

# IPSOS POLITICAL MONITOR

October 2022

# VOTING INTENTION

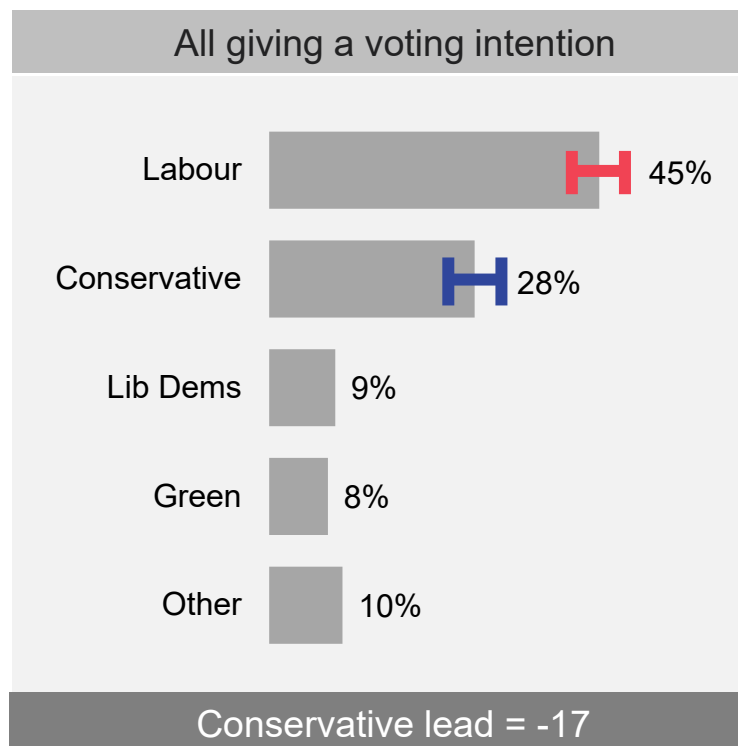
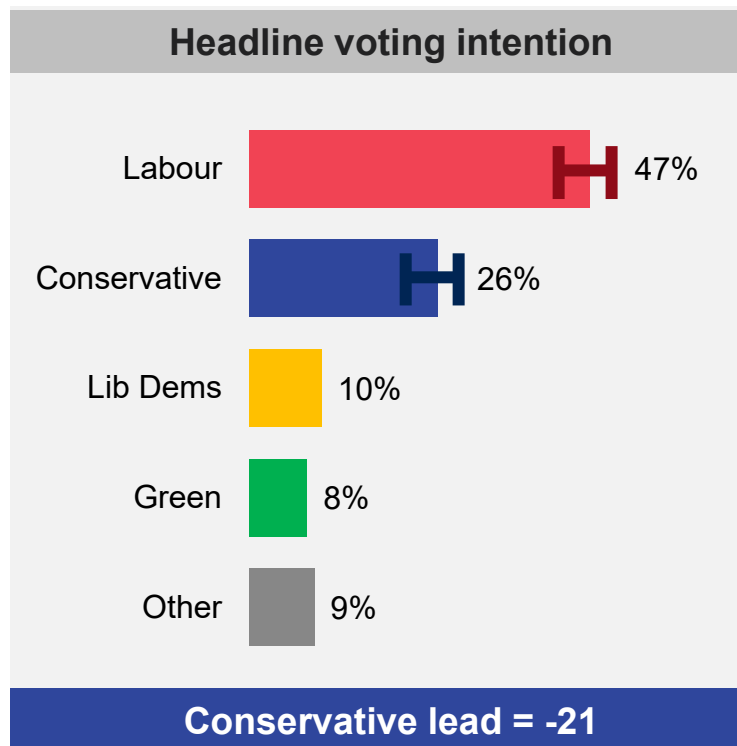
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: October 2022

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



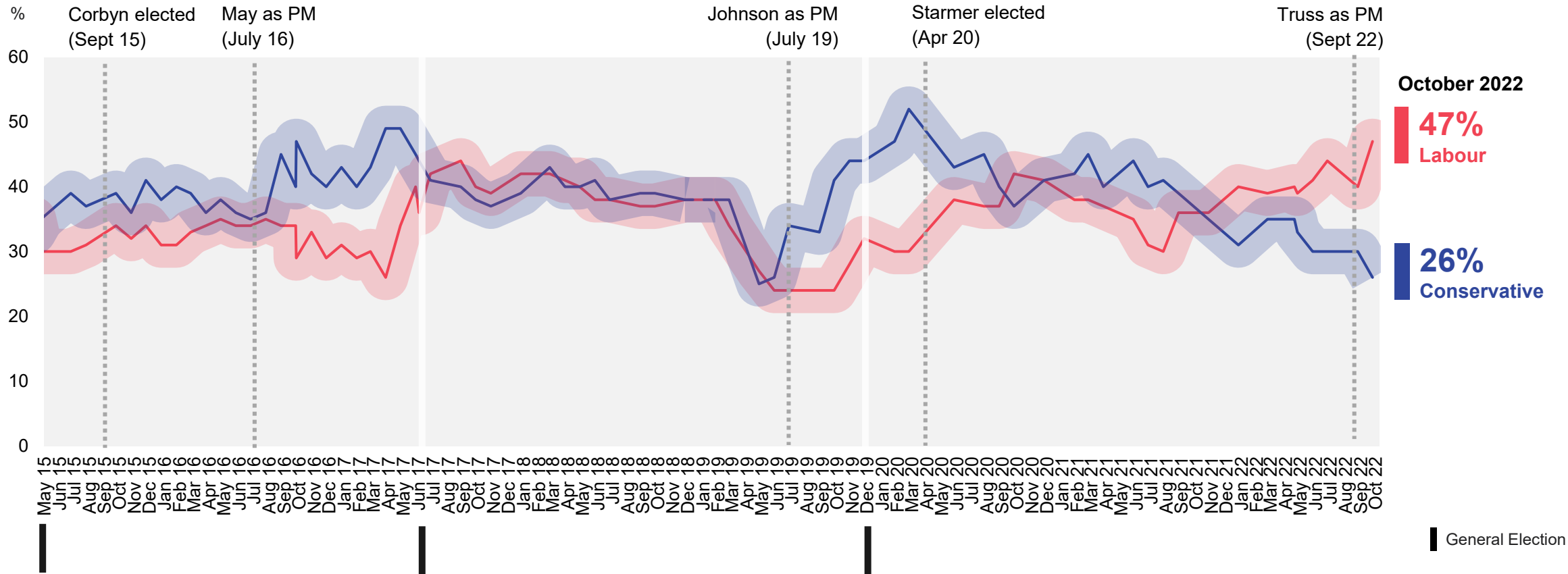
**Base:** 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 699. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. 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?



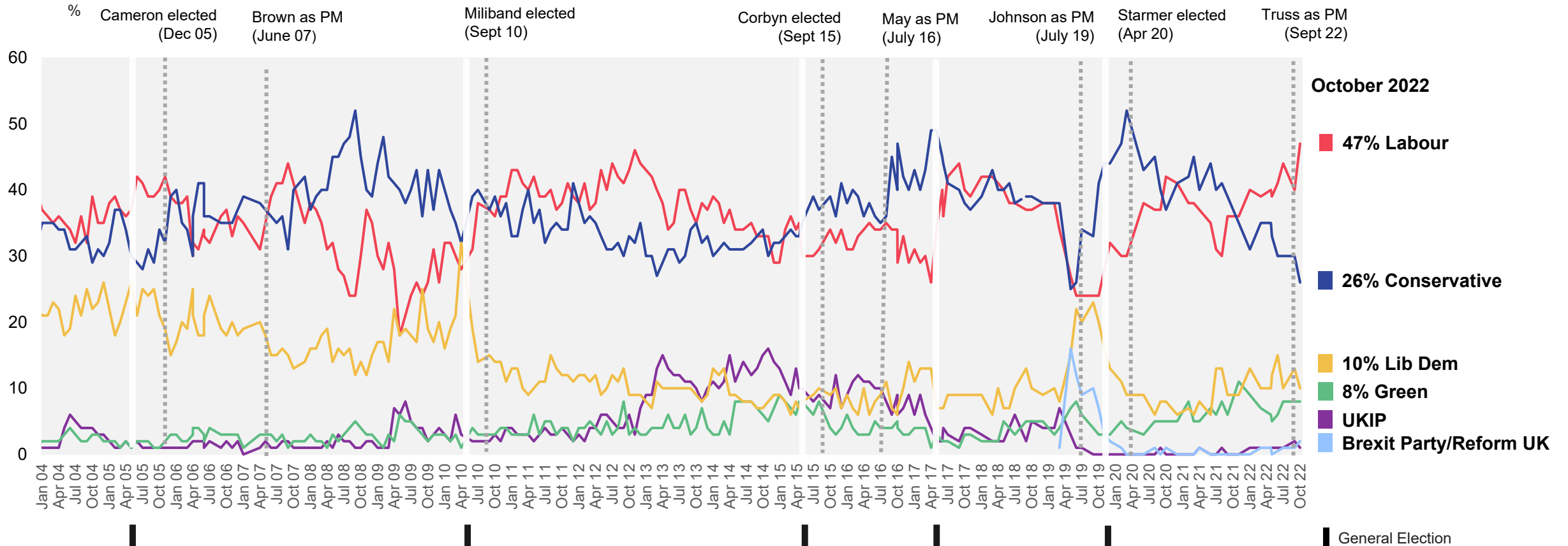
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – October '22

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. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor

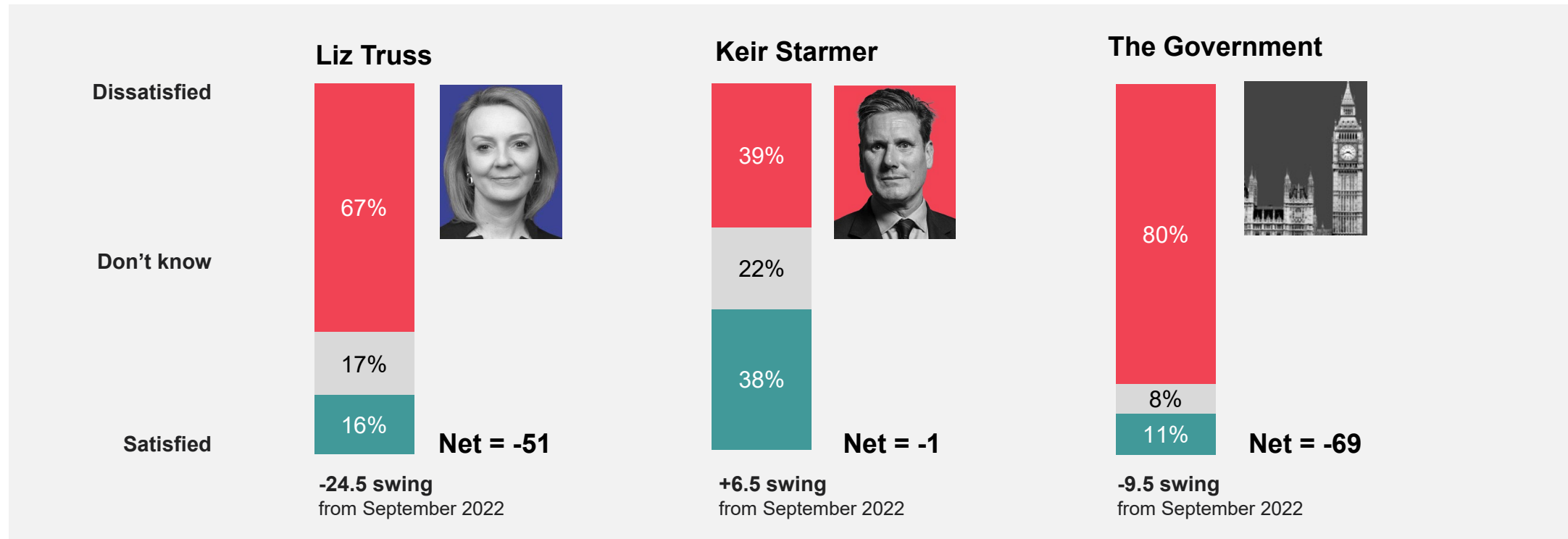




**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: October 2022

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



Base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

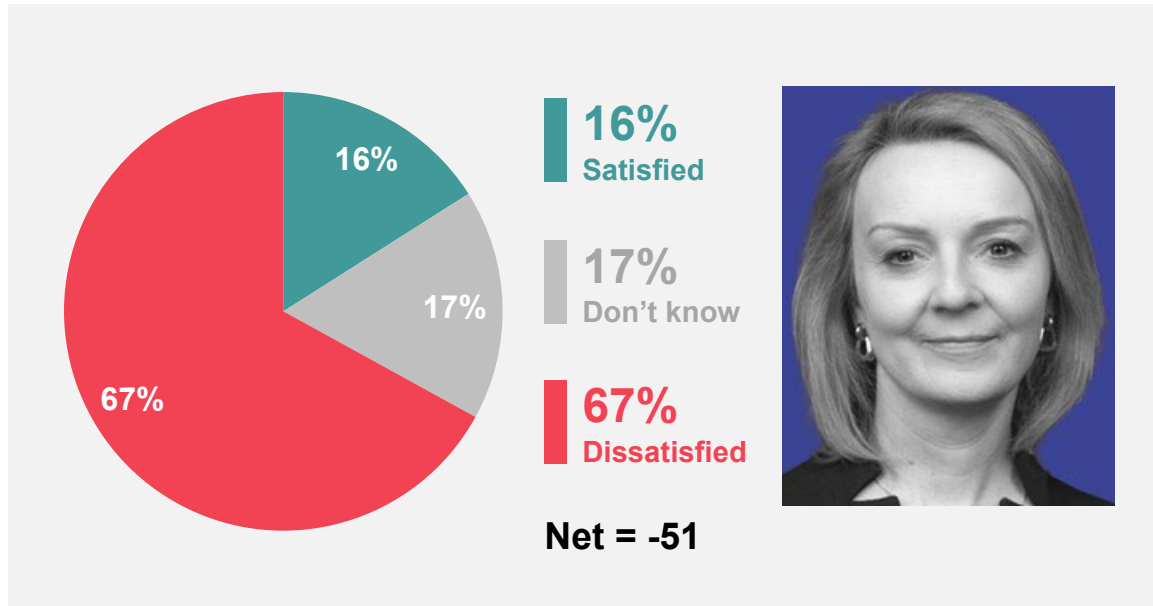


# Liz Truss: Satisfaction

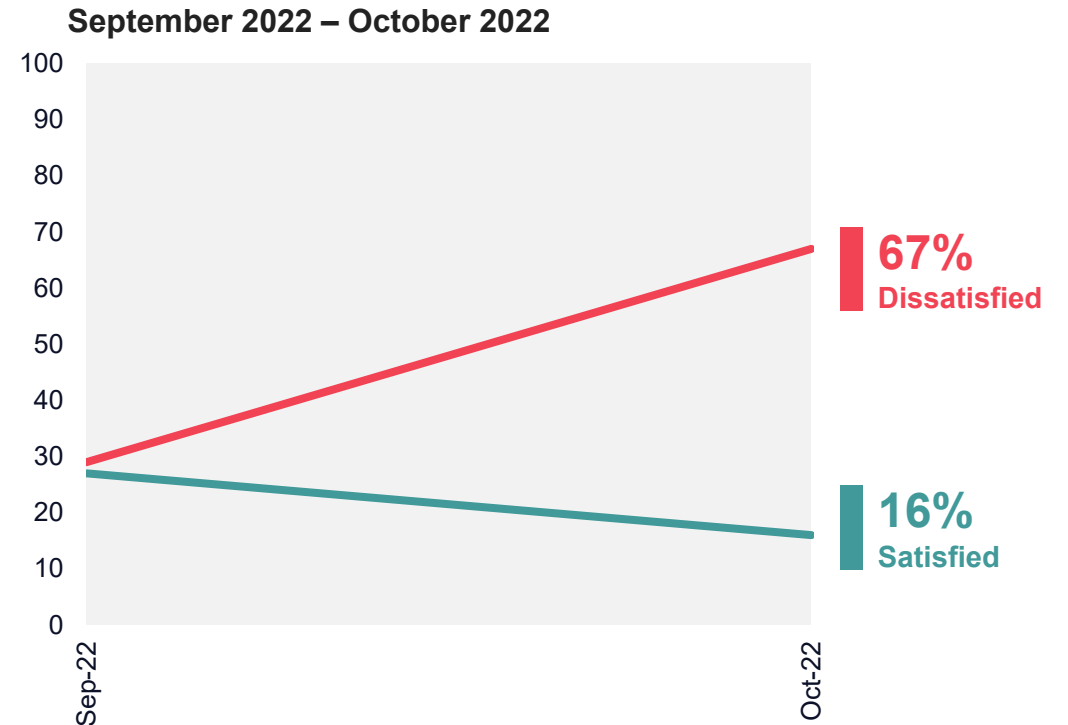
Are you satisfied or dissatisfied with the way Liz Truss is doing her job as prime minister?

