

# IPSOS POLITICAL MONITOR

November 2023

# VOTING INTENTION

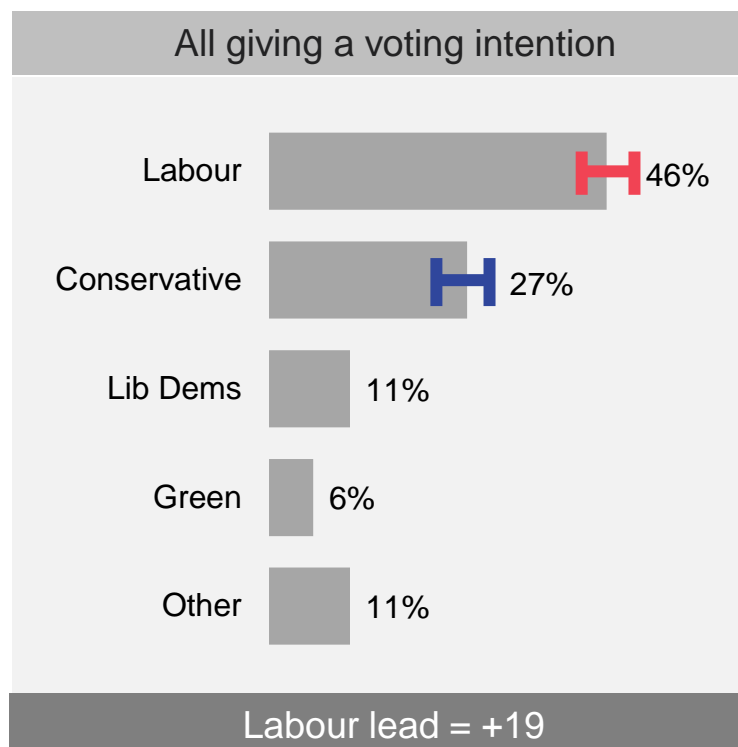
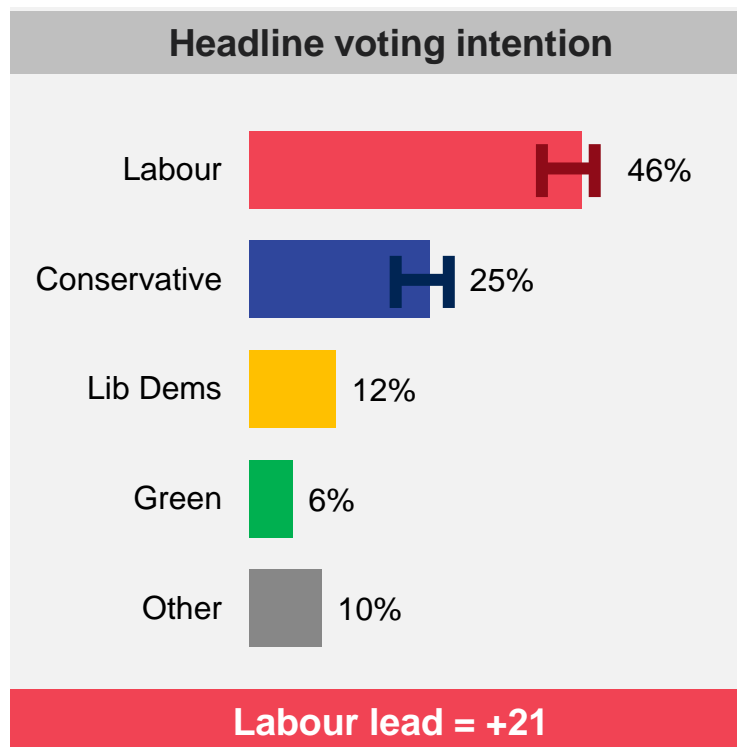
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: November 2023

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



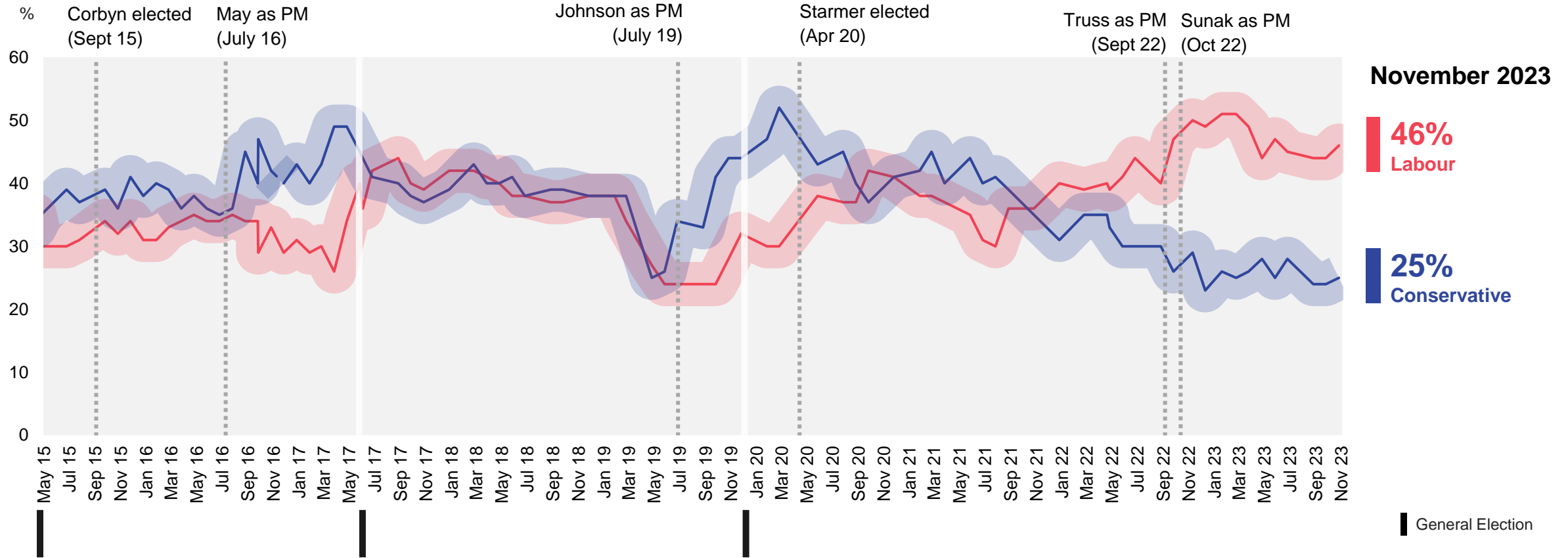
**Base:** 1,001 British adults 18+, 1-8 November 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 634. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



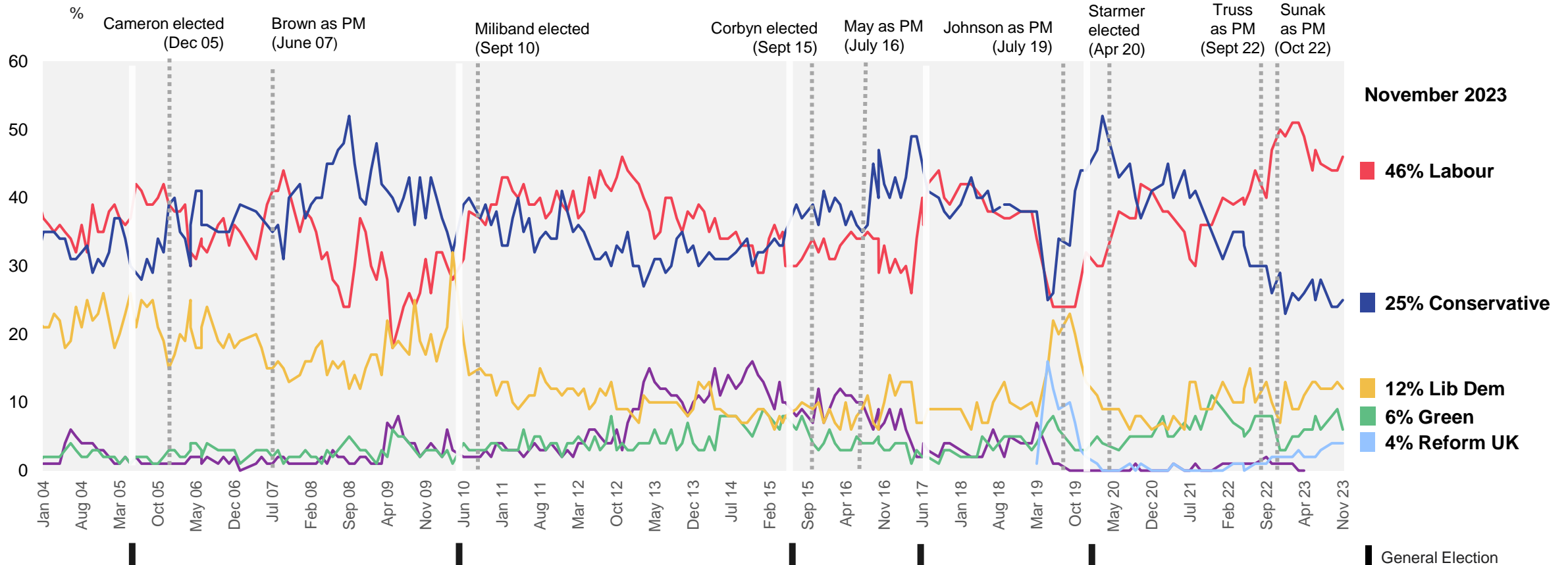
Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – November '23

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; 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."

Source: Ipsos Political Monitor



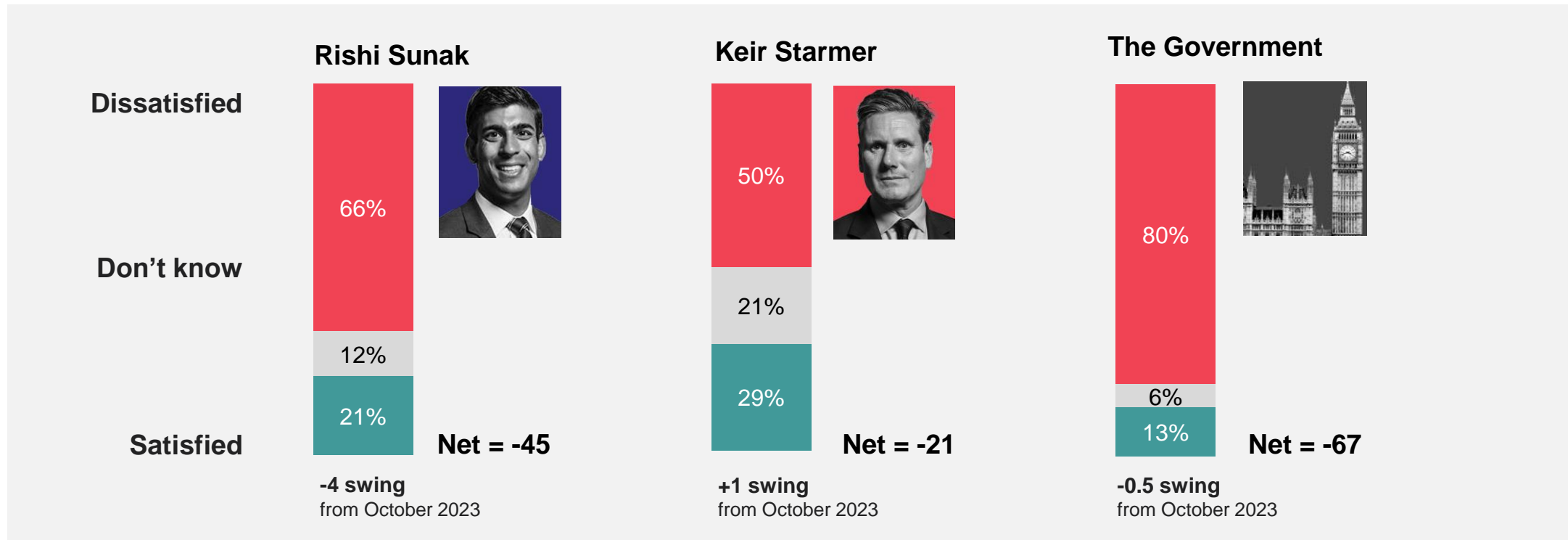
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebbly beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

