

# IPSOS POLITICAL MONITOR

December 2023

# VOTING INTENTION

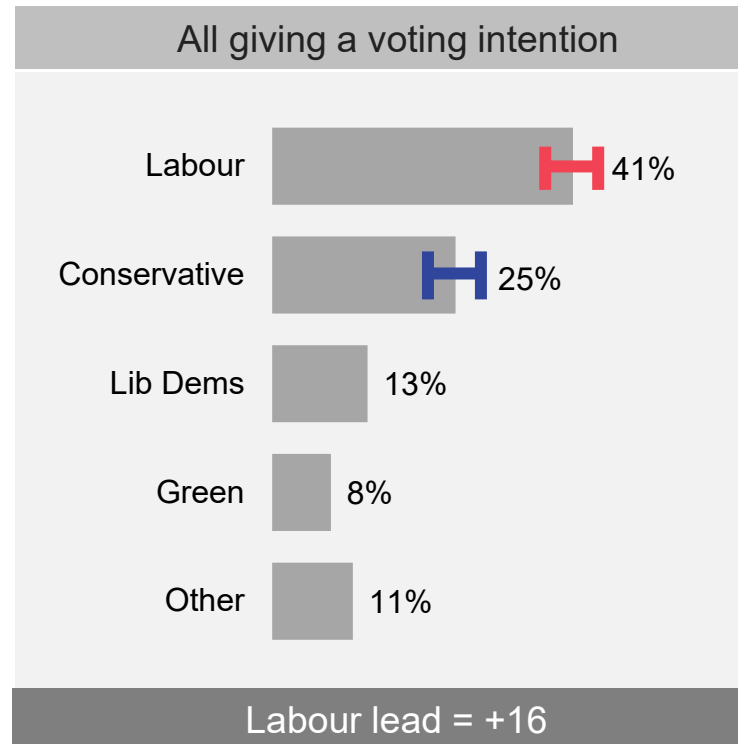
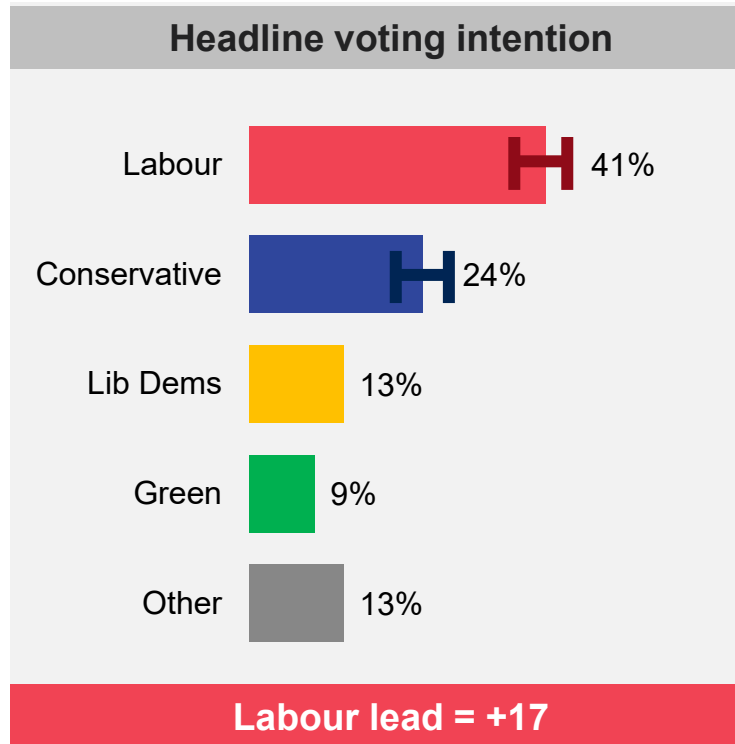
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: December 2023

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



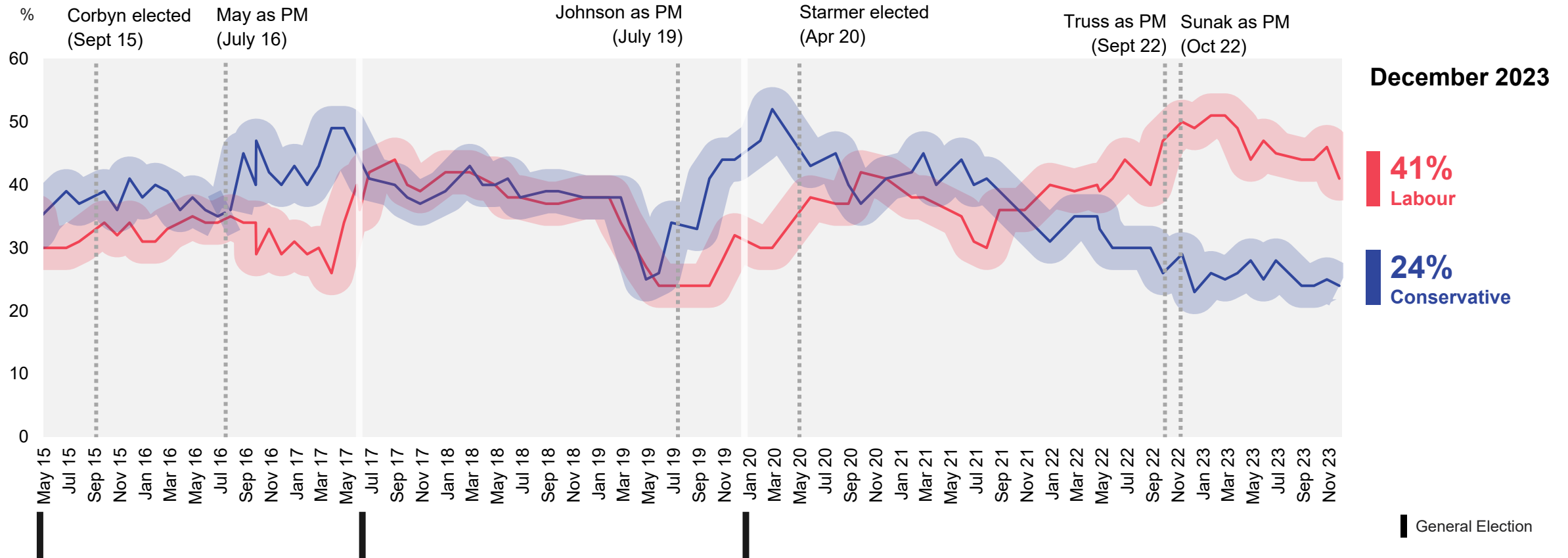
Base: 1,008 British adults 18+, 1-7 December 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 621. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



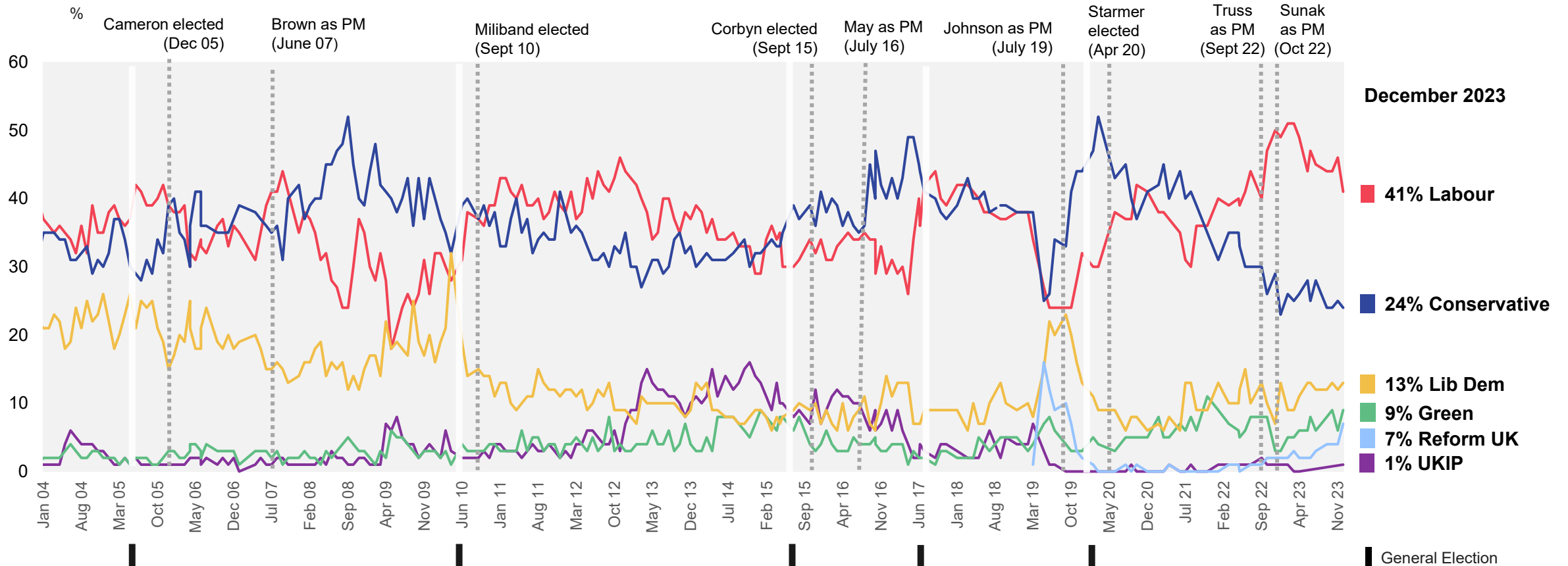
Base: c. :800 British adults 18; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – December '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."