October 2022

Among all



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022



Source: Ipsos Political Monitor



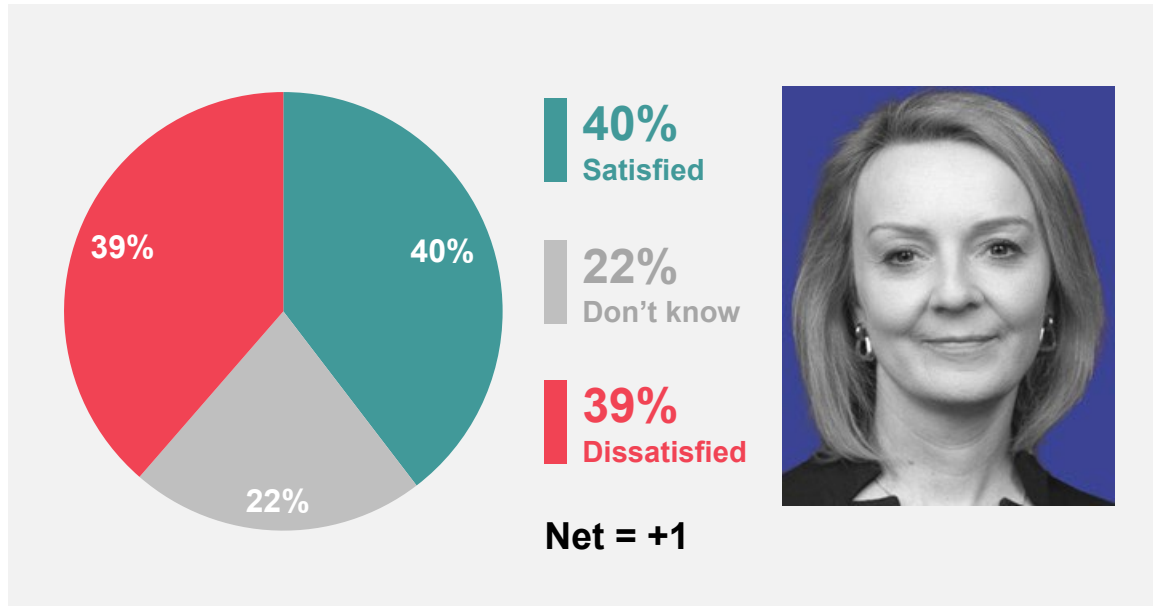


# Liz Truss: Satisfaction amongst Conservative supporters

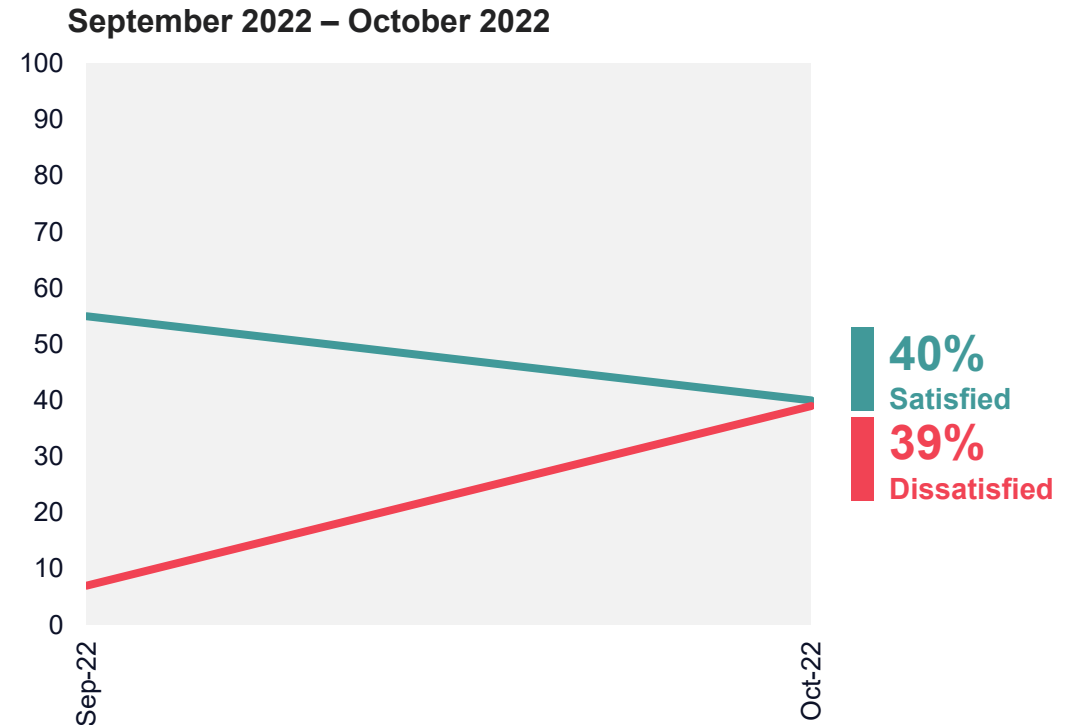
Are you satisfied or dissatisfied with the way Liz Truss is doing her job as prime minister?

October 2022

Among all



Base: 203 Conservative Party supported aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

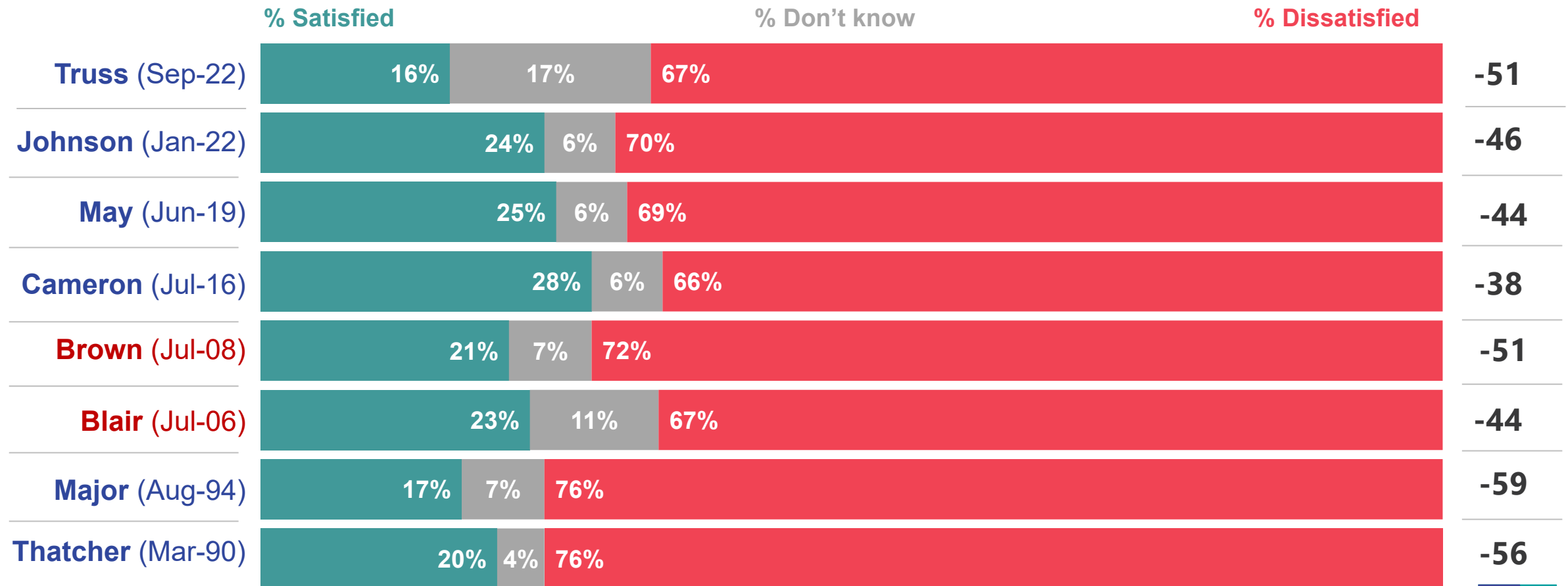


Source: Ipsos Political Monitor



# Satisfaction with Prime Minister: Worst Ipsos rating as Prime Minister

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



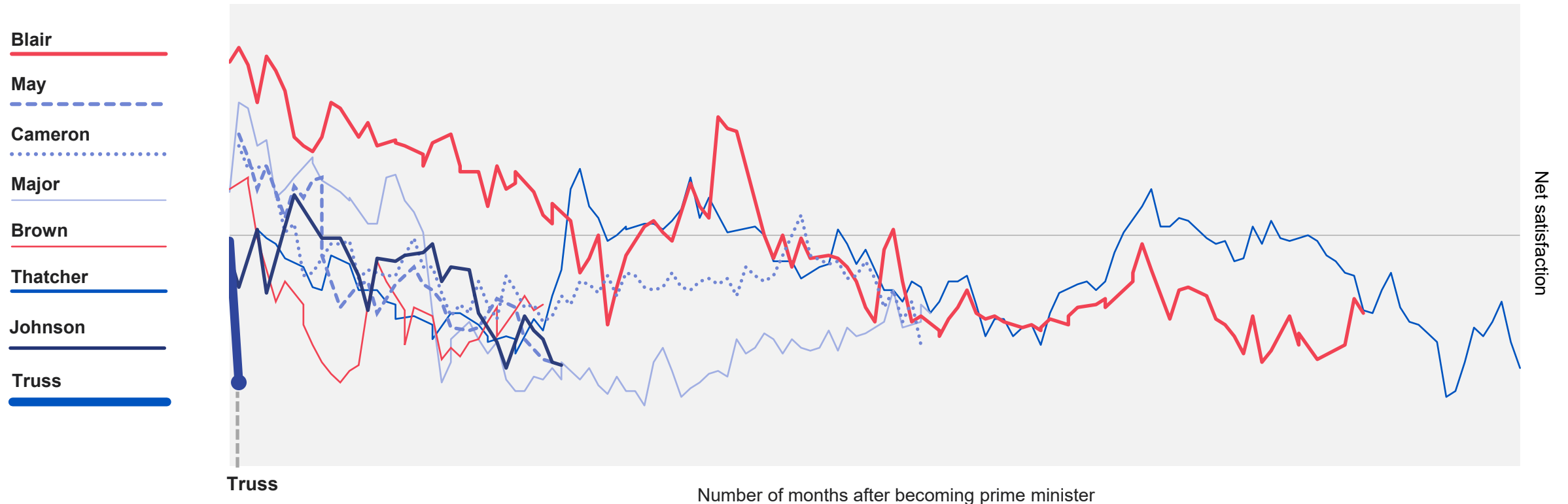
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2022)

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



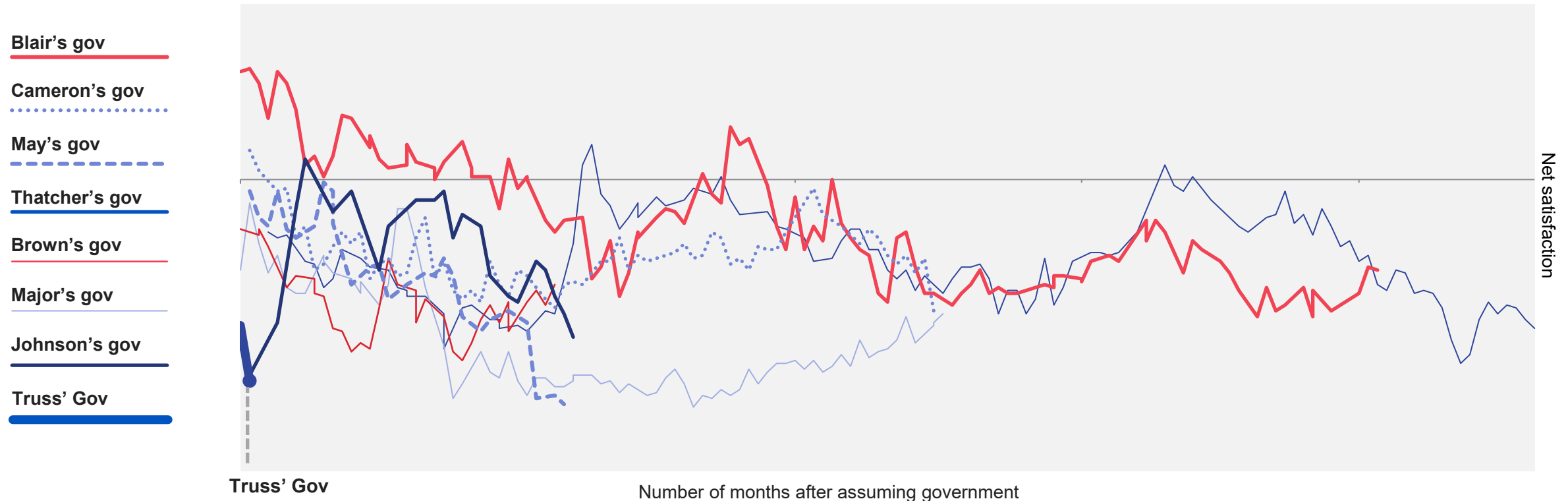
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

**Source:** Ipsos UK Political Monitor



# Net satisfaction with the Government (1979 – 2022)

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



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

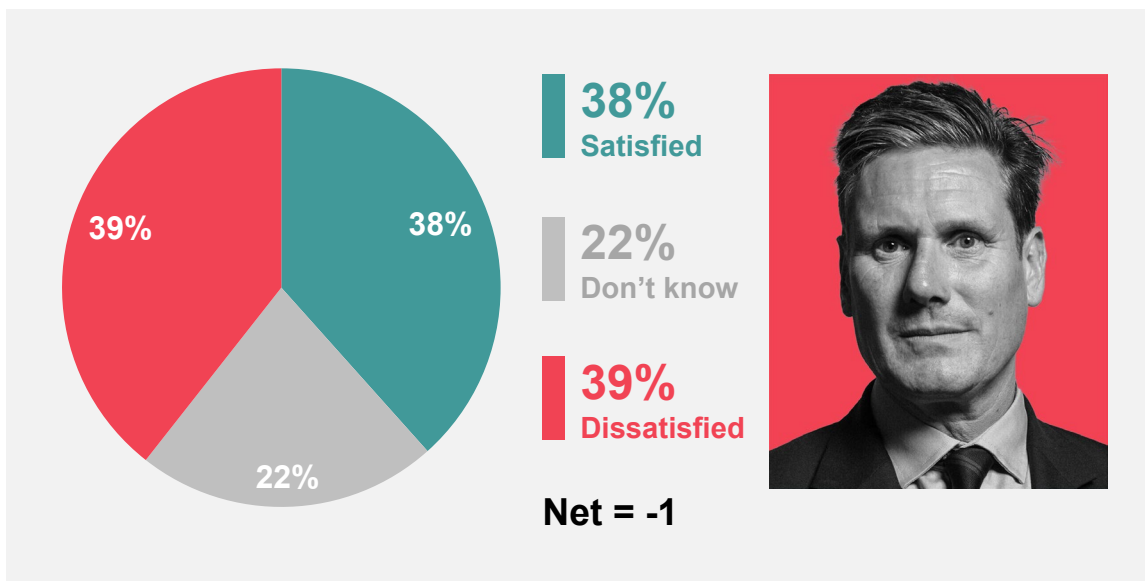
Source: Ipsos UK Political Monitor



# Keir Starmer: Satisfaction

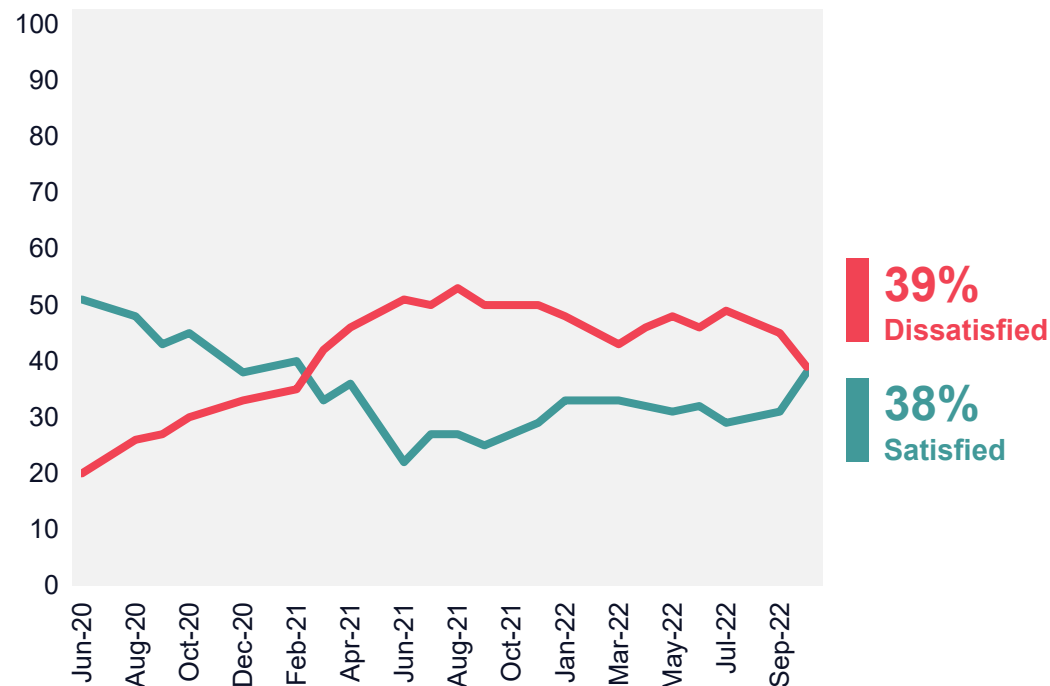
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

June 2020 – October 2022



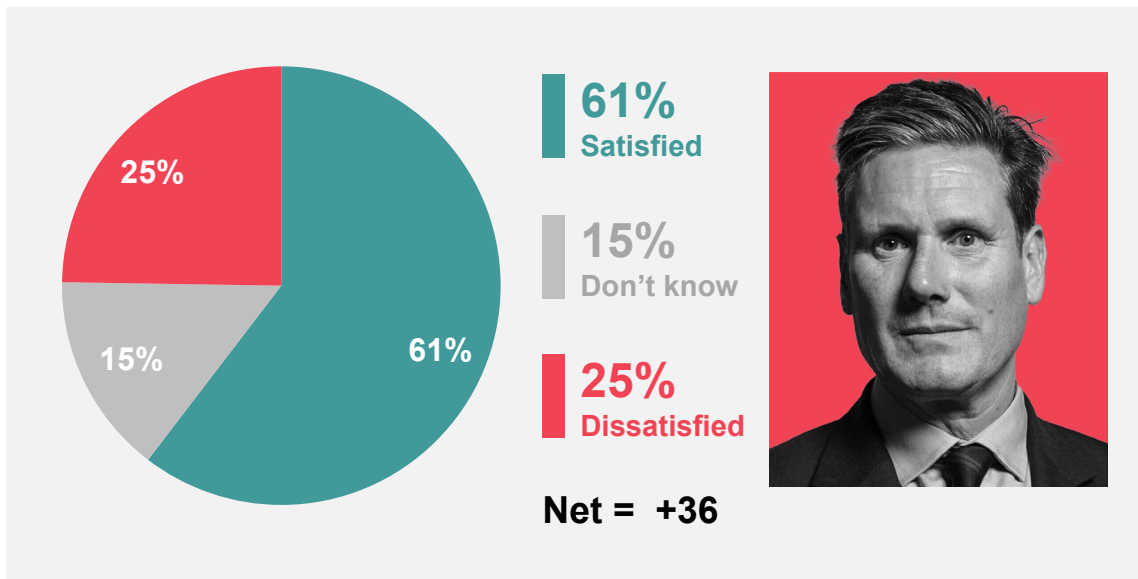
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

