

# IPSOS POLITICAL MONITOR

October 2022

# VOTING INTENTION

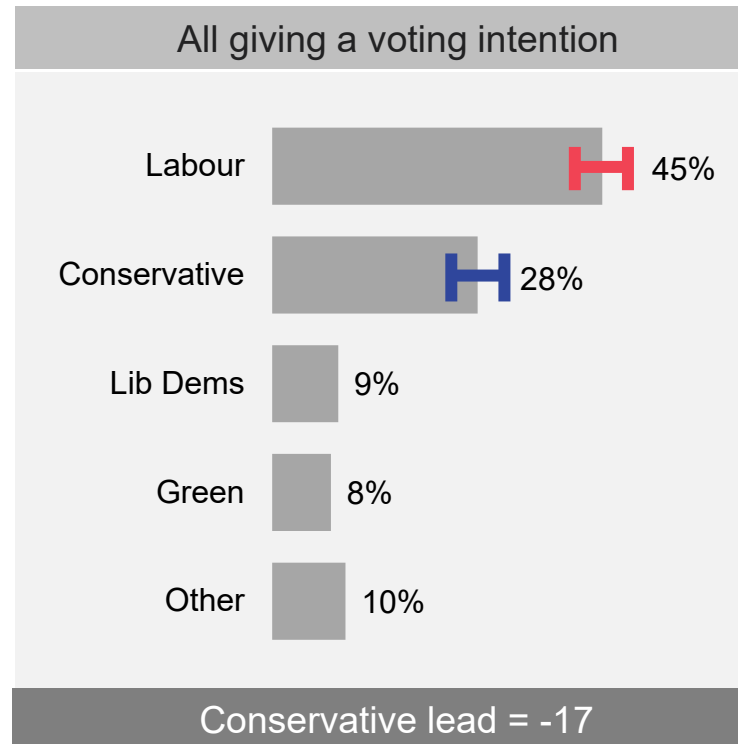
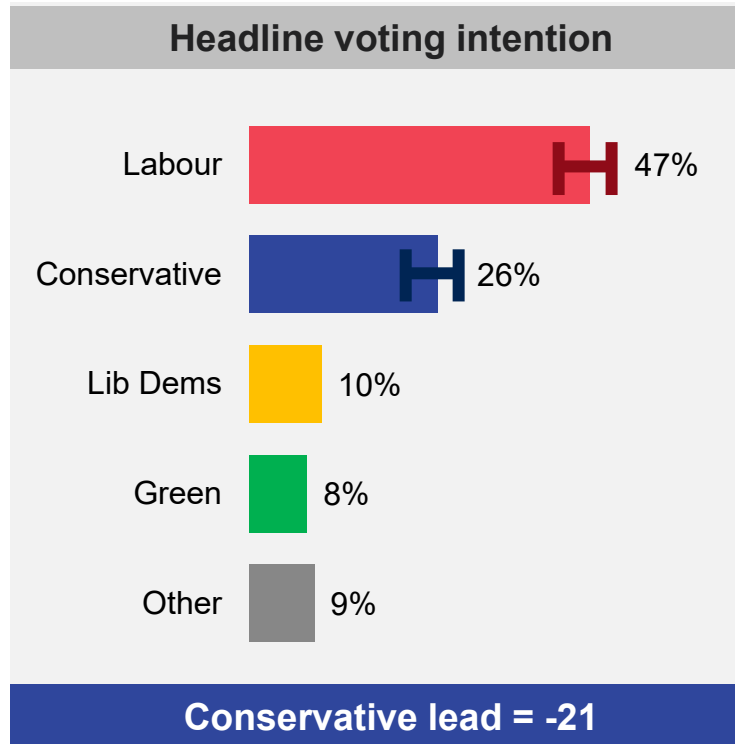
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: October 2022

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



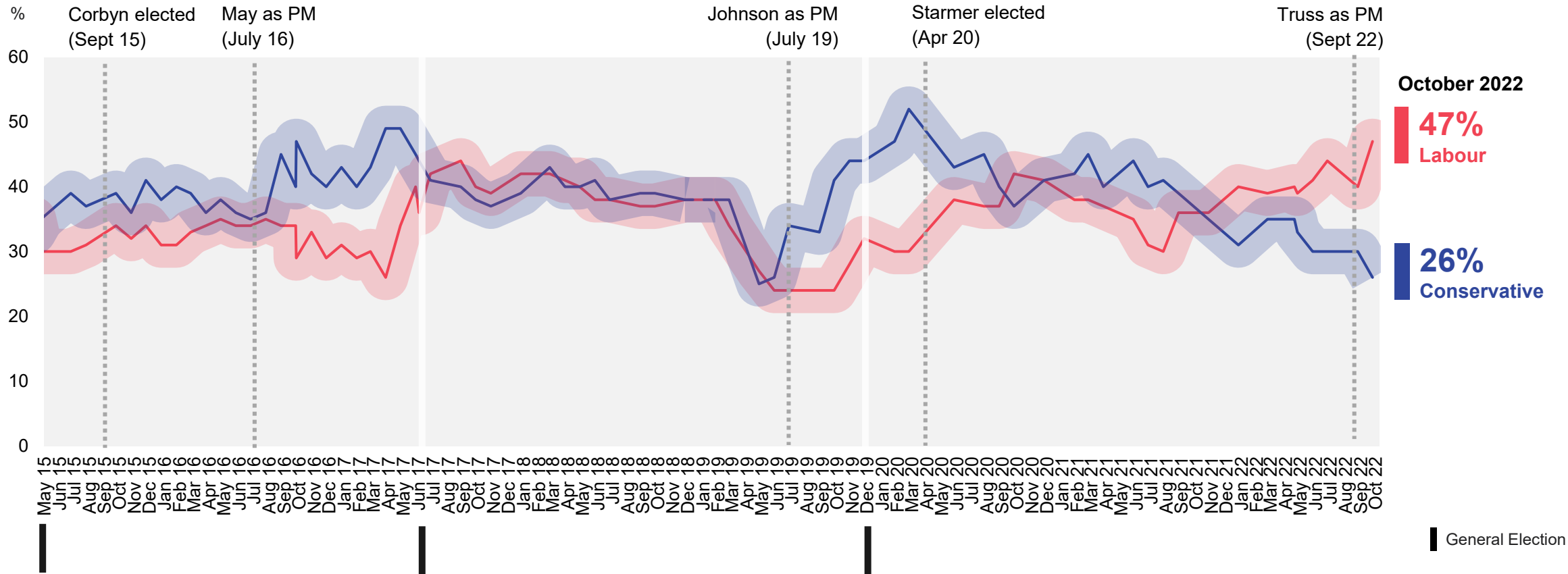
**Base:** 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 699. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos Political Monitor



# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



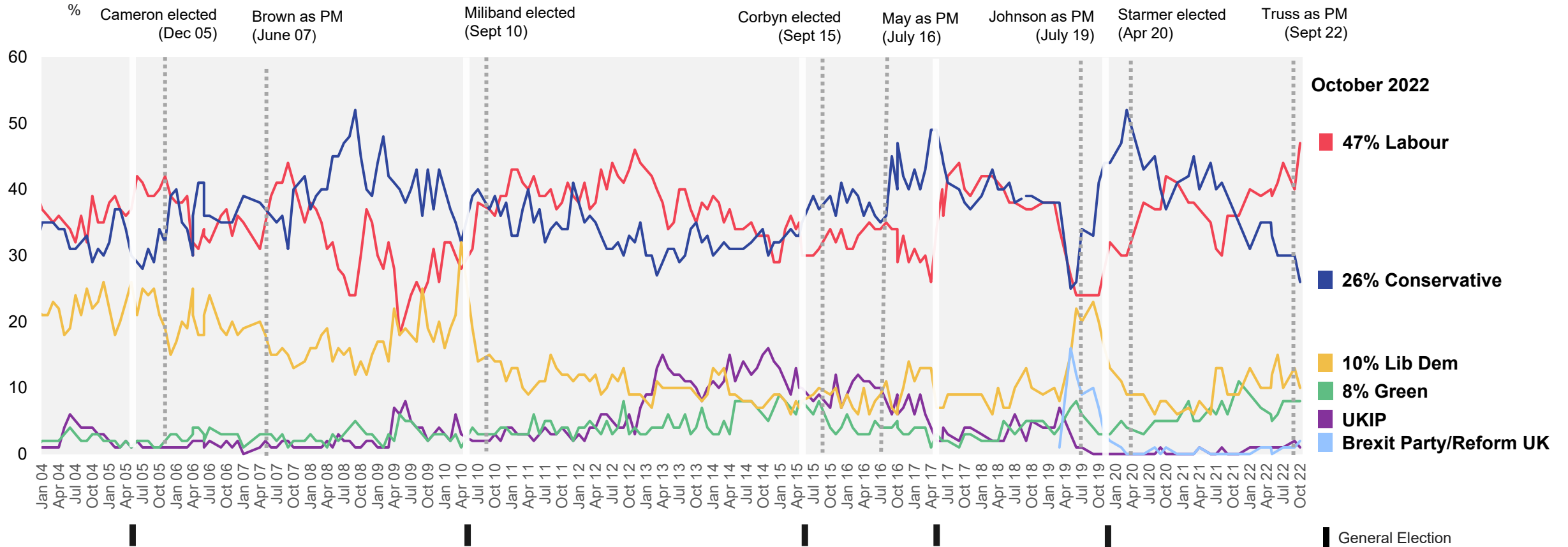
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – October '22

