

# IPSOS POLITICAL MONITOR

March 2023

# VOTING INTENTION

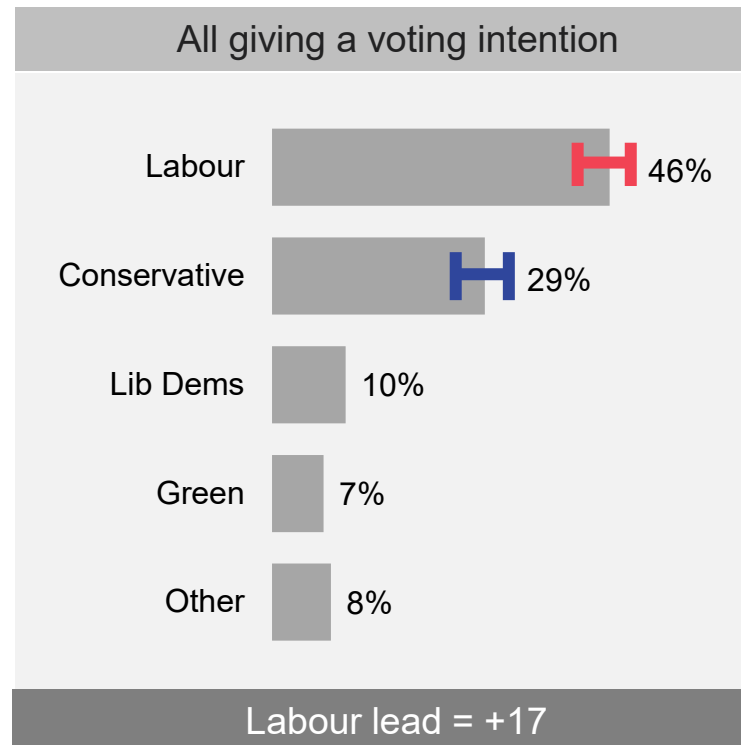
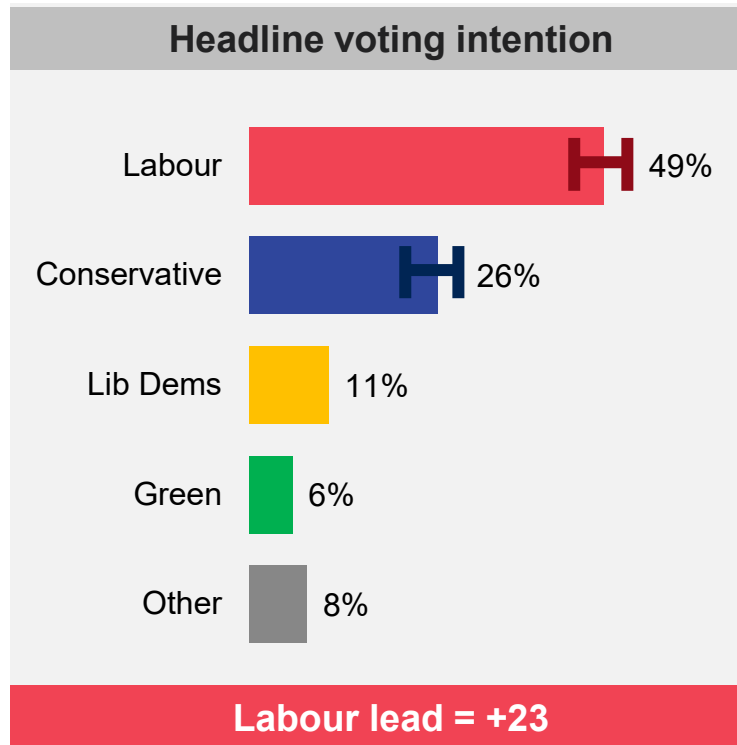
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: March 2023

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



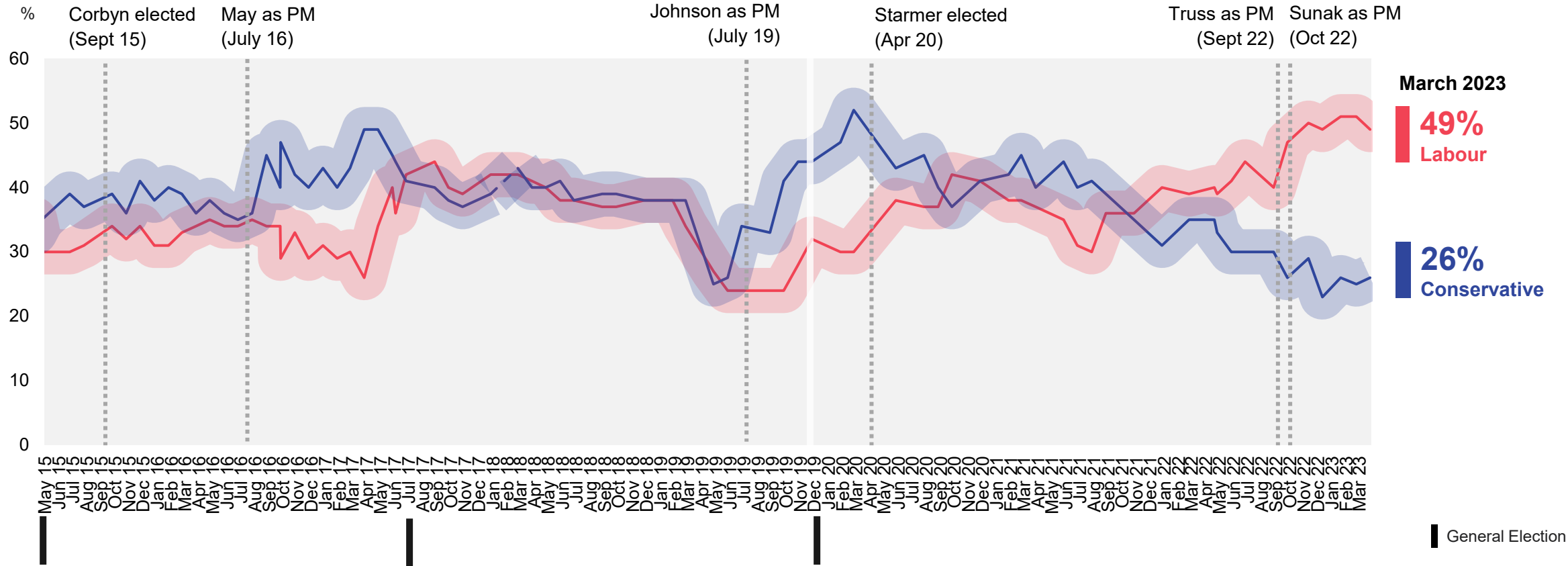
Base: 1,004 British adults 18+, 22 - 29 March 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 659. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



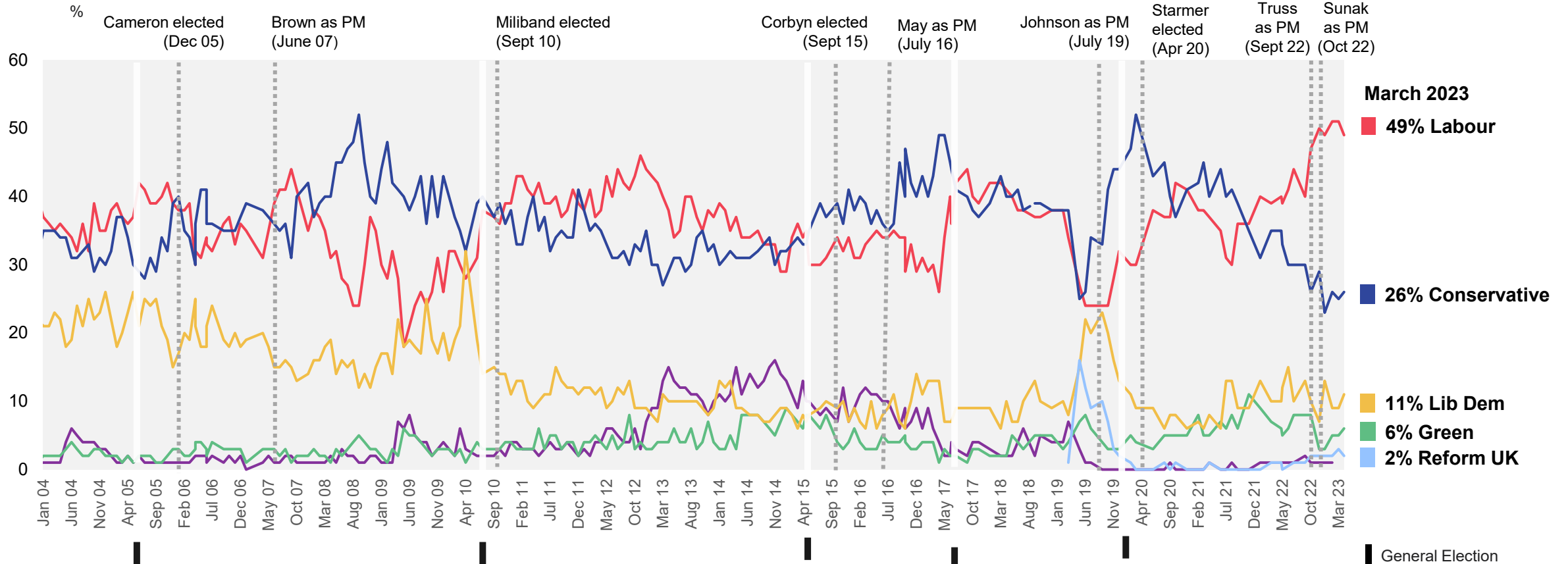
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – March '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

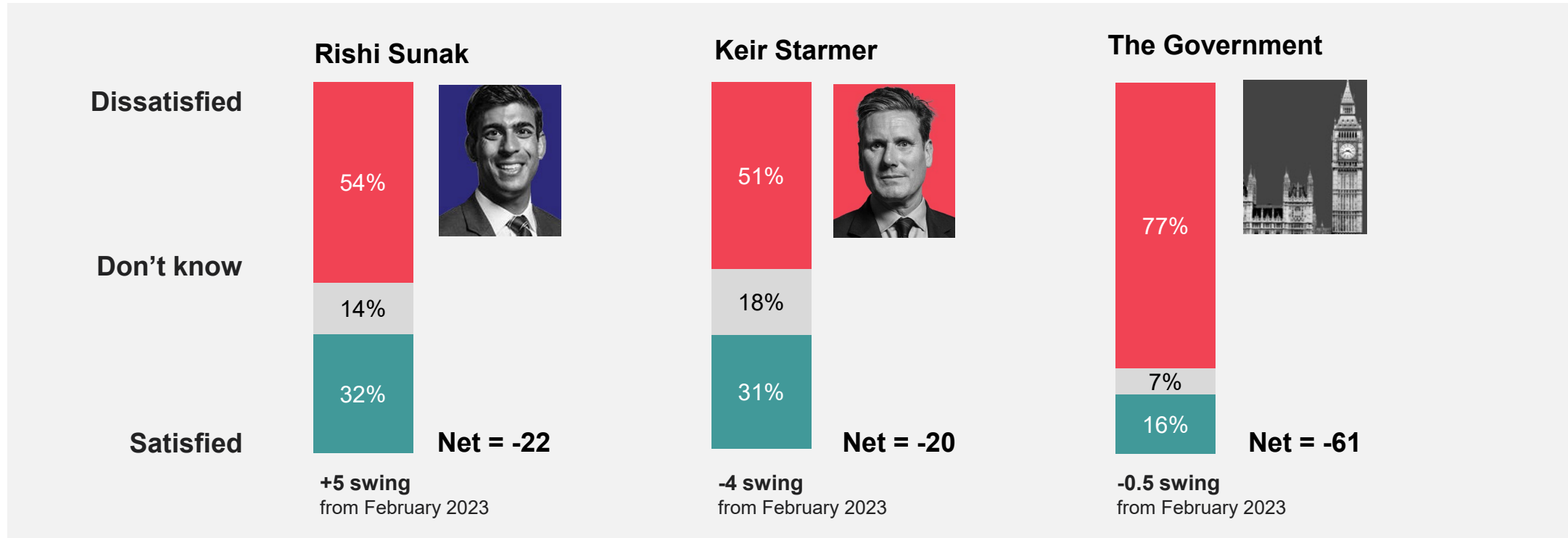




**SATISFACTION**  
**WITH GOVERNMENT**  
**AND PARTY LEADERS**

# Satisfaction with leaders and the Government: March 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 – 29 March 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

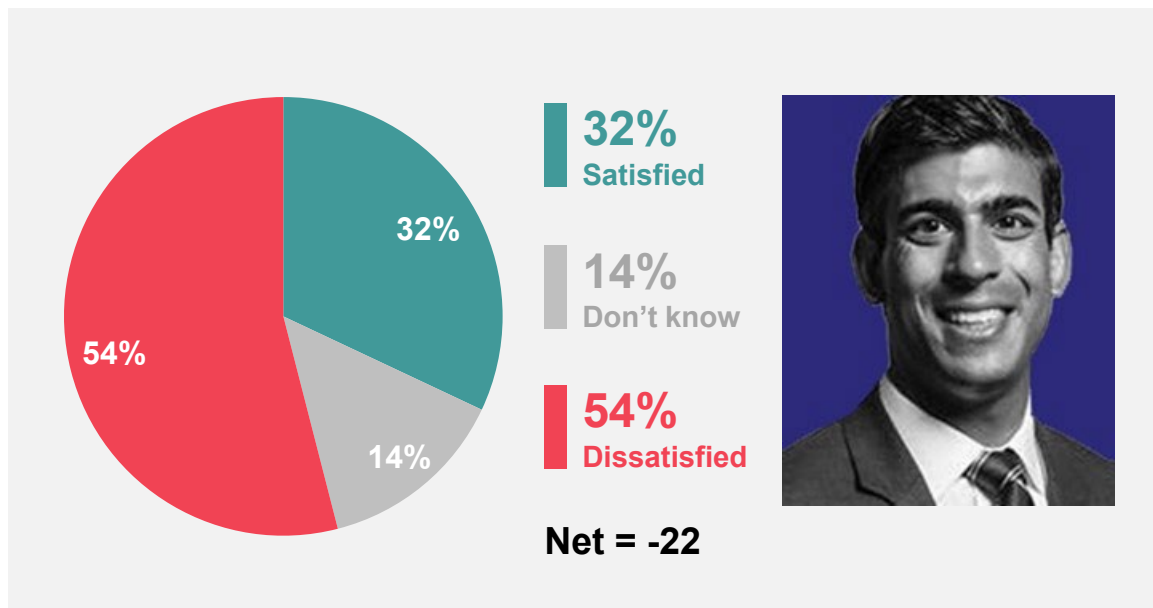


# Rishi Sunak: Satisfaction

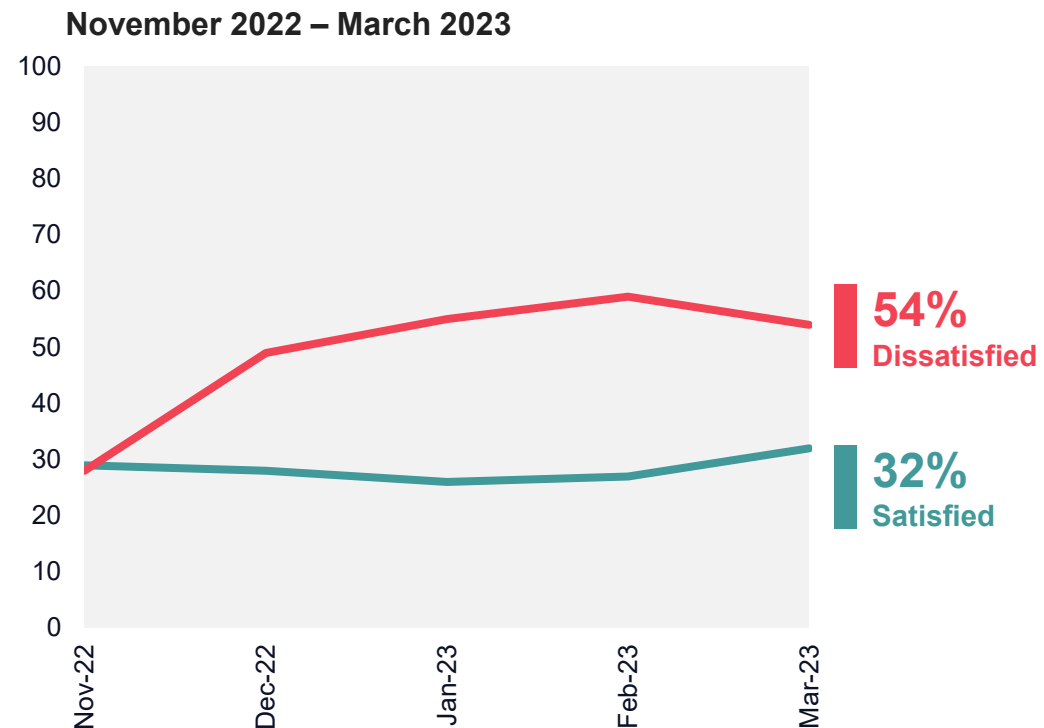
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

