

IPSOS UK POLITICAL POLLING The Rest is Politics

August 2023

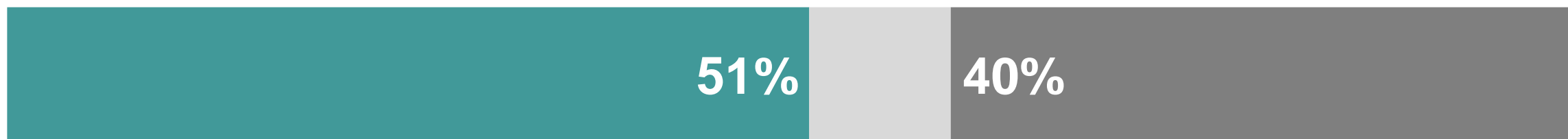
The next General Election

Around half claim they know how either of the main parties would run the economy if they won the next General Election

How much, if anything, do you feel you know about how the Labour Party/ Conservative Party would run the British economy if they won the next General Election?

A great deal/ fair amount **Not very much / nothing at all**

The Conservative party



The Labour party

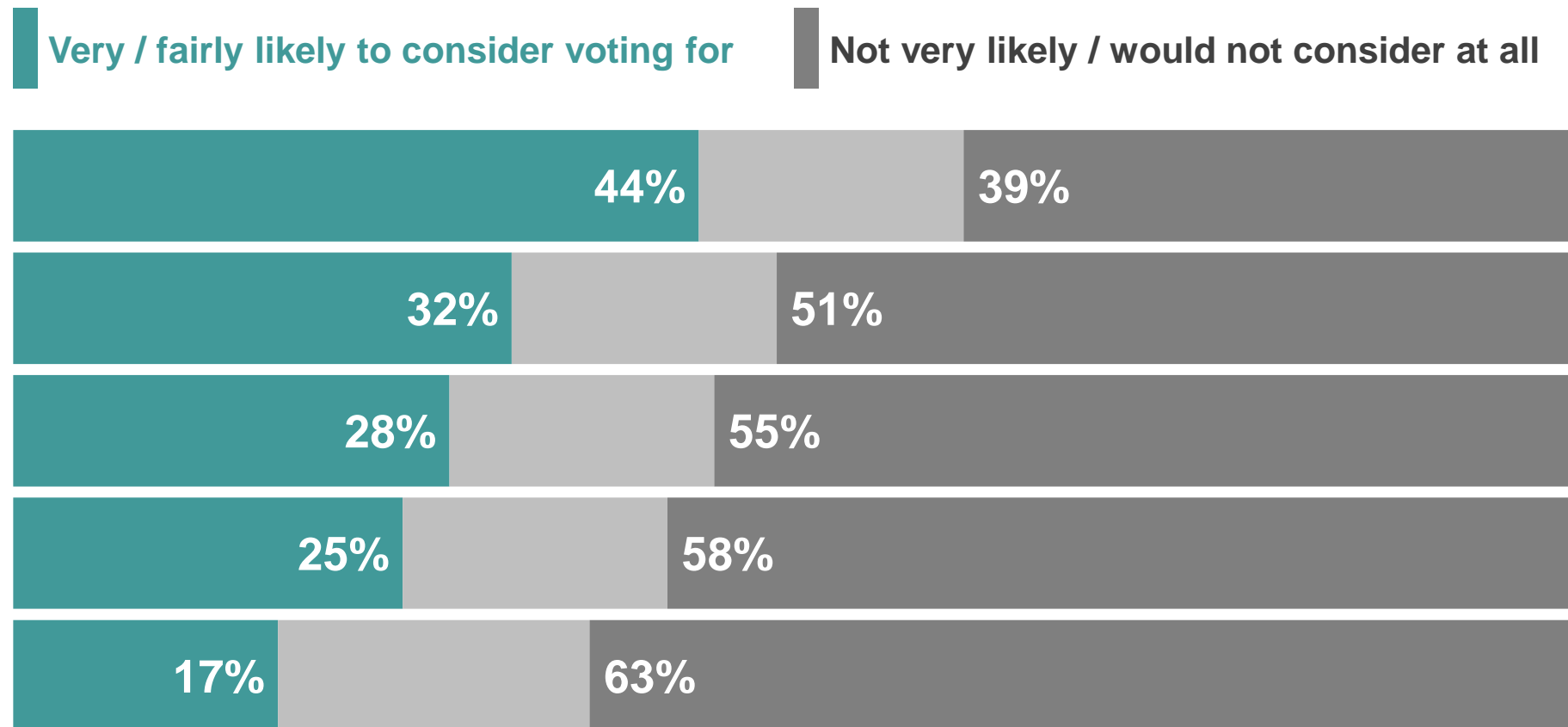


Base: 2,337 British adults aged 18+, 25-29 August 2023



Over two in five say they are likely to consider voting Labour at the next election – all other parties have a majority saying they are unlikely to

As you may know, the next General Election is required by law to be held before the end of January 2025. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?



