

IPSOS POLITICAL MONITOR

December 2022

VOTING INTENTION

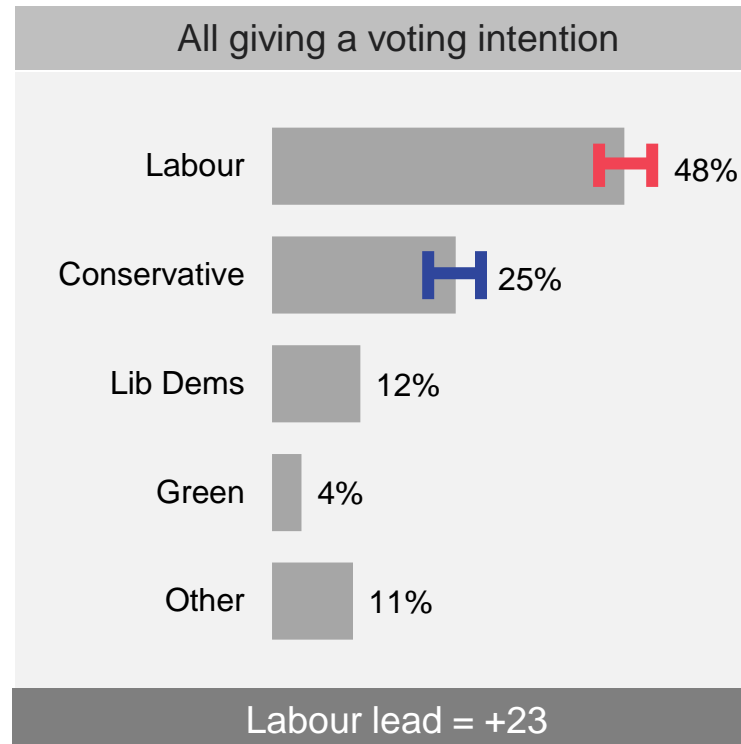
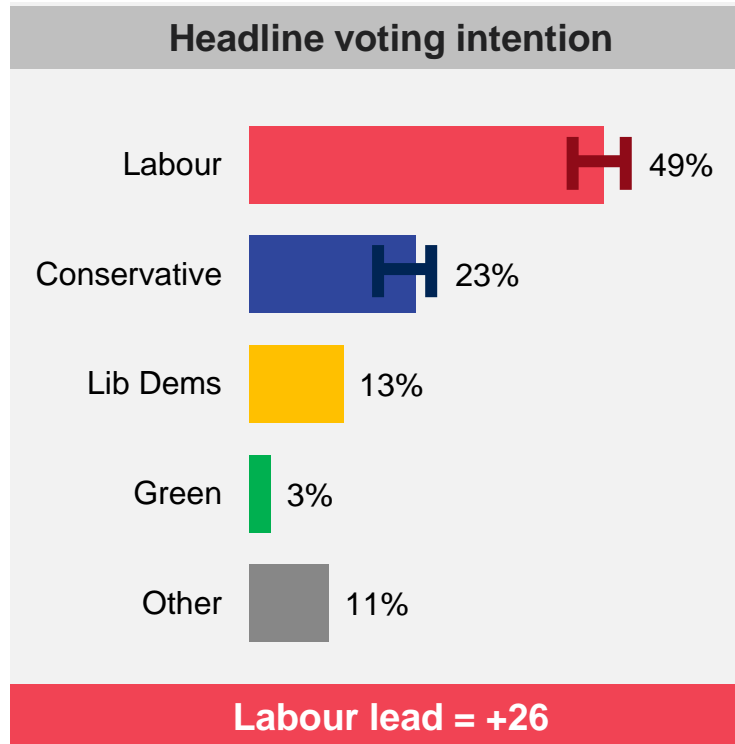
POLLING
STATION

WAY IN

WAY IN

Voting Intention: December 2022

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



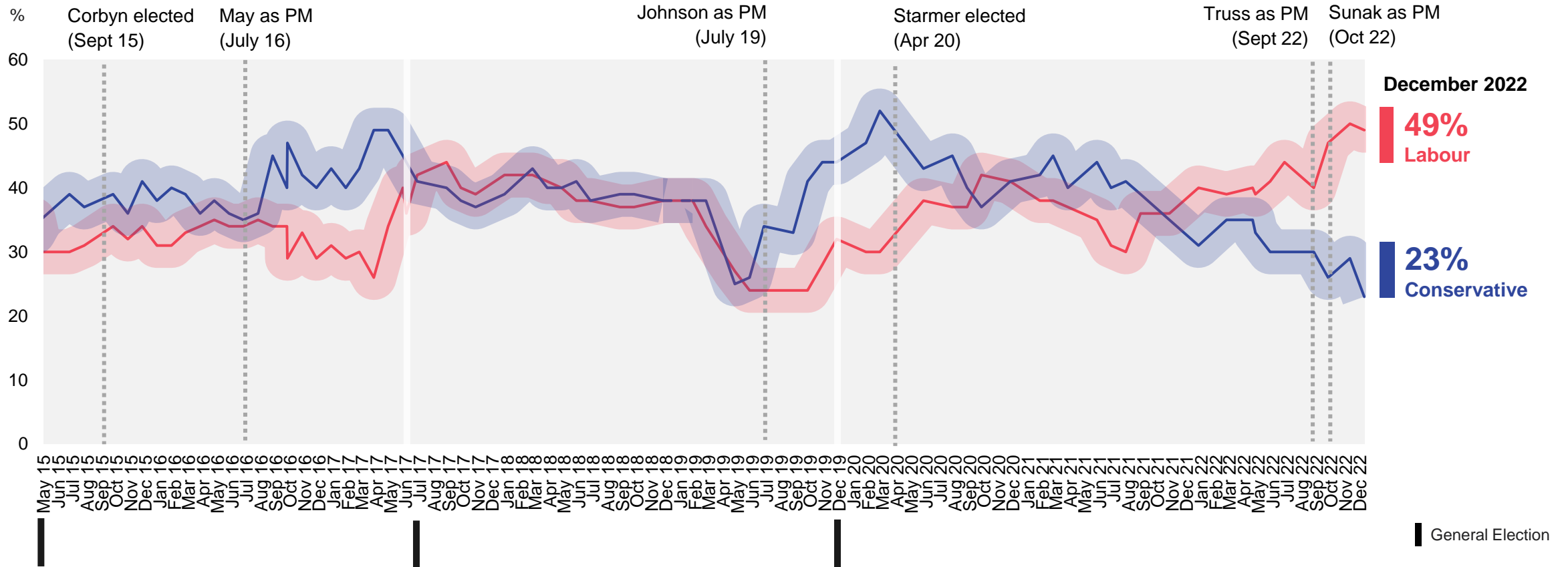
Base: 1,007 British adults 18+, 7-13 December 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 657. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



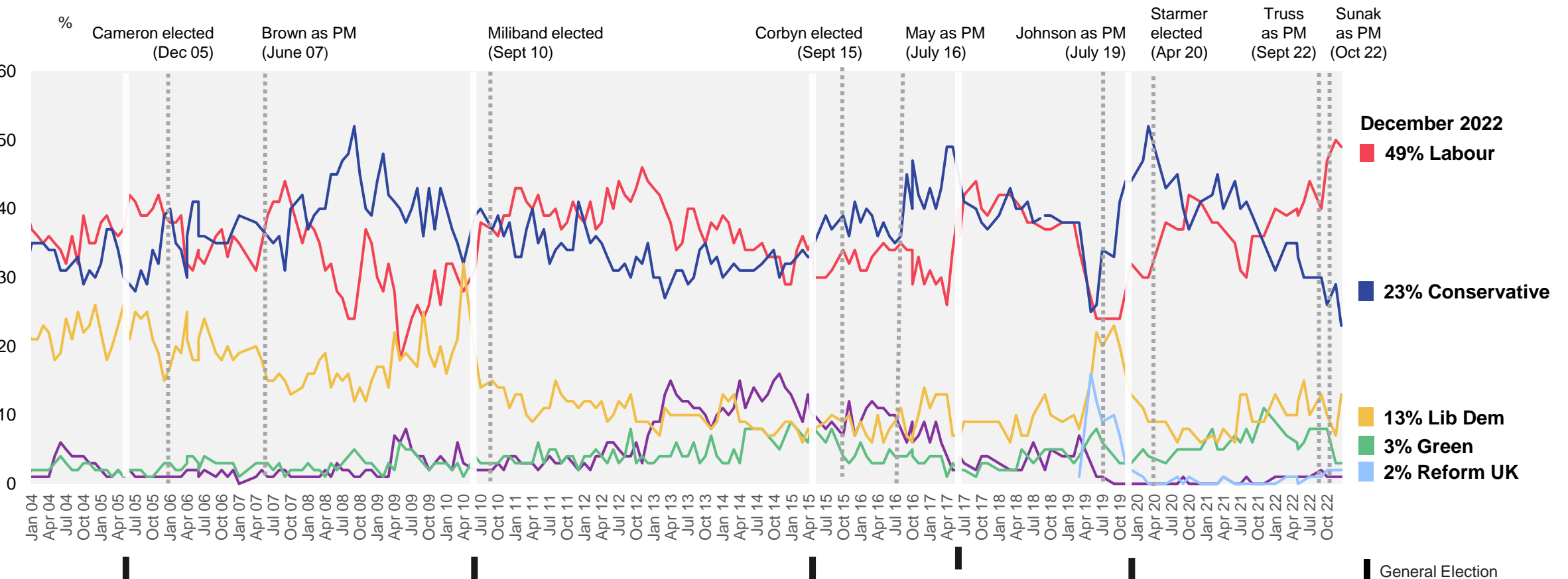
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – December '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."

