33%	41 23%	140 29%	184 53%	364 36%
Concerned about people in real need in Britain	364 36%	189 40%	174 32%	49 46%	188 39%	136 41%	99 30%	116 35%	235 36%	78 33%	101 32%	97 42%	55 41%	316 36%	32 37%	20 13%	183 63%	13 11%	48 51% s	87 31%	42 23%	138 29%	184 53%	358 35%
Different to the other parties	362 36%	178 38%	184 34%	46 43%	167 35%	120 36%	124 38%	107 32%	244 37%	77 32%	101 32%	96 41%	52 39%	307 35%	36 42%	50 34%	139 48%	35 29%	46 49% s	97 34%	58 32%	158 33%	146 42%	373 37%
Out of date	342 34%	168 36%	174 32%	34 31%	168 35%	114 34%	118 36%	108 32%	231 35%	87 36%	107 34%	76 33%	41 30%	289 33%	30 35%	63 43%	42 15%	72 59%	29 30% s	124 44%	68 38%	201 42%	73 21%	368 36%
None of these	39 4%	9 2%	29 5%	2 2%	9 2%	3 1%	20 6%	14 4%	23 3%	9 4%	21 7%	5 2%	3 2%	36 4%	1 1%	12 8%	2 1%	14 11%	2 2% s	15 5%	19 10%	12 3%	8 2%	26 3%
Don't know	40 4%	10 2%	30 6%	3 3%	14 3%	8 2%	7 2%	24 7%	15 2%	6 3%	16 5%	3 1%	13 9%	39 4%	2 2%	2 1%	10 4%	1 1%	- - s	2 1%	12 7%	23 5%	5 1%	34 3%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2024

23 Sep 2024

Table 15

OCT20Q12/SEP21Q9b_CONSERVATIVE. I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Conservative Party?
The Conservative Party?

Base : All

	Total (W'td)		Gender		Age								Social Class						Ethnicity		UnWgt Total		
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Keeps its promises	120		50	68	20	28	72	7	13	20	8	19	53	30	30	34	21	35	64	56	97	23	127
	12%		10%	13%	7%	8%	18%	6%	8%	12%	5%	12%	22%	27%	13%	11%	11%	13%	12%	12%	11%	15%	13%
Understands the problems facing Britain	215		96	116	50	71	94	26	24	42	29	29	65	42	59	67	44	45	126	89	181	33	226
	21%		20%	23%	18%	21%	23%	24%	14%	25%	18%	18%	27%	37%	25%	22%	22%	17%	23%	19%	21%	22%	22%
Has a good team of leaders	122		49	72	30	38	54	13	16	25	13	21	33	17	25	27	29	40	52	69	95	27	123
	12%		10%	14%	11%	11%	13%	12%	10%	15%	8%	13%	14%	15%	11%	9%	15%	15%	10%	15%	11%	18%	12%
Will promise anything to win votes	694		341	349	193	234	267	74	120	122	112	110	157	72	163	230	133	168	393	301	594	97	712
	69%		71%	68%	70%	70%	67%	69%	71%	72%	68%	68%	66%	63%	70%	75%	68%	62%	73%	64%	70%	64%	71%
Divided	644		322	315	158	225	261	63	95	121	104	92	169	81	172	211	118	143	383	261	551	90	673
	64%		67%	61%	58%	68%	65%	59%	57%	71%	64%	57%	71%	72%	73%	69%	60%	53%	71%	56%	65%	59%	67%
Extreme	277		143	130	84	97	95	40	45	66	32	33	63	30	72	95	48	61	167	109	210	61	288
	27%		30%	25%	31%	29%	24%	37%	27%	39%	19%	20%	26%	26%	31%	31%	25%	23%	31%	23%	25%	40%	29%
Looks after the interests of people like me	194		83	110	33	69	92	15	18	39	29	25	68	44	58	65	26	46	123	71	166	28	203
	19%		17%	21%	12%	21%	23%	14%	11%	23%	18%	15%	28%	39%	25%	21%	13%	17%	23%	15%	20%	19%	20%
Fit to govern	181		80	99	41	57	82	20	21	32	26	26	57	31	44	52	33	52	95	85	157	23	170
	18%		17%	19%	15%	17%	21%	19%	12%	19%	16%	16%	24%	27%	19%	17%	17%	19%	18%	18%	18%	15%	17%
Concerned about people in real need in Britain	183		78	103	37	63	84	18	19	36	26	26	58	37	44	55	33	50	99	84	148	35	178
	18%		16%	20%	13%	19%	21%	16%	11%	21%	16%	16%	24%	33%	19%	18%	17%	18%	18%	18%	17%	23%	18%
Different to the other parties	375		175	195	95	135	145	43	52	83	52	36	109	67	121	128	60	66	248	126	308	65	385
	37%		36%	38%	35%	40%	36%	40%	31%	49%	32%	22%	46%	59%	51%	42%	30%	24%	46%	27%	36%	43%	38%
Out of date	593		309	277	163	209	221	68	95	110	99	85	136	61	161	202	108	123	362	231	505	84	612
	59%		64%	54%	59%	63%	55%	64%	57%	65%	60%	53%	57%	54%	68%	66%	55%	45%	67%	49%	59%	55%	61%
None of these	29		16	13	4	7	19	3	*	1	5	15	4	2	*	3	10	16	3	25	28	1	26
	3%		3%	2%	1%	2%	5%	3%	*	1%	3%	9%	1%	1%	*	1%	5%	6%	1%	5%	3%	1%	3%
Don't know	34		9	22	14	10	10	5	9	5	5	4	6	2	2	7	6	19	9	25	26	8	24
	3%		2%	4%	5%	3%	2%	5%	5%	3%	3%	2%	3%	1%	1%	2%	3%	7%	2%	5%	3%	5%	2%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

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Table 16

OCT20Q12/SEP21Q9b_CONSERVATIVE. I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to the Conservative Party? The Conservative Party?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions					Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications		Degree +
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Keeps its promises	120 12%	37 8%	83 15%	12 11%	40 8%	36 11%	51 16%	33 10%	87 13%	33 14%	38 12%	30 13%	7 6%	101 12%	11 13%	50 34%	9 3%	15 12%	4 4% s	27 9%	24 13%	57 12%	39 11%	127 13%
Understands the problems facing Britain	215 21%	102 22%	113 21%	28 26%	94 20%	85 26%	73 23%	44 13%	158 24%	47 20%	67 21%	59 25%	18 13%	180 21%	24 28%	69 47%	30 10%	31 25%	14 15% s	58 20%	27 15%	111 23%	76 22%	226 22%
Has a good team of leaders	122 12%	54 12%	68 13%	15 14%	50 10%	38 11%	46 14%	38 11%	84 13%	35 15%	42 13%	35 15%	7 5%	115 13%	2 3%	48 33%	15 5%	12 10%	4 4% s	23 8%	15 8%	66 14%	41 12%	123 12%
Will promise anything to win votes	694 69%	338 72%	355 66%	83 77%	355 74%	241 73%	214 66%	222 67%	455 69%	176 73%	201 64%	161 69%	91 67%	595 68%	66 77%	65 44%	237 82%	84 69%	73 77% s	208 74%	110 61%	339 71%	245 70%	712 71%
Divided	644 64%	303 65%	342 63%	67 62%	325 68%	229 69%	223 69%	181 55%	453 69%	148 61%	216 69%	153 65%	79 58%	559 64%	49 58%	98 67%	216 75%	75 62%	61 64% s	180 64%	95 53%	301 63%	248 71%	673 67%
Extreme	277 27%	137 29%	139 26%	28 26%	140 29%	105 32%	75 23%	88 26%	180 27%	55 23%	93 30%	61 26%	39 28%	233 27%	30 35%	10 7%	104 36%	21 18%	32 34% s	81 29%	38 21%	140 29%	99 28%	288 29%
Looks after the interests of people like me	194 19%	84 18%	110 20%	24 22%	82 17%	70 21%	79 24%	37 11%	149 23%	45 19%	55 18%	58 25%	19 14%	169 19%	17 20%	76 52%	26 9%	30 25%	14 15% s	51 18%	28 16%	85 18%	82 23%	203 20%
Fit to govern	181 18%	80 17%	101 19%	22 21%	82 17%	65 20%	68 21%	39 12%	134 20%	49 20%	59 19%	48 20%	11 8%	159 18%	15 17%	75 51%	16 6%	24 20%	13 13% s	43 15%	33 18%	87 18%	60 17%	170 17%
Concerned about people in real need in Britain	183 18%	86 18%	97 18%	29 27%	71 15%	60 18%	68 21%	48 15%	128 19%	35 14%	65 21%	52 22%	11 8%	153 17%	20 24%	64 44%	23 8%	28 23%	12 12% s	49 17%	25 14%	96 20%	62 18%	178 18%
Different to the other parties	375 37%	167 36%	207 38%	48 44%	168 35%	126 38%	141 43%	98 29%	266 41%	81 34%	118 38%	97 42%	47 35%	319 36%	31 36%	60 41%	145 51%	24 20%	48 51% s	88 31%	53 30%	168 35%	153 44%	385 38%
Out of date	593 59%	294 63%	297 55%	65 60%	311 65%	209 63%	194 60%	179 54%	404 62%	140 58%	184 59%	143 61%	72 53%	512 59%	53 62%	44 30%	198 69%	76 63%	72 76% s	189 67%	93 52%	285 59%	215 62%	612 61%
None of these	29 3%	12 2%	17 3%	4 4%	8 2%	5 2%	4 1%	20 6%	9 1%	8 3%	11 4%	1 *	6 4%	23 3%	3 3%	- -	6 2%	8 7%	2 2% s	11 4%	14 8%	13 3%	2 1%	26 3%
Don't know	34 3%	5 1%	29 5%	2 1%	10 2%	5 1%	6 2%	22 7%	11 2%	2 1%	17 5%	6 3%	7 5%	31 4%	1 1%	2 1%	4 2%	1 1%	- - s	2 1%	12 7%	16 3%	6 2%	24 2%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