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

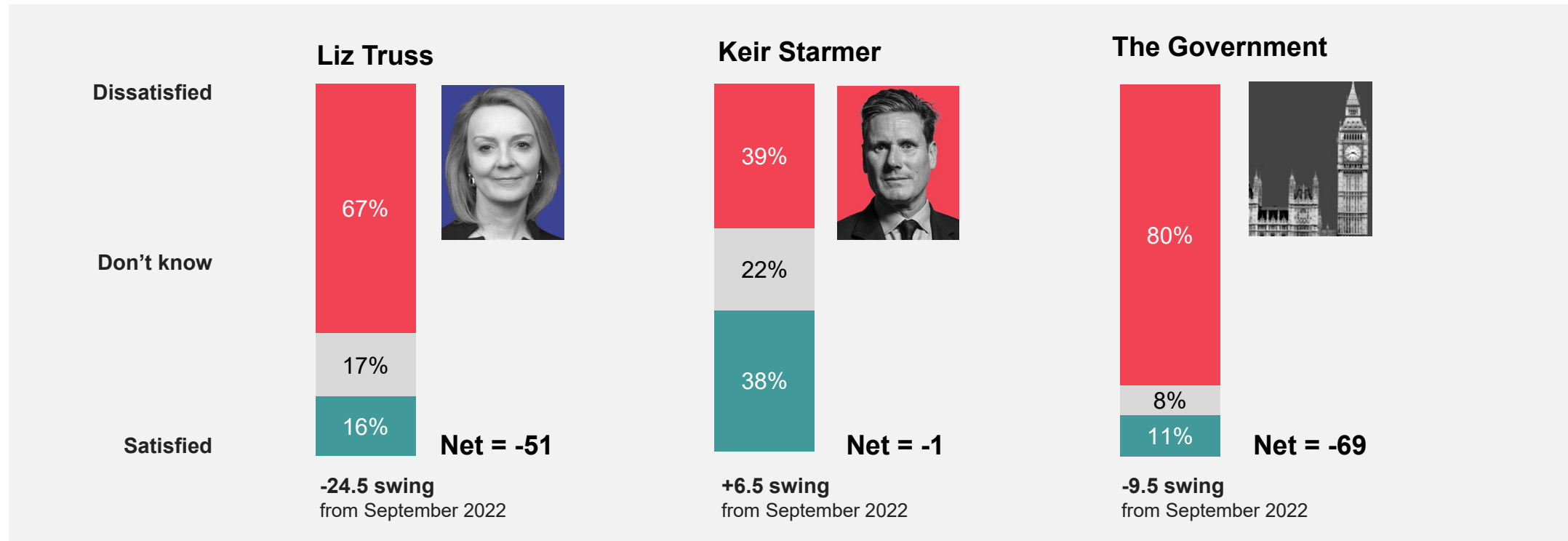
Source: Ipsos Political Monitor



**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: October 2022

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



Base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

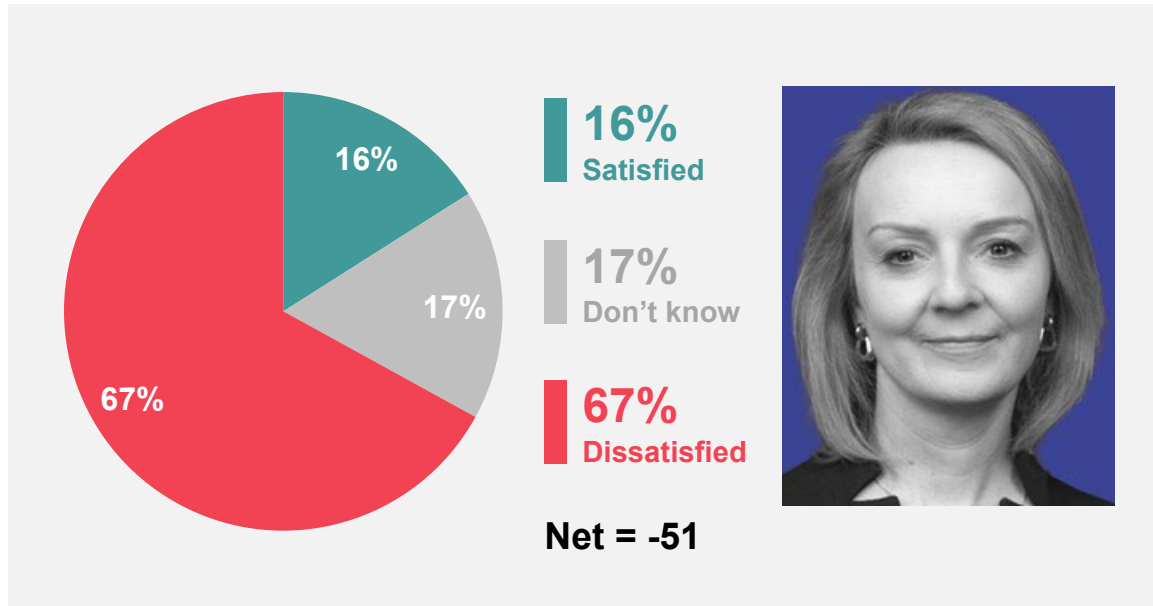


# Liz Truss: Satisfaction

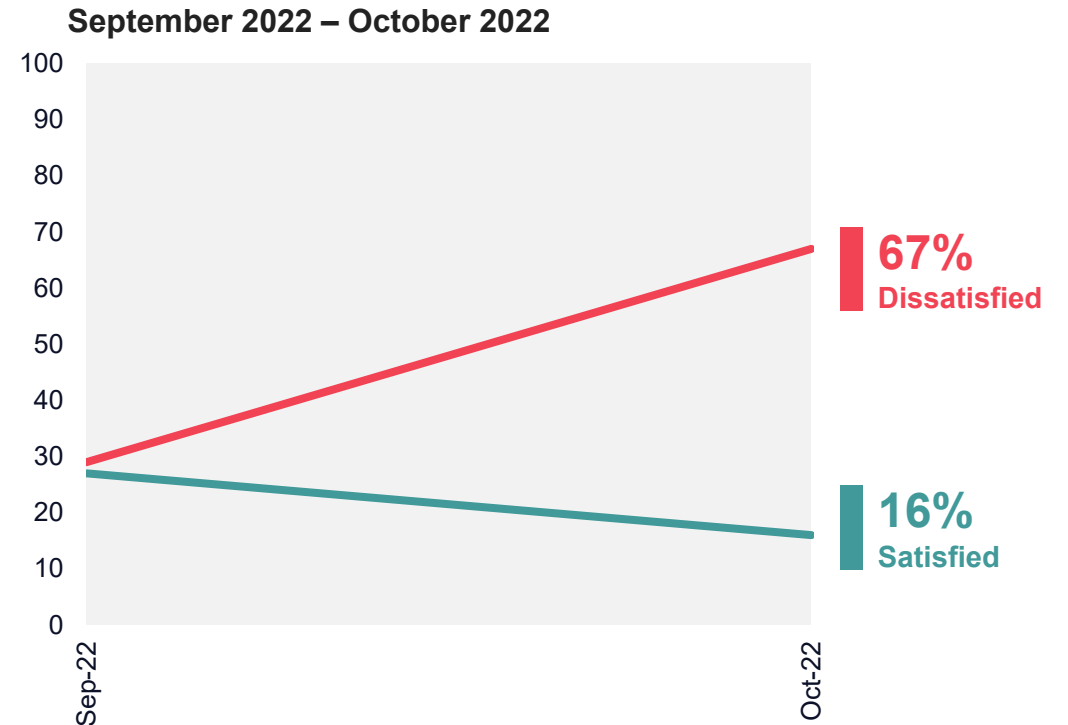
Are you satisfied or dissatisfied with the way Liz Truss is doing her job as prime minister?

