IPSOS POLITICAL MONITOR

October 2023

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VOTING INTENTION

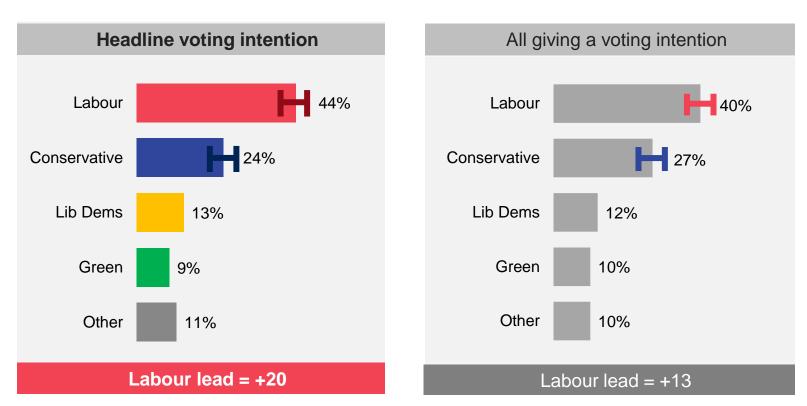


WAY IN

WAYIN

Voting Intention: October 2023

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



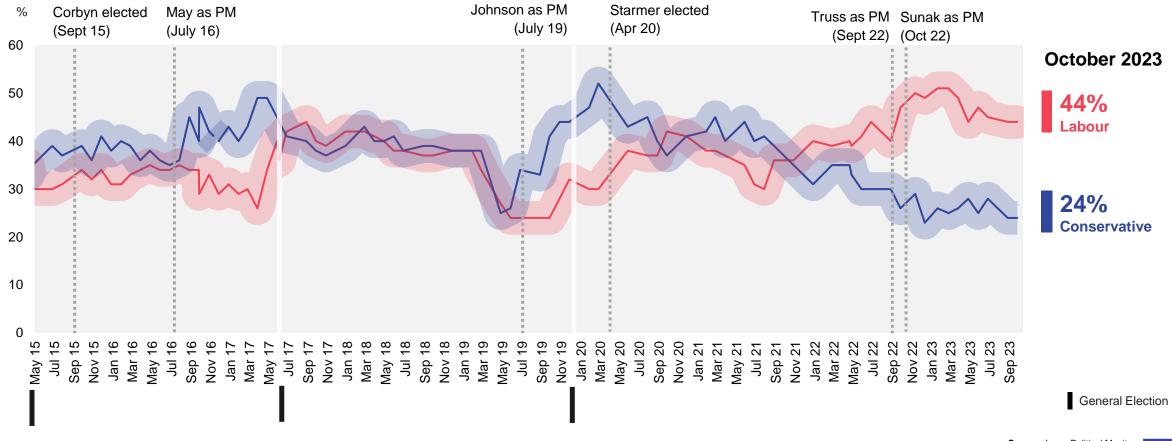


Base: 1,003 British adults 18+, 11-18 October 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 633. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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.



Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

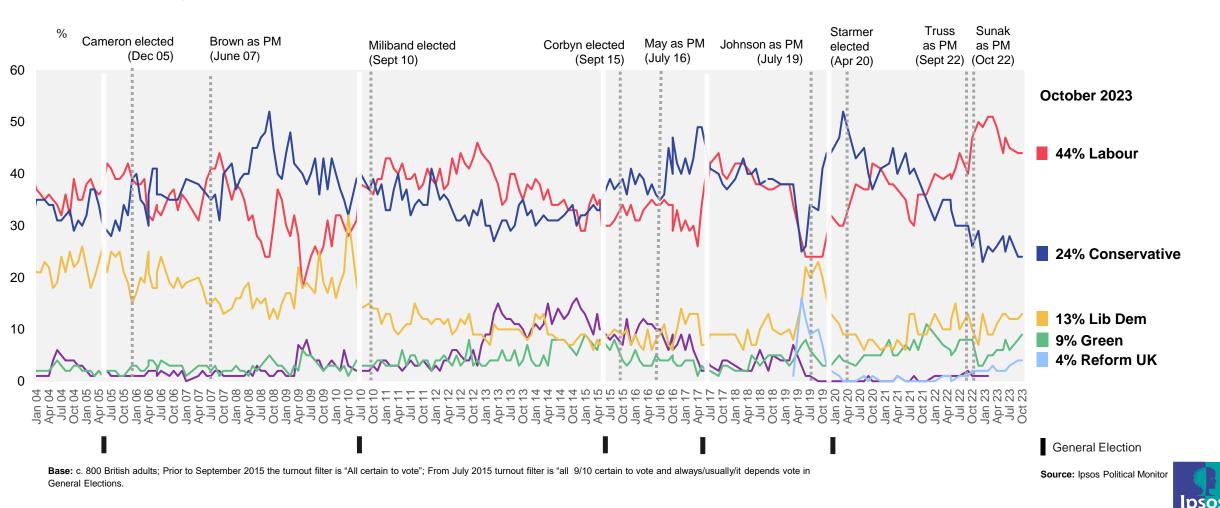


Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019



Headline voting intention: January '04 – October '23

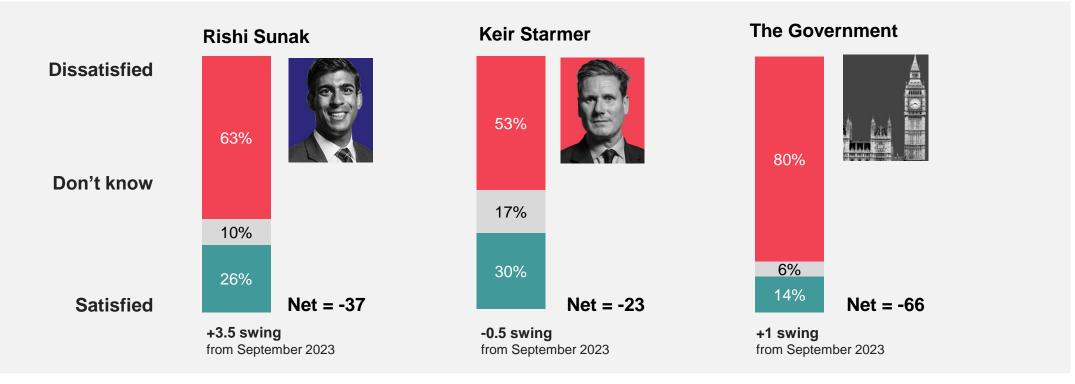
How would you vote if there were an election tomorrow?



