

Ipsos December 2022 Political Monitor Topline Results

December 2022

Fieldwork: 7 – 13 December 2022

Technical Details

Ipsos interviewed a representative sample of **1,007** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 7-13 December 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 (657)

	December 2022	November 2022
	%	%
Conservative	23	29
Labour	49	50
Liberal Democrats (Lib Dem)	13	7
Scottish National Party/Plaid Cymru	6	6
Green Party	3	3
Other	5	4
Conservative lead (\pm%)	-26	-21
<i>Would not vote</i>	2	1
<i>Undecided</i>	4	6
<i>Refused</i>	2	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	25
Labour	48
Liberal Democrats (Lib Dem)	12
Scottish National Party/Plaid Cymru	5
Green Party	4
Other	6
Conservative lead (+%)	-23
<i>Would not vote</i>	12
<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	59
9	5
8	7
7	4
6	2
5	6
4	2
3	2
2	1
1 – absolutely certain not to vote	9
Don't know	2

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) Dec '22	14	79	7	-65
Nov '22	16	76	8	-60
Sunak (Q4) Dec '22	28	49	23	-21
Nov '22	29	37	34	-8
Starmer (Q5) Dec '22	36	42	22	-6
Nov '22	36	42	22	-6
Davey (Q6) Dec '22	21	27	52	-6
Nov '22	22	28	51	-6

- 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) Dec '22	201	39	53	8	-14
Nov '22	206	41	48	12	-7
Sunak (Q4) Dec '22	201	64	19	17	+45
Nov '22	206	66	12	23	+54
Starmer (Q5) Dec '22	371	55	29	15	+26
Nov '22	384	57	28	15	+29

Leadership and Party Trackers

Q8 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...

	Keir Starmer (Sept 2020)	Keir Starmer (June 2021)	Keir Starmer (Dec 2021)	Keir Starmer (May 2022)	Keir Starmer (Sept 2022)	Keir Starmer (Dec 2022)	Rishi Sunak (Dec 2022)	Liz Truss (Sept 2022)	Boris Johnson (May 2022)
A capable leader	44	26	33	32	34	34	33	32	26
Good in a crisis	31	18	23	19	28	18	29	23	31
Has sound judgement	43	26	38	31	40	34	31	28	17
Understands the problems facing Britain	50	37	46	41	51	43	38	42	29
Out of touch with ordinary people	27	41	33	35	34	33	63	49	64
Has got a lot of personality	25	16	17	15	23	18	24	18	48
Gives me confidence for Britain's future	29	15	22	22	23	23	22	23	19

Patriotic	43	38	45	39	48	41	39	50	48
More honest than most politicians	36	29	36	31	36	35	25	21	9
More style than substance	21	28	26	25	26	25	35	26	37
A good representative for Britain on the world stage	42	25	34	29	31	29	36	29	21
None of these	3	5	6	8	6	6	3	6	6
Don't know	20	19	14	12	8	14	8	7	4

Q9. Which party, if any, do trust most to...? The Conservatives, Labour, Liberal Democrats, SNP, Plaid Cymru or some other party?

	Conservatives %	Labour %	Liberal Democrats %	Another party %	None %	Don't know %
Grow Britain's economy						
Dec 2022	29	29	7	4	16	12
<i>Sept 2022</i>	42	27	4	5	10	12
<i>June 2022</i>	32	26	9	10	13	9
<i>May 2022</i>	36	27	7	6	11	13
<i>March 2022</i>	36	23	4	7	16	14
<i>January 2022</i>	37	31	5	7	7	13
<i>Nov 2013</i>	36	24	4	10	16	11
Reduce you and your family's cost of living						
Dec 2022	19	37	5	6	20	12
<i>Sept 2022</i>	25	40	4	7	13	11
<i>June 2022</i>	21	33	10	12	17	8
<i>May 2022</i>	22	37	7	9	15	11
<i>March 2022</i>	22	31	5	8	17	16
<i>January 2022</i>	21	38	6	8	12	14
<i>Nov 2013</i>	23	31	5	11	19	11
Manage immigration						
Dec 2022	19	28	9	7	22	14
<i>Sept 2022</i>	25	27	9	8	16	14
<i>January 2022</i>	23	32	6	12	10	15

Q10. 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
	%	%	%	%	%	%	%	%
Dec '22	19	28	13	14	17	8	47	31
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
	%	%	%	%	%	%	%	%
Dec '22	6	13	13	12	49	6	19	61
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