

# IPSOS POLITICAL MONITOR

January 2023



# VOTING INTENTION

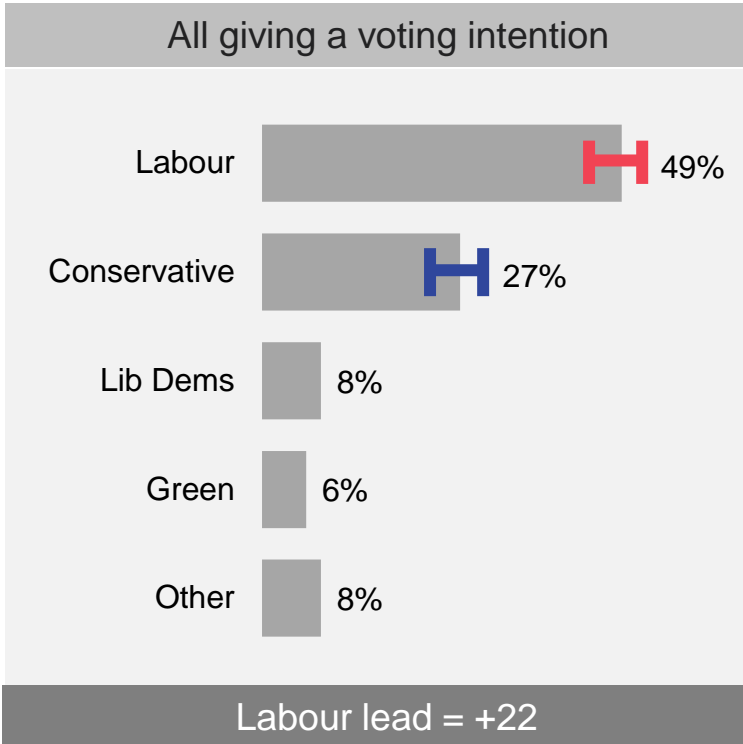
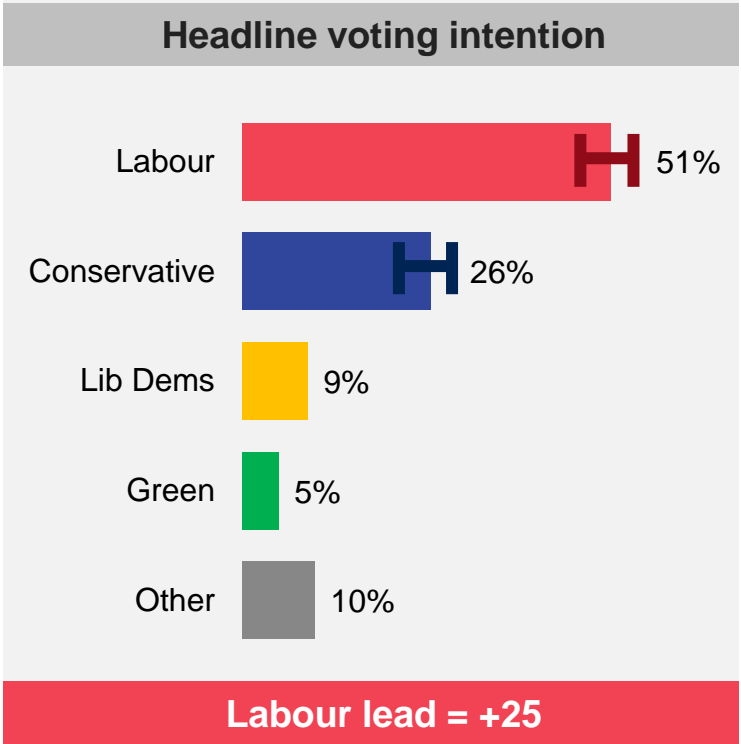
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: January 2023

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



**Base:** 1,001 British adults 18+, 18-25 January 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 639. 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.

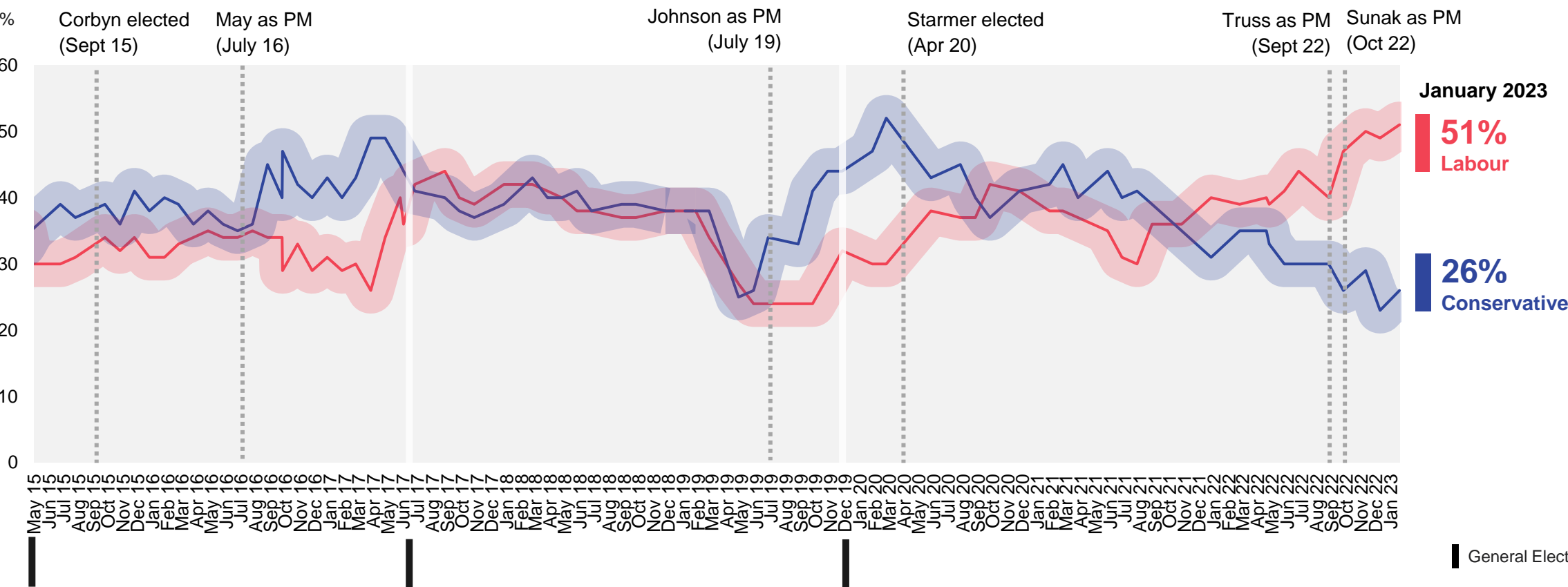
Source: Ipsos Political Monitor





# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



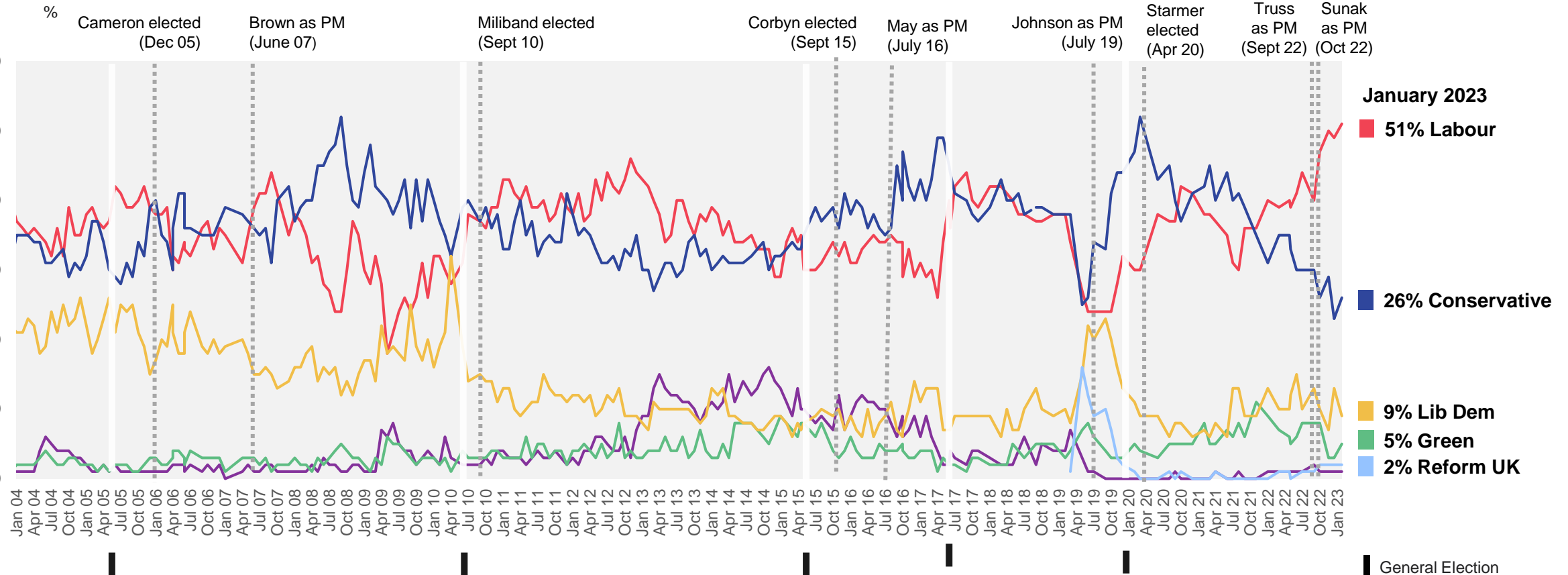
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – January '23

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





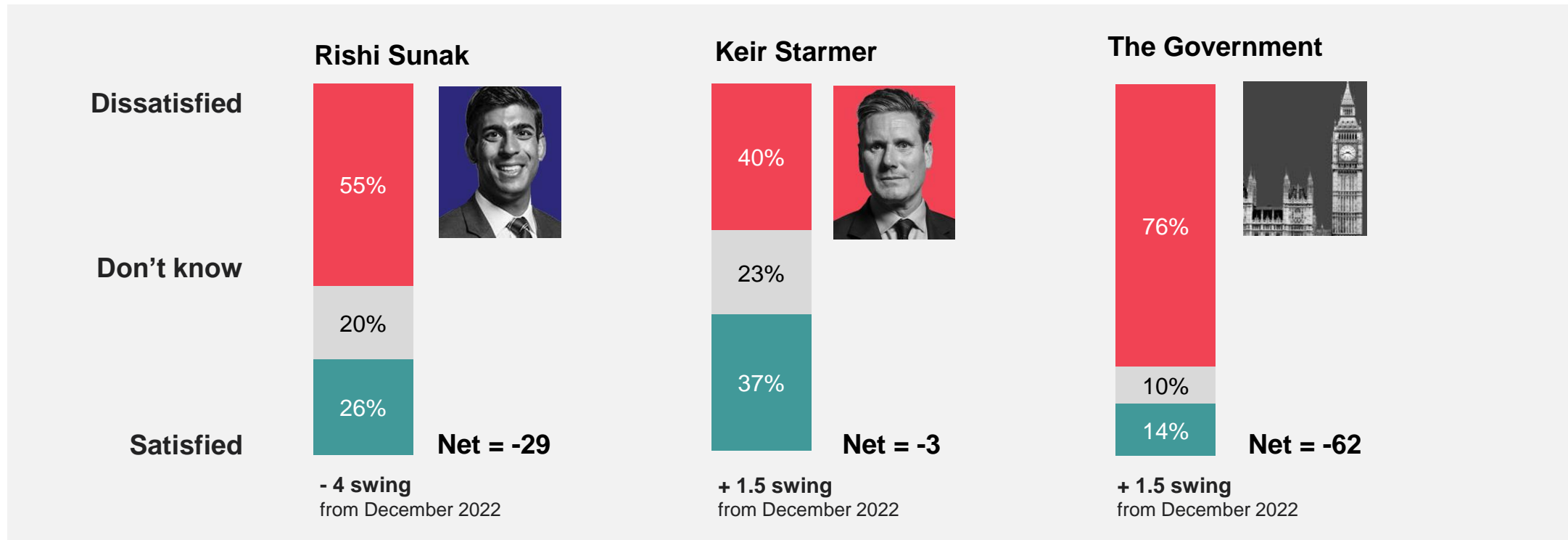
A row of six small, colorful wooden beach huts stands on a wide, pebbly beach. The huts are painted in vibrant colors: teal, red, blue, yellow, orange, and green. Each hut has a gabled roof and a double door with metal hinges and a lock. The background is a clear, solid blue sky. The foreground is filled with light-colored pebbles.