SATISFACTION WITH GOVERNMENT AND PARTY LEADERS

Satisfaction with leaders and the Government: October 2023

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



Source: Ipsos Political Monitor

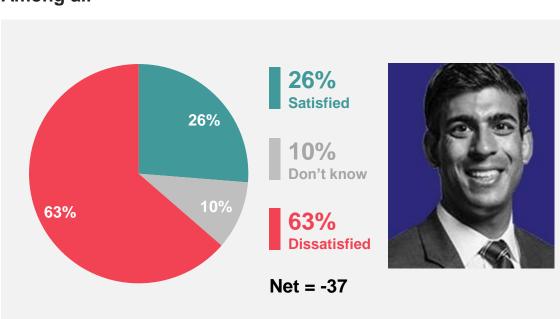


Base: 1,003 British adults 18+, 11-18 October 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Rishi Sunak: Satisfaction

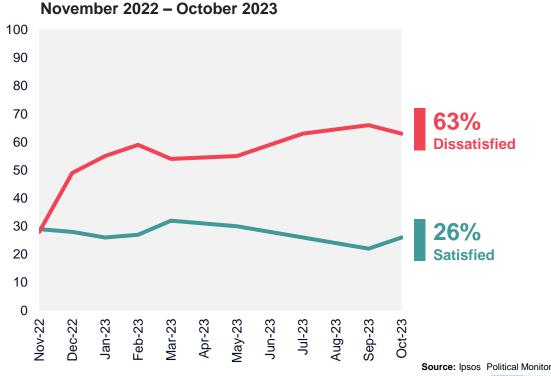
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

October 2023



Among all

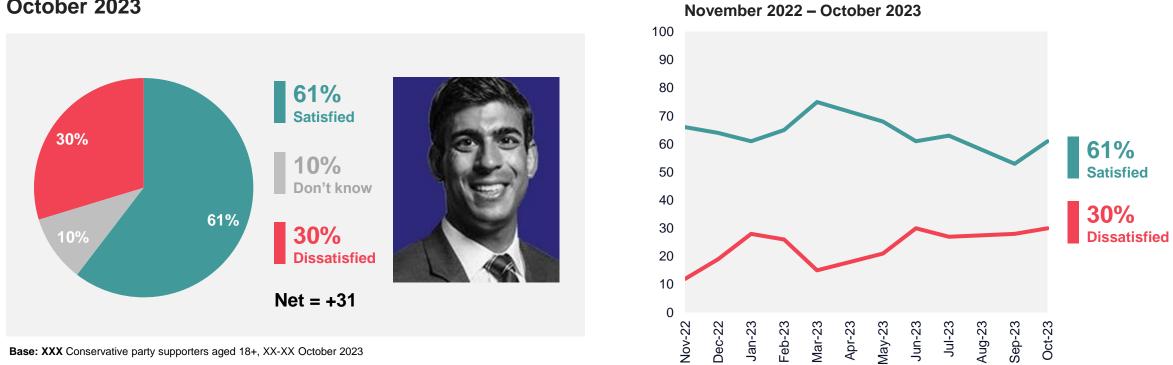
Base: 1,003 British adults 18+, 11-18 October 2023.





Rishi Sunak: Satisfaction amongst Conservative supporters

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



October 2023

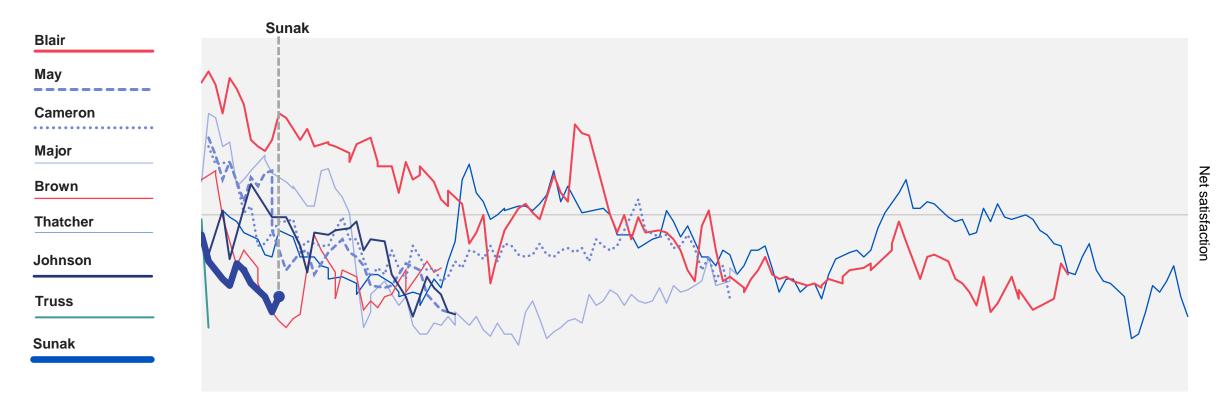
Source: Ipsos Political Monitor

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Net satisfaction with Prime Ministers (1979-2023)

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



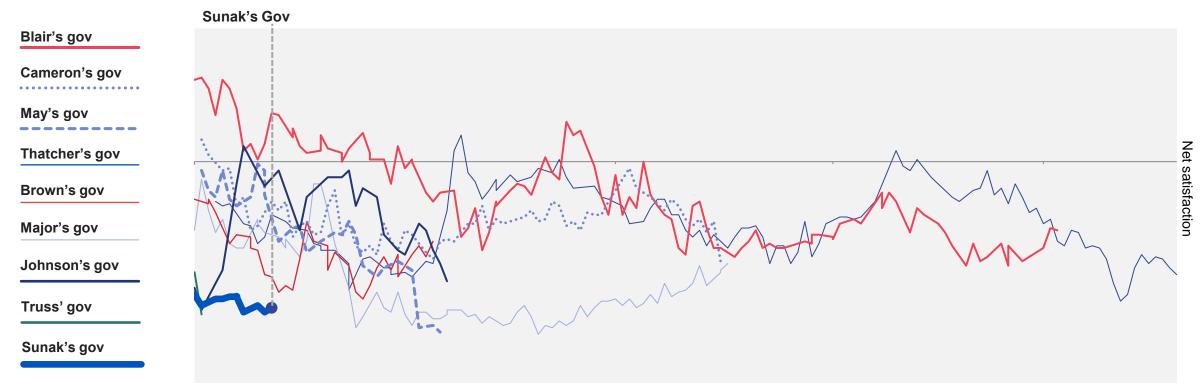
Number of months after becoming prime minister

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



Net satisfaction with the Government (1979 – 2023)

How satisfied or dissatisfied are you with the way the government is running the country?



