

# Ipsos Political Monitor

December 2024

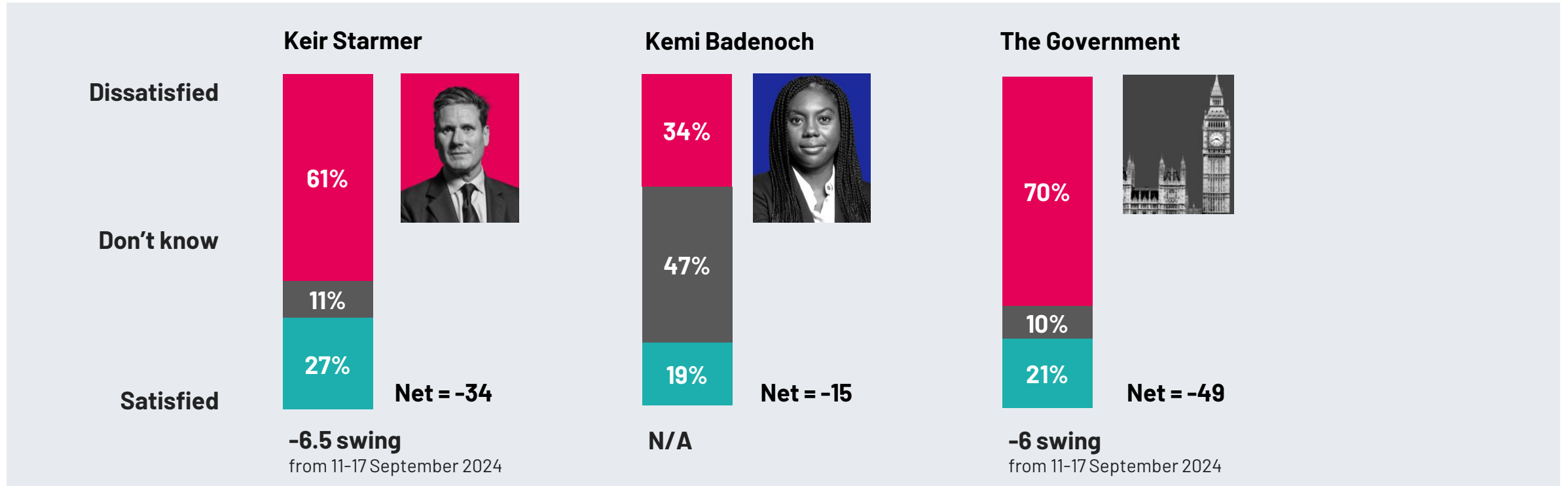
# SATISFACTION

With government and party leaders



# Satisfaction with leaders and the Government: December 2024

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



Base: 1,028 British adults 18+, 27<sup>th</sup> November – 4<sup>th</sup> December 2024. Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