March 2023

Among all



Base: 1,004 British adults 18+, 22 – 29 March 2023



Source: Ipsos Political Monitor

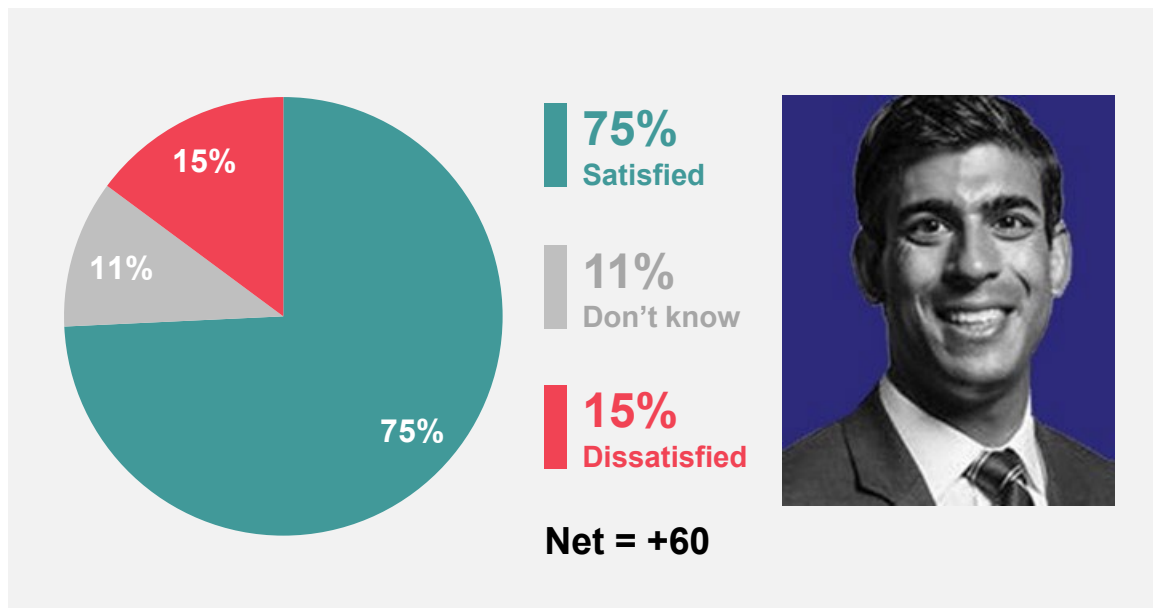




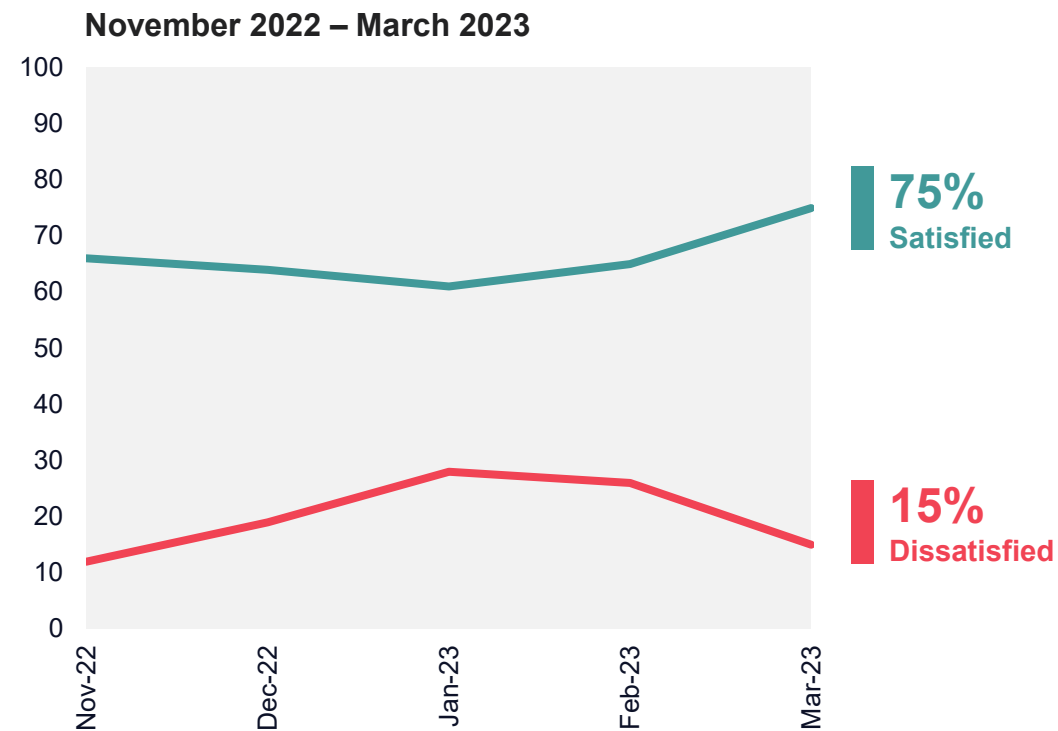
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

March 2023



Base: 226 Conservative party supporters aged 18+, 22 – 29 March 2023

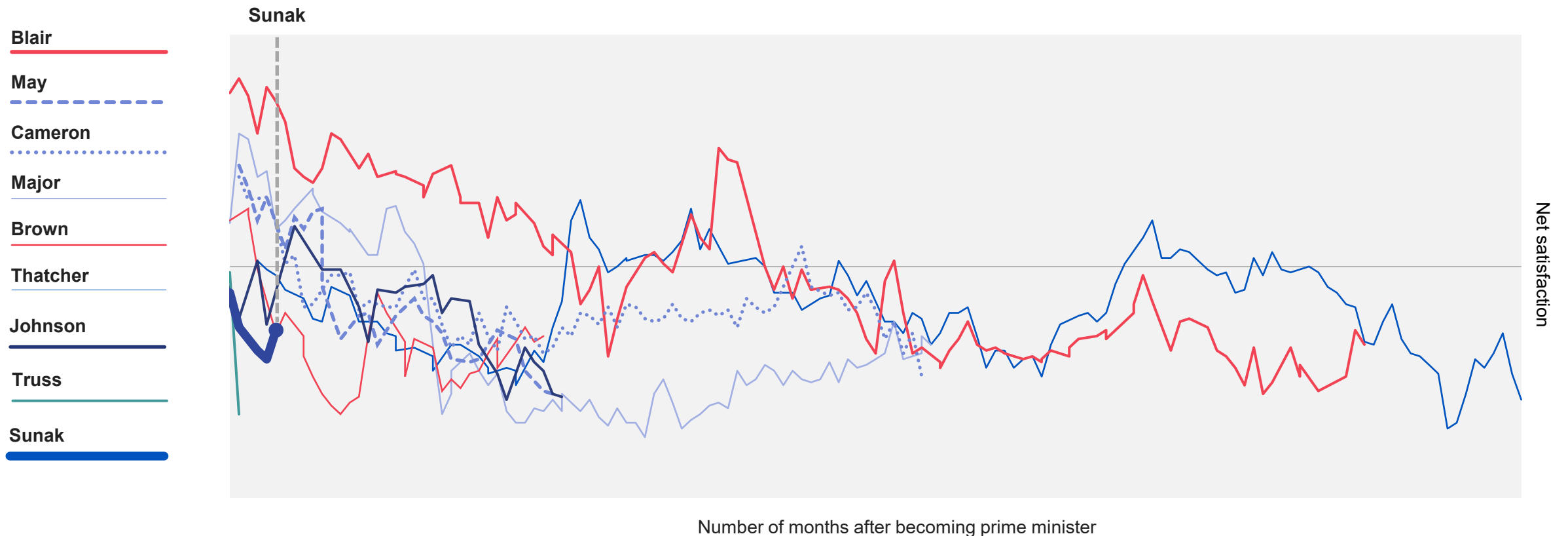


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



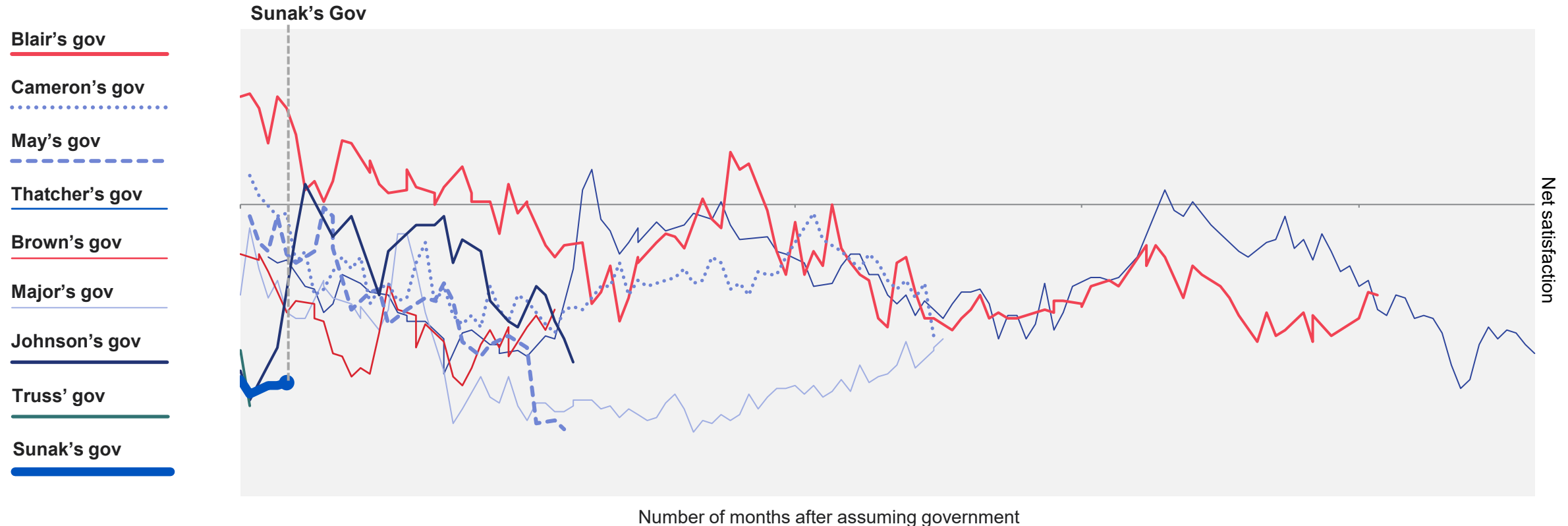
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

**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

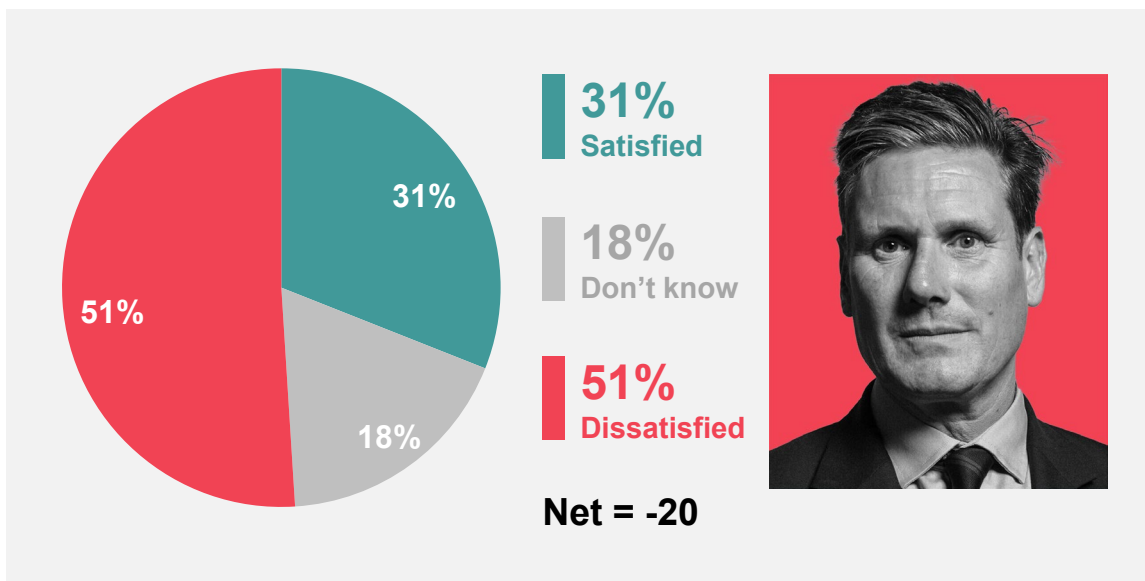
Source: Ipsos Political Monitor



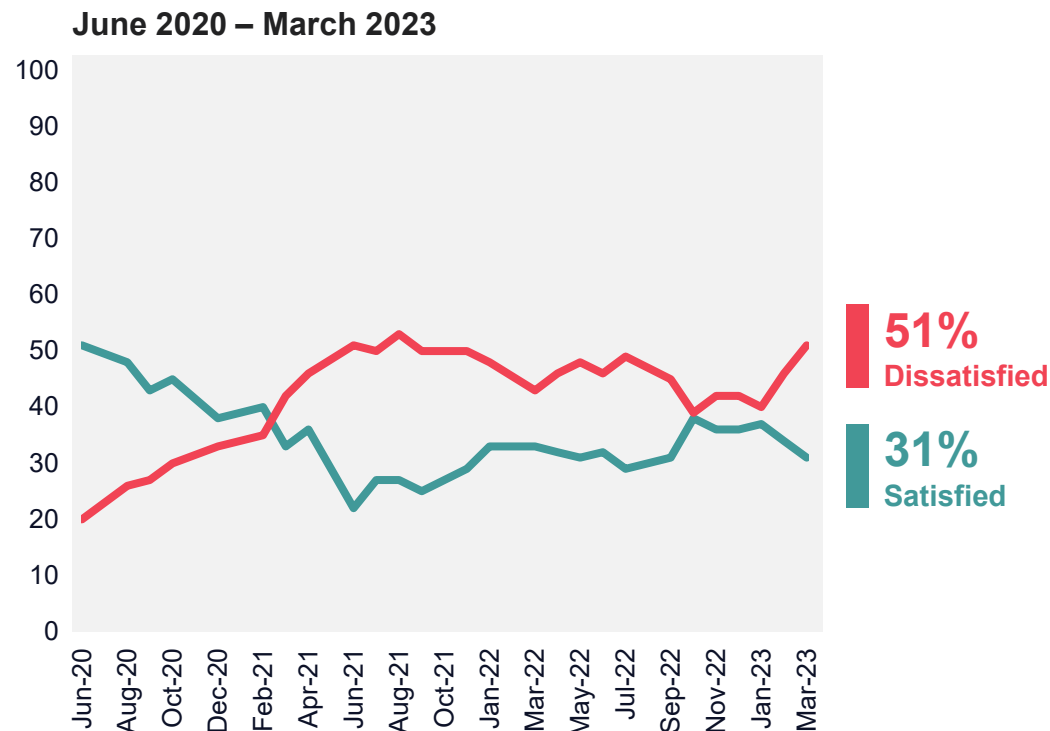
# Keir Starmer: Satisfaction

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

March 2023



Base: 1,004 British adults 18+, 22 - 29 March 2023



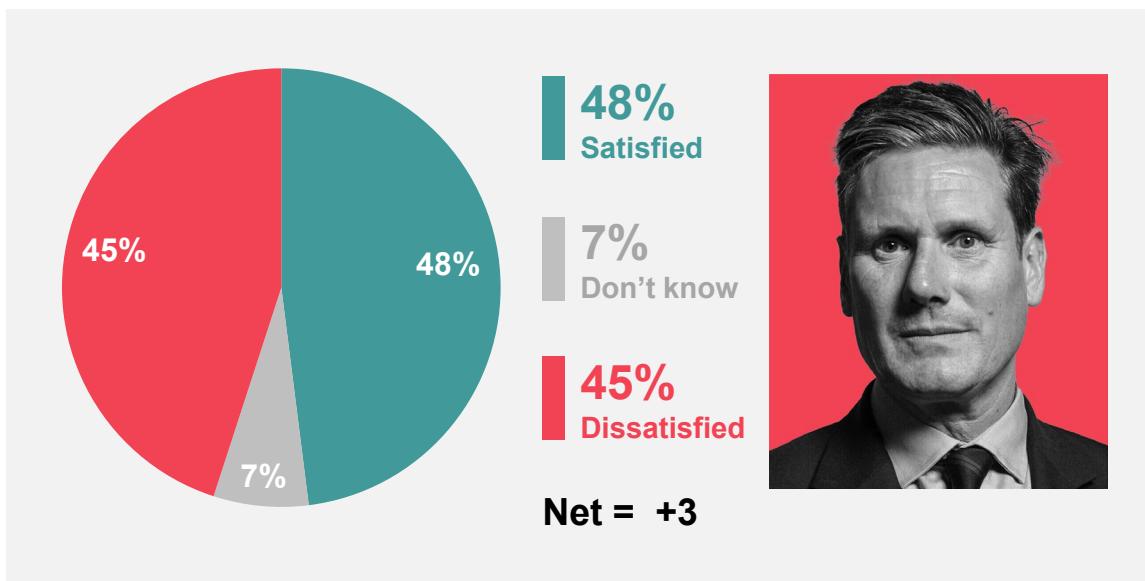
Source: Ipsos Political Monitor



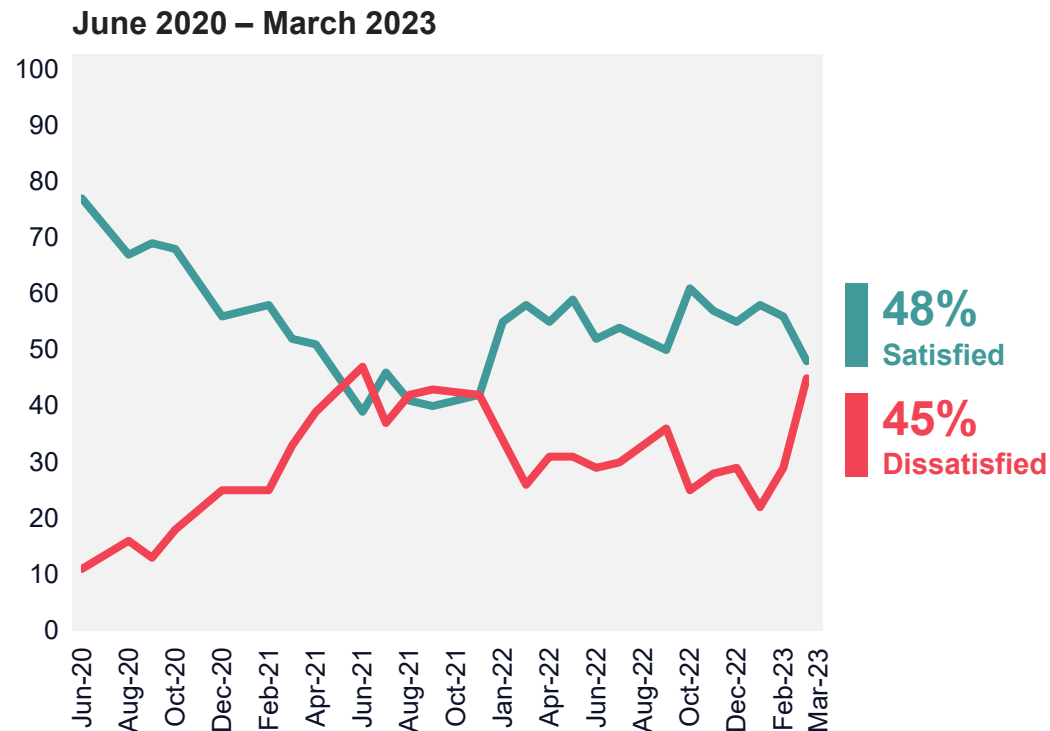
# Keir Starmer: Satisfaction amongst Labour supporters