Number of months after assuming government

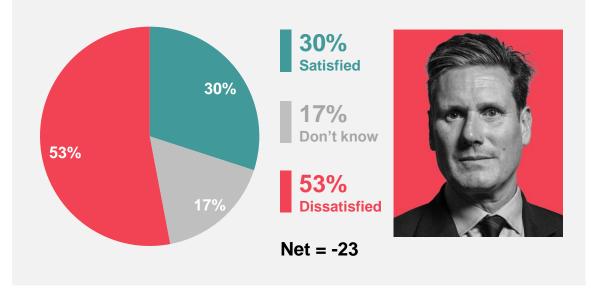
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone Base: c.1,000 British adults each month



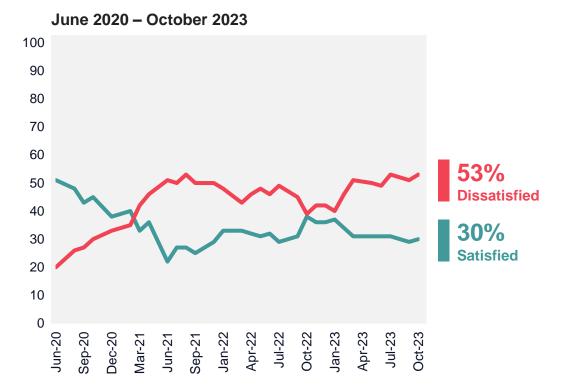
Keir Starmer: Satisfaction

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

October 2023



Base: 1,003 British adults 18+, 11-18 October 2023.

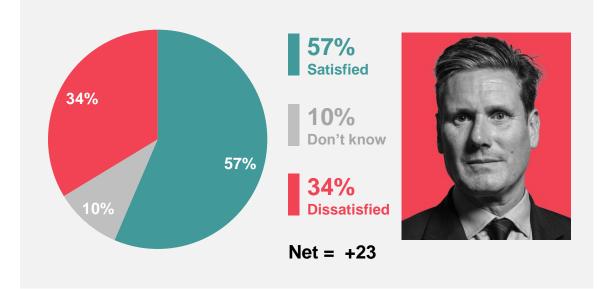




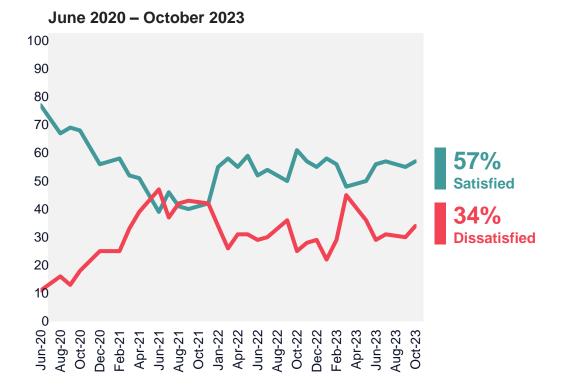
Keir Starmer: Satisfaction amongst Labour supporters

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

October 2023



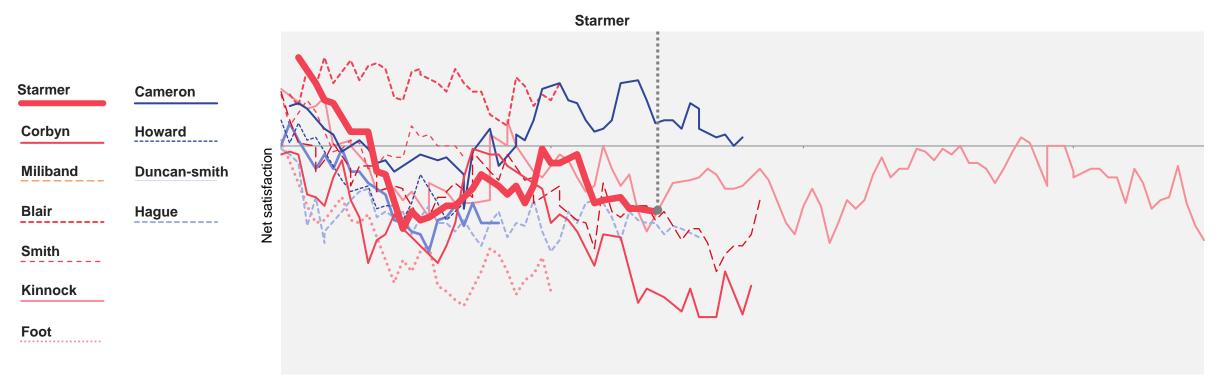
Base: xxx Labour Party supporters aged 18+, xx-xx October 2023





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?



Number of months after becoming opposition leader

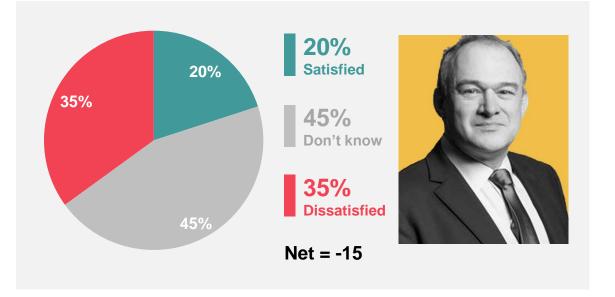
Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone Base: c.1,000 British adults each month



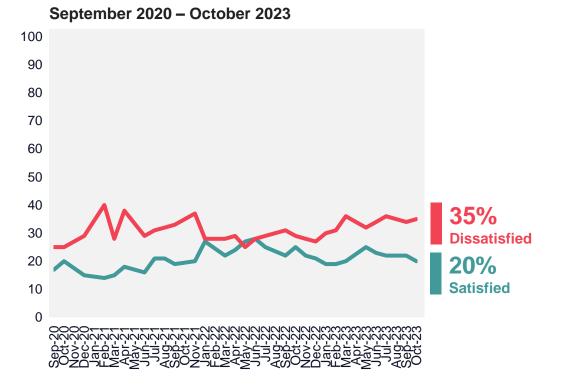
Ed Davey: Satisfaction

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

October 2023



Base: 1,003 British adults 18+, 11-18 October 2023.