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Table 17
(JUL20)Q14CO. To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All

	Total (W'td)		Gender		Age									Social Class						Ethnicity		UnWgt Total	
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	88		42	44	21	33	34	4	17	23	10	9	25	11	32	26	14	16	58	30	75	13	92
	9%		9%	9%	8%	10%	8%	4%	10%	13%	6%	6%	10%	10%	14%	8%	7%	6%	11%	6%	9%	8%	9%
Tend to agree	241		110	129	81	78	82	30	51	53	26	30	52	22	83	78	42	38	161	80	201	39	226
	24%		23%	25%	30%	23%	20%	28%	31%	31%	16%	19%	22%	20%	35%	25%	21%	14%	30%	17%	24%	26%	22%
Neither agree nor disagree	199		92	105	74	73	52	30	44	34	40	23	28	18	47	61	33	58	108	91	155	42	199
	20%		19%	20%	27%	22%	13%	28%	26%	20%	24%	14%	12%	16%	20%	20%	17%	21%	20%	20%	18%	28%	20%
Tend to disagree	167		76	91	45	56	67	14	31	22	34	24	43	19	34	54	30	49	88	79	152	15	162
	17%		16%	18%	16%	17%	17%	13%	18%	13%	20%	15%	18%	17%	15%	17%	15%	18%	16%	17%	18%	10%	16%
Strongly disagree	284		152	125	45	82	157	25	19	34	48	73	84	36	38	85	73	88	123	161	245	37	304
	28%		32%	24%	16%	25%	39%	23%	12%	20%	30%	45%	35%	32%	16%	28%	37%	32%	23%	34%	29%	25%	30%
Don't know	30		10	19	9	11	10	5	5	5	6	2	8	7	*	3	3	23	3	27	25	5	26
	3%		2%	4%	3%	3%	2%	4%	3%	3%	4%	1%	3%	6%	*	1%	2%	9%	1%	6%	3%	3%	3%
Agree	329		152	174	102	111	116	34	69	75	36	39	76	34	115	104	56	53	219	109	276	52	318
	33%		31%	34%	37%	33%	29%	31%	41%	44%	22%	24%	32%	30%	49%	34%	29%	20%	40%	23%	32%	34%	32%
Disagree	451		228	216	89	138	224	39	50	56	82	97	127	55	72	139	103	137	211	240	396	53	466
	45%		47%	42%	32%	41%	56%	36%	30%	33%	50%	60%	53%	48%	31%	45%	53%	50%	39%	51%	47%	35%	46%
Net agree	-122		-76	-42	13	-27	-108	-5	18	19	-46	-58	-50	-21	43	-35	-47	-84	8	-130	-121	-1	-148
	-12%		-16%	-8%	5%	-8%	-27%	-5%	11%	11%	-28%	-36%	-21%	-19%	18%	-11%	-24%	-31%	1%	-28%	-14%	-1%	-15%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 18
(JUL20)Q14CO. To what extent, if at all, do you agree or disagree with the following statements?
The word 'competent' is an accurate description of the current government

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions					Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications		Degree +
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	88 9%	41 9%	46 9%	16 15%	37 8%	24 7%	32 10%	25 8%	56 9%	27 11%	17 5%	25 11%	9 7%	75 9%	9 11%	1 1%	45 16%	7 6%	11 11% ^s	21 7%	23 13%	29 6%	36 10%	92 9%
Tend to agree	241 24%	117 25%	123 23%	25 24%	126 26%	105 32%	64 20%	68 20%	170 26%	53 22%	74 24%	60 26%	37 27%	212 24%	17 20%	14 9%	134 46%	9 8%	29 31% ^s	54 19%	24 14%	92 19%	124 36%	226 22%
Neither agree nor disagree	199 20%	102 22%	97 18%	28 26%	97 20%	64 19%	51 16%	80 24%	115 17%	35 14%	49 16%	56 24%	44 33%	176 20%	14 17%	25 17%	56 19%	6 5%	18 19% ^s	39 14%	18 10%	102 21%	79 23%	199 20%
Tend to disagree	167 17%	75 16%	92 17%	14 13%	81 17%	63 19%	57 18%	47 14%	120 18%	39 16%	63 20%	30 13%	13 10%	139 16%	21 25%	46 31%	23 8%	14 12%	23 24% ^s	54 19%	31 18%	76 16%	60 17%	162 16%
Strongly disagree	284 28%	128 27%	156 29%	22 21%	134 28%	71 21%	114 35%	94 28%	185 28%	83 34%	94 30%	57 24%	28 21%	246 28%	22 26%	59 40%	22 8%	83 68%	14 15% ^s	111 39%	69 38%	166 34%	49 14%	304 30%
Don't know	30 3%	5 1%	24 5%	2 2%	8 2%	4 1%	6 2%	18 6%	10 2%	4 2%	16 5%	4 2%	28 3%	1 1%	2 1%	7 2%	2 2%	- s	3 1%	13 7%	16 3%	1 *	26 3%	
Agree	329 33%	159 34%	169 31%	42 39%	163 34%	129 39%	97 30%	93 28%	226 34%	81 33%	91 29%	85 36%	46 34%	287 33%	27 31%	15 10%	179 62%	17 14%	40 42%^s	75 27%	47 26%	121 25%	160 46%	318 32%
Disagree	451 45%	202 43%	249 46%	36 33%	215 45%	134 40%	171 53%	141 42%	305 46%	122 51%	157 50%	88 38%	41 31%	385 44%	43 51%	105 72%	46 16%	97 79%	37 39%^s	165 59%	100 56%	242 50%	109 31%	466 46%
Net agree	-122 -12%	-43 -9%	-79 -15%	6 5%	-52 -11%	-5 -1%	-74 -23%	-48 -14%	-79 -12%	-41 -17%	-66 -21%	-3 -1%	4 3%	-98 -11%	-17 -19%	-90 -61%	133 46%	-80 -66%	3 3%^s	-90 -32%	-53 -29%	-121 -25%	51 15%	-148 -15%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

