

IPSOS POLITICAL MONITOR

November 2022

VOTING INTENTION

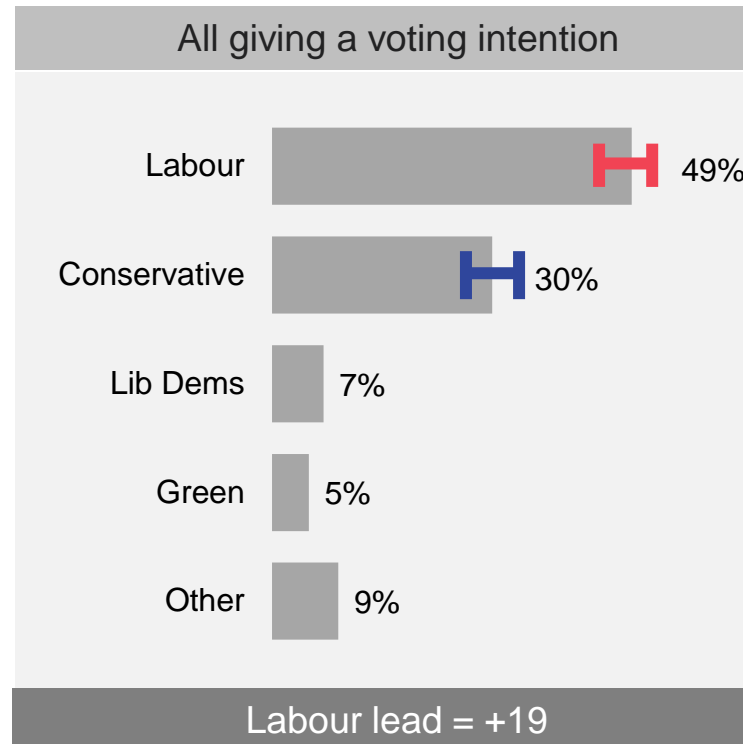
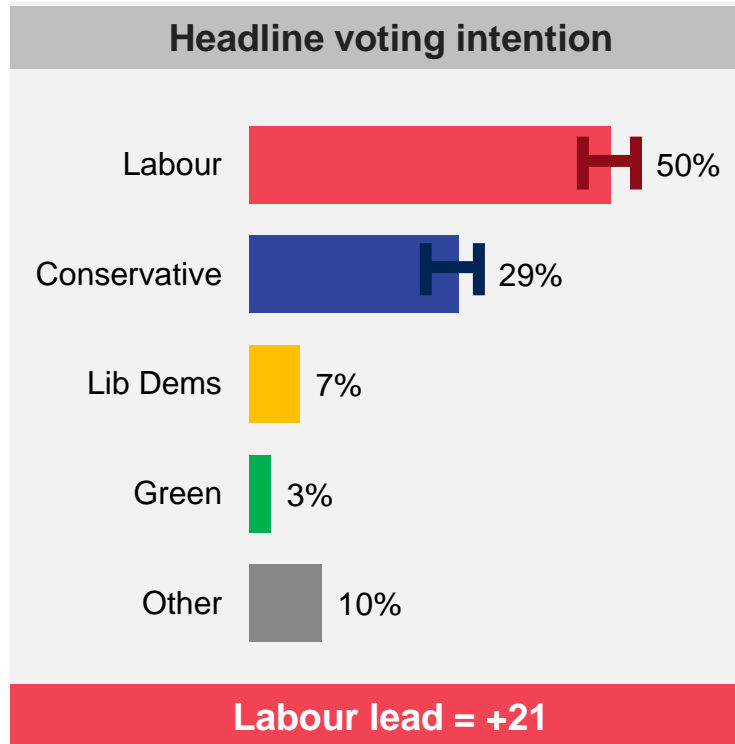
POLLING
STATION

WAY IN

WAY IN

Voting Intention: November 2022

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



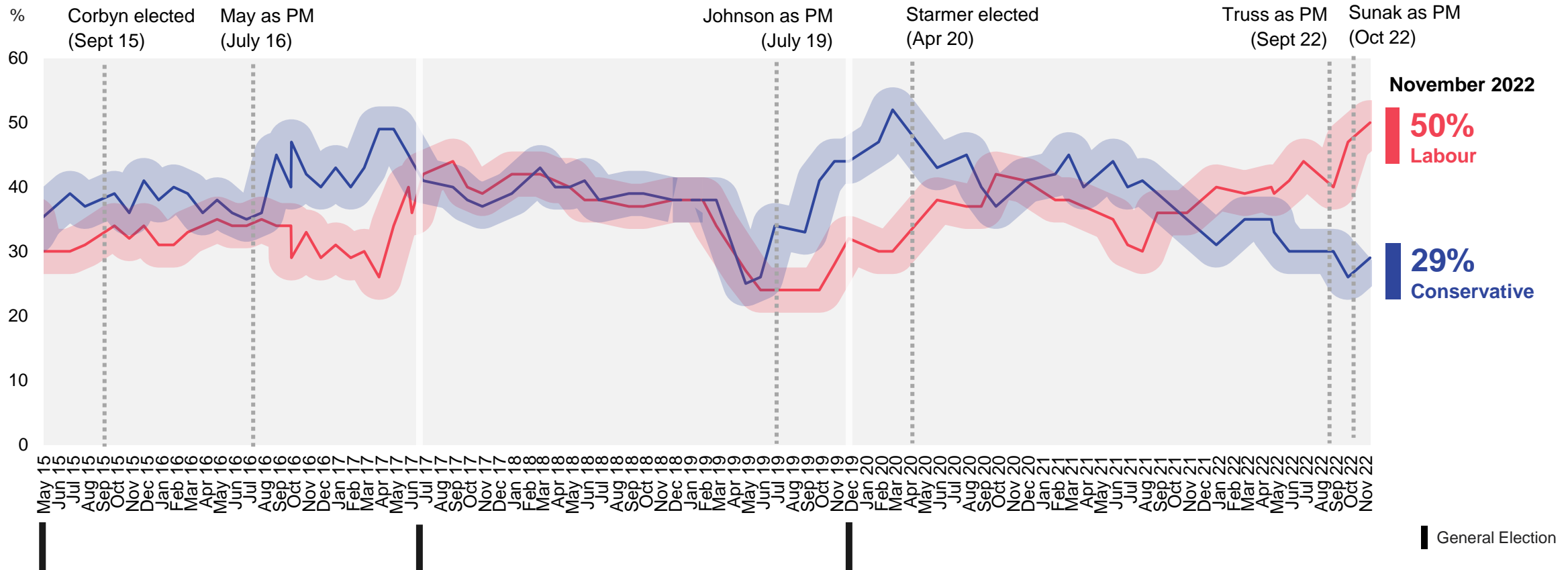
Base: 1,004 British adults 18+, 9-16 November 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 681. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



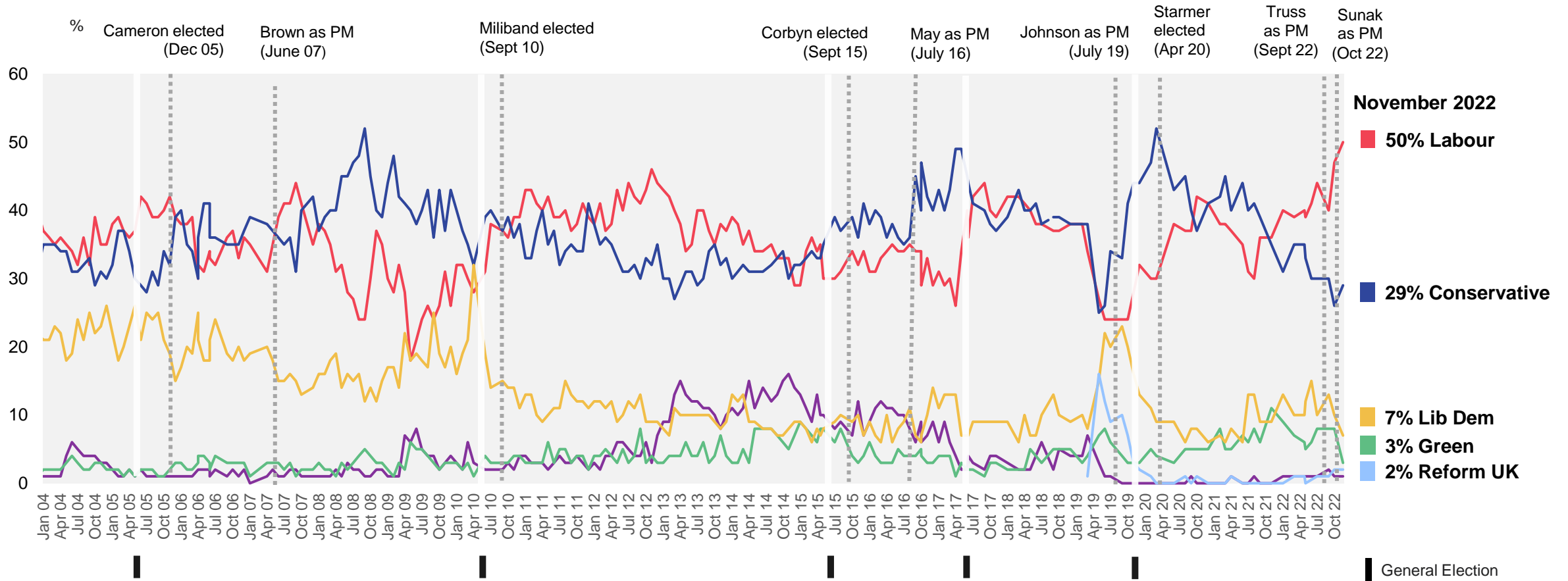
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – November '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



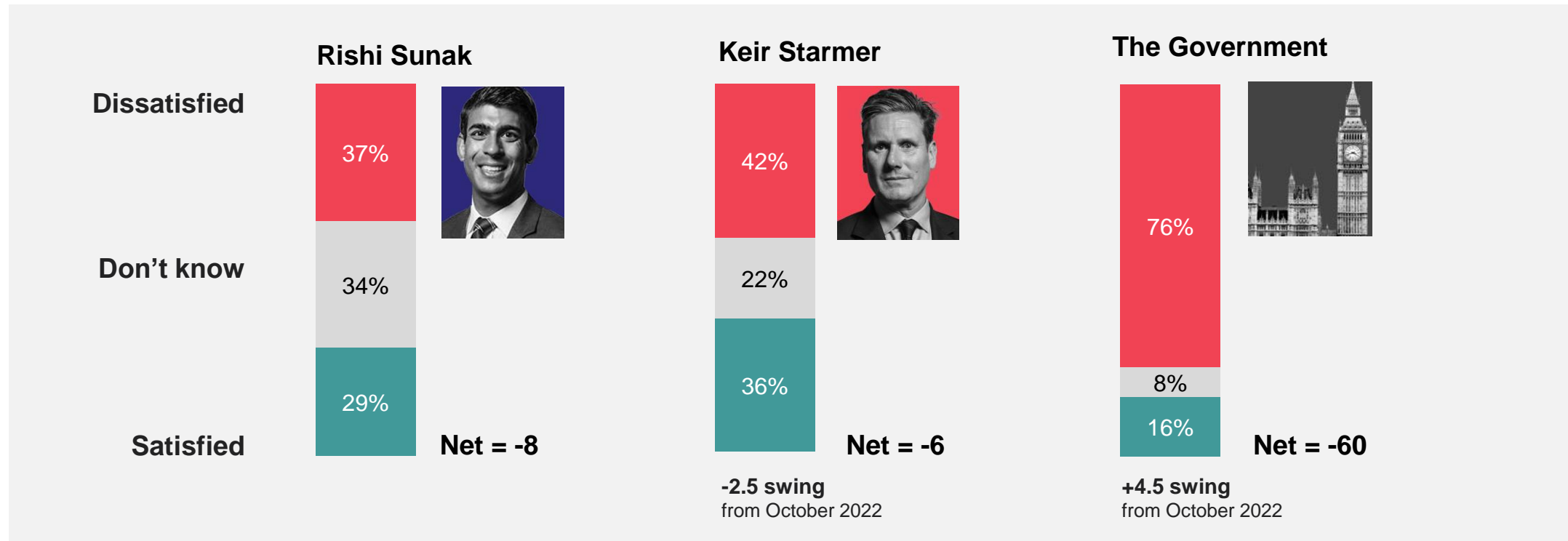
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebble beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

SATISFACTION

WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: November 2022

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



Base: 1,004 British adults 18+, 9-16 November 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

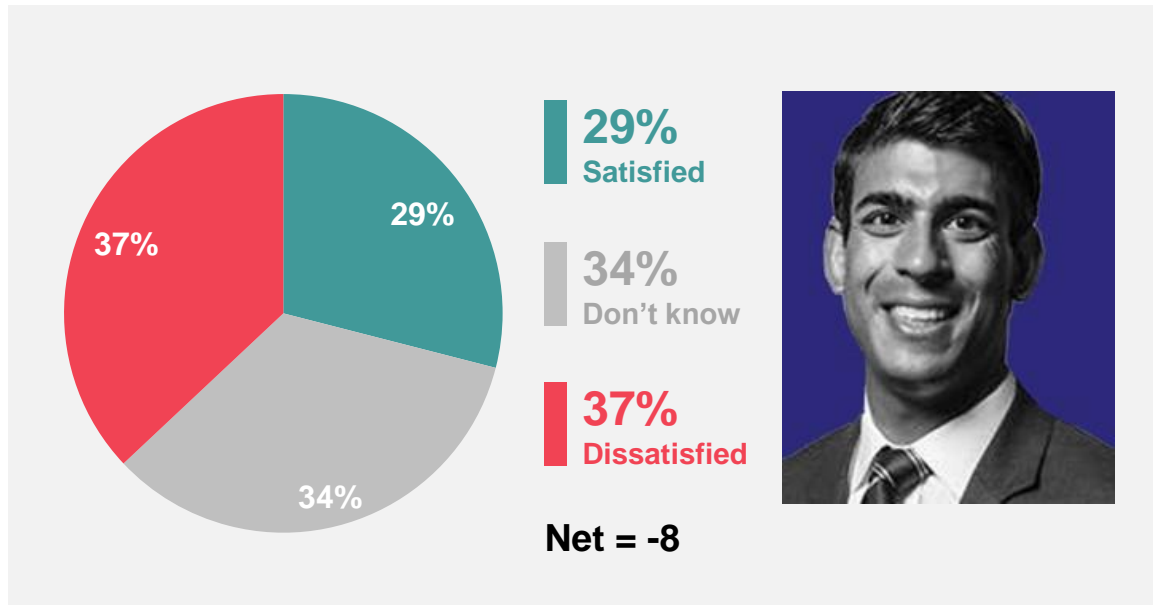


Rishi Sunak: Satisfaction

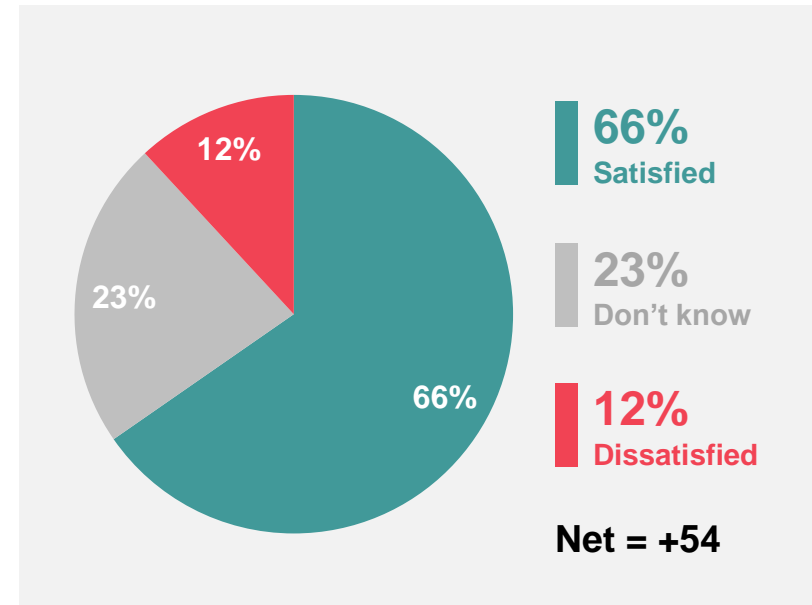
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as prime minister?