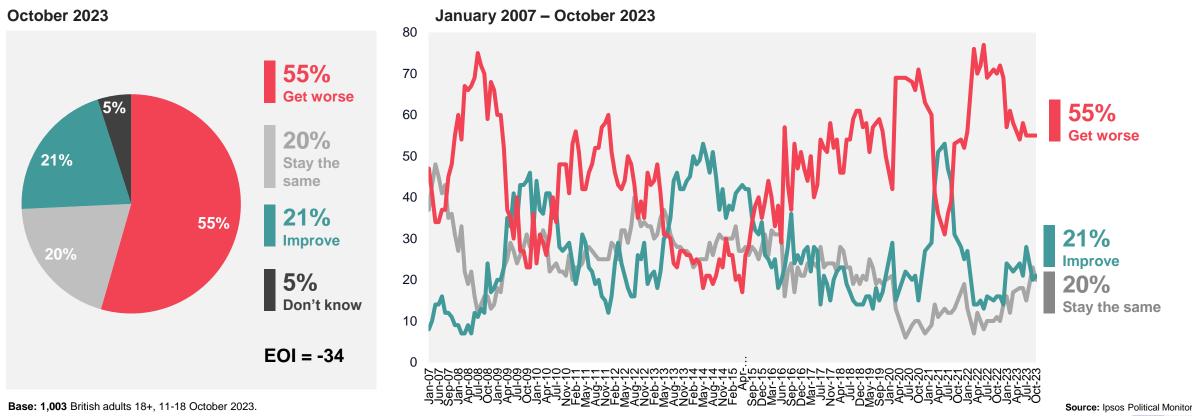


ECONOMIC OPTIMISTIC

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Economic Optimism Index

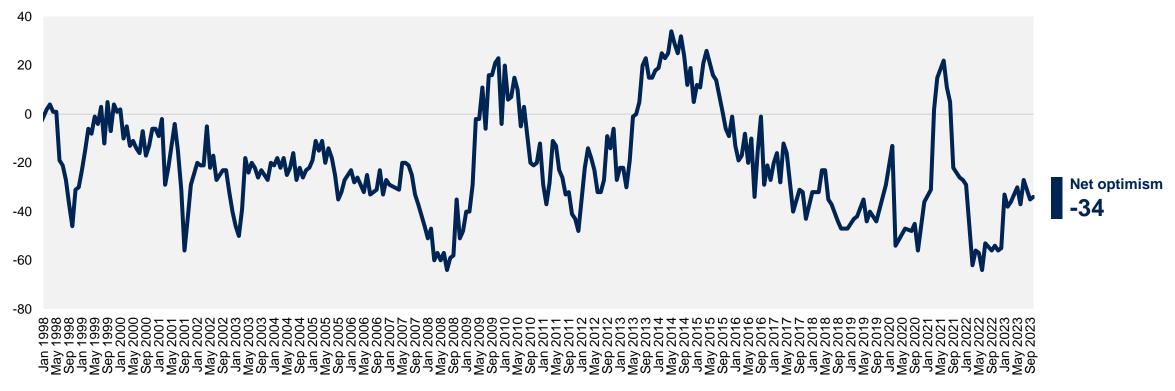
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?





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?



Source: Ipsos Political Monitor



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

LEADERSHIP AND POLICIES

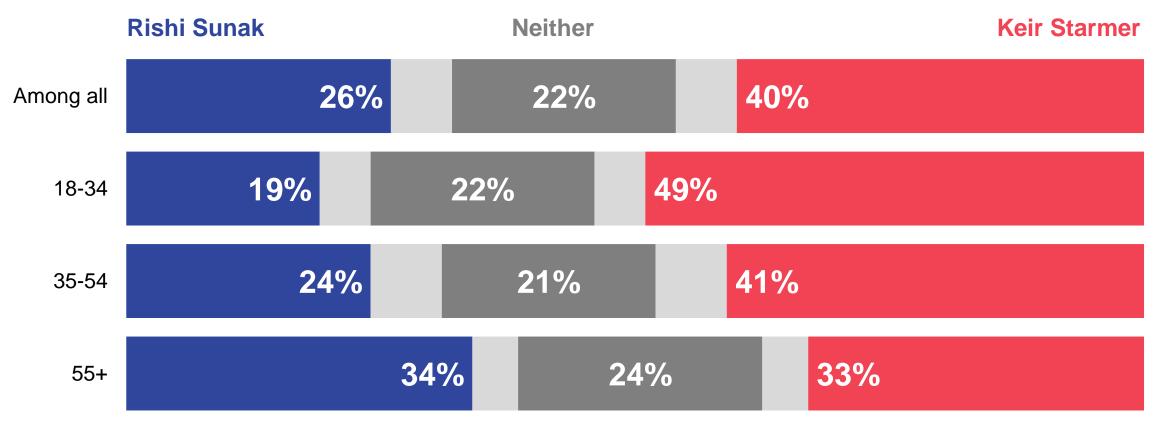
Who would make the most capable **Prime Minister?**

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

	Rishi Sunak				Keir Starmer
Oct 2023		31%		35%	
Sep 2023		32%		36%	
July 2023		31%		36%	
May 2023		34%		33%	
Mar 2023		37%		36%	
Jan 2023		33%		39%	
Nov 2022		41%		35%	
	Liz Truss				Keir Starmer
Sept 2022		36%		40%	
	Boris Johnson				Keir Starmer
July 2022		<u>31%</u>	51%		
Jan 2022		31%	49%		
Dec 2021		31%	44		
Sept 2021		38%		38%	
March 2021		479	%	37%	
June 2020		43%		38%	
	Boris Johnson				Jeremy Corbyn
11 Dec '19		43%		29%	/ 0
6 Dec '19		479		31%	
Nov 2019			9%	<mark>30%</mark>	
Sept 2019			50%	29%	
July 2019			<u>52%</u>		'%
June 2019			51%	33%	
	Theresa May				Jeremy Corbyn
Sept 2018		46%	<u>o</u>	37%	
July 2017		46%		38%	
June 2017		479		36%	
June 2017		Ę	50%	35%	
May 2017			56%	29%	
April 2017			61%		23%
	David Cameron				Jeremy Corbyn
Sept 2015			57%	289	%
	Base: 1,003 British adults 18	3+, 11-18 October 2023.			Source: Ipsos Political Monitor

Who do you trust to deliver the change Britain needs?

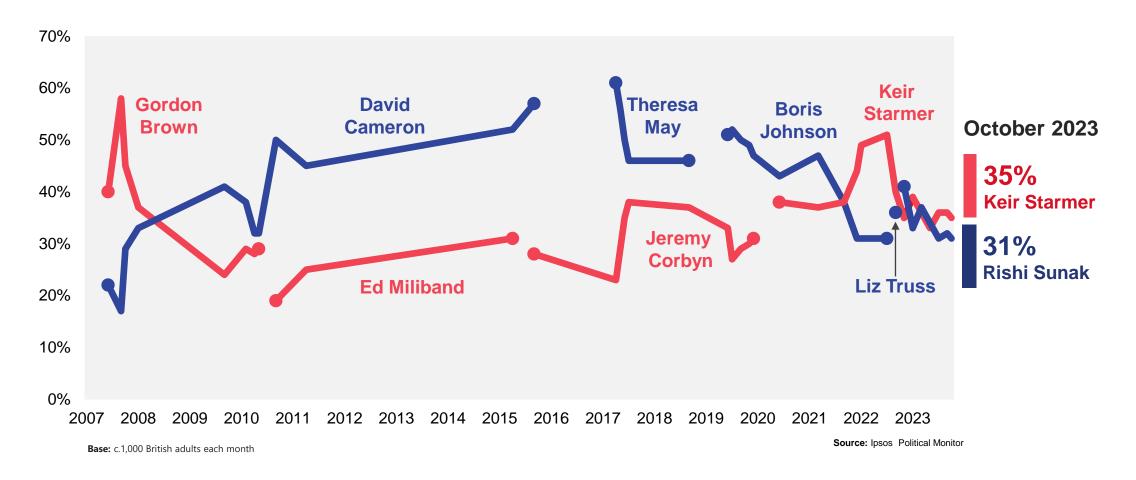
Which leader do you trust the most to deliver the change Britain needs if they win the next General Election, the Conservative's Rishi Sunak or Labour's Keir Starmer?



