

IPSOS POLITICAL MONITOR

July 2023

VOTING INTENTION

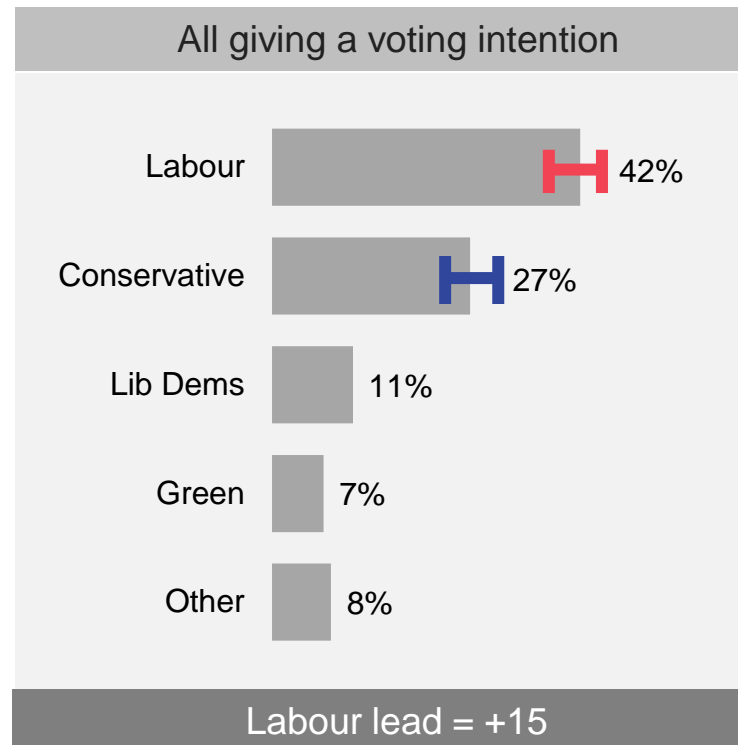
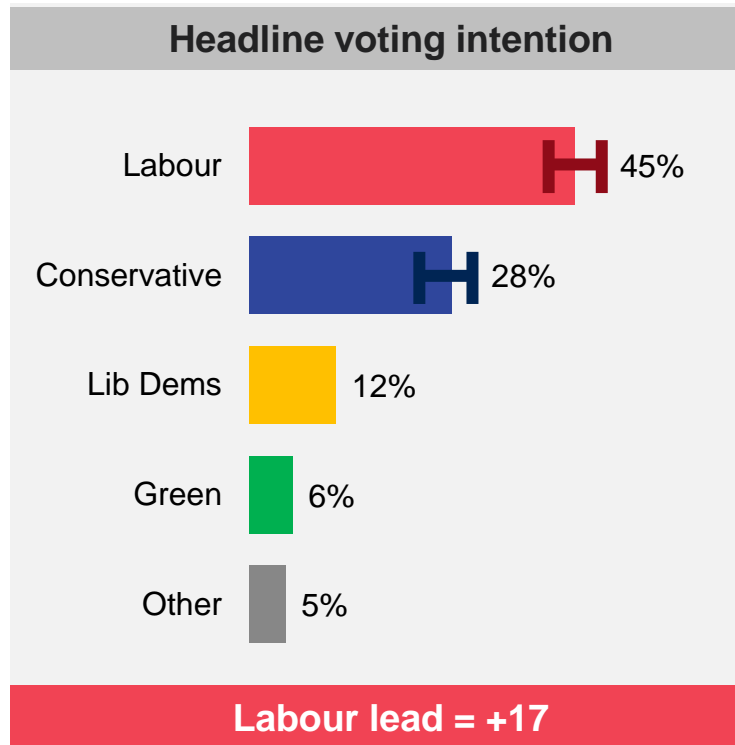
POLLING
STATION

WAY IN

WAY IN

Voting Intention: July 2023

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



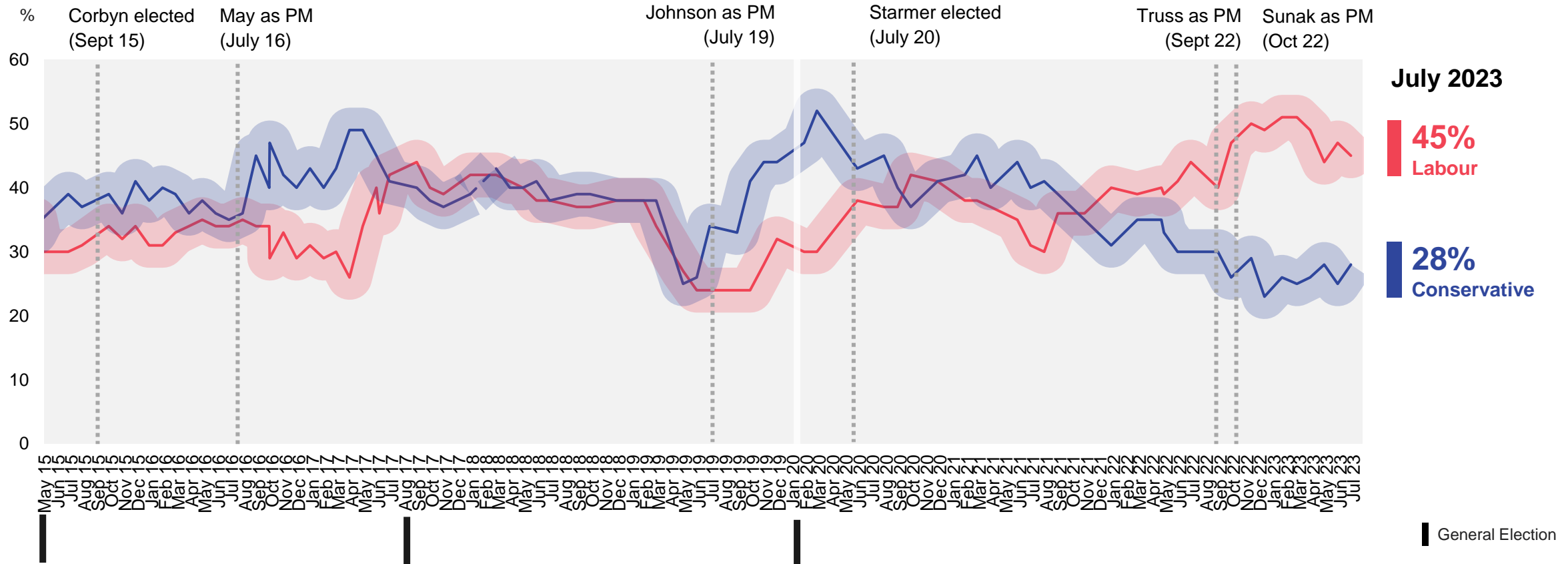
Base: 1,065 British adults 18+, 19-23 July 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 639. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record 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?



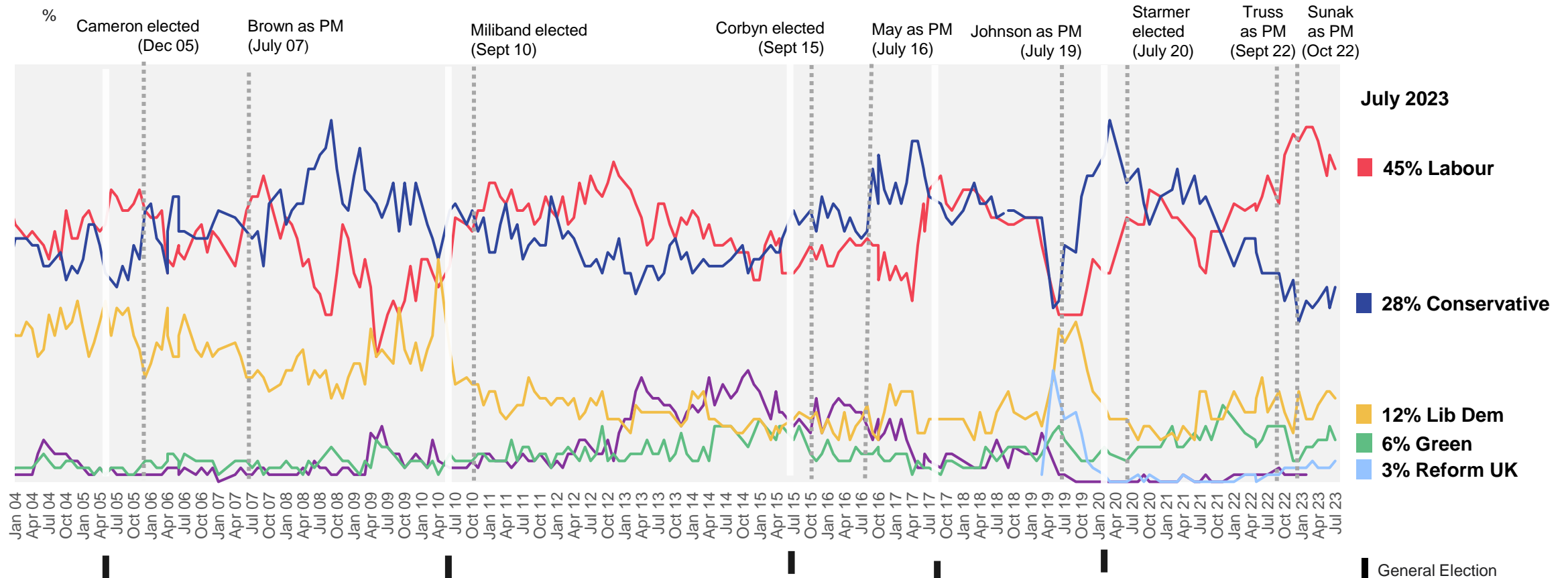
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – July '23

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."

Source: Ipsos Political Monitor



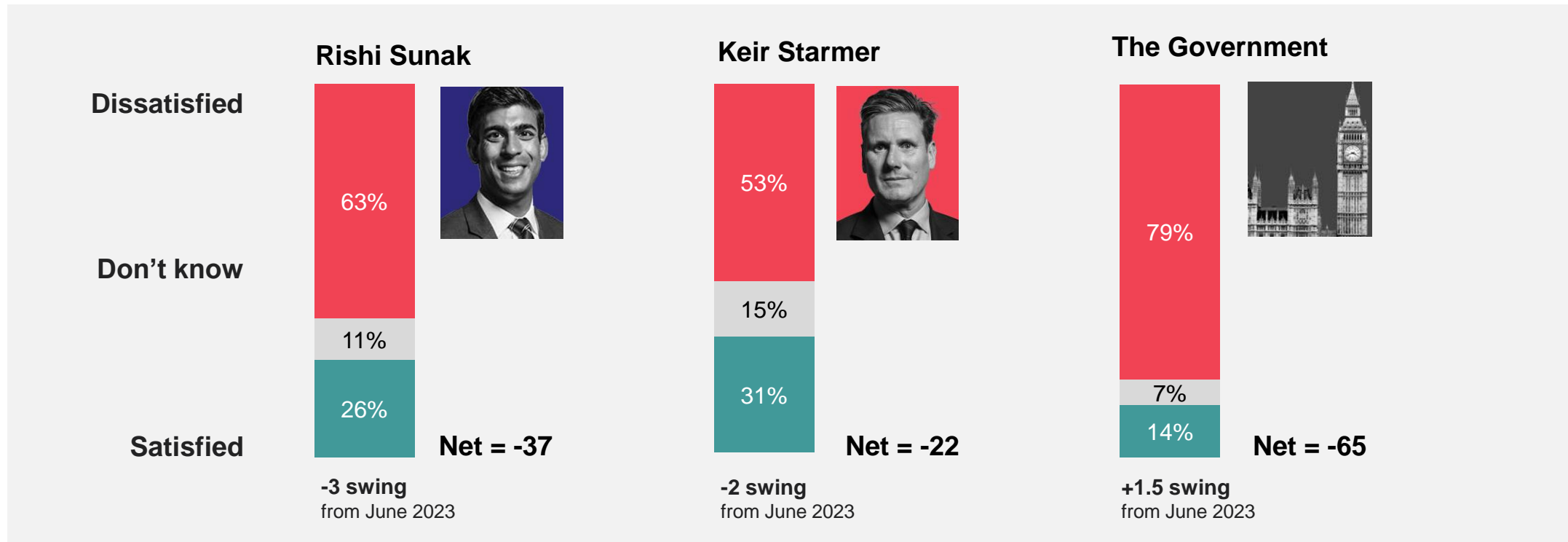
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebble beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

SATISFACTION

WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: July 2023

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



Base: 1,065 British adults 18+, 19-23 July 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

