

IPSOS POLITICAL MONITOR

October 2023

VOTING INTENTION

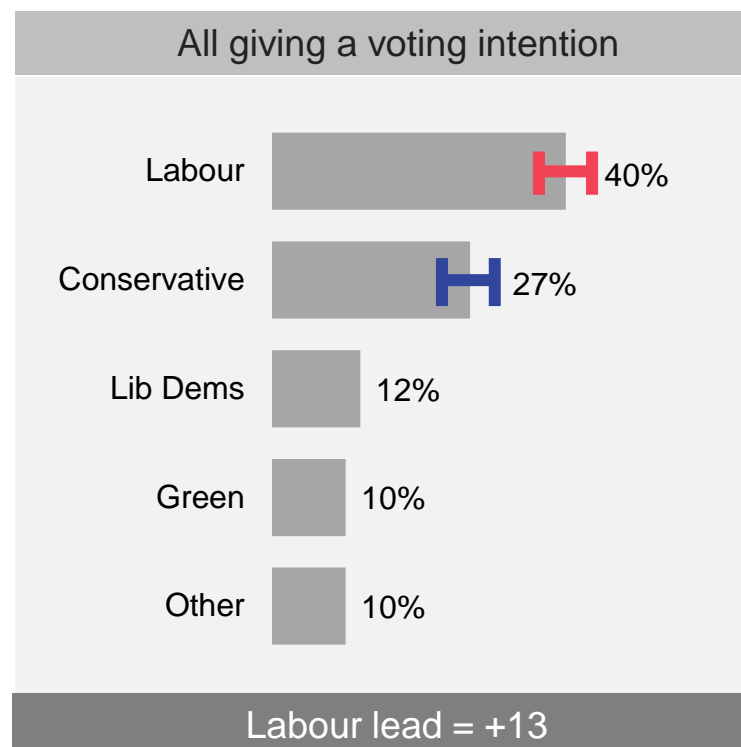
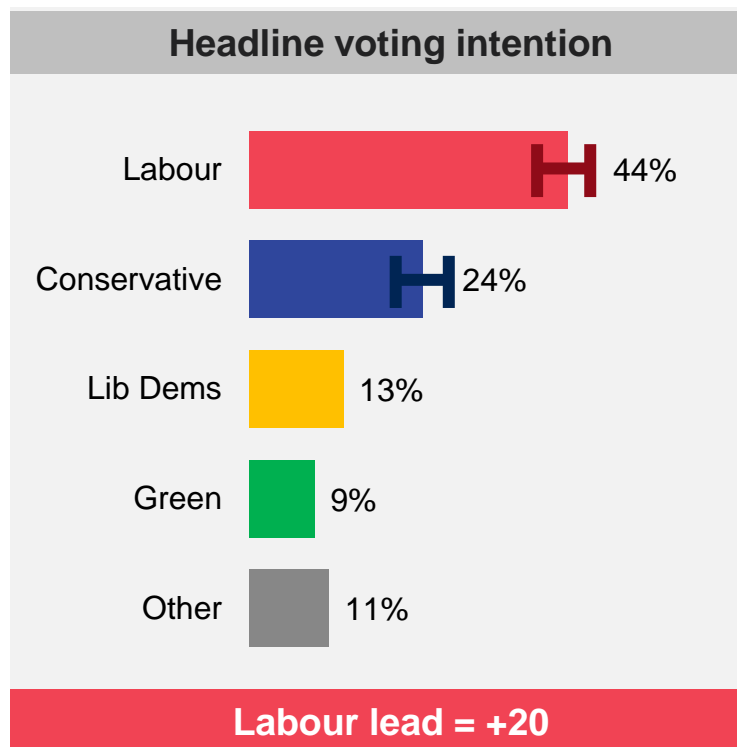
POLLING
STATION

WAY IN

WAY IN

Voting Intention: October 2023

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



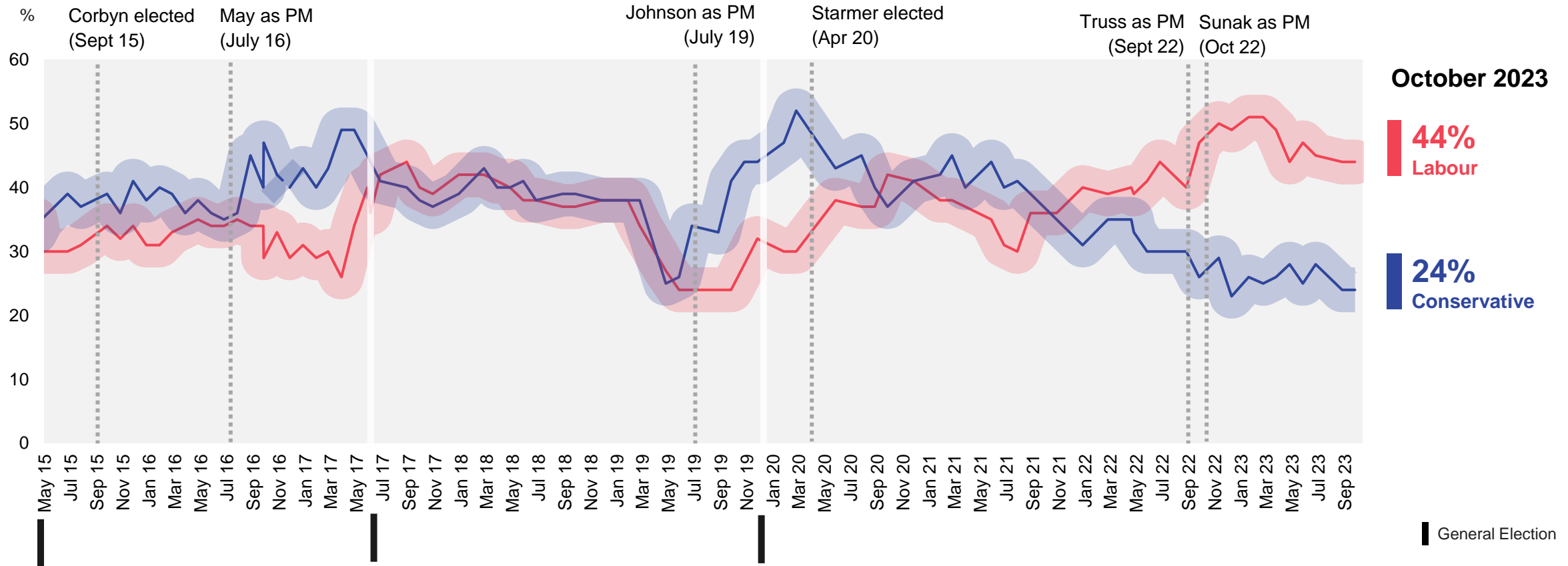
Base: 1,003 British adults 18+, 11-18 October 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 633. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



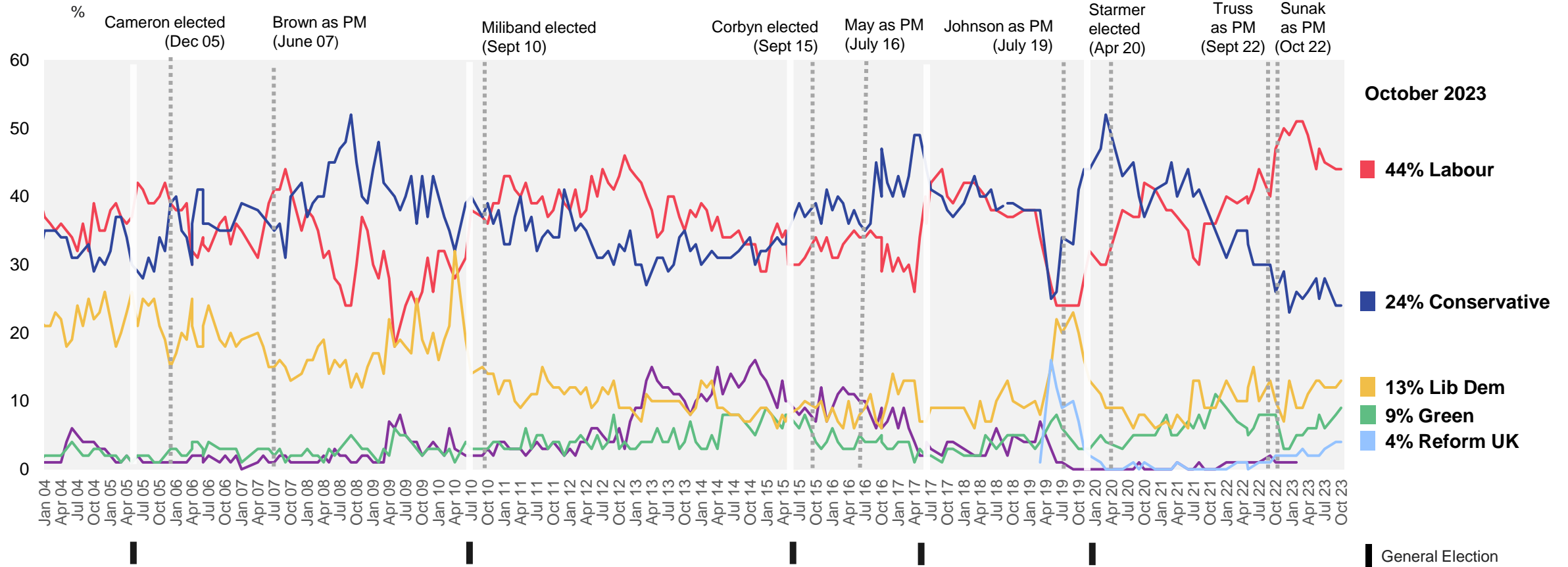
Base: c. 800 British adults 18+; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – October '23

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; Prior to September 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



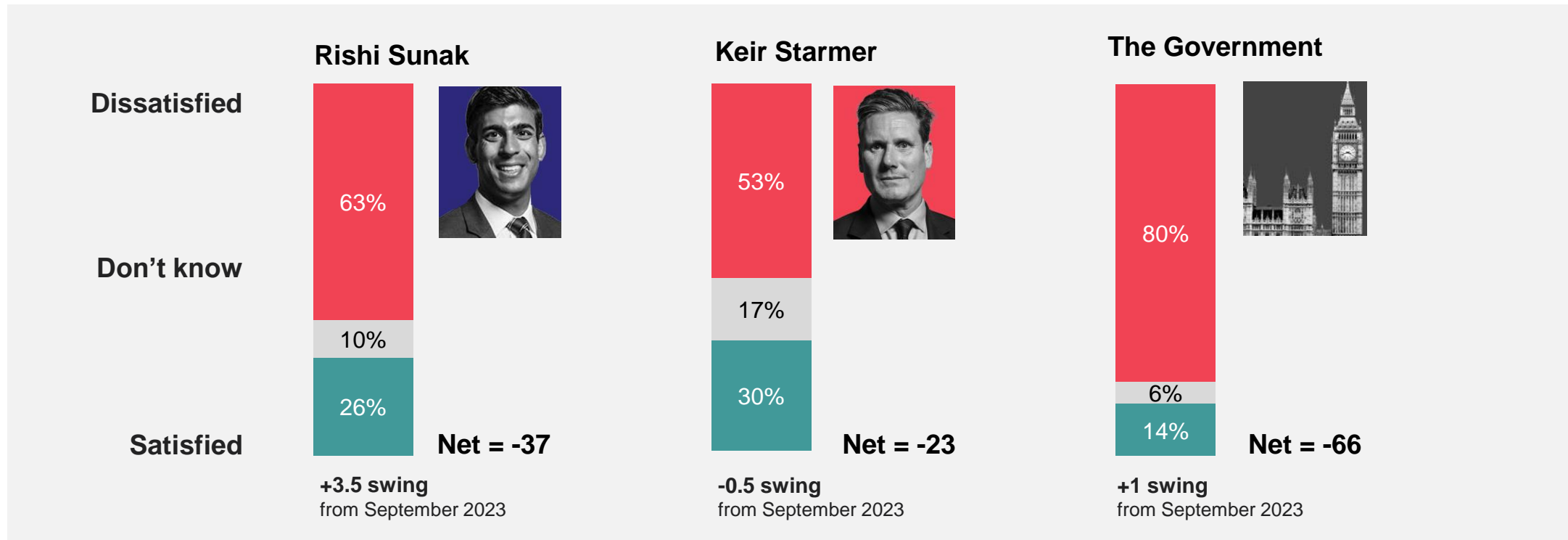
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebbly beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

SATISFACTION

WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: October 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: 1,003 British adults 18+, 11-18 October 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