# SATISFACTION

WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: November 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: 1,001 British adults 18+, 1-8 November 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

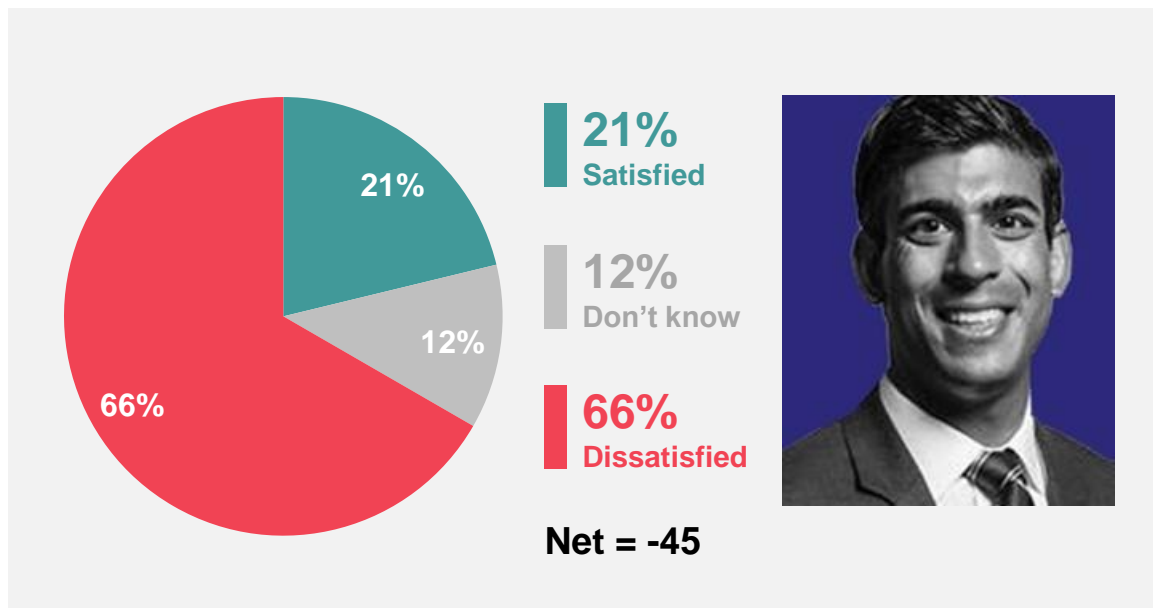


# Rishi Sunak: Satisfaction

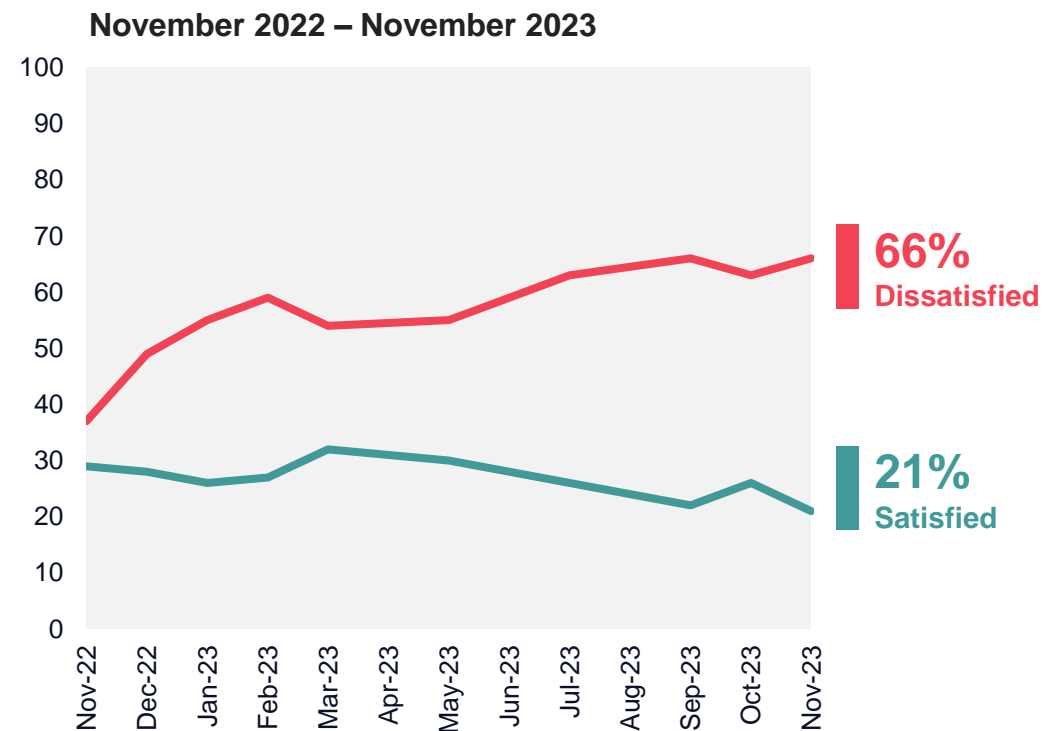
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

November 2023

Among all



Base: 1,001 British adults 18+, 1-8 November 2023



Source: Ipsos Political Monitor

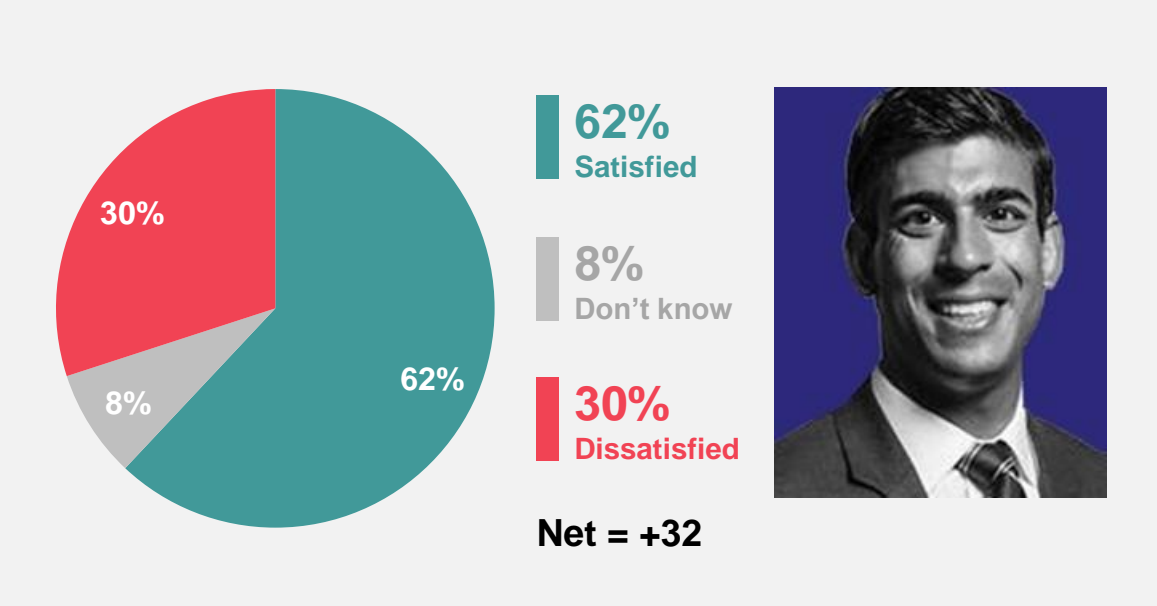




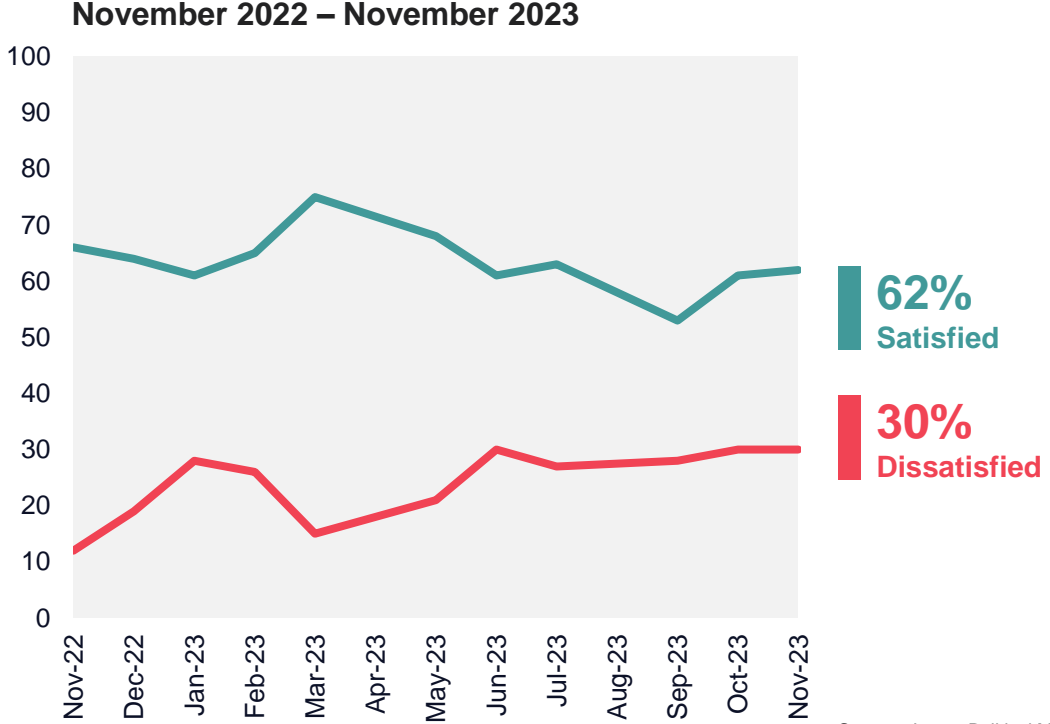
# Rishi Sunak: Satisfaction amongst Conservative supporters

