

# IPSOS POLITICAL MONITOR

June 2023



# VOTING INTENTION

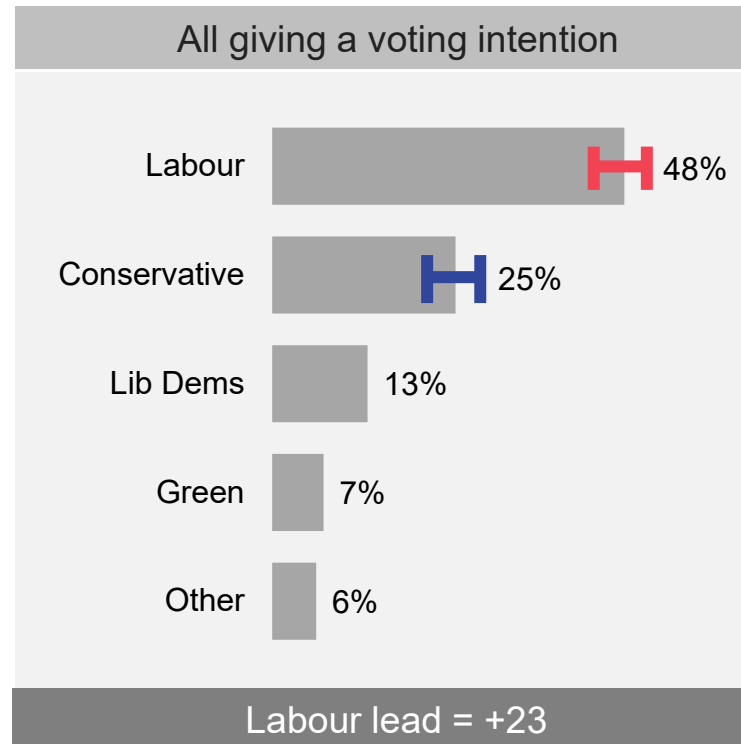
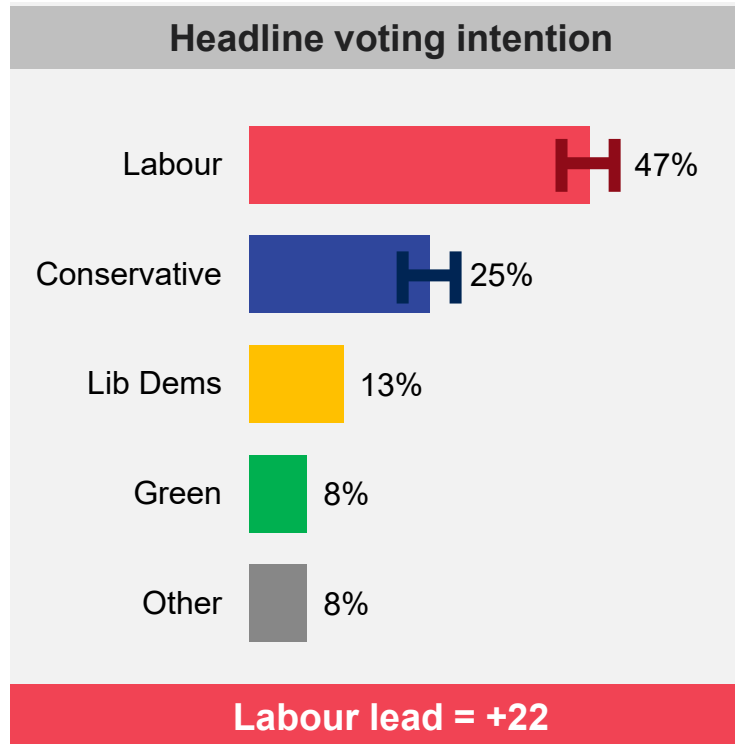
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: June 2023

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



**Base:** 1,033 British adults 18+, 14-20 June 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 635. 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.

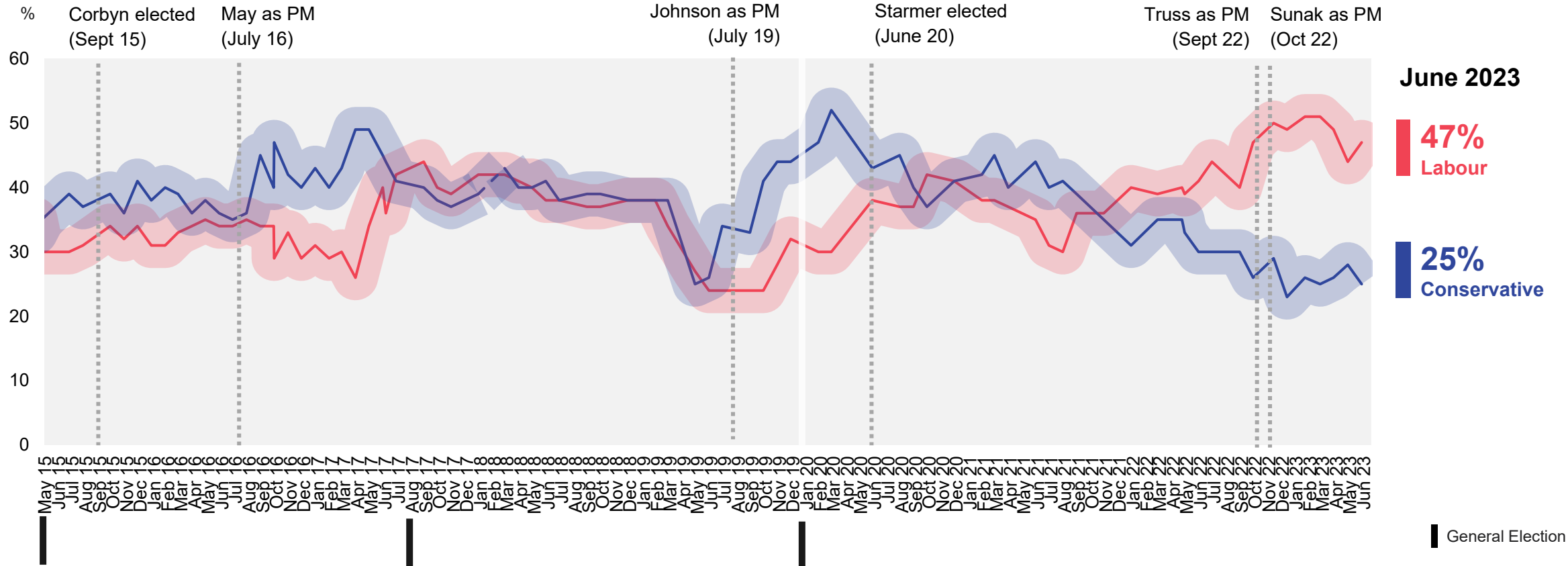
Source: Ipsos Political Monitor





# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



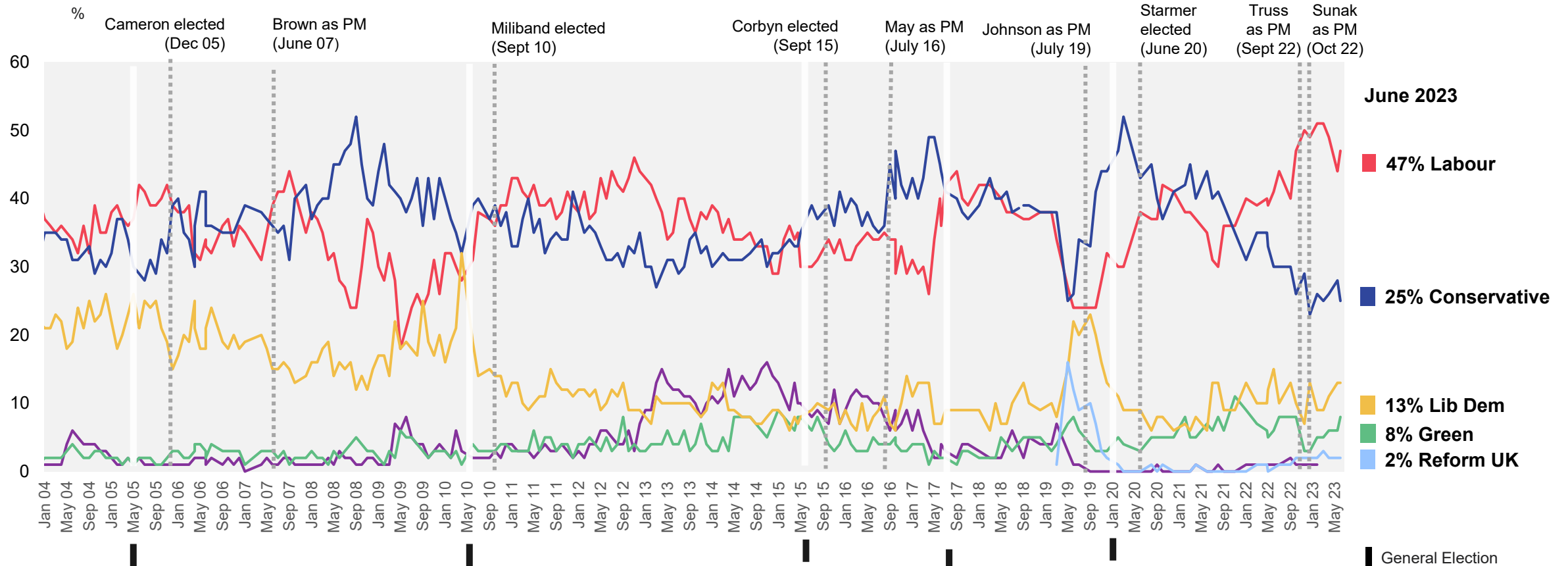
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – June '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



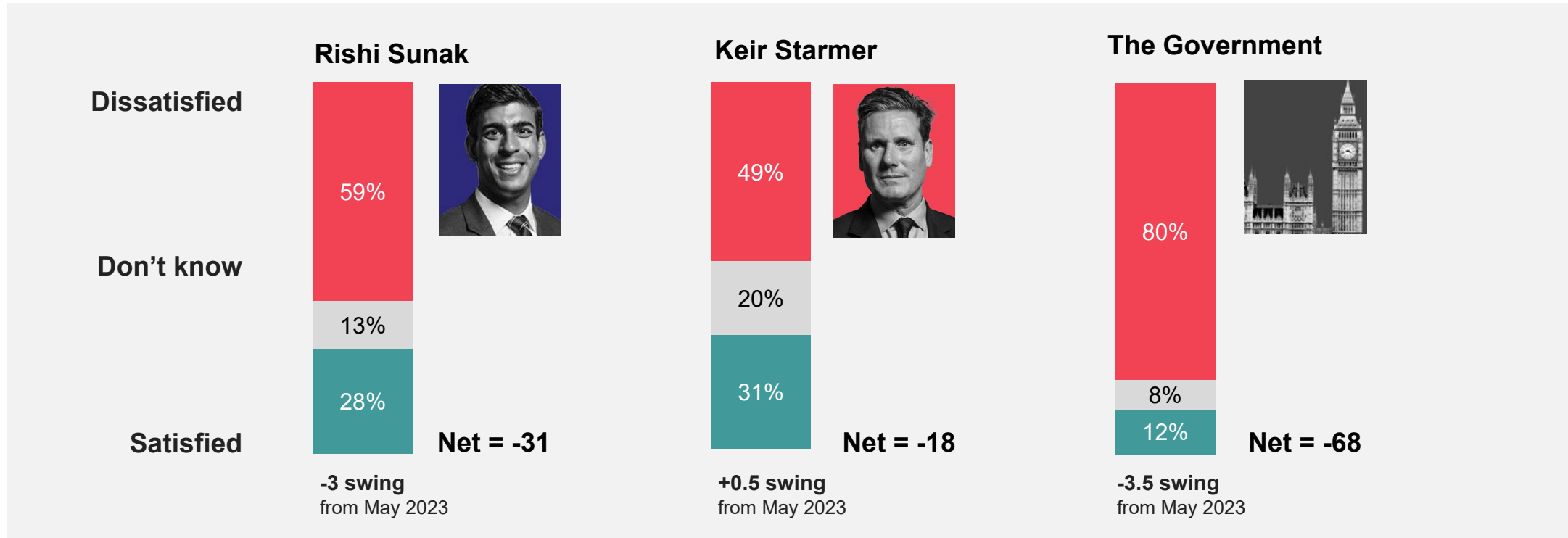




**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: June 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: 1,033 British adults 18+, 14-20 June 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor