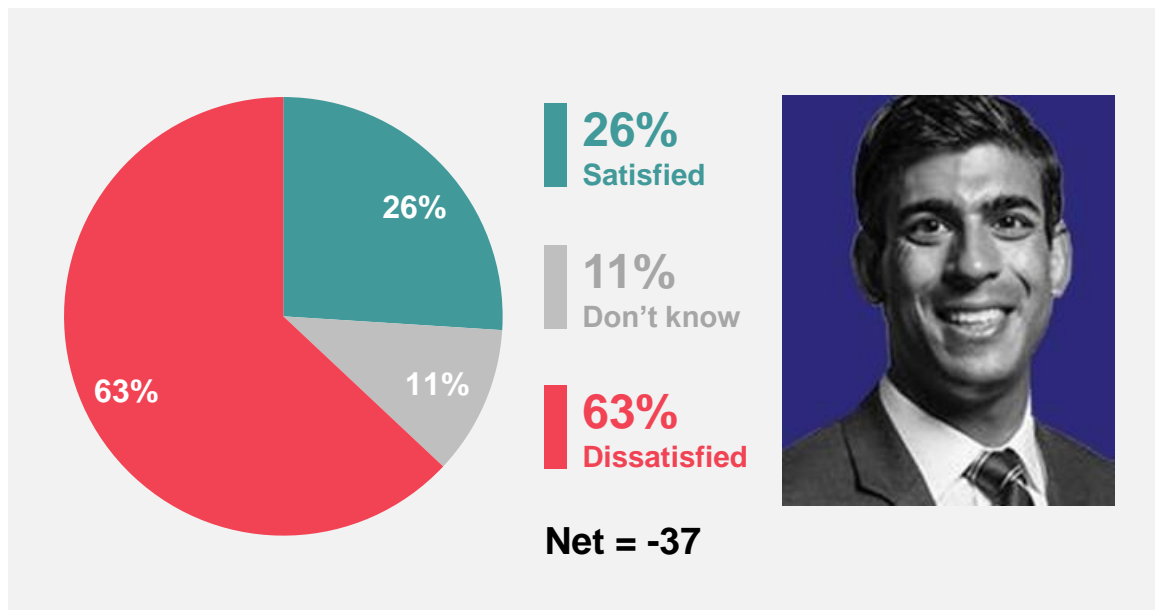


Rishi Sunak: Satisfaction

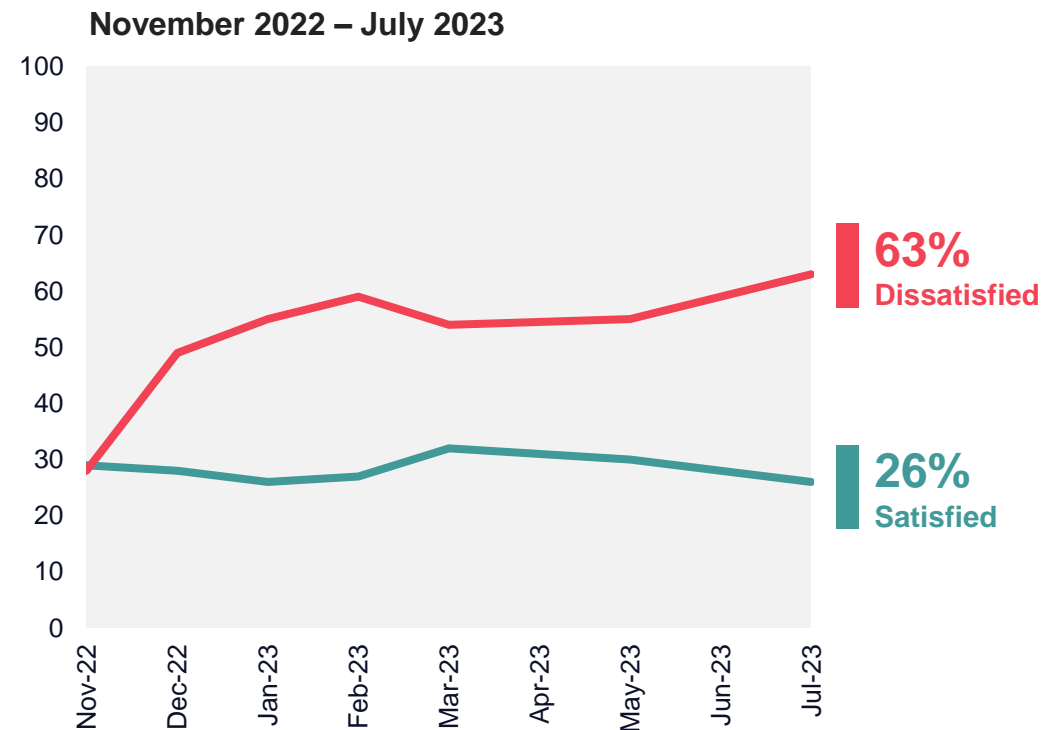
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

July 2023

Among all



Base: 1,065 British adults 18+, 19-23 July 2023



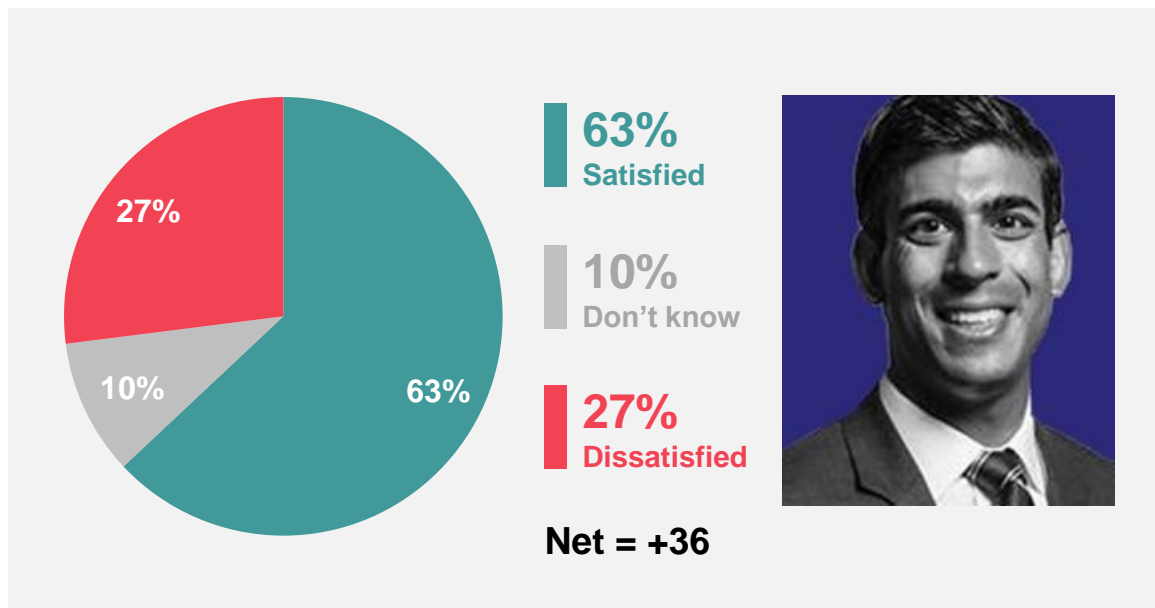
Source: Ipsos Political Monitor



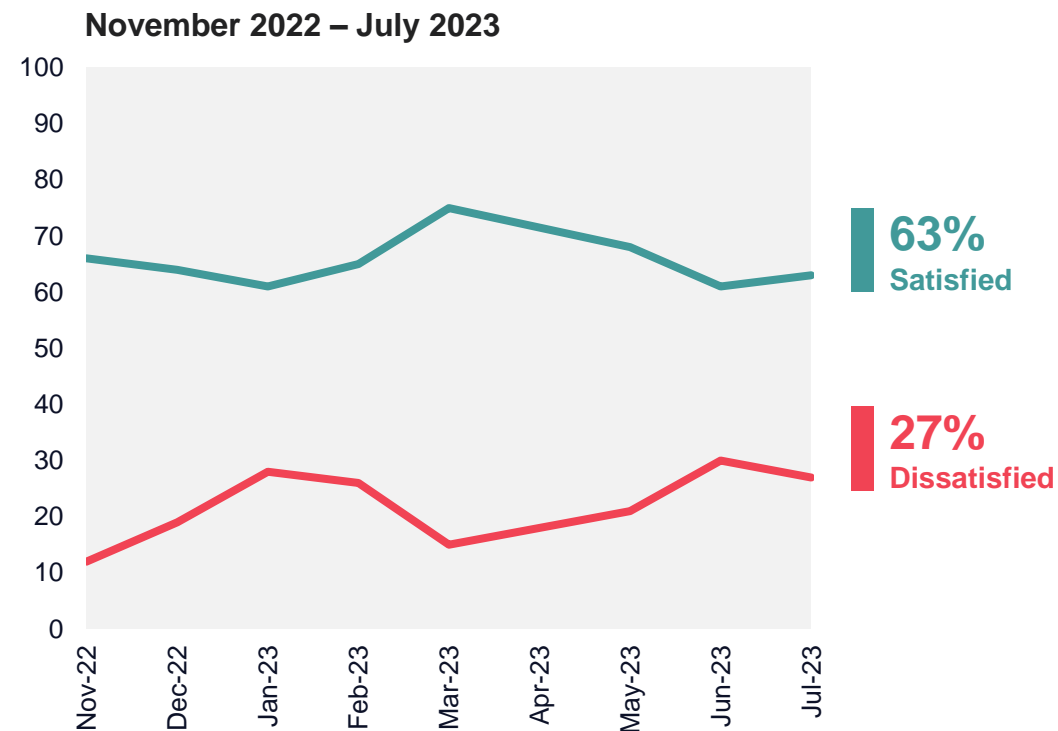
Rishi Sunak: Satisfaction amongst Conservative supporters

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

July 2023



Base: 212 Conservative party supporters aged 18+, 19-23 July 2023

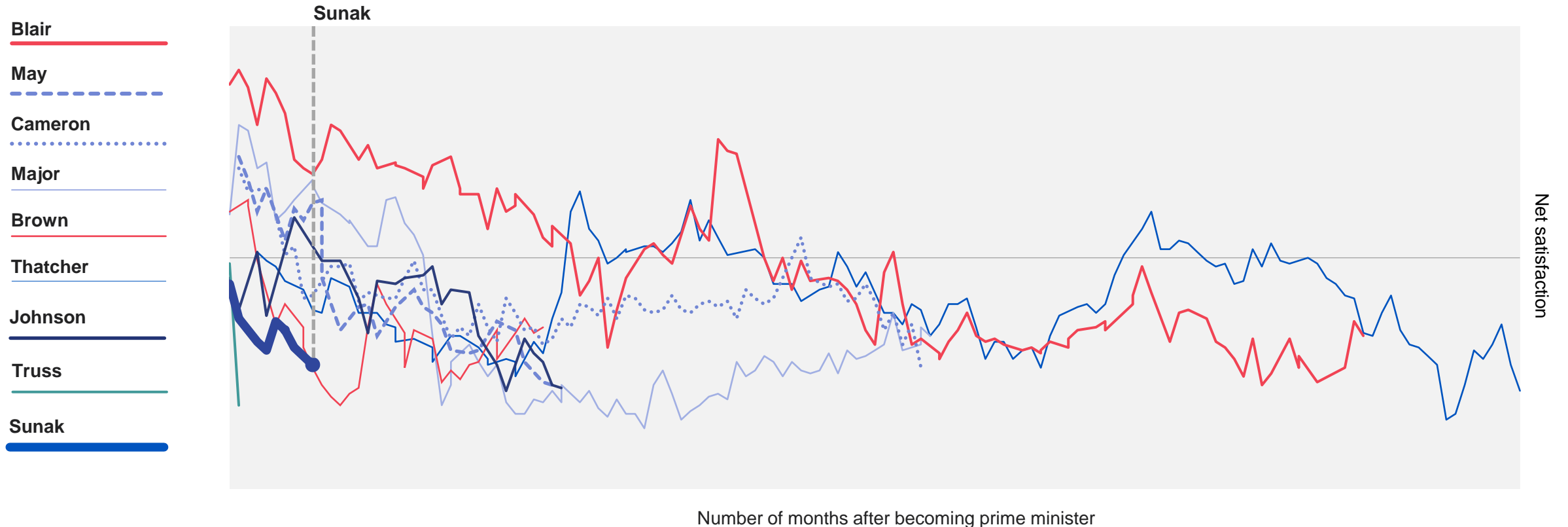


Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2023)

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



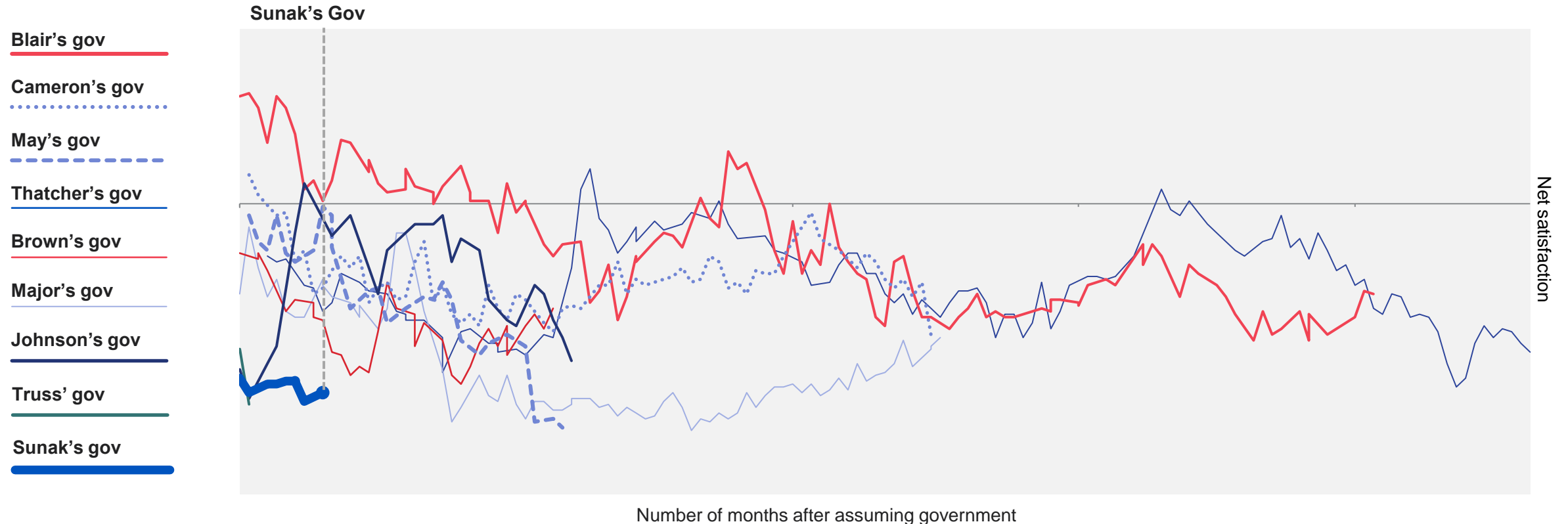
Note: Data collected prior to July 2008 was collected via face-to-face methodology; data collected from July 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Net satisfaction with the Government (1979 – 2023)

