

## Ipsos June 2023 Political Monitor Topline Results

June 2023

Fieldwork: 14-20 June 2023

### Technical Details

Ipsos interviewed a representative sample of 1,033 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 14-20 June 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 (635)

|                                     | June<br>2023<br>% | May<br>2023<br>% |
|-------------------------------------|-------------------|------------------|
| Conservative                        | 25                | 28               |
| Labour                              | 47                | 44               |
| Liberal Democrats (Lib Dem)         | 13                | 13               |
| Scottish National Party/Plaid Cymru | 4                 | 4                |
| Green Party                         | 8                 | 6                |
| Other                               | 4                 | 4                |
| <b>Conservative lead (±%)</b>       | <b>-22</b>        | <b>-16</b>       |
| <i>Would not vote</i>               | 1                 | 1                |
| <i>Undecided</i>                    | 5                 | 5                |
| <i>Refused</i>                      | 2                 | 3                |

### 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                        | 25         |
| Labour                              | 48         |
| Liberal Democrats (Lib Dem)         | 13         |
| Scottish National Party/Plaid Cymru | 3          |
| Green Party                         | 7          |
| Other                               | 3          |
| <b>Conservative lead (±%)</b>       | <b>-23</b> |
| <i>Would not vote</i>               | 13         |
| <i>Undecided</i>                    | 7          |
| <i>Refused</i>                      | 2          |

## 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>54</b> |
| 9                                  | <b>4</b>  |
| 8                                  | <b>6</b>  |
| 7                                  | <b>6</b>  |
| 6                                  | <b>3</b>  |
| 5                                  | <b>7</b>  |
| 4                                  | <b>1</b>  |
| 3                                  | <b>3</b>  |
| 2                                  | <b>1</b>  |
| 1 – absolutely certain not to vote | <b>12</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) Jun '23 | <b>12</b> | <b>80</b>    | <b>8</b>   | <b>-68</b>       |
| May '23                 | 15        | 76           | 9          | -61              |
| Sunak (Q4) Jun '23      | <b>28</b> | <b>59</b>    | <b>13</b>  | <b>-31</b>       |
| May '23                 | 30        | 55           | 15         | -25              |
| Starmer (Q5) Jun '23    | <b>31</b> | <b>49</b>    | <b>20</b>  | <b>-18</b>       |
| May '23                 | 31        | 50           | 19         | -19              |
| Davey (Q6) Jun '23      | <b>23</b> | <b>34</b>    | <b>43</b>  | <b>-11</b>       |
| May '23                 | 25        | 32           | 42         | -7               |

- 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) Jun '23 | 183  | 29          | 60             | 10           | -31                |
| May '23                 | 219  | 38          | 55             | 7            | -17                |
| Sunak (Q4) Jun '23      | 183  | 61          | 30             | 9            | +31                |
| May '23                 | 219  | 68          | 21             | 11           | +47                |
| Starmer (Q5) Jun '23    | 377  | 56          | 29             | 15           | +27                |
| Mar '23                 | 341  | 50          | 36             | 14           | +14                |

## 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?

|  | Jun '23 %  | May '23 %  |
|--|------------|------------|
| Improve                                    | 21         | 24         |
| Stay the same                              | 18         | 18         |
| Get worse                                  | 58         | 54         |
| Don't know                                 | 3          | 4          |
| <b>Ipsos Economic Optimism Index (EOI)</b> | <b>-37</b> | <b>-30</b> |