Base: 2,337 British adults aged 18+, 25-29 August 2023



Over one in five 2019 Conservative voters say they are unlikely to consider voting for them again at the next election

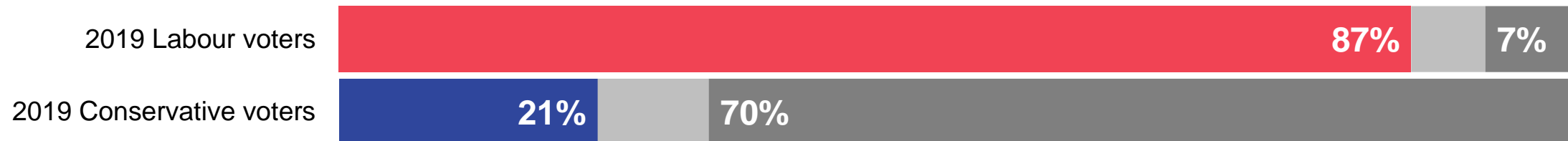
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By 2019 General Election vote

Very / fairly likely to consider voting

Not very likely / would not consider at all

Labour party



Conservative party



Base: 2,337 British adults aged 18+, 25-29 August 2023. Including 2019 Conservative voters (733) and 2019 Labour voters (579)



A third of 2019 Labour voters are likely to consider voting for the Green party or Lib Dems, while one in five 2019 Conservatives would consider Reform UK

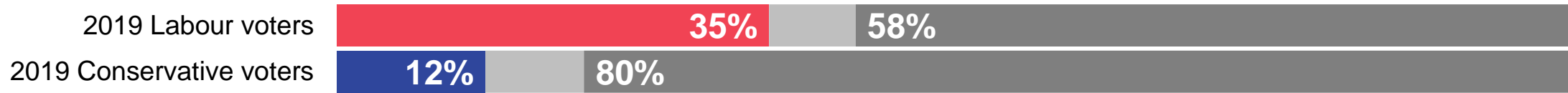
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By 2019 General Election vote

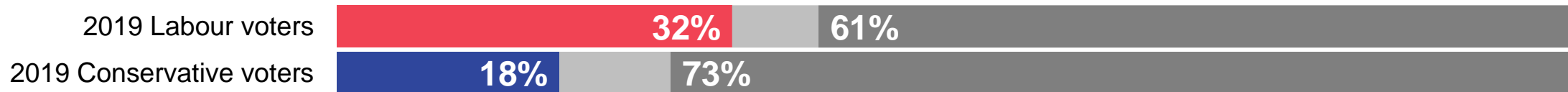
Very / fairly likely to consider voting

Not very likely / would not consider at all

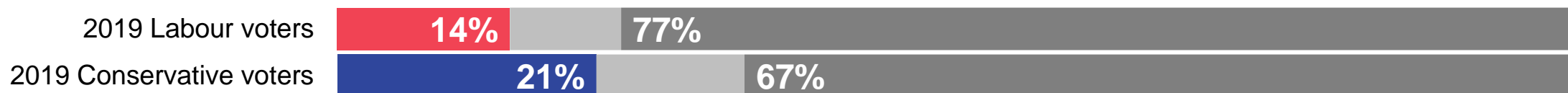
The Green party



The Liberal Democrats



Reform UK

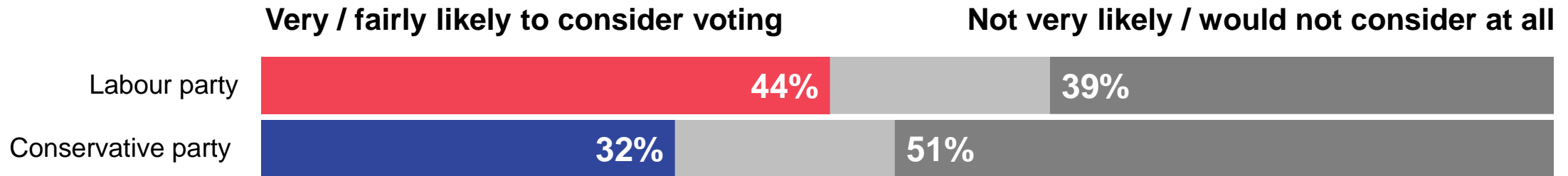


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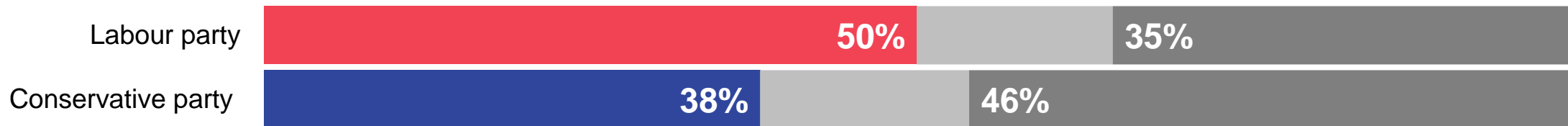
More would consider voting for each party if they increased spending on public services, fewer would consider voting for either party if they raised taxes

Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?

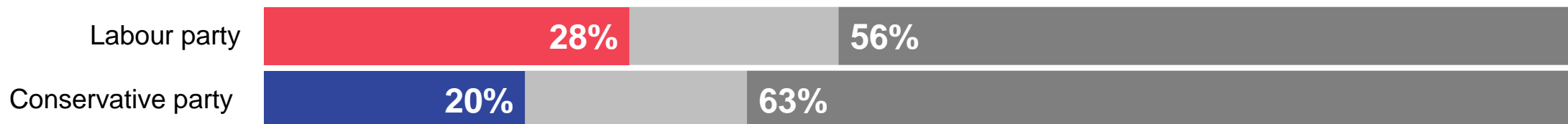


If the Labour party / Conservative party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them?

