

## Ipsos May 2023 Political Monitor Topline Results

May 2023

Fieldwork: 10-16 May 2023

### Technical Details

Ipsos interviewed a representative sample of **1,006** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 10-16 May 2023. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (\*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated

## Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

### **Voting intentions: headline indicator**

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

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.

## Q1 How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED AT Q1a

## Q1b Which party are you most inclined to support?

Base: All 9-10 certain to vote and  
always/usually/depends vote in General  
Elections (651)

	May 2023 %	March 2023 %
Conservative	28	26
Labour	44	49
Liberal Democrats (Lib Dem)	13	11
Scottish National Party/Plaid Cymru	4	5
Green Party	6	6
Other	4	3
<b>Conservative lead (±%)</b>	<b>-16</b>	<b>-23</b>
<i>Would not vote</i>	1	1
<i>Undecided</i>	5	5
<i>Refused</i>	3	1

## Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

## Q1a How would you vote if there were a General Election tomorrow?

## Q1b Which party are you most inclined to support?

	%
Conservative	28
Labour	43
Liberal Democrats (Lib Dem)	14
Scottish National Party/Plaid Cymru	4
Green Party	7
Other	3
<b>Conservative lead (±%)</b>	<b>-15</b>
<i>Would not vote</i>	14
<i>Undecided</i>	7
<i>Refused</i>	4

## Certainty of voting

- Q2 And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	<b>58</b>
9	<b>5</b>
8	<b>6</b>
7	<b>3</b>
6	<b>2</b>
5	<b>5</b>
4	<b>1</b>
3	<b>3</b>
2	<b>2</b>
1 – absolutely certain not to vote	<b>13</b>
Don't know	<b>1</b>

## Satisfaction Ratings

### Satisfaction among general public aged 18

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) <b>May '23</b>	<b>15</b>	<b>76</b>	<b>9</b>	<b>-61</b>
<i>Mar '23</i>	16	77	7	-61
Sunak (Q4) <b>May '23</b>	<b>30</b>	<b>55</b>	<b>15</b>	<b>-25</b>
<i>Mar '23</i>	32	54	14	-22
Starmer (Q5) <b>May '23</b>	<b>31</b>	<b>50</b>	<b>19</b>	<b>-19</b>
<i>Mar '23</i>	31	51	18	-20
Davey (Q6) <b>May '23</b>	<b>25</b>	<b>32</b>	<b>42</b>	<b>-7</b>
<i>Mar '23</i>	20	36	44	-16

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?

Base: All party supporters (\*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q3) <b>May '23</b>	219	38	55	7	-17
Mar '23	226	43	50	8	-7
Sunak (Q4) <b>May '23</b>	219	68	21	11	+47
Mar '23	226	75	15	11	+60
Starmer (Q5) <b>May '23</b>	341	50	36	14	+14
Mar '23	366	48	45	7	+3

## Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	May '23 %	March '23 %
Improve	24	22
Stay the same	18	17
Get worse	54	58
Don't know	4	3
<b>Ipsos Economic Optimism Index (EOI)</b>	<b>-30</b>	<b>-36</b>

## Capable PM and Party Trackers

- Q8. Who do you think would make the most capable Prime Minister, Rishi Sunak or Keir Starmer?

	Rishi Sunak /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
<b>May 2023</b>	<b>34</b>	<b>33</b>	<b>17</b>	<b>1</b>	<b>1</b>	<b>13</b>
March 2023	37	36	16	1	*	10
Jan 2023	33	39	10	1	2	15
Nov 2022	41	35	9	1	1	13
July 2022	39	39	8	1	1	13
March 2021	39	37	7	*	1	17

<b>Liz Truss v Keir Starmer</b>						
Sept 2022	36	40	10	*	1	13
July 2022	35	41	9	1	1	14
<b>Boris Johnson v Keir Starmer</b>						
July 2022	31	51	8	1	*	9
Jan 2022	31	49	10	1	1	9
Dec 2021	31	44	13	1	1	10
Sept 2021	38	38	13	*	1	9
March 2021	47	37	6	*	1	10
June 2020	43	38	5	1	1	12
<b>Boris Johnson v Jeremy Corbyn</b>						
11 Dec 2019	43	29	19	*	2	6
6 Dec 2019	47	31	13	1	*	6
Nov 2019	49	30	14	1	2	5
Sept 2019	50	29	16	*	1	3
July 2019	52	27	14	1	*	6
June 2019	51	33	11	1	*	4
<b>Theresa May v Jeremy Corbyn</b>						
Sep 2018	46	37	12	*	*	4
July 2017	46	38	8	1	2	5
7 June 2017	47	36	7	1	*	8
1 June 2017	50	35	6	*	*	8
May 2017	56	29	7	*	1	6
Apr 2017	61	23	6	1	1	7
<b>David Cameron v Jeremy Corbyn</b>						
Sept 2015	57	28	2	*	2	9
<b>David Cameron v Ed Miliband</b>						
Apr 2015	52	31	12	-	-	4
Apr 2011	45	25	-	-	7	23
Sep 2010	50	19	-	-	12	19
<b>Gordon Brown v David Cameron</b>						
May 2010	29	33	-	-	19	19
Apr 2010	28	32	-	-	17	23
Feb 2010	29	38	12	-	12	8
Sept 2009	24	41	14	-	16	5
Jan 2008	37	33	17	-	-	12
Oct 2007	45	29	16	-	-	9
Sept 2007	58	17	17	-	-	8
June 2007	40	22	14	-	5	19

