



More in  
Common

# 100 days of Labour

# Public give thumbs down to government's first 100 days

- Asked to grade the Government's performance the country gives Labour a "D minus" on its first 100 days
- The public are over three times more likely to say that the government has had a bad start (65%) than a good one (19%)
- Winter Fuel Allowance changes are overwhelmingly seen as government's biggest mistake
- Labour poll lead has evaporated - the Conservatives and Labour are now tied at 27 per cent each with Reform on 21 per cent.
- Starmer's net approval rating has fallen almost 50 points to -38 since his post election high an all-time-low. A third of Labour voters say Starmer has underperformed expectations.
- More people prefer the last Conservative Government to the current one and the public are more likely to say things would be better than worse if the Conservatives had stayed in office.

More in Common UK Director Luke Tryl said *"From a public opinion perspective the first 100 days of a Labour Government could be described as disappointing at best. The public are fairly united in saying the Government has had a bad start, and rate the Government's performance as a D minus, meanwhile their poll lead has evaporated and Keir Starmer's approval sits in the doldrums."*

*Starmer and Labour will have to hope that the changes in Downing Street and a positive budget narrative give them the opportunity to turn public opinion around, because in an age of increasingly impatient and volatile electorates the public mood could soon crystallise against them"*

# Public gives government a “D minus”

- Two in three Britons (65%) say the new government is off to a bad start (vs 19% who say a good one).
- Seven in ten (71%) think the government has not yet made much or any progress.
- Asked to grade the new Government the average grade voters give Labour is a D-, while Labour voters give them a C+

Government Report Card	
General public	
<i>Being realistic about the country's challenges</i>	<i>D+</i>
<i>Standing up for Britain internationally</i>	<i>D+</i>
<i>Keeping Britain safe</i>	<i>D+</i>
<i>Bringing fresh ideas</i>	<i>D-</i>
<i>Putting together a good team</i>	<i>D-</i>
<i>Behaving ethically</i>	<i>D-</i>
<i>Running the country competently</i>	<i>D-</i>
<i>Managing the economy</i>	<i>D-</i>
<i>Tackling the cost of living crisis</i>	<i>D-</i>
<b>Overall grade:</b>	<b>D-</b>

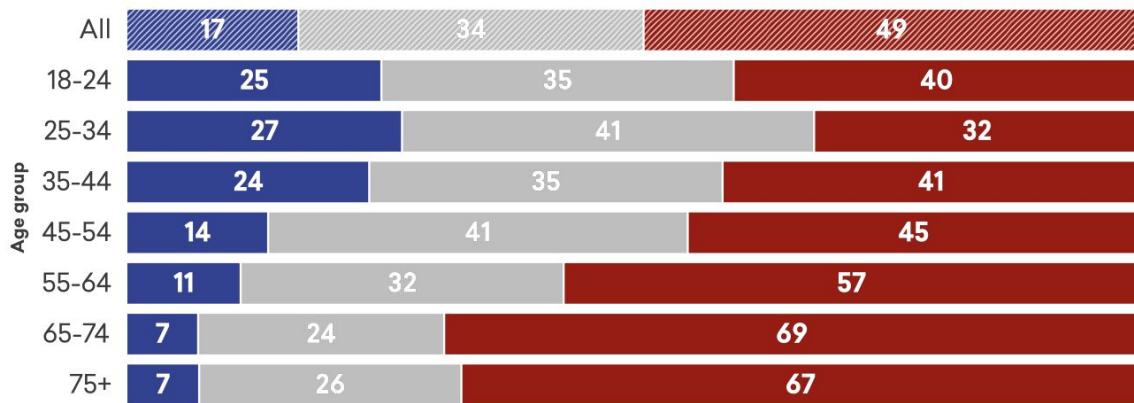
Government Report Card	
Labour 2024 voters	
<i>Being realistic about the country's challenges</i>	<i>B-</i>
<i>Standing up for Britain internationally</i>	<i>C+</i>
<i>Keeping Britain safe</i>	<i>C+</i>
<i>Bringing fresh ideas</i>	<i>C+</i>
<i>Putting together a good team</i>	<i>C+</i>
<i>Behaving ethically</i>	<i>C+</i>
<i>Running the country competently</i>	<i>C+</i>
<i>Managing the economy</i>	<i>C+</i>
<i>Tackling the cost of living crisis</i>	<i>C-</i>
<b>Overall grade:</b>	<b>C+</b>

