

## Ipsos November 2023 Political Monitor Topline Results

November 2023

Fieldwork: 1<sup>st</sup> - 8<sup>th</sup> November 2023

### Technical Details

Ipsos interviewed a representative sample of 1,001 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 1<sup>st</sup> – 8<sup>th</sup> November 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 (634)

	Nov 2023 %	Oct 2023 %
Conservative	25	24
Labour	46	44
Liberal Democrats (Lib Dem)	12	13
Scottish National Party/Plaid Cymru	5	5
Green Party	6	9
Other	5	6
<b>Conservative lead (±%)</b>	<b>-21</b>	<b>-20</b>
<i>Would not vote</i>	1	2
<i>Undecided</i>	7	7
<i>Refused</i>	1	2

## 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	27
Labour	46
Liberal Democrats (Lib Dem)	11
Scottish National Party/Plaid Cymru	5
Green Party	6
Other	6
<b>Conservative lead (±%)</b>	<b>-19</b>
<i>Would not vote</i>	15
<i>Undecided</i>	9
<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>56</b>
9	<b>6</b>
8	<b>6</b>
7	<b>4</b>
6	<b>2</b>
5	<b>5</b>
4	<b>1</b>
3	<b>3</b>
2	<b>1</b>
1 – absolutely certain not to vote	<b>16</b>
Don't know	<b>1</b>

Q2a Have you definitely decided to vote for [party], or is there a chance you may change your mind before you vote?

Base: All giving a voting intention (745)

	November 2023 %	October 2023 %
Definitely decided	<b>50</b>	52
May change mind	<b>45</b>	45
Don't know	<b>5</b>	3

## Satisfaction Ratings

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>Nov '23</b>	<b>13</b>	<b>80</b>	<b>6</b>	<b>-67</b>
Oct '23	14	80	6	-66
Sunak (Q4) <b>Nov '23</b>	<b>21</b>	<b>66</b>	<b>12</b>	<b>-45</b>
Oct '23	26	63	10	-37
Starmer (Q5) <b>Nov '23</b>	<b>29</b>	<b>50</b>	<b>21</b>	<b>-21</b>
Oct '23	30	53	17	-23
Davey (Q6) <b>Nov '23</b>	<b>23</b>	<b>31</b>	<b>47</b>	<b>-8</b>
Oct '23	20	35	45	-15

### Satisfaction among party supporters

- 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) Nov '23	191	40	51	9	-11
Oct '23	208	42	48	11	-6
Sunak (Q4) Nov '23	191	62	30	8	+32
Oct '23	208	61	30	10	+31
Starmer (Q5) Nov '23	325	54	34	13	+20
Oct '23	323	57	34	10	+23

### ECONOMY AND PUBLIC SERVICES

Q8. Would you support or oppose each of the following options for public spending, taxes and borrowing?

	Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Support %	Oppose %
Increase taxes to increase spending on public services	20	23	12	13	28	4	43	41
Increase taxes to reduce borrowing and the national debt	9	18	18	20	30	5	27	50
Cut spending on public services in order to reduce taxes	9	9	11	19	47	6	18	66
Cut spending on public services to reduce borrowing and the national debt	7	9	14	22	42	5	16	64
Increase public borrowing and the national debt to increase spending on public services	14	21	19	18	21	6	35	39
Increase public borrowing and the national debt in order to reduce taxes	10	11	17	23	35	5	21	58

**Q9 Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?**

	Nov' 2012	Sep' 2015 %	Mar' 2017 %	Nov 2023 %
Got much better	3	4	2	1
Got a little better	12	12	7	4
Stayed the same	42	39	25	13
Got a little worse	20	23	26	17
Got much worse	20	20	37	61
Don't know	3	3	4	3
<b>Better</b>	<b>15</b>	<b>15</b>	<b>9</b>	<b>5</b>
<b>Worse</b>	<b>40</b>	<b>42</b>	<b>63</b>	<b>78</b>

## Q10 Thinking about ... over the next few years do you expect it to?

(\*trends pre-2010 at [www.ipsos.com/en-uk](http://www.ipsos.com/en-uk))