**Q8 Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for? \*other issues below 3% not shown**  
UNPROMPTED

|  | <i>March<br/>2015<br/>%</i> | <i>April<br/>2015<br/>%</i> | <i>April<br/>2017<br/>%</i> | <i>Nov<br/>2019</i> | <b>Dec<br/>2019</b> | <b>June<br/>2023</b> |
|--|-----------------------------|-----------------------------|-----------------------------|---------------------|---------------------|----------------------|
| Healthcare/NHS/hospitals                           | 38                          | 47                          | 31                          | 41                  | 52                  | 31                   |
| Inflation/ rising cost of living                   | N/A                         | N/A                         | 5                           | 1                   | 4                   | 31                   |
| Managing the economy/economic situation            | 31                          | 35                          | 18                          | 9                   | 10                  | 22                   |
| Asylum and immigration                             | 25                          | 19                          | 17                          | 7                   | 7                   | 15                   |
| Education/schools                                  | 25                          | 24                          | 21                          | 21                  | 22                  | 12                   |
| Housing  | 8                           | 8                           | 5                           | 6                   | 7                   | 11                   |
| Protecting the environment/climate change          | 5                           | 5                           | 4                           | 11                  | 11                  | 10                   |
| Lack of faith in politicians/ system of government | N/A                         | N/A                         | N/A                         | 2                   | 3                   | 7                    |
| Taxation   | 10                          | 16                          | 14                          | 11                  | 7                   | 6                    |
| Oil/ energy/gas policy                             | 1                           | 2                           | 2                           | 1                   | 1                   | 5                    |
| Poverty/ inequality                                | 7                           | 8                           | 8                           | 4                   | 6                   | 5                    |
| Europe / EU / Brexit                               | 8                           | 7                           | 42                          | 63                  | 55                  | 5                    |
| Public services generally                          | 3                           | 2                           | 5                           | 6                   | 5                   | 4                    |
| Care for older and disabled people                 | 5                           | 5                           | 7                           | 6                   | 7                   | 3                    |
| Benefits   | 12                          | 11                          | 6                           | 3                   | 4                   | 3                    |
| Issues affecting families/ children/ childcare     | 1                           | 3                           | 4                           | 5                   | 4                   | 3                    |
| Unemployment                                       | 11                          | 8                           | 4                           | 3                   | 4                   | 3                    |
| Crime and anti-social behaviour/law and order      | 5                           | 4                           | 4                           | 7                   | 10                  | 3                    |
| Don't know   | 10                          | 9                           | 10                          | 7                   | 7                   | 12                   |

**Q9. Which party do you think has the best policies on .... The Conservatives, Labour, Liberal Democrats, or some other party?**

