

# IPSOS POLITICAL MONITOR

February - March 2023

# VOTING INTENTION

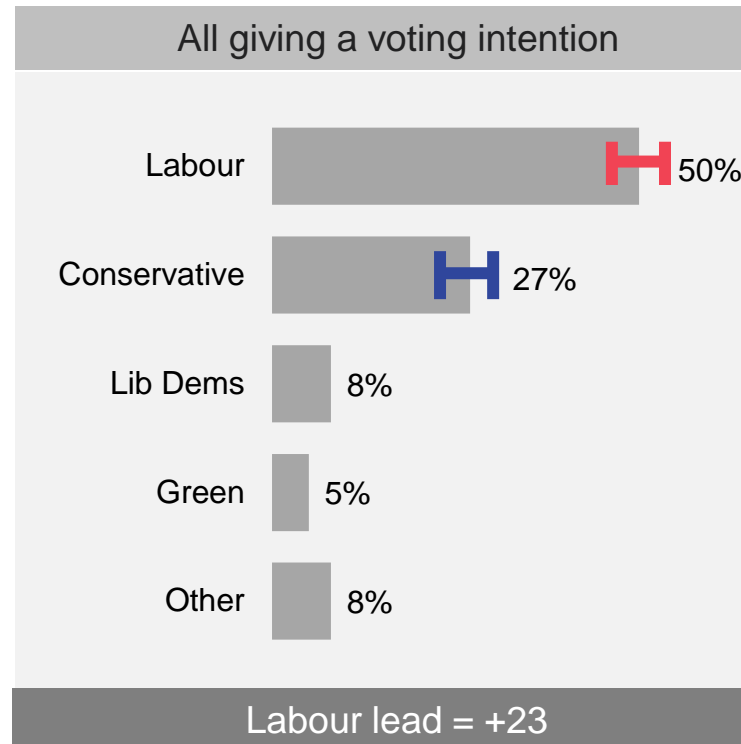
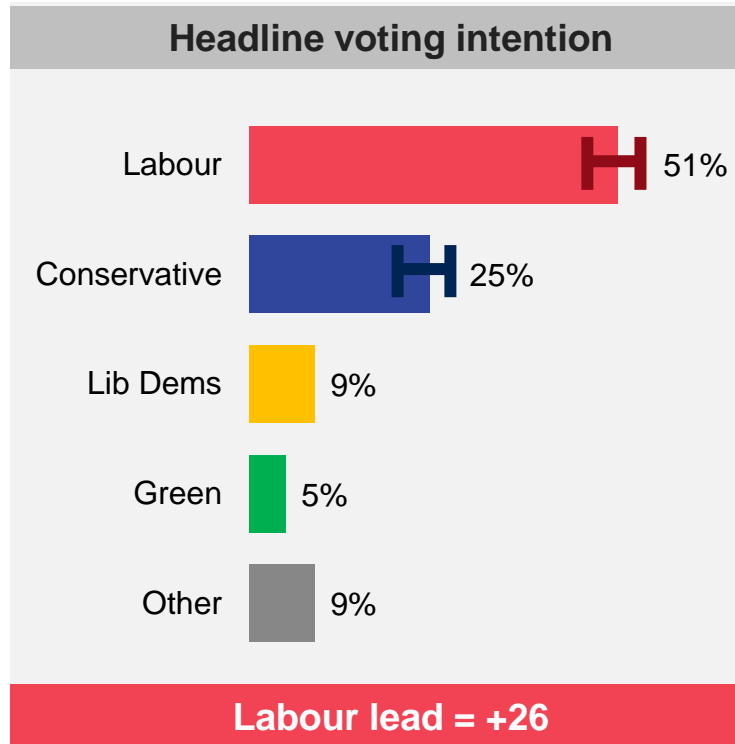
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: February 2023

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



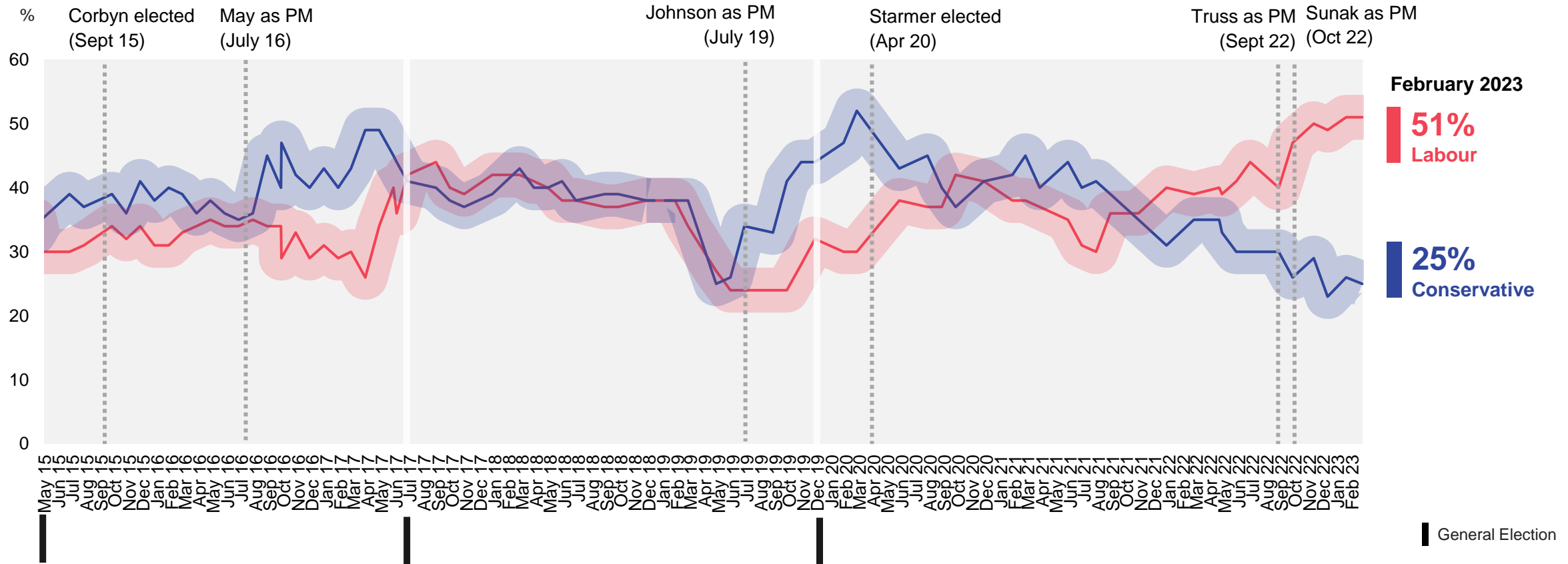
Base: 1,004 British adults 18+, 22 February – 1 March 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 642. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



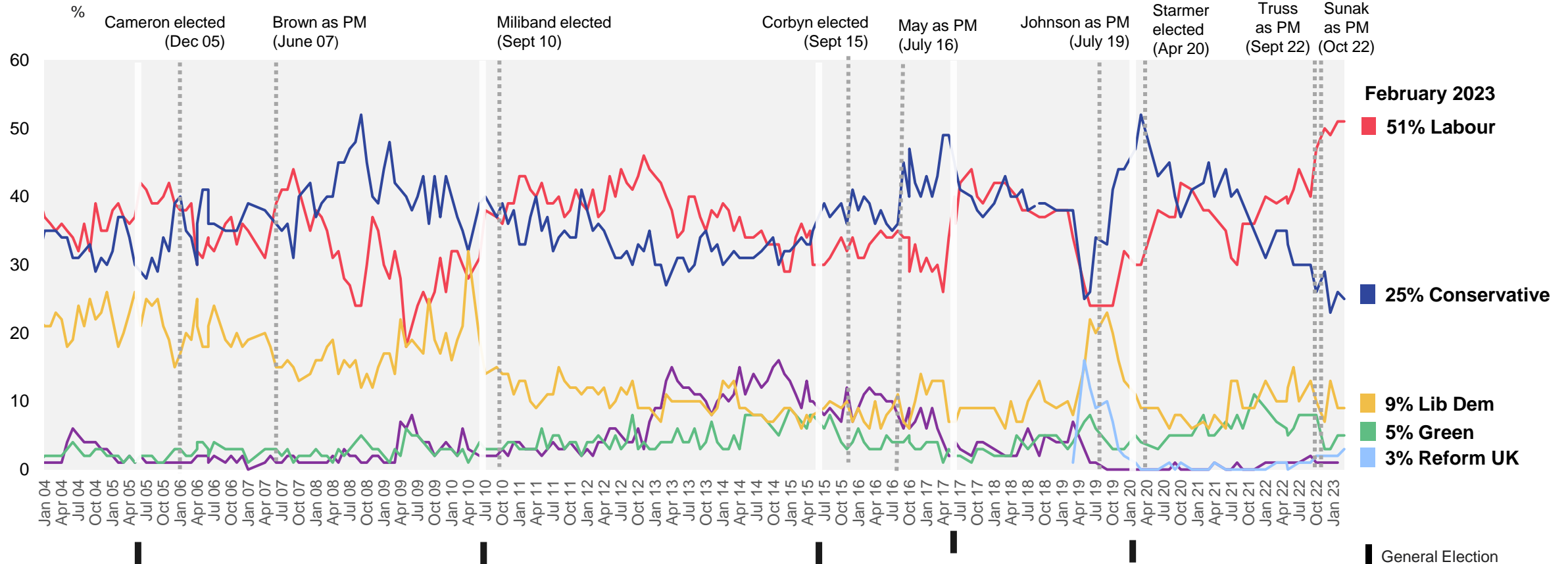
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – February '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



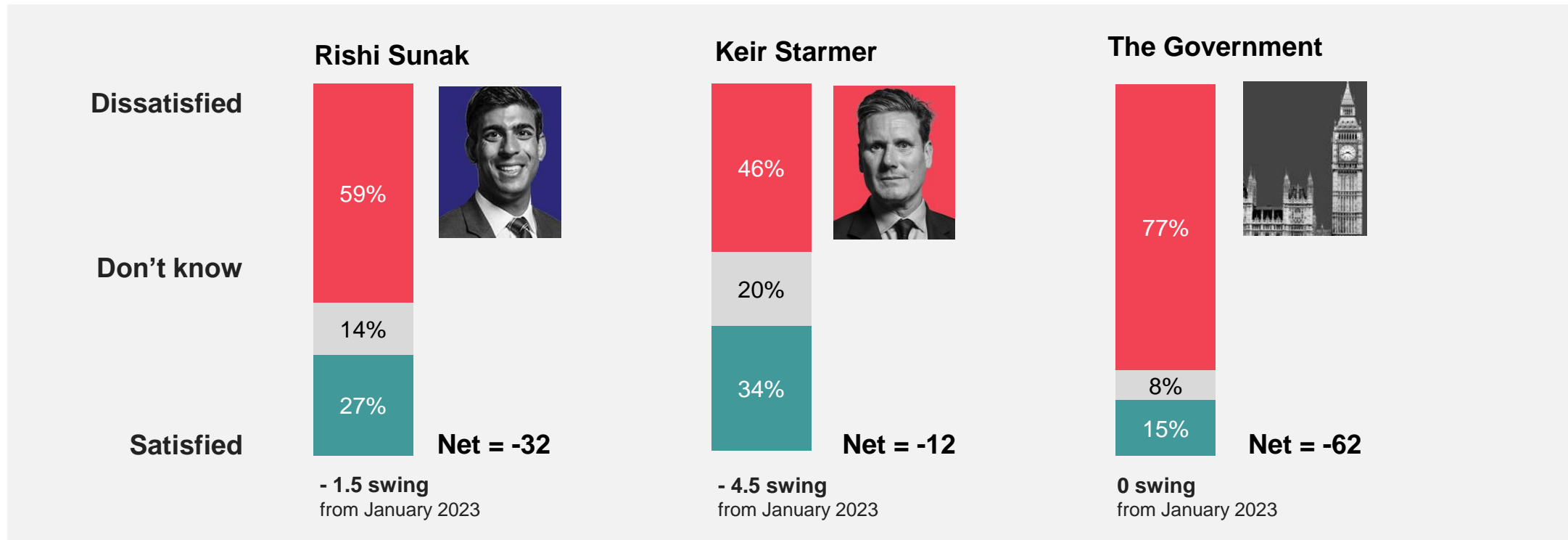
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebbly beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

# SATISFACTION

WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: February 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: 1,004 British adults 18+, 22 February – 1 March 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