# SATISFACTION

WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: January 2023

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



Base: 1,001 British adults 18+, 18-25 January 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor



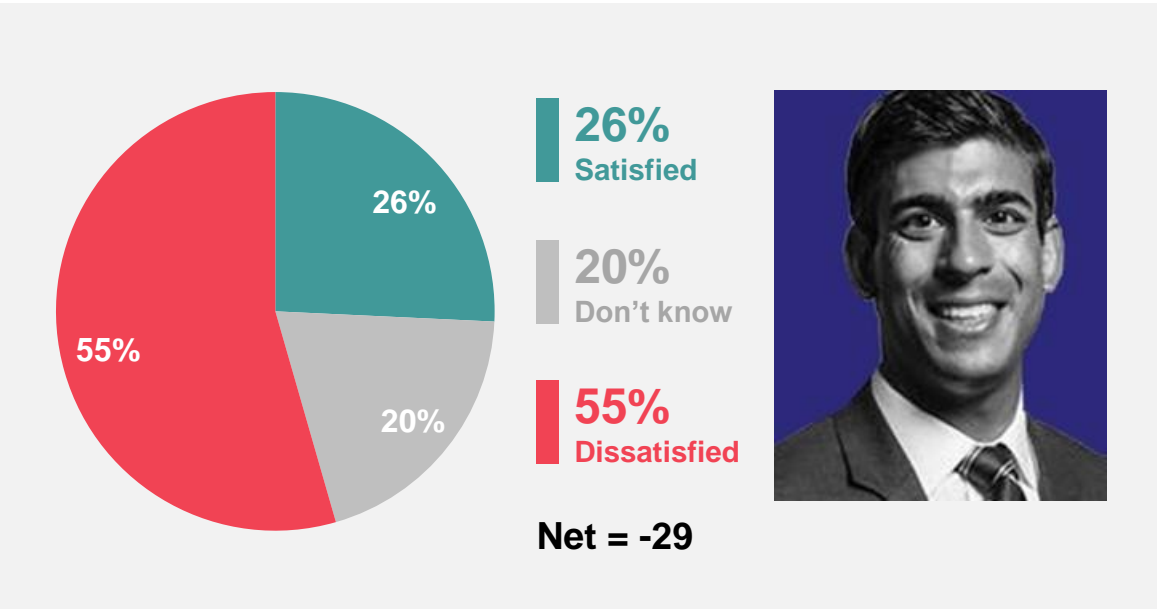


# Rishi Sunak: Satisfaction

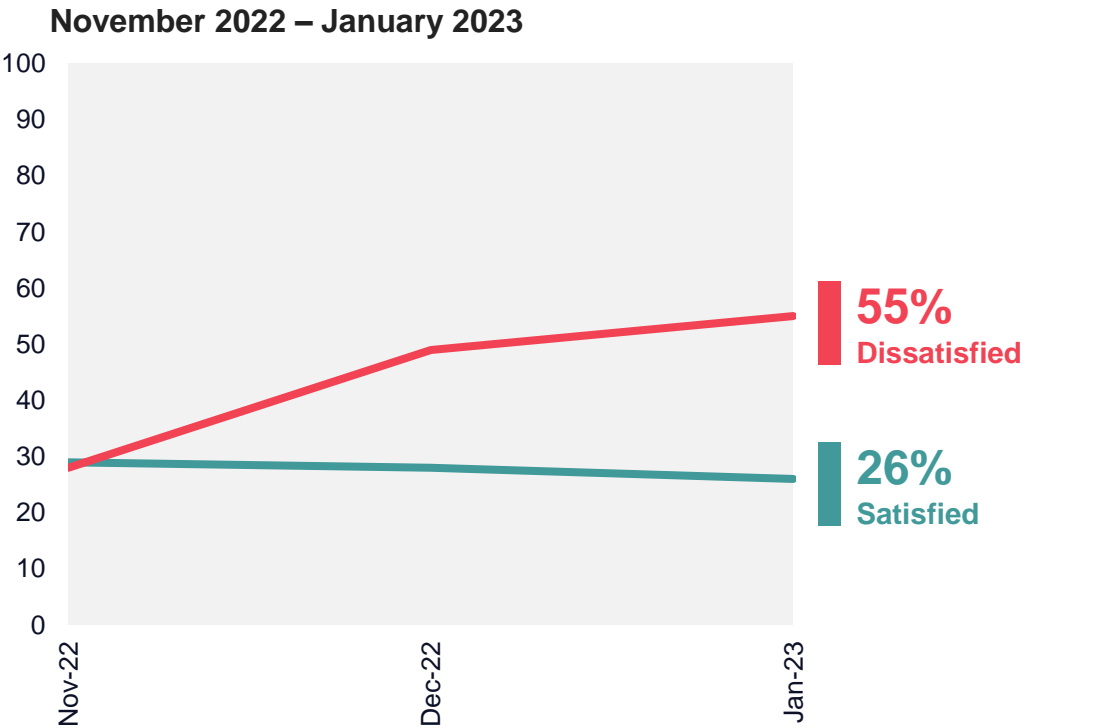
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

January 2023

Among all



Base: 1,001 British adults 18+, 18-25 January 2023



Source: Ipsos Political Monitor

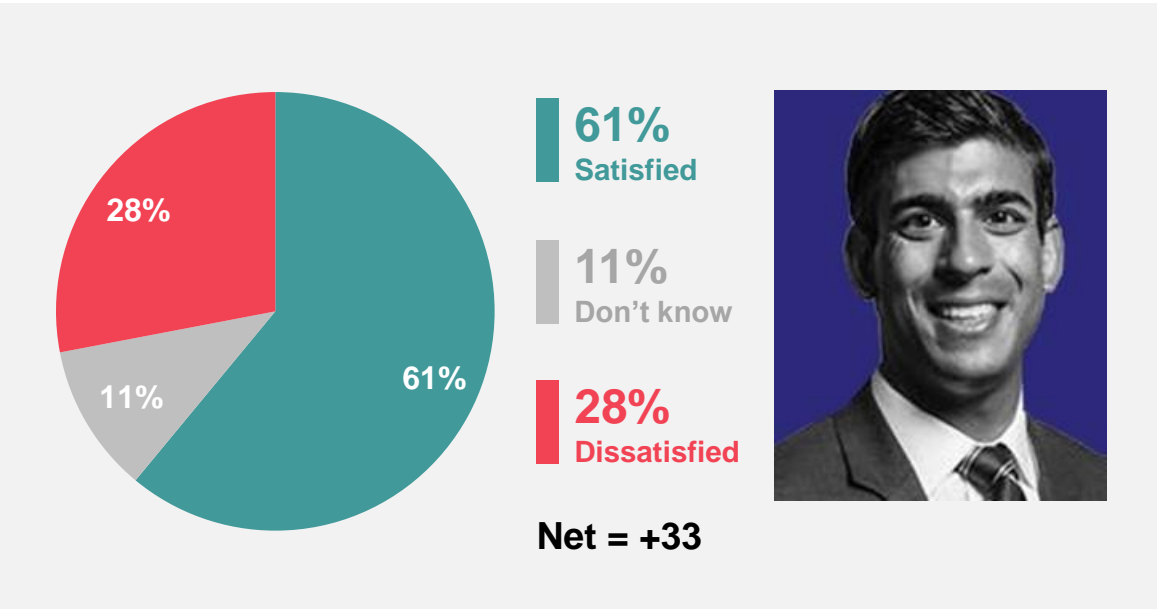




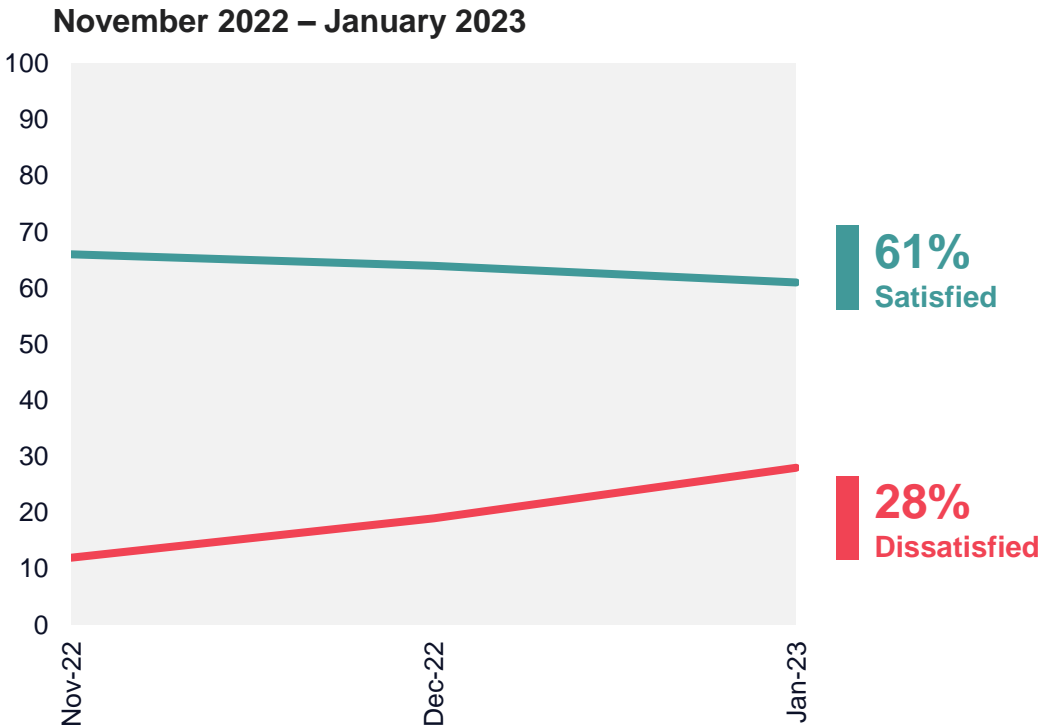
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