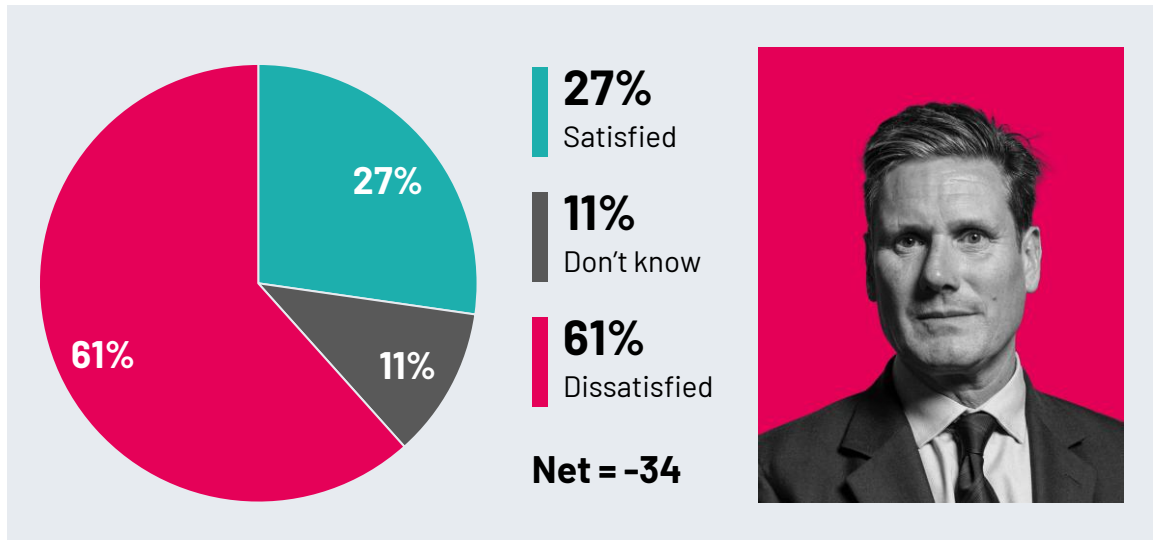
Source: Ipsos Political Monitor

# Keir Starmer: Satisfaction

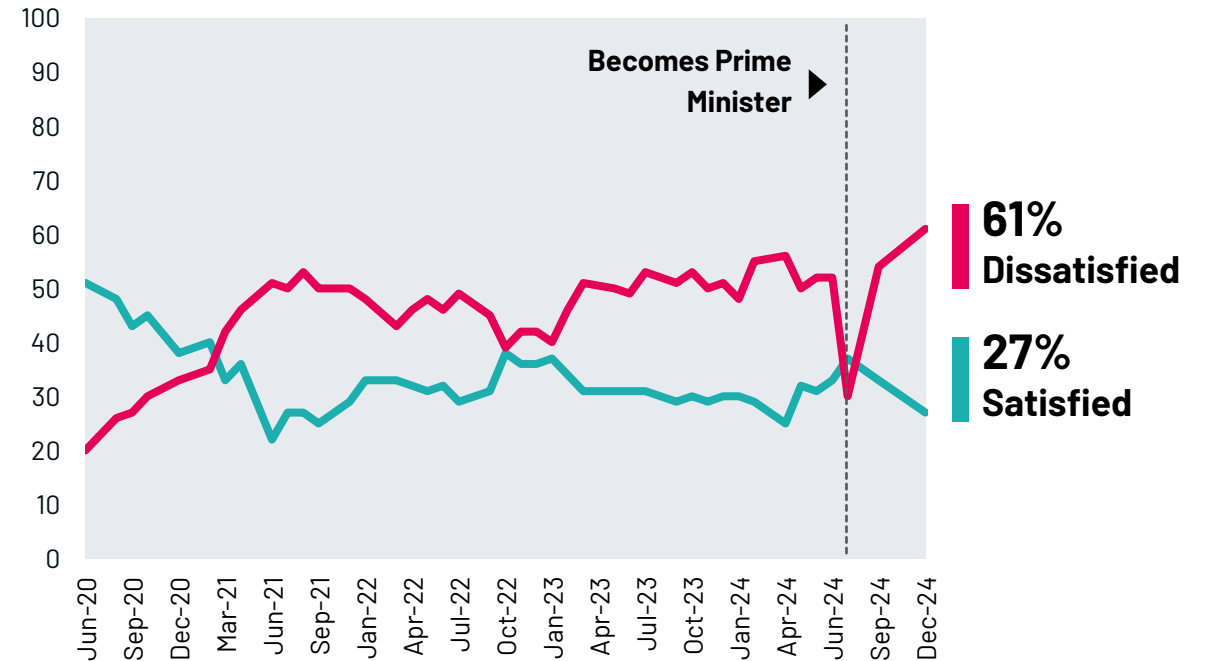
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Prime Minister

December 2024

Among all



June 2020 – December 2024



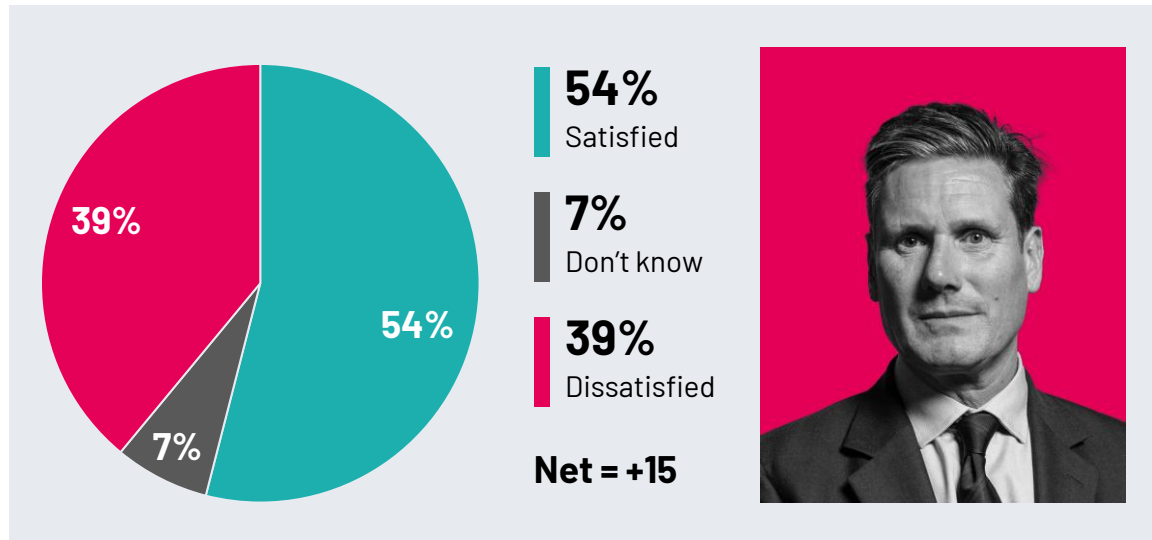
Base: 1,028 British adults 18+, 27<sup>th</sup> November – 4<sup>th</sup> December 2024

Source: Ipsos Political Monitor

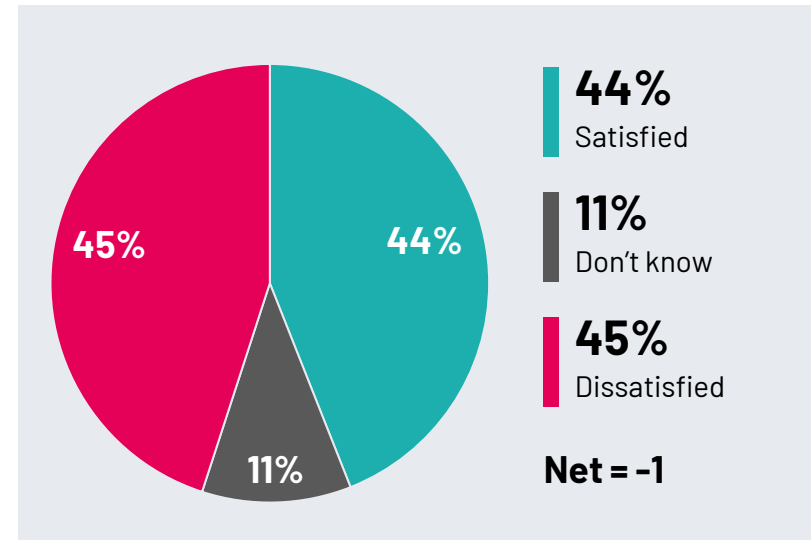
# Satisfaction with Starmer and the Government among Labour voters