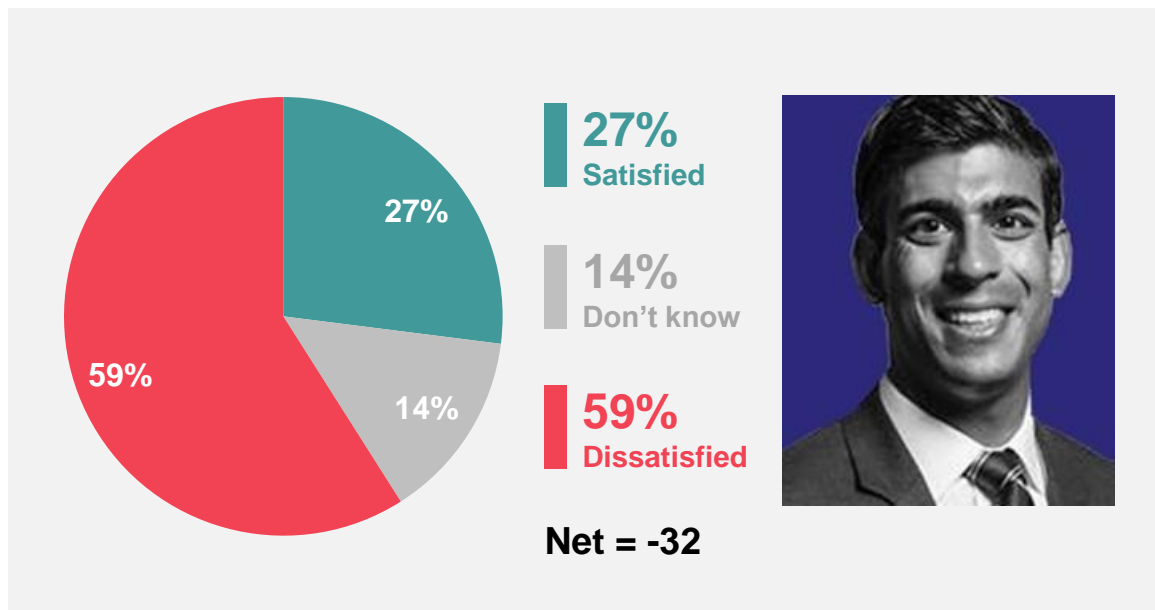


# Rishi Sunak: Satisfaction

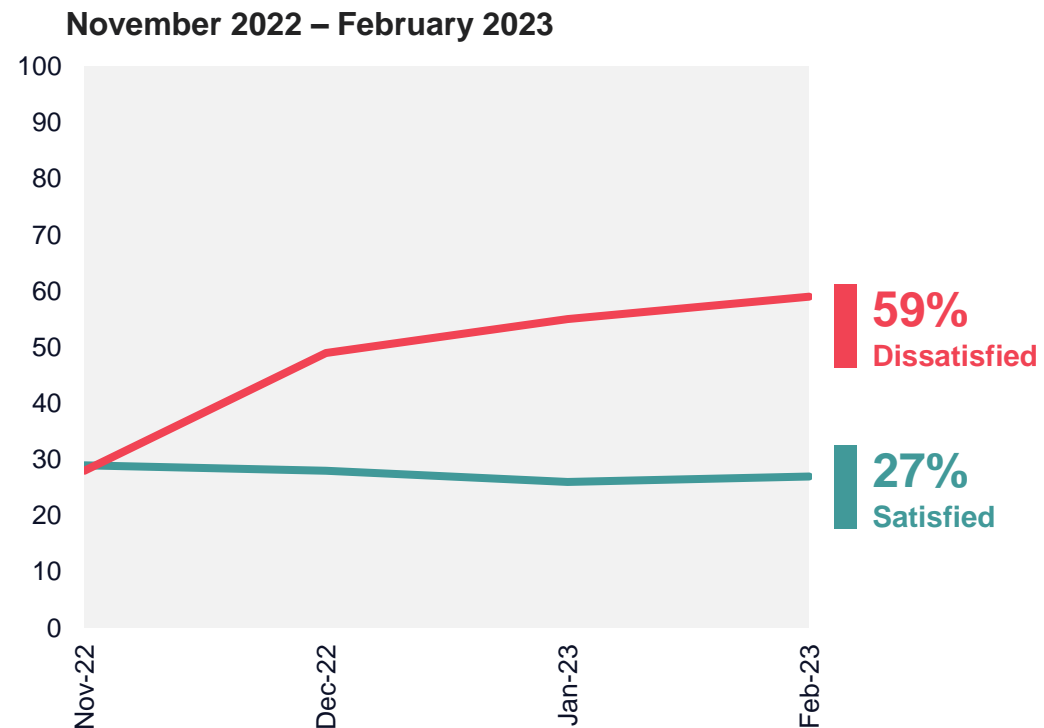
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

February 2023

Among all



Base: 1,004 British adults 18+, 22 February – 1 March 2023



Source: Ipsos Political Monitor

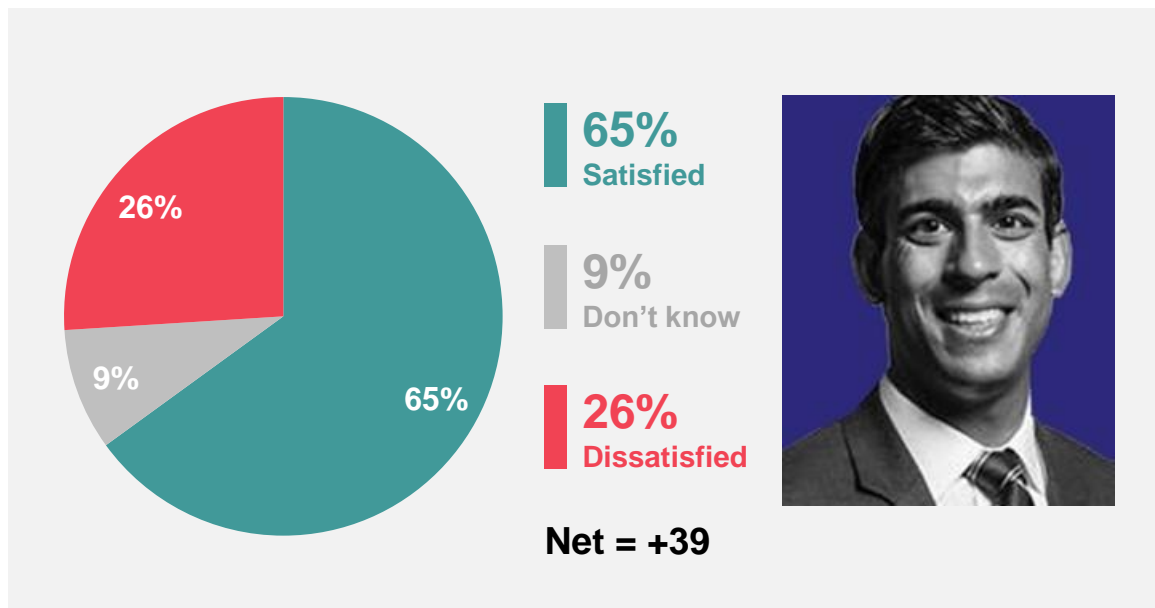




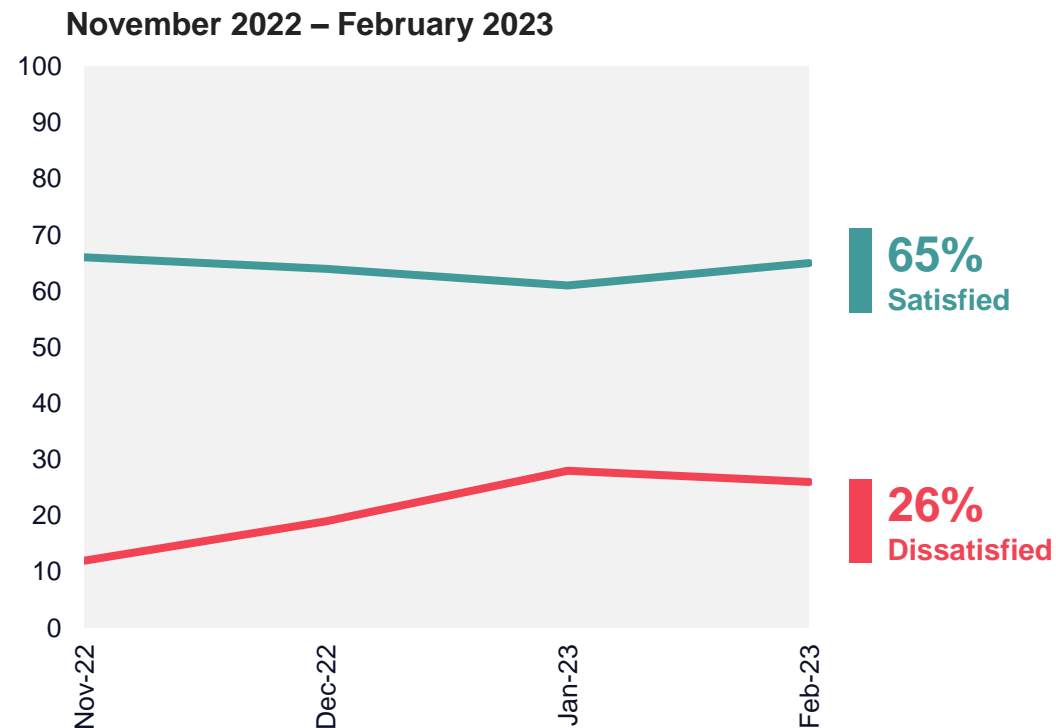
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

February 2023



Base: 198 Conservative party supporters aged 18+, 22 February – 1 March 2023

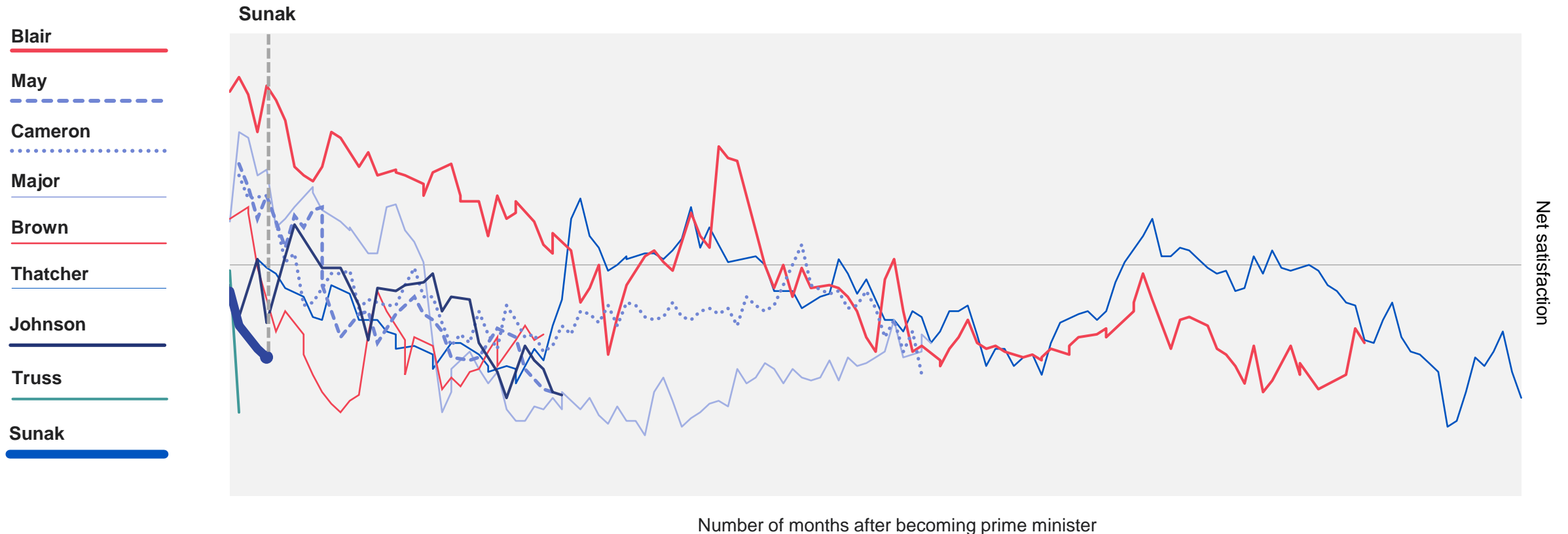


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



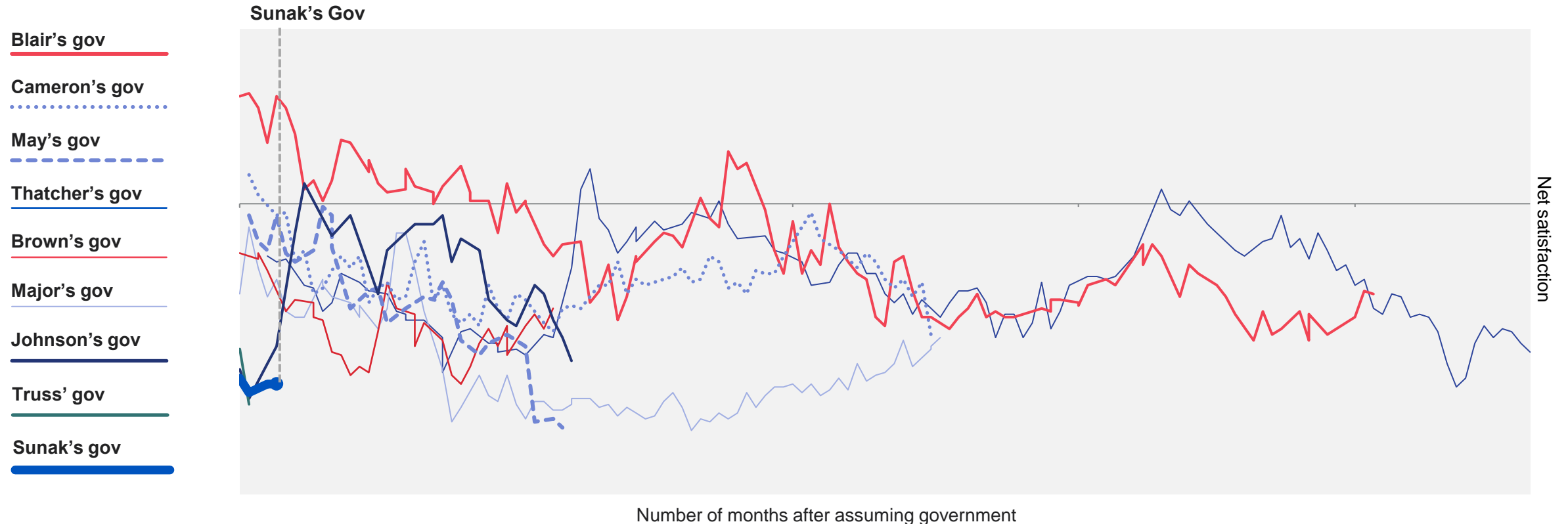
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