January 2023



Base: 197 Conservative Party supporters aged 18+, 18-25 January 2023

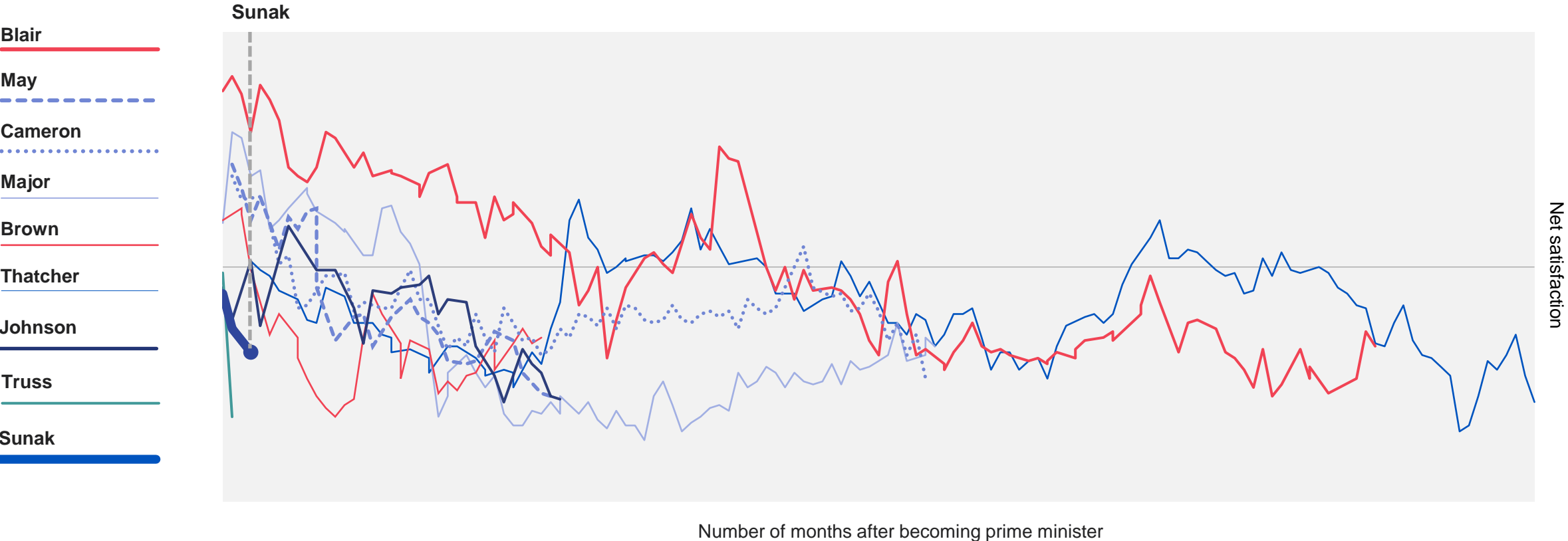


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



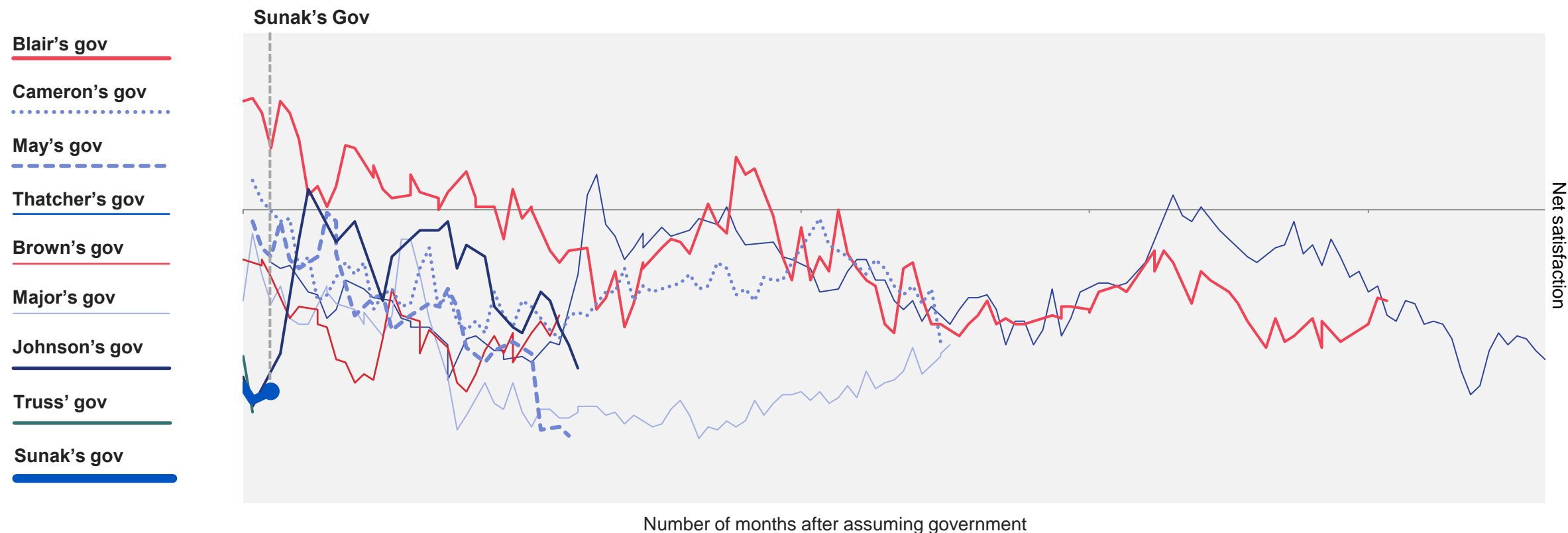
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos Political Monitor



# Net satisfaction with the Government (1979 – 2023)

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

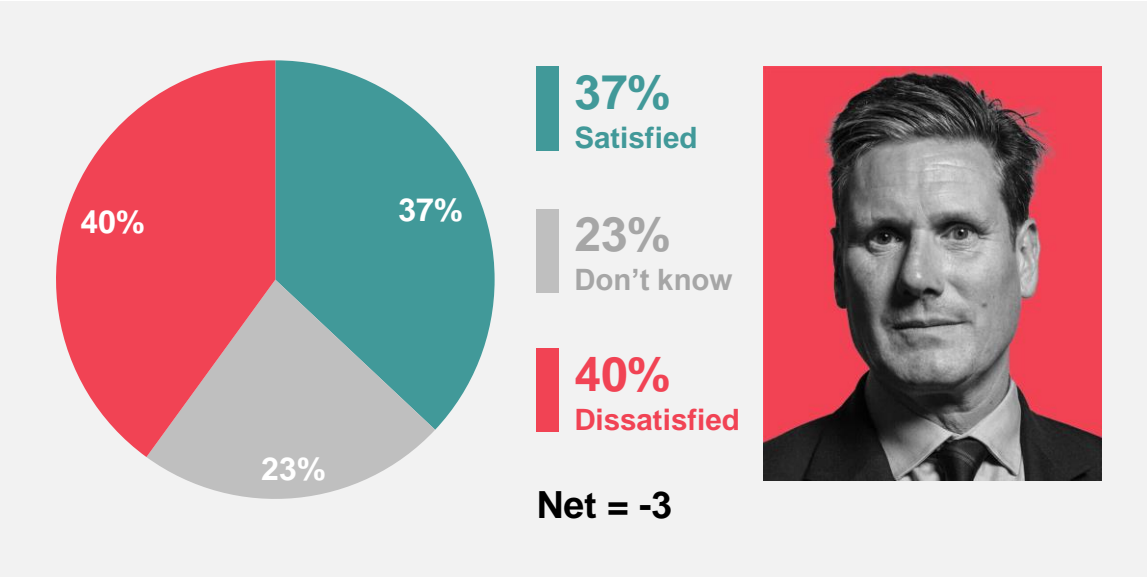




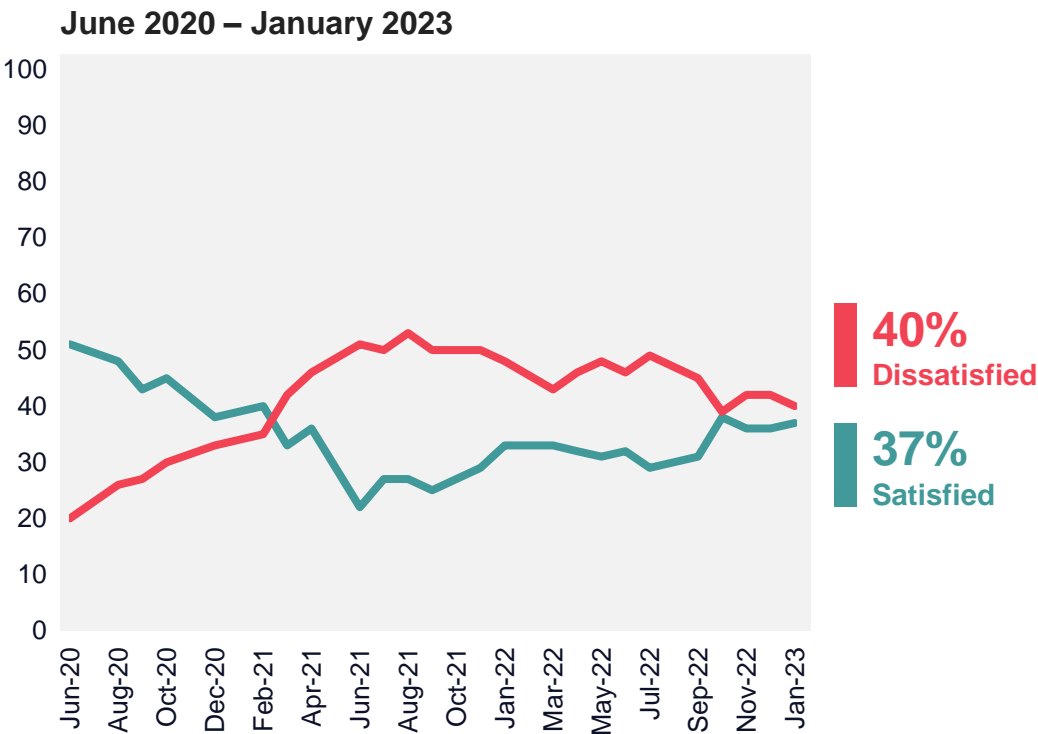
# Keir Starmer: Satisfaction

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

January 2023



Base: 1,001 British adults 18+, 18-25 January 2023



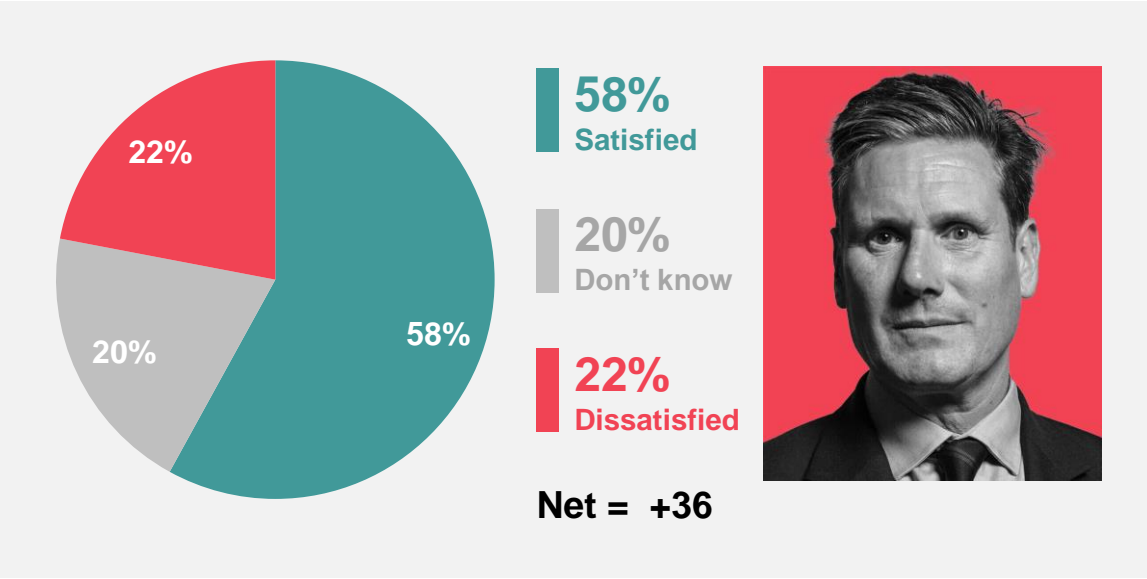
Source: Ipsos Political Monitor



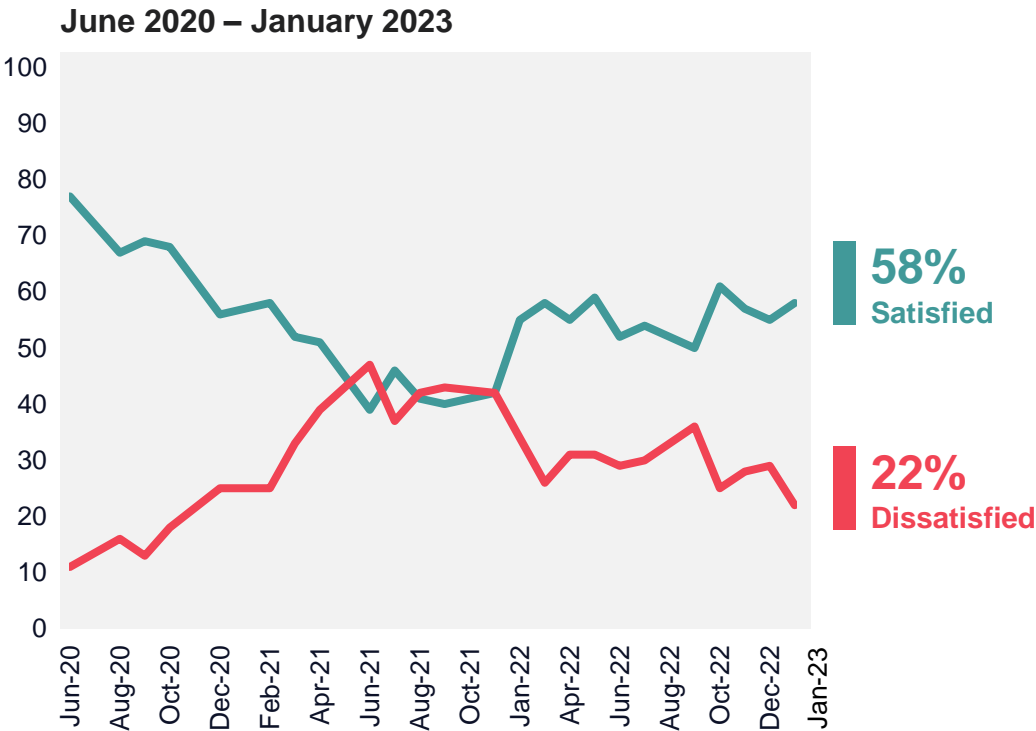
# Keir Starmer: Satisfaction amongst Labour supporters