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

November 2023



Base: 191 Conservative party supporters aged 18+, 1-8 November 2023

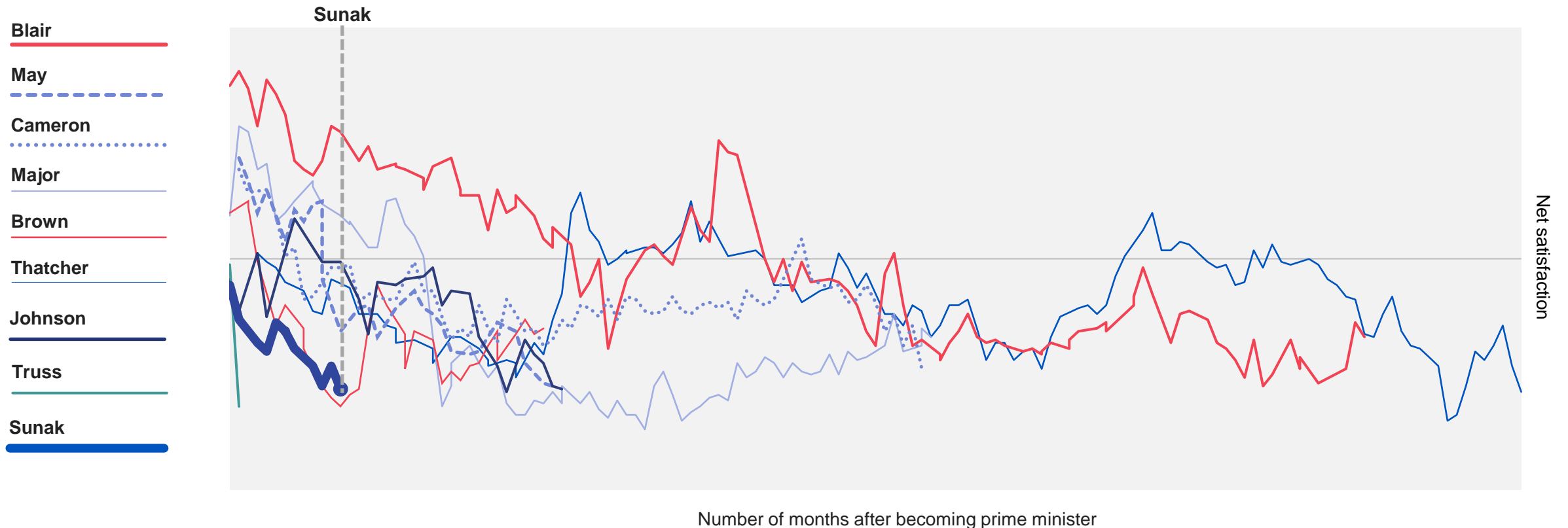


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



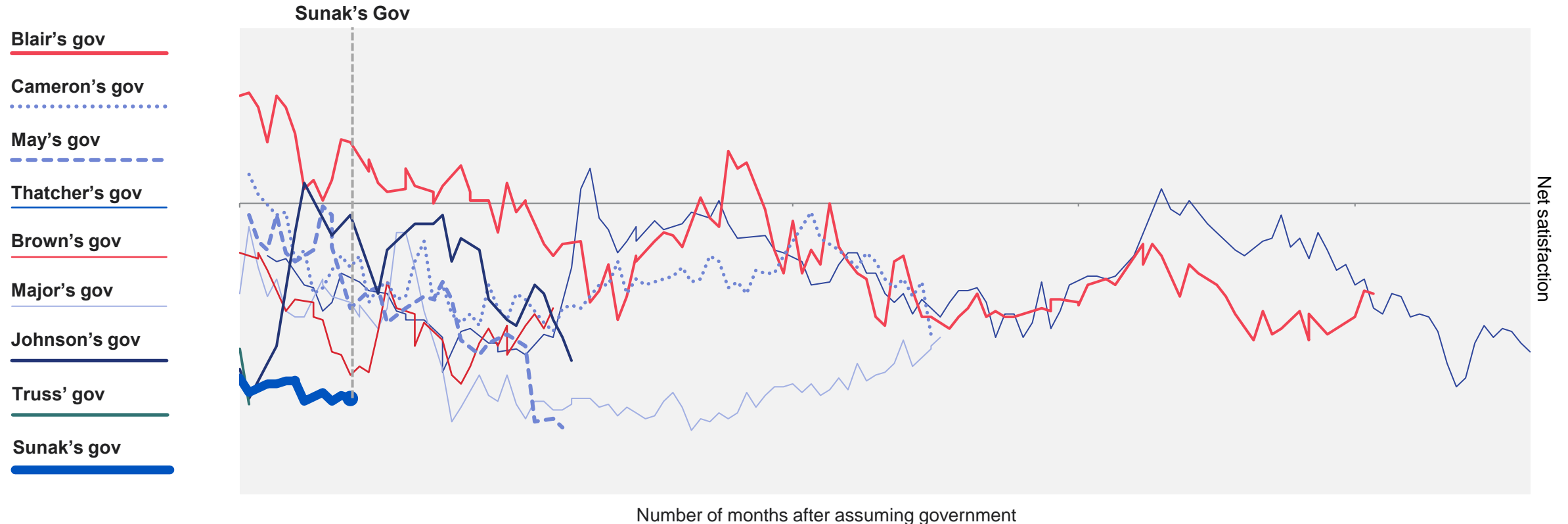
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone  
**Base:** c.1,000 British adults each month

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 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

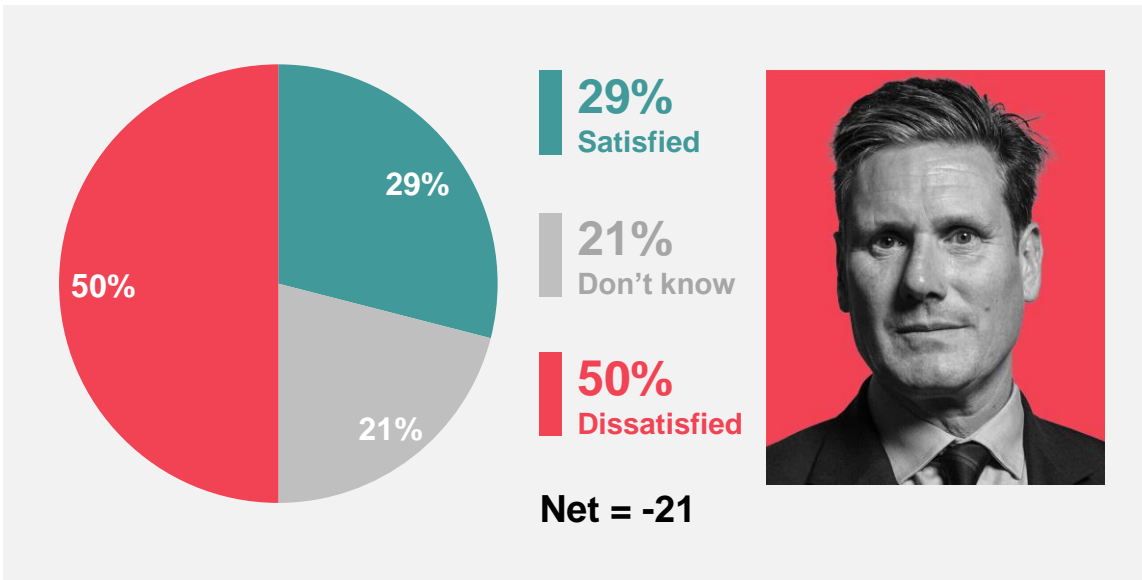
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction

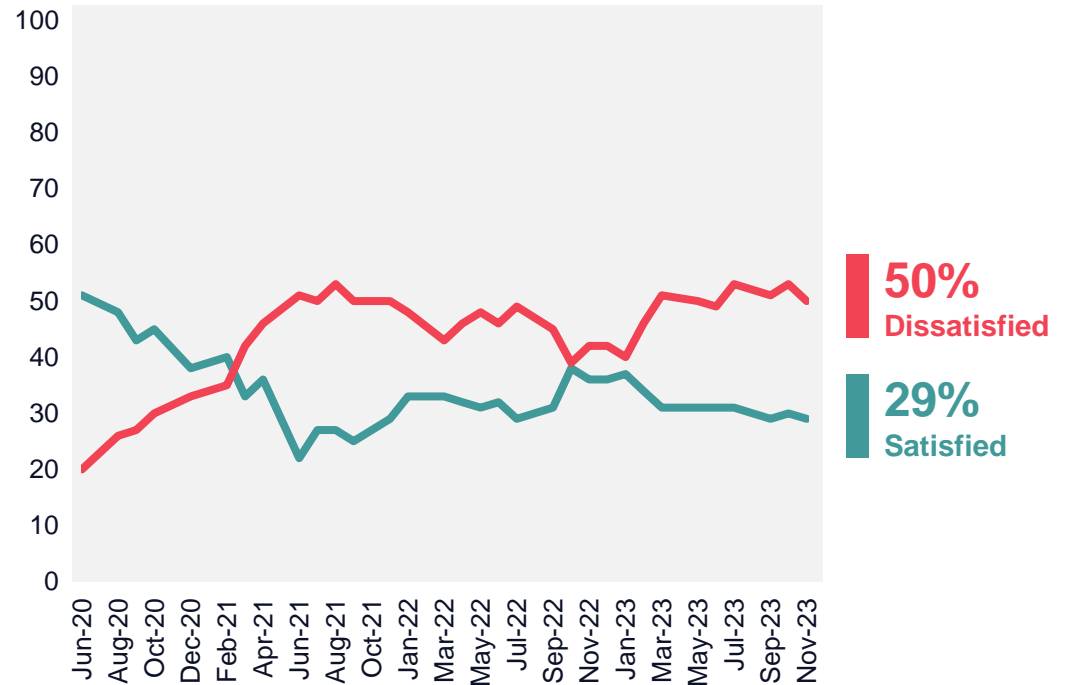
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

June 2020 – November 2023



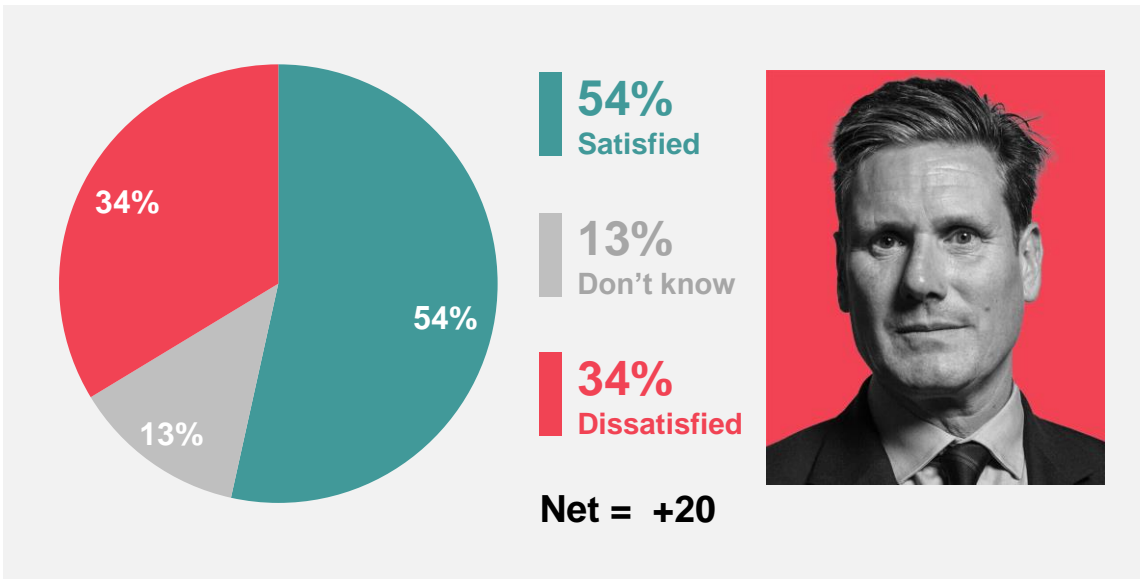
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

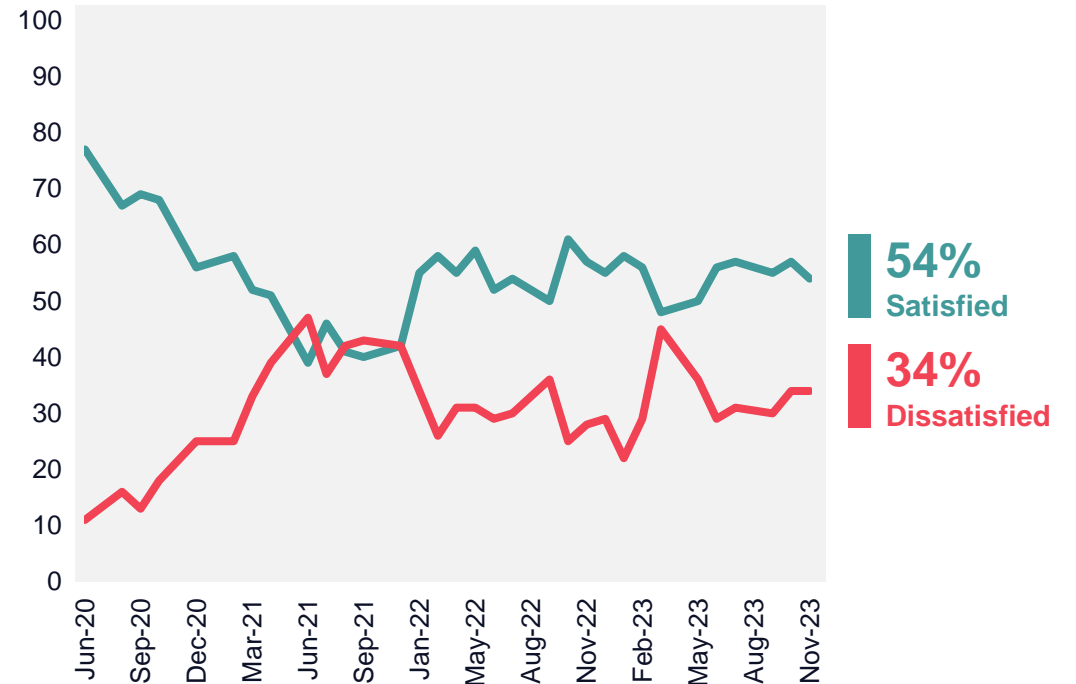
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