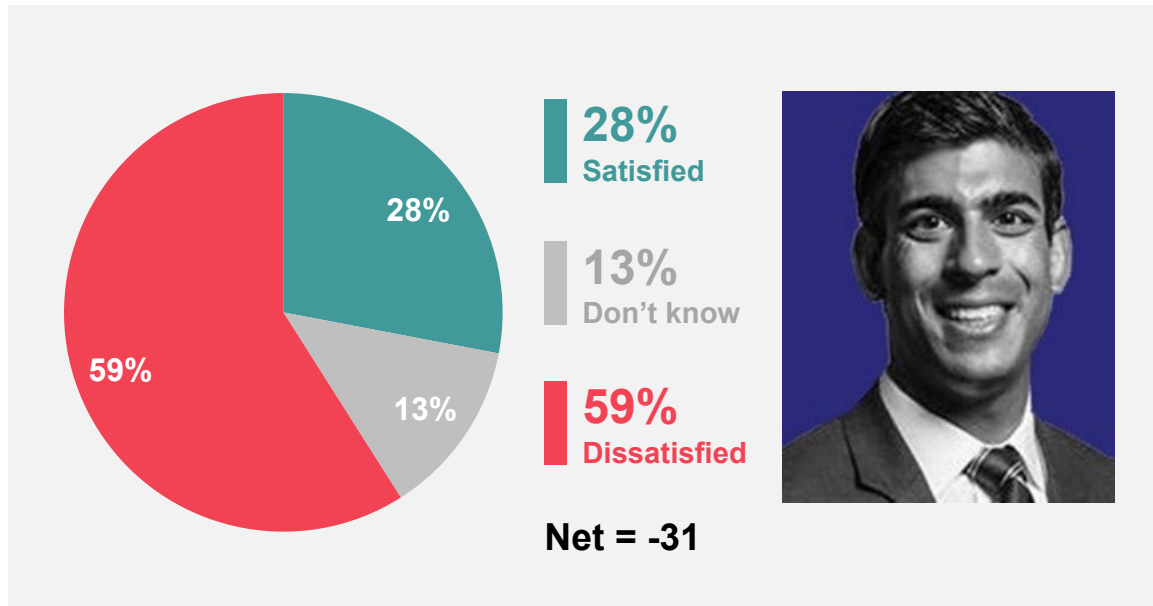


# Rishi Sunak: Satisfaction

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

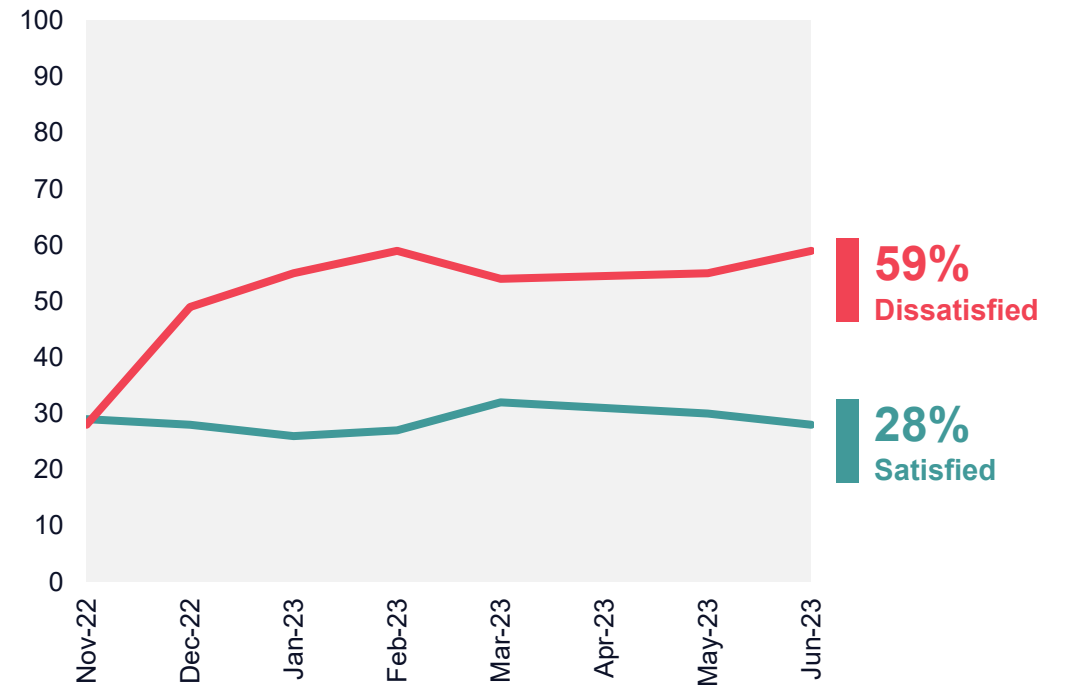
June 2023

Among all



Base: 1,033 British adults 18+, 14-20 June 2023

November 2022 – June 2023



Source: Ipsos Political Monitor

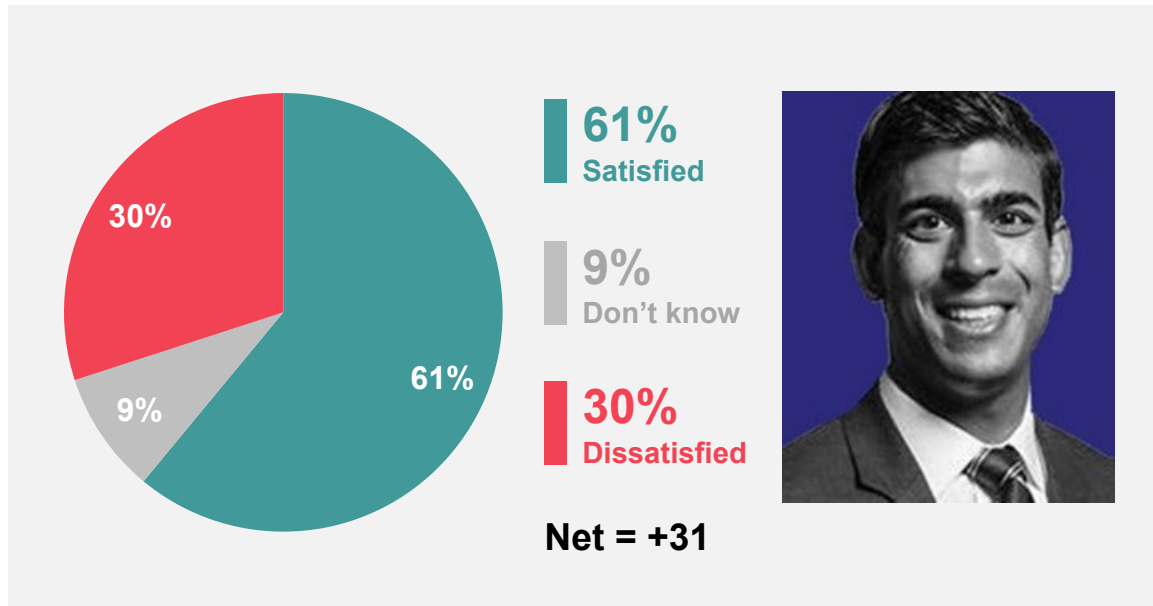




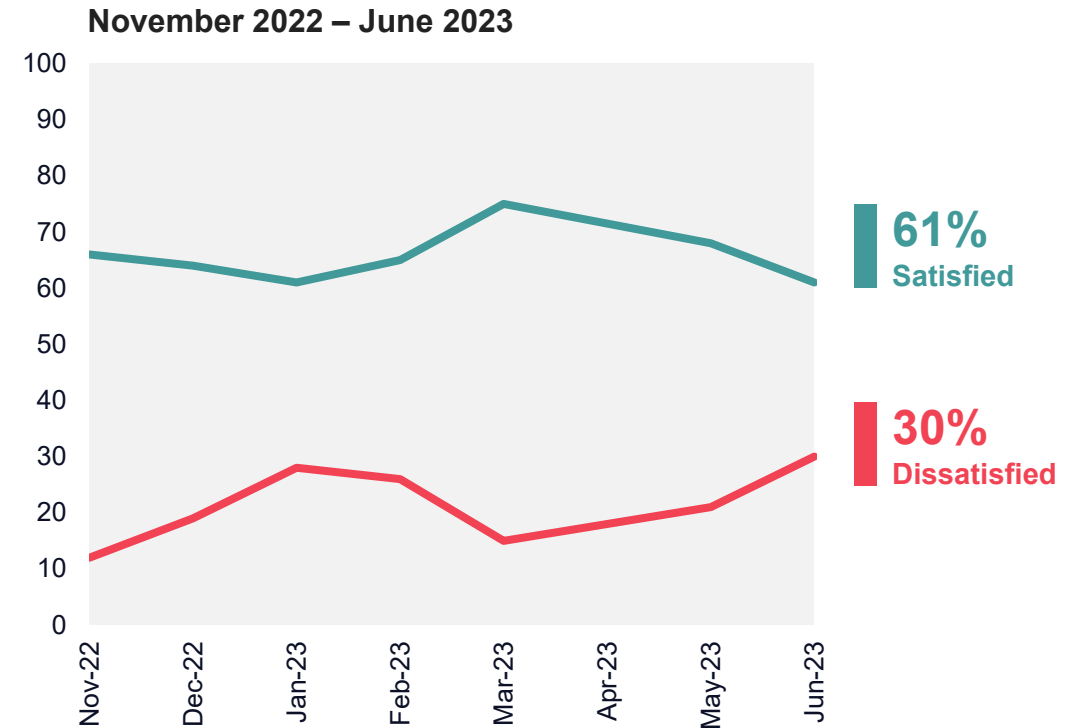
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

June 2023



Base: 183 Conservative party supporters aged 18+, 14-20 June 2023

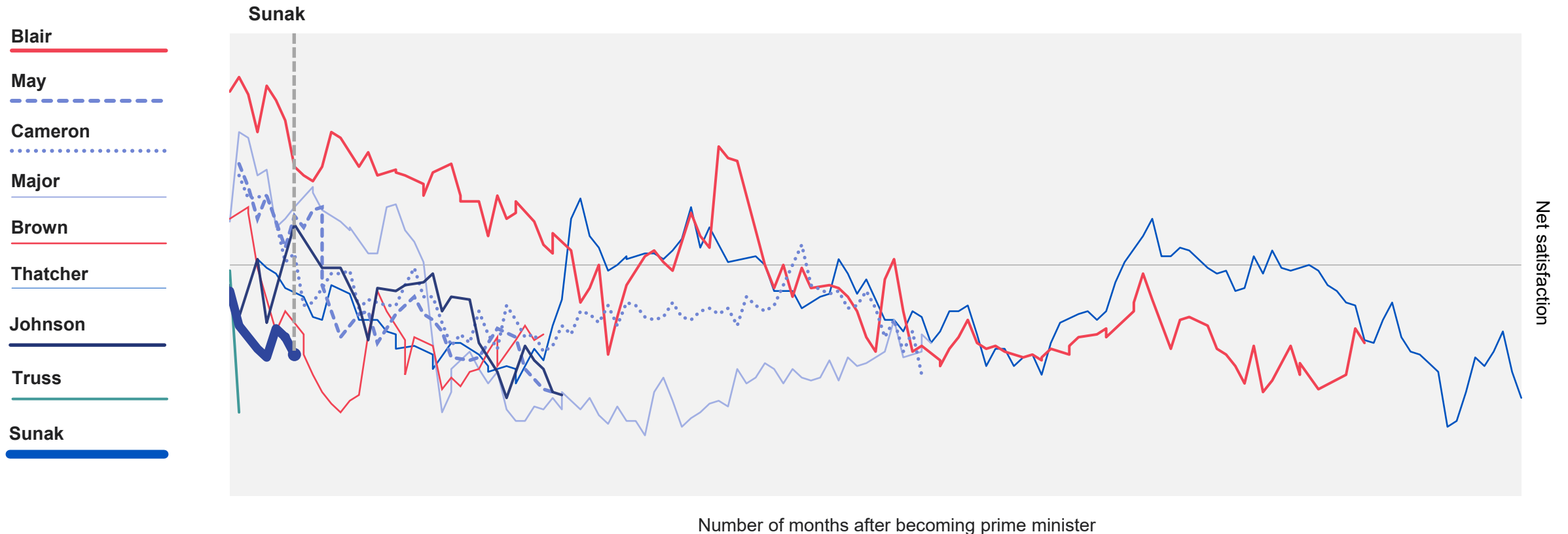


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



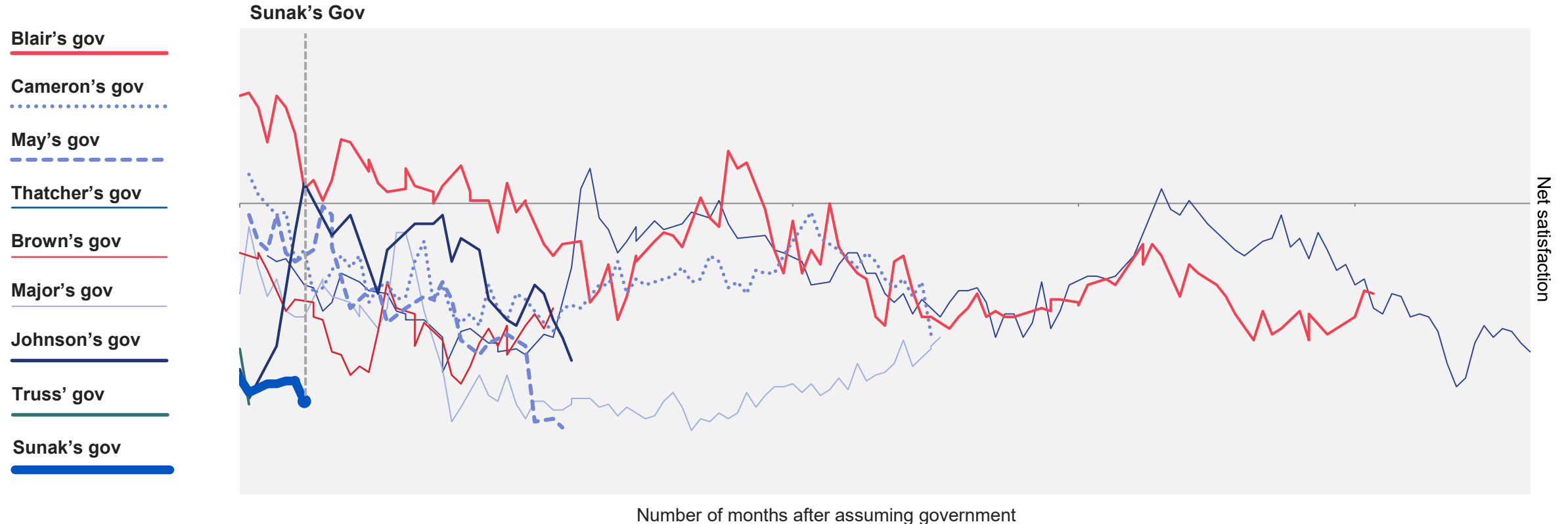
**Note:** Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone  
**Base:** c.1,000 British adults each month

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

Source: Ipsos Political Monitor

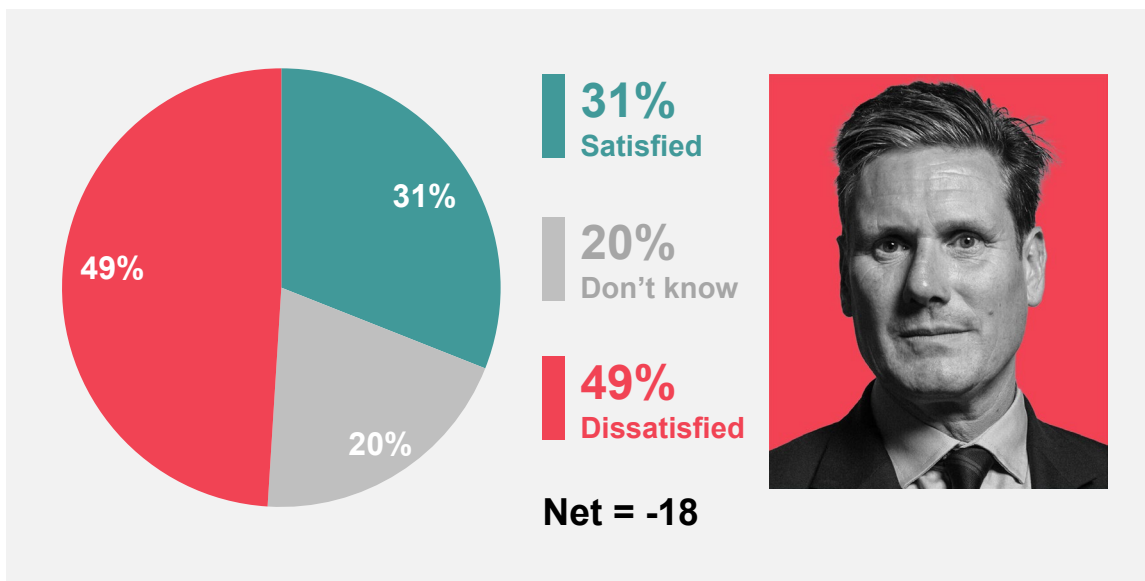




# Keir Starmer: Satisfaction

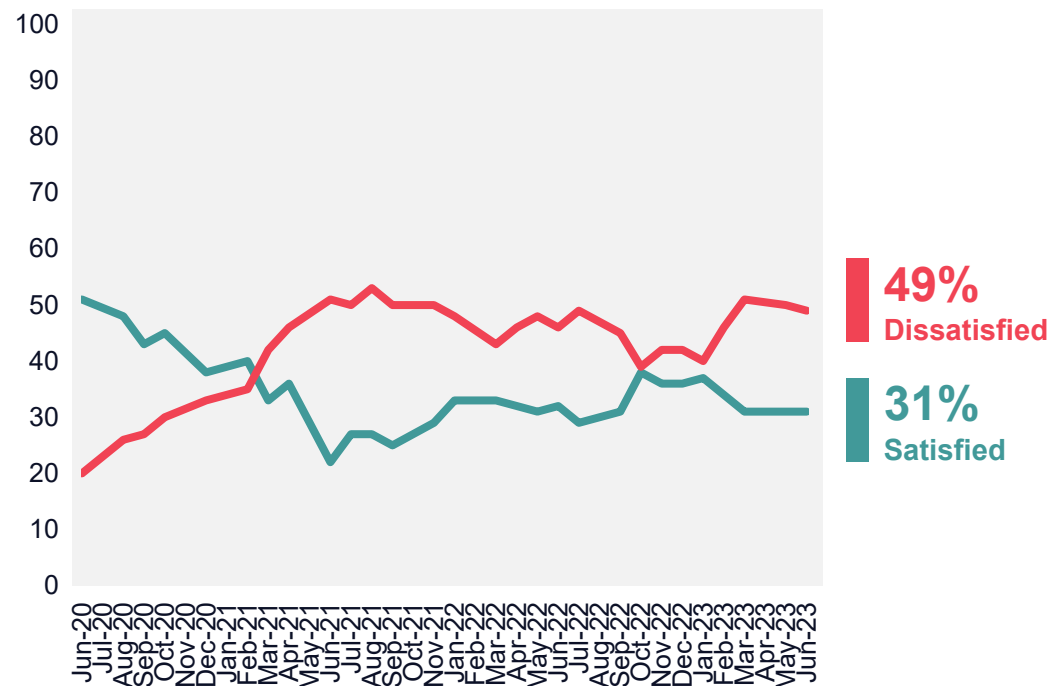
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