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



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

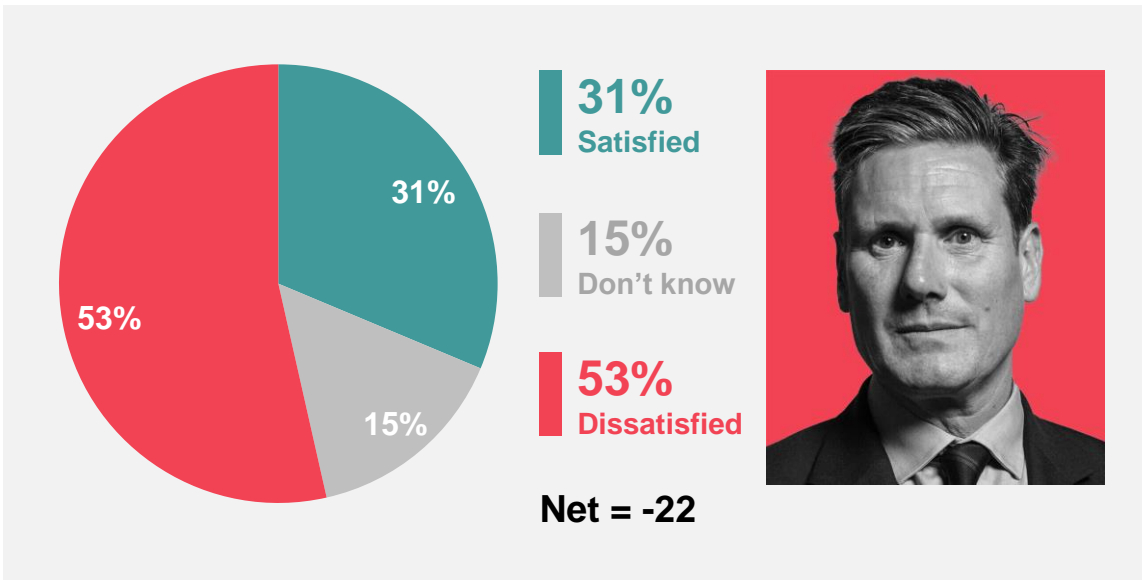
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction

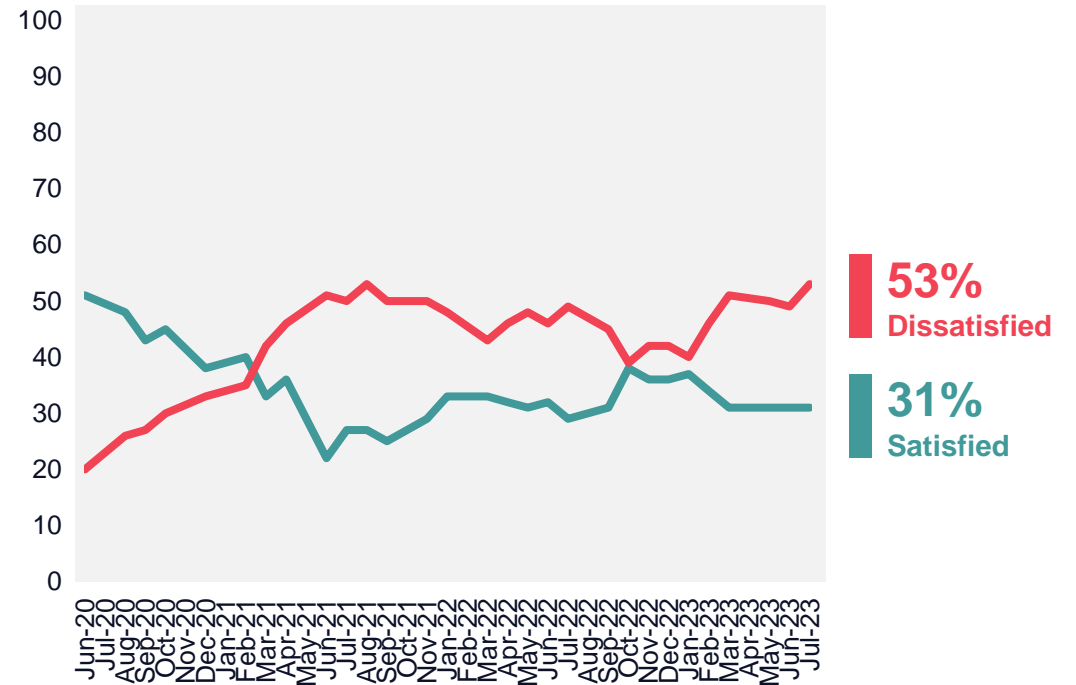
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

July 2023



Base: 1,065 British adults 18+, 19-23 July 2023

June 2020 – July 2023



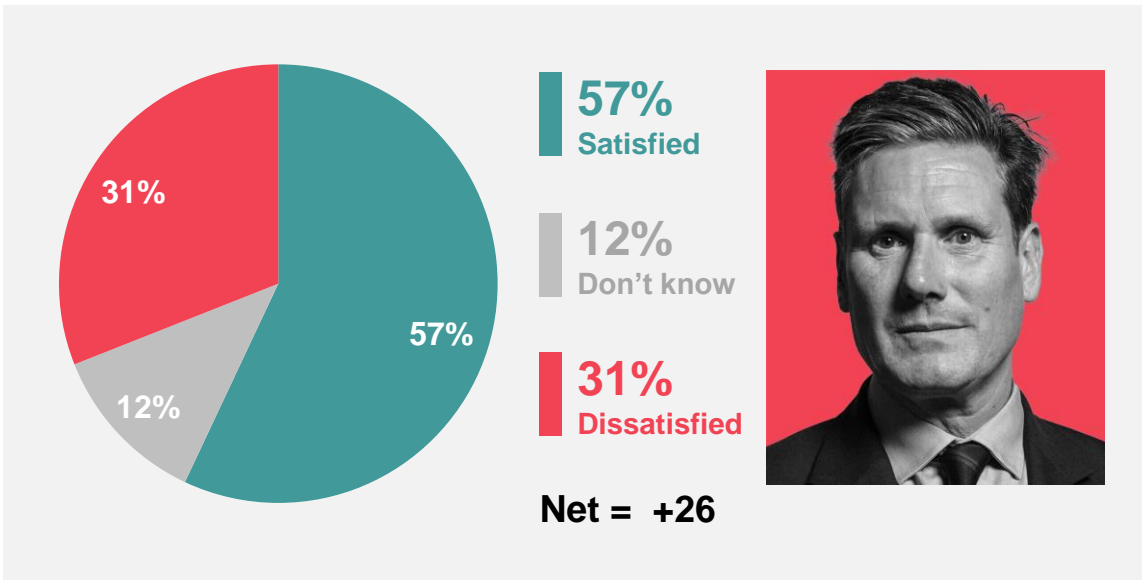
Source: Ipsos Political Monitor



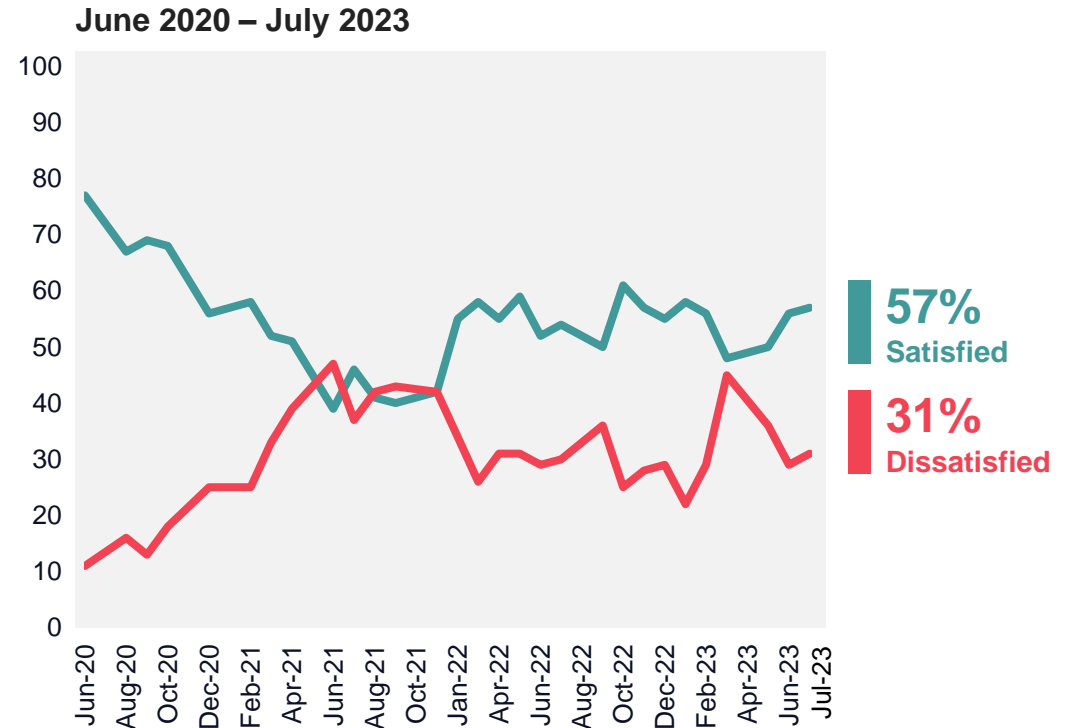
Keir Starmer: Satisfaction amongst Labour supporters

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

July 2023



Base: 334 Labour Party supporters aged 18+, 19-23 July 2023

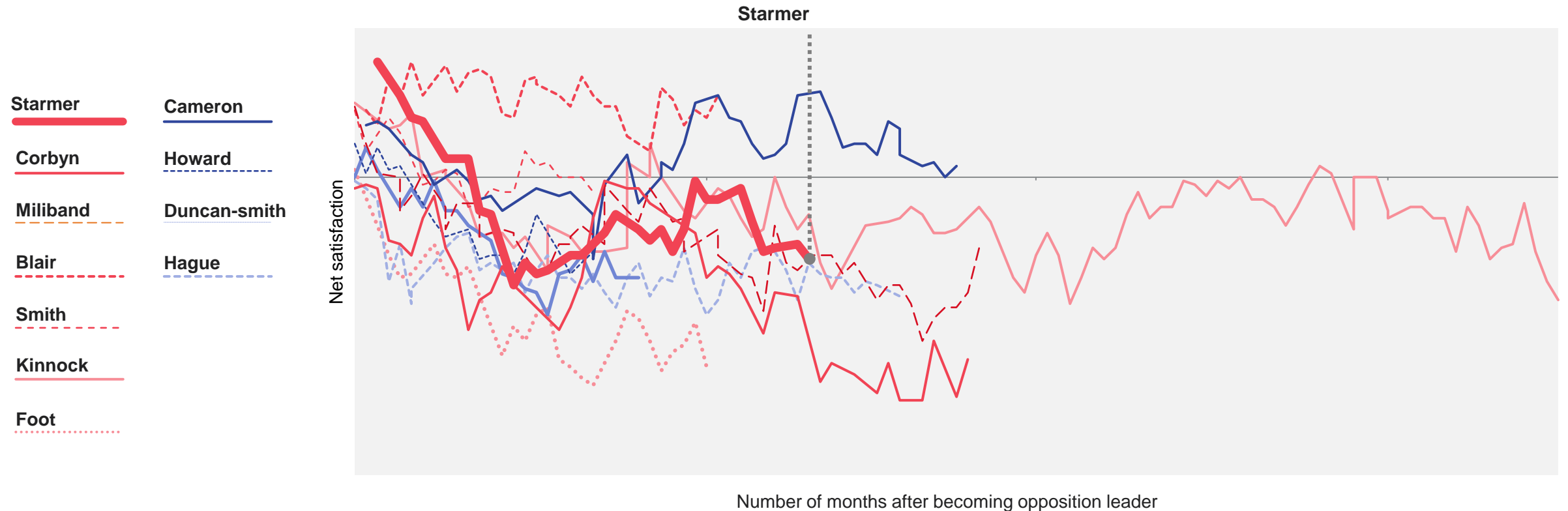


Source: Ipsos Political Monitor



Net satisfaction with Opposition Leaders (1980 – 2023)

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



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

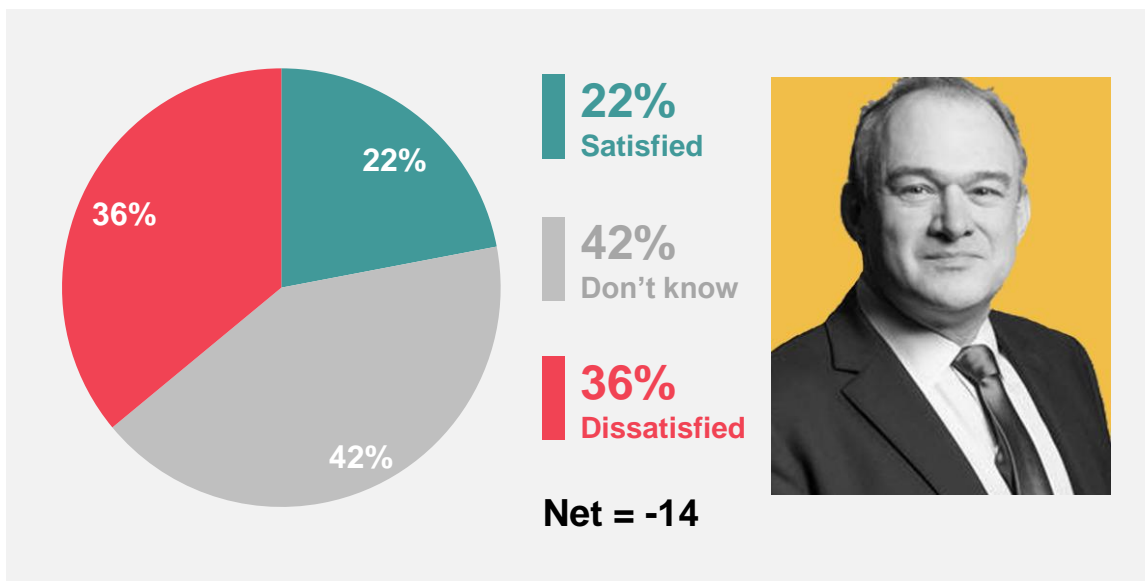
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