Source: Ipsos Political Monitor

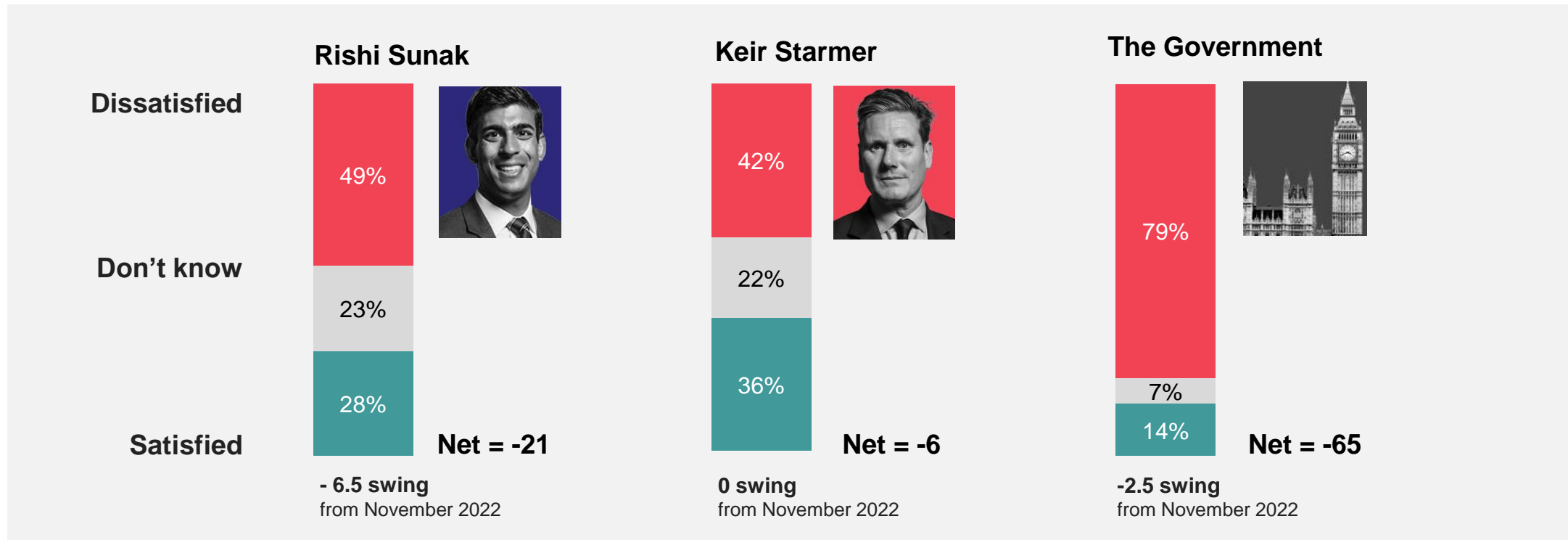




SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: December 2022

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



Base: 1,007 British adults 18+, 7-13 December 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

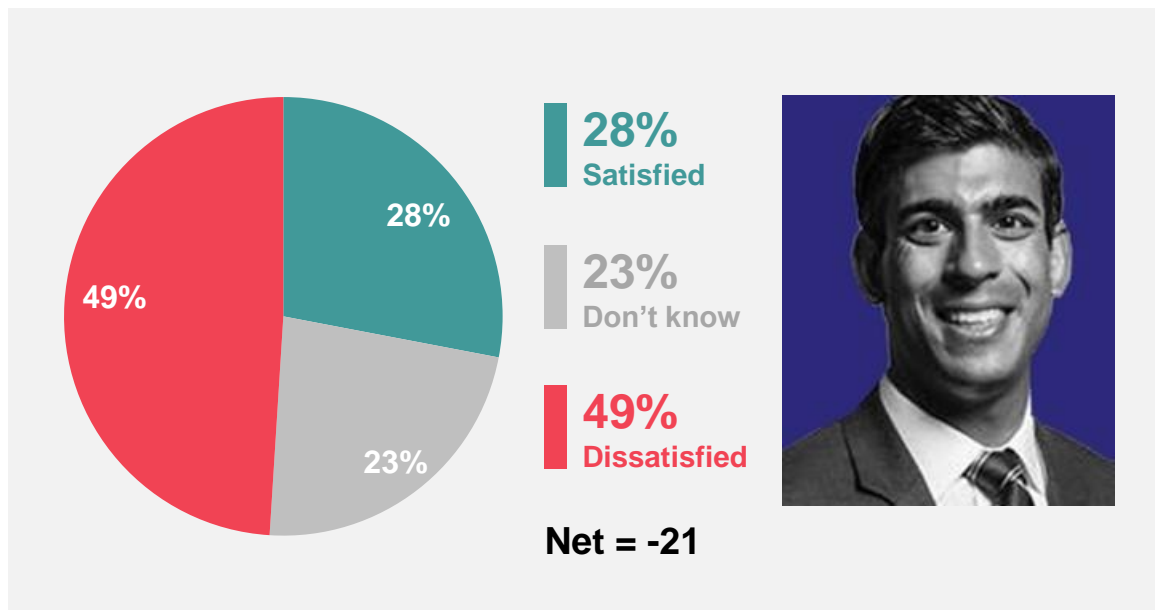


Rishi Sunak: Satisfaction

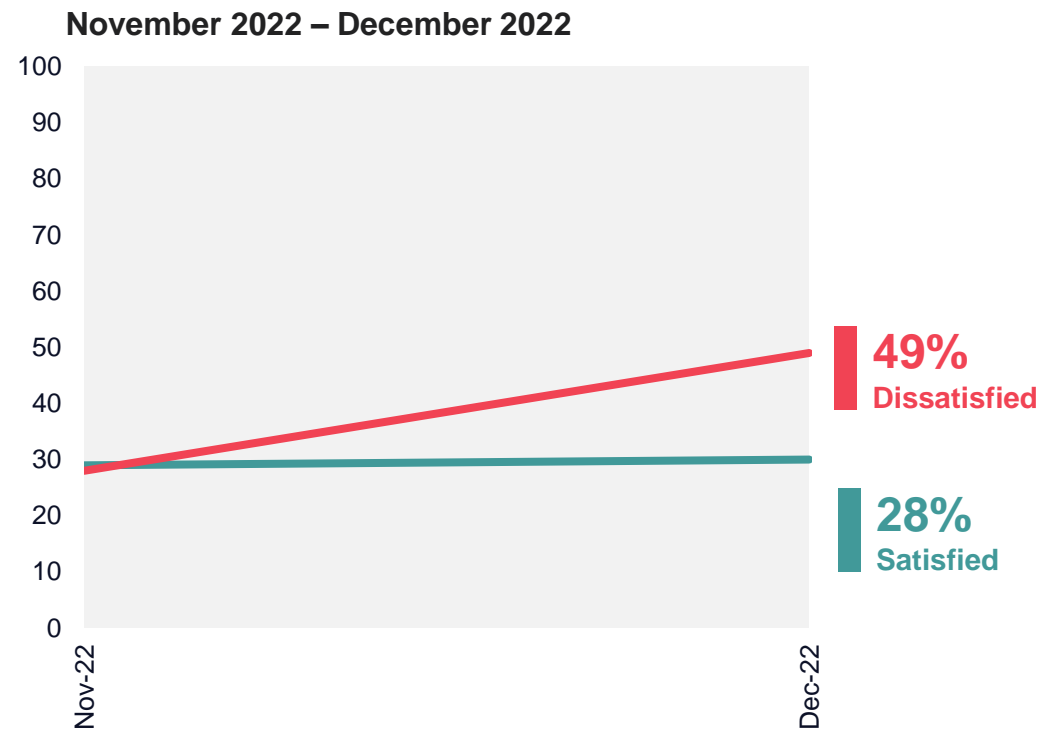
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