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister? **Among 2024 Labour voters**

## Keir Starmer



## The Government

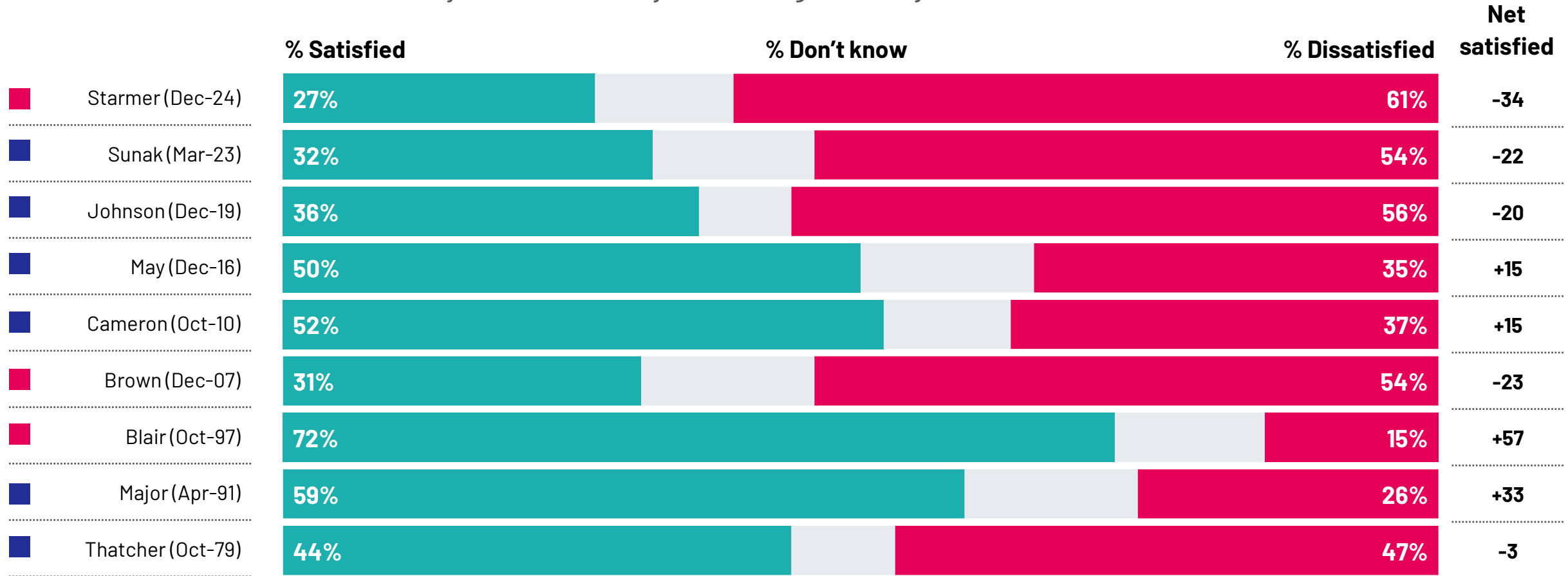


Base: 283 British adults 18+ who voted for Labour at the 2024 General Election, 27<sup>th</sup> November – 4<sup>th</sup> December 2024

Source: Ipsos Political Monitor

# Satisfaction with Prime Minister: After 5 months as Prime Minister

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



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

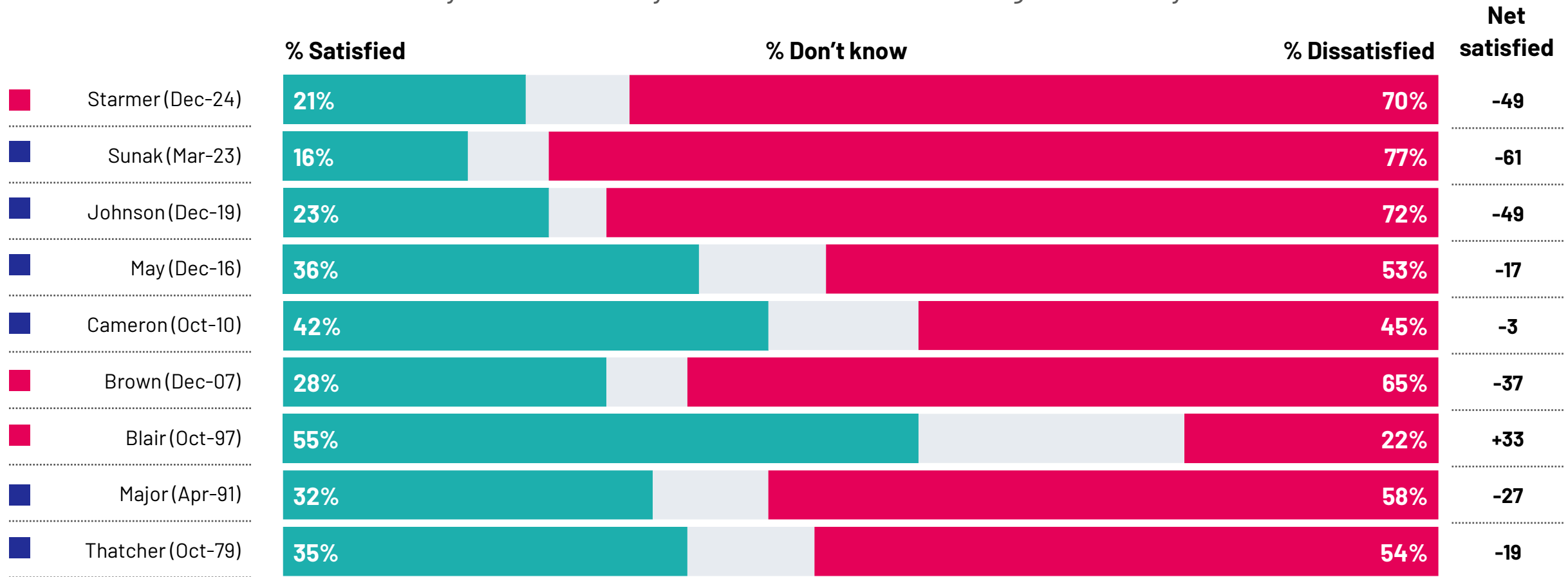
**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to 5 months after they became Prime Minister