# Labour has underperformed expectations

- Half the public (49%) say Labour's time in government so far has made them less optimistic that they will do a good job. Older people in particular are less optimistic about the government now.
- Even among Labour voters a third (36%) say that Starmer has underperformed their expectations, and that Labour's time in government so far has made them less optimistic that they will do a good job.

Thinking back on the Labour government's first three months in power, would you say they have...

- Made you more optimistic that Labour will do a good job
- Made no difference
- Made you less optimistic that Labour will do a good job



***"I was just hoping for a government that was going to be a bit more empathetic and a bit more relatable I think. A government that is fair and does the right thing"***  
Ella, Frammer, Watford, Labour voter

***"To be honest, I had no hope at all in the labour government and my only hope was that it's not as bad as I thought it was going to be, and unfortunately I think it's going to be worse."***

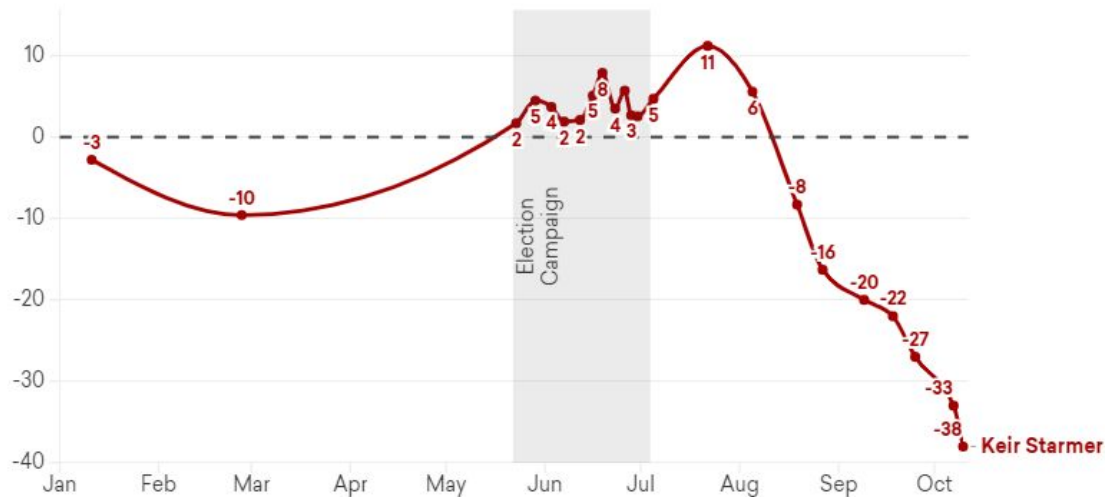
Julia, Property Consultant, South Ribble, Conservative voter

# Starmer's approval has plummeted since the election

Starmer's approval rating has reached a new low of -38, down 49 points since his post-election high and similar to Sunak's lows during the election. Starmer's approval is now lower than Rishi Sunak who sits on -31.