December 2022

Among all



Base: 1,007 British adults 18+, 7-13 December 2022



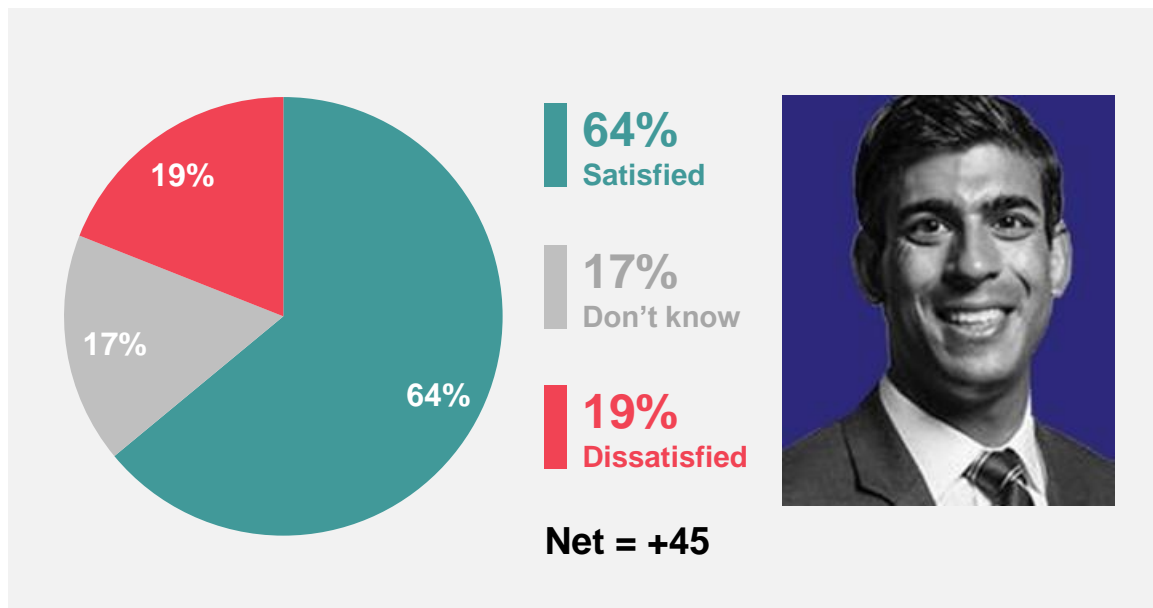
Source: Ipsos Political Monitor



Rishi Sunak: Satisfaction amongst Conservative supporters

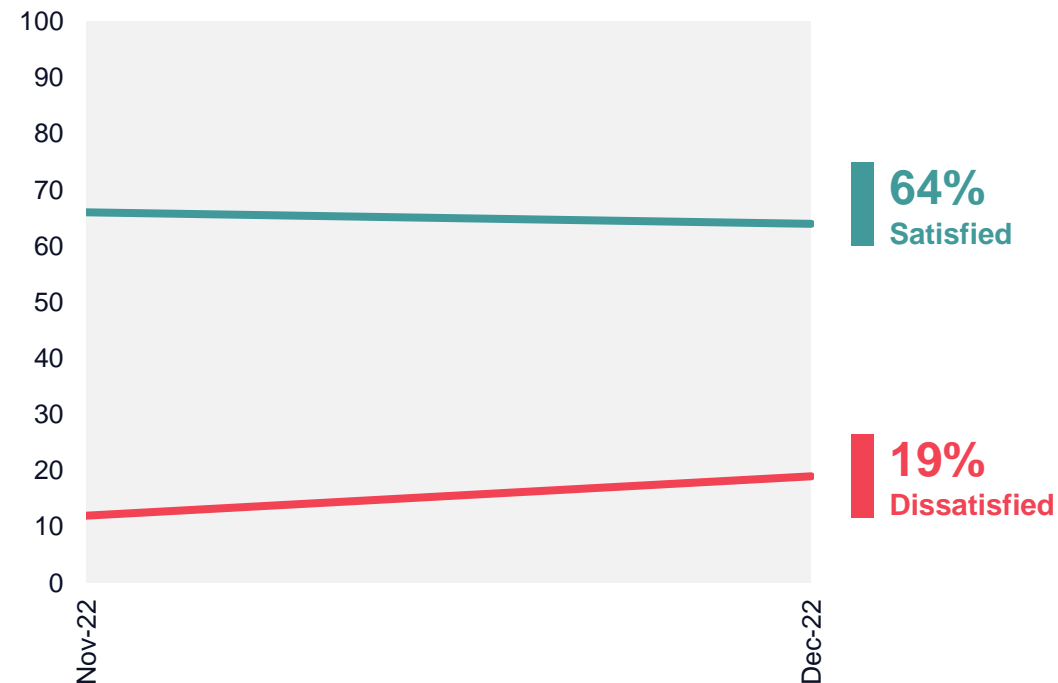
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

December 2022



Base: 201 Conservative Party supporters aged 18+, 7-13 December 2022

November 2022 – December 2022

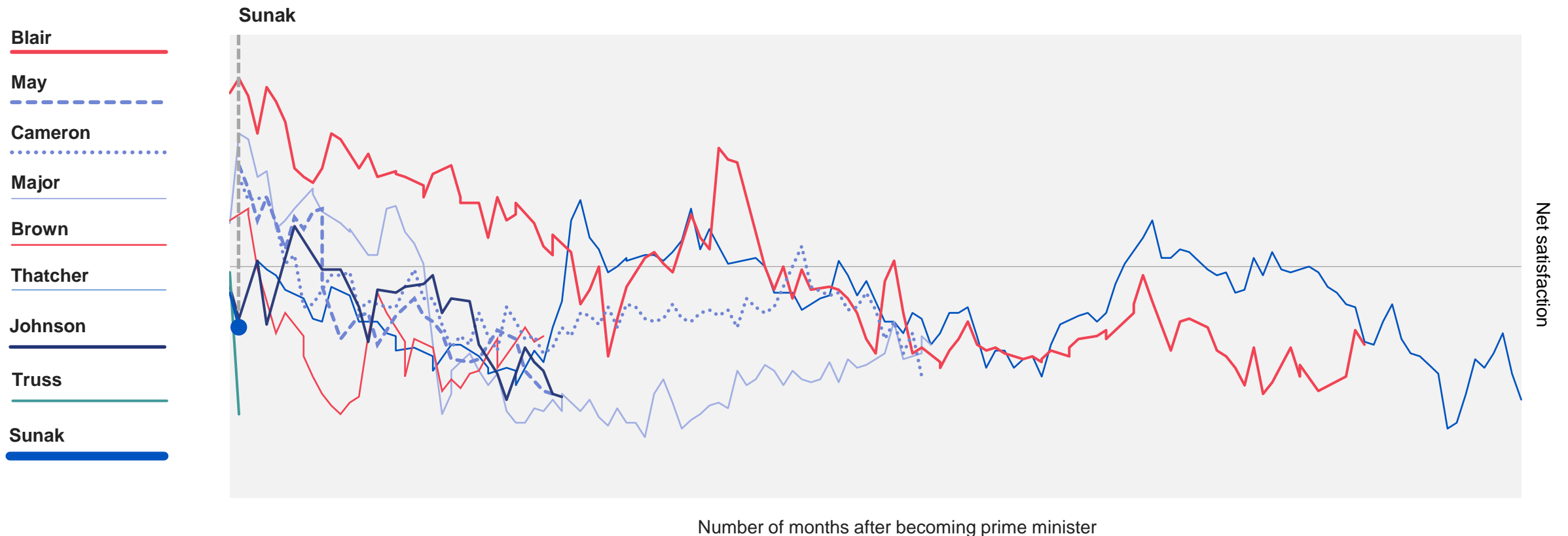


Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2022)

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



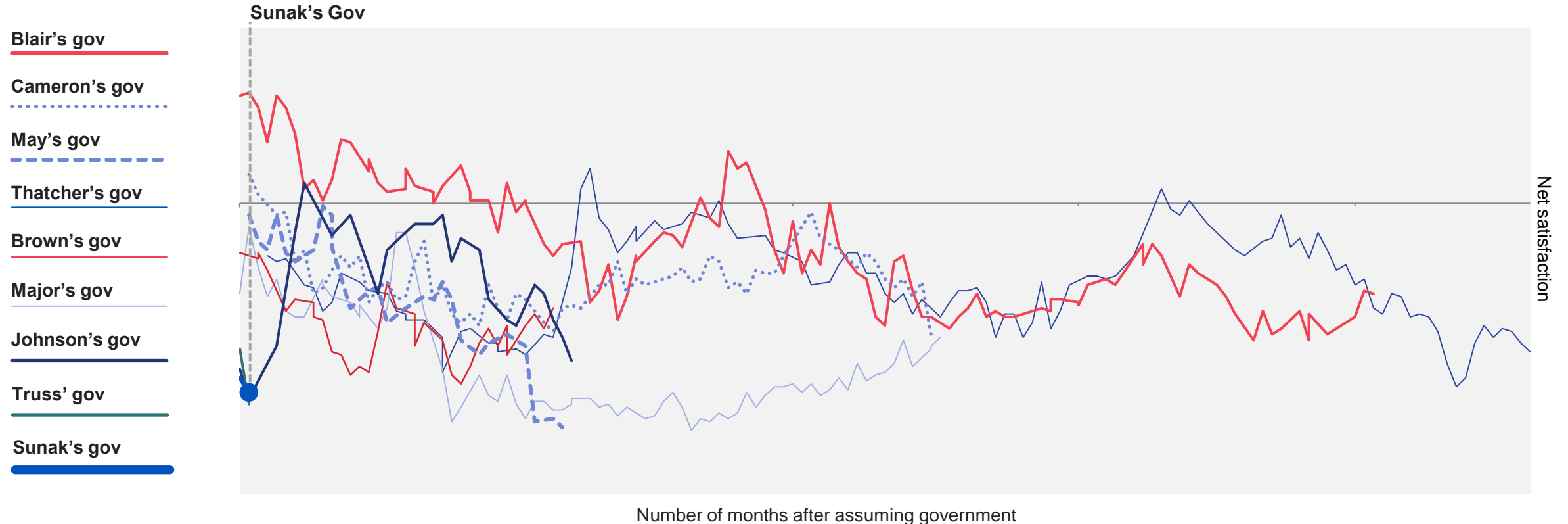
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos 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

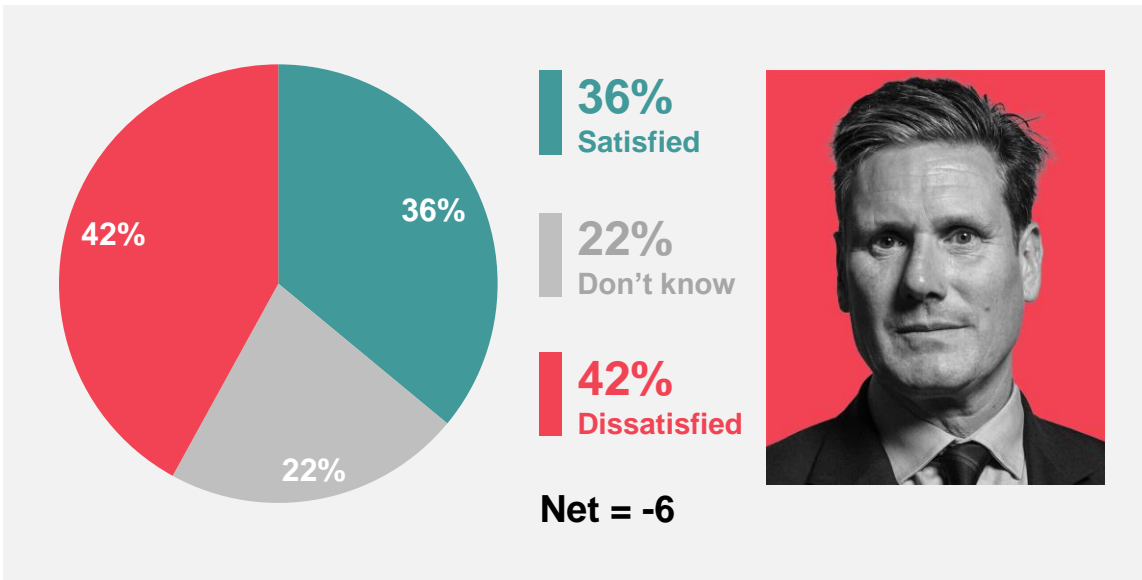
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction

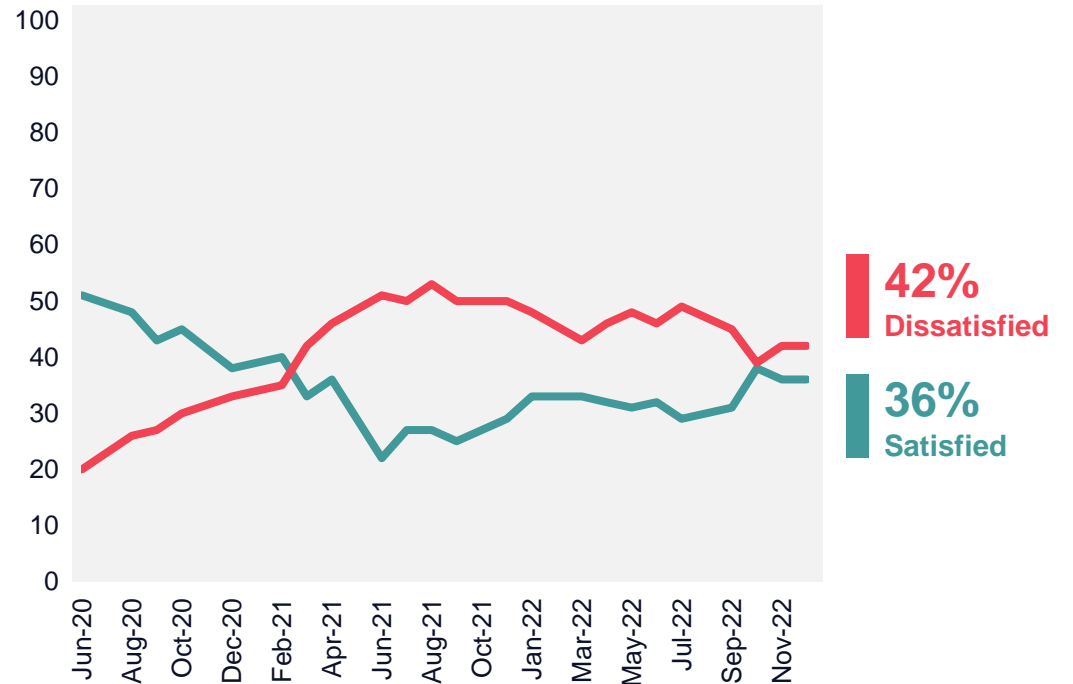
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

December 2022



Base: 1,007 British adults 18+, 7-13 December 2022

June 2020 – December 2022



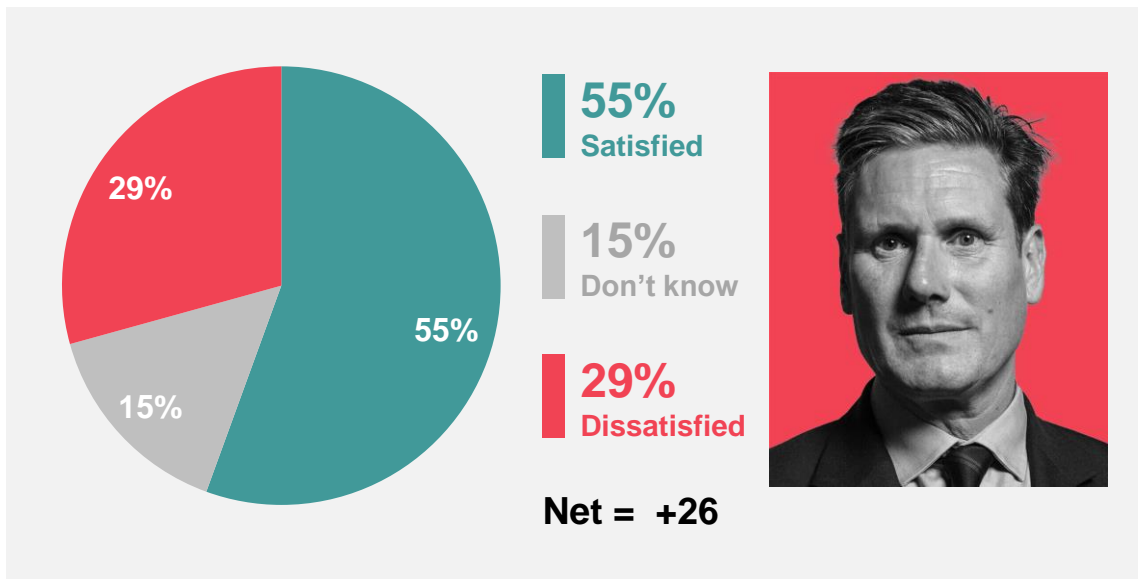
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction amongst Labour supporters

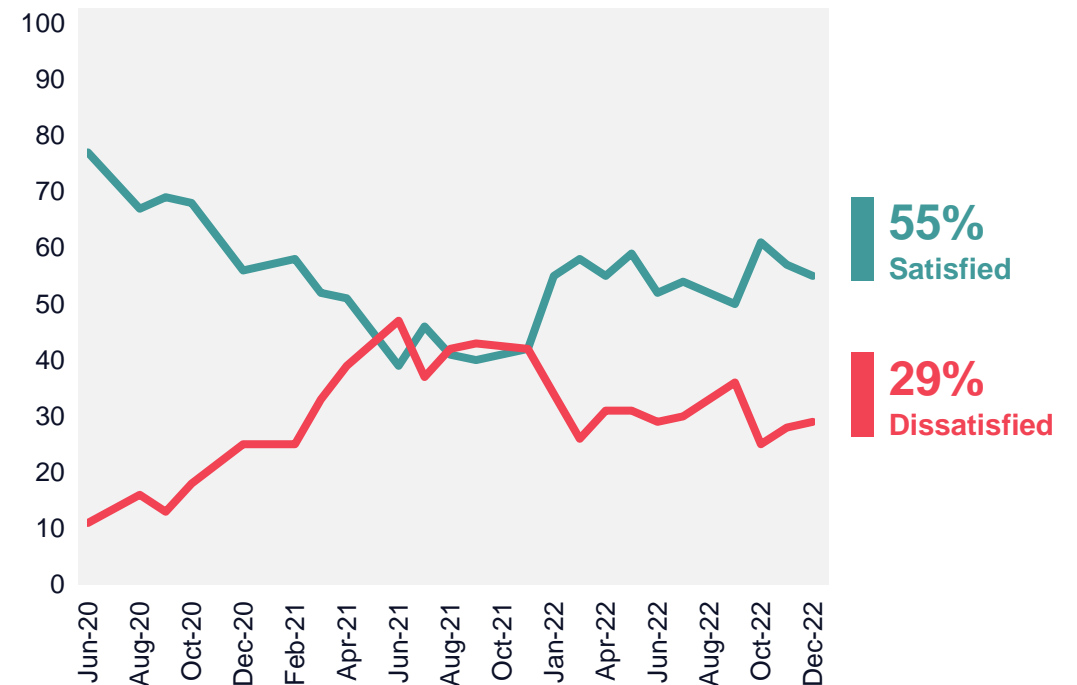
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