**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

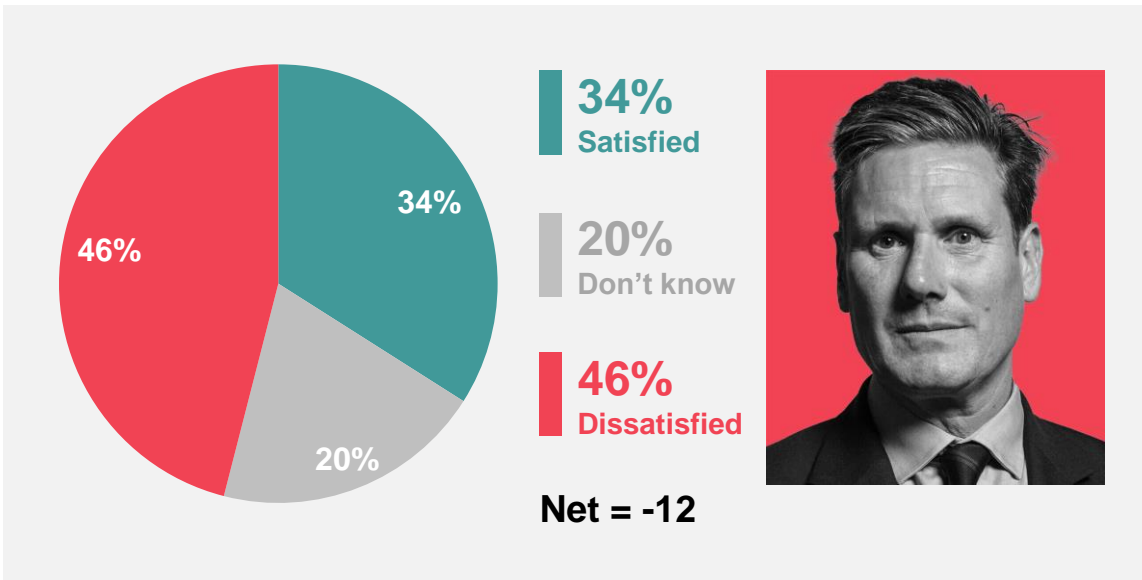
Source: Ipsos Political Monitor



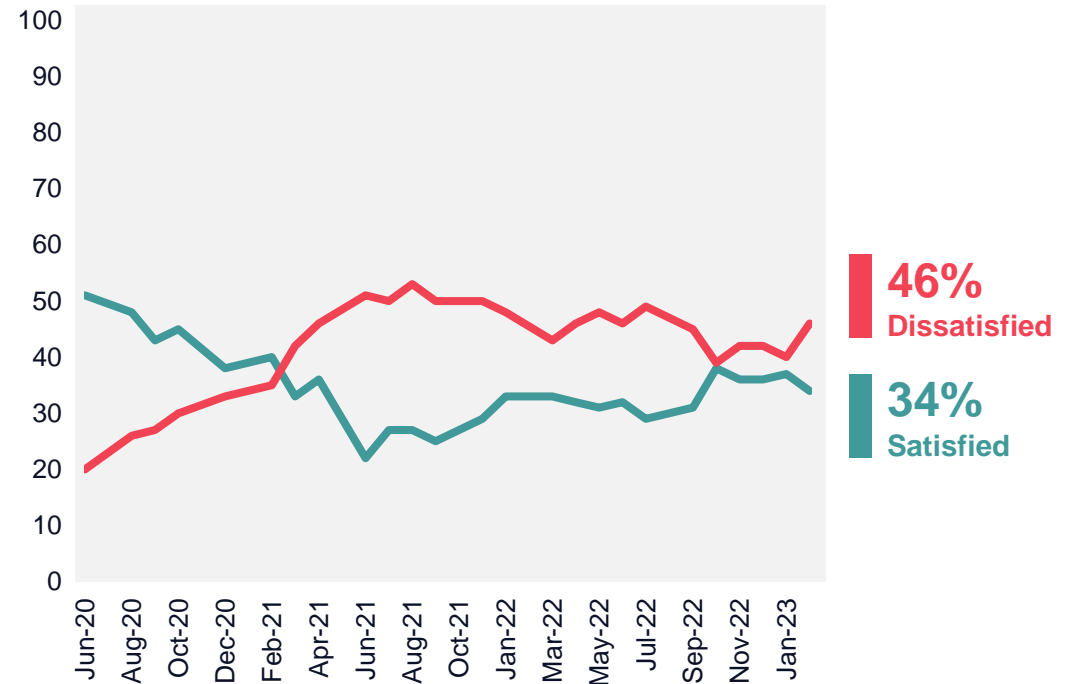
# Keir Starmer: Satisfaction

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

February 2023



June 2020 – February 2023



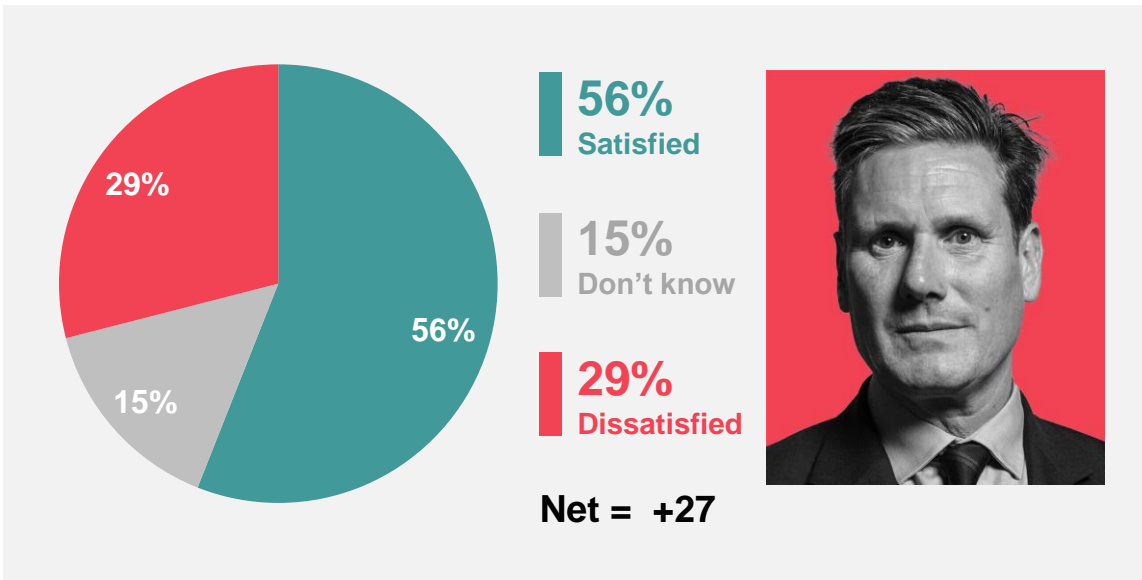
Source: Ipsos Political Monitor



# 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?

February 2023



Base: 378 Labour Party supporters aged 18+, 22 February – 1 March 2023

June 2020 – February 2023

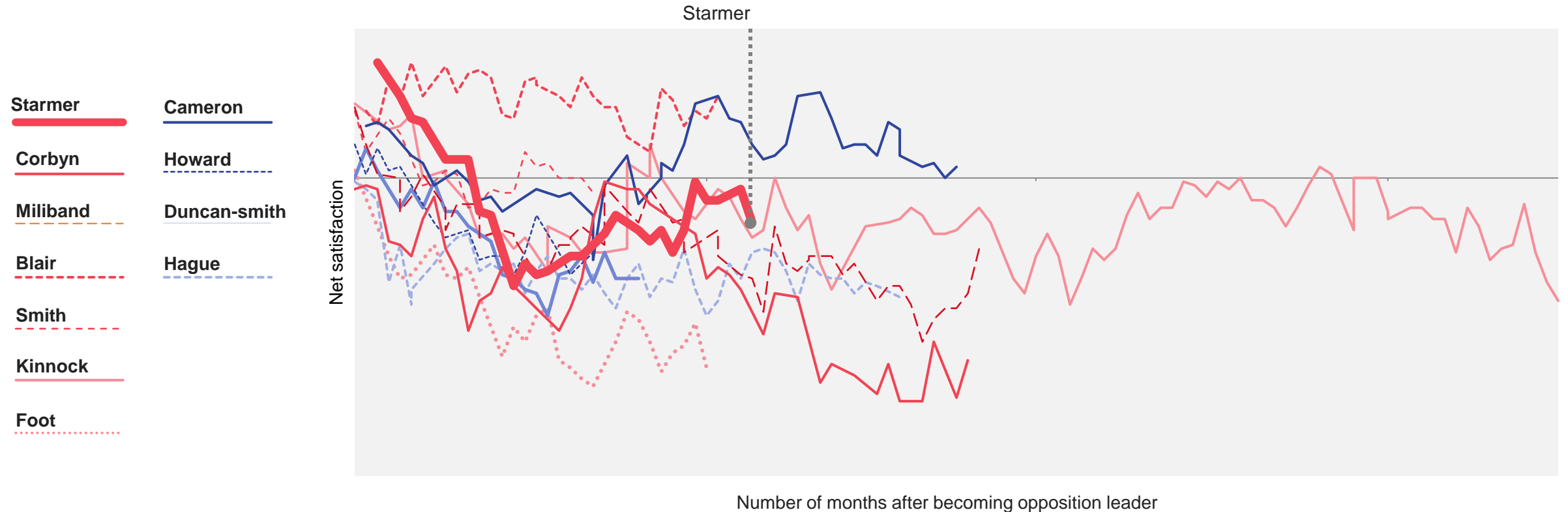


Source: Ipsos Political Monitor



# 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

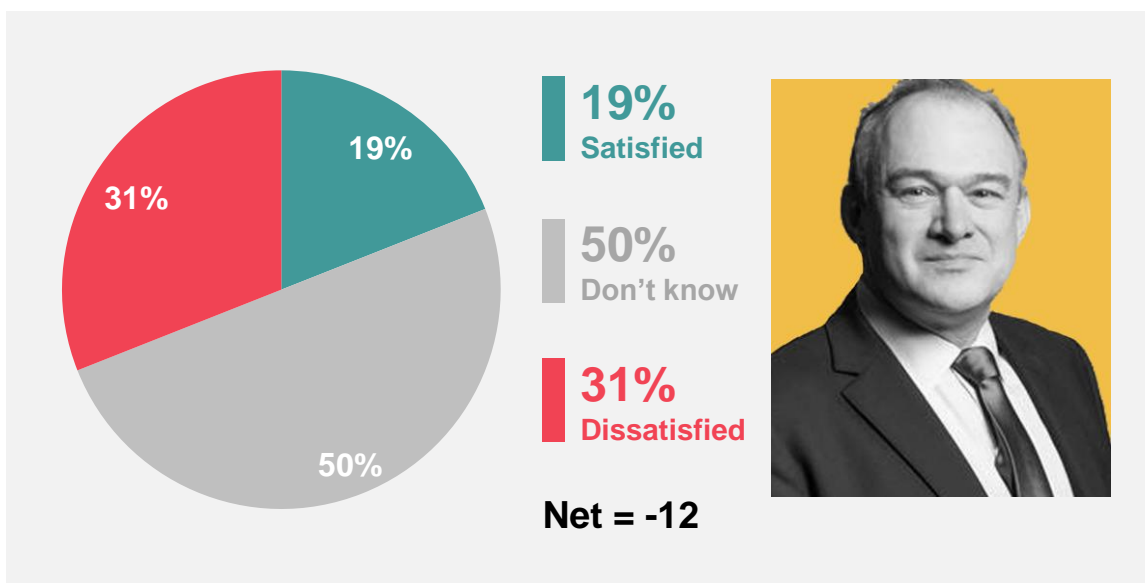
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