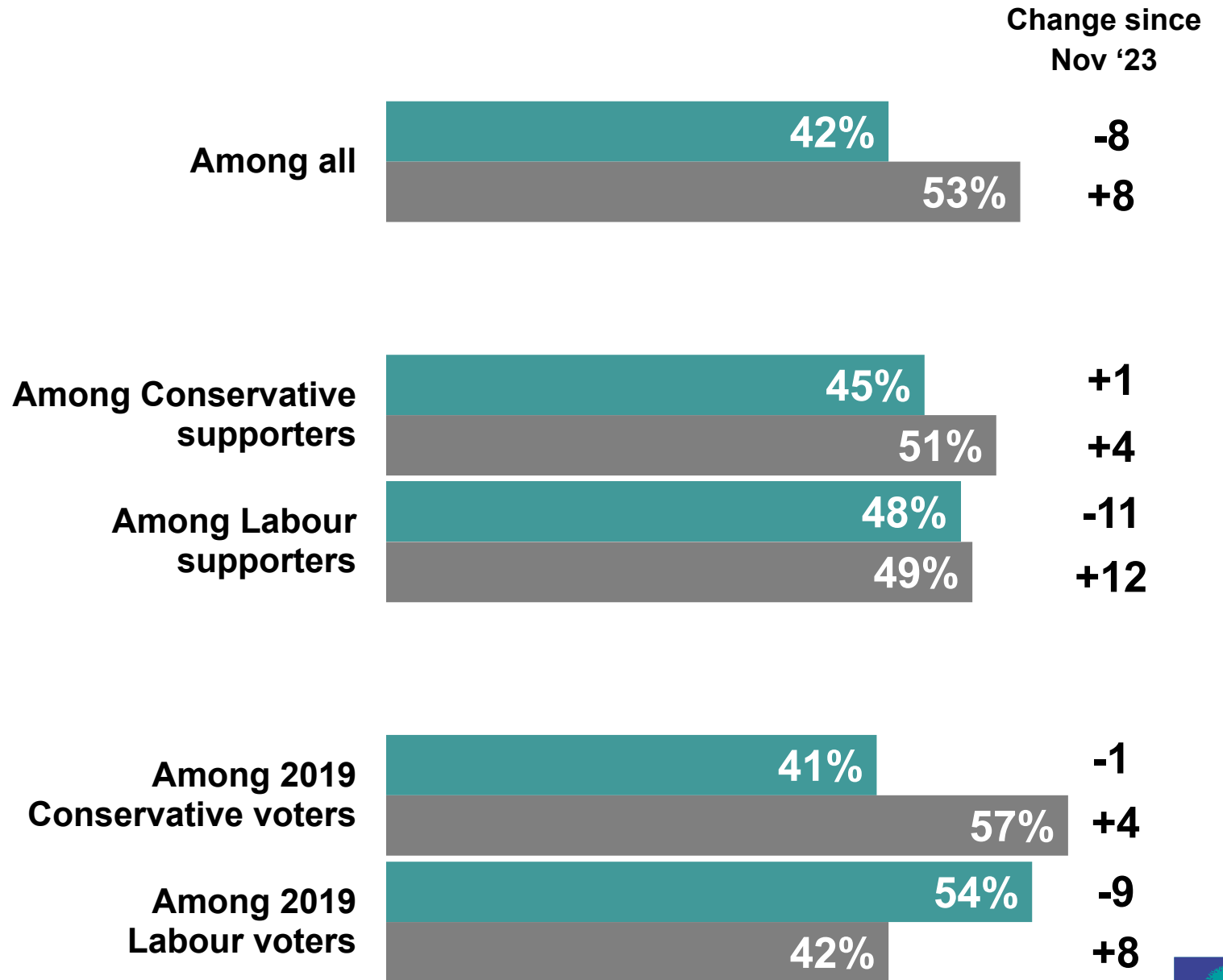
Source: Ipsos Political Monitor



# Have people definitely decided who to vote for or might they change their mind?

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

■ Definitely decided  
■ May change mind

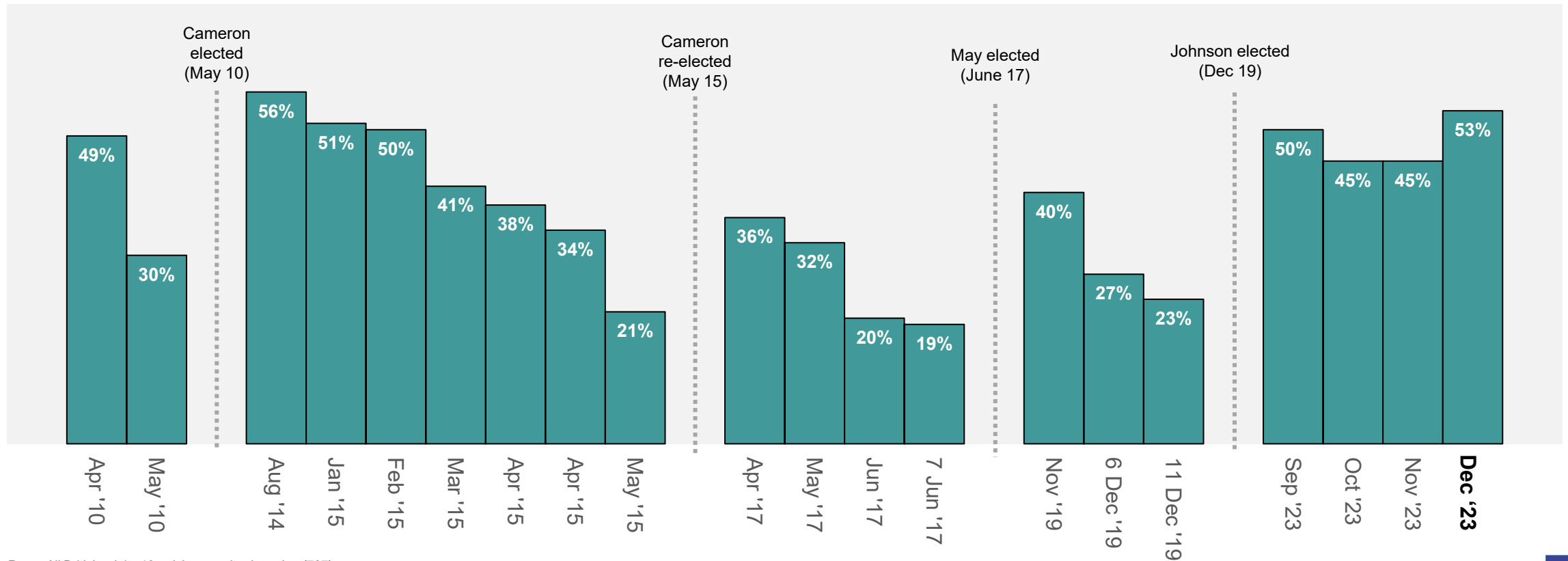


**Base:** All British adults 18+ giving a voting intention (762) 1-7 December 2023 including (331) Labour supporters, (180) Conservative supporters, (245) 2019 Conservative voters and (248) 2019 Labour voters



# Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?



Base: All British adults 18+ giving a voting intention (767)

Source: Ipsos Political Monitor



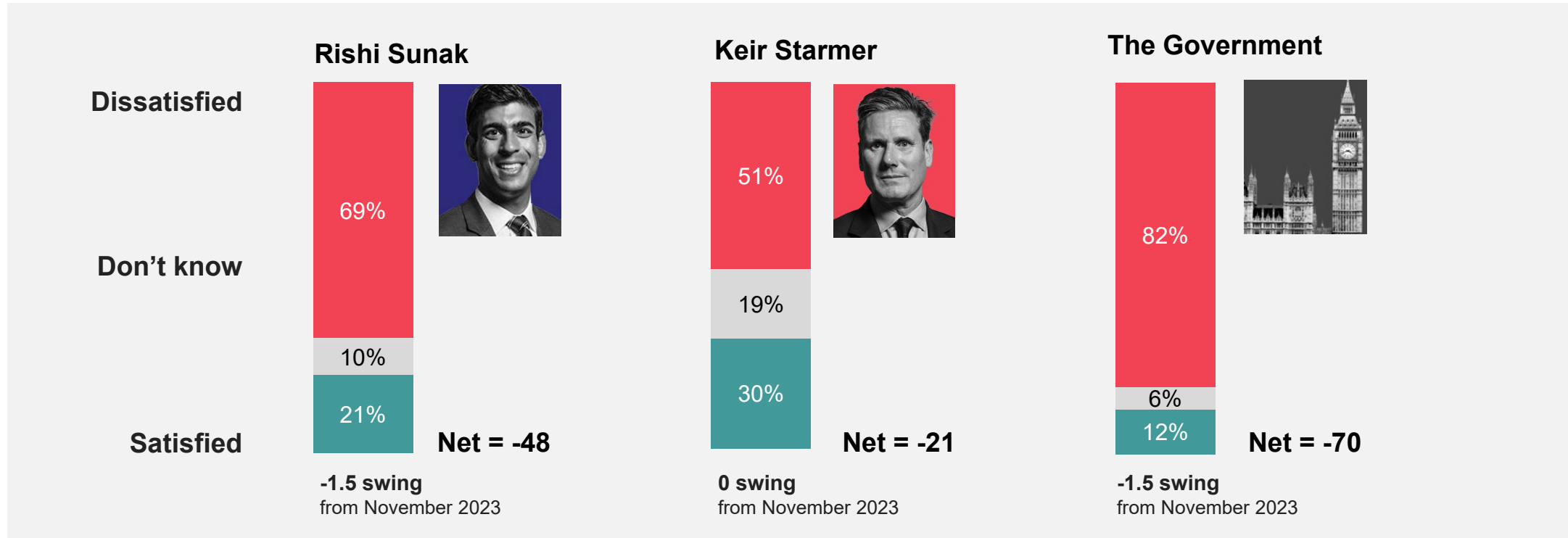


**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS



# Satisfaction with leaders and the Government: December 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: 1,08 British adults 18+, 1-7 December 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