**Source:** Ipsos Political Monitor

# Satisfaction with Government: After 5 months

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



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

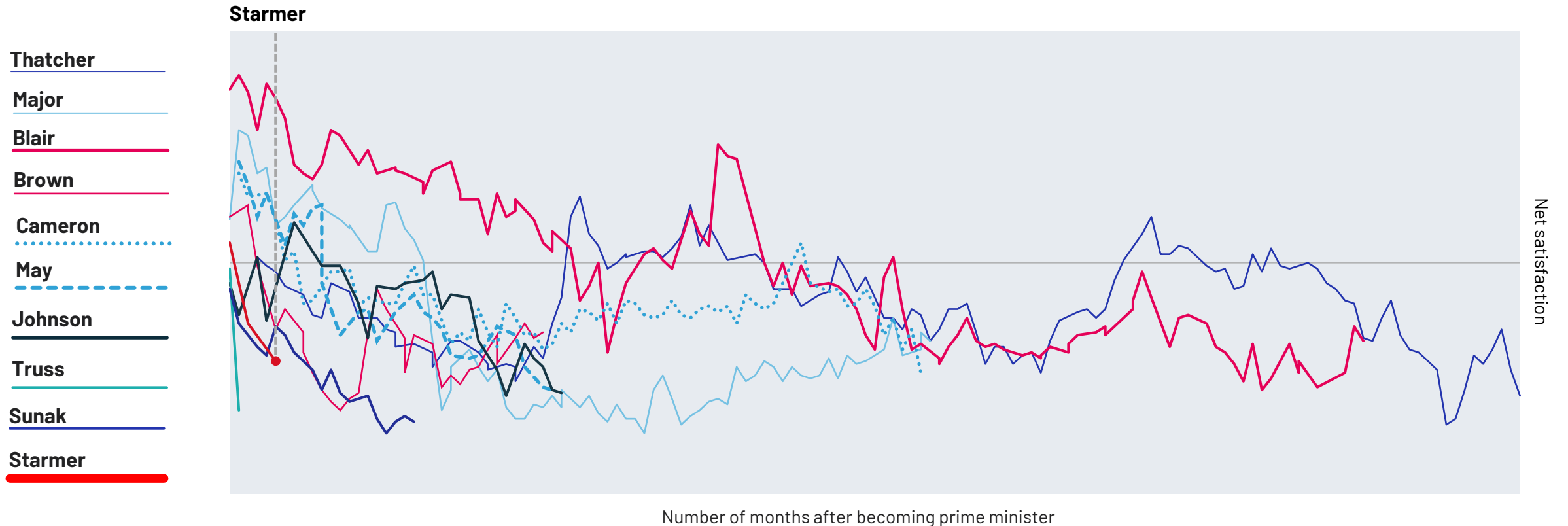
**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to 5 months since the new Government was formed.

**Source:** Ipsos Political Monitor

# Net satisfaction with Prime Ministers (1979-2024)

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



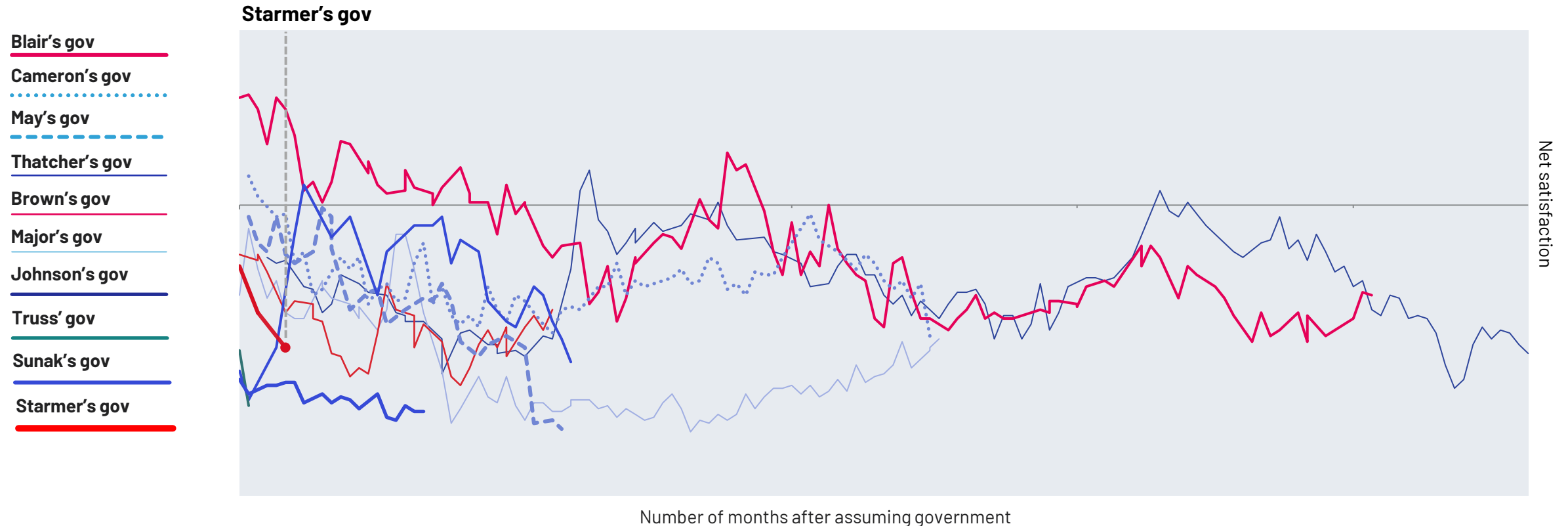
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone  
**Base:** c.1,000 British adults each month