Base: 1,003 British adults 18+, including those aged 18-34 (251), 35-54 (315), 55+ (437), 11-18 October 2023.

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 ?





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
	Rishi Sunak				
Oct-23		43%	/。	36%	
Jun-23		4	5%	34%	
Jan-23		40%		38%	
Jul-22		40%		44%	
	Boris Johnson				
Jun-22		4	47%	37%	
	David Cameron				
Apr-15		34%	56%		
Oct-13		34%	58%		
Aug-13		33%	56%		
	Keir Starmer				
Oct-23		4	47%	29	9%
Jun-23			50%	2	8%
Jan-23		44	%	33%	
Jul-22			49%	33%	
Jun-22			53%		23%
	Ed Miliband				
Apr-15		38%	49	9%	
Oct-13		4	5%	41%	
Aug-13			51%	37%	

Base: 1,003 British adults 18+, 11-18 October 2023.



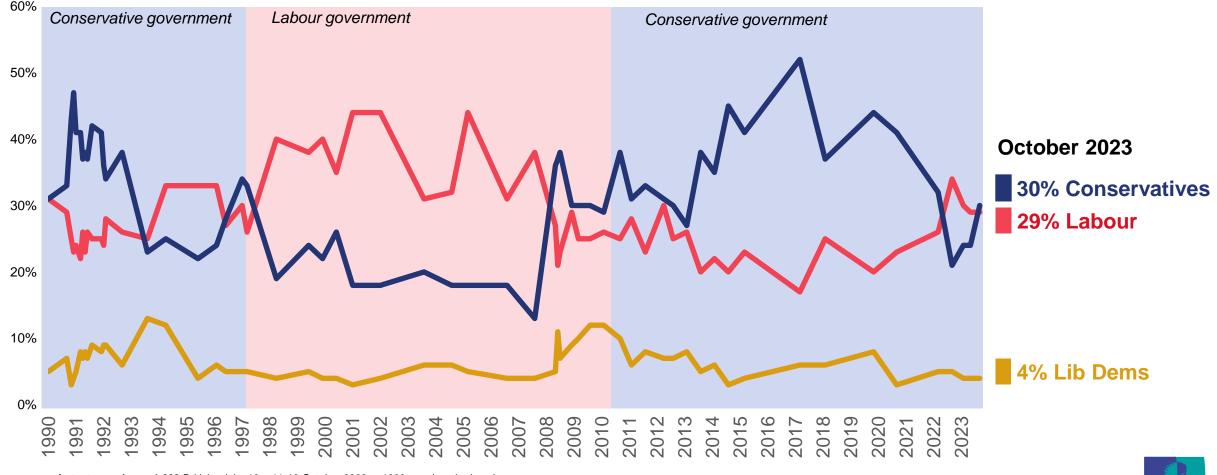
Post party	Labour		Conservatives	
Best party on key	Housing	40%	14%	Lab +26
issues	Healthcare	39%	17%	Lab +22
Which party do	Reducing the cost of living	37%	20%	Lab +17
you think has the	Education	34%	20%	Lab +14
best policies on the Conservatives,	Transport	32%	16%	Lab +16
Labour, Liberal Democrats, or	Handling GB's future relationship with the EU	30%	23%	Lab +7
some other party?	Managing the economy	29%	30%	Con +1
	Asylum and immigration	26%	19%	Lab +7
	Crime and anti-social behaviour	25%	23%	Lab +2
	Defence	18%	30%	Con +12
	The Environment	16%	15%	Lab +1

Base: 1,003 British adults 18+, 11-18 October 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?

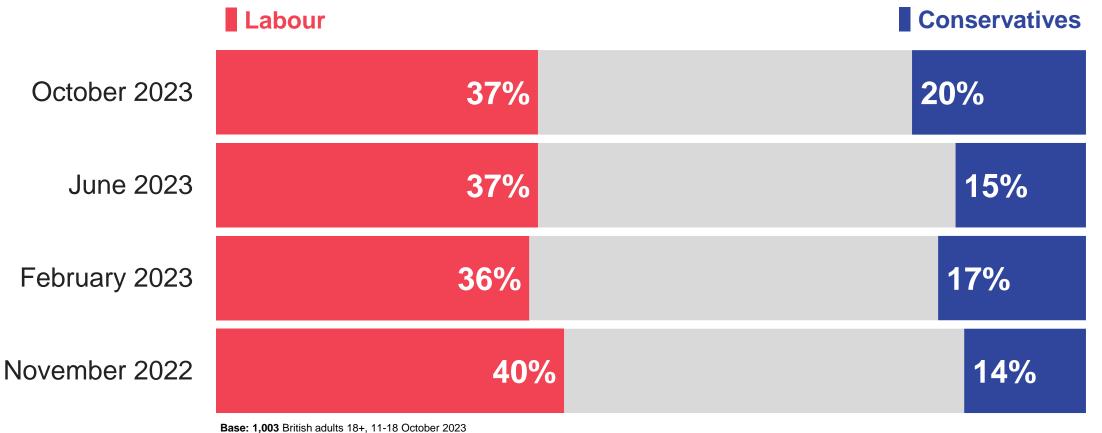


Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



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

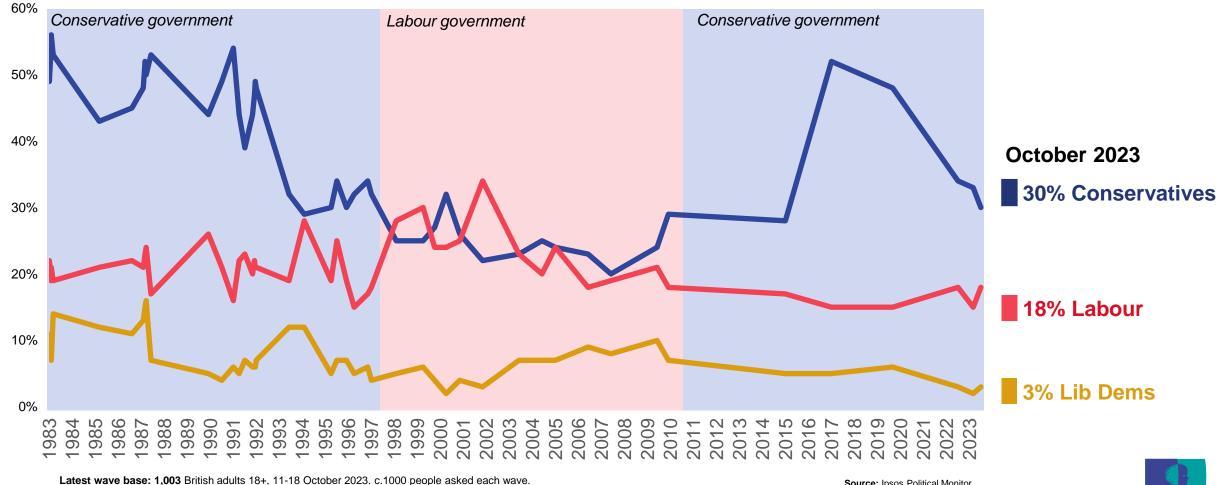
Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?





