

Ipsos Beyond the Bubble

**Where does Labour stand
in 2023?**

Labour Party Conference 2023

@IpsosUK

#BeyondtheBubble at #LAB23

Beyond the Bubble at the Labour Party Conference

Speakers



Kelly Beaver MBE
Chief Executive
Ipsos in the UK
and Ireland



Keiran Pedley
Director of Politics
Ipsos



Pippa Crerar
Political Editor
The Guardian



Lucy Powell MP
MP for Manchester
Central
Shadow Leader of
the House of
Commons



**Dame Jackie
Baillie MSP**
MSP for
Dumbarton
Scottish Labour
Deputy Leader

The state of play

Keiran Pedley
Director of Politics, Ipsos
[@keiranpedley](#)

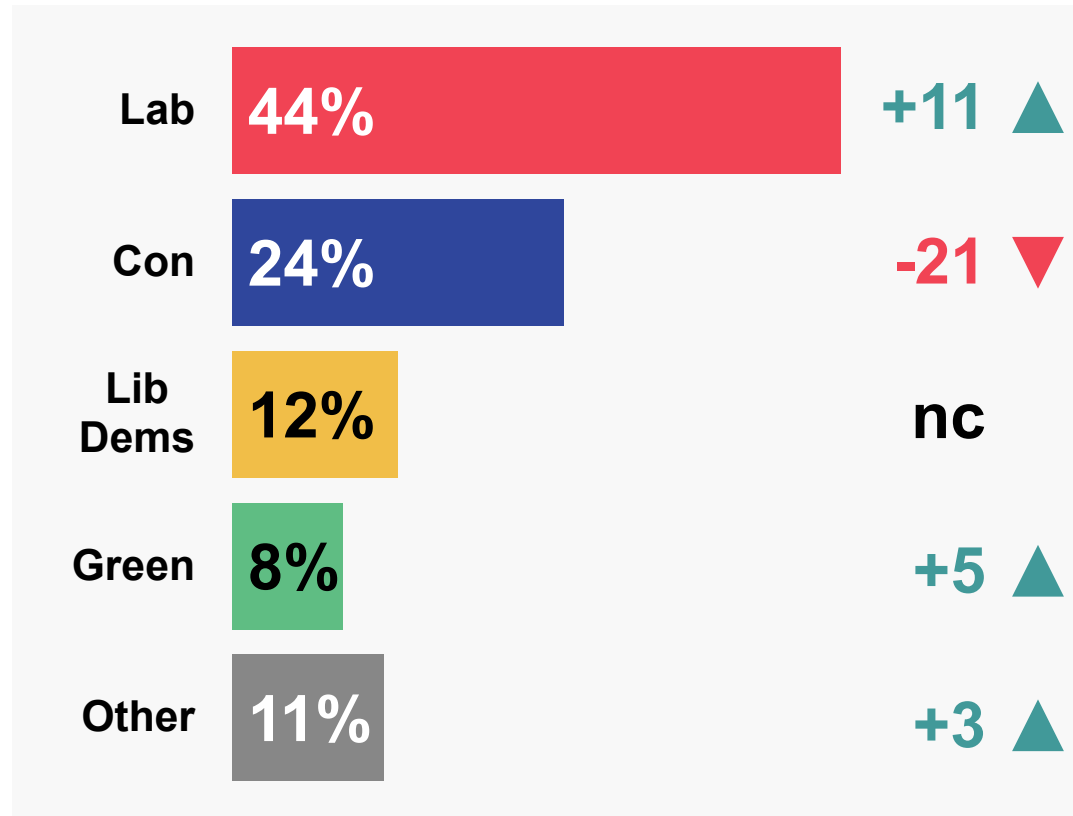


Where we stand: Labour convincingly ahead

- This time last year Lab was +10 ahead.
- Selby and Ainsty / Rutherglen and Hamilton West real cause for optimism (23.7 / 20.4pt swing).
- But there are warning signs / is work still to do. Local elections still not pointing to 1997 / 2010.

