

# IPSOS POLITICAL MONITOR

May 2023

# VOTING INTENTION

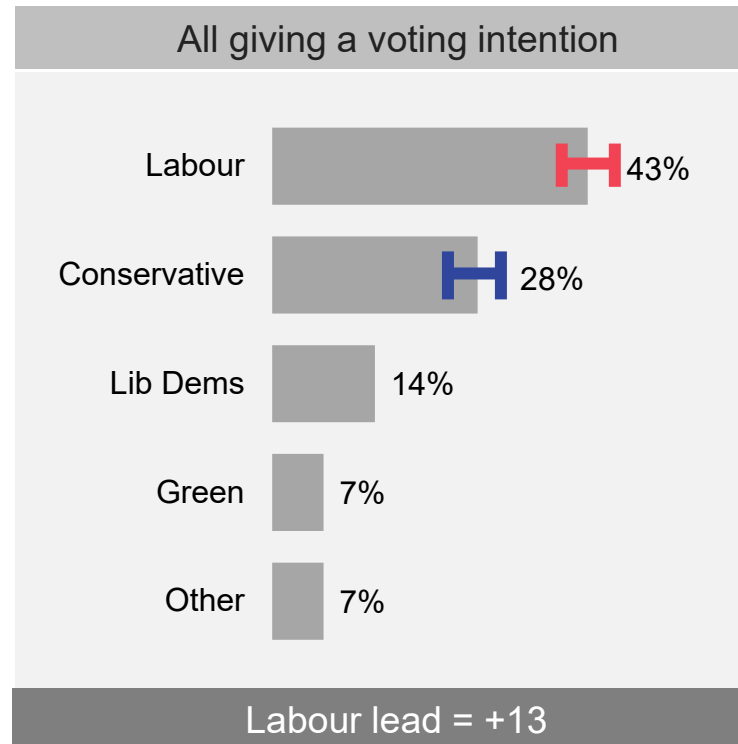
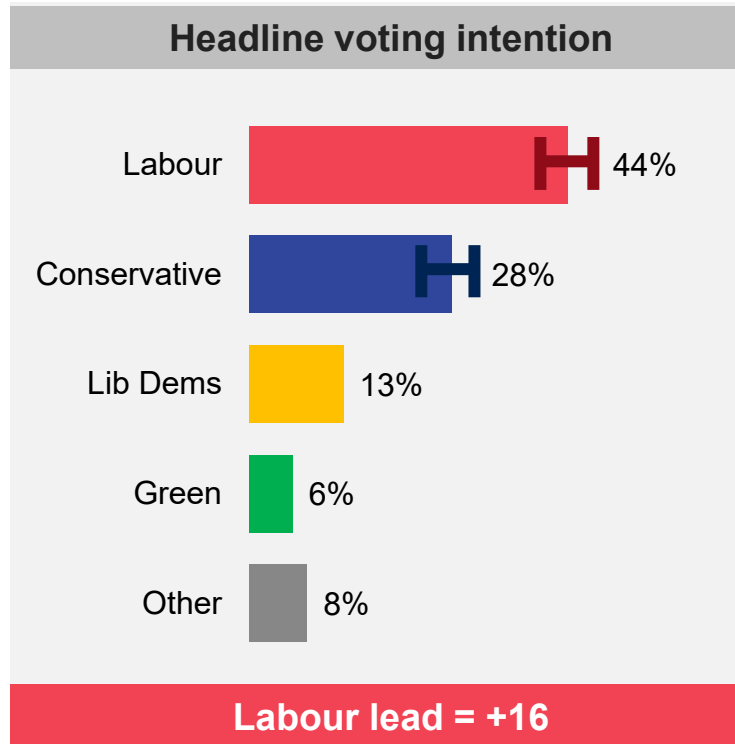
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: May 2023

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



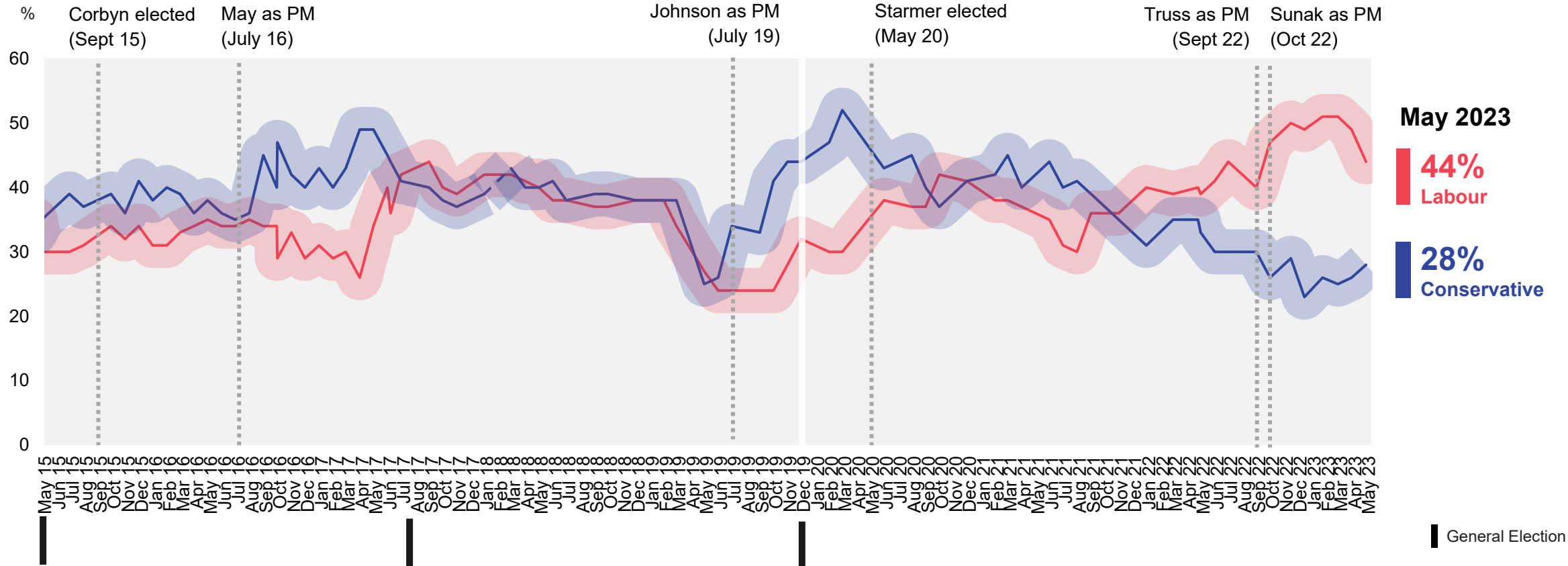
Base: 1,006 British adults 18+, 10-16 May 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 651. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record 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?



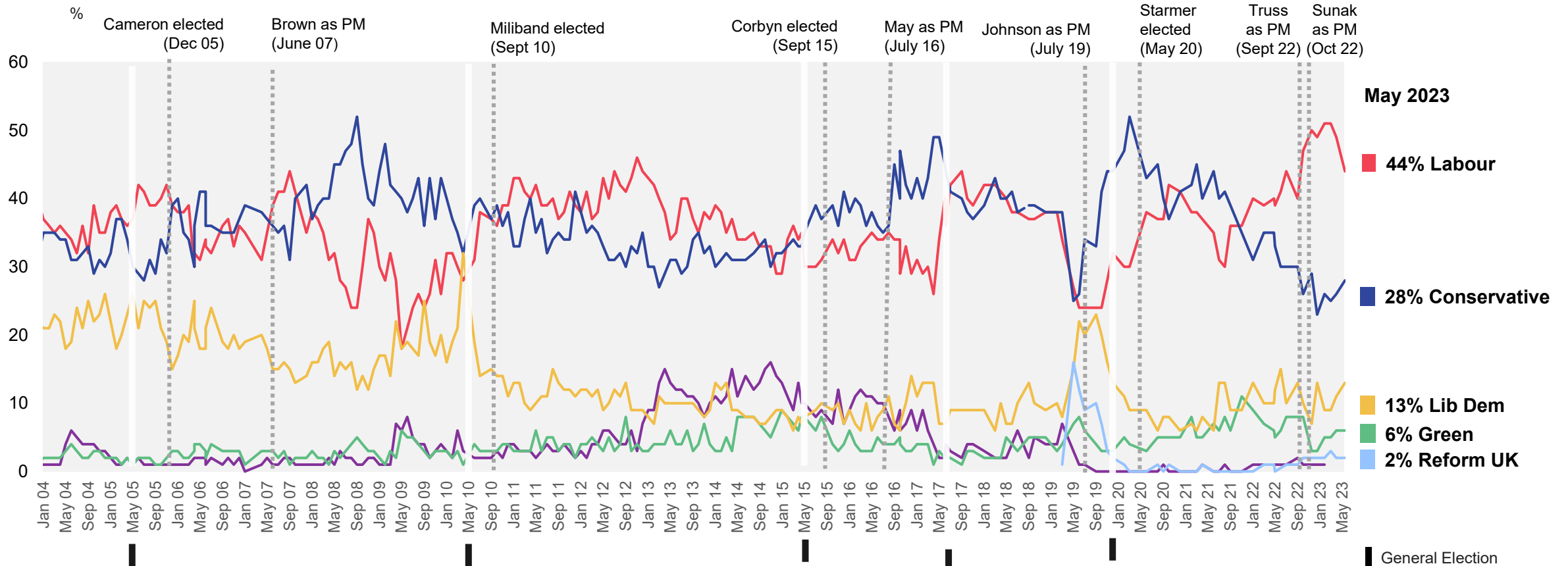
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – May '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