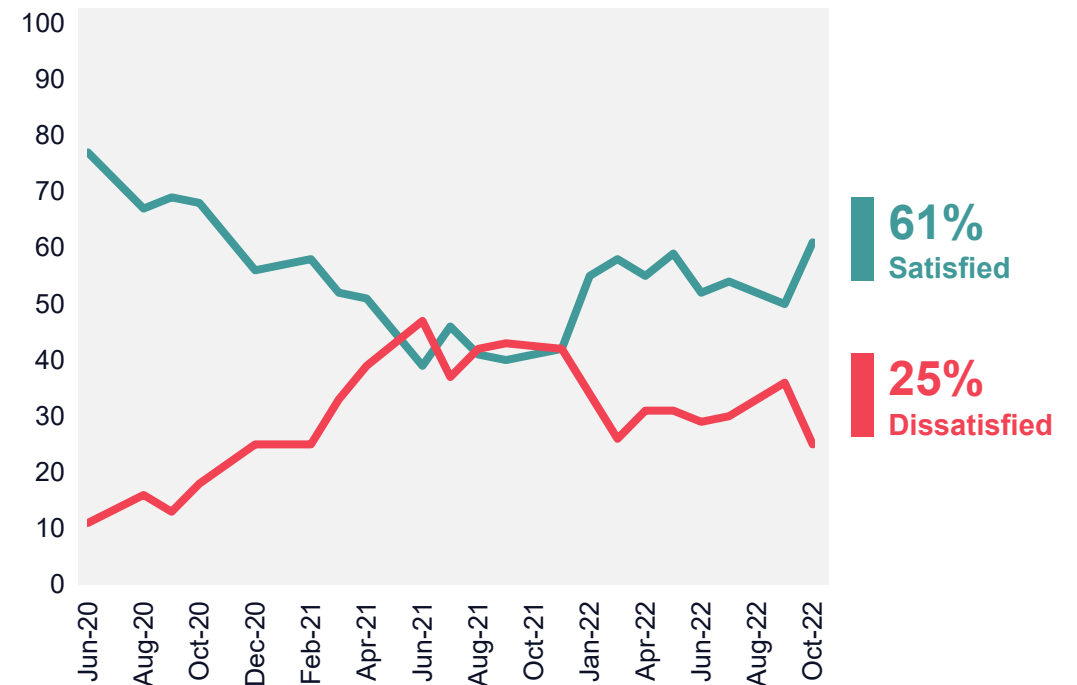
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

October 2022



Base: 384 Labour Party supporters aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

June 2020 – October 2022

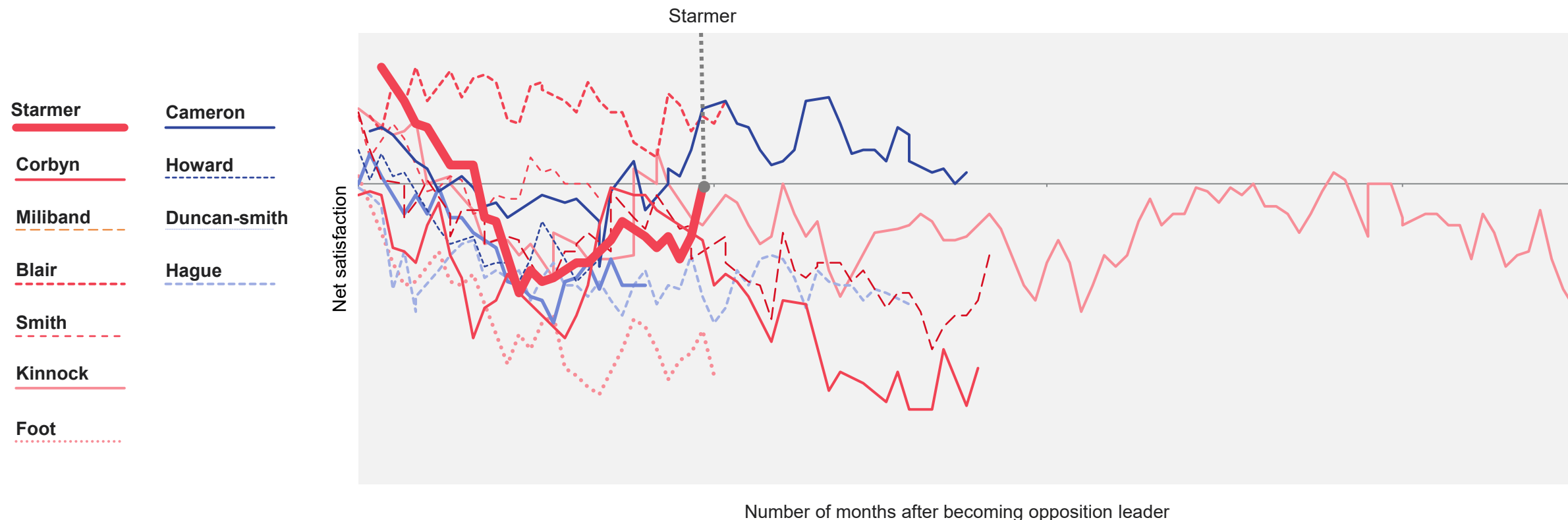


Source: Ipsos Political Monitor



# Net satisfaction with Opposition Leaders (1980 – 2022)

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



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

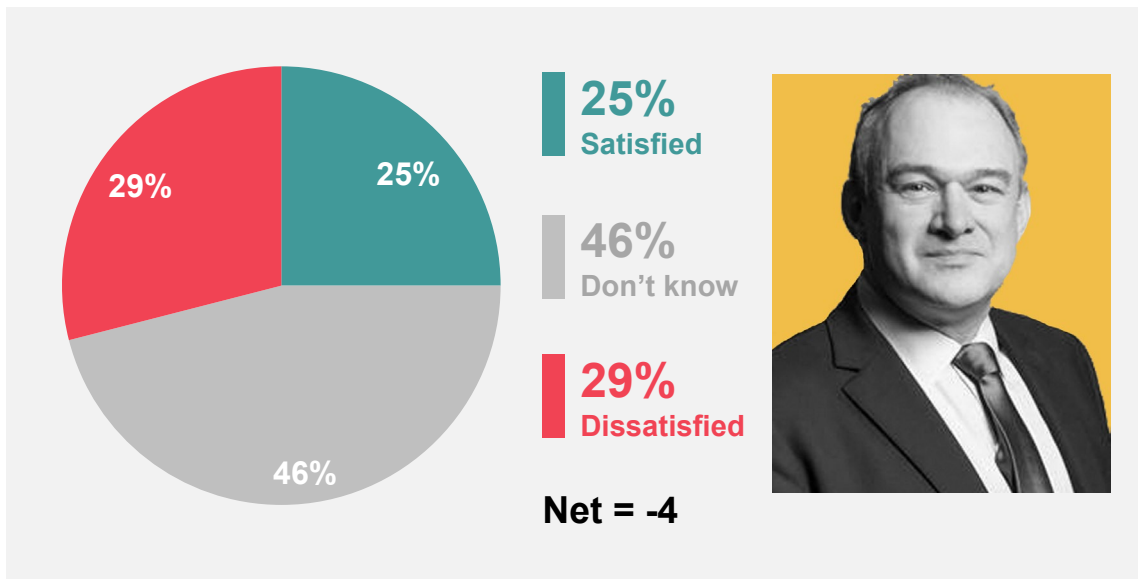
Source: Ipsos UK Political Monitor



# Ed Davey: Satisfaction

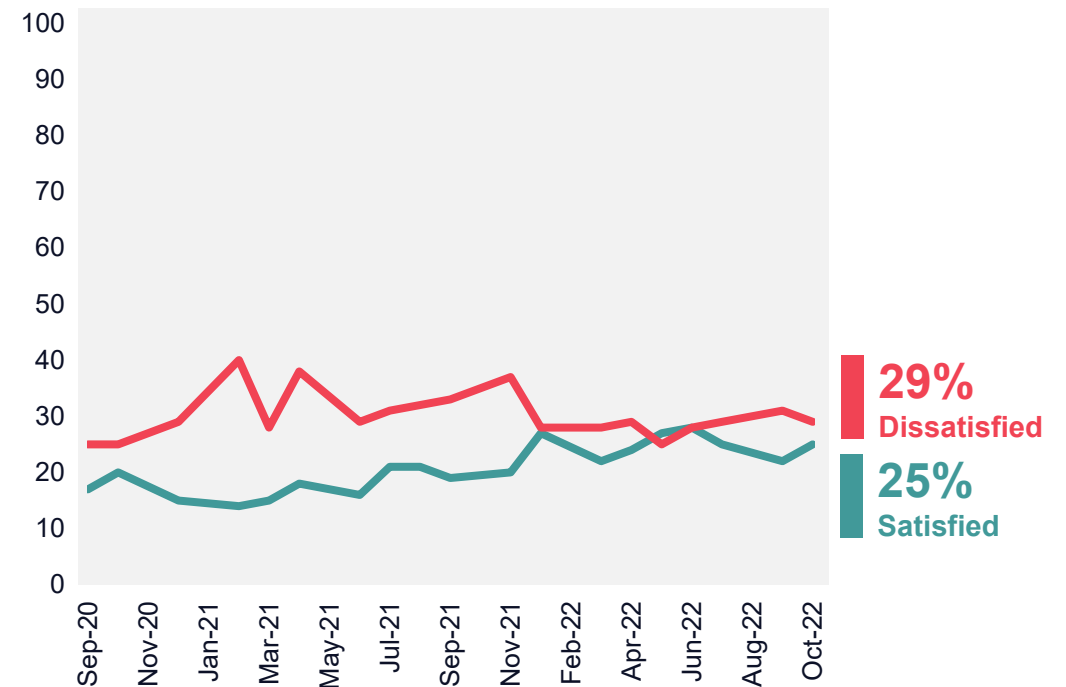
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

September 2020 – October 2022



Source: Ipsos Political Monitor





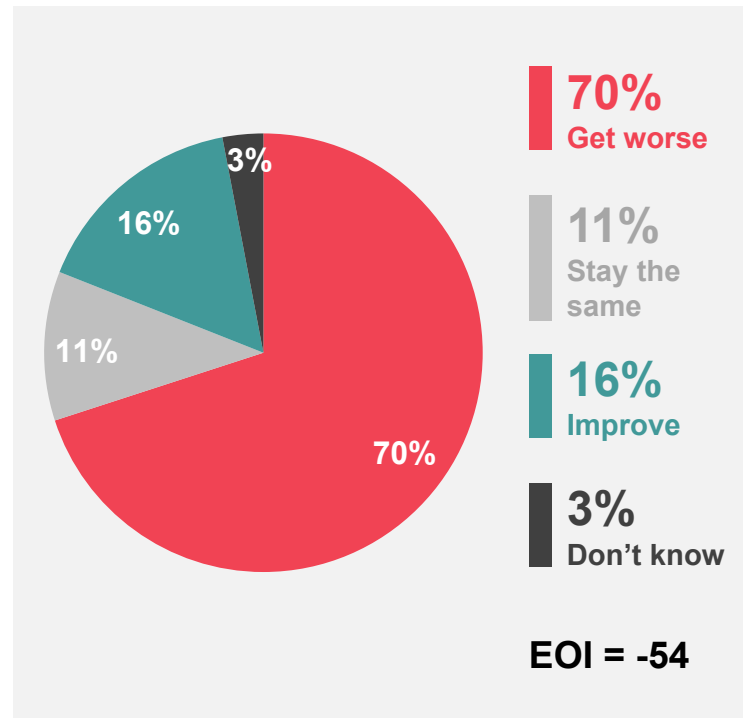
# ECONOMIC OPTIMISM



# Economic Optimism Index

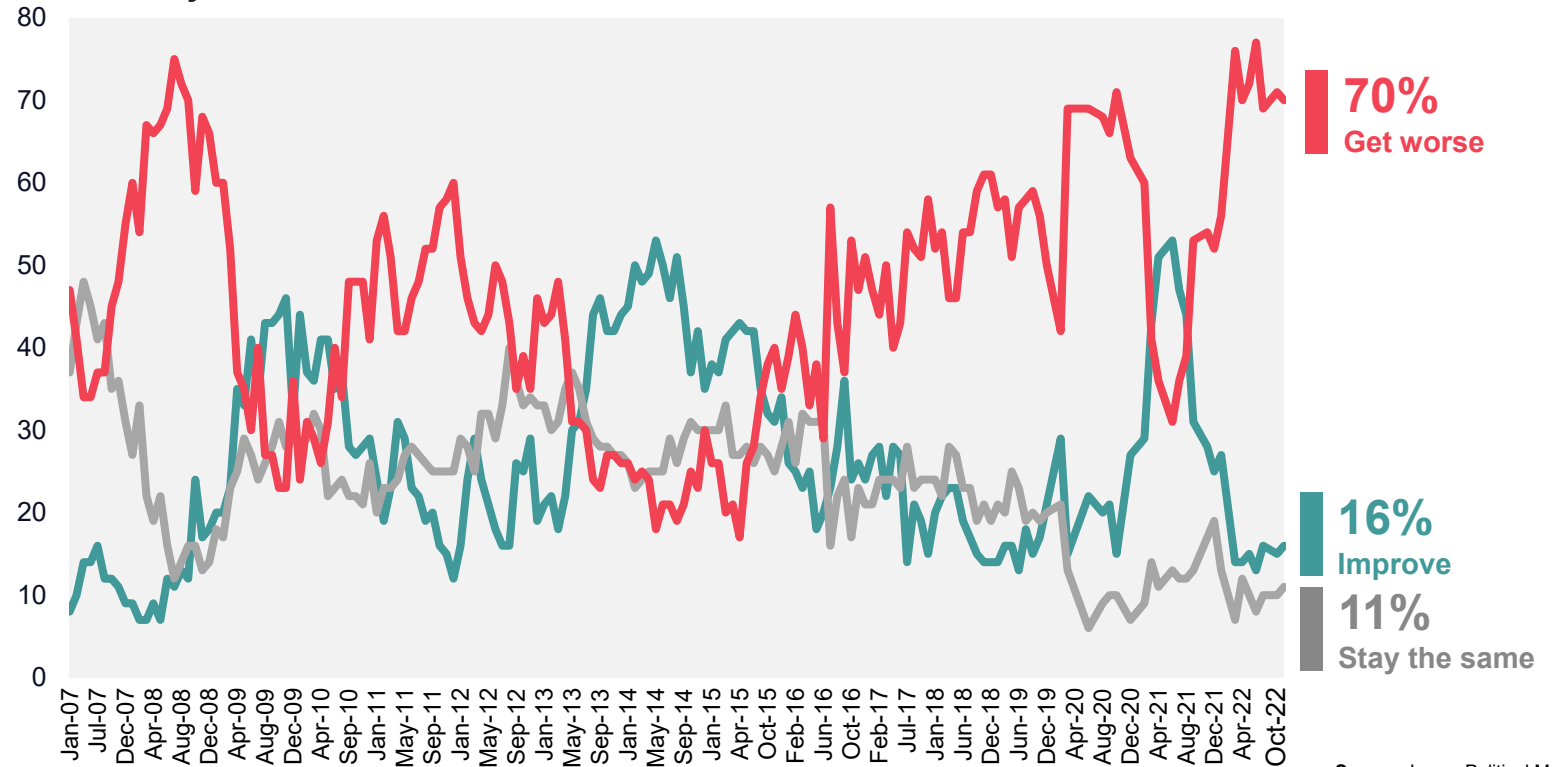
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

October 2022



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

January 2007 – October 2022

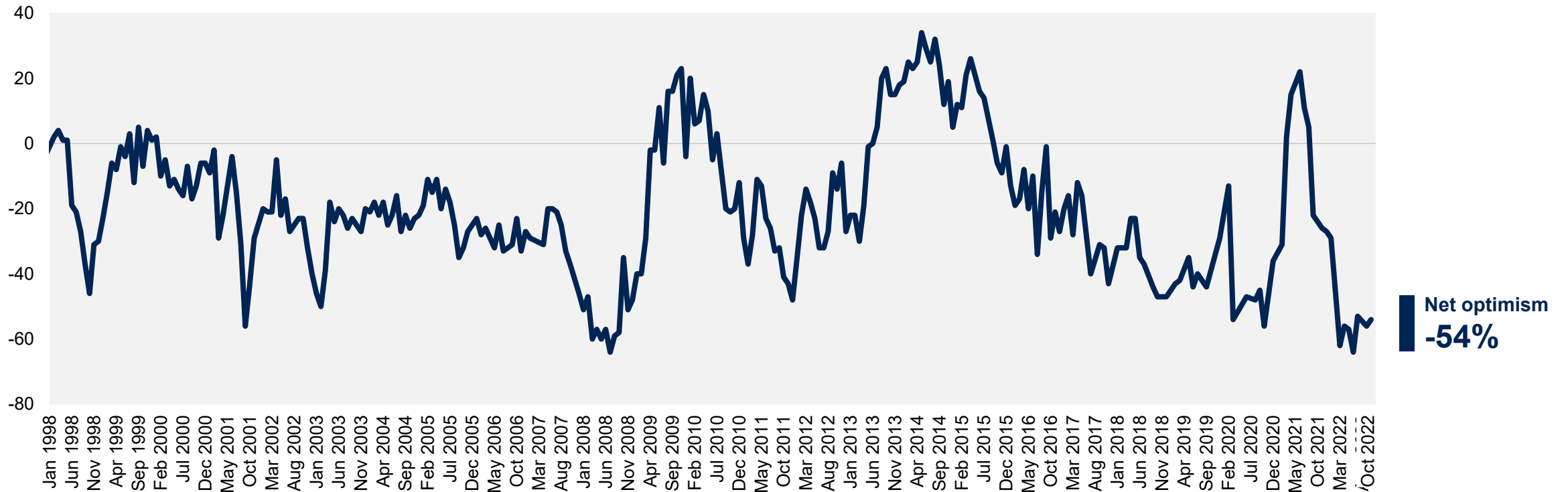


Source: Ipsos Political Monitor



# Economic Optimism Index (1998-2022)

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

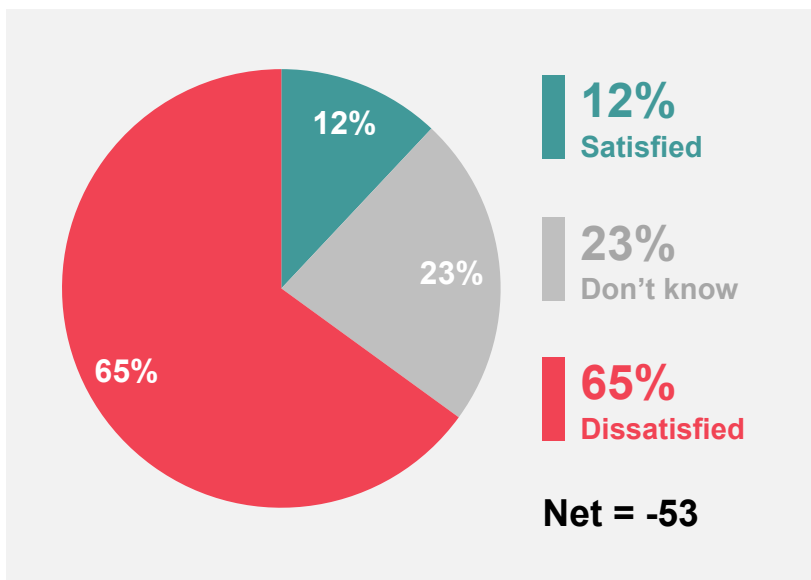
Source: Ipsos Political Monitor



# Kwasi Kwarteng: Satisfaction

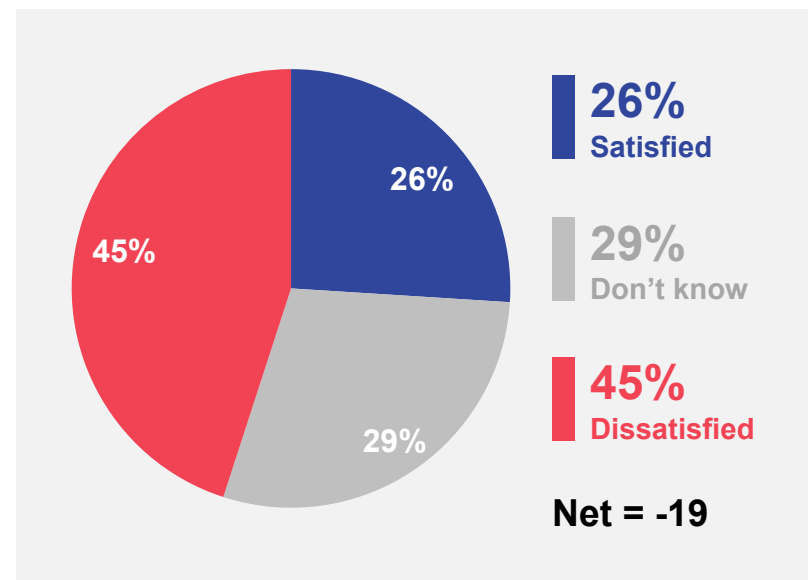
Can you tell me whether you are satisfied or dissatisfied with the way Kwasi Kwarteng is doing his job as Chancellor of the Exchequer?