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Table 19
(SEP24)Q10. On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
More hopeful	353 35%	173 36%	174 34%	113 41%	124 37%	115 29%	39 36%	75 44%	81 48%	43 26%	38 24%	77 32%	38 34%	109 46%	117 38%	63 32%	64 23%	226 42%	127 27%	281 33%	71 46%	336 33%
More fearful	438 43%	206 43%	230 45%	89 32%	138 42%	211 53%	37 35%	51 31%	58 34%	80 49%	90 55%	121 51%	52 46%	71 30%	141 46%	90 46%	136 50%	212 39%	226 48%	389 46%	48 31%	464 46%
Both equally	97 10%	42 9%	52 10%	40 15%	36 11%	21 5%	21 19%	19 12%	12 7%	24 15%	11 7%	10 4%	5 4%	30 13%	21 7%	23 12%	22 8%	52 10%	45 10%	83 10%	13 9%	92 9%
Neither	76 8%	46 9%	29 6%	22 8%	26 8%	28 7%	8 8%	14 8%	13 8%	13 8%	15 9%	14 6%	9 8%	18 8%	18 6%	14 7%	26 10%	36 7%	40 9%	60 7%	15 10%	74 7%
Don't know	45 4%	15 3%	29 6%	11 4%	9 3%	26 6%	2 2%	8 5%	5 3%	3 2%	9 5%	17 7%	8 7%	6 2%	10 3%	6 3%	23 9%	16 3%	29 6%	40 5%	5 4%	43 4%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Table 20
(SEP24)Q10. On balance, would you describe yourself as feeling more hopeful or more fearful of what the new government will do?

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
More hopeful	353 35%	179 38%	174 32%	37 34%	178 37%	125 38%	101 31%	116 35%	227 35%	75 31%	106 34%	86 37%	58 43%	307 35%	27 32%	17 11%	194 67%	9 8%	44 47%	80 28%	51 29%	125 26%	177 51%	336 33%
More fearful	438 43%	194 42%	243 45%	42 39%	208 43%	137 41%	165 51%	128 38%	302 46%	115 48%	133 42%	103 44%	48 35%	375 43%	39 46%	100 68%	41 14%	102 84%	32 34%	157 55%	90 50%	239 50%	109 31%	464 46%
Both equally	97 10%	48 10%	48 9%	18 17%	45 9%	41 12%	29 9%	26 8%	70 11%	25 10%	26 8%	23 10%	14 10%	88 10%	8 9%	15 10%	36 13%	4 3%	10 11%	22 8%	14 8%	45 9%	38 11%	92 9%
Neither	76 8%	34 7%	42 8%	7 6%	34 7%	21 6%	18 5%	37 11%	38 6%	13 5%	34 11%	13 5%	10 8%	66 8%	6 7%	9 6%	11 4%	6 5%	4 4%	16 6%	16 9%	44 9%	16 5%	74 7%
Don't know	45 4%	13 3%	32 6%	4 3%	17 3%	7 2%	12 4%	26 8%	19 3%	13 5%	13 4%	9 4%	5 3%	39 4%	5 6%	6 4%	7 2%	*	4 4%	8 3%	9 5%	28 6%	8 2%	43 4%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Table 21
(JUL20)Q13BJ. On balance, do you agree or disagree that Boris Johnson has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)		Gender		Age								Social Class						Ethnicity		UnWgt Total		
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	96		46	49	17	28	52	9	8	8	19	10	41	23	13	28	20	35	41	55	83	13	98
	10%		10%	9%	6%	8%	13%	9% s	5%	5%	12%	6%	17%	20%	6%	9%	10%	13%	8%	12%	10%	8%	10%
Tend to agree	110		41	67	36	31	43	17	19	16	14	10	33	13	30	32	20	28	62	48	92	18	126
	11%		9%	13%	13%	9%	11%	16% s	12%	10%	9%	6%	14%	12%	13%	11%	10%	10%	11%	10%	11%	12%	12%
Neither agree nor disagree	85		31	53	27	26	32	13	14	12	14	12	20	9	12	19	23	30	31	53	72	13	79
	8%		6%	10%	10%	8%	8%	12% s	8%	7%	8%	8%	8%	8%	5%	6%	12%	11%	6%	11%	8%	8%	8%
Tend to disagree	129		58	69	39	47	43	22	17	22	24	19	24	12	25	39	38	27	64	65	114	15	123
	13%		12%	13%	14%	14%	11%	20% s	10%	13%	15%	12%	10%	11%	10%	13%	20%	10%	12%	14%	13%	10%	12%
Strongly disagree	577		301	267	150	200	227	45	105	108	92	110	117	55	153	188	94	142	340	236	480	92	570
	57%		62%	52%	54%	60%	57%	42% s	62%	64%	56%	68%	49%	48%	65%	61%	48%	53%	63%	51%	56%	60%	56%
Don't know	13		4	9	6	3	4	1	5	3	-	-	4	1	2	1	*	9	3	9	11	2	13
	1%		1%	2%	2%	1%	1%	1% s	3%	2%	-	-	2%	1%	1%	*	*	3%	1%	2%	1%	1%	1%
Agree	206		88	115	53	58	94	26	27	24	34	20	74	36	43	60	40	63	103	103	175	31	224
	20%		18%	22%	19%	17%	24%	25%s	16%	14%	21%	13%	31%	32%	18%	19%	20%	23%	19%	22%	21%	20%	22%
Disagree	706		359	337	189	247	270	67	122	130	116	129	141	67	177	227	132	169	404	301	594	107	693
	70%		75%	65%	69%	74%	67%	62%s	73%	77%	71%	80%	59%	59%	76%	74%	68%	62%	75%	65%	70%	70%	69%
Net agree	-500		-271	-221	-135	-188	-176	-40	-95	-106	-82	-109	-67	-30	-134	-167	-92	-106	-301	-198	-418	-76	-469
	-50%		-56%	-43%	-49%	-56%	-44%	-38%s	-57%	-63%	-50%	-67%	-28%	-27%	-57%	-54%	-47%	-39%	-56%	-42%	-49%	-50%	-46%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 22
(JUL20)Q13BJ. On balance, do you agree or disagree that Boris Johnson has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +		
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009	
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009	
Strongly agree	96 10%	31 7%	65 12%	9 8%	30 6%	25 8%	38 12%	30 9%	63 10%	28 12%	34 11%	20 9%	7 6%	84 10%	6 7%	41 28%	3 1%	15 12%	* s	16 6%	25 14%	45 9%	27 8%	98 10%	
Tend to agree	110 11%	52 11%	57 11%	16 15%	51 11%	36 11%	37 12%	35 11%	73 11%	21 9%	41 13%	34 15%	6 4%	98 11%	8 10%	24 16%	9 3%	25 20%	13 14%	38 s	19 10%	58 12%	33 10%	126 12%	
Neither agree nor disagree	85 8%	34 7%	50 9%	10 9%	39 8%	24 7%	33 10%	27 8%	58 9%	20 8%	30 10%	25 11%	5 4%	77 9%	5 6%	19 13%	16 6%	19 16%	3 4%	26 s	9 5%	48 10%	28 8%	79 8%	
Tend to disagree	129 13%	61 13%	68 13%	14 13%	64 13%	44 13%	46 14%	39 12%	90 14%	32 13%	39 13%	33 14%	15 11%	113 13%	10 12%	23 16%	34 12%	12 10%	9 9%	26 s	22 13%	50 10%	57 16%	123 12%	
Strongly disagree	577 57%	288 61%	288 53%	58 54%	295 61%	199 60%	168 52%	195 59%	367 56%	140 58%	164 52%	118 51%	99 73%	492 56%	56 65%	40 27%	224 78%	51 42%	67 71%	175 s	62%	101 57%	273 57%	203 58%	570 56%
Don't know	13 1%	2 *	11 2%	1 1%	4 1%	3 1%	2 1%	6 2%	5 1%	1 *	5 2%	4 2%	3 2%	12 1%	-	-	1 *	-	2 s	2 1%	3 2%	8 2%	2 1%	13 1%	
Agree	206 20%	84 18%	122 23%	25 23%	80 17%	61 18%	75 23%	65 20%	136 21%	49 20%	75 24%	54 23%	14 10%	181 21%	15 17%	65 44%	13 4%	39 32%	13 14%	53 s	43 24%	103 21%	60 17%	224 22%	
Disagree	706 70%	349 75%	356 66%	72 67%	359 74%	243 73%	214 66%	234 70%	457 70%	172 71%	204 65%	151 64%	114 84%	605 69%	66 77%	62 43%	258 90%	63 52%	76 80%	200 s	124 69%	323 67%	259 74%	693 69%	
Net agree	-500 -50%	-265 -57%	-234 -43%	-48 -44%	-278 -58%	-182 -55%	-139 -43%	-169 -51%	-321 -49%	-123 -51%	-129 -41%	-96 -41%	-100 -74%	-424 -48%	-51 -60%	3 2%	-246 -85%	-24 -20%	-63 -66%	-147 s	-80 -45%	-220 -46%	-199 -57%	-469 -46%	