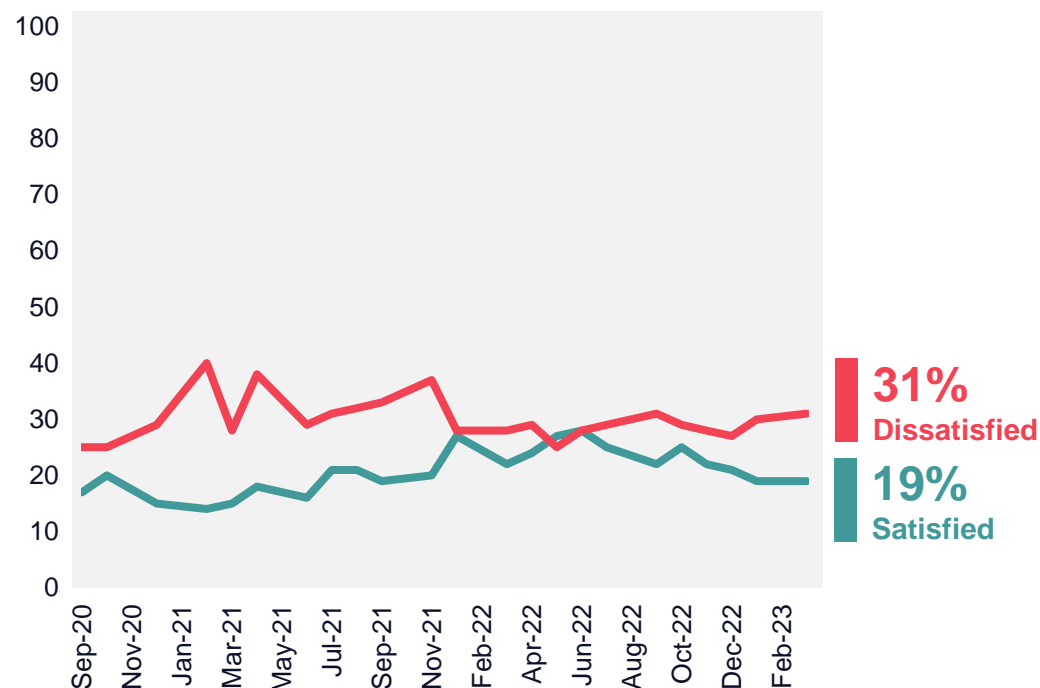
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

February 2023



Base: 1,004 British adults 18+, 22 February – 1 March 2023

September 2020 – February 2023



Source: Ipsos Political Monitor



# ECONOMIC OPTIMISM

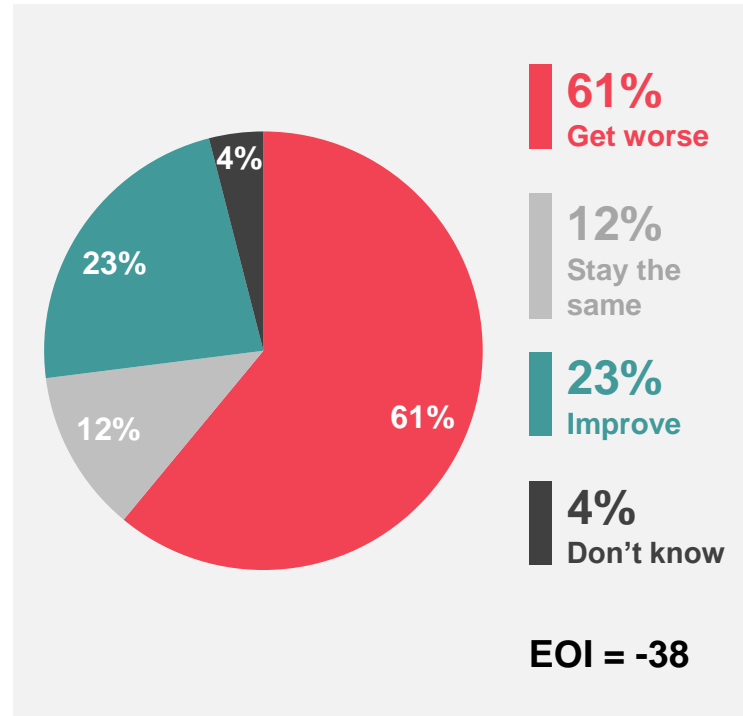




# Economic Optimism Index

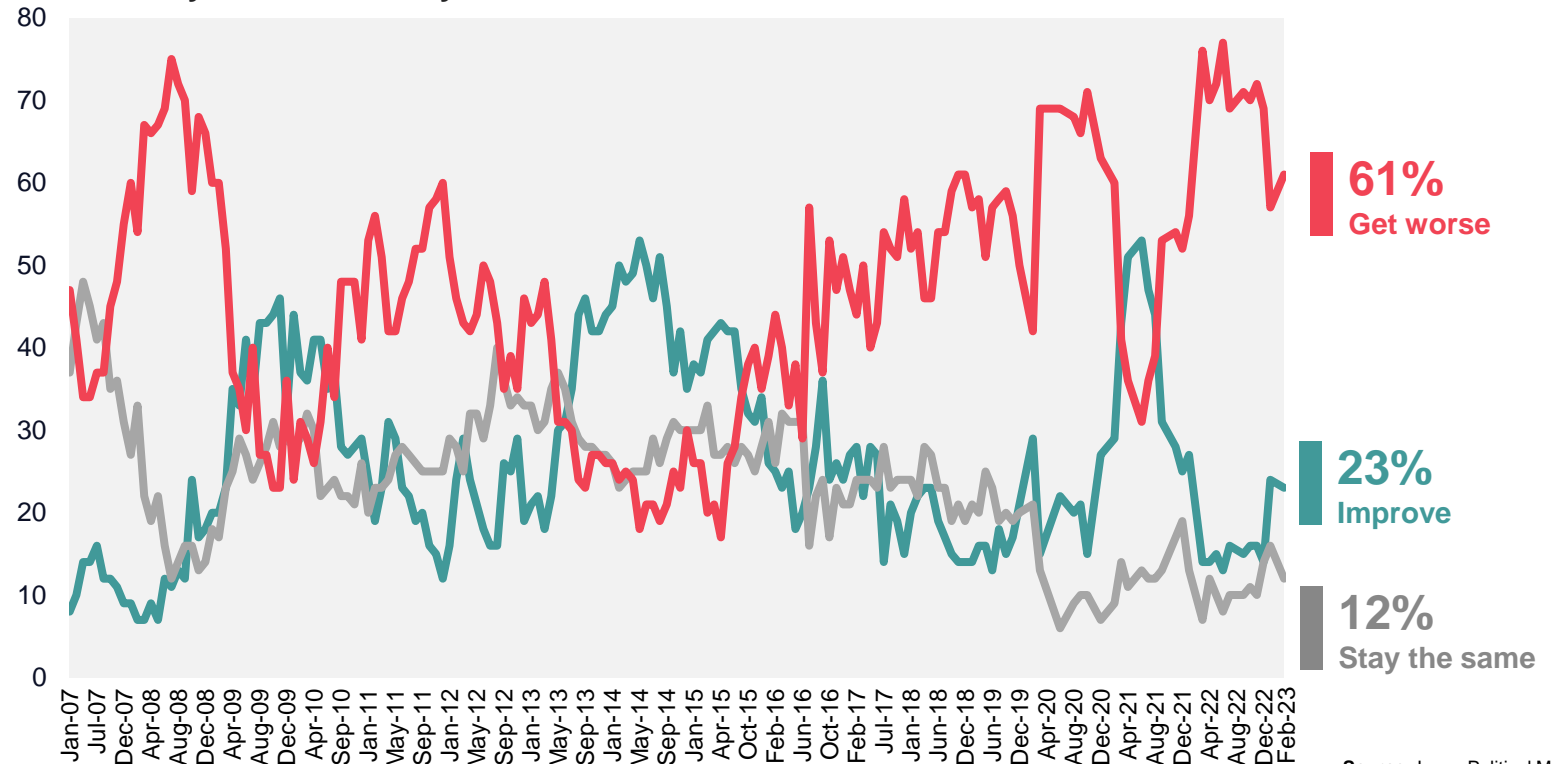
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

February 2023



Base: 1,004 British adults 18+, 22 February – 1 March 2023

January 2007 – February 2023

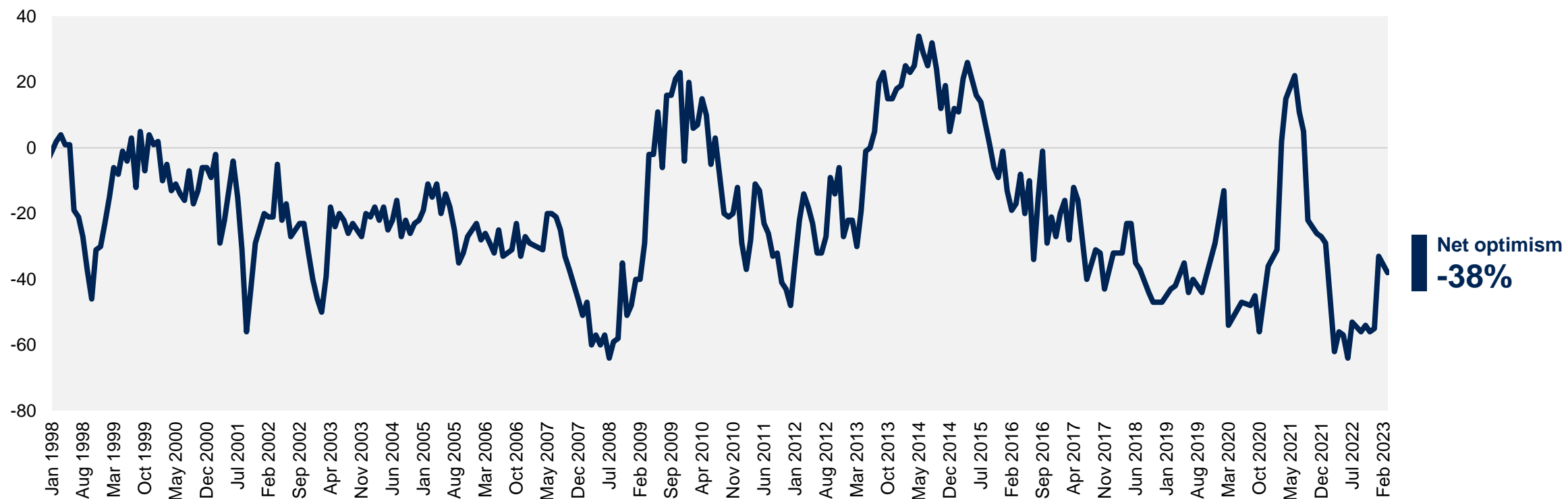


Source: Ipsos Political Monitor



# 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



# Jeremy Hunt: Satisfaction

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

## Among all



## Among Conservative supporters



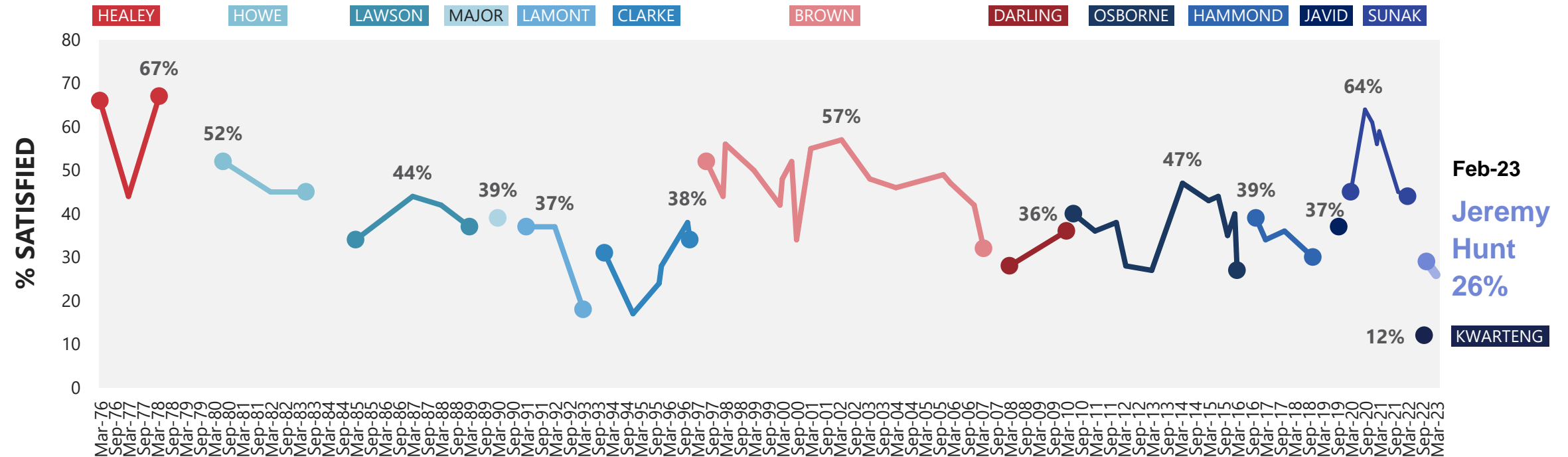
Base: 1,004 British adults 18+, 22 February – 1 March 2023, including 198 Conservative supporters