November 2022

Among all



Among Conservative party supporters



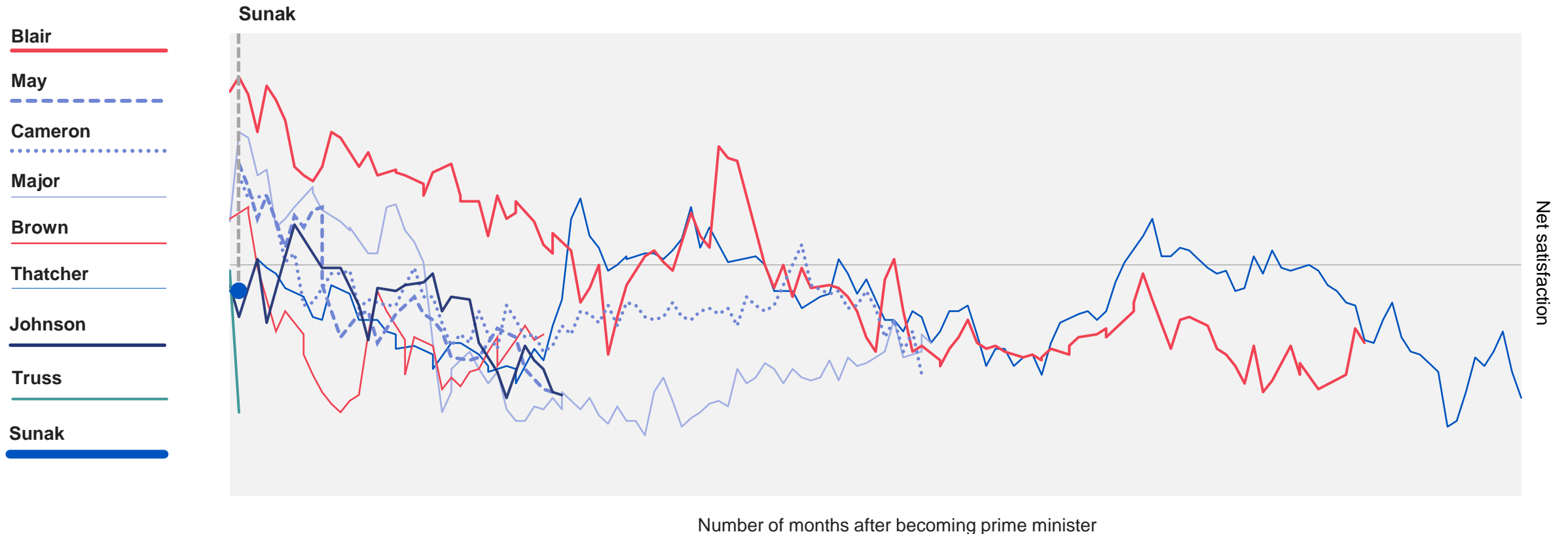
Base: Base: 1,004 British adults 18+, 9-16 November 2022 including (206) Conservative Party Supporters

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?



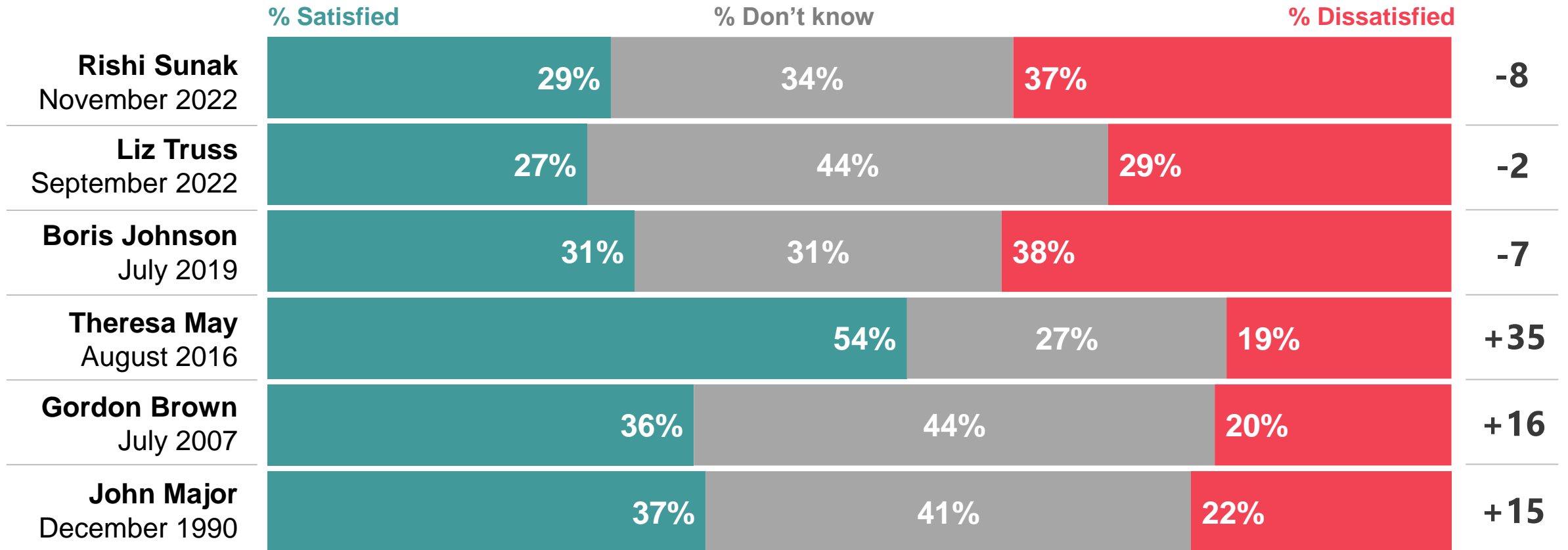
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Satisfaction with Prime Minister: First Ipsos rating after becoming Prime Minister

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



Source: Ipsos Political Monitor

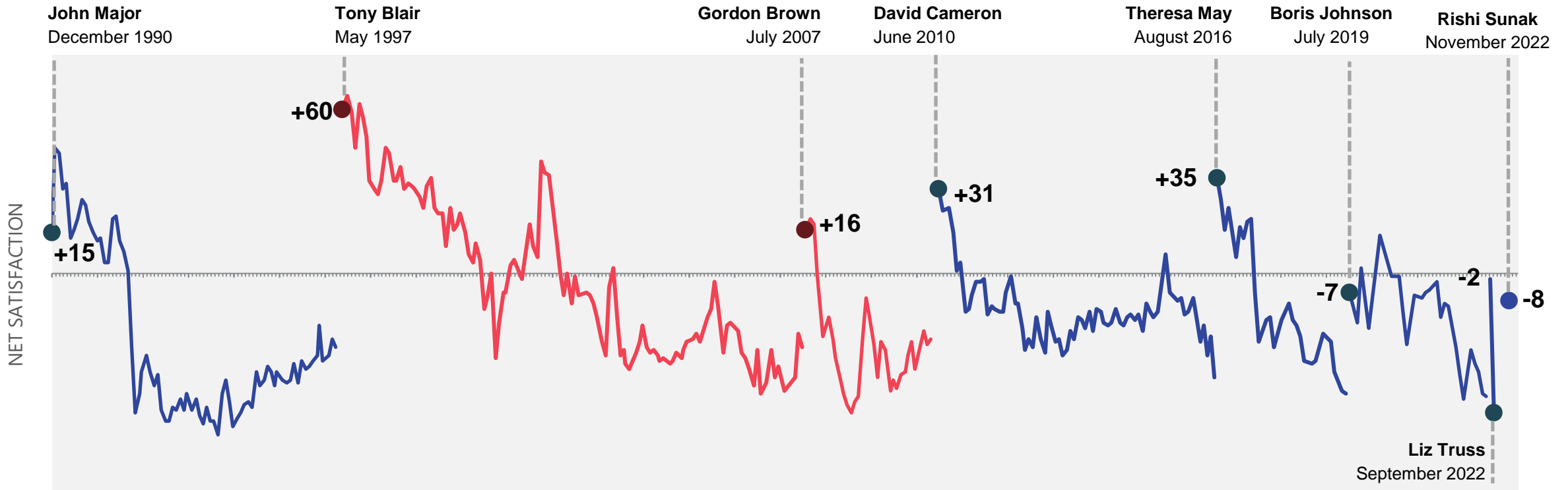
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month



Net Satisfaction with Prime Minister: *First Ipsos rating after becoming Prime Minister*

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



Note: Data was collected within a month of each individual becoming part leader. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

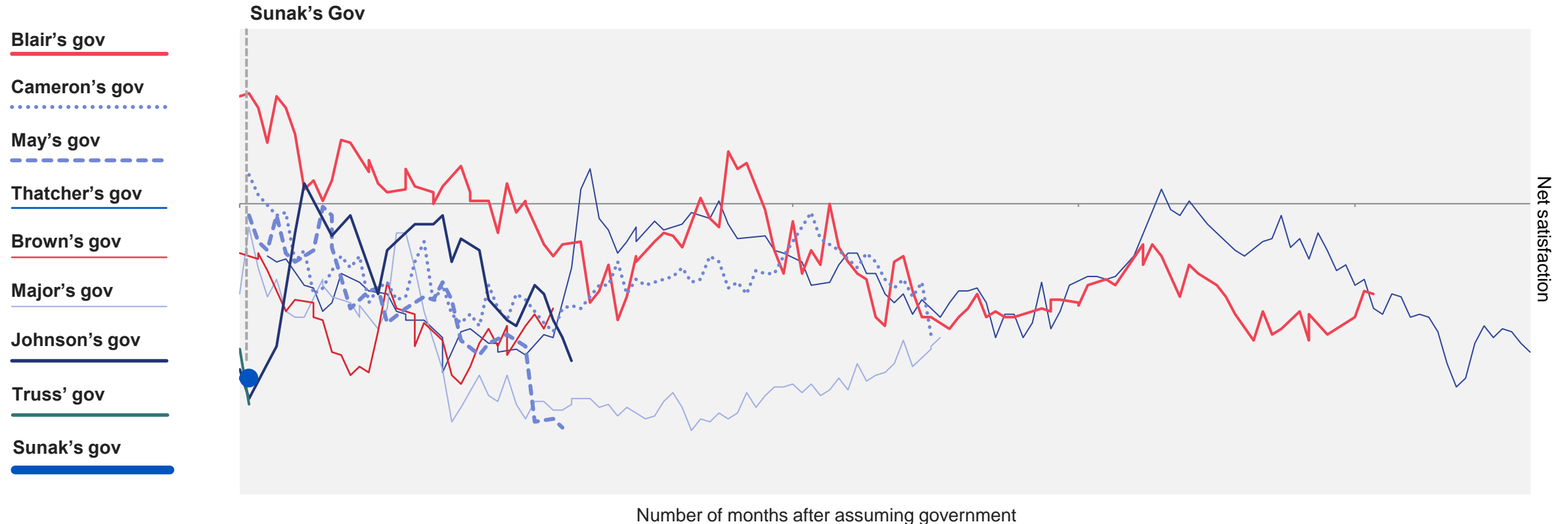
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Net satisfaction with the Government (1979 – 2022)

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



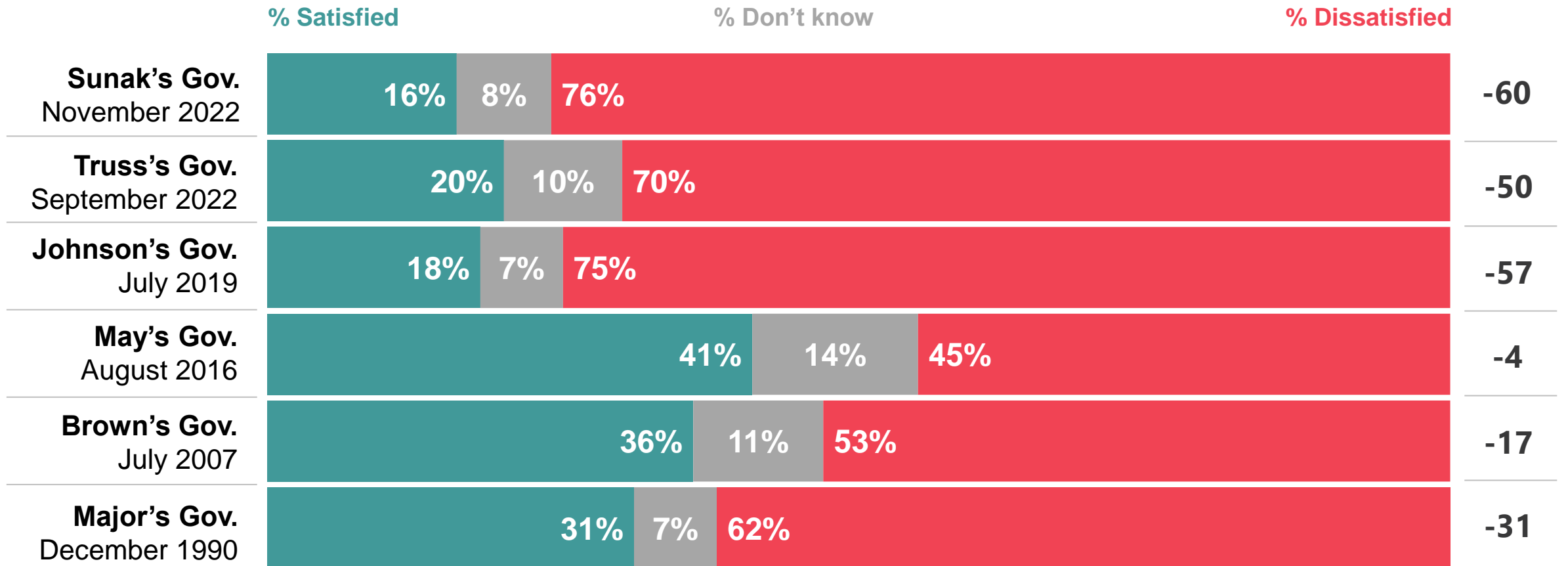
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Satisfaction with Government: *First Ipsos rating*