October 2022

Among all



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022



Source: Ipsos Political Monitor



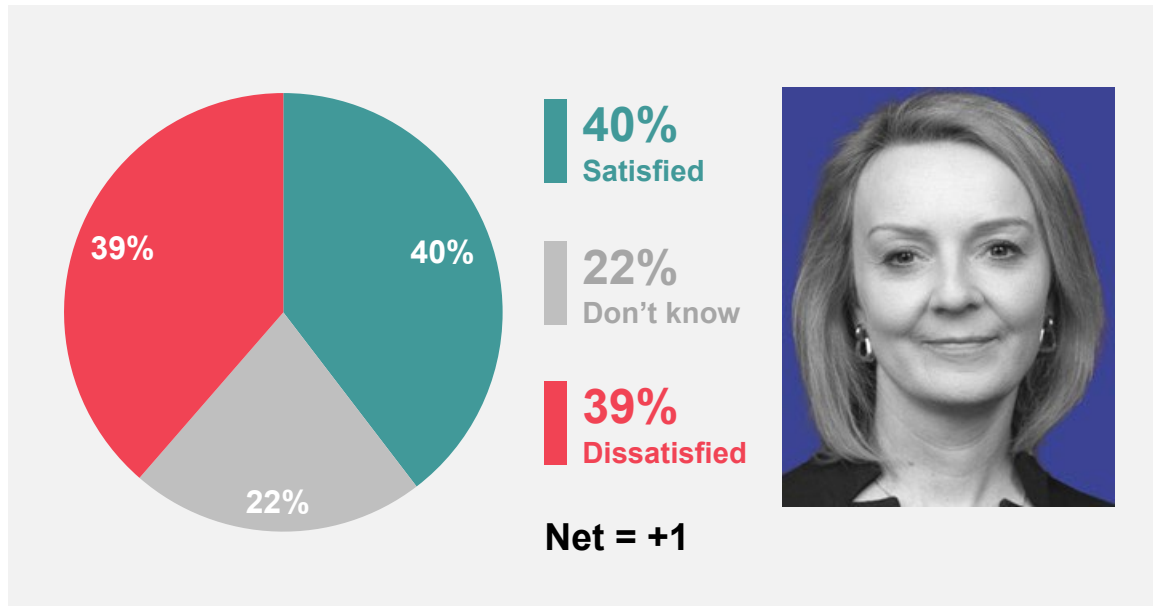


# Liz Truss: Satisfaction amongst Conservative supporters

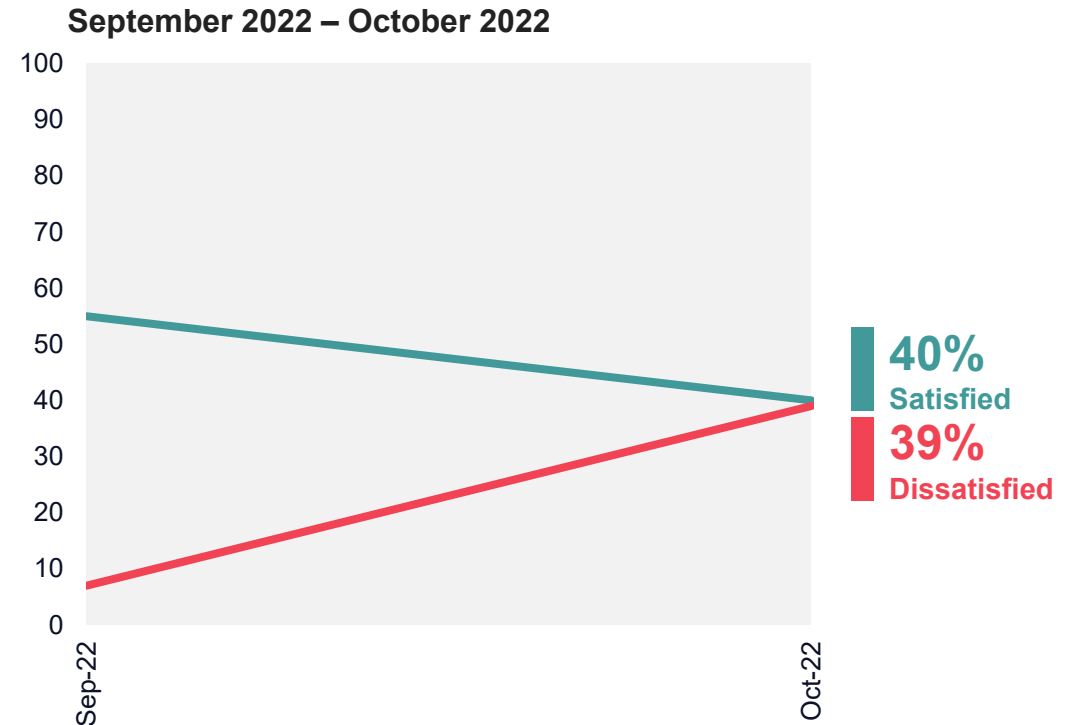
Are you satisfied or dissatisfied with the way Liz Truss is doing her job as prime minister?

October 2022

Among all



Base: 203 Conservative Party supported aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