|   |                  | Lab       | Con       | Lib<br>Dems | Other    | None      | Don't<br>know | Con<br>Lead |
|---|------------------|-----------|-----------|-------------|----------|-----------|---------------|-------------|
|   |                  | %         | %         | %           | %        | %         | %             | %           |
| <b>Managing the economy</b>   | <b>Jun '23</b>   | <b>29</b> | <b>24</b> | <b>4</b>    | <b>6</b> | <b>16</b> | <b>21</b>     | <b>-5</b>   |
|   | <i>Feb '23</i>   | 30        | 24        | 4           | 7        | 10        | 23            | -6          |
|   | <i>Oct '22</i>   | 34        | 21        | 5           | 6        | 14        | 20            | -13         |
|   | <i>Apr '22</i>   | 26        | 32        | 5           | 8        | 9         | 21            | +6          |
|   | <i>Oct '20</i>   | 23        | 41        | 3           | 6        | 7         | 18            | +18         |
|   | <i>Dec '19</i>   | 20        | 44        | 8           | 4        | 7         | 17            | +24         |
|   | <i>Mar '18</i>   | 25        | 37        | 6           | 8        | 8         | 15            | +12         |
|   | <i>Apr '17</i>   | 17        | 52        | 6           | 4        | 6         | 14            | +35         |
| <b>Reducing the cost of living</b>                                    | <b>Jun '23</b>   | <b>37</b> | <b>15</b> | <b>4</b>    | <b>5</b> | <b>18</b> | <b>21</b>     | <b>-22</b>  |
|   | <i>Feb '23</i>   | 36        | 17        | 5           | 7        | 12        | 24            | -19         |
|   | <i>Oct '22</i>   | 40        | 14        | 4           | 7        | 14        | 21            | -26         |
| <b>Taxation</b>   | <b>Jun '23</b>   | <b>31</b> | <b>22</b> | <b>5</b>    | <b>5</b> | <b>14</b> | <b>23</b>     | <b>-9</b>   |
|   | <i>Feb '23</i>   | 34        | 21        | 6           | 6        | 8         | 24            | -13         |
|   | <i>Oct '22</i>   | 39        | 20        | 6           | 7        | 8         | 21            | -19         |
|   | <i>Apr '22</i>   | 32        | 25        | 5           | 5        | 8         | 25            | -7          |
|   | <i>Dec '19</i>   | 26        | 38        | 10          | 4        | 3         | 20            | +12         |
|   | <i>Apr '17</i>   | 28        | 39        | 8           | 4        | 5         | 16            | +11         |
|   | <i>Apr '15</i>   | 29        | 30        | 7           | 11       | 6         | 17            | +1          |
| <b>Asylum and immigration</b>   | <b>Jun '23</b>   | <b>26</b> | <b>17</b> | <b>7</b>    | <b>7</b> | <b>18</b> | <b>26</b>     | <b>-9</b>   |
|   | <i>Oct '22</i>   | 26        | 18        | 7           | 10       | 13        | 24            | -8          |
|   | <i>Apr '22</i>   | 28        | 22        | 7           | 8        | 10        | 25            | -6          |
|   | <i>Oct '20</i>   | 28        | 24        | 6           | 8        | 19        | 24            | -4          |
|   | <i>Dec '19</i>   | 23        | 34        | 9           | 8        | 5         | 21            | +11         |
|   | <i>Apr '17</i>   | 19        | 39        | 10          | 13       | 4         | 16            | +20         |
|   | <i>Apr '15</i>   | 21        | 17        | 6           | 31       | 8         | 17            | -4          |
| <b>Education</b>  | <b>Jun '23</b>   | <b>32</b> | <b>17</b> | <b>7</b>    | <b>5</b> | <b>11</b> | <b>28</b>     | <b>-15</b>  |
|   | <i>Oct '22</i>   | 33        | 22        | 8           | 7        | 8         | 23            | -11         |
|   | <i>Oct '20</i>   | 33        | 25        | 7           | 7        | 8         | 20            | -8          |
|   | <i>Dec '19</i>   | 31        | 32        | 9           | 4        | 4         | 20            | +1          |
|   | <i>April '17</i> | 29        | 36        | 9           | 5        | 3         | 18            | +7          |
|   | <i>April '15</i> | 31        | 23        | 7           | 11       | 6         | 20            | -8          |
| <b>Healthcare</b>   | <b>Jun '23</b>   | <b>41</b> | <b>11</b> | <b>5</b>    | <b>5</b> | <b>14</b> | <b>23</b>     | <b>-30</b>  |
|   | <i>Oct '22</i>   | 47        | 13        | 4           | 7        | 9         | 20            | -34         |
|   | <i>Oct '20</i>   | 43        | 21        | 4           | 7        | 8         | 17            | -22         |
|   | <i>Dec '19</i>   | 40        | 28        | 8           | 4        | 5         | 14            | -12         |
|   | <i>June '18</i>  | 40        | 22        | 5           | 8        | 9         | 17            | -18         |
|   | <i>April '17</i> | 40        | 25        | 8           | 4        | 5         | 18            | -15         |
|   | <i>April '15</i> | 36        | 23        | 6           | 12       | 8         | 15            | -13         |
| <b>Handling Britain's future relationship with the European Union</b> | <b>Jun '23</b>   | <b>29</b> | <b>21</b> | <b>9</b>    | <b>6</b> | <b>13</b> | <b>22</b>     | <b>-8</b>   |
|   | <i>Oct '22</i>   | 27        | 24        | 11          | 10       | 9         | 19            | -3          |
|   | <i>Oct '20</i>   | 24        | 33        | 8           | 8        | 12        | 15            | +9          |
|   | <i>Dec '19</i>   | 20        | 38        | 15          | 7        | 5         | 15            | +18         |
|   | <i>July '18</i>  | 20        | 33        | 10          | 12       | 9         | 16            | +13         |
|   | <i>March '18</i> | 25        | 37        | 6           | 8        | 8         | 15            | +12         |