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

January 2023



Base: 390 Labour Party supporters aged 18+, 18-25 January 2023

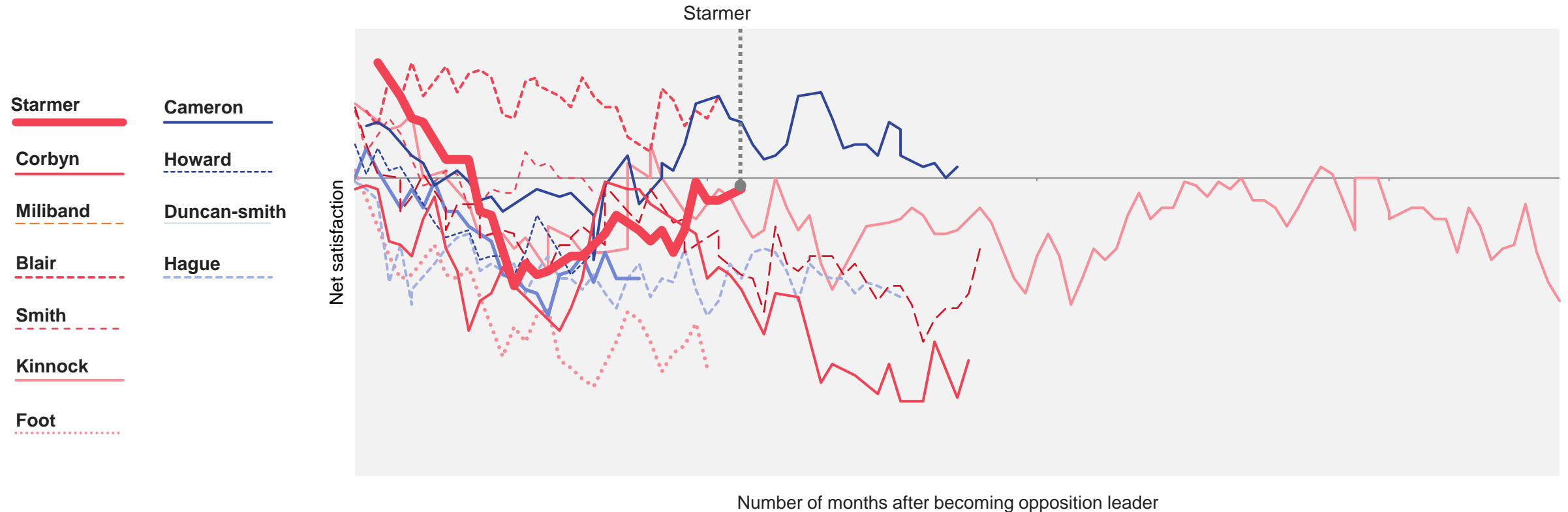


Source: Ipsos Political Monitor



# Net satisfaction with Opposition Leaders (1980 – 2023)

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

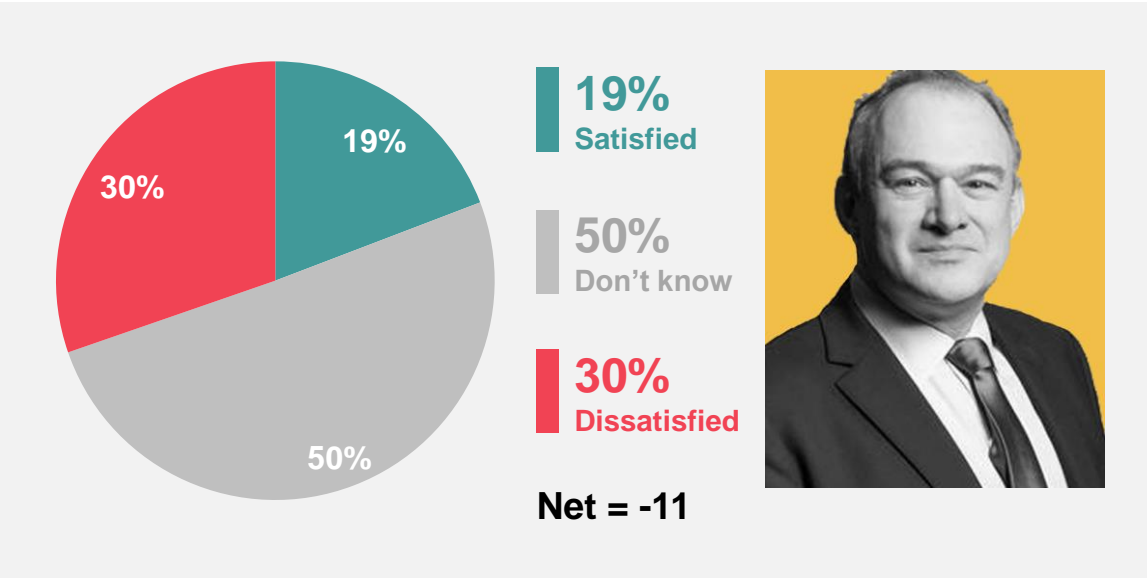




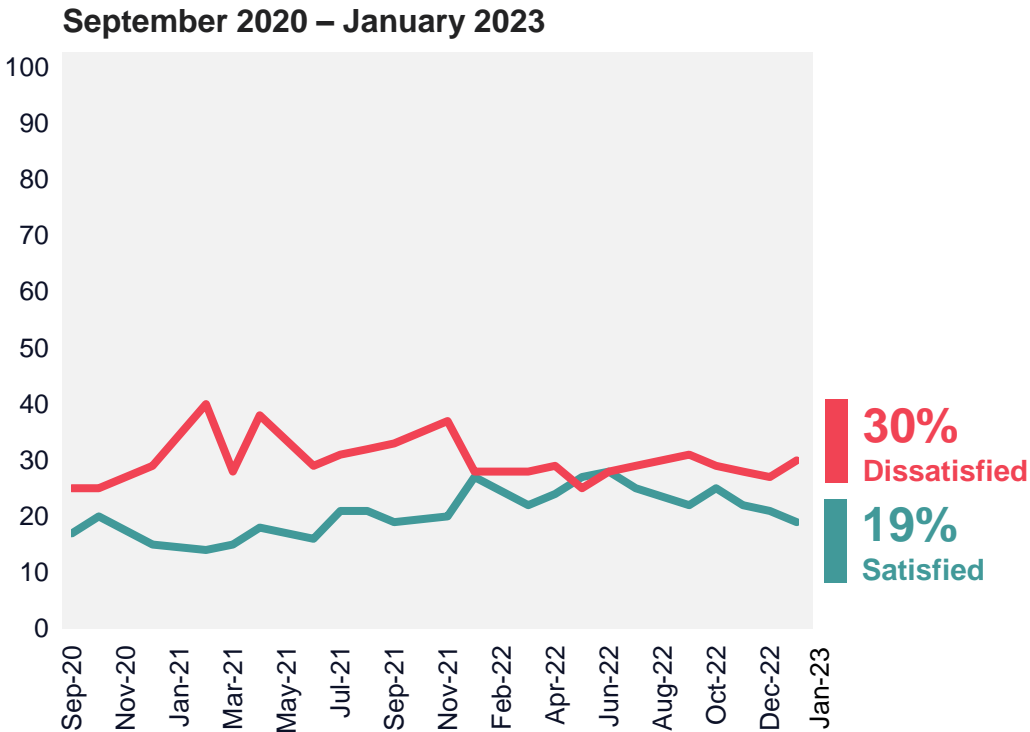
# Ed Davey: Satisfaction

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

January 2023



Base: 1,001 British adults 18+, 18-25 January 2023



Source: Ipsos Political Monitor





# ECONOMIC OPTIMISM

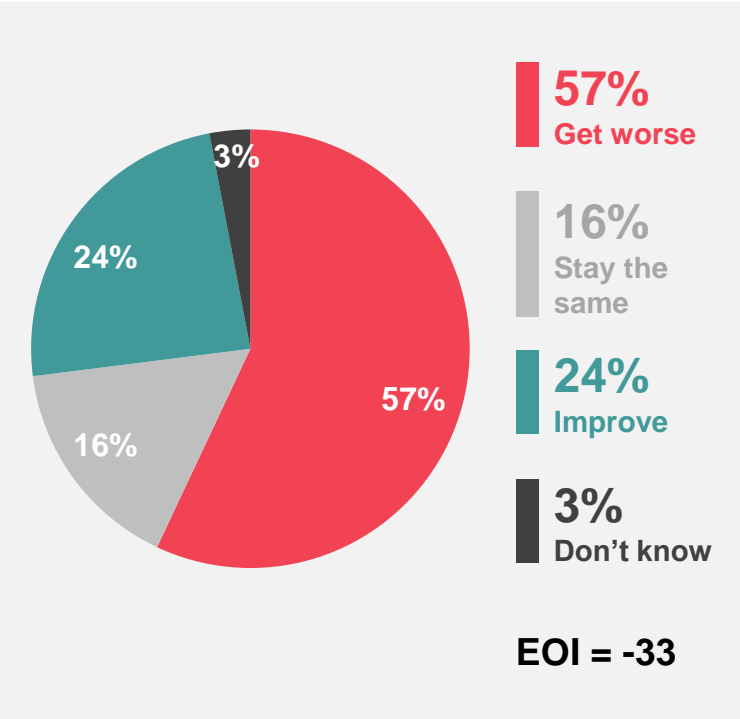




# Economic Optimism Index

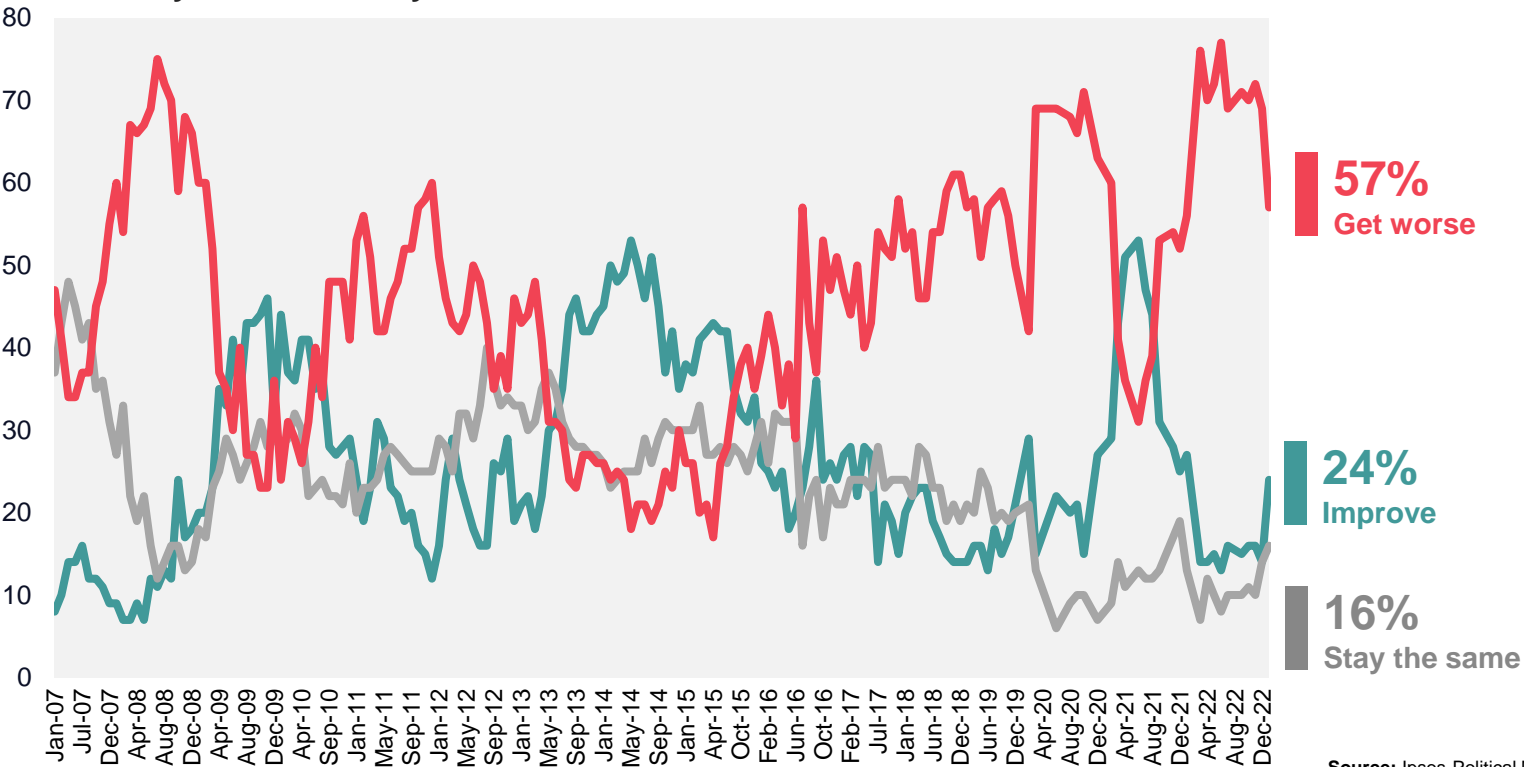
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