December 2022



Base: 371 Labour Party supporters aged 18+, 7-13 December 2022

June 2020 – December 2022

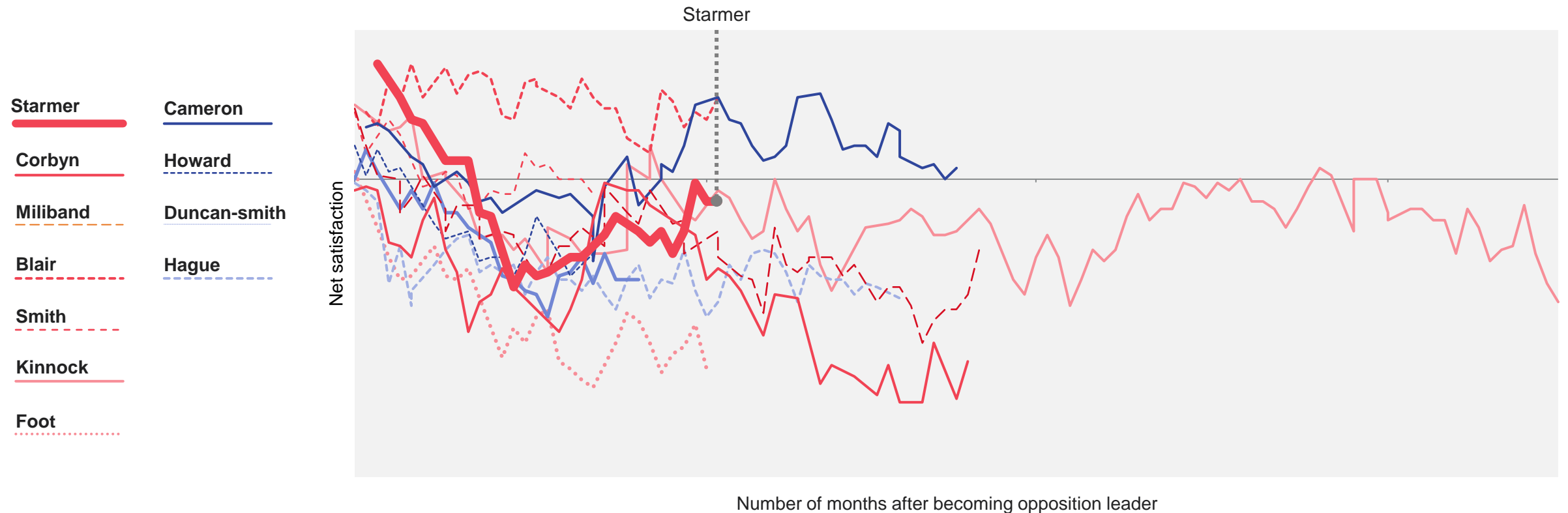


Source: Ipsos Political Monitor



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

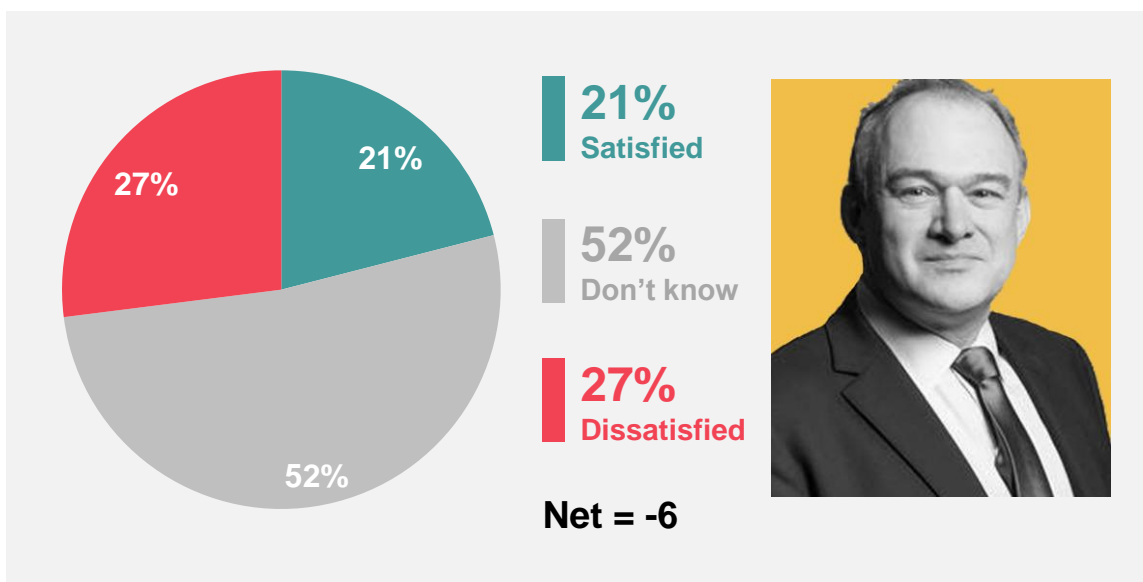
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

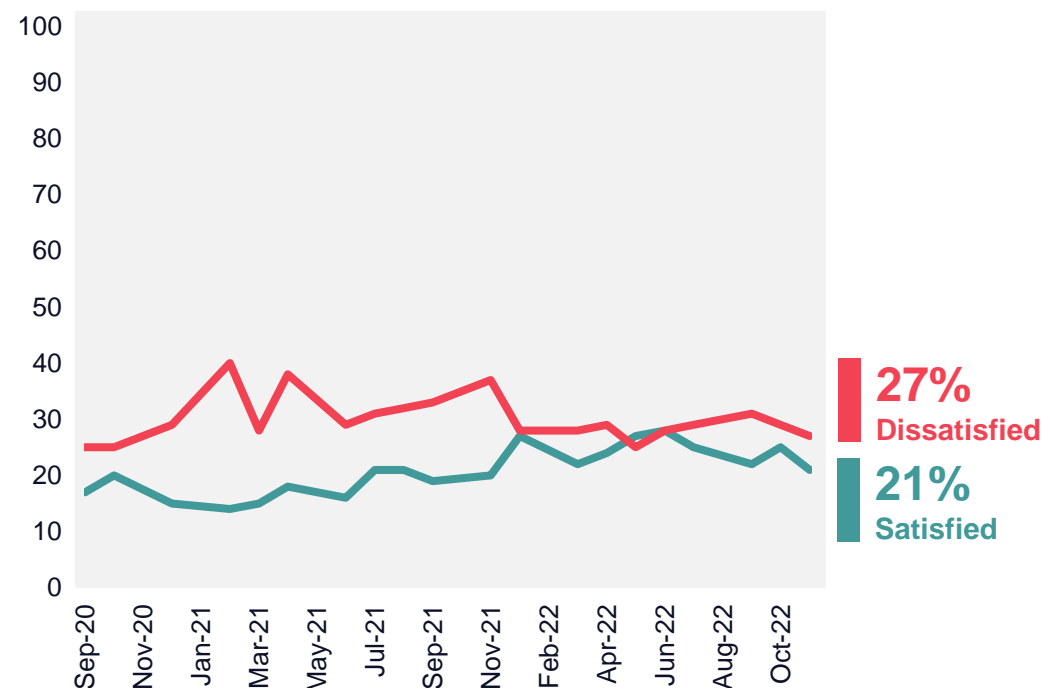
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

December 2022



Base: 1,007 British adults 18+, 7-13 December 2022

September 2020 – December 2022



Source: Ipsos Political Monitor



LEADERSHIP

Leader image: Sunak v Starmer

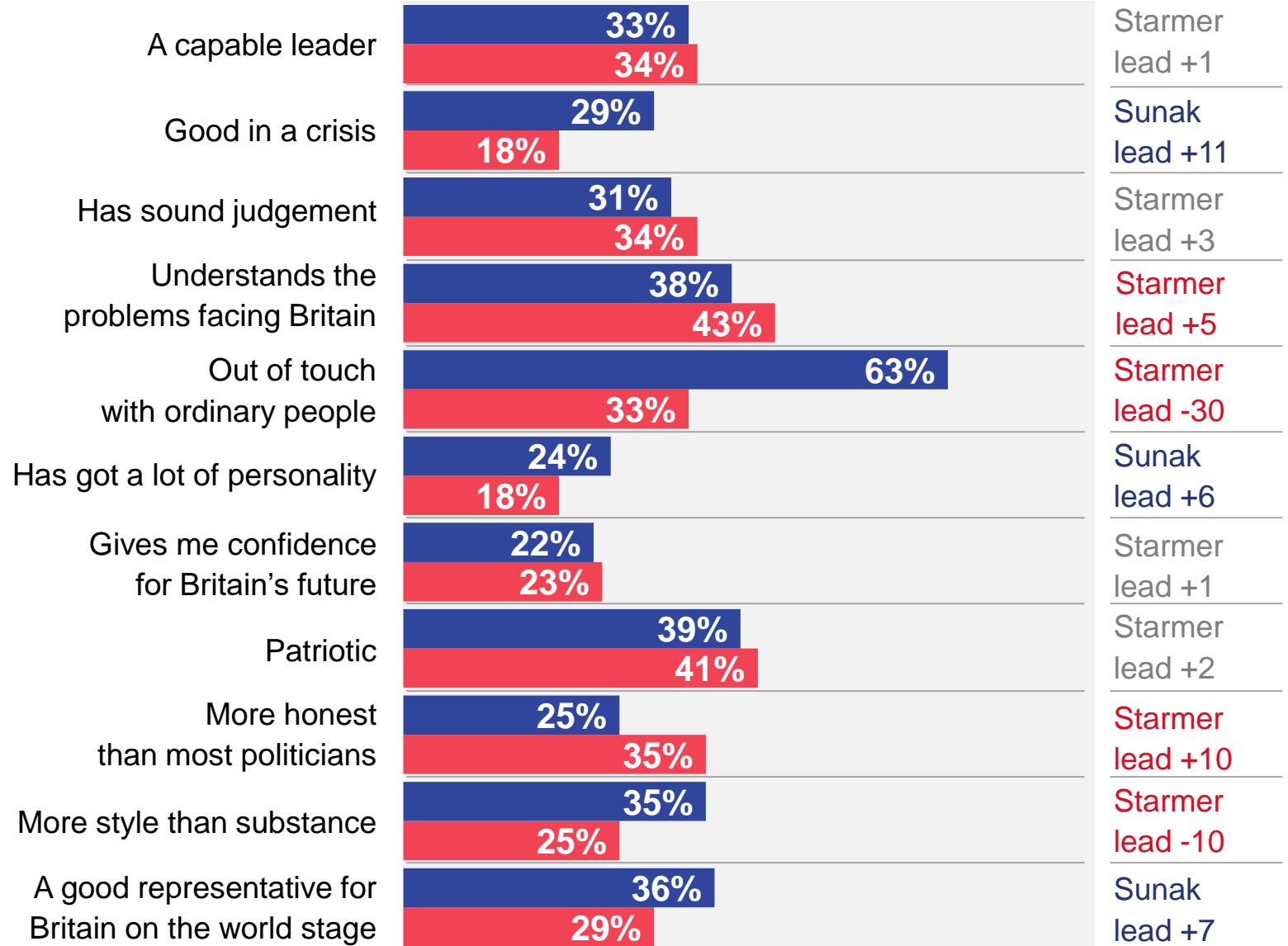
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Rishi
Sunak**



**Keir
Starmer**



Base: 1,007 British adults 18+, 7-13 December 2022



Leader image: Sunak v Truss (Sept)