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

Table 23
(JUL20)Q13KS. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

	Total (W'td)		Gender		Age								Social Class						Ethnicity		UnWgt Total		
			Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	Total
Unweighted Total	1009		504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Total	1009		482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	137		67	68	38	33	66	8	29	17	16	23	42	22	59	38	17	22	97	39	114	22	139
	14%		14%	13%	14%	10%	16%	8% s	18%	10%	10%	14%	18%	19%	25%	12%	9%	8%	18%	8%	13%	15%	14%
Tend to agree	260		126	129	93	98	70	43	50	66	31	24	45	18	75	94	49	42	169	91	207	50	255
	26%		26%	25%	34%	29%	17%	40% s	30%	39%	19%	15%	19%	16%	32%	31%	25%	16%	31%	19%	24%	33%	25%
Neither agree nor disagree	141		61	80	54	47	40	16	38	18	29	20	20	7	31	44	28	38	75	66	114	27	130
	14%		13%	16%	20%	14%	10%	15% s	23%	10%	18%	12%	8%	6%	13%	14%	14%	14%	14%	14%	13%	18%	13%
Tend to disagree	103		46	55	22	47	33	10	13	17	30	15	18	13	17	32	18	37	48	54	91	12	114
	10%		9%	11%	8%	14%	8%	9% s	8%	10%	19%	9%	8%	12%	7%	10%	9%	14%	9%	12%	11%	8%	11%
Strongly disagree	338		176	157	57	99	181	29	28	44	56	77	104	47	48	95	83	112	143	195	300	36	347
	33%		37%	31%	21%	30%	45%	27% s	17%	26%	34%	47%	44%	41%	20%	31%	42%	41%	26%	42%	35%	23%	34%
Don't know	31		7	25	10	9	12	1	9	8	1	4	8	7	6	4	2	19	10	21	25	6	24
	3%		1%	5%	4%	3%	3%	1% s	5%	5%	1%	2%	3%	6%	2%	1%	1%	7%	2%	4%	3%	4%	2%
Agree	397		193	197	130	131	135	51	79	83	48	47	88	39	134	132	66	65	266	130	321	73	394
	39%		40%	38%	47%	39%	34%	48%s	47%	49%	29%	29%	37%	35%	57%	43%	33%	24%	49%	28%	38%	48%	39%
Disagree	441		222	212	80	147	214	39	41	60	86	91	123	60	64	127	101	149	191	250	391	47	461
	44%		46%	41%	29%	44%	53%	36%s	25%	36%	53%	56%	51%	53%	27%	41%	51%	55%	35%	53%	46%	31%	46%
Net agree	-44		-28	-15	50	-15	-79	12	38	23	-38	-44	-35	-21	70	5	-35	-84	75	-119	-70	25	-67
	-4%		-6%	-3%	18%	-5%	-20%	12%s	23%	13%	-23%	-27%	-15%	-19%	30%	2%	-18%	-31%	14%	-26%	-8%	17%	-7%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Ipsos Political Monitor - September 2024

23 Sep 2024

Table 24
(JUL20)Q13KS. On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

Base : All

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Total	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Total	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	137 14%	55 12%	81 15%	12 11%	60 13%	45 14%	49 15%	40 12%	95 14%	35 14%	40 13%	38 16%	17 12%	122 14%	7 8%	12 8%	90 31%	- -	14 15%	20 7%	23 13%	44 9%	69 20%	139 14%
Tend to agree	260 26%	141 30%	119 22%	32 29%	136 28%	108 32%	58 18%	88 27%	165 25%	56 23%	69 22%	64 27%	50 37%	226 26%	21 25%	12 8%	127 44%	8 7%	27 29%	58 20%	25 14%	101 21%	133 38%	255 25%
Neither agree nor disagree	141 14%	71 15%	70 13%	15 14%	82 17%	57 17%	35 11%	49 15%	92 14%	24 10%	40 13%	37 16%	25 18%	123 14%	15 17%	17 12%	37 13%	7 6%	18 19%	37 13%	11 6%	75 16%	55 16%	130 13%
Tend to disagree	103 10%	47 10%	56 10%	19 18%	39 8%	33 10%	42 13%	23 7%	75 11%	22 9%	38 12%	16 7%	9 7%	79 9%	17 20%	27 18%	13 5%	8 7%	16 17%	32 11%	20 11%	54 11%	28 8%	114 11%
Strongly disagree	338 33%	148 32%	190 35%	29 27%	153 32%	85 26%	135 42%	112 34%	220 34%	98 41%	112 36%	74 32%	29 21%	296 34%	24 28%	76 52%	14 5%	98 81%	19 20%	134 48%	92 52%	189 39%	56 16%	347 34%
Don't know	31 3%	8 2%	23 4%	1 1%	12 3%	3 1%	6 2%	20 6%	10 1%	6 3%	13 4%	4 2%	7 5%	30 3%	1 1%	3 2%	7 3%	- -	1 1%	1 *	7 4%	18 4%	7 2%	24 2%
Agree	397 39%	196 42%	200 37%	44 40%	196 41%	153 46%	107 33%	128 39%	260 40%	90 38%	110 35%	102 43%	66 49%	347 40%	28 33%	24 16%	216 75%	8 7%	41 44%	78 28%	49 27%	145 30%	203 58%	394 39%
Disagree	441 44%	194 41%	246 46%	48 45%	192 40%	118 36%	177 54%	135 41%	295 45%	120 50%	150 48%	90 39%	38 28%	375 43%	41 48%	103 70%	27 9%	106 87%	35 37%	166 59%	112 63%	244 51%	84 24%	461 46%
Net agree	-44 -4%	2 *	-46 -9%	-5 -4%	4 1%	35 11%	-70 -21%	-6 -2%	-34 -5%	-30 -12%	-41 -13%	11 5%	28 21%	-27 -3%	-13 -15%	-79 -54%	189 66%	-98 -81%	7 7%	-88 -31%	-64 -36%	-99 -20%	118 34%	-67 -7%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 25
(SEP24)Q13_KEMIBADENOCH. On balance, do you agree or disagree that Kemi Badenoch, Conservative MP and former Secretary of State for Business and Trade, has what it takes to be a good Prime Minister?

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	35 3%	17 3%	18 3%	5 2%	9 3%	21 5%	1 1%	4 2%	6 3%	3 2%	8 5%	13 6%	6 5%	6 3%	11 4%	8 4%	10 4%	17 3%	18 4%	26 3%	9 6%	37 4%
Tend to agree	84 8%	50 10%	31 6%	18 7%	30 9%	35 9%	5 5%	13 8%	17 10%	13 8%	10 6%	25 11%	12 11%	19 8%	31 10%	15 8%	18 7%	50 9%	33 7%	64 7%	19 12%	95 9%
Neither agree nor disagree	304 30%	124 26%	180 35%	108 39%	98 29%	97 24%	49 46%	59 35%	55 33%	43 26%	37 23%	60 25%	21 19%	68 29%	92 30%	75 38%	69 25%	160 30%	144 31%	266 31%	38 25%	276 27%
Tend to disagree	156 16%	77 16%	78 15%	38 14%	49 15%	70 17%	16 15%	22 13%	18 11%	30 19%	19 12%	50 21%	27 23%	33 14%	52 17%	23 12%	48 18%	85 16%	71 15%	139 16%	17 11%	166 16%
Strongly disagree	289 29%	152 32%	127 25%	62 23%	109 33%	117 29%	22 20%	41 24%	51 30%	58 36%	56 35%	60 25%	29 25%	88 38%	79 26%	45 23%	76 28%	167 31%	121 26%	240 28%	45 29%	288 29%
Don't know	142 14%	61 13%	81 16%	43 16%	38 12%	61 15%	14 13%	29 17%	23 13%	16 10%	31 19%	30 12%	19 16%	20 9%	42 14%	30 15%	50 19%	62 11%	80 17%	117 14%	25 17%	147 15%
Agree	118 12%	67 14%	49 10%	23 8%	39 12%	56 14%	6 6%	17 10%	23 13%	16 10%	17 11%	39 16%	18 16%	25 11%	42 14%	23 12%	28 10%	67 12%	51 11%	90 11%	27 18%	132 13%
Disagree	445 44%	229 48%	205 40%	100 37%	158 47%	187 47%	38 35%	63 37%	69 41%	89 54%	76 47%	111 46%	55 49%	121 52%	131 43%	68 35%	124 46%	253 47%	192 41%	379 45%	62 41%	454 45%
Net agree	-327 -32%	-162 -34%	-156 -30%	-77 -28%	-119 -36%	-130 -33%	-31 -29%	-46 -27%	-47 -28%	-73 -44%	-58 -36%	-72 -30%	-37 -33%	-96 -41%	-90 -29%	-46 -23%	-96 -35%	-185 -34%	-141 -30%	-290 -34%	-35 -23%	-322 -32%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 26