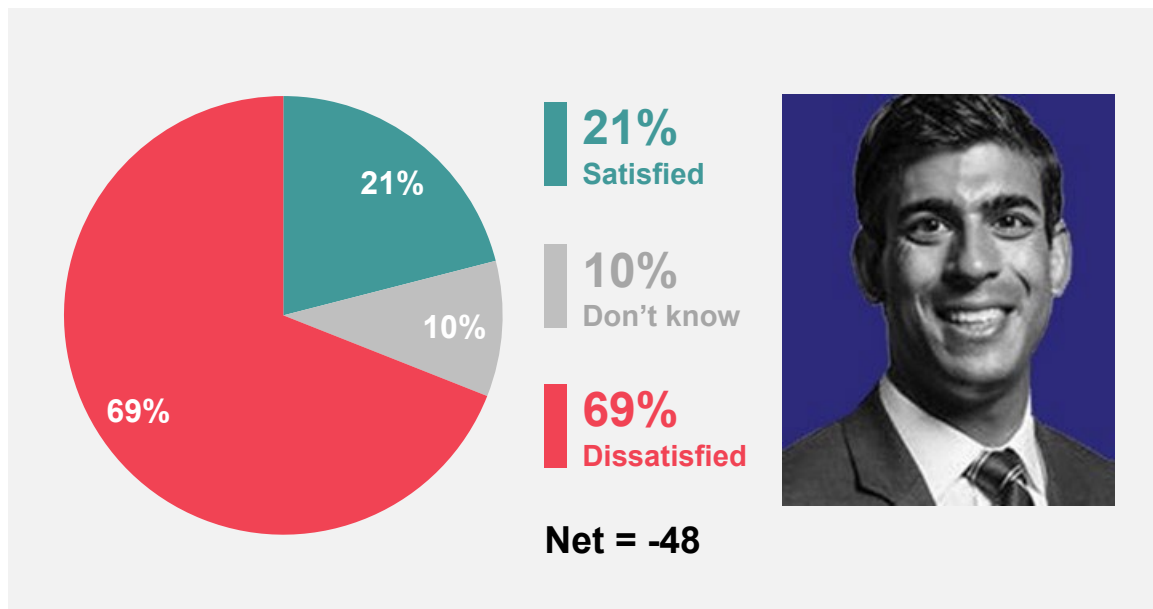


# Rishi Sunak: Satisfaction

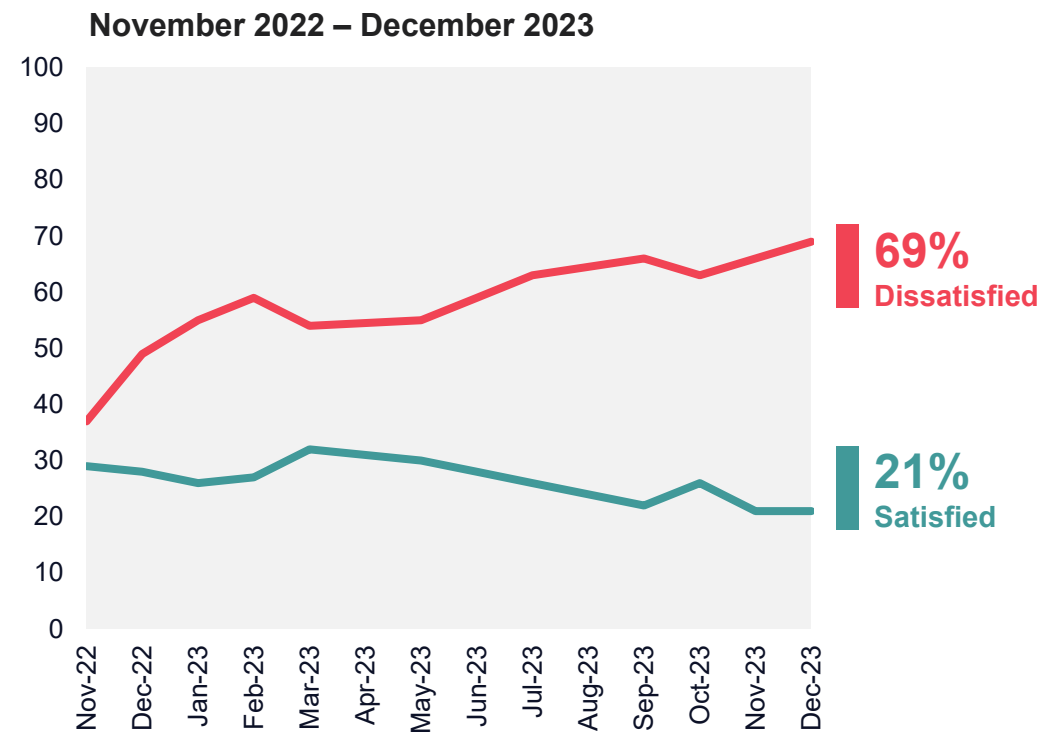
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

December 2023

Among all



Base: 1,008 British adults 18+, 1-7 December 2023



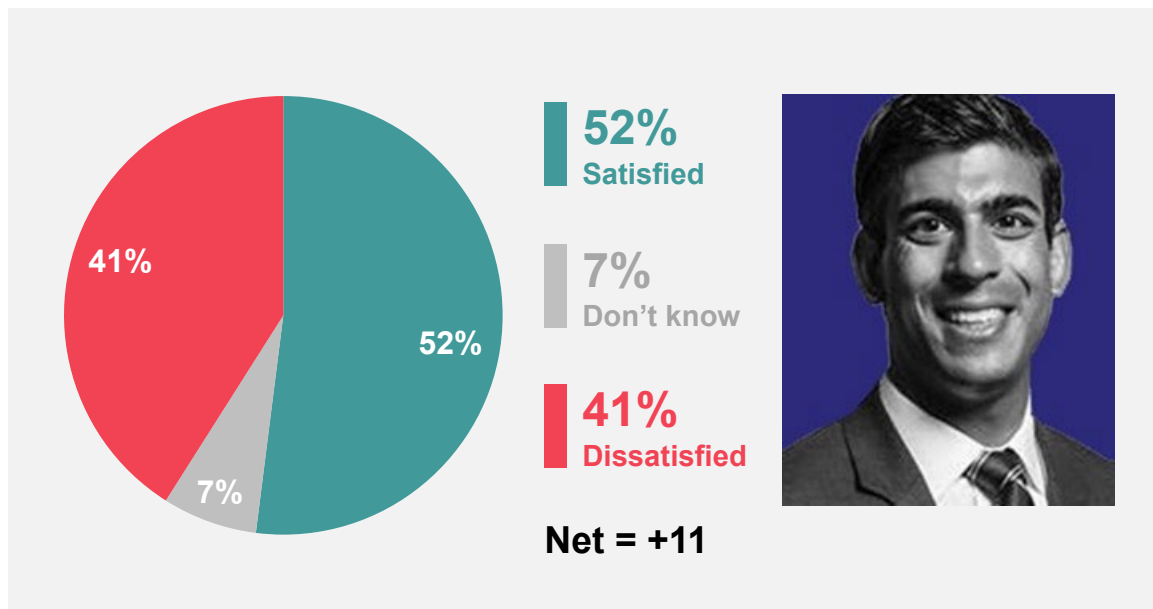
Source: Ipsos Political Monitor



# Rishi Sunak: Satisfaction amongst Conservative supporters

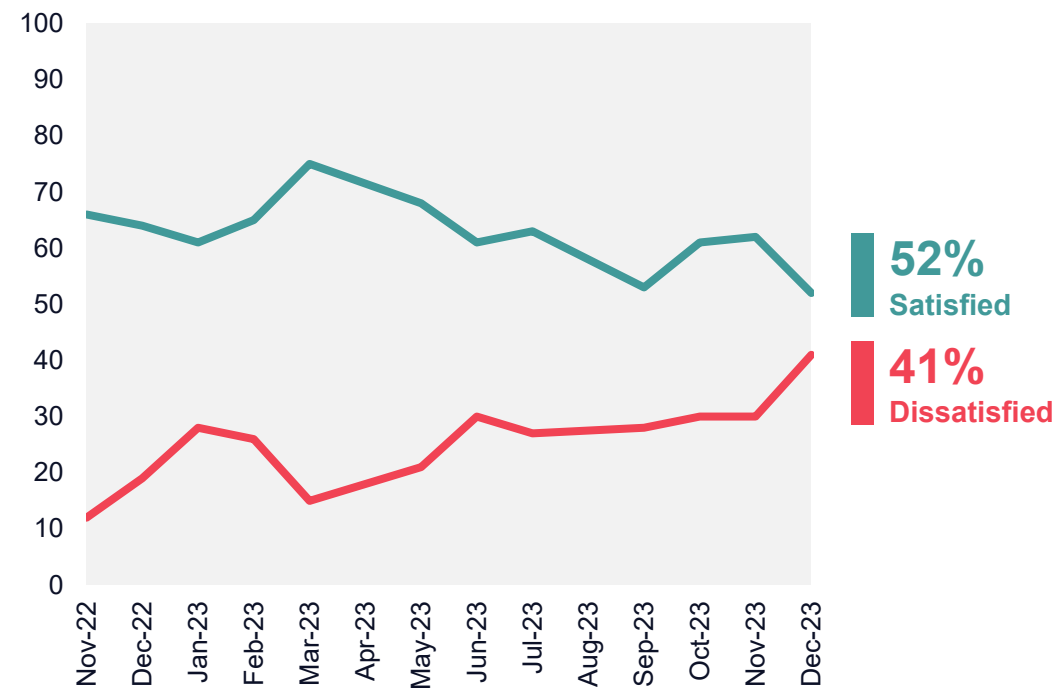
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