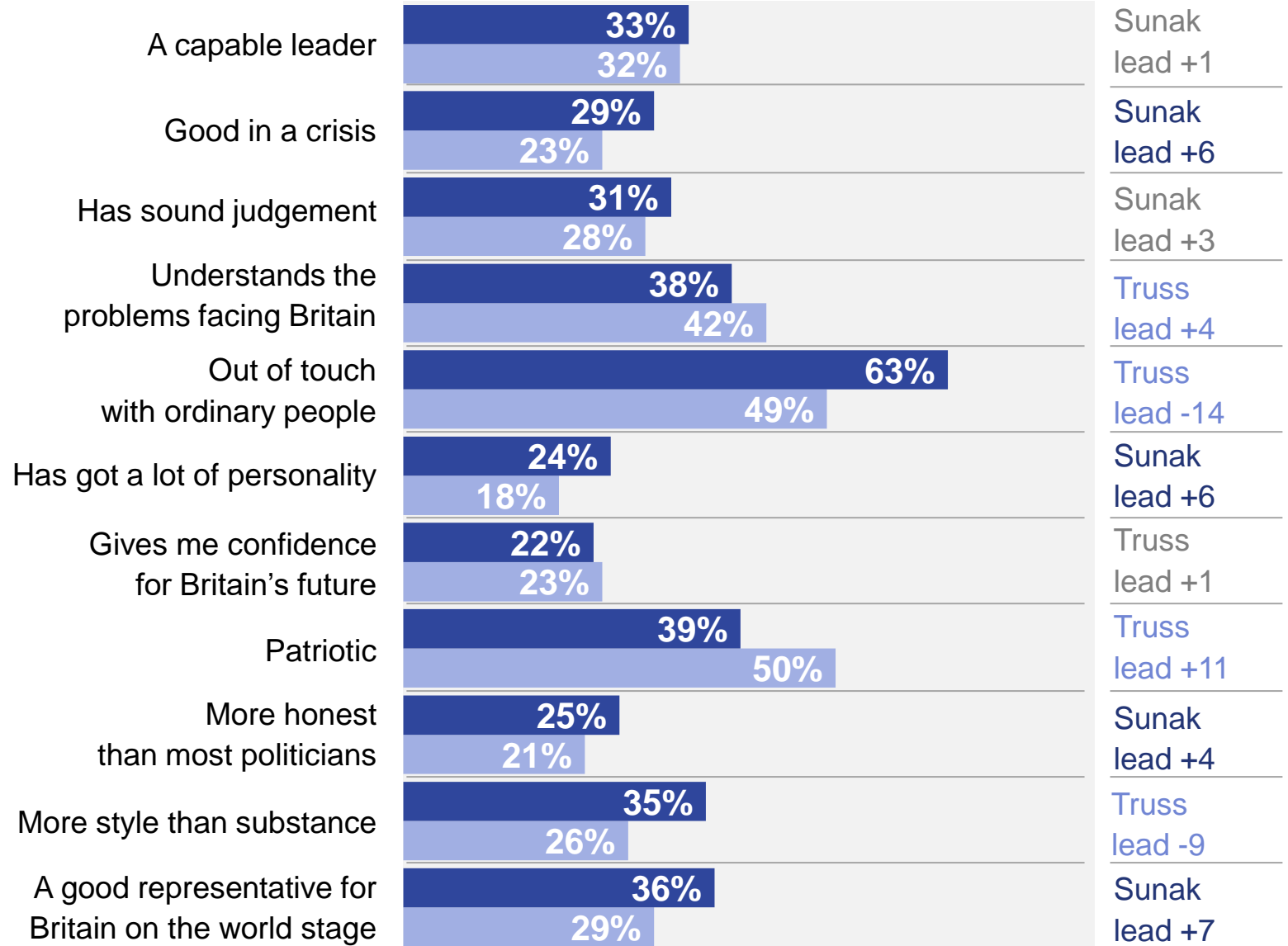
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi Sunak



Liz Truss
Figures collected in Sep 2022



Base: 1,007 British adults 18+, 7-13 December 2022



Leader image: Sunak v Johnson (May)

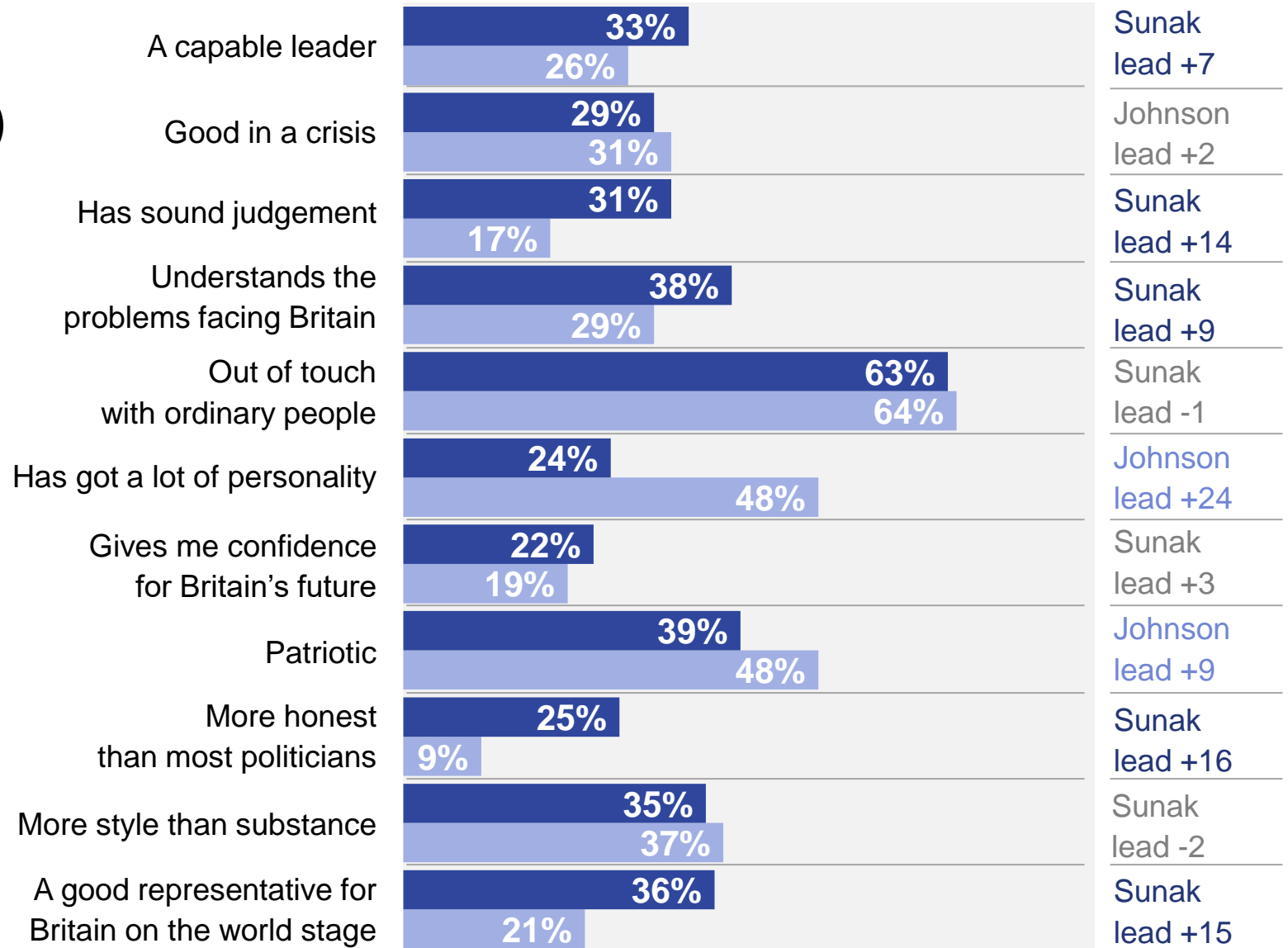
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Rishi Sunak