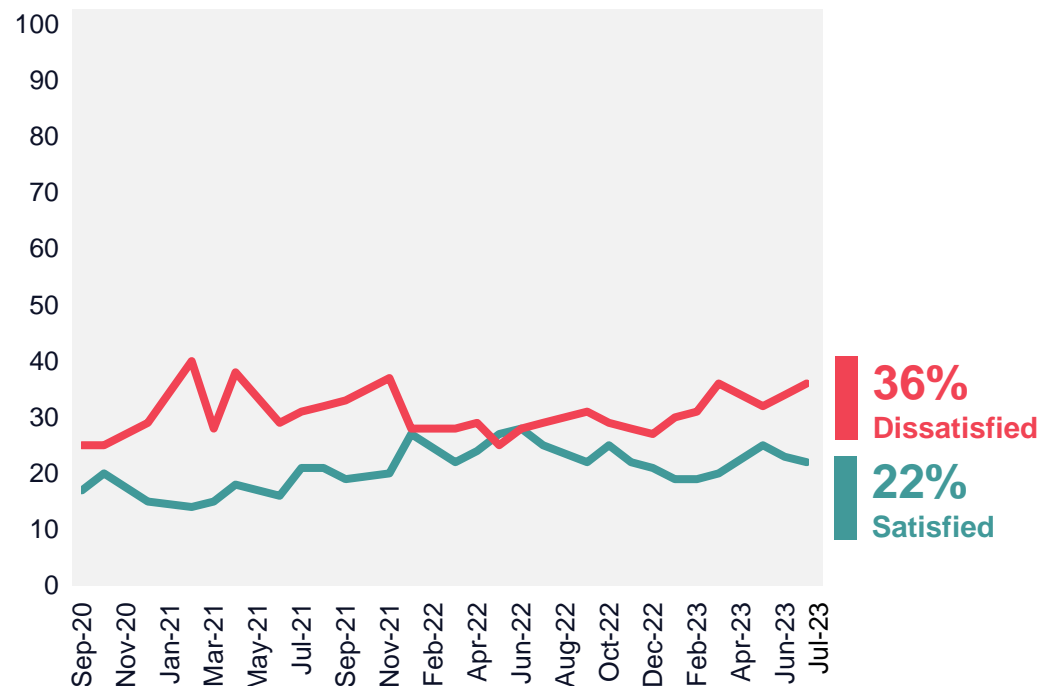
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

July 2023



Base: 1,065 British adults 18+, 19-23 July 2023

September 2020 – July 2023



Source: Ipsos Political Monitor



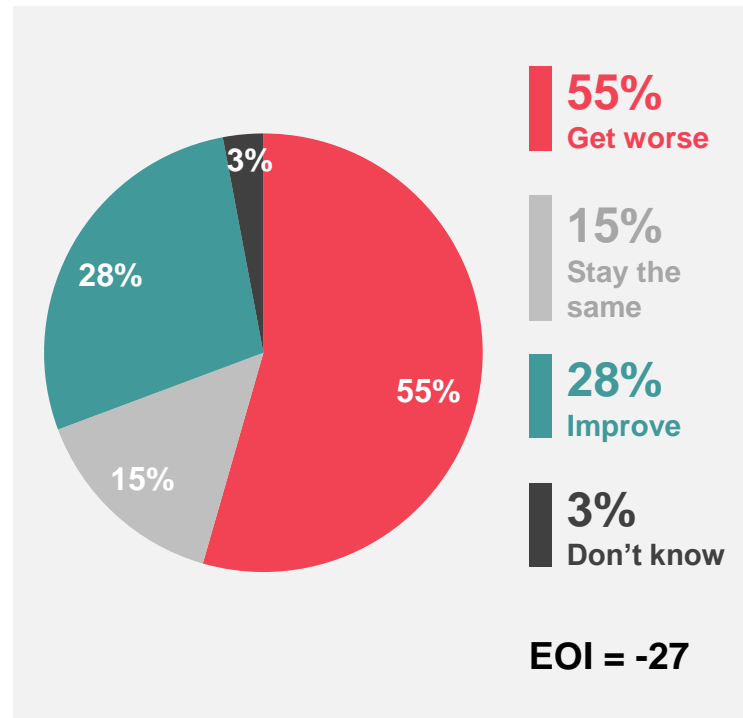
ECONOMIC OPTIMISM



Economic Optimism Index

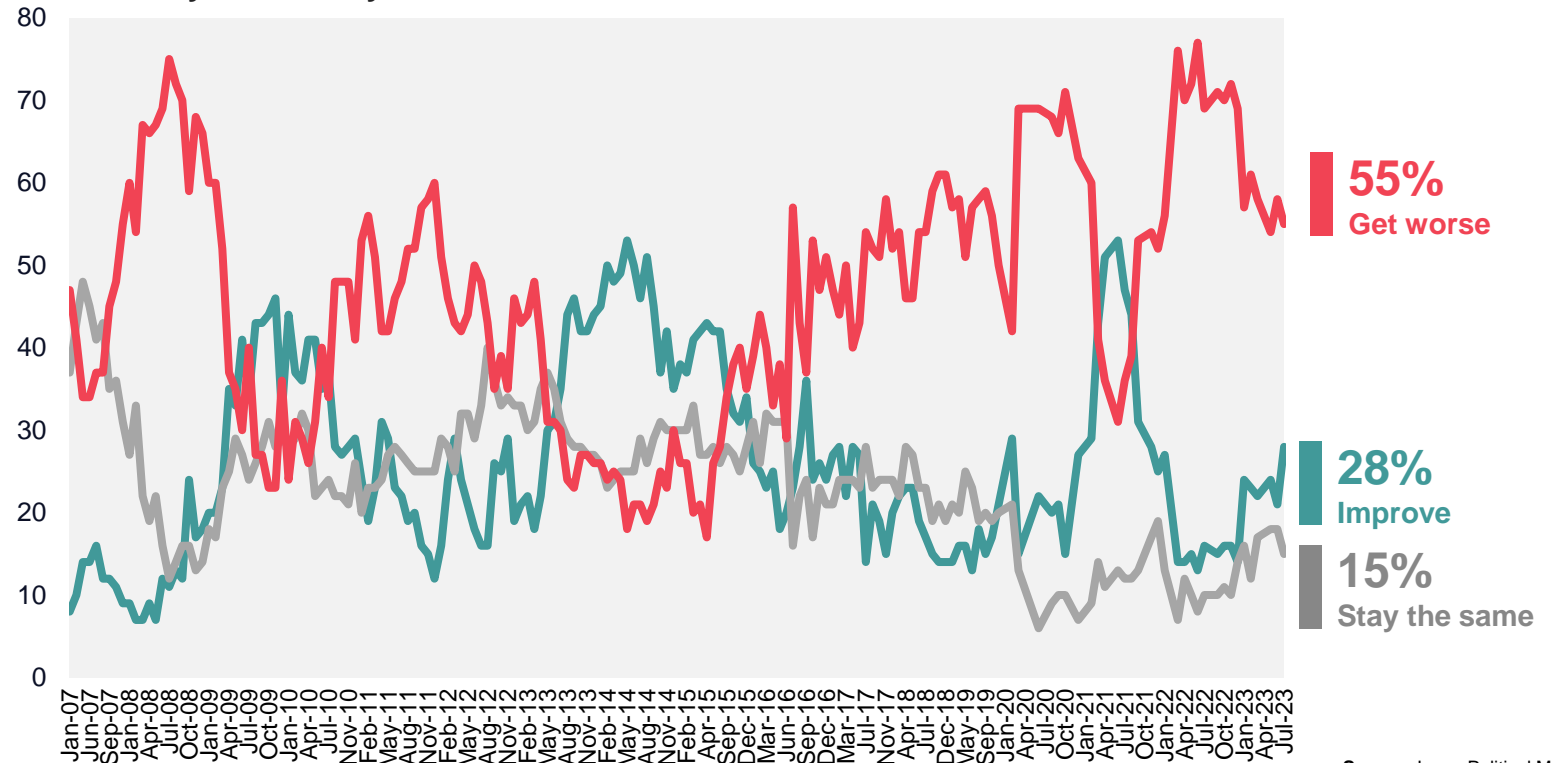
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

July 2023



Base: 1,065 British adults 18+, 19-23 July 2023

January 2007 – July 2023

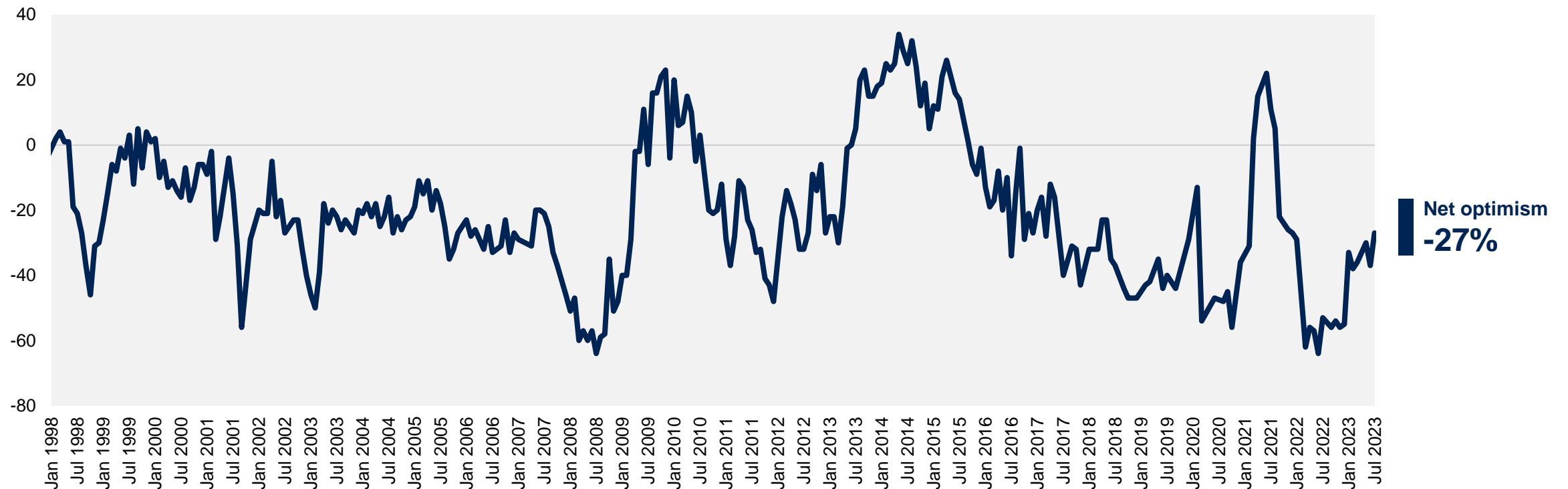


Source: Ipsos Political Monitor



Economic Optimism Index (1998-2023)

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



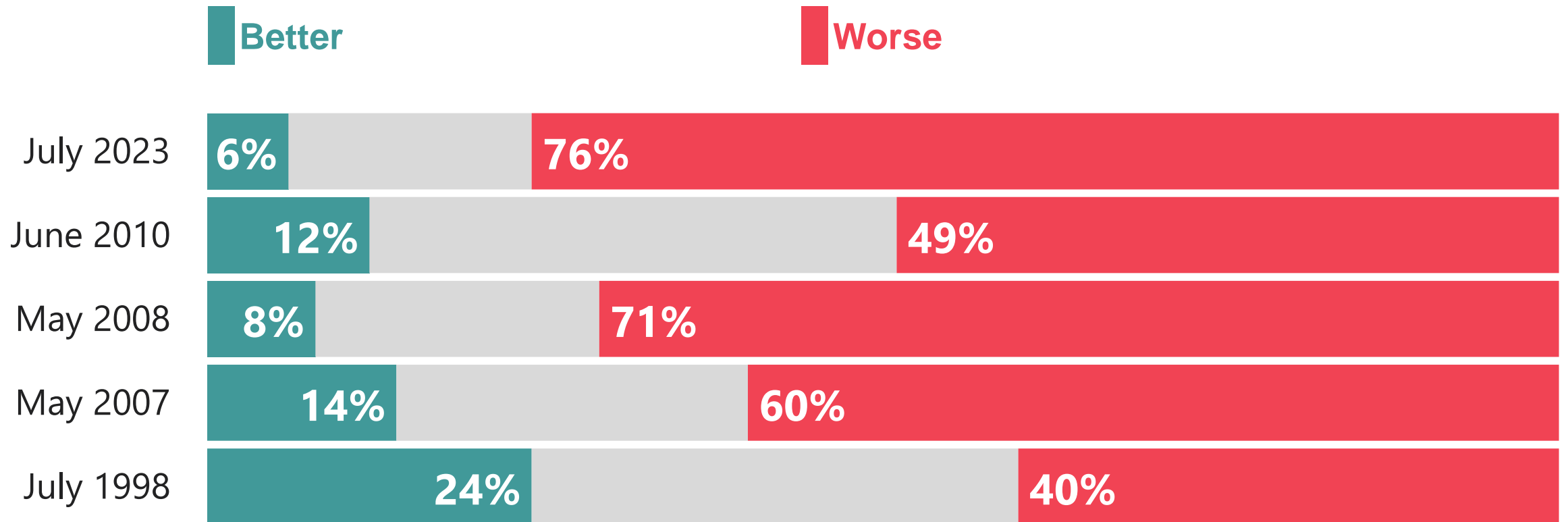
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



Is Britain getting better or worse as a place to live?

Generally speaking, do you think that Britain as a place to live is getting better or worse or is it staying the same?



