

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 (\pm%)	-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 (\pm%)	-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

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