Source: Ipsos Political Monitor



# Satisfaction with the Chancellor of the Exchequer: 1976-2023

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

Source: Ipsos Political Monitor

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

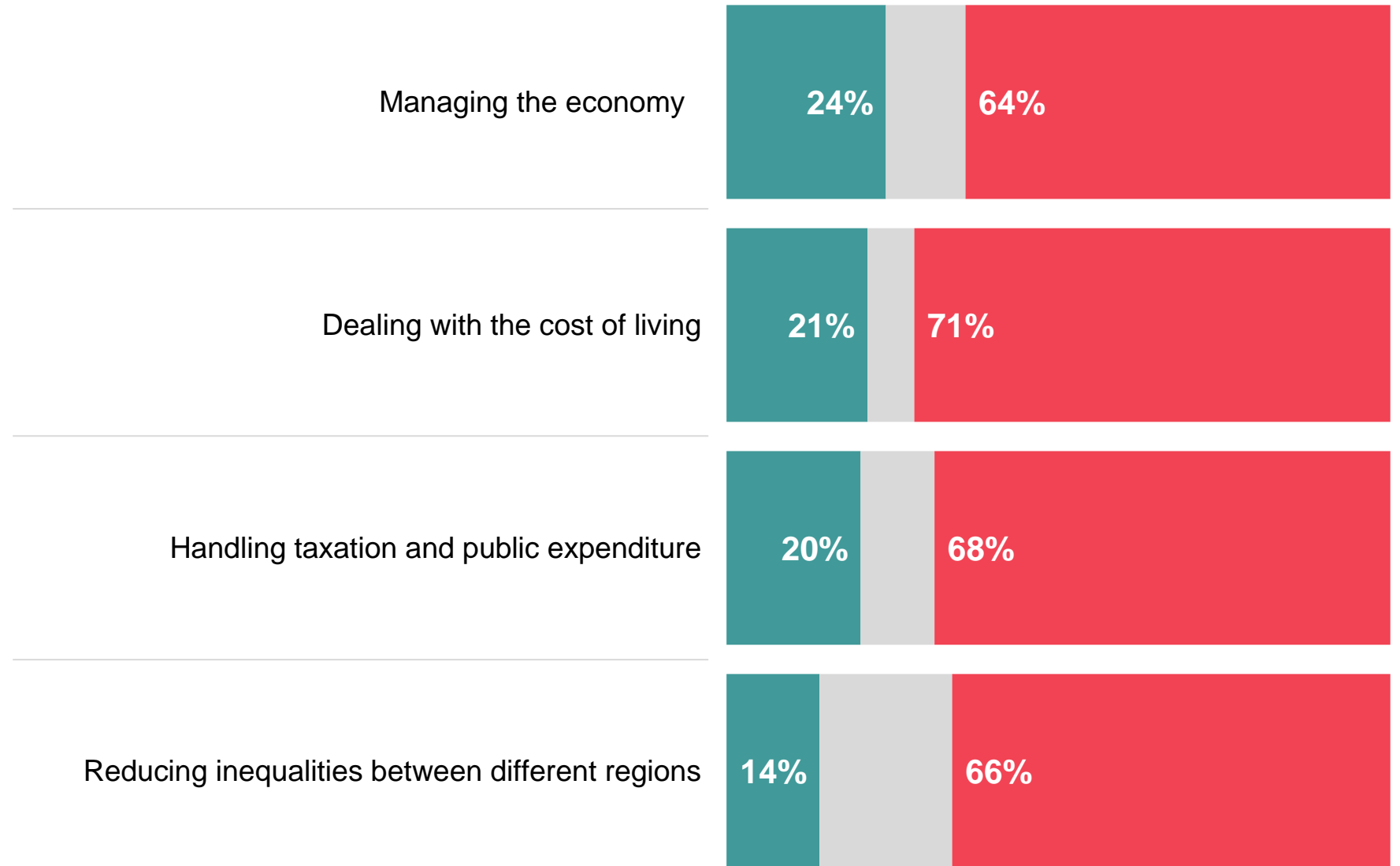


# Rishi Sunak's government performance: Feb 2023

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?

**Good job**

**Bad job**



Base: 1,004 British adults 18+, 22 February – 1 March 2023

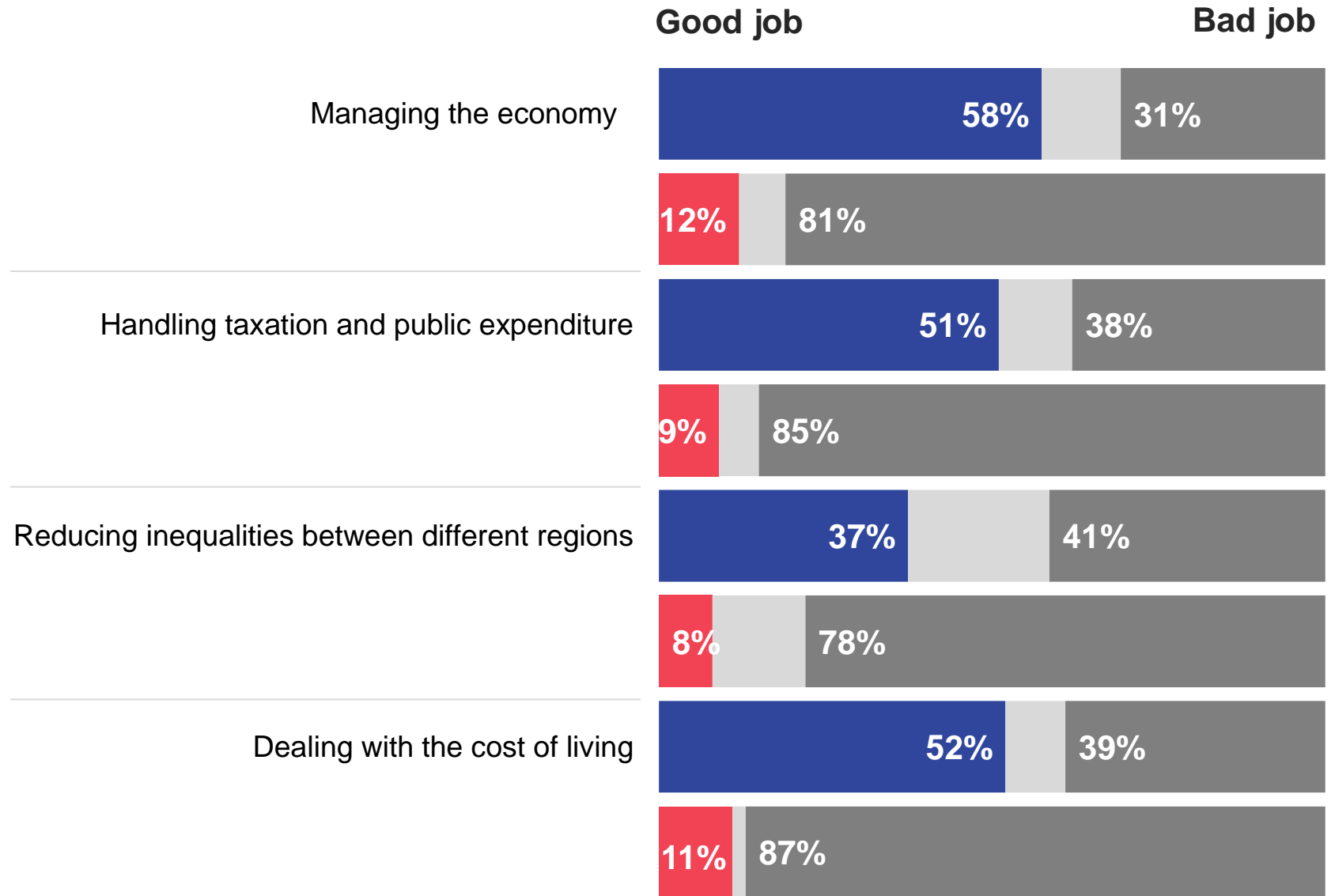


# Rishi Sunak's government performance: *Among party supporters*

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?

**Conservative supporters**

**Labour supporters**



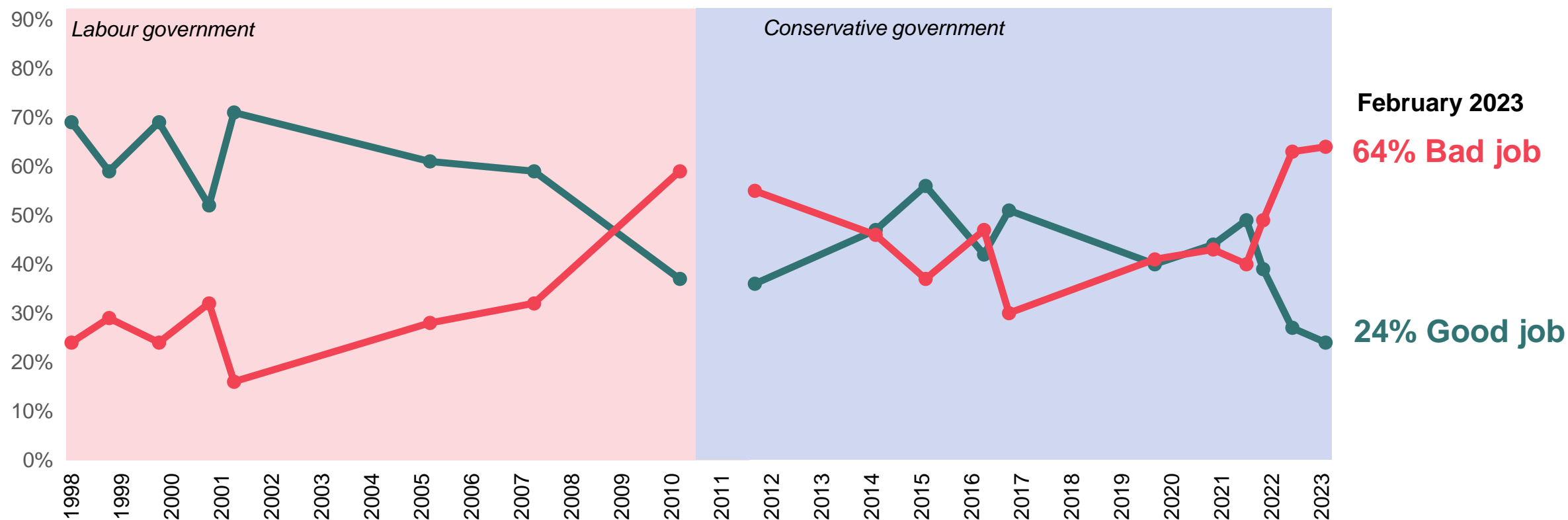
Base: 1,004 British adults 18+, 22 February – 1 March 2023, including 198 Conservative supporters and 378 Labour supporters



# The Government's handling of managing the economy

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...? Managing the economy

April 1998 – February 2023



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

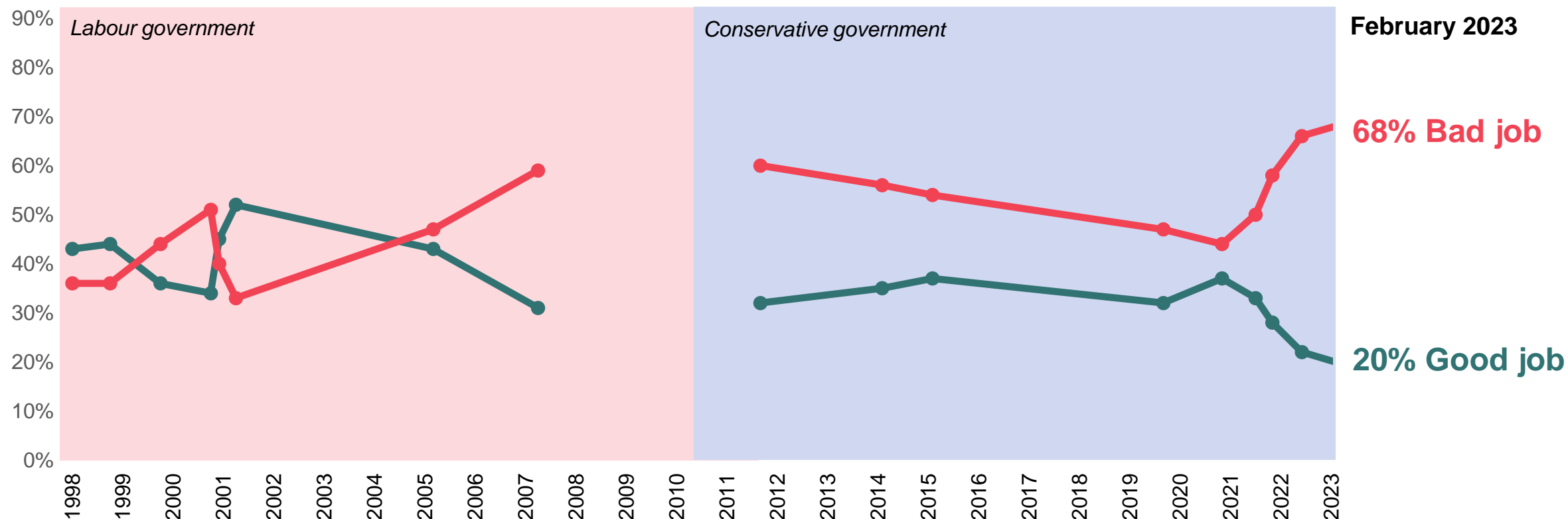
Source: Ipsos Political Monitor



# The Government's handling of taxation and public expenditure

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? handling taxation and public expenditure