## Keir Starmer Approval Tracker

Net approval rating

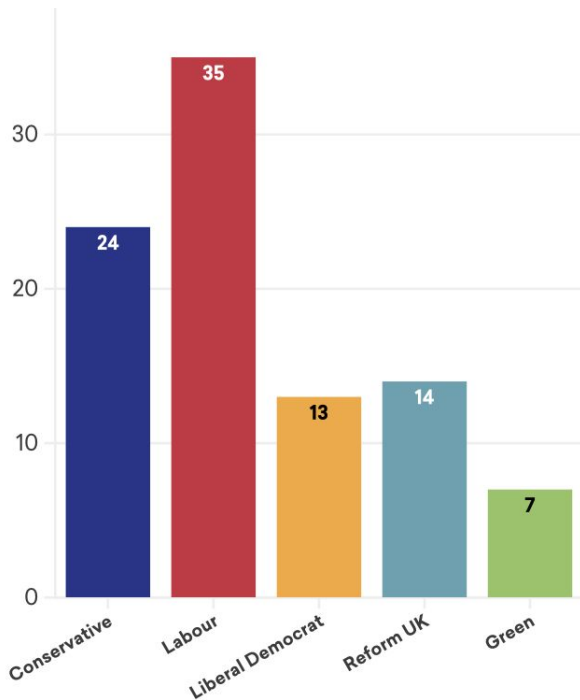


Source: More in Common • Proportion who think Starmer is doing a "somewhat good" or "very good" job, minus those who think he is doing a "somewhat bad" or "very bad" job  
Last fieldwork: 9-10 October.

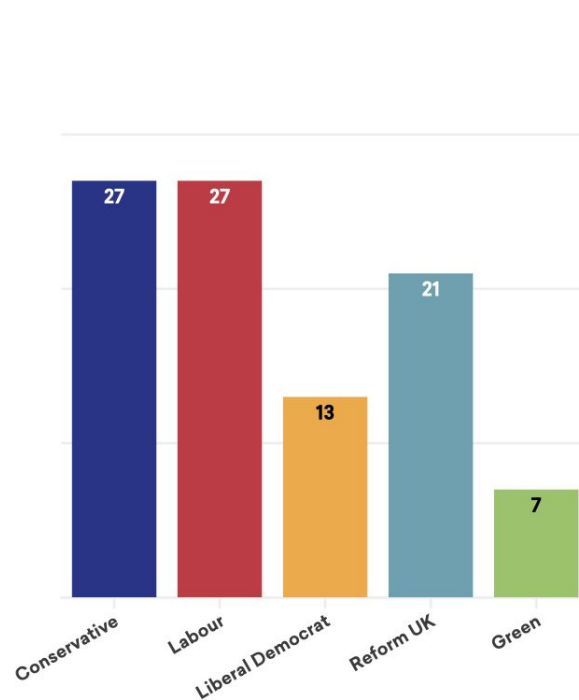
# Labour's lead has evaporated

Labour is down seven points from its election result in current voting intention. The Conservatives are up three and Reform UK are up seven.

GE 2024



Latest Voting Intention (9-10 Oct)

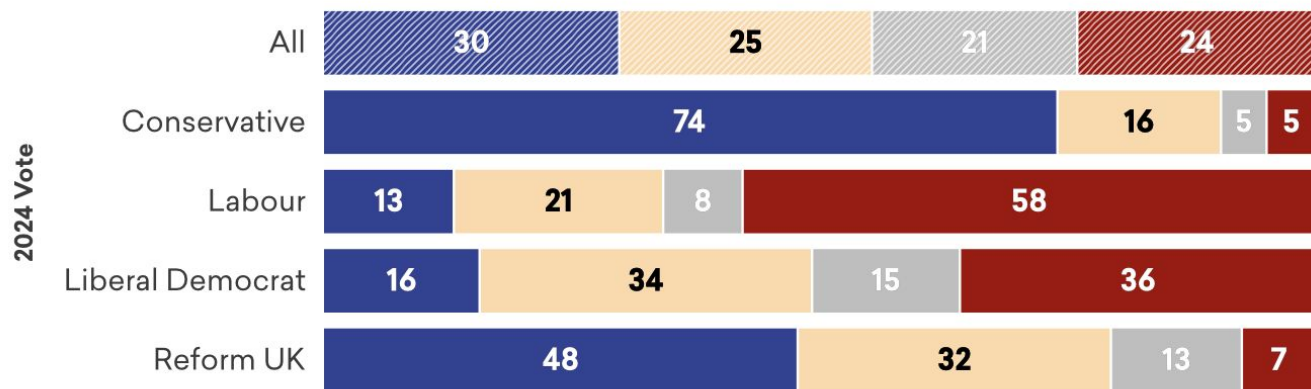


# More Britons prefer the last government than the current one

30% of the public think it would be better now if the Conservatives had won the election, compared to 24% who think it would have been worse and 25% who think it would be the same.

Britons are also now more likely to say they prefer the previous government (34%) than the current one (31%).