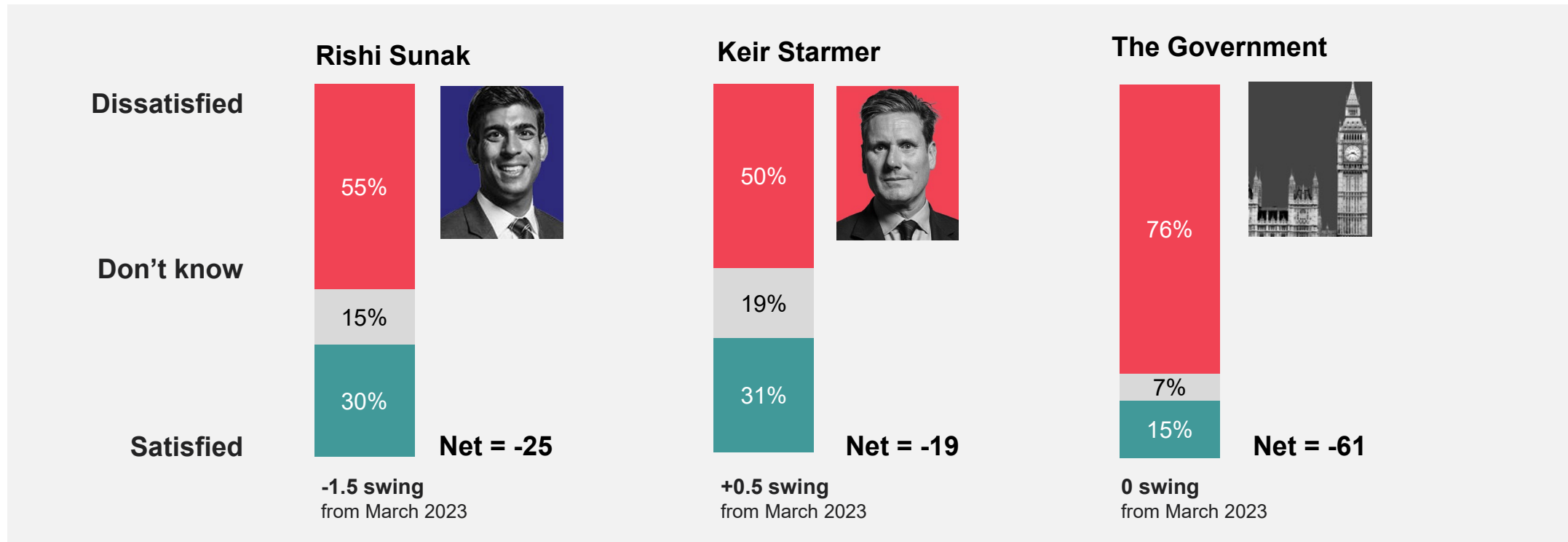
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebbly beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

# SATISFACTION

WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: May 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: 1,006 British adults 18+, 10-16 May 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

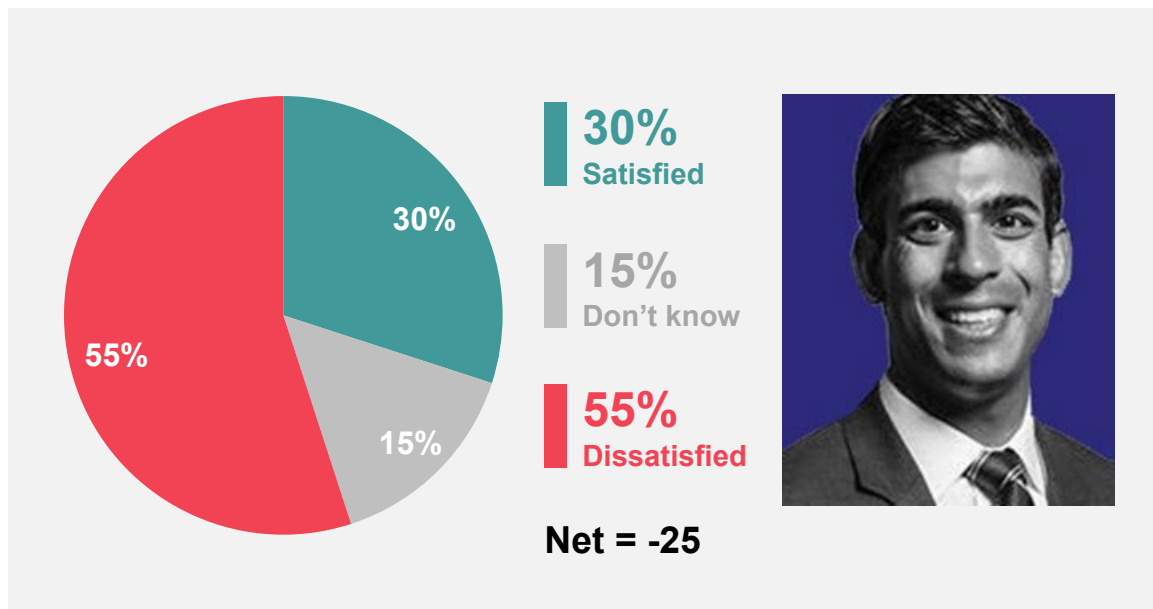


# Rishi Sunak: Satisfaction

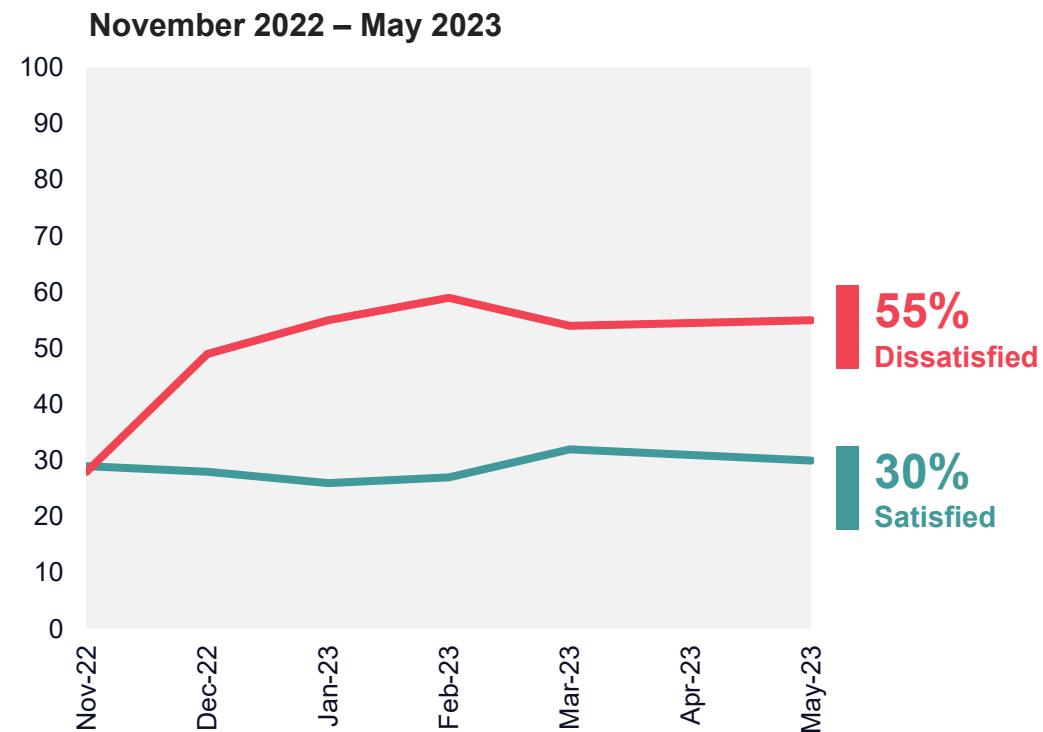
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