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?**

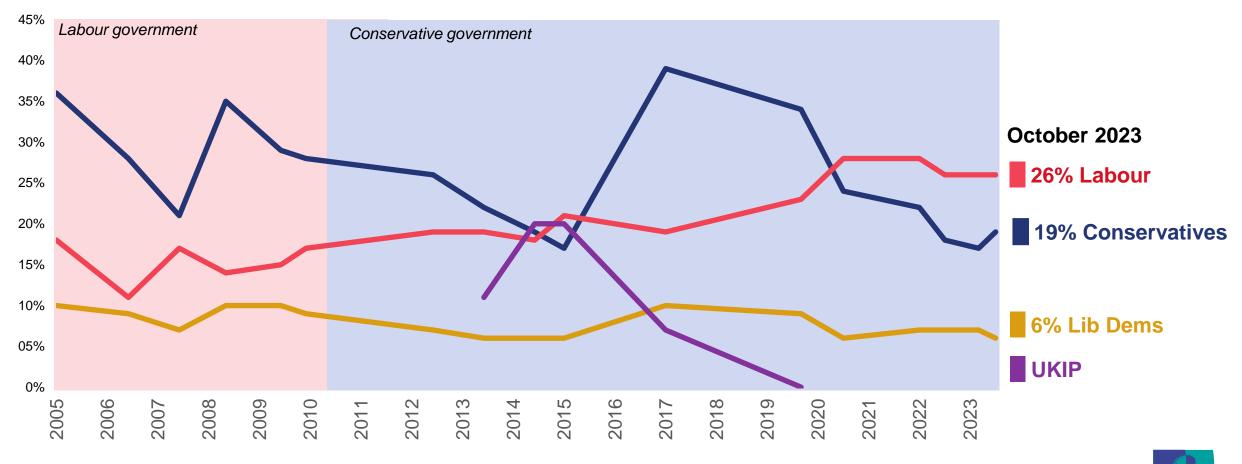


Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



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?



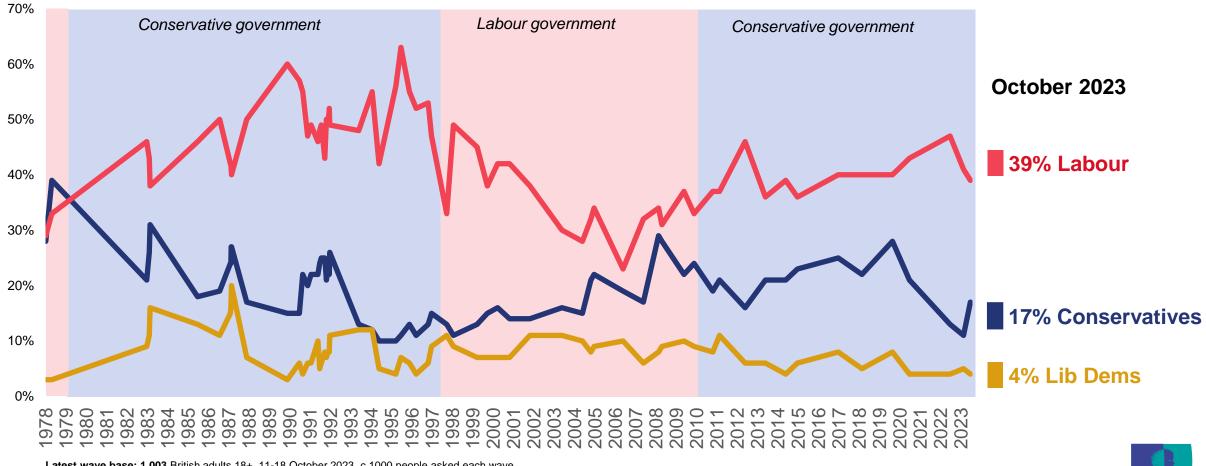
Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone

Source: Ipsos Political Monitor

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Best party on healthcare: 1978-2023

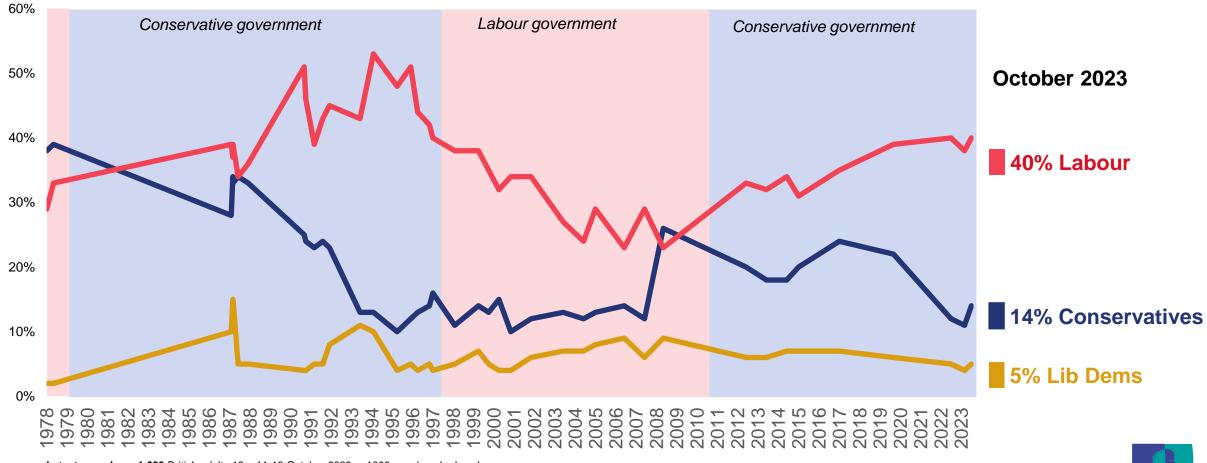
Which party do you think has the best policies on healthcare, the Conservatives, Labour, Liberal Democrats or some other party? (Note before 1988 this was asked as "NHS")



Latest wave base: 1,003 British adults 18+, 11-18 October 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?