- It would have been better if the Conservatives had won the election rather than Labour
- It would be no better or worse if the Conservatives had won the election rather than Labour
- Don't know
- It would have been worse if the Conservatives had won the election rather than Labour



*"All the country's gone to the dogs in my opinion: crime, the NHS, everything, nothing's positive. I just can't see a light at the end of the tunnel, which you're hoping a new party or new leaders would be able to envisage for you. And they haven't"*

*Louise, Medical Secretary, Rochdale, Reform UK voter*

*Well, I think they've been out of power for so long that they just completely lost touch of how to govern properly. They're cutting everything. They're telling you how bad everything's going to be without trying to least jolly it up a little bit....*

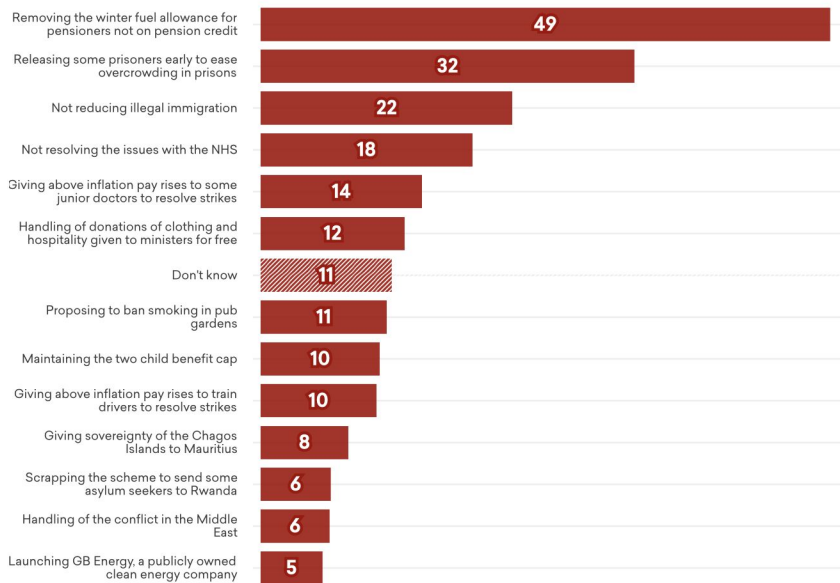
***"They are all give and no take"***  
*David, Travel Agent, Watford, Liberal Democrat voter: "*

# Winter Fuel Allowance seen as the biggest mistake

- Winter fuel allowance changes are seen as the main failure, followed by early prisoner release and not yet resolving issues with the NHS and illegal immigration.
- The public see the government's main success so far as handling of the riots, and holding water companies to account.

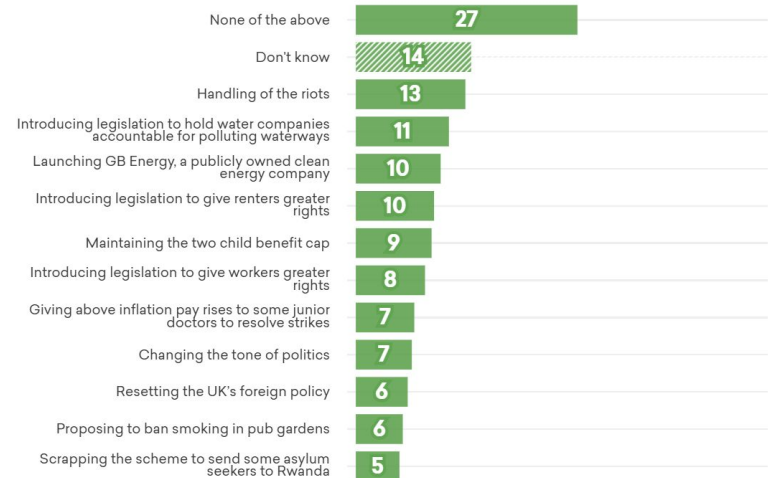
## So far what would you say are the biggest failures or mistakes of the new government?

Select up to three.



## So far what would you say are the biggest achievements of the new government?

Select up to three.