Increase spending on public services



Increase taxes that you personally pay

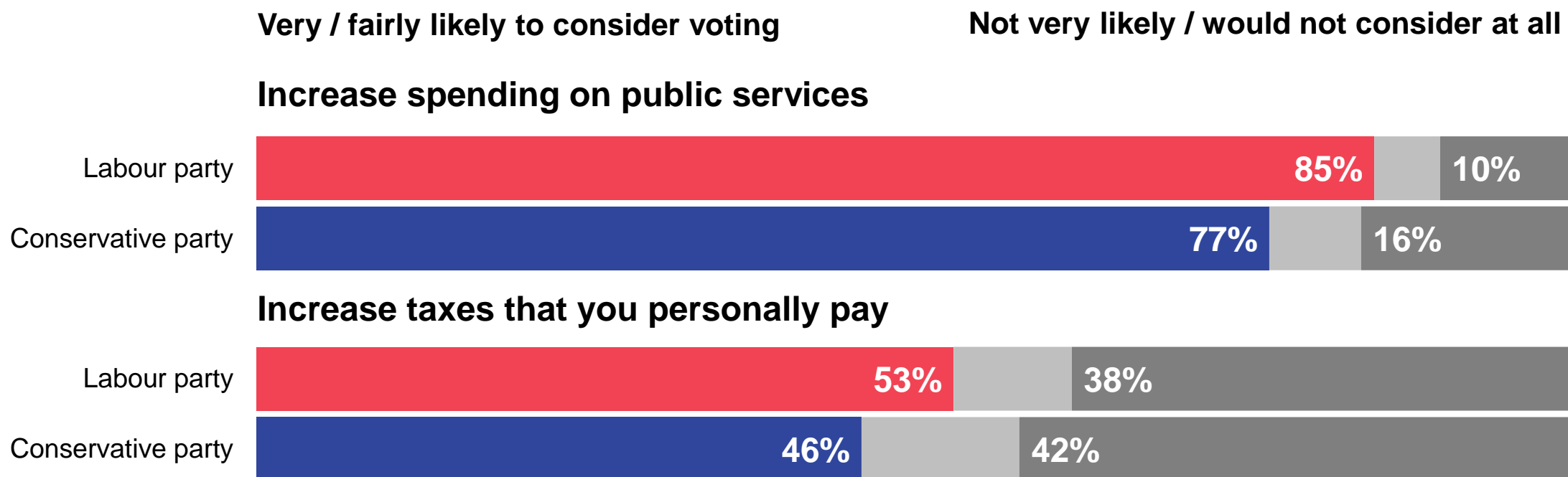


Base: 2,337 British adults aged 18+, 25-29 August 2023

Among those who would consider voting for either party, two in five say they would change their mind if they said they were going to increase taxes

If the Labour Party/ Conservative Party were to announce that they intend to do the following if they win the next election, how likely, if at all, would you be to consider voting for them?

Among those who say they are likely to consider voting for each party at the next election



Base: 2,337 British adults aged 18+, 25-29 August 2023. Including those likely to consider voting Labour (1105), and likely to consider voting Conservative (753).



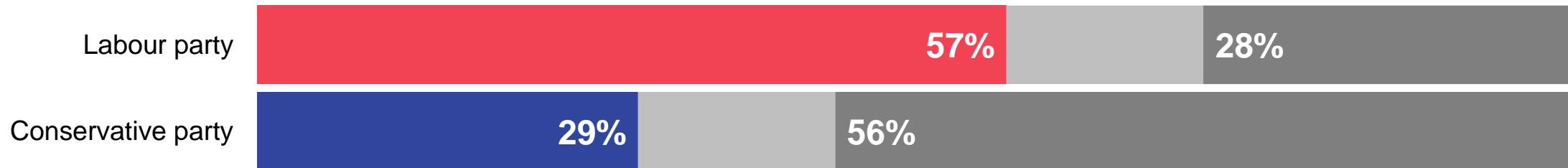
Half expect Labour and the Conservatives to increase taxes. Twice as many expect Labour to increase spending on public services than the Conservatives.

And how likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?

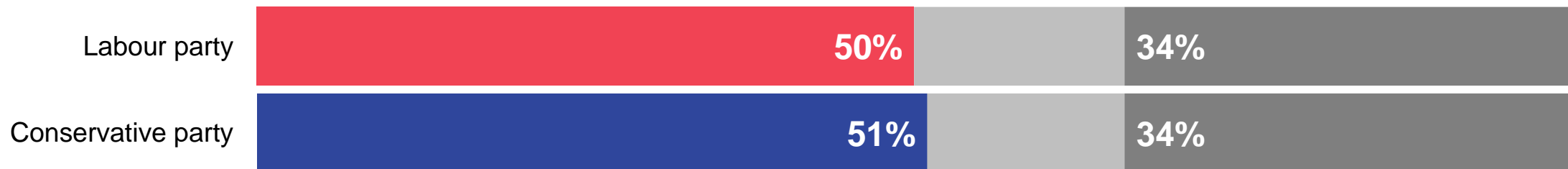
Very / fairly likely

Not very likely / not likely at all

Increase spending on public services



Increase taxes that you personally pay



Base: 2,337 British adults aged 18+, 25-29 August 2023.



Among those considering to vote for each main party, they expect them to increase spending on public service and increase taxes

And how likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?

Among those likely to consider voting for each party

Very / fairly likely

Not very likely / not likely at all

Increase spending on public services



Increase taxes that you personally pay



Base: 2,337 British adults aged 18+, 25-29 August 2023.