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

March 2023



Base: 366 Labour Party supporters aged 18+, 22 – 29 March 2023

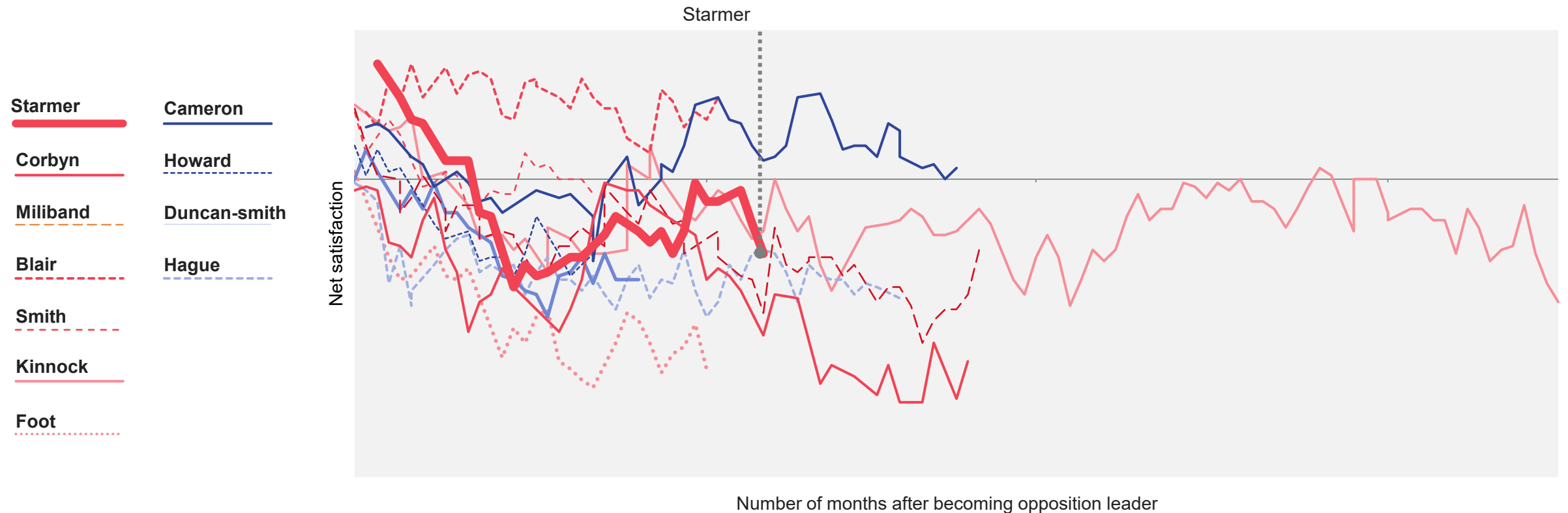


Source: Ipsos Political Monitor



# 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*

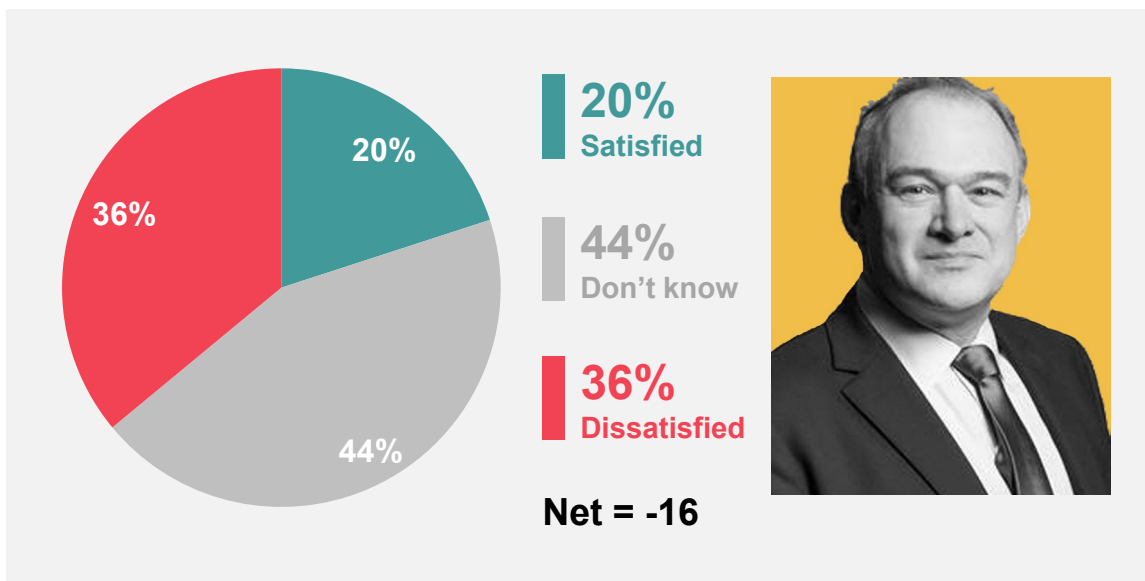
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

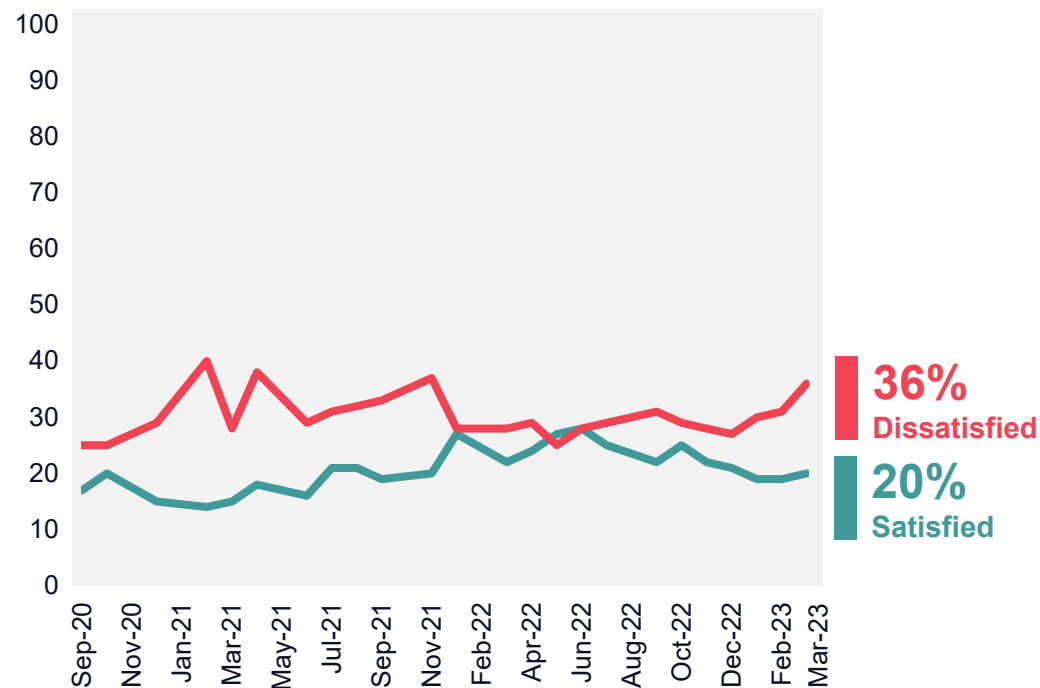
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

March 2023



Base: 1,004 British adults 18+, 22 – 29 March 2023

September 2020 – March 2023



Source: Ipsos Political Monitor



# ECONOMIC OPTIMISM

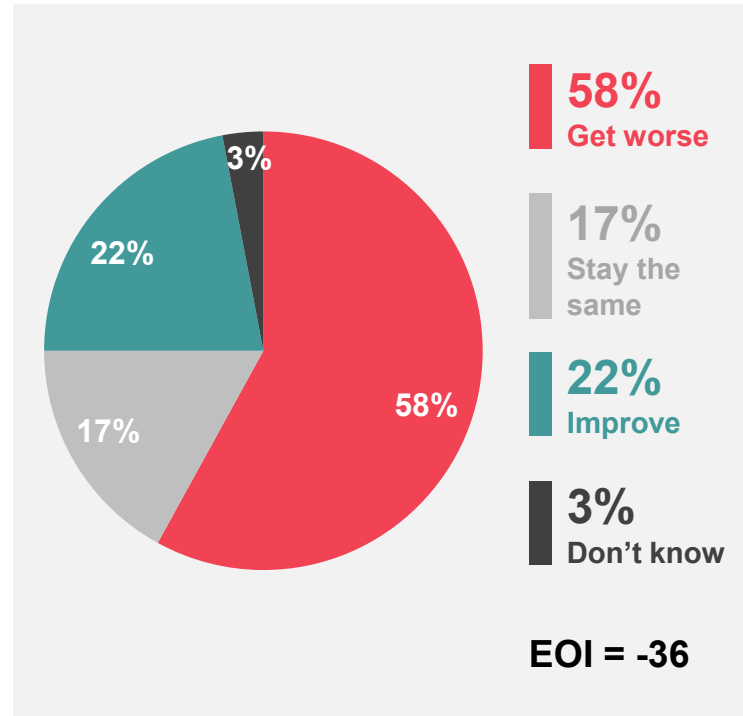




# Economic Optimism Index

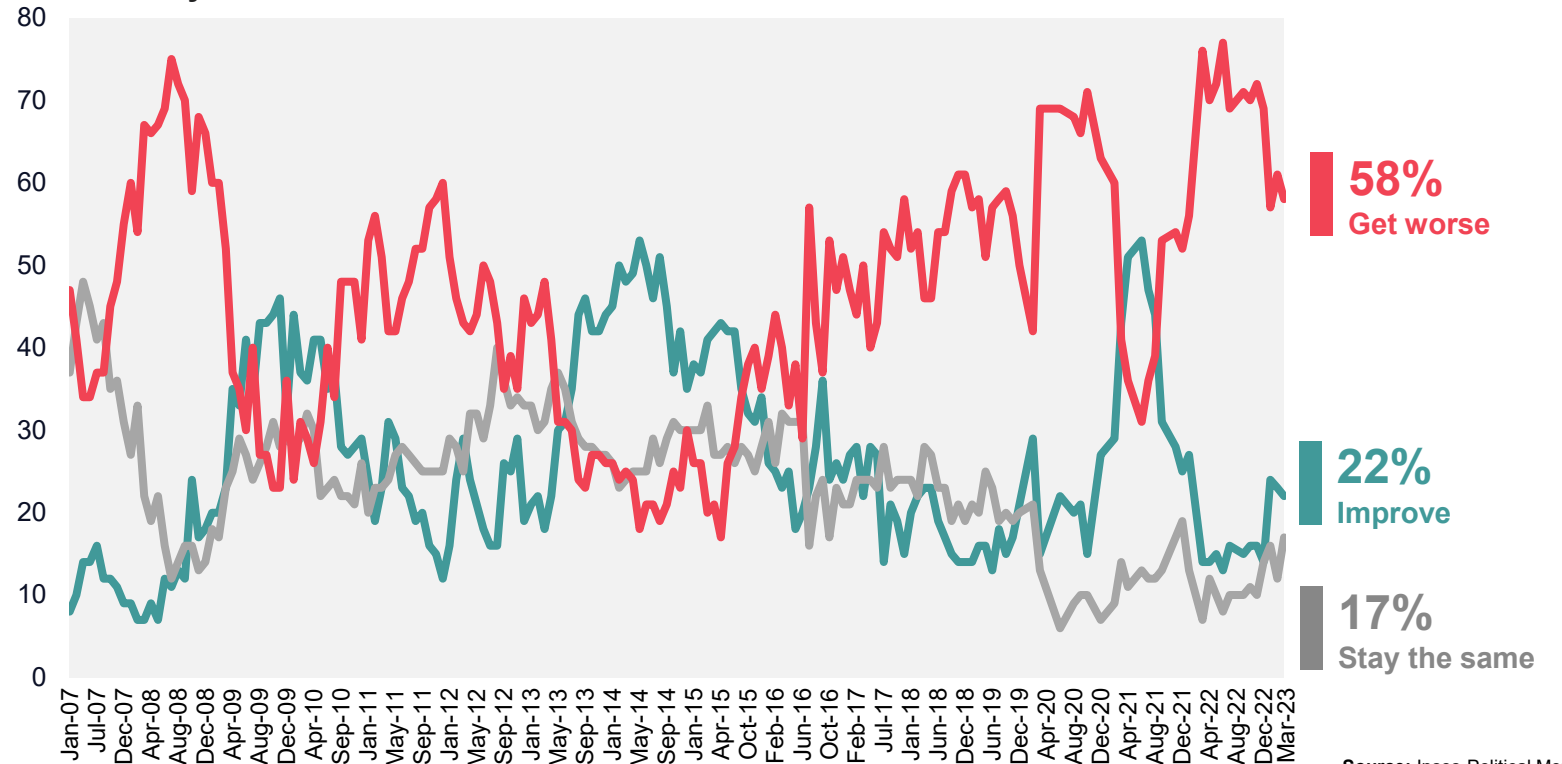
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