November 2023



Base: 325 Labour Party supporters aged 18+, 1-8 November 2023

June 2020 – November 2023

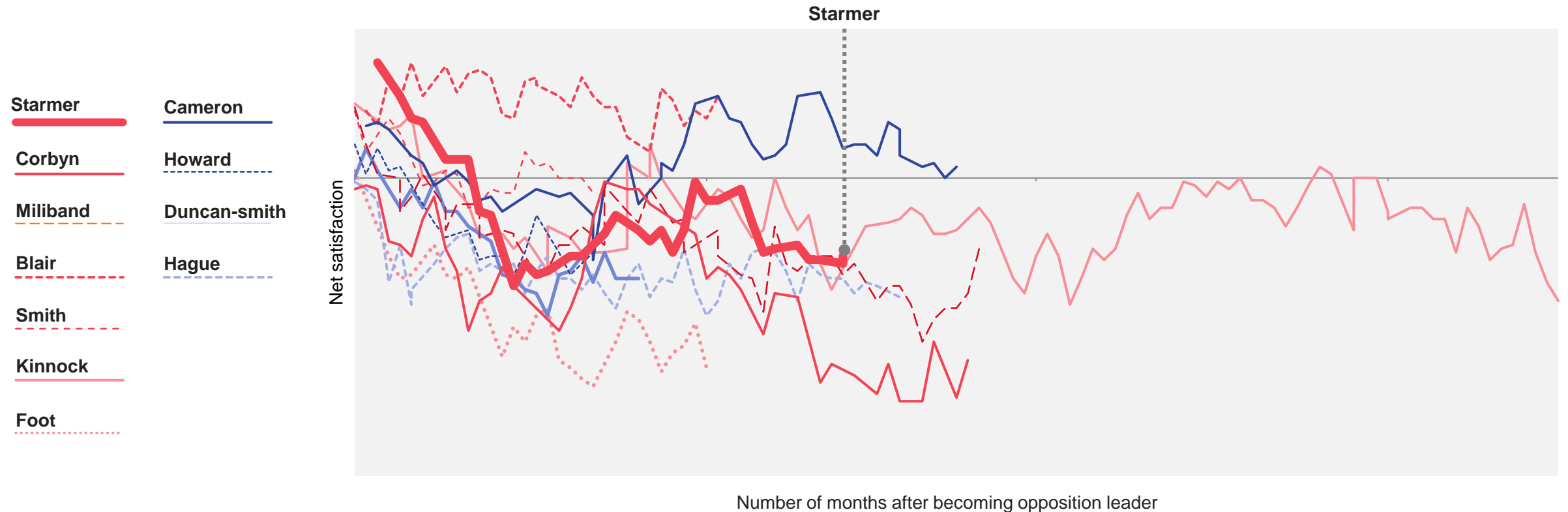


Source: Ipsos Political Monitor



# 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 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

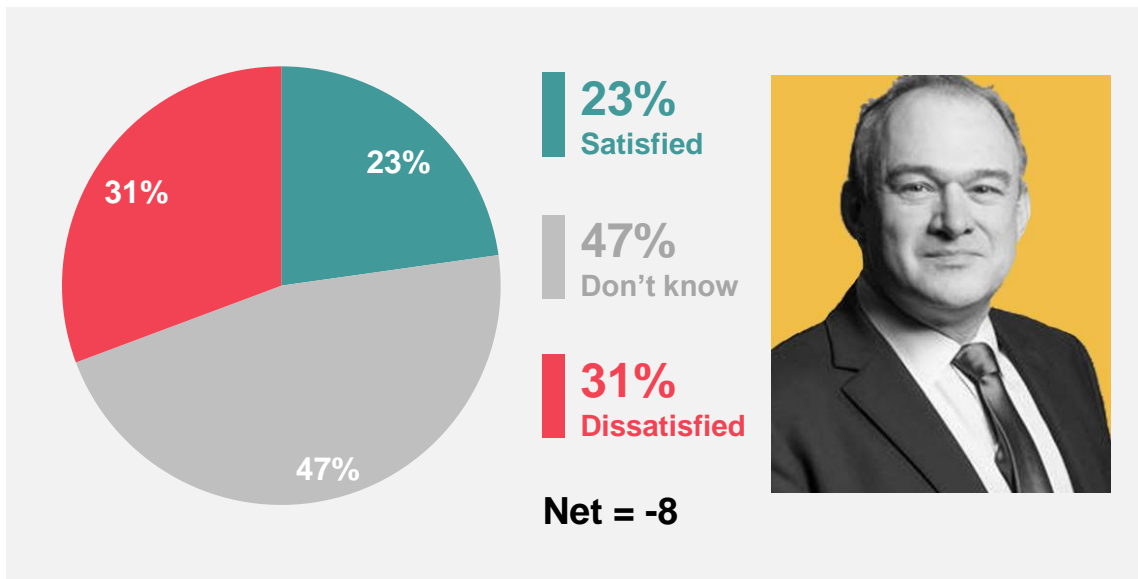
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

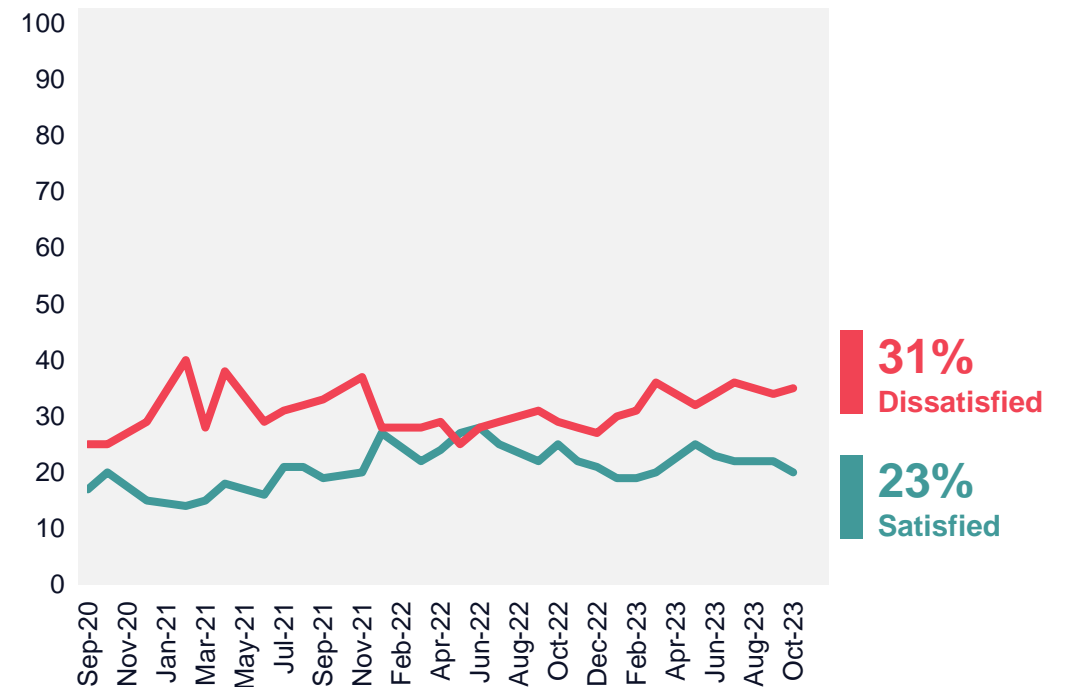
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

November 2023



Base: 1,001 British adults 18+, 1-7 November 2023

September 2020 – November 2023



Source: Ipsos Political Monitor



# PUBLIC SERVICES





# What should happen with spending, taxes and borrowing?

Would you support or oppose each of the following options for public spending, taxes and borrowing?

Support

Oppose

## Increasing taxes

Increase taxes to increase spending on public services

43%

41%

Increase taxes to reduce borrowing and the national debt

27%

50%

## Cutting spending

Cut spending on public services in order to reduce taxes

18%

66%

Cut spending on public services to reduce borrowing and the national debt

16%

64%

## Increasing borrowing

Increase public borrowing and the national debt to increase spending on public services

35%

39%

Increase public borrowing and the national debt in order to reduce taxes

21%

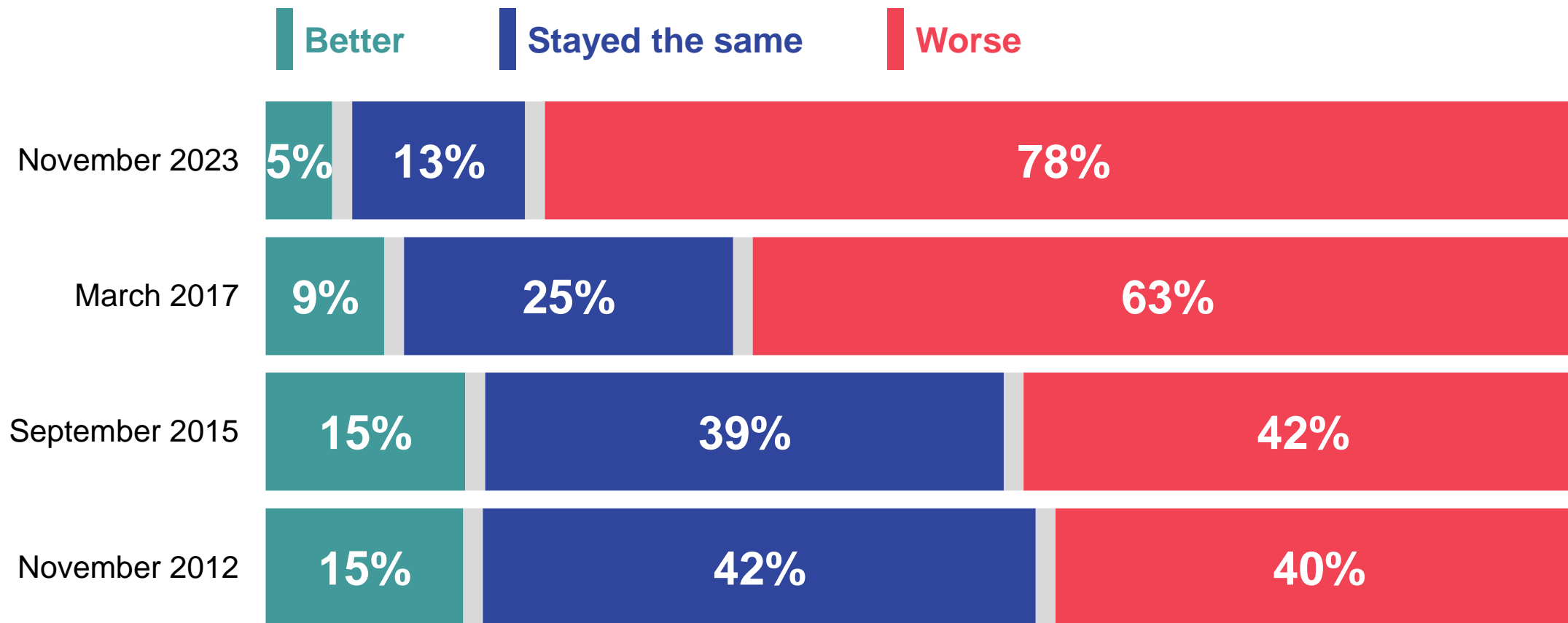
58%

Base: 1,001 British adults 18+, 1-8 November 2023



# The quality of public services over time: 2012 - 2023

Thinking about public services overall, do you think the quality of public services has got better or worse in the last five years, or has it stayed the same?