How do you intend to vote in the General Election? Will you vote...?

Change since GE2019



The Conservatives – on borrowed time?



- **56% disagree** the Conservatives deserve to be re-elected (Ipsos, May 23)
- **8 in 10 dissatisfied** with the way the government are running the country (Ipsos, Sept 23)
- **69% think government doing a bad job managing the economy** (Ipsos, July 23) (Lab: 59% in 2010)
- **65% think it is time for change at the next General Election.** (Ipsos, July 2023)

Source: Ipsos Political Monitor

But Labour needs to show it can be that change

- **77%** think Britain needs a 'fresh team of leaders.'
- But just **42%** of them are confident Labour can provide this.

Source: Ipsos Sept '23



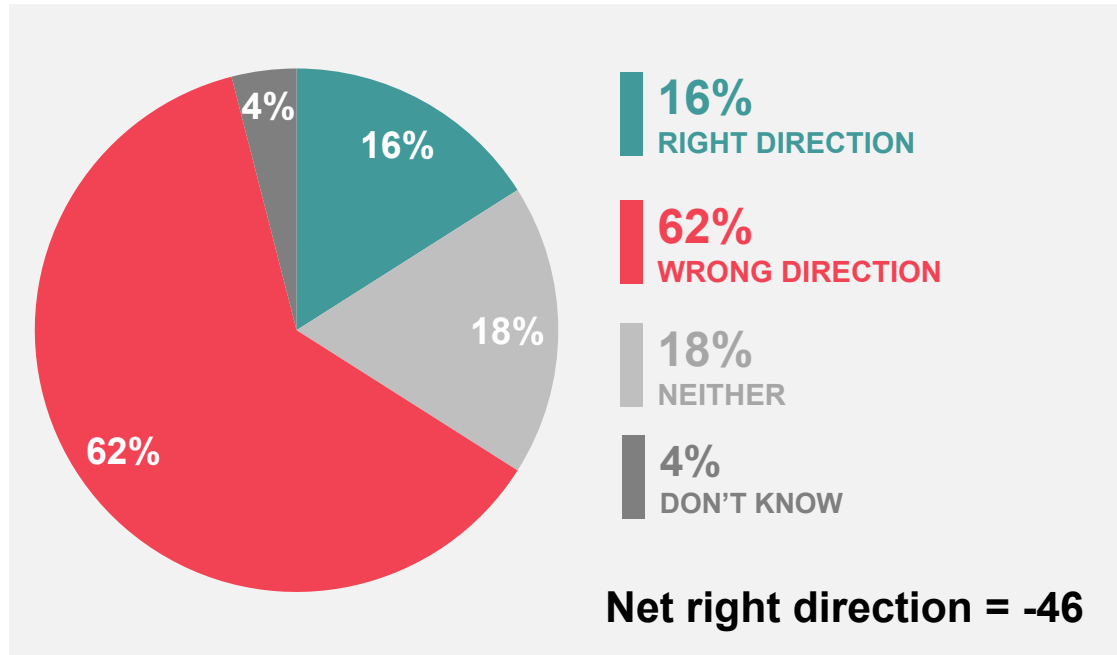
Labour's opportunity



The public mood is pessimistic – it has been for some time

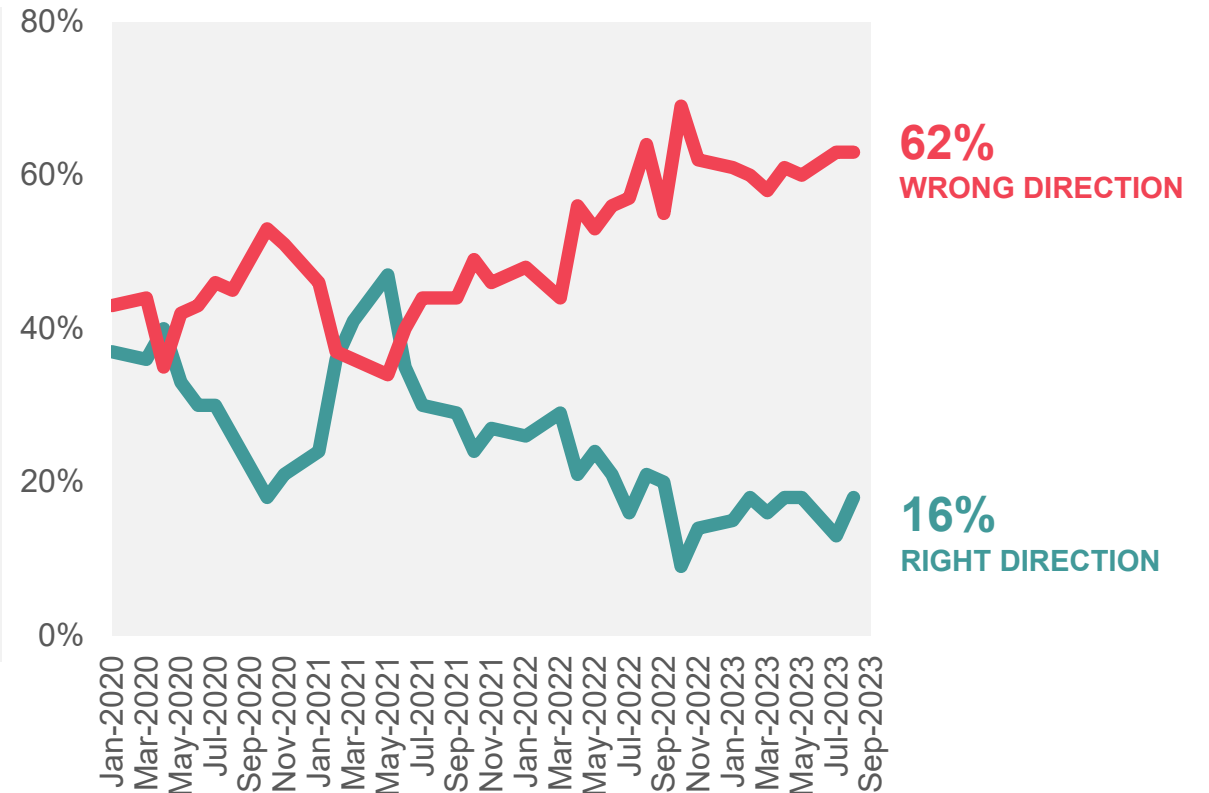
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

September 2023



Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

January 2020 - September 2023



Sunak's pledges – the right areas but public think government is not delivering (and it is getting worse)

In your opinion, do you think the Conservative government led by Rishi Sunak is doing a good job or a bad job, if either, at delivering in the following areas?