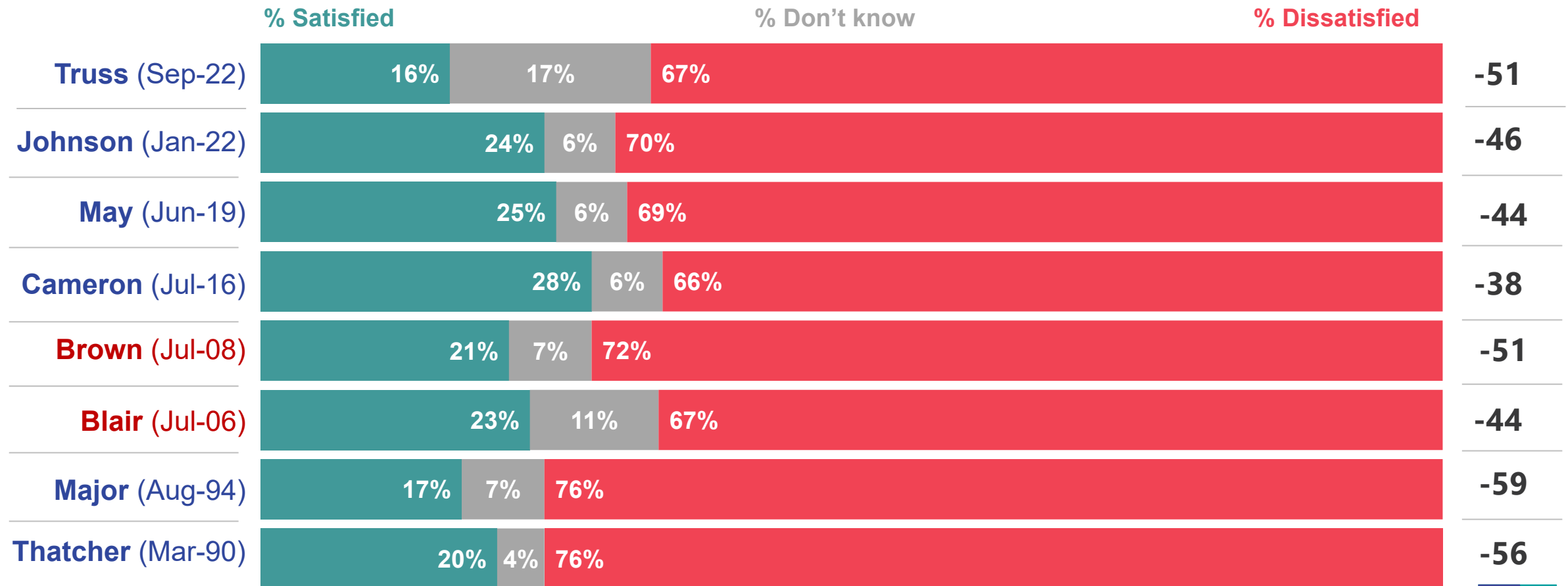


Source: Ipsos Political Monitor



# Satisfaction with Prime Minister: Worst Ipsos rating as Prime Minister

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



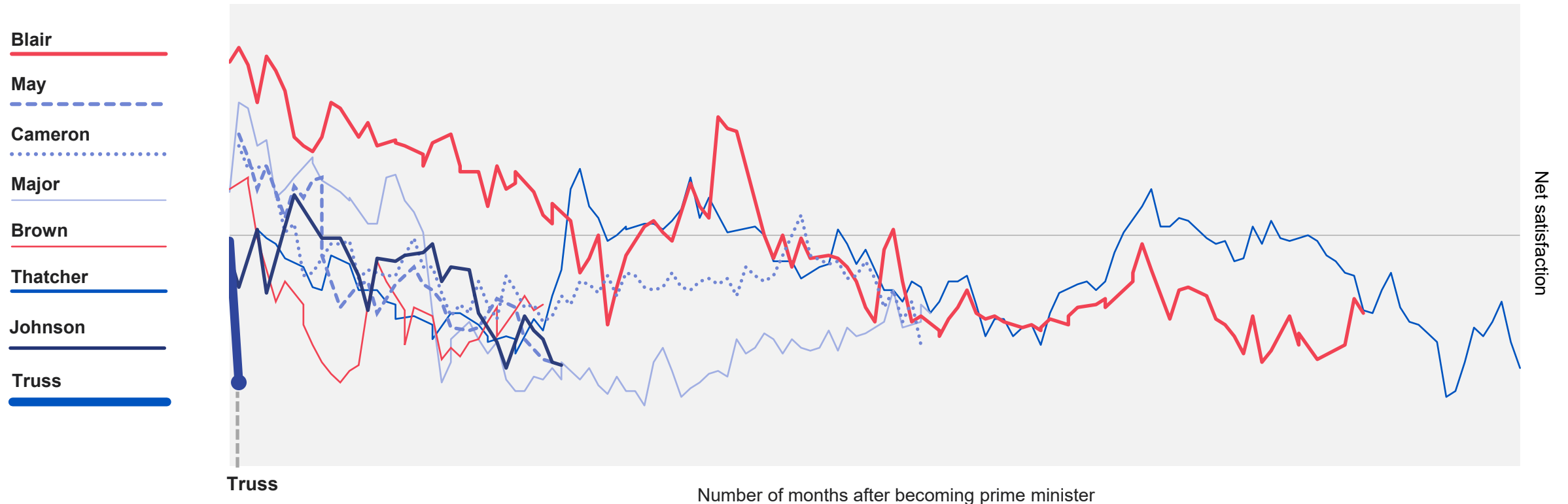
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2022)

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



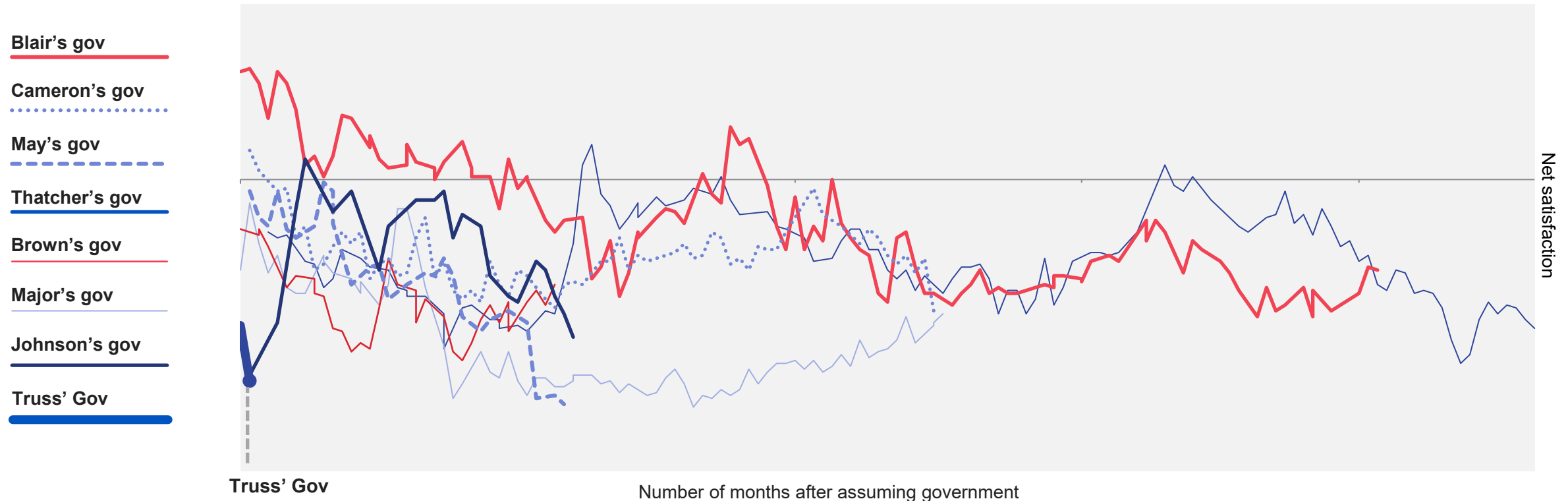
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

**Source:** Ipsos UK Political Monitor



# Net satisfaction with the Government (1979 – 2022)

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

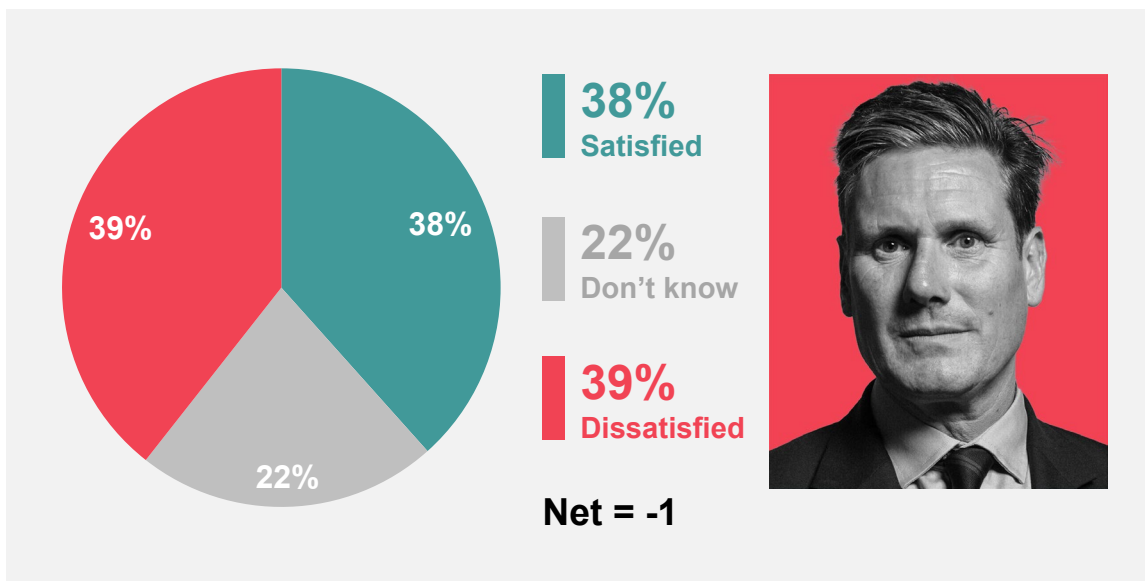
Source: Ipsos UK Political Monitor



# Keir Starmer: Satisfaction

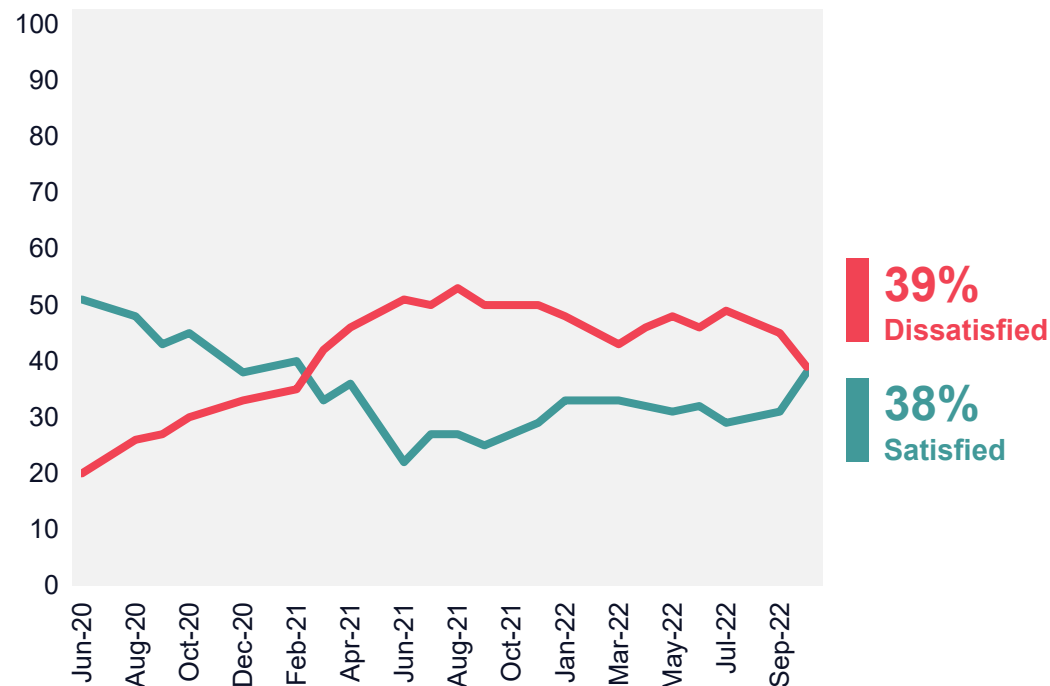
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