# Winter Fuel Allowance - in their words

*"Labour have come in and started with cutting the winter fuel for the pensioners. I know they're trying to recuperate some of the massive debt that we have in this country, but I think there's certain ways to go about things and other ways to try and recuperate the debt that we're in, rather than being very harsh."*

*Sammy, Credit Controller, Watford,  
Liberal Democrat voter*

*"I don't think they should be handing out 300 pounds to every single pensioner every single winter because there are some pensioners that have enough money to pay for themselves and their heating. If you have plenty of money, why should the government be helping you out rather than helping other people? I mean maybe a single mum for example, who can't afford, they could be given funding, but obviously it's difficult. I dunno where the margin is, where they say you can't have that money anymore because of the cost of living. I'm sure a lot of people are struggling, more people are struggling. Labour [might have taken it from] people who could still be struggling and need that money."*

*Ella, Frammer, Watford, Labour voter*

*"I think the problem they've got is they've done it far too low and there's too many pensioners that have, like Alison said, who potentially got an extra couple of pounds a week on a small private pension that they save for who are now not going to have that money and they're on the poverty line."*

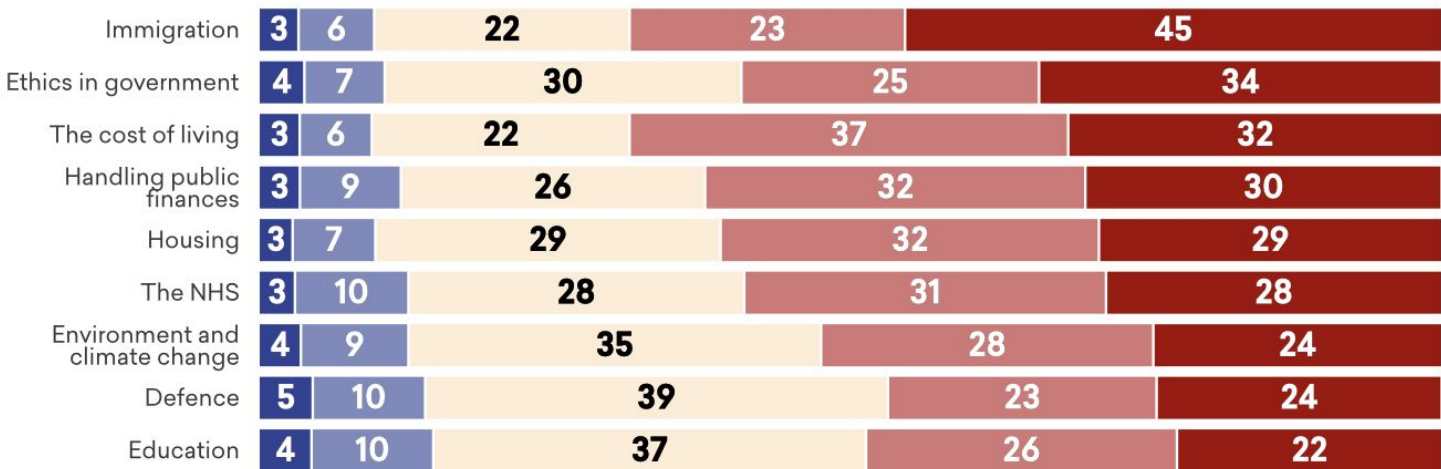
*Julia, Property Consultant, South Ribble,  
Conservative voter*

# The country thinks the government is doing badly on the issues that matter most

The government is seen to be performing badly on all the policy areas tested. On the top issue concerning voters, the cost of living, seven in ten say they are doing badly.