October 2022 – Among all



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

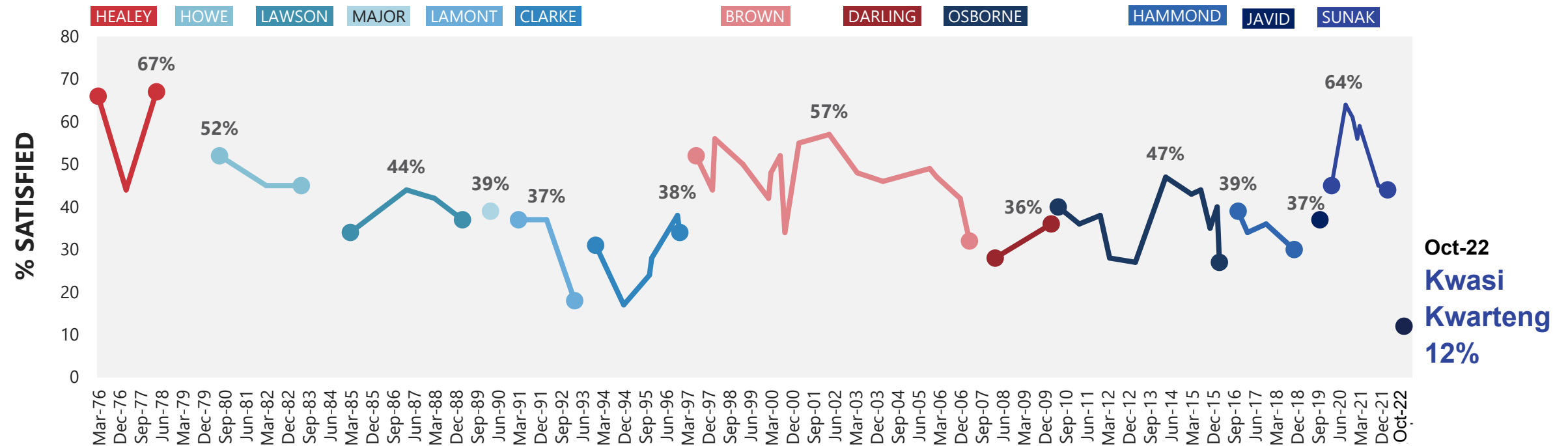
October 2022 – Amongst Conservative Supporters



Base: 203 Conservative Party supported aged 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022

# Satisfaction with the Chancellor of the Exchequer: 1976-2022

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

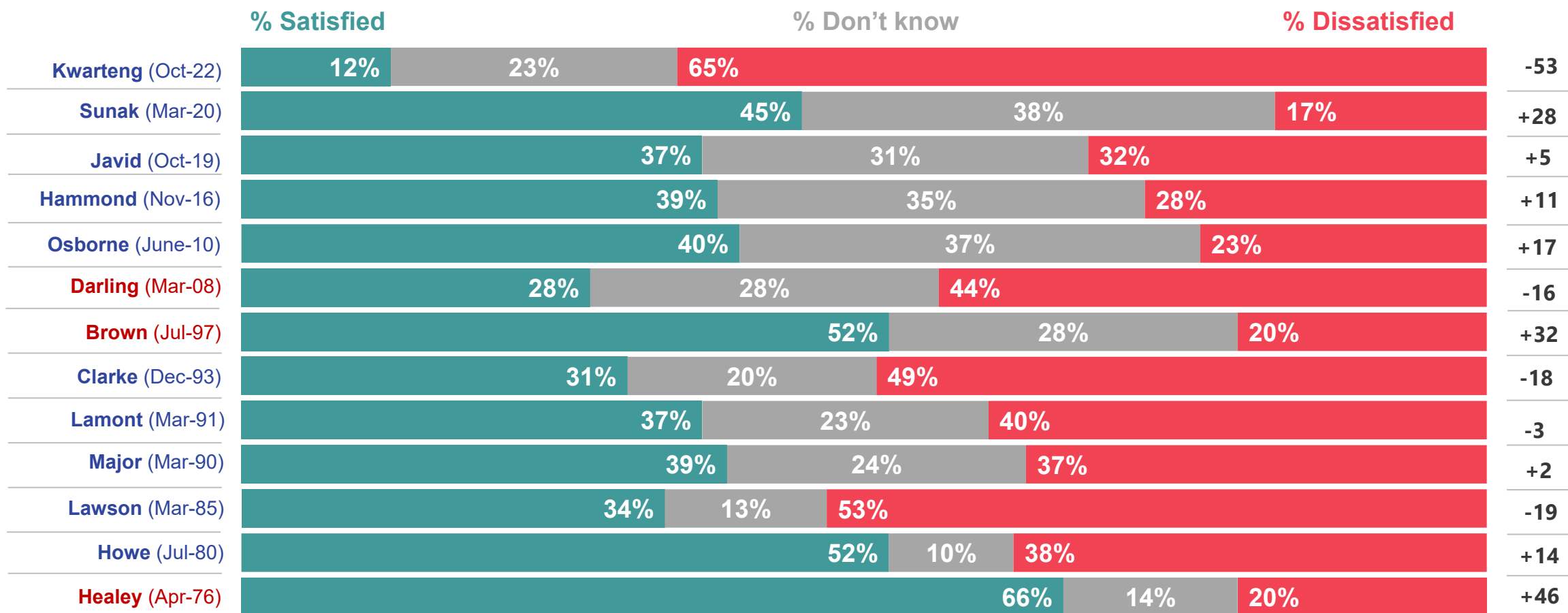
Source: Ipsos Political Monitor

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



# Satisfaction with Chancellor: First Ipsos rating after becoming Chancellor of the Exchequer

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



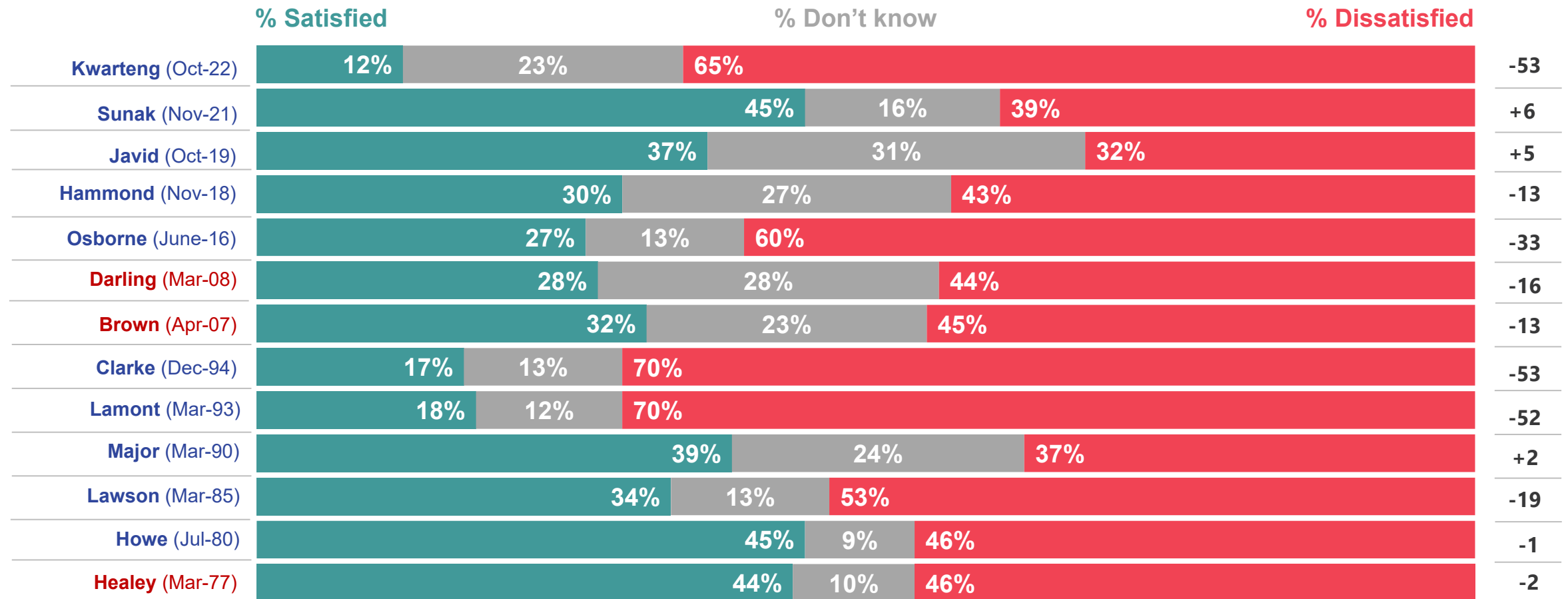
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Satisfaction with Chancellor: Worst Ipsos rating as Chancellor of the Exchequer

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



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

Source: Ipsos Political Monitor



# Impact of the government's recent economic announcements

As you may know, during the last couple of weeks, the government has announced plans to reduce costs faced by households, such as capping energy bills for the average household at £2,500 a year, and reducing taxes such as the basic rate of income tax from 20% to 19% and reversing the recent 1.25% rise in National Insurance. However, it has also been warned that their plans may lead to higher interest rates in order to bring down the levels of inflation, which may lead to higher costs for households (for example higher housing costs such as mortgages). Taking everything into account, do you expect to be better off or worse off than before the government announced its recent plans, or do you think it will be about the same?

**Better off**   **About the same**   **Worse off**

## Among all



## Among Conservative supporters



## Among Labour supporters



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022., including (203) Conservative Party Supporters and (384) Labour Party Supporters





# How much do you blame the government for expecting to be worse off?

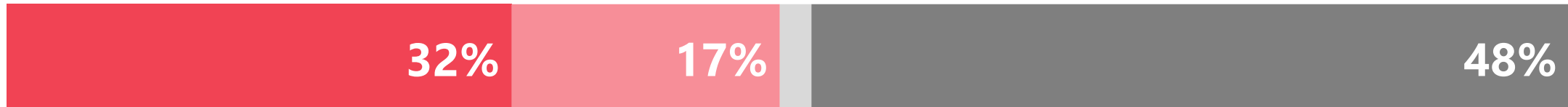
And to what extent, if at all, do you blame the government for the fact you expect to be worse off?

**A great deal**   **A fair amount**   **Not very much / at all**

## Among all who expect to be worse off



## Among Conservative supporters



## Among Labour supporters



**Base:** 570 British adults 18+ who expecting to be worse off than before the government announced its recent economic plans, 5<sup>th</sup>-12<sup>th</sup> October 2022., including 67 Conservative Party Supporters and 254 Labour Party Supporters





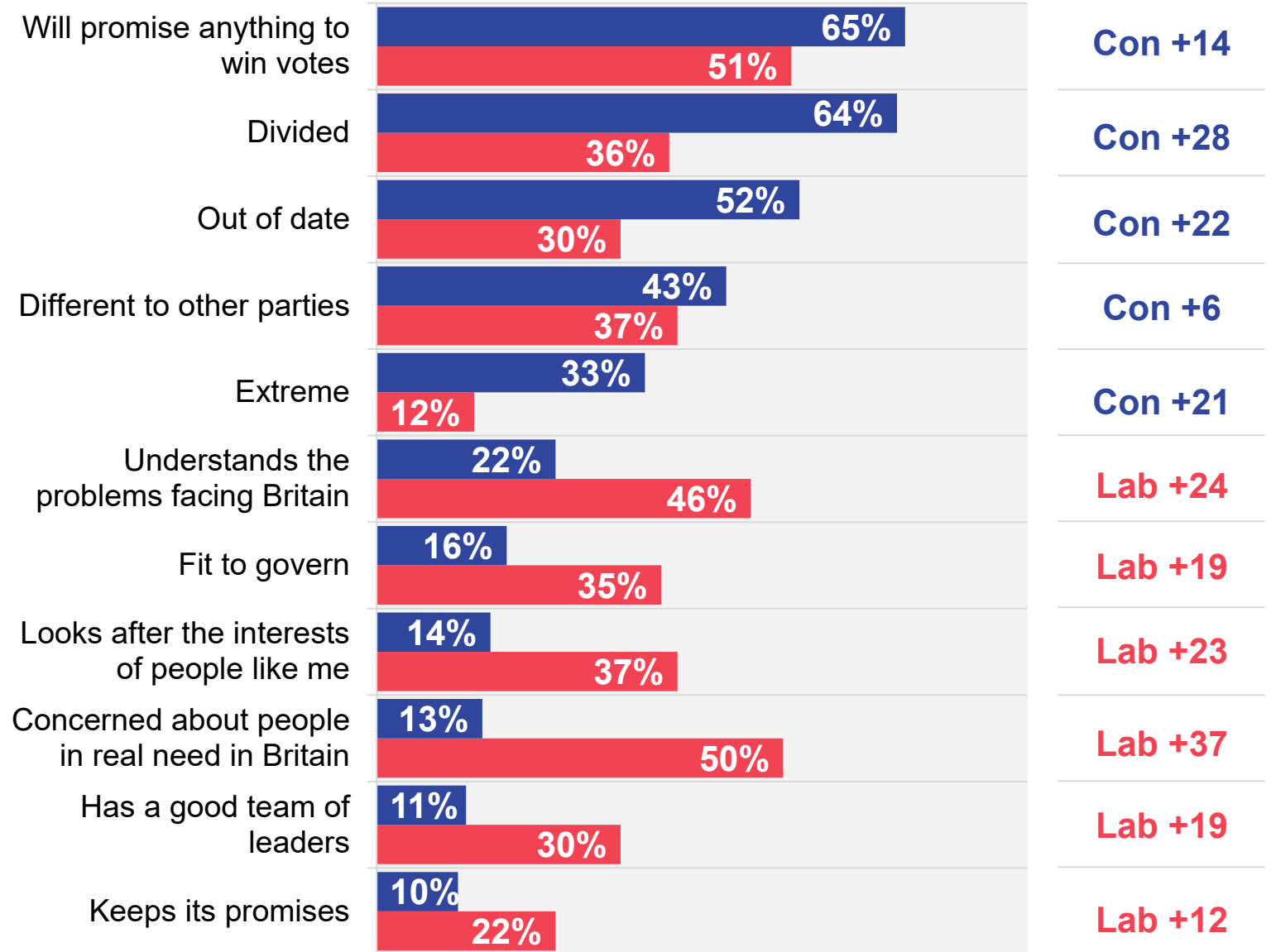
# PARTIES IMAGE AND POLICIES

# Party image: Conservatives vs Labour

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

■ The Conservative party

■ The Labour party



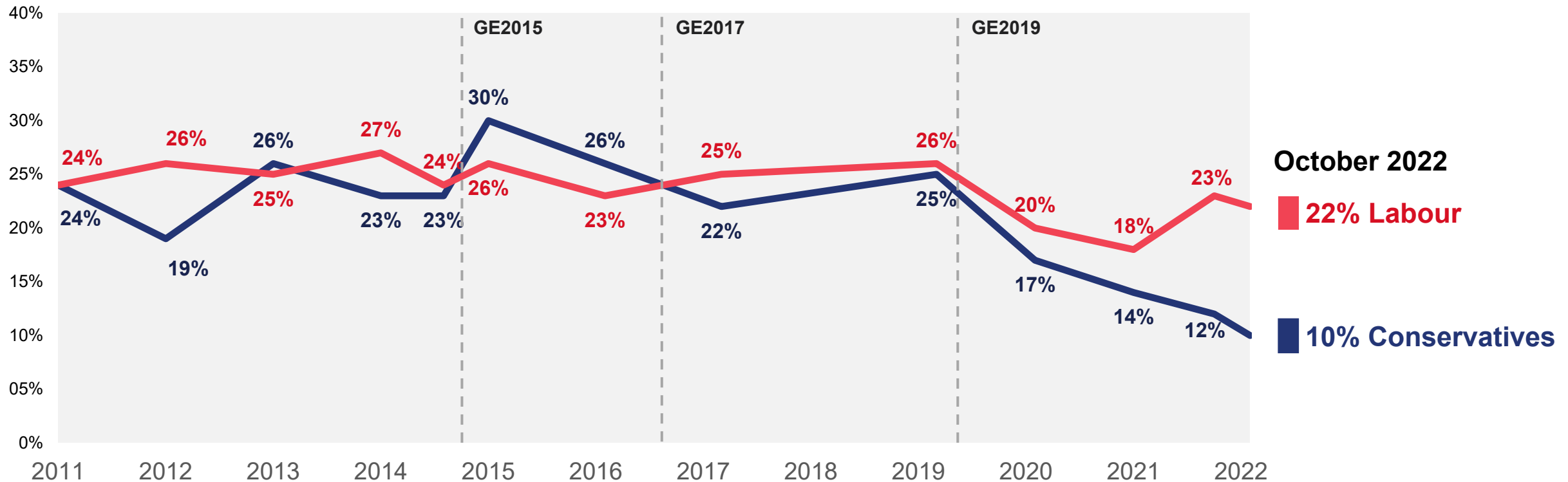
Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022



# Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises

% Describing ... as “it keeps its promises”, 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.