|  |                   |           |           |          |           |           |           |            |
|--|-------------------|-----------|-----------|----------|-----------|-----------|-----------|------------|
|  | <i>April '17</i>  | 17        | 48        | 12       | 7         | 3         | 13        | <b>+31</b> |
| <b>The environment</b>                 | <b>Jun '23</b>    | <b>14</b> | <b>11</b> | <b>9</b> | <b>35</b> | <b>10</b> | <b>20</b> | <b>-3</b>  |
|  | <i>Oct '22</i>    | 17        | 12        | 8        | 36        | 8         | 19        | <b>-5</b>  |
|  | <i>Oct '20</i>    | 14        | 13        | 12       | 39        | 6         | 18        | <b>-1</b>  |
|  | <i>Dec '19</i>    | 16        | 15        | 12       | 34        | 5         | 17        | <b>-1</b>  |
|  | <i>April '15</i>  | 10        | 11        | 9        | 45        | 4         | 22        | <b>+1</b>  |
|  | <b>Jun '23</b>    | <b>15</b> | <b>33</b> | <b>2</b> | <b>5</b>  | <b>12</b> | <b>34</b> | <b>+18</b> |
| <b>Defence</b>                         | <i>Oct '22</i>    | 18        | 34        | 3        | 6         | 9         | 30        | <b>+16</b> |
|  | <i>Dec '19</i>    | 15        | 48        | 6        | 4         | 4         | 23        | <b>+33</b> |
|  | <i>April '17</i>  | 15        | 52        | 5        | 5         | 2         | 21        | <b>+37</b> |
|  | <i>April '15</i>  | 17        | 28        | 5        | 17        | 7         | 26        | <b>+11</b> |
|  | <b>Jun '23</b>    | <b>39</b> | <b>15</b> | <b>4</b> | <b>5</b>  | <b>11</b> | <b>25</b> | <b>-24</b> |
| <b>Benefits</b>                        | <i>Oct '22</i>    | 49        | 13        | 3        | 7         | 7         | 21        | <b>-36</b> |
|  | <i>Dec '19</i>    | 42        | 24        | 6        | 4         | 4         | 20        | <b>-18</b> |
|  | <i>April '17</i>  | 35        | 32        | 9        | 5         | 4         | 16        | <b>-3</b>  |
|  | <i>April '15</i>  | 30        | 27        | 6        | 10        | 6         | 20        | <b>-3</b>  |
|  | <b>Jun '23</b>    | <b>38</b> | <b>11</b> | <b>4</b> | <b>6</b>  | <b>15</b> | <b>26</b> | <b>-27</b> |
| <b>Housing</b>                         | <i>Oct '22</i>    | 40        | 12        | 5        | 8         | 10        | 24        | <b>-28</b> |
|  | <i>Dec 2019</i>   | 39        | 22        | 6        | 4         | 6         | 22        | <b>-17</b> |
|  | <i>April 2017</i> | 35        | 24        | 7        | 7         | 5         | 22        | <b>-11</b> |
|  | <i>April 2015</i> | 31        | 20        | 7        | 12        | 8         | 23        | <b>-11</b> |
|  | <b>Jun '23</b>    | <b>24</b> | <b>23</b> | <b>5</b> | <b>4</b>  | <b>15</b> | <b>27</b> | <b>-1</b>  |
| <b>Crime and anti-social behaviour</b> | <i>Oct '22</i>    | 26        | 21        | 4        | 5         | 15        | 29        | <b>-5</b>  |
|  | <i>Dec '19</i>    | 23        | 38        | 6        | 5         | 7         | 21        | <b>+15</b> |
|  | <i>Apr '17</i>    | 18        | 39        | 7        | 5         | 7         | 24        | <b>+21</b> |
|  | <i>Apr '15</i>    | 21        | 28        | 5        | 9         | 8         | 28        | <b>+7</b>  |

