

Ipsos February-March 2023 Political Monitor Topline Results

March 2023

Fieldwork: 22 February- 1 March 2023

Technical Details

Ipsos interviewed a representative sample of **1,004** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 22 February – 1 March 2023. 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 (642)

	February %	January 2023 %
Conservative	25	26
Labour	51	51
Liberal Democrats (Lib Dem)	9	9
Scottish National Party/Plaid Cymru	6	6
Green Party	5	5
Other	3	4
Conservative lead (±%)	-26	-25
<i>Would not vote</i>	1	1
<i>Undecided</i>	7	6
<i>Refused</i>	2	2

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	27
Labour	50
Liberal Democrats (Lib Dem)	8
Scottish National Party/Plaid Cymru	5
Green Party	5
Other	3
Conservative lead (+%)	-23
<i>Would not vote</i>	12
<i>Undecided</i>	10
<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	58
9	4
8	6
7	5
6	3
5	6
4	2
3	2
2	1
1 – absolutely certain not to vote	10
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) Feb '23	15	77	8	-62
<i>Jan '23</i>	14	76	10	-62
Sunak (Q4) Feb '23	27	59	14	-32
<i>Jan '23</i>	26	55	20	-29
Starmer (Q5) Feb '23	34	46	20	-12
<i>Jan '23</i>	37	40	23	-3
Davey (Q6) Feb '23	19	31	50	-12
<i>Jan '23</i>	19	30	50	-11

- 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) Feb '23	198	44	49	7	-5
Jan '23	197	42	49	9	-7
Sunak (Q4) Feb '23	198	65	26	9	+39
Jan '23	197	61	28	11	+33
Starmer (Q5) Feb '23	378	56	29	15	+27
Jan '23	390	58	22	20	+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?

	February '23 %	January '23 %
Improve	23	24
Stay the same	12	16
Get worse	61	57
Don't know	4	3
Ipsos Economic Optimism Index (EOI)	-38	-33

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
<i>Hunt Nov 2022</i>	29	40	31
Hunt Feb 2023	26	52	22

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
<i>Hunt Nov 2022</i>	60	17	23
Hunt Feb 2023	60	31	9

Government Record

Q9. Since Rishi Sunak's government was formed in October 2022, do you think the government has done a good or bad job at...? (for full trends go to www.ipsos.com/en.uk)

	Good job %	Bad job %	Don't know %	Net good job
Managing the economy				
February 2023	24	64	12	-40
<i>July 2022</i>	27	63	10	-36
<i>December 2021</i>	39	49	11	-10
<i>August 2021</i>	49	40	11	+9
<i>December 2020</i>	44	43	13	+1
<i>October 2019</i>	40	41	19	-1
<i>November 2016</i>	51	30	20	+21
<i>May 2016</i>	42	47	11	-5
<i>March 2015</i>	56	37	7	+19
<i>March 2014</i>	47	46	8	-1
<i>October 2011</i>	36	55	9	-19
<i>April 2010</i>	37	59	4	-22
<i>May 2007</i>	59	32	9	+27
<i>April 2005</i>	62	28	10	+34
<i>May 2001</i>	71	16	13	+55
<i>November 2000</i>	52	32	15	+29
<i>November 1999</i>	60	24	16	+36
<i>November 1998</i>	50	29	21	+21
<i>April 1998</i>	60	24	16	+36
Handling taxation and public expenditure				
February 2023	20	68	11	-48
<i>July 2022</i>	22	66	12	-44
<i>December 2021</i>	28	58	14	-30
<i>August 2021</i>	33	50	18	-17
<i>December 2020</i>	37	44	18	-7
<i>October 2019</i>	32	47	22	-15
<i>March 2015</i>	37	54	9	-17
<i>March 2014</i>	35	56	9	-21
<i>October 2011</i>	32	60	8	-28
<i>April 2010</i>	32	63	5	-31
<i>May 2007</i>	31	59	9	-28
<i>April 2005</i>	42	47	10	-4
<i>May 2001</i>	52	33	15	+19
<i>January 2001</i>	45	40	15	+5
<i>November 2000</i>	34	51	15	-17
<i>November 1999</i>	36	44	20	-8
<i>November 1998</i>	44	36	20	+8
<i>April 1998</i>	43	36	21	+7
Reducing inequalities between different regions of the country, also known as "levelling-up"				
February 2023	14	66	20	-52
<i>July 2022</i>	20	61	19	-41
<i>December 2021</i>	17	66	17	-49
<i>August 2021</i>	22	55	23	-33
<i>December 2020</i>	21	58	22	-37