(SEP24)Q13_KEMIBADENOCH. On balance, do you agree or disagree that Kemi Badenoch, Conservative MP and former Secretary of State for Business and Trade, has what it takes to be a good Prime Minister?

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	35 3%	9 2%	25 5%	5 4%	11 2%	7 2%	19 6%	7 2%	26 4%	8 4%	9 3%	10 4%	6 4%	32 4%	1 1%	16 11%	4 1%	6 5%	1 1%	7 3%	10 5%	17 3%	8 2%	37 4%
Tend to agree	84 8%	44 10%	39 7%	10 10%	39 8%	27 8%	28 9%	28 9%	55 8%	22 9%	31 10%	11 5%	11 8%	69 8%	9 11%	26 18%	19 6%	12 10%	5 5%	20 7%	9 5%	38 8%	37 11%	95 9%
Neither agree nor disagree	304 30%	146 31%	158 29%	36 33%	159 33%	117 35%	88 27%	90 27%	205 31%	65 27%	76 24%	96 41%	36 27%	265 30%	30 35%	40 27%	77 27%	31 25%	41 43%	86 31%	33 18%	157 33%	115 33%	276 27%
Tend to disagree	156 16%	70 15%	86 16%	9 9%	67 14%	50 15%	51 16%	53 16%	101 15%	38 16%	52 17%	30 13%	26 19%	139 16%	9 11%	31 21%	47 16%	32 26%	12 13%	53 19%	29 16%	75 16%	52 15%	166 16%
Strongly disagree	289 29%	135 29%	154 28%	32 30%	137 28%	89 27%	95 29%	100 30%	184 28%	76 31%	90 29%	55 23%	42 31%	246 28%	27 31%	16 11%	114 40%	27 22%	31 32%	91 32%	67 37%	112 23%	110 31%	288 29%
Don't know	142 14%	64 14%	78 14%	16 15%	69 14%	41 12%	44 13%	54 16%	85 13%	32 13%	55 18%	32 14%	14 11%	124 14%	10 11%	17 12%	26 9%	13 11%	5 6%	25 9%	31 18%	83 17%	28 8%	147 15%
Agree	118 12%	54 11%	64 12%	15 14%	50 10%	35 10%	47 14%	35 11%	81 12%	31 13%	39 13%	21 9%	17 12%	101 12%	10 12%	41 28%	23 8%	18 15%	6 6%	27 10%	19 10%	54 11%	45 13%	132 13%
Disagree	445 44%	205 44%	239 44%	41 38%	204 42%	139 42%	146 45%	153 46%	285 43%	114 47%	142 45%	85 36%	68 50%	385 44%	36 42%	47 32%	161 56%	59 49%	43 45%	144 51%	96 54%	187 39%	161 46%	454 45%
Net agree	-327 -32%	-151 -32%	-175 -32%	-26 -24%	-154 -32%	-104 -31%	-99 -31%	-118 -35%	-204 -31%	-83 -35%	-103 -33%	-64 -27%	-51 -38%	-284 -32%	-26 -30%	-6 -4%	-139 -48%	-41 -34%	-38 -40%	-117 -41%	-78 -43%	-133 -28%	-116 -33%	-322 -32%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 27
(SEP24)Q13_JAMESCLEVERLY. On balance, do you agree or disagree that James Cleverly, Conservative MP and former Home Secretary, has what it takes to be a good Prime Minister?

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	42 4%	20 4%	22 4%	8 3%	16 5%	19 5%	2 2%	6 3%	9 5%	7 4%	5 3%	14 6%	5 5%	5 2%	11 3%	5 3%	22 8%	15 3%	27 6%	37 4%	5 4%	38 4%
Tend to agree	113 11%	62 13%	50 10%	25 9%	40 12%	48 12%	6 6%	19 11%	15 9%	24 15%	21 13%	26 11%	11 10%	40 17%	32 10%	25 13%	16 6%	72 13%	41 9%	95 11%	16 11%	115 11%
Neither agree nor disagree	276 27%	107 22%	169 33%	95 35%	96 29%	85 21%	40 38%	55 33%	50 29%	46 28%	29 18%	56 23%	20 18%	57 24%	85 28%	64 33%	69 26%	143 26%	134 29%	240 28%	36 24%	273 27%
Tend to disagree	178 18%	92 19%	82 16%	41 15%	60 18%	76 19%	14 13%	28 17%	30 18%	30 18%	22 14%	54 22%	34 30%	45 19%	63 20%	26 13%	44 16%	108 20%	70 15%	157 18%	21 14%	178 18%
Strongly disagree	286 28%	163 34%	116 23%	67 24%	94 28%	126 31%	29 27%	38 23%	47 28%	47 28%	65 40%	60 25%	25 22%	68 29%	87 28%	58 30%	73 27%	155 29%	131 28%	223 26%	58 38%	285 28%
Don't know	114 11%	39 8%	74 14%	38 14%	29 9%	47 12%	15 14%	23 13%	19 11%	10 6%	19 12%	29 12%	18 16%	20 8%	29 10%	18 9%	47 17%	49 9%	65 14%	99 12%	15 10%	120 12%
Agree	155 15%	82 17%	72 14%	33 12%	55 17%	66 17%	9 8%	25 15%	24 14%	31 19%	26 16%	40 17%	16 14%	44 19%	43 14%	30 15%	38 14%	87 16%	68 15%	132 16%	22 14%	153 15%
Disagree	464 46%	254 53%	199 39%	108 39%	154 46%	202 50%	43 40%	65 39%	77 46%	77 47%	88 54%	114 48%	59 52%	113 48%	150 49%	84 43%	117 43%	263 49%	201 43%	380 45%	80 52%	463 46%
Net agree	-309 -31%	-172 -36%	-127 -25%	-75 -27%	-98 -29%	-135 -34%	-34 -32%	-41 -24%	-53 -31%	-45 -28%	-62 -38%	-74 -31%	-43 -38%	-69 -30%	-107 -35%	-54 -27%	-79 -29%	-176 -33%	-133 -28%	-248 -29%	-58 -38%	-310 -31%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 28
(SEP24)Q13_JAMESCLEVERLY. On balance, do you agree or disagree that James Cleverly, Conservative MP and former Home Secretary, has what it takes to be a good Prime Minister?