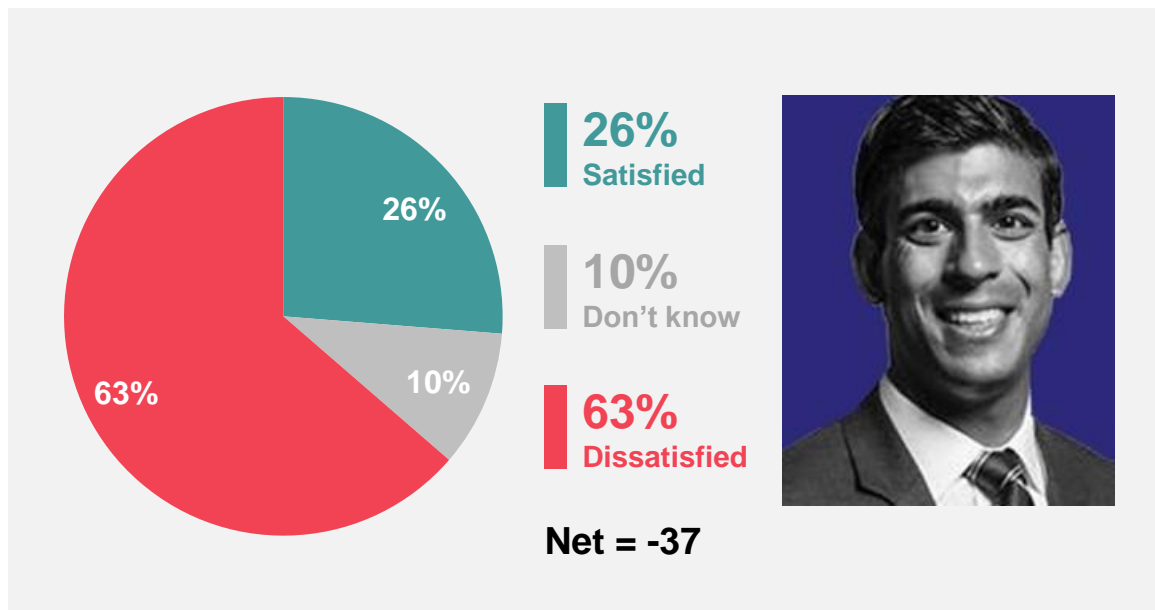


Rishi Sunak: Satisfaction

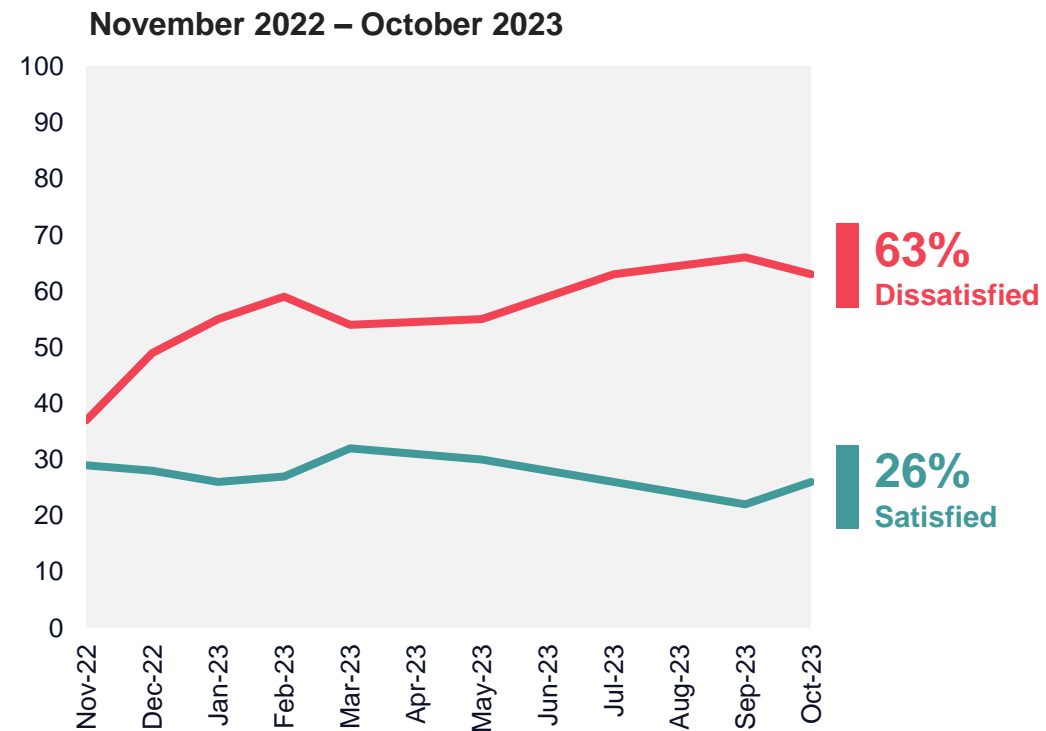
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

October 2023

Among all



Base: 1,003 British adults 18+, 11-18 October 2023.



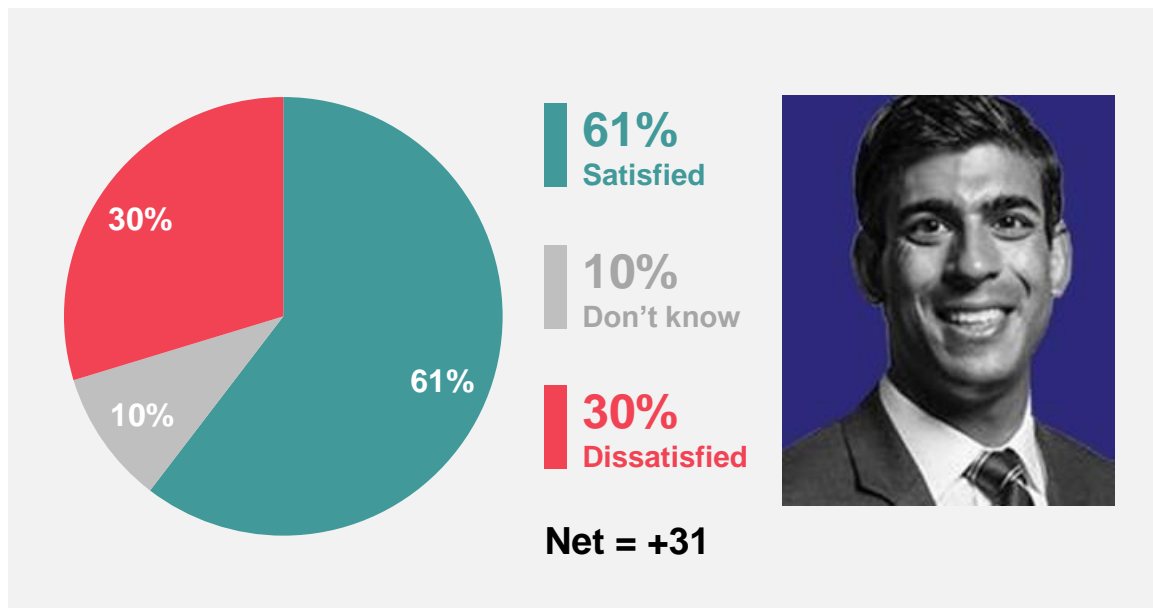
Source: Ipsos Political Monitor



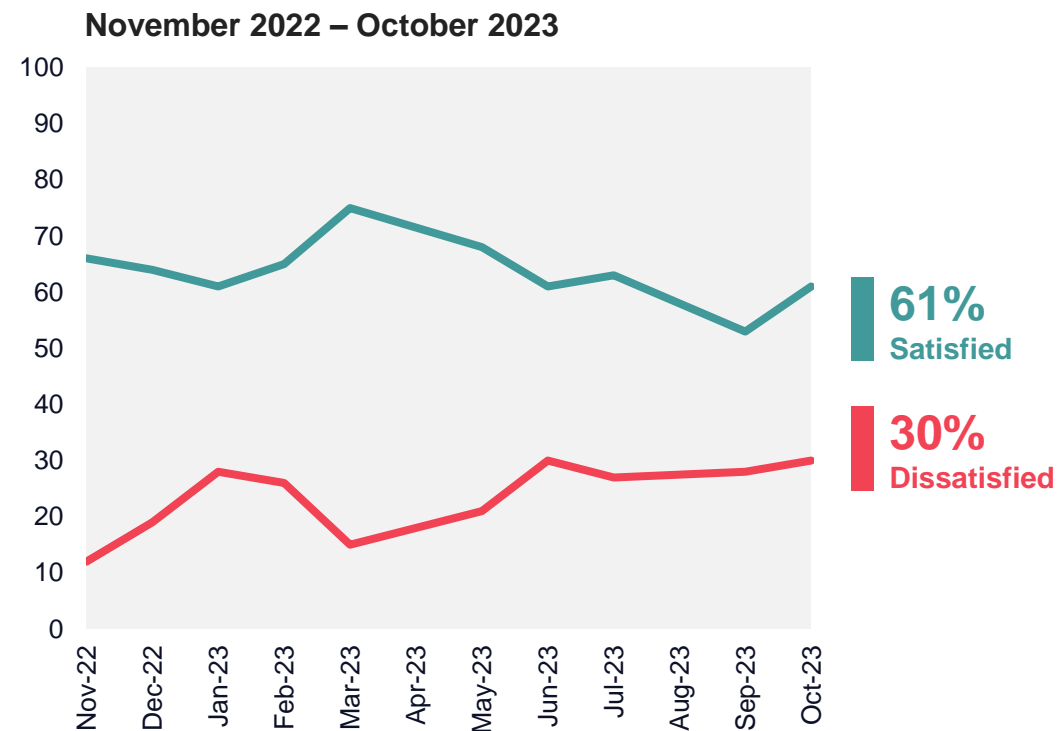
Rishi Sunak: Satisfaction amongst Conservative supporters

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

October 2023



Base: 208 Conservative party supporters aged 18+, 11-18 October 2023

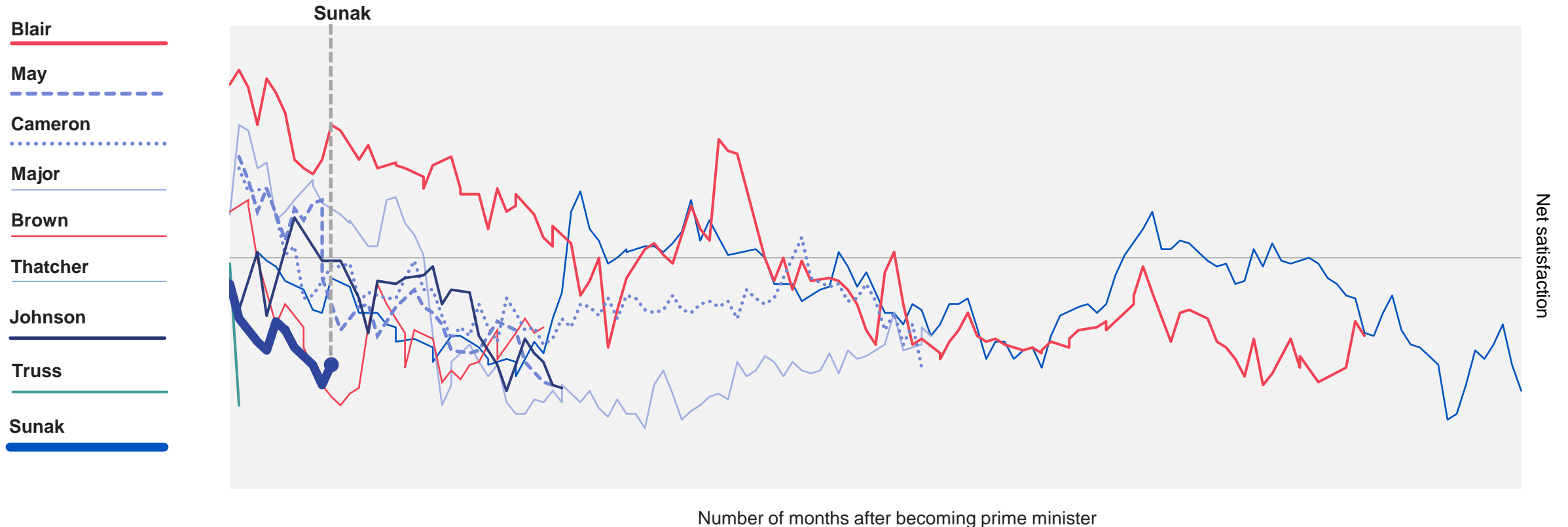


Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2023)

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



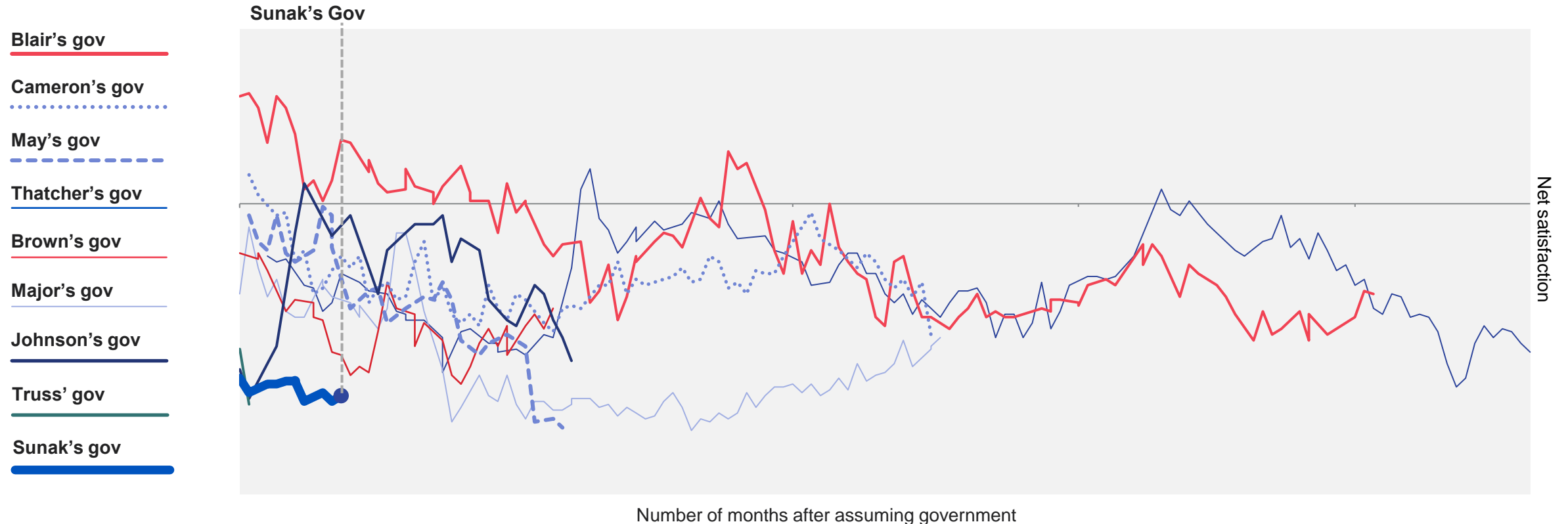
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone
Base: c.1,000 British adults each month

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

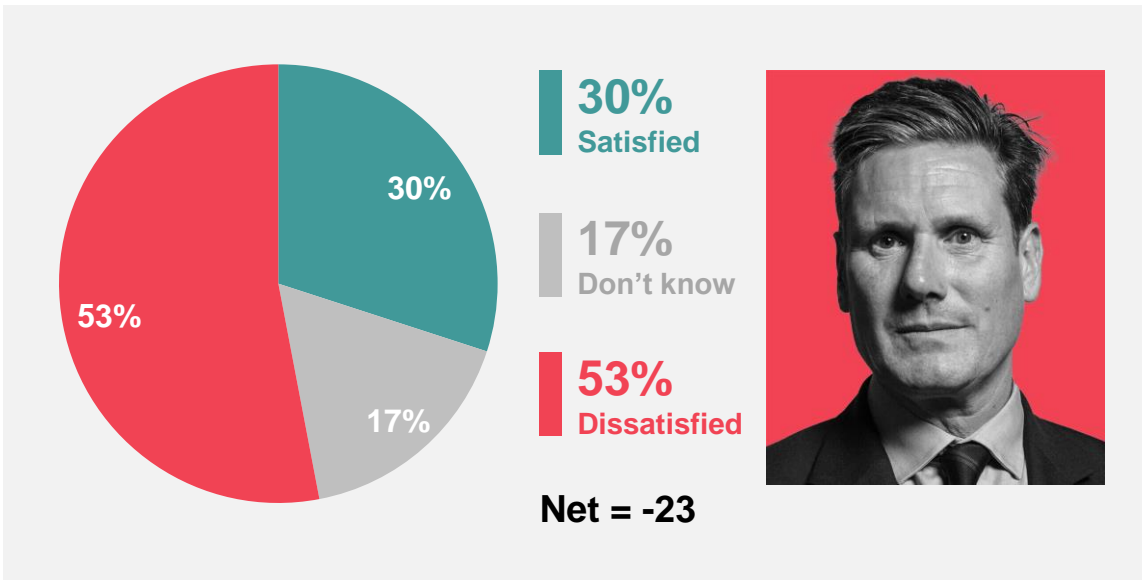
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction

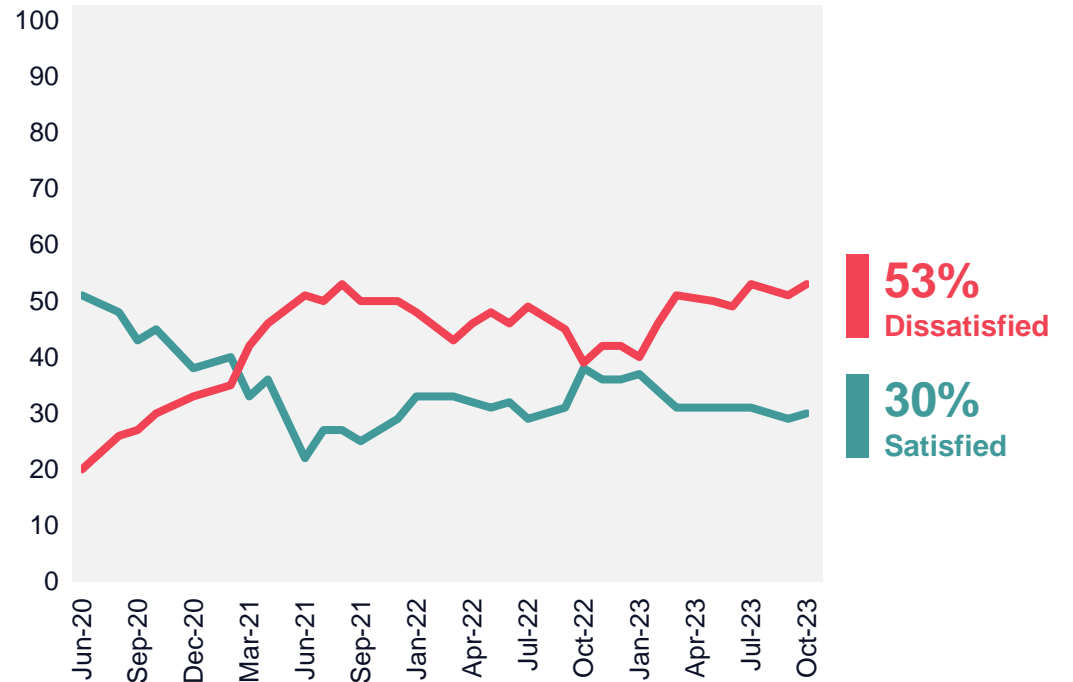
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

October 2023



Base: 1,003 British adults 18+, 11-18 October 2023.

June 2020 – October 2023



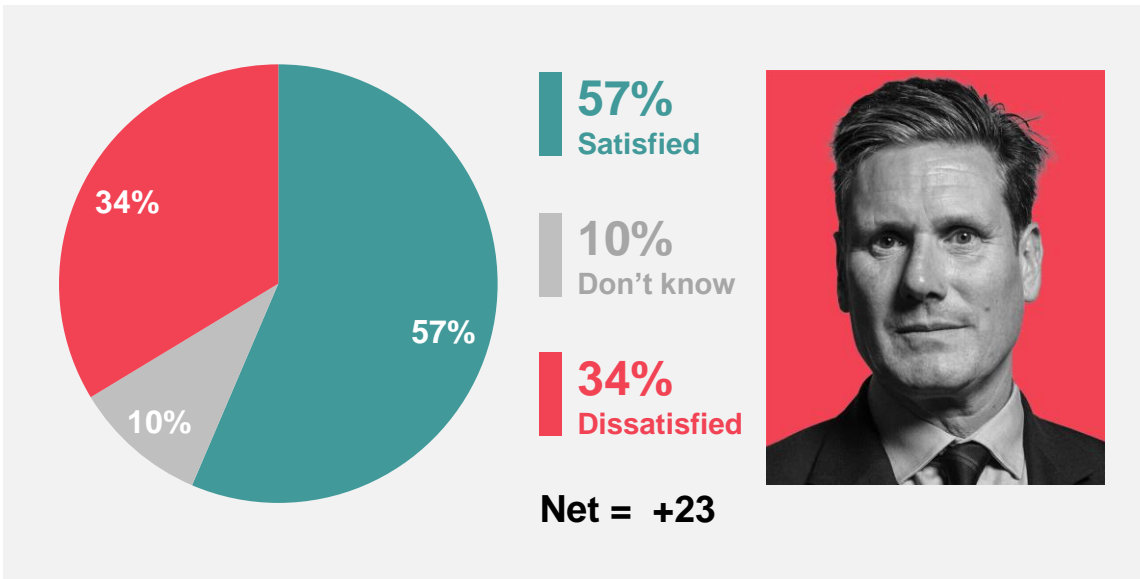
Source: Ipsos Political Monitor



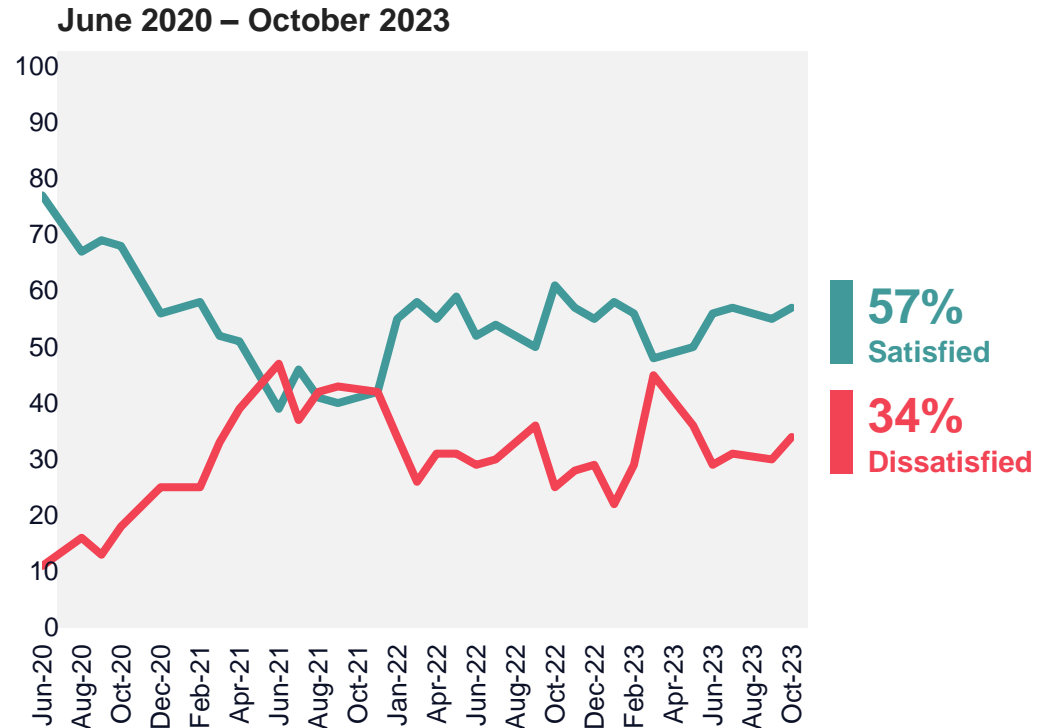
Keir Starmer: Satisfaction amongst Labour supporters

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

October 2023



Base: 323 Labour Party supporters aged 18+, 11-18 October 2023

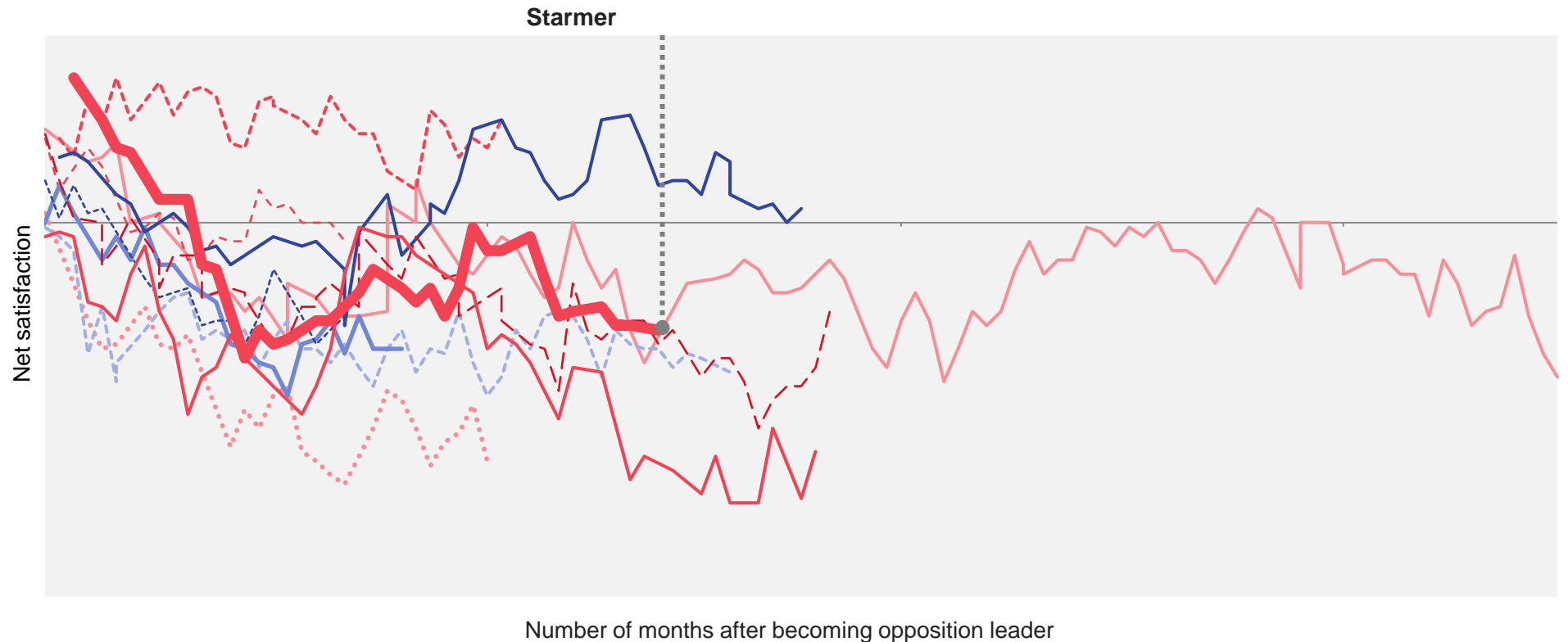


Source: Ipsos Political Monitor



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

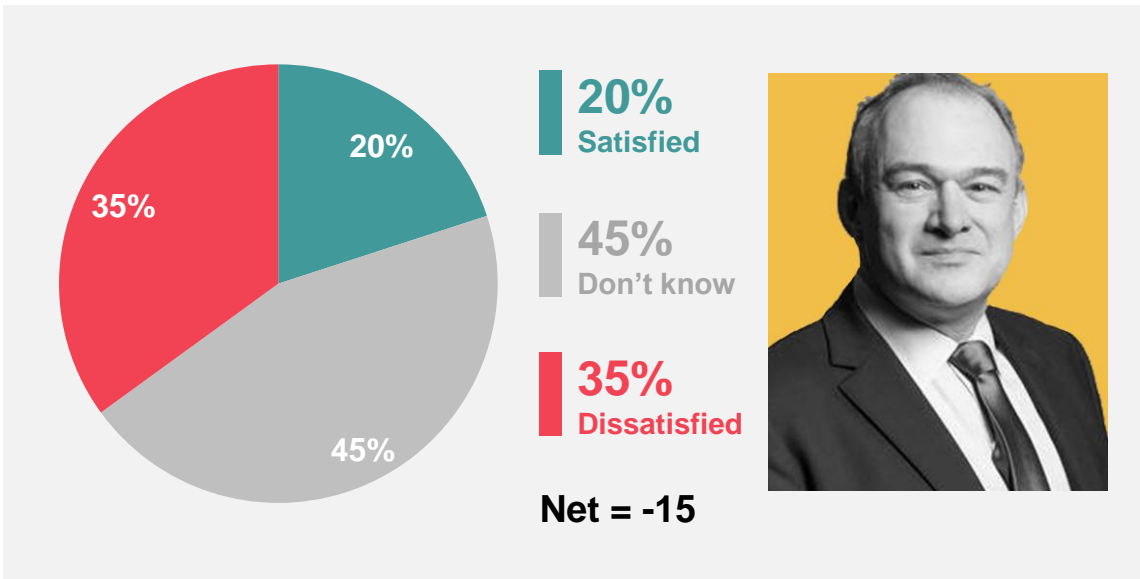
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

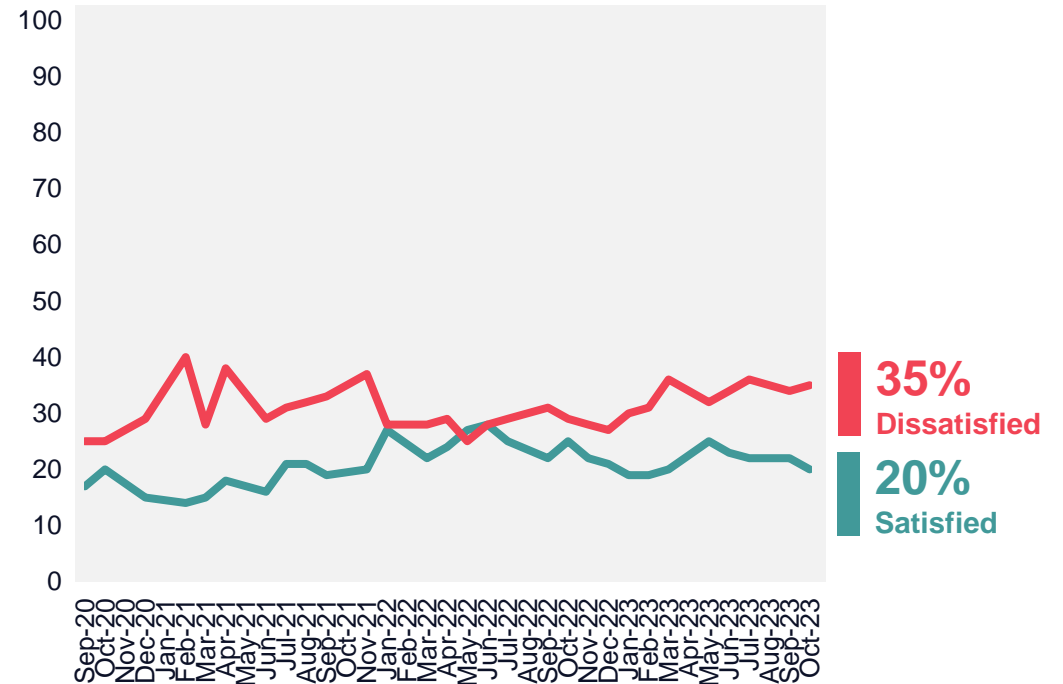
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

October 2023



Base: 1,003 British adults 18+, 11-18 October 2023.