## How well or badly do you think the Government is doing on each of the following areas?

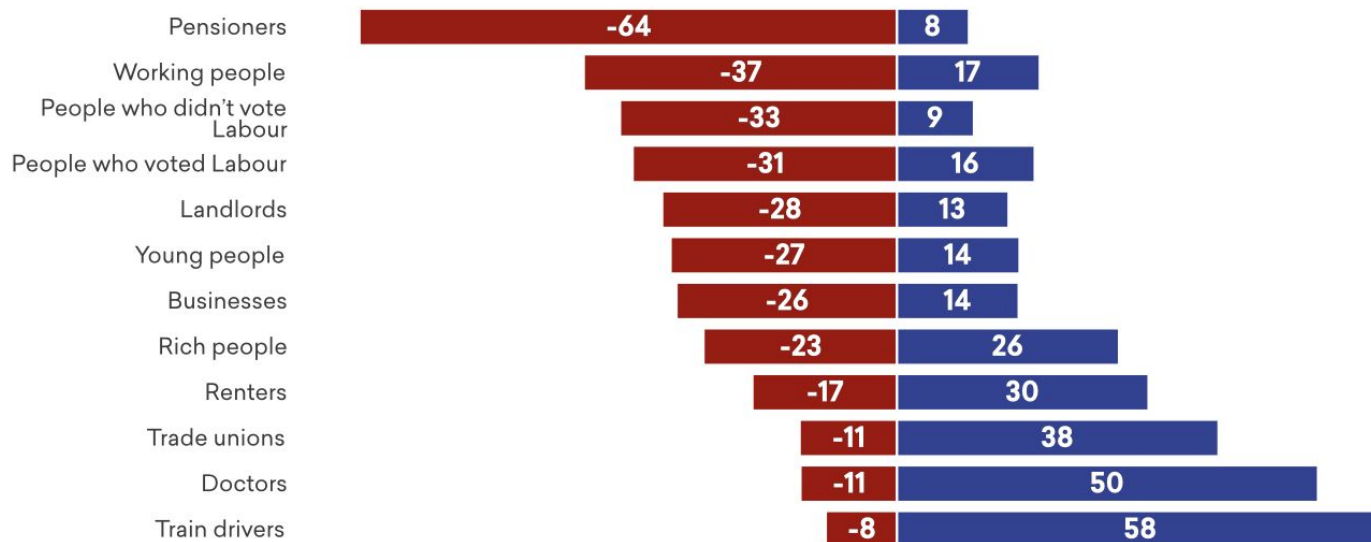
● Very well ● Quite well ● OK ● Quite badly ● Very badly



# Winners and losers

In the eyes of the public, train drivers and doctors are getting a good deal, followed by trade unions, while pensioners and working people get a bad one.

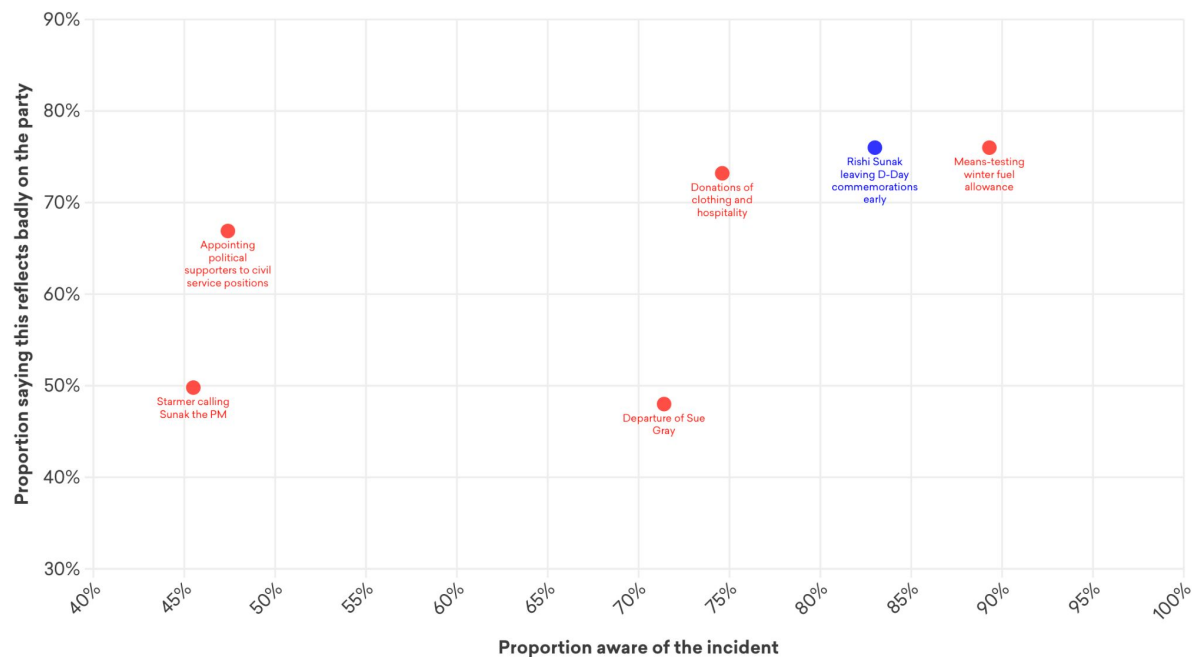
## Would you say the following are getting a **good deal** or a **bad deal** from the new government?