December 2023



Base: 180 Conservative party supporters aged 18+, 1-7 December 2023

November 2022 – December 2023

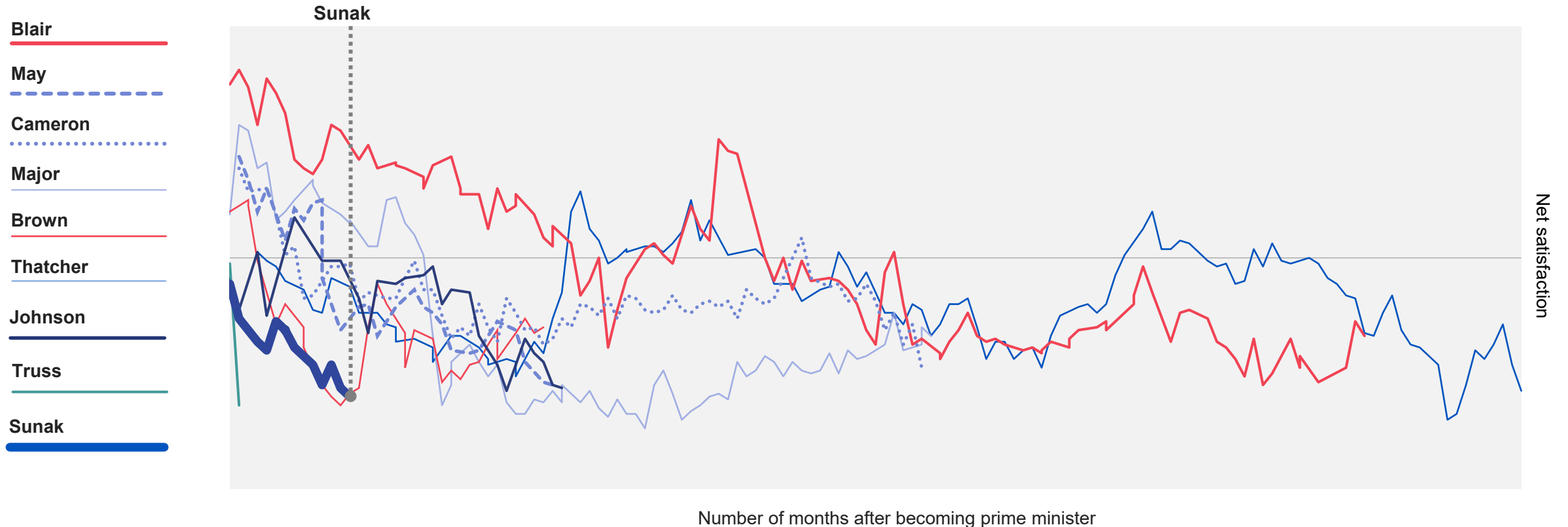


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

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



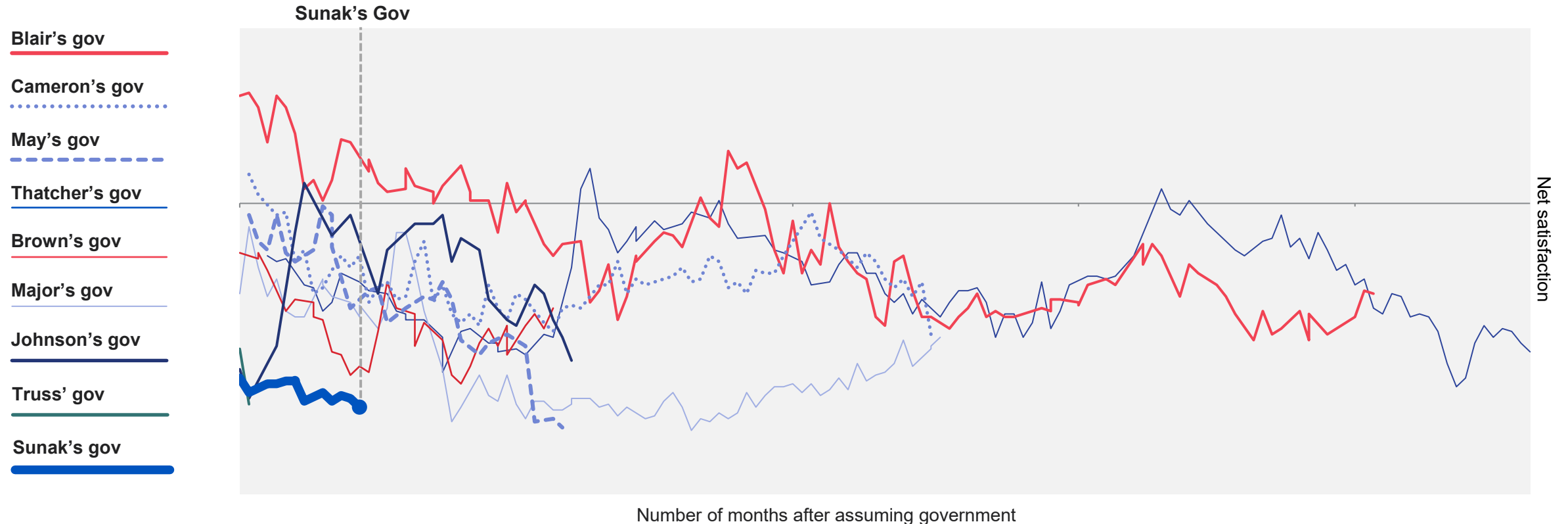
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone  
**Base:** c.1,000 British adults each month

**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

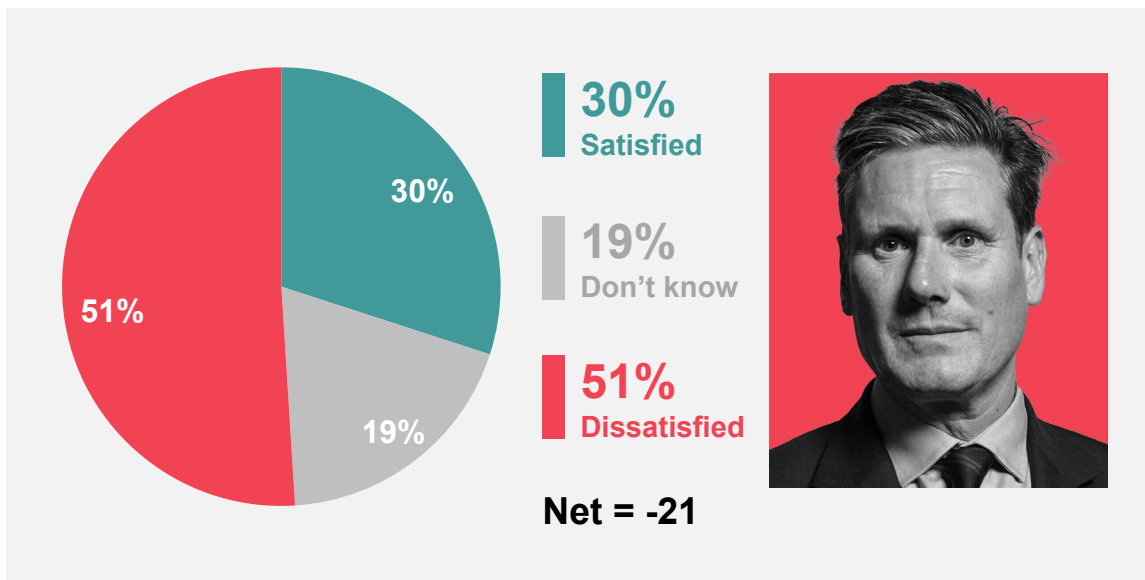
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction

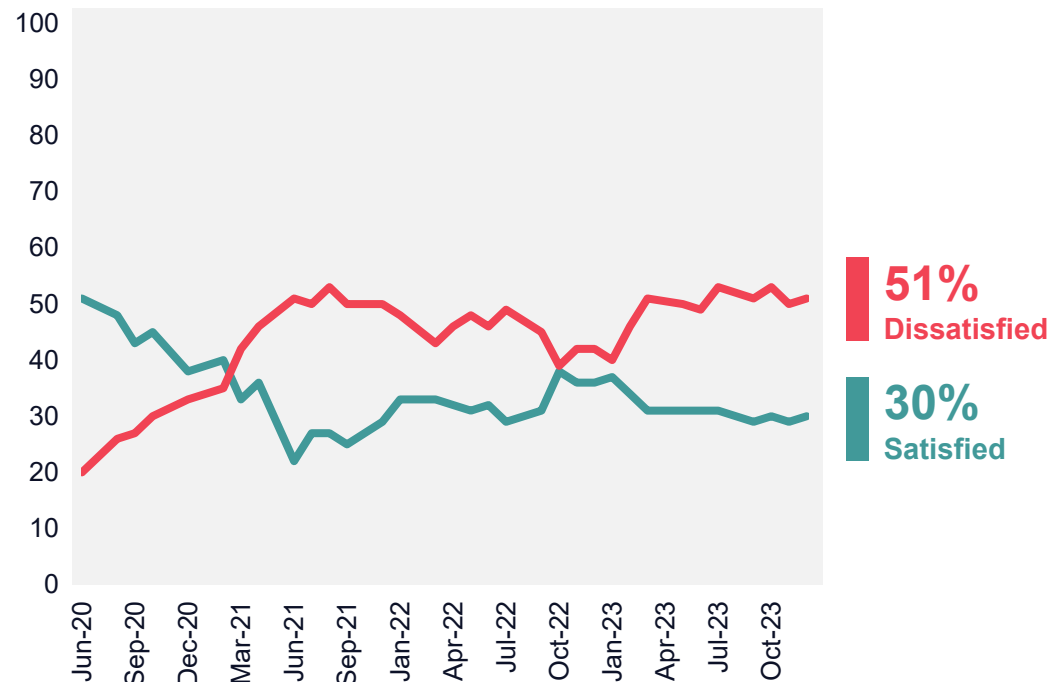
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