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



Source: Ipsos Political Monitor

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

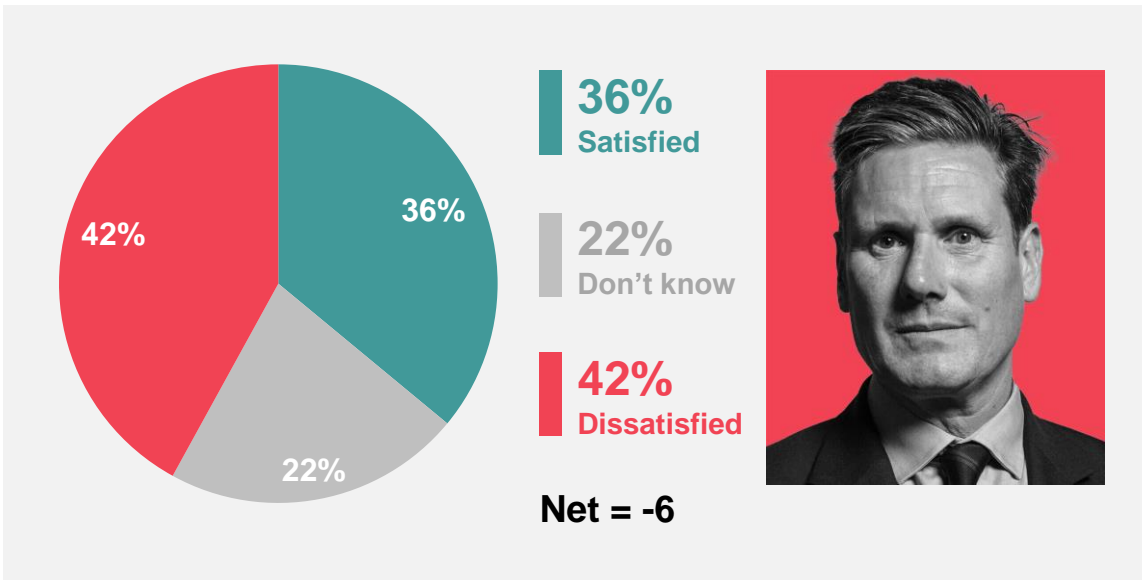
Base: c.1,000 British adults each month



Keir Starmer: Satisfaction

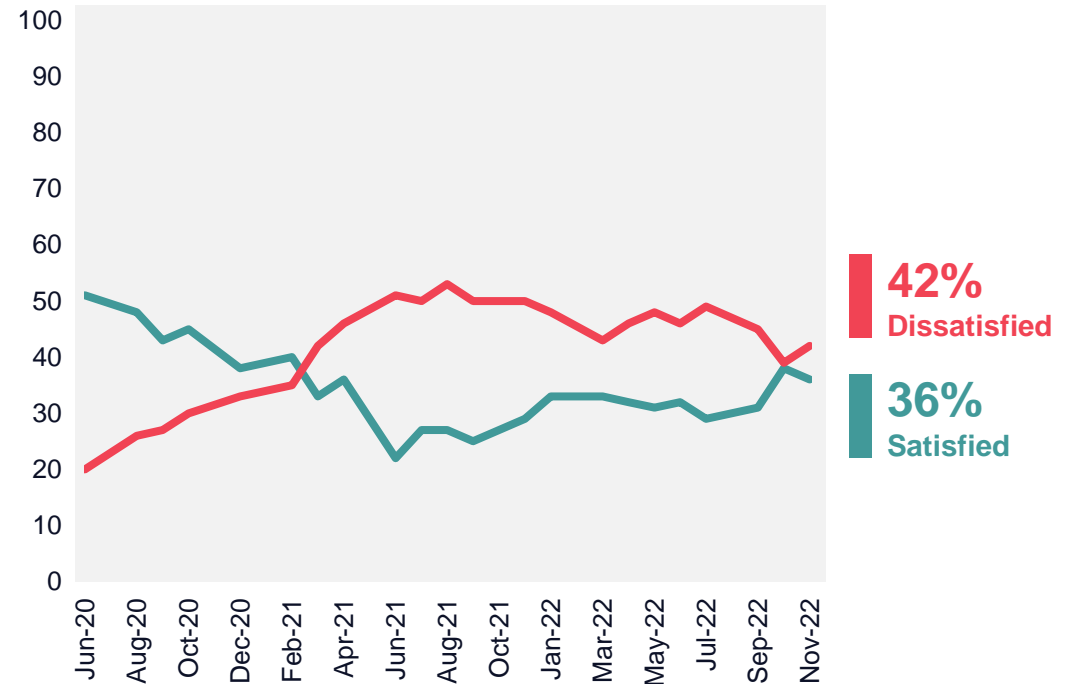
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

November 2022



Base: 1,004 British adults 18+, 9-16 November 2022

June 2020 – November 2022



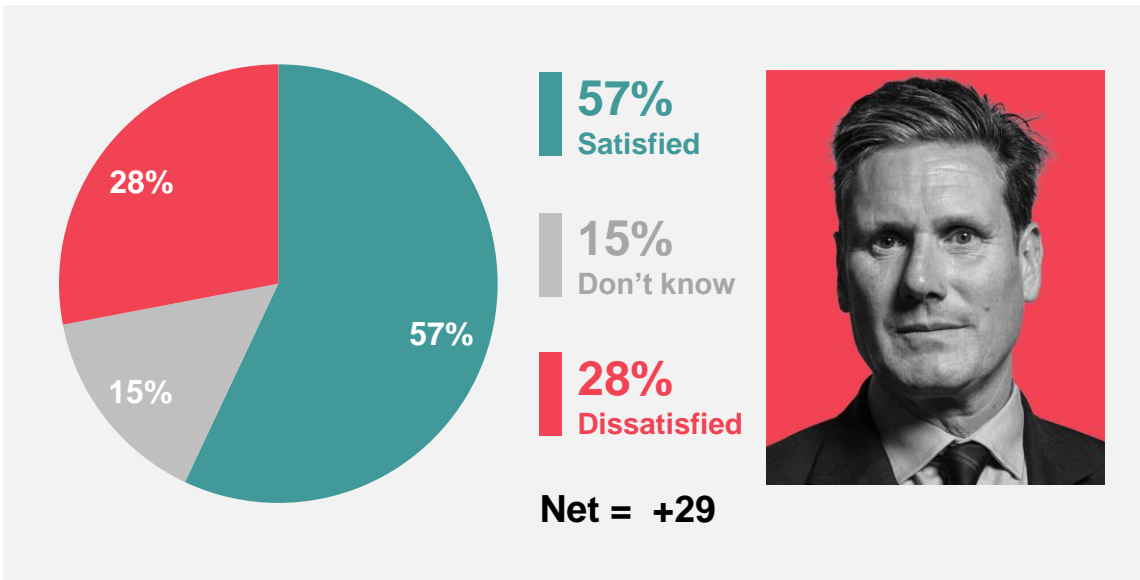
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction amongst Labour supporters

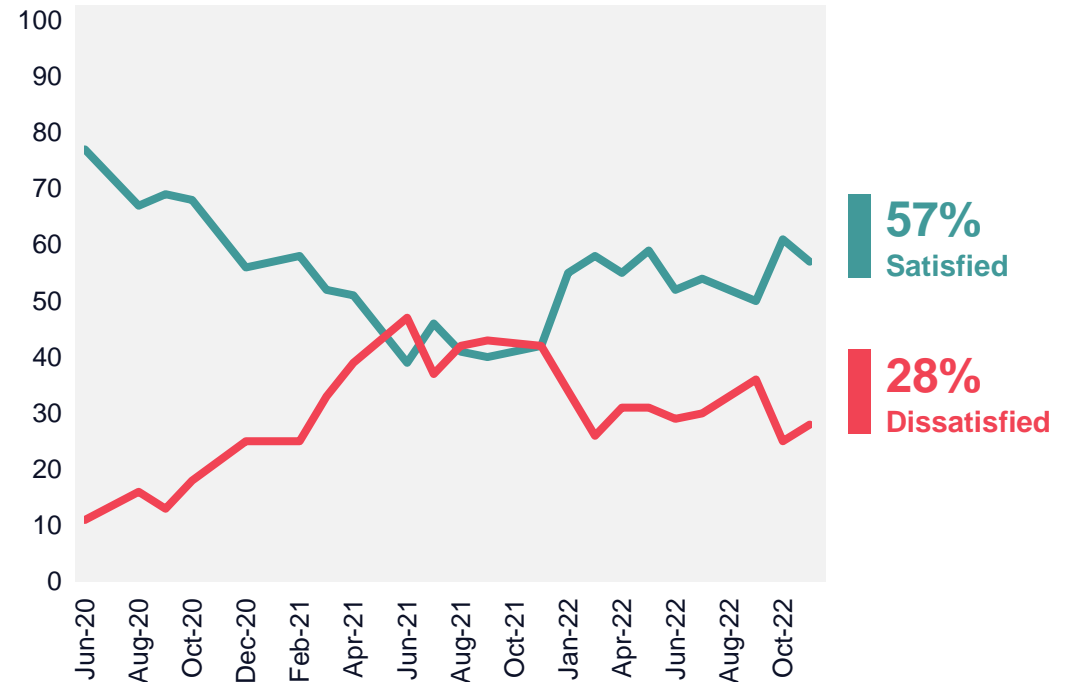
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

November 2022



Base: 384 Labour Party supporters aged 18+, 9-16 November 2022

June 2020 – November 2022

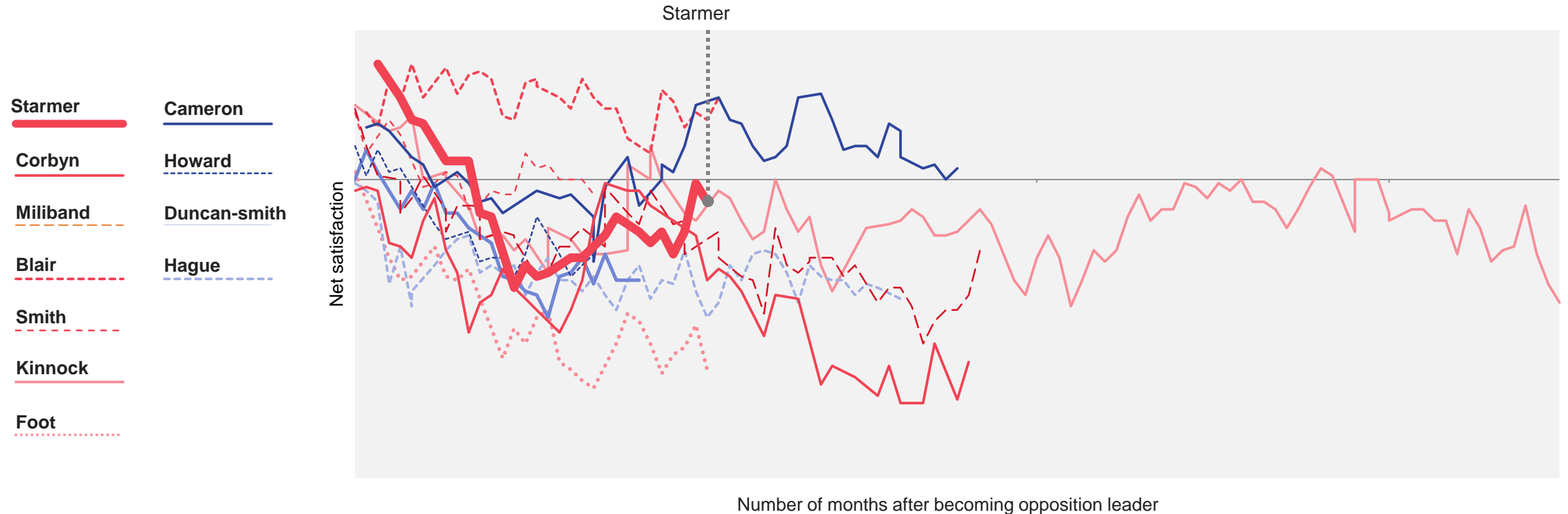


Source: Ipsos Political Monitor



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

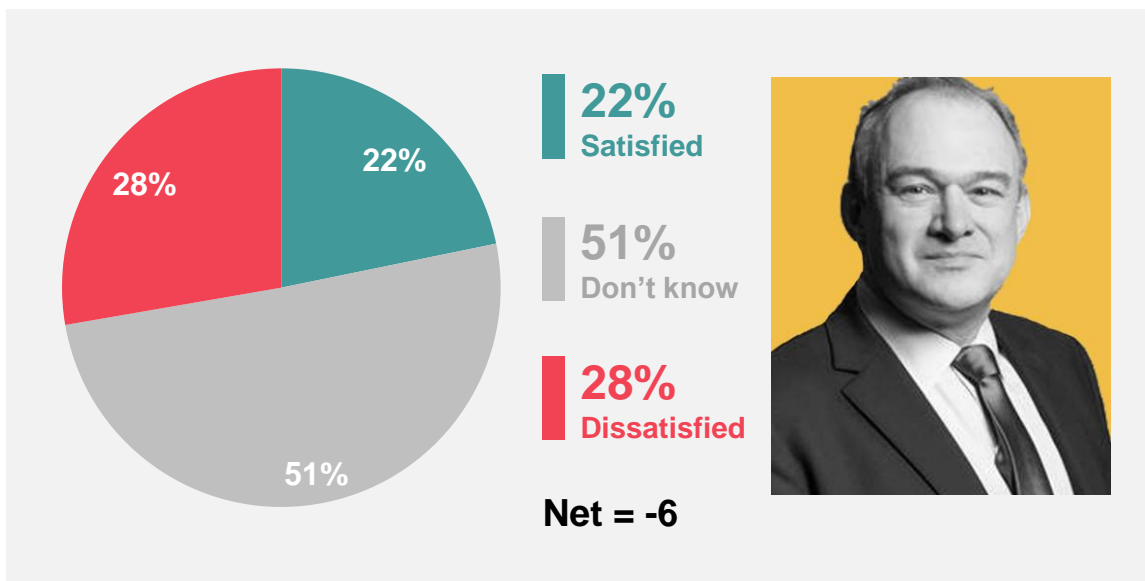
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