Those unlikely to considering voting for either main party, expect them to increase taxes but there is more doubt whether they'd increase public spending

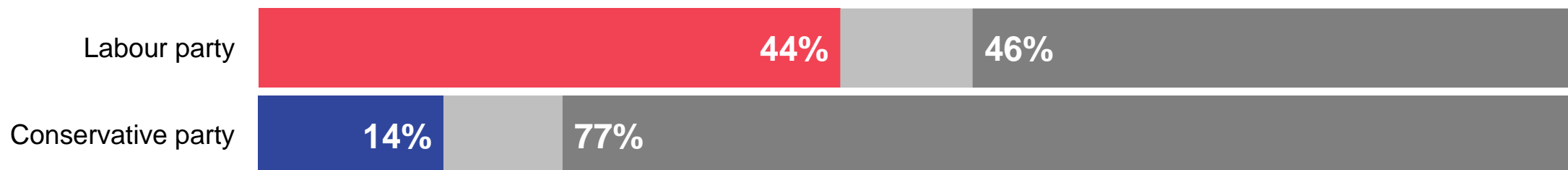
And how likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?

Among those unlikely to consider voting for each party

Very / fairly likely

Not very likely / not likely at all

Increase spending on public services



Increase taxes that you personally pay



Base: 2,337 British adults aged 18+, 25-29 August 2023.



Two in five say they might change their mind about who they will vote for at the next election, but a similar proportion say they have definitely decided

Thinking ahead to the next General Election, would you say you have definitely decided which party you will vote for, or is there a chance you may change your mind?



Among all



Among 2019 Labour voters



Among 2019 Conservative voters



Base: 2,337 British adults aged 18+, 25-29 August 2023. Including 2019 Labour voters (579), 2019 Conservative voters (733).

Nearing half of those who say they are likely to consider voting for either Labour or Conservative say they might still change their mind

Thinking ahead to the next General Election, would you say you have definitely decided which party you will vote for, or is there a chance you may change your mind?



Among all



Among those likely to consider voting Labour



Among those likely to consider voting Conservative



Base: 2,337 British adults aged 18+, 25-29 August 2023. Including those likely to consider voting Labour (1105) and those likely to consider voting Conservative (753).

The UK's relationship with the European Union

Two in five support a referendum on whether the UK should join the EU taking place in the next five years, while three in ten oppose it.

To what extent, if at all, would you support or oppose a referendum on whether the UK should join the European Union taking place in the next...?

Support **Neither support nor oppose** **Oppose**

Five years?



Ten years?



Twenty years?

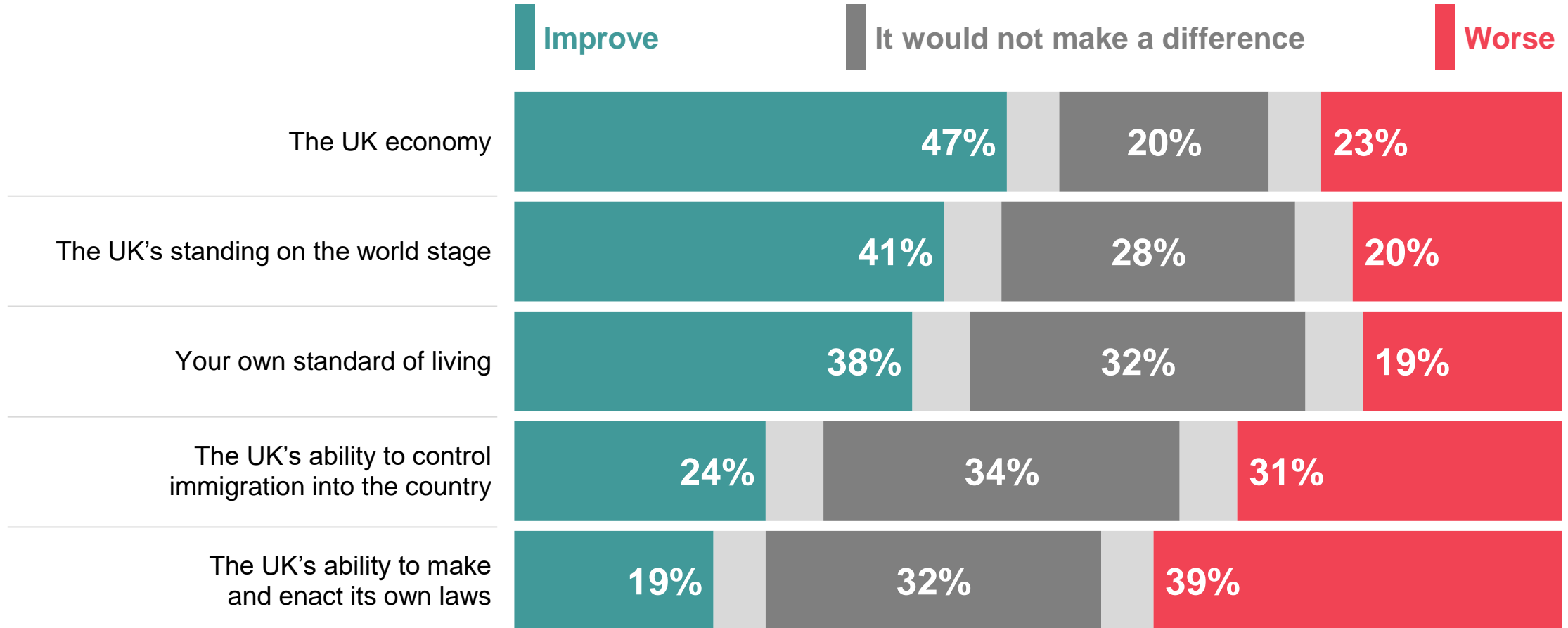


Base: 2,337 British adults aged 18+, 25-29 August 2023



Nearly half think the UK economy would improve by joining the EU but there is less positivity about the impact on sovereignty and immigration

If the UK were to join the European Union, do you think each of the following would improve or get worse, or would it not make any difference?