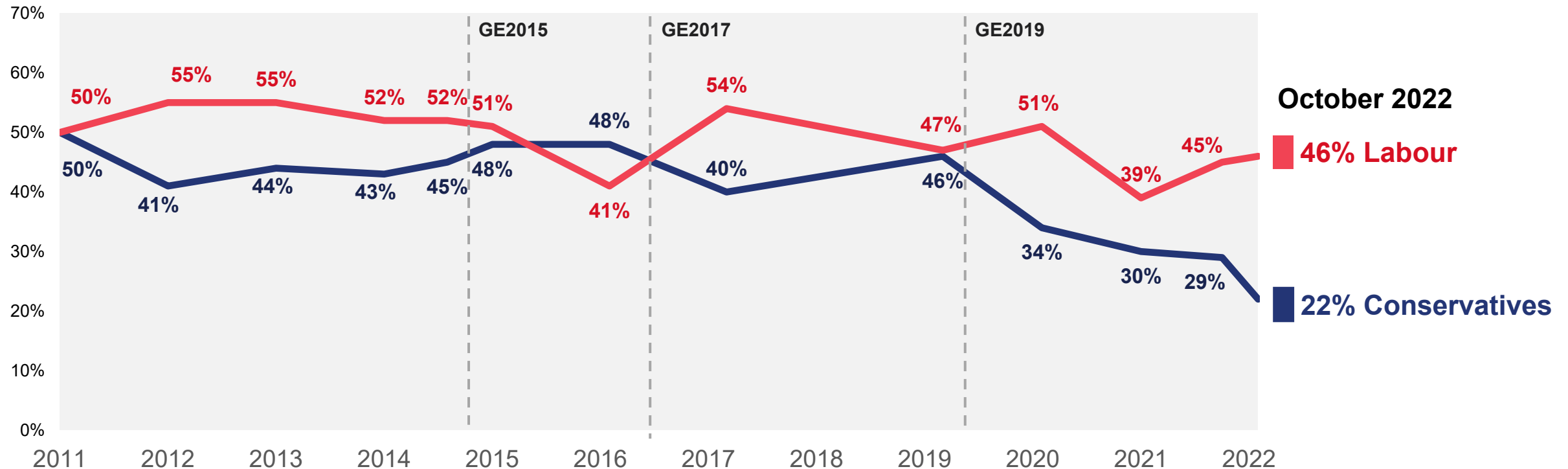
Source: Ipsos Political Monitor



# Party image: Understands the problems facing Britain

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing GB

% Describing ... as “Understands the problems facing Britain”, 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

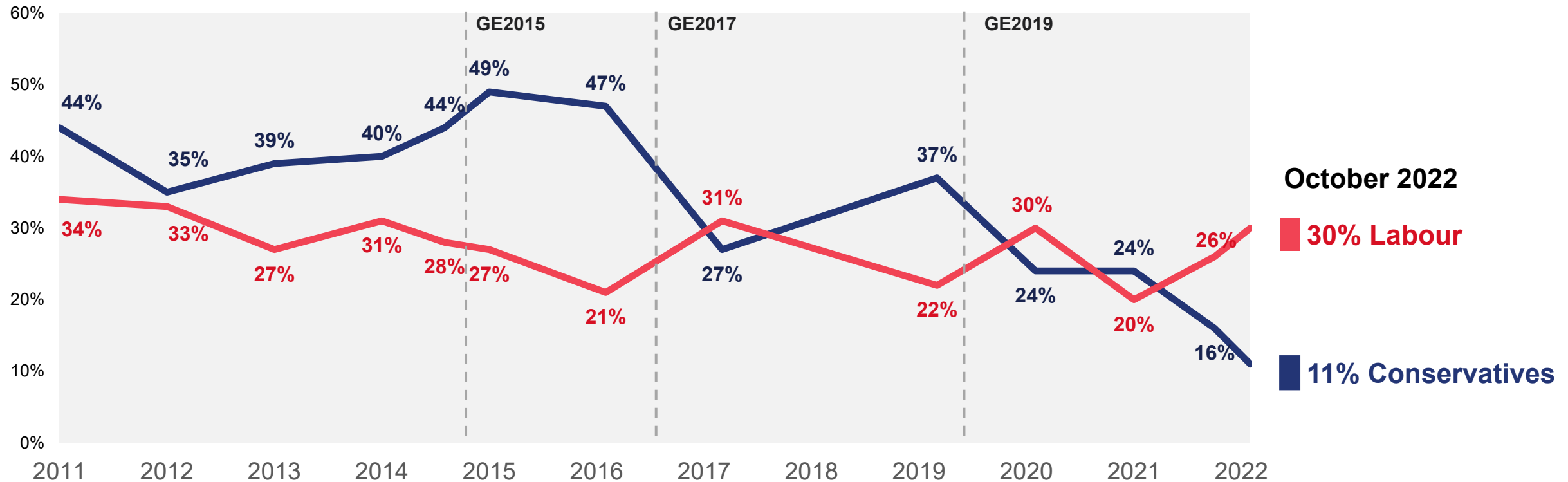
Source: Ipsos Political Monitor



# Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders

% Describing ... as “has a good team of leaders”, 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

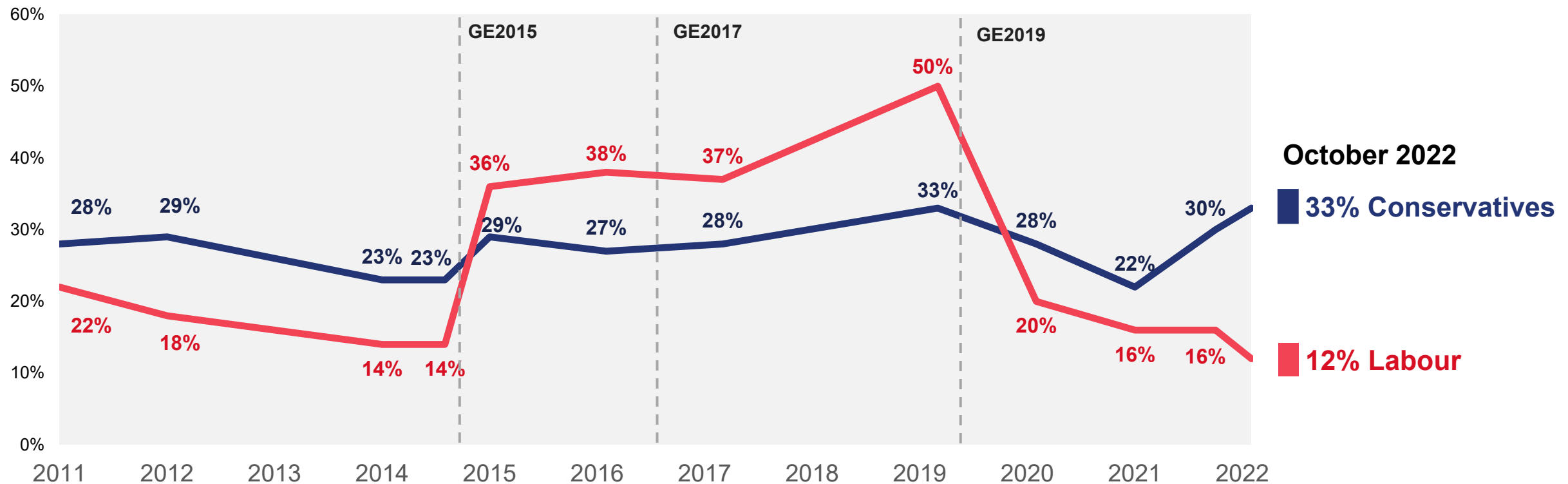
Source: Ipsos Political Monitor



# Party image: Extreme

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Extreme

% Describing ... as “extreme”, 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor

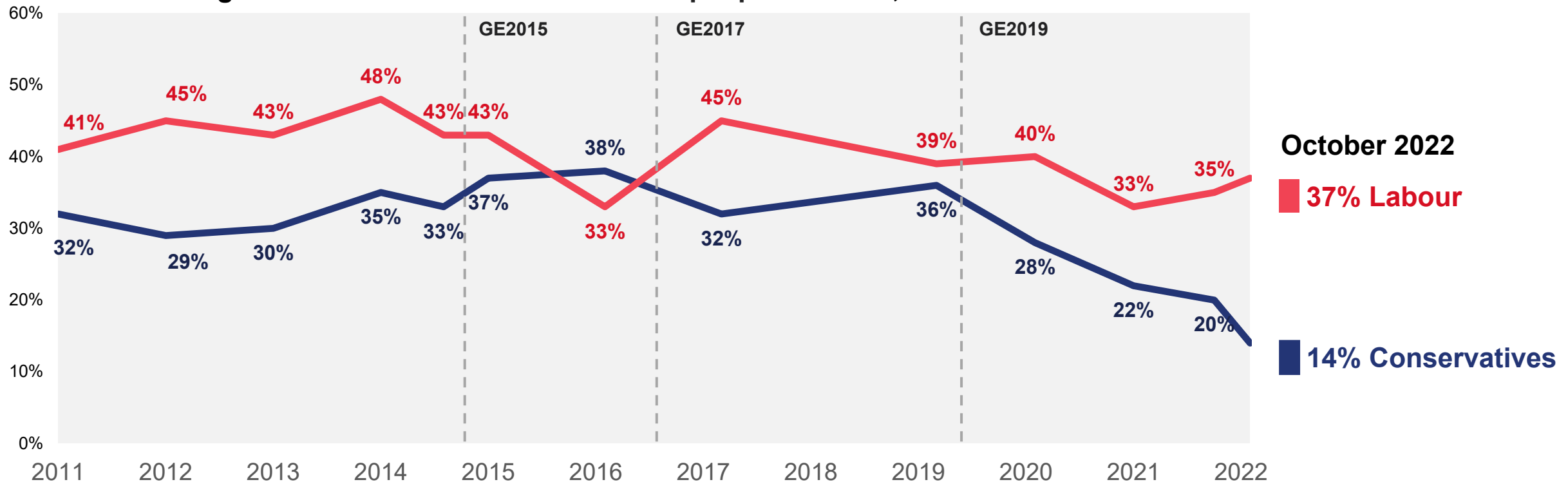


# Party image: Looks after the interests of people like me

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

Looks after the interests of people like me

% Describing ... as “Looks after the interests of people like me”, 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.

Source: Ipsos Political Monitor

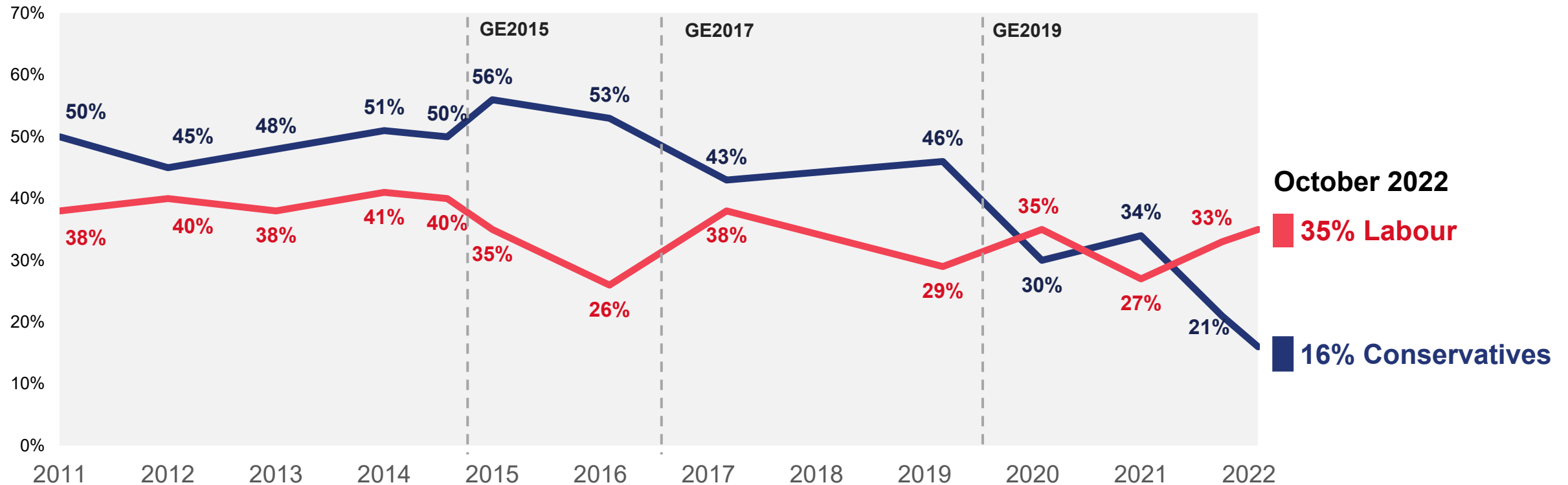




# Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

% Describing ... as “fit to govern”, 2011-2022



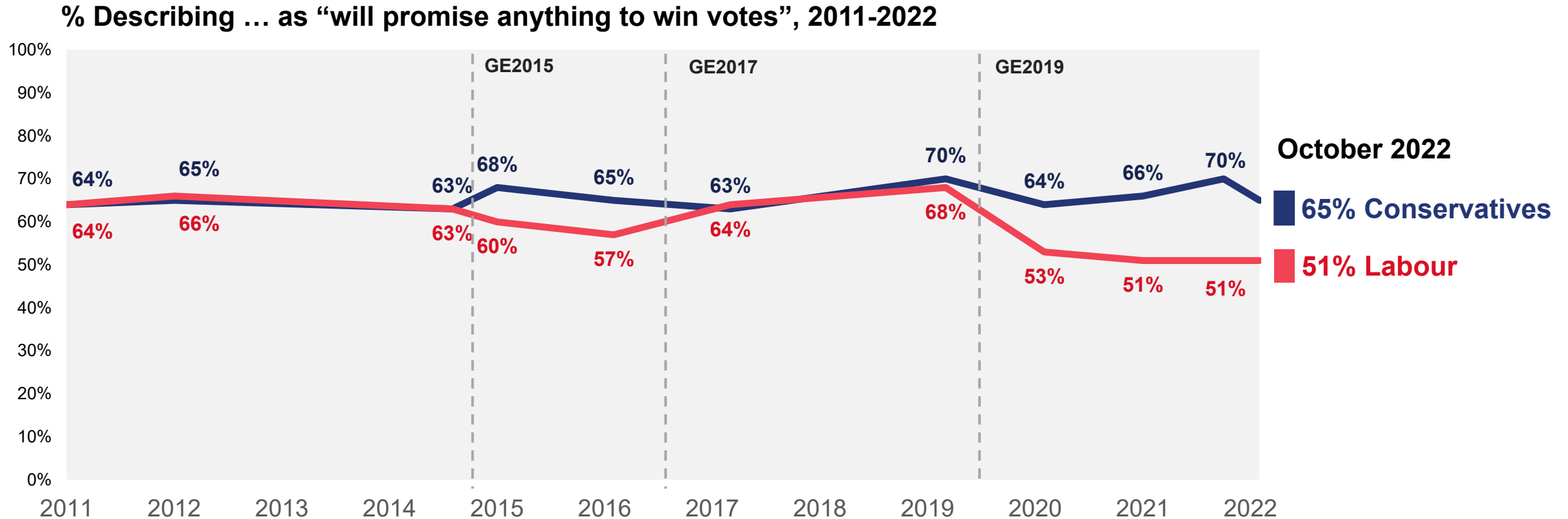
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes



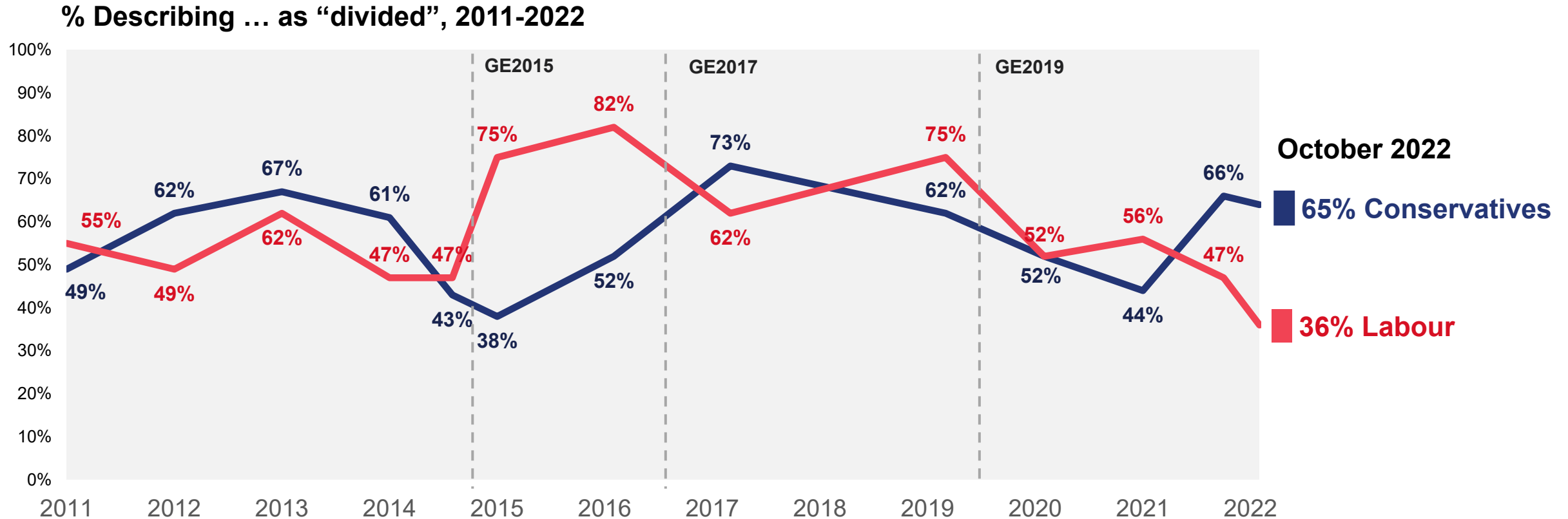
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Divided