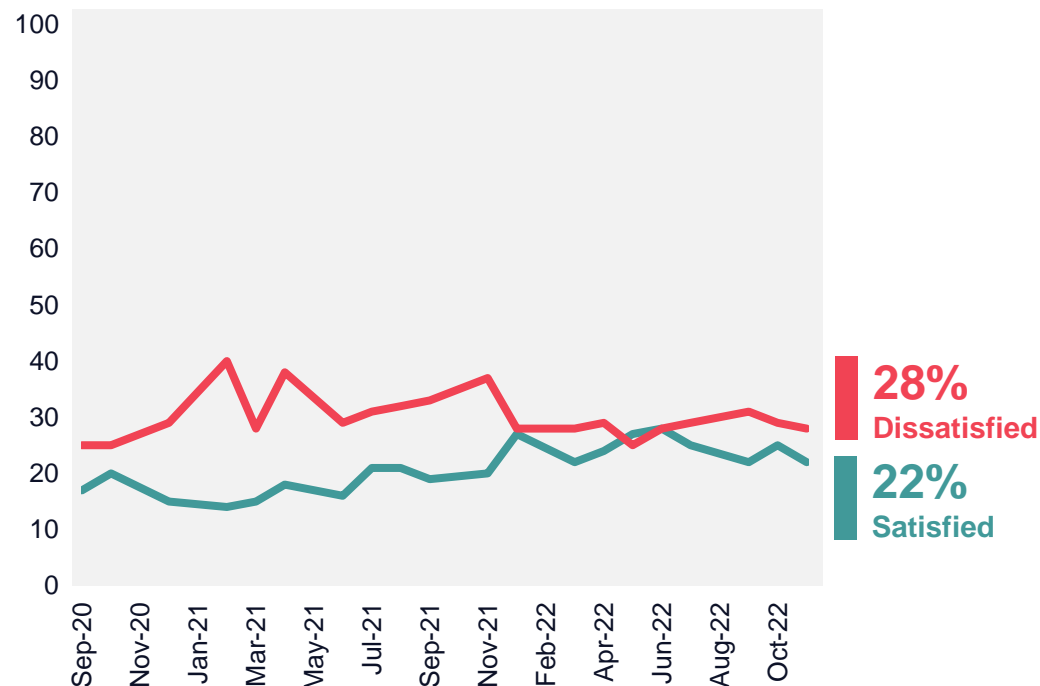
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

November 2022



Base: 1,004 British adults 18+, 9-16 November 2022

September 2020 – November 2022



Source: Ipsos Political Monitor



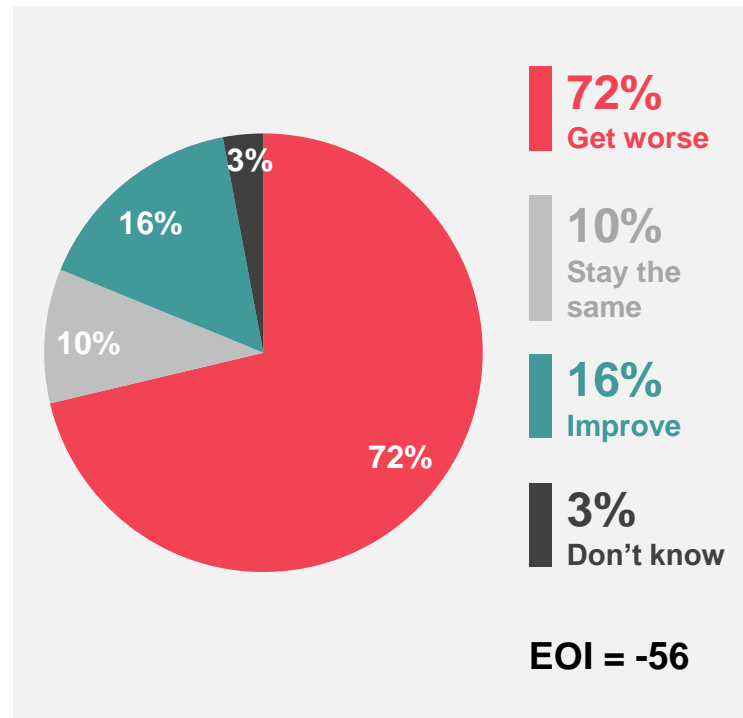
ECONOMIC OPTIMISM



Economic Optimism Index

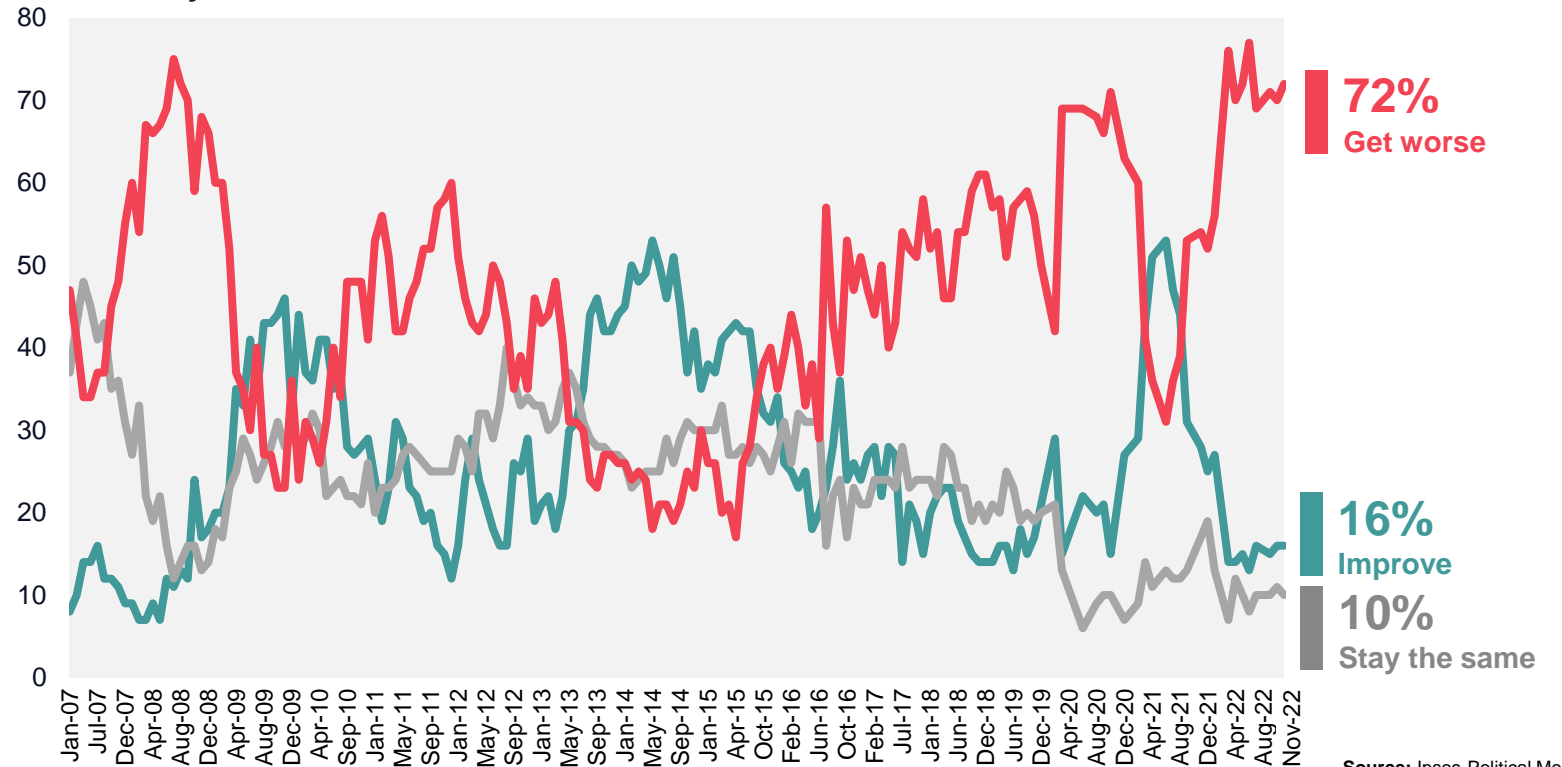
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

November 2022



Base: 1,004 British adults 18+, 9-16 November 2022

January 2007 – November 2022

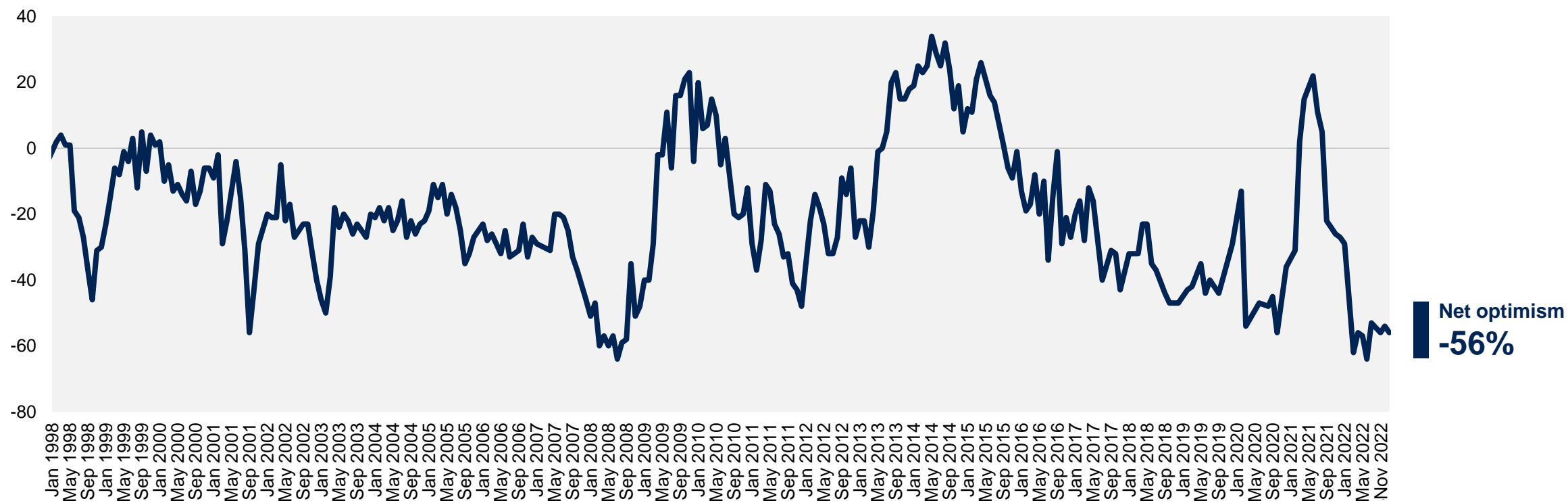


Source: Ipsos Political Monitor



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

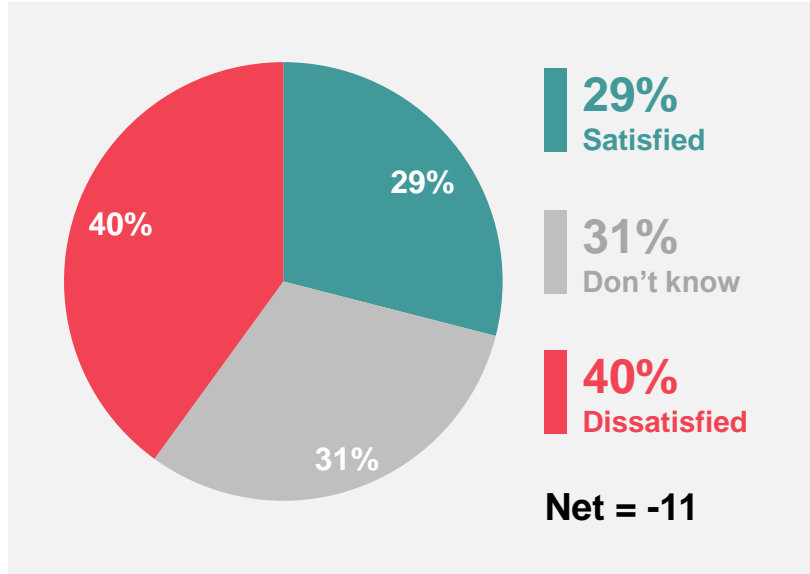
Source: Ipsos Political Monitor



Jeremy Hunt: Satisfaction

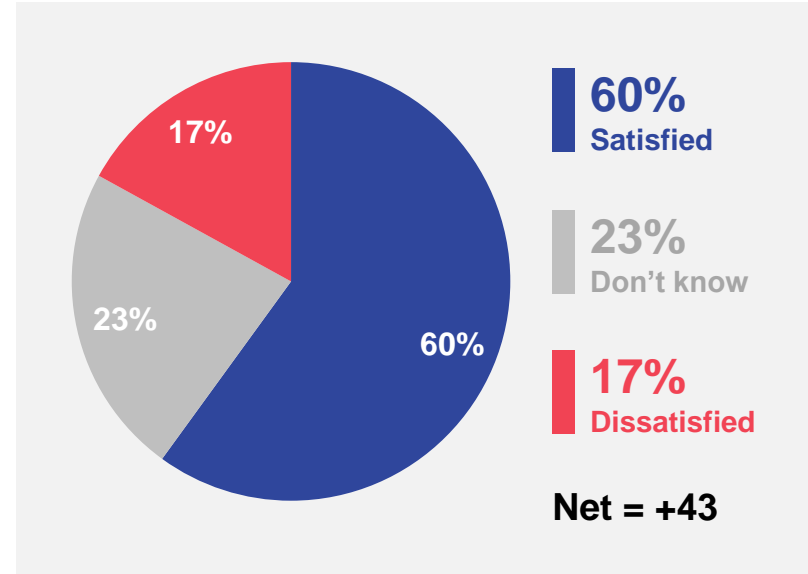
Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt is doing his job as Chancellor of the Exchequer?