Boris Johnson
Figures collected in May 2022



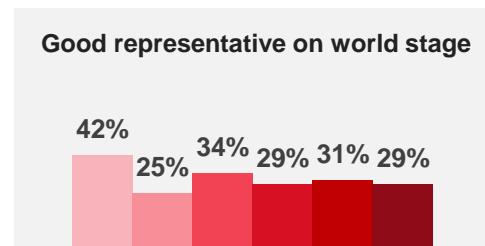
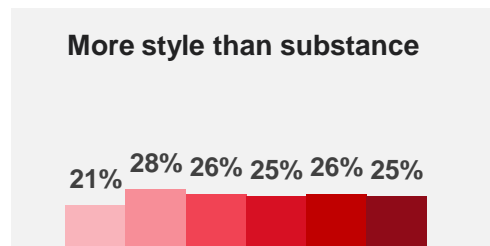
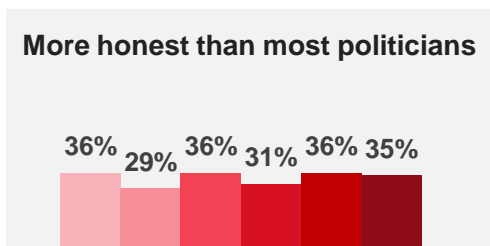
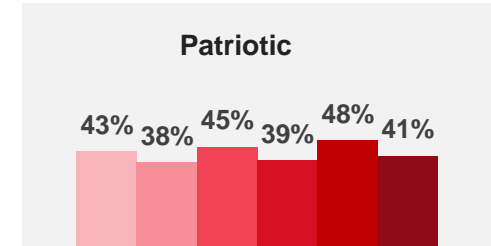
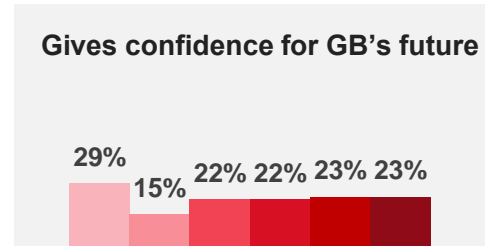
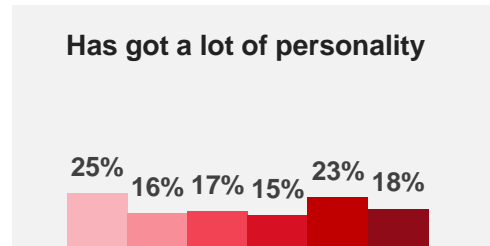
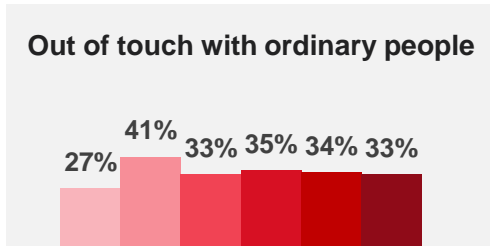
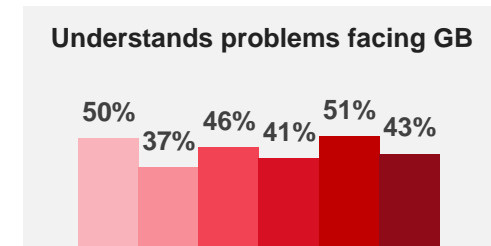
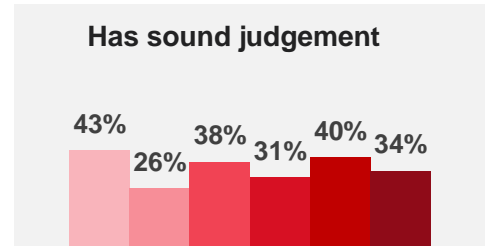
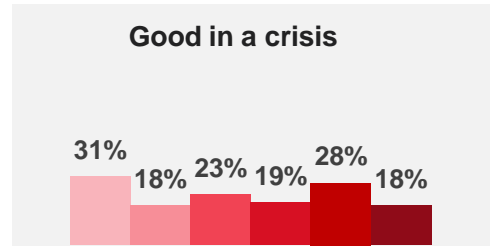
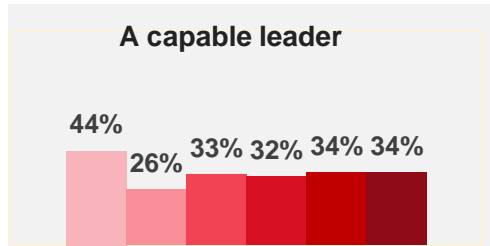
Base: 1,007 British adults 18+, 7-13 December 2022



Leader image: Starmer trend

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

■ Sept 2020
 ■ June 2021
 ■ Dec 2021
 ■ May 2022
 ■ Sept 2022
 ■ Dec 2022



Base: 1,007 British adults 18+, 7-13 December 2022





PARTIES & POLICIES

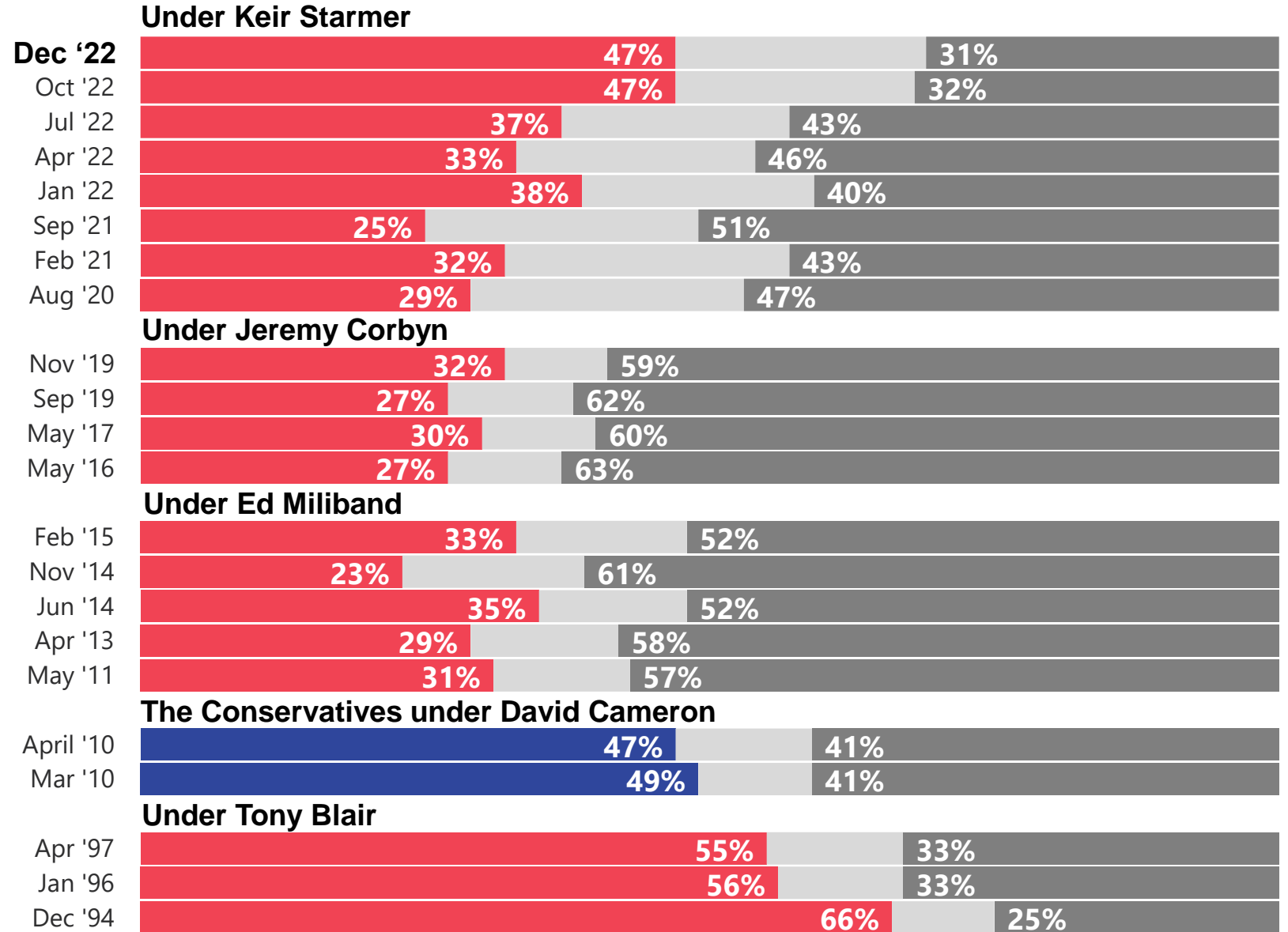
Is the Opposition ready to form the next Government?

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

Labour is ready to form the next Government

Agree

Disagree



Base: 1,007 British adults 18+, 7-13 December 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

December 2022



October 2022



July 2022



April 2022



January 2022



September 2021



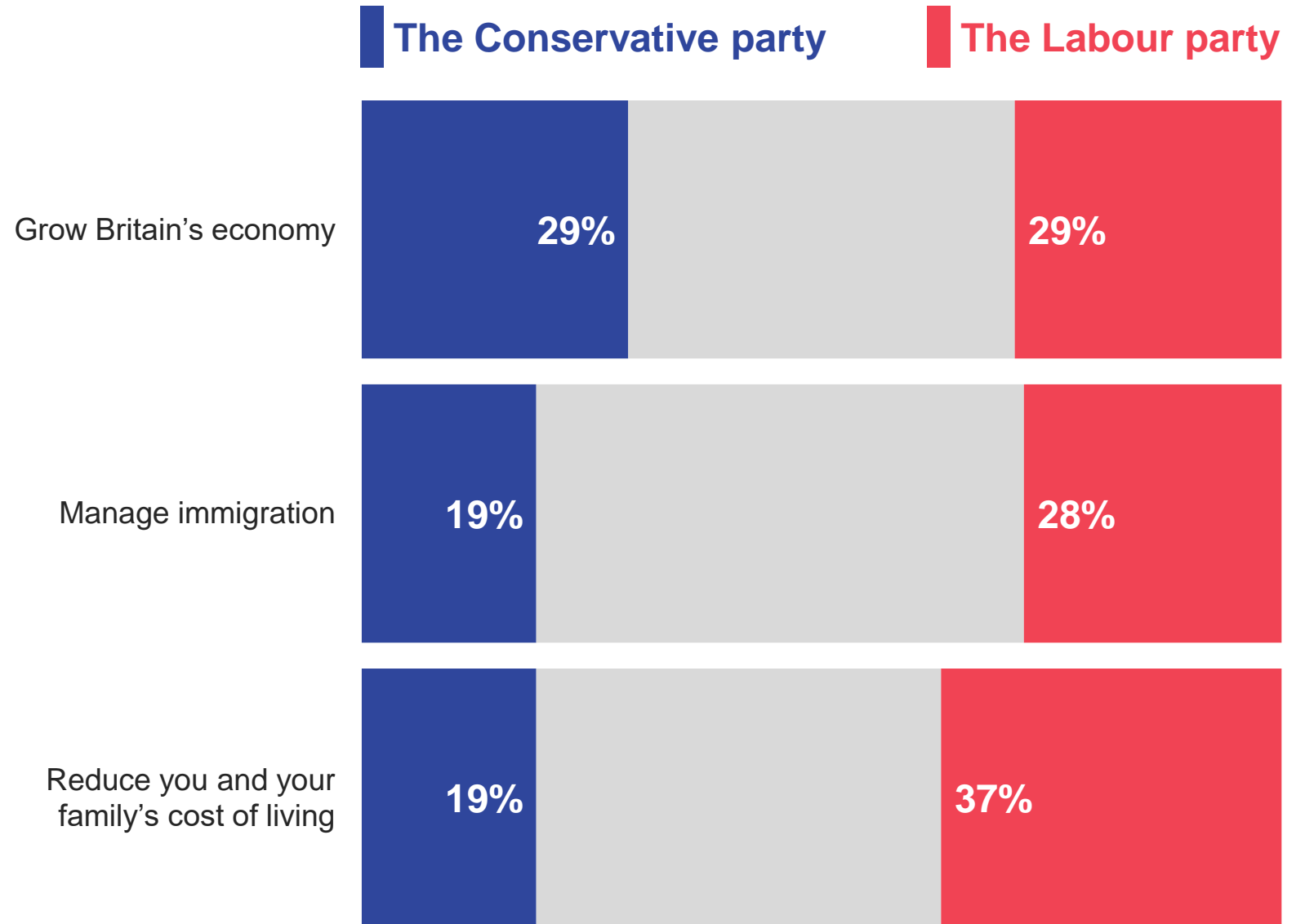
Base: 1,007 British adults 18+, 7-13 December 2022

Source: Ipsos Political Monitor



Party trust on key issues: December 2022

Which party, if any, do you trust most to....?



