

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 (±%)	-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 Boris Johnson 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) 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 Boris Johnson 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) 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 %
Osborne March 2016	27	60	13
Hammond Nov 2016	39	28	34
Hammond March 2017	34	46	20
Hammond Nov 2017	36	45	19
Hammond Nov 2018	30	43	27
Sajid Javid Oct 2019	37	32	30
Sunak March 2020	45	17	37
Sunak Sept 2020	64	21	15
Sunak Dec 2020	61	19	21

Sunak Feb 2021	56	26	17
Sunak Mar 2021	59	27	14
Sunak Nov 2021	45	39	16
Sunak Mar 2022	44	34	21
Kwarteng Oct 2022	12	65	23

Base: Conservative party supporters (203)

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

PARTY IMAGE

Q9 I am 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...?

a) the Labour Party b) the Conservative Party

	Lab (April 2015)	Lab (Sept 2015)	Lab (Oct 2016)	Lab (Nov 2017)	Lab (Nov 2019)	Lab (Oct 2020)	Lab (Sept 2021)	Lab (June 2022)	Lab (Sept 2022)	Con (April 2015)	Con (Sept 2015)	Con (Oct 2016)	Con (Nov 2017)	Con (Nov 2019)	Con (Oct 2020)	Con (Sept 2021)	Con (June 2022)	Con (Sept 2022)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keeps its promises	24	26	23	25	26	20	18	23	22	23	30	26	22	25	17	14	12	10
Understands the problems facing Britain	52	51	41	54	47	51	39	45	46	45	48	48	40	46	34	30	29	22
Has a good team of leaders	28	27	21	31	22	30	20	26	30	44	49	47	27	37	24	24	16	11
Will promise anything to win votes	63	60	57	64	68	53	51	51	51	63	68	65	63	70	64	66	70	65
Divided	43	75	82	62	75	52	56	47	36	43	38	52	73	62	52	44	66	64
Extreme	14	36	38	37	50	20	16	16	12	23	29	27	28	33	28	22	30	33

Looks after the interests of people like me	43	43	33	45	39	40	33	35	37	33	37	38	32	36	28	22	20	14
Fit to govern	40	35	26	38	29	35	27	33	35	50	56	53	43	46	30	34	21	16
Out of date	36	55	61	47	51	36	41	39	30	44	48	45	58	44	42	39	49	52
Different to the other parties	39	62	59	64	59	41	35	39	37	42	62	53	55	55	45	42	44	43
Concerned about people in real need in Britain	N/A	61	56	66	59	60	48	50	50	N/A	32	37	28	34	26	17	21	13
None of these	2	1	1	1	2	2	3	4	3	3	*	1	1	1	2	4	3	2
Don't know	4	2	2	1	2	4	5	6	6	4	2	3	2	2	4	4	5	6

Q10 Which party do you think has the best policies on The Conservatives, Labour, Liberal Democrats, or some other party?

		Lab	Con	Lib Dems	Other	None	Don't know	Con Lead
		%	%	%	%	%	%	%
Asylum and immigration	Oct '22	26	18	7	10	13	24	-8
	<i>Apr '22</i>	28	22	7	8	10	25	-6
	<i>Oct '20</i>	28	24	6	8	19	24	-4
	<i>Dec '19</i>	23	34	9	8	5	21	+11
	<i>Apr '17</i>	19	39	10	13	4	16	+20
	<i>Apr '15</i>	21	17	6	31	8	17	-4
Managing the economy	Oct '22	34	21	5	6	14	20	-13
	<i>Apr '22</i>	26	32	5	8	9	21	+6
	<i>Oct '20</i>	23	41	3	6	7	18	+18
	<i>Dec '19</i>	20	44	8	4	7	17	+24
	<i>Mar '18</i>	25	37	6	8	8	15	+12
	<i>Apr '17</i>	17	52	6	4	6	14	+35
Education	Oct '22	33	22	8	7	8	23	-11
	<i>Oct '20</i>	33	25	7	7	8	20	-8
	<i>Dec '19</i>	31	32	9	4	4	20	+1
	<i>April '17</i>	29	36	9	5	3	18	+7
	<i>April '15</i>	31	23	7	11	6	20	-8
Healthcare	Oct '22	47	13	4	7	9	20	-34
	<i>Oct '20</i>	43	21	4	7	8	17	-22
	<i>Dec '19</i>	40	28	8	4	5	14	-12
	<i>June '18</i>	40	22	5	8	9	17	-18
	<i>April '17</i>	40	25	8	4	5	18	-15
Handling Britain's future relationship with the European Union	Oct '22	27	24	11	10	9	19	-3
	<i>Oct '20</i>	24	33	8	8	12	15	+9
	<i>Dec '19</i>	20	38	15	7	5	15	+18
	<i>July '18</i>	20	33	10	12	9	16	+13
	<i>March '18</i>	25	37	6	8	8	15	+12
The environment	Oct '22	17	12	8	36	8	19	-5
	<i>April '17</i>	17	48	12	7	3	13	+31