June 2023



Base: 1,033 British adults 18+, 14-20 June 2023

June 2020 – June 2023



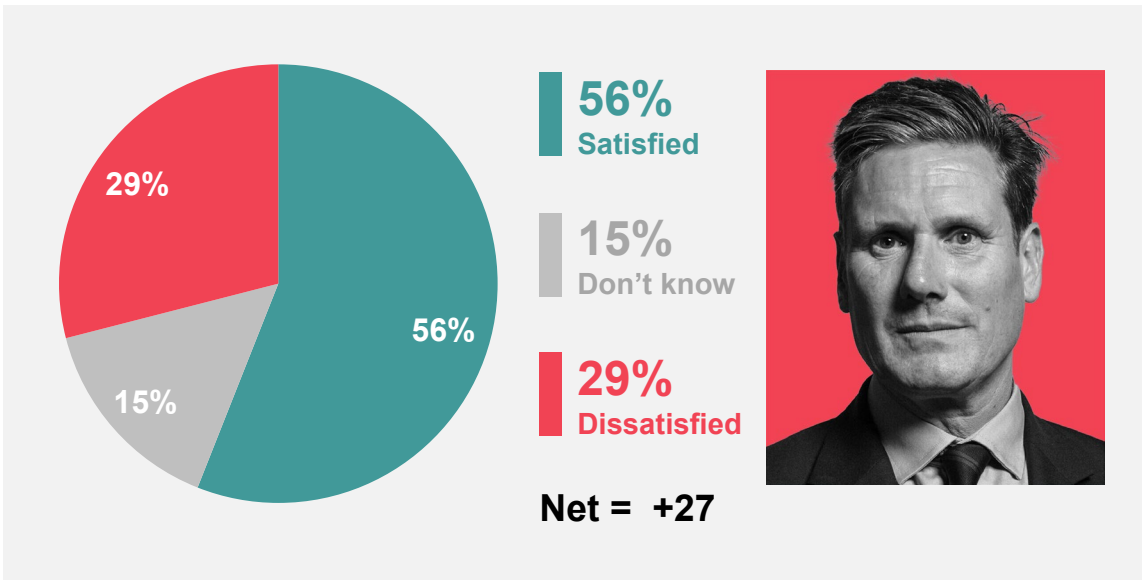
Source: Ipsos Political Monitor



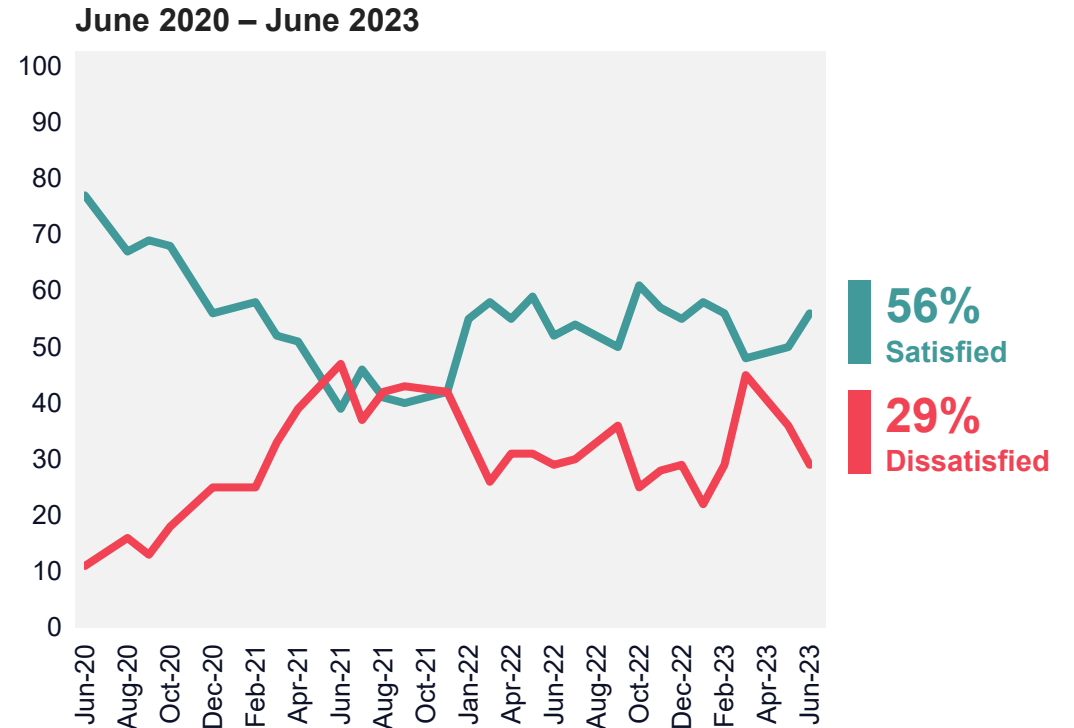
# Keir Starmer: Satisfaction amongst Labour supporters

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

June 2023



Base: 377 Labour Party supporters aged 18+, 14-20 June 2023

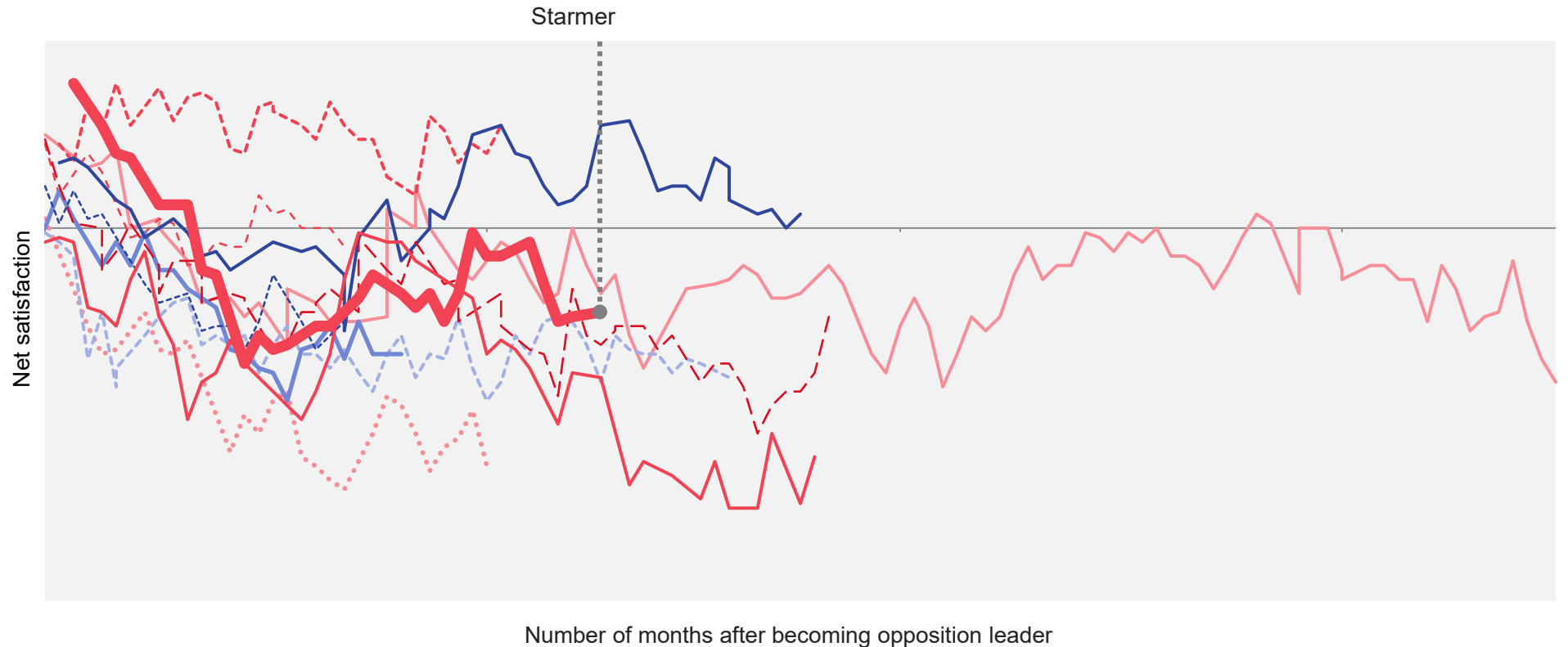


Source: Ipsos Political Monitor



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

Source: Ipsos Political Monitor

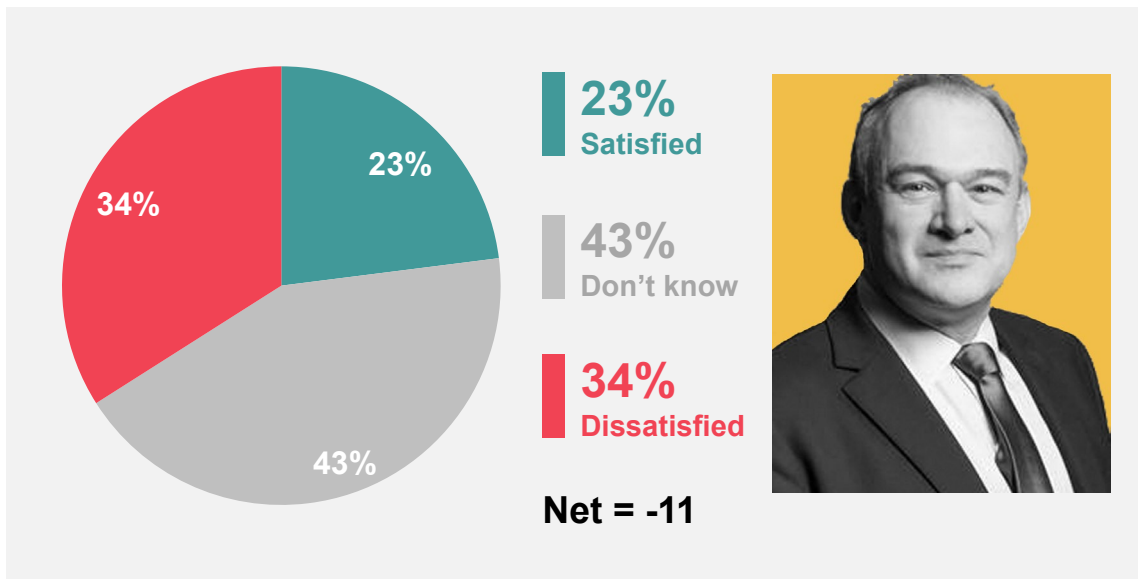




# Ed Davey: Satisfaction

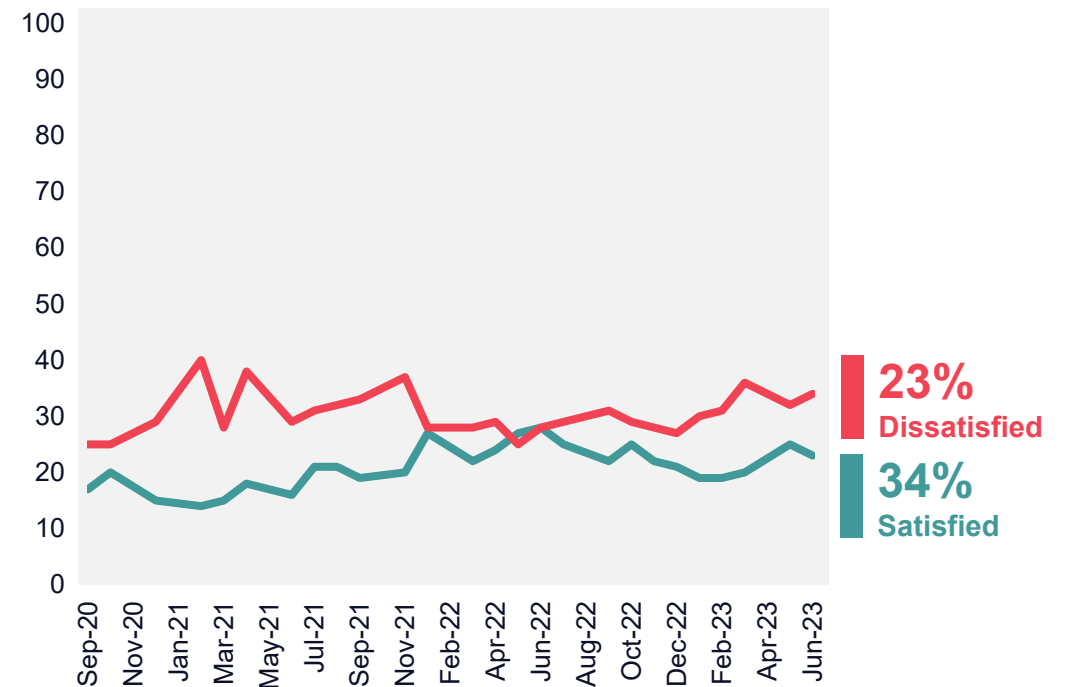
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

June 2023



Base: 1,033 British adults 18+, 14-20 June 2023

September 2020 – June 2023



Source: Ipsos Political Monitor





# ECONOMIC OPTIMISM

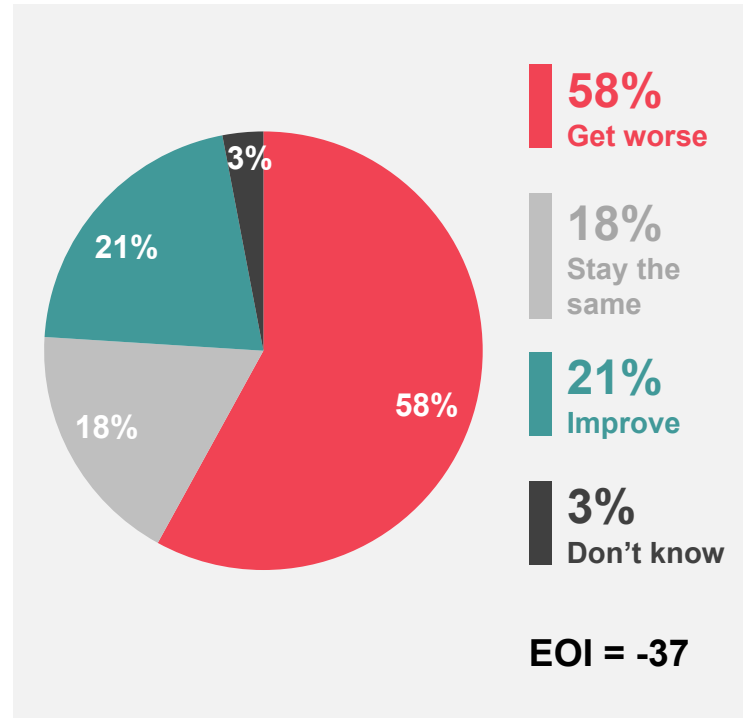




# Economic Optimism Index

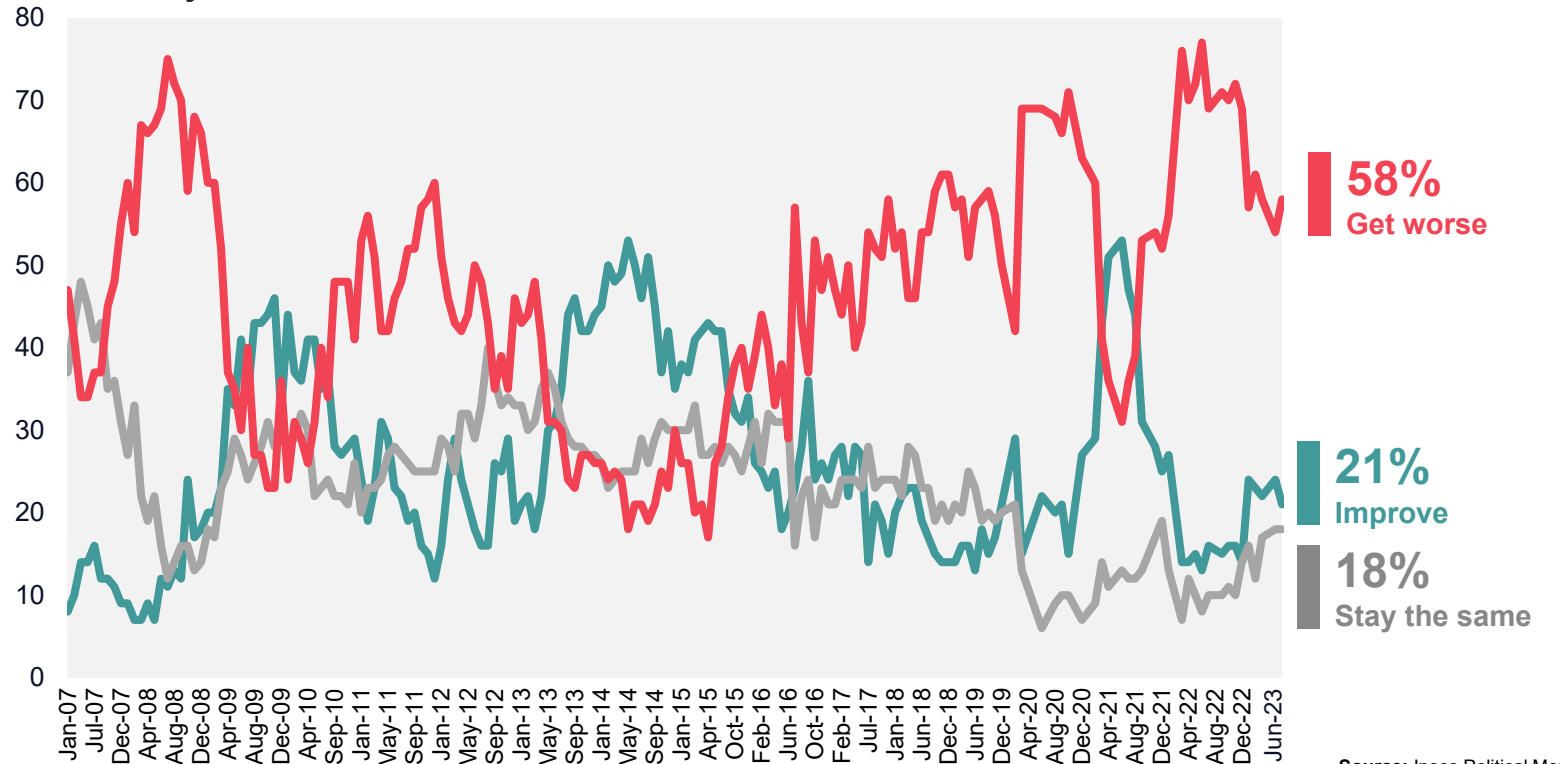
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

