

Ipsos November 2022 Political Monitor Topline Results

November 2022

Fieldwork: 9 – 16 November 2022

Technical Details

Ipsos interviewed a representative sample of **1,004** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 9-16 November 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 (681)

	November 2022	October 2022
	%	%
Conservative	29	26
Labour	50	47
Liberal Democrats (Lib Dem)	7	10
Scottish National Party/Plaid Cymru	6	4
Green Party	3	8
Other	4	5
Conservative lead (±%)	-21	-21
<i>Would not vote</i>	1	1
<i>Undecided</i>	6	5
<i>Refused</i>	1	1

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	30
Labour	49
Liberal Democrats (Lib Dem)	7
Scottish National Party/Plaid Cymru	5
Green Party	5
Other	4
Conservative lead (+%)	-19
<i>Would not vote</i>	13
<i>Undecided</i>	9
<i>Refused</i>	1

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	63
9	4
8	4
7	4
6	1
5	5
4	2
3	2
2	*
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 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) Nov '22	16	76	8	-60
<i>Oct '22</i>	11	80	8	-69
Sunak (Q4) Nov '22	29	37	34	-8
<i>Truss - Oct '22</i>	16	67	17	-51
Starmer (Q5) Nov '22	36	42	22	-6
<i>Oct '22</i>	38	39	22	-1
Davey (Q6) Nov '22	22	28	51	-6
<i>Oct '22</i>	25	29	46	-4

- 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 '22	206	41	48	12	-7
Oct '22	203	33	54	13	-21
Sunak (Q4) Nov '22	206	66	12	23	+54
Truss - Oct '22	203	40	39	22	+1
Starmer (Q5) Nov '22	384	57	28	15	+29
Oct '22	384	61	25	15	+36

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?

	November '22 %	October '22 %
Improve	16	16
Stay the same	10	11
Get worse	72	70
Don't know	3	3
Ipsos Economic Optimism Index (EOI)	-56	-54

Q8. Can you tell me whether you are satisfied or dissatisfied with the way Jeremy Hunt 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
<i>Kwarteng Oct 2022</i>	12	65	23
Hunt Nov 2022	29	40	31

Base: Conservative party supporters (206)

	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
<i>Kwarteng Oct 2022</i>	26	45	29
Hunt Nov 2022	60	17	23

Q9 Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?

<i>Osborne vs Ed Balls March 2015</i> %	<i>Osborne vs John McDonnell February 2016</i> %	<i>Hammond vs McDonnell November 2016</i> %	<i>Hammond vs McDonnell November 2017</i> %	<i>Sajid Javid vs McDonnell October 2019</i> %	<i>Rishi Sunak vs Anneliese Dodds Dec 2020</i> %		Jeremy Hunt vs Rachel Reeves November 2022 %
41	46	46	41	45	48	Jeremy Hunt	29
30	29	28	32	24	17	Rachel Reeves	35
18	10	8	8	11	6	Neither	9
10	15	18	19	20	29	Don't know	27

LEADERSHIP QUESTIONS

Q10. As you may know, Rishi Sunak has become the new leader of the Conservative Party and Prime Minister of the United Kingdom. On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?

Base: All respondents.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
Keir Starmer	Nov '22	10	25	20	15	22	8	35	37	-2
	Sep '22	10	24	20	17	23	7	34	40	-6
	Jul '22	8	25	17	15	26	9	33	41	-8
	Apr '22	9	20	18	16	25	11	29	41	-12
	Jan '22	12	20	20	14	22	12	32	36	-4
	Nov '21	6	19	21	17	24	13	25	41	-16
	Jun '21	6	18	13	19	29	16	24	48	-24
	Mar '21	9	21	22	14	21	14	30	35	-5
	Feb '21	11	25	27	12	13	12	36	25	+11
	Aug '20	14	24	24	10	14	14	38	24	+14
Feb '20	11	21	20	11	14	22	32	25	+7	
Rishi Sunak	Nov '22	13	29	19	12	22	5	42	34	+8
	Jul '22	13	22	16	17	26	6	35	43	-8
	Apr '22	5	17	15	17	34	12	22	51	-29
	Jan '22	12	21	21	14	20	13	33	34	-1
	Nov '21	8	21	20	17	21	14	29	38	-9
	Jun '21	11	25	17	12	17	18	36	29	+7
	Mar '21	12	21	24	14	15	13	33	29	+4
	Feb '21	10	22	29	15	11	14	32	26	+6
Aug '20	13	23	27	10	12	15	36	22	+14	