**Q10. To what extent do you agree or disagree with the following statements?**

- a) I don't know what Keir Starmer Stands for
- b) I don't know what Rishi Sunak stands for

|                        | Oct '13<br>David Cameron % | Apr '15<br>David Cameron % | Jun '22<br>Boris Johnson % | July '22<br>Liz Truss % | July '22<br>Rishi Sunak % | Jan '23<br>Rishi Sunak % | Jun '23<br>Rishi Sunak % | Oct '13<br>Ed Miliband % | Apr '15<br>Ed Miliband % | June '22<br>Keir Starmer % | July '22<br>Keir Starmer % | Jan '23<br>Keir Starmer % | Jun '23<br>Keir Starmer % |
|------------------------|----------------------------|----------------------------|----------------------------|-------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------|----------------------------|---------------------------|---------------------------|
| Strongly agree         | 14                         | 13                         | 29                         | 27                      | 19                        | 18                       | <b>22</b>                | 22                       | 18                       | 30                         | 28                         | 20                        | <b>28</b>                 |
| Tend to agree          | 20                         | 21                         | 18                         | 19                      | 21                        | 22                       | <b>23</b>                | 23                       | 20                       | 23                         | 21                         | 24                        | <b>22</b>                 |
| Neither agree/disagree | 7                          | 8                          | 11                         | 14                      | 11                        | 16                       | <b>17</b>                | 11                       | 10                       | 17                         | 12                         | 14                        | <b>16</b>                 |
| Tend to disagree       | 29                         | 24                         | 17                         | 19                      | 25                        | 23                       | <b>18</b>                | 24                       | 27                       | 13                         | 21                         | 20                        | <b>17</b>                 |
| Strongly disagree      | 29                         | 32                         | 20                         | 14                      | 19                        | 15                       | <b>16</b>                | 17                       | 22                       | 10                         | 12                         | 13                        | <b>11</b>                 |
| Don't know             | 2                          | 2                          | 4                          | 7                       | 5                         | 7                        | <b>4</b>                 | 3                        | 3                        | 7                          | 6                          | 8                         | <b>7</b>                  |
| <b>Agree</b>           | <b>34</b>                  | <b>34</b>                  | <b>47</b>                  | <b>46</b>               | <b>40</b>                 | <b>40</b>                | <b>45</b>                | <b>45</b>                | <b>38</b>                | <b>53</b>                  | <b>49</b>                  | <b>44</b>                 | <b>50</b>                 |
| <b>Disagree</b>        | <b>58</b>                  | <b>56</b>                  | <b>37</b>                  | <b>33</b>               | <b>44</b>                 | <b>38</b>                | <b>34</b>                | <b>41</b>                | <b>49</b>                | <b>23</b>                  | <b>33</b>                  | <b>33</b>                 | <b>28</b>                 |

**Q11. As you may know, the next General Election is expected to take place next year. In your opinion do you think the following parties have given too much, too little or about the right amount of information so far about what they would do in office if they won?**

|  | Labour %  | Conservatives % |
|--|-----------|-----------------|
| Too much   | <b>3</b>  | <b>4</b>        |
| Too little   | <b>58</b> | <b>58</b>       |
| About the right amount                                       | <b>19</b> | <b>18</b>       |
| Don't know   | <b>15</b> | <b>15</b>       |
| It is too early/ I don't think they need to give information | <b>5</b>  | <b>5</b>        |

**Q12. Other than Labour leader Keir Starmer, which members of Labour's Shadow Cabinet can you name? Please name as many as you can. SPONTANEOUS/UNPROMPTED**

|                     | %<br>Naming the<br>politician |
|---------------------|-------------------------------|
| Angela Rayner       | 23                            |
| Rachel Reeves       | 9                             |
| Yvette Cooper       | 5                             |
| Wes Streeting       | 5                             |
| David Lammy         | 4                             |
| Ed Miliband         | 4                             |
| Harriet Harman      | 3                             |
| Lisa Nandy          | 3                             |
| Jonathan Ashworth   | 2                             |
| Jeremy Corbyn       | 2                             |
| Anneliese Dodds     | 2                             |
| Emily Thornberry    | 2                             |
| Diane Abbot         | 1                             |
| John Healey         | 1                             |
| Shabana Mahmood     | 1                             |
| Pat McFadden        | 1                             |
| Ian Murray          | 1                             |
| Bridget Phillipson  | 1                             |
| Angela Smith        | 1                             |
| Rosena Allin-Khan   | *                             |
| Andy Burnham        | *                             |
| Alan Campbell       | *                             |
| Jenny Chapman       | *                             |
| Thangman Debonnaire | *                             |
| Louise Haigh        | *                             |
| Peter Kyle          | *                             |
| Lucy Powell         | *                             |
| Jonathan Reynolds   | *                             |
| Jess Phillips       | *                             |
| Roy Kennedy         | *                             |
| Jo Stevens          | *                             |
| Nick Thomas-Symonds | *                             |
| Other               | 3                             |
| I don't know any    | 54                            |
| Don't know          | 11                            |

