

Ipsos October 2022 Political Monitor Topline Results

October 2022

Fieldwork: 5 – 12 October 2022

Technical Details

Ipsos interviewed a representative sample of **1,001** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 5-12 October 2022. 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 (699)

	October 2022	September 2022
	%	%
Conservative	26	30
Labour	47	40
Liberal Democrats (Lib Dem)	10	13
Scottish National Party/Plaid Cymru	4	5
Green Party	8	8
Other	5	4
Conservative lead (\pm%)	-21	-10
<i>Would not vote</i>	1	1
<i>Undecided</i>	5	3
<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	28
Labour	45
Liberal Democrats (Lib Dem)	9
Scottish National Party/Plaid Cymru	4
Green Party	8
Other	6
Conservative lead (+%)	-17
<i>Would not vote</i>	13
<i>Undecided</i>	8
<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	61
9	5
8	4
7	4
6	2
5	6
4	*
3	2
2	3
1 – absolutely certain not to vote	11
Don't know	1

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 Liz Truss is doing her 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) Oct '22	11	80	8	-69
Sept '22	20	70	10	-50
Truss (Q4) Oct '22	16	67	17	-51
Sept '22	27	29	44	-2
Starmer (Q5) Oct '22	38	39	22	-1
Sept '22	31	45	24	-14
Davey (Q6) Oct '22	25	29	46	-4
Sept '22	22	31	47	-9

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Liz Truss is doing her 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) Oct '22	203	33	54	13	-21
Sept '22	253	49	37	13	+12
Truss (Q4) Oct '22	203	40	39	22	+1
Sept '22	253	55	7	38	+48
Starmer (Q5) Sept '22	384	61	25	15	+36
Jul '22	349	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?

	October '22 %	September '22 %
Improve	16	15
Stay the same	11	10
Get worse	70	71
Don't know	3	3
Ipsos Economic Optimism Index (EOI)	-54	-56

Q8. Can you tell me whether you are satisfied or dissatisfied with the way Kwasi Kwarteng is doing his job as Chancellor of the Exchequer?

	Satisfied %	Dissatisfied %	Don't know %
<i>Osborne March 2016</i>	27	60	13
<i>Hammond Nov 2016</i>	39	28	34
<i>Hammond March 2017</i>	34	46	20
<i>Hammond Nov 2017</i>	36	45	19
<i>Hammond Nov 2018</i>	30	43	27
<i>Sajid Javid Oct 2019</i>	37	32	30
<i>Sunak March 2020</i>	45	17	37
<i>Sunak Sept 2020</i>	64	21	15
<i>Sunak Dec 2020</i>	61	19	21
<i>Sunak Feb 2021</i>	56	26	17
<i>Sunak Mar 2021</i>	59	27	14
<i>Sunak Nov 2021</i>	45	39	16
<i>Sunak Mar 2022</i>	44	34	21
Kwarteng Oct 2022	12	65	23

Base: Conservative party supporters (203)

	Satisfied %	Dissatisfied %	Don't know %
<i>Osborne March 2016</i>	58	31	10
<i>Hammond Nov 2016</i>	61	12	27
<i>Hammond March 2017</i>	60	26	14
<i>Hammond Nov 2017</i>	62	22	17
<i>Hammond Nov 2018</i>	51	31	18
<i>Sajid Javid Oct 2019</i>	66	9	25
<i>Sunak March 2020</i>	63	7	30
<i>Sunak Sept 2020</i>	83	8	9
<i>Sunak Dec 2020</i>	82	6	12
<i>Sunak Feb 2021</i>	87	8	4
<i>Sunak Mar 2021</i>	83	10	7
<i>Sunak Nov 2021</i>	72	19	9
<i>Sunak Mar 2022</i>	70	16	14
Kwarteng Oct 2022	26	45	29

Q12. 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	10
Worse off	56
About the same	32
Don't know	3

Q13. And to what extent, if at all, do you blame the government for the fact you expect to be worse off? Among 570 who expect to be worse off than before the government announced its recent economic plans

	%
A great deal	65
A fair amount	19
Not very much	7
Not at all	6
Don't know	2