September 2020 – October 2023



Source: Ipsos Political Monitor



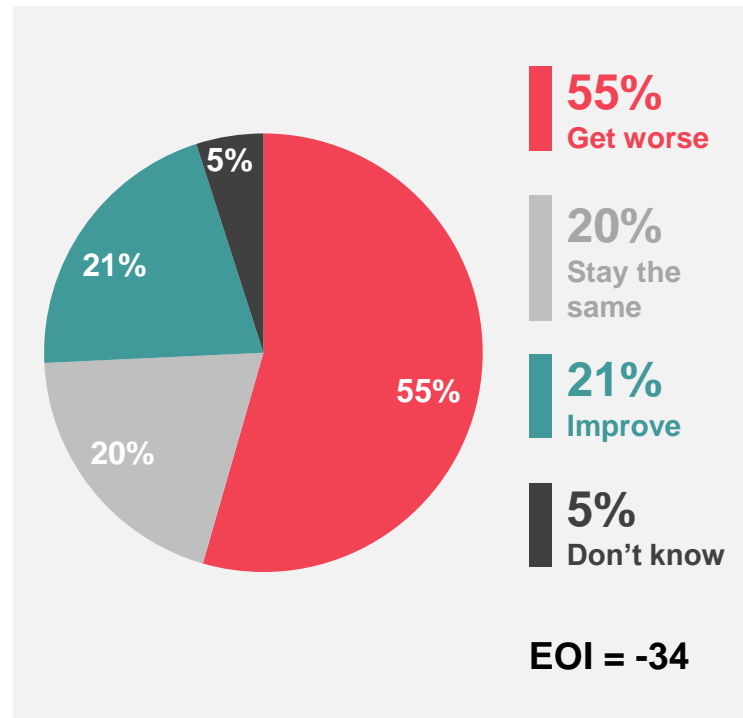
ECONOMIC OPTIMISM



Economic Optimism Index

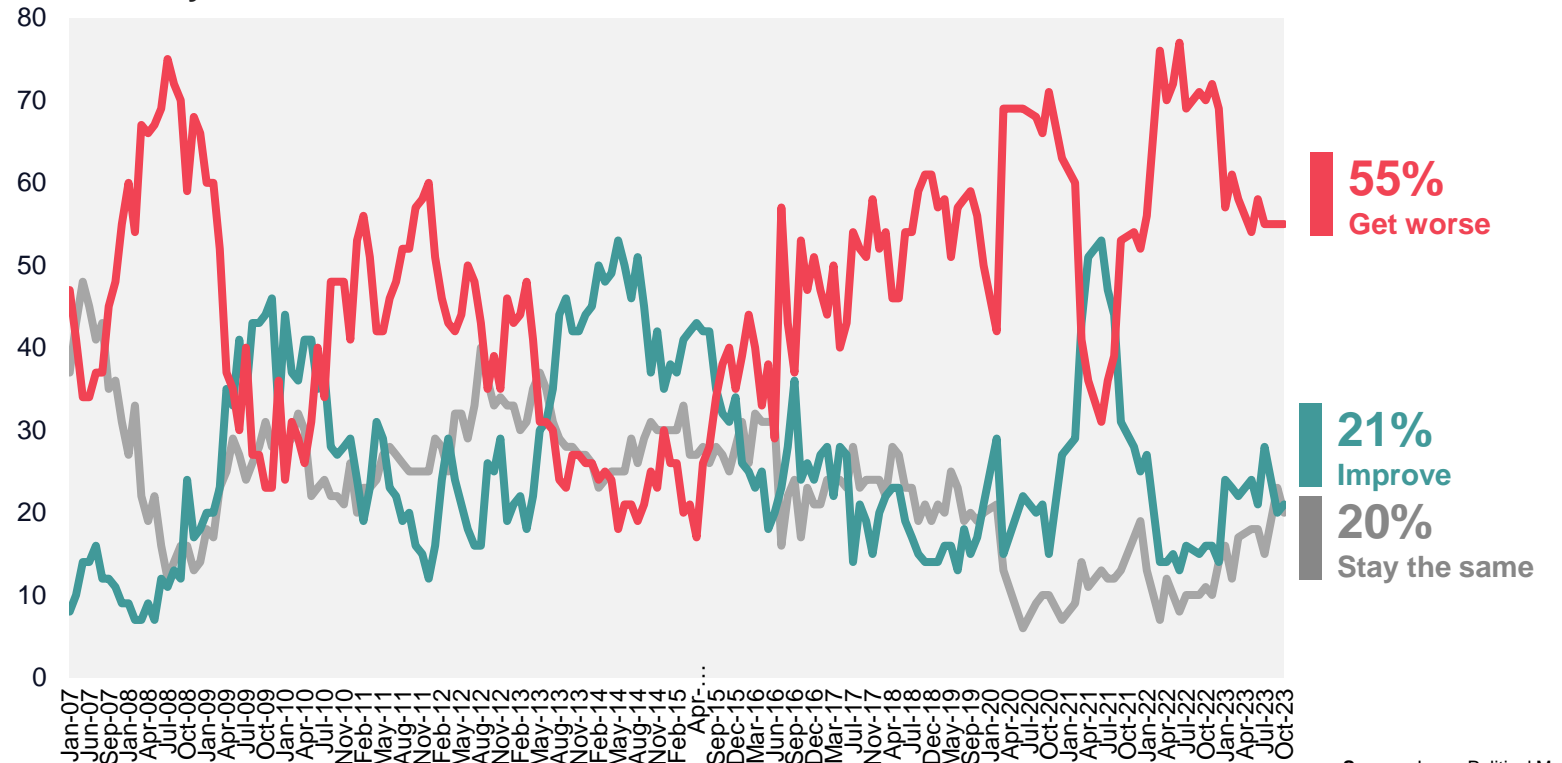
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

October 2023



Base: 1,003 British adults 18+, 11-18 October 2023.

January 2007 – October 2023

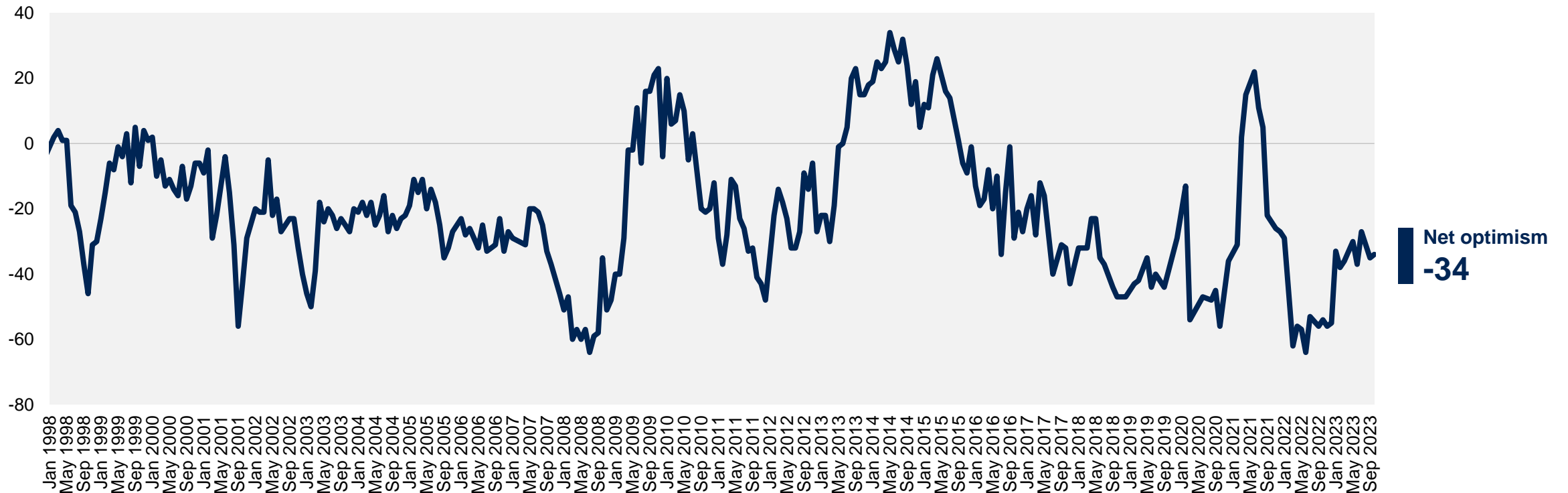


Source: Ipsos Political Monitor



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

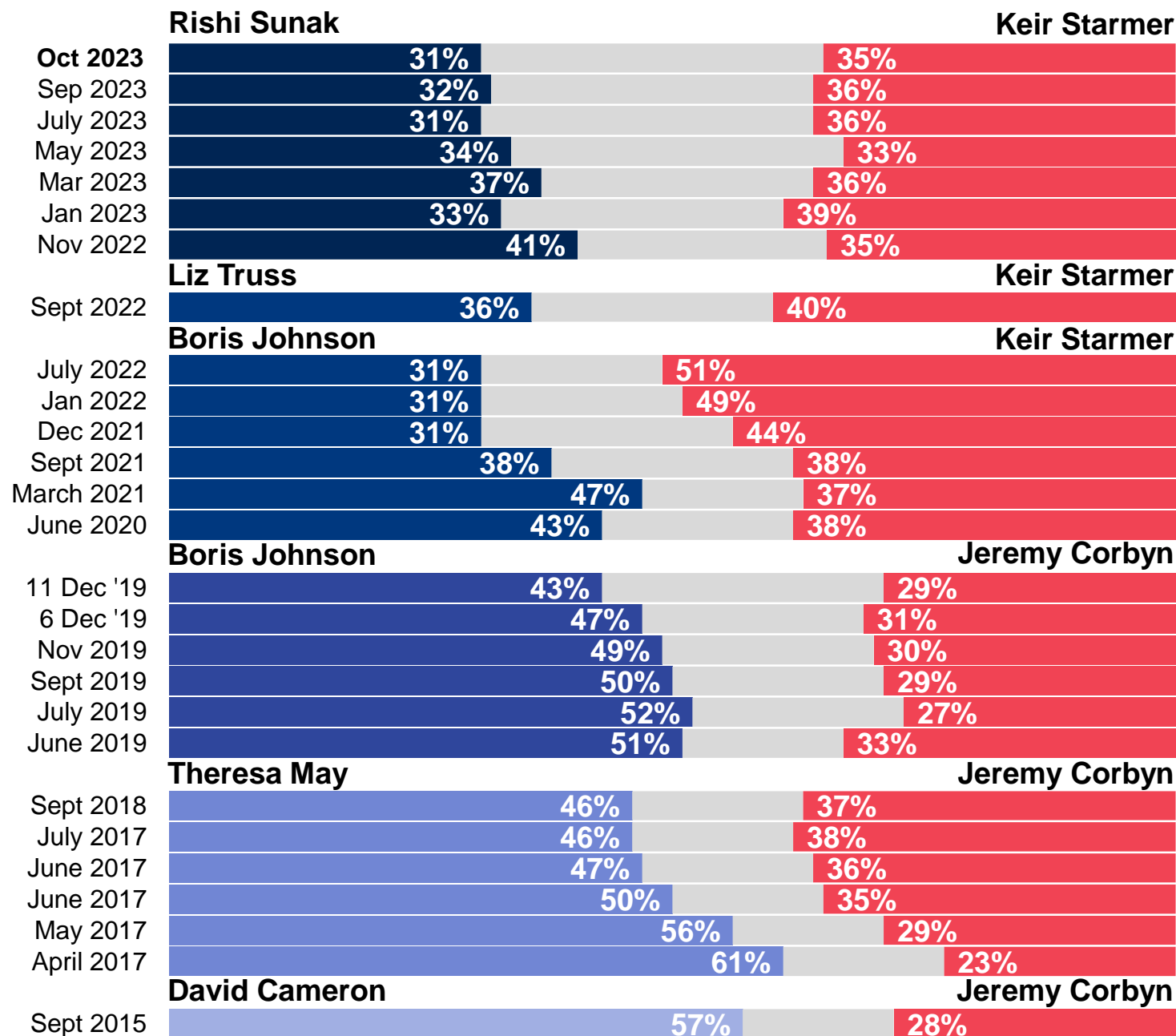




LEADERSHIP AND POLICIES

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 ?

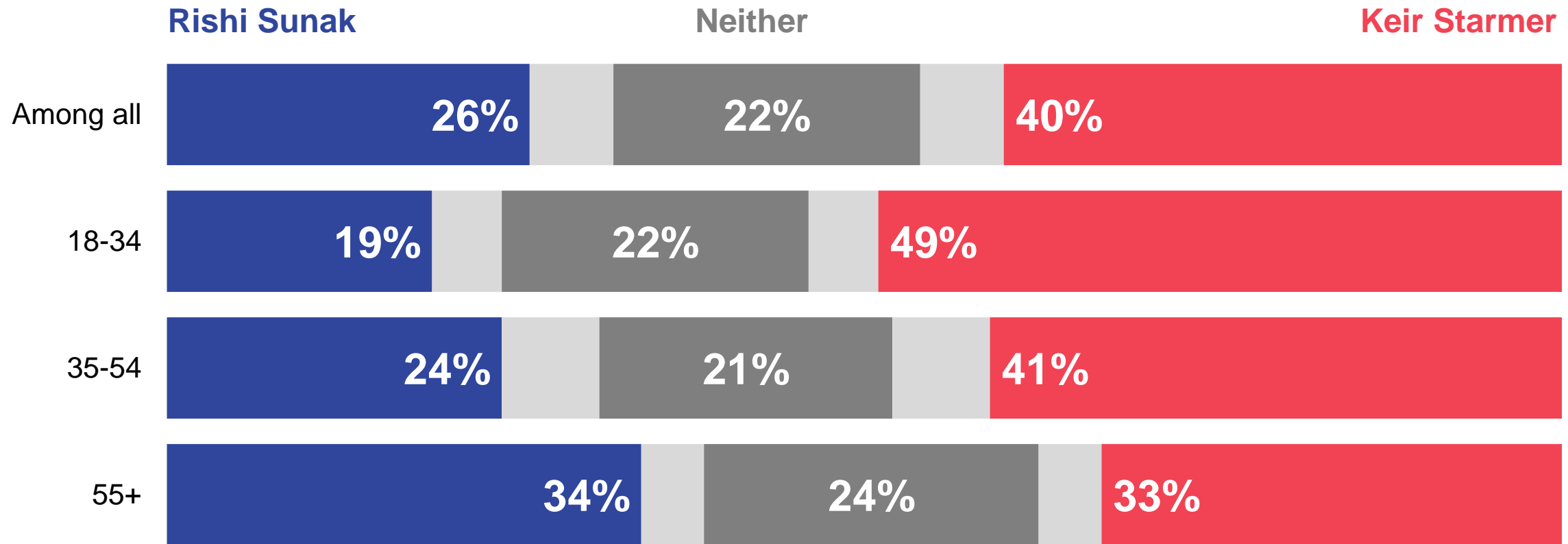


Base: 1,003 British adults 18+, 11-18 October 2023.