# Cut-through

Winter fuel allowance changes have cut through - almost nine in ten Britons know about this, and it was broadly seen to reflect poorly on Labour - just as poorly as Sunak leaving D-Day commemorations.

## Blunder Barometer

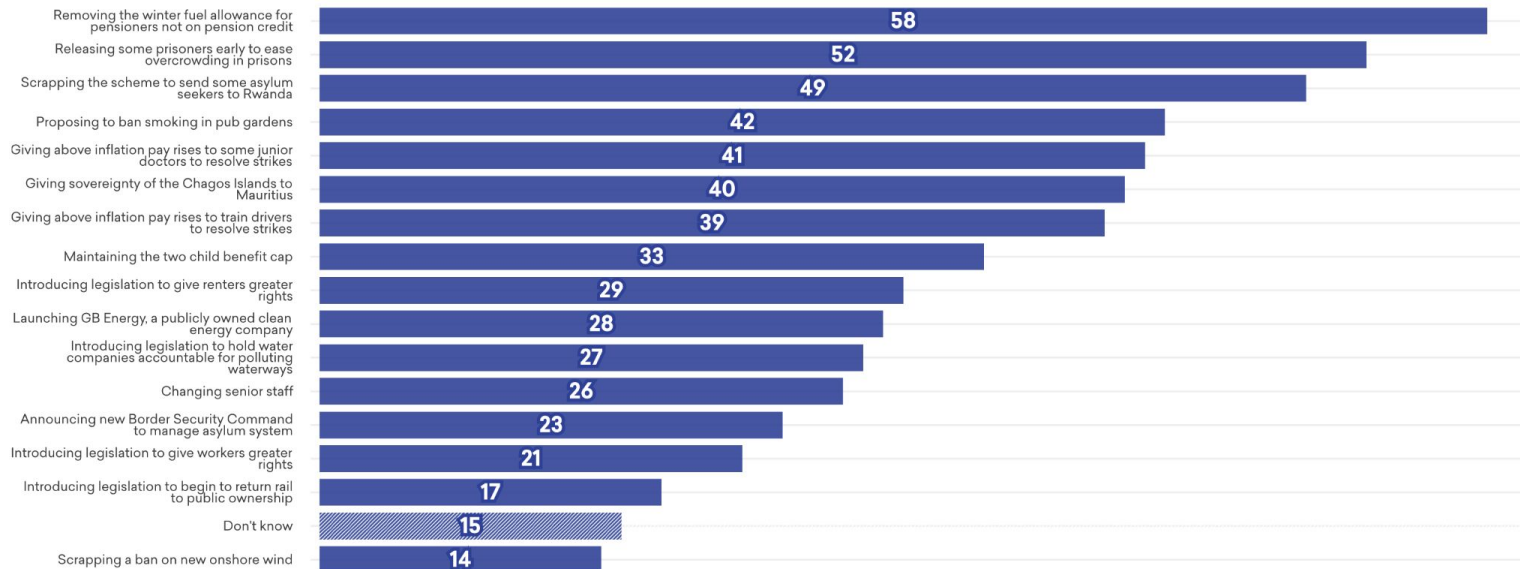


*"I was obviously hoping, I know it's not been that long, but I was hoping that there would be some changes for the benefit of everybody. But all we keep hearing at the moment is about what they're doing to pensioners by cutting their funding"*  
Sam, Administrator, Watford, Liberal Democrat voter:

# Popular policies are not widely known

The most widely known government actions are changes to winter fuel allowance (58%) and early prisoner release (53%). The public is less aware of other changes - for example, though a popular policy in theory, only 21% know about the Employment Rights Bill. In focus groups, stories about government donations and the Winter Fuel Allowance cuts have had far greater cut through than any policies on renters' or workers' rights for example.