Base: 1,065 British adults 18+, 19-23 July 2023

Source: Ipsos Political Monitor

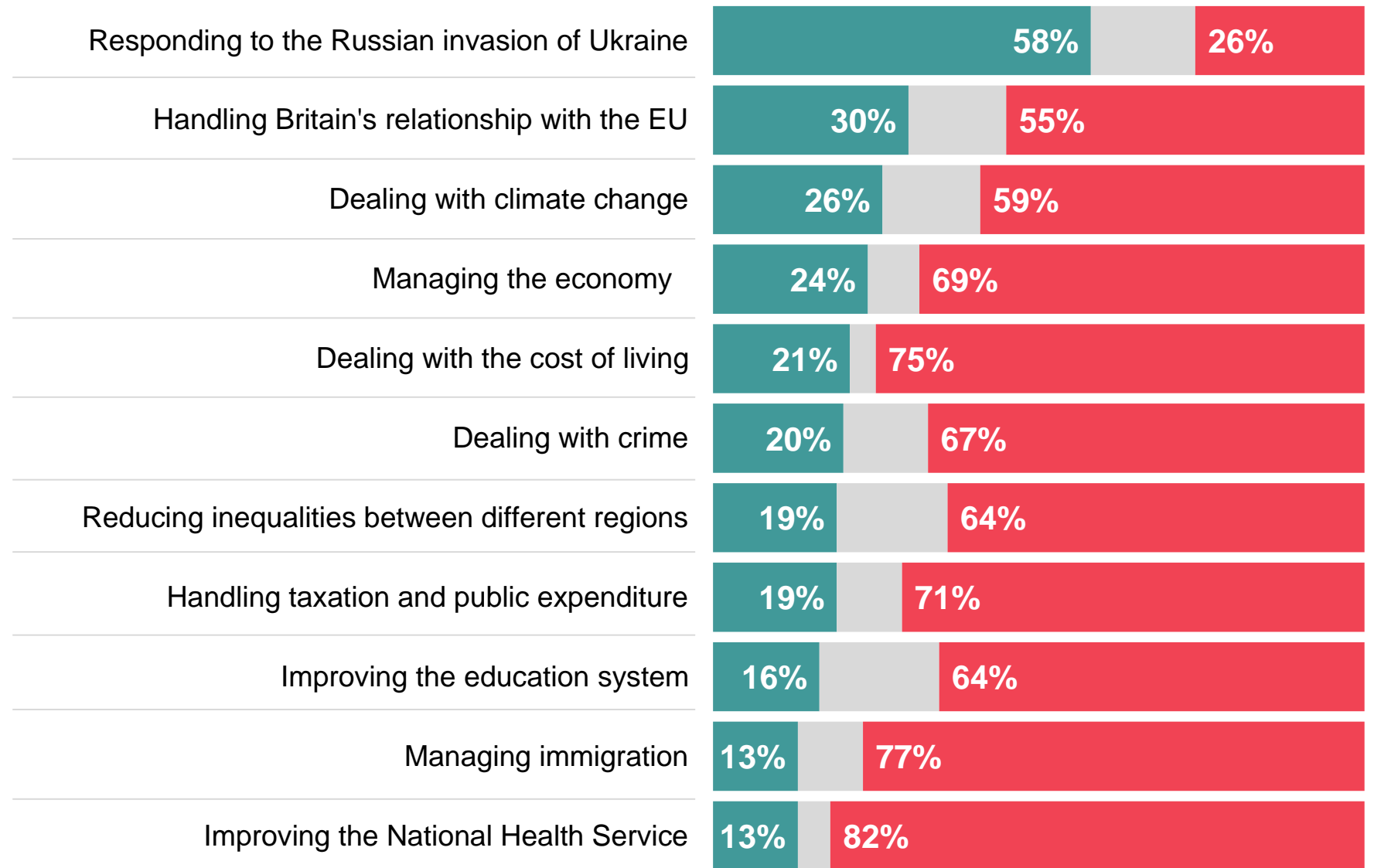


Rishi Sunak's government performance: July 2023

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?

Good job

Bad job

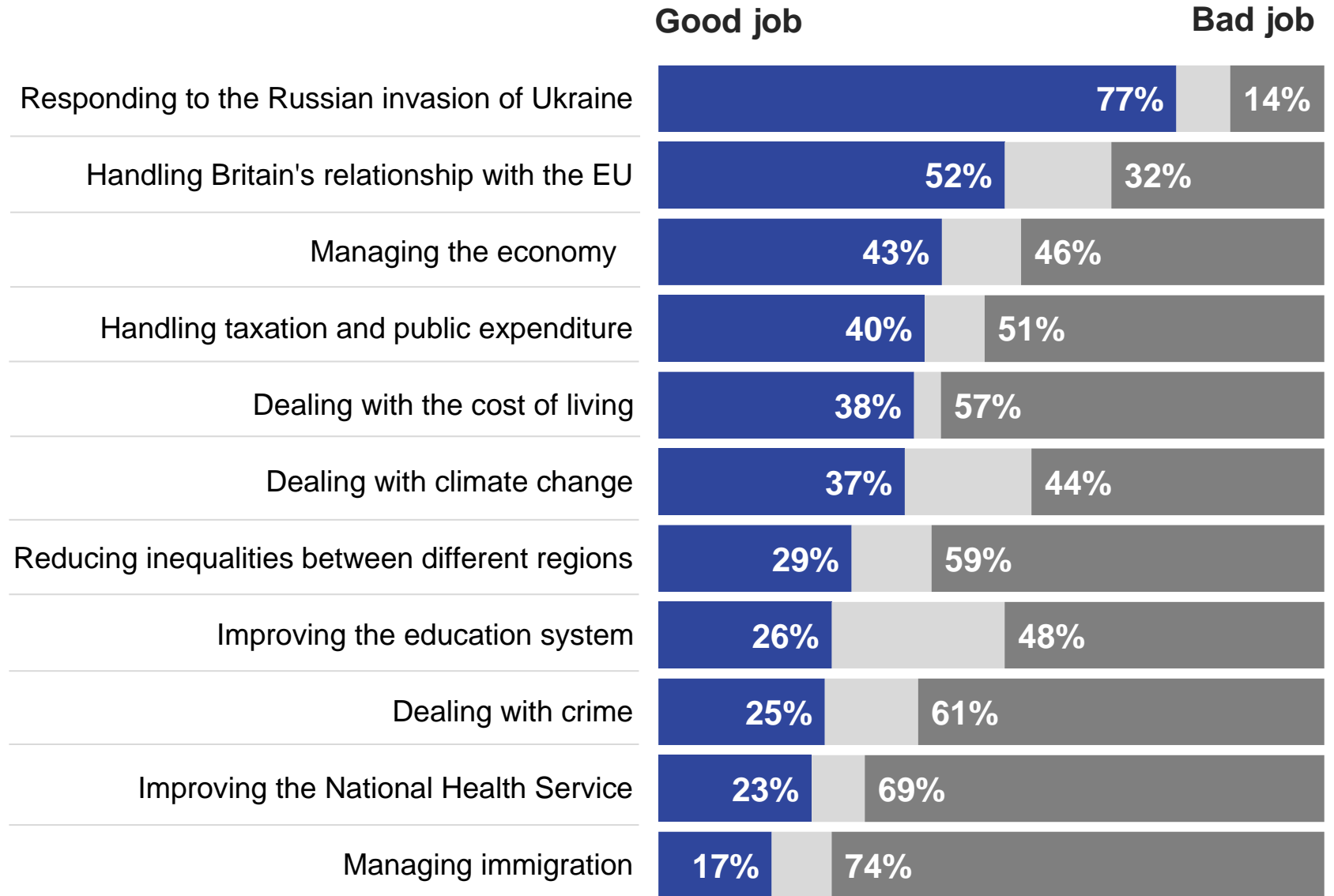


Base: 1,065 British adults 18+, 19-23 July 2023



Rishi Sunak's government performance: Among 2019 Conservative Voters

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?

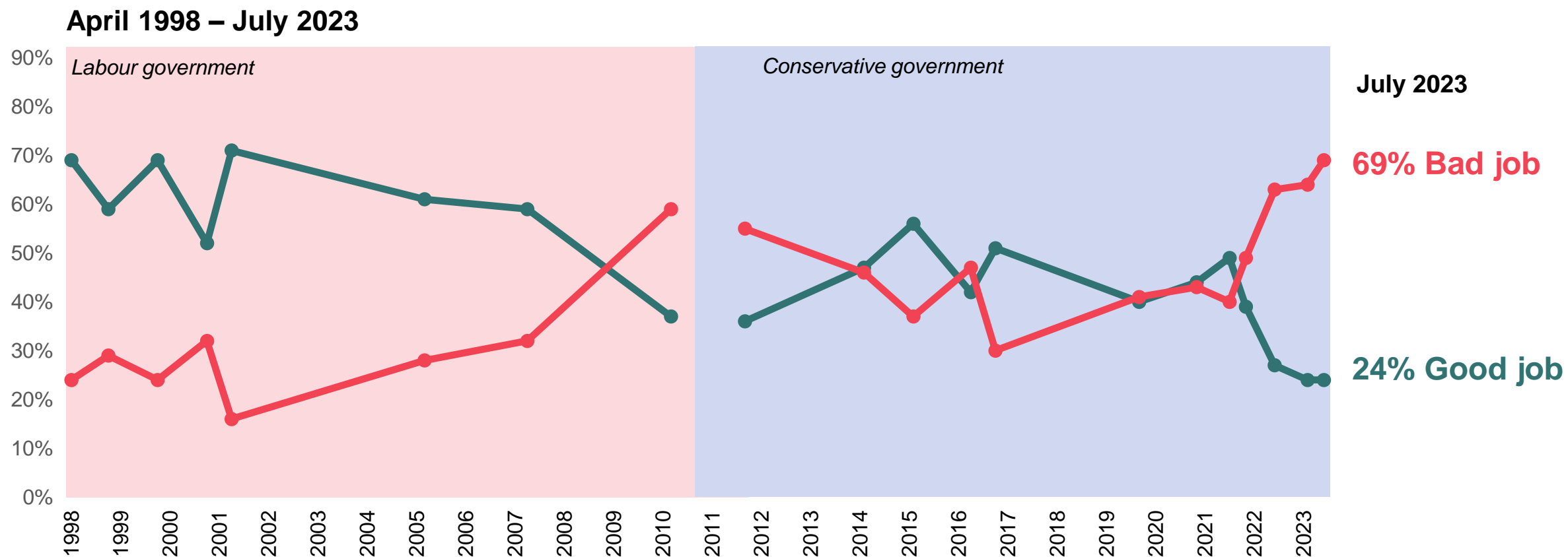


Base: 292 British adults 18+, who voted Conservative in the 2019 General Election, 19-23 July 2023



The Government's handling of managing the economy

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...? Managing the economy



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

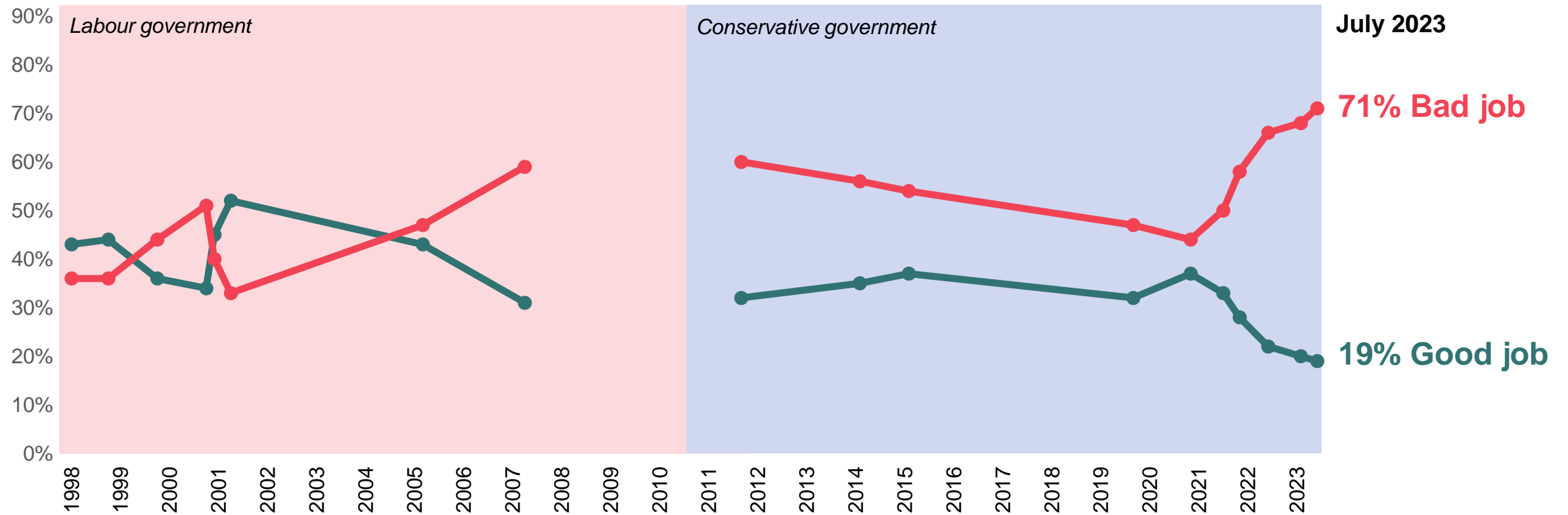
Source: Ipsos Political Monitor



The Government's handling of taxation and public expenditure

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? handling taxation and public expenditure

April 1998 – July 2023



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

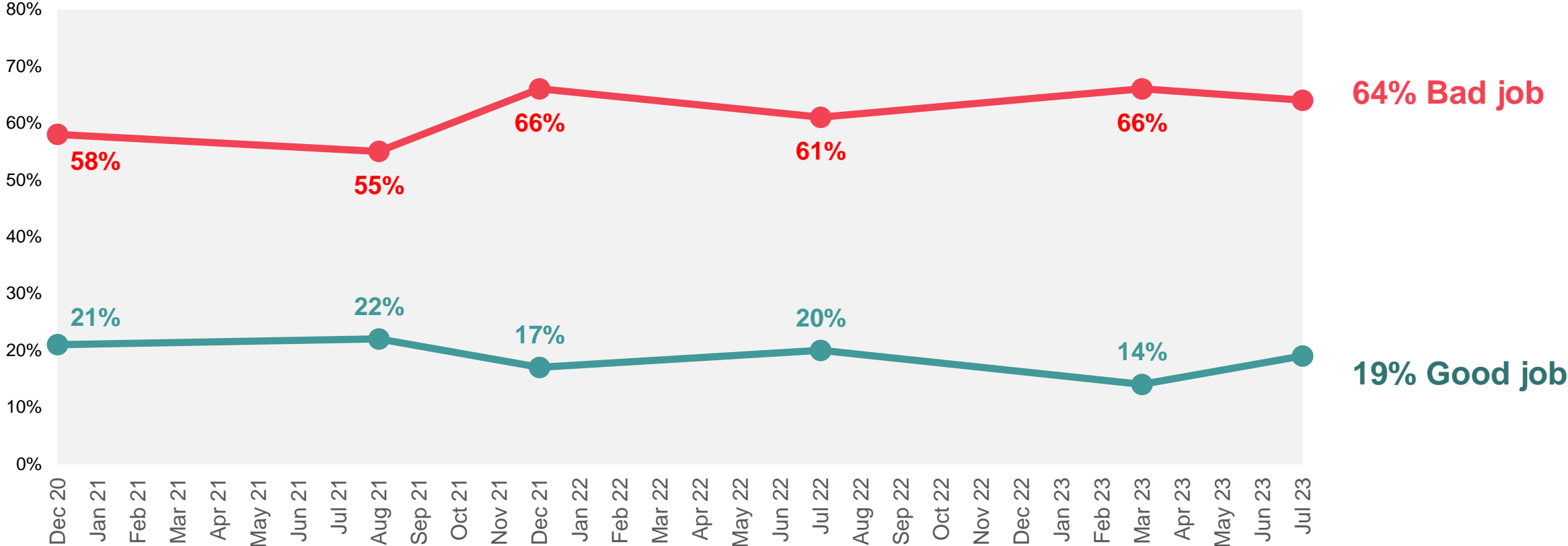
Source: Ipsos Political Monitor



The Government's handling of levelling up

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Reducing inequalities between different regions