		Get much better %	Get a little better %	Stay the same %	Get a little worse %	Get much worse %	Don't know %	Better %	Worse %	Net better +/-
<b>The way your area is policed</b>	<b>Nov 2023</b>	<b>2</b>	<b>8</b>	<b>46</b>	<b>28</b>	<b>14</b>	<b>2</b>	<b>10</b>	<b>42</b>	<b>-32</b>
	<i>Feb 2020</i>	4	20	51	17	5	3	24	22	+2
	<i>Aug 2019</i>	2	18	42	29	8	2	20	36	-16
	<i>June 2018</i>	1	9	45	37	7	2	10	44	-34
	<i>Mar 2017</i>	3	7	44	33	10	4	10	42	-32
	<i>Aug 2015</i>	3	12	46	26	9	4	15	35	-20
	<i>Jun 2012</i>	2	8	55	27	6	2	10	33	-23
<b>The quality of education</b>	<b>Nov 2023</b>	<b>2</b>	<b>13</b>	<b>36</b>	<b>33</b>	<b>11</b>	<b>5</b>	<b>15</b>	<b>44</b>	<b>-29</b>
	<i>Feb 2020</i>	6	22	40	22	5	5	28	27	+1
	<i>Aug 2019</i>	3	25	37	28	5	2	28	33	-5
	<i>June 2018</i>	2	22	41	26	6	3	24	32	-8
	<i>Mar 2017</i>	3	21	32	29	11	4	24	40	-16
	<i>Aug 2015</i>	5	26	32	23	9	5	31	32	-1
	<i>Jun 2012</i>	4	20	44	23	6	4	24	29	-5
<b>The NHS</b>	<b>Nov 2023</b>	<b>2</b>	<b>14</b>	<b>19</b>	<b>36</b>	<b>28</b>	<b>2</b>	<b>16</b>	<b>64</b>	<b>-48</b>
	<i>Feb 2020</i>	7	24	22	30	16	2	31	46	-15
	<i>Aug 2019</i>	3	20	25	39	11	2	23	50	-27
	<i>June 2018</i>	3	19	21	42	12	2	22	54	-32
	<i>Mar 2017</i>	3	12	20	38	24	3	15	62	-47
	<i>Aug 2015</i>	4	15	23	32	23	2	19	55	-36
	<i>Jun 2012</i>	3	14	38	34	9	1	17	43	-26
	<i>Jun 2010</i>	4	20	38	27	9	1	24	36	-12
	<b>Opportunities for young people</b>	<b>Nov 2023</b>	<b>1</b>	<b>17</b>	<b>28</b>	<b>36</b>	<b>16</b>	<b>2</b>	<b>18</b>	<b>52</b>
<i>Feb 2020</i>		6	28	23	28	11	4	34	39	-5
<i>Aug 2019</i>		3	22	28	34	10	3	25	44	-19

	<i>June 2018</i>	4	20	30	33	11	3	24	44	-20
	<i>Mar 2017</i>	3	24	22	32	15	3	27	47	-20
	<i>Aug 2015</i>	5	28	19	28	17	3	33	45	-12
	<i>Jun 2012</i>	2	23	35	31	7	2	25	38	-13
<b>The quality of the environment</b>	<b>Nov 2023</b>	<b>1</b>	<b>16</b>	<b>32</b>	<b>30</b>	<b>17</b>	<b>3</b>	<b>17</b>	<b>47</b>	<b>-30</b>
	<i>Feb 2020</i>	4	28	28	27	12	2	32	39	-7
	<i>Aug 2019</i>	3	21	23	40	11	2	24	51	-27
	<i>June 2018</i>	1	28	32	29	9	1	29	38	-9
	<i>Mar 2017</i>	2	21	35	27	11	4	23	38	-15
	<i>Aug 2015</i>	5	21	31	29	11	3	26	40	-14
	<i>Jun 2012</i>	3	29	29	31	6	2	32	37	-5
<b>Public transport</b>	<b>Nov 2023</b>	<b>1</b>	<b>13</b>	<b>37</b>	<b>33</b>	<b>11</b>	<b>6</b>	<b>14</b>	<b>44</b>	<b>-30</b>
	<i>Feb 2020</i>	5	24	37	24	6	5	29	30	-1
	<i>Aug 2019</i>	3	22	41	27	5	23	25	32	-7
	<i>June 2018</i>	3	20	35	32	7	4	23	39	-16
	<i>Mar 2017</i>	2	17	42	26	8	6	19	34	-15
	<i>Aug 2015</i>	5	21	36	24	8	6	26	32	-6
	<i>Jun 2012</i>	3	26	37	22	8	5	29	30	-1
<b>Skills in Britain's workforce</b>	<b>Nov 2023</b>	<b>1</b>	<b>17</b>	<b>37</b>	<b>31</b>	<b>10</b>	<b>4</b>	<b>18</b>	<b>41</b>	<b>-23</b>
	<i>Feb 2020</i>	4	29	28	27	8	4	33	35	-2
	<i>Aug 2019</i>	4	23	33	31	6	4	27	37	-10
	<i>June 2018</i>	4	24	36	28	5	3	28	33	-5
	<i>Mar 2017</i>	4	27	32	25	8	5	31	33	-2
	<i>Aug 2015</i>	4	33	24	25	11	5	37	36	+1
	<i>Jun 2012</i>	2	20	37	32	6	3	22	38	-16