June 2023



Base: 1,033 British adults 18+, 14-20 June 2023

January 2007 – June 2023



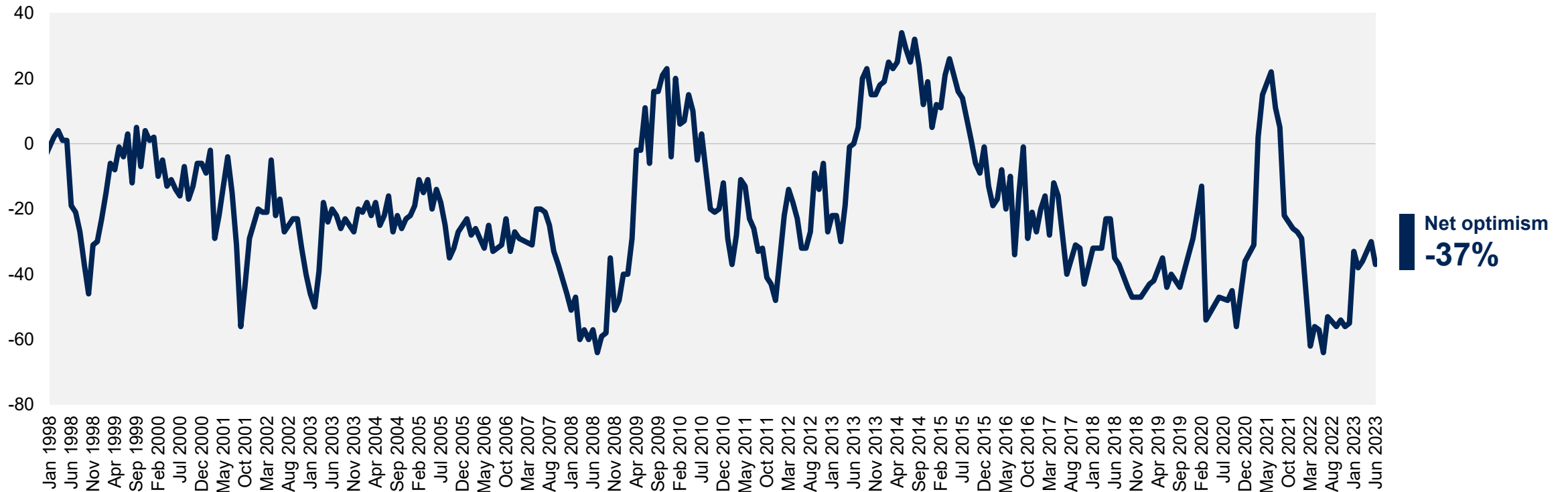
Source: Ipsos Political Monitor





# 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?



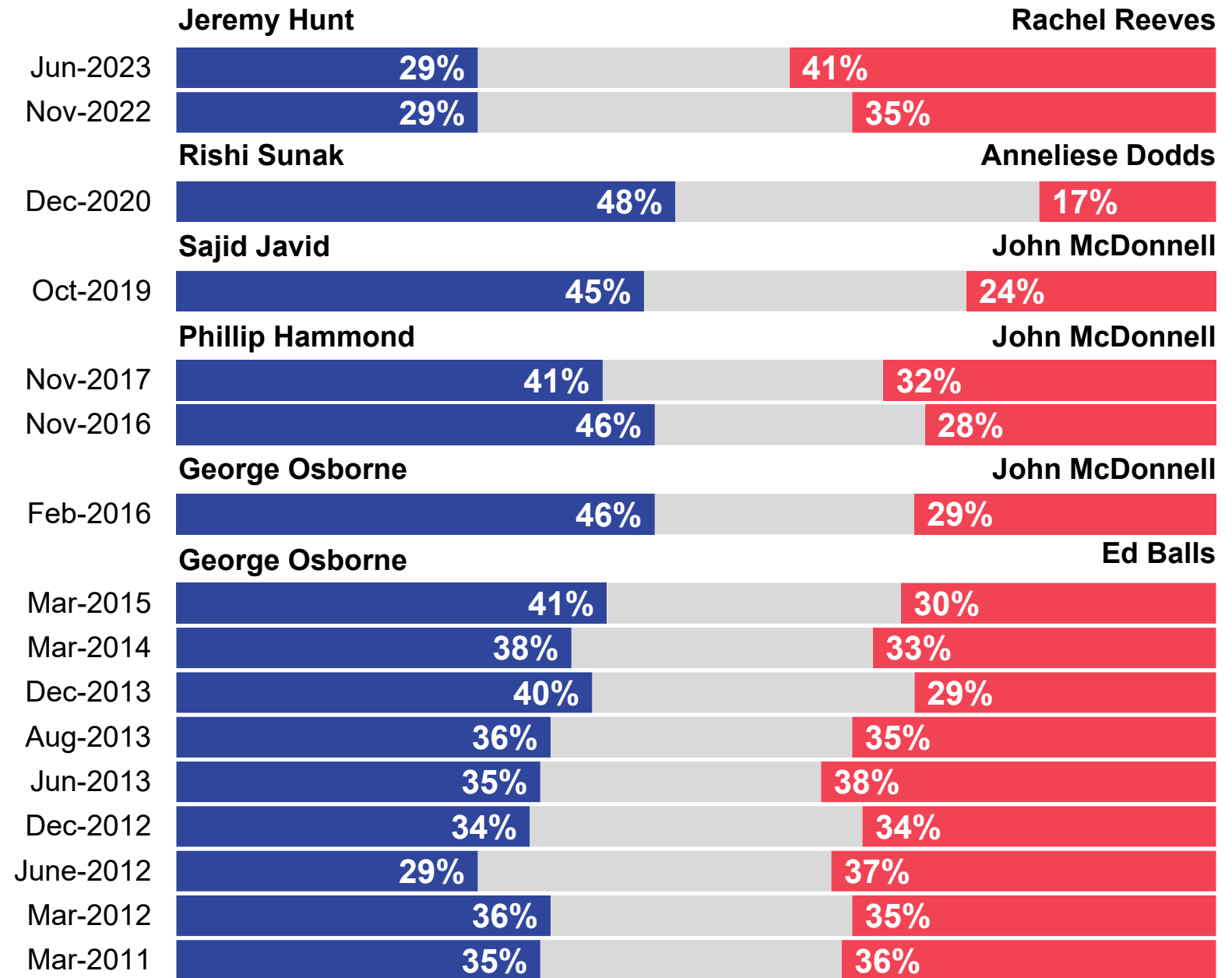
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



# Most capable Chancellor: 2011-2022

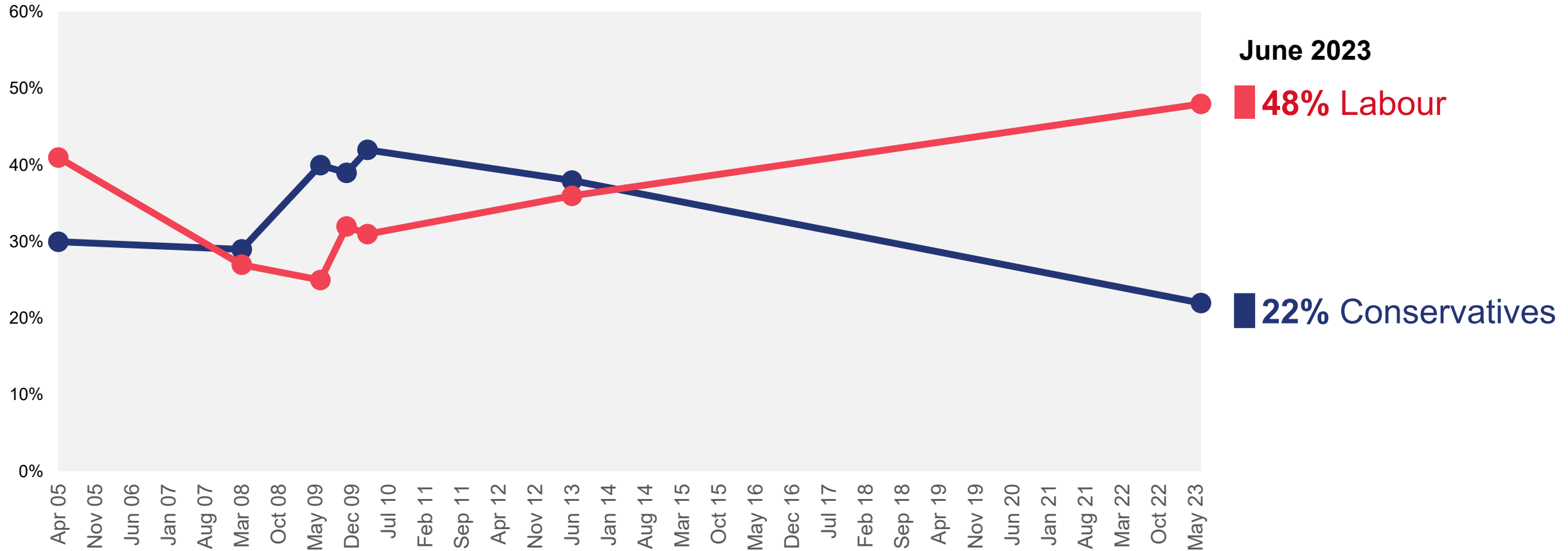
Who do you think would make the most capable Chancellor, the Conservative's Jeremy Hunt, or Labour's Rachel Reeves?



Base: 1,033 British adults 18+, 14-20 June 2023.

# Which party would be most effective in getting good value for public spending?

Do you think a Labour or Conservative Government would be most effective in getting good value for the public money it spends?



Base: 1,033 British adults 18+, 14-20 June 2023.

Source: Ipsos MORI Political Monitor





# The public think the Conservatives will spend too little on public services, whilst Labour will spend too much

As you know the government spends public money in a variety of areas, such as defence, welfare, pensions, public services (such as education, transport and the NHS) and servicing the national debt. This is mainly paid for through taxation and government borrowing. Do you think the following parties would spend too much, too little or about the right amount in total if they win the next General Election?

**Too little**   **About the right amount**   **Too much**

## The Conservative party



## The Labour party



Base: 1,033 British adults 18+, 14-20 June 2023.

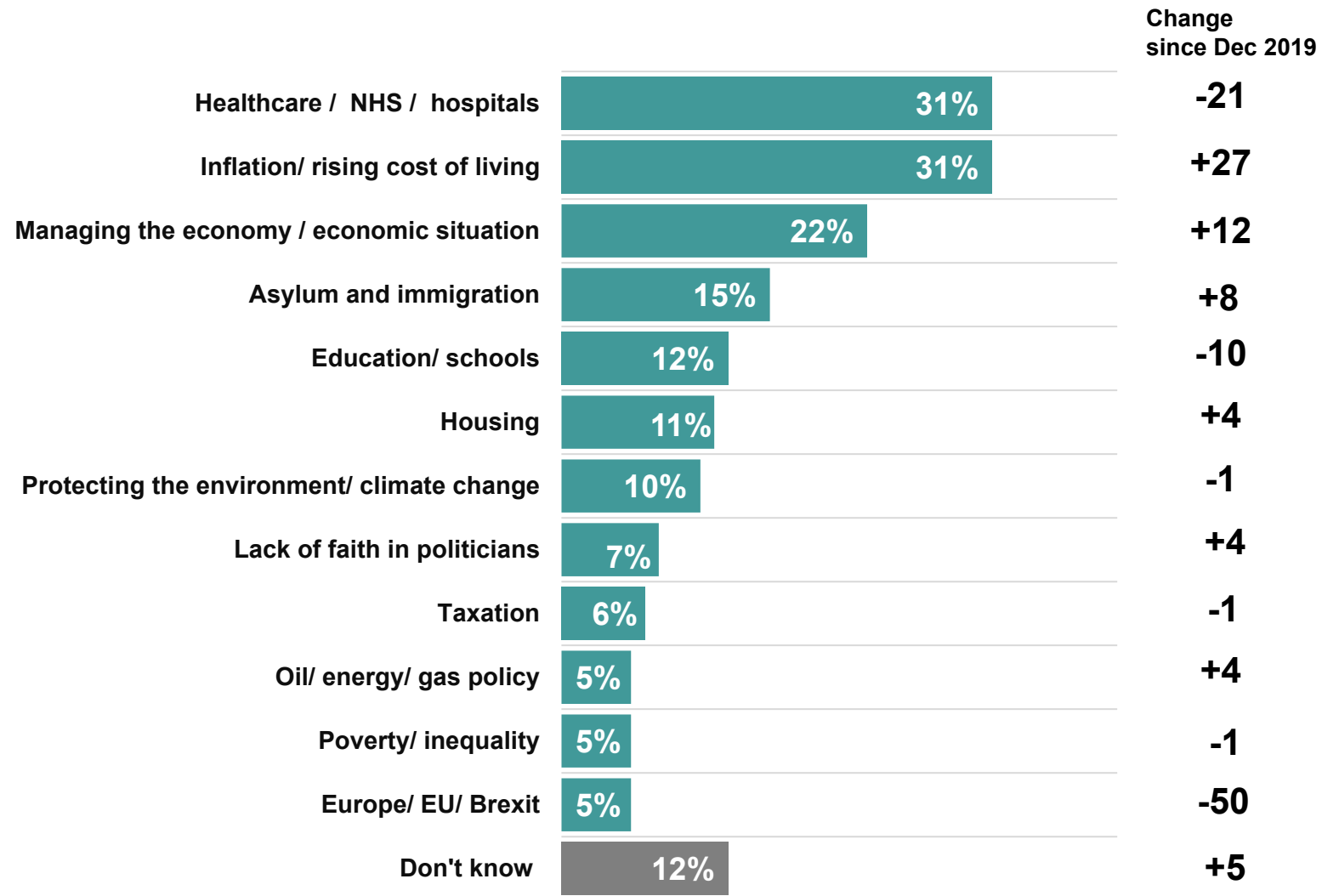




# ISSUES FOR THE NEXT GENERAL ELECTION

# Which issues will help decide your vote?

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

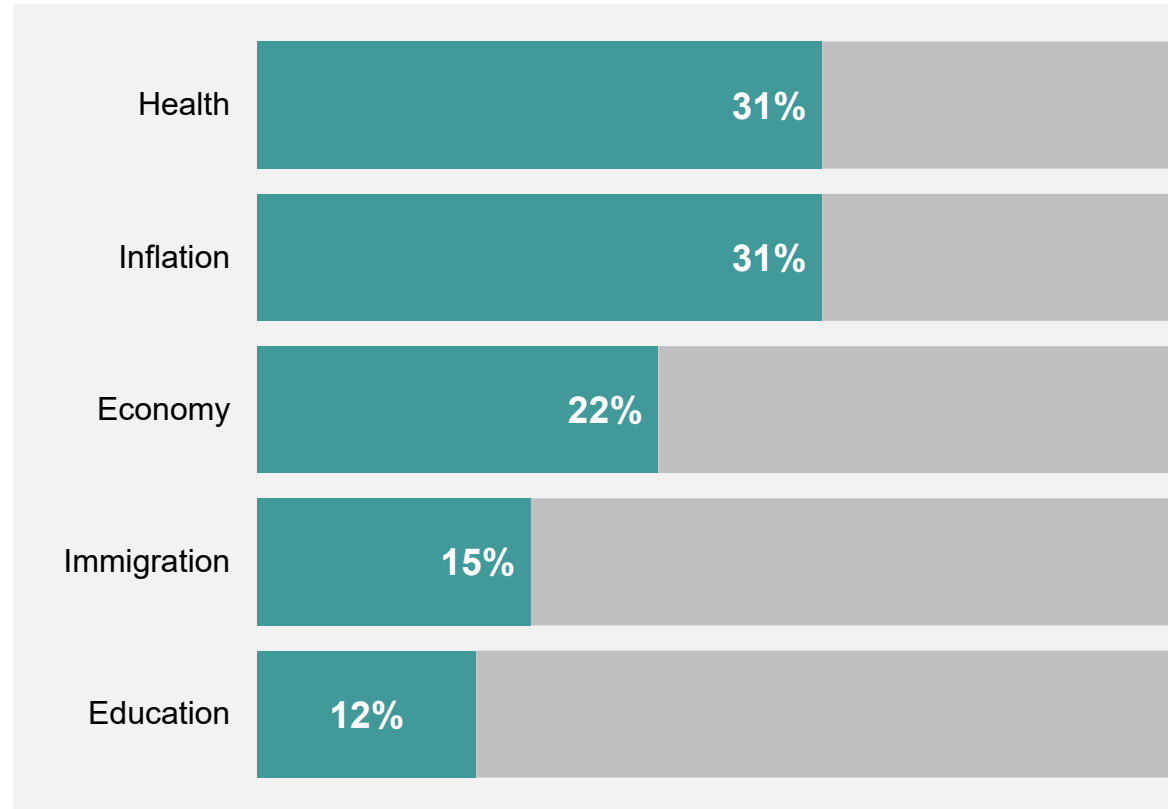


Base: 1,033 British adults 18+, 14-20 June 2023. \*This chart only shows issues which were mentioned by at least 5%. For the full list of issues, please see the full data tables.