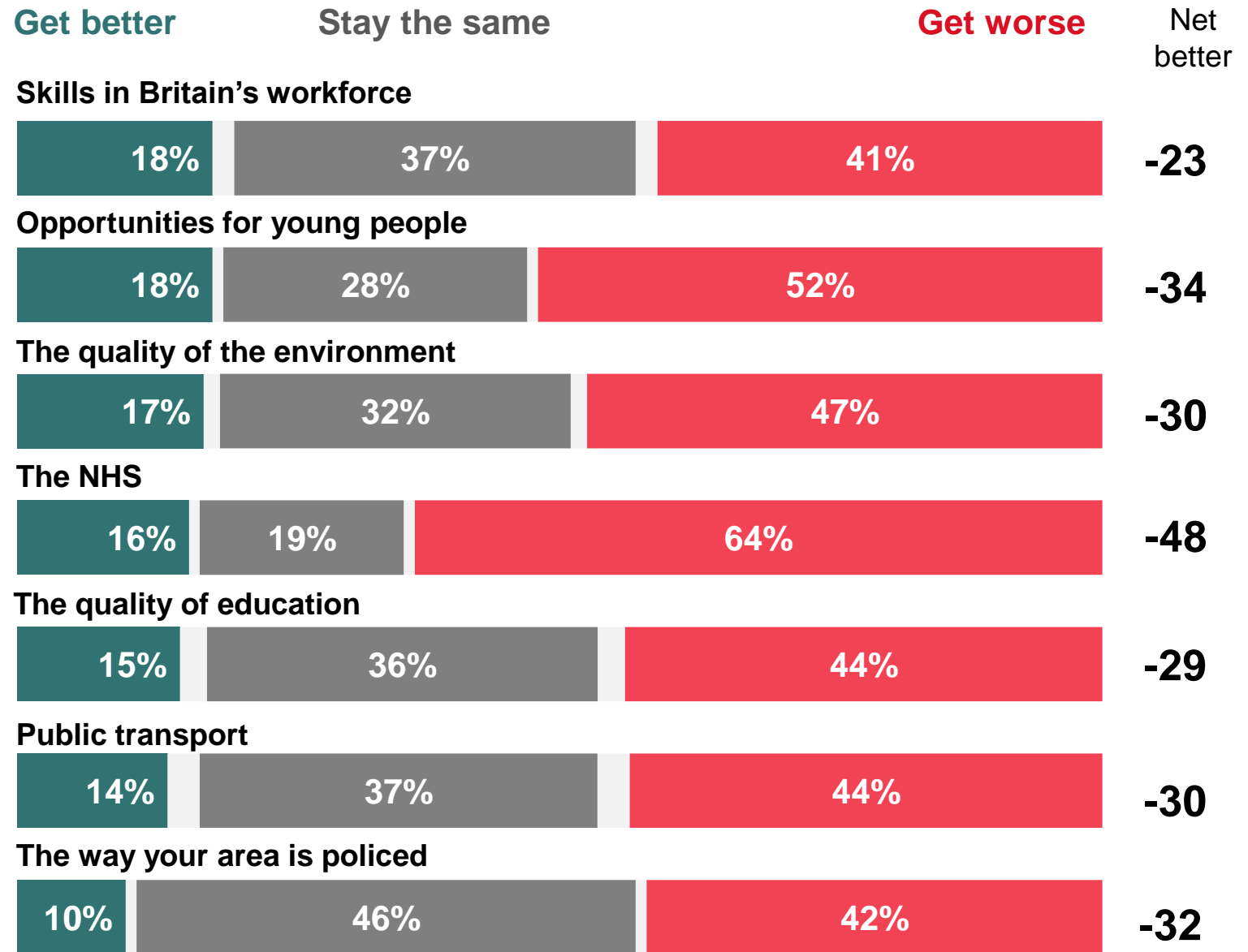


Base: 1,001 British adults 18+, 1-8 November 2023



# Public services over the next few years

Thinking about ... over the next few years do you expect it to?



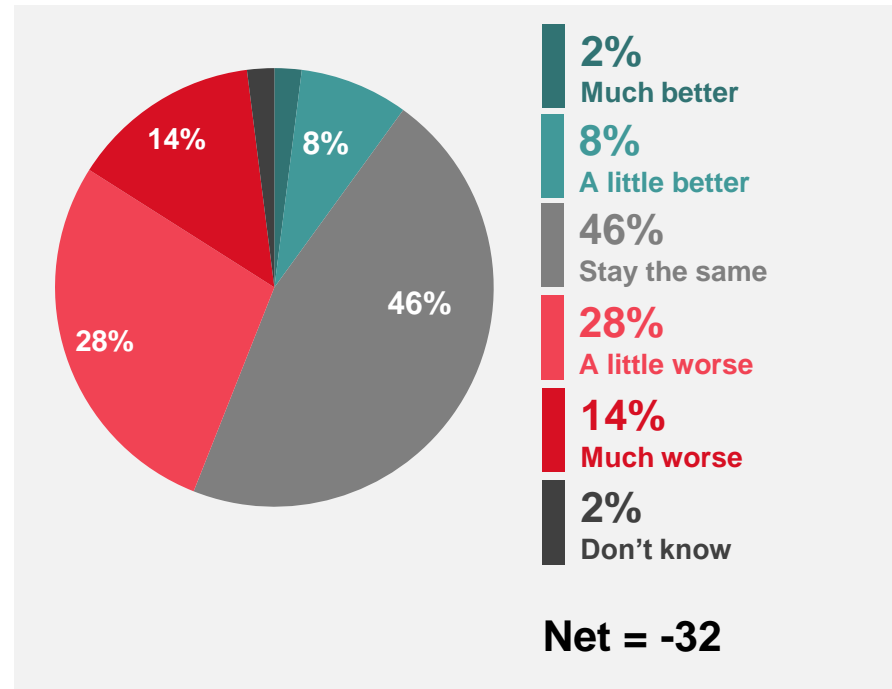
Base: 1,001 British adults 18+, 1-8 November 2023



# The way your area is policed: March 2002 – November 2023

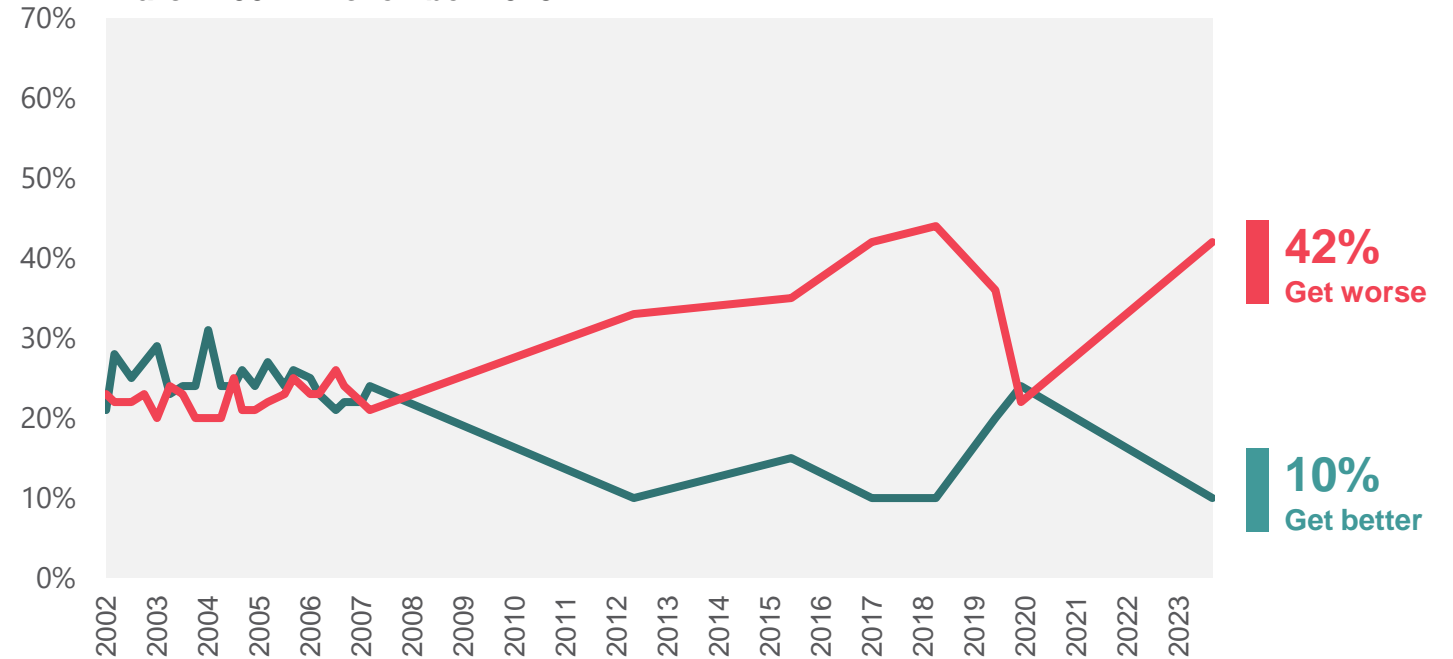
Thinking about the way your area is policed over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

March 2002 – November 2023



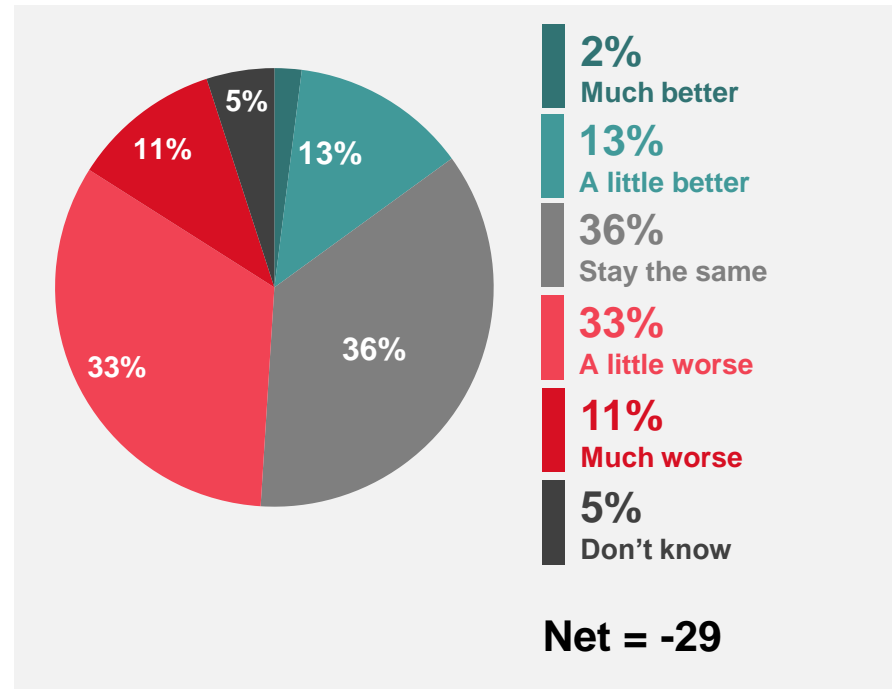
\* Please note that this question has not been asked every year