**Source:** Ipsos Political Monitor



# Net satisfaction with the Government (1979 – 2024)

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



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

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

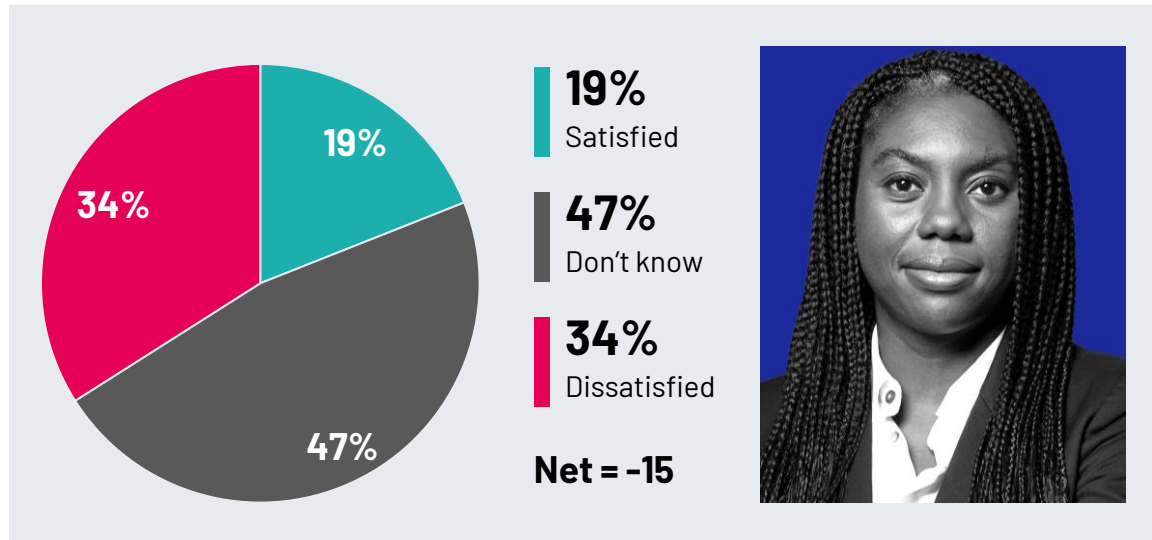
**Source:** Ipsos Political Monitor

# Kemi Badenoch: Satisfaction

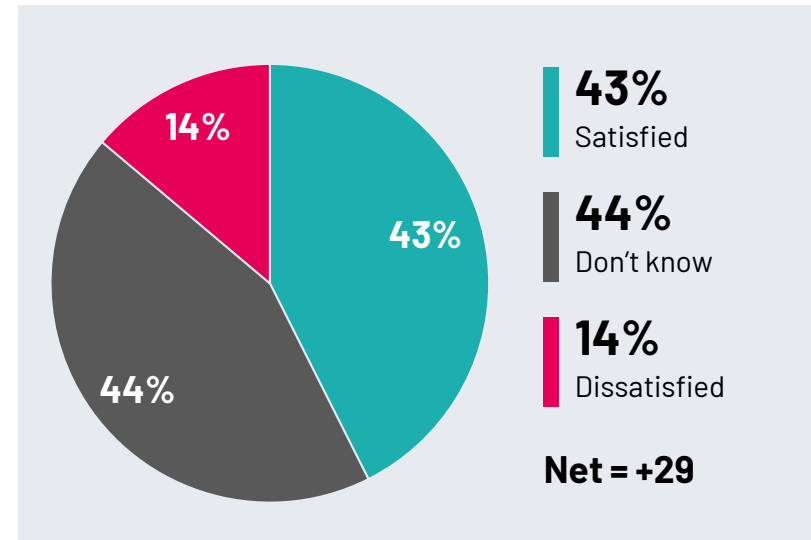
Are you satisfied or dissatisfied with the way Kemi Badenoch is doing her job as leader of the Conservative Party?