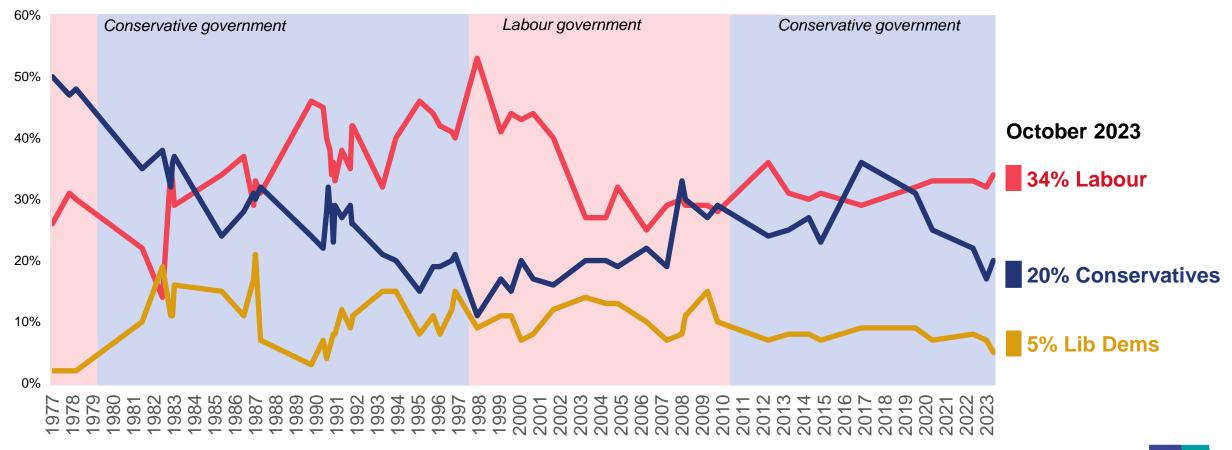


Latest wave base 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave. Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



Best party on education: 1977-2023

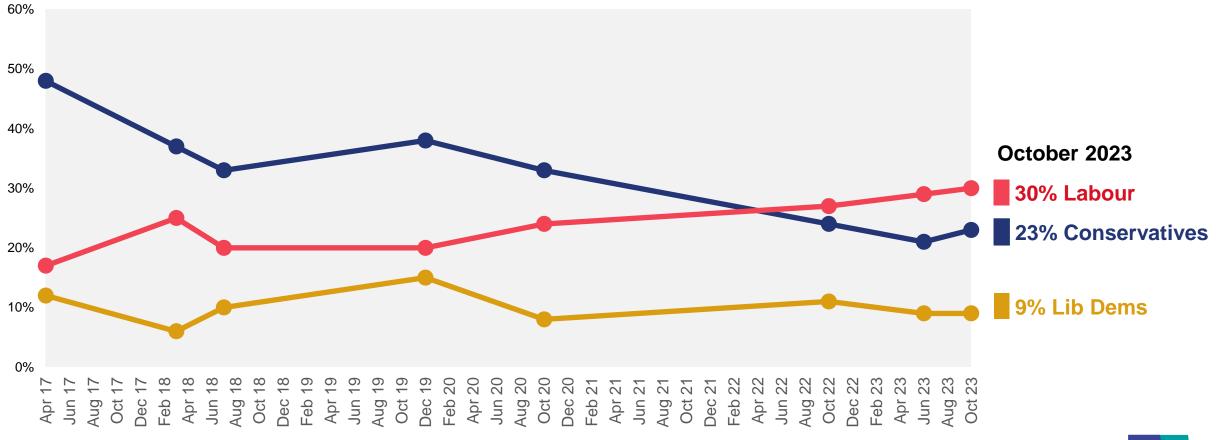
Which party do you think has the best policies on education, the Conservatives, Labour, Liberal Democrats or some other party?



Latest wave base: 1,003 British adults 18+, 11-18 October 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 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?

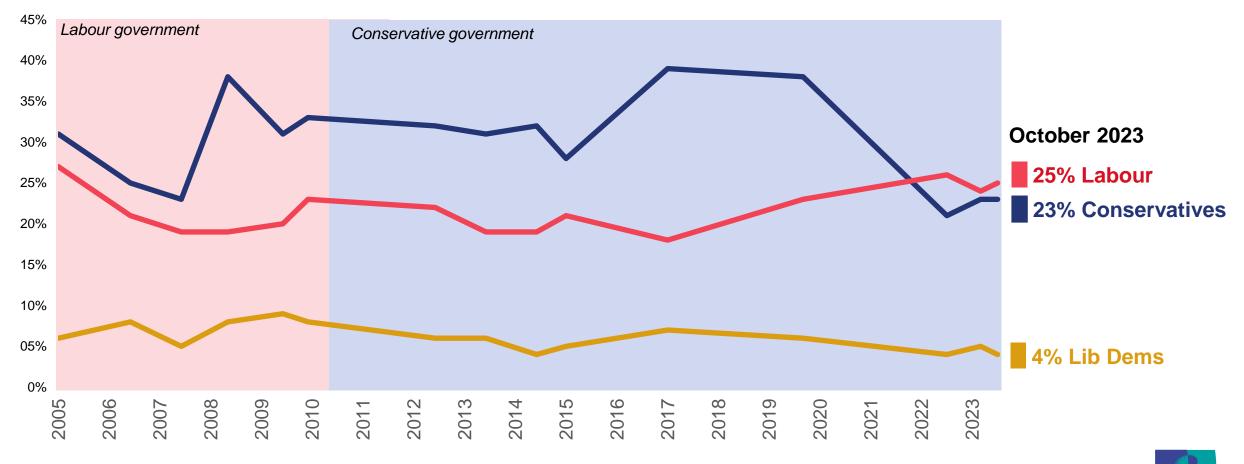


Latest wave base: 1,003 British adults 18+, 11-18 October 2023. c.1000 people asked each wave.



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: 1,003 British adults 18+, 11-18 October 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

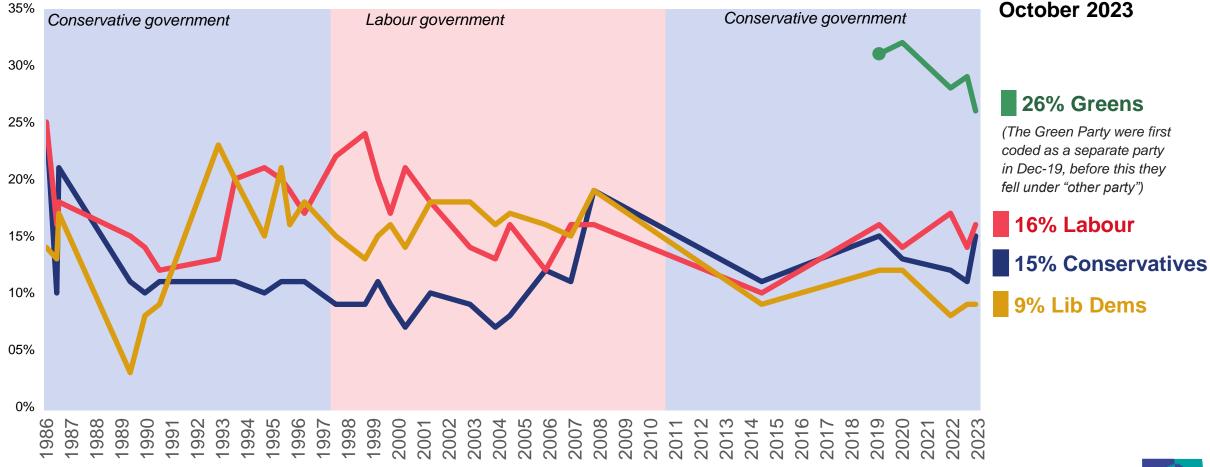
Source: Ipsos Political Monitor



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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: 1,003 British adults 18+, 11-18 October 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 1990-2007Data collected prior to June 2008 was collected via face-to-face methodology; data collected from June 2008 was via telephone