December 2023



Base: 1,008 British adults 18+, 1-7 December 2023

June 2020 – December 2023



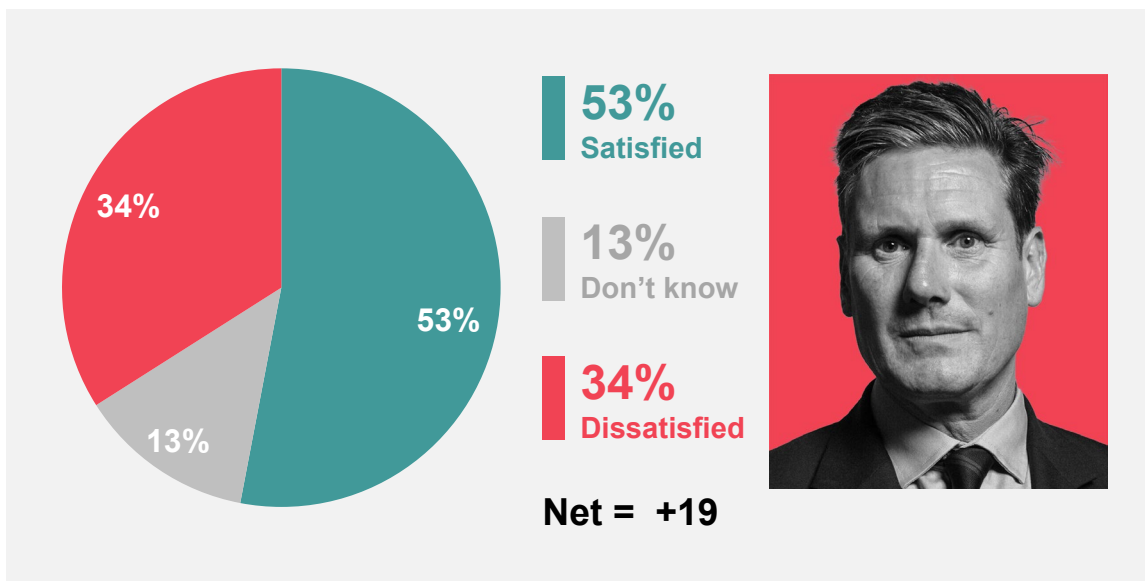
Source: Ipsos Political Monitor



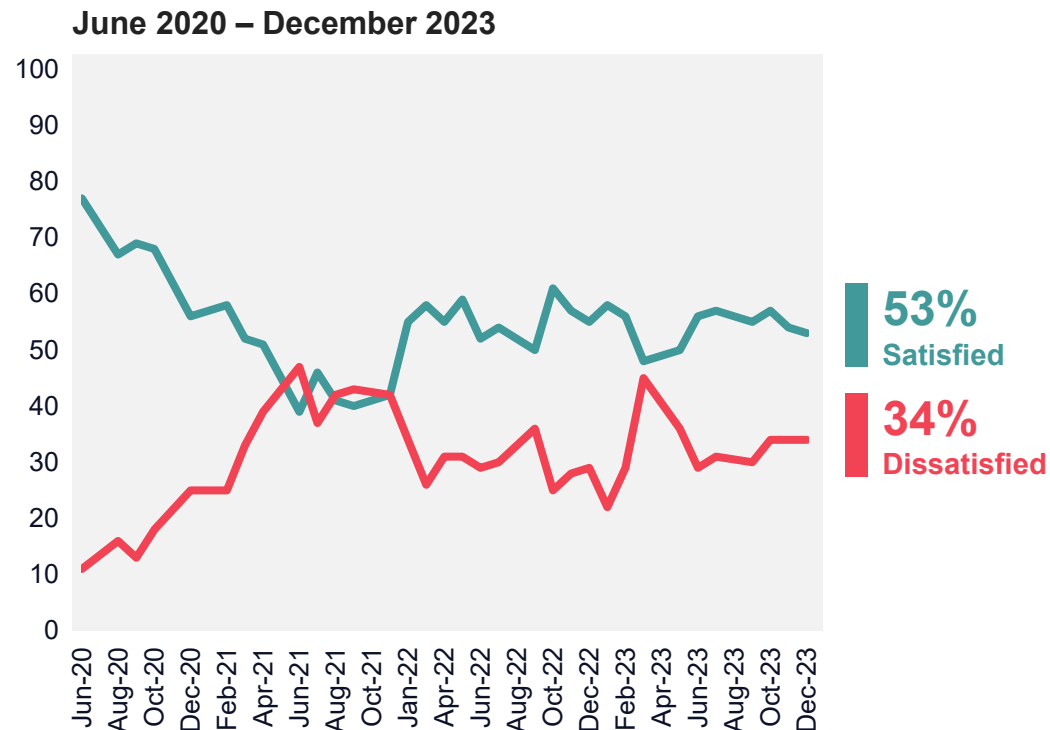
# Keir Starmer: Satisfaction amongst Labour supporters