March 2023



Base: 1,004 British adults 18+, 22 – 29 March 2023

January 2007 – March 2023

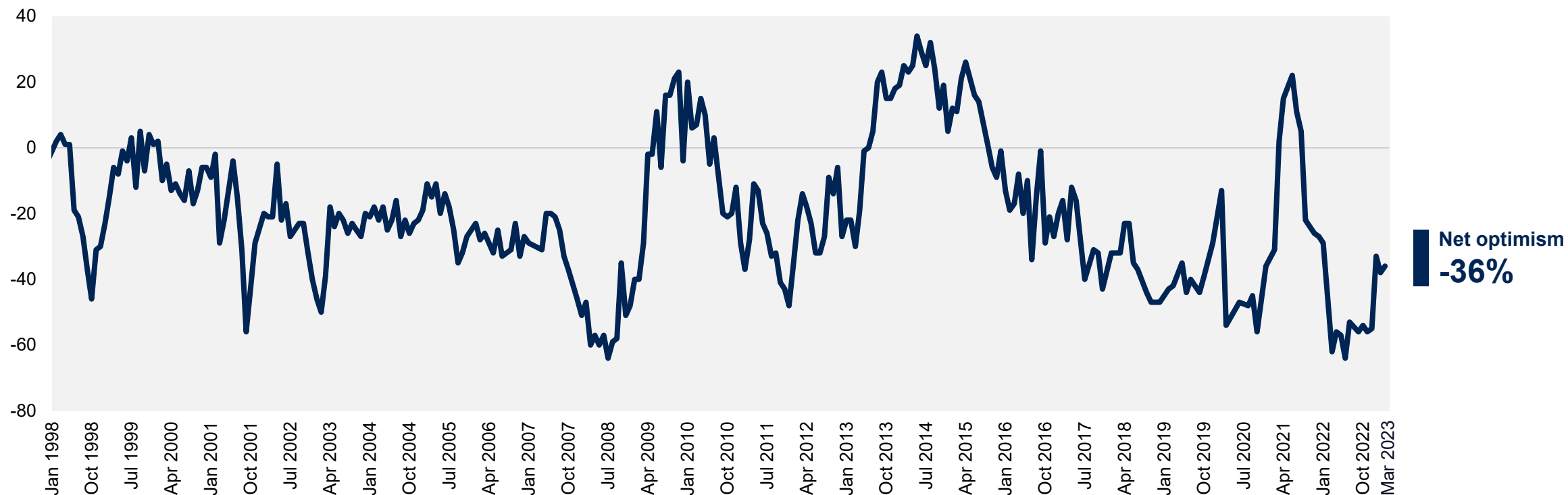


Source: Ipsos Political Monitor



# 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





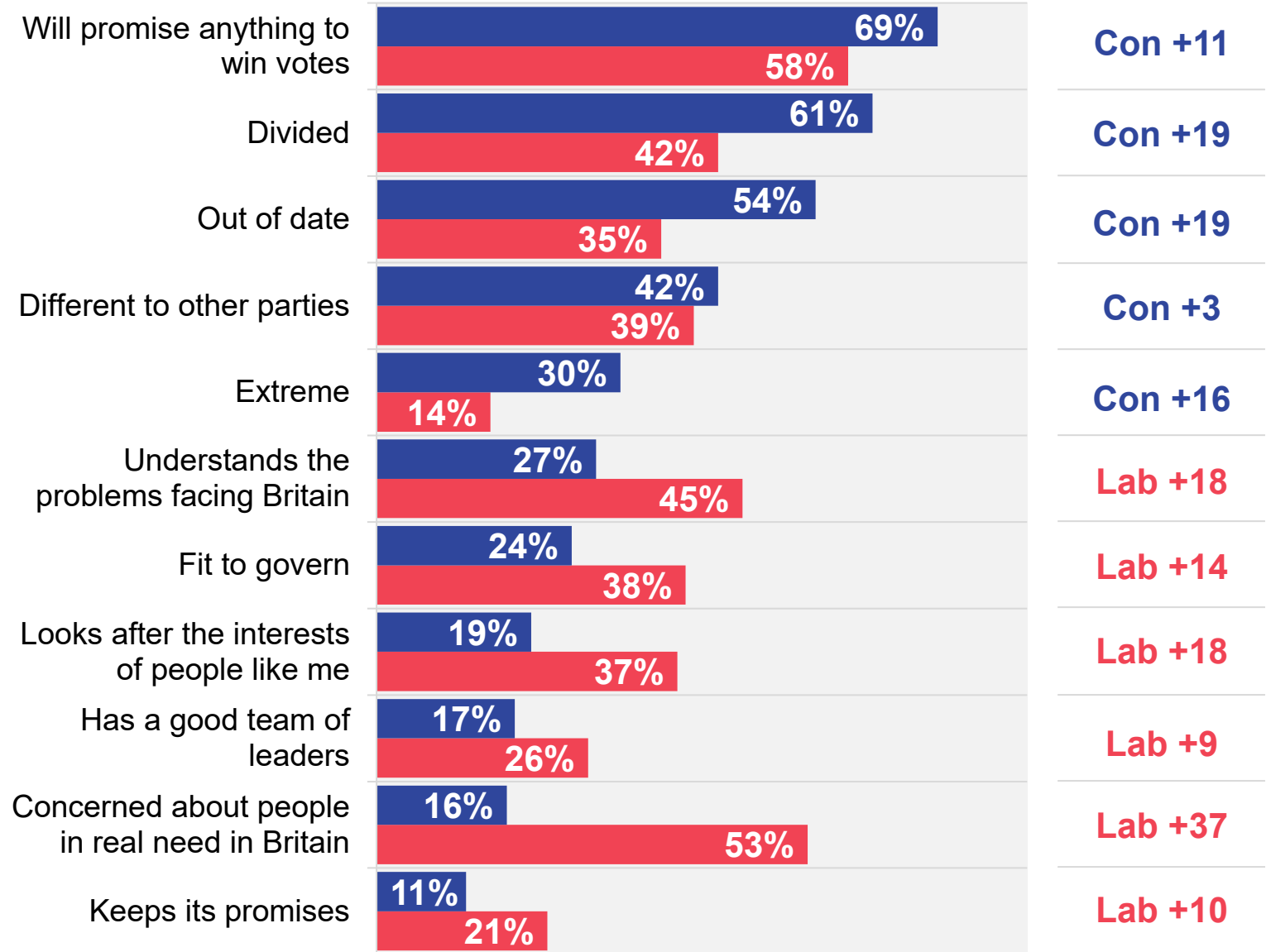
# PARTIES IMAGE AND POLICIES

# Party image: Conservatives vs Labour

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

■ The Conservative party

■ The Labour party



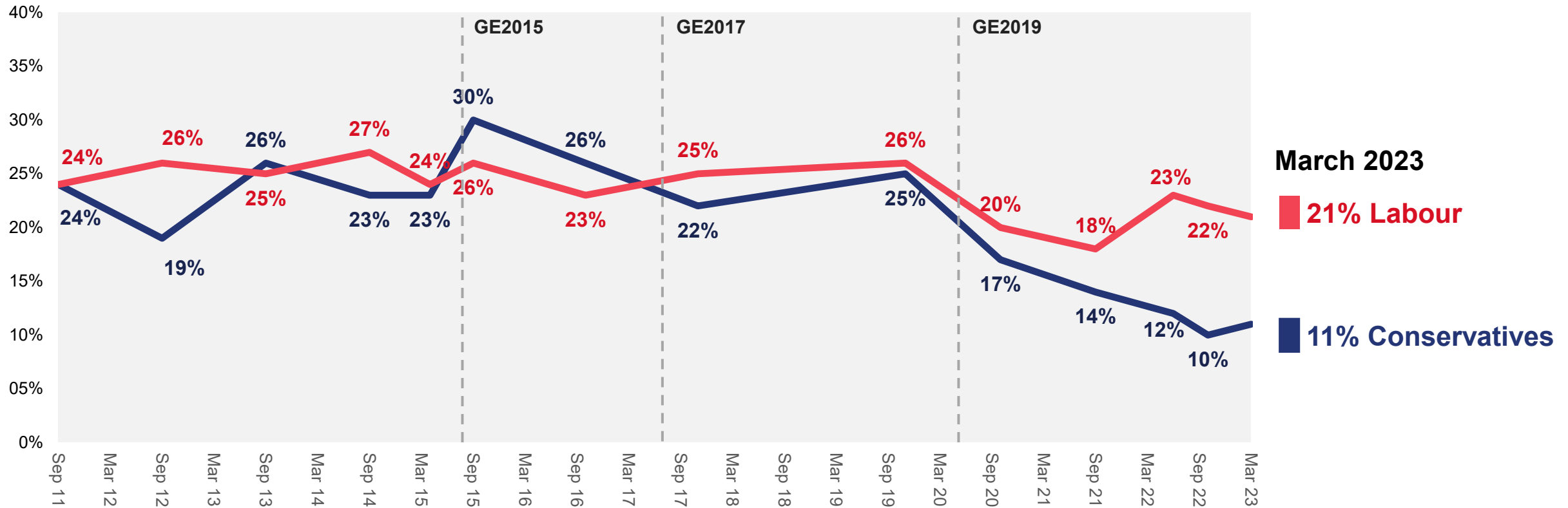
Base: 1,004 British adults 18+, 22 – 29 March 2023



# Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises

% Describing ... as “it keeps its promises”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023. c.1000 people asked each wave.

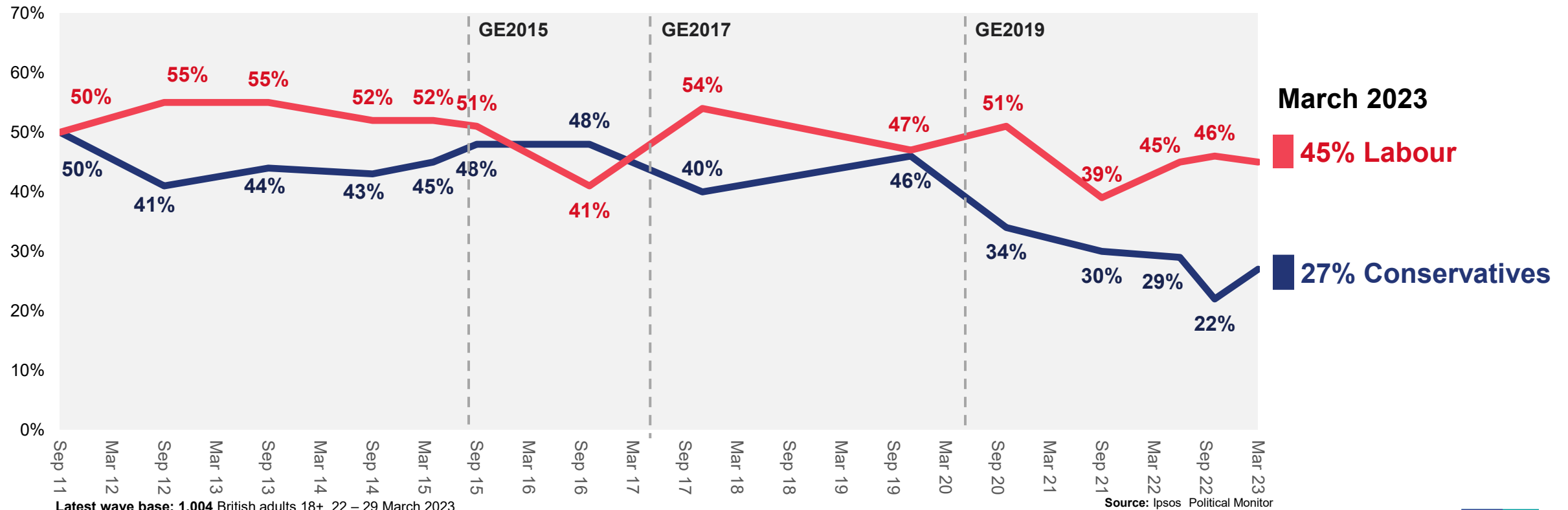
Source: Ipsos Political Monitor



# Party image: Understands the problems facing Britain

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing GB

% Describing ... as “Understands the problems facing Britain”, 2011-2023



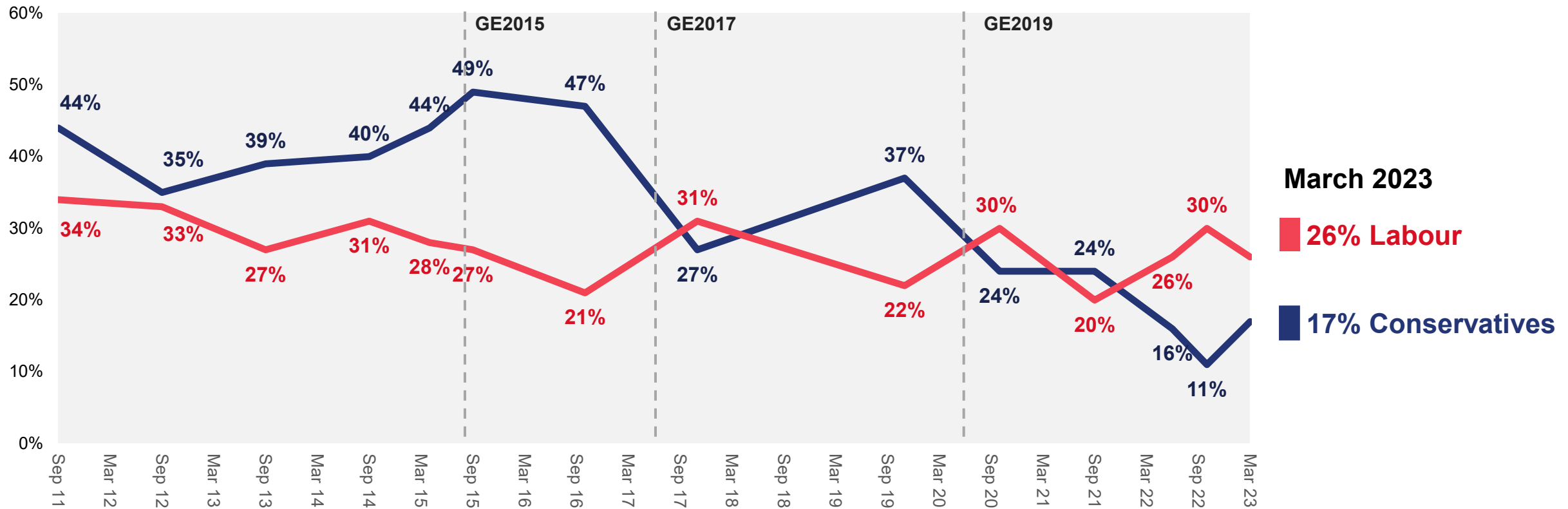
Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023.  
 c.1000 people asked each wave.



# Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders

% Describing ... as “has a good team of leaders”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023.  
c.1000 people asked each wave.

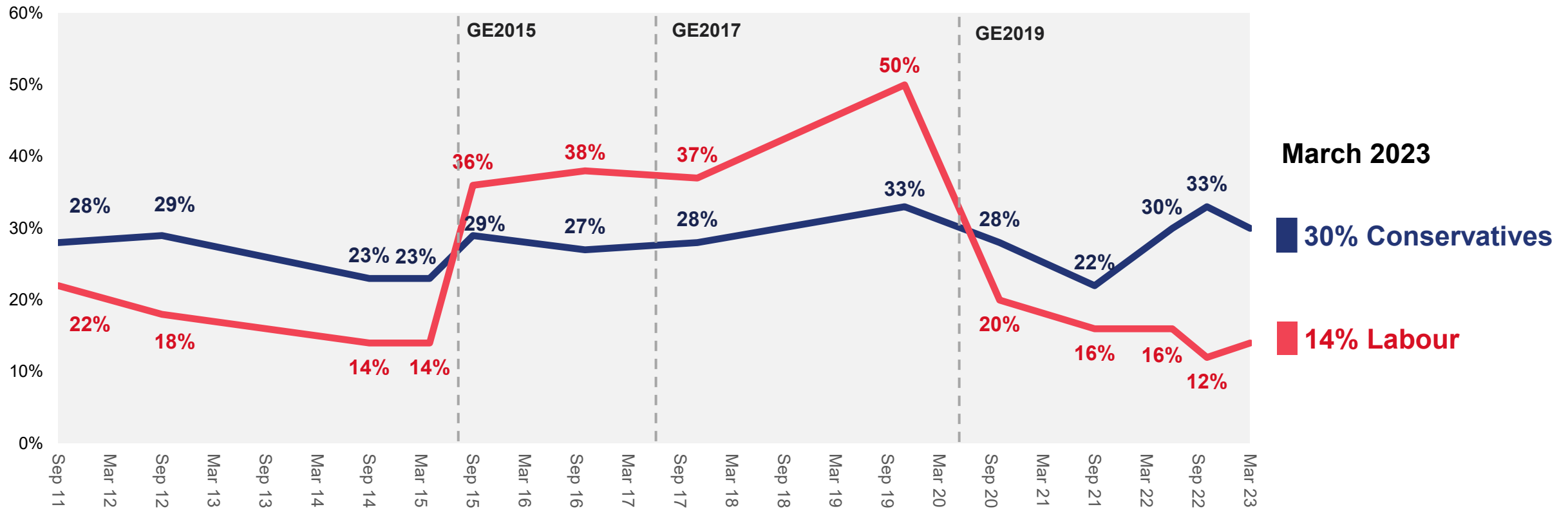
Source: Ipsos Political Monitor



# Party image: Extreme

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

% Describing ... as “extreme”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023. c.1000 people asked each wave.