May 2023

Among all



Base: 1,006 British adults 18+, 10-16 May 2023



Source: Ipsos Political Monitor

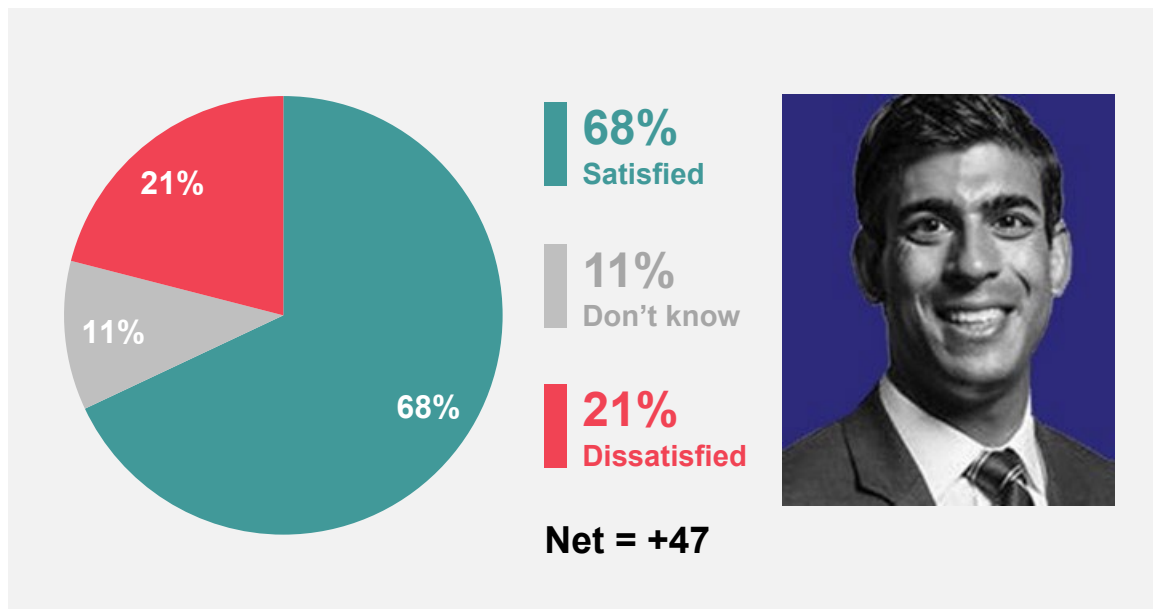




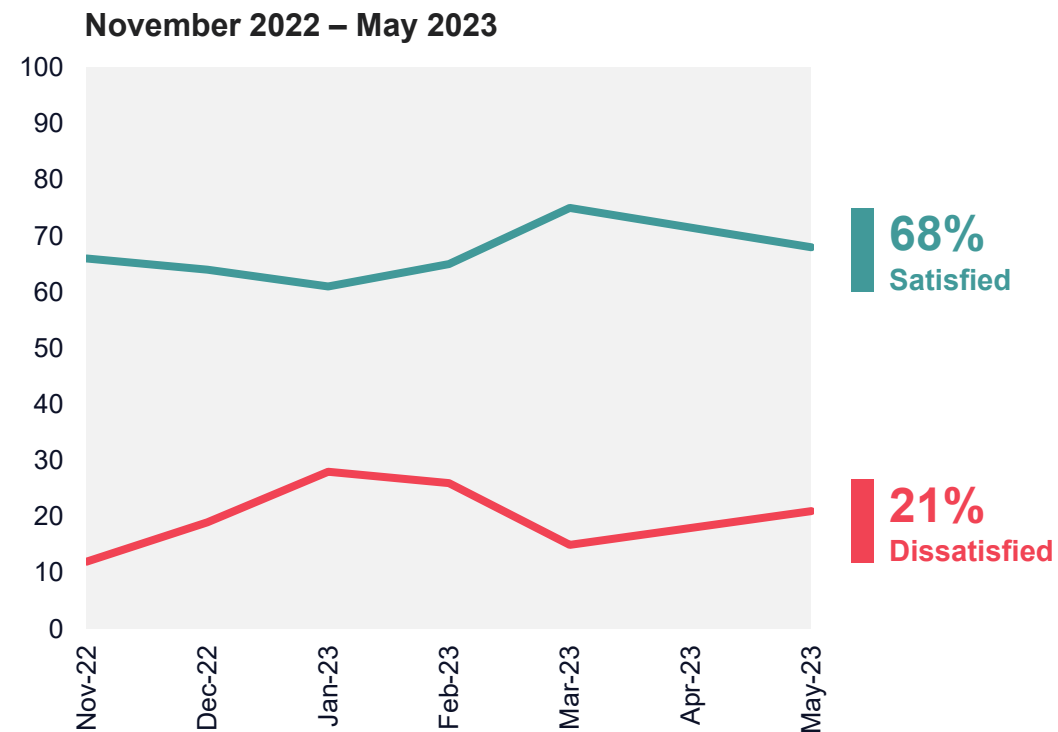
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

May 2023



Base: 219 Conservative party supporters aged 18+, 10-16 May 2023

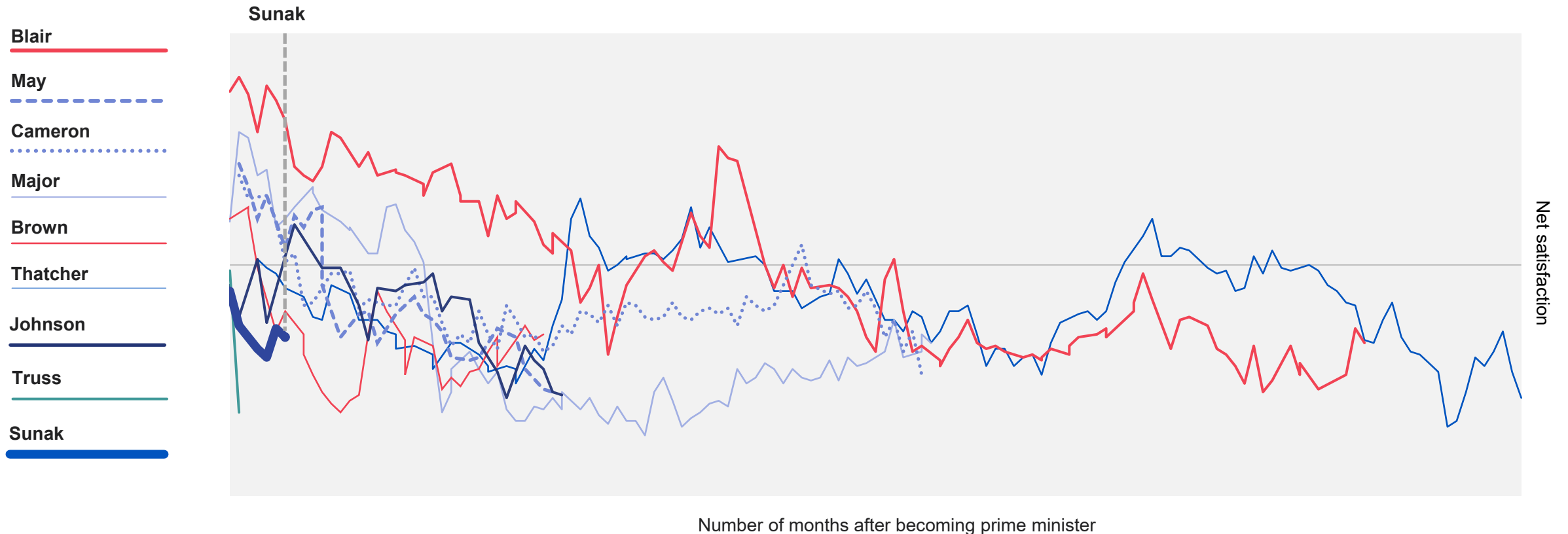


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



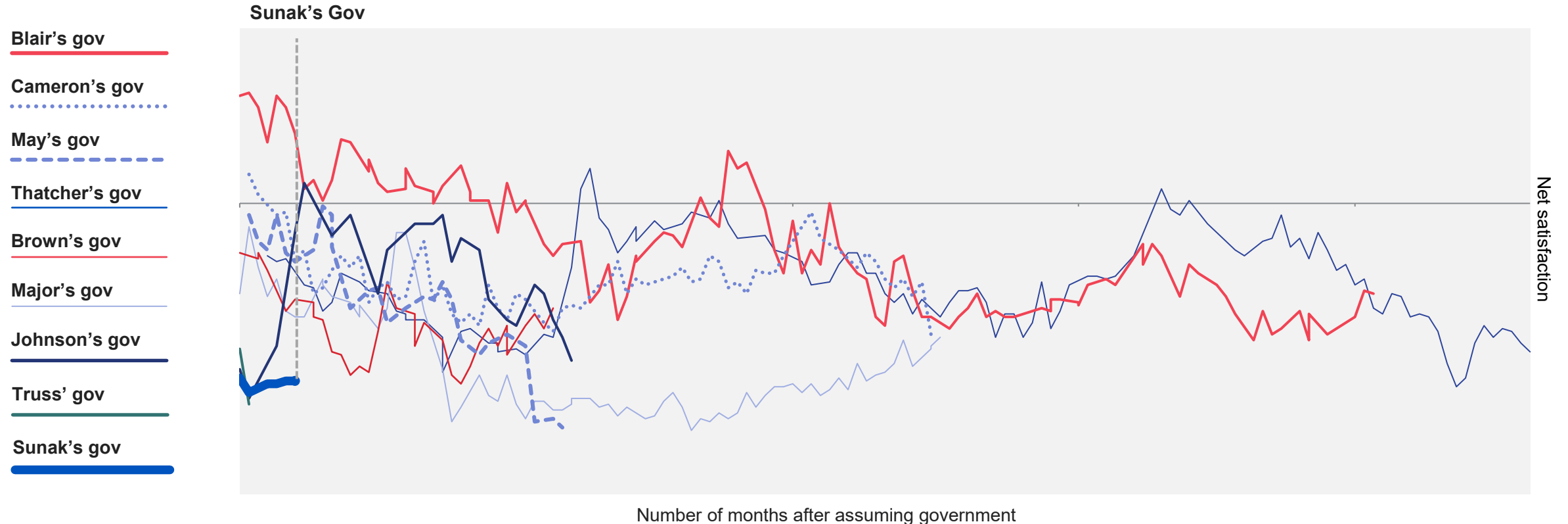
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