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

December 2023



Base: 331 Labour Party supporters aged 18+, 1-7 December 2023

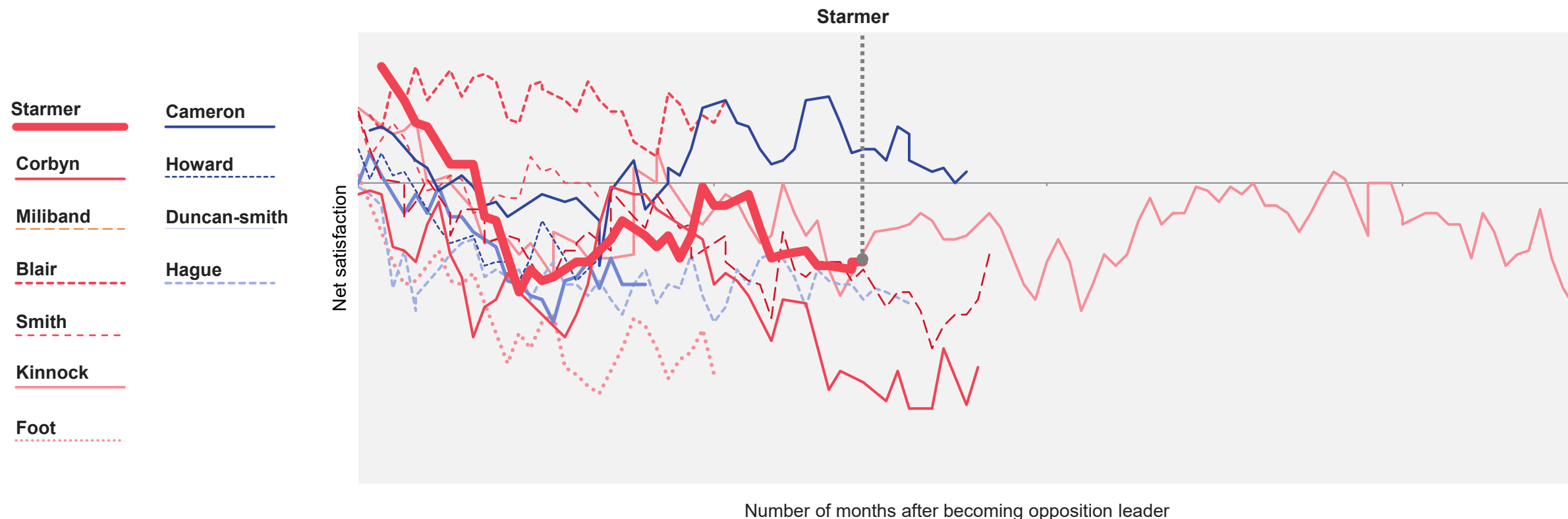


Source: Ipsos Political Monitor



# 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

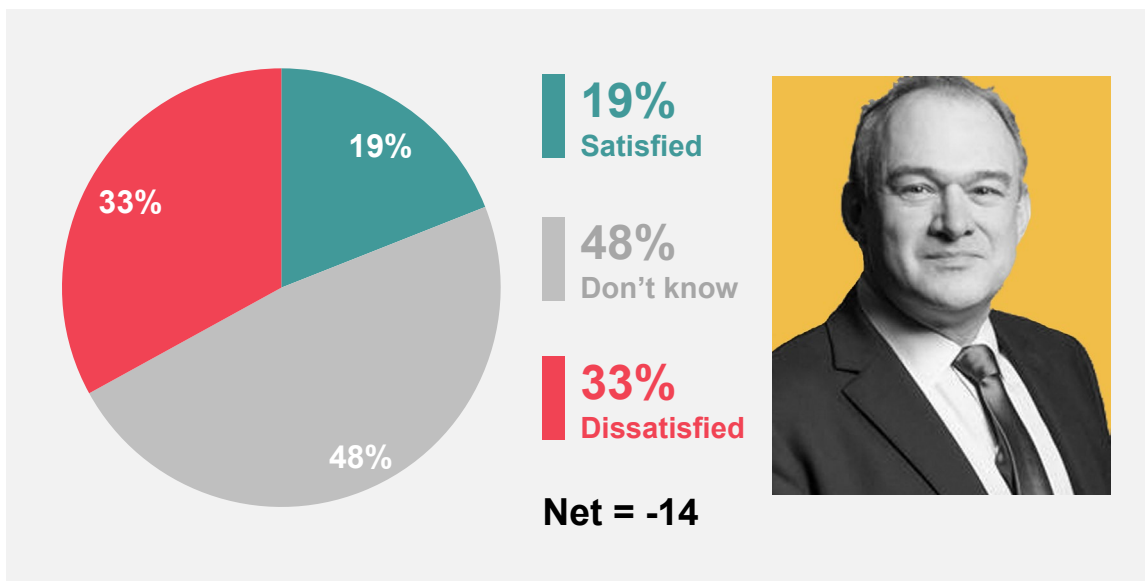




# Ed Davey: Satisfaction

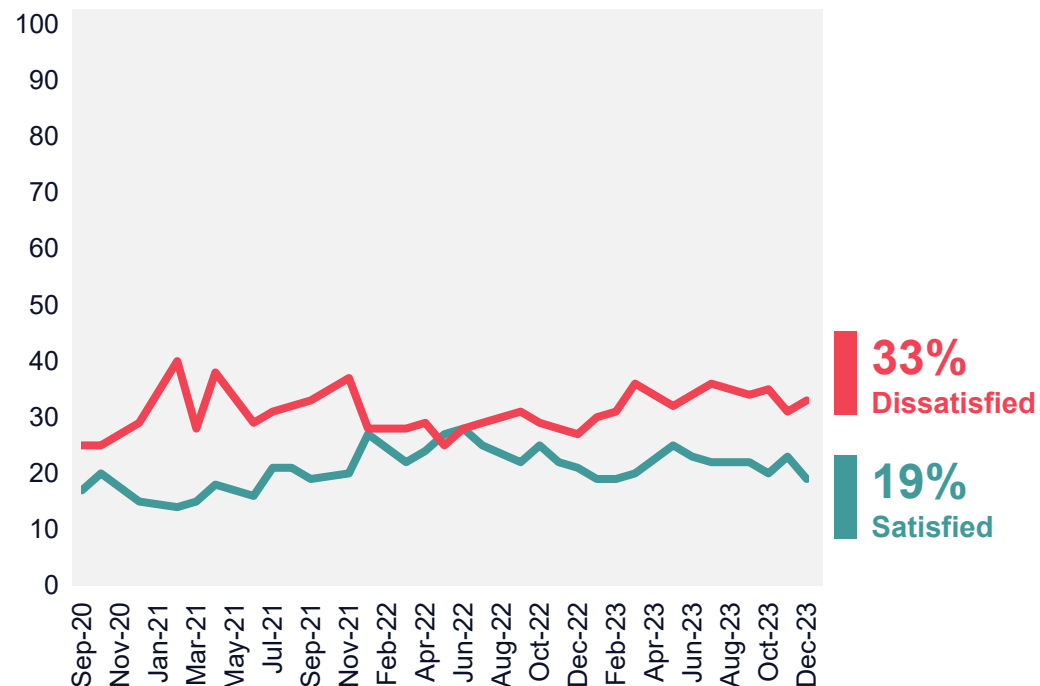
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

December 2023



Base: 1,008 British adults 18+, 1-7 December 2023

September 2020 – December 2023



Source: Ipsos Political Monitor



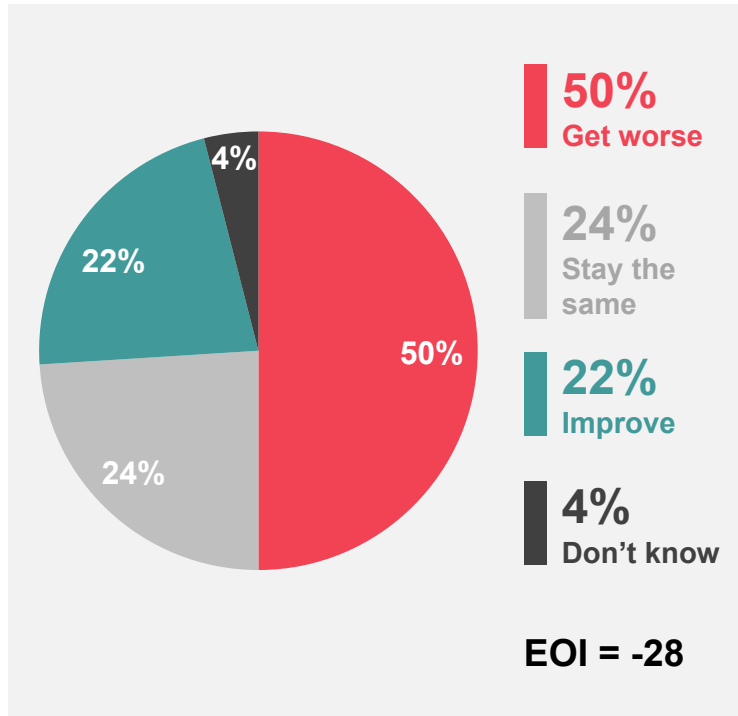
# THE ECONOMY



# Economic Optimism Index

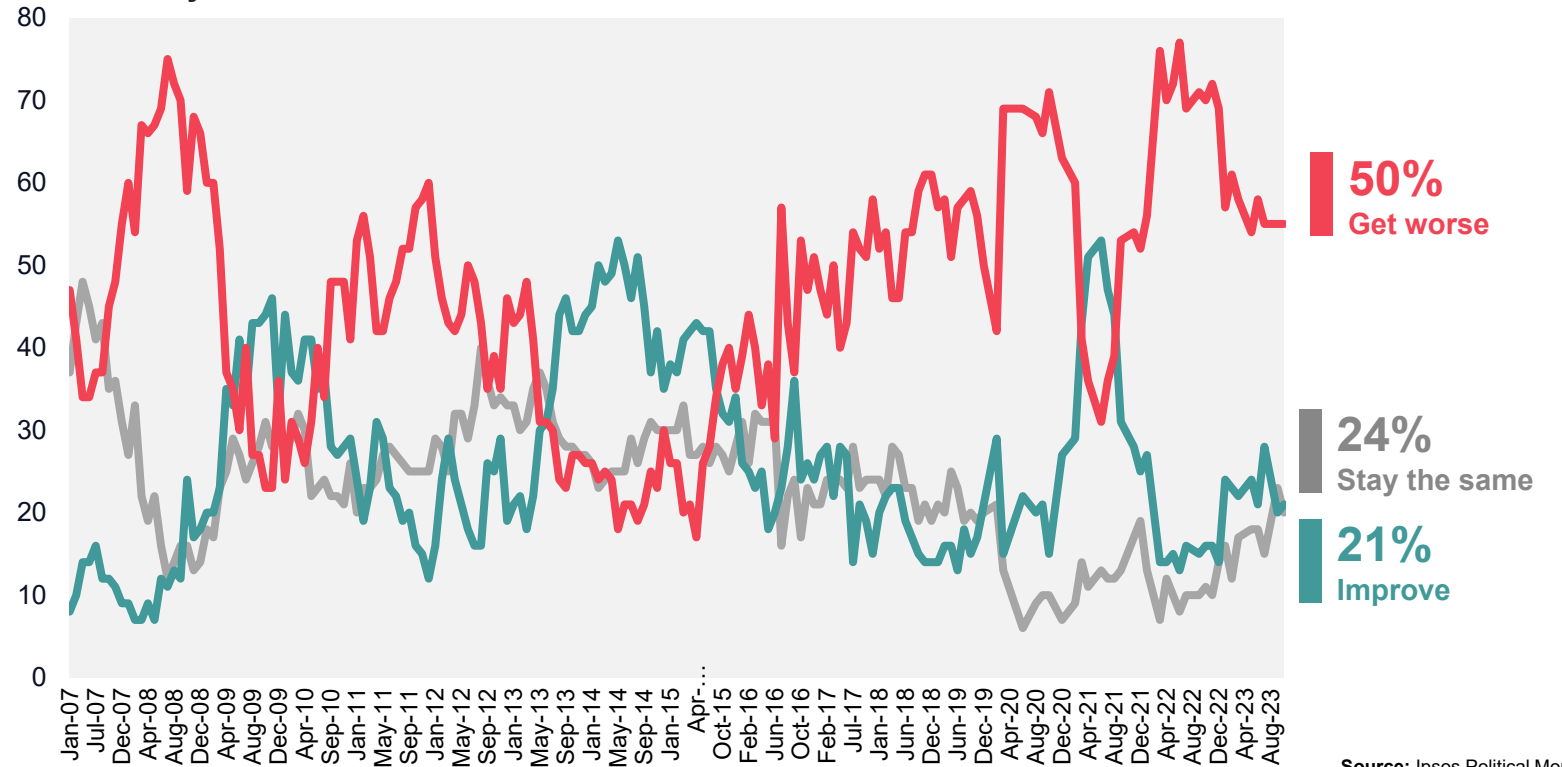
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