Dealing with the cost of living				
February 2023	21	71	7	-50
July 2022	17	75	8	-58

Q10. And do you think that a Labour Government with Keir Starmer as Prime Minister and Rachel Reeves as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

	Better job %	Worse job %	About the same %	Don't know %
Keir Starmer and Rachel Reeves				
Feb '23	32	22	38	8
Mar '22	26	27	34	13
Nov '21	25	27	37	11
Jeremy Corbyn and John McDonnell				
Nov '15	22	41	28	9
Ed Miliband and Ed Balls				
Mar '15	19	37	38	6
Mar '13	26	31	38	5
Oct '11	20	30	47	3

Q11. Which party do you think has the best policies on The Conservatives, Labour, Liberal Democrats, or some other party?

		Lab %	Con %	Lib Dems %	Other %	None %	Don't know %	Con Lead %
Managing the economy	Feb '23	30	24	4	7	10	23	-6
	Oct '22	34	21	5	6	14	20	-13
	Apr '22	26	32	5	8	9	21	+6
	Oct '20	23	41	3	6	7	18	+18
	Dec '19	20	44	8	4	7	17	+24
	Mar '18	25	37	6	8	8	15	+12
	Apr '17	17	52	6	4	6	14	+35
Unemployment	Apr '15	23	41	4	10	6	16	+18
	Feb '23	34	19	3	5	7	30	-15
	Oct '22	38	23	3	5	8	22	-15
	Oct '20	40	22	4	6	9	18	-18
	April '15	30	32	5	6	6	17	+2
	Sept '14	30	29	4	6	7	21	-1
Pensions	Sept '13	32	27	5	6	9	19	-5
	Feb '23	26	17	4	4	9	38	-9
	Oct '22	32	18	4	5	9	31	-14
	Dec '19	31	26	5	2	6	30	-5
	April '17	31	28	5	3	5	27	-3
April '15	23	28	2	8	9	29	+5	

Poverty and inequality	Feb '23	41	12	6	8	8	24	-29
	Oct '22	48	9	7	7	10	19	-39
	Dec 2019	43	19	8	5	6	19	-24
	April 2017	46	20	8	7	3	16	-26
	April 2015	36	14	12	16	6	17	-22
Reducing the cost of living	Feb '23	36	17	5	7	12	24	-19
	Oct '22	40	14	4	7	14	21	-26
Taxation	Feb '23	34	21	6	6	8	24	-13
	Oct '22	39	20	6	7	8	21	-19
	Apr '22	32	25	5	5	8	25	-7
	Dec '19	26	38	10	4	3	20	+12
	Apr '17	28	39	8	4	5	16	+11
	Apr '15	29	30	7	11	6	17	+1

Q12. I'd now like you to think about how much the government spends on public services, which is funded by taxation or government borrowing. Which of the following options, if any, do you think the government should do?

b) And which one of the following, if any, do you think the government will do?

	The Government <u>should</u> %					The Government <u>will</u> %				
	Feb 2023	July 2022	August 2021	October 2019	October 2018	Feb 2023	July 2022	August 2021	October 2019	October 2018
Increase spending on public services, even if that means higher taxes or more government borrowing	53	45	49	56	66	27	24	27	35	24
Keep spending on public services at the current level	24	28	34	31	20	33	25	34	28	36
Reduce spending on public services, to allow for tax cuts or less government borrowing	16	20	9	10	8	33	37	32	30	33
Don't know	7	7	8	3	6	6	14	7	7	7

Q13. On balance do you agree or disagree with the following statements?

A) In the long term, this government's policies will improve the state of Britain's economy?