December 2024

Among all



Among 2024 Conservative voters

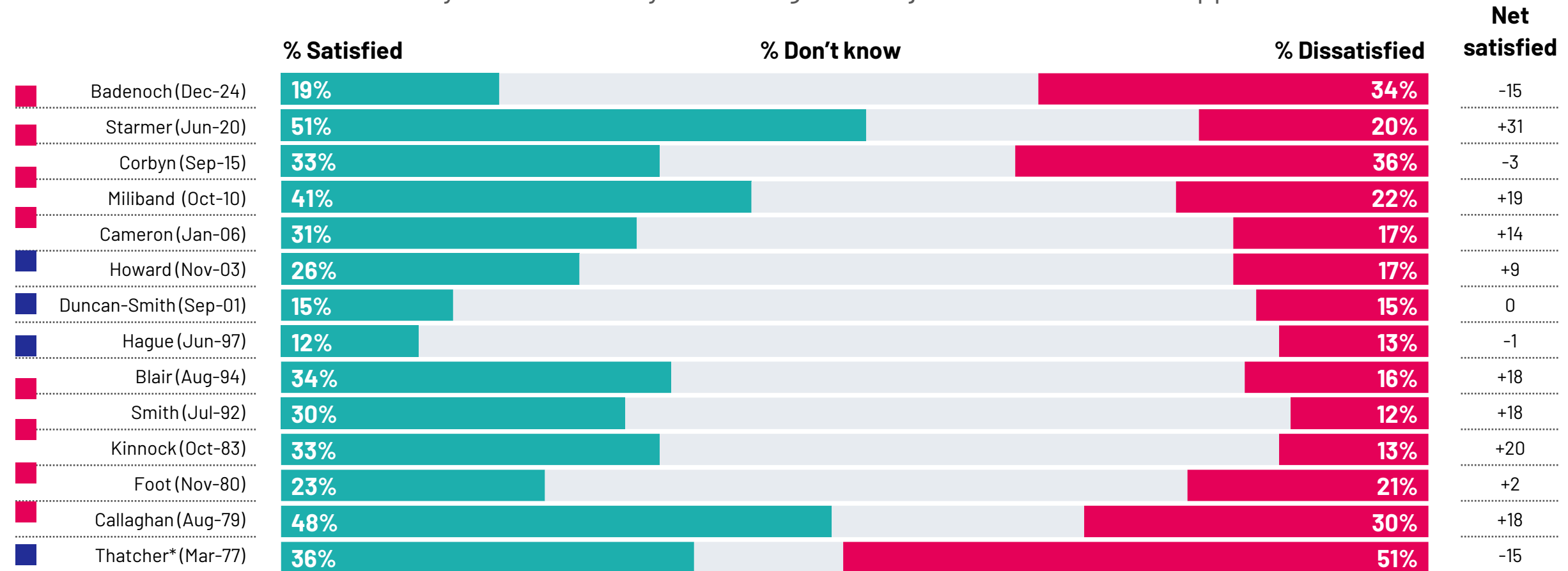


Base: 1,028 British adults 18+, 27<sup>th</sup> November – 4<sup>th</sup> December 2024

Source: Ipsos Political Monitor

# Satisfaction with Leader of Opposition: First Ipsos rating

How satisfied or dissatisfied are you with the way ... is doing his/her job as Leader of the Opposition



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

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

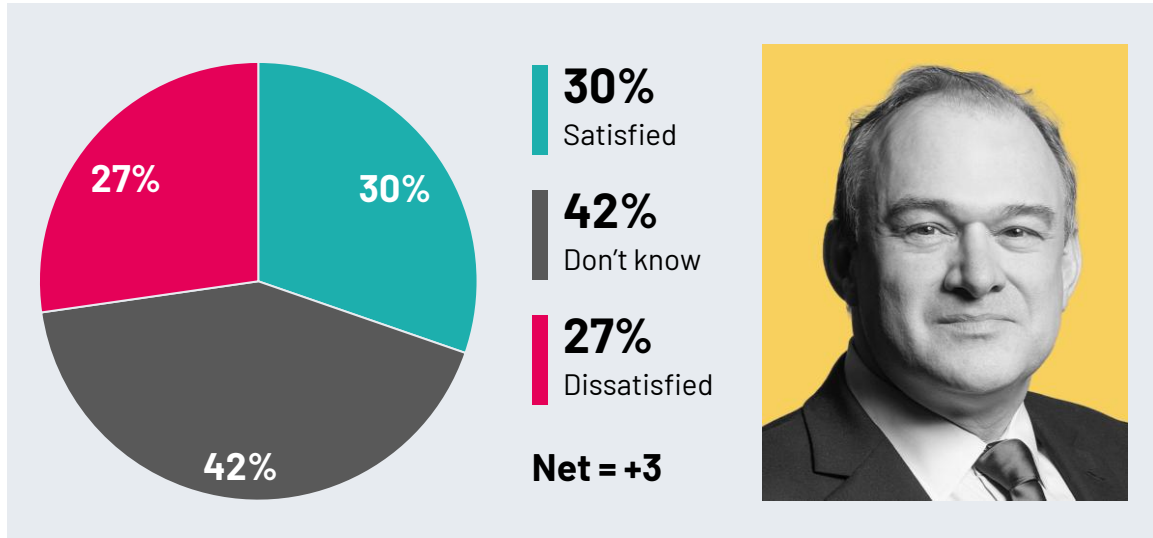
\* Margaret Thatcher became Leader of the Opposition in February 1975. The rating shown represents the first time she was asked about

**Source:** Ipsos Political Monitor

# Ed Davey: Satisfaction

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

## December 2024



## September 2020 – December 2024



Base: 1,028 British adults 18+, 27<sup>th</sup> November – 4<sup>th</sup> December 2024