**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

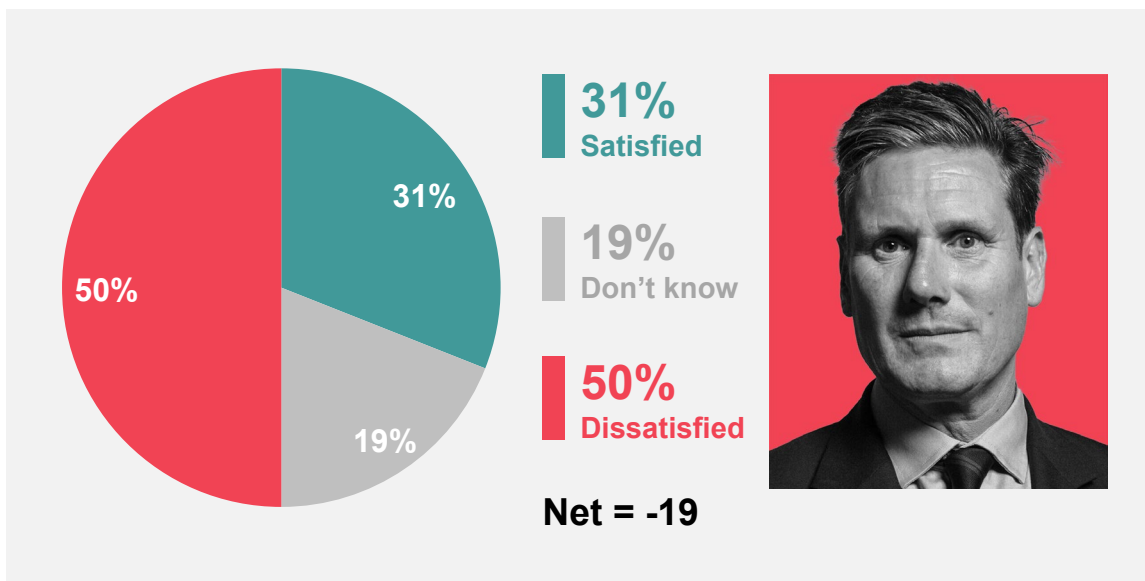
Source: Ipsos Political Monitor



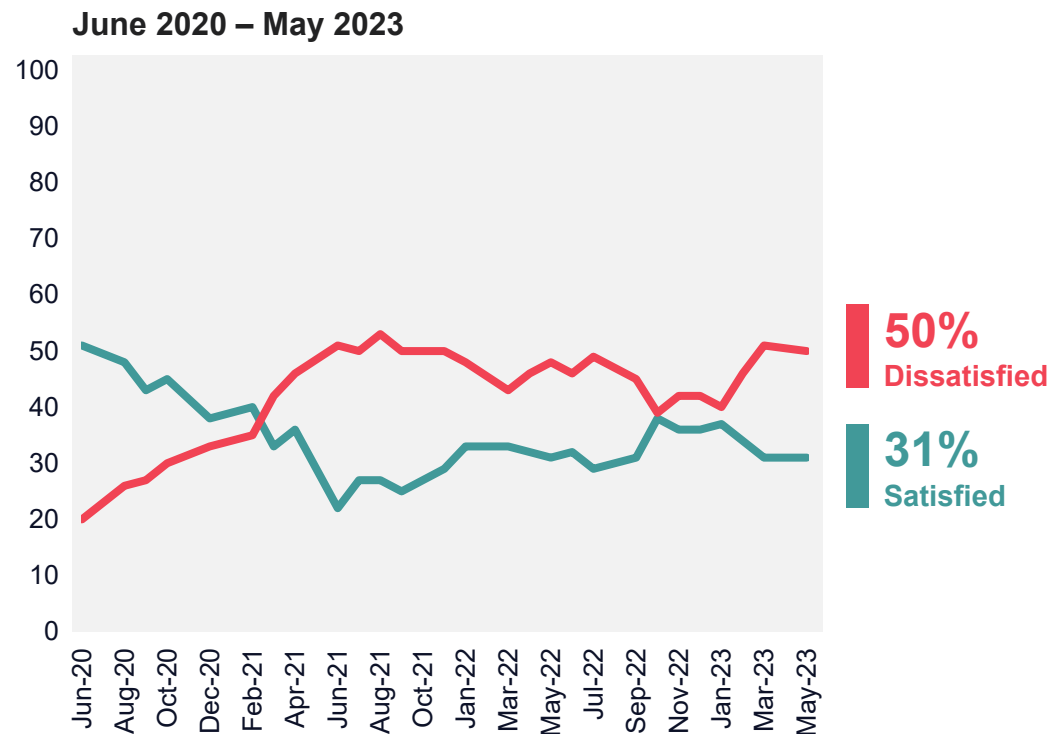
# Keir Starmer: Satisfaction

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

May 2023



Base: 1,006 British adults 18+, 10-16 May 2023



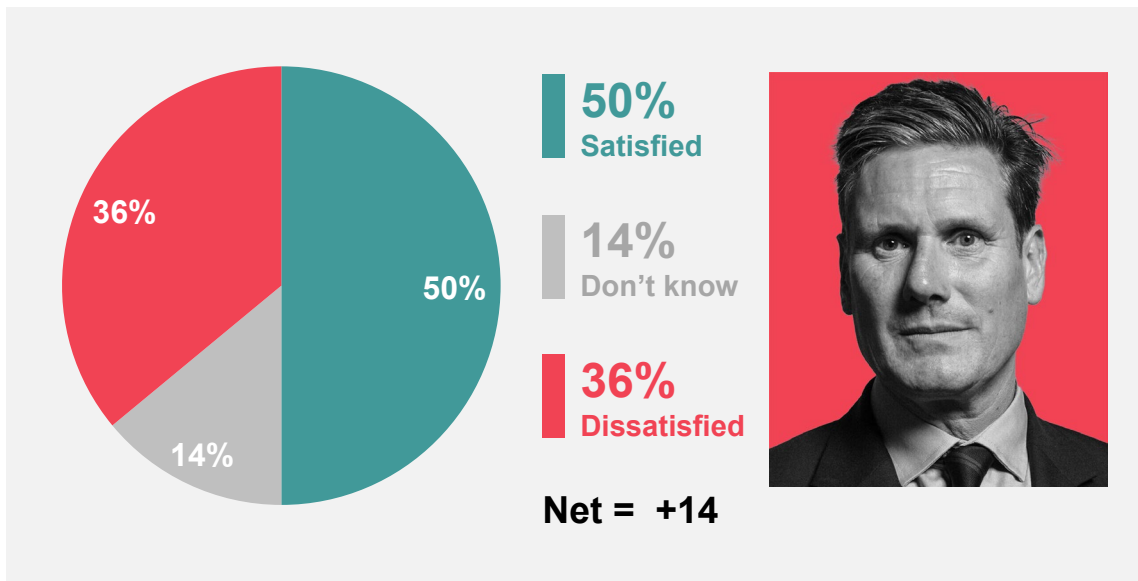
Source: Ipsos Political Monitor



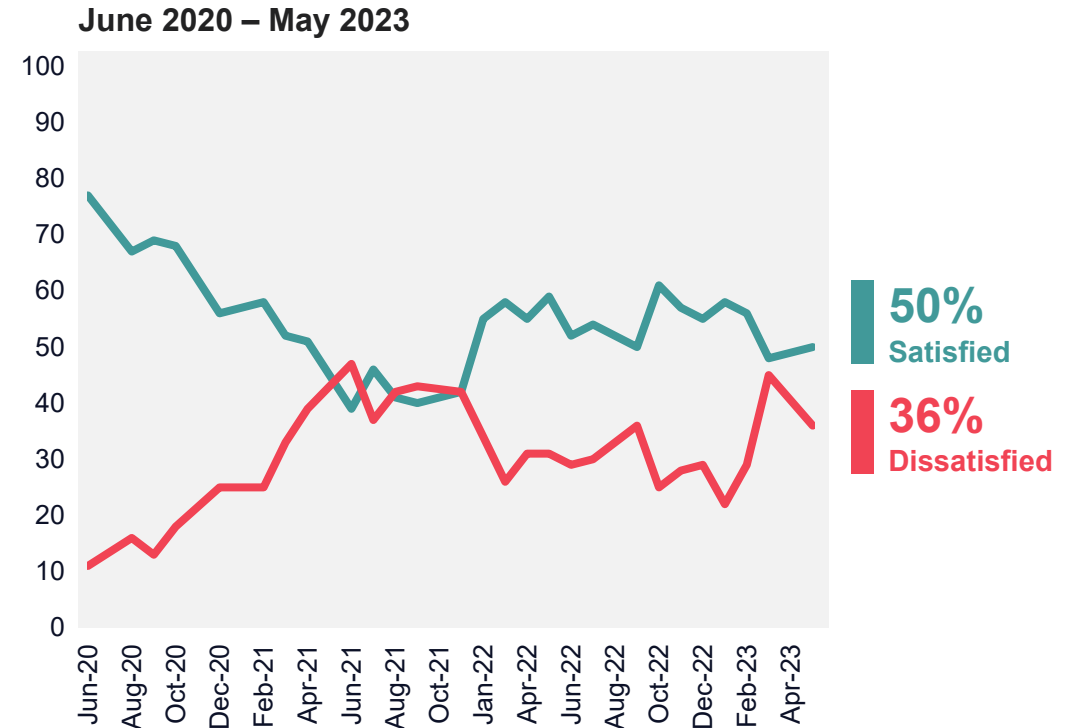
# Keir Starmer: Satisfaction amongst Labour supporters