June 2020 – October 2022



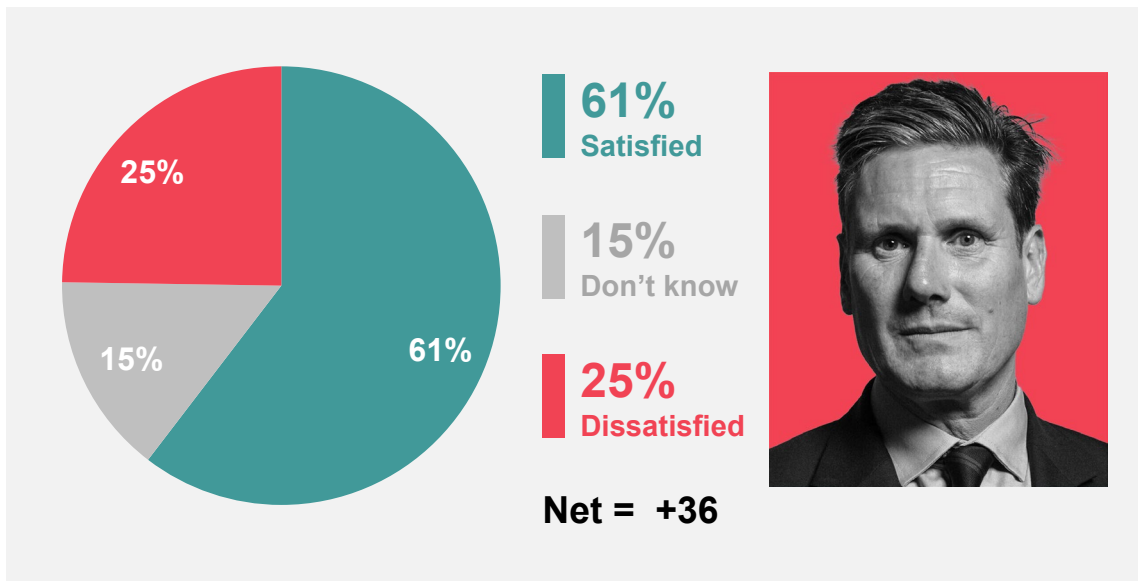
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

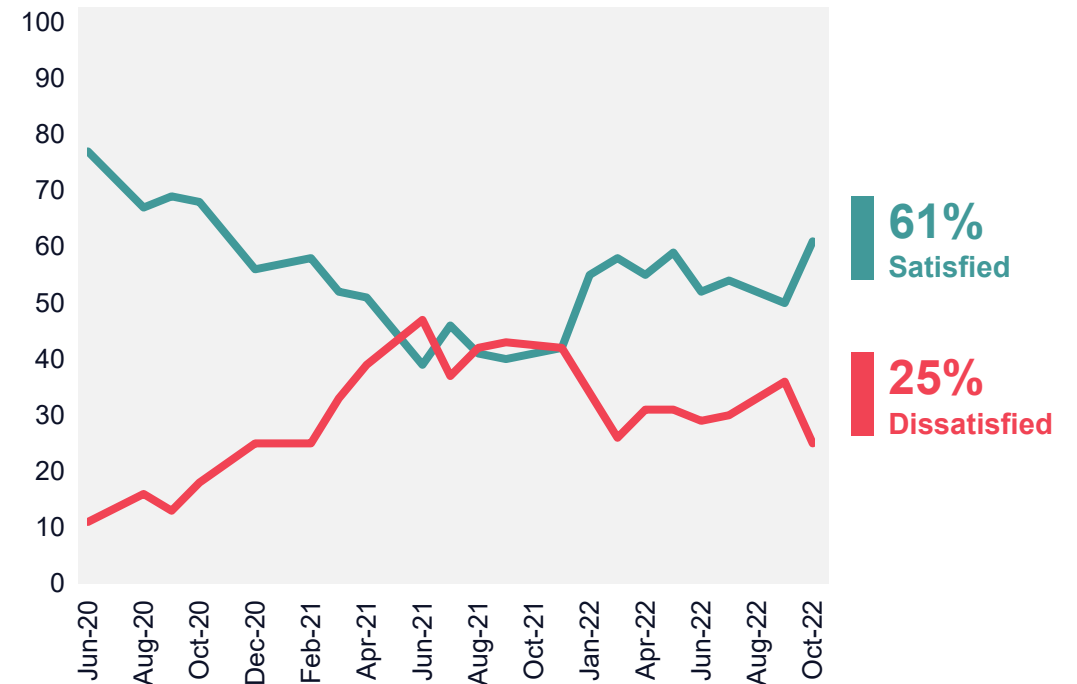
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

October 2022



Base: 384 Labour Party supporters aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