November 2022 – Among all



Base: 1,004 British adults 18+, 9-16 November 2022

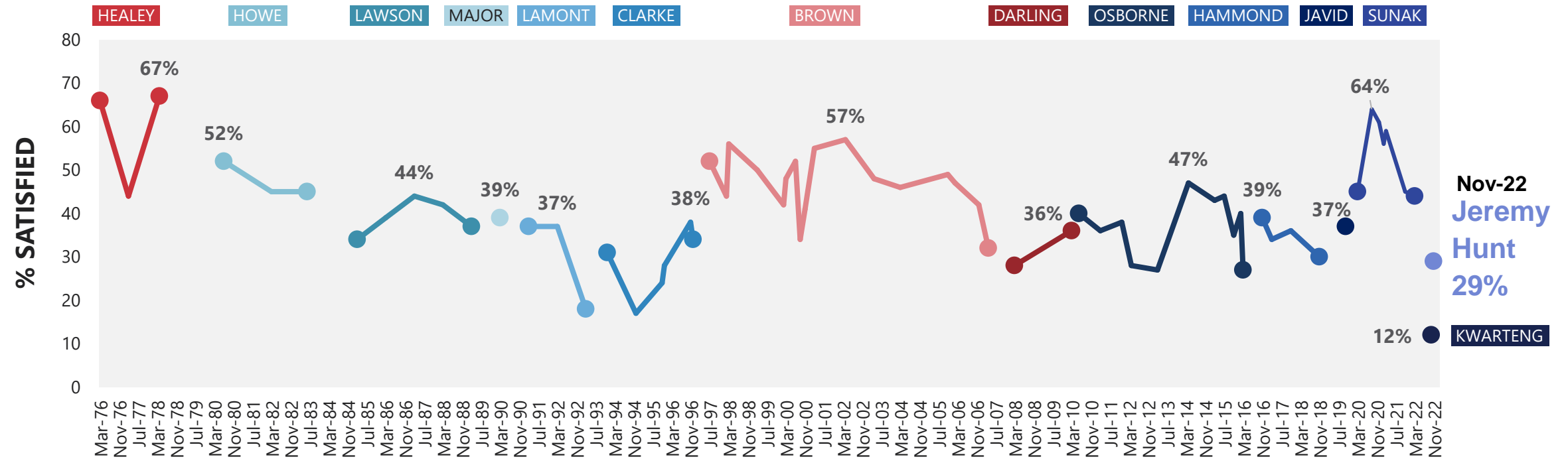
November 2022 – Among Conservative supporters



Base: 206 Conservative Party supported aged 18+, 9-16 November 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

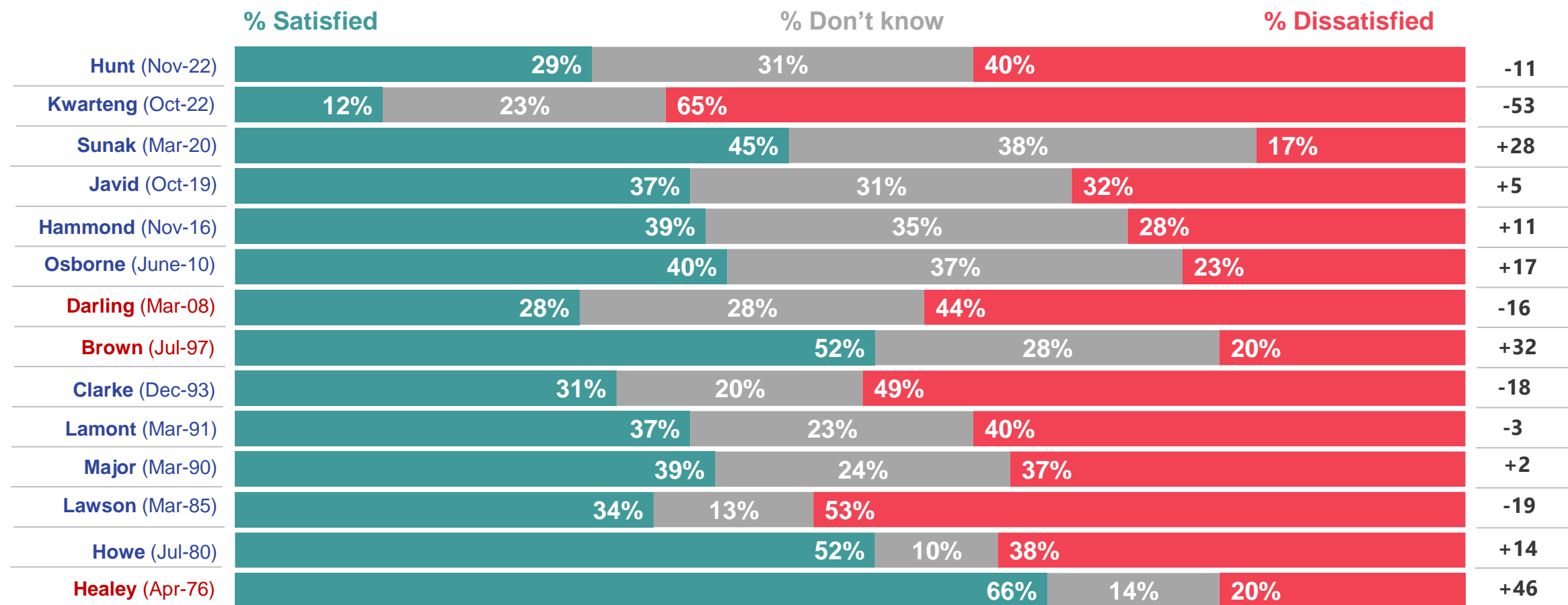
Source: Ipsos Political Monitor

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?



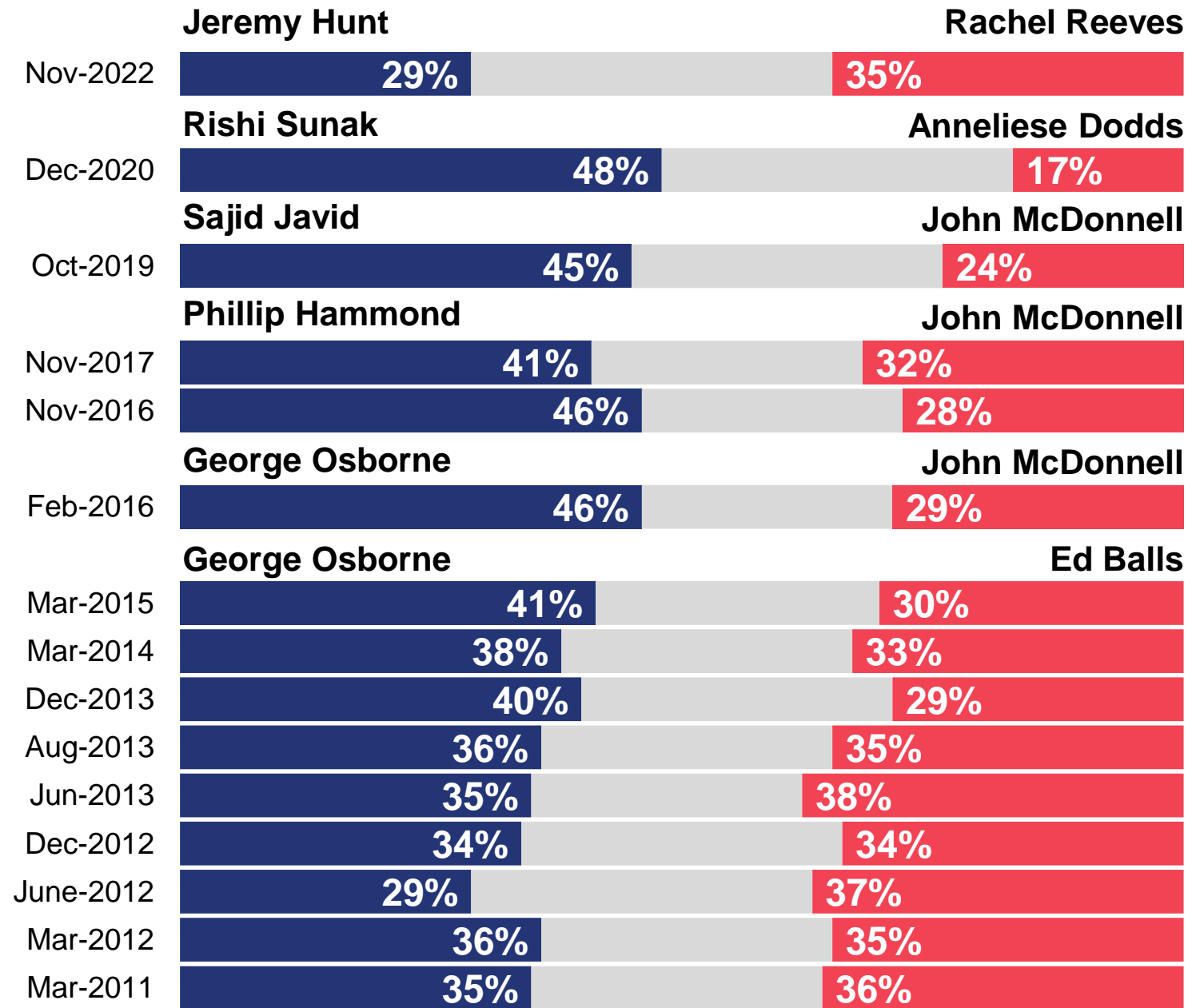
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Most capable Chancellor: 2011-2022

Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?



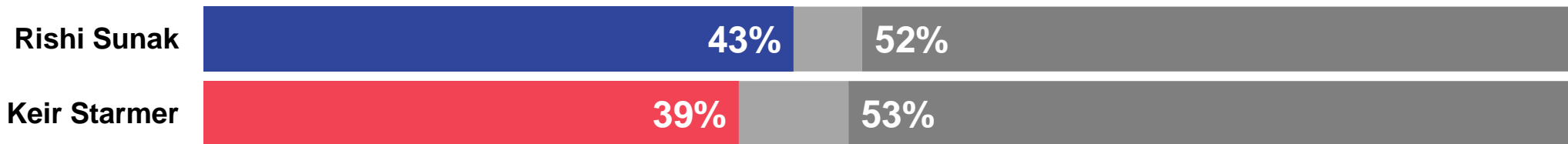
Trust in political leaders: Economy

To what extent, if at all, do you trust ... to...?

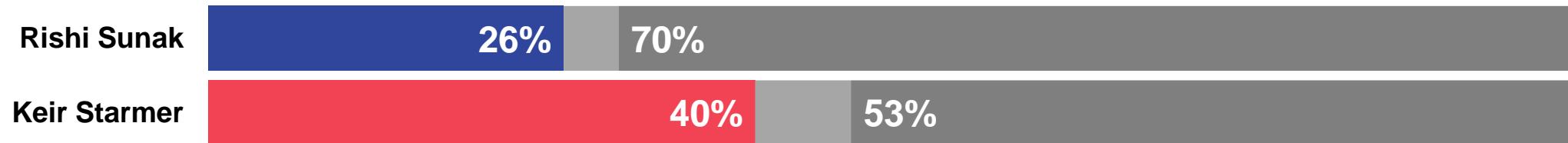
% A great deal / fair amount

% Not very much/ at all

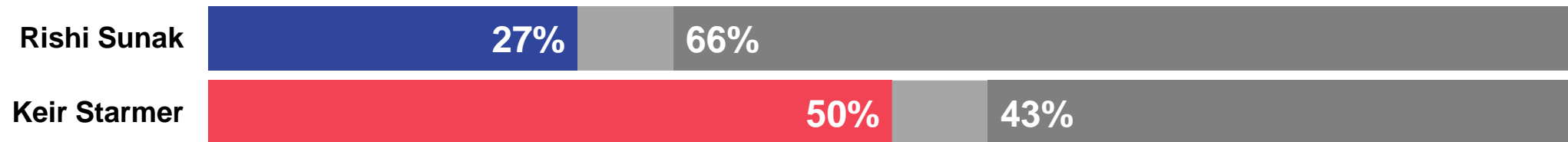
Improve Britain's economy



Reduce you and your family's cost of living



Improve Britain's public services



Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor



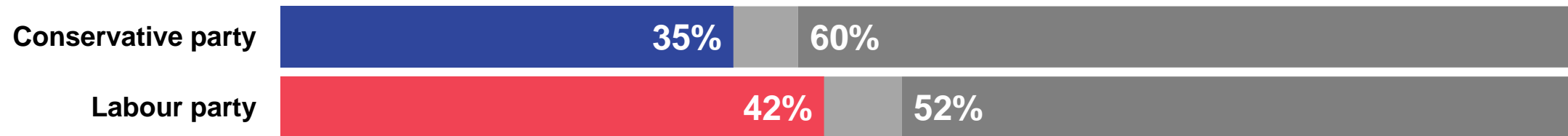
Trust in political parties: Economy

To what extent, if at all, do you trust ... to...?

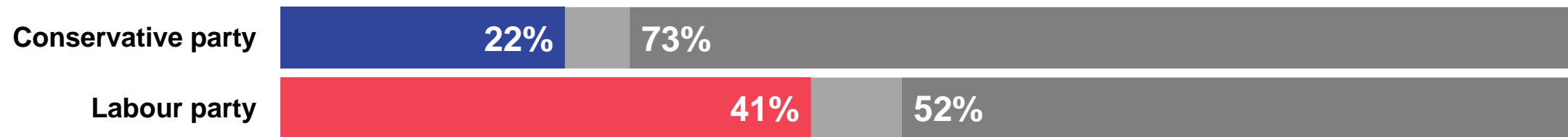
% A great deal / fair amount

% Not very much/ at all

Improve Britain's economy



Reduce you and your family's cost of living



Improve Britain's public services



Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor



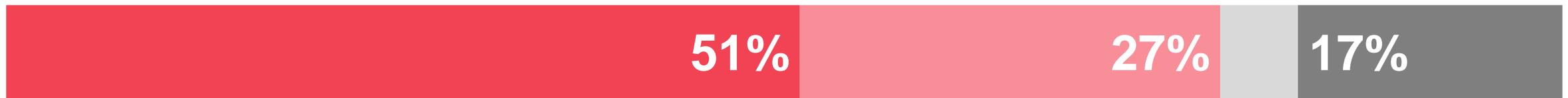
Why do you not trust the Conservatives on the economy?

You said earlier that you did not trust the Conservative Party to improve Britain's economy. How important, if at all, were the following factors in helping you reach that view?

Among those who do not trust the Conservatives to improve the economy (n=652)

Very important **Fairly important** **Not important**

The economic policies of the Conservative party during its past 12 years in office



The economic policies of former Prime Minister Liz Truss and her government's 'mini budget' in September 2022



The economic policies of Rishi Sunak (as Chancellor or as Prime Minister)



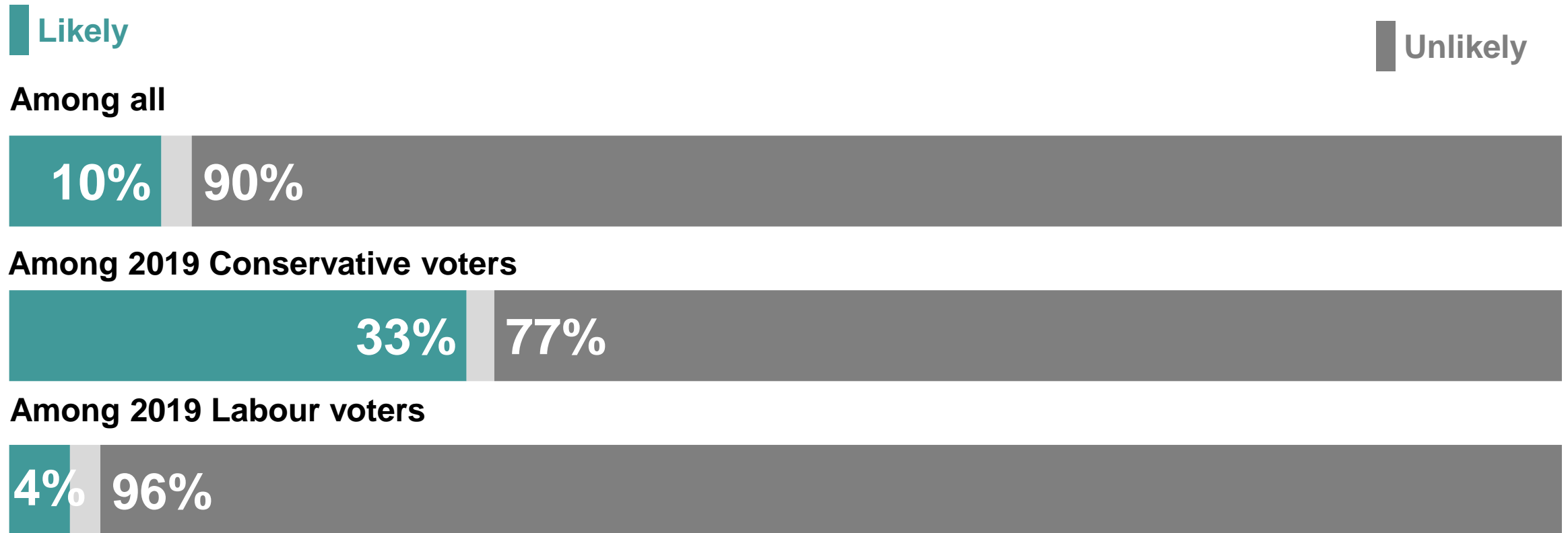
Base: 652 British adults 18+ who said they did not trust the Conservative Party to improve Britain's economy, 9-16 November 2022



Will the Conservatives regain your trust on the economy?