April 1998 – February 2023



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

Source: Ipsos Political Monitor

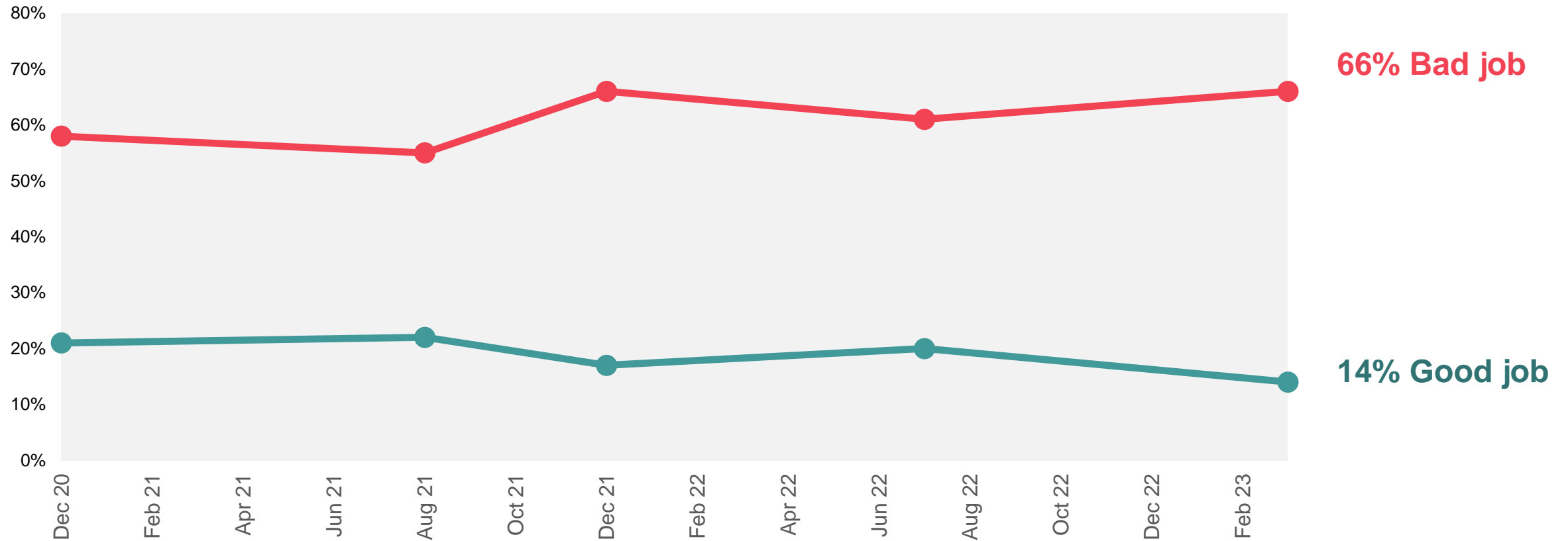




# The Government's handling of levelling up

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Reducing inequalities between different regions

December 2020– February 2023

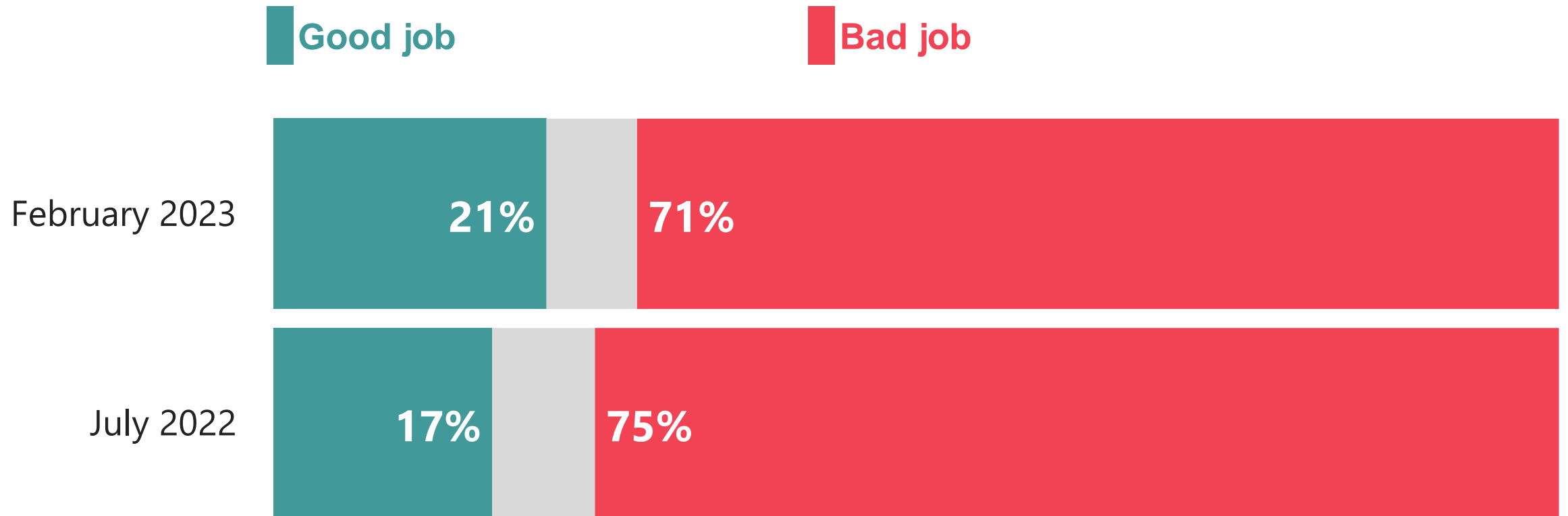


Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.



# The Government's handling of the cost of living

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Dealing with the cost of living



Base: 1,004 British adults 18+, 22 February – 1 March 2023

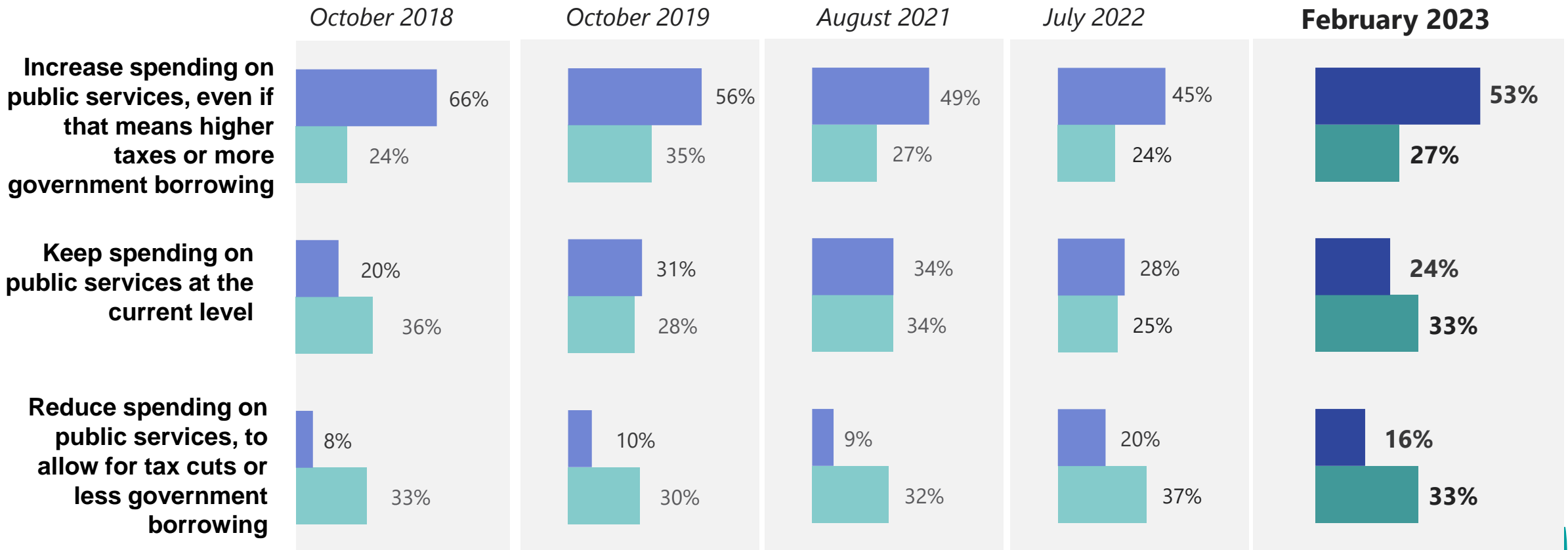
Source: Ipsos Political Monitor



# Government spending: increase, maintain or reduce?

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

■ **The Government should**    ■ **The Government will**



Base: 1,004 British adults 18+, 22 February – 1 March 2023

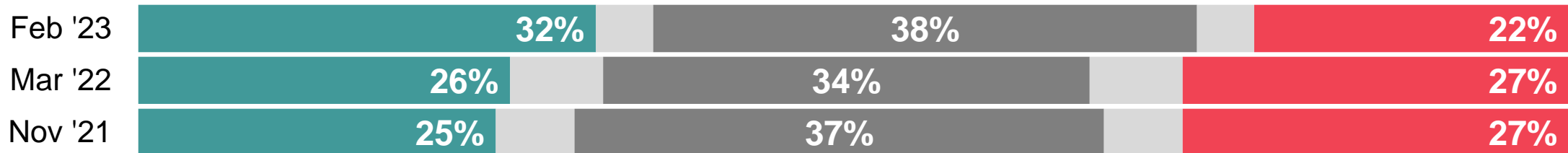


# Would Labour manage the economy better than the Government?

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**    About the same    **Worse**

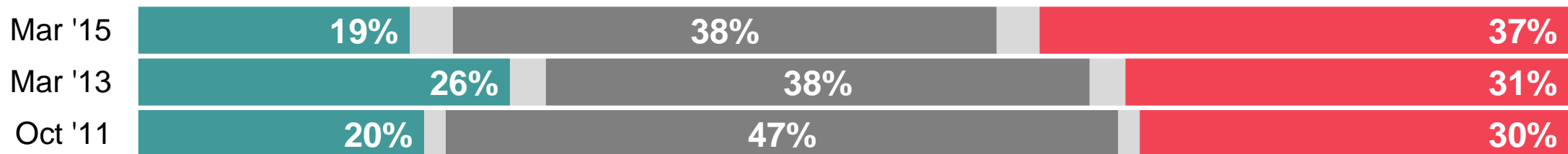
## Under Keir Starmer and Rachel Reeves



## Under Jeremy Corbyn and John McDonnell



## Under Ed Miliband and Ed Balls



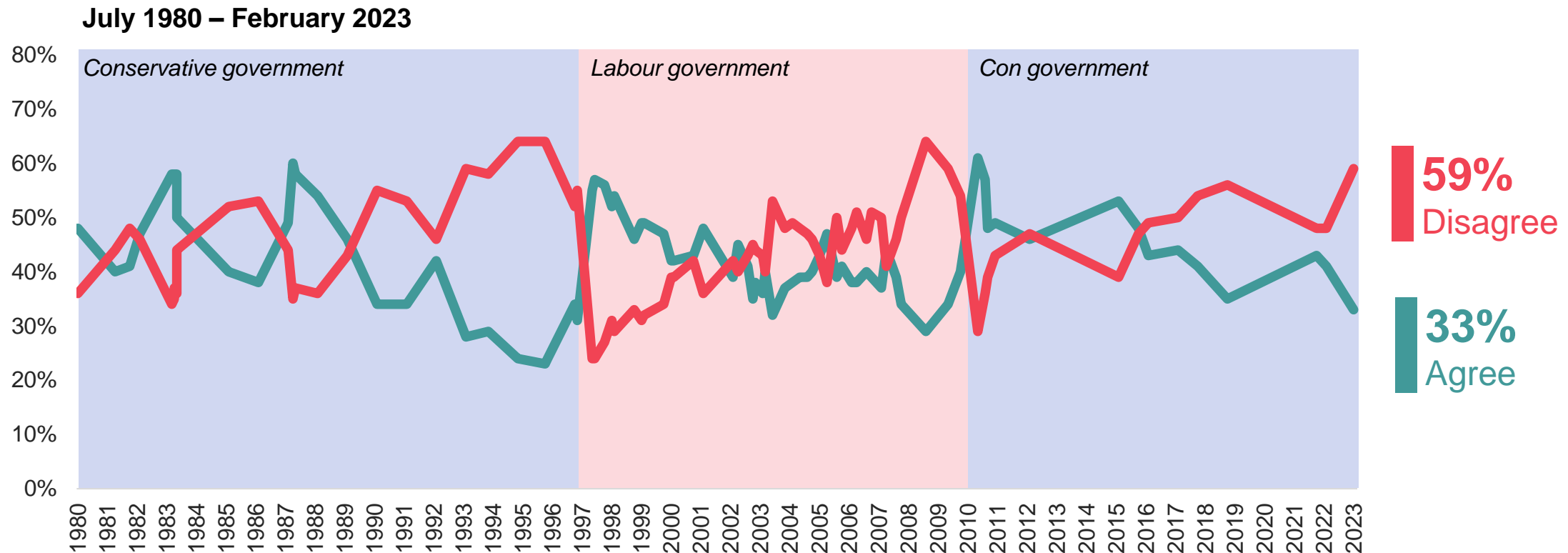
Base: 1,004 British adults 18+, 22 February – 1 March 2023