Easing the cost of living and giving people financial security



63% bad job
+14pts since Jan

Reducing NHS waiting lists



71% bad job
+16pts since Jan

Making sure people who come here illegally are detained and swiftly removed

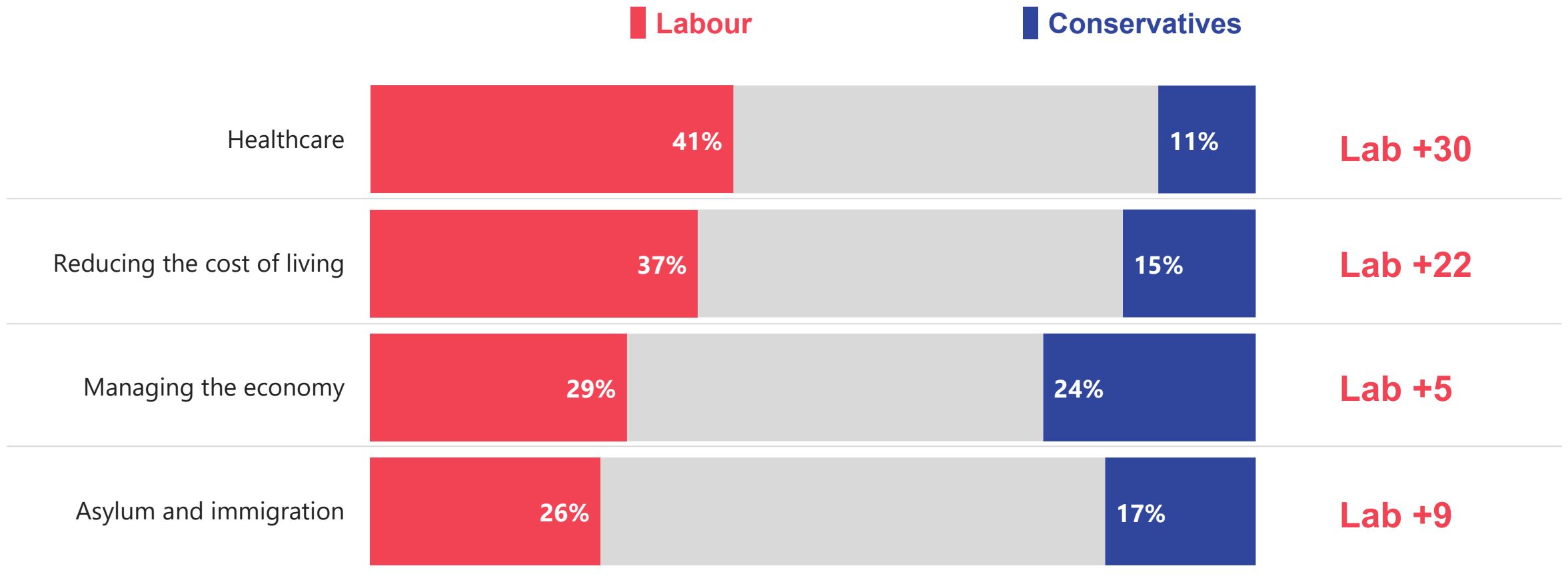


65% bad job
+17pts since Jan

Base: 1,051 Online British adults aged 18+ , 22-26 September 2023

The public generally trust Labour more on the key issues – though some more than others

Which party do you think has the best policies on ... the Conservatives, Labour, Liberal Democrats, or some other party?



Base: 1,033 British adults 18+, 14-20 June 2023

Starmer is ahead on several key leadership traits and slightly preferred overall

Who do you think would make the most capable Prime Minister?