June 2020 – October 2022

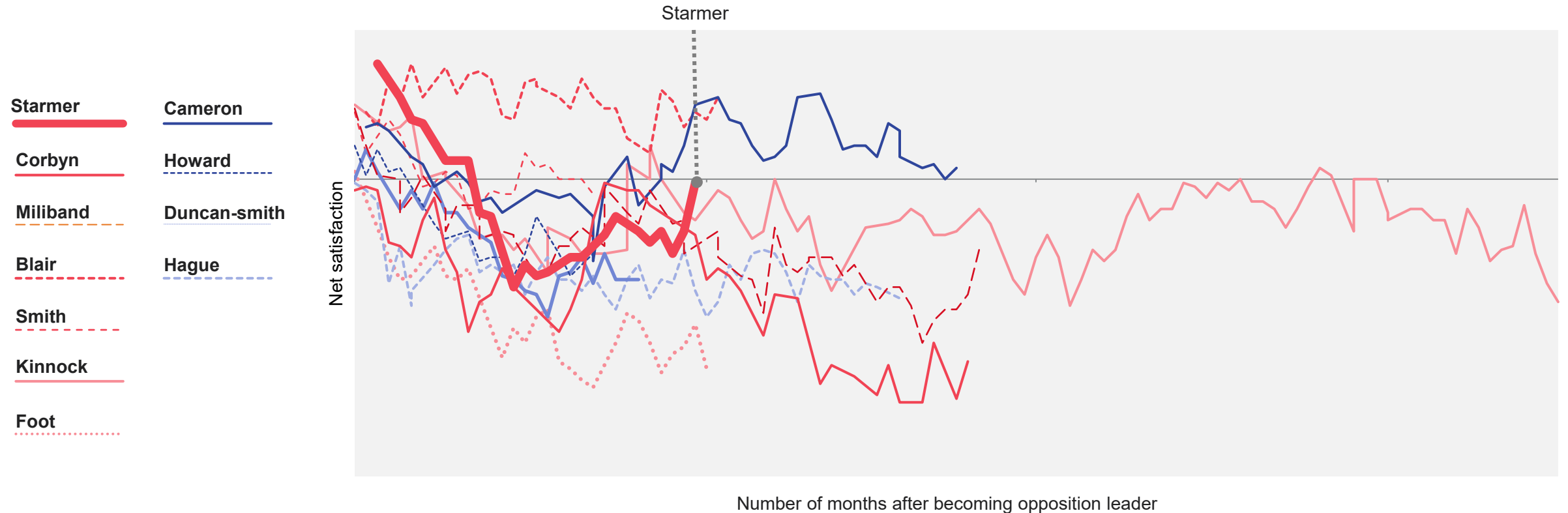


Source: Ipsos Political Monitor



# Net satisfaction with Opposition Leaders (1980 – 2022)

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



*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*

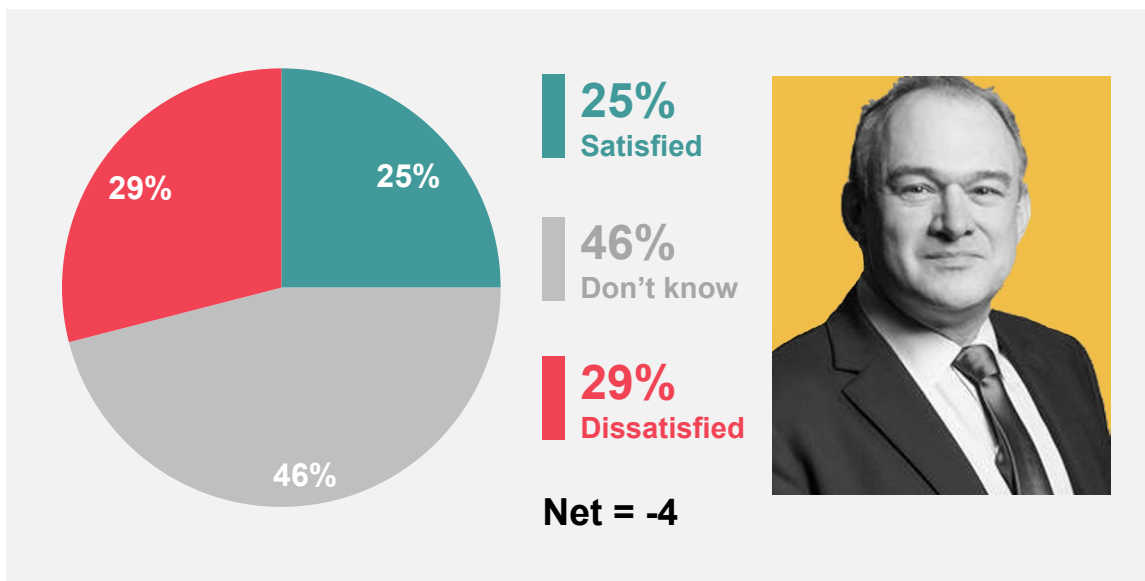
Source: Ipsos UK Political Monitor



# Ed Davey: Satisfaction

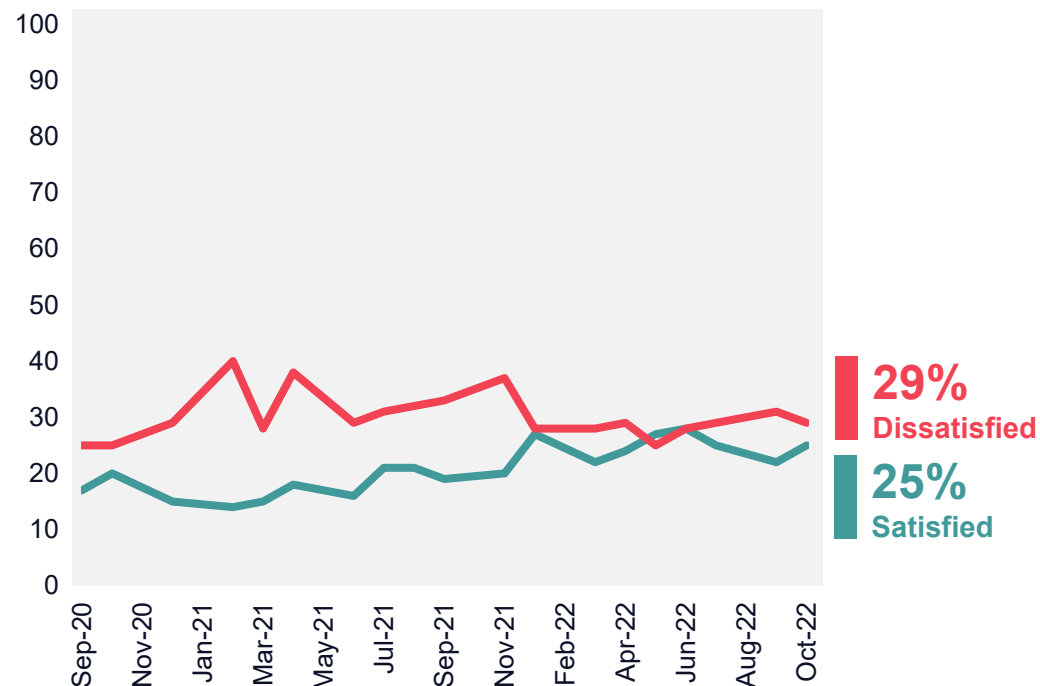
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

September 2020 – October 2022



Source: Ipsos Political Monitor





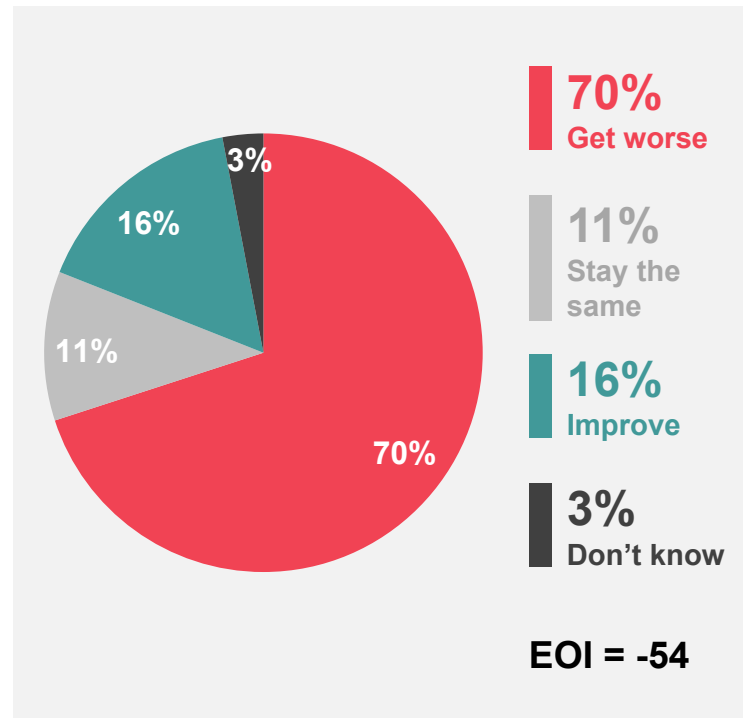
# ECONOMIC OPTIMISM



# Economic Optimism Index

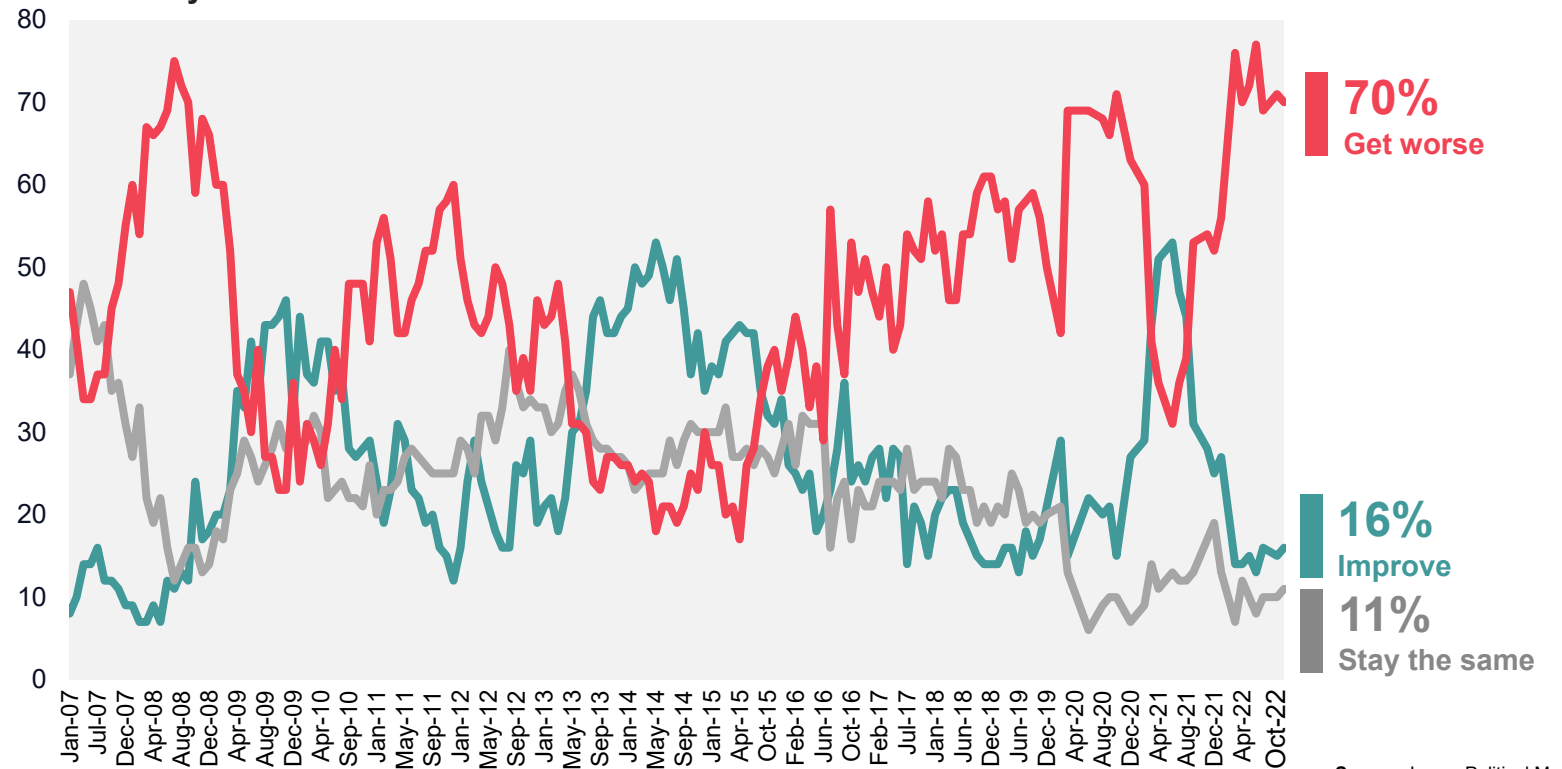
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