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions					Past vote (2024 General Election)					Qualifications			UnW Tot.	
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications		Degree +
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	42 4%	17 4%	25 5%	7 6%	17 4%	15 4%	11 3%	17 5%	25 4%	15 6%	13 4%	11 5%	3 2%	40 5%	1 1%	20 14%	5 2%	7 5%	2 2%	8 3%	14 8%	15 3%	13 4%	38 4%
Tend to agree	113 11%	58 12%	55 10%	9 8%	63 13%	43 13%	39 12%	30 9%	82 13%	25 10%	35 11%	31 13%	15 11%	103 12%	8 9%	32 22%	33 12%	12 10%	14 15%	30 11%	14 8%	50 10%	49 14%	115 11%
Neither agree nor disagree	276 27%	130 28%	146 27%	33 31%	134 28%	89 27%	90 28%	87 26%	179 27%	51 21%	80 26%	88 38%	36 26%	241 28%	21 24%	37 26%	71 25%	30 24%	32 34%	76 27%	26 15%	135 28%	115 33%	273 27%
Tend to disagree	178 18%	81 17%	96 18%	21 19%	78 16%	55 17%	66 20%	53 16%	121 18%	47 20%	55 17%	33 14%	29 21%	156 18%	14 16%	28 19%	61 21%	26 21%	15 16%	49 17%	38 21%	80 17%	61 17%	178 18%
Strongly disagree	286 28%	134 29%	152 28%	25 23%	137 29%	95 29%	82 25%	103 31%	177 27%	80 33%	91 29%	42 18%	43 32%	241 28%	30 35%	11 8%	96 33%	42 35%	24 26%	101 36%	71 39%	131 27%	84 24%	285 28%
Don't know	114 11%	48 10%	66 12%	13 12%	53 11%	35 11%	37 11%	41 12%	72 11%	22 9%	40 13%	28 12%	10 7%	95 11%	13 15%	17 12%	22 7%	5 4%	8 8%	19 7%	16 9%	71 15%	27 8%	120 12%
Agree	155 15%	75 16%	80 15%	16 15%	80 17%	58 17%	50 15%	47 14%	107 16%	40 17%	47 15%	41 18%	18 13%	143 16%	9 10%	52 35%	38 13%	19 15%	16 17%	38 13%	28 16%	64 13%	62 18%	153 15%
Disagree	464 46%	215 46%	249 46%	45 42%	216 45%	150 45%	148 46%	156 47%	298 45%	127 53%	145 46%	76 32%	72 53%	397 45%	43 51%	40 27%	157 54%	68 56%	40 42%	150 53%	108 60%	211 44%	145 42%	463 46%
Net agree	-309 -31%	-139 -30%	-169 -31%	-30 -28%	-136 -28%	-92 -28%	-98 -30%	-109 -33%	-191 -29%	-87 -36%	-98 -31%	-34 -15%	-55 -40%	-254 -29%	-35 -41%	12 8%	-118 -41%	-49 -41%	-24 -25%	-112 -40%	-80 -45%	-146 -30%	-83 -24%	-310 -31%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 29
(SEP24)Q13_TOMTUGENDHAT. On balance, do you agree or disagree that Tom Tugendhat, Conservative MP and former Minister of State for Security, has what it takes to be a good Prime Minister?READ OUT

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	33 3%	14 3%	19 4%	4 1%	12 4%	17 4%	2 2%	1 1%	7 4%	5 3%	3 2%	14 6%	9 8%	10 4%	8 2%	7 3%	9 3%	17 3%	16 3%	31 4%	2 2%	30 3%
Tend to agree	91 9%	56 12%	35 7%	20 7%	30 9%	41 10%	6 5%	14 9%	16 9%	15 9%	12 7%	29 12%	15 13%	26 11%	31 10%	16 8%	19 7%	56 10%	35 7%	75 9%	14 9%	96 10%
Neither agree nor disagree	355 35%	153 32%	201 39%	110 40%	120 36%	126 31%	44 41%	66 39%	67 40%	52 32%	48 30%	77 32%	31 28%	87 37%	108 35%	80 41%	79 29%	196 36%	159 34%	308 36%	47 31%	338 33%
Tend to disagree	180 18%	87 18%	90 18%	45 16%	70 21%	65 16%	20 19%	25 15%	28 17%	41 25%	21 13%	44 19%	24 21%	47 20%	52 17%	30 15%	50 19%	99 18%	81 17%	151 18%	29 19%	185 18%
Strongly disagree	187 19%	111 23%	69 13%	51 19%	53 16%	83 21%	21 20%	30 18%	28 16%	26 16%	45 28%	38 16%	13 12%	37 16%	55 18%	35 18%	60 22%	92 17%	95 20%	148 17%	37 24%	192 19%
Don't know	163 16%	61 13%	101 20%	45 16%	49 15%	69 17%	13 13%	31 19%	24 14%	25 15%	33 21%	36 15%	21 19%	28 12%	53 17%	28 14%	54 20%	81 15%	82 17%	139 16%	24 16%	168 17%
Agree	124 12%	70 14%	54 10%	24 9%	42 13%	58 14%	8 7%	16 9%	23 13%	20 12%	15 9%	44 18%	24 21%	35 15%	38 13%	23 12%	27 10%	74 14%	50 11%	105 12%	16 10%	126 12%
Disagree	367 36%	198 41%	159 31%	97 35%	123 37%	148 37%	42 39%	55 33%	56 33%	67 41%	66 41%	82 34%	37 33%	84 36%	107 35%	66 34%	110 41%	191 35%	176 38%	300 35%	66 43%	377 37%
Net agree	-243 -24%	-128 -27%	-105 -20%	-73 -27%	-81 -24%	-90 -22%	-34 -32%	-39 -23%	-33 -19%	-48 -29%	-51 -32%	-39 -16%	-13 -11%	-49 -21%	-69 -22%	-43 -22%	-83 -31%	-118 -22%	-126 -27%	-194 -23%	-50 -33%	-251 -25%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 30
(SEP24)Q13_TOMTUGENDHAT. On balance, do you agree or disagree that Tom Tugendhat, Conservative MP and former Minister of State for Security, has what it takes to be a good Prime Minister?READ OUT

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	33 3%	11 2%	22 4%	5 5%	11 2%	8 2%	19 6%	6 2%	27 4%	17 7%	7 2%	4 2%	5 4%	30 3%	*	16 11%	8 3%	4 3%	3 4%	7 2%	11 6%	10 2%	11 3%	30 3%
Tend to agree	91 9%	44 9%	47 9%	7 6%	42 9%	25 7%	36 11%	31 9%	61 9%	23 9%	27 9%	25 11%	9 7%	80 9%	7 9%	25 17%	22 8%	11 9%	12 12%	24 9%	15 8%	34 7%	42 12%	96 10%
Neither agree nor disagree	355 35%	172 37%	183 34%	47 44%	173 36%	123 37%	109 34%	114 34%	232 35%	73 30%	116 37%	87 37%	48 36%	309 35%	30 35%	50 34%	104 36%	37 30%	30 32%	90 32%	45 25%	168 35%	141 40%	338 33%
Tend to disagree	180 18%	75 16%	105 19%	19 17%	78 16%	60 18%	67 21%	49 15%	128 19%	44 18%	53 17%	45 19%	25 18%	160 18%	13 15%	27 19%	59 21%	29 23%	21 23%	59 21%	27 15%	93 19%	60 17%	185 18%
Strongly disagree	187 19%	95 20%	92 17%	13 12%	100 21%	60 18%	45 14%	77 23%	105 16%	44 18%	56 18%	36 15%	28 21%	151 17%	24 28%	8 6%	55 19%	25 21%	17 18%	66 23%	56 31%	81 17%	50 14%	192 19%
Don't know	163 16%	71 15%	91 17%	17 15%	77 16%	56 17%	48 15%	57 17%	104 16%	41 17%	54 17%	36 15%	20 15%	146 17%	12 14%	20 13%	40 14%	16 14%	10 11%	36 13%	24 14%	94 20%	44 13%	168 17%
Agree	124 12%	55 12%	69 13%	12 11%	53 11%	33 10%	55 17%	36 11%	88 13%	39 16%	34 11%	29 12%	14 10%	110 13%	8 9%	41 28%	29 10%	15 12%	15 16%	31 11%	26 15%	44 9%	53 15%	126 12%
Disagree	367 36%	170 36%	197 37%	32 30%	179 37%	120 36%	112 35%	125 38%	232 35%	88 36%	109 35%	81 35%	53 39%	311 36%	36 43%	36 24%	114 40%	54 44%	39 41%	125 44%	83 46%	174 36%	110 32%	377 37%
Net agree	-243 -24%	-115 -25%	-128 -24%	-20 -19%	-126 -26%	-88 -26%	-57 -18%	-89 -27%	-145 -22%	-49 -20%	-74 -24%	-53 -22%	-39 -29%	-201 -23%	-29 -34%	5 4%	-85 -29%	-39 -32%	-23 -25%	-93 -33%	-57 -32%	-130 -27%	-57 -16%	-251 -25%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 31
(SEP24)Q13_ROBERTJENRICK. On balance, do you agree or disagree that Robert Jenrick, Conservative MP and former Minister of State for Immigration, has what it takes to be a good Prime Minister?READ OUT