Source: Ipsos Political Monitor

Who do you trust to deliver the change Britain needs?

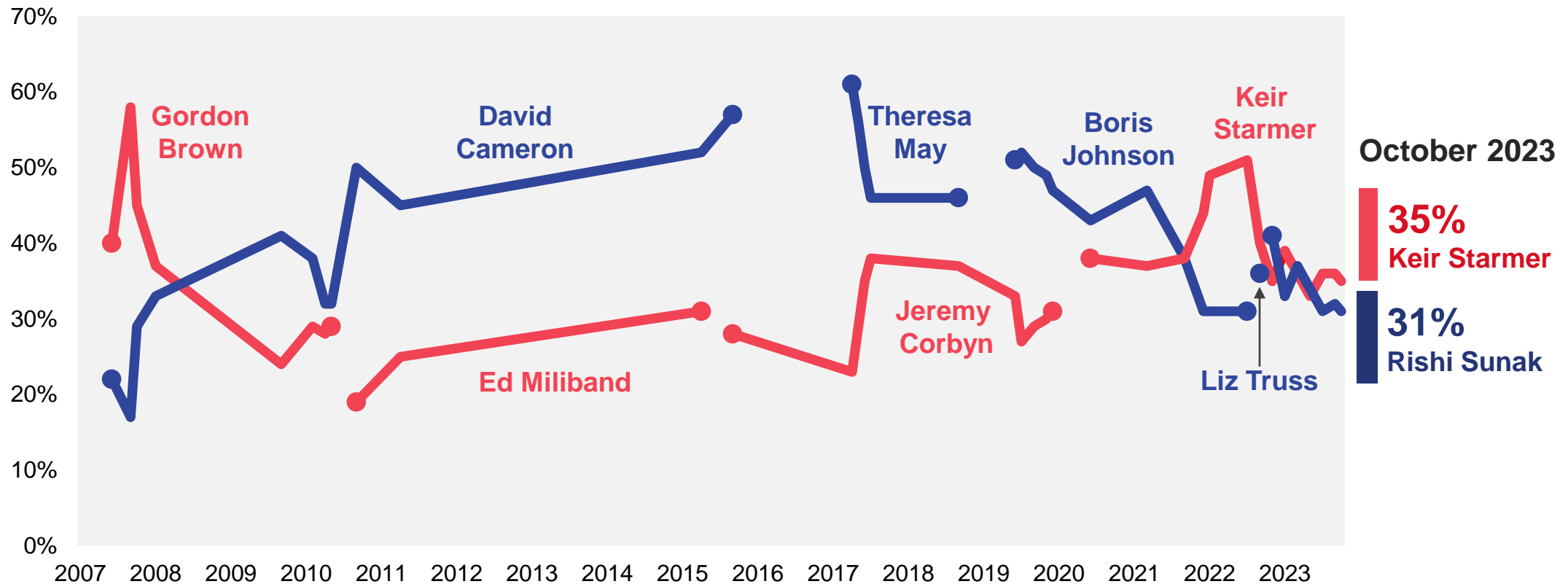
Which leader do you trust the most to deliver the change Britain needs if they win the next General Election, the Conservative's Rishi Sunak or Labour's Keir Starmer?



Base: 1,003 British adults 18+, including those aged 18-34 (251), 35-54 (315), 55+ (437), 11-18 October 2023.

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?



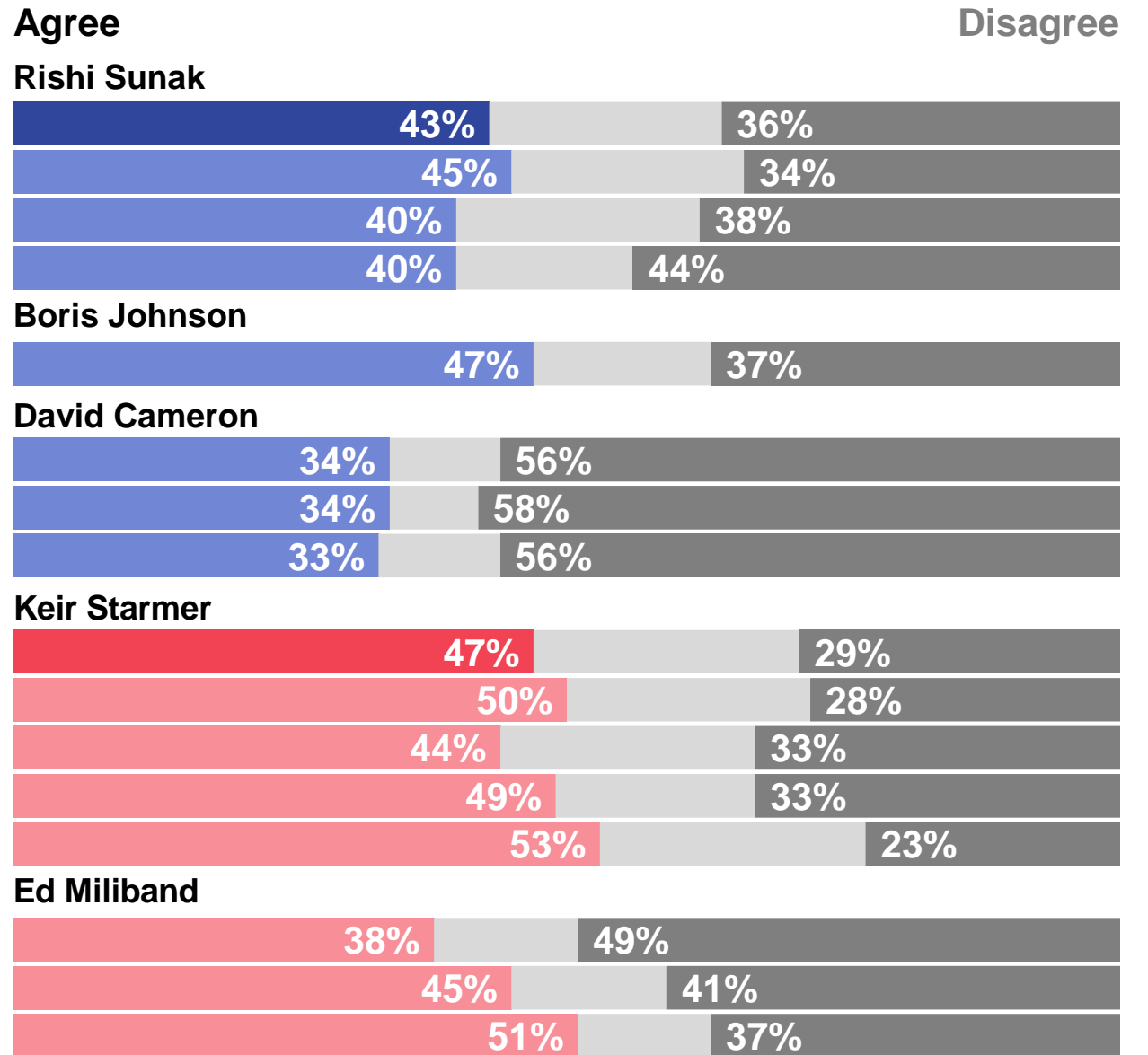
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

What do the party leaders stand for?

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

I don't know what ... stands for

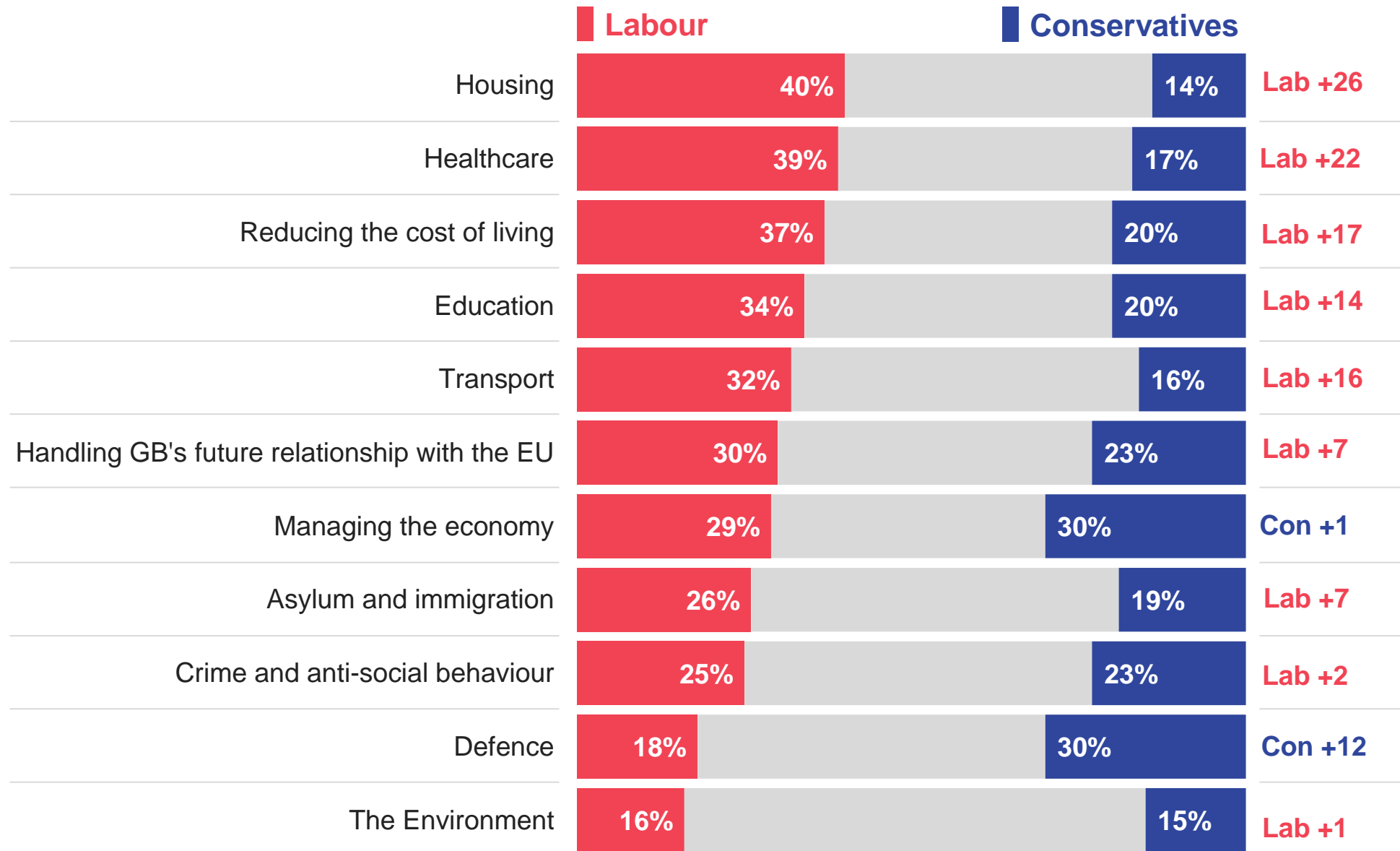


Base: 1,003 British adults 18+, 11-18 October 2023.



Best party on key issues

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

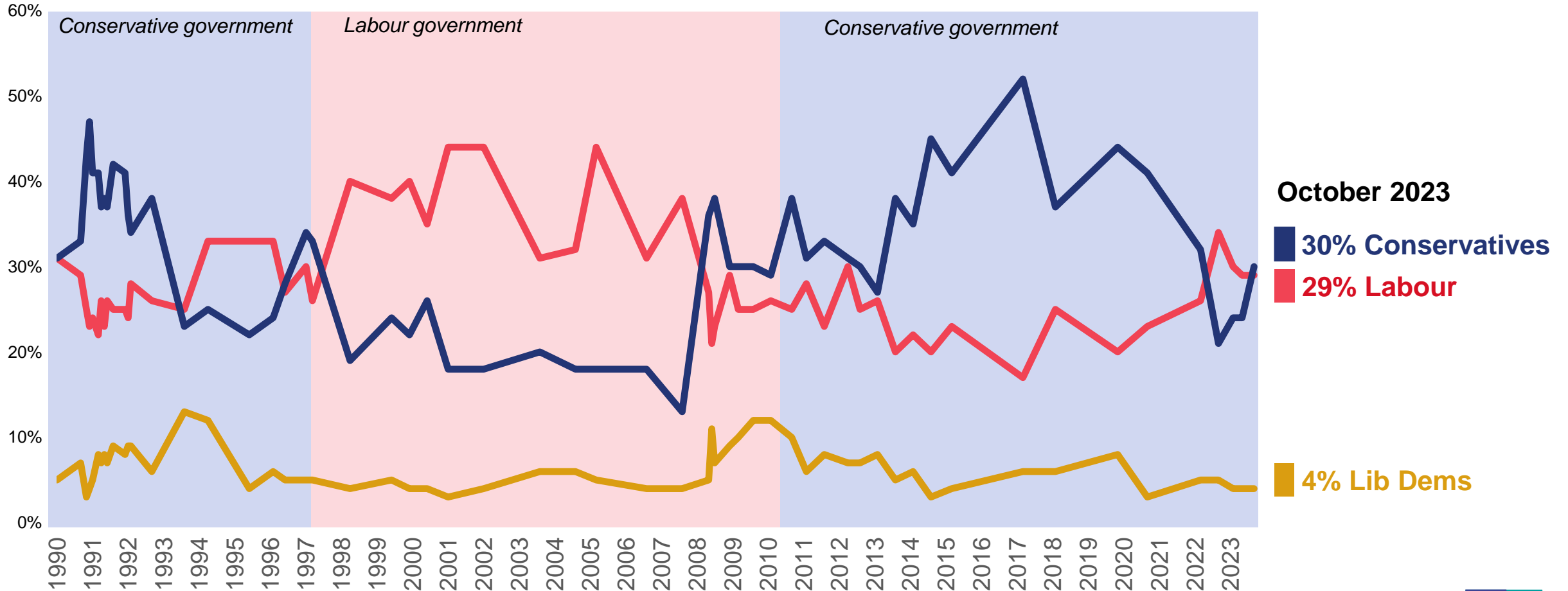


Base: 1,003 British adults 18+, 11-18 October 2023.



Best party on managing the economy: 1990-2023

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?