# The quality of education: March 2002 – November 2023

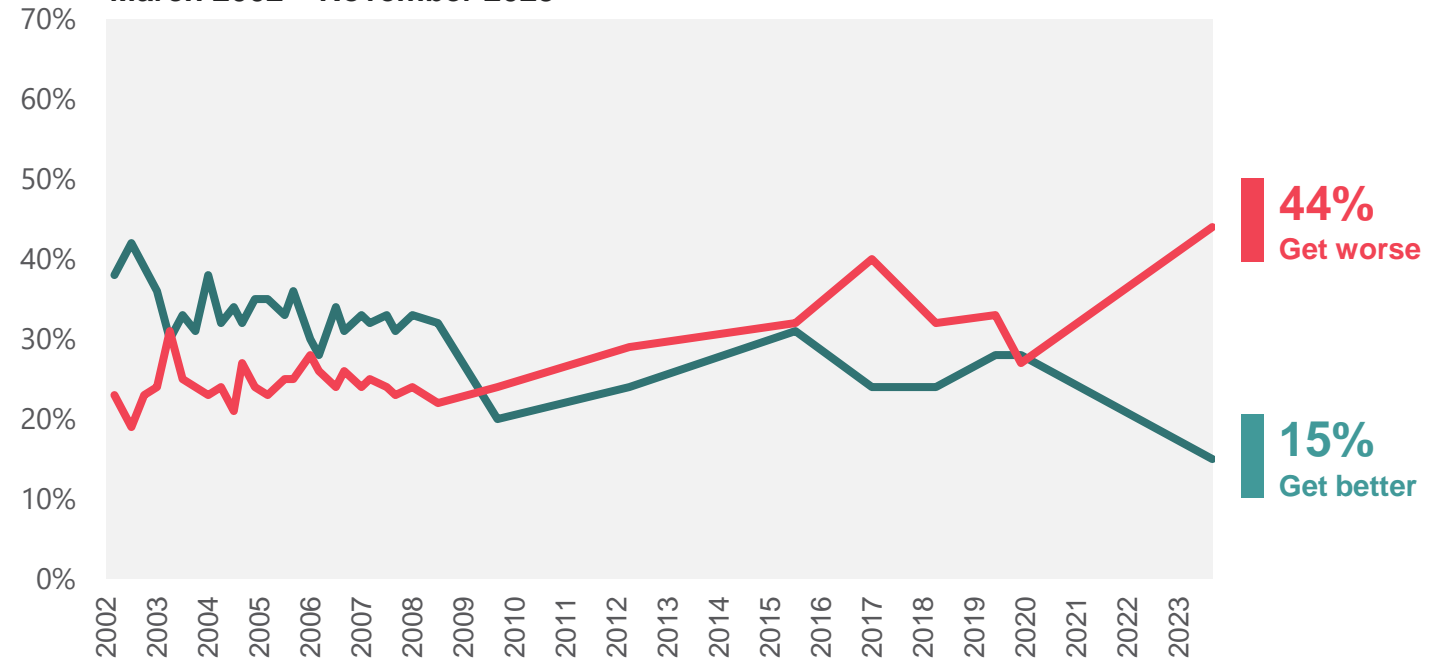
Thinking about the quality of education over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

March 2002 – November 2023



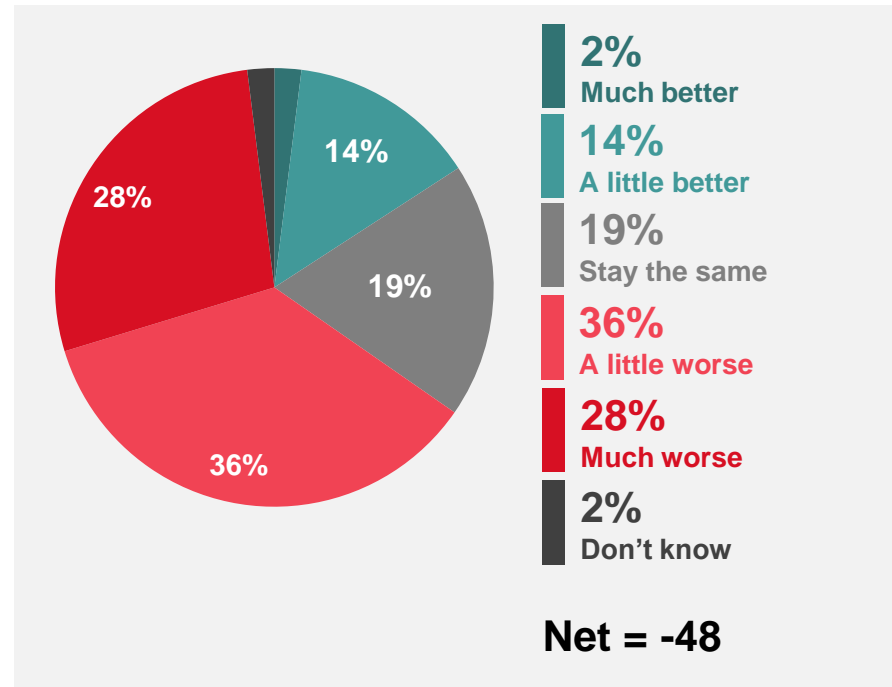
\* Please note that this question has not been asked every year



# The NHS: March 2002 – November 2023

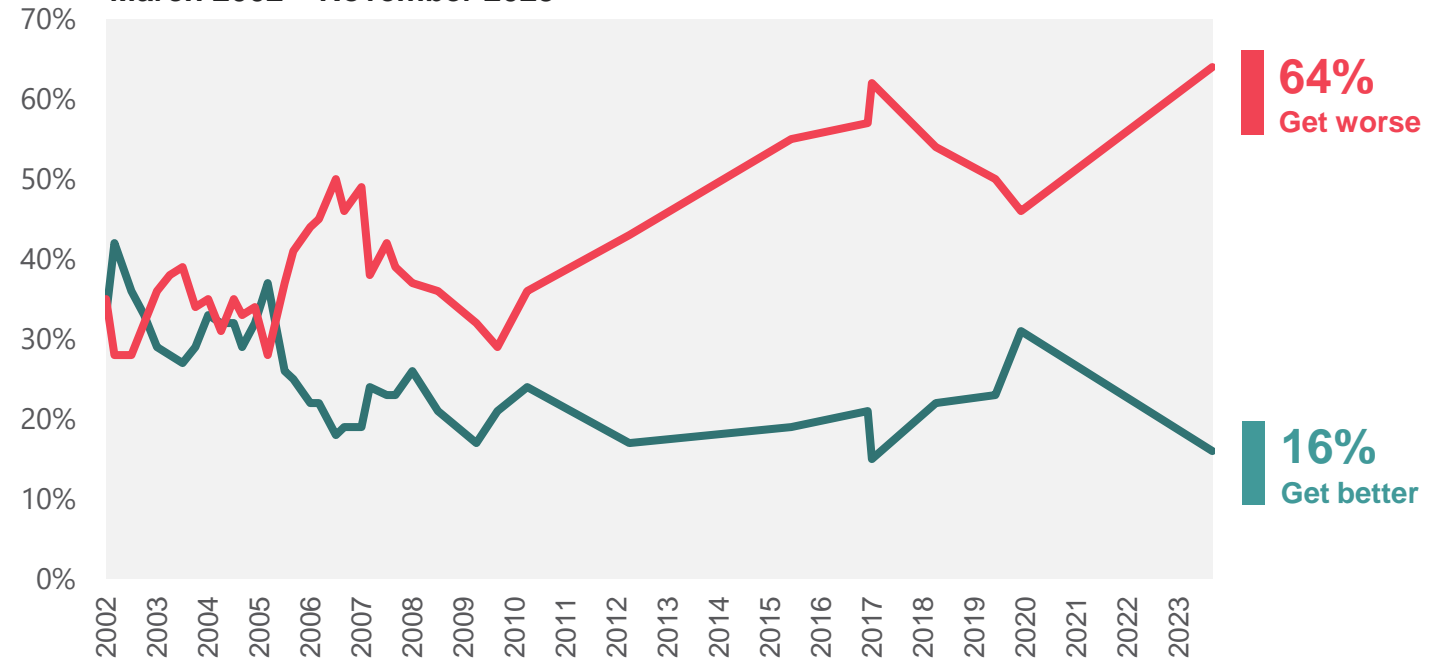
Thinking about the NHS over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

March 2002 – November 2023



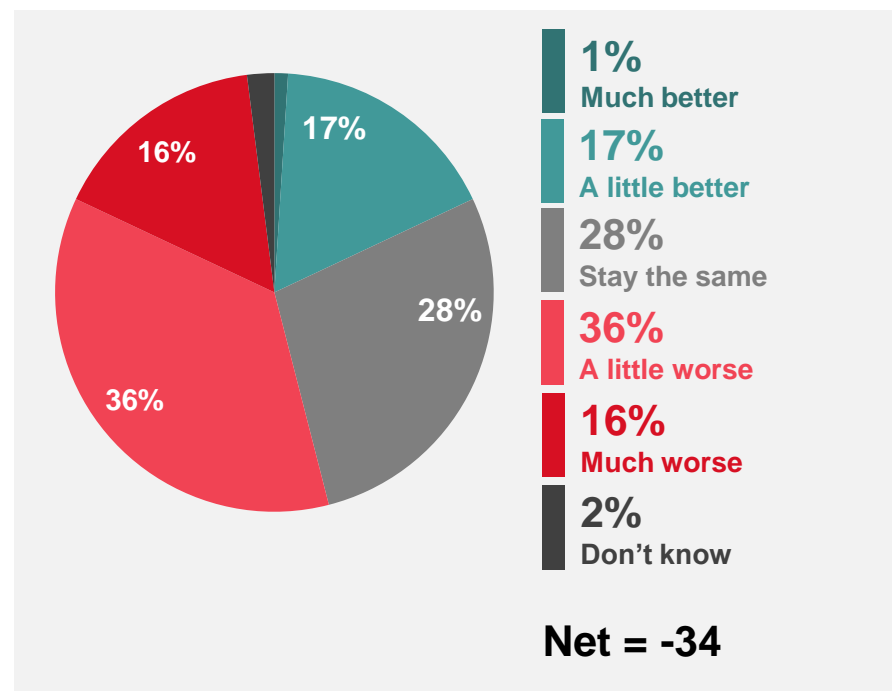
\* Please note that this question has not been asked every year



# Opportunities for young people: September 2007 – November 2023

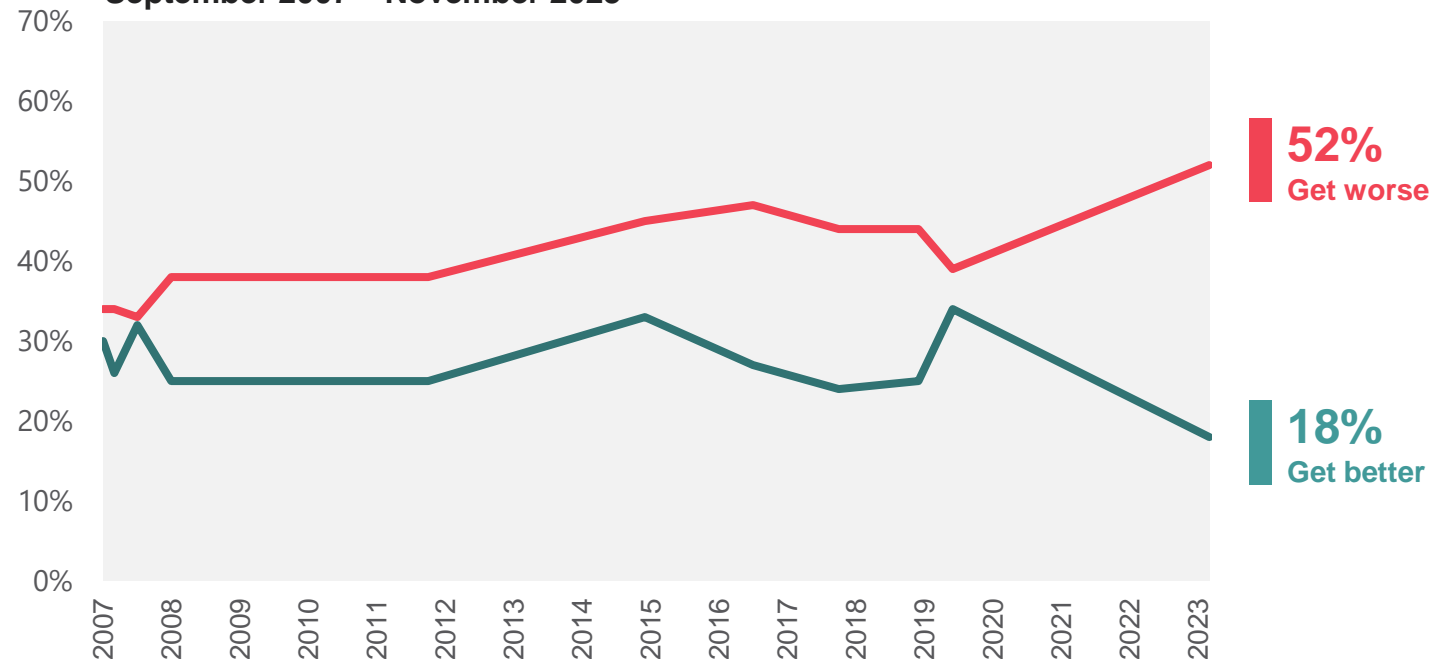
Thinking about opportunities for young people over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