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

May 2023



Base: xxx Labour Party supporters aged 18+, xx-xx May 2023

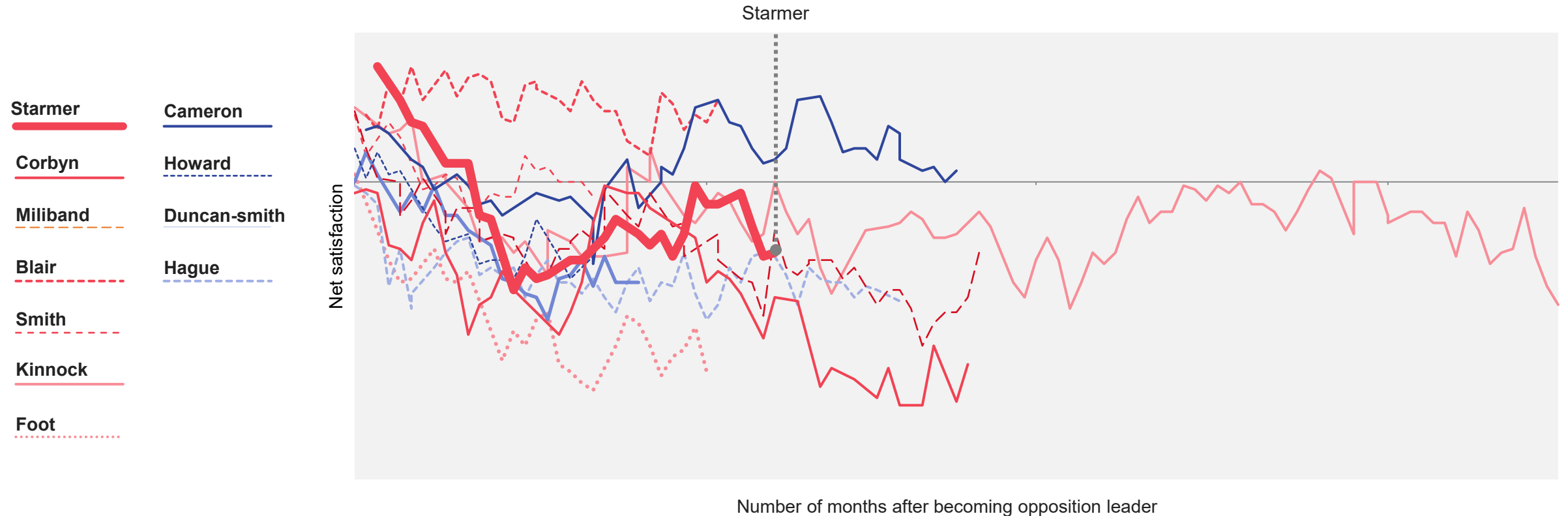


Source: Ipsos Political Monitor



# 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

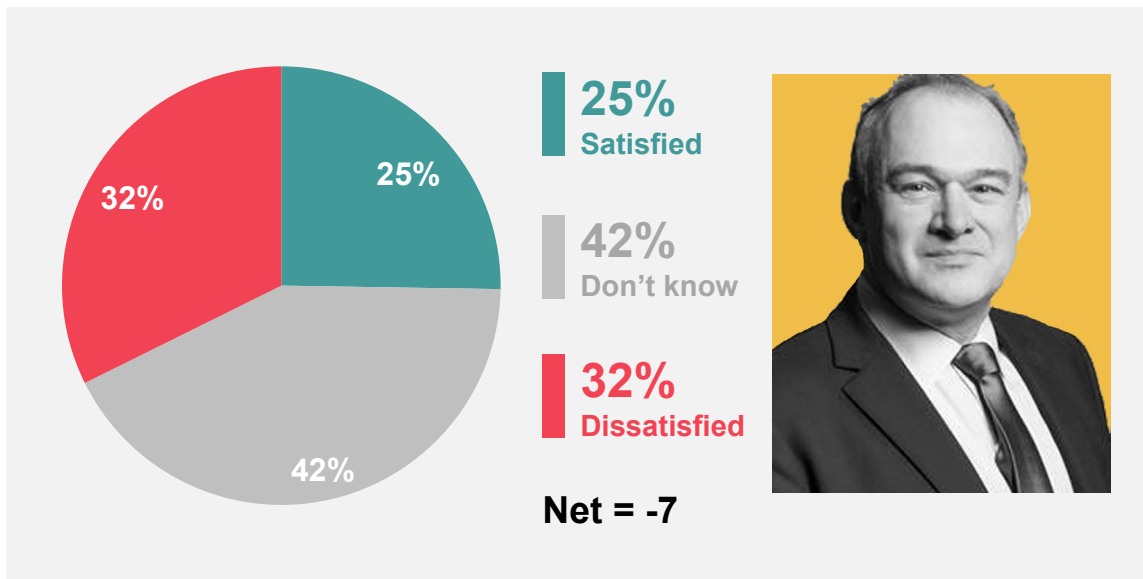
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

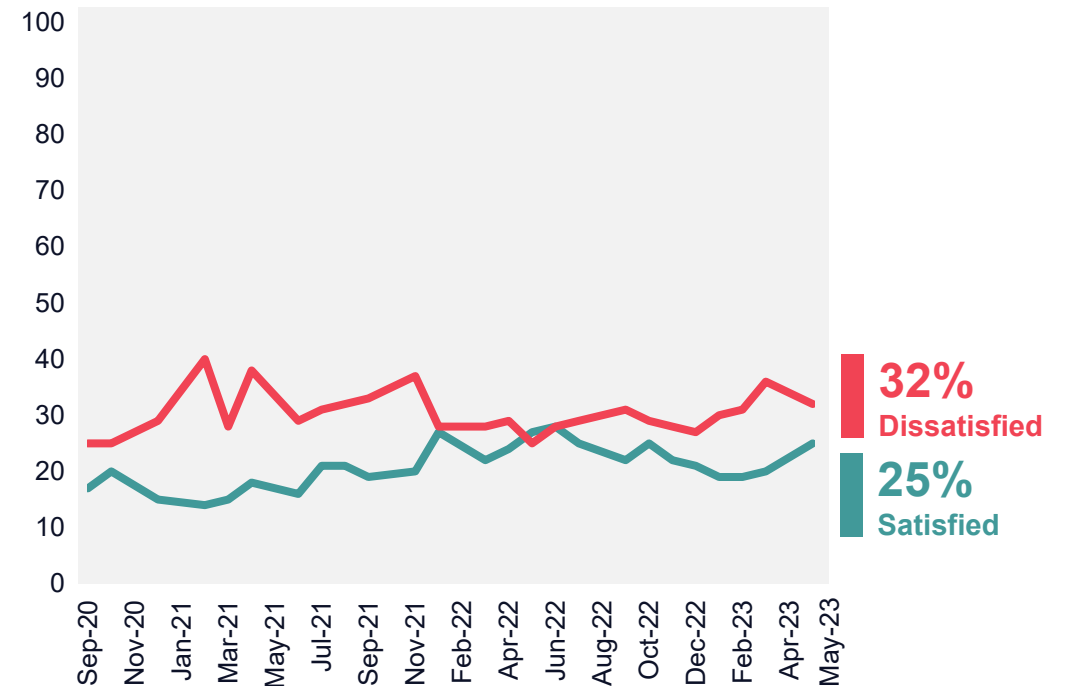
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

May 2023



Base: 1,006 British adults 18+, 10-16 May 2023

September 2020 – May 2023



Source: Ipsos Political Monitor



# ECONOMIC OPTIMISM

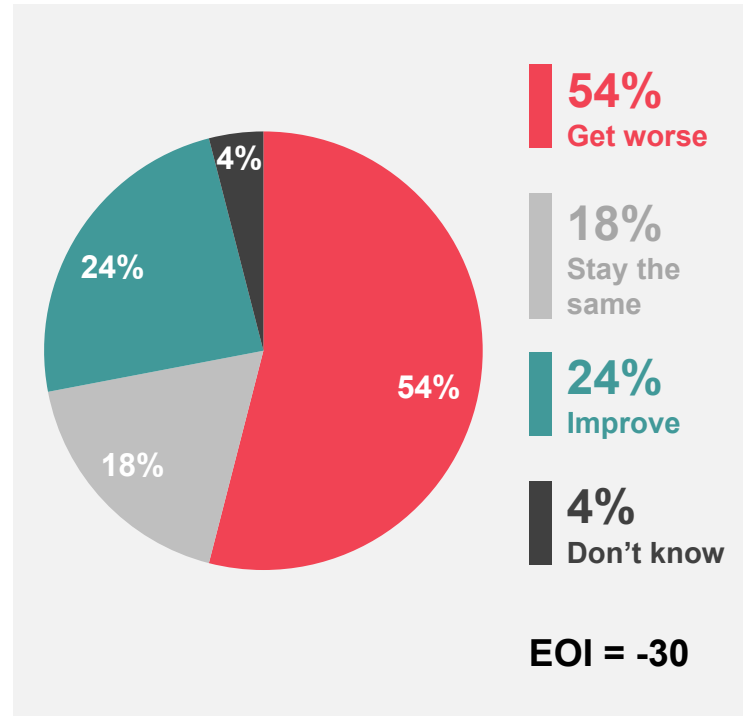




# Economic Optimism Index

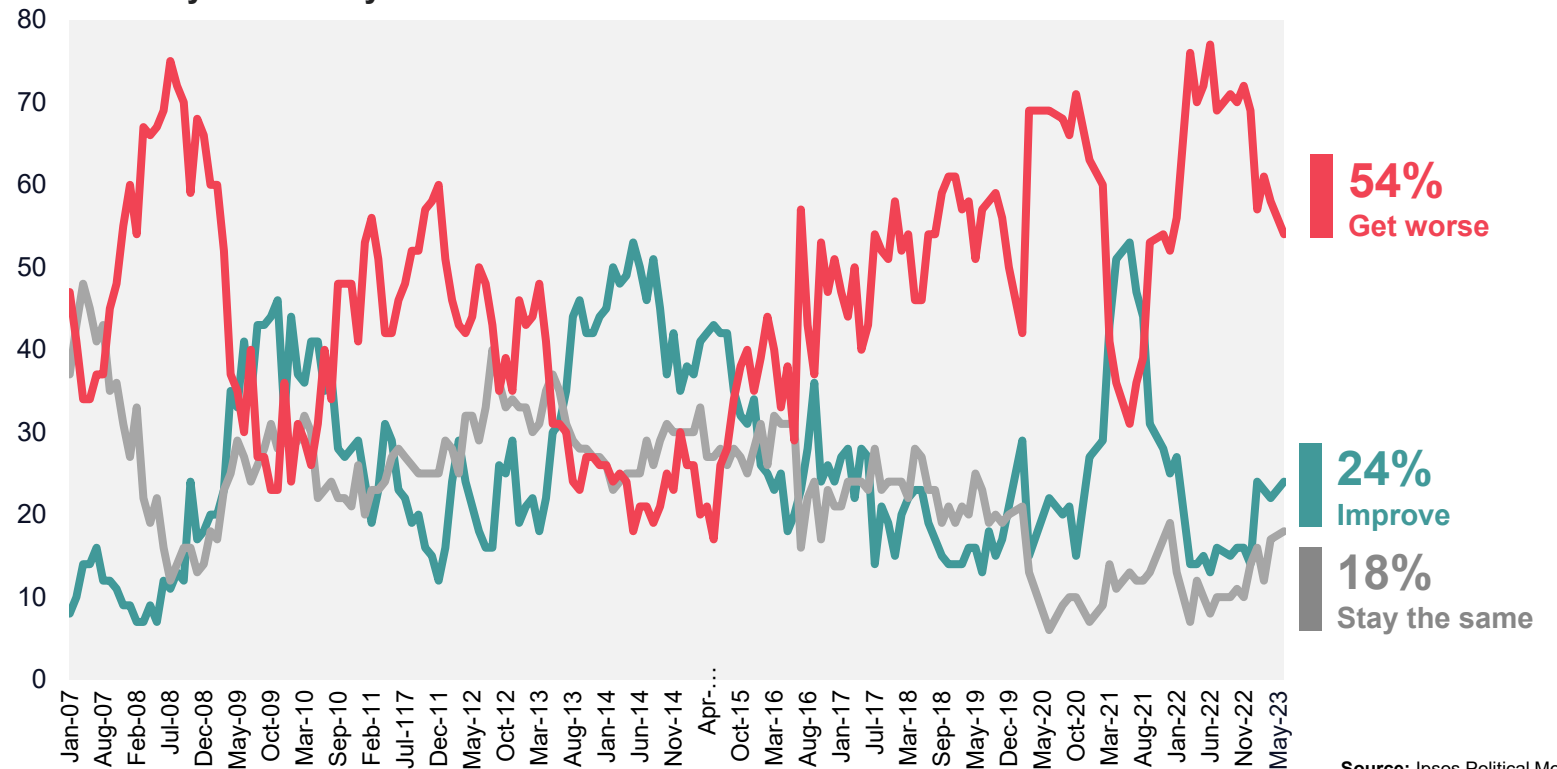
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