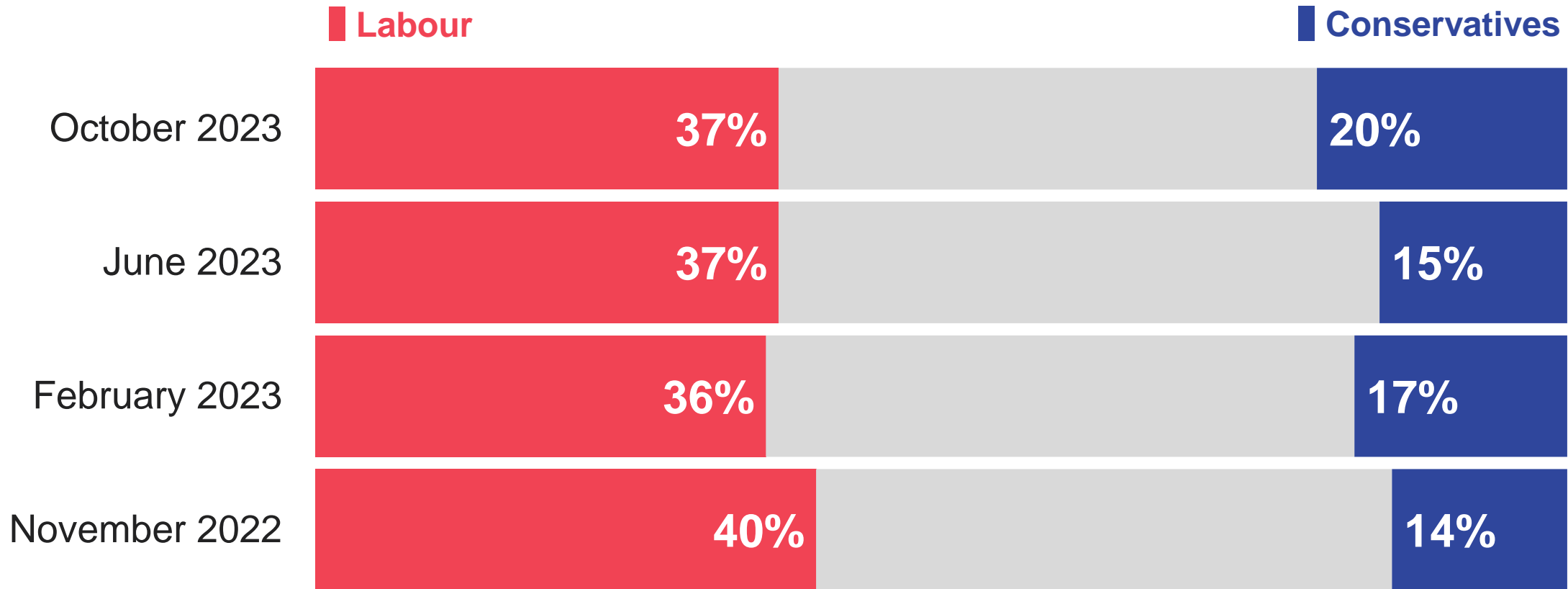
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



Best party on reducing the cost of living: 2022-2023

Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?



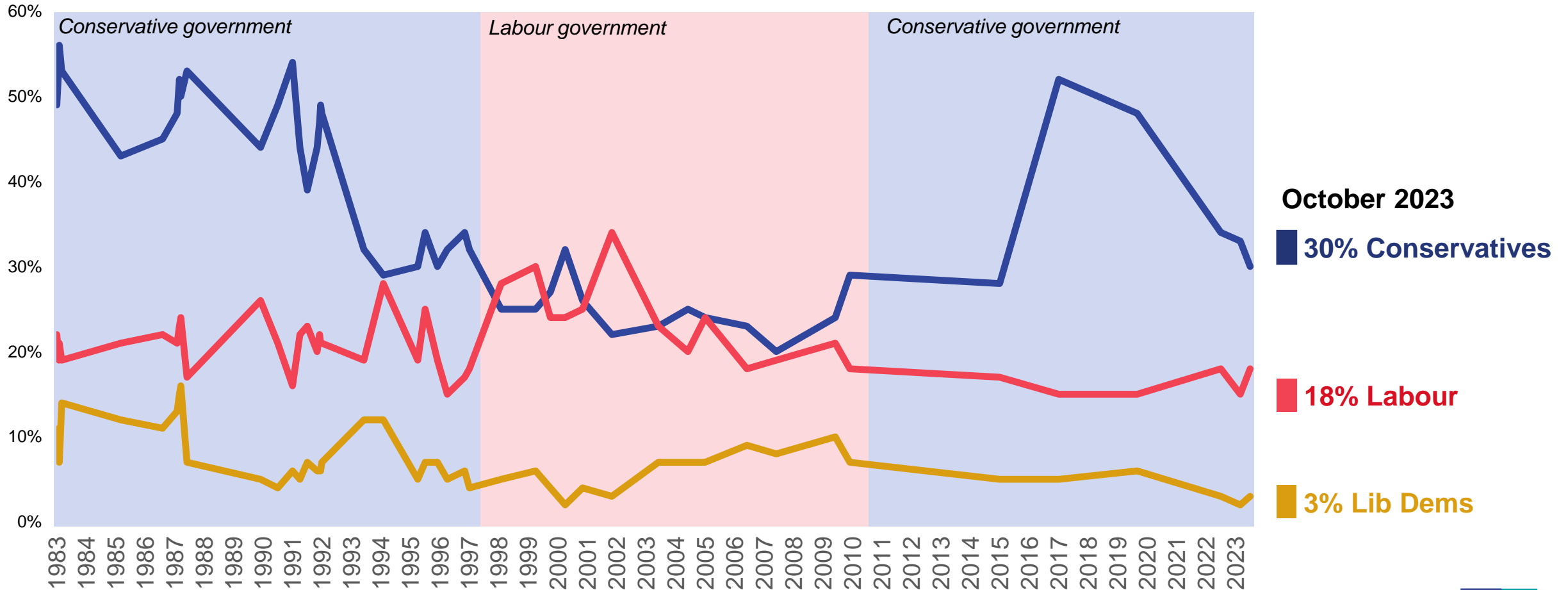
Base: 1,003 British adults 18+, 11-18 October 2023

Source: Ipsos Political Monitor



Best party on defence: 1983-2023

Which party do you think has the best policies on defence, the Conservatives, Labour, Liberal Democrats or some other party?



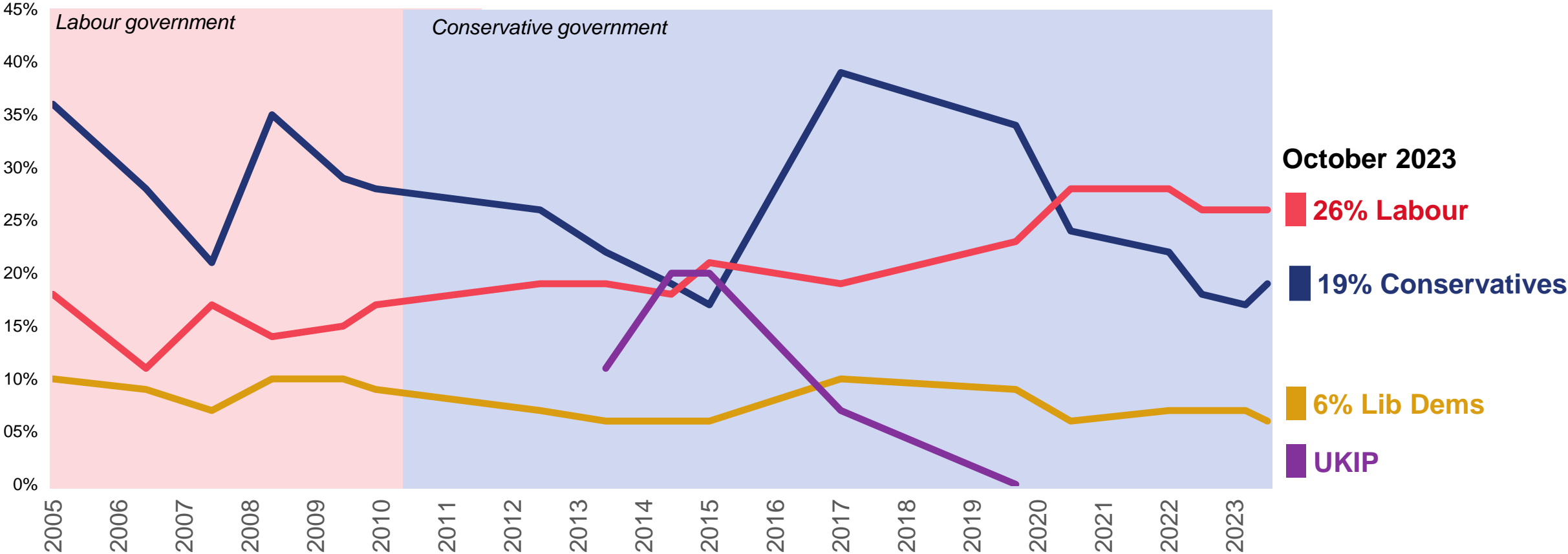
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



Best party on asylum and immigration: 2005-2023

Which party do you think has the best policies on asylum and immigration, the Conservatives, Labour, Liberal Democrats or some other party?



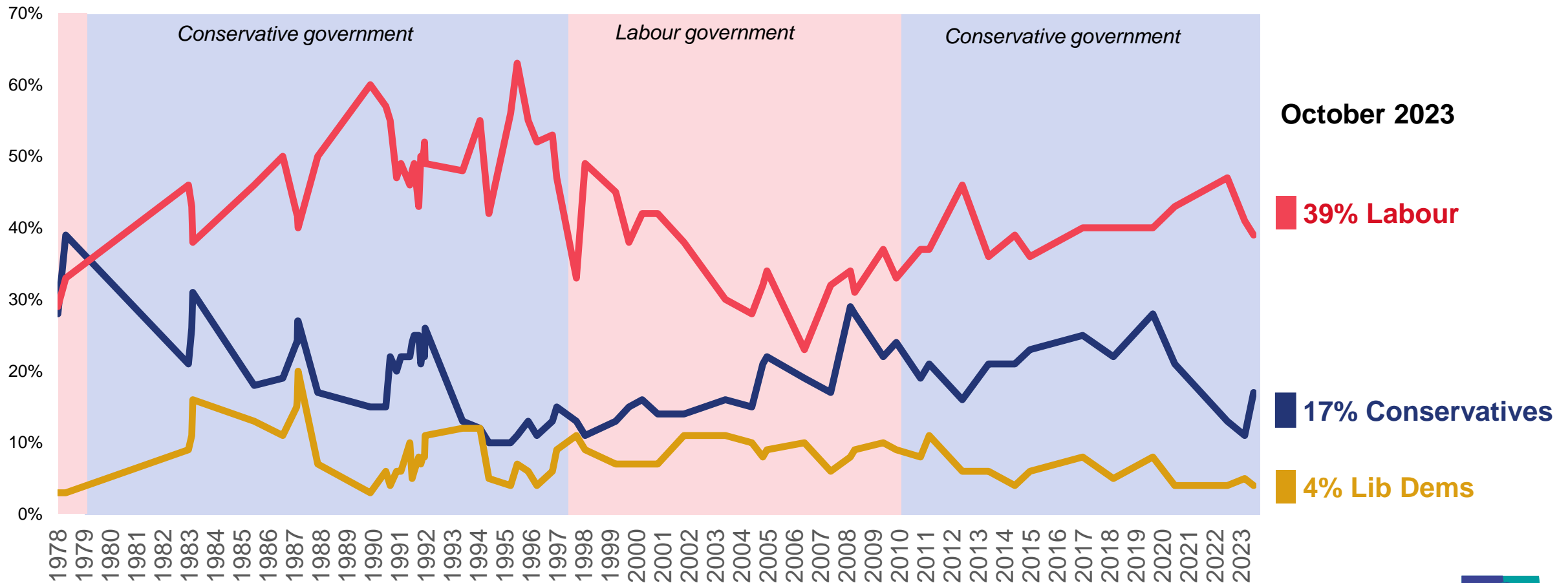
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



Best party on healthcare: 1978-2023

Which party do you think has the best policies on healthcare, the Conservatives, Labour, Liberal Democrats or some other party? (Note before 1988 this was asked as “NHS”)

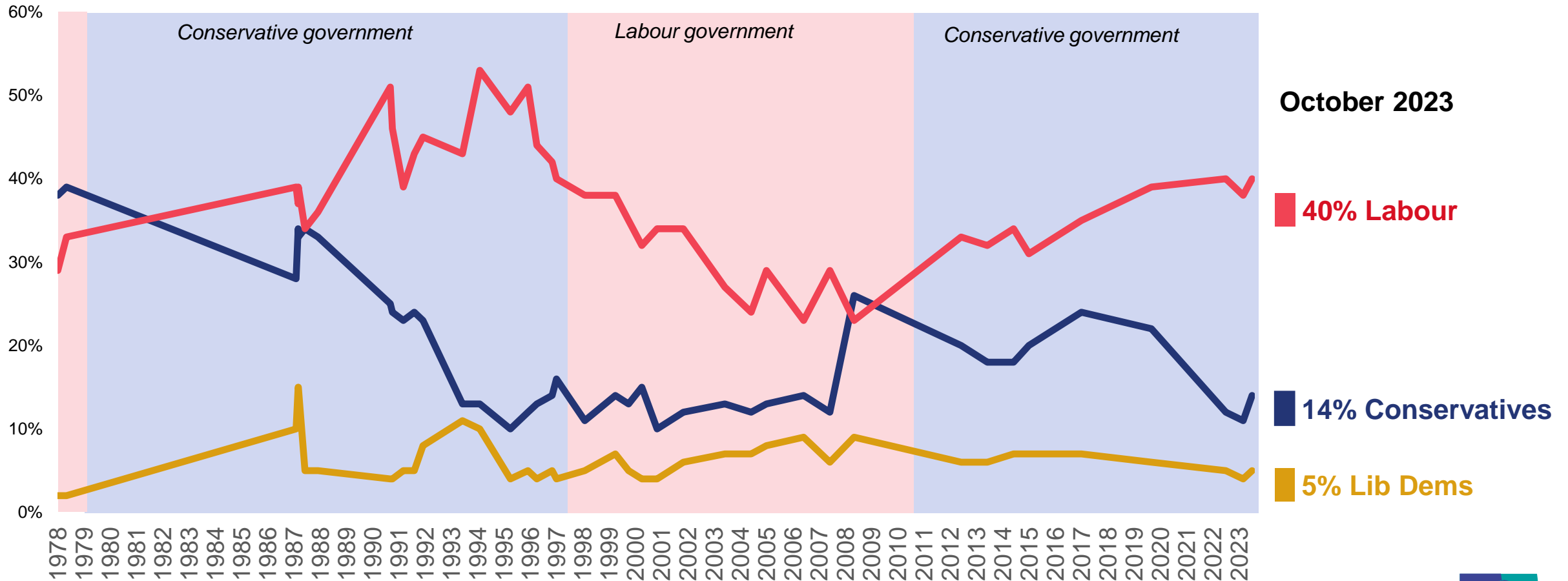


Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



Best party on housing: 1978-2023

Which party do you think has the best policies on housing, the Conservatives, Labour, Liberal Democrats or some other party?