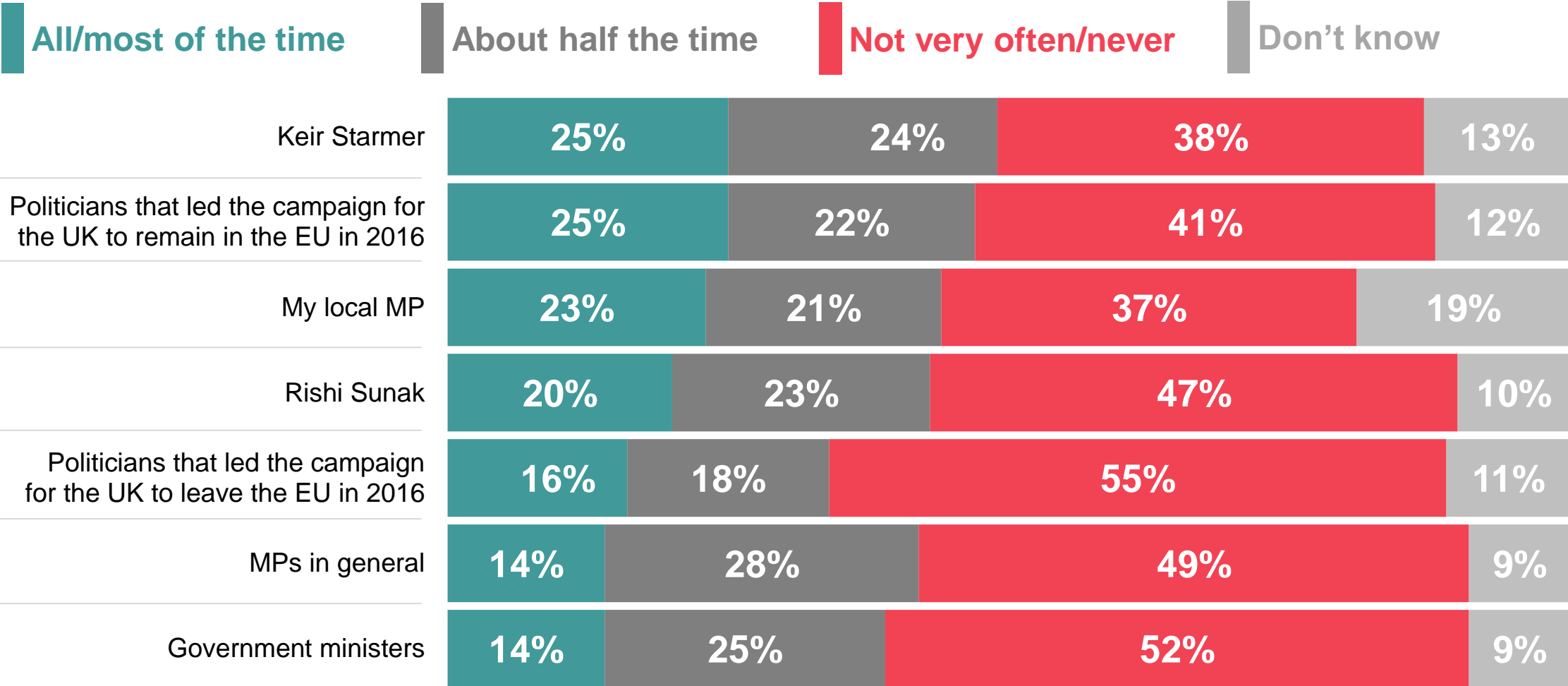


Base: 2,337 British adults aged 18+, 25-29 August 2023



The public have low levels of trust in politicians to tell the truth, particularly government ministers and those who led the campaign to leave the EU

How often, if at all, do you think each of the following tell the truth generally?



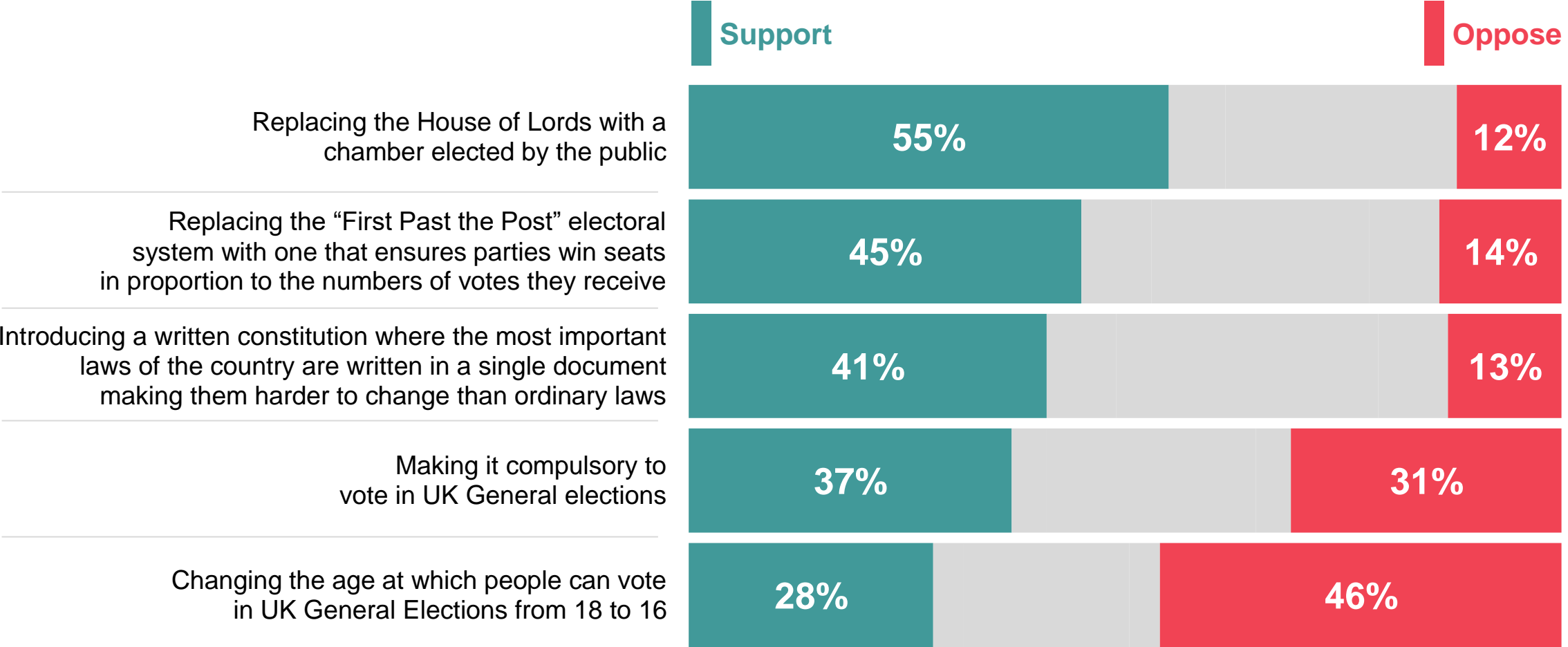
Base: 2,337 British adults aged 18+, 25-29 August 2023