And how likely, if at all, do you think it is that the Conservatives will convince you to trust them to improve Britain's economy before the next General Election?

Among those who do not trust the Conservatives to improve the economy (n=652)



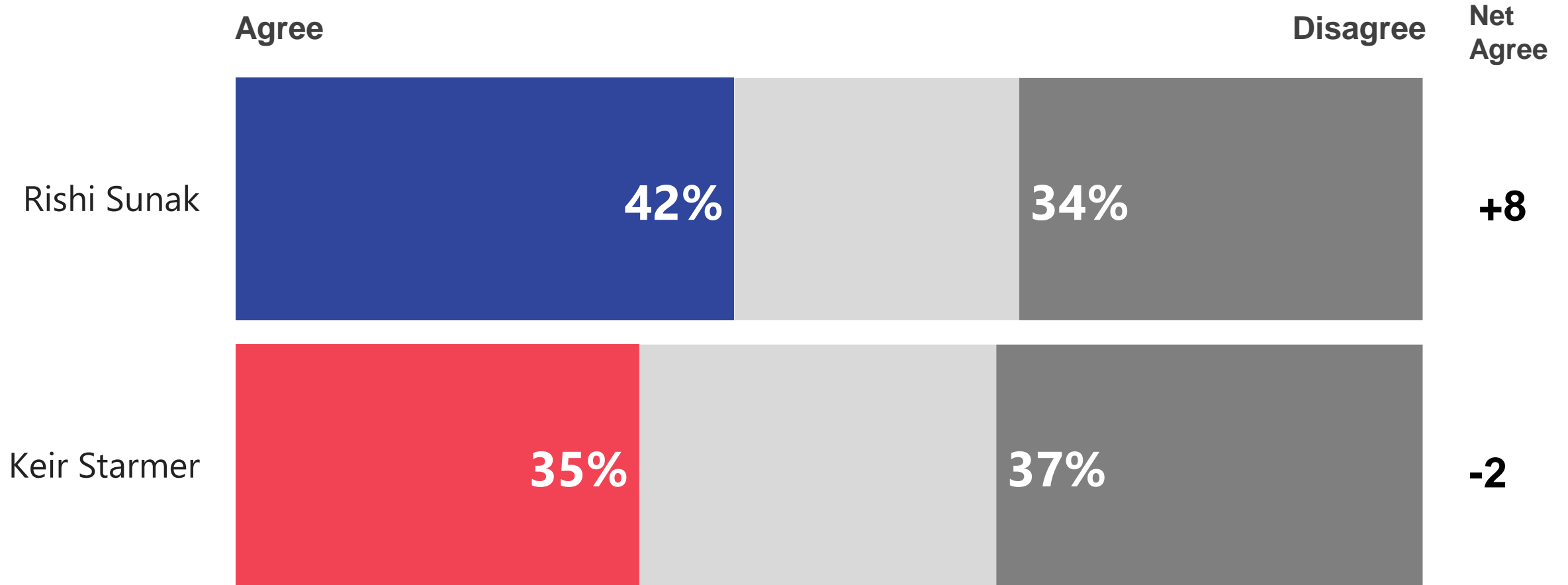
Base: 652 British adults 18+ who said they did not trust the Conservative Party to improve Britain's economy, 9-16 November 2022, including (117) 2019 Conservative voters and (251) 2019 Labour voters.



LEADERSHIP

Prime Minister material?

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



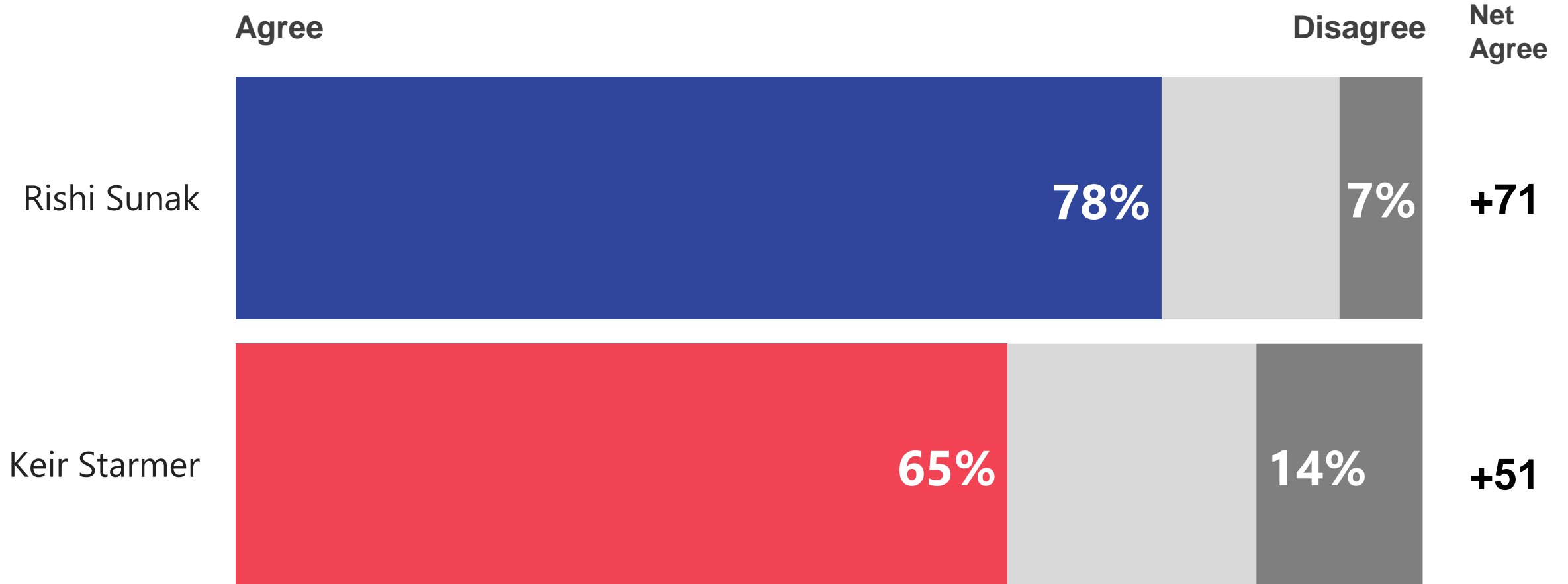
Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor



Prime Minister material? *Among own party supporters*

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



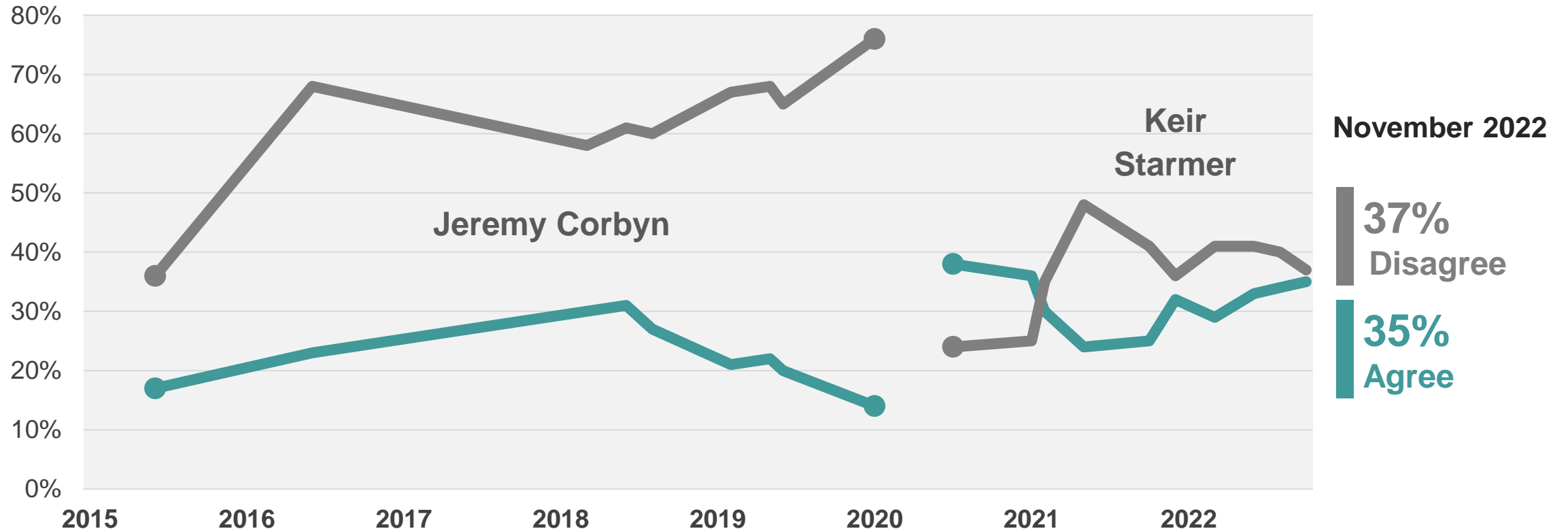
Base: 1,004 British adults 18+, 9-16 November 2022. Including Conservative party supporters (206) and Labour party supporters (384).

Source: Ipsos Political Monitor



Does the Leader of the Opposition have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?



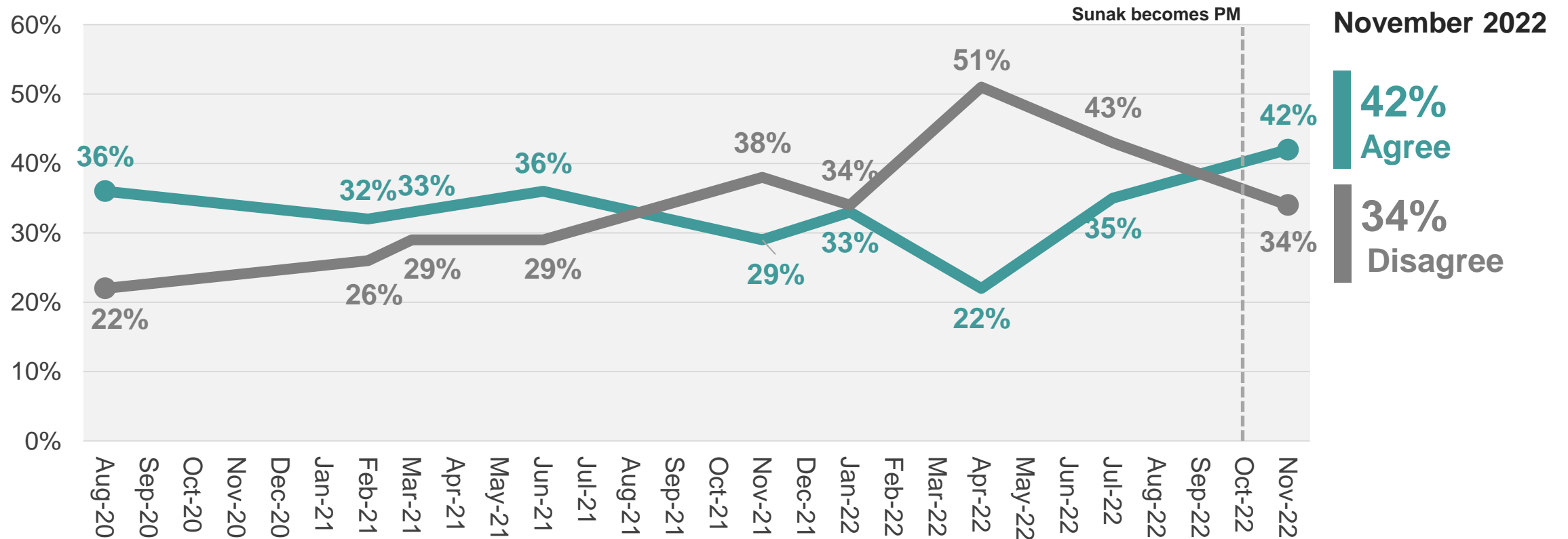
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Rishi Sunak have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



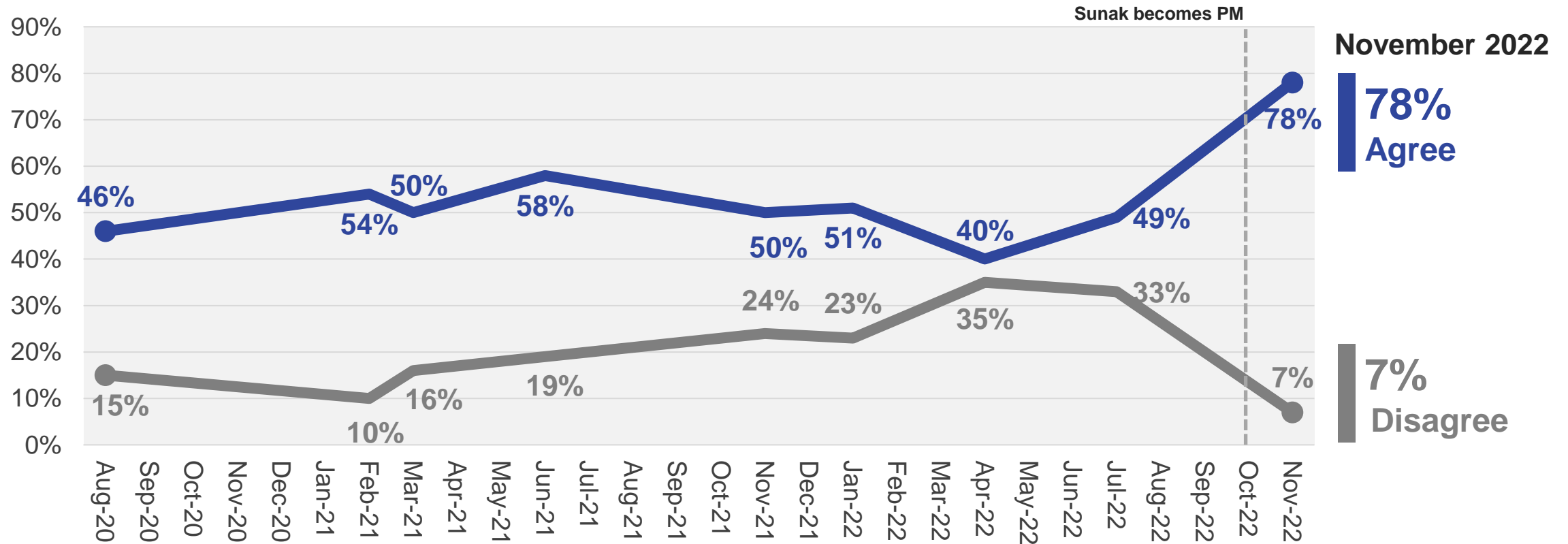
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Rishi Sunak have what it takes to be a good Prime Minister? *Among Conservative supporters*