Base: Own party supporters

	Base	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree	
Keir Starmer	Nov '22	384	22	43	16	7	7	5	65	14	+51
	Sep '22	349	23	38	15	11	8	5	61	19	+42
	Jul '22	342	18	48	12	11	7	4	66	18	+48
	Apr '22	342	21	38	20	7	6	8	59	13	+46
	Jan '22	349	22	31	24	11	6	6	53	17	+36
	Nov '21	293	13	35	22	13	10	7	48	23	+25
	Jun '21	272	18	30	12	16	14	10	48	30	+18
	Mar '21	342	21	32	20	10	7	10	53	17	+36
	Feb '21	354	23	37	26	7	2	5	60	9	+51
	Aug '20	320	25	35	23	5	4	8	60	9	+51
	Feb '20	278	20	25	23	9	4	19	45	13	+32
Rishi Sunak	Nov '22	206	30	48	13	3	4	2	78	7	+71
	Jul '22	260	21	28	15	15	18	2	49	33	+16
	Apr '22	263	15	25	15	16	19	10	40	35	+5
	Jan '22	250	19	32	18	10	13	8	51	23	+28
	Nov '21	281	17	33	15	11	13	11	50	24	+26
	Jun '21	324	24	34	13	7	12	10	58	19	+39
	Mar '21	343	23	27	27	10	6	8	50	16	+34
	Feb '21	342	21	33	25	6	4	11	54	10	+44
	Aug '20	370	22	24	23	10	5	16	46	15	+31

Q11. Who do you think would make the most capable Prime Minister, Rishi Sunak or Keir Starmer?

	Rishi Sunak /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
Nov 2022	41	35	9	1	1	13
July 2022	39	39	8	1	1	13
March 2021	39	37	7	*	1	17
Liz Truss v Keir Starmer						
Sept 2022	36	40	10	*	1	13
July 2022	35	41	9	1	1	14
Boris Johnson v Keir Starmer						
July 2022	31	51	8	1	*	9
Jan 2022	31	49	10	1	1	9
Dec 2021	31	44	13	1	1	10
Sept 2021	38	38	13	*	1	9
March 2021	47	37	6	*	1	10
June 2020	43	38	5	1	1	12
Boris Johnson v Jeremy Corbyn						
11 Dec 2019	43	29	19	*	2	6
6 Dec 2019	47	31	13	1	*	6
Nov 2019	49	30	14	1	2	5
Sept 2019	50	29	16	*	1	3
July 2019	52	27	14	1	*	6
June 2019	51	33	11	1	*	4

Theresa May v Jeremy Corbyn						
Sep 2018	46	37	12	*	*	4
July 2017	46	38	8	1	2	5
7 June 2017	47	36	7	1	*	8
1 June 2017	50	35	6	*	*	8
May 2017	56	29	7	*	1	6
Apr 2017	61	23	6	1	1	7
David Cameron v Jeremy Corbyn						
Sept 2015	57	28	2	*	2	9
David Cameron v Ed Miliband						
Apr 2015	52	31	12	-	-	4
Apr 2011	45	25	-	-	7	23
Sep 2010	50	19	-	-	12	19
Gordon Brown v David Cameron						
May 2010	29	33	-	-	19	19
Apr 2010	28	32	-	-	17	23
Feb 2010	29	38	12	-	12	8
Sept 2009	24	41	14	-	16	5
Jan 2008	37	33	17	-	-	12
Oct 2007	45	29	16	-	-	9
Sept 2007	58	17	17	-	-	8
June 2007	40	22	14	-	5	19

Q12 Which of these statements comes closest to your views of Rishi Sunak, and the Conservative party?

Sept 2015 (David Cameron)	Sept 2016 (Theresa May)	Sept 2017 (Theresa May)	Sept 2018 (Theresa May)	Nov 2019 (Boris Johnson)	Sept 2020 (Boris Johnson)	Mar 2021 (Boris Johnson)	Sept 2021 (Boris Johnson)	June 2022 (Boris Johnson)	Nov 2022 (Rishi Sunak)
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I like Rishi Sunak and I like the Conservative Party	31	32	25	24	30	30	32	25	18	21
I like Rishi Sunak but I do not like the Conservative Party	13	28	13	15	14	15	14	14	9	26
I do not like Rishi Sunak but I like the Conservative Party	10	6	13	14	12	12	9	11	14	5

I do not like Rishi Sunak and I do not like the Conservative Party	42	27	43	43	42	39	40	42	53	36
Don't know	4	7	5	5	2	5	5	8	6	12
Like Rishi Sunak	44	60	38	39	44	45	46	39	27	47
Like the Conservative Party	41	38	38	38	42	42	41	36	32	26
Do not like Rishi Sunak	52	33	56	57	54	51	48	53	67	41
Do not like the Conservative party	55	55	56	58	56	54	54	56	62	62

Q13 Which of these statements comes closest to your views of Keir Starmer, leader of the Labour party, and the Labour party?