**Q13 Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?**

| <i>Osborne vs Ed Balls March 2015</i><br>% | <i>Osborne vs John McDonnell February 2016</i><br>% | <i>Hammond vs McDonnell November 2016</i><br>% | <i>Hammond vs McDonnell November 2017</i><br>% | <i>Sajid Javid vs McDonnell October 2019</i><br>% | <i>Rishi Sunak vs Anneliese Dodds Dec 2020</i><br>% |                      | <b>Jeremy Hunt vs Rachel Reeves November 2022</b><br>% | <b>Jeremy Hunt vs Rachel Reeves June 2023</b><br>% |
|--|---|--|--|---|---|----------------------|--|--|
| 41   | 46  | 46   | 41   | 45  | 48  | <b>Jeremy Hunt</b>   | 29   | 29   |
| 30   | 29  | 28   | 32   | 24  | 17  | <b>Rachel Reeves</b> | 35   | 41   |
| 18   | 10  | 8  | 8  | 11  | 6   | <b>Neither</b>       | 9  | 10   |
| 10   | 15  | 18   | 19   | 20  | 29  | <b>Don't know</b>    | 27   | 20   |

**Q14 Do you think a Labour or Conservative Government would be most effective in getting good value for the public money it spends?**

*Base: 1,023 British adults 18+*

|                          | Apr 2005<br>% | Mar 2008<br>% | Jun 2009<br>% | Nov 2009<br>% | Mar 2010<br>% | Jun 2013<br>% | Jun 2023<br>% |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Labour                   | 41            | 27            | 25            | 32            | 31            | 36            | 48            |
| Conservative             | 30            | 29            | 40            | 39            | 42            | 38            | 22            |
| Other                    | 4             | 3             | 5             | 4             | 4             | 3             | 2             |
| None                     | 13            | 22            | 18            | 13            | 11            | 12            | 14            |
| Don't know               | 12            | 19            | 13            | 11            | 12            | 11            | 13            |
| <b>Conservative lead</b> | <b>-11</b>    | <b>+2</b>     | <b>+15</b>    | <b>+7</b>     | <b>+11</b>    | <b>+2</b>     | <b>-26</b>    |

**Q15. As you know the government spends public money in a variety of areas, such as defence, welfare, pensions, public services (such as education, transport and the NHS) and servicing the national debt. This is mainly paid for through taxation and government borrowing**

**Do you think the following parties would spend too much, too little or about the right amount in total if they win the next General Election?**

|                 | <b>Conservatives</b><br>% | <b>Labour</b><br>% |
|-----------------|---------------------------|--------------------|
| Too much        | 23                        | 37                 |
| Too little      | 42                        | 15                 |
| About the right | 21                        | 34                 |
| Don't know      | 13                        | 14                 |

**Q16. As you may know, Labour have recently announced a delay in their policy to spend £28 billion a year investing in green energy projects if they win the next General Election.**

**Shadow Chancellor Rachel Reeves has said this pledge will not be met until the second half of the next parliament due to the country's financial circumstances.**

**Thinking about Labour's decision to announce a delay to this policy. Which, if any, of the following do you think this announcement shows about Labour?**

**Labour...**

|  | %  |
|--|----|
| Will saying anything to win a General Election | 42 |
| Shows flexibility as circumstances change      | 41 |
| Is prepared to take tough decisions            | 34 |
| Will spend too much public money in office     | 33 |
| Is Indecisive                                  | 32 |
| Takes green issues seriously                   | 31 |
| Would manage the economy responsibly           | 30 |
| Cannot be trusted to deliver pledges it makes  | 27 |
| Is ready for government                        | 27 |
| Does not take green issues seriously           | 18 |
| None of these                                  | 1  |
| Don't know                                     | 5  |