Source: Ipsos Political Monitor

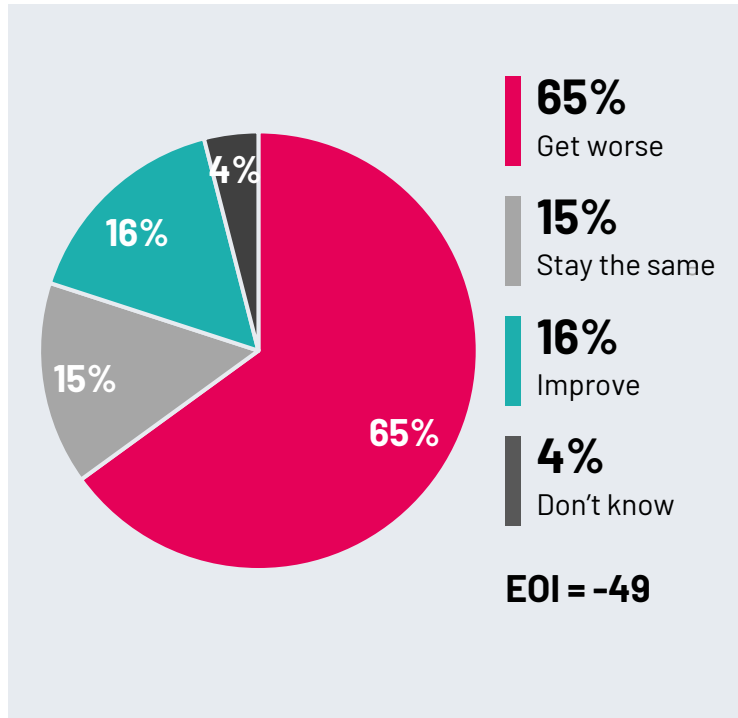
# THE ECONOMY



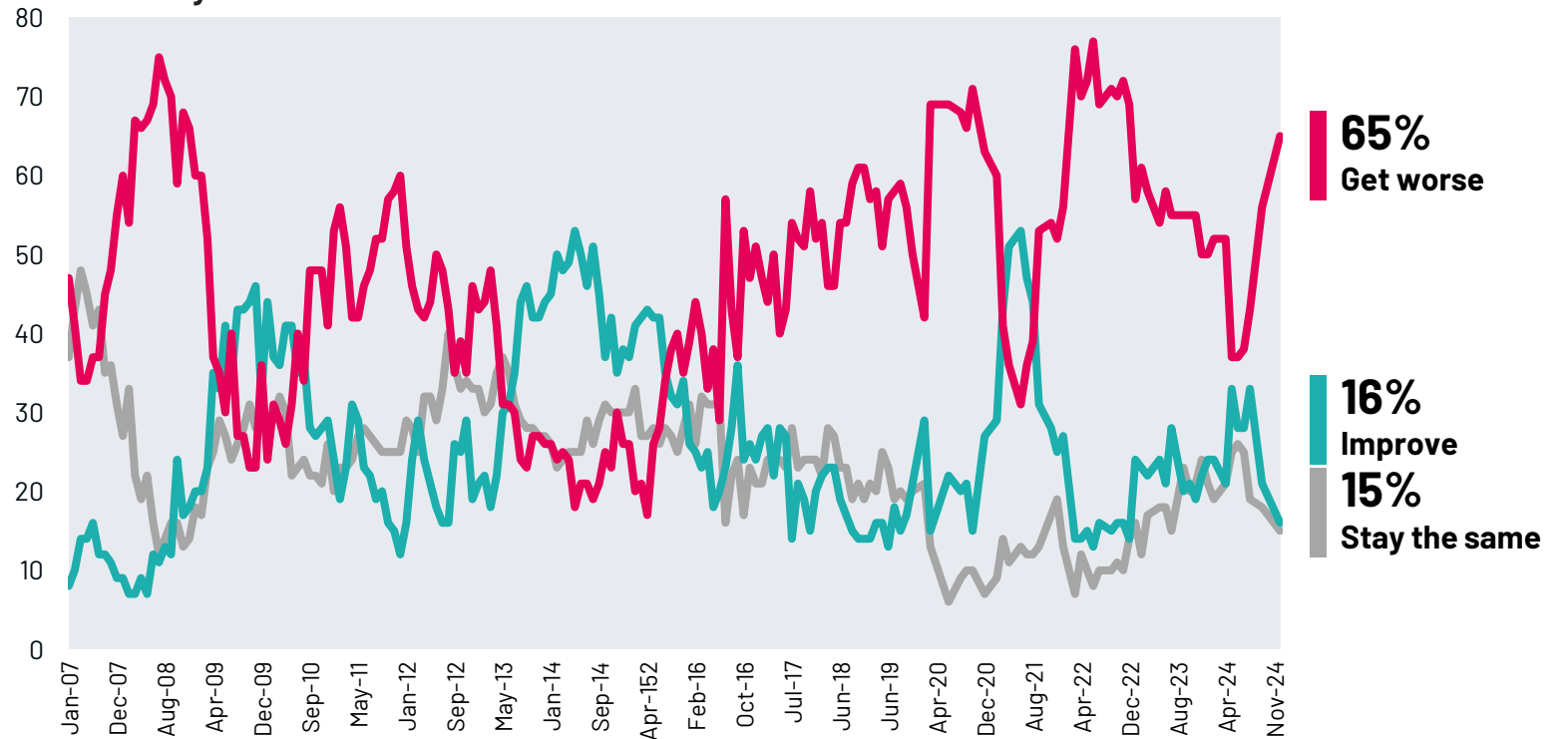
# Economic Optimism Index

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

December 2024



February 2007 – December 2024

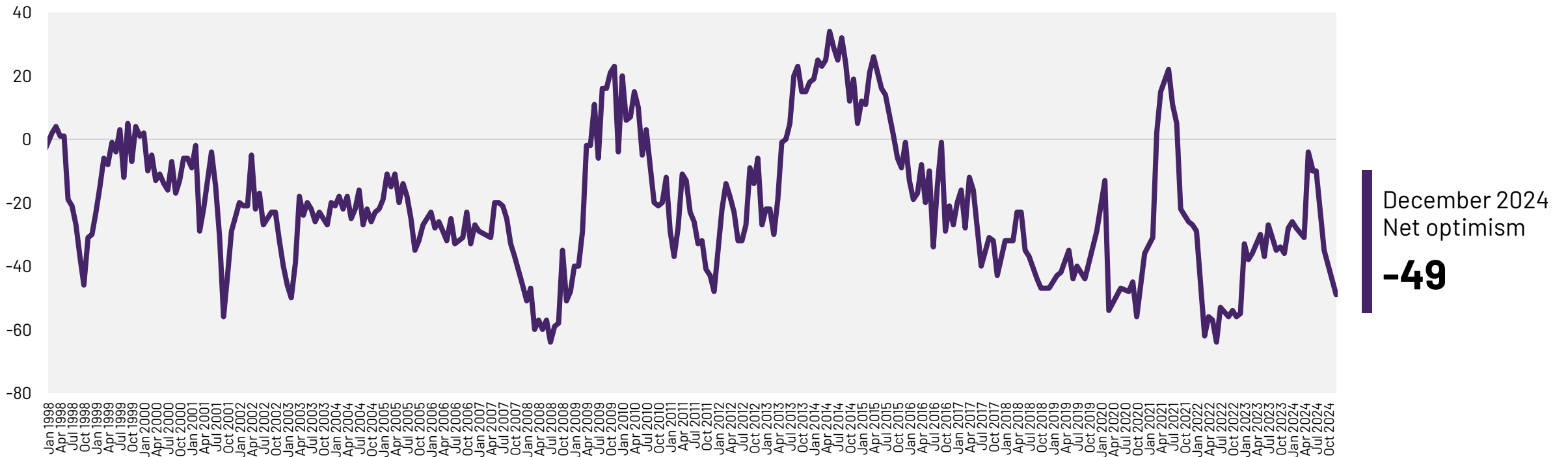


Base: 1,028 British adults 18+, 27<sup>th</sup> November – 4<sup>th</sup> December 2024

Source: Ipsos Political Monitor

# Economic Optimism Index (1998-2024)

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