Most capable Chancellor: 2011-2023

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

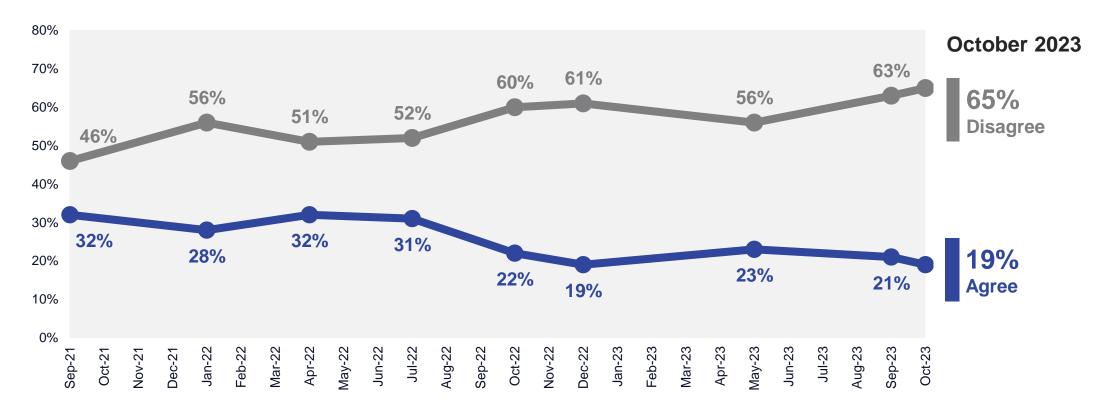
	Jeremy Hunt	Rachel Reeves
Oct-2023	29%	41%
Jun-2023	29%	41%
Nov-2022	29%	35%
	Rishi Sunak	Anneliese Dodds
Dec-2020	48	<mark>% 17%</mark>
	Sajid Javid	John McDonnell
Oct-2019	45%	24%
	Phillip Hammond	John McDonnell
Nov-2017	41%	32%
Nov-2016	46%	28%
	George Osborne	John McDonnell
Feb-2016	46%	29%
	George Osborne	Ed Balls
Mar-2015	41%	30%
Mar-2014	38%	33%
Dec-2013	40%	29%
Aug-2013	36%	35%
Jun-2013	35%	38%
Dec-2012	34%	34%
June-2012	29%	37%
Mar-2012	36%	35%
Mar-2011	35%	36%

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Does the Conservative Government deserve to be re-elected?

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



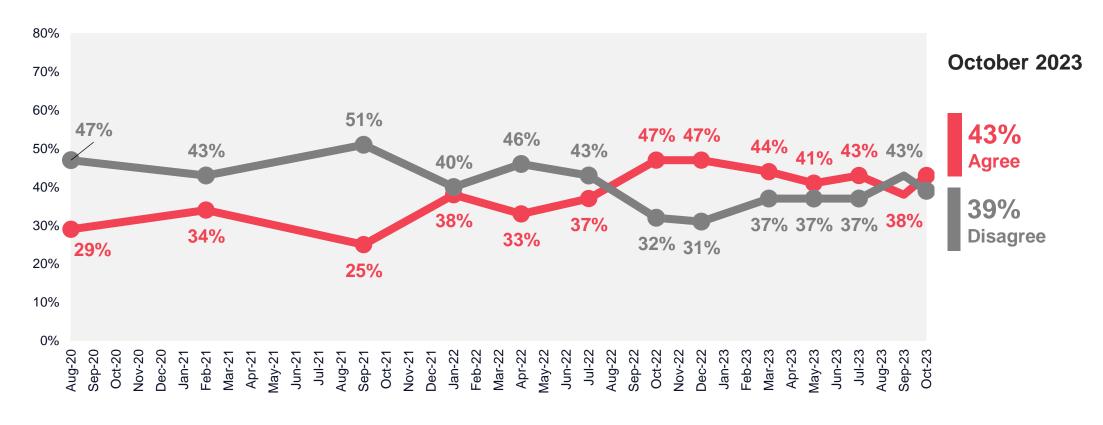
The Conservative Government deserves to be re-elected

Base: c.1,000 British adults each month



Is Labour 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

Base: c.1,000 British adults each month



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

Under Keir Starmer

	Under Keir Starmer
Oct '23	43% 39%
Sep '23	38% 43%
Jul '23	43% 37%
May '23	41% 37%
Mar '23	44% 37%
Dec '22	47% 31%
Oct '22	47% 32%
Jul '22	37% 43%
Apr '22	33% 46%
Jan '22	38% 40%
Sep '21	25% 51%
Feb '21	<u>32%</u> 43%
Aug '20	29% 47%
	Under Jeremy Corbyn
Nov '19	32% 59%
Sep '19	27% 62%
May '17	30% 60%
May '16	27% 63%
	Under Ed Miliband
Feb '15	33% 52%
Nov '14	23% 61%
Jun '14	35% 52%
Apr '13	29% 58%
May '11	31% 57%
April 10	The Conservatives under David Cameron
April '10 Mar '10	<u>47%</u> 41% 49% 41%
ivial 10	49% 41% Under Tony Blair
Apr '97	55% 33%
Jan '96	56% 33%
Dec '94	
Dec 34	00% 23%

Base 1,003 British adults 18+, 11-18 October 2023

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
	Keir Starmer
Oct '23	37% 41%
Jul '23	39% 37%
May '23	36% 40%
Mar '23	<u>39%</u> 40%
Jan '23	36% 37%
Apr '22	34% 44%
Jan '22	38% 40%
Feb '21	33% 37%
	Jeremy Corbyn
Nov '19	24% 65%
Sep '19	27% 63%
May '17	31% 60%
May '16	22% 65%
E 1 14 E	Ed Miliband
Feb '15	21% 63%
Nov '14	
Jun '14	22% 65%
Apr '13	24% 66%
May '11	17% 69%
Apr '97	Tony Blair 53% 34%
Jan '97	54% 35%
Jun '96	56% 32%
Jan '96	54% 34%
Dec '94	59% 28%
200 01	

Base: 1.003 British adults 18+. 11-18 October 2023

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