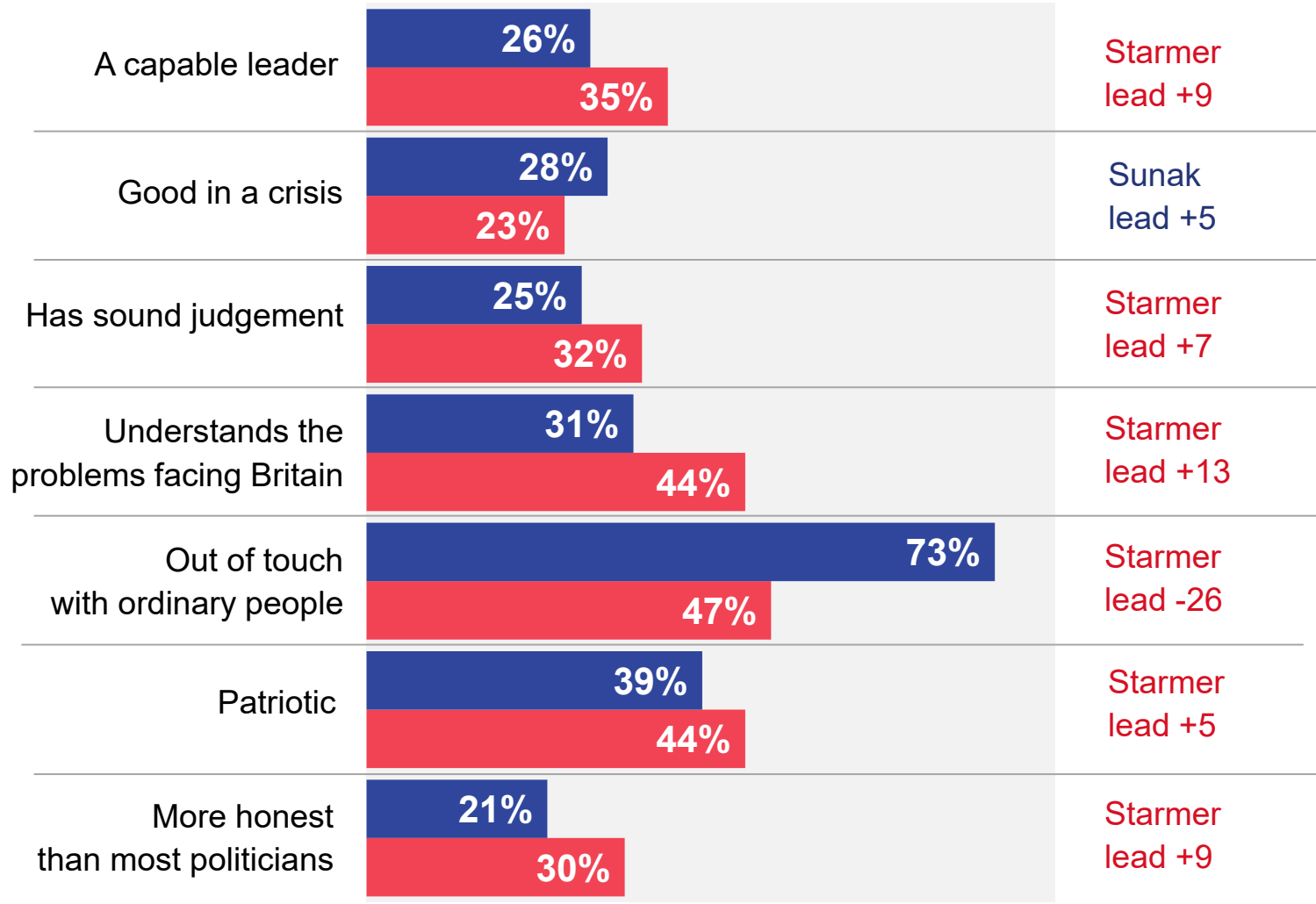


31%



36%

Which of these, if any, do you think apply to...