Constitutional reform in the UK

The majority of the public support replacing the House of Lords with an elected chamber, while there is opposition towards changing the voting age

To what extent, if at all, would you support or oppose each of following reforms being introduced in the UK in the future?



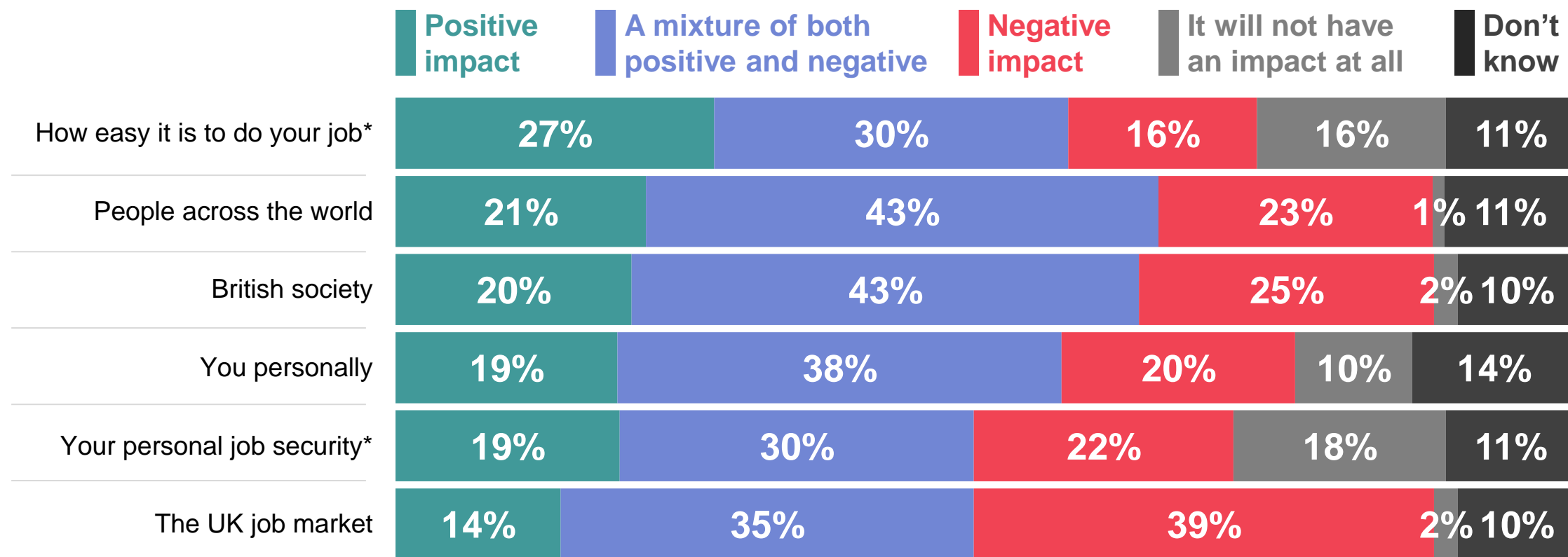
Base: 2,337 British adults aged 18+, 25-29 August 2023



The impact of Artificial Intelligence (AI)

Opinion is divided on the potential impact of Artificial Intelligence but two in five think it will have a negative impact on the UK job market

As you may know, Artificial Intelligence (AI) refers to computers and robots doing things that traditionally require using human intelligence. To what extent, if at all, do you think Artificial Intelligence (AI) will have a positive or negative impact on each of the following over the next few years, or will it be a mixture of both?