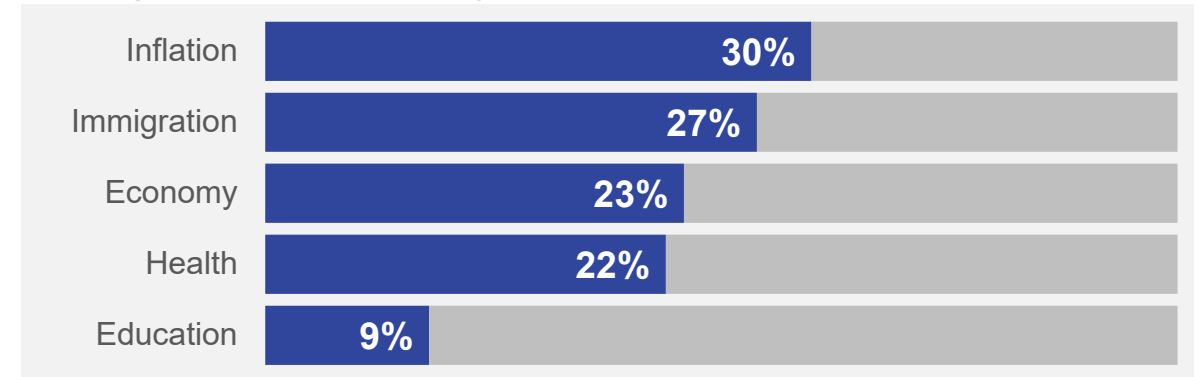
# Which issues will help decide your vote? Top five issues

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

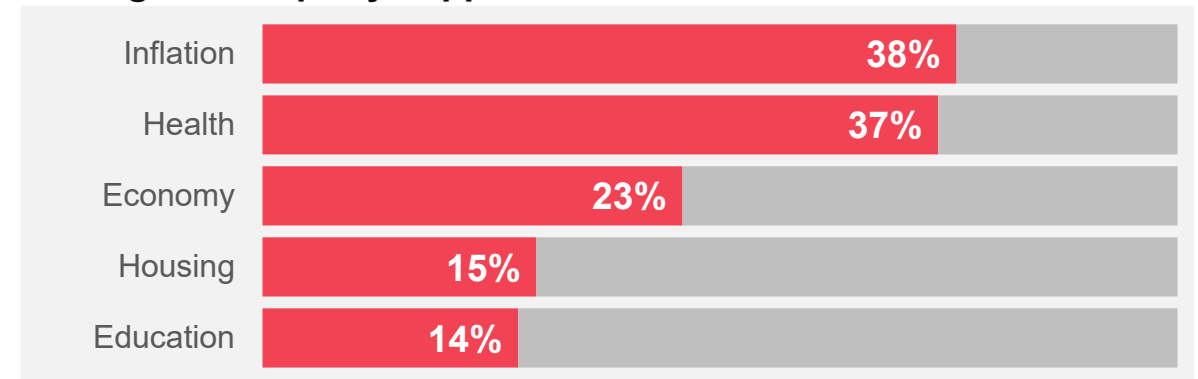
## Among all



## Among Conservative party supporters



## Among Labour party supporters



Base: 1,033 British adults 18+, 14-20 June 2023, including Conservative supporters (183), Labour supporters (377)

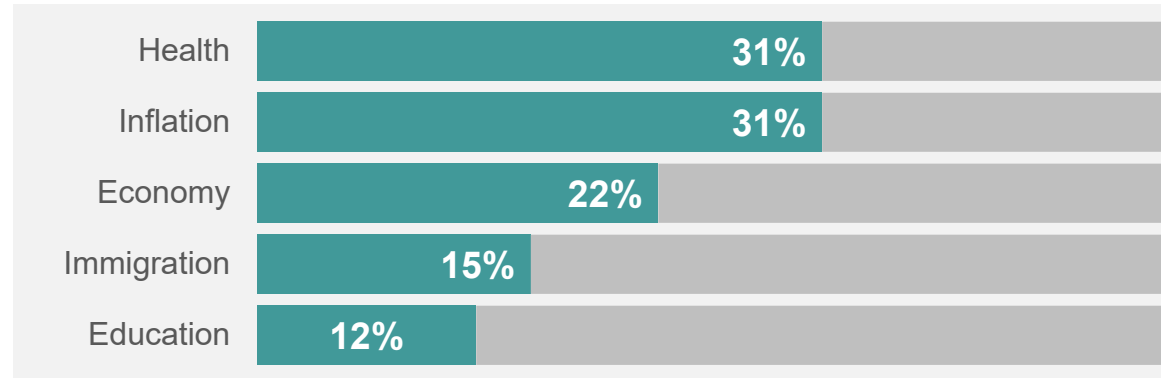




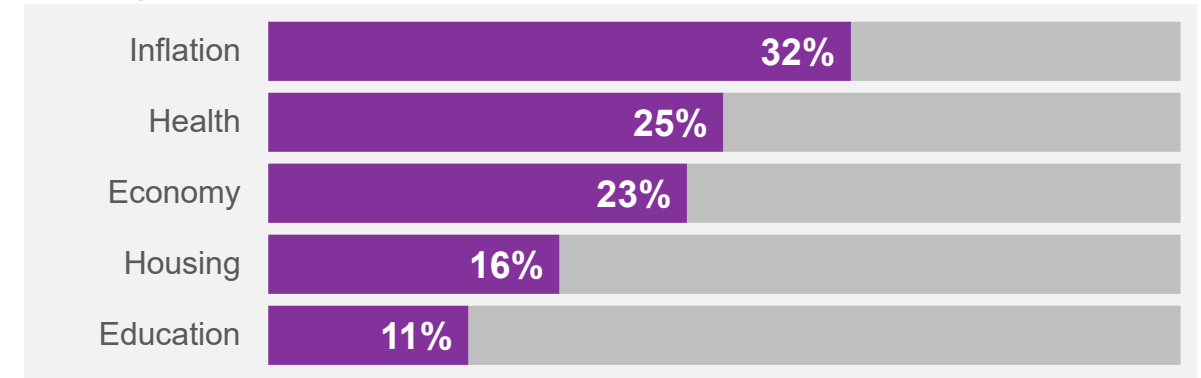
# Which issues will help decide your vote? Top five issues

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

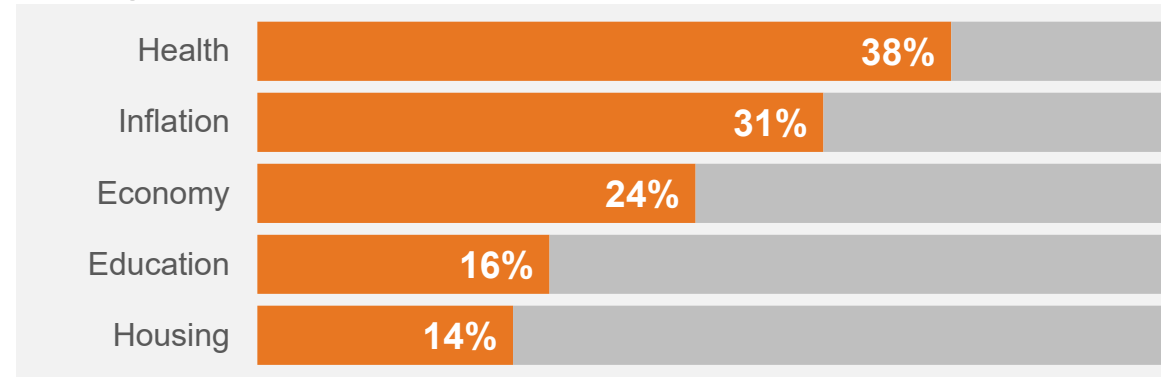
## Among all



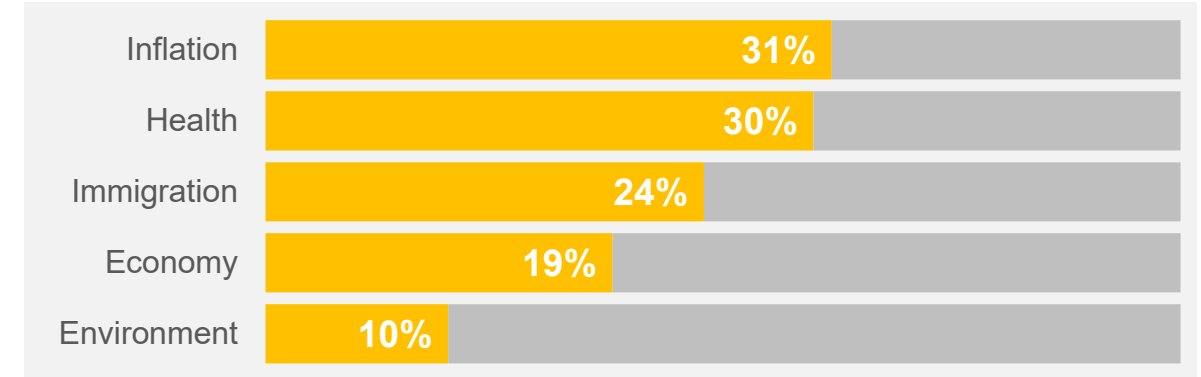
## Among 18-34s



## Among 35-54s



## Among 55+



Base: 1,033 British adults 18+, 14-20 June 2023, including 18-34 year olds (295), 35-54 (342), 55+ (396).

Source: Ipsos Political Monitor

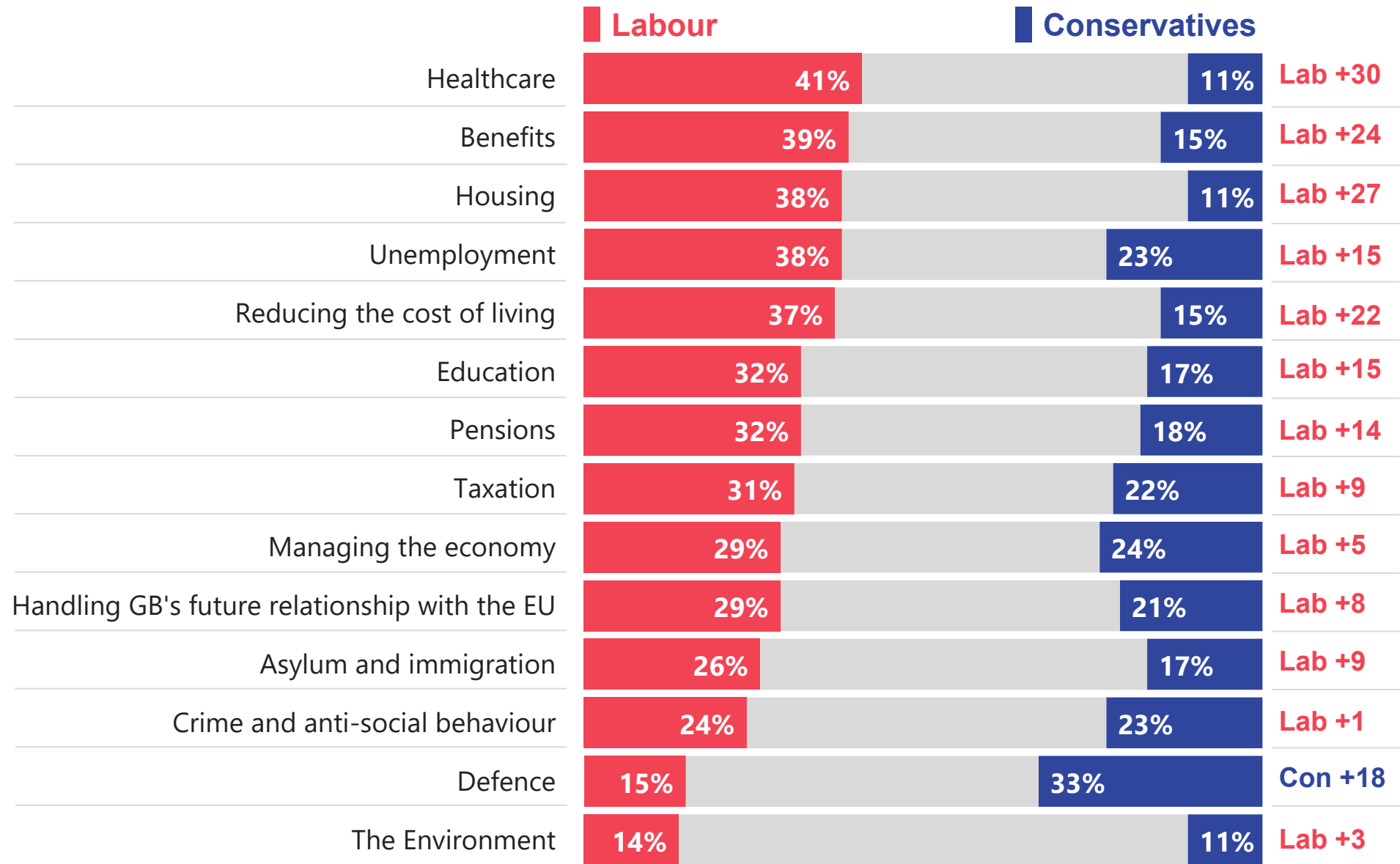




# BEST PARTY ON POLICIES

# Best party on key issues

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



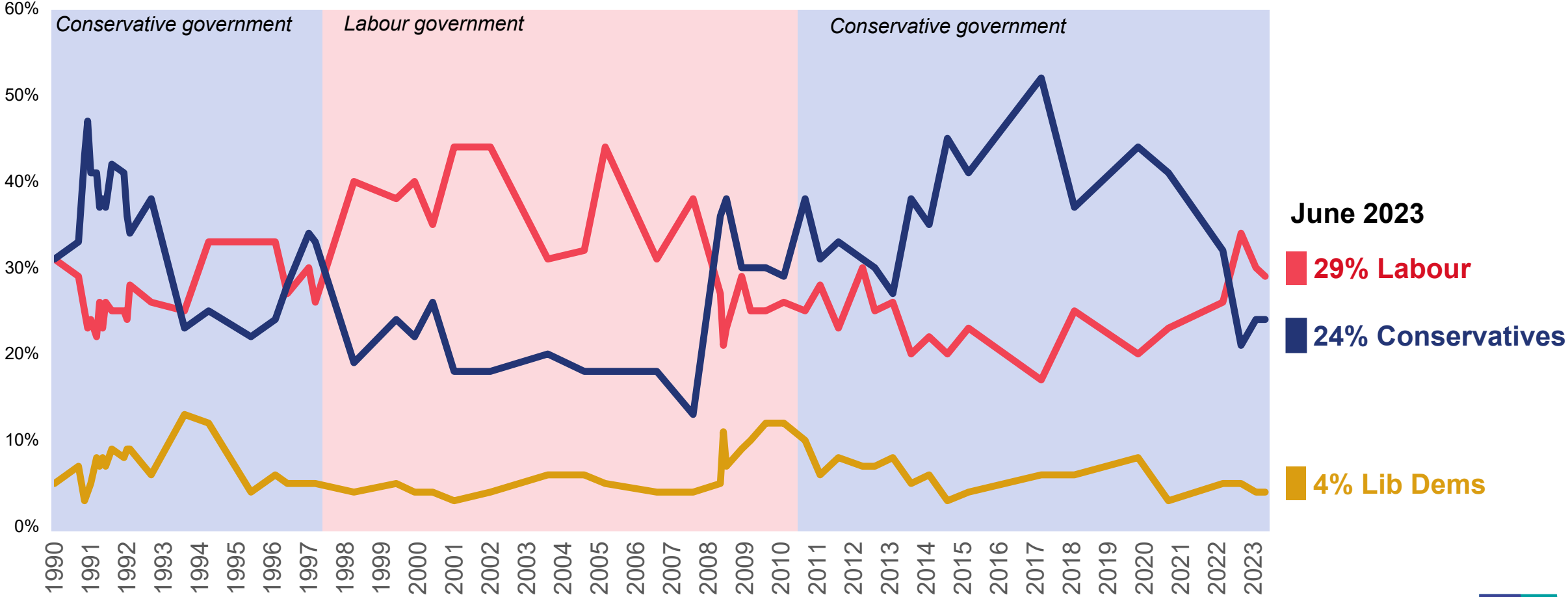
Base: 1,033 British adults 18+, 14-20 June 2023