Base: 1,004 British adults 18+, 6-12 September 2023



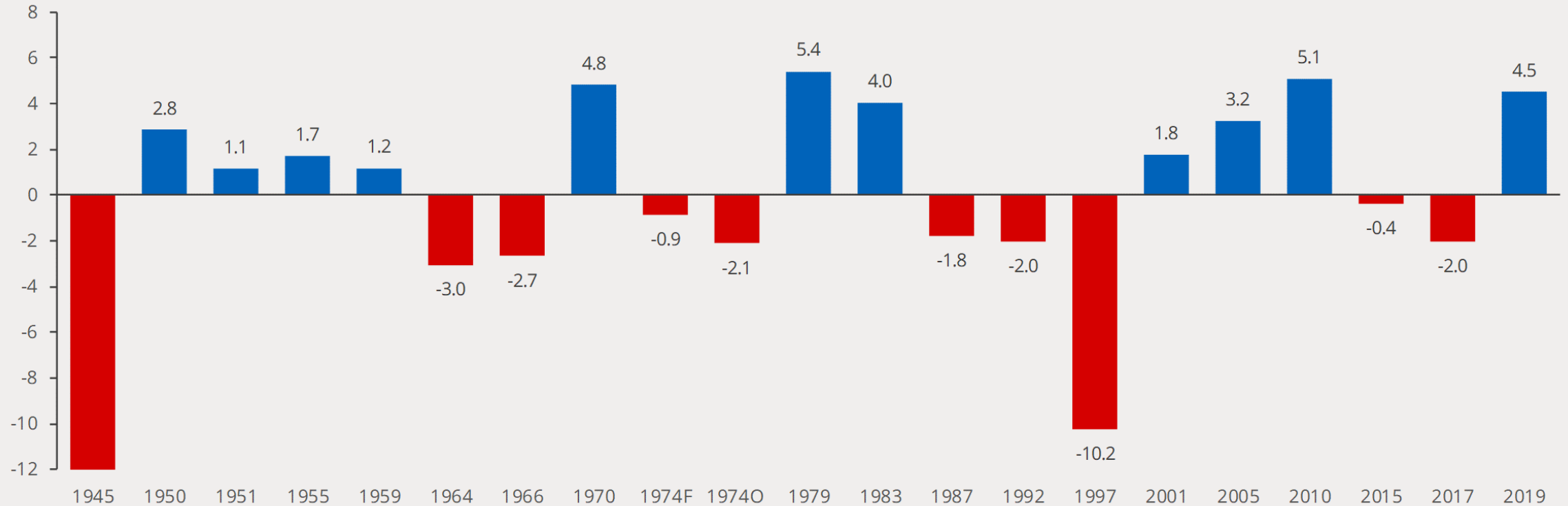
Labour's challenge



No complacency – it's a long way back from 2019

General election swings: Labour to Conservative

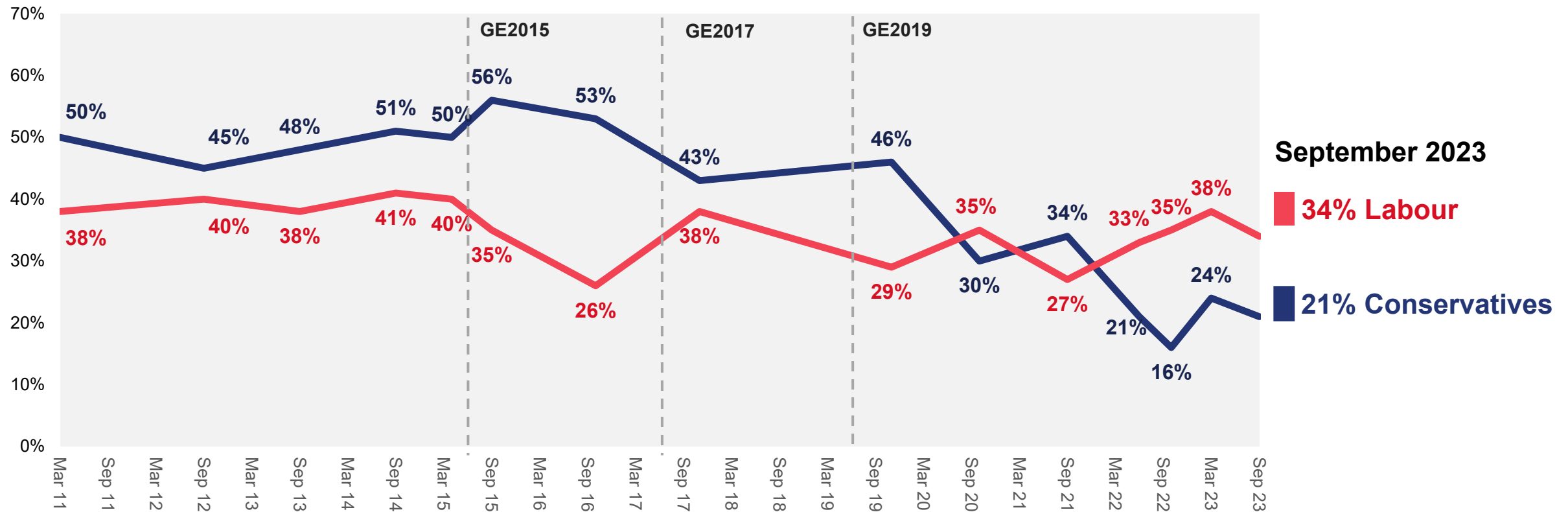
Great Britain, percentage points



Some signs Labour's lead is more about Conservative weakness than Labour strength

I am now 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...? Fit to govern

% Describing ... as "fit to govern", 2011-2023



Latest wave base: 1,004 British adults 18+, 6-12 September 2023. c.1000 people asked each wave.