**Q9. To what extent, if at all, do you agree or disagree with the following statements**

**a) The Conservative Government deserves to be re-elected**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>10</b>	<b>13</b>	<b>15</b>	<b>11</b>	<b>45</b>	<b>5</b>	<b>23</b>	<b>56</b>
<i>Dec '22</i>	6	13	13	12	49	6	19	61
<i>Oct '22</i>	11	11	9	11	49	9	22	60
<i>Jul '22</i>	18	13	9	14	38	8	31	52
<i>Apr '22</i>	14	18	11	11	40	6	32	51
<i>Jan '22</i>	14	14	10	12	44	6	28	56
<i>Sept '21</i>	15	17	18	12	34	4	32	46

**b) Keir Starmer is ready to be Prime Minister?**

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
		%	%	%	%	%	%	%	%
<b>Keir Starmer</b>	<b>May '23</b>	<b>13</b>	<b>23</b>	<b>19</b>	<b>14</b>	<b>26</b>	<b>6</b>	<b>36</b>	<b>40</b>
	<i>Mar '23</i>	15	24	14	17	23	7	39	40
	<i>Jan '23</i>	15	21	17	14	23	11	36	37
	<i>Apr '22</i>	10	24	14	13	31	9	34	44
	<i>Jan '22</i>	13	25	15	15	25	8	38	40
	<i>Feb '21</i>	12	21	20	18	19	10	33	37
<i>Jeremy Corbyn</i>	<i>Nov '19</i>	11	13	8	12	53	2	24	65
	<i>Sept '19</i>	12	15	9	11	52	1	27	63
	<i>May '17</i>	14	17	4	14	46	5	31	60
	<i>May '16</i>	10	12	5	19	46	7	22	65
<i>Ed Miliband</i>	<i>Feb '15</i>	8	13	11	20	43	4	21	63
	<i>Jun '14</i>	7	15	9	22	43	4	22	65
	<i>Apr '13</i>	8	16	6	24	42	5	24	66
	<i>May '11</i>	3	14	7	32	37	7	17	69
<i>David Cameron</i>	<i>Apr '10</i>	22	29	7	15	24	2	51	39
	<i>Jul '08</i>	16	27	7	19	24	4	43	43
<i>Tony Blair</i>	<i>Apr '97</i>						13	53	34

**c) There would be chaos if a Labour government was elected with no overall majority at the next General Election**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>20</b>	<b>21</b>	<b>18</b>	<b>19</b>	<b>16</b>	<b>6</b>	<b>41</b>	<b>35</b>

**d) There would be chaos if a Conservative government was elected with no overall majority at the next General Election**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>32</b>	<b>22</b>	<b>17</b>	<b>15</b>	<b>9</b>	<b>5</b>	<b>54</b>	<b>24</b>