Source: Ipsos Political Monitor



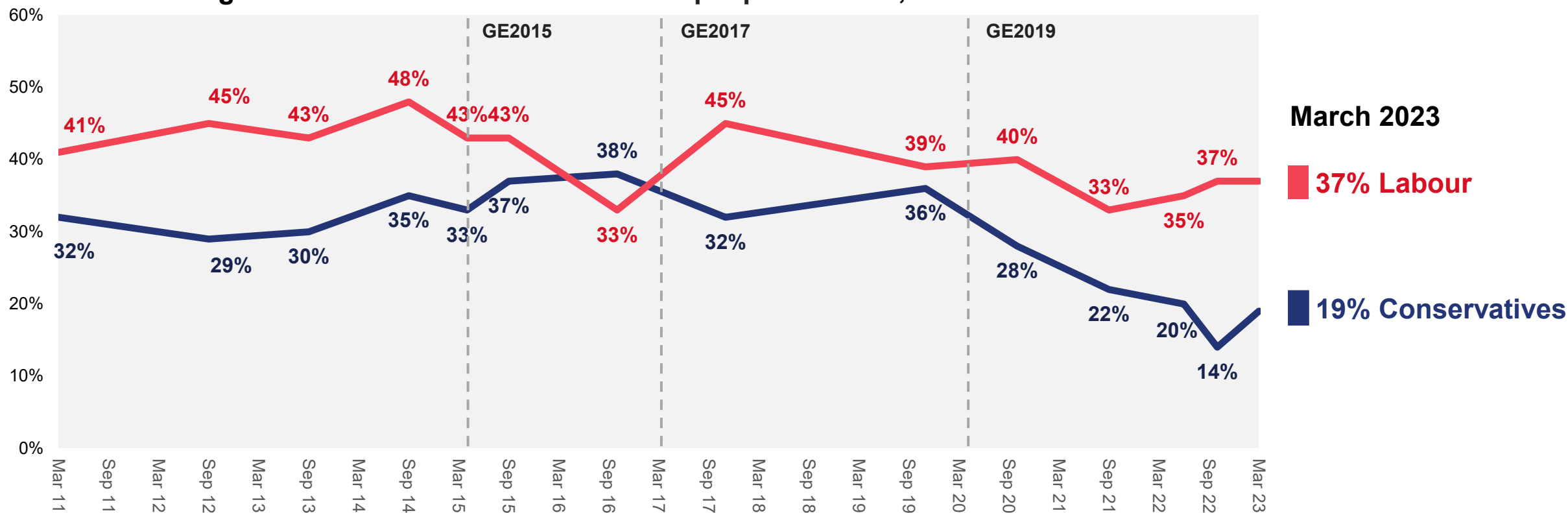


# Party image: Looks after the interests of people like me

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

Looks after the interests of people like me

% Describing ... as “Looks after the interests of people like me”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023. c.1000 people asked each wave.

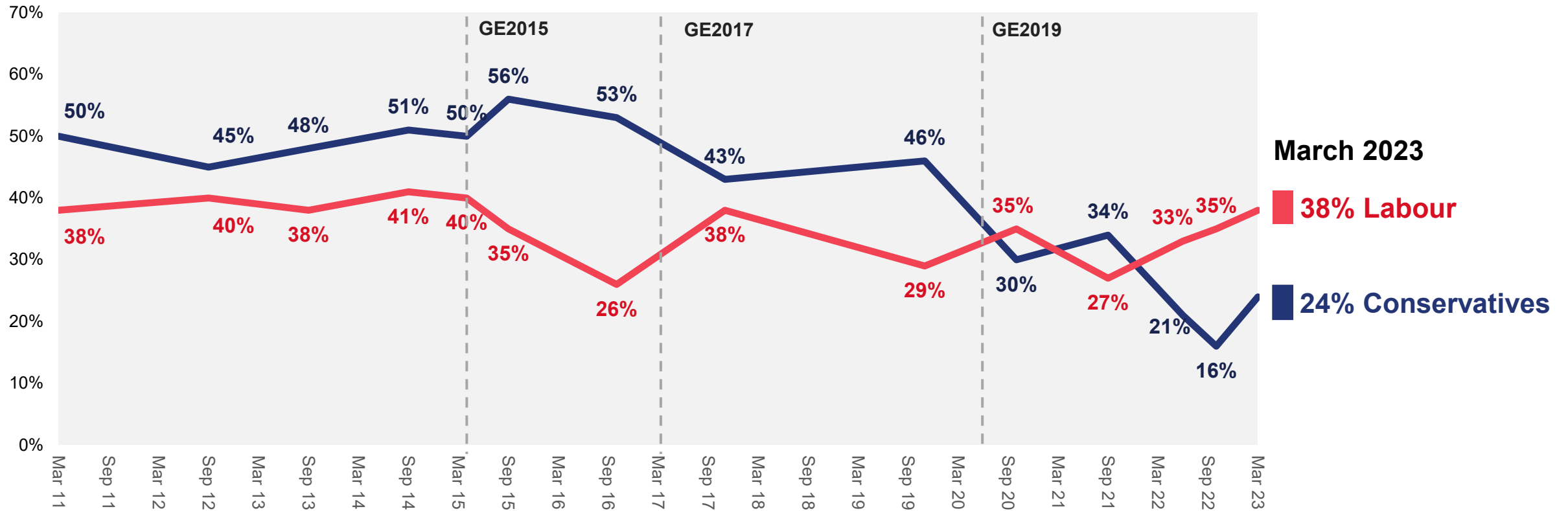
Source: Ipsos Political Monitor



# Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

% Describing ... as “fit to govern”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023.  
c.1000 people asked each wave.

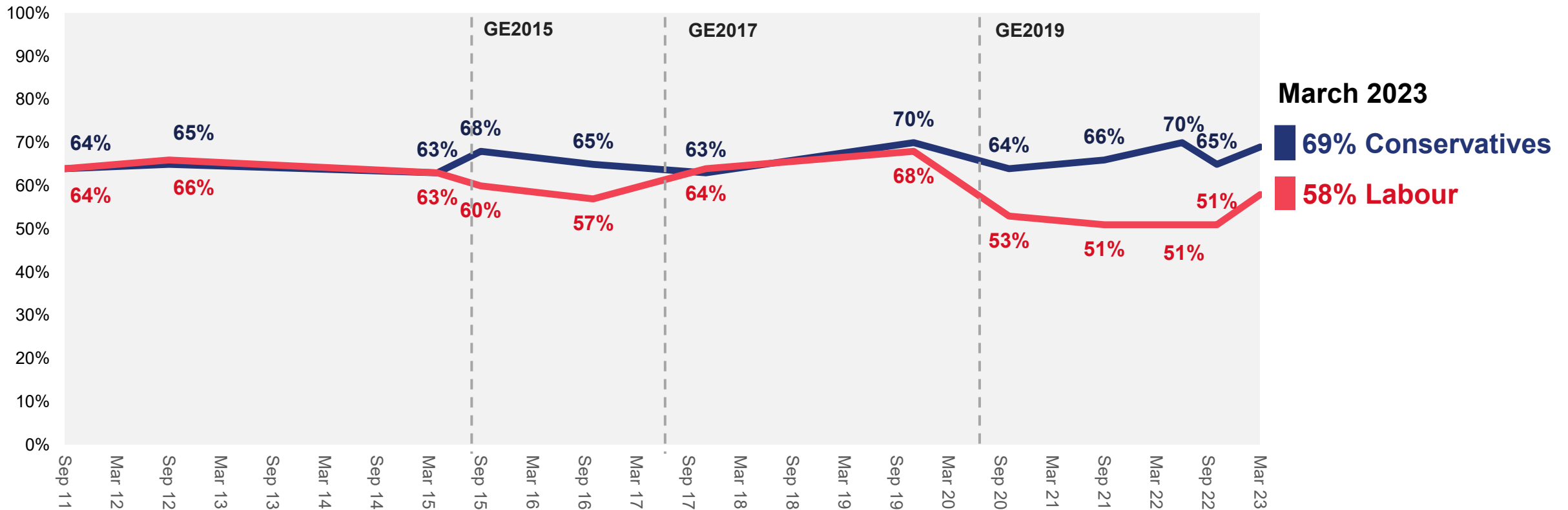
Source: Ipsos Political Monitor



# Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes

% Describing ... as “will promise anything to win votes”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023.  
c.1000 people asked each wave.

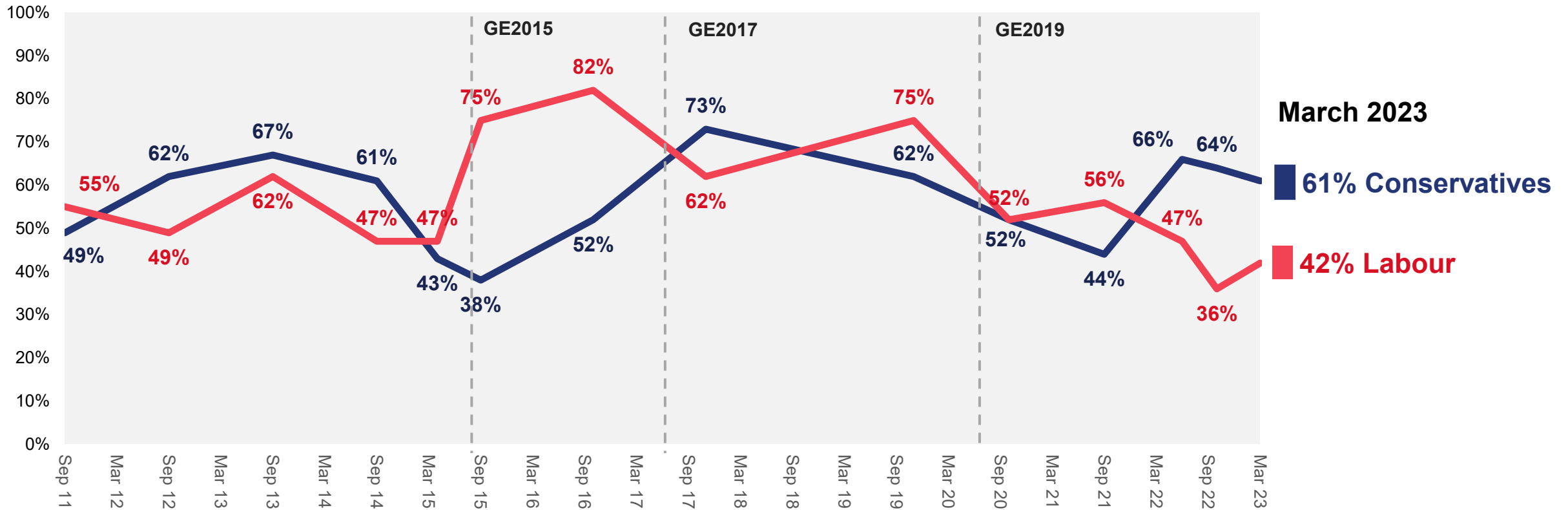
Source: Ipsos Political Monitor



# Party image: Divided

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

% Describing ... as “divided”, 2011-2023



Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023. c.1000 people asked each wave.

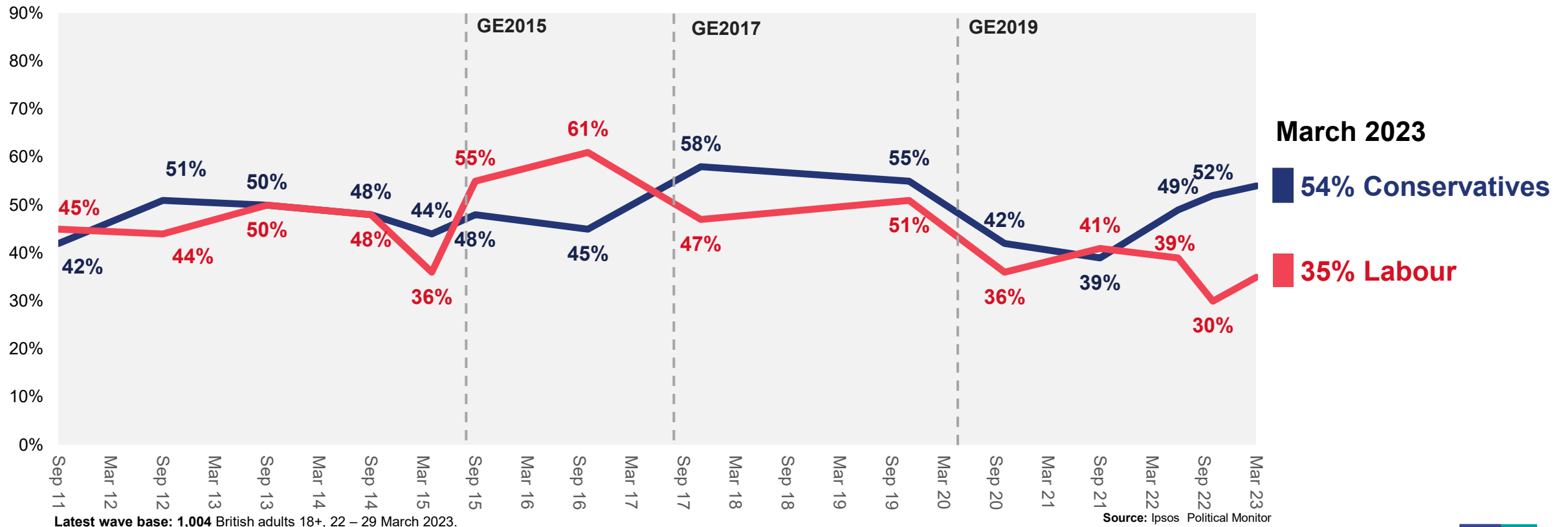
Source: Ipsos Political Monitor



# Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date

% Describing ... as “Out of date”, 2011-2023



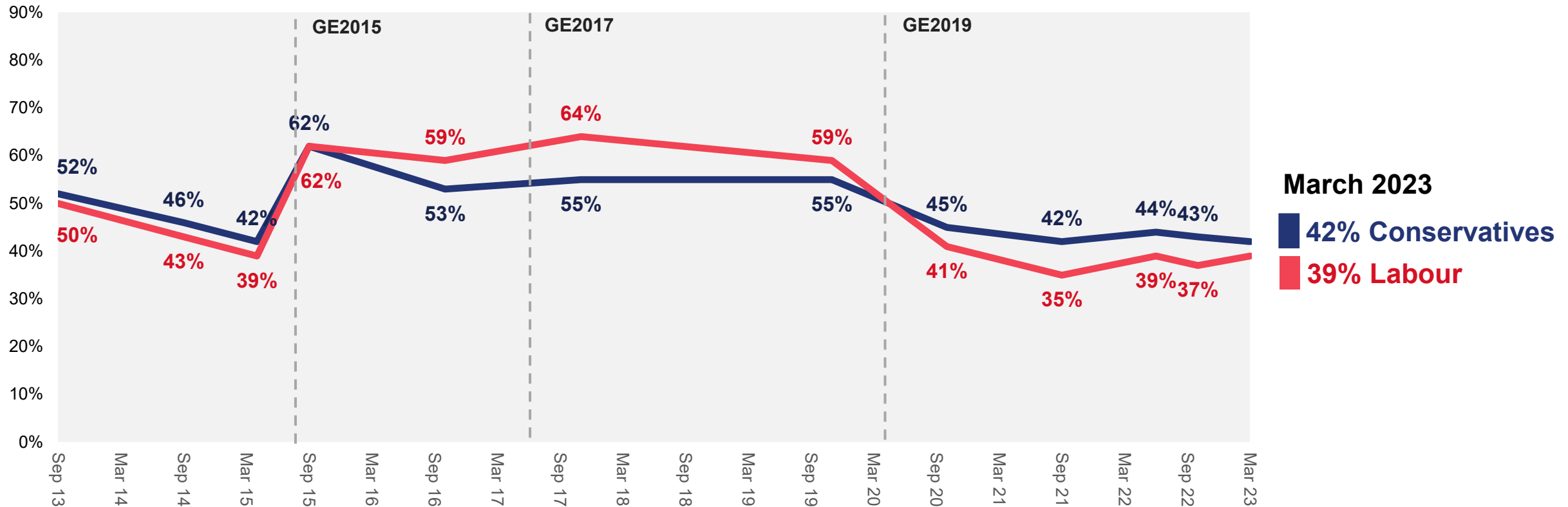
Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023.  
c.1000 people asked each wave.



# Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

% Describing ... as “Different to other parties”, 2013-2023



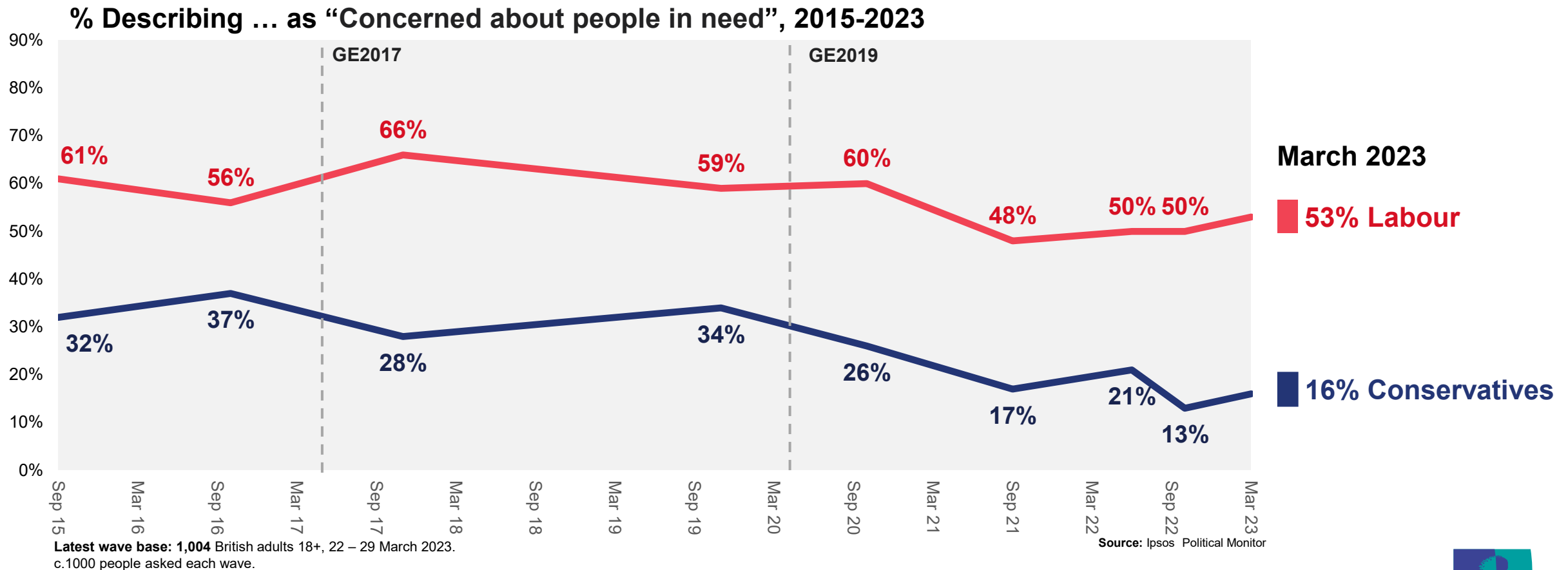
Latest wave base: 1,004 British adults 18+, 22 – 29 March 2023. c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Concerned about people in need

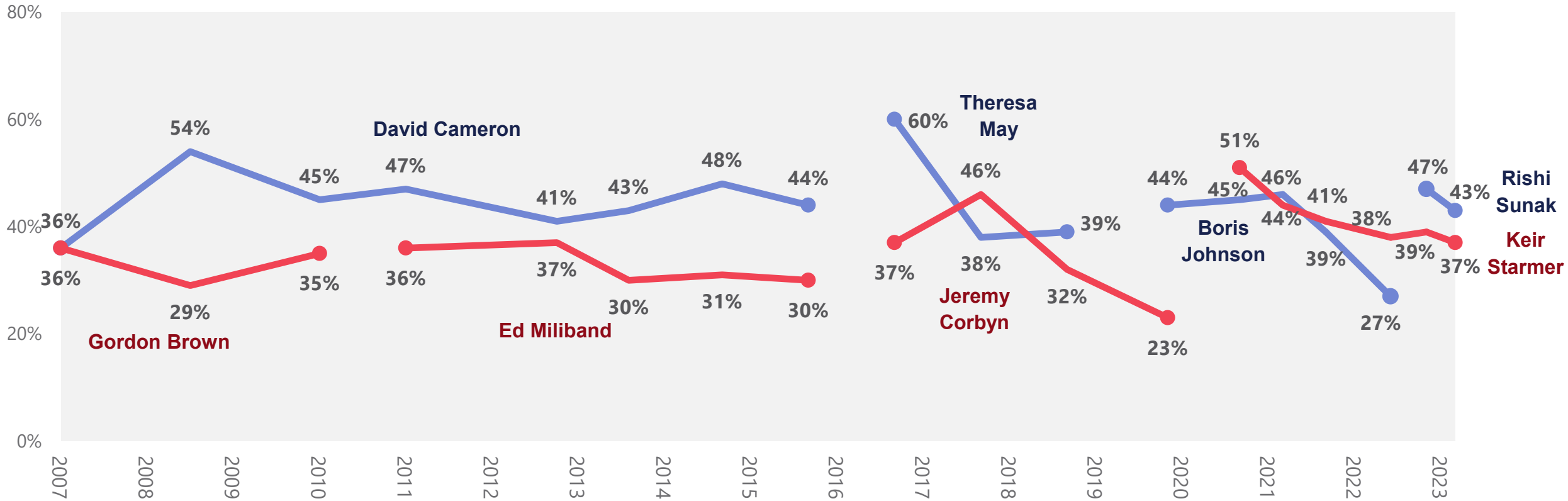
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



# Likeability of party leaders: 2007-2023

Which of these statements come closest to your views of ... and the ... party?

Like the leader of the Conservatives | Like the leader of the Labour party



Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

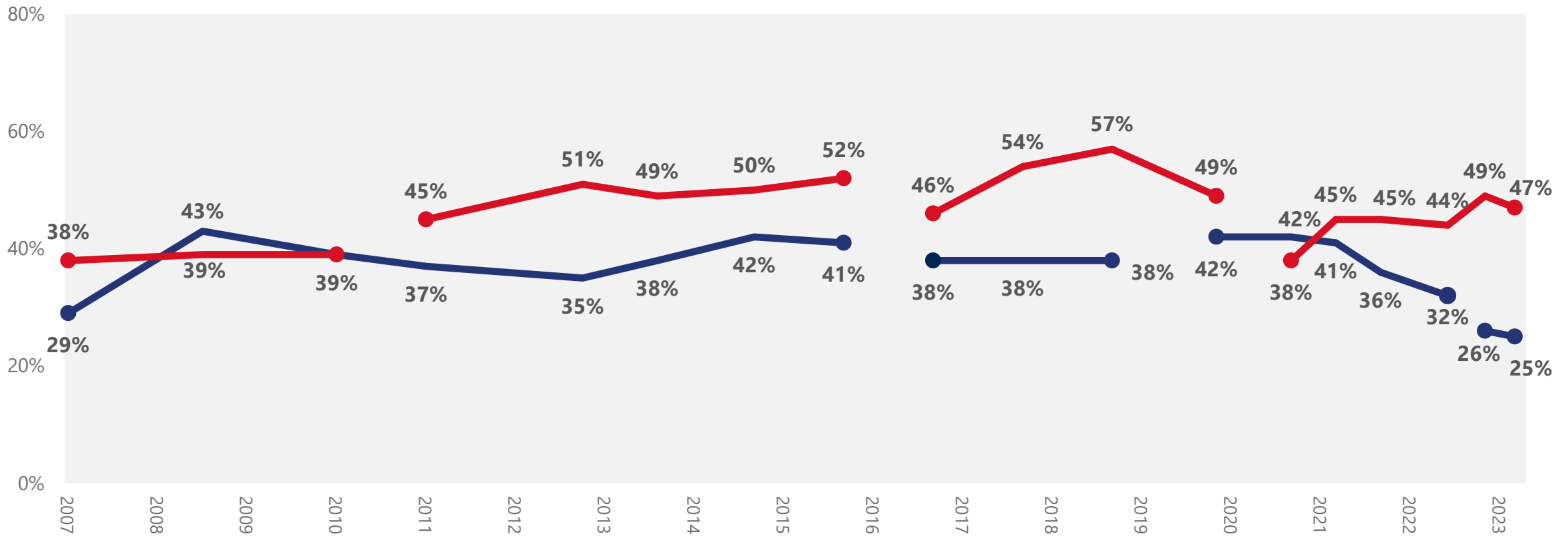




# Likeability of the parties: 2007-2023

Which of these statements come closest to your views of ... and the ... party?

■ Like the Labour party ■ Like the Conservative party



Base: c.1000 British adults 18+ each month

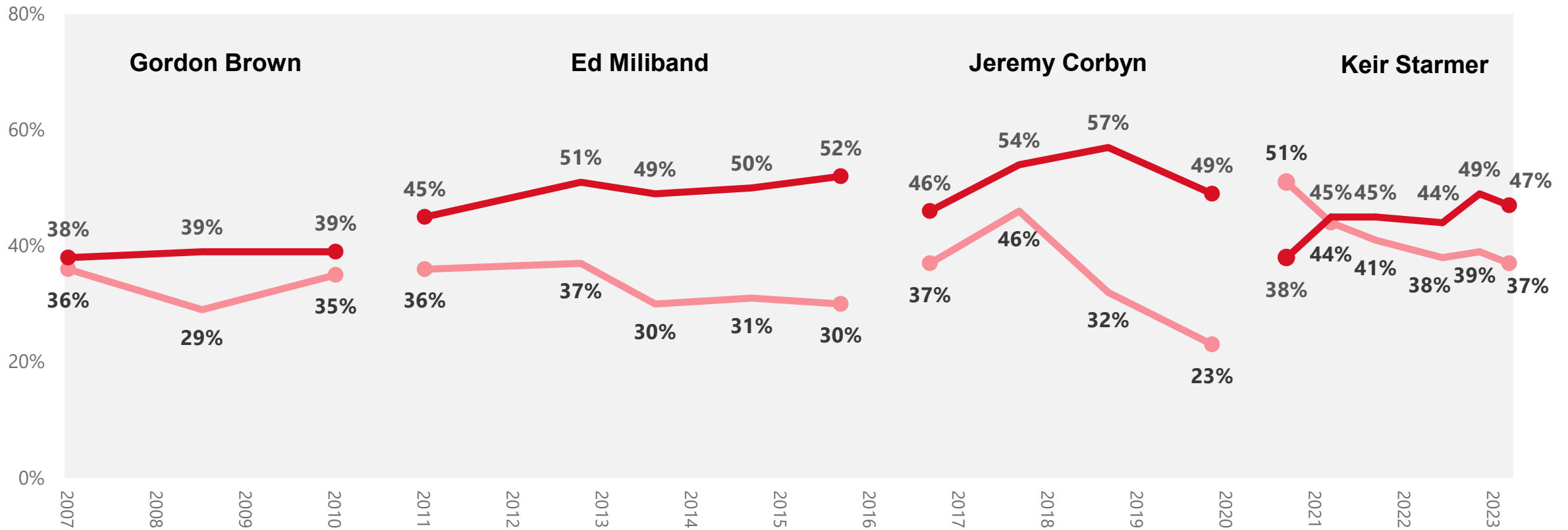
Source: Ipsos Political Monitor



# Likeability of the Labour party and its leaders: 2007-2023

Which of these statements come closest to your views of ... and the Labour party?

■ Like the Labour party    ■ Like the leader of the Labour party



Base: c.1000 British adults 18+ each month

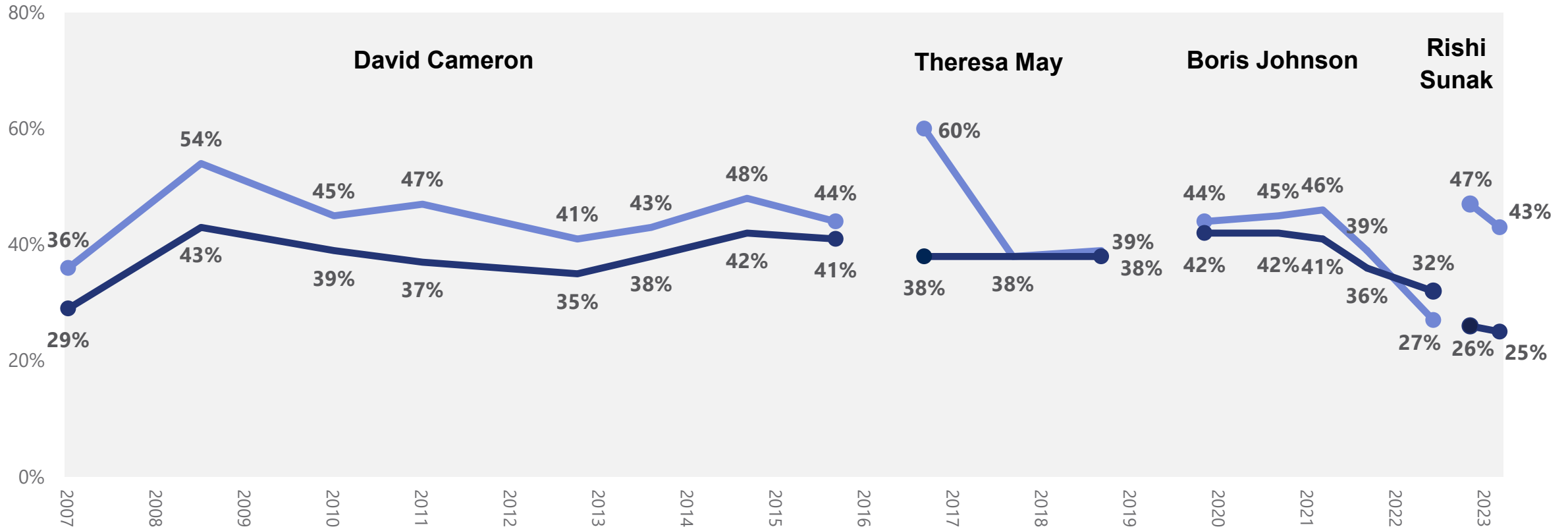
Source: Ipsos Political Monitor



# Likeability of the Conservative party and its leaders: 2007-2023

Which of these statements come closest to your views of ... and the Conservative party?

■ Like the Conservative party ■ Like the leader of the Conservatives



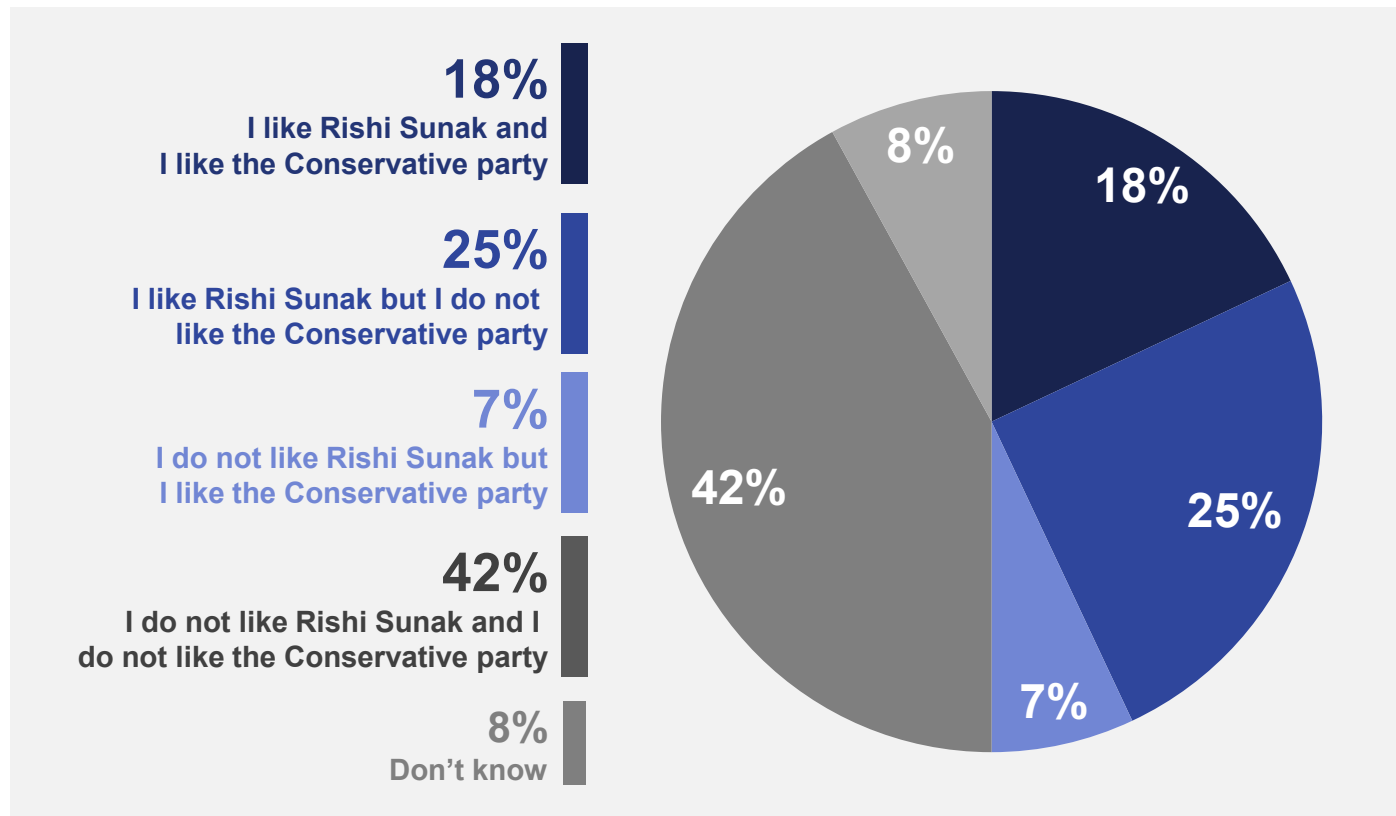
Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



# Likeability: Rishi Sunak and the Conservative party

Which of these statements come closest to your views of Rishi Sunak, and the Conservative party?