December 2023



Base: 1,008 British adults 18+, 1-7 December 2023

January 2007 – December 2023

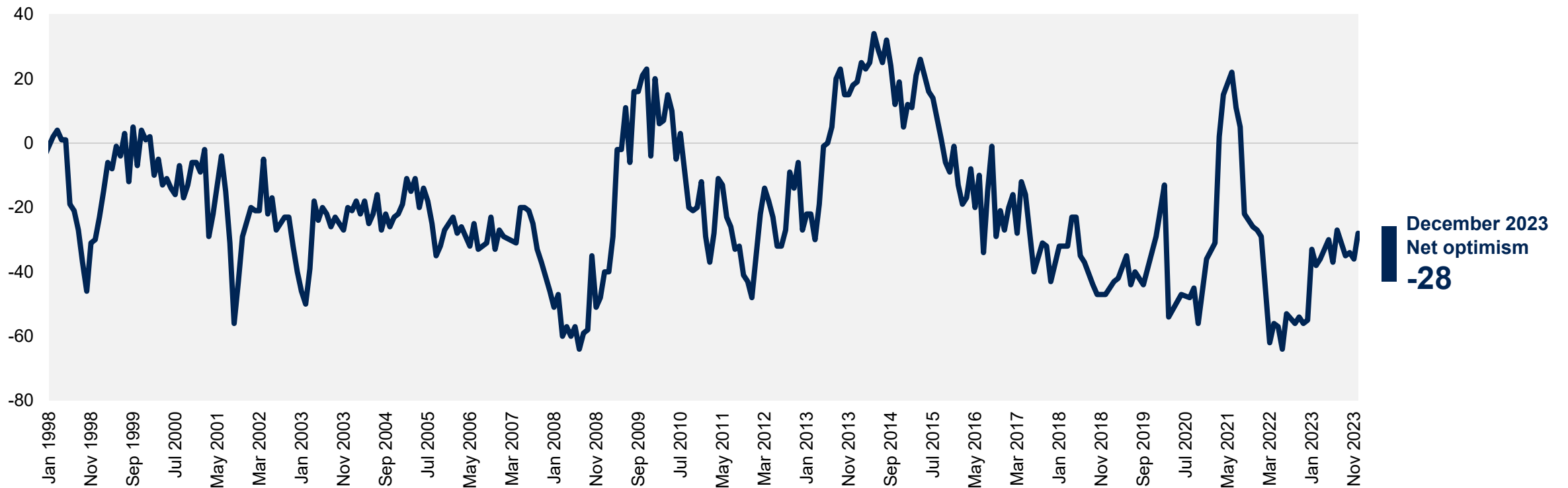


Source: Ipsos Political Monitor



# 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

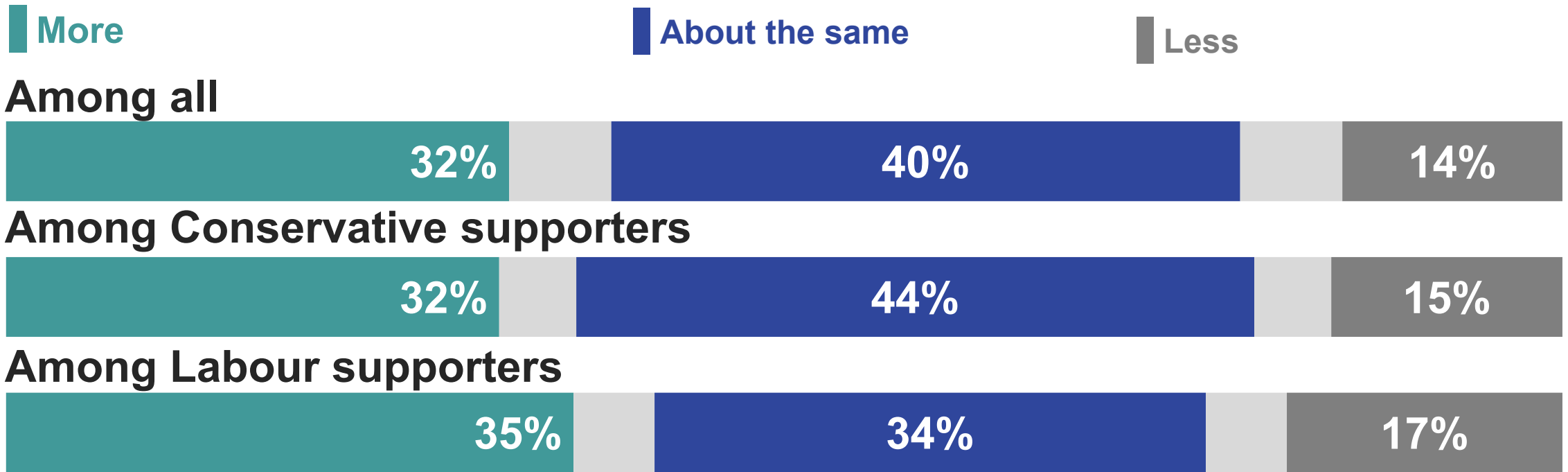
Source: Ipsos Political Monitor



# Will you be paying more or less tax next year?

As you may know, at the recent Autumn Statement, the Chancellor Jeremy Hunt made several announcements which included reducing the level of national insurance paid by employees from 12% to 10% and also reducing the rates for the self-employed, but also continuing the freeze on various tax thresholds meaning that some people will pay more tax as their incomes rise and they go into higher tax bands.

Based on what you know or have heard about these changes, do you think that, taking everything into account, you will personally be paying more or less tax next year, or about the same, than you paid this year?



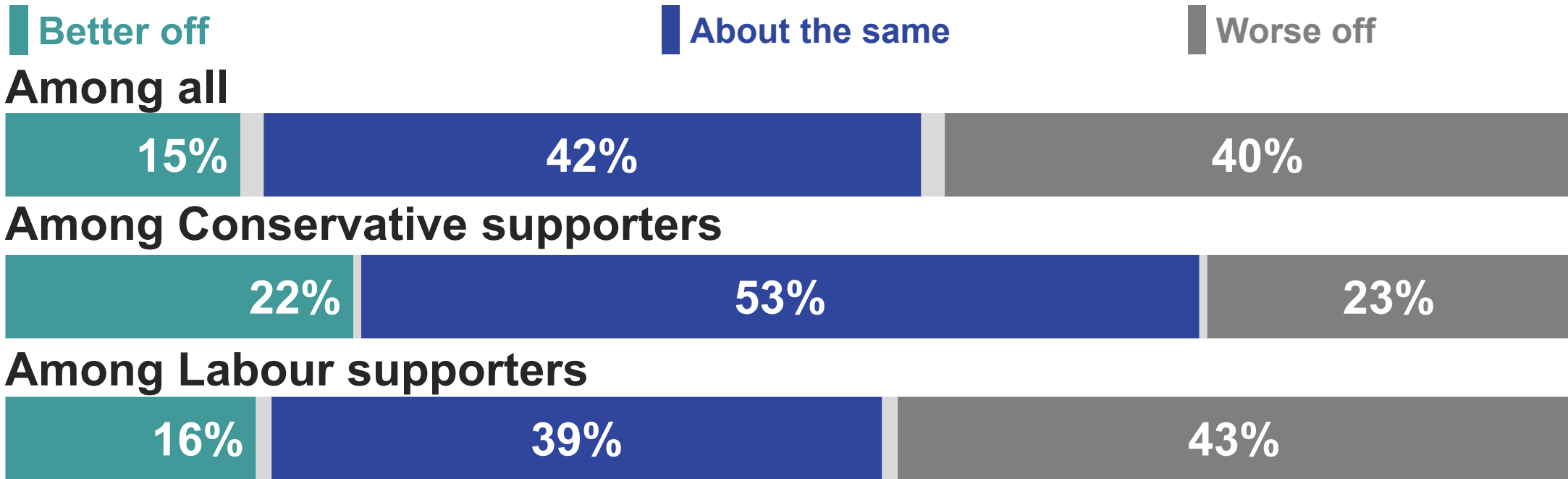
Base: 1,008 British adults 18+, 1-7 December 2023, including Conservative supporters (180), and Labour supporters (331)



# Will you be better or worse off next year?

Now please think about things that might either improve or reduce your own standard of living next year. This might include recent tax cuts and increases in state benefits, freezes to tax thresholds, what might happen to your own personal income such as potential changes to salary and wages, inflation, bills, interest rates and the cost of living in general.

Taking everything into account do you think you will be better or worse off next year, or about the same, than you are today?