January 2007 – October 2022

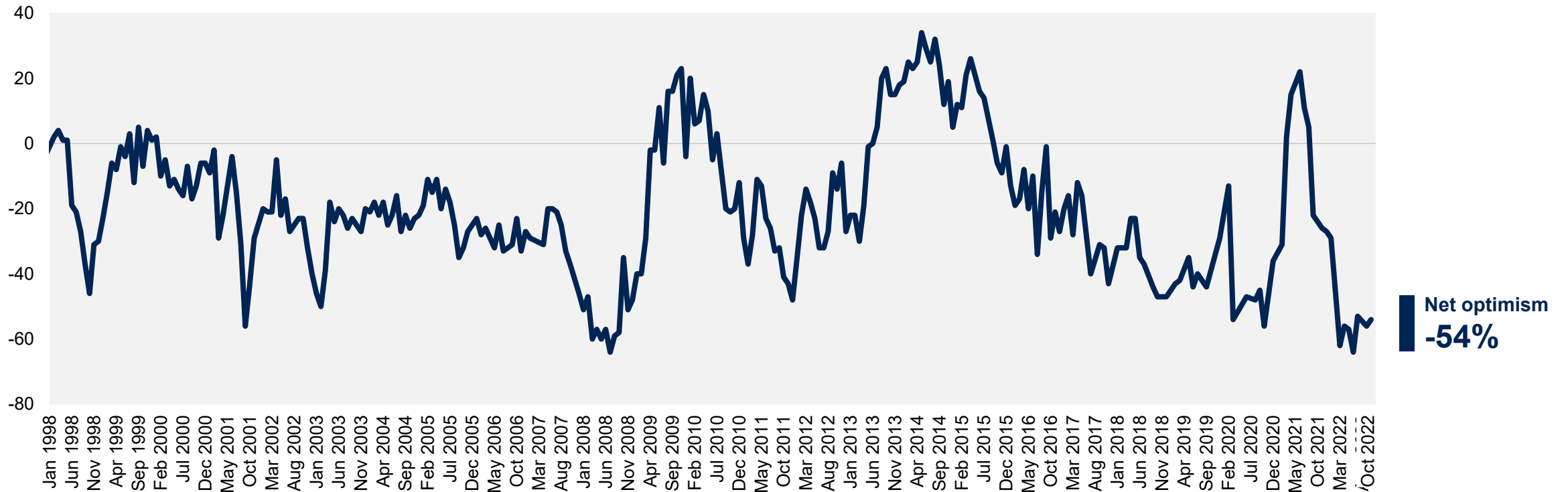


Source: Ipsos Political Monitor



# Economic Optimism Index (1998-2022)

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

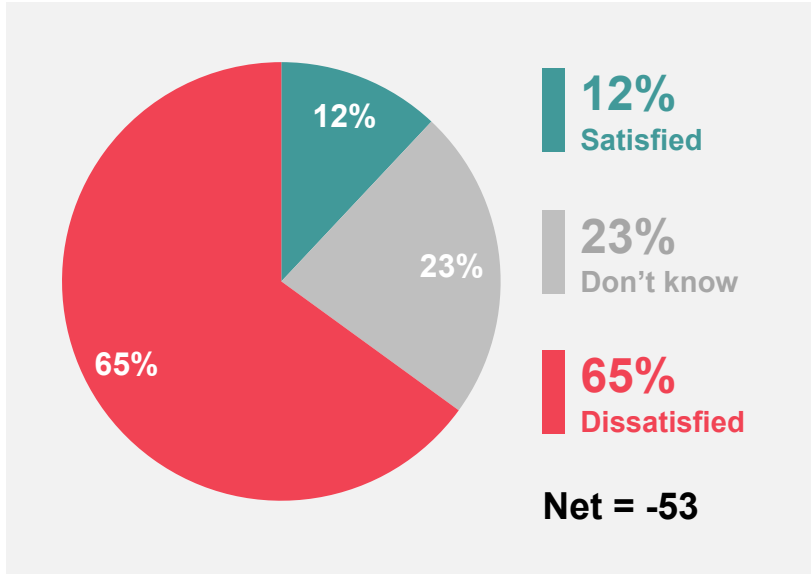
Source: Ipsos Political Monitor



# Kwasi Kwarteng: Satisfaction

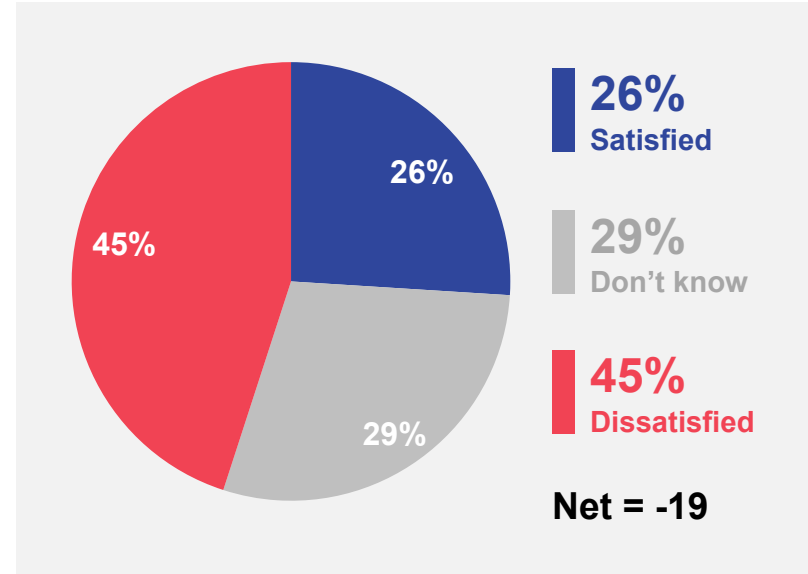
Can you tell me whether you are satisfied or dissatisfied with the way Kwasi Kwarteng is doing his job as Chancellor of the Exchequer?

October 2022 – Among all



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

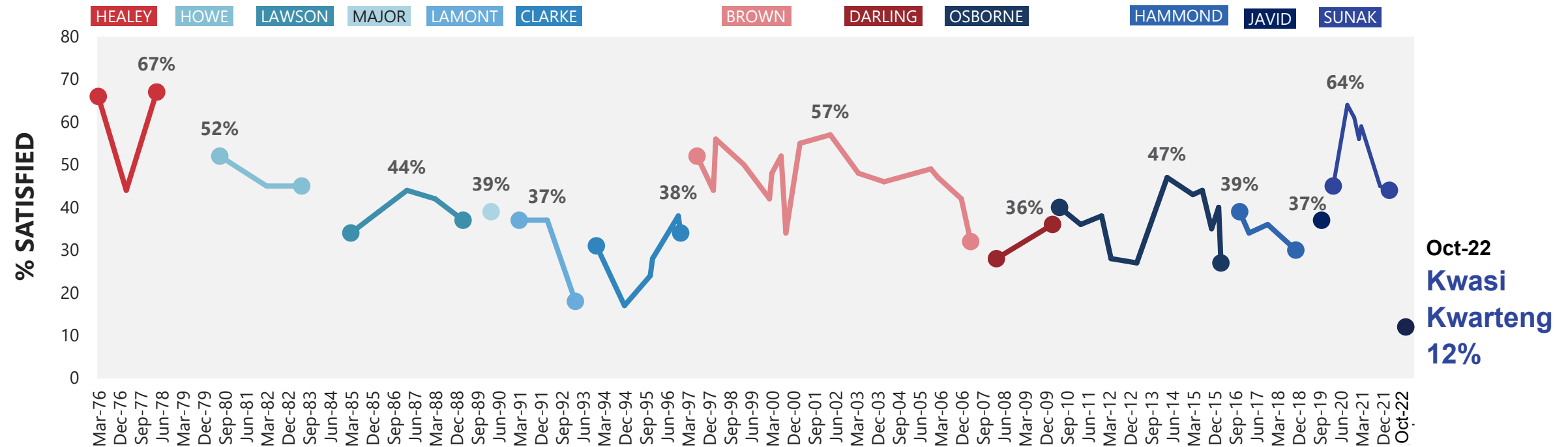
October 2022 – Amongst Conservative Supporters



Base: 203 Conservative Party supported aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