**e) Labour is ready to form the next government**

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>17</b>	<b>24</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>5</b>	<b>41</b>	<b>37</b>
<i>Mar '23</i>	<i>16</i>	<i>28</i>	<i>14</i>	<i>15</i>	<i>22</i>	<i>5</i>	<i>44</i>	<i>37</i>
<i>Dec '22</i>	<i>19</i>	<i>28</i>	<i>13</i>	<i>14</i>	<i>17</i>	<i>8</i>	<i>47</i>	<i>31</i>
<i>Oct '22</i>	<i>21</i>	<i>26</i>	<i>13</i>	<i>13</i>	<i>19</i>	<i>8</i>	<i>47</i>	<i>32</i>
<i>Jul '22</i>	<i>15</i>	<i>22</i>	<i>11</i>	<i>16</i>	<i>27</i>	<i>8</i>	<i>37</i>	<i>43</i>
<i>Apr '22</i>	<i>11</i>	<i>22</i>	<i>14</i>	<i>17</i>	<i>29</i>	<i>7</i>	<i>33</i>	<i>46</i>
<i>Jan '22</i>	<i>15</i>	<i>23</i>	<i>17</i>	<i>16</i>	<i>24</i>	<i>6</i>	<i>38</i>	<i>40</i>
<i>Sept '21</i>	<i>8</i>	<i>17</i>	<i>20</i>	<i>22</i>	<i>29</i>	<i>4</i>	<i>25</i>	<i>51</i>
<i>Feb '21</i>	<i>9</i>	<i>23</i>	<i>16</i>	<i>19</i>	<i>24</i>	<i>8</i>	<i>32</i>	<i>43</i>
<i>Aug '20</i>	<i>9</i>	<i>20</i>	<i>19</i>	<i>20</i>	<i>27</i>	<i>6</i>	<i>29</i>	<i>47</i>
<i>Nov '19</i>	<i>12</i>	<i>20</i>	<i>8</i>	<i>13</i>	<i>46</i>	<i>1</i>	<i>32</i>	<i>59</i>
<i>Sep '19</i>	<i>12</i>	<i>15</i>	<i>9</i>	<i>16</i>	<i>46</i>	<i>2</i>	<i>27</i>	<i>62</i>
<i>May '17</i>	<i>12</i>	<i>18</i>	<i>6</i>	<i>17</i>	<i>43</i>	<i>4</i>	<i>30</i>	<i>60</i>
<i>May '16</i>	<i>13</i>	<i>14</i>	<i>5</i>	<i>22</i>	<i>41</i>	<i>6</i>	<i>27</i>	<i>63</i>
<i>Feb '15</i>	<i>11</i>	<i>22</i>	<i>12</i>	<i>19</i>	<i>33</i>	<i>3</i>	<i>33</i>	<i>52</i>
<i>Nov '14</i>	<i>7</i>	<i>16</i>	<i>12</i>	<i>26</i>	<i>35</i>	<i>4</i>	<i>23</i>	<i>61</i>
<i>June '14</i>	<i>12</i>	<i>23</i>	<i>9</i>	<i>21</i>	<i>31</i>	<i>4</i>	<i>35</i>	<i>52</i>
<i>Apr '13</i>	<i>10</i>	<i>19</i>	<i>8</i>	<i>23</i>	<i>35</i>	<i>6</i>	<i>29</i>	<i>58</i>
<i>May '11</i>	<i>12</i>	<i>19</i>	<i>7</i>	<i>24</i>	<i>33</i>	<i>5</i>	<i>31</i>	<i>57</i>
<i>Apr '97</i>							<i>55</i>	<i>33</i>
<i>Jan '96</i>							<i>56</i>	<i>33</i>
<i>Dec '94</i>							<i>66</i>	<i>25</i>

## f) Britain needs a fresh team of leaders

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>62</b>	<b>18</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>80</b>	<b>9</b>
<i>Mar '10</i>	55	21	4	12	6	1	76	18

## g) Labour do not have the knowledge needed to run the economy properly

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
<b>May '23</b>	<b>19</b>	<b>14</b>	<b>17</b>	<b>22</b>	<b>21</b>	<b>6</b>	<b>33</b>	<b>43</b>
<b>The Conservatives do not have the knowledge needed to run the economy properly</b>								
<i>Mar '10</i>	16	21	9	28	22	4	37	50

## Next election and tactical voting

Q10) As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

	<i>March 2010</i> %	<i>April 2015</i> %	<i>Sept 2019</i> %	<b>May 2023</b> %
A Conservative majority government	24	11	12	<b>8</b>
A Labour majority government	10	6	5	<b>20</b>
A hung parliament with the Conservatives as the biggest party	37	45	46	<b>17</b>
A hung parliament with Labour as the biggest party	22	25	18	<b>43</b>
A Liberal Democrat majority	*	*	1	<b>0</b>
A hung parliament with the Liberal Democrats as the biggest party	*	1	1	<b>0</b>
A hung parliament where two or more parties have the same number of seats	(N/A)	(N/A)	1	*
Other	1	3	4	*
Don't know	6	8	11	<b>11</b>
<b>Hung Parliament</b>	<b>59</b>	<b>70</b>	<b>67</b>	<b>60</b>
<b>Conservatives largest party</b>	<b>61</b>	<b>56</b>	<b>58</b>	<b>25</b>
<b>Labour largest party</b>	<b>32</b>	<b>31</b>	<b>23</b>	<b>63</b>



**Q11) Thinking about the next general election, which of the following would be your preferred outcome?**

	May '23 %
One party wins an overall majority and forms a government	49
A coalition government is formed between two or more parties	20
One party forms a minority government and needs the support of other parties to pass legislation	7
No preference	20
Don't know	4

**Q12) Some people vote for the party that best represents their views, others vote for a party that is best placed to keep another party out.**

**Thinking about the next UK General Election, how likely, if at all, are you to vote for a party that is not your first choice to try to keep another party out?**

	Very likely	Fairly likely	Not very likely	Not likely at all	Don't know	Likely	Not likely
	%	%	%	%	%	%	%
<b>May '23</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>43</b>	<b>5</b>	<b>34</b>	<b>61</b>

**Q 13) And which party or parties would you be voting to keep out?**

Base : All who are likely to vote tactically to keep another party out (356)

	May '23 %
Conservative	67
Labour	22
Liberal Democrats	6
Scottish National Party	4
Plaid Cymru	1
Green Party	2
Reform UK	1
DUP	1
Sinn Fein	1
Another party	2
Prefer not to say	1
Don't know	6