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Divided



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

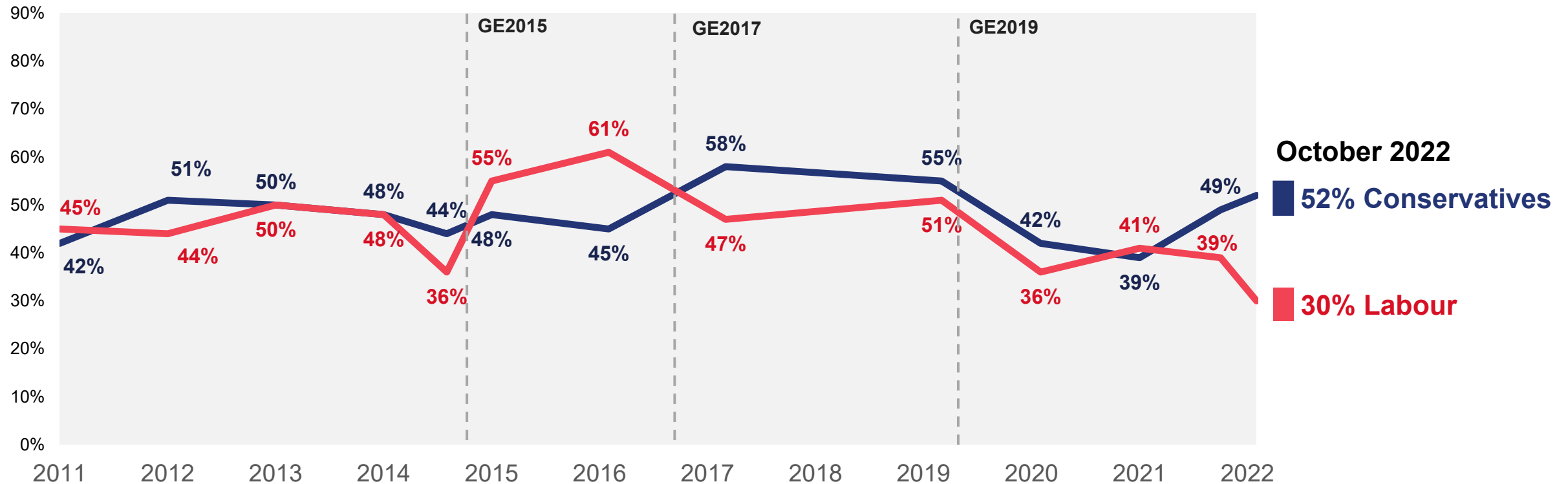
Source: Ipsos Political Monitor



# Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date

% Describing ... as "Out of date", 2011-2022



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

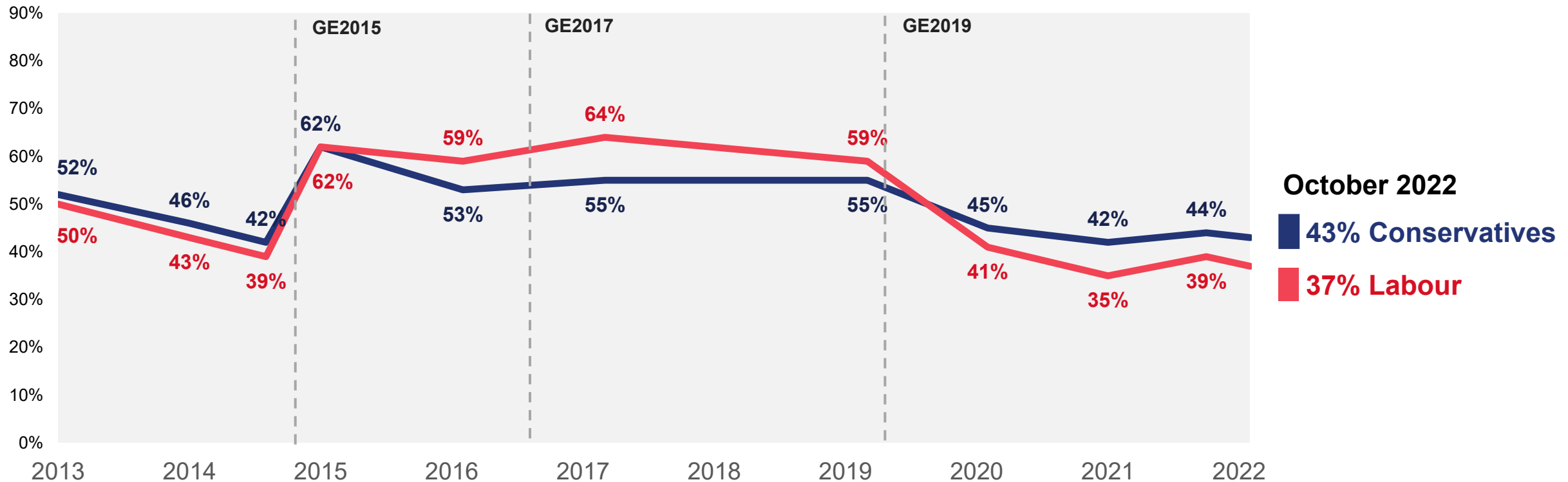
Source: Ipsos Political Monitor



# Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

% Describing ... as “Different to other parties”, 2013-2022



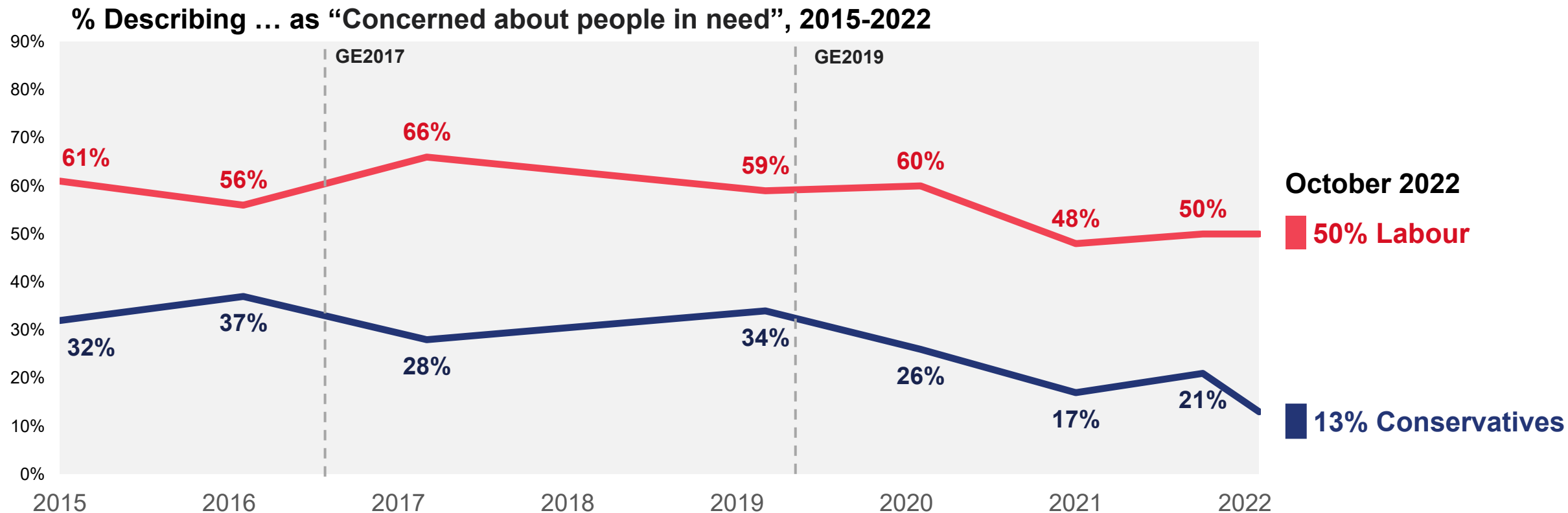
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Concerned about people in need

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



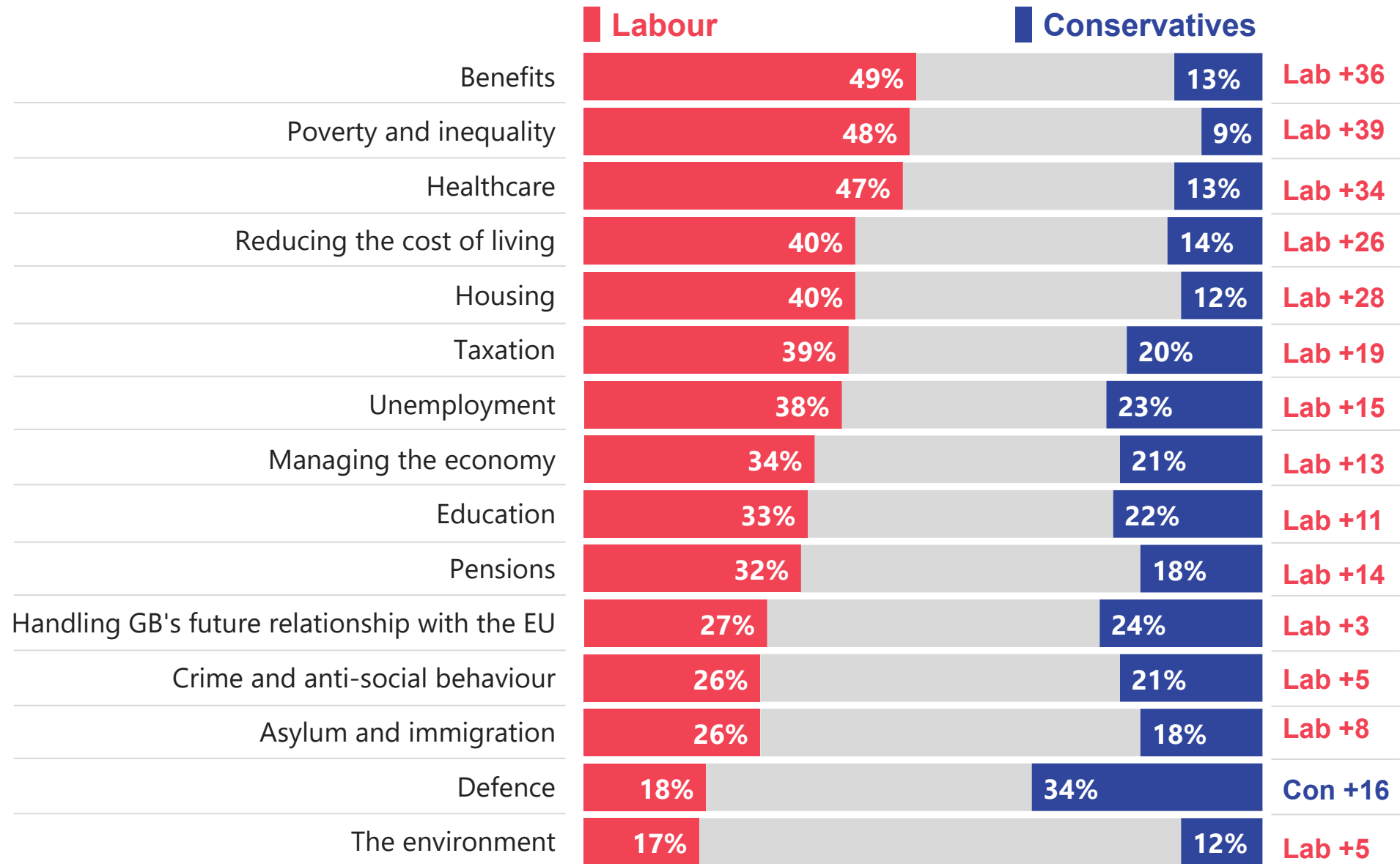
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Best party on key issues

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

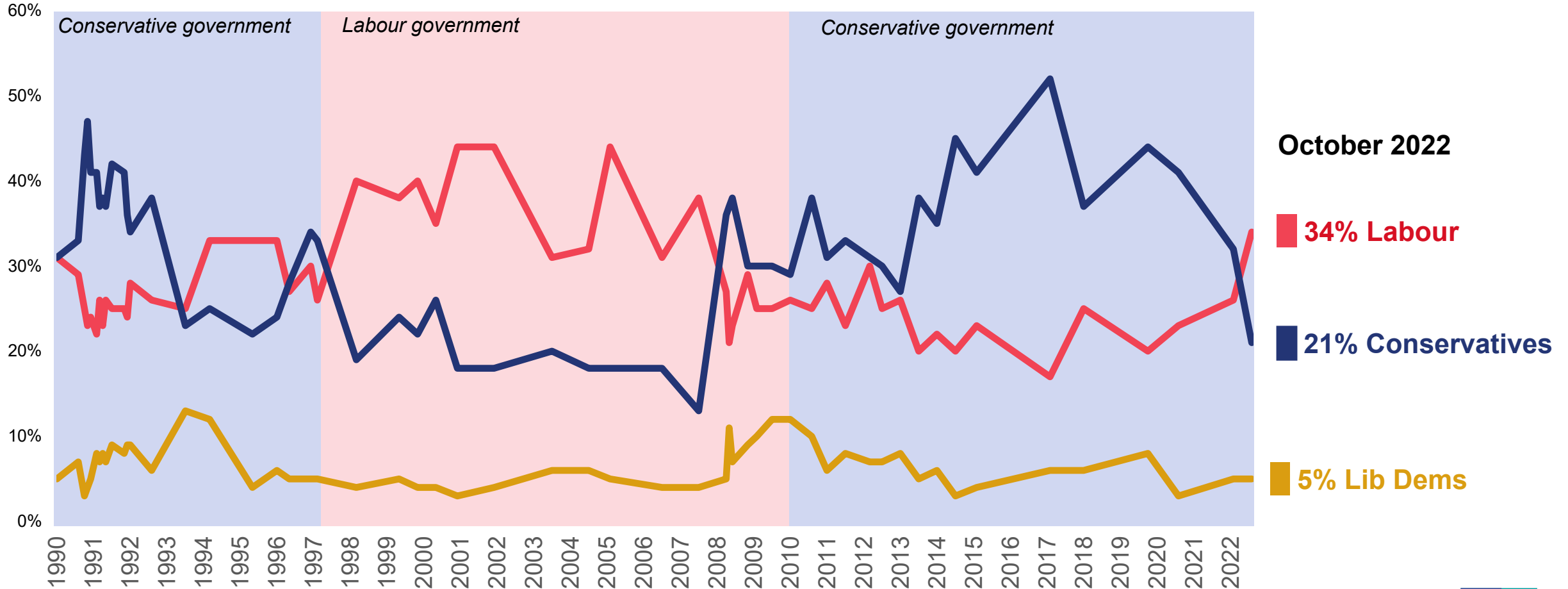


Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022



# Best party on managing the economy: 1990-2022

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: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

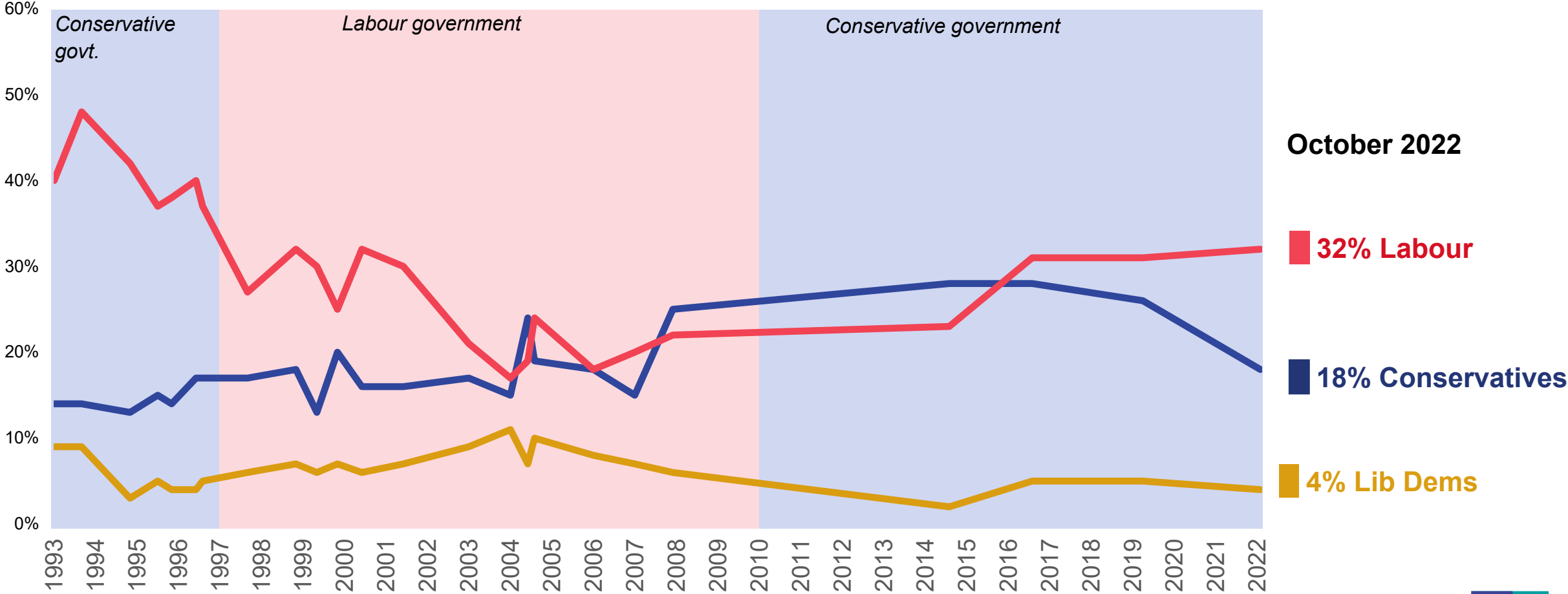
Source: Ipsos Political Monitor





# Best party on pensions: 1995-2022

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



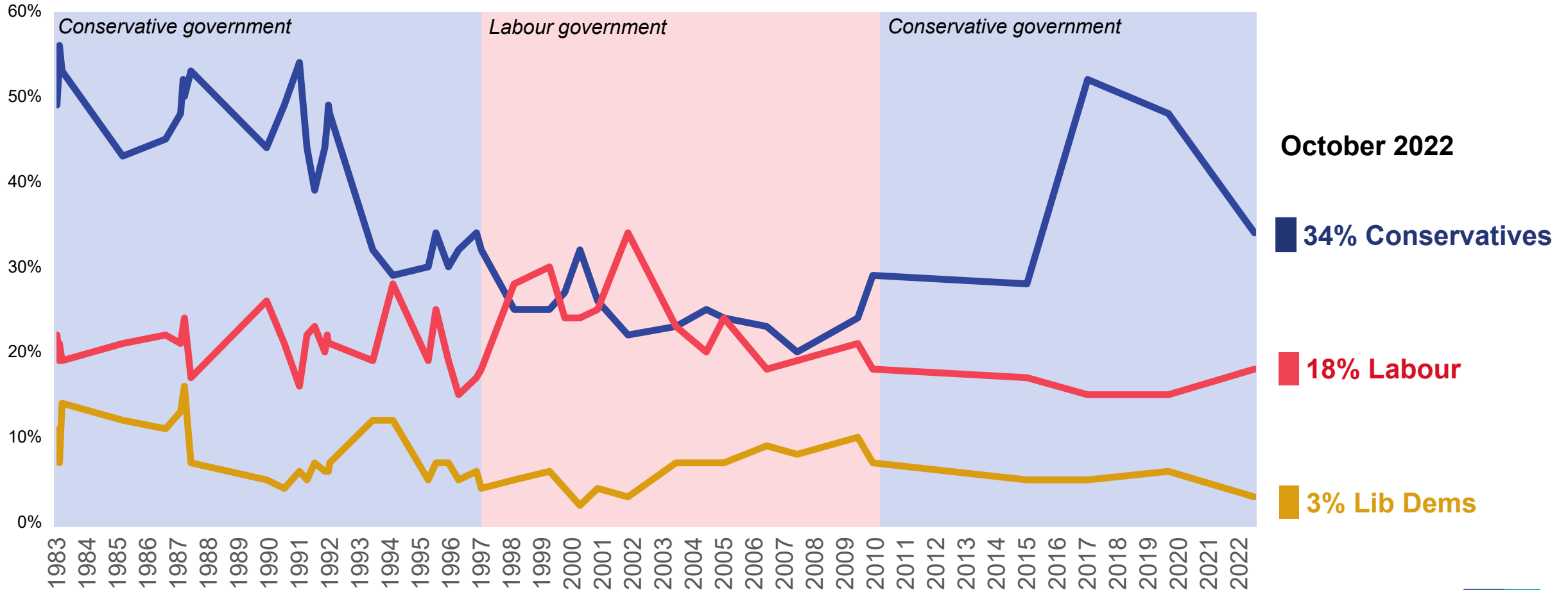
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on defence: 1983-2022