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



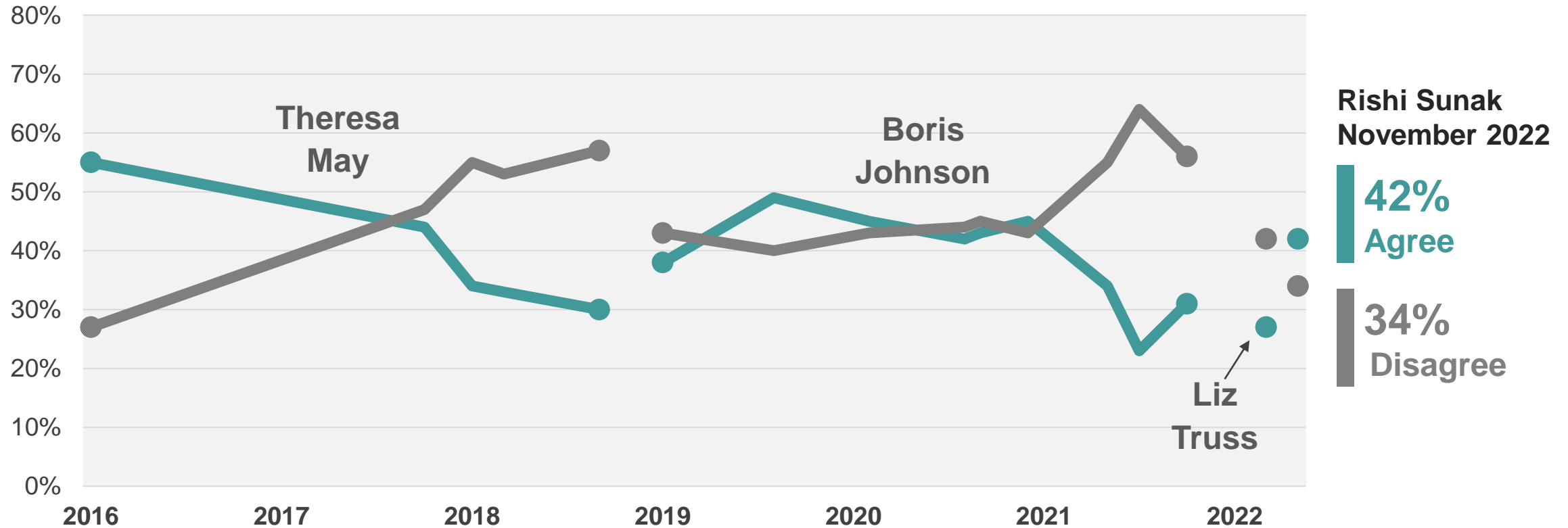
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does the leader of the Conservative party have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



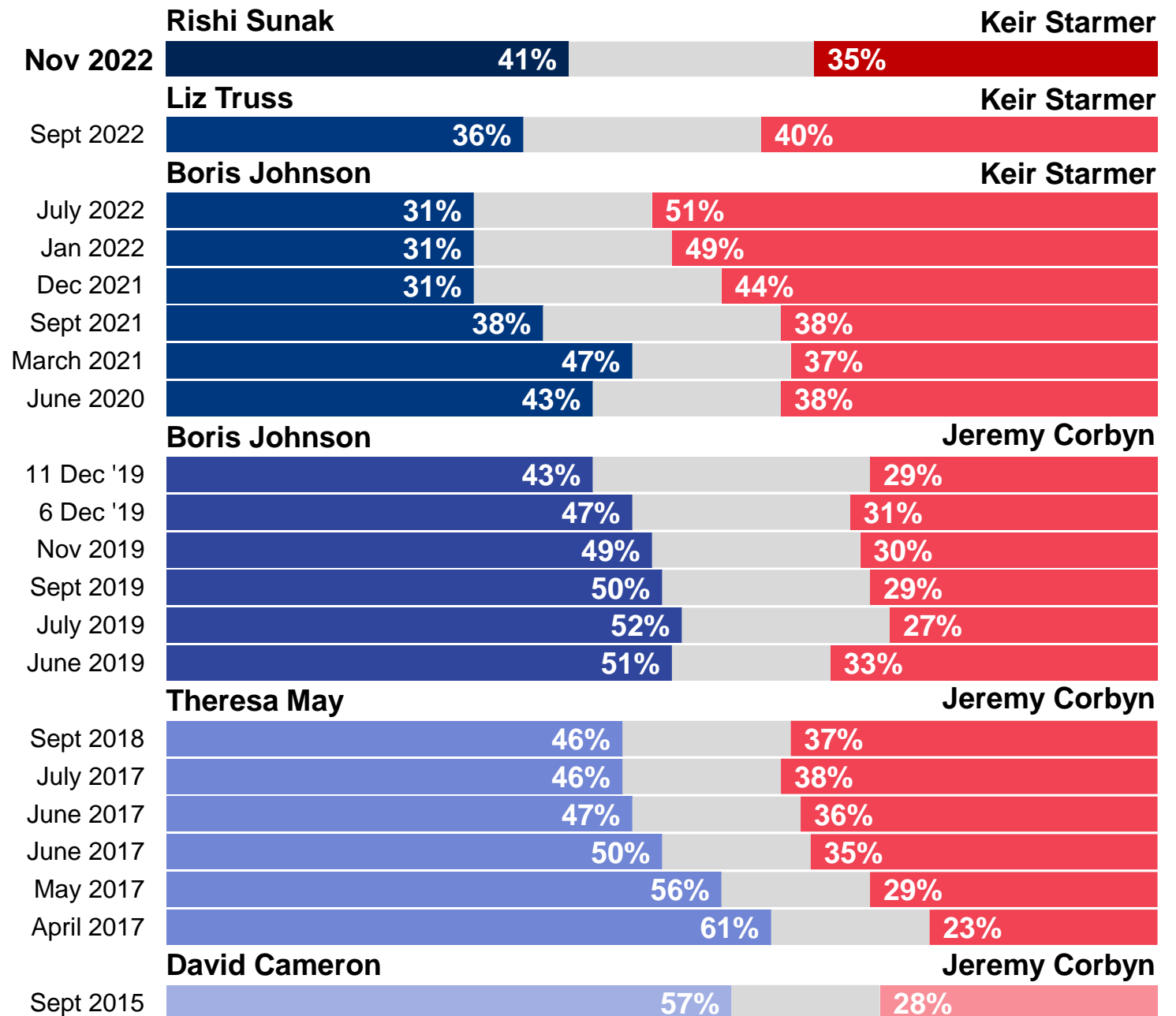
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Liz Truss, or Labour's Keir Starmer?

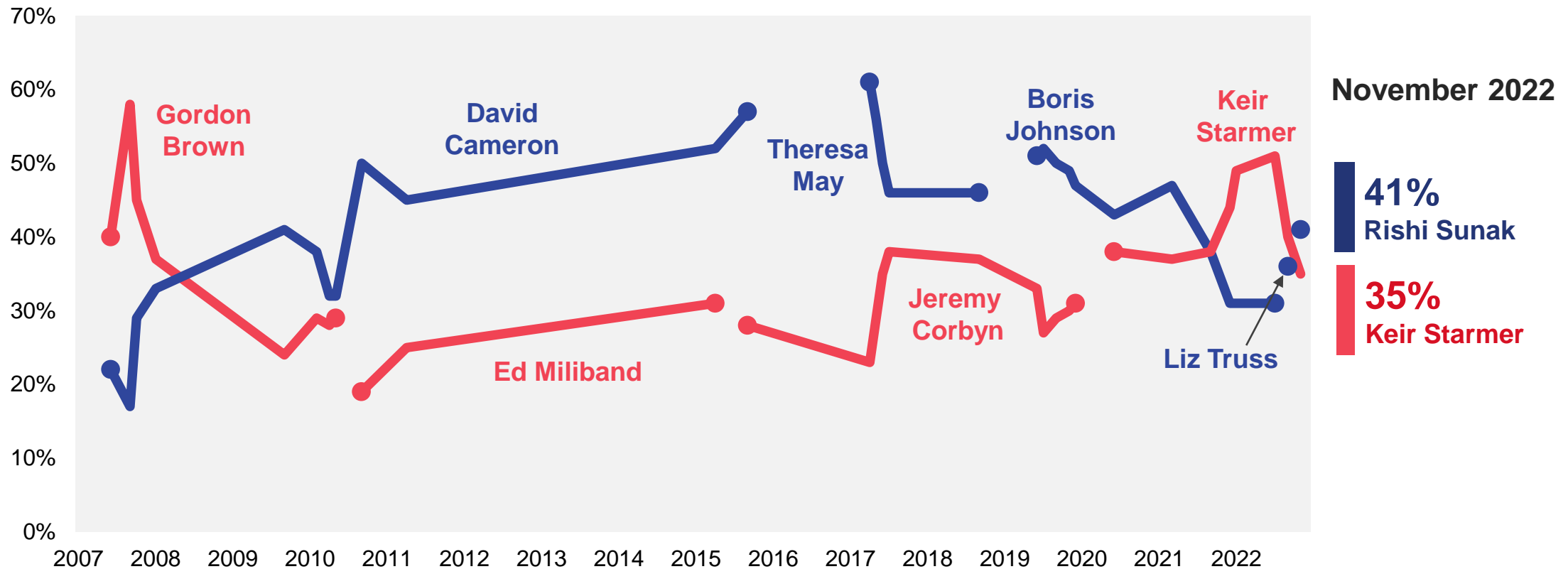


Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor

Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer?



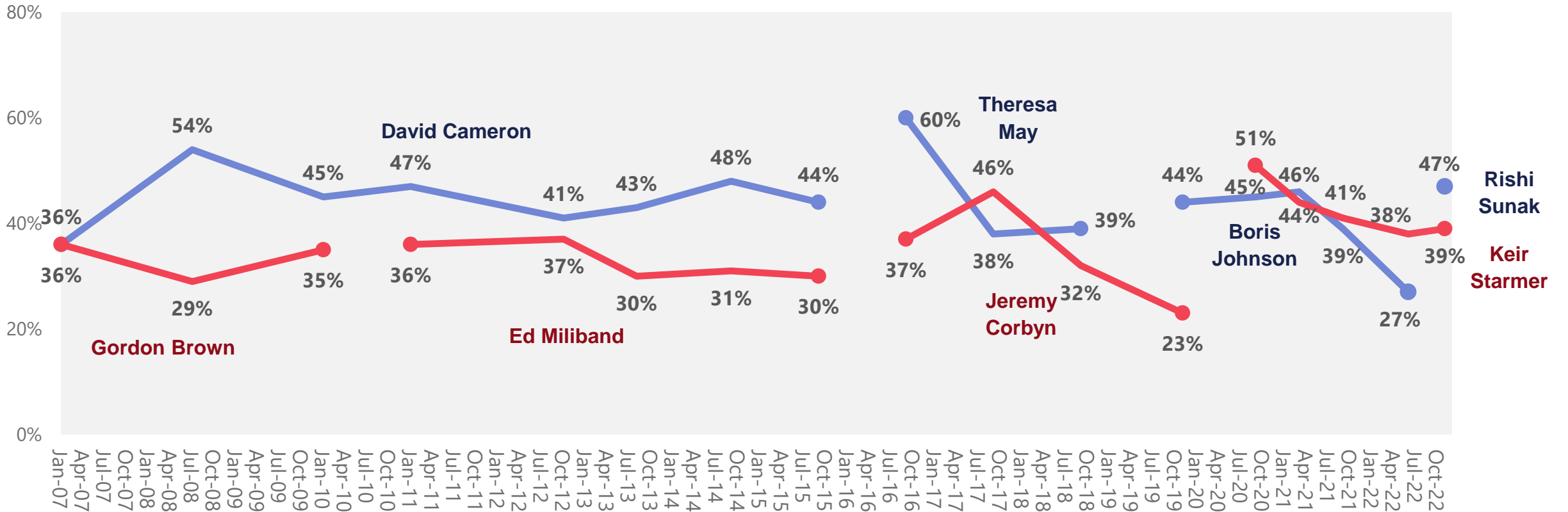
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Likeability of party leaders: 2007-2022

Which of these statements come closest to your views of ... and the ... party?

Like the leader of the Conservatives | Like the leader of the Labour party



Base: c.1000 British adults 18+ each month

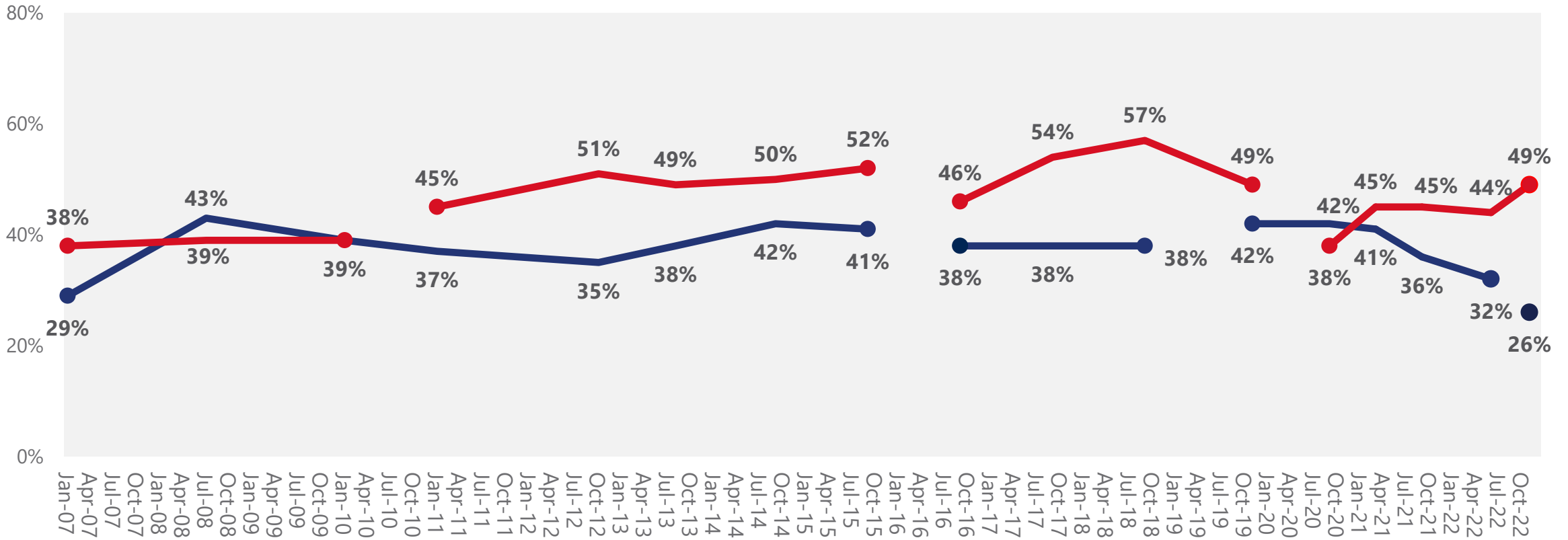
Source: Ipsos Political Monitor



Likeability of the parties: 2007-2022

Which of these statements come closest to your views of ... and the ... party?