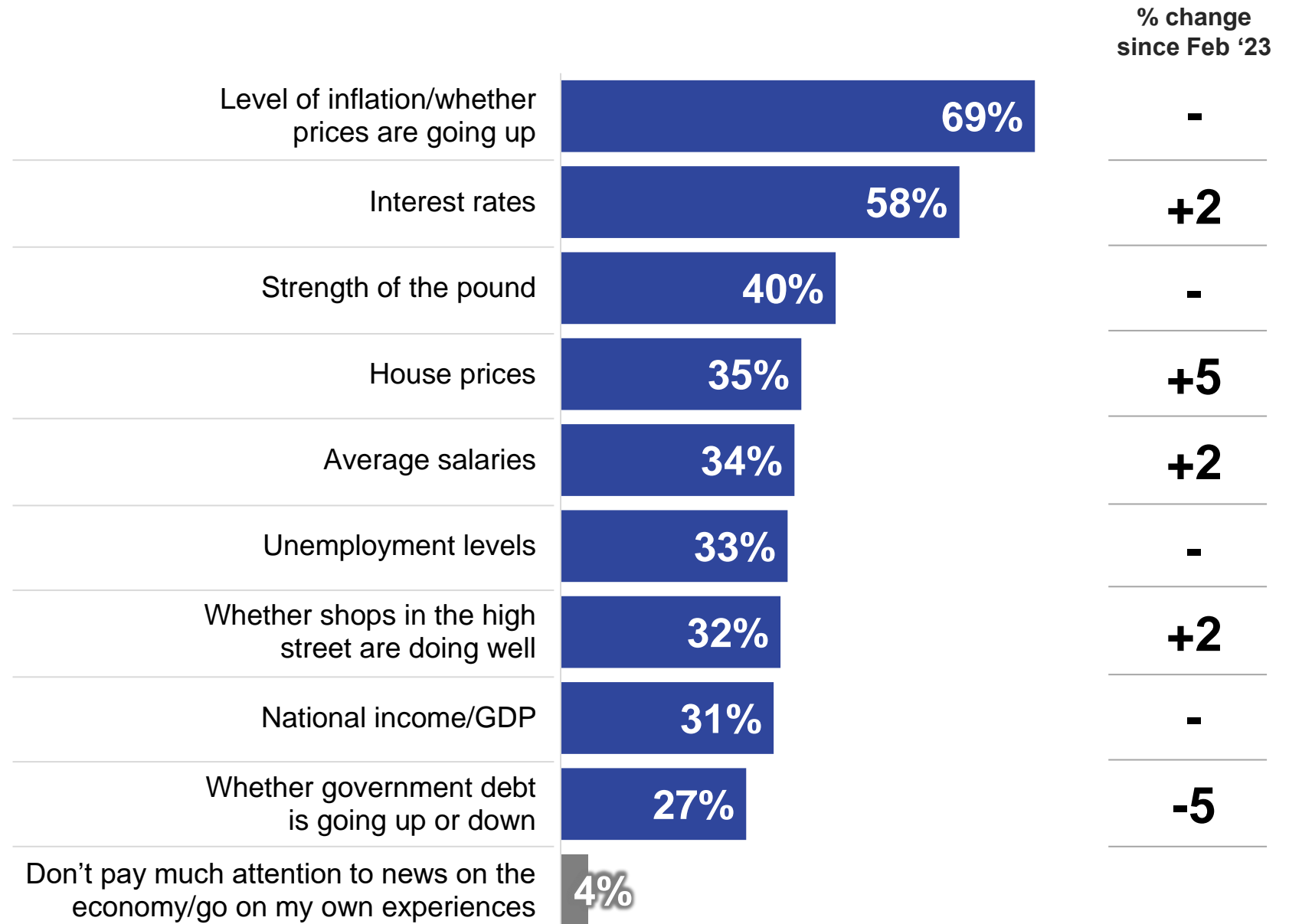
Base: 2,337 British adults aged 18+, 25-29 August 2023
 * Only asked to those who are currently employed (1,442).



Supplementary data

Public perception of the economy is being shaped by inflation and interest rates

When you hear about the state of the economy in the news, what specific types of information most influence your view of how the economy is doing?