December 2020–July 2023

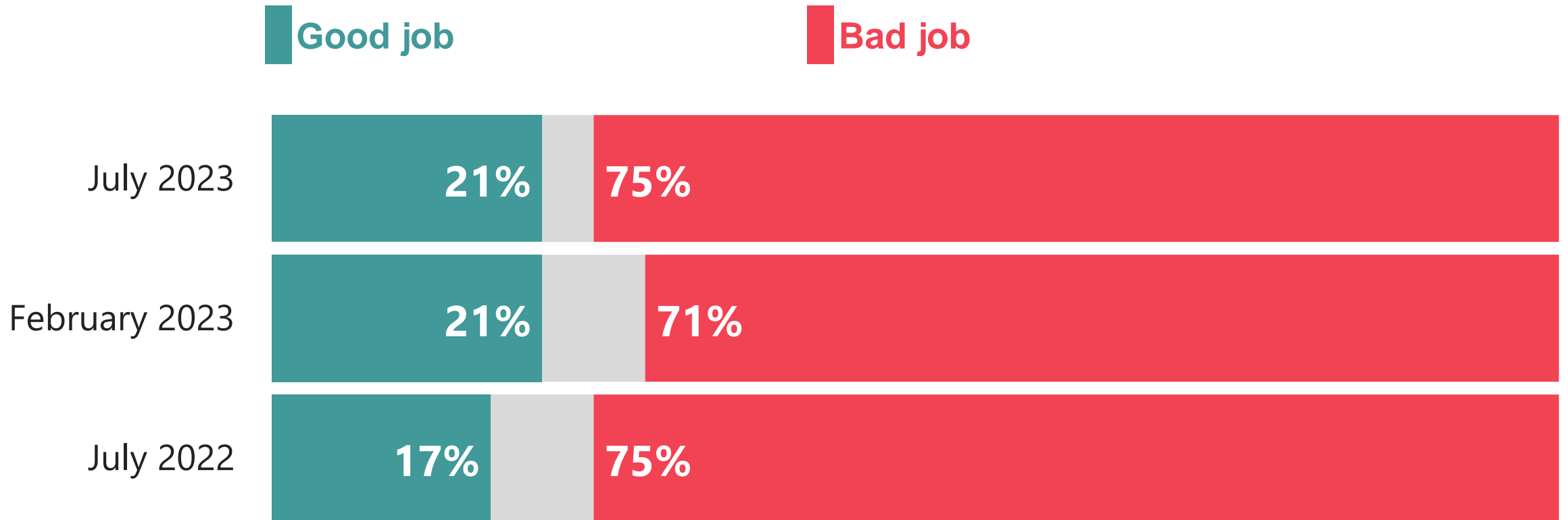


Base: 1,065 British adults 18+, 19-23 July 2023. c.1000 people asked each wave.
 Date including and prior to July 2022 based upon the question:
 Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



The Government's handling of the cost of living

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Dealing with the cost of living



Base: 1,065 British adults 18+, 19-23 July 2023 Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?

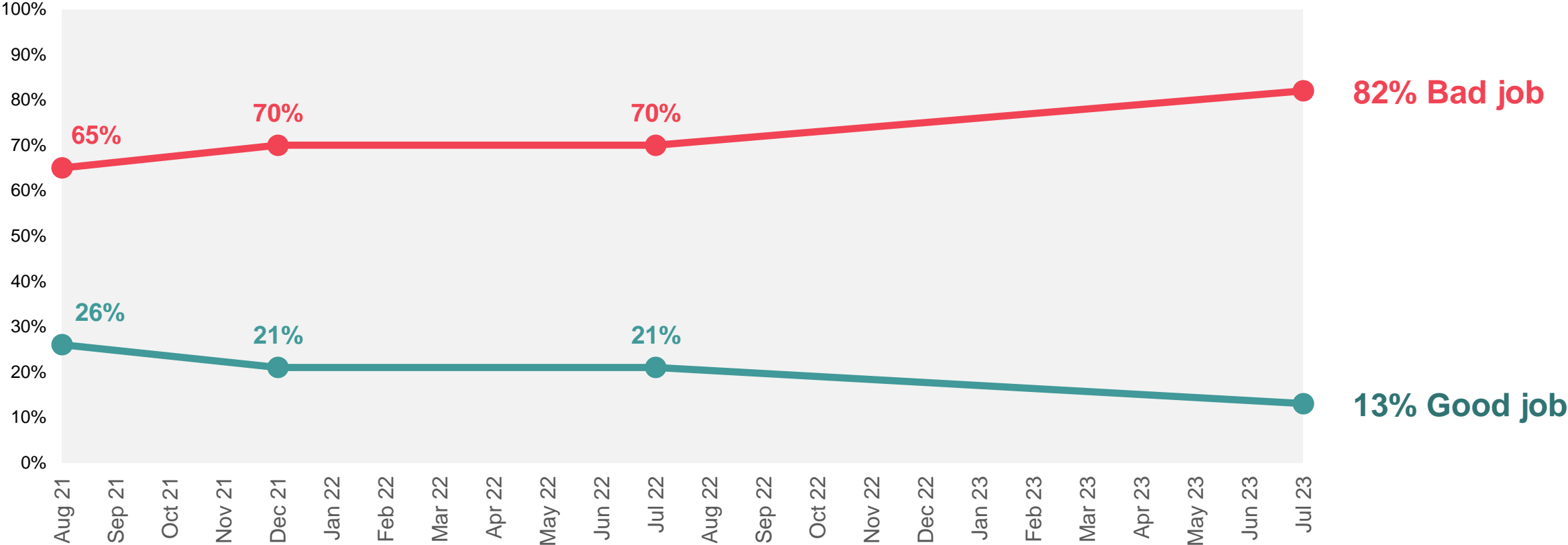
Source: Ipsos Political Monitor



The Government's handling of the NHS

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Improving the National Health Service

August 2021 – July 2023



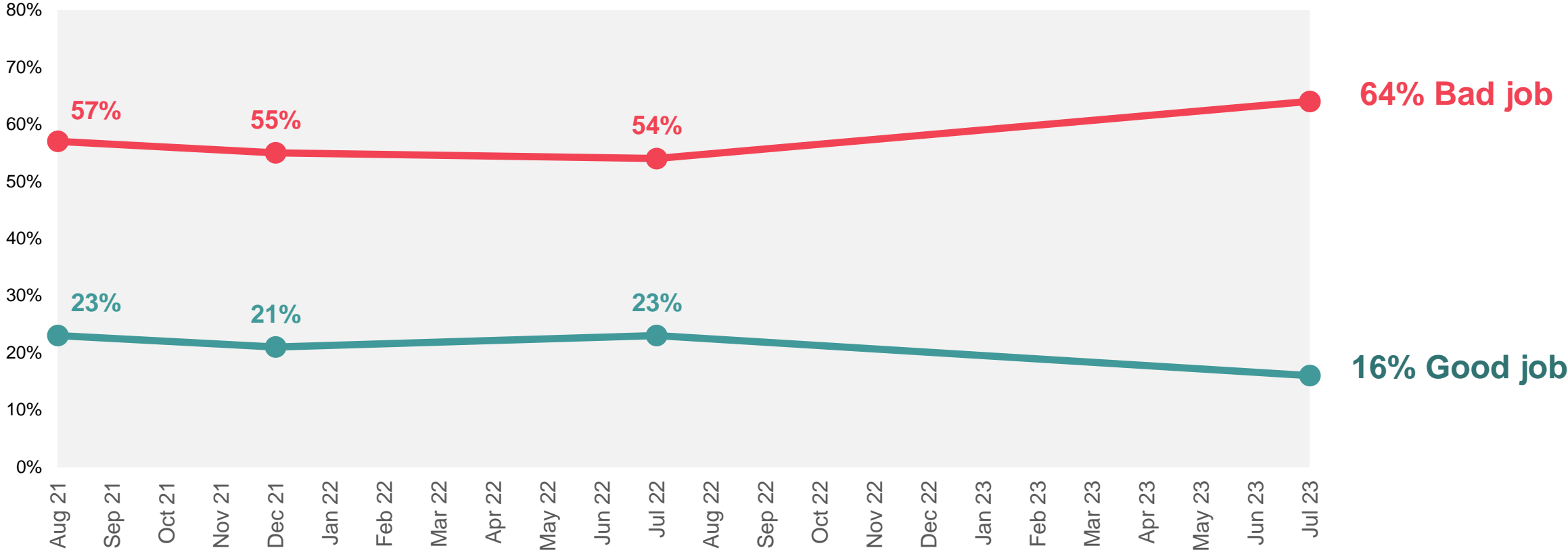
Base: 1,065 British adults 18+, 19-23 July 2023. c.1000 people asked each wave. * Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



The Government's handling of education

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Improving the education system

August 2021 – July 2023



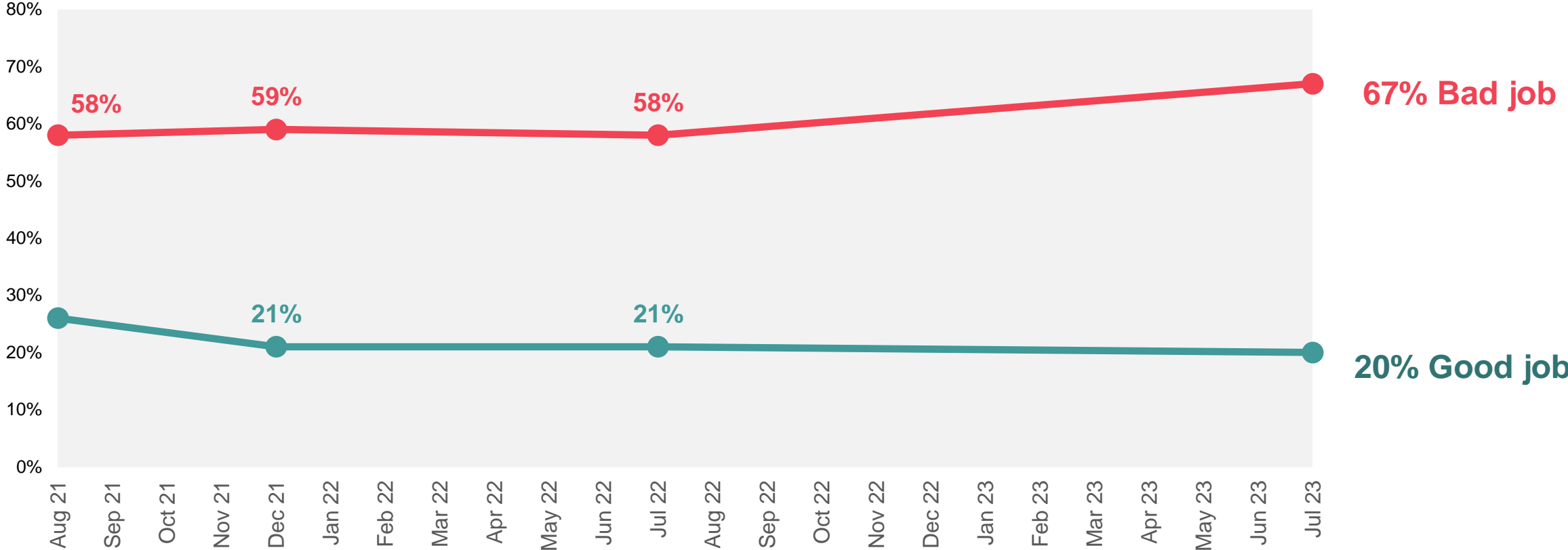
Base: 1,065 British adults 18+, 19-23 July 2023. c.1000 people asked each wave. Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