Sept 2015 (Jeremy Corbyn) %	Sept 2016 (Jeremy Corbyn) %	Sept 2017 (Jeremy Corbyn) %	Sept 2018 (Jeremy Corbyn) %	Nov 2019 (Jeremy Corbyn) %	Sept 2020 (Keir Starmer) %	Mar 2021 (Keir Starmer) %	Sept 2021 (Keir Starmer) %	June 2022 (Keir Starmer) %	Nov 2022 (Keir Starmer) %
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I like Keir Starmer and I like the Labour Party	23	23	33	25	20	26	27	25	25	28
I like Keir Starmer but I do not like the Labour Party	14	14	13	7	3	25	17	16	13	11

I do not like Keir Starmer but I like the Labour Party	17	23	21	32	29	12	18	20	19	21
I do not like Keir Starmer and I do not like the Labour Party	38	31	27	32	44	23	23	25	31	28
Don't know	9	8	5	5	4	14	15	14	12	13
Like Keir Starmer	37	37	46	32	23	51	44	41	38	39
Like the Labour Party	40	46	54	57	49	38	45	45	44	49
Do not like Keir Starmer	55	54	48	64	73	35	42	45	50	49
Do not like the Labour Party	52	45	40	39	47	48	40	41	44	39

Q14. To what extent, if at all, do you trust Rishi Sunak to ... ?

	A great deal %	A fair amount %	Not very much %	Not at all %	Don't know %	A great deal / fair amount %	Not very much / at all %
Improve Britain's economy	8	35	26	26	5	43	52
Reduce you and your family's cost of living	5	21	33	37	5	26	70
Improve Britain's public services	5	22	29	37	7	27	66

Q15. To what extent, if at all, do you trust Keir Starmer to ...?

	A great deal %	A fair amount %	Not very much %	Not at all %	Don't know %	A great deal / fair amount %	Not very much / at all %
Improve Britain's economy	7	32	27	26	8	39	53
Reduce you and your family's cost of living	6	34	26	27	7	40	53
Improve Britain's public services	11	39	20	23	8	50	43

Q16. To what extent, if at all, do you trust the Conservative party to ...?

	A great deal %	A fair amount %	Not very much %	Not at all %	Don't know %	A great deal / fair amount %	Not very much / at all %
Improve Britain's economy	7	28	29	31	5	35	60
Reduce you and your family's cost of living	4	18	33	40	5	22	73
Improve Britain's public services	4	17	31	43	6	21	74

Q17. To what extent, if at all, do you trust the Labour party to ...?

	A great deal %	A fair amount %	Not very much %	Not at all %	Don't know %	A great deal / fair amount %	Not very much / at all %
Improve Britain's economy	8	34	27	25	6	42	52
Reduce you and your family's cost of living	7	34	26	26	6	41	52
Improve Britain's public services	14	40	20	21	6	54	42

Q18. You said earlier that you did not trust the Conservative party to improve Britain’s economy. How important, if at all, were the following factors in helping you reach that view?

Base: all who do not trust the Conservative party to improve the economy (652)

Very important	Fairly important	Not very important	Not at all important	Don't know	Important	Not important
%	%	%	%	%	%	%
The economic policies of former Prime Minister Liz Truss and her government's 'mini budget' in September 2022						
48	23	10	15	3	71	25
The economic policies of the Conservative party during its past 12 years in office						
51	27	10	7	5	78	17
The economic policies of Rishi Sunak (as Chancellor or as Prime Minister)						
32	37	14	11	5	69	25

Q19. And how likely, if at all, do you think it is that the Conservatives will convince you to trust them to improve Britain’s economy before the next General Election?

Base: all who do not trust the Conservative party to improve the economy (652)

	%
Very likely	1
Fairly likely	9
Not very likely	32
Not likely at all	58
Don't know	1
Likely	10
Unlikely	90