May 2023



Base: 1,006 British adults 18+, 10-16 May 2023

January 2007 – May 2023

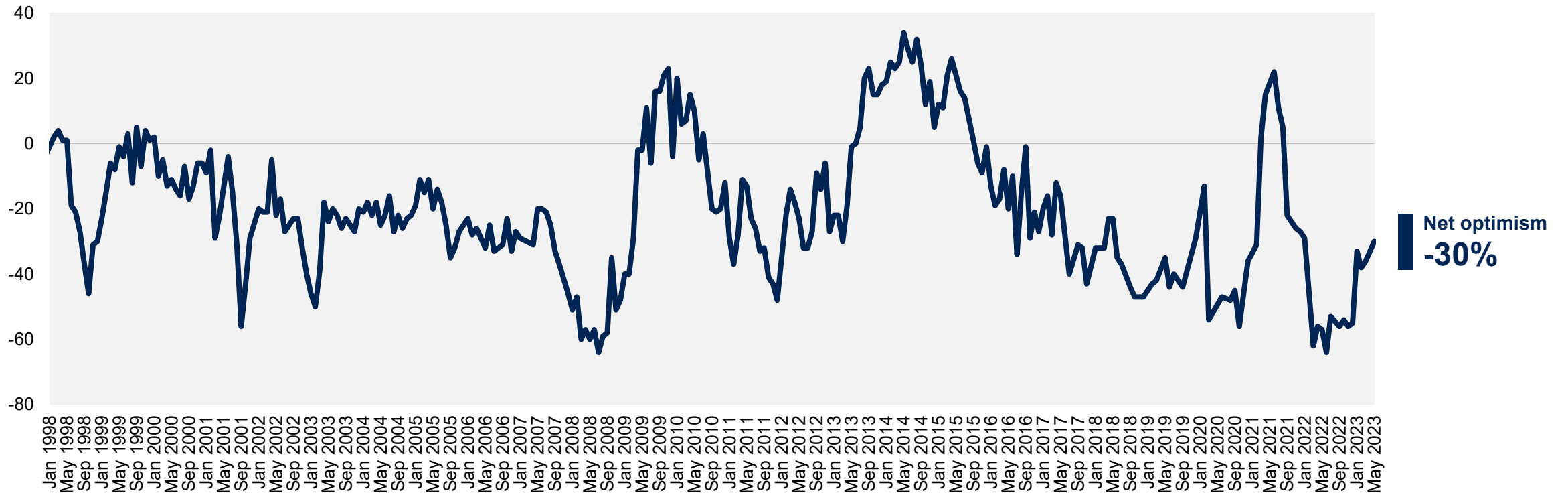


Source: Ipsos Political Monitor



# 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

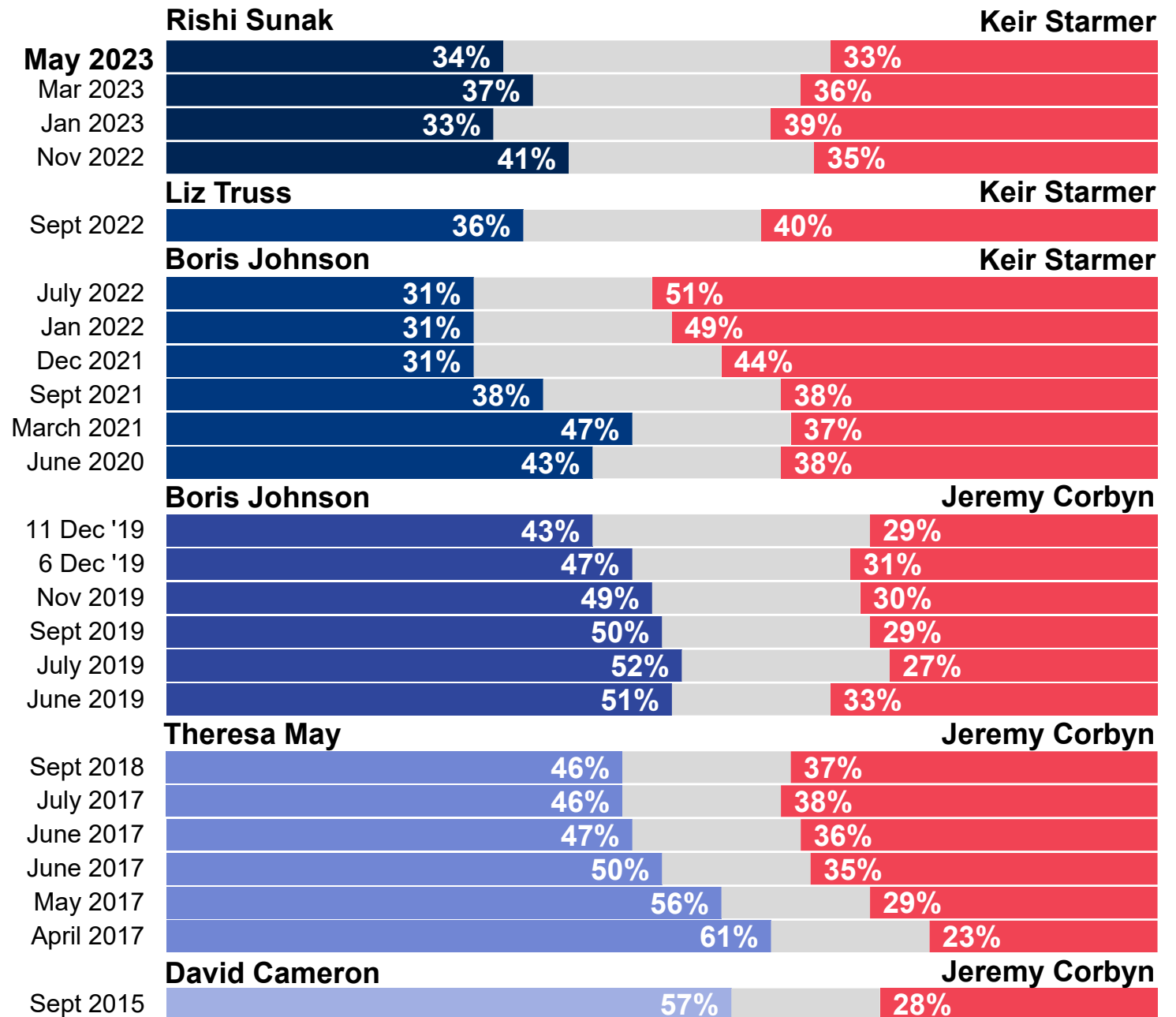




# MOST CAPABLE PM AND PARTY TRACKERS

# 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?

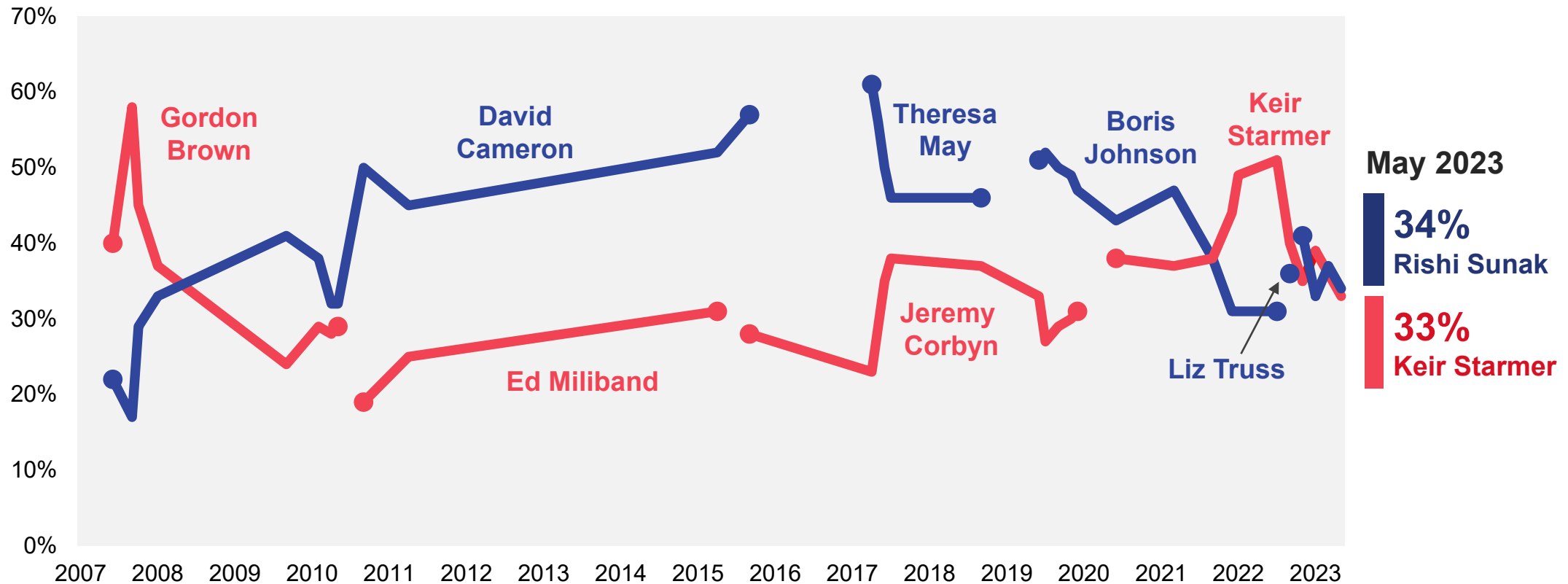


Base: 1,006 British adults 18+, 10-16 May 2023

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

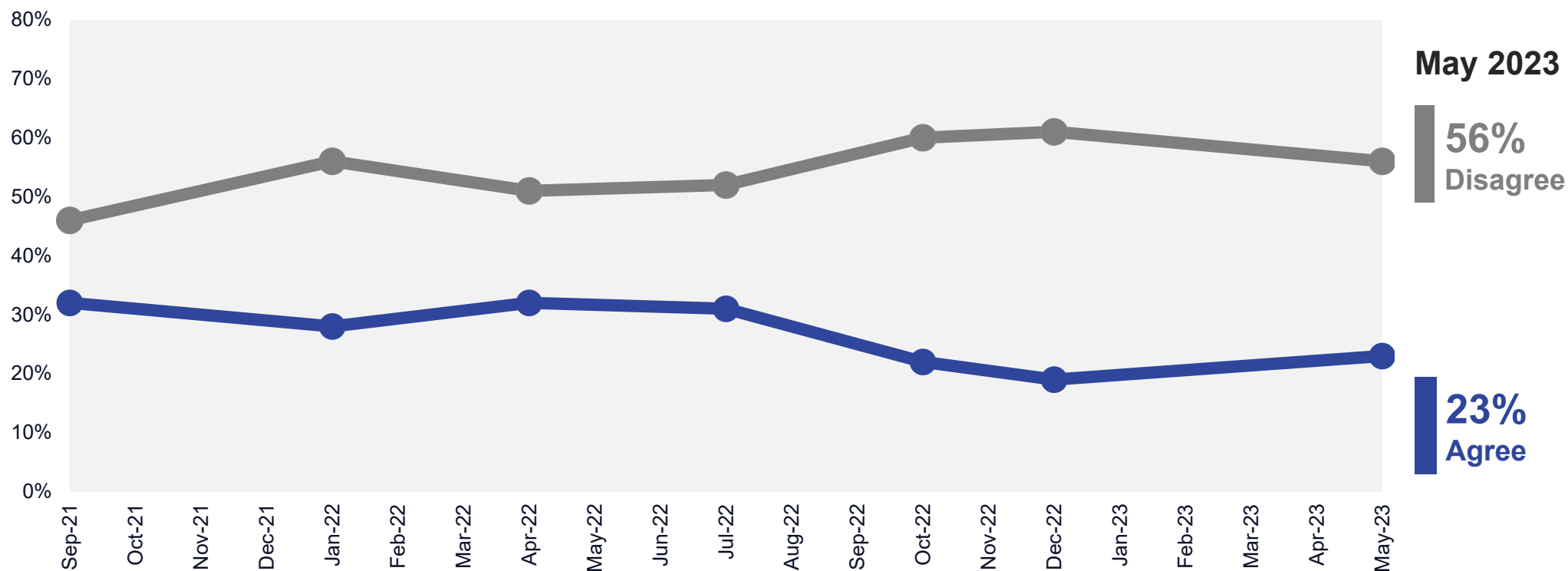
Source: Ipsos Political Monitor