	Agree	Disagree	Don't know
	%	%	%
July 1980	48	36	16
May 1981	40	44	16
Nov 1981	41	48	11
Mar 1982	47	46	7
Apr 1983	58	34	8
May 1983	58	35	7
May 1983	58	37	5
June 1983	58	36	6
June 1983	50	44	6
Mar 1985	40	52	8
Mar 1986	38	53	9
Mar 1987	49	44	7
May 1987	60	35	5
Jun 1987	58	37	5
Mar 1988	54	36	10
Mar 1989	46	43	11
Mar 1990	34	55	11
Mar 1991	34	53	13
Mar 1992	42	46	12
Mar 1993	28	59	13
Dec 1993	29	58	13
Dec 1994	24	64	12
Nov 1995	23	64	13
Dec 1995	24	63	13
Nov 1996	34	52	14
Dec 1996	31	55	14
Jun 1997	55	24	21
Jul 1997	57	24	19
Nov 1997	56	27	17
Feb 1998	52	31	17
Mar 1998	54	29	17
Nov 1998	46	33	21
Feb 1999	49	31	20
Mar 1999	49	32	19
Nov 1999	47	34	19
Feb 2000	42	39	19
Mar 2000	42	39	19
Nov 2000	43	42	15
Mar 2001	48	36	16
Mar 2002	39	42	19
May 2002	45	40	15
Sept 2002	41	43	16
Nov 2002	35	45	20

<i>Dec 2002</i>	38	44	18
<i>Mar 2003</i>	36	43	21
<i>Apr 2003</i>	40	40	20
<i>July 2003</i>	32	53	15
<i>Sep 2003</i>	34	51	15
<i>Dec 2003</i>	37	48	15
<i>Mar 2004</i>	38	49	13
<i>Jun 2004</i>	39	48	13
<i>Sep 2004</i>	39	47	14
<i>Nov 2004</i>	40	46	14
<i>Feb 2005</i>	43	43	14
<i>May 2005</i>	47	38	15
<i>Sep 2005</i>	39	50	11
<i>Nov 2005</i>	41	44	15
<i>Mar 2006</i>	38	48	14
<i>May 2006</i>	38	51	11
<i>Sep 2006</i>	40	46	14
<i>Nov 2006</i>	39	51	10
<i>Mar 2007</i>	37	50	13
<i>May 2007</i>	44	41	15
<i>Sep 2007</i>	39	46	15
<i>Nov 2007</i>	34	50	16
<i>Sep 2008</i>	29	64	7
<i>Jun 2009</i>	34	59	7
<i>Nov 2009</i>	40	54	6
<i>Jun 2010</i>	61	29	10
<i>Sep 2010</i>	57	36	7
<i>Oct 2010</i>	48	39	13
<i>Jan 2011</i>	49	43	8
<i>Mar 2012</i>	46	47	7
<i>Mar 2015</i>	53	39	8
<i>Nov 2015</i>	48	47	5
<i>Mar 2016</i>	43	49	8
<i>Mar 2017</i>	44	50	6
<i>Nov 2017</i>	41	54	5
<i>Nov 2018</i>	35	56	9
<i>Nov 2021</i>	43	48	9
<i>Mar 2022</i>	41	48	11
Feb 2023	33	59	7

B) In the long term, this government's policies will improve the state of Britain's public services?

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know</i>
	%	%	%
June 2001	54	32	14
Oct 2001	45	42	13
Nov 2001	46	40	14
Mar 2002	36	54	10
May 2002	38	50	12
Sept 2002	38	52	10
Dec 2002	35	52	13

Mar 2003	36	50	14
June 2003	31	59	10
July 2003	28	62	10
Sept 2003	31	57	12
Dec 2003	30	57	13
Mar 2004	37	55	8
June 2004	39	52	9
Sept 2004	35	54	11
Nov 2004	36	54	10
Feb 2005	39	52	9
May 2005	43	45	12
Sept 2005	34	55	11
Nov 2005	35	53	12
Mar 2006	32	55	13
May 2006	33	57	10
Sept 2006	31	59	10
Nov 2006	33	57	10
Mar 2007	29	57	14
May 2007	38	51	11
Sep 2007	33	55	12
Nov 2007	34	54	12
Mar 2008	33	55	12
Sept 2008	33	61	6
Jun 2009	34	59	7
Nov 2009	38	55	7
July 2010	45	45	10
Oct 2010	39	49	12
Jan 2011	32	59	9
Oct 2013	35	59	6
Mar 2015	33	60	7
Nov 2015	27	68	5
Nov 2017	30	64	6
Nov 2018	26	66	8
Nov 2021	32	60	8
Mar 2022	31	60	9
Feb 2023	23	70	7