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



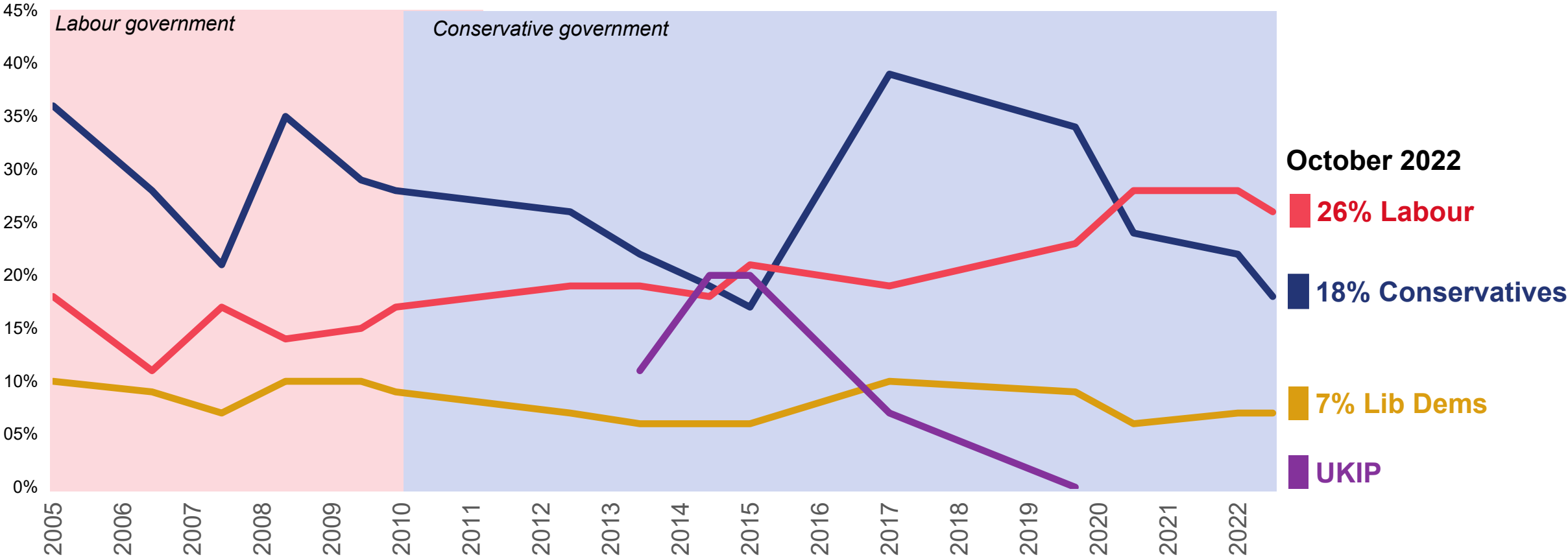
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on asylum and immigration: 2005-2022

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



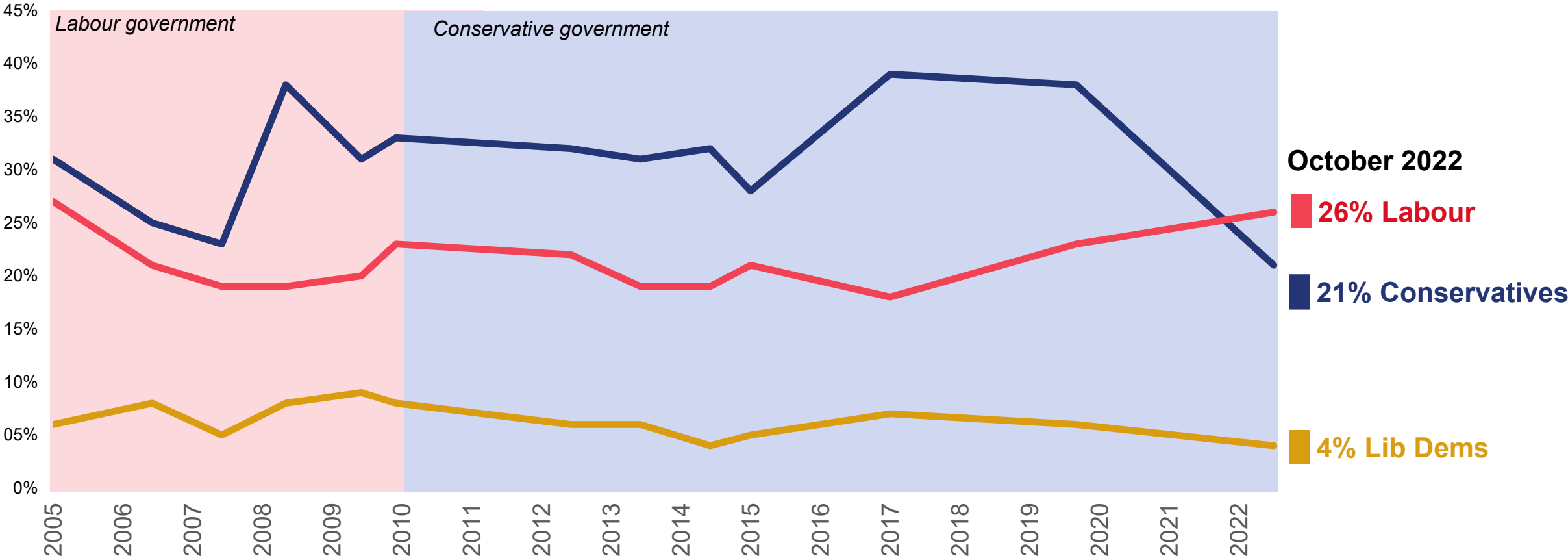
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.  
 Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on crime and anti-social behaviour: 2005-2022

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



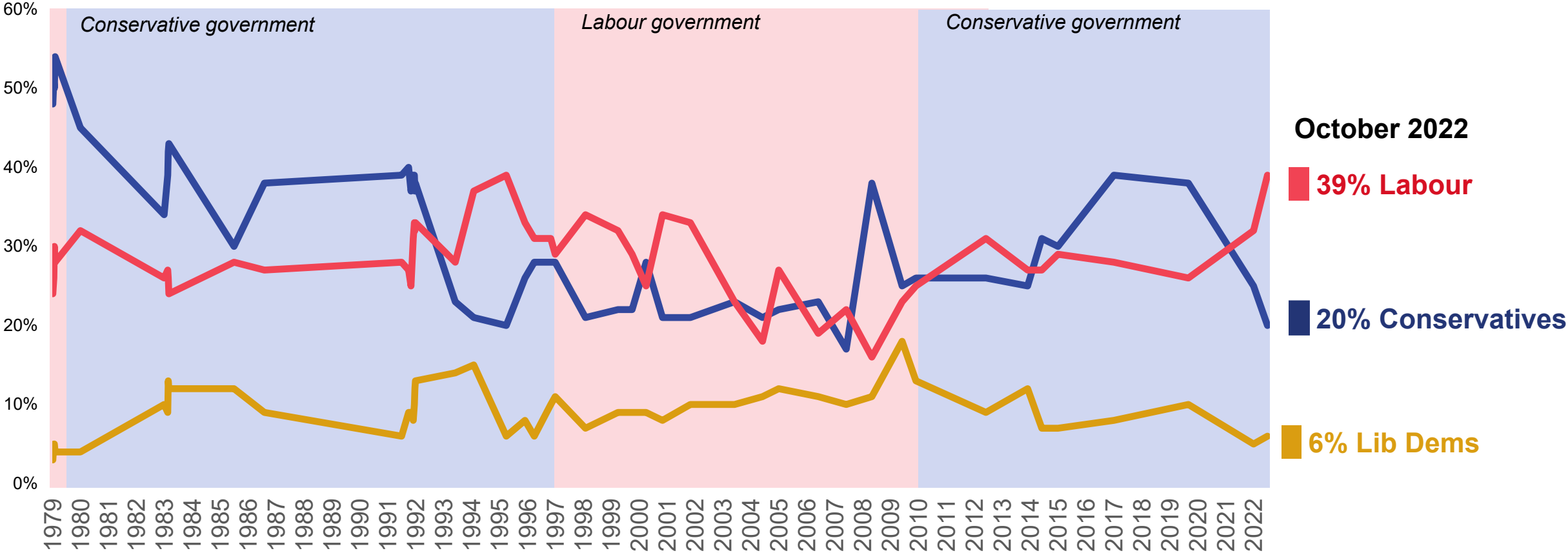
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on taxation: 1979-2022

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



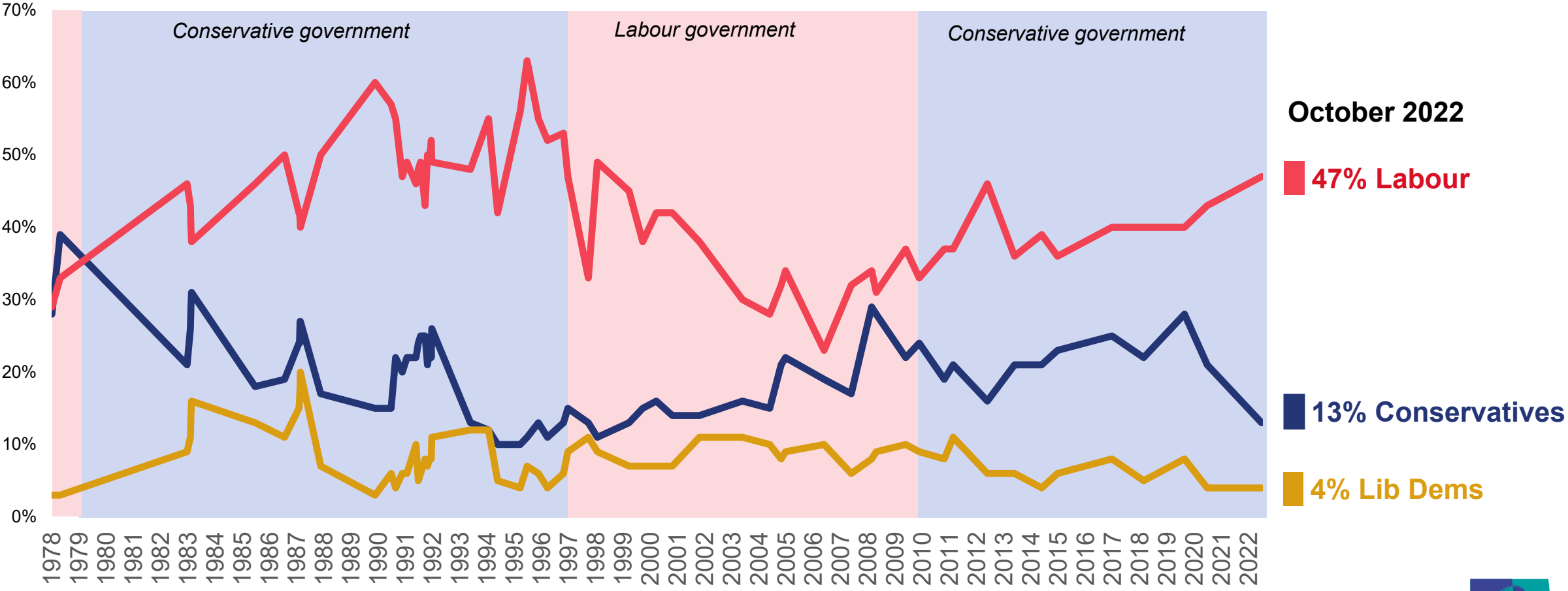
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022. c.1000 people asked each wave. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on healthcare: 1978-2022

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”)

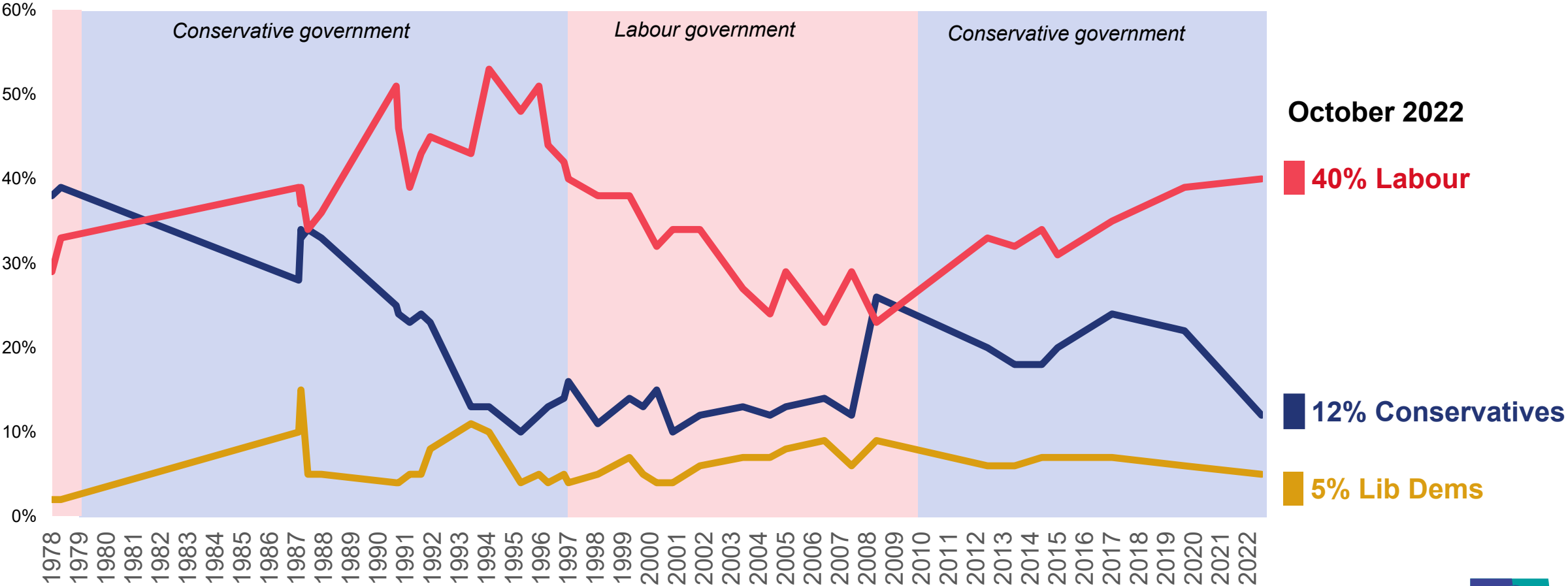


Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.  
 Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone



# Best party on housing: 1978-2022

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

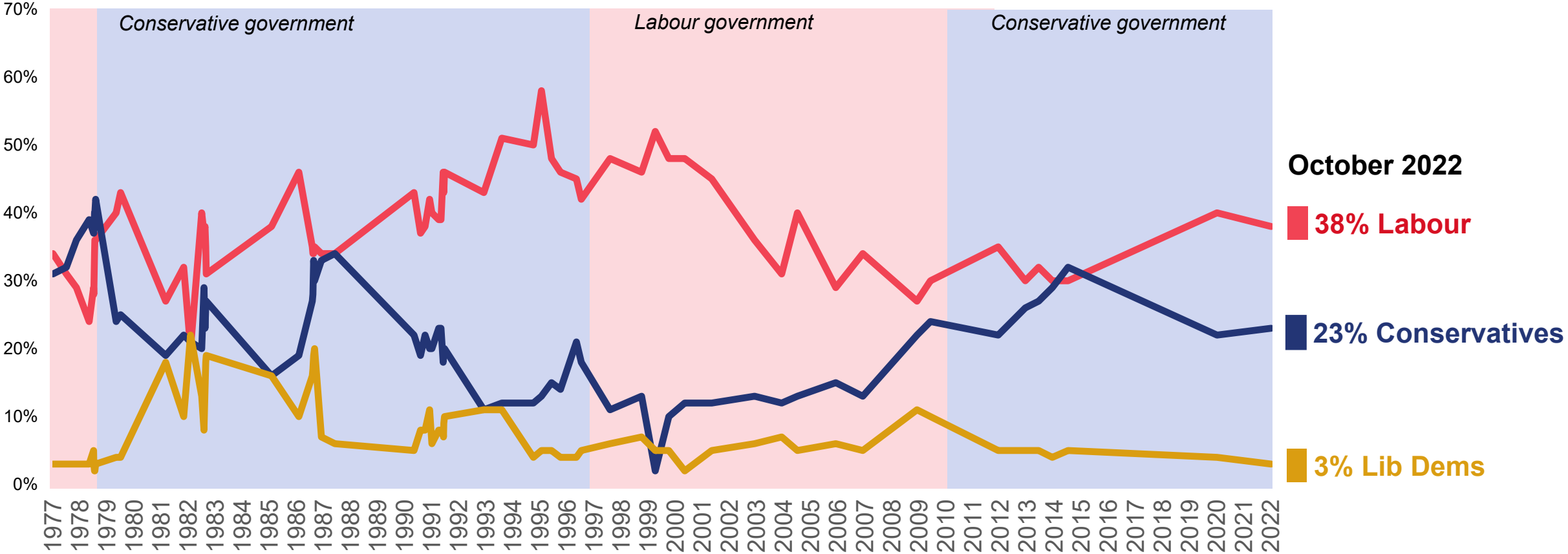


Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.  
 Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone



# Best party on unemployment: 1977-2022

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



Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.  
 Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