# Does the Conservative Government deserve to be re-elected?

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

**The Conservative Government deserves to be re-elected**



Base: c.1,000 British adults each month

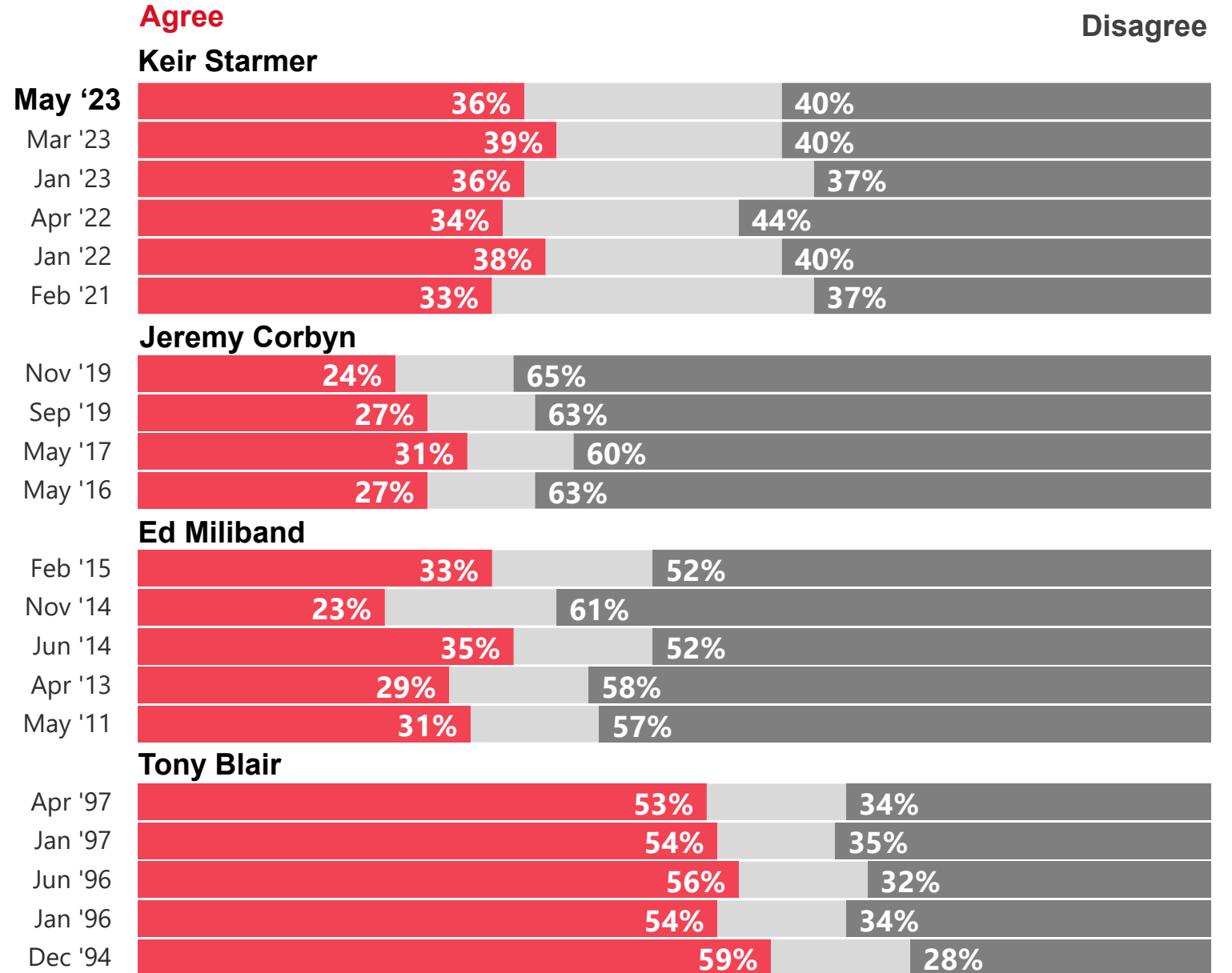
Source: Ipsos Political Monitor



# 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**



Base: 1,006 British adults 18+, 10-16 May 2023

Source: Ipsos Political Monitor

# Is the Opposition ready to form the next Government?

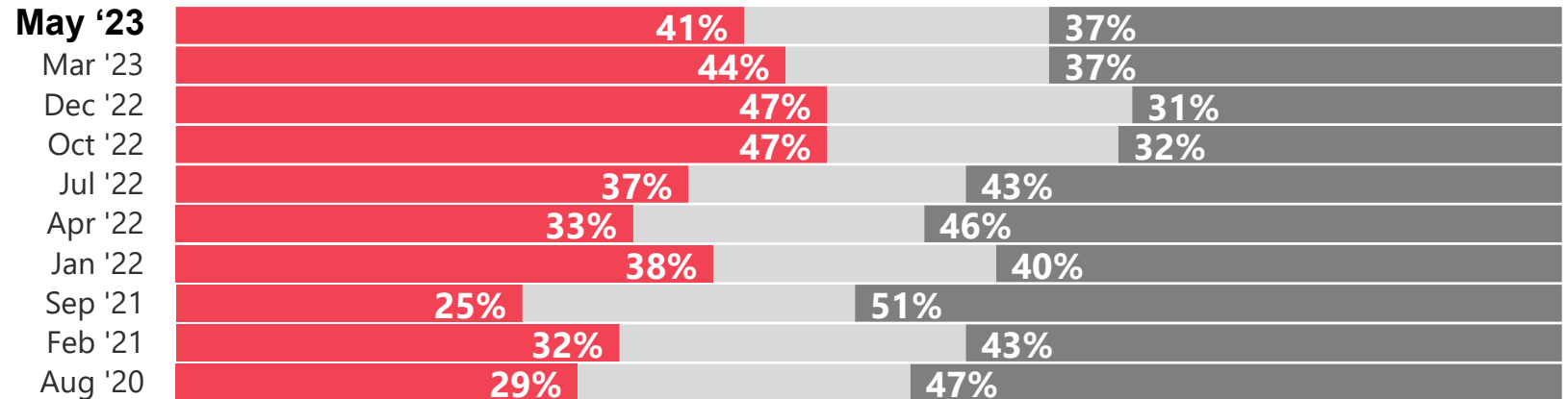
To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