# 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?



Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

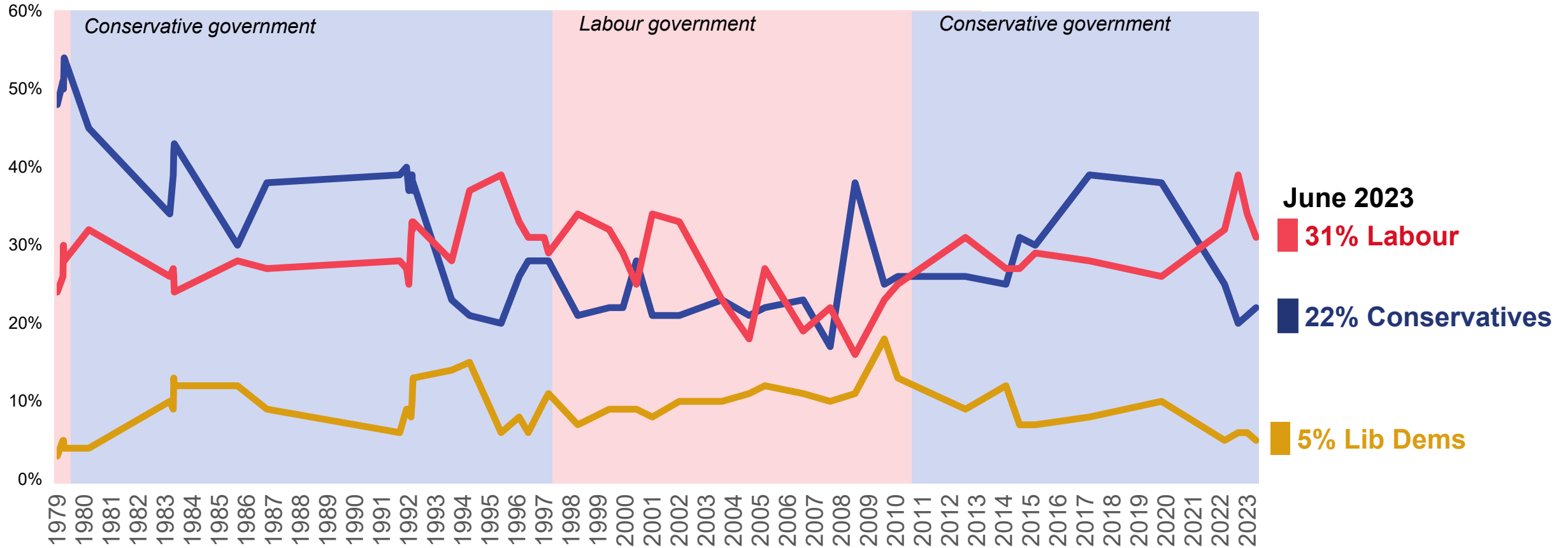
Source: Ipsos Political Monitor





# 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?

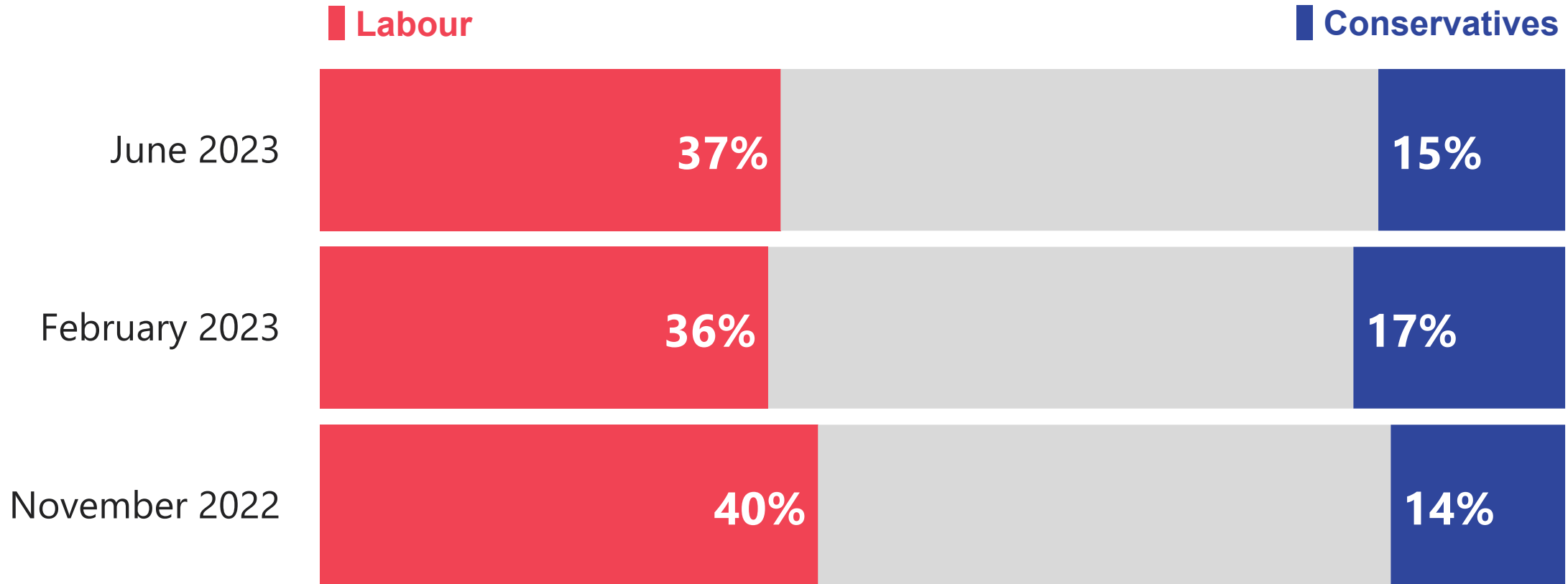


Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# 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?



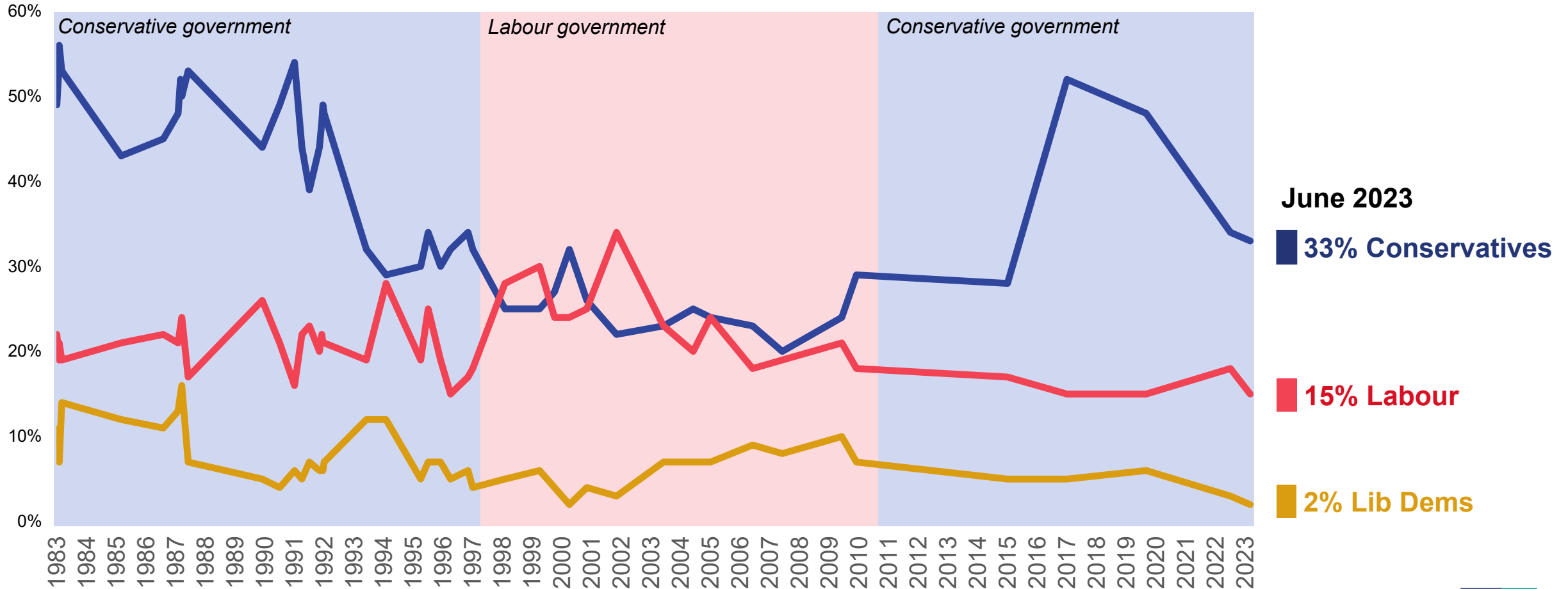
Base: 1,033 British adults 18+, 14-20 June 2023

Source: Ipsos Political Monitor



# Best party on defence: 1983-2023

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



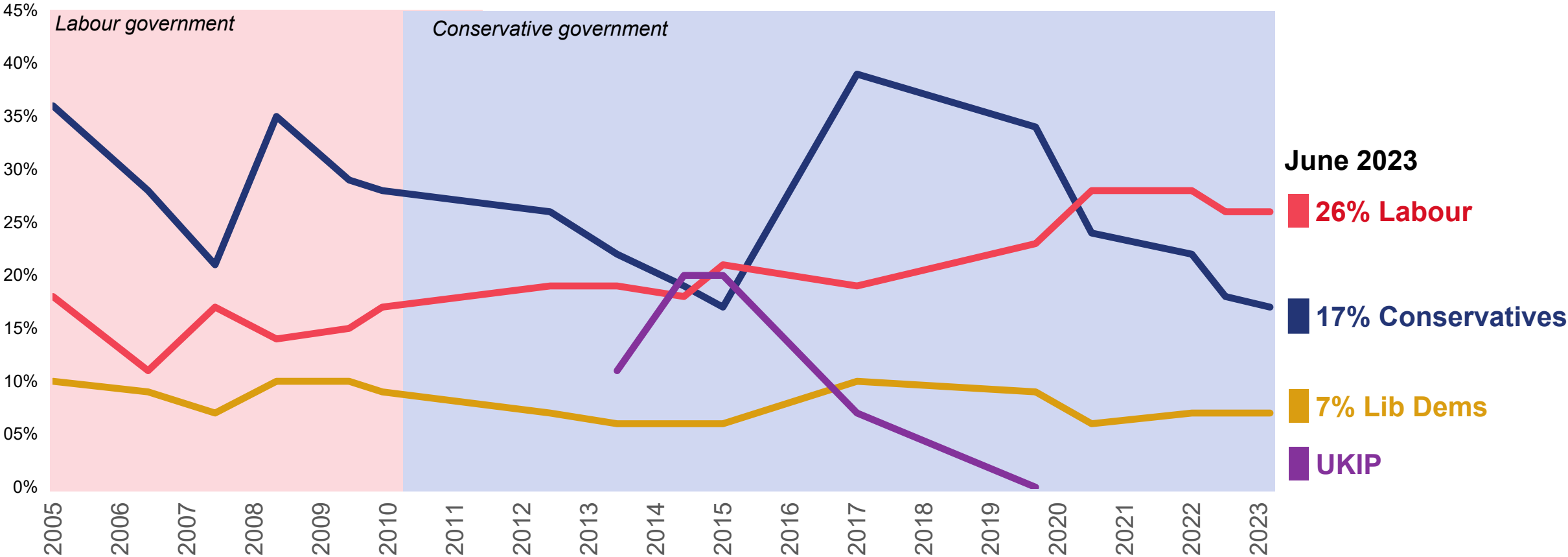
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on asylum and immigration: 2005-2023

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



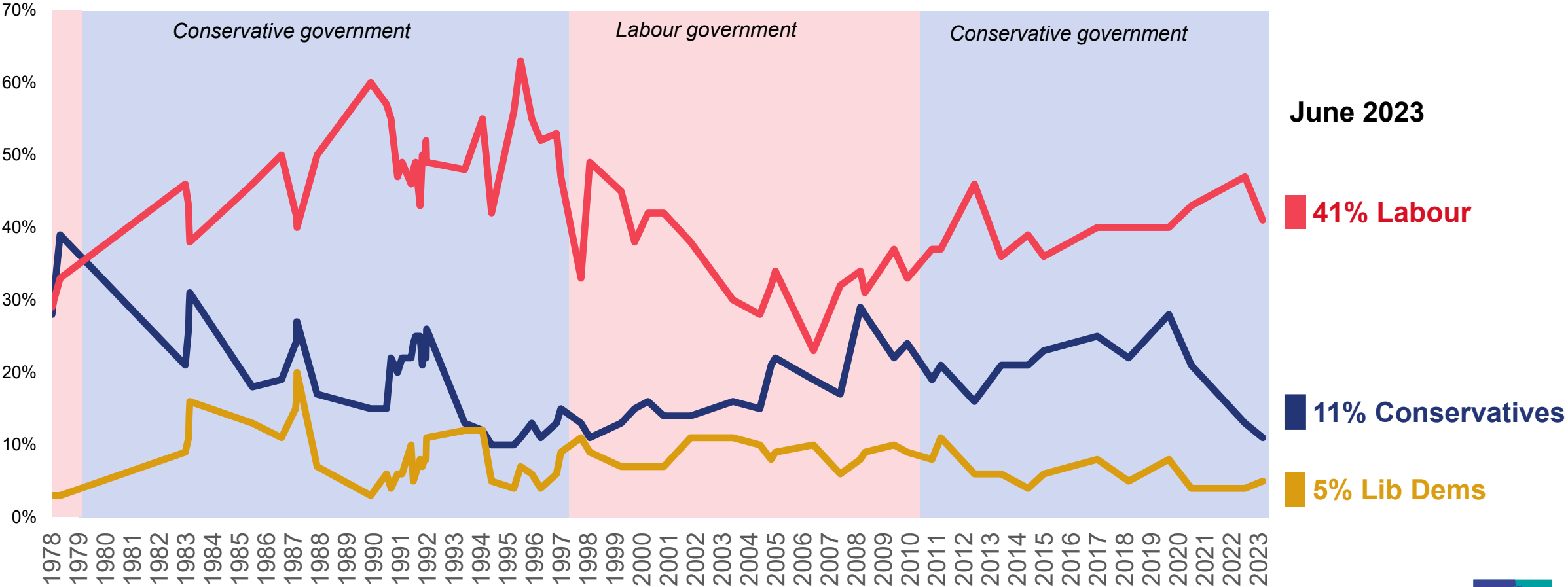
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on healthcare: 1978-2023

Which party do you think has the best policies on healthcare, the Conservatives, Labour, Liberal Democrats or some other party? (Note before 1988 this was asked as “NHS”)