September 2007 – November 2023



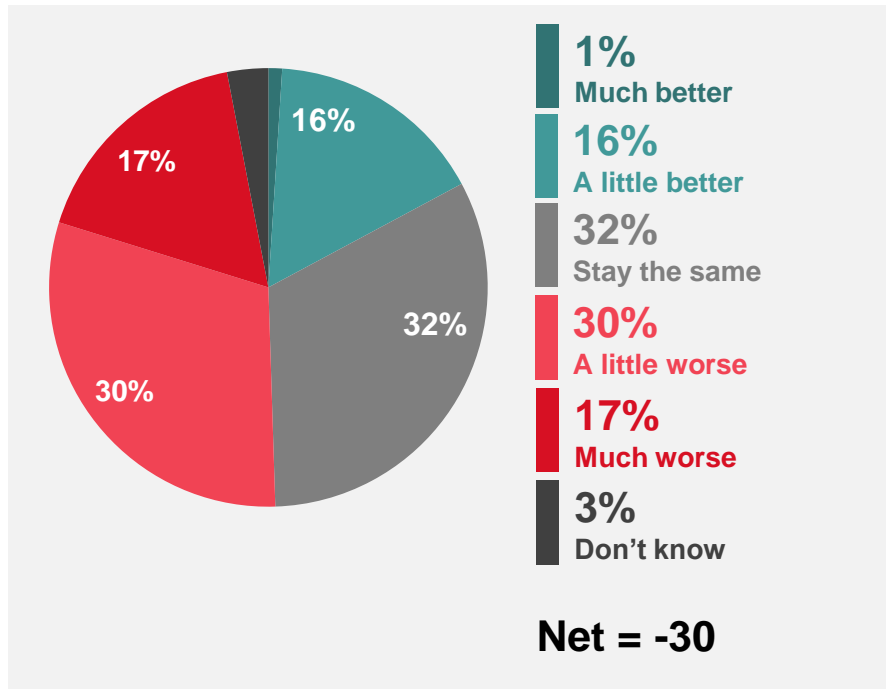
\* Please note that this question has not been asked every year



# The quality of the environment: June 2012 – November 2023

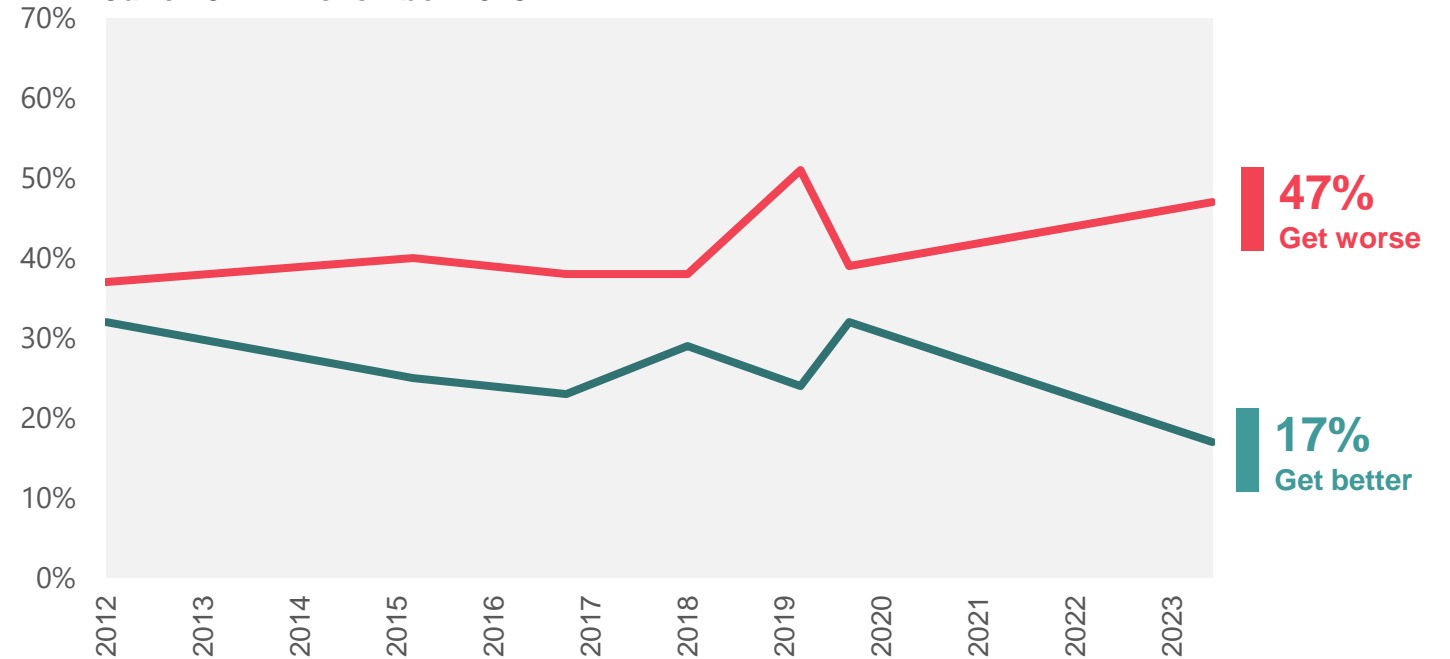
Thinking about the quality of the environment over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

June 2012 – November 2023



\* Please note that this question has not been asked every year

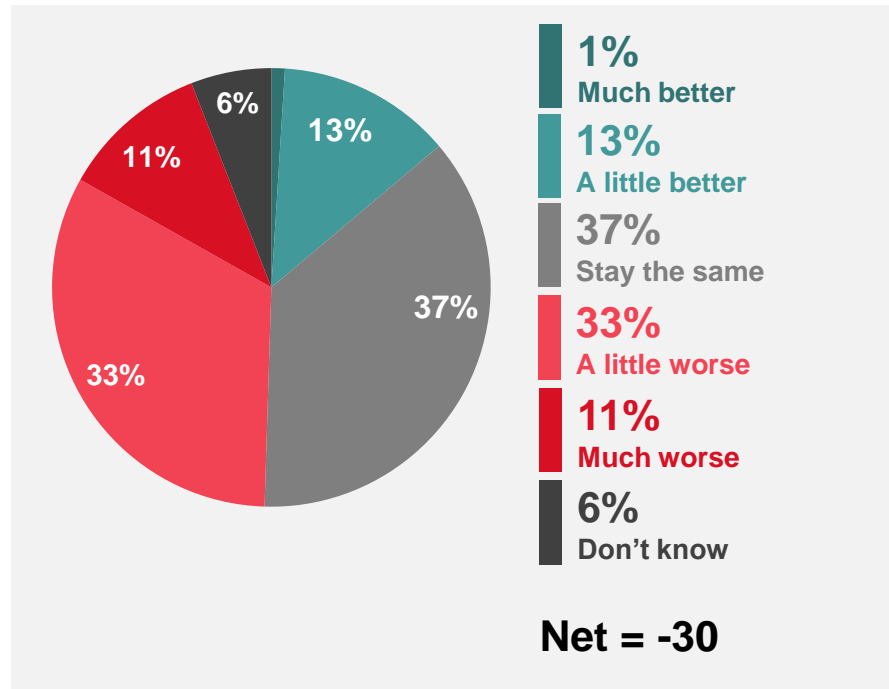




# Public transport: March 2002 – November 2023

Thinking about public transport over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

March 2002 – November 2023



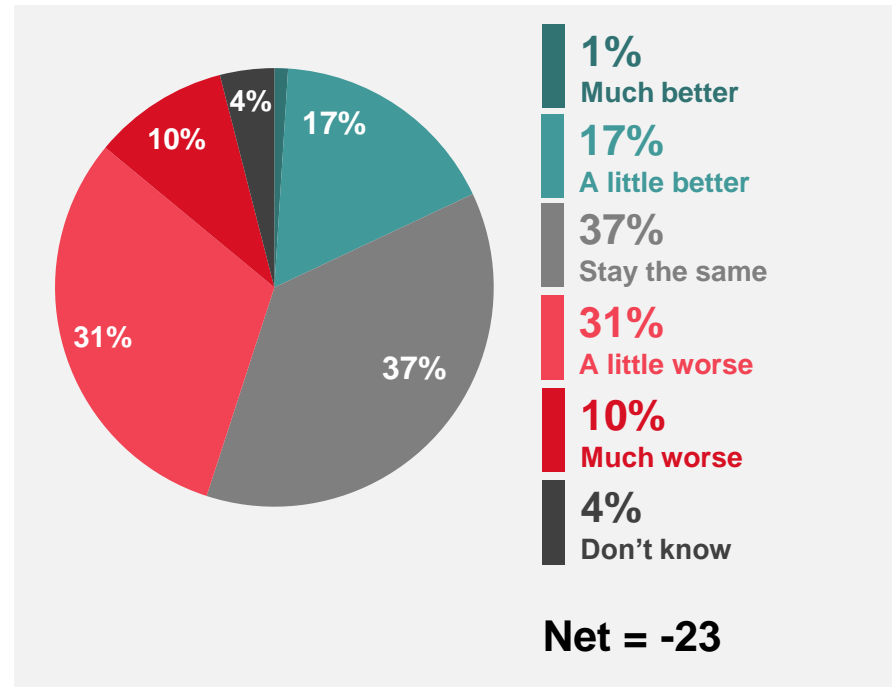
\* Please note that this question has not been asked every year