Rishi Sunak and the Conservative party	
Total like Rishi Sunak	43%
.....	
Total do not like Rishi Sunak	49%
.....	
Total like the Conservative party	25%
.....	
Total do not like the Conservative party	67%

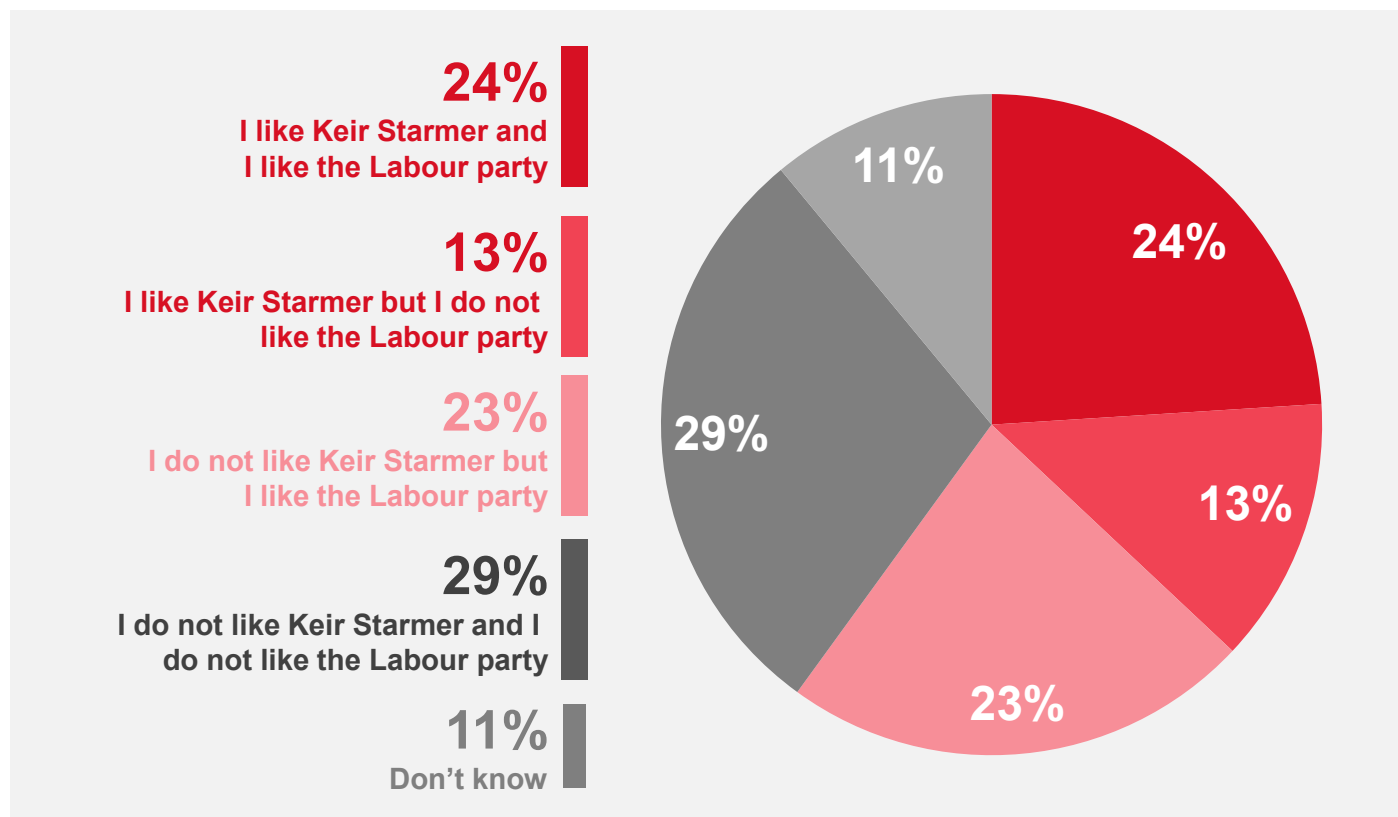
Base: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos Political Monitor



# Likeability: Keir Starmer and the Labour party

Which of these statements come closest to your views of Keir Starmer, and the Labour party?



Keir Starmer and the Labour party	
Total like Keir Starmer	37%
.....	
Total do not like Keir Starmer	52%
.....	
Total like the Labour party	47%
.....	
Total do not like the Labour party	42%

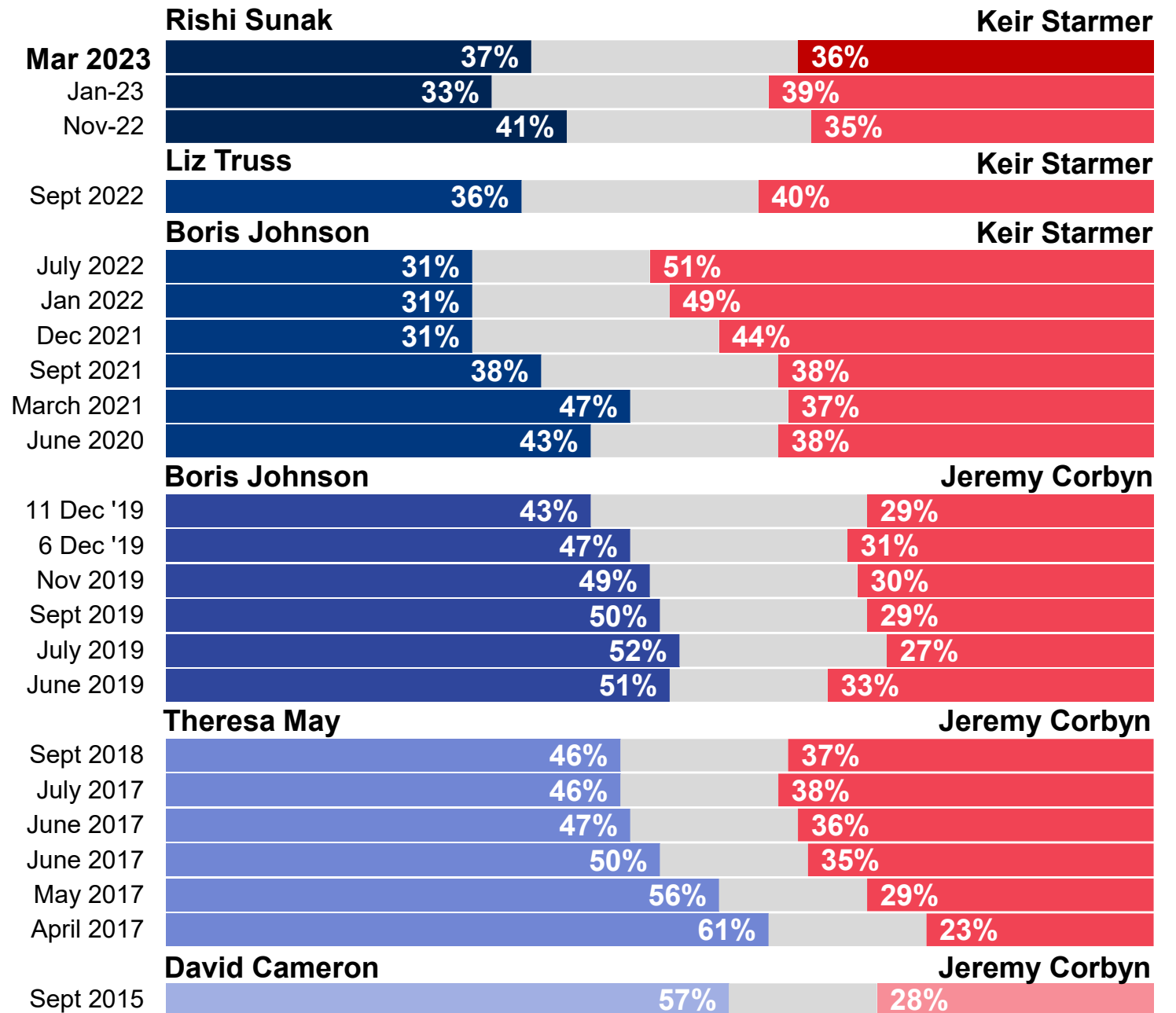
Base: 1,004 British adults 18+, 22 – 29 March 2023

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?

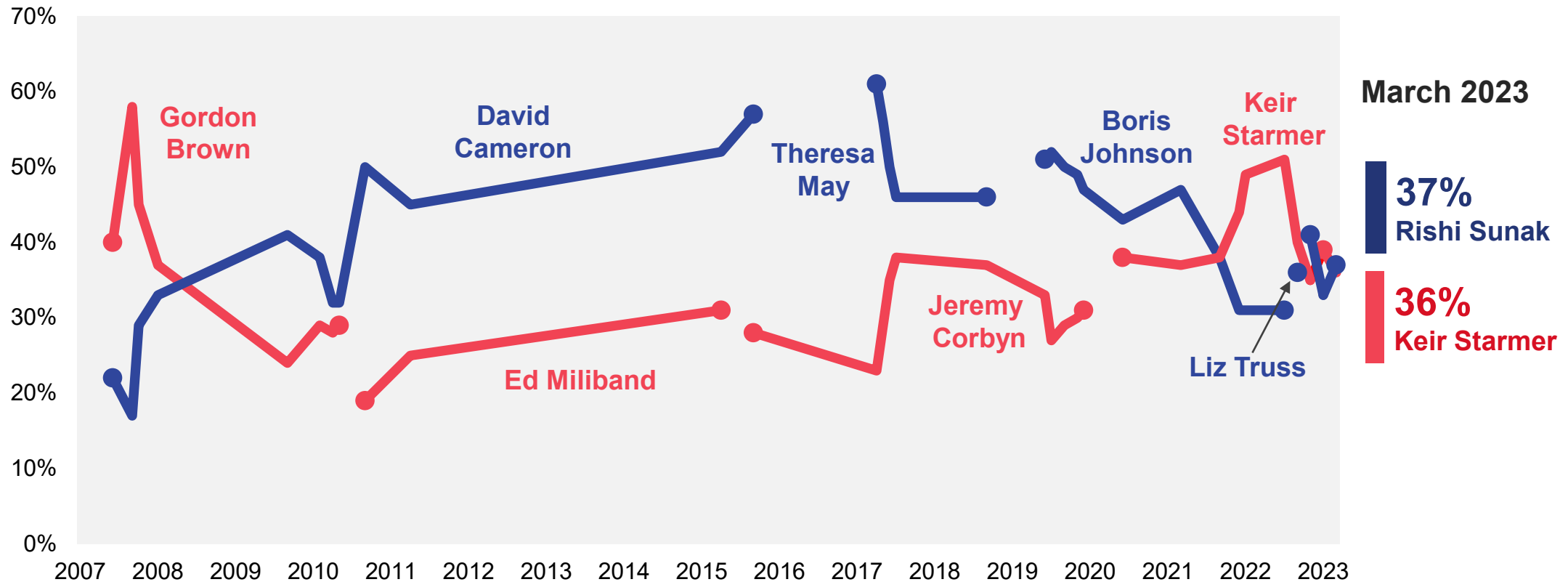


Base: 1,004 British adults 18+, 22 – 29 March 2023

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?



Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



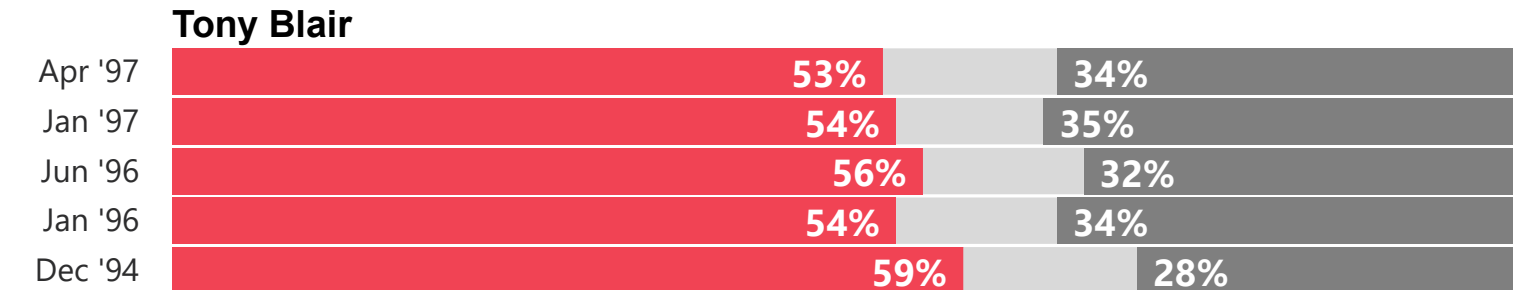
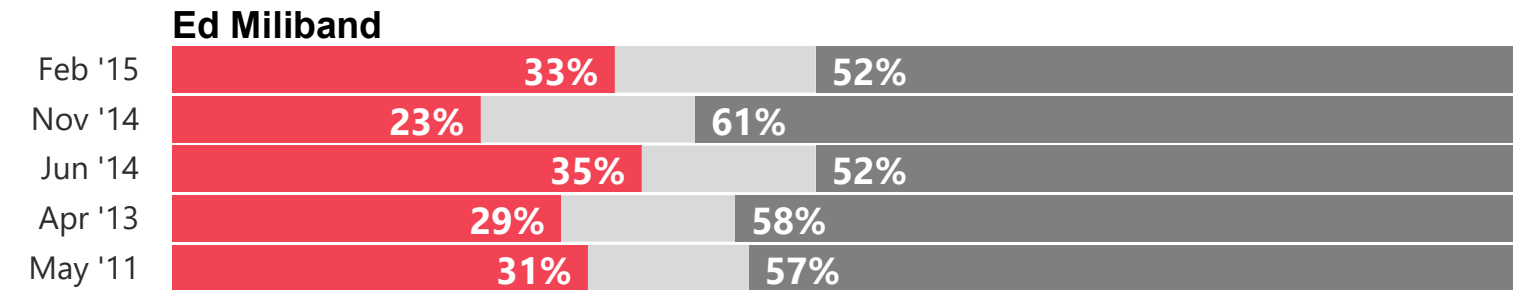
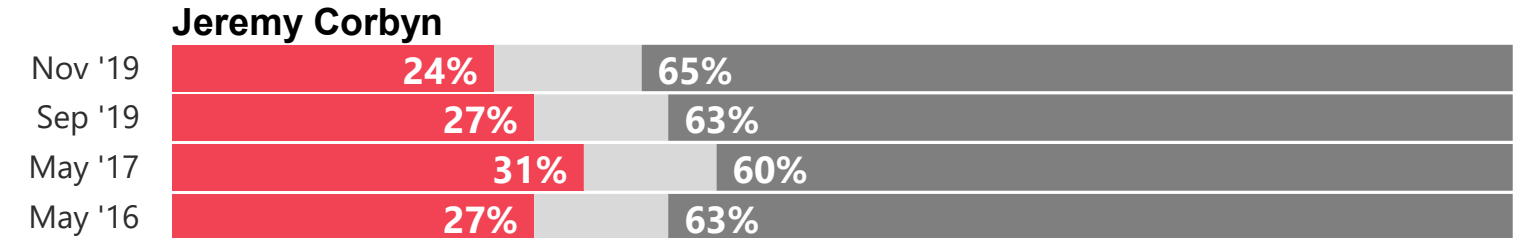
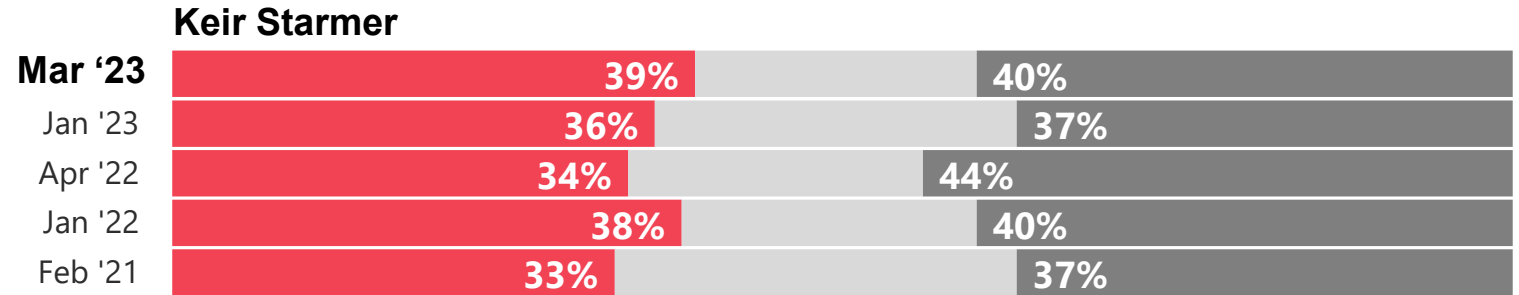
# Is the leader of the opposition ready to be Prime Minister?