	Oct '20	14	13	12	39	6	18	-1
	Dec '19	16	15	12	34	5	17	-1
	April '15	10	11	9	45	4	22	+1
Unemployment	Oct '22	38	23	3	5	8	22	-15
	Oct '20	40	22	4	6	9	18	-18
	April '15	30	32	5	6	6	17	+2
	Sept '14	30	29	4	6	7	21	-1
	Sept '13	32	27	5	6	9	19	-5
Defence	Oct '22	18	34	3	6	9	30	+16
	Dec '19	15	48	6	4	4	23	+33
	April '17	15	52	5	5	2	21	+37
	April '15	17	28	5	17	7	26	+11
Benefits	Oct '22	49	13	3	7	7	21	-36
	Dec '19	42	24	6	4	4	20	-18
	April '17	35	32	9	5	4	16	-3
	April '15	30	27	6	10	6	20	-3
Crime and anti-social behaviour	Oct '22	26	21	4	5	15	29	-5
	Dec '19	23	38	6	5	7	21	+15
	Apr '17	18	39	7	5	7	24	+21
	Apr '15	21	28	5	9	8	28	+7
Housing	Oct '22	40	12	5	8	10	24	-28
	Dec 2019	39	22	6	4	6	22	-17
	April 2017	35	24	7	7	5	22	-11
	April 2015	31	20	7	12	8	23	-11
Pensions	Oct '22	32	18	4	5	9	31	-14
	Dec '19	31	26	5	2	6	30	-5
	April '17	31	28	5	3	5	27	-3
	April '15	23	28	2	8	9	29	+5
Poverty and inequality	Oct '22	48	9	7	7	10	19	-39
	Dec 2019	43	19	8	5	6	19	-24
	April 2017	46	20	8	7	3	16	-26
	April 2015	36	14	12	16	6	17	-22
Reducing the cost of living	Oct '22	40	14	4	7	14	21	-26
Taxation	Oct '22	39	20	6	7	8	21	-19
	Apr '22	32	25	5	5	8	25	-7
	Dec '19	26	38	10	4	3	20	+12
	Apr '17	28	39	8	4	5	16	+11
	Apr '15	29	30	7	11	6	17	+1

Q11. To what extent, if at all, do you agree or disagree with the following statements?

(a) Labour is ready to form the next government

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
Oct '22	21	26	13	13	19	8	47	32
Jul '22	15	22	11	16	27	8	37	43
Apr '22	11	22	14	17	29	7	33	46
Jan '22	15	23	17	16	24	6	38	40
Sept '21	8	17	20	22	29	4	25	51
Feb '21	9	23	16	19	24	8	32	43
Aug '20	9	20	19	20	27	6	29	47

Nov '19	12	20	8	13	46	1	32	59
Sep '19	12	15	9	16	46	2	27	62
May '17	12	18	6	17	43	4	30	60
May '16	13	14	5	22	41	6	27	63
Feb '15	11	22	12	19	33	3	33	52
Nov '14	7	16	12	26	35	4	23	61
June '14	12	23	9	21	31	4	35	52
Apr '13	10	19	8	23	35	6	29	58
May '11	12	19	7	24	33	5	31	57
Apr '97							55	33
Jan '96							56	33
Dec '94							66	25

(b) The Conservative Government deserves to be re-elected

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
Oct '22	11	11	9	11	49	9	22	60
Jul '22	18	13	9	14	38	8	31	52
Apr '22	14	18	11	11	40	6	32	51
Jan '22	14	14	10	12	44	6	28	56
Sept '21	15	17	18	12	34	4	32	46

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