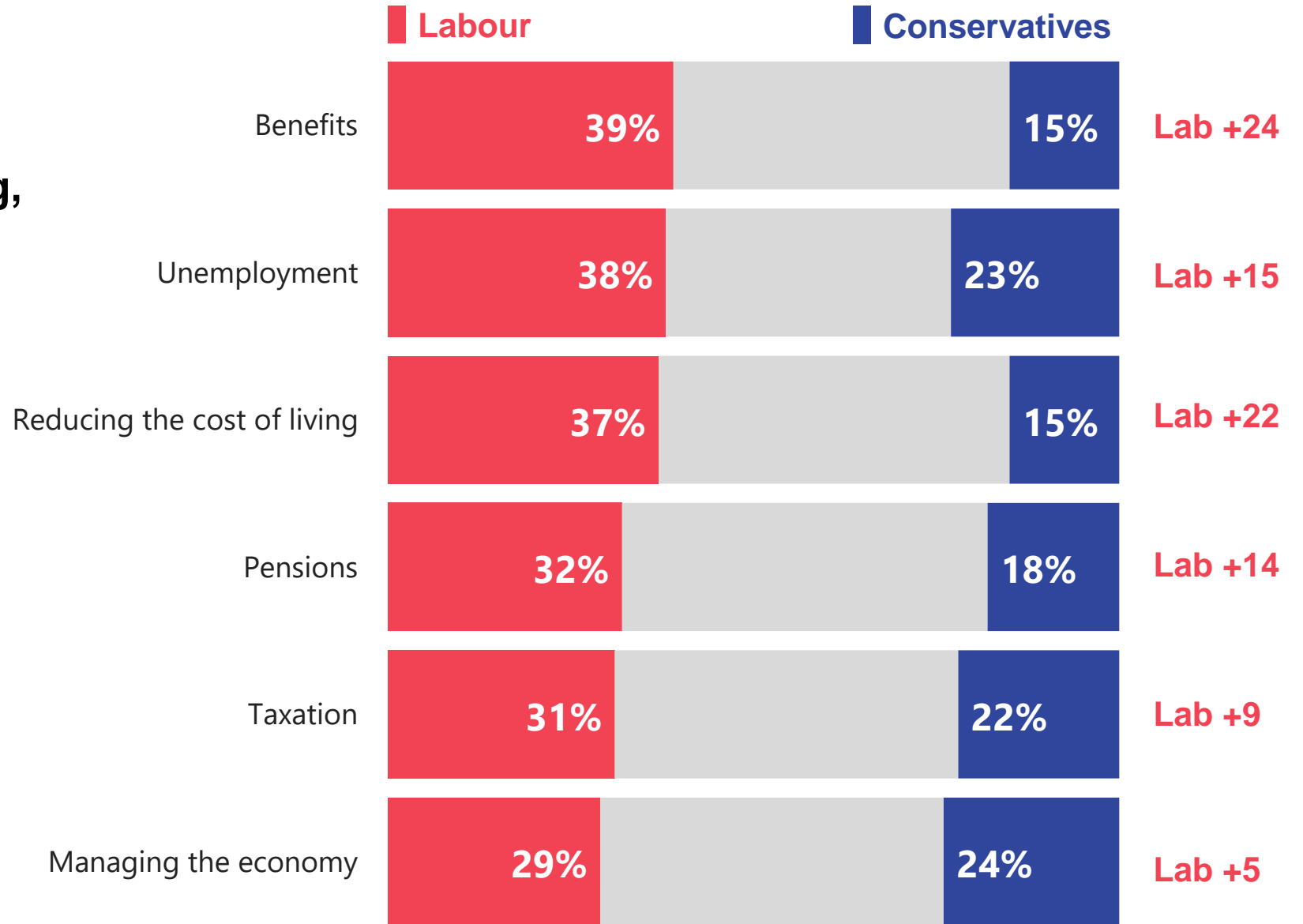


Base: 2,000 Online British adults 18-75, 20-21 April 2023



Labour perform better on economic issues when phrased as benefits, unemployment, cost of living, while their lead is smaller when asked about taxation and the economy more generally

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

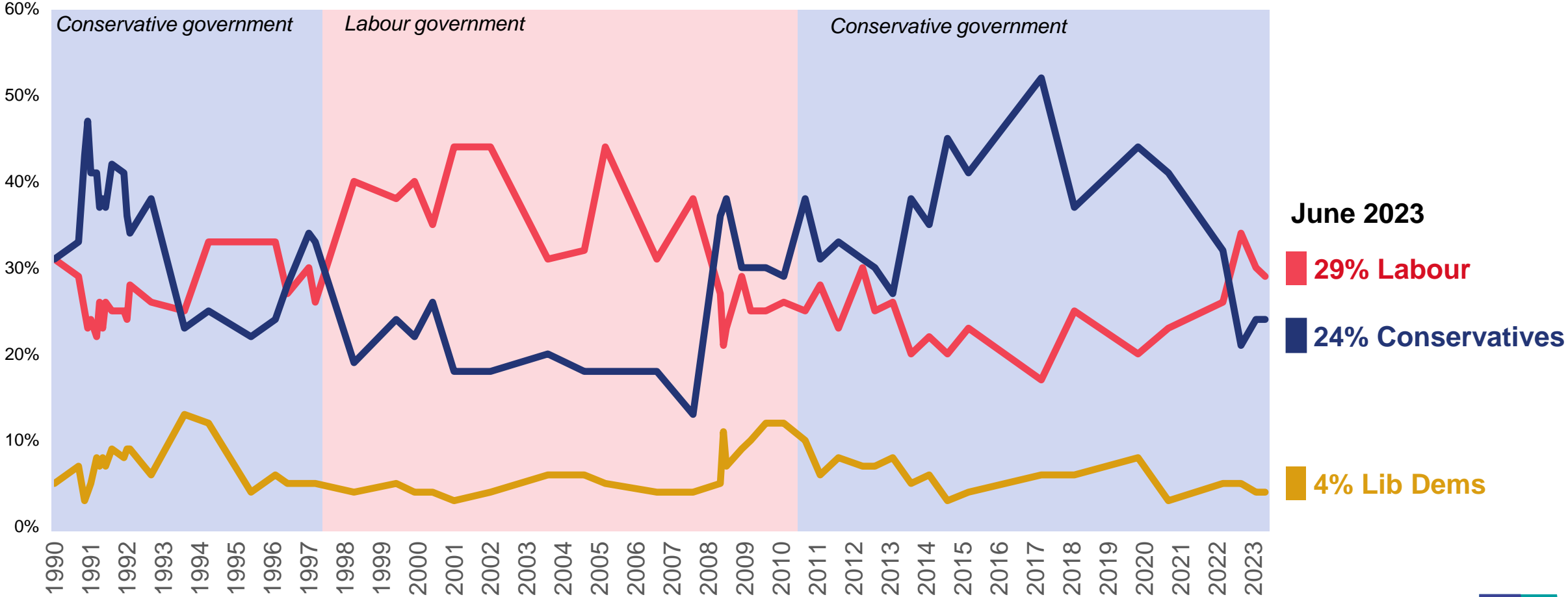


Base: 1,033 British adults 18+, 14-20 June 2023



Although even Labour having a narrow lead on the economy is significant given recent history...

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



Hesitancy may derive from around two in five thinking Labour would spend too much, although a similar proportion expect about the right amount

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.



Ipsos UK

Political polling August 2023

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com