Source: Ipsos Political Monitor



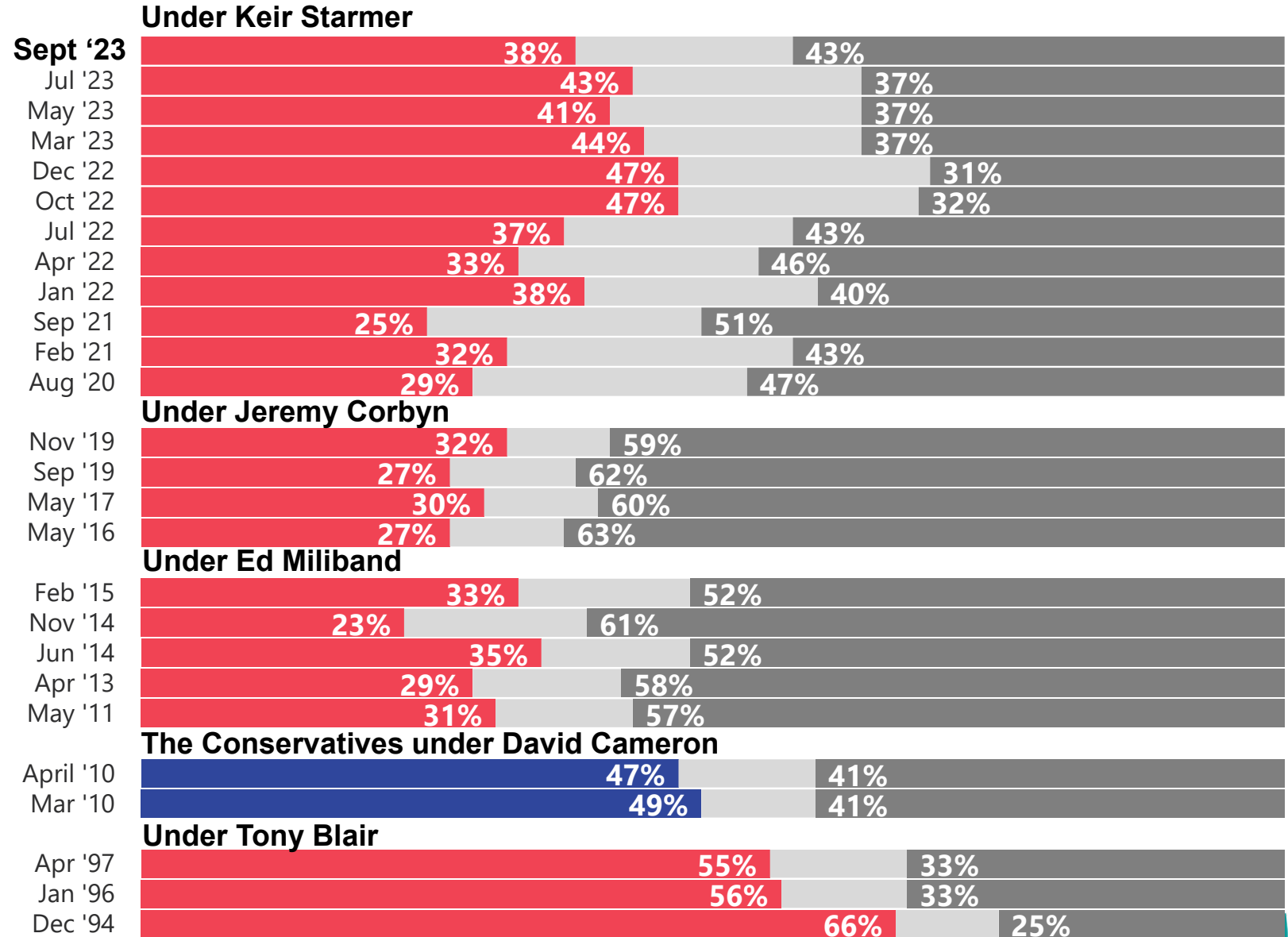
Doubts still persist Labour is ready for government – though fewer than before