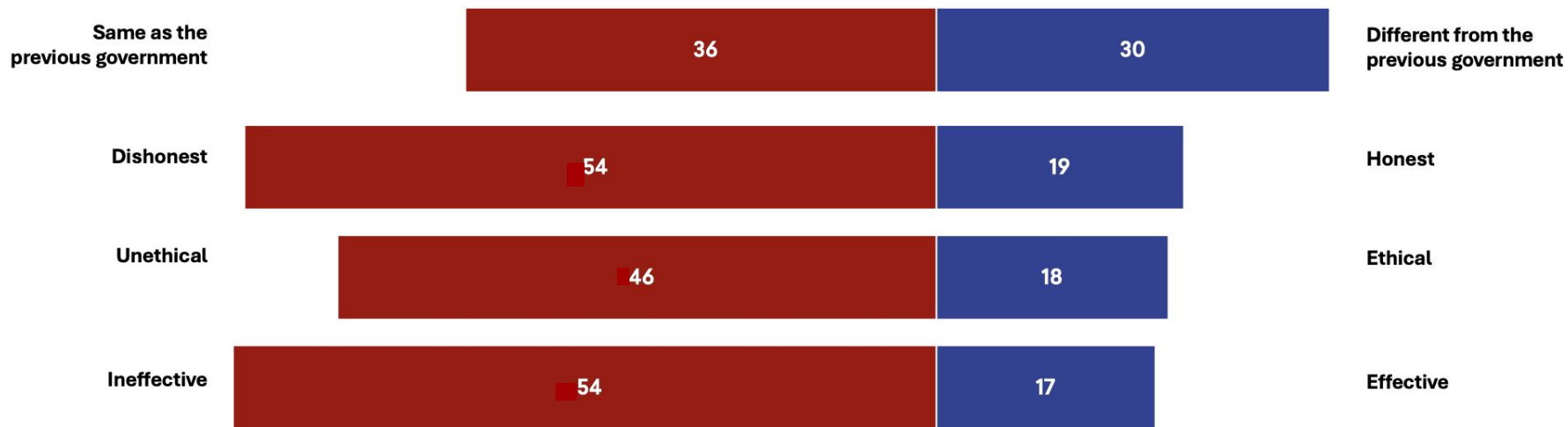
Based on what you know, which of the following have the new government led by Keir Starmer done since taking office?



# Labour have not convinced the public they represent something different

- The public are more likely to say sleaze and corruption has stayed the same (36%) or got worse (33%) than got better (17%) since the change of government.
- And the government is still not seen to have a clear direction - the public are more likely to think Labour does not have a plan for what they intend to achieve in government (44%), than that they do (32%).

## So far has the Labour government been...



# Freebie gate has undermined trust

*"I think it's a problem with all the politicians. **The problem that Labour's got is that they came in on a ticket that we're different and we're not like the Tories.***

*They're the ones that did all these things and then within the first few weeks they've **then shown that actually they've got the snouts in the trough as much as anybody else**"*

*Julia, Property Consultant, South Ribble, Conservative voter:*

*"Labour have come in with a massive, massive majority wanted to smash through everything in the first 2, 3, 4 months thinking, you know what? We can do what we want and we can get away with it. And **they're hoping it's all going to be forgotten about.**"*

*David, Travel Agent, Watford, Liberal Democrat voter:*

*"In the past few days, Stamer has been given gifts of a hundred thousand pounds or something like that. So these big politicians, **they don't have a clue. They are on salaries of 180K or whatever it is. They do not have an idea of what the common man or the common woman lives by. They don't have a clue**"*

*Ayyaz, Labour voter, Rochdale*

Polling sample contained 2,073 people representative of GB adults, 9-10 October



More in  
Common