# Impact of Government policies: Britain's economy

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's economy”**



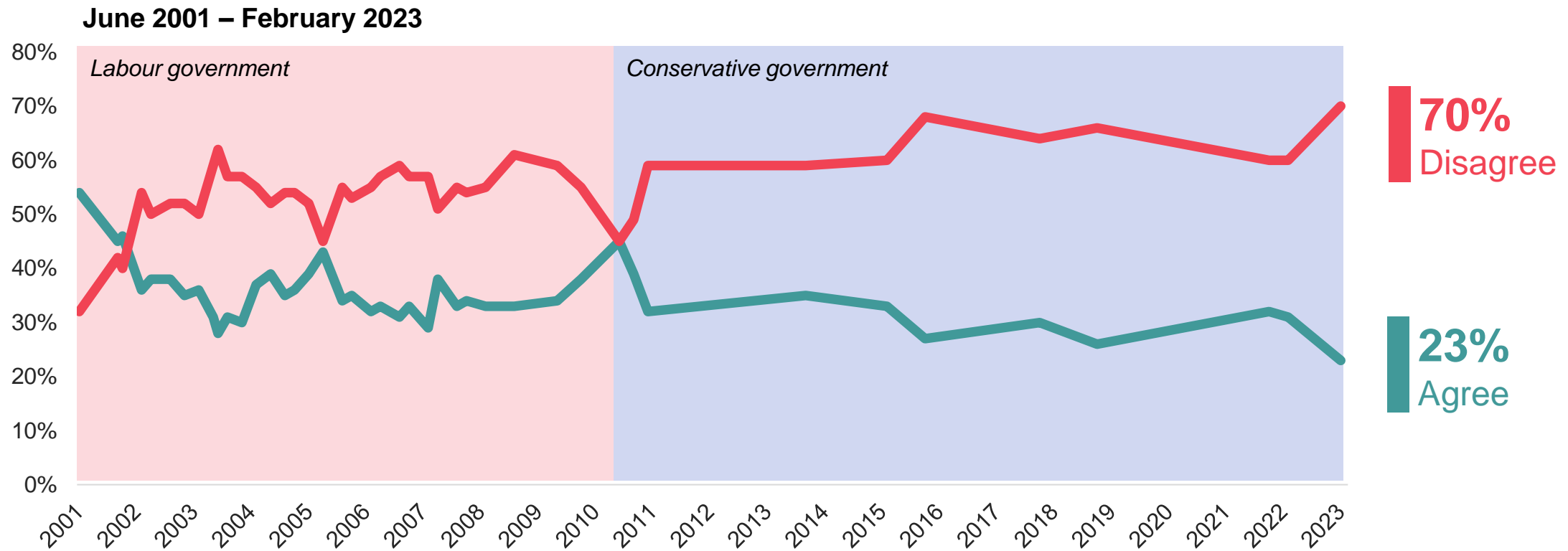
Base: 1,004 British adults 18+, 22 February – 1 March 2023

Source: Ipsos Political Monitor

# Impact of Government policies: Britain's public services

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's public services”**



Base: 1,004 British adults 18+, 22 February – 1 March 2023

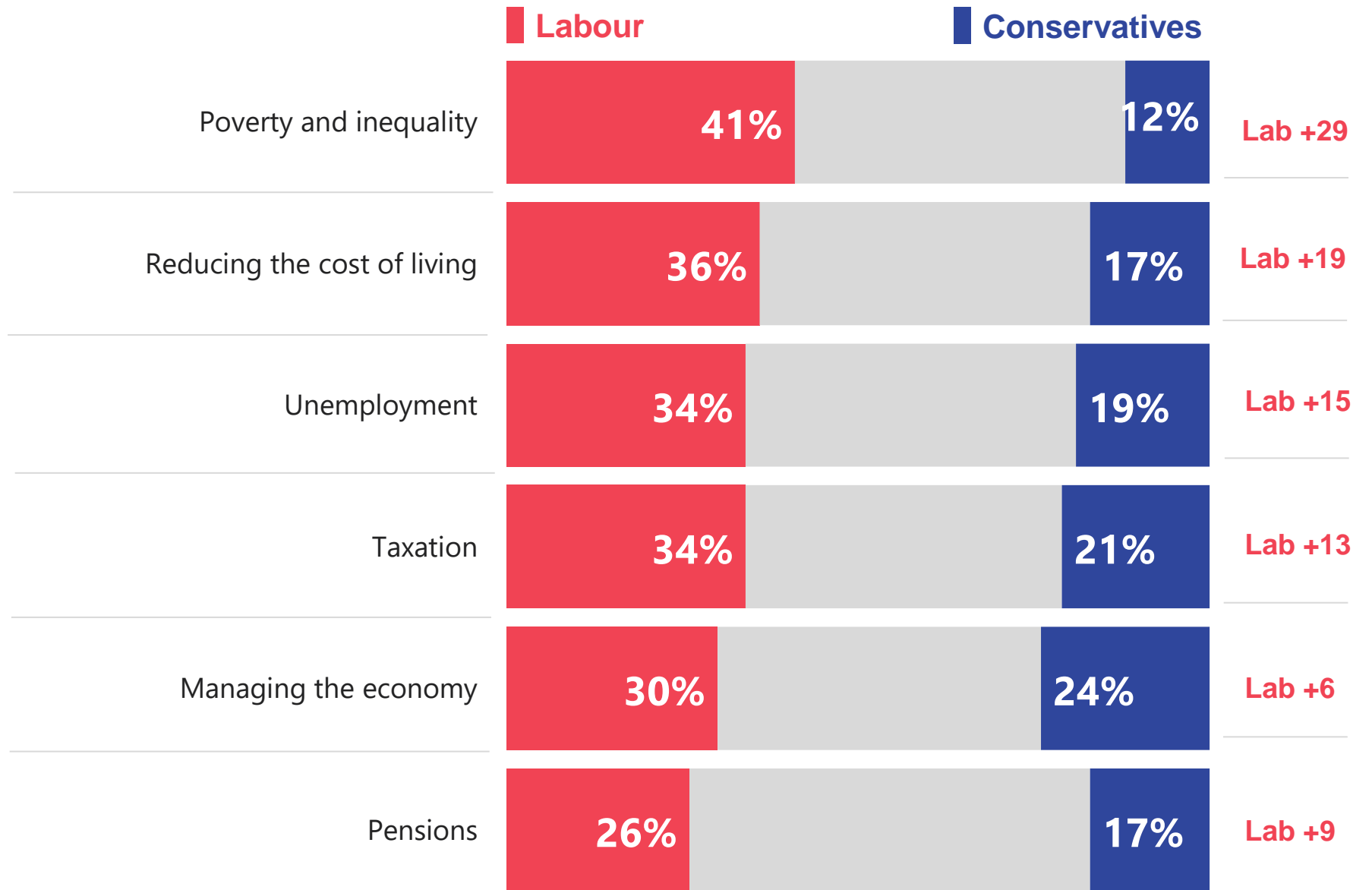
Source: Ipsos Political Monitor



# BEST PARTY ON POLICIES

# Best party on key issues

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



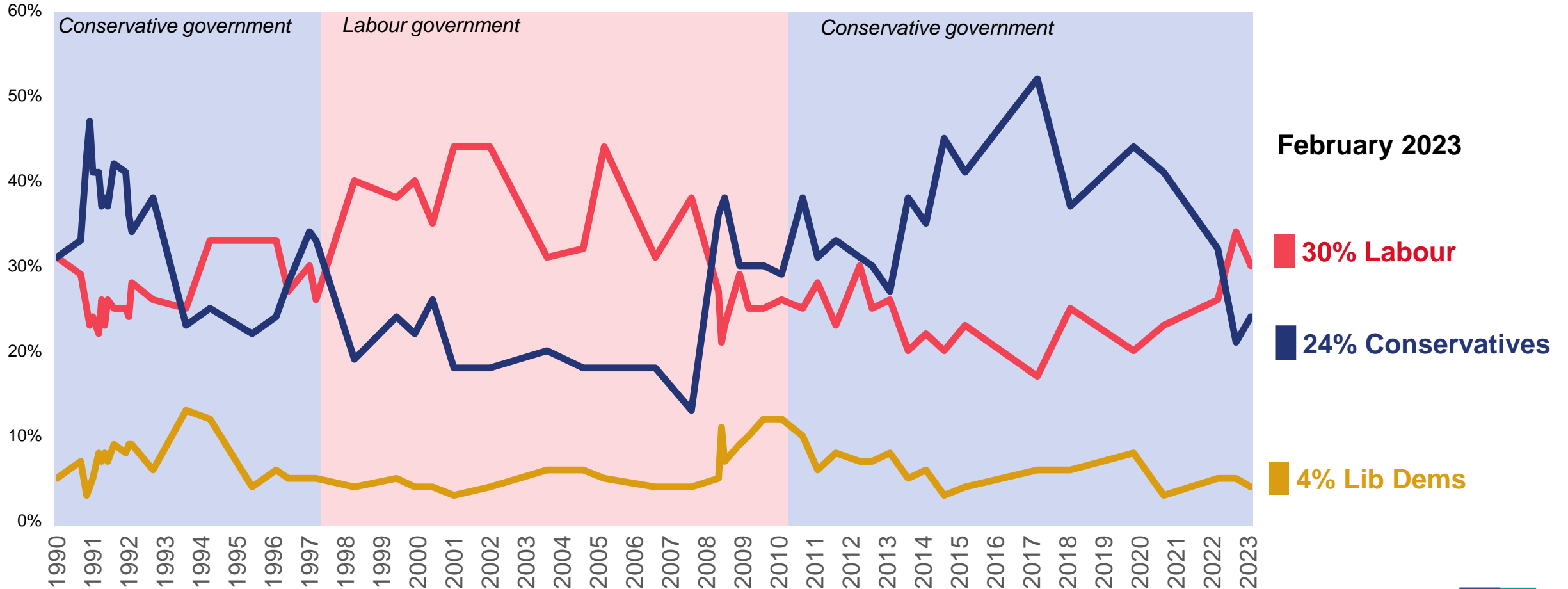
Base: 1,004 British adults 18+, 22 February – 1 March 2023





# Best party on managing the economy: 1990-2023

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?