Base: 1,007 British adults 18+, 7-13 December 2022



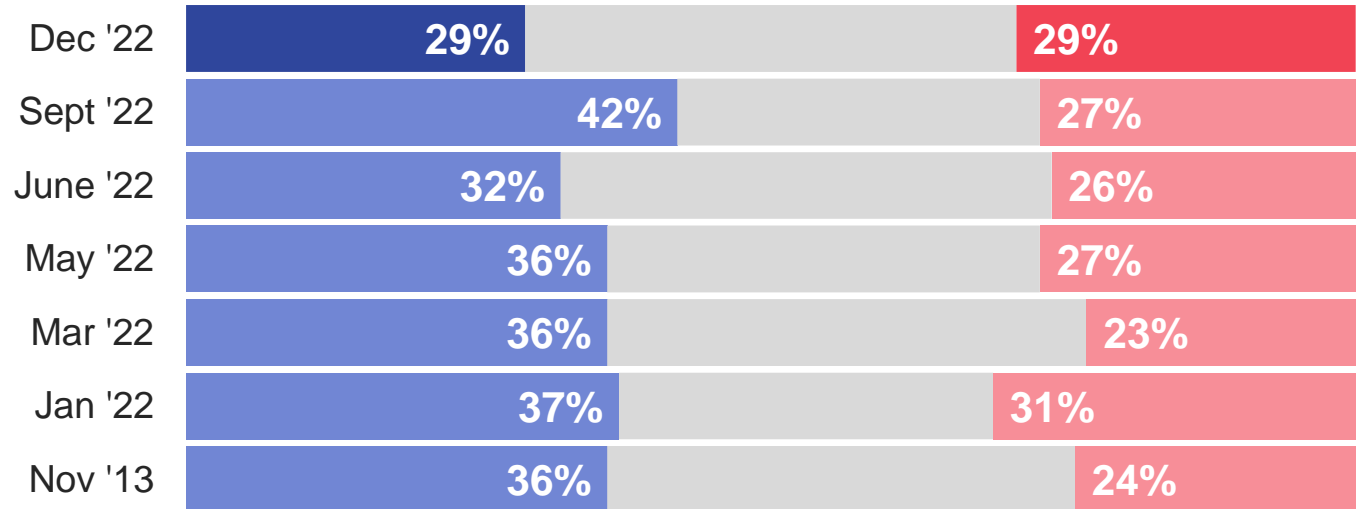
Party trust on key issues: Economic trends

Which party, if any, do you trust most to....?

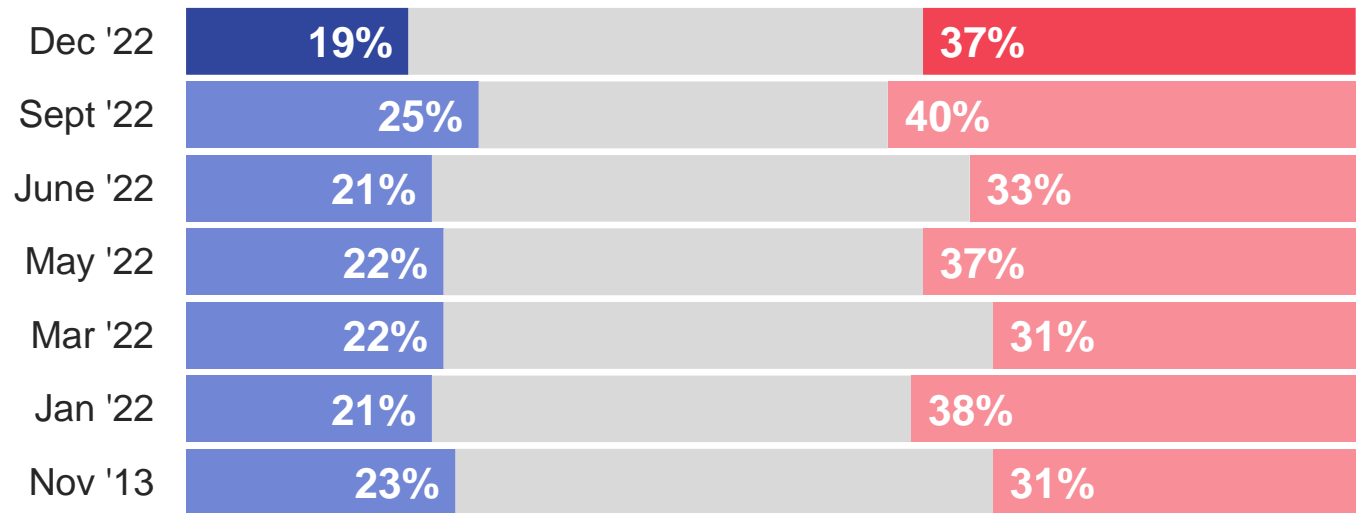
The Conservative party

The Labour party

Grow Britain's economy



Reduce you and your family's cost of living



Base: 1,007 British adults 18+, 7-13 December 2022



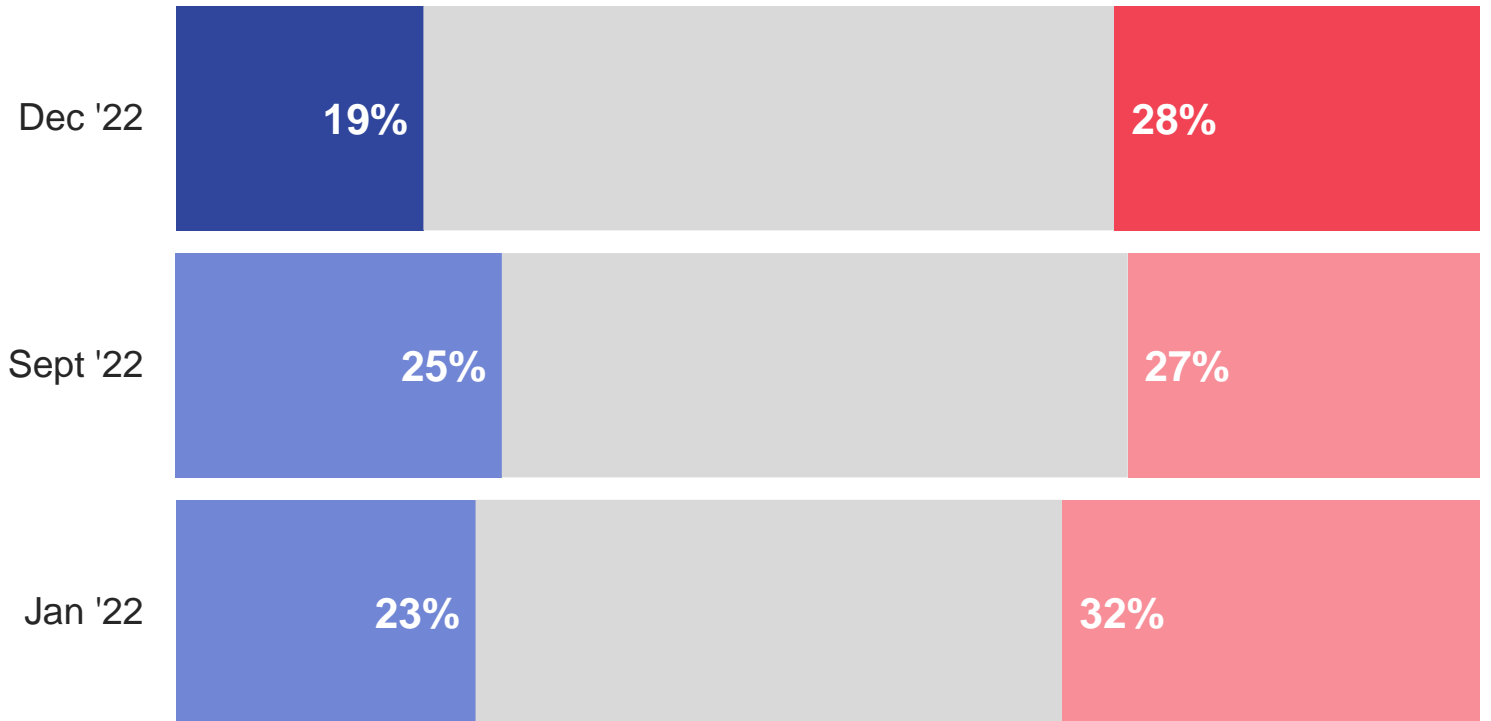
Party trust on key issues: Trends

Which party, if any, do you trust most to....?

The Conservative party

The Labour party

Manage immigration



Base: 1,007 British adults 18+, 7-13 December 2022





December 2022 Political Monitor

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