The Government's handling of crime

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Dealing with crime

August 2021 – July 2023

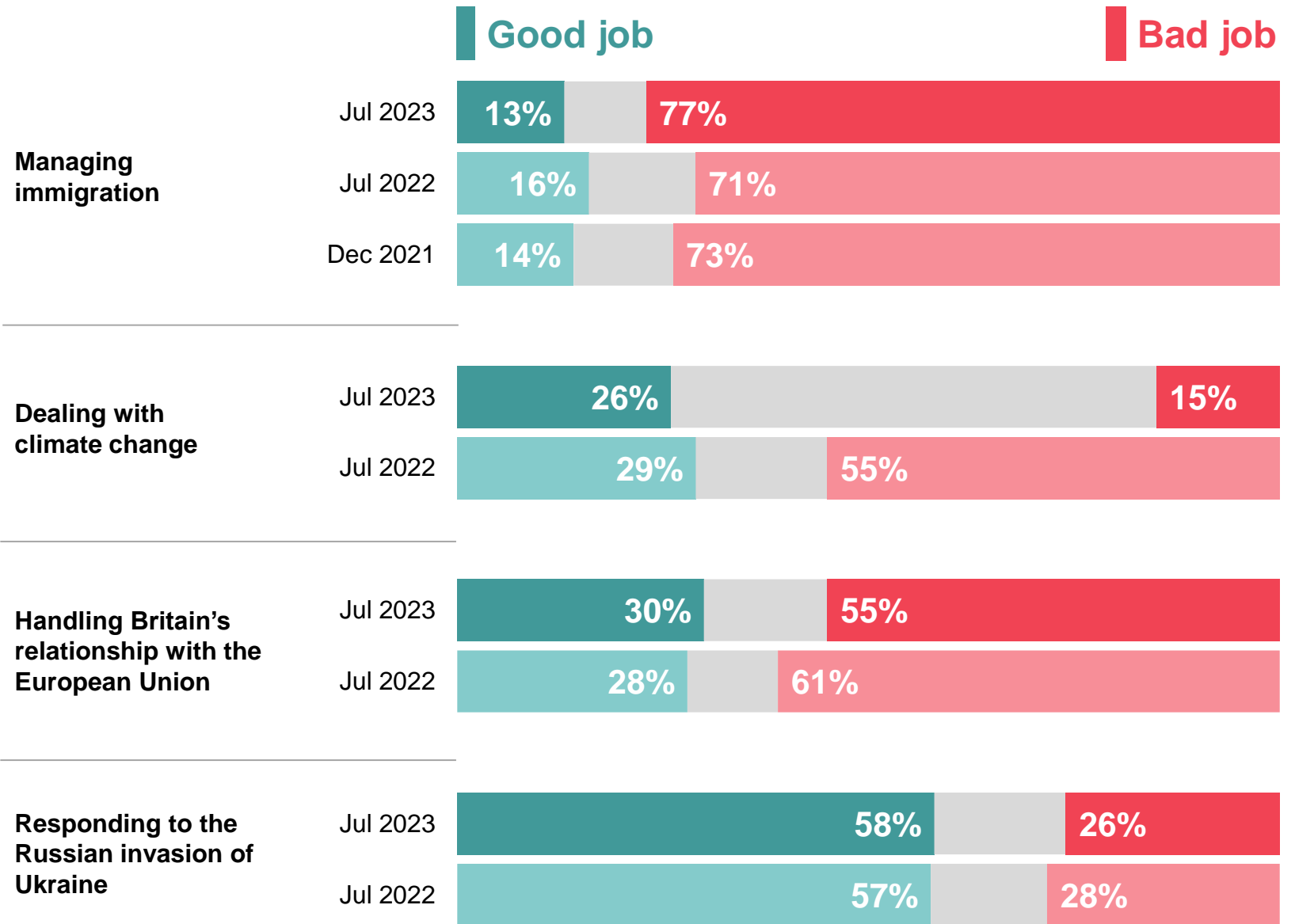


Base: 1,065 British adults 18+, 19-23 July 2023. c.1000 people asked each wave. Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



Government's performance: Trends

Since Rishi Sunak's government was formed in October 2022, do you think the government has done a good or bad job at...?



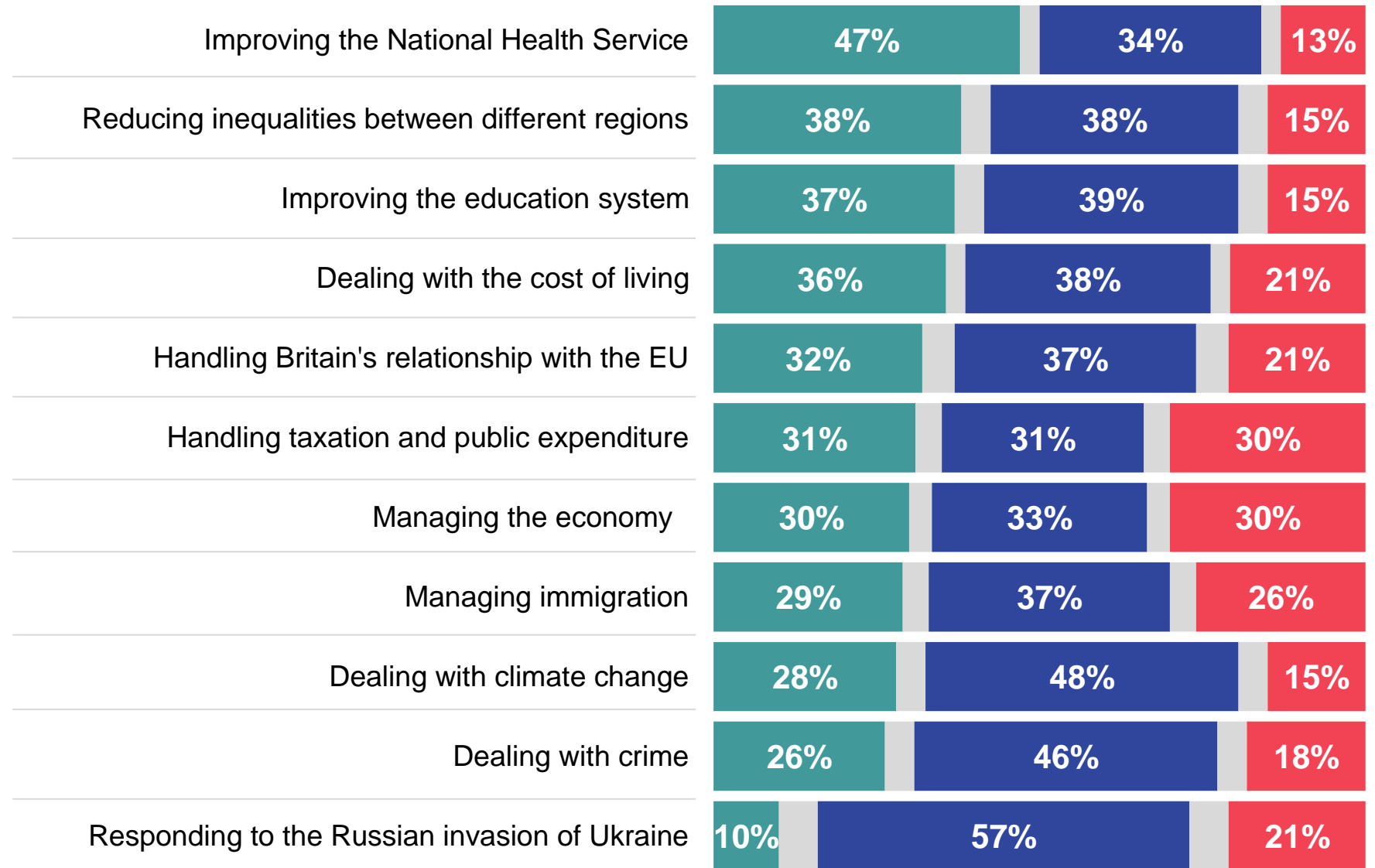
Base: 1,065 British adults 18+, 19-23 July 2023. Date including and prior to July 2022 based upon the question:
 Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



Would Labour do a better job in office?

And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...?

- Better job
- About the same
- Worse job



Base: 1,065 British adults 18+, 19-23 July 2023

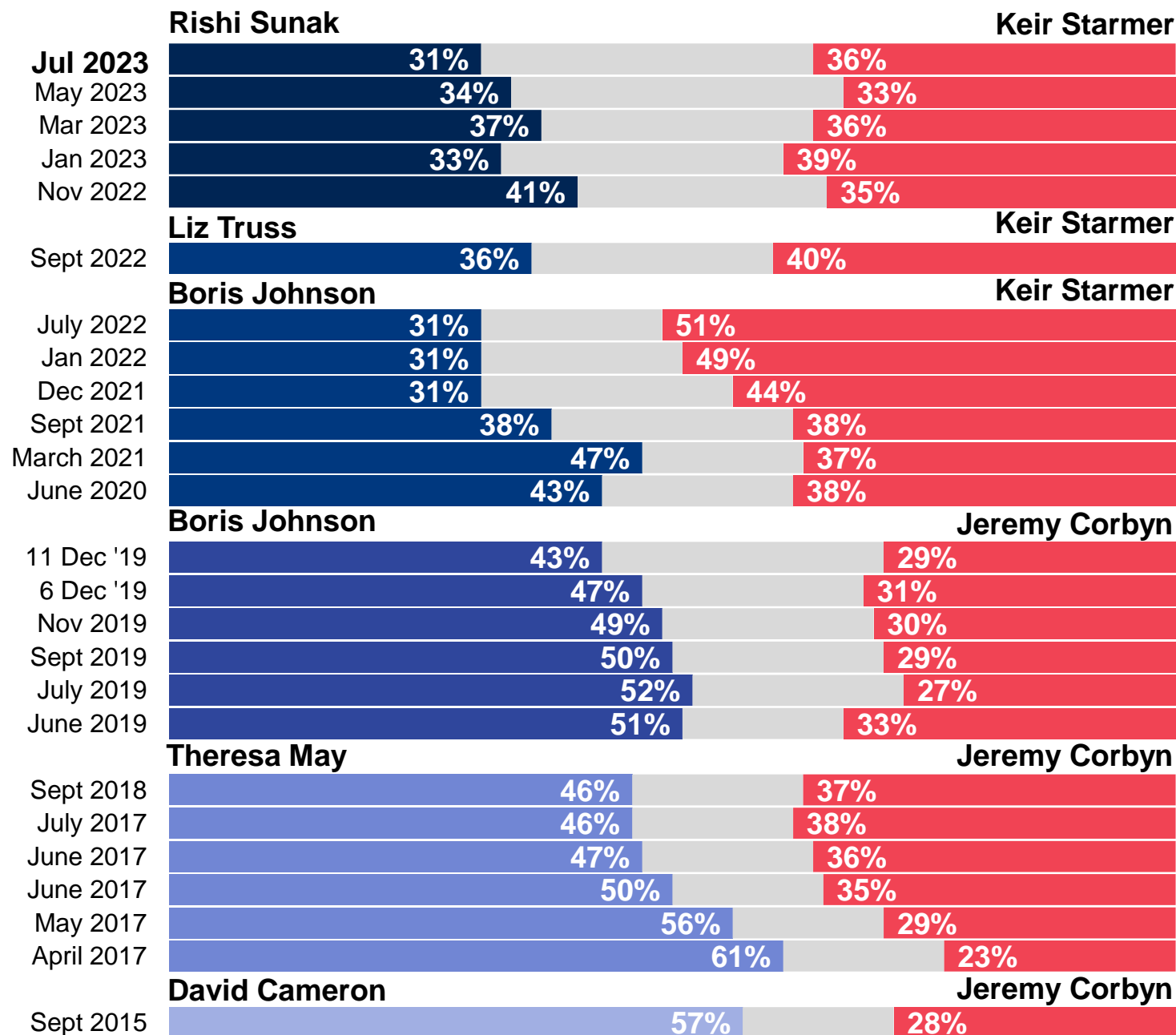




MOST CAPABLE PM AND PARTY TRACKERS

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 ?