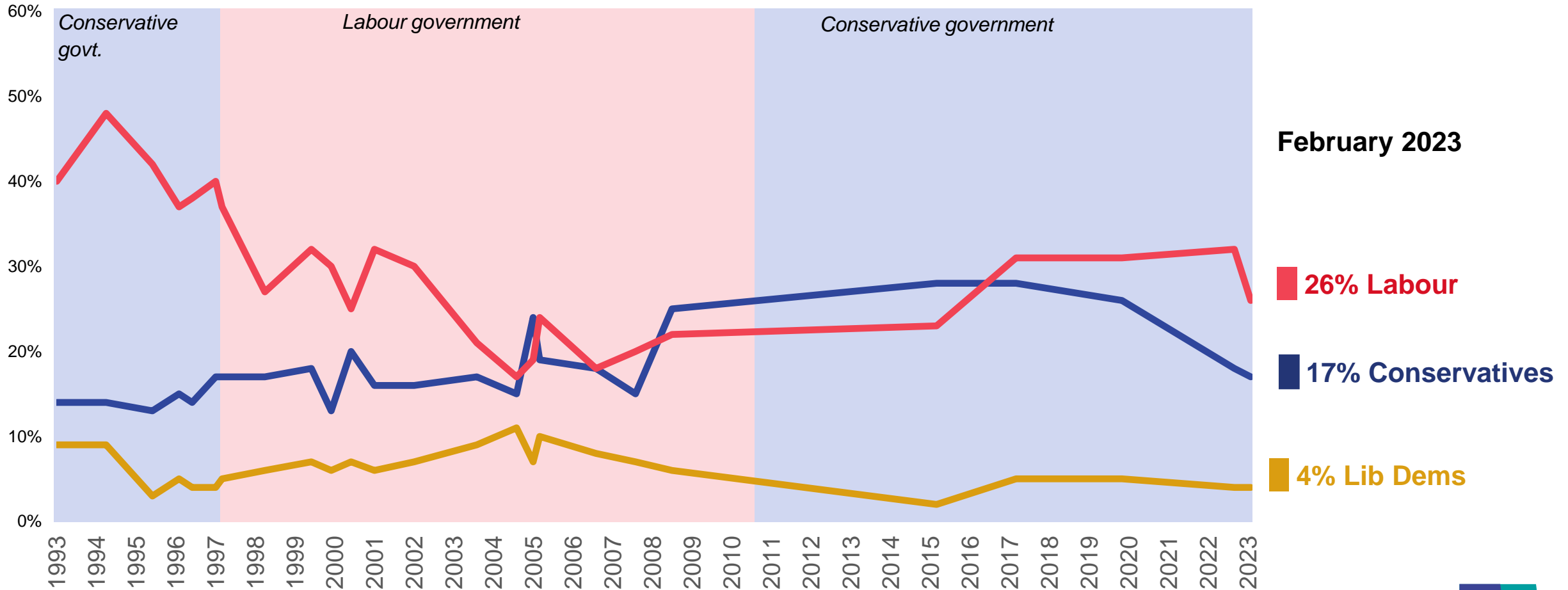
Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on pensions: 1993-2023

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



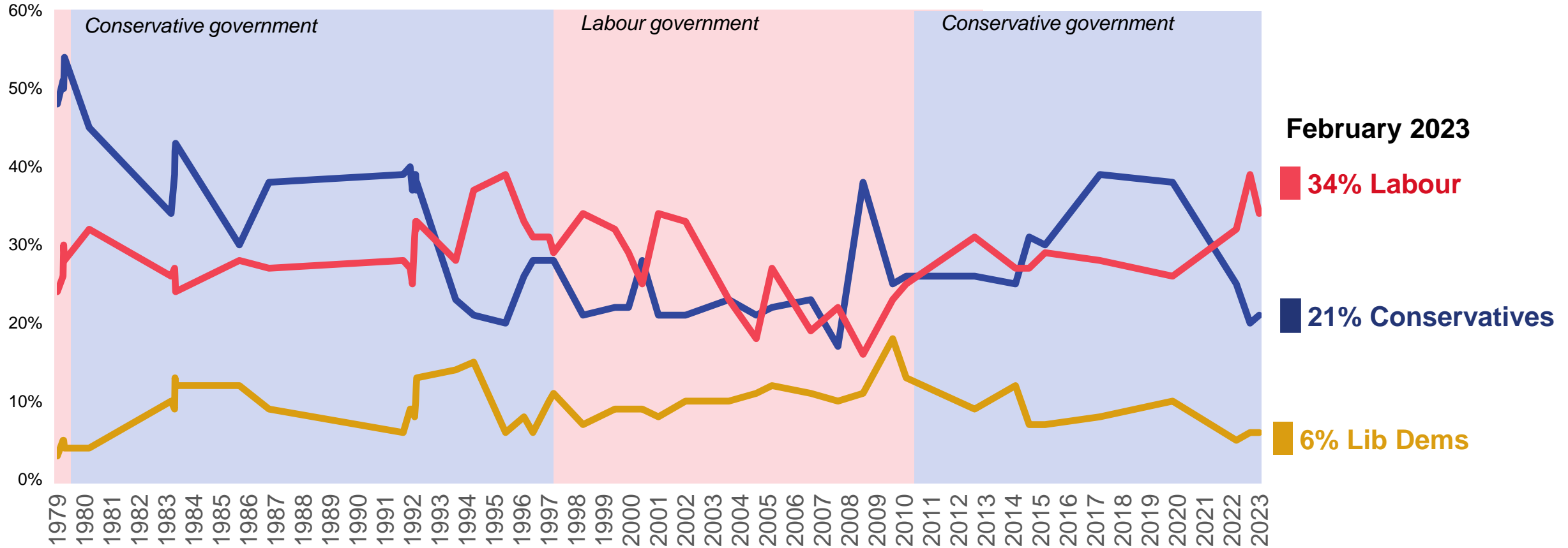
Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on taxation: 1979-2023

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

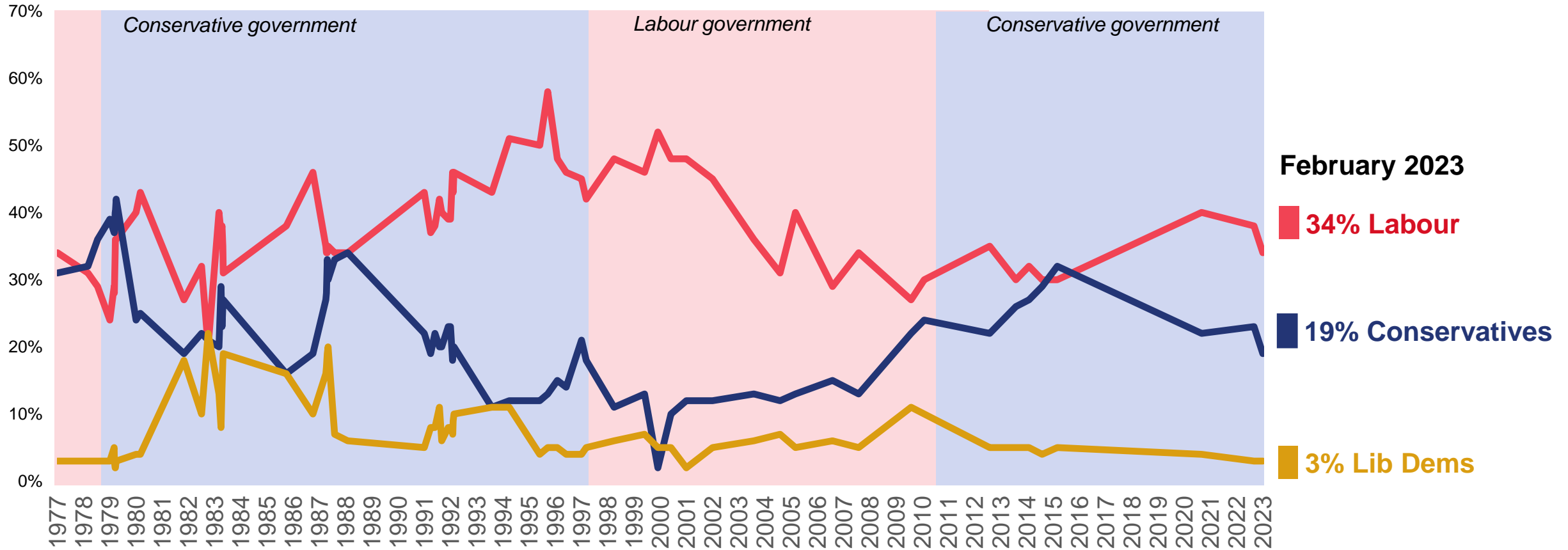


Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone



# Best party on unemployment: 1977-2023

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

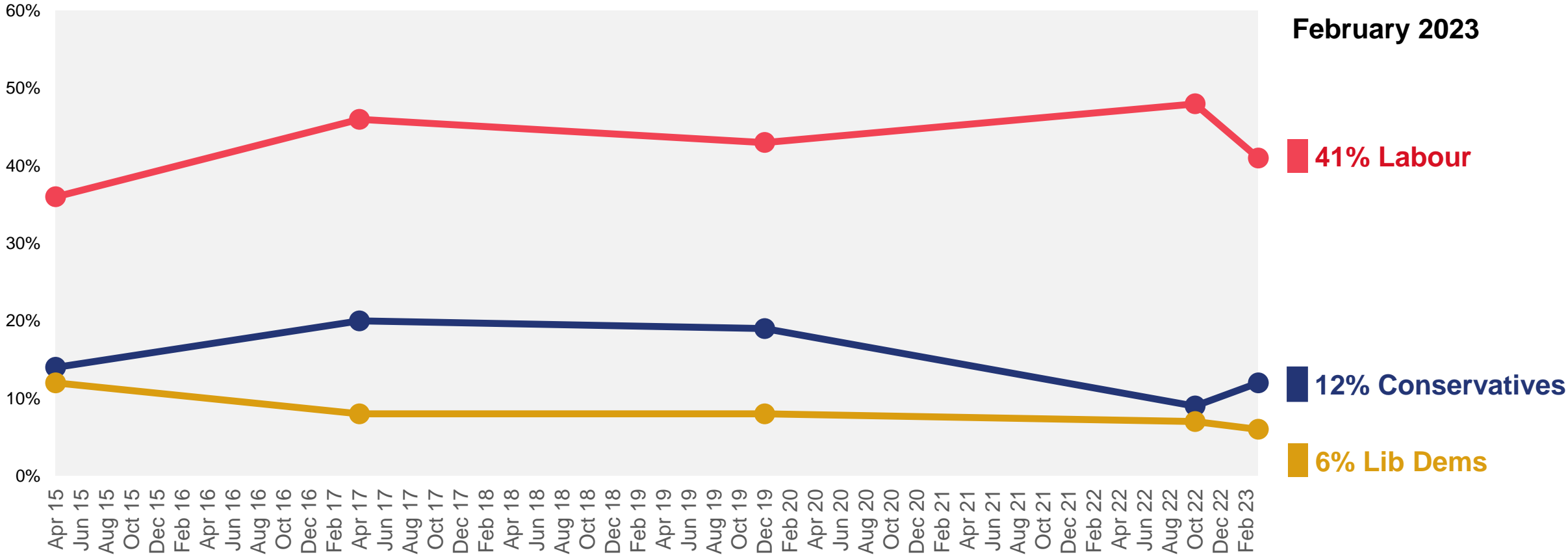


Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.  
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone



# Best party on poverty and inequality: 2015-2023

Which party do you think has the best policies on poverty and inequality, the Conservatives, Labour, Liberal Democrats or some other party?

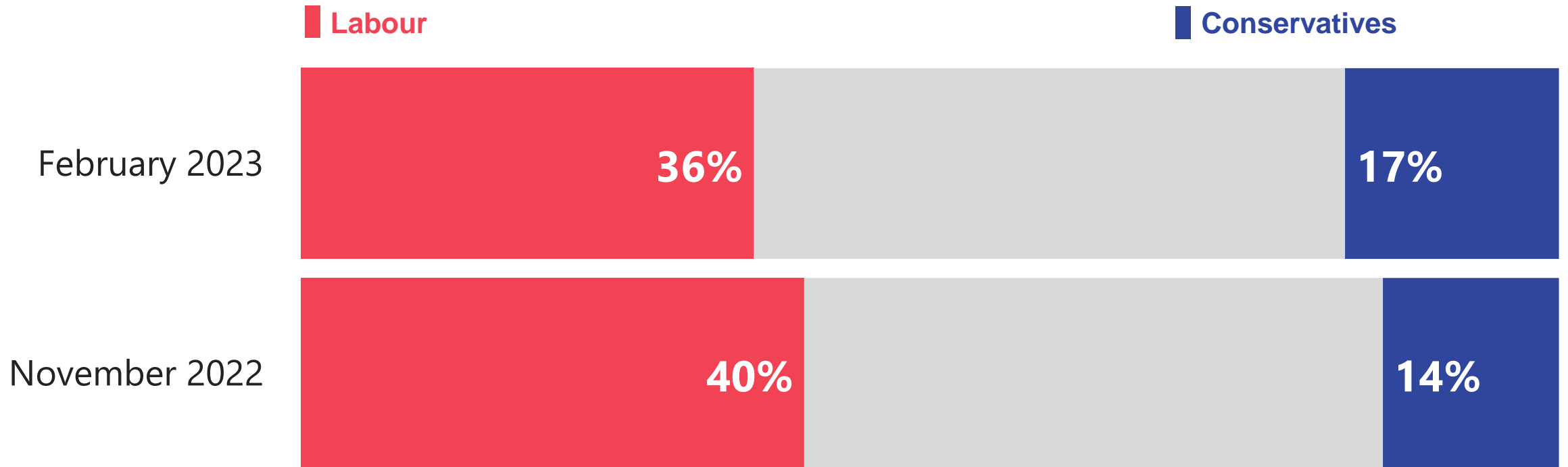


Base: 1,004 British adults 18+, 22 February – 1 March 2023. c.1000 people asked each wave.



# Best party on reducing the cost of living: 2022-2023

Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?



Base: 1,004 British adults 18+, 22 February – 1 March 2023

Source: Ipsos Political Monitor





## February - March 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)