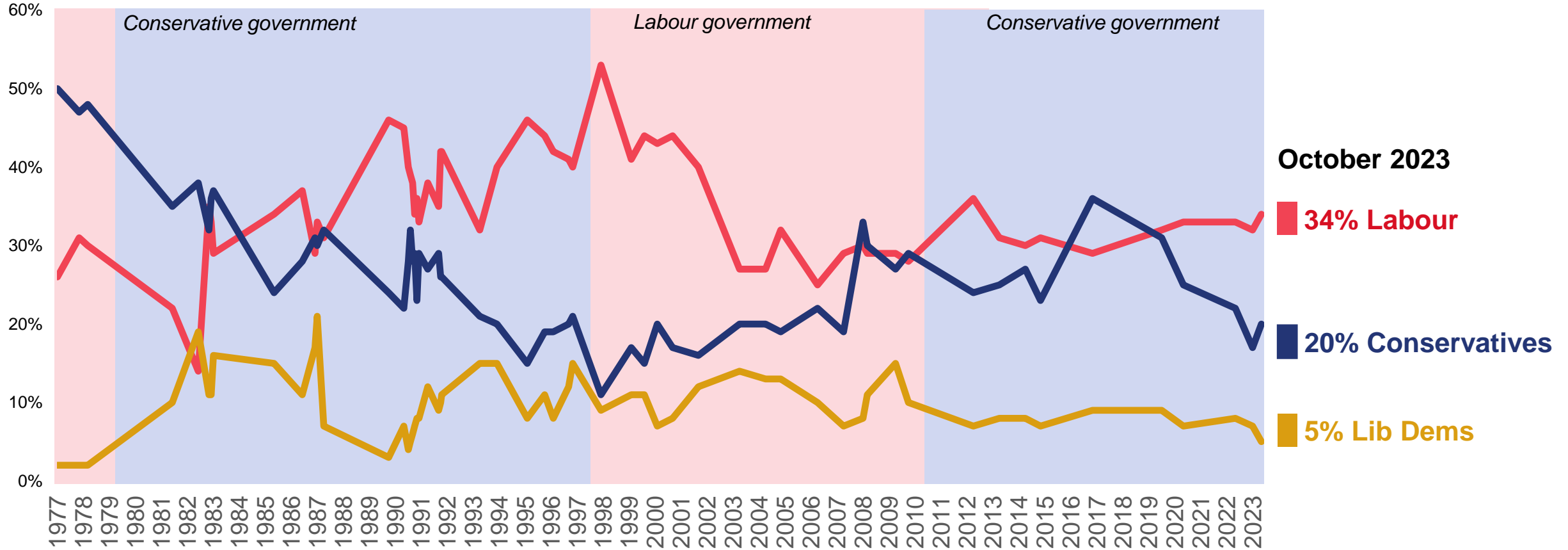


Latest wave base 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



Best party on education: 1977-2023

Which party do you think has the best policies on education, the Conservatives, Labour, Liberal Democrats or some other party?



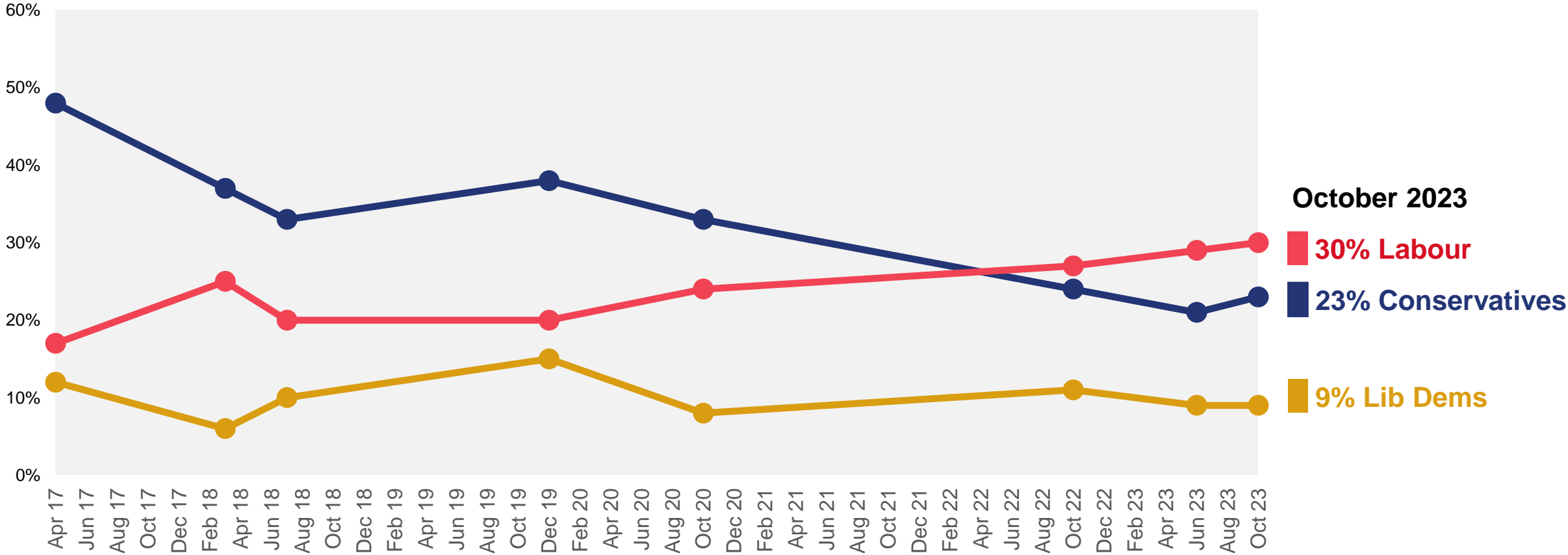
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



Best party on handling Britain's future with the EU: 2017-2023

Which party do you think has the best policies on handling Britain's future relationship with the European Union, the Conservatives, Labour, Liberal Democrats or some other party?



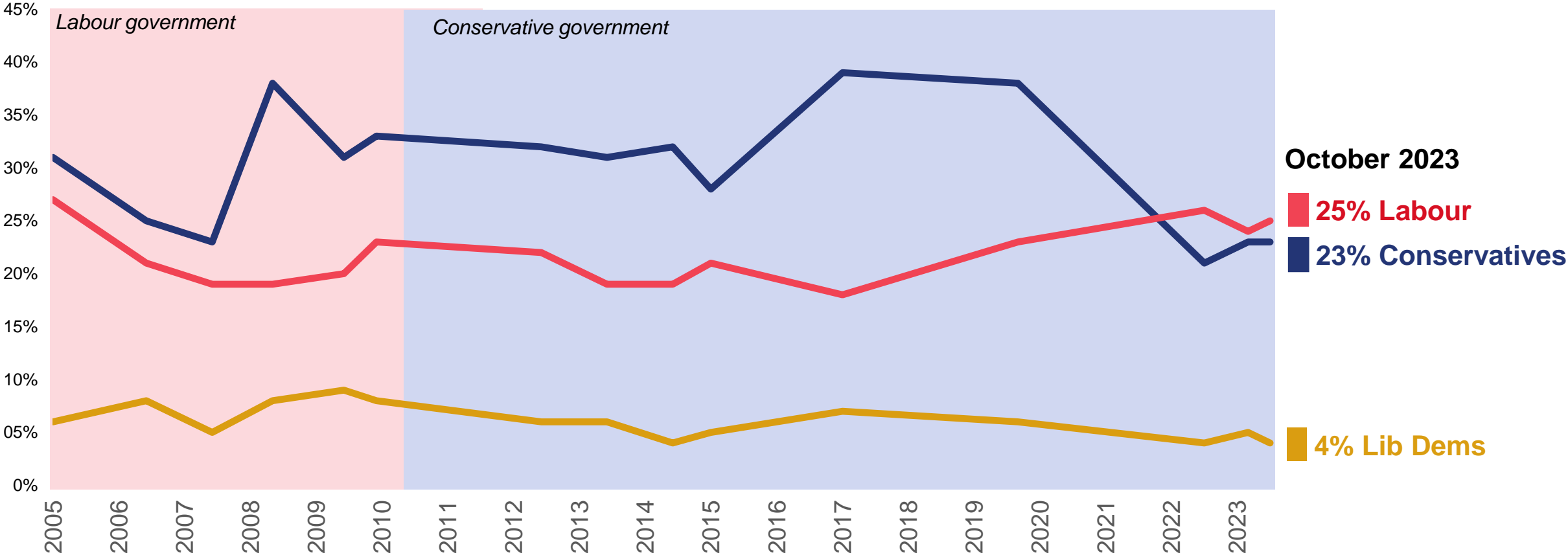
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.

Source: Ipsos MORI Political Monitor



Best party on crime and anti-social behaviour: 2005-2023

Which party do you think has the best policies on crime and anti-social behaviour, the Conservatives, Labour, Liberal Democrats or some other party?



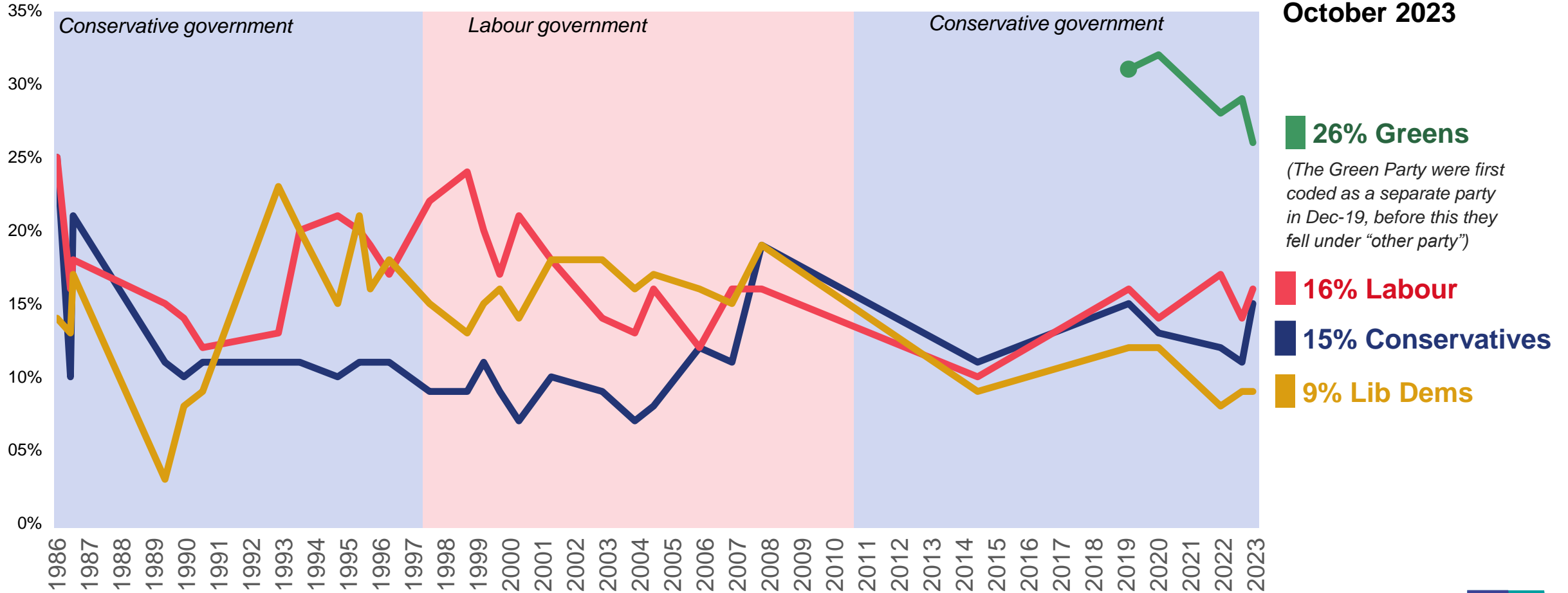
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



Best party on the environment: 1986-2023

Which party do you think has the best policies on the environment, the Conservatives, Labour, Liberal Democrats or some other party?

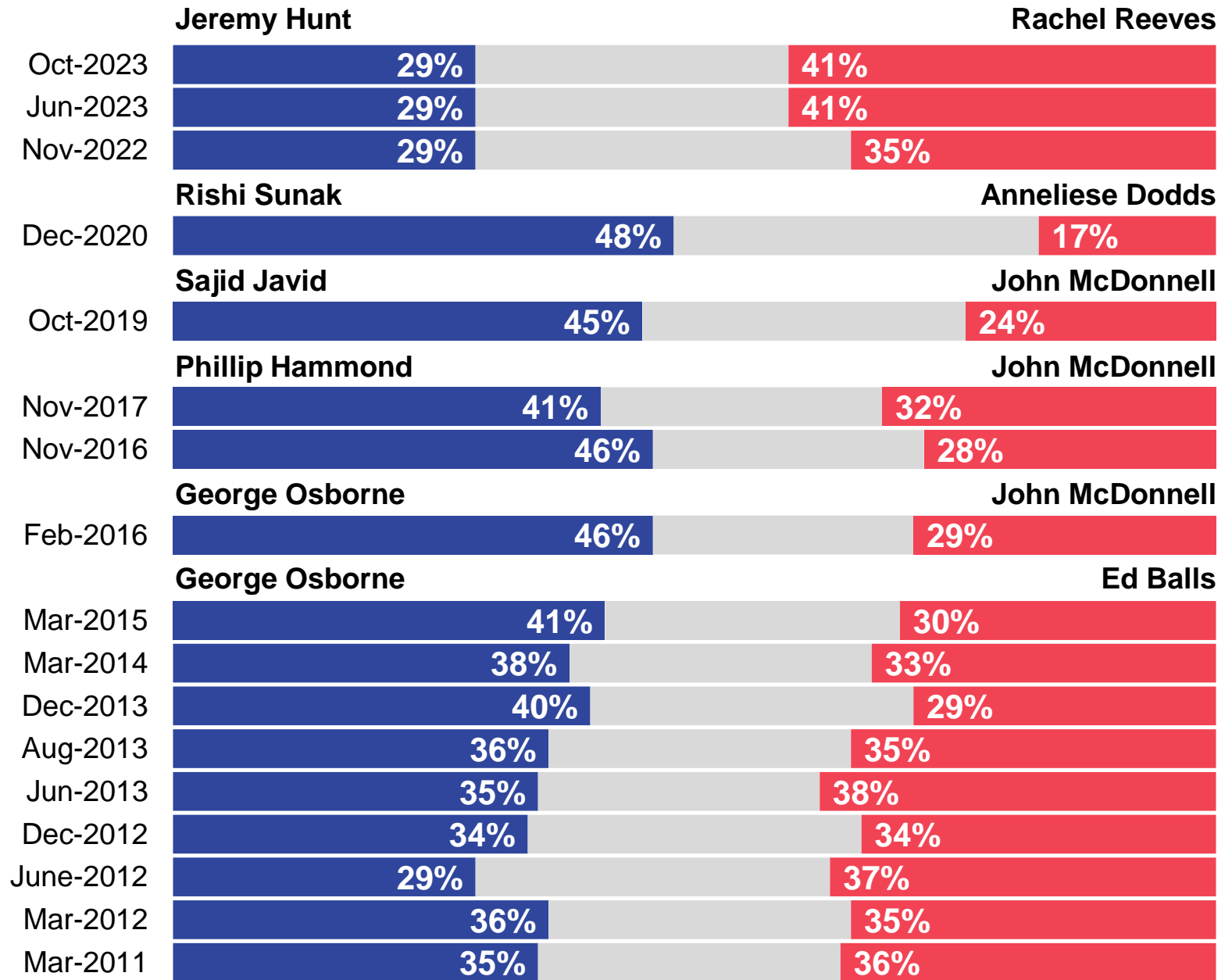


Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.. Terms used to collect this trend have varied from "the natural environment" in 1987 to "protecting the natural environment" from 1990-2007. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