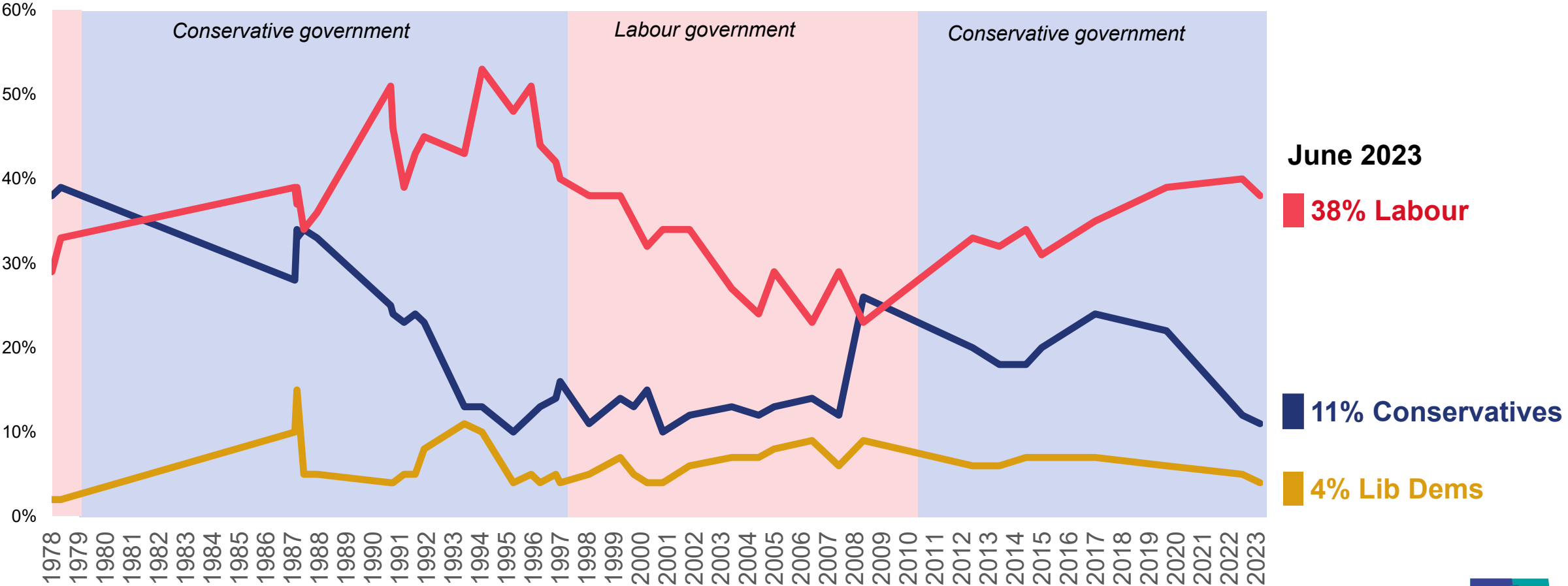
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone





# Best party on housing: 1978-2023

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

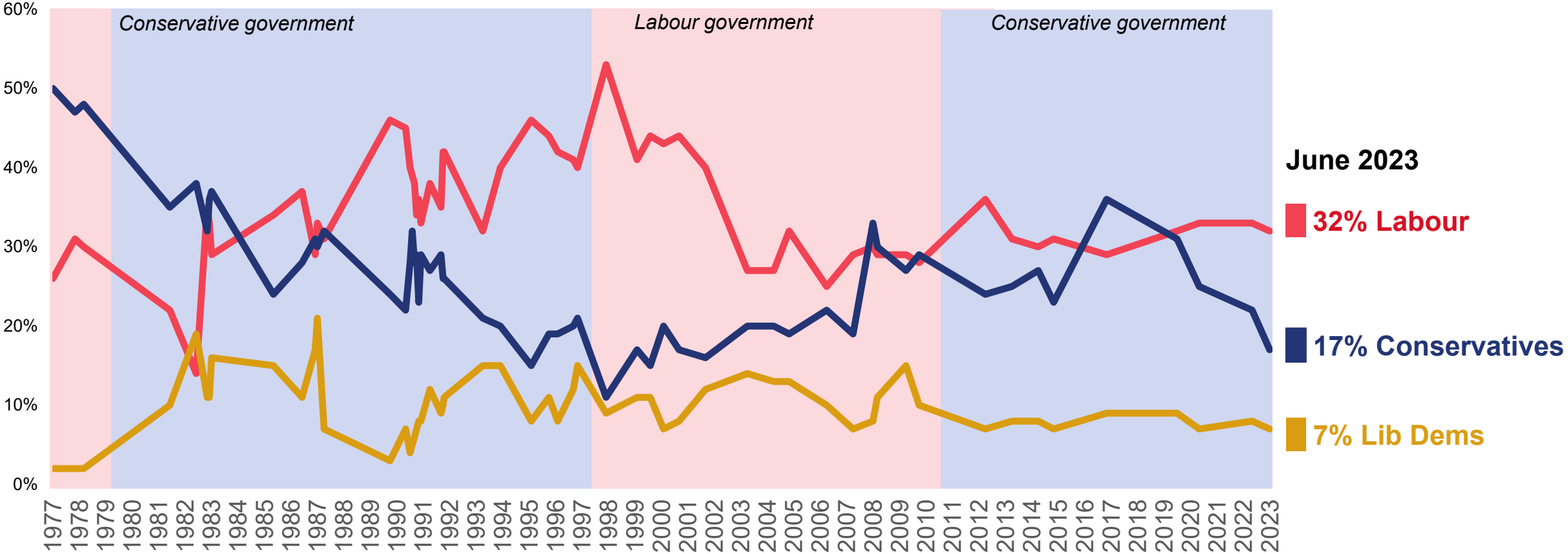


Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
 Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# Best party on education: 1977-2023

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



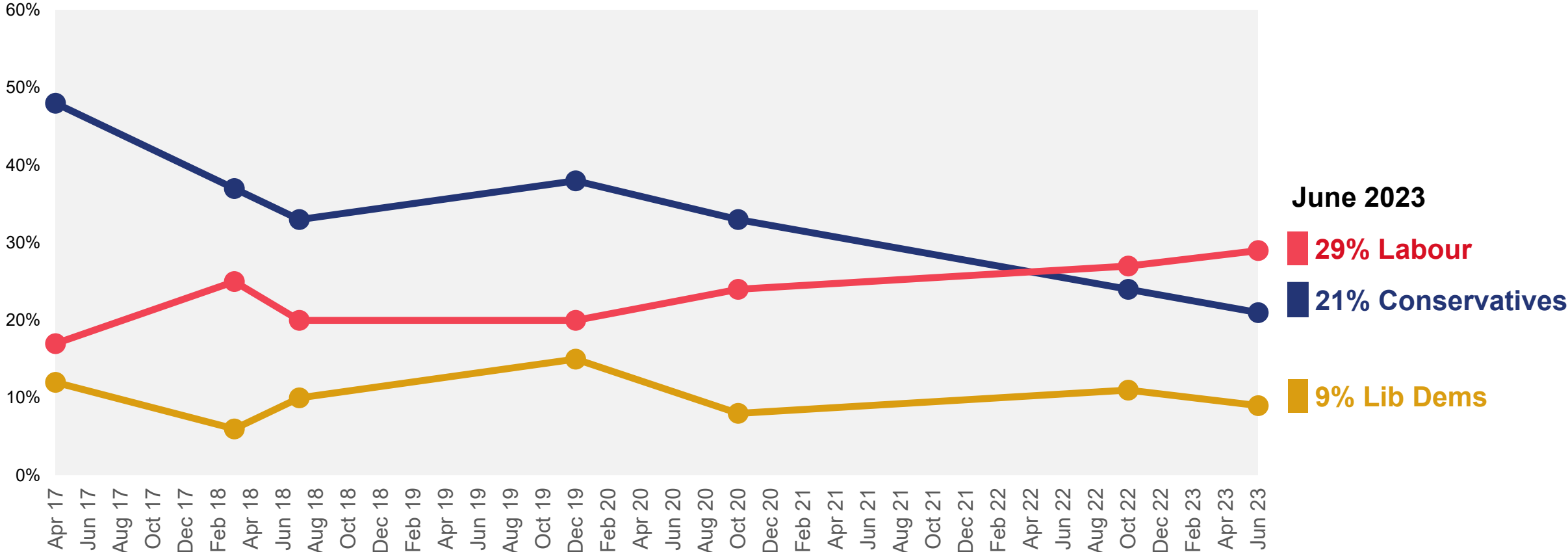
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.  
Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos MORI Political Monitor



# Best party on handling Britain's future with the EU: 2017-2023

Which party do you think has the best policies on handling Britain's future relationship with the European Union, the Conservatives, Labour, Liberal Democrats or some other party?



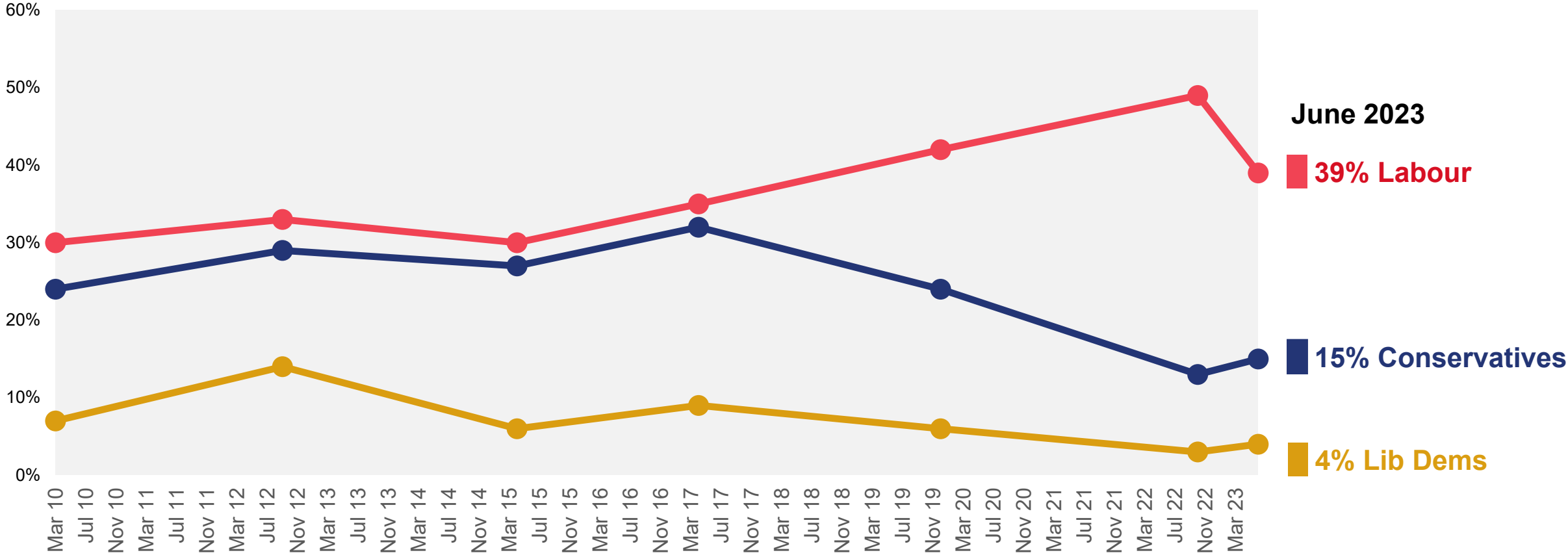
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.

Source: Ipsos MORI Political Monitor



# Best party on benefits: 2010-2023

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



Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave.

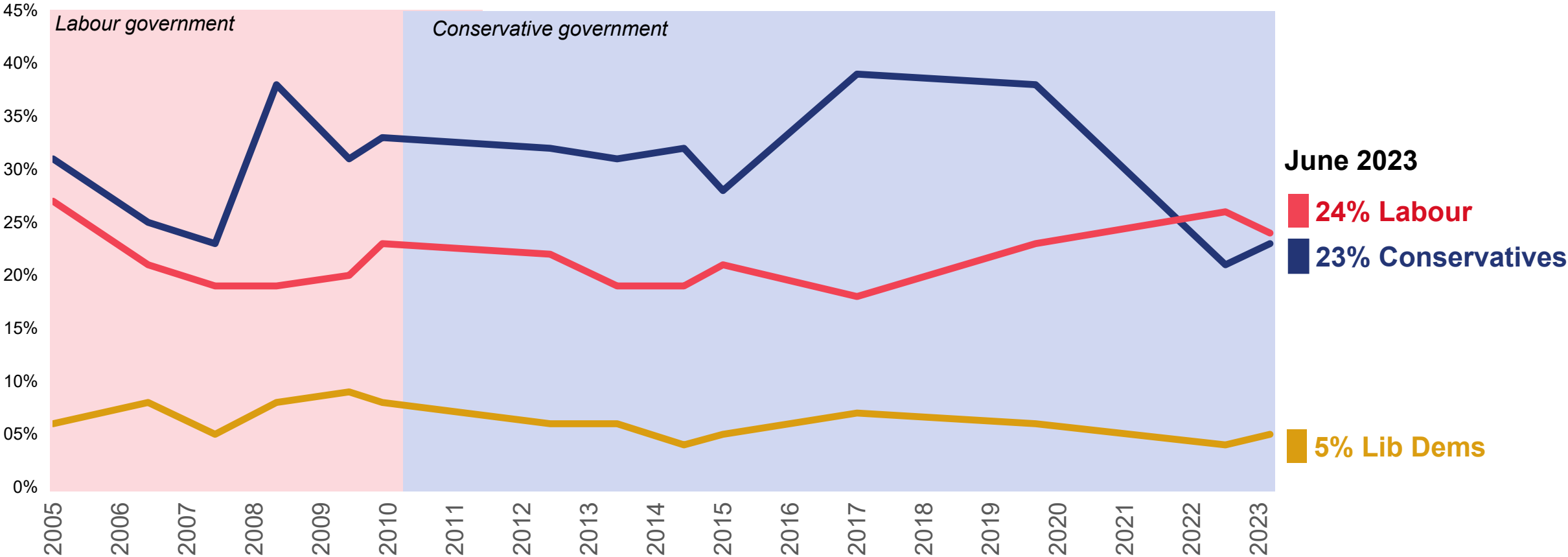
Source: Ipsos MORI Political Monitor





# Best party on crime and anti-social behaviour: 2005-2023

Which party do you think has the best policies on crime and anti-social behaviour, the Conservatives, Labour, Liberal Democrats or some other party?



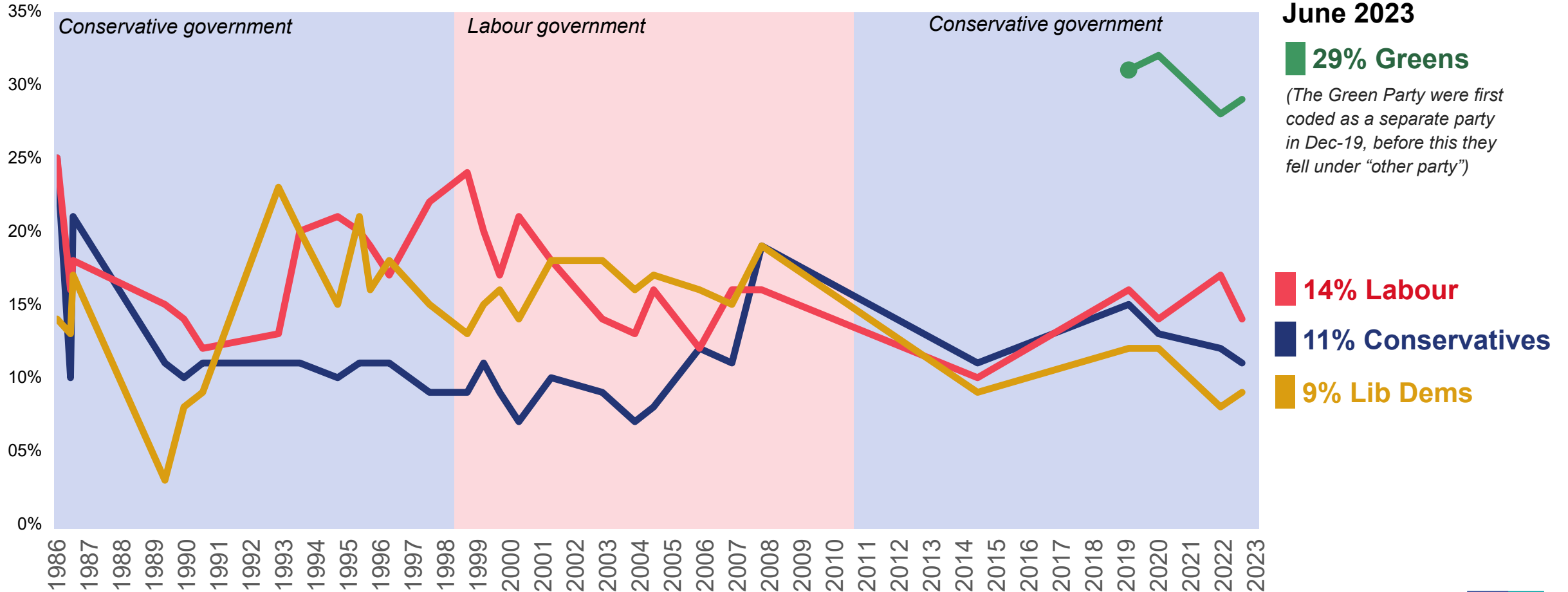
Latest wave base: 1,033 British adults 18+, 14-20 June 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor



# Best party on the environment: 1986-2023

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



**Latest wave base: 1,033** British adults 18+, 14-20 June 2023. c.1000 people asked each wave.. Terms used to collect this trend have varied from "the natural environment" in 1987 to "protecting the natural environment" from 1990-2007. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



# 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

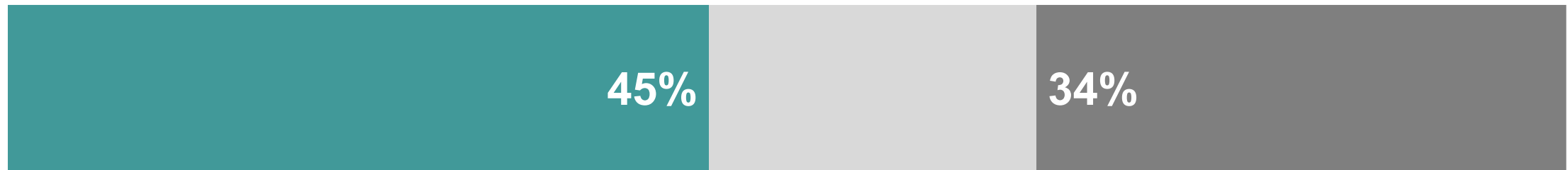
Agree

Disagree

Keir Starmer



Rishi Sunak



Base: 1,033 British adults 18+, 14-20 June 2023.