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

**Keir Starmer is ready to be Prime Minister**

Agree

Disagree



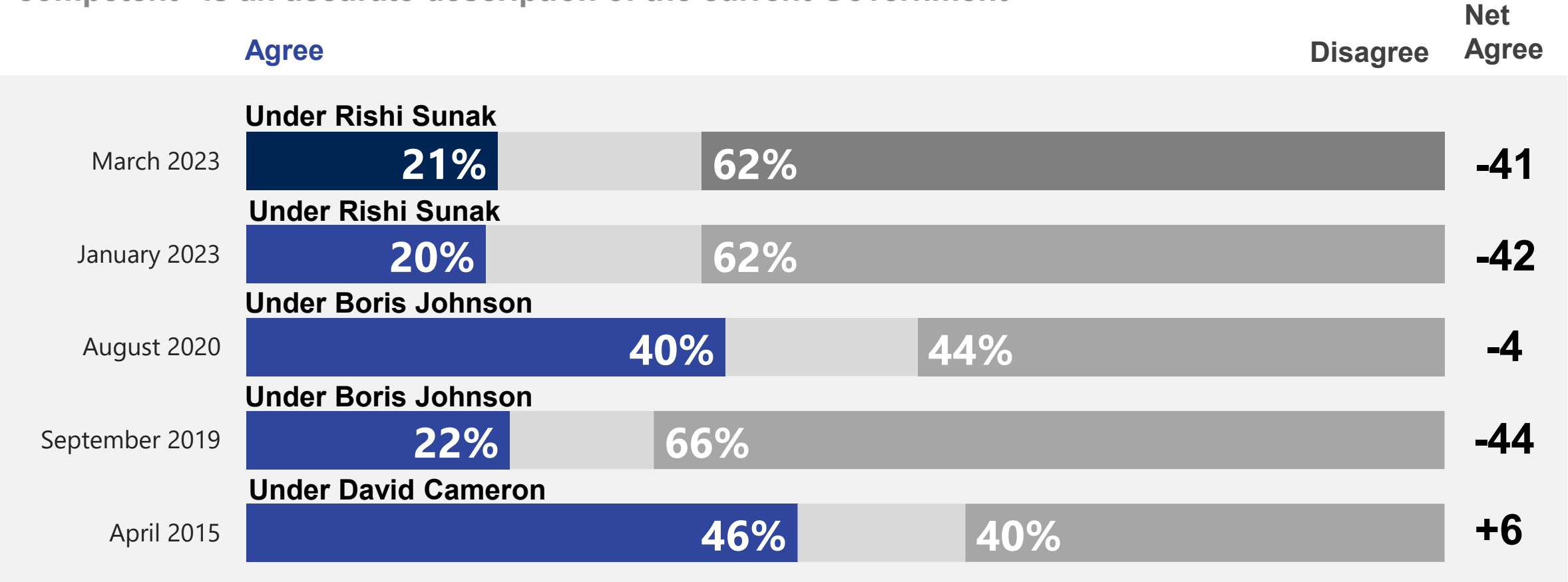
Base: 1,004 British adults 18+, 22 – 29 March 2023

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



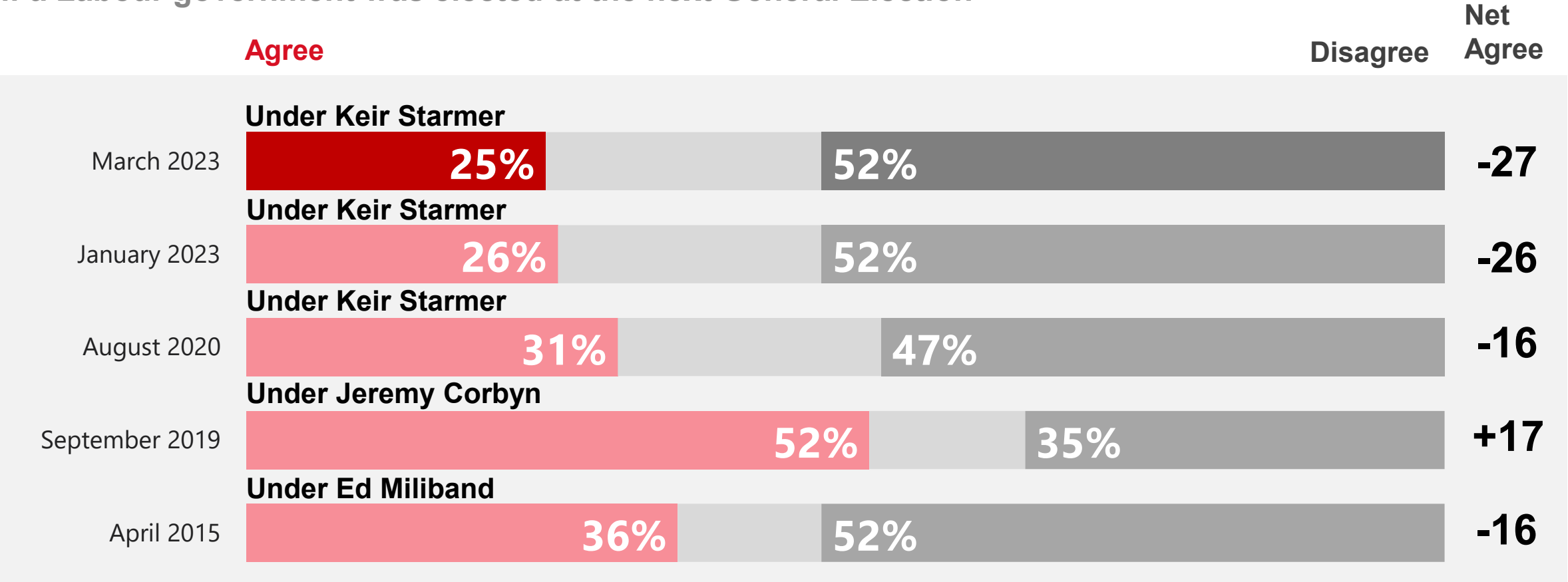
Base: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos 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: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos Political Monitor



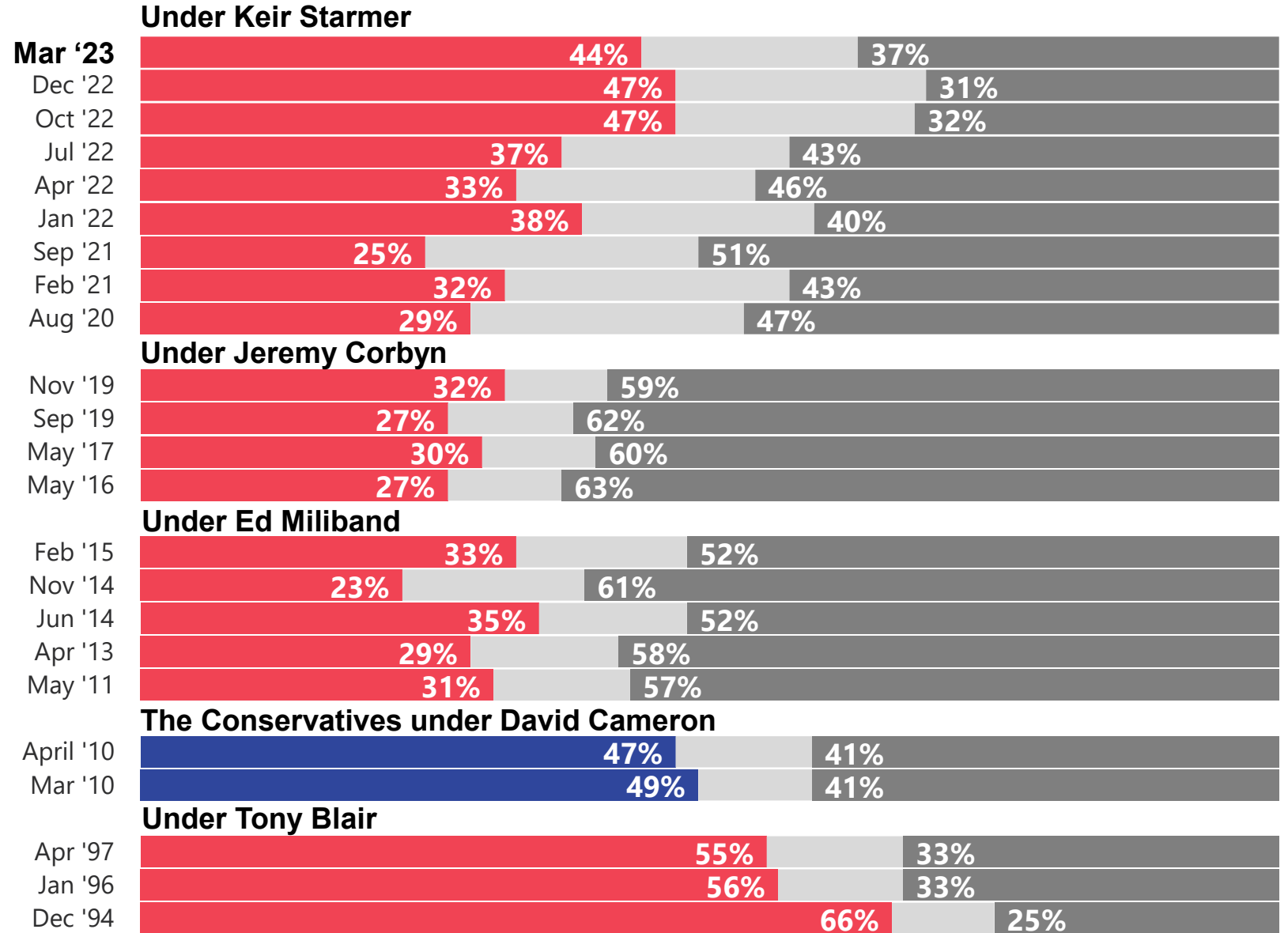
# Is the Opposition ready to form the next Government?

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

Labour is ready to form the next Government

Agree

Disagree

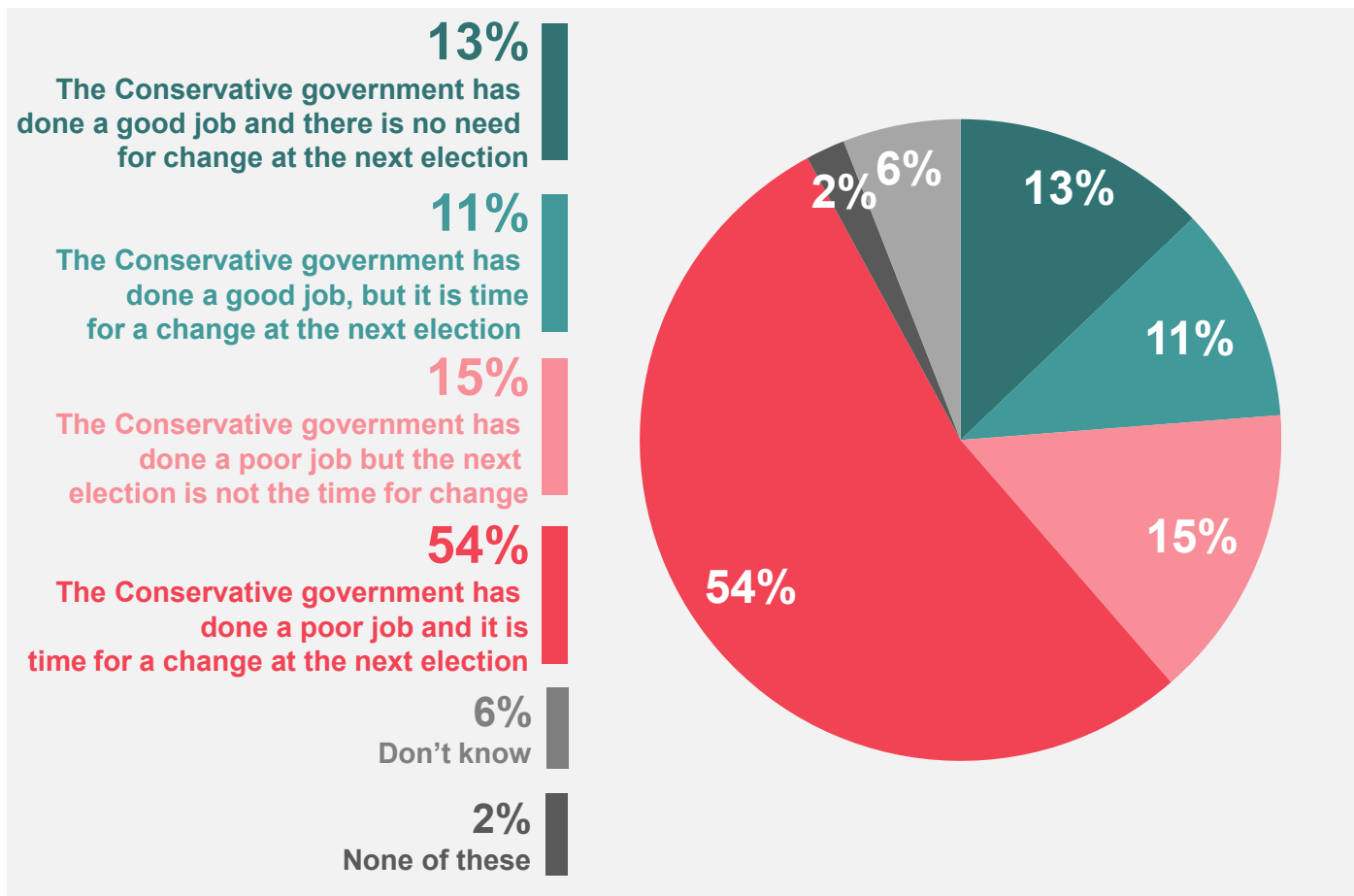


Base: 1,004 British adults 18+, 22 – 29 March 2023

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?



The Conservative government and the next General Election	
Total: The Conservative government has done a good job	24%
Total: The Conservative government has done a poor job	69%
Total: The next election is not time for a change	28%
Total: The next election is time for a change	65%

Base: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos Political Monitor

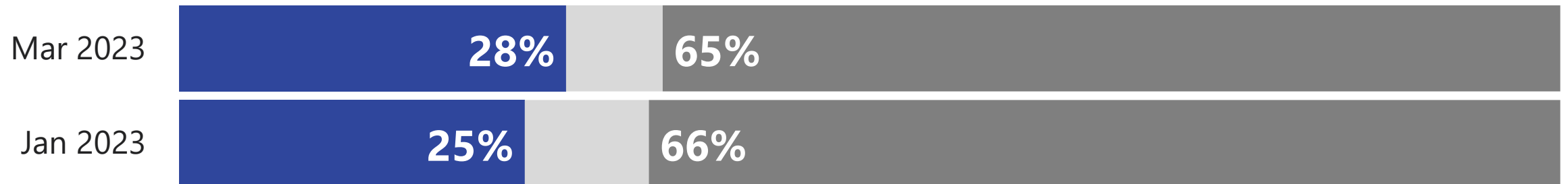


# The Conservative government and the next General Election

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

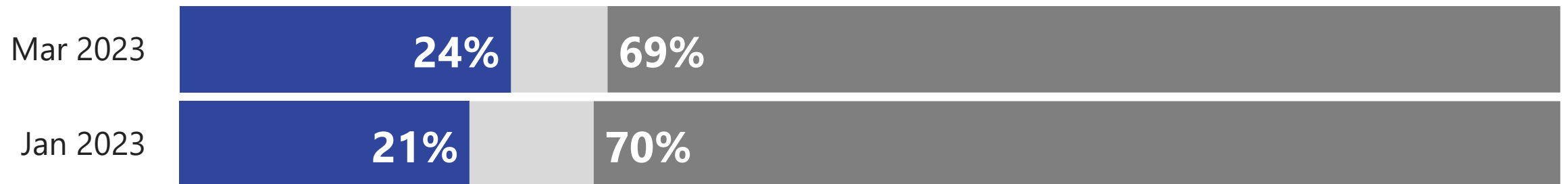
**The next election is not time for a change**

**It is time for a change at the next election**



**The Conservative govt. has done a good job**

**The Conservative govt. has done a poor job**



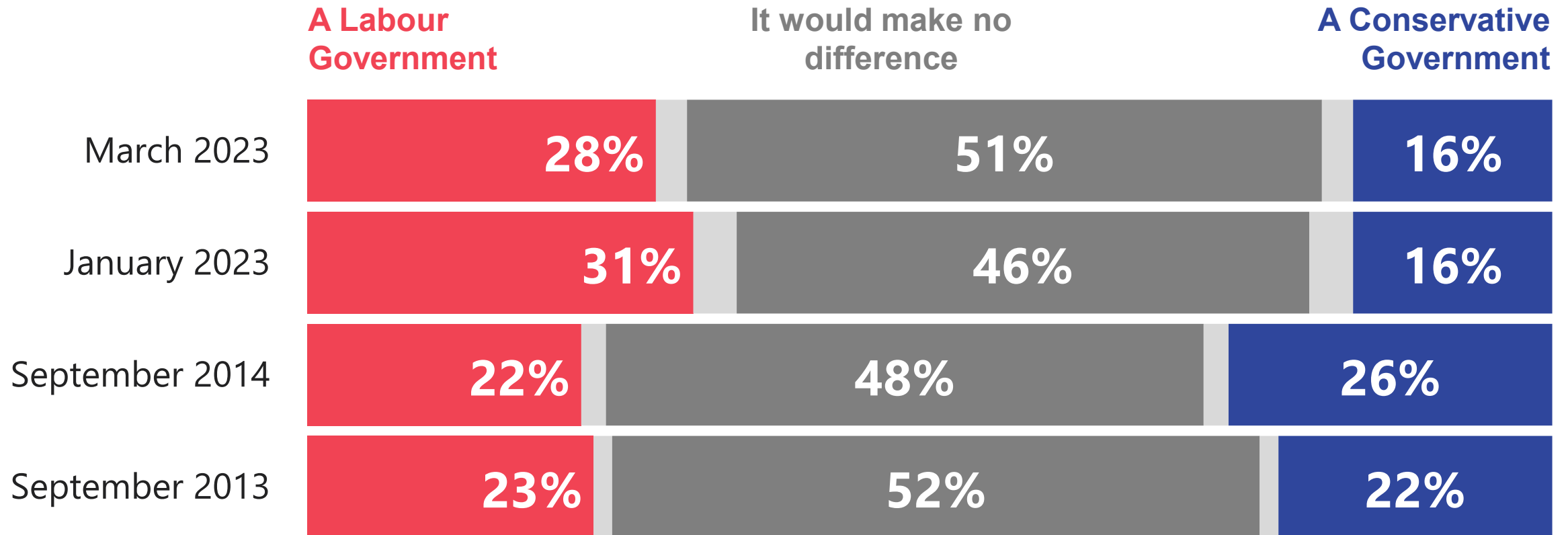
Base: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos 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: 1,004 British adults 18+, 22 – 29 March 2023

Source: Ipsos Political Monitor



# Ipsos

## 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)

Laura King  
Research Executive  
[laura.king@ipsos.com](mailto:laura.king@ipsos.com)