# Skills in Britain's workforce: September 2007– November 2023

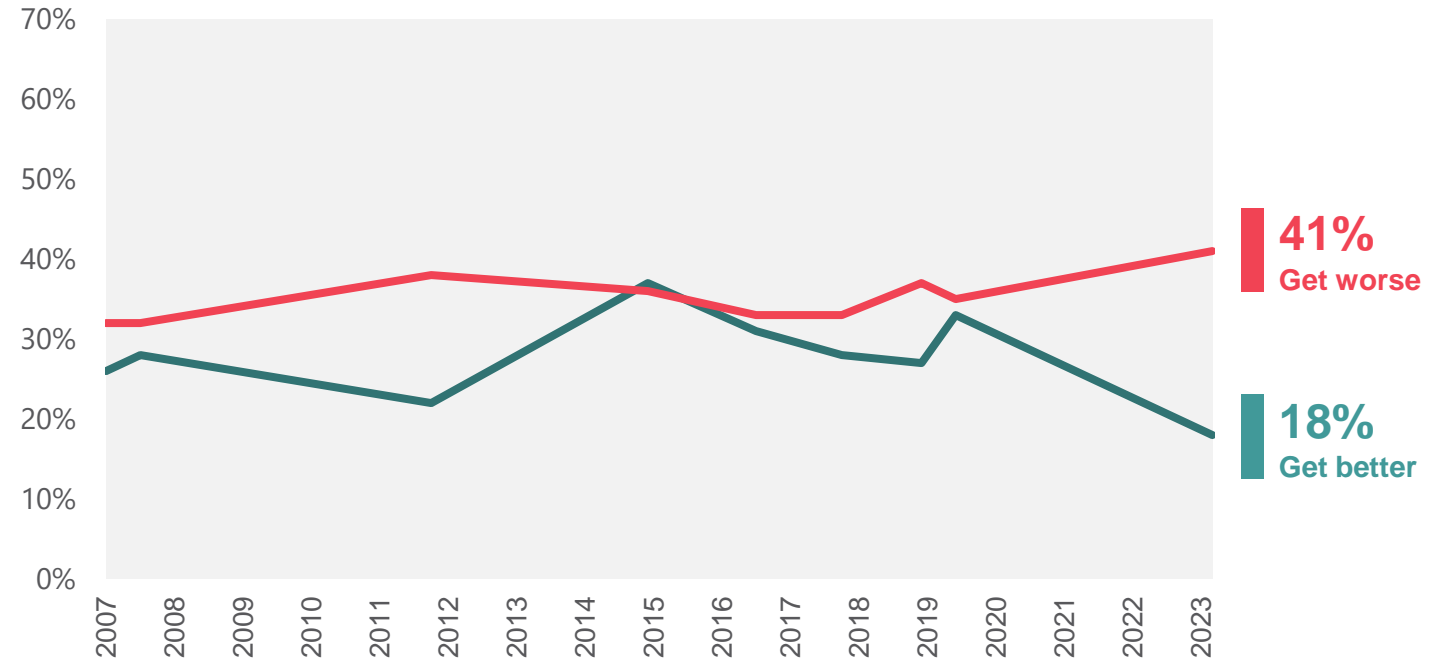
Thinking about skills in Britain's workforce over the next few years do you expect it to?

November 2023



Base: 1,001 British adults 18+, 1-8 November 2023

September 2007 – November 2023



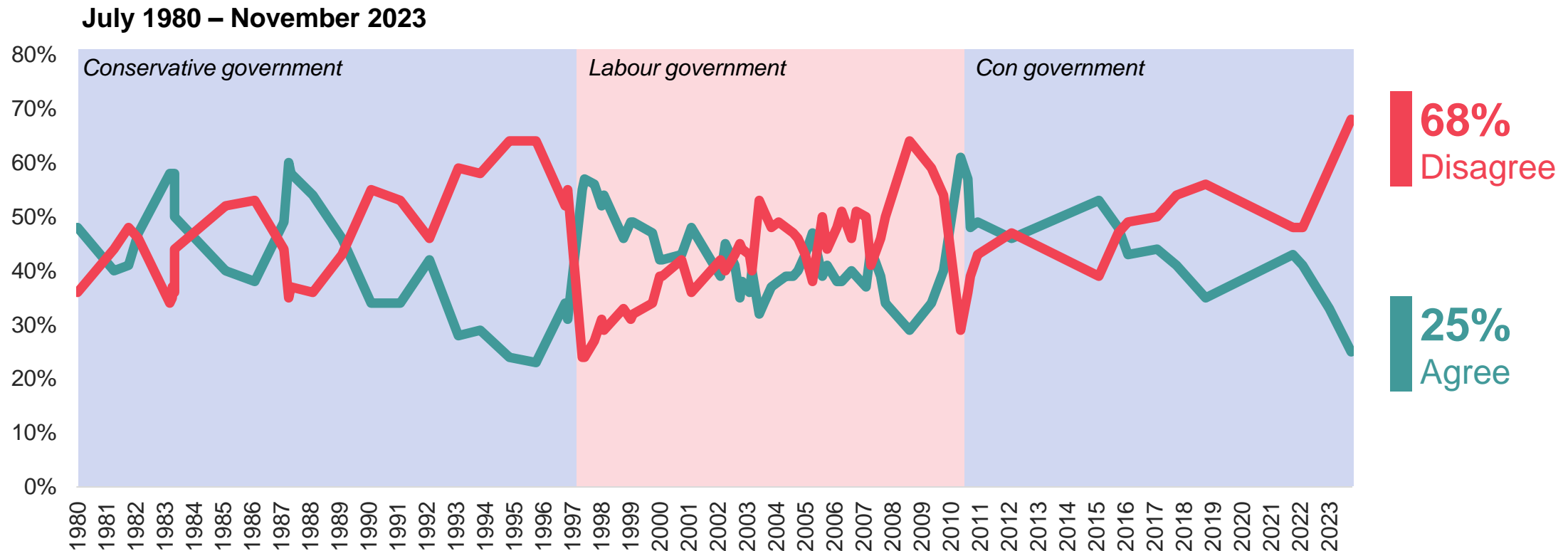
\* Please note that this question has not been asked every year



# Impact of Government policies: Britain's economy

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's economy”**



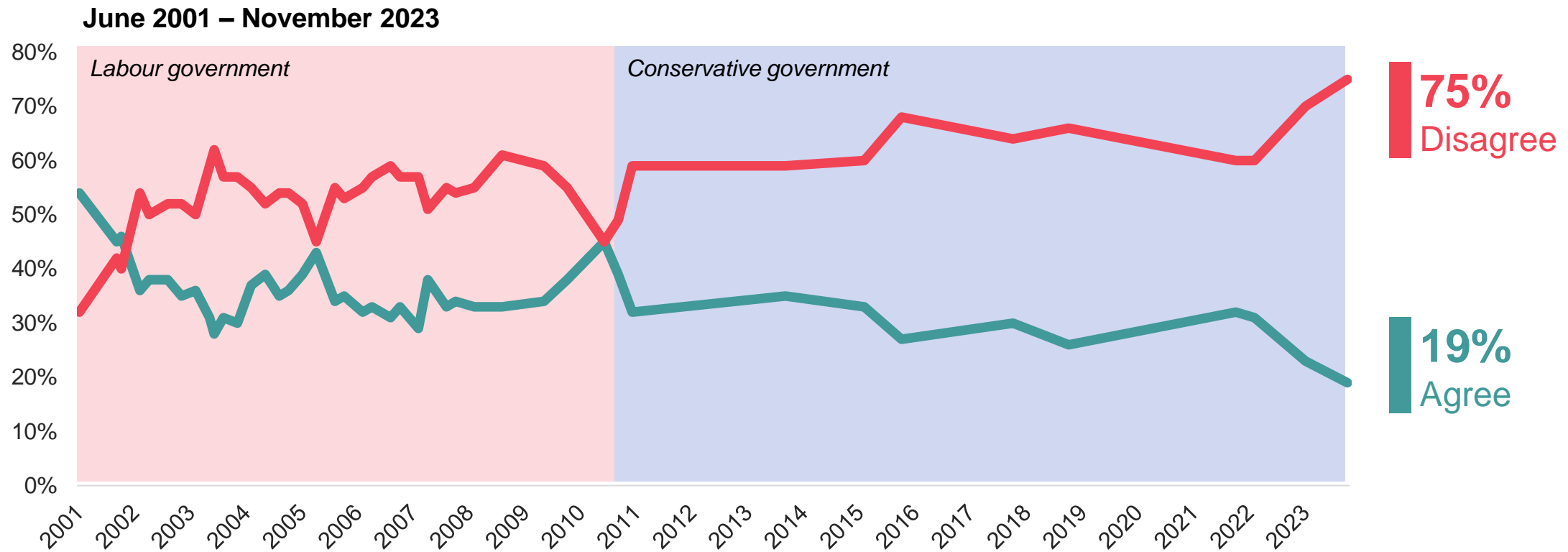
Base: 1,001 British adults 18+, 1-8 November 2023

Source: Ipsos Political Monitor

# Impact of Government policies: Britain's public services

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's public services”**



Base: 1,001 British adults 18+, 1-8 November 2023

Source: Ipsos Political Monitor

# Would the Labour party's policies improve...?

Now imagine that there was a Labour government led by Keir Starmer as Prime Minister. On balance do you agree or disagree with the following statements?

Agree

Disagree

**In the long term, the Labour party's policies would improve the state of Britain's economy**



**In the long term, the Labour party's policies would improve the state of Britain's public services**

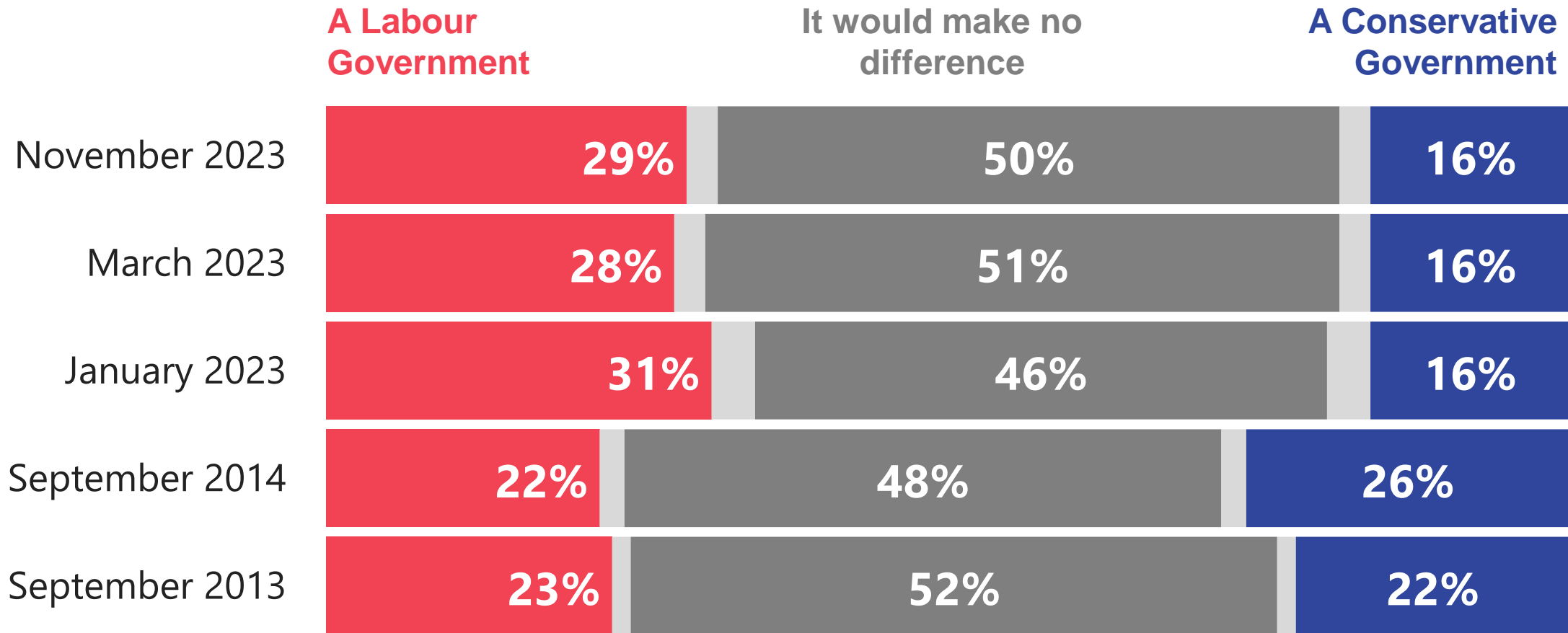


Base: 1,001 British adults 18+, 1-8 November 2023



# 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: 1,001 British adults 18+, 1-8 November 2023





## November 2023 Political Monitor

### For more information

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