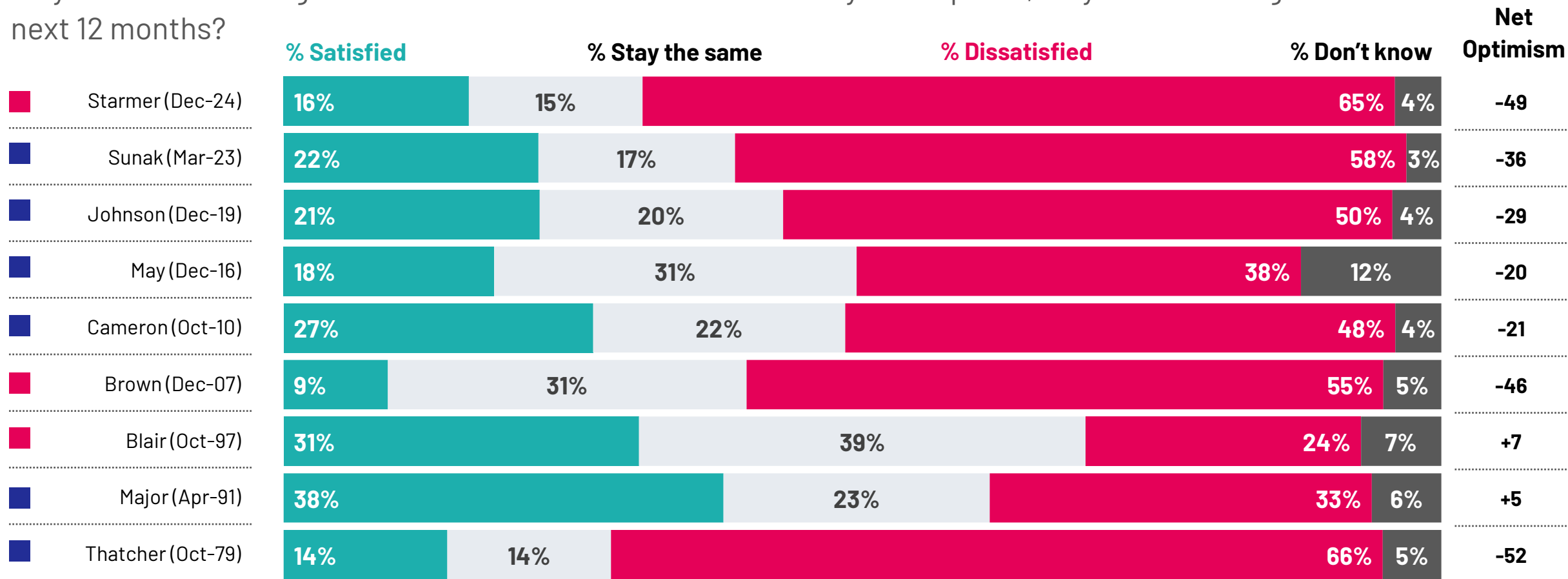
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



# Economic Optimism: After 5 months

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



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

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

\* Data has been taken from the survey closest to 5 months since the new Government was formed.

**Source:** Ipsos Political Monitor



# Ipsos

## December 2024 Political Monitor

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