Most capable Chancellor: 2011-2023

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



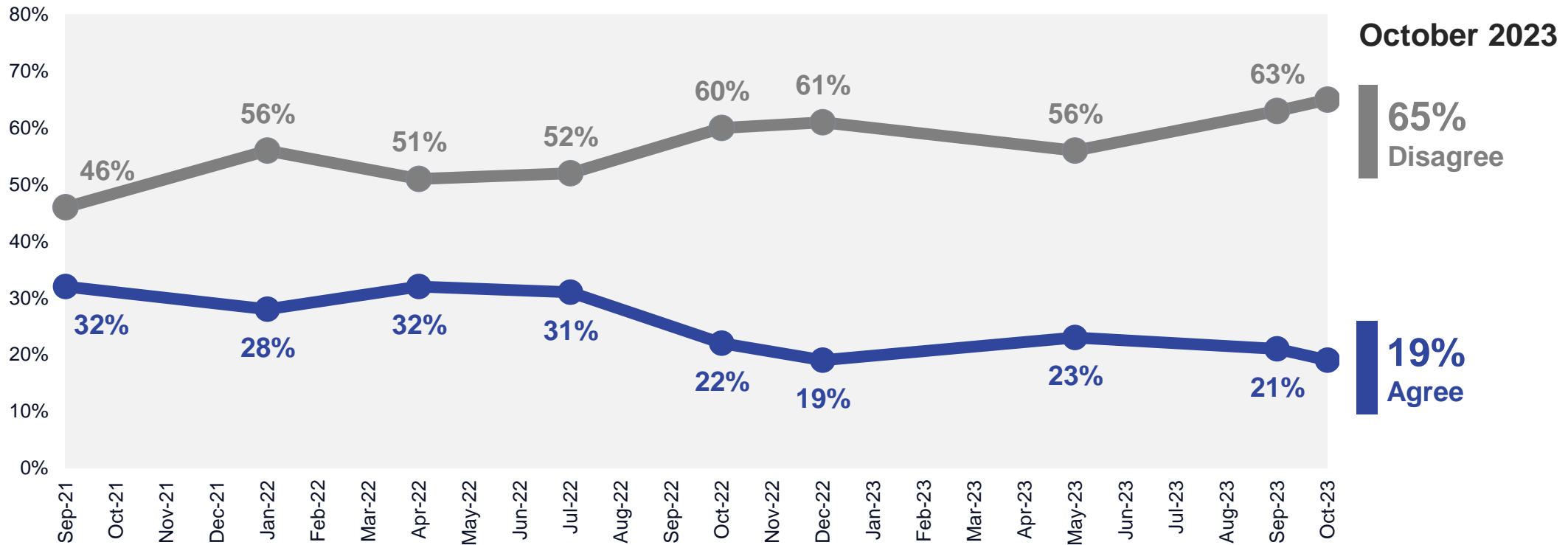
Base: 1,003 British adults 18+, 11-18 October 2023



Does the Conservative Government deserve to be re-elected?

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

The Conservative Government deserves to be re-elected



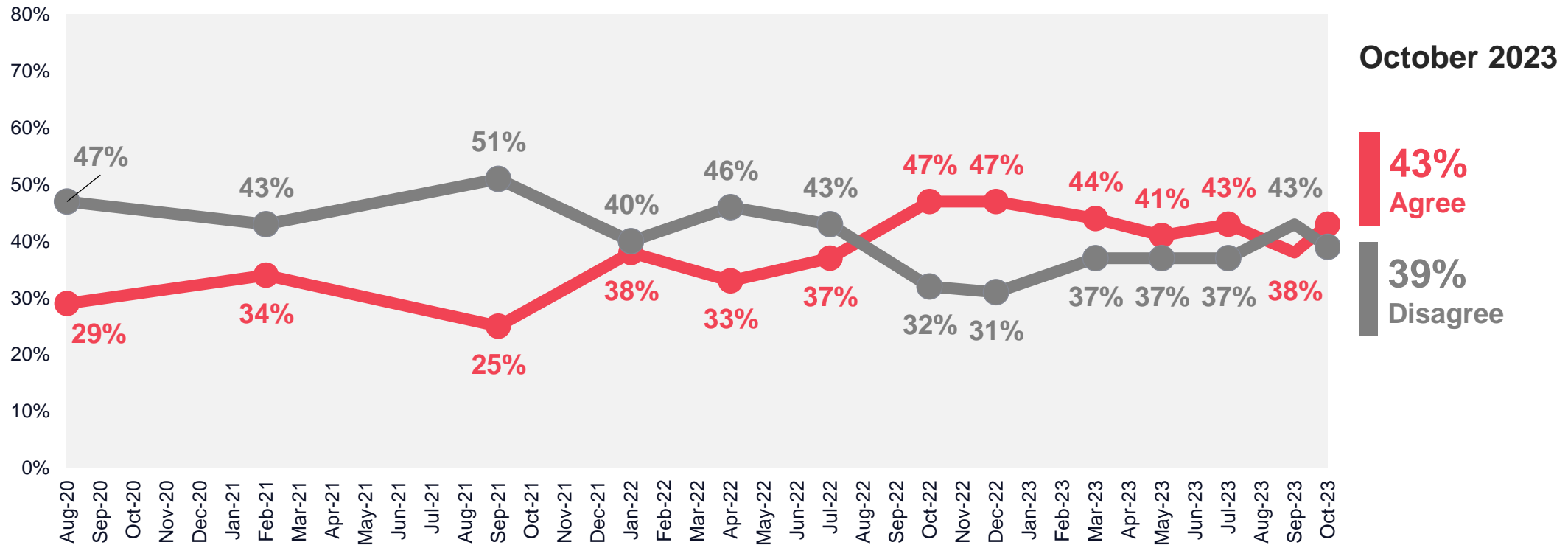
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Is Labour 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



Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



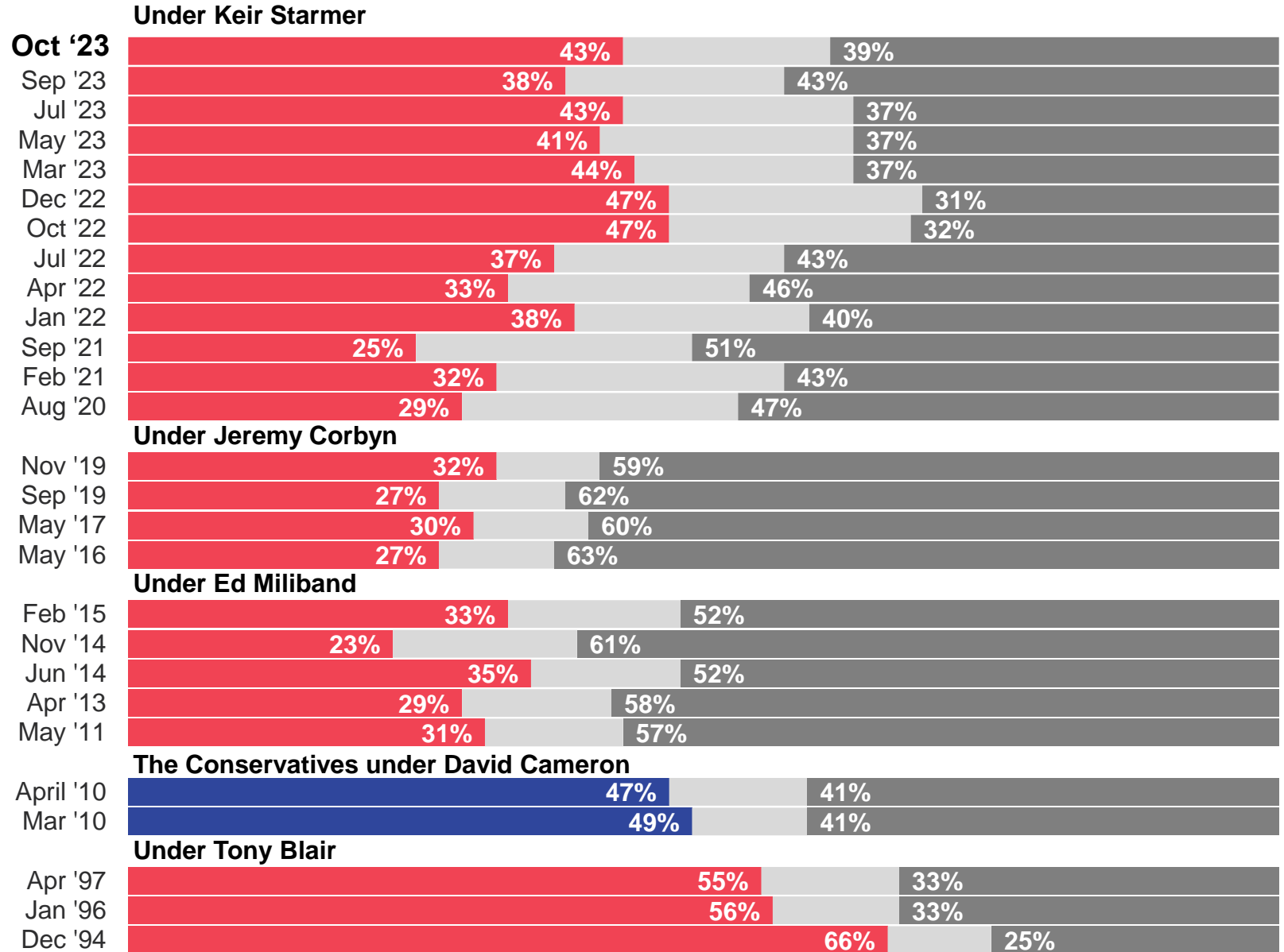
Is the Opposition ready to form the next Government?

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

Labour is ready to form the next Government

Agree

Disagree



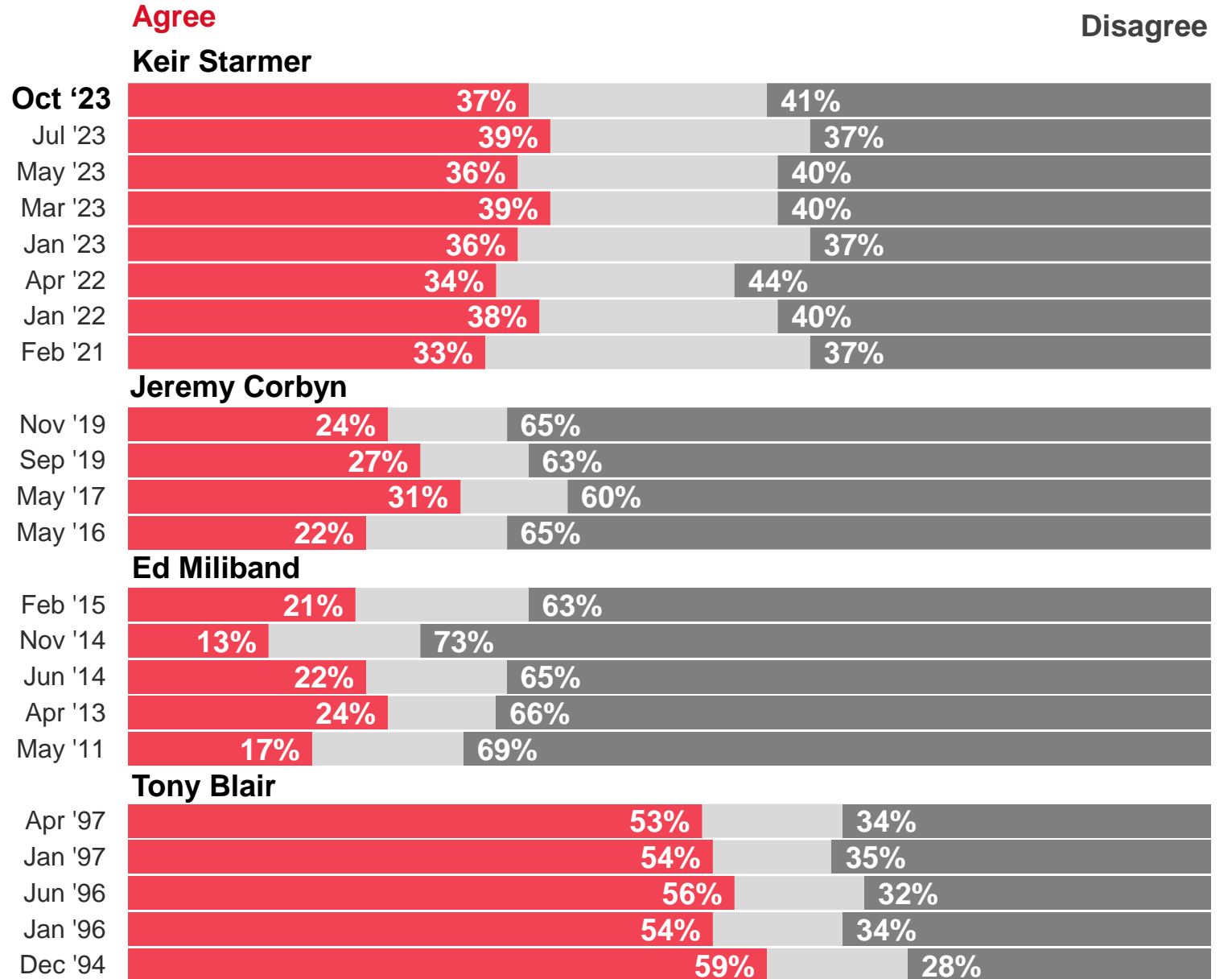
Base 1,003 British adults 18+, 11-18 October 2023

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: 1,003 British adults 18+, 11-18 October 2023

Source: Ipsos Political Monitor



October 2023 Political Monitor

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