January 2023



Base: 1,001 British adults 18+, 18-25 January 2023

January 2007 – January 2023



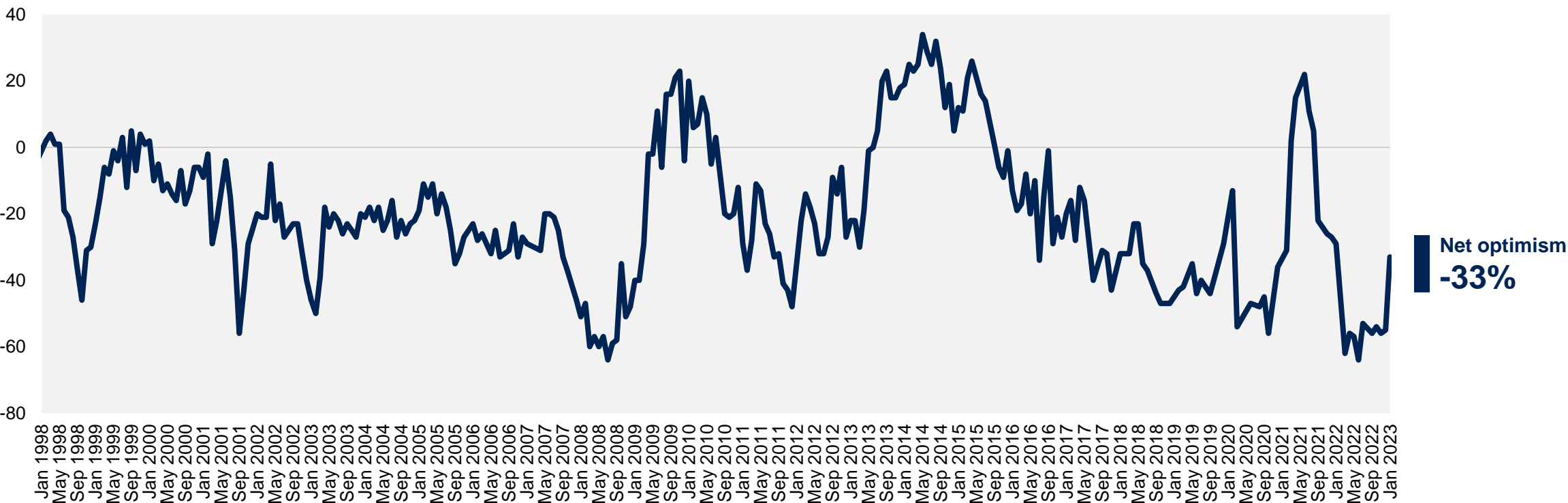
Source: Ipsos Political Monitor





# Economic Optimism Index (1998-2023)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



# Has the cost of living crisis reached its peak?

Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

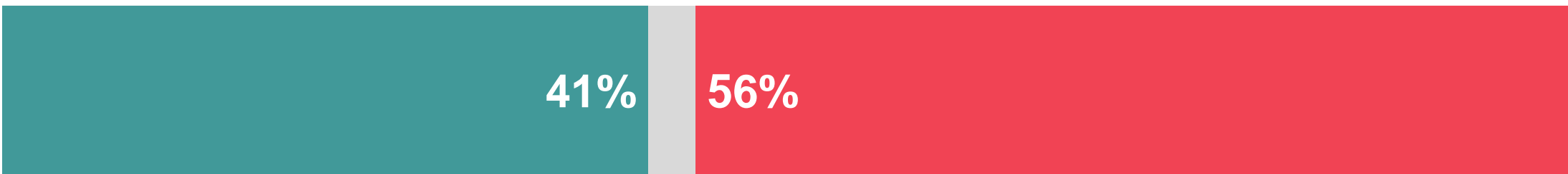
**The impact of the crisis has  
already reached its peak**

**The worst is  
still to come**

**January 2023**



**March 2012\* (asked about economic crisis)**

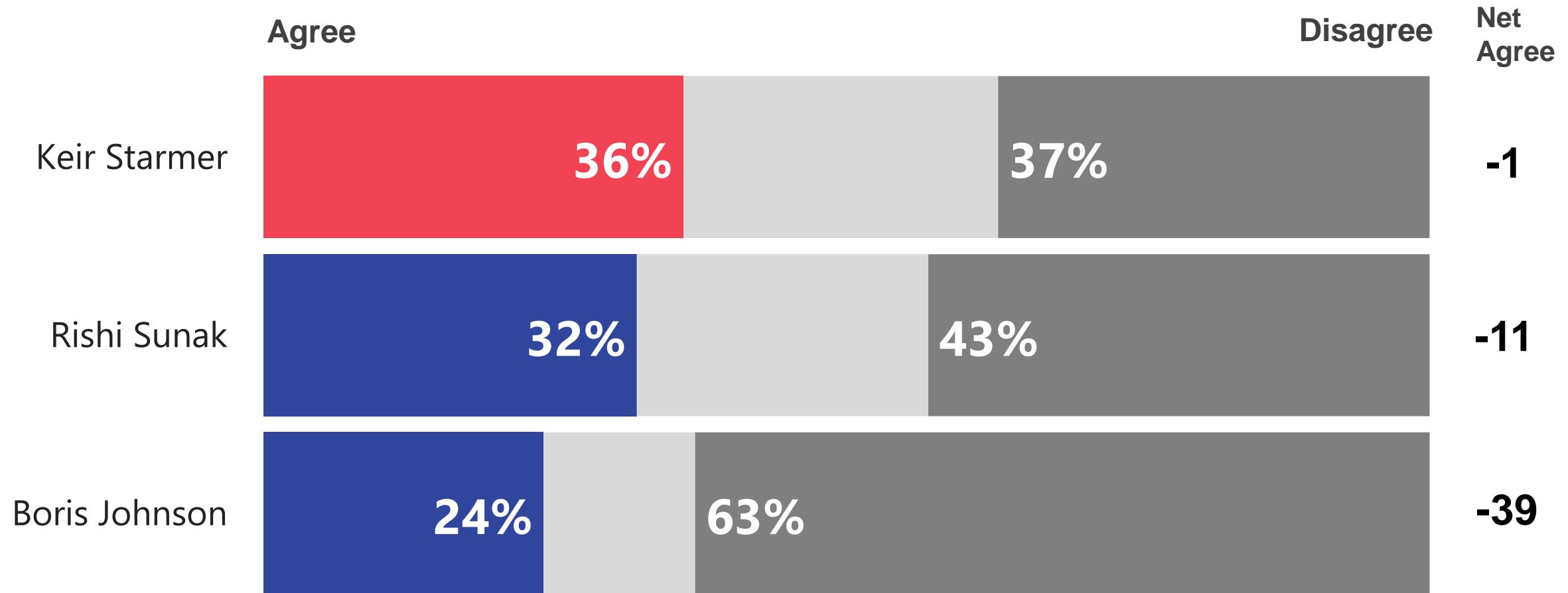


**Base:** 1,001 British adults 18+, 18-25 January 2023. \* In March 2012, the question asked was: Some people say that the impact of the economic crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

# LEADERSHIP

# Prime Minister material?

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



Base: 1,001 British adults 18+, 18-25 January 2023

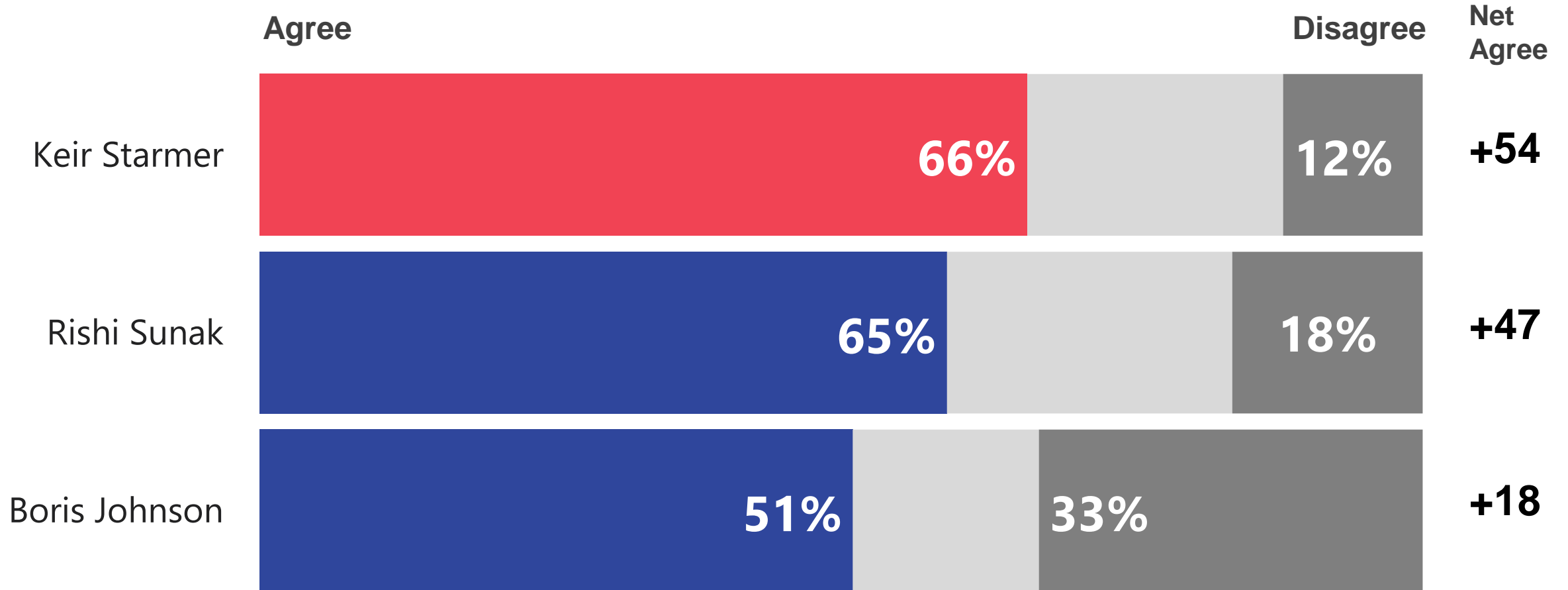
Source: Ipsos Political Monitor





# Prime Minister material? *Among own party supporters*

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



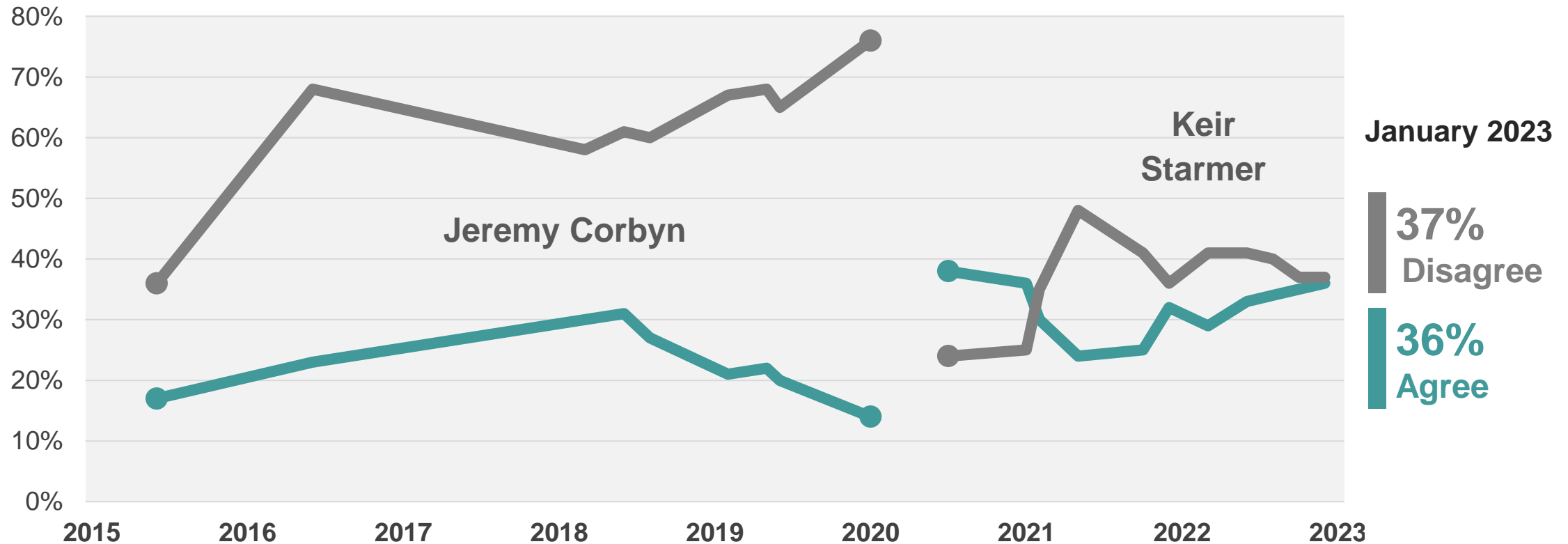
Base: 1,001 British adults 18+, 18-25 January 2023 Including Conservative party supporters (197) and Labour party supporters (390).