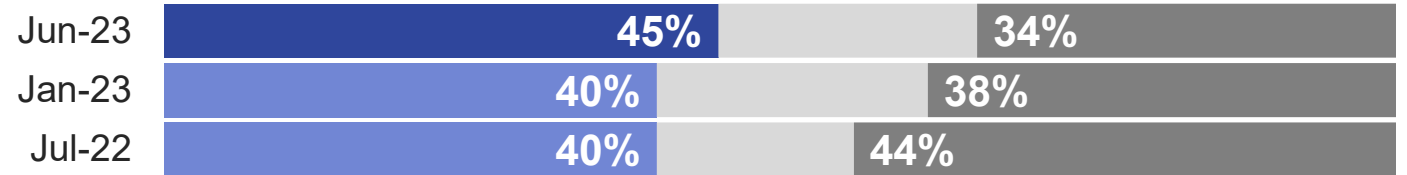
# What do the party leaders stand for? Trends

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

I don't know what ... stands for

Agree Disagree

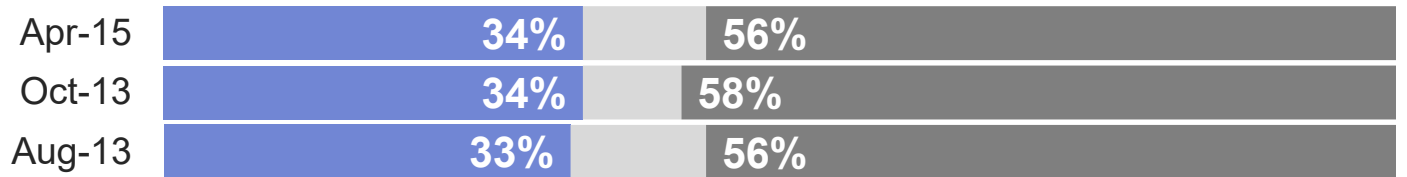
## Rishi Sunak



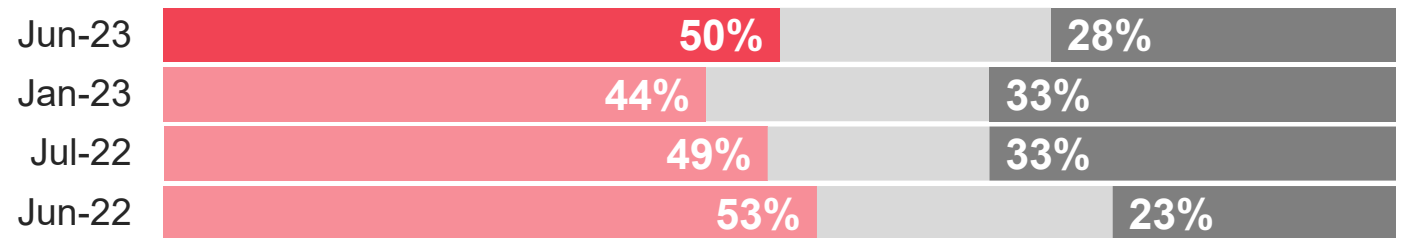
## Boris Johnson



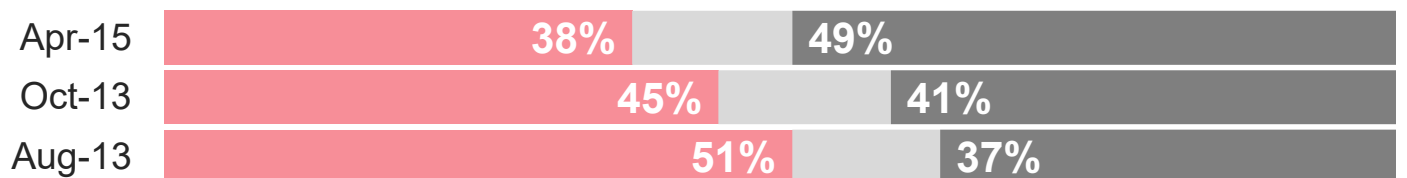
## David Cameron



## Keir Starmer



## Ed Miliband



Base: 1,033 British adults 18+, 14-20 June 2023.

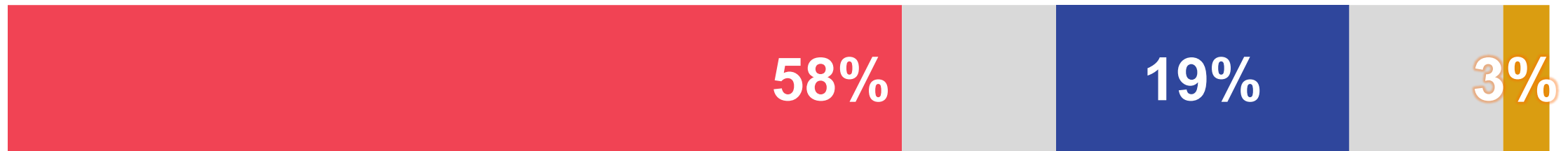


# Almost three in five say they know too little about what Labour or the Conservatives would do in office, after the next election

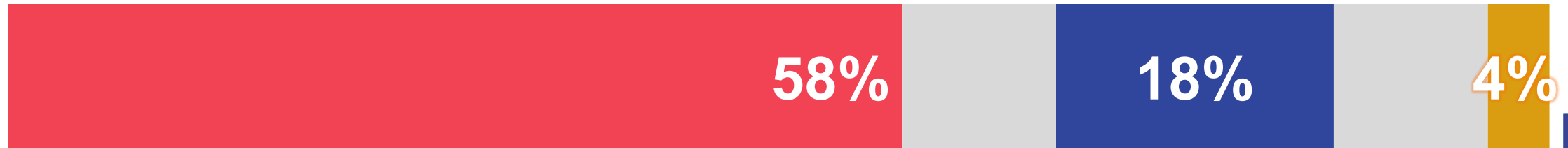
As you may know, the next General Election is expected to take place next year. In your opinion do you think the following parties have given too much, too little or about the right amount of information so far about what they would do in office if they won?

**Too little**   **About the right amount**   **Too much**

## Labour party



## Conservative party



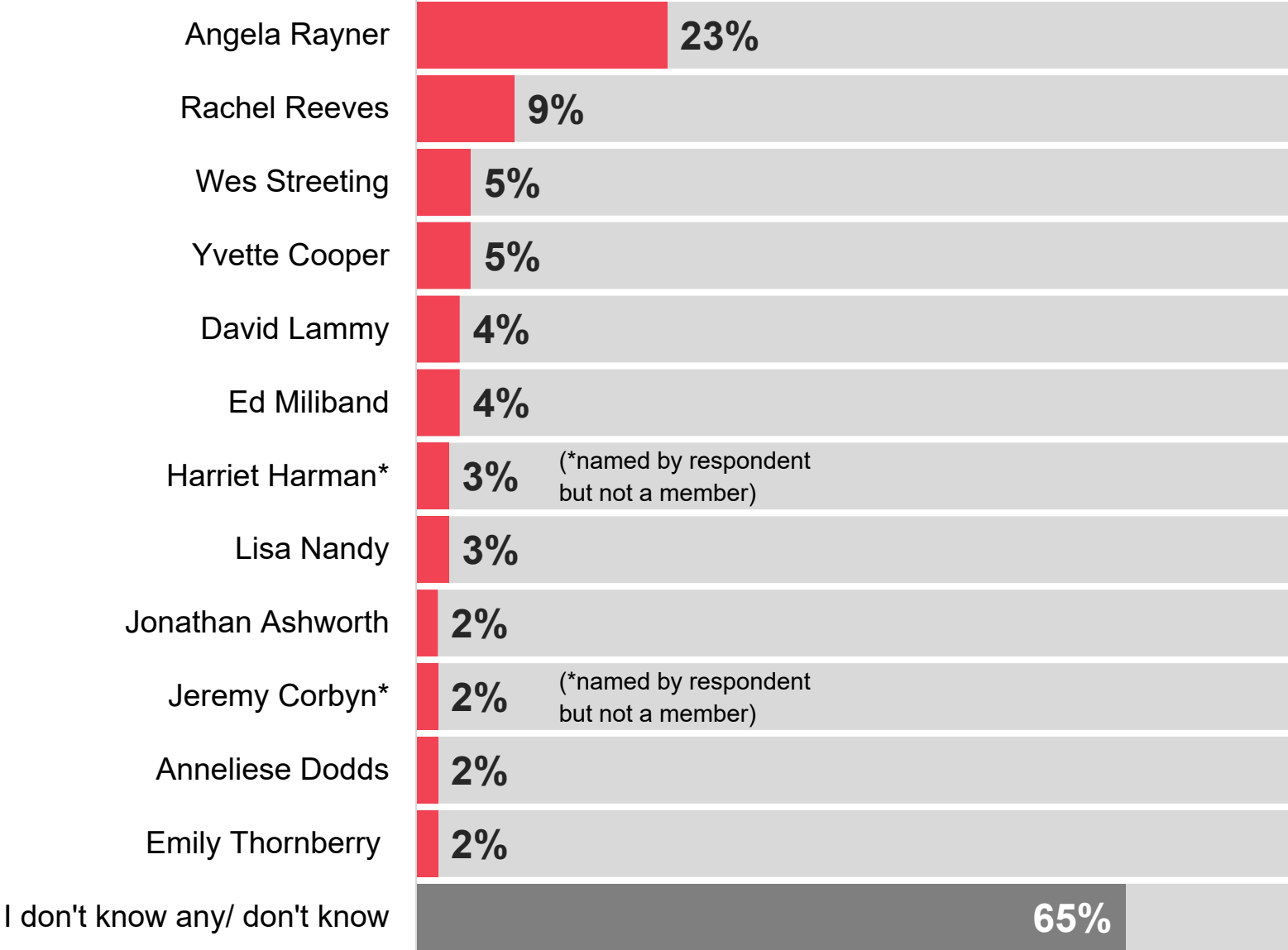
Base: 1,033 British adults 18+, 14-20 June 2023.





# Two thirds are unable to name a member of Labour's Shadow Cabinet

Other than Labour leader Keir Starmer, which members of Labour's Shadow Cabinet can you name? Please name as many as you can

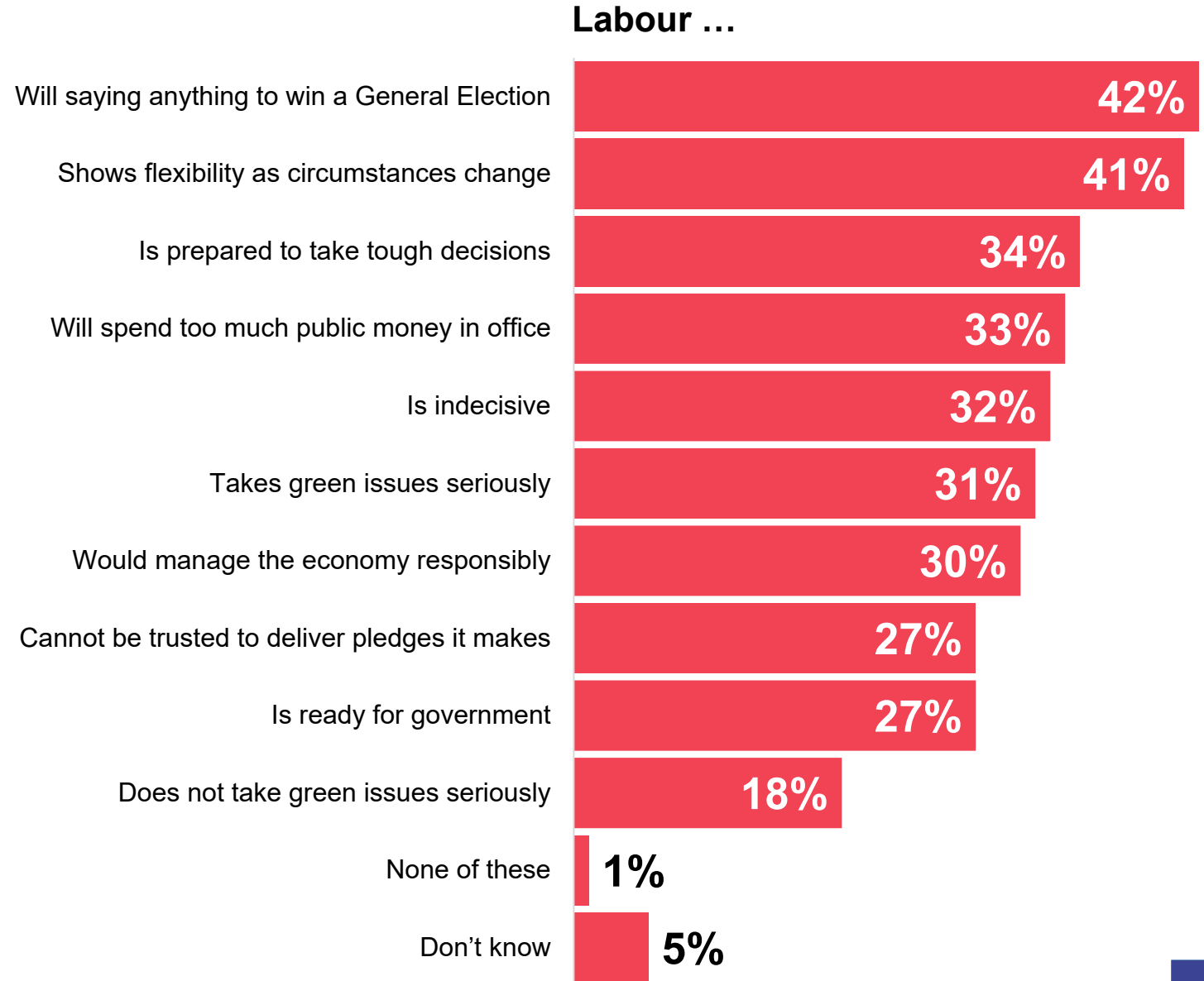


Base: 1,033 British adults 18+, 14-20 June 2023  
 (all participants who received 2% or more mentioning them are included in this chart. For the full list please see the tables on our website).



# Labour and their green energy pledge

As you may know, Labour have recently announced a delay in their policy to spend £28 billion a year investing in green energy projects if they win the next General Election. Shadow Chancellor Rachel Reeves has said this pledge will not be met until the second half of the next parliament due to the country's financial circumstances. Thinking about Labour's decision to announce a delay to this policy, which, if any, of the following do you think this announcement shows about Labour?



Base: 1,033 British adults 18+, 14-20 June 2023.

# Ipsos

## June 2023 Political Monitor

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