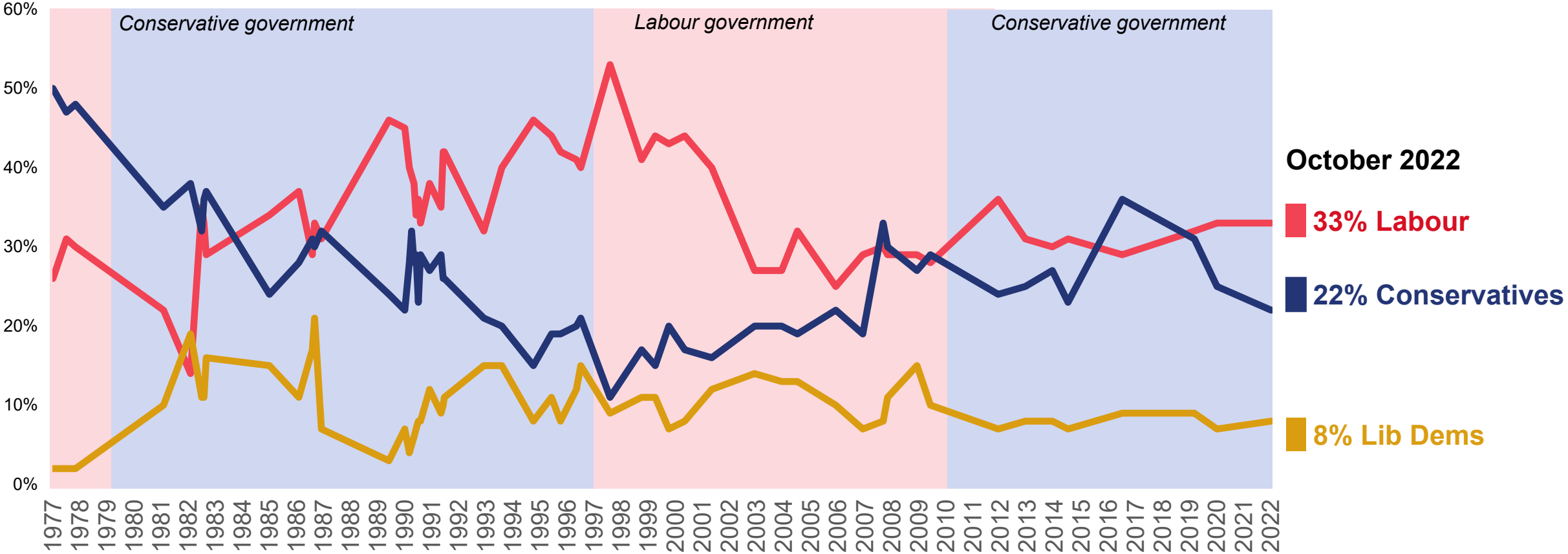
Source: Ipsos MORI Political Monitor





# Best party on education: 1977-2022

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



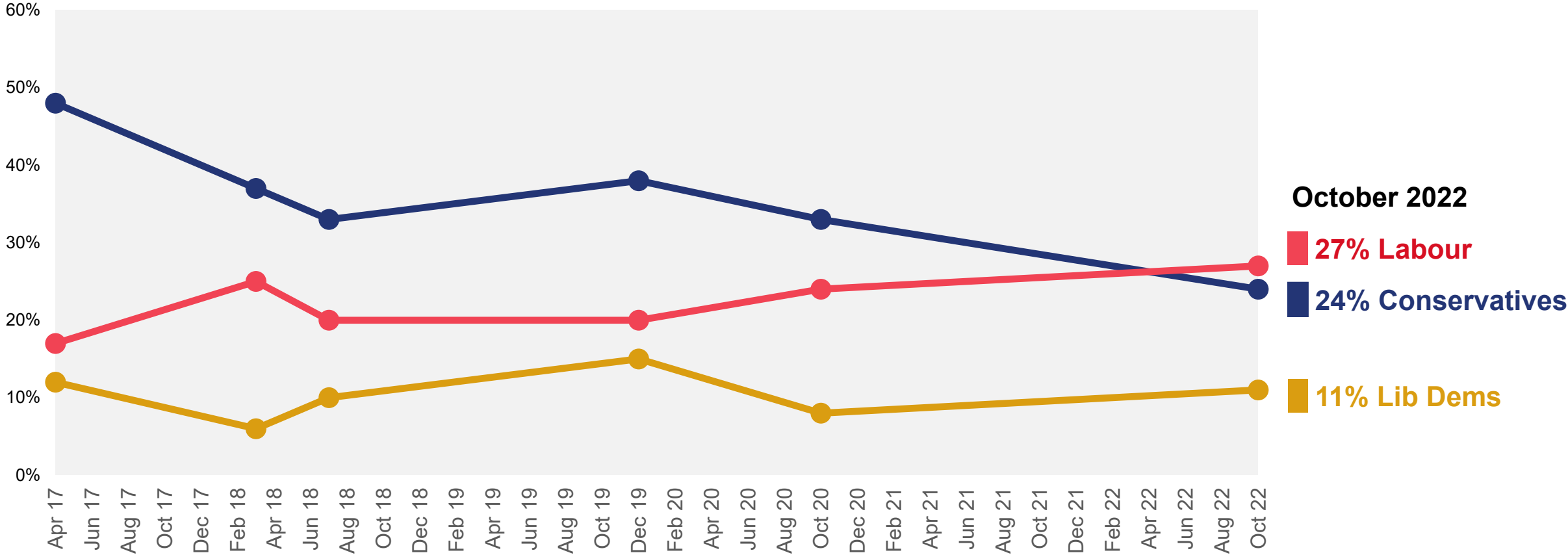
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.  
 Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Best party on handling Britain's future with the EU: 2017-2022

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?



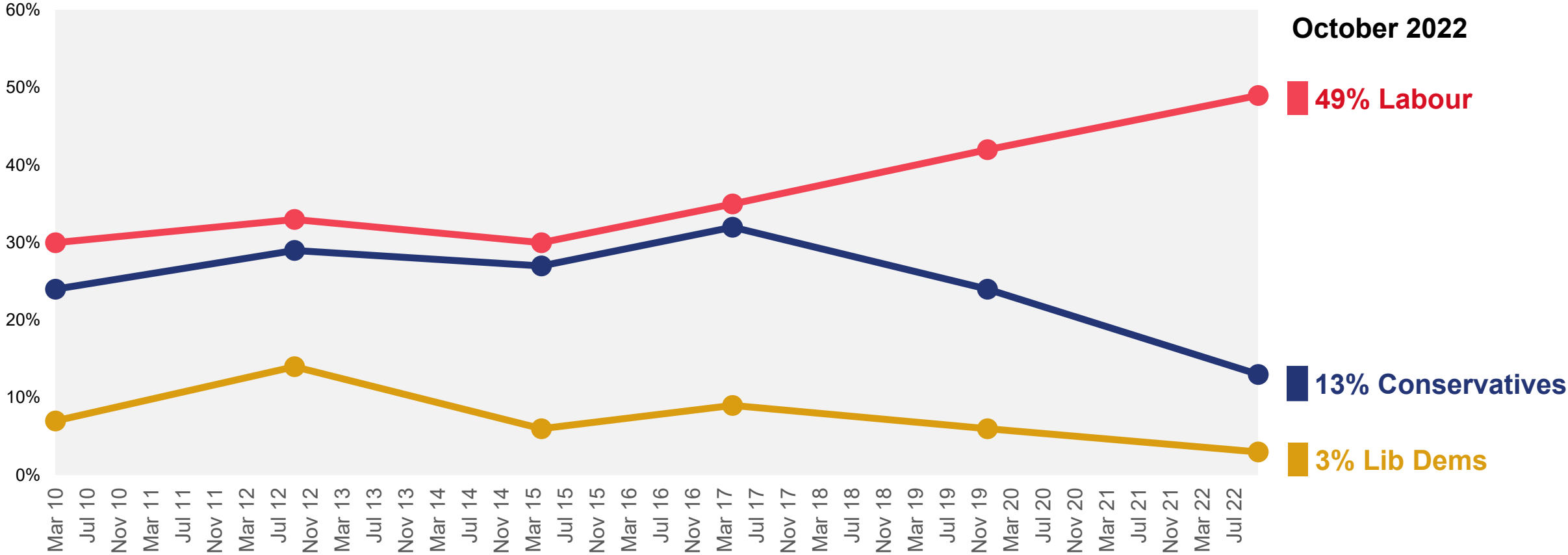
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.

Source: Ipsos MORI Political Monitor



# Best party on benefits: 2010-2022

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



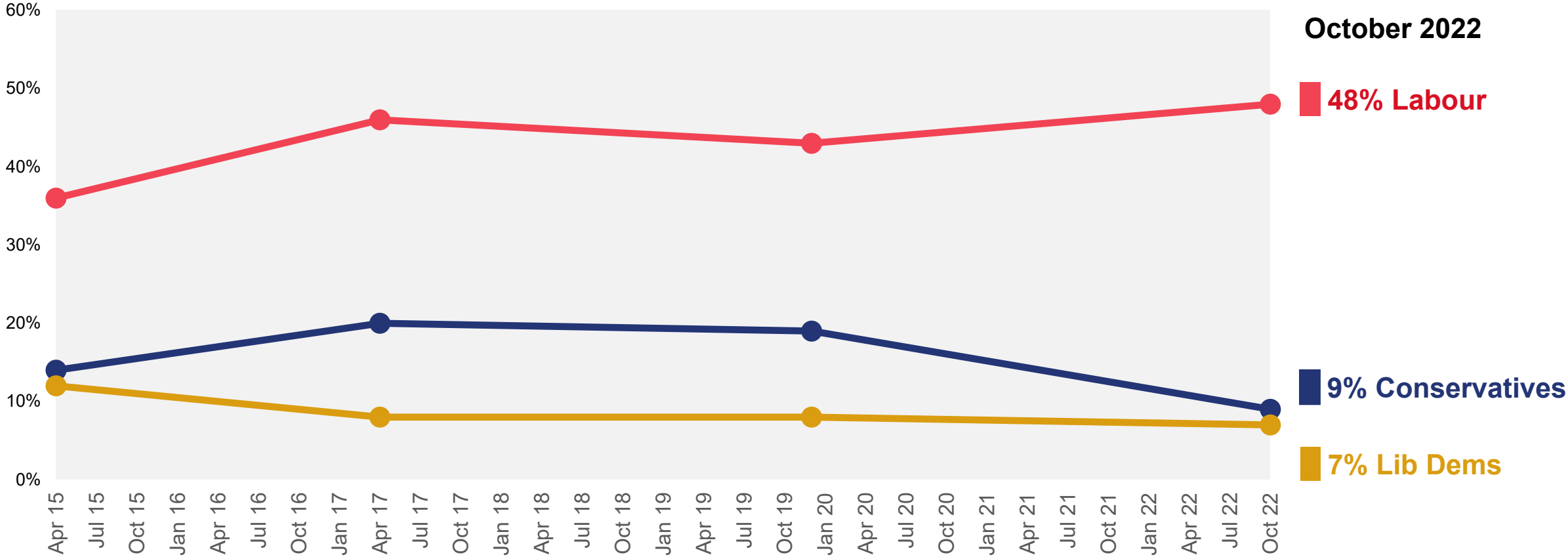
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.

Source: Ipsos MORI Political Monitor



# Best party on poverty and inequality: 2015-2022

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



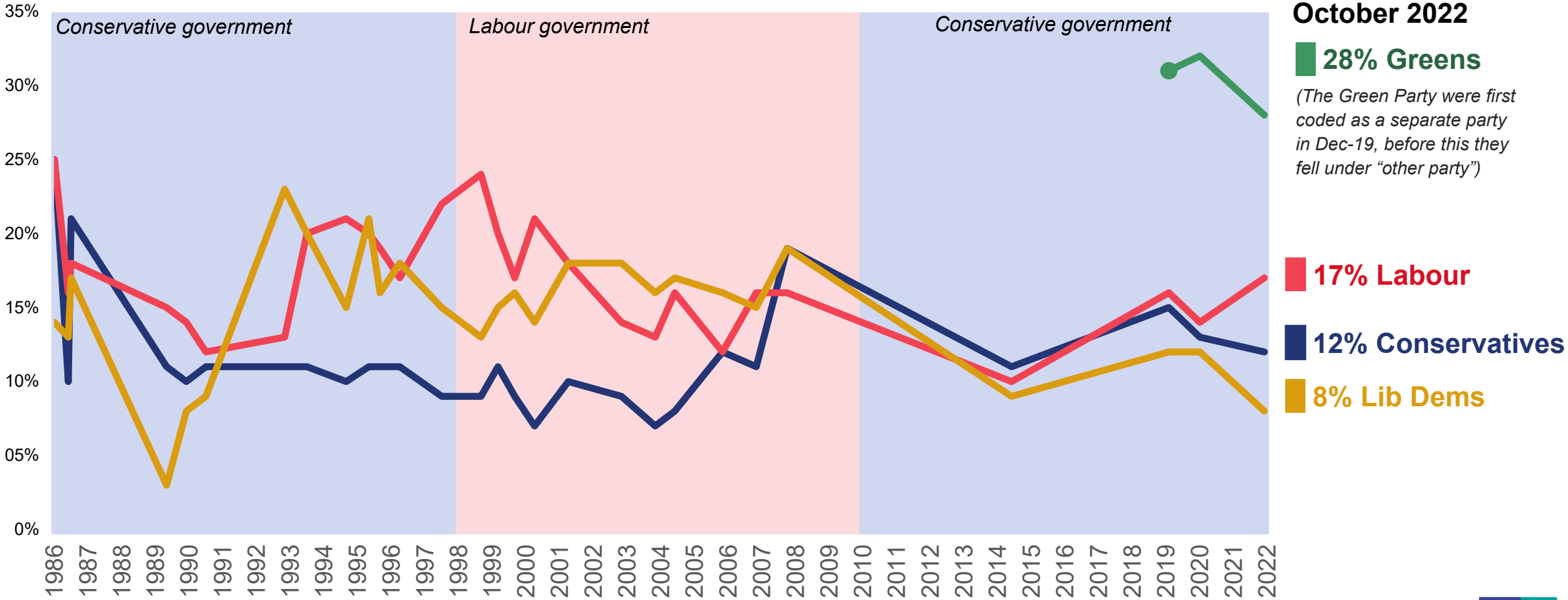
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> – 12<sup>th</sup> October 2022. c.1000 people asked each wave.

Source: Ipsos MORI Political Monitor



# Best party on the environment: 1986-2022

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



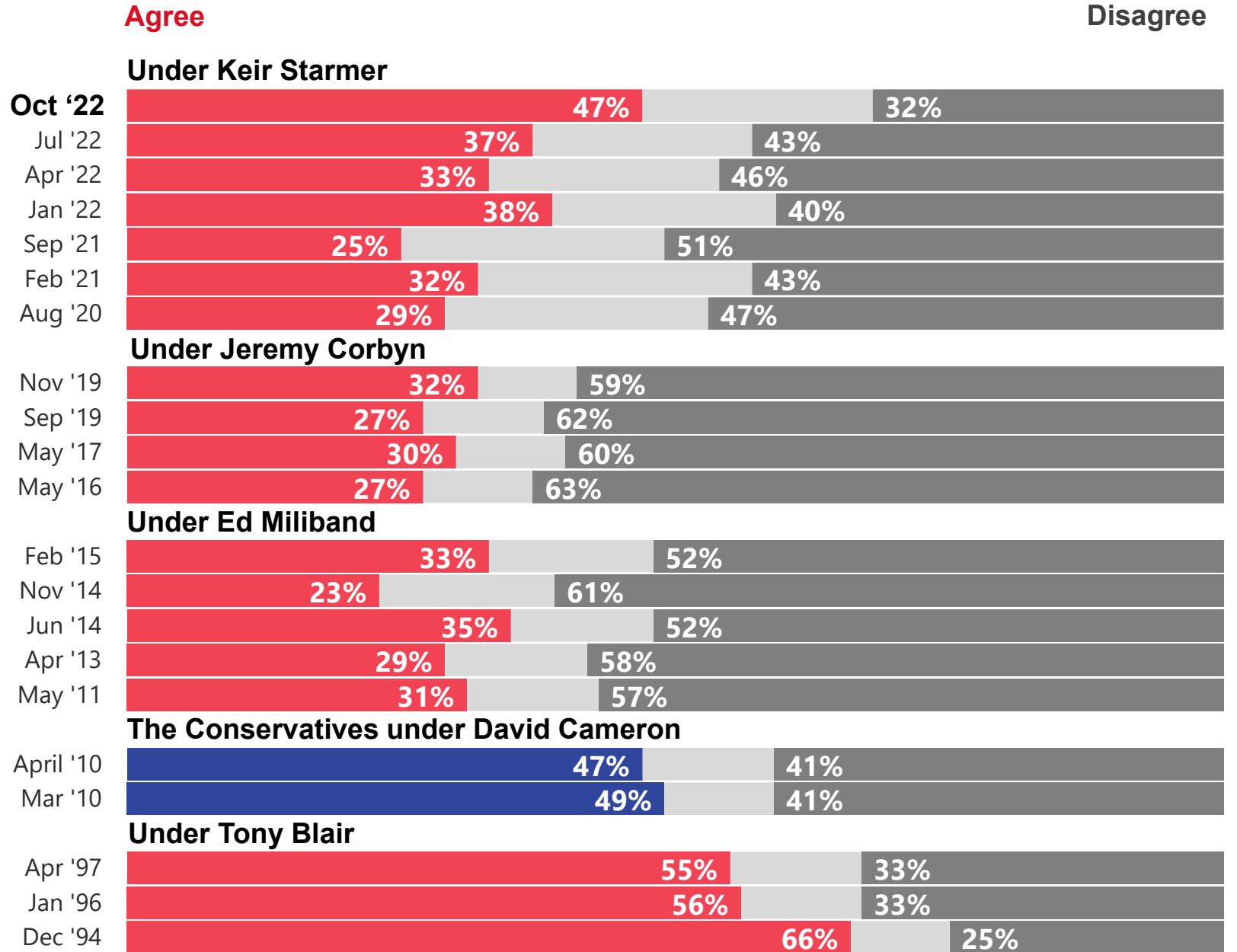
Latest wave base: 1,001 British adults 18+, 5<sup>th</sup> -12<sup>th</sup> October 2022. c.1000 people asked each wave. Terms used to collect this trend have varied from "the natural environment" in 1987 to "protecting the natural environment" from 1990-2007. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone.



# 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



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

Source: Ipsos Political Monitor

# 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

Agree

Disagree

October 2022



July 2022



April 2022



January 2022



September 2021



Base: 1,001 British adults 18+, 5<sup>th</sup>-12<sup>th</sup> October 2022

Source: Ipsos Political Monitor



# Ipsos

## October 2022 Political Monitor

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)