Source: Ipsos Political Monitor



# Does the Leader of the Opposition have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?



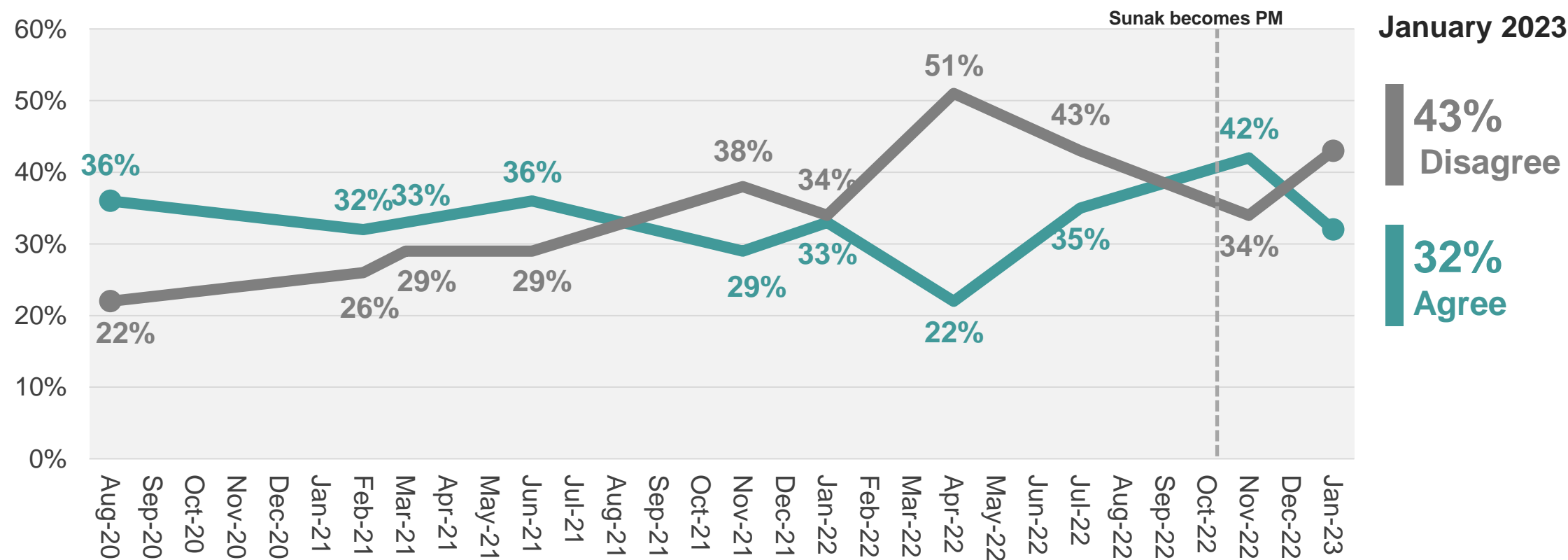
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



# Does Rishi Sunak have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



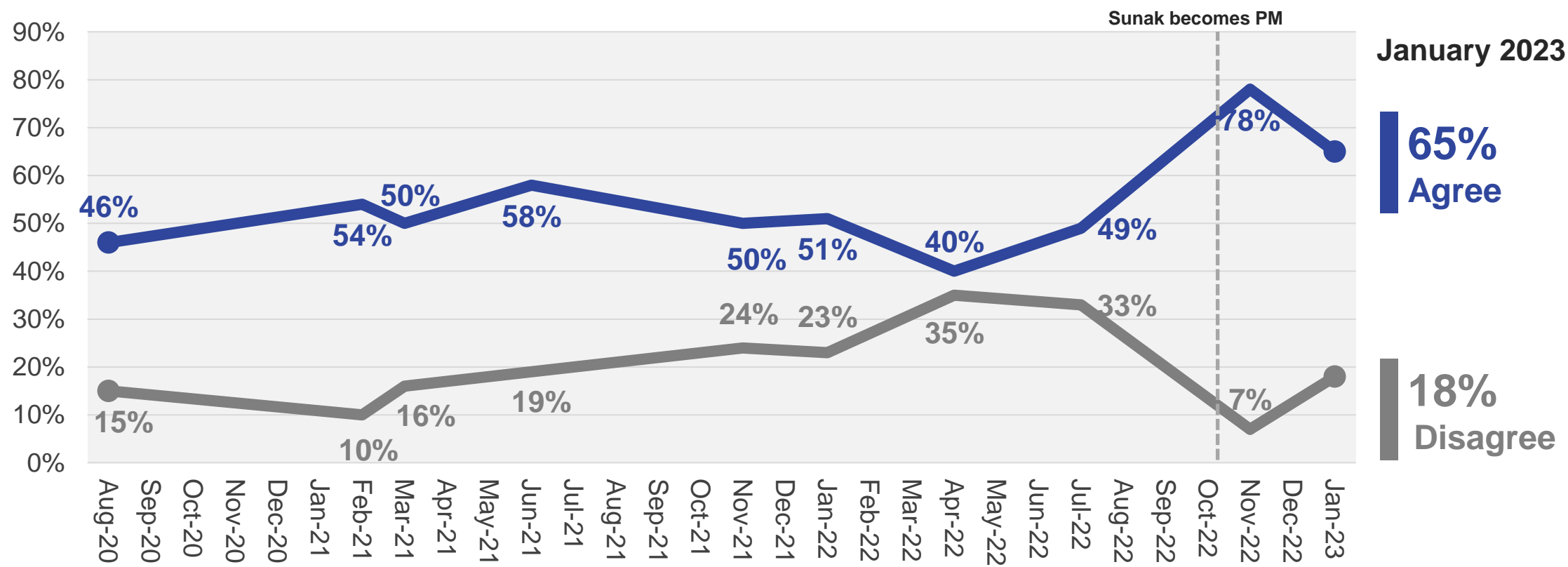
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



# Does Rishi Sunak have what it takes to be a good Prime Minister? *Among Conservative supporters*

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



Base: c.1,000 British adults each month

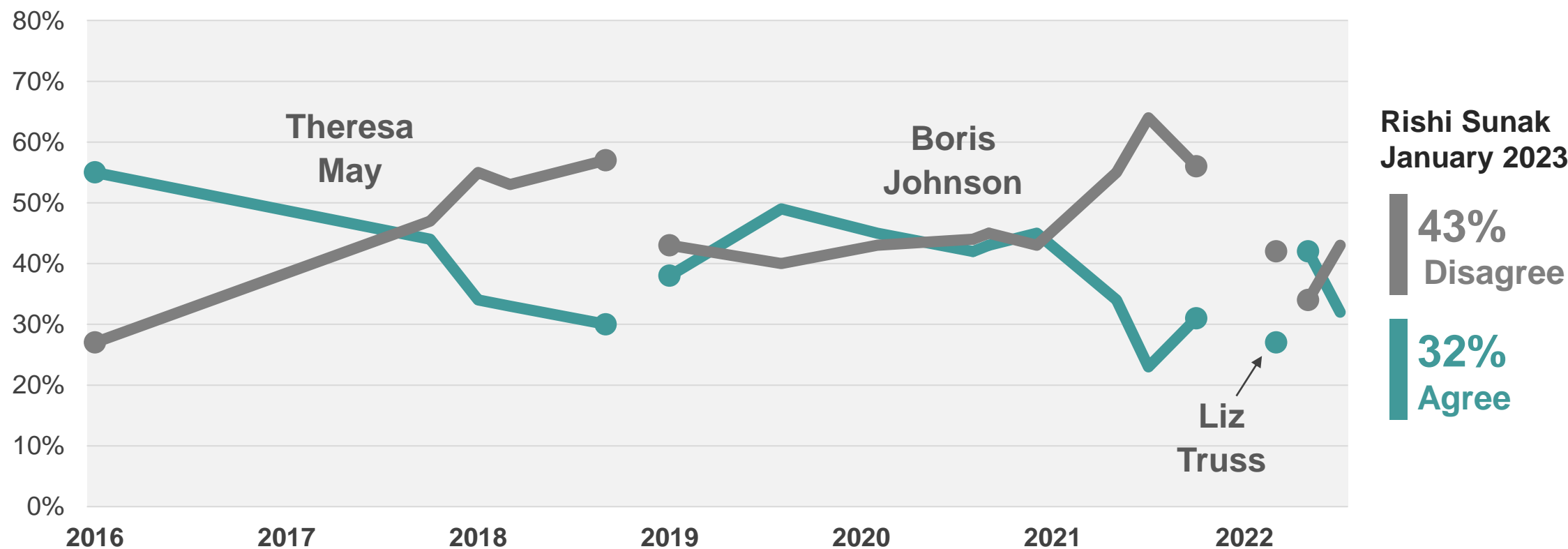
Source: Ipsos Political Monitor





# Does the leader of the Conservative party have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



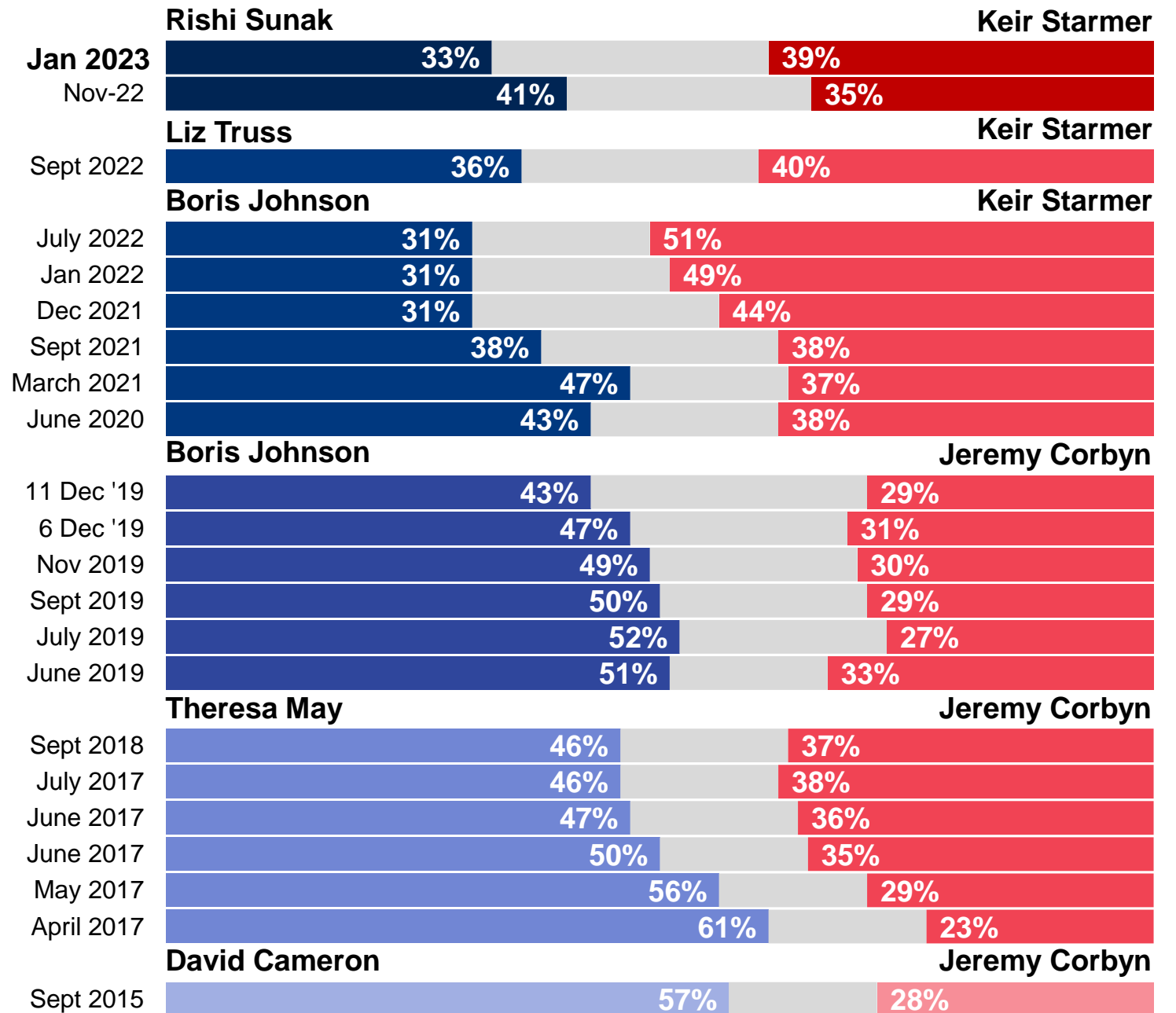
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



# Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

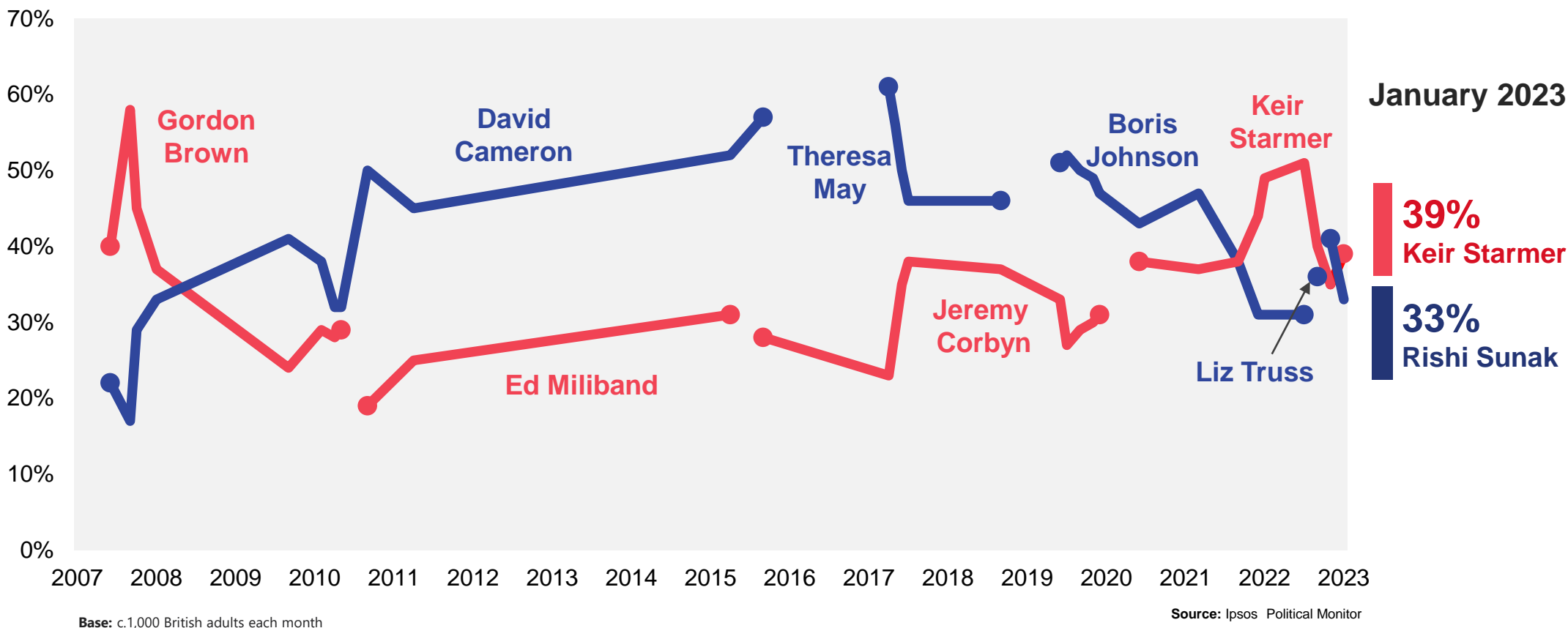


Base: 1,001 British adults 18+, 18-25 January 2023

Source: Ipsos Political Monitor

# Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?



# What do the party leaders stand for?

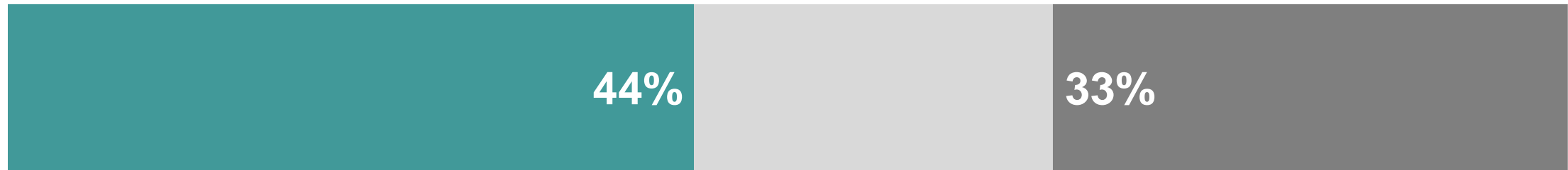
To what extent do you agree or disagree with the following statements?

I don't know what ... stands for

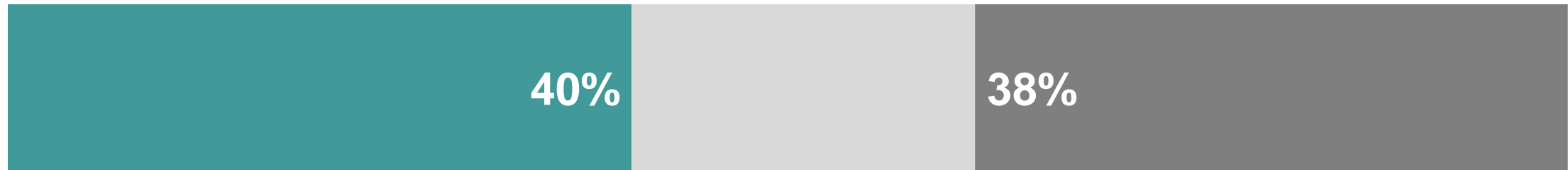
 Agree

 Disagree

**Keir Starmer**



**Rishi Sunak**



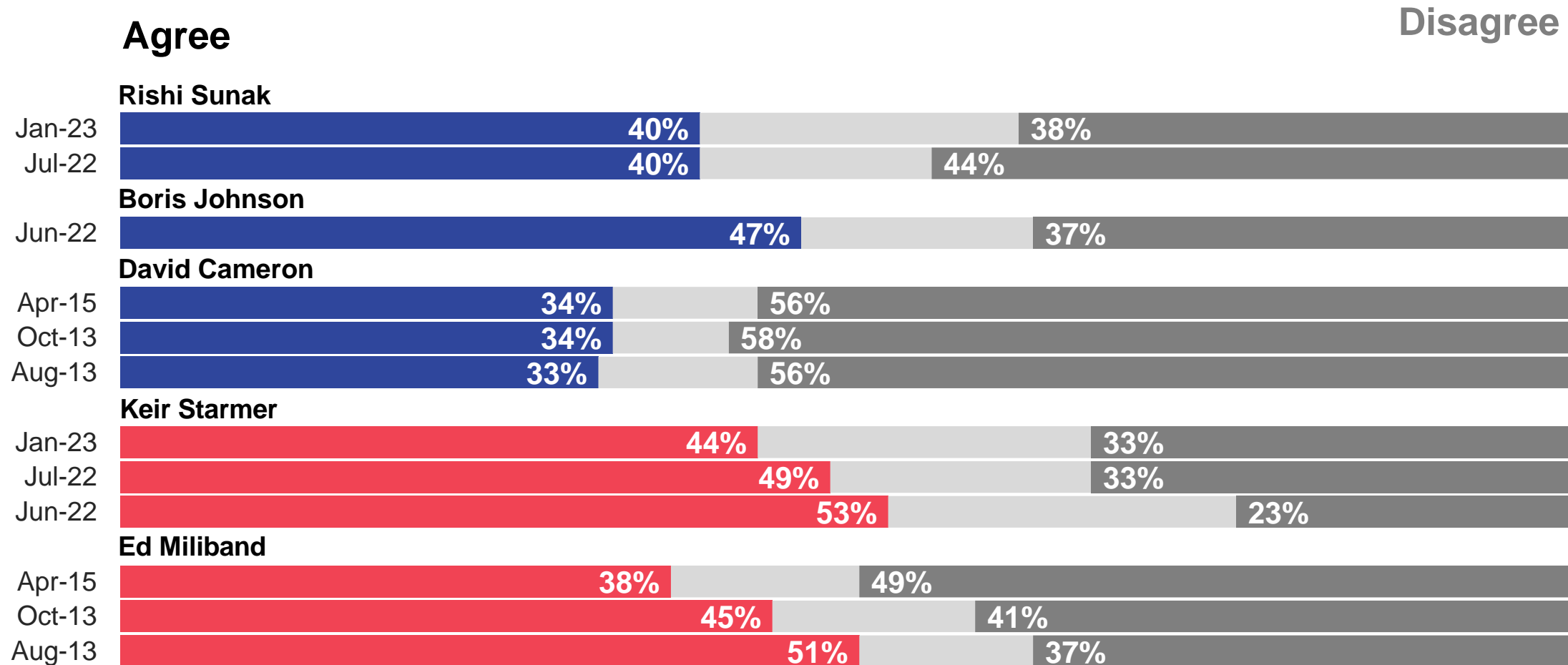
Base: 1,001 British adults 18+, 18-25 January 2023



# What do the party leaders stand for: Trends

To what extent do you agree or disagree with the following statements?