# Satisfaction with the Chancellor of the Exchequer: 1976-2022

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

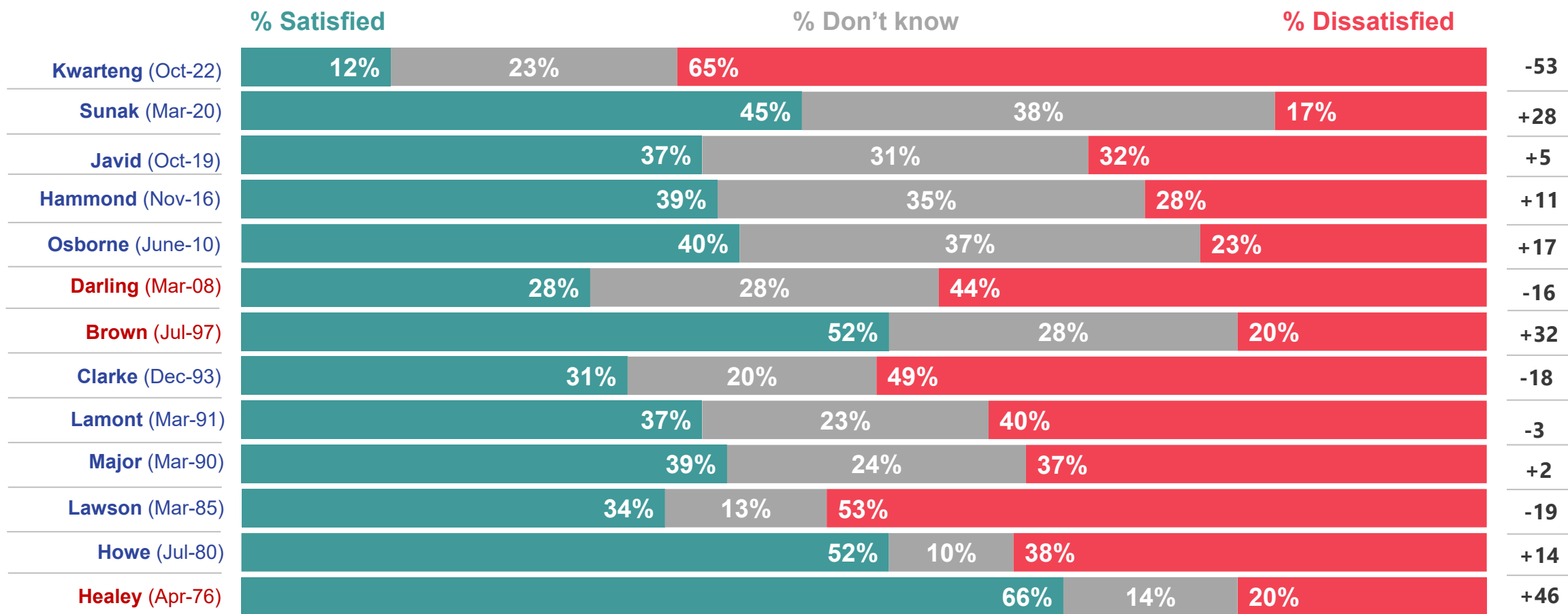
Source: Ipsos Political Monitor

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



# Satisfaction with Chancellor: First Ipsos rating after becoming Chancellor of the Exchequer

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



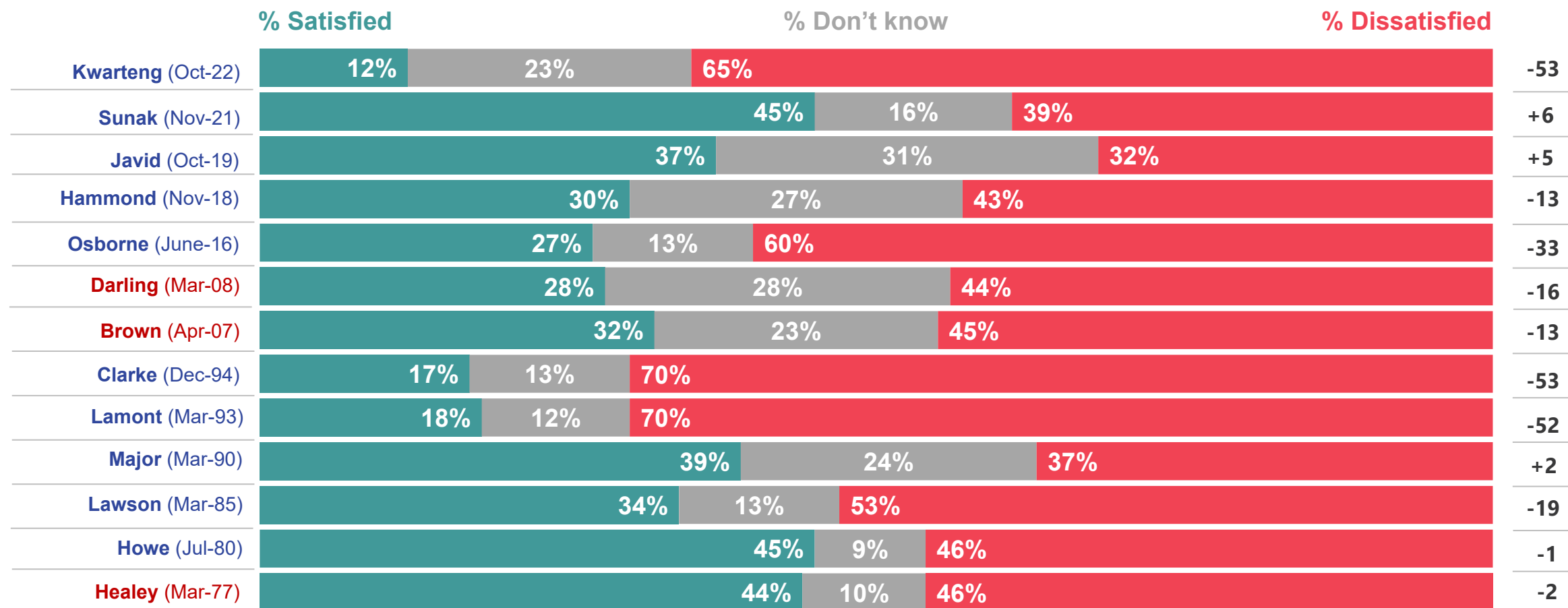
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Satisfaction with Chancellor: Worst Ipsos rating as Chancellor of the Exchequer

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



**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

Source: Ipsos Political Monitor



# Impact of the government's recent economic announcements

As you may know, during the last couple of weeks, the government has announced plans to reduce costs faced by households, such as capping energy bills for the average household at £2,500 a year, and reducing taxes such as the basic rate of income tax from 20% to 19% and reversing the recent 1.25% rise in National Insurance. However, it has also been warned that their plans may lead to higher interest rates in order to bring down the levels of inflation, which may lead to higher costs for households (for example higher housing costs such as mortgages). Taking everything into account, do you expect to be better off or worse off than before the government announced its recent plans, or do you think it will be about the same?

**Better off**   **About the same**   **Worse off**

**Among all**



**Among Conservative supporters**



**Among Labour supporters**



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022., including (203) Conservative Party Supporters and (384) Labour Party Supporters



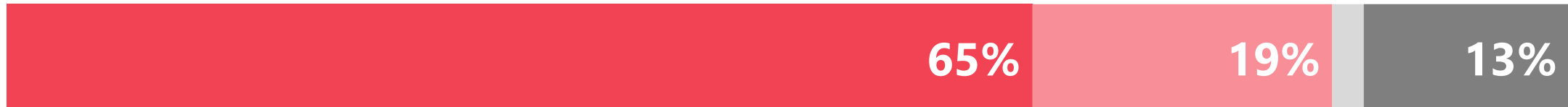


# How much do you blame the government for expecting to be worse off?

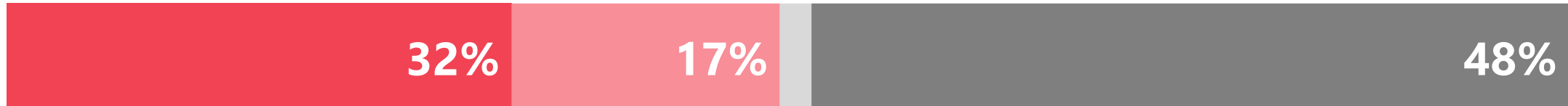
And to what extent, if at all, do you blame the government for the fact you expect to be worse off?

**A great deal**   **A fair amount**   **Not very much / at all**

## Among all who expect to be worse off



## Among Conservative supporters



## Among Labour supporters



Base: 570 British adults 18+ who expecting to be worse off than before the government announced its recent economic plans, 5<sup>th</sup>-12<sup>th</sup> October 2022., including 67 Conservative Party Supporters and 254 Labour Party Supporters



# Ipsos

## October 2022 Political Monitor

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