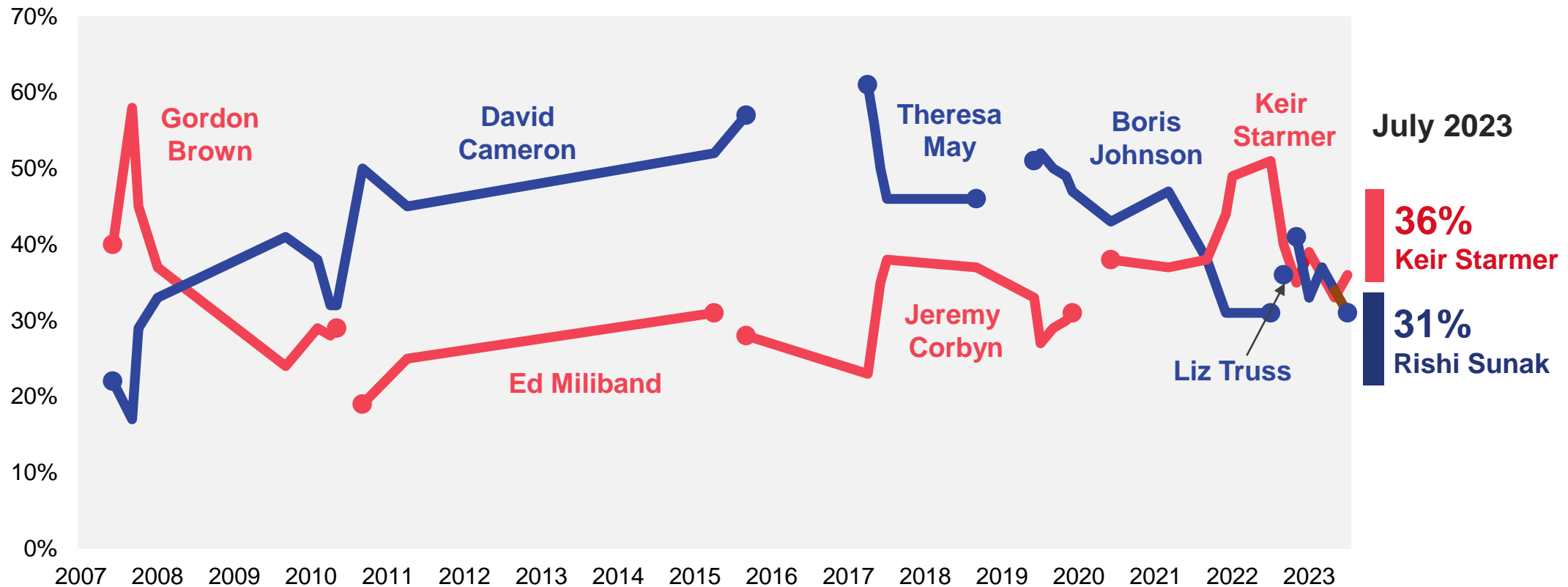


Base: 1,065 British adults 18+, 19-23 July 2023

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

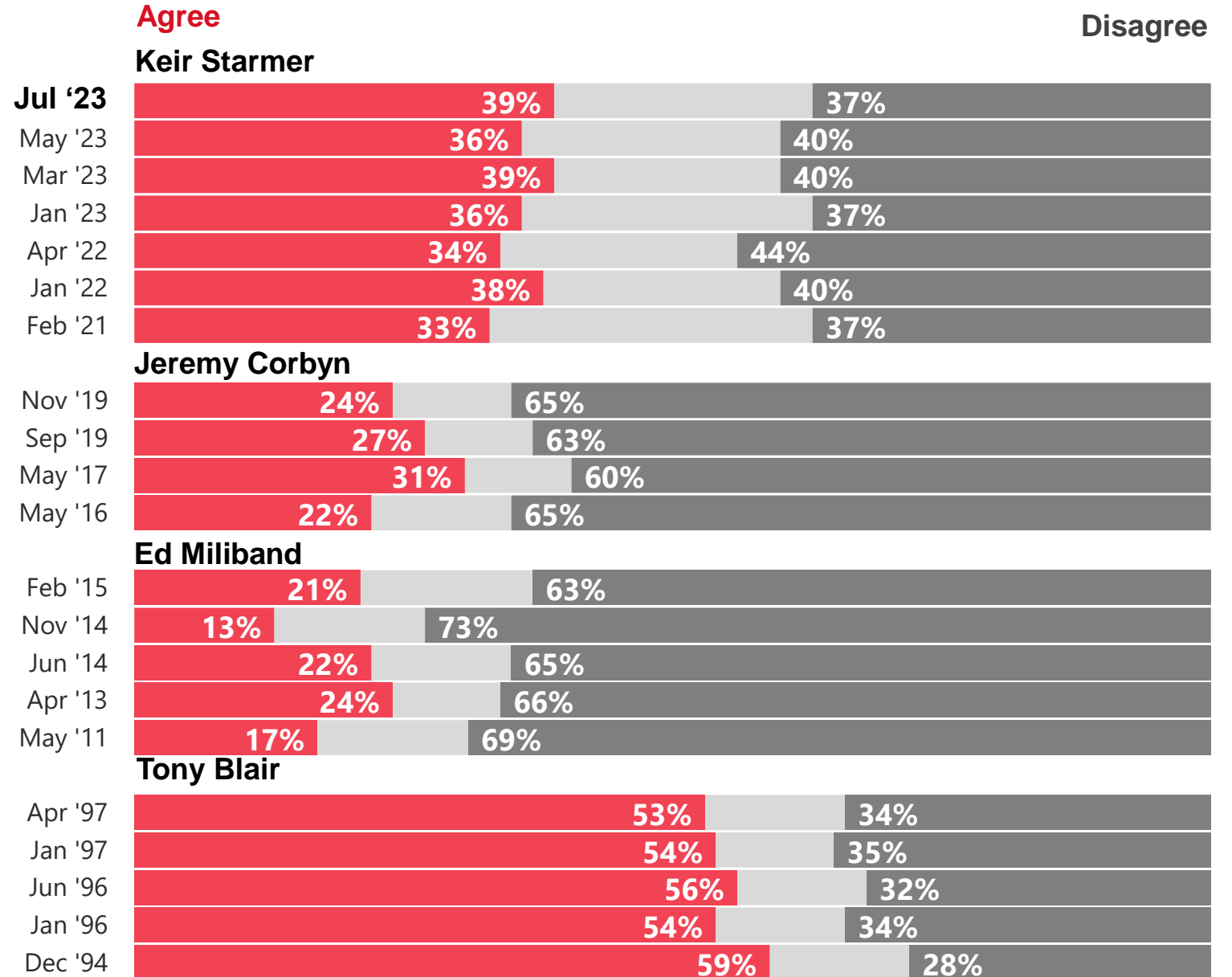
Source: Ipsos Political Monitor



Is the leader of the opposition ready to be Prime Minister?

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

Keir Starmer is ready to be Prime Minister



Base: 1,065 British adults 18+, 19-23 July 2023

Source: Ipsos Political Monitor

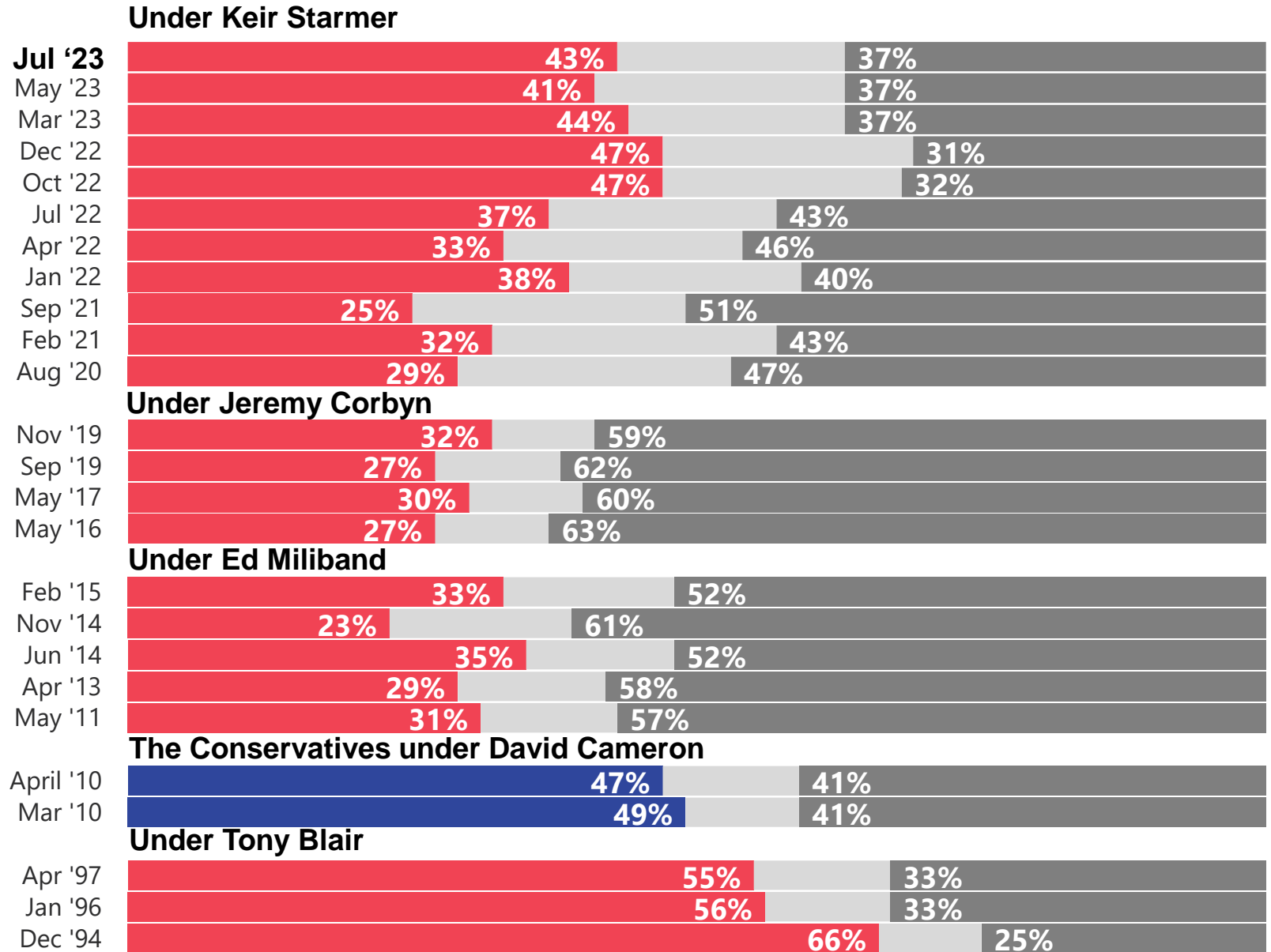
Is the Opposition ready to form the next Government?

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

Labour is ready to form the next Government

Agree

Disagree

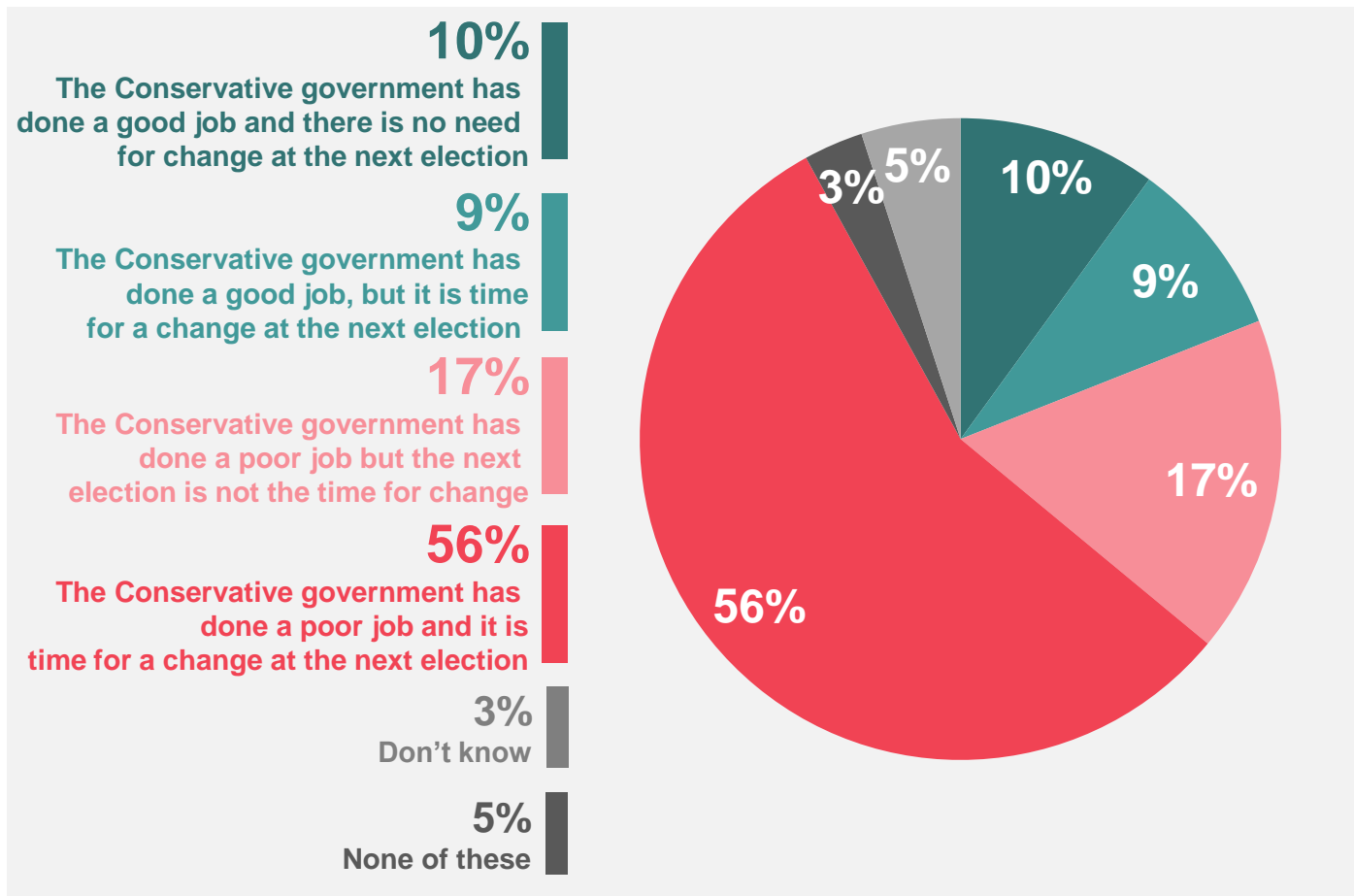


Base: 1,065 British adults 18+, 19-23 July 2023

Source: Ipsos Political Monitor

The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?



The Conservative government and the next General Election	
Total: The Conservative government has done a good job	19%
<hr/>	
Total: The Conservative government has done a poor job	73%
<hr/>	
Total: The next election is not time for a change	27%
<hr/>	
Total: The next election is time for a change	65%

Source: Ipsos Political Monitor



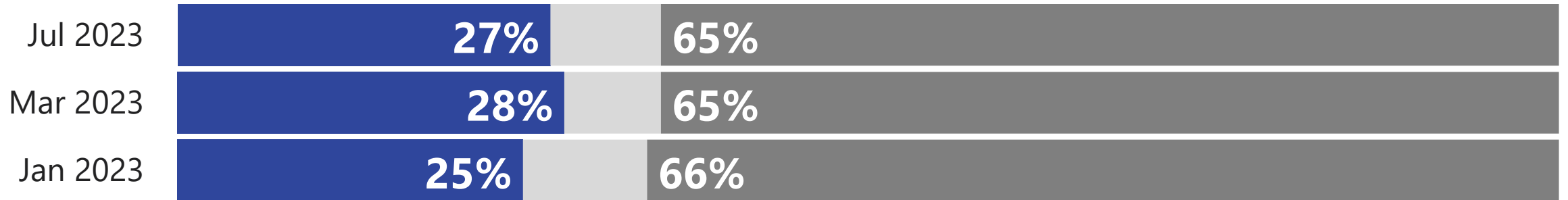
Base: 1,065 British adults 18+, 19-23 July 2023

The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?

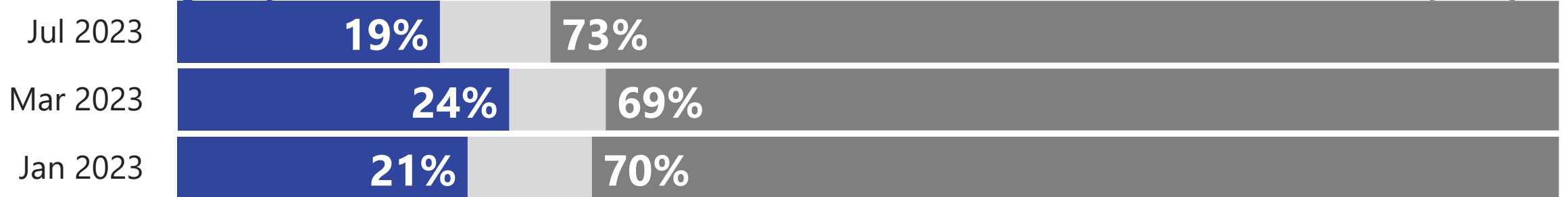
The next election is not time for a change

It is time for a change at the next election



The Conservative govt. has done a good job

The Conservative govt. has done a poor job



Base: 1,065 British adults 18+, 19-23 July 2023

Source: Ipsos Political Monitor



Ipsos

July 2023 Political Monitor

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com