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	24 2%	12 2%	13 2%	3 1%	11 3%	10 3%	1 1%	2 1%	6 4%	4 3%	5 3%	5 2%	2 1%	3 1%	6 2%	6 3%	9 3%	9 2%	15 3%	22 3%	2 2%	25 2%
Tend to agree	77 8%	39 8%	37 7%	19 7%	27 8%	30 8%	7 7%	12 7%	12 7%	16 9%	16 10%	14 6%	3 2%	19 8%	19 6%	24 12%	15 6%	38 7%	39 8%	54 6%	22 15%	74 7%
Neither agree nor disagree	294 29%	129 27%	165 32%	102 37%	89 27%	104 26%	41 38%	61 37%	45 26%	44 27%	33 20%	71 30%	31 28%	70 30%	86 28%	60 31%	78 29%	156 29%	138 30%	252 30%	42 28%	269 27%
Tend to disagree	176 17%	84 17%	91 18%	42 15%	62 19%	71 18%	15 14%	27 16%	26 15%	36 22%	24 15%	47 20%	28 25%	41 17%	63 20%	28 14%	44 16%	104 19%	72 15%	160 19%	14 9%	174 17%
Strongly disagree	301 30%	159 33%	134 26%	68 25%	105 32%	127 32%	24 22%	44 26%	58 34%	47 29%	58 36%	69 29%	29 25%	74 32%	96 31%	54 28%	77 28%	170 31%	131 28%	250 29%	47 31%	326 32%
Don't know	137 14%	60 12%	76 15%	39 14%	40 12%	58 14%	19 17%	21 12%	23 13%	17 10%	25 16%	33 14%	21 18%	28 12%	37 12%	23 12%	49 18%	65 12%	72 15%	113 13%	24 16%	141 14%
Agree	101 10%	51 11%	49 10%	22 8%	38 11%	41 10%	9 8%	14 8%	18 11%	20 12%	21 13%	19 8%	4 4%	22 9%	25 8%	30 16%	24 9%	47 9%	54 12%	76 9%	25 16%	99 10%
Disagree	476 47%	243 50%	224 44%	111 40%	167 50%	198 49%	39 37%	72 43%	84 50%	83 51%	82 51%	116 49%	57 50%	115 49%	159 52%	82 42%	120 44%	274 50%	203 43%	410 48%	61 40%	500 50%
Net agree	-375 -37%	-192 -40%	-175 -34%	-88 -32%	-129 -39%	-158 -39%	-31 -29%	-58 -35%	-66 -39%	-63 -39%	-61 -38%	-97 -40%	-53 -47%	-93 -40%	-133 -43%	-52 -27%	-97 -36%	-227 -42%	-149 -32%	-334 -39%	-37 -24%	-401 -40%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 32
(SEP24)Q13_ROBERTJENRICK. On balance, do you agree or disagree that Robert Jenrick, Conservative MP and former Minister of State for Immigration, has what it takes to be a good Prime Minister?READ OUT

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	24 2%	7 2%	17 3%	4 4%	6 1%	7 2%	10 3%	7 2%	17 3%	15 6%	4 1%	3 1%	1 1%	22 2%	2 2%	7 5%	6 2%	4 4%	- -	4 2%	10 5%	8 2%	7 2%	25 2%
Tend to agree	77 8%	37 8%	40 7%	7 6%	38 8%	30 9%	25 8%	21 6%	55 8%	18 8%	33 10%	15 7%	8 6%	69 8%	2 2%	28 19%	15 5%	13 10%	* *	17 6%	12 7%	35 7%	29 8%	74 7%
Neither agree nor disagree	294 29%	133 28%	161 30%	34 32%	136 28%	97 29%	97 30%	90 27%	194 30%	59 25%	88 28%	74 32%	45 33%	254 29%	29 33%	56 39%	78 27%	24 19%	27 29%	62 22%	50 28%	137 28%	107 31%	269 27%
Tend to disagree	176 17%	88 19%	88 16%	16 15%	94 20%	59 18%	63 19%	54 16%	121 19%	36 15%	53 17%	46 20%	27 20%	158 18%	12 14%	16 11%	53 18%	30 24%	28 30%	65 23%	21 12%	93 19%	61 18%	174 17%
Strongly disagree	301 30%	147 31%	153 28%	36 33%	146 30%	98 30%	91 28%	103 31%	189 29%	81 34%	94 30%	61 26%	35 26%	251 29%	28 33%	27 19%	104 36%	36 29%	29 31%	100 36%	63 35%	126 26%	111 32%	326 32%
Don't know	137 14%	56 12%	80 15%	11 11%	61 13%	40 12%	39 12%	56 17%	79 12%	31 13%	41 13%	34 14%	19 14%	120 15%	13 8%	32 11%	16 13%	10 10%	33 12%	23 13%	81 17%	33 9%	141 14%	
Agree	101 10%	44 9%	57 11%	10 10%	44 9%	37 11%	35 11%	28 8%	72 11%	33 14%	37 12%	18 8%	9 7%	91 10%	3 4%	35 24%	22 7%	17 14%	* *	22 8%	22 12%	43 9%	36 10%	99 10%
Disagree	476 47%	235 50%	241 45%	52 48%	241 50%	157 47%	154 47%	157 47%	311 47%	118 49%	148 47%	108 46%	63 46%	410 47%	41 48%	43 29%	157 54%	65 54%	57 60%	166 59%	84 47%	220 46%	172 49%	500 50%
Net agree	-375 -37%	-192 -41%	-184 -34%	-41 -38%	-196 -41%	-120 -36%	-119 -37%	-129 -39%	-239 -36%	-85 -35%	-111 -35%	-89 -38%	-54 -39%	-319 -36%	-37 -44%	-8 -6%	-135 -47%	-48 -40%	-57 -60%	-144 -51%	-62 -35%	-177 -37%	-136 -39%	-401 -40%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 33

(SEP24)Q13_NIGELFARAGE. On balance, do you agree or disagree that Nigel Farage, MP and Leader of Reform UK, has what it takes to be a good Prime Minister?

	Total (W'td)	Gender		Age									Social Class						Ethnicity		UnWgt Total	
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White		Ethnic minority
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Strongly agree	135 13%	93 19%	38 7%	22 8%	38 11%	76 19%	12 12%	9 5%	12 7%	26 16%	37 23%	39 16%	11 9%	12 5%	36 12%	35 18%	51 19%	48 9%	87 19%	122 14%	13 8%	136 13%
Tend to agree	113 11%	52 11%	60 12%	27 10%	34 10%	52 13%	11 10%	16 9%	18 11%	16 10%	23 14%	29 12%	15 13%	23 10%	29 9%	26 13%	36 13%	52 10%	61 13%	98 12%	15 10%	123 12%
Neither agree nor disagree	107 11%	47 10%	60 12%	36 13%	39 12%	32 8%	10 10%	25 15%	22 13%	17 10%	15 9%	17 7%	5 5%	12 5%	26 8%	37 19%	32 12%	38 7%	69 15%	83 10%	24 16%	96 10%
Tend to disagree	91 9%	36 7%	55 11%	30 11%	26 8%	35 9%	16 15%	14 8%	13 8%	13 8%	21 8%	11 9%	20 9%	29 9%	18 9%	23 8%	49 9%	41 9%	78 9%	13 8%	91 9%	
Strongly disagree	532 53%	244 51%	280 55%	149 54%	186 56%	198 49%	54 51%	94 56%	101 60%	85 52%	71 44%	126 53%	68 60%	165 70%	181 59%	79 40%	108 40%	345 64%	187 40%	444 52%	83 54%	534 53%
Don't know	31 3%	11 2%	21 4%	11 4%	12 3%	8 2%	2 2%	9 5%	4 2%	8 5%	2 1%	6 3%	3 3%	3 1%	7 2%	1 *	21 8%	9 2%	22 5%	27 3%	5 3%	29 3%
Agree	248 25%	145 30%	98 19%	48 18%	72 21%	128 32%	23 22%	25 15%	30 17%	42 26%	60 37%	68 29%	26 23%	35 15%	65 21%	61 31%	87 32%	100 18%	148 32%	220 26%	28 18%	259 26%
Disagree	623 62%	280 58%	335 65%	179 65%	212 63%	232 58%	71 66%	108 65%	114 67%	97 59%	85 52%	147 62%	79 70%	185 79%	210 68%	97 50%	131 48%	395 73%	228 49%	522 61%	95 63%	625 62%
Net agree	-375 -37%	-135 -28%	-237 -46%	-131 -48%	-140 -42%	-104 -26%	-47 -44%	-83 -50%	-84 -50%	-55 -34%	-25 -15%	-79 -33%	-53 -47%	-150 -64%	-145 -47%	-36 -18%	-44 -16%	-295 -54%	-80 -17%	-302 -35%	-68 -44%	-366 -36%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