I don't know what ... stands for

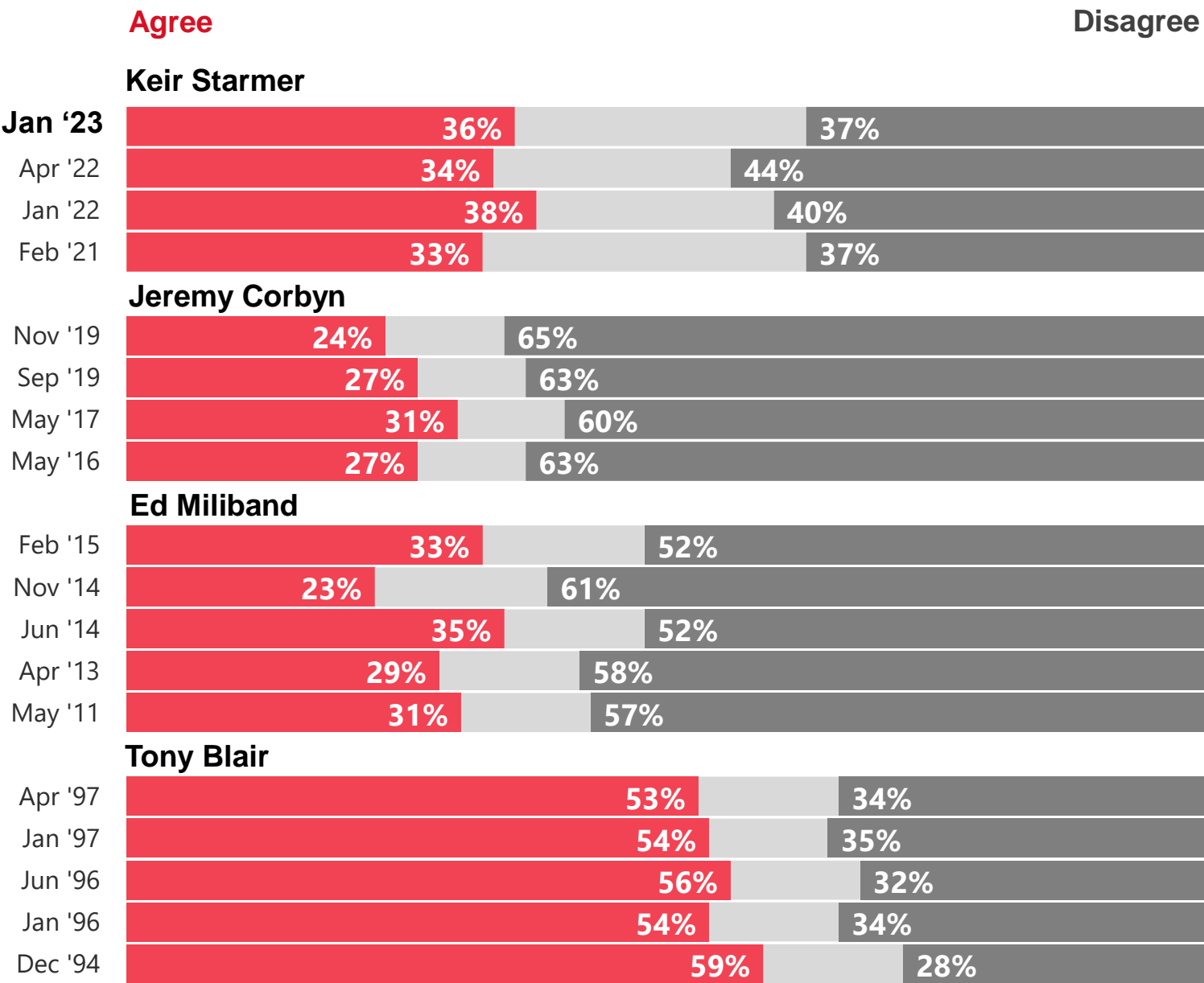


Base: 1,001 British adults 18+, 18-25 January 2023

# Is the leader of the opposition ready to be Prime Minister?

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

Keir Starmer is ready to be Prime Minister

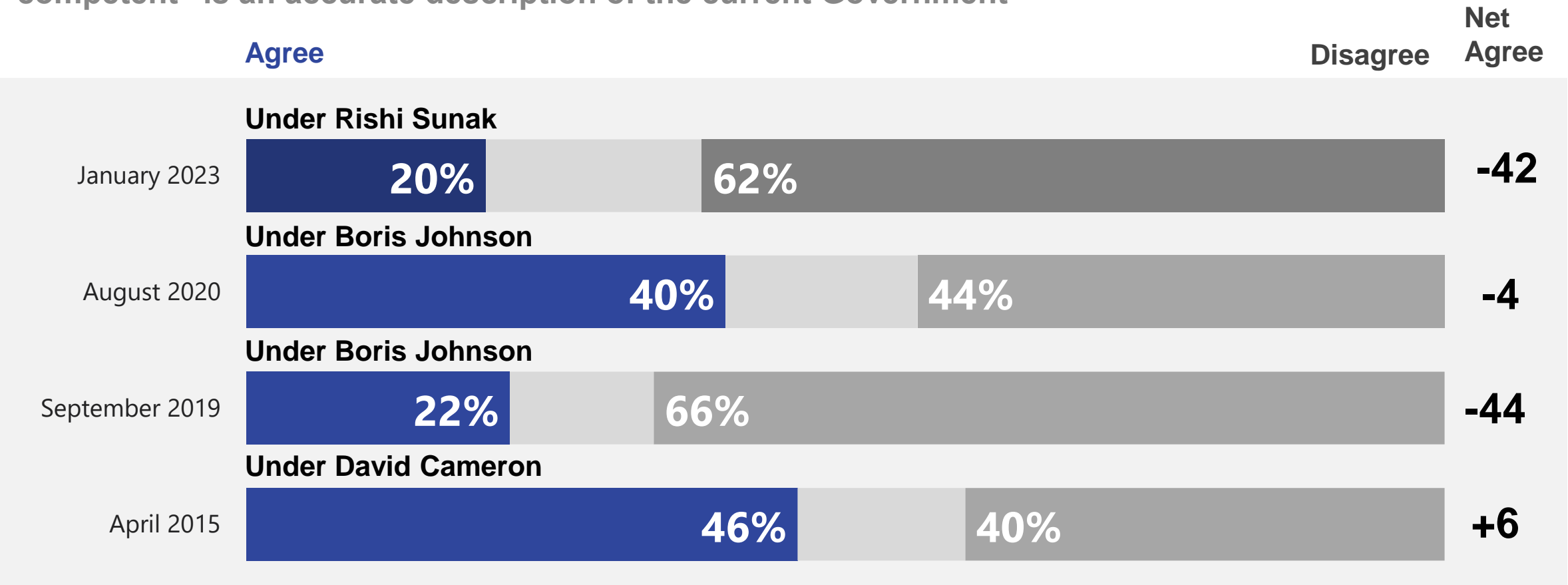


Base: 1,001 British adults 18+, 18-25 January 2023

Source: Ipsos Political Monitor

# Is the current Government competent?

To what extent, if at all, do you agree or disagree with the following? The word “competent” is an accurate description of the current Government



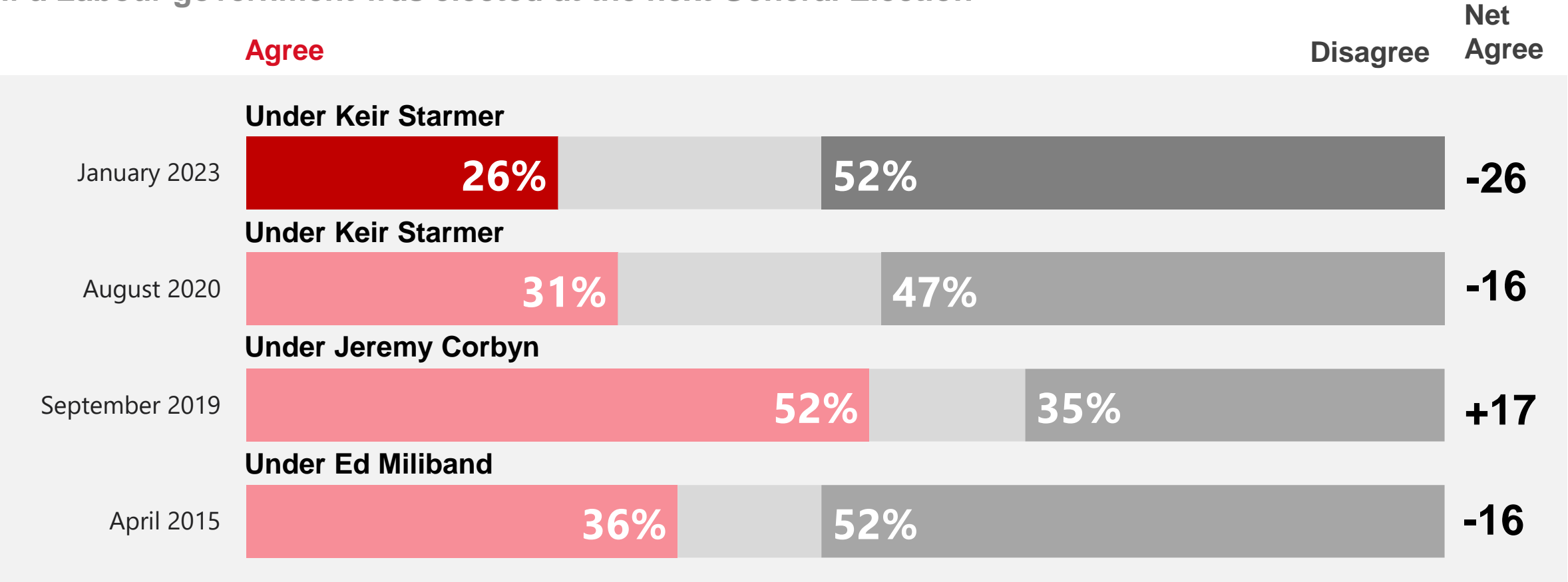
Base: 1,001 British adults 18+, 18-25 January 2023

Source: Ipsos MORI Political Monitor



# Would there be chaos with a Labour Government?

To what extent, if at all, do you agree or disagree with the following? There would be chaos if a Labour government was elected at the next General Election



Base: 1,001 British adults 18+, 18-25 January 2023

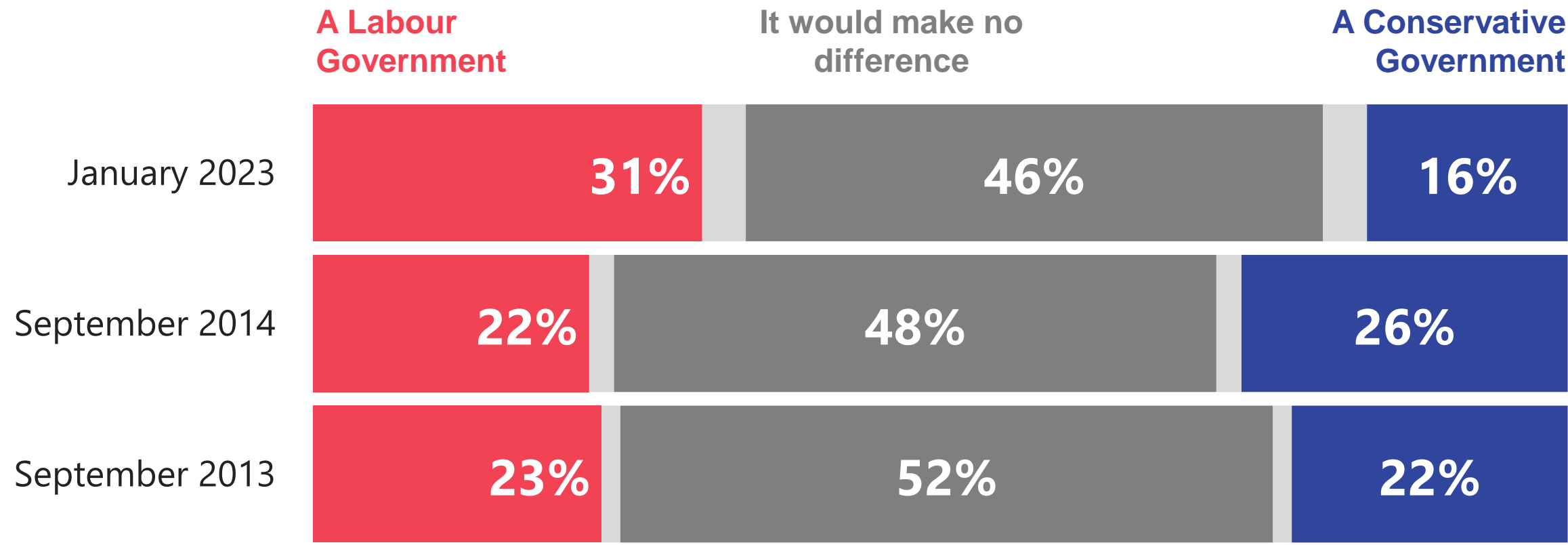
Source: Ipsos MORI Political Monitor





# Who would you be better off under? Conservatives vs. Labour

Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?



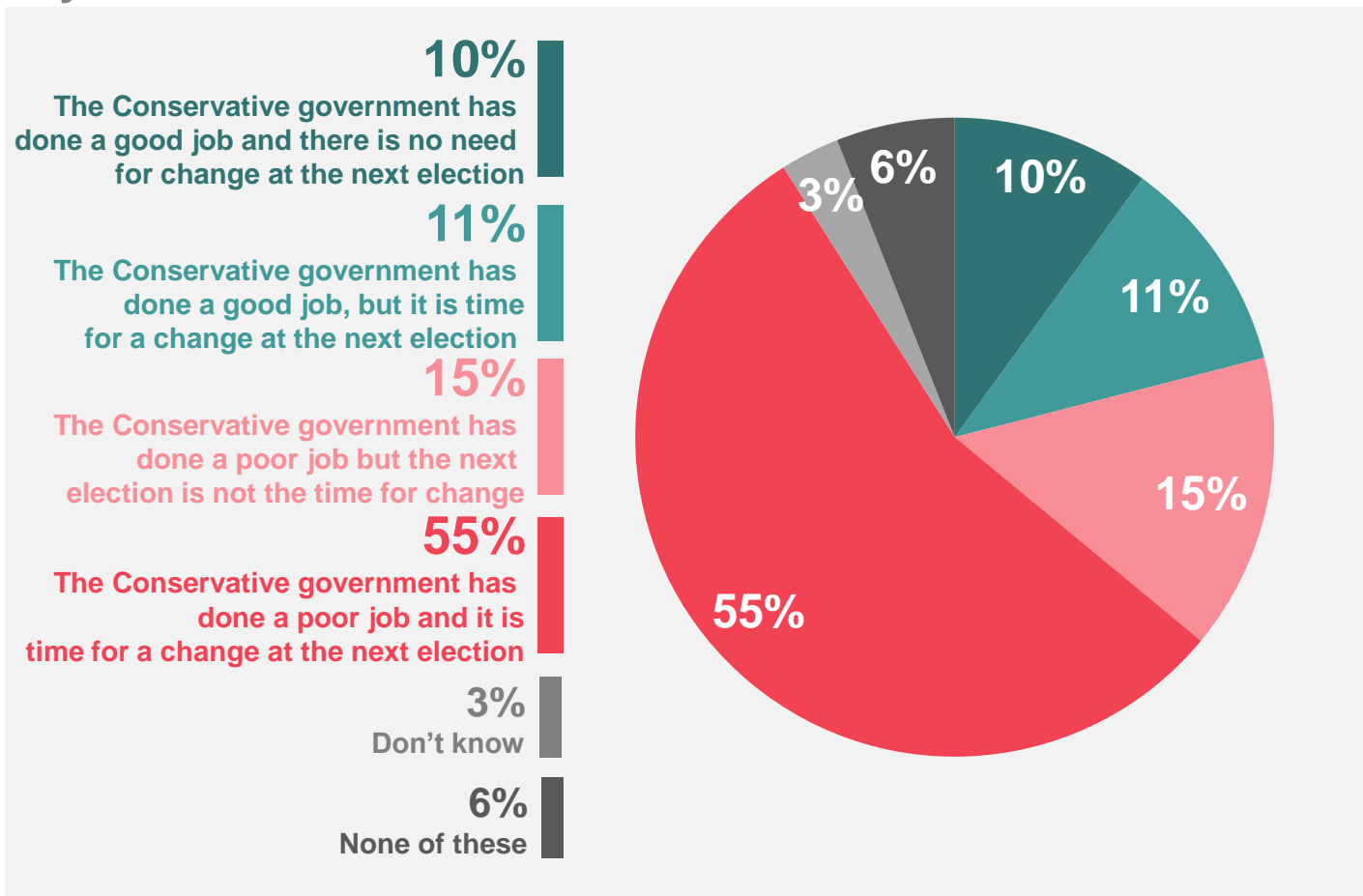
Base: 1,001 British adults 18+, 18-25 January 2023

Source: Ipsos Political Monitor



# The Conservative government and the next General Election

Thinking about the outcome of the next General Election, which of the following, if any, comes closest to your view?



Base: 1,001 British adults 18+, 18-25 January 2023

The Conservative government and the next General Election	
Total: The Conservative government has done a good job	21%
Total: The Conservative government has done a poor job	70%
Total: The next election is not time for a change	25%
Total: The next election is time for a change	66%

Source: Ipsos Political Monitor





## January 2023 Political Monitor

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)