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

Agree

Disagree



Base: 1,004 British adults 18+, 6-12 September 2023

Source: Ipsos Political Monitor



Keir Starmer's personal poll ratings are not as good as others that won from opposition

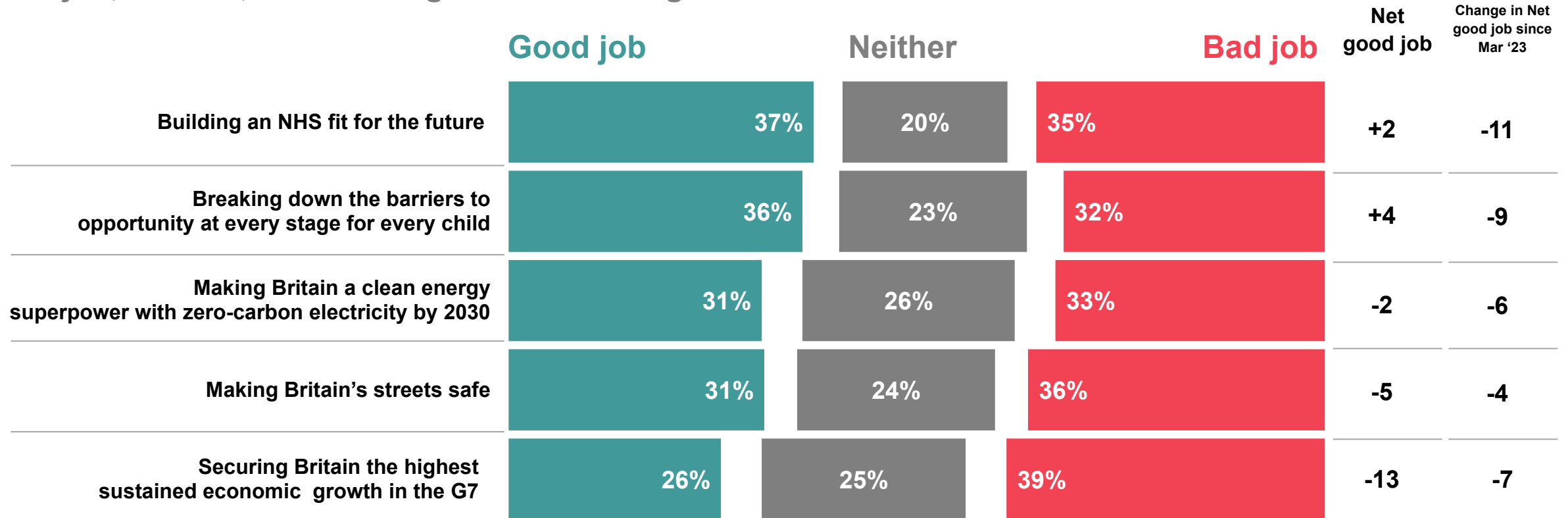
How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



- Net satisfaction with Keir Starmer in Sept 2023: **-22** (29% satisfied, 51% dissatisfied)
- The average net satisfaction for a Leader of the Opposition since 1979 is: **-12**
- Ed Miliband was at **-19** in 2015. Neil Kinnock at **-20** in 1987. And they lost.
- But both Tony Blair and David Cameron were net positive when they won: **+22** and **+3**

The public are divided over whether a Starmer government would deliver on his 5 key missions

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



Base: 1,121 Online British adults aged 18+ , 15-18 September 2023

Ipsos

Labour Party Conference 2023

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