Source : Ipsos J24-003060-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 34

(SEP24)Q13_NIGELFARAGE. On balance, do you agree or disagree that Nigel Farage, MP and Leader of Reform UK, has what it takes to be a good Prime Minister?

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occupier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif ications	Other qualif ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Strongly agree	135 13%	60 13%	75 14%	17 16%	57 12%	31 9%	51 16%	47 14%	82 13%	52 22%	38 12%	32 14%	10 7%	125 14%	4 5%	20 13%	4 1%	70 58%	- -	70 25%	37 21%	83 17%	15 4%	136 13%
Tend to agree	113 11%	56 12%	57 11%	11 10%	56 12%	42 13%	38 12%	32 9%	80 12%	38 16%	36 11%	25 11%	10 7%	106 12%	4 5%	26 18%	17 6%	33 27%	5 5%	41 15%	23 13%	66 14%	24 7%	123 12%
Neither agree nor disagree	107 11%	49 10%	58 11%	11 10%	48 10%	25 8%	27 8%	55 17%	52 8%	28 12%	37 12%	15 6%	13 10%	86 10%	13 15%	21 14%	23 8%	6 5%	1 1%	11 4%	21 12%	52 11%	34 10%	96 10%
Tend to disagree	91 9%	42 9%	49 9%	13 12%	43 9%	36 11%	28 9%	27 8%	63 10%	17 7%	31 10%	25 11%	7 5%	75 9%	11 13%	22 15%	17 6%	8 7%	4 4%	17 6%	10 6%	41 9%	40 11%	91 9%
Strongly disagree	532 53%	257 55%	274 51%	54 50%	272 56%	191 58%	176 54%	152 46%	367 56%	102 42%	158 51%	131 56%	90 66%	454 52%	51 59%	56 38%	223 77%	5 4%	81 85%	139 49%	77 43%	226 47%	229 66%	534 53%
Don't know	31 3%	6 1%	26 5%	3 2%	8 2%	6 2%	5 2%	19 6%	11 2%	4 1%	12 4%	6 3%	6 5%	28 3%	3 3%	3 2%	4 1%	- -	3 4%	4 1%	11 6%	13 3%	8 2%	29 3%
Agree	248 25%	116 25%	133 25%	27 25%	112 23%	73 22%	89 27%	79 24%	162 25%	90 37%	74 24%	57 24%	19 14%	231 26%	8 9%	45 31%	21 7%	103 85%	5 5%	111 39%	60 33%	149 31%	39 11%	259 26%
Disagree	623 62%	298 64%	323 60%	67 62%	314 65%	227 68%	204 63%	179 54%	431 66%	119 49%	190 61%	156 67%	97 71%	529 61%	62 72%	77 53%	240 83%	13 11%	85 90%	156 55%	87 49%	267 56%	268 77%	625 62%
Net agree	-375 -37%	-183 -39%	-191 -35%	-39 -36%	-202 -42%	-154 -46%	-114 -35%	-101 -30%	-268 -41%	-29 -12%	-116 -37%	-99 -42%	-77 -57%	-298 -34%	-54 -63%	-32 -22%	-219 -76%	74 74%	-80 -85%	-45 -16%	-28 -15%	-118 -25%	-229 -66%	-366 -36%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

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Weighted

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 35
(SEP24)Q7B. Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 month?

	Total (W'td)	Gender		Age										Social Class						Ethnicity		UnWgt Total
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	White	Ethnic minority	
Unweighted Base	1009	504	492	259	314	436	91	168	181	133	162	274	121	238	387	184	200	625	384	862	142	1009
Weighted Base	1009	482	514	275	334	401	107	167	170	164	162	239	113	235	307	196	271	542	467	852	152	1009
Improve	186 18%	111 23%	71 14%	91 33%	60 18%	35 9%	46 42%	45 27%	44 26%	15 9%	16 10%	20 8%	5 4%	69 29%	57 18%	32 16%	28 10%	126 23%	60 13%	130 15%	55 36%	192 19%
Stay the same	359 36%	142 29%	210 41%	104 38%	125 37%	130 32%	36 34%	68 41%	58 34%	67 41%	49 30%	81 34%	51 45%	94 40%	118 38%	64 33%	83 31%	212 39%	147 32%	317 37%	39 26%	361 36%
Get worse	444 44%	221 46%	221 43%	72 26%	143 43%	229 57%	22 21%	50 30%	62 36%	81 50%	92 57%	137 57%	56 49%	66 28%	126 41%	95 49%	157 58%	192 35%	252 54%	387 45%	56 37%	436 43%
Don't know	20 2%	8 2%	13 2%	7 3%	6 2%	7 2%	3 3%	4 2%	6 3%	1 *	5 3%	2 1%	2 1%	6 2%	7 2%	5 2%	3 1%	13 2%	8 2%	18 2%	2 2%	20 2%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

Respondent Type : GB Adults, General Public 18+ - Telephone

Weighted

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Ipsos Political Monitor - September 2024

23 Sep 2024

Table 36

(SEP24)Q7B. Do you think that your personal financial circumstances will improve, get worse or stay the same over the next 12 month?

	Total (Weighted)	Working status		Work sector		Tenure				ONS Regions						Past vote (2024 General Election)					Qualifications			UnW Tot.
		Full-time Incl. Self Empl.	Not full-time/ Not working	Public	Private	Mort gage	Owned out-right	Renter	Total owner occup-ier	North excl. Scot.	Mid-lands	South excl. London	Grea-ter London	Eng-land	Scot	Con	Lab	Reform UK	LD	Oth incl. LD	No qualif-ications	Other qualif-ications	Degree +	
Unweighted Base	1009	504	503	208	395	323	387	282	710	244	308	222	127	845	108	153	287	128	88	298	178	491	340	1009
Weighted Base	1009	468	540	108	482	332	325	332	656	241	313	234	136	875	85	146	288	122	95	282	179	481	349	1009
Improve	186 18%	116 25%	69 13%	19 18%	113 23%	74 22%	40 12%	65 20%	114 17%	40 17%	49 16%	50 21%	33 24%	167 19%	14 16%	17 12%	66 23%	9 7%	11 12%	31 11%	14 8%	75 16%	96 28%	192 19%
Stay the same	359 36%	167 36%	192 36%	44 41%	179 37%	132 40%	124 38%	95 28%	256 39%	86 36%	106 34%	85 36%	39 29%	306 35%	43 50%	43 29%	126 44%	24 20%	46 49%	100 35%	48 27%	175 36%	137 39%	361 36%
Get worse	444 44%	177 38%	266 49%	43 40%	180 37%	123 37%	156 48%	159 48%	279 42%	110 46%	151 48%	95 41%	59 44%	383 44%	27 32%	87 59%	91 32%	84 69%	37 39%	146 52%	111 62%	220 46%	113 32%	436 43%
Don't know	20 2%	8 2%	12 2%	2 2%	10 2%	3 1%	5 1%	13 4%	8 1%	4 2%	7 2%	4 2%	4 3%	19 2%	2 2%	-	4 1%	5 5%	-	6 2%	7 4%	11 2%	3 1%	20 2%

Fieldwork dates : Wednesday 11th to Tuesday 17th September 2024

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Weighted

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