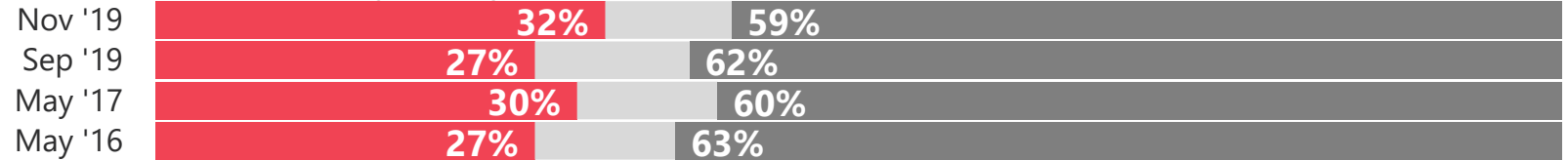
Agree

Disagree

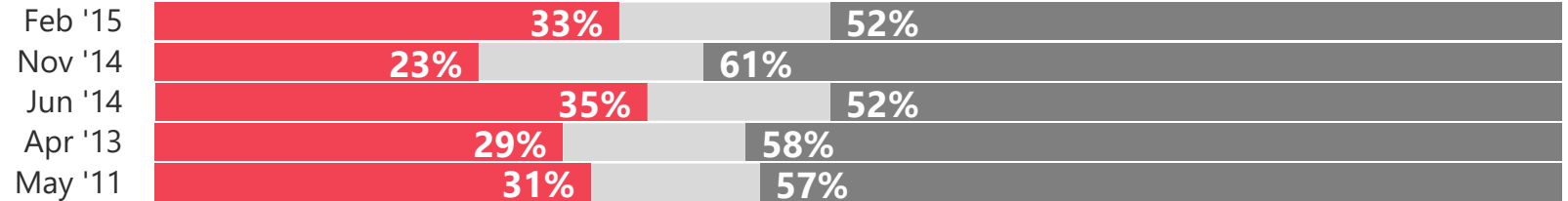
## Under Keir Starmer



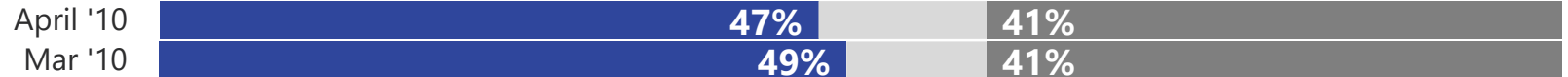
## Under Jeremy Corbyn



## Under Ed Miliband



## The Conservatives under David Cameron



## Under Tony Blair



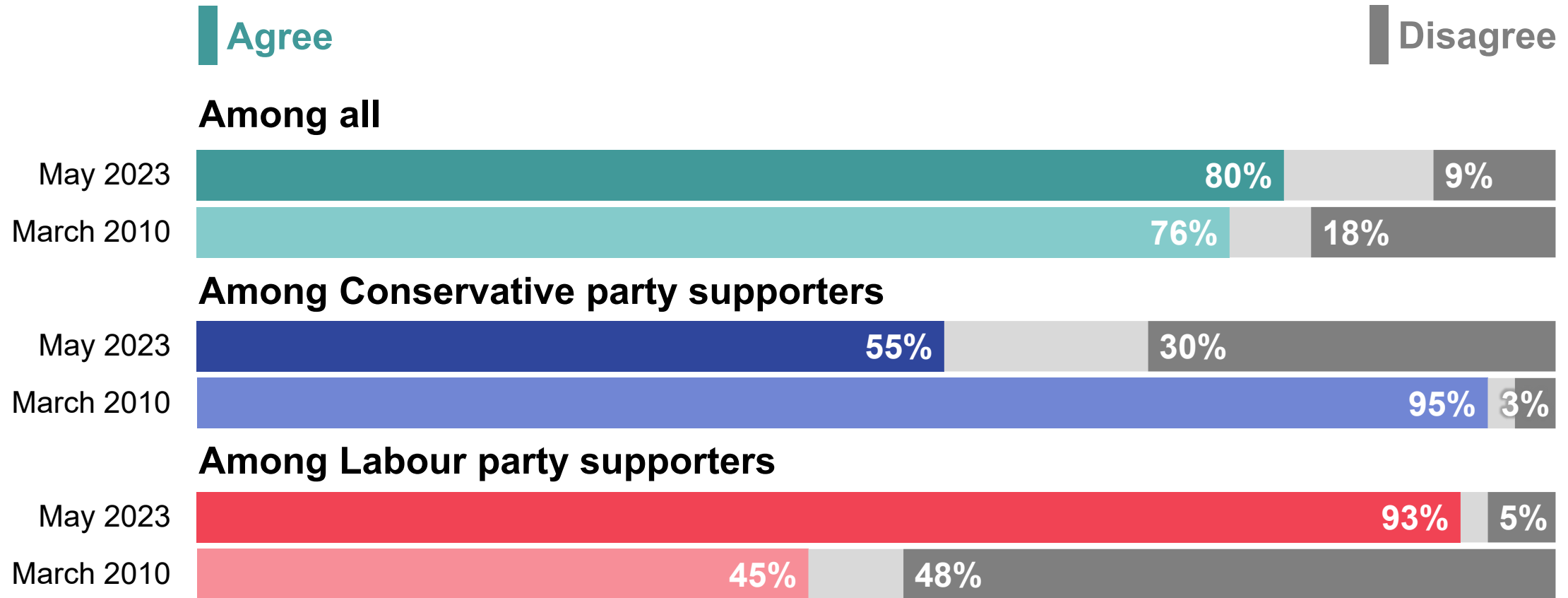
Base: 1,006 British adults 18+, 10-16 May 2023

Source: Ipsos Political Monitor



# Does Britain need a fresh team of leaders?

To what extent, if at all, do you agree or disagree with the following?  
**Britain needs a fresh team of leaders**



Base: 1,006 British adults 18+, 10-16 May 2023, including (341) Labour supporters, (219) Conservative supporters.



# More think Labour have the knowledge to run the economy than don't

To what extent, if at all, do you agree or disagree with the following?  
**Labour do not have the knowledge needed to run the economy properly**

**Agree**

**Disagree**

**May 2023 – Labour do not have the knowledge needed to run the economy properly**



**March 2010 – The Conservatives do not have the knowledge needed to run the economy properly**



Base: 1,006 British adults 18+, 10-16 May 2023





# THE NEXT GENERAL ELECTION

# What will the outcome of next election be?

As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions.

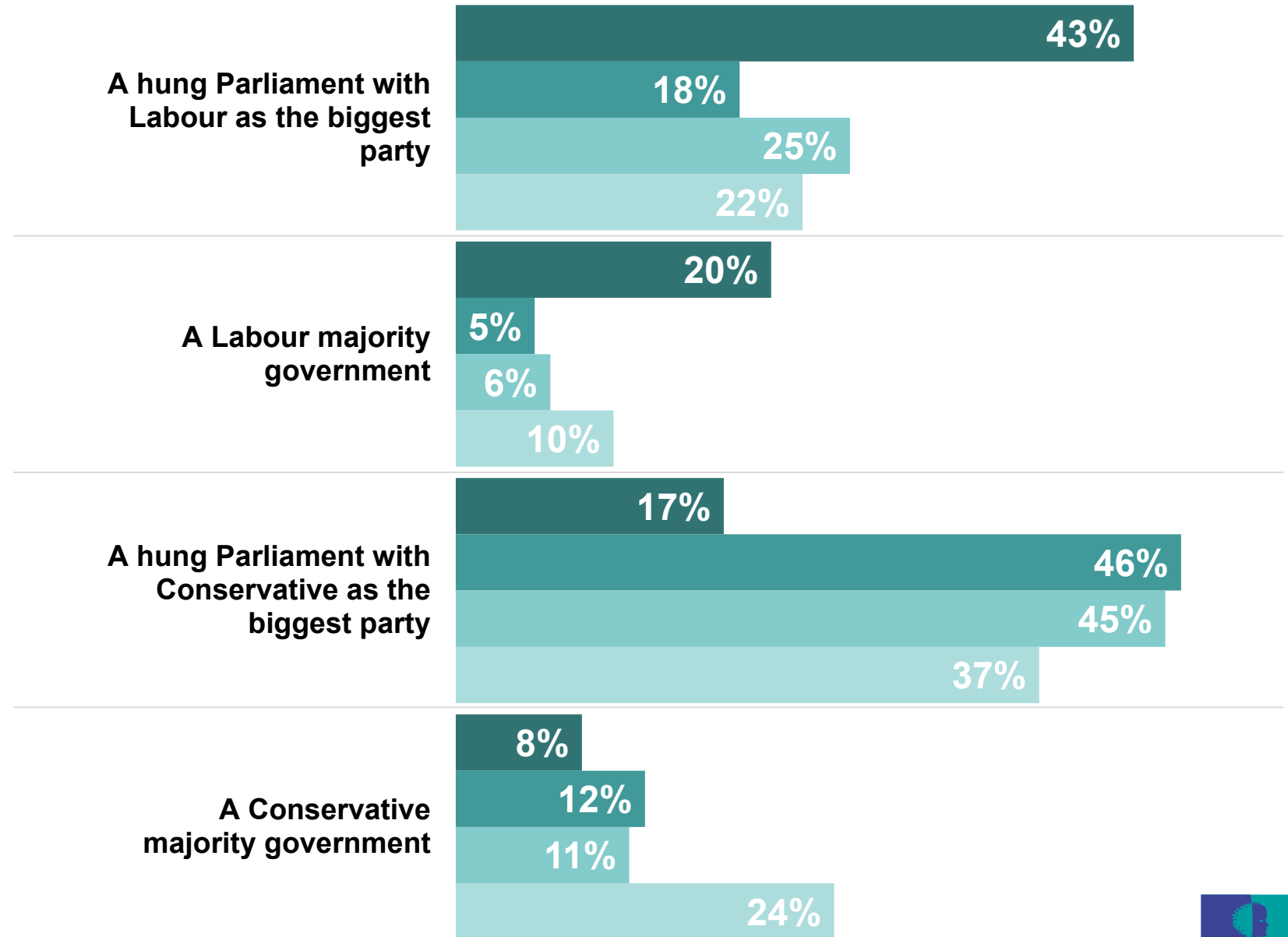
Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

■ May 2023

■ September 2019

■ April 2015

■ March 2010



Base: 1,006 British adults 18+, 10-16 May 2023



# Ipsos

## May 2023 Political Monitor

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