■ Like the Labour party ■ Like the Conservative party



Base: c.1000 British adults 18+ each month

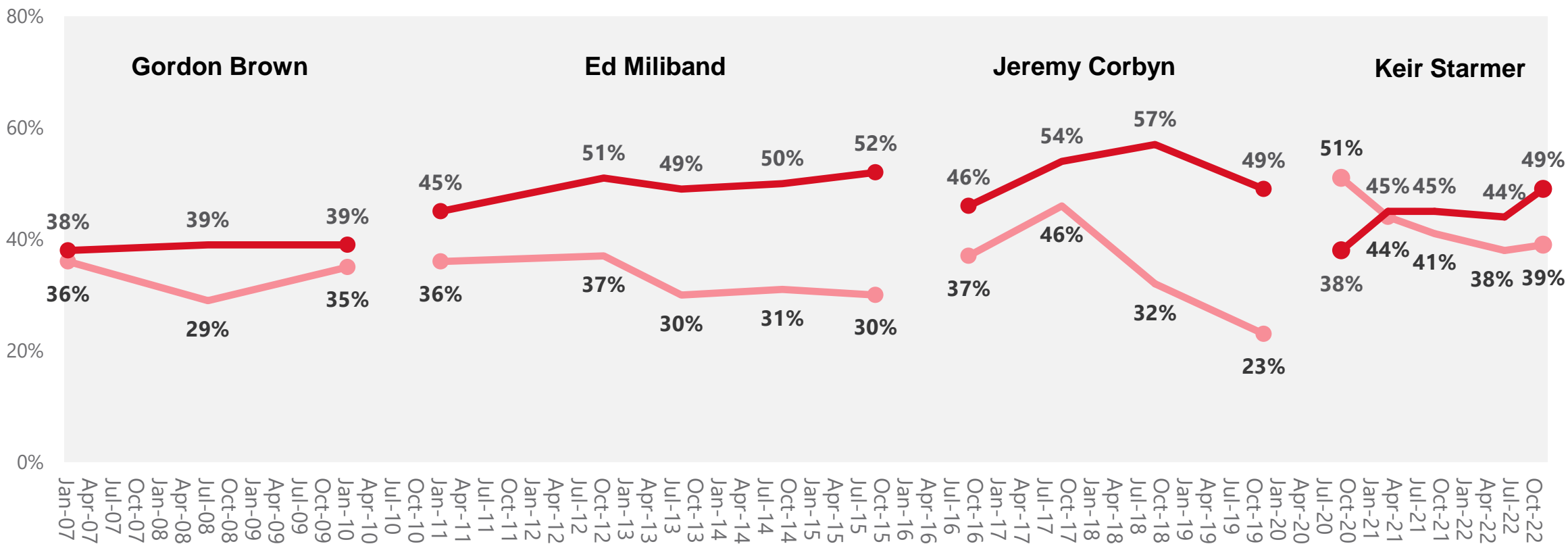
Source: Ipsos Political Monitor



Likeability of the Labour party and its leaders: 2007-2022

Which of these statements come closest to your views of ... and the Labour party?

Like the Labour party **Like the leader of the Labour party**



Base: c.1000 British adults 18+ each month

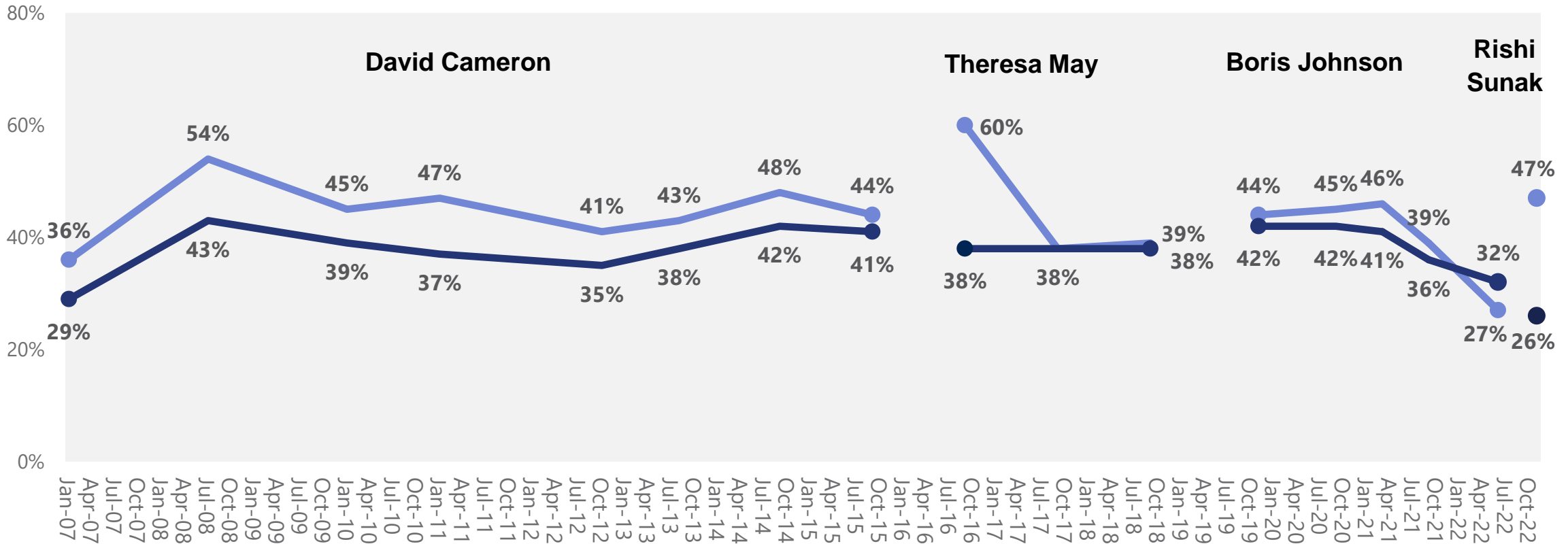
Source: Ipsos Political Monitor



Likeability of the Conservative party and its leaders: 2007-2022

Which of these statements come closest to your views of ... and the Conservative party?

■ Like the Conservative party ■ Like the leader of the Conservatives



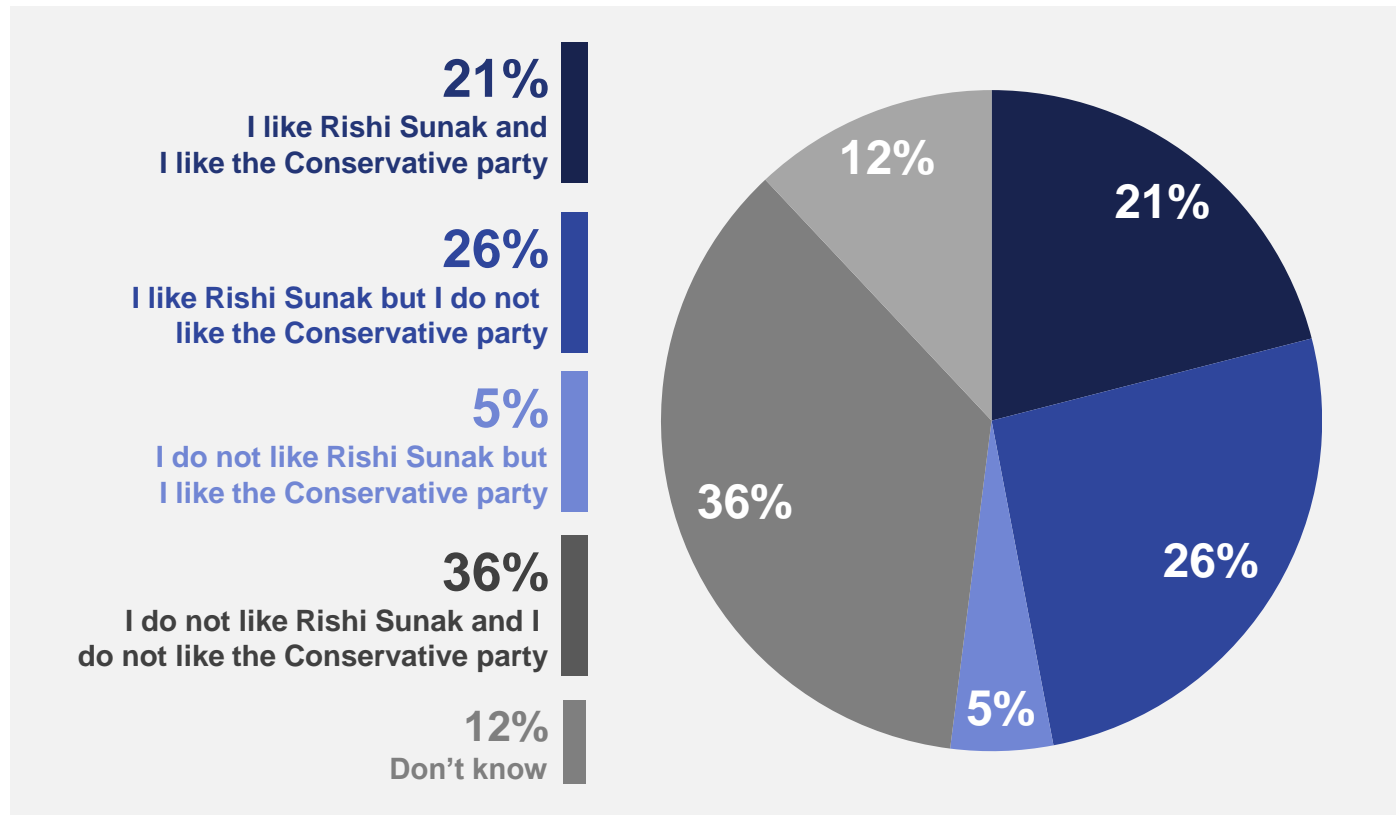
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



Likeability: Rishi Sunak and the Conservative party

Which of these statements come closest to your views of Rishi Sunak, and the Conservative party?



Boris Johnson and the Conservative party	
Total like Rishi Sunak	47%
<hr/>	
Total do not like Rishi Sunak	41%
<hr/>	
Total like the Conservative party	26%
<hr/>	
Total do not like the Conservative party	62%

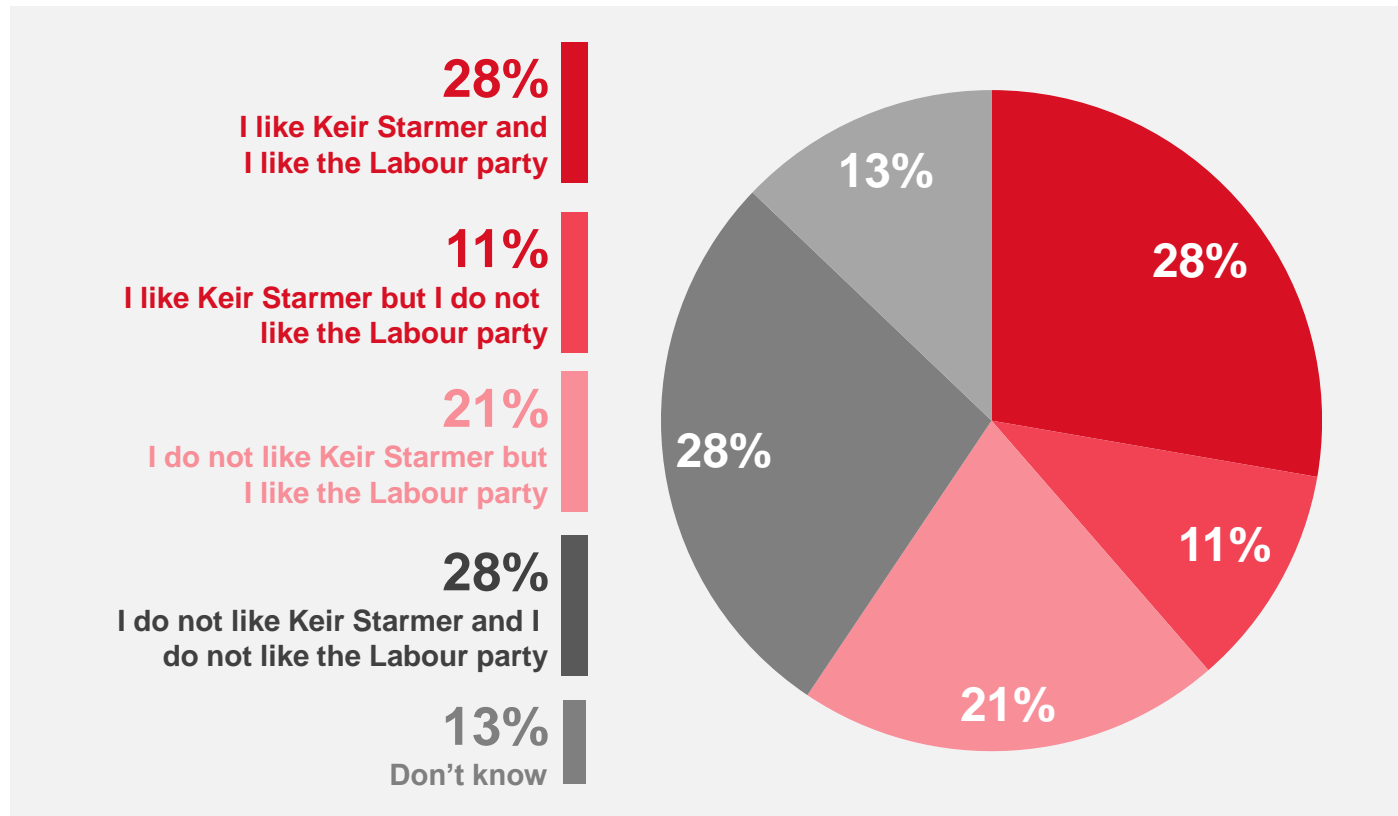
Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor



Likeability: Keir Starmer and the Labour party

Which of these statements come closest to your views of Keir Starmer, and the Labour party?



Keir Starmer and the Labour party	
Total like Keir Starmer	39%
<hr/>	
Total do not like Keir Starmer	49%
<hr/>	
Total like the Labour party	49%
<hr/>	
Total do not like the Labour party	39%

Base: 1,004 British adults 18+, 9-16 November 2022

Source: Ipsos Political Monitor





November 2022 Political Monitor

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