**Q12. On balance do you agree or disagree with the following statements?**

**A) In the long term, this government's policies will improve the state of Britain's economy?**

	Agree	Disagree	Don't know
	%	%	%
July 1980	48	36	16
May 1981	40	44	16
Nov 1981	41	48	11
Mar 1982	47	46	7
Apr 1983	58	34	8
May 1983	58	35	7
May 1983	58	37	5
June 1983	58	36	6
June 1983	50	44	6
Mar 1985	40	52	8
Mar 1986	38	53	9
Mar 1987	49	44	7
May 1987	60	35	5
Jun 1987	58	37	5
Mar 1988	54	36	10
Mar 1989	46	43	11
Mar 1990	34	55	11
Mar 1991	34	53	13
Mar 1992	42	46	12
Mar 1993	28	59	13
Dec 1993	29	58	13
Dec 1994	24	64	12
Nov 1995	23	64	13
Dec 1995	24	63	13
Nov 1996	34	52	14
Dec 1996	31	55	14
Jun 1997	55	24	21
Jul 1997	57	24	19
Nov 1997	56	27	17
Feb 1998	52	31	17
Mar 1998	54	29	17
Nov 1998	46	33	21
Feb 1999	49	31	20
Mar 1999	49	32	19
Nov 1999	47	34	19
Feb 2000	42	39	19
Mar 2000	42	39	19
Nov 2000	43	42	15
Mar 2001	48	36	16
Mar 2002	39	42	19
May 2002	45	40	15
Sept 2002	41	43	16
Nov 2002	35	45	20
Dec 2002	38	44	18
Mar 2003	36	43	21
Apr 2003	40	40	20
July 2003	32	53	15
Sep 2003	34	51	15
Dec 2003	37	48	15



<i>Mar 2004</i>	38	49	13
<i>Jun 2004</i>	39	48	13
<i>Sep 2004</i>	39	47	14
<i>Nov 2004</i>	40	46	14
<i>Feb 2005</i>	43	43	14
<i>May 2005</i>	47	38	15
<i>Sep 2005</i>	39	50	11
<i>Nov 2005</i>	41	44	15
<i>Mar 2006</i>	38	48	14
<i>May 2006</i>	38	51	11
<i>Sep 2006</i>	40	46	14
<i>Nov 2006</i>	39	51	10
<i>Mar 2007</i>	37	50	13
<i>May 2007</i>	44	41	15
<i>Sep 2007</i>	39	46	15
<i>Nov 2007</i>	34	50	16
<i>Sep 2008</i>	29	64	7
<i>Jun 2009</i>	34	59	7
<i>Nov 2009</i>	40	54	6
<i>Jun 2010</i>	61	29	10
<i>Sep 2010</i>	57	36	7
<i>Oct 2010</i>	48	39	13
<i>Jan 2011</i>	49	43	8
<i>Mar 2012</i>	46	47	7
<i>Mar 2015</i>	53	39	8
<i>Nov 2015</i>	48	47	5
<i>Mar 2016</i>	43	49	8
<i>Mar 2017</i>	44	50	6
<i>Nov 2017</i>	41	54	5
<i>Nov 2018</i>	35	56	9
<i>Nov 2021</i>	43	48	9
<i>Mar 2022</i>	41	48	11
<i>Feb 2023</i>	33	59	7
<b>Nov 2023</b>	<b>25</b>	<b>68</b>	<b>7</b>

**B) In the long term, this government's policies will improve the state of Britain's public services?**

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
	%	%	%
June 2001	54	32	14
Oct 2001	45	42	13
Nov 2001	46	40	14
Mar 2002	36	54	10
May 2002	38	50	12
Sept 2002	38	52	10
Dec 2002	35	52	13
Mar 2003	36	50	14
June 2003	31	59	10
July 2003	28	62	10
Sept 2003	31	57	12
Dec 2003	30	57	13
Mar 2004	37	55	8
June 2004	39	52	9
Sept 2004	35	54	11
Nov 2004	36	54	10
Feb 2005	39	52	9
May 2005	43	45	12
Sept 2005	34	55	11
Nov 2005	35	53	12
Mar 2006	32	55	13
May 2006	33	57	10
Sept 2006	31	59	10
Nov 2006	33	57	10
Mar 2007	29	57	14
May 2007	38	51	11
Sep 2007	33	55	12
Nov 2007	34	54	12
Mar 2008	33	55	12
Sept 2008	33	61	6
Jun 2009	34	59	7
Nov 2009	38	55	7
July 2010	45	45	10
Oct 2010	39	49	12
Jan 2011	32	59	9
Oct 2013	35	59	6
Mar 2015	33	60	7
Nov 2015	27	68	5
Nov 2017	30	64	6
Nov 2018	26	66	8
Nov 2021	32	60	8
Mar 2022	31	60	9
Feb 2023	23	70	7
<b>Nov 2023</b>	<b>19</b>	<b>75</b>	<b>6</b>

12) Now imagine that there was a Labour government led by Keir Starmer as Prime Minister. On balance do you agree or disagree with the following statements?

A) In the long term, the Labour party's policies would improve the state of Britain's economy

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
	%	%	%
Nov 2023	<b>37</b>	<b>50</b>	<b>13</b>

B) In the long term, the Labour party's policies would improve the state of Britain's public services

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
	%	%	%
Nov 2023	<b>50</b>	<b>39</b>	<b>12</b>

13) Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?

	<i>Sept 2013</i>	<i>Sept 2014</i>	<i>Jan 2023</i>	<i>Mar 2023</i>	<b>Nov 2023</b>
	%	%	%	%	%
<b>Conservative government</b>	22	26	16	16	<b>16</b>
<b>Labour government</b>	23	22	31	28	<b>29</b>
<b>Make no difference</b>	52	48	46	51	<b>50</b>
Other	1	*	1	*	<b>1</b>
Don't know	2	2	5	<b>5</b>	<b>5</b>