Base: 1,008 British adults 18+, 1-7 December 2023, including Conservative supporters (180), and Labour supporters (331)





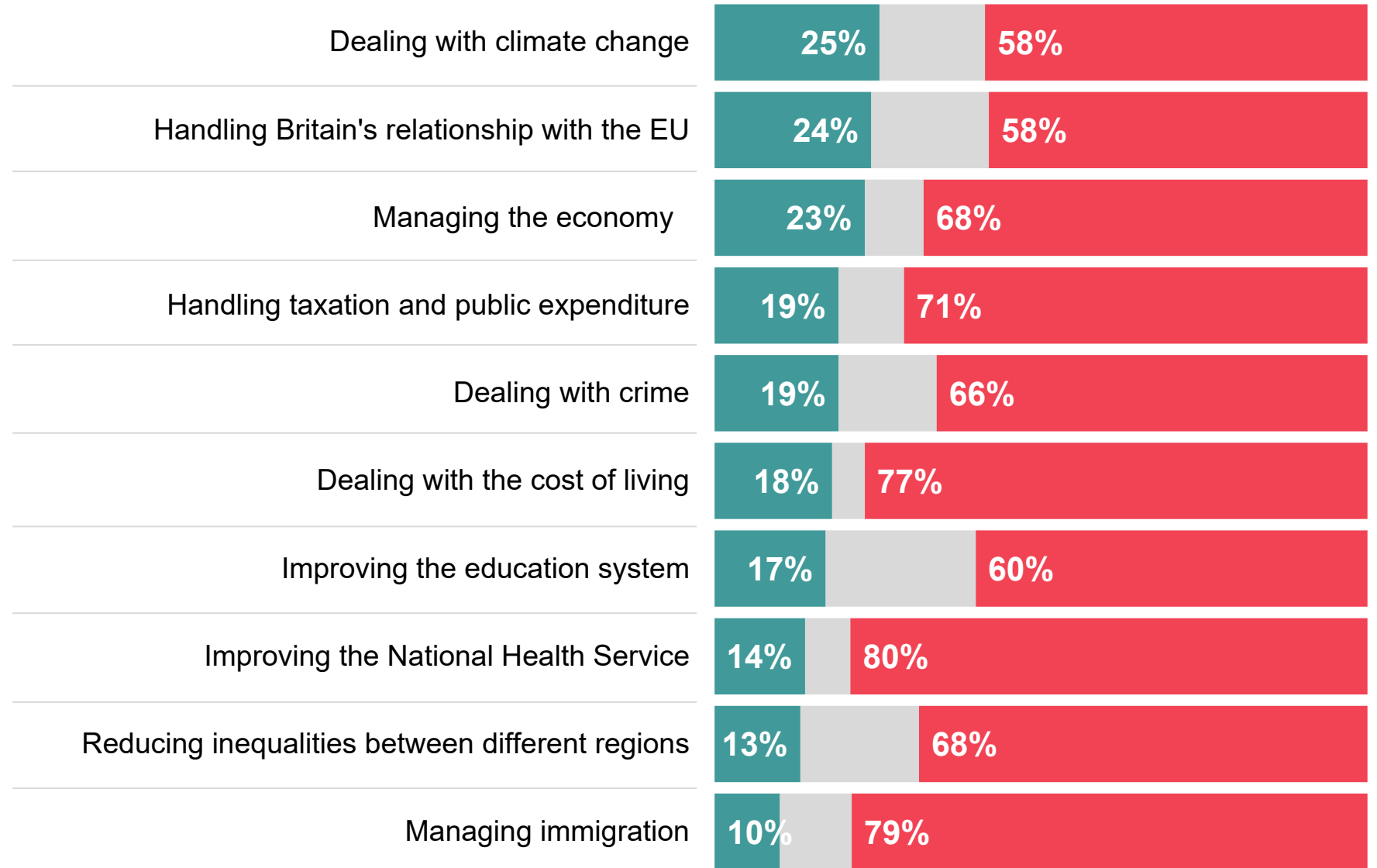
# GOVERNMENT PERFORMANCE

# Rishi Sunak's government performance: December 2023

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?

**Good job**

**Bad job**



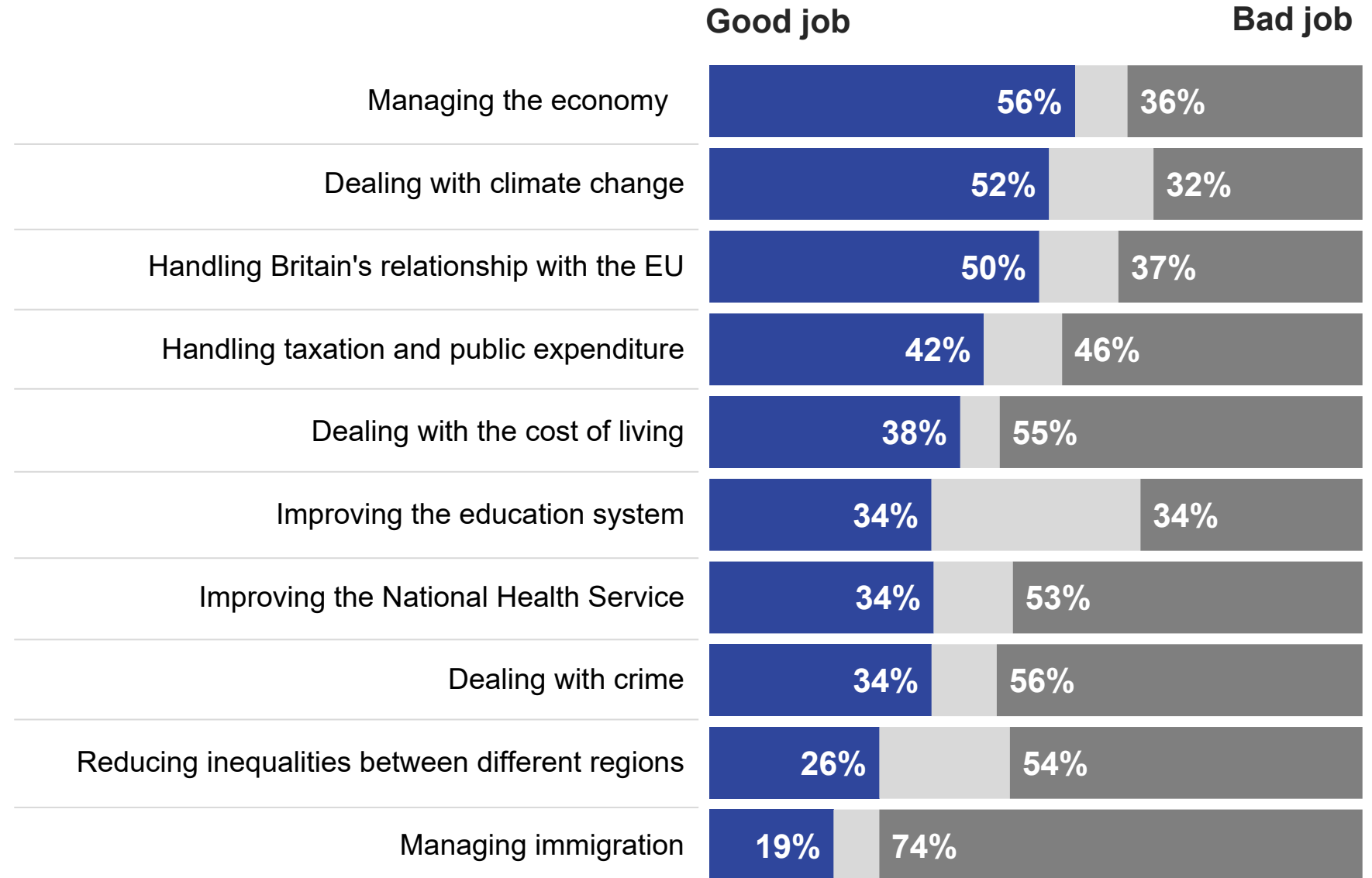
Base: 1,008 British adults 18+, 1-7 December 2023





# Rishi Sunak's government performance: Among Conservative supporters

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...?



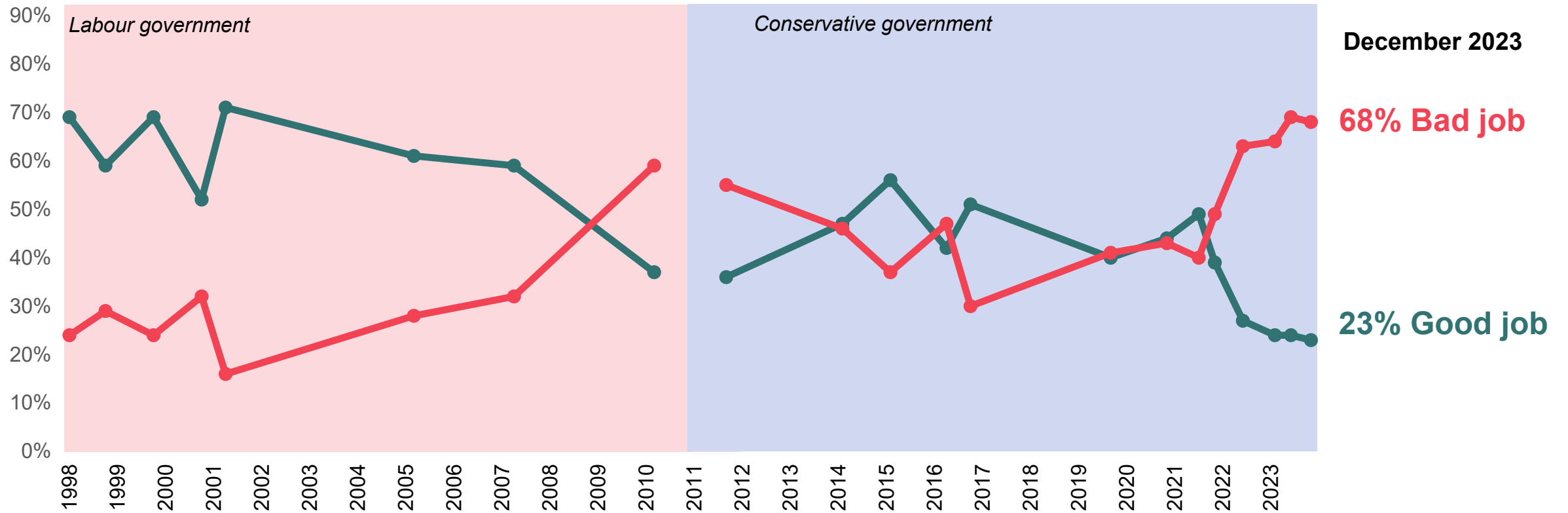
Base: 180 British adults 18+, who would currently vote Conservative, 1-7 December 2023



# The Government's handling of managing the economy

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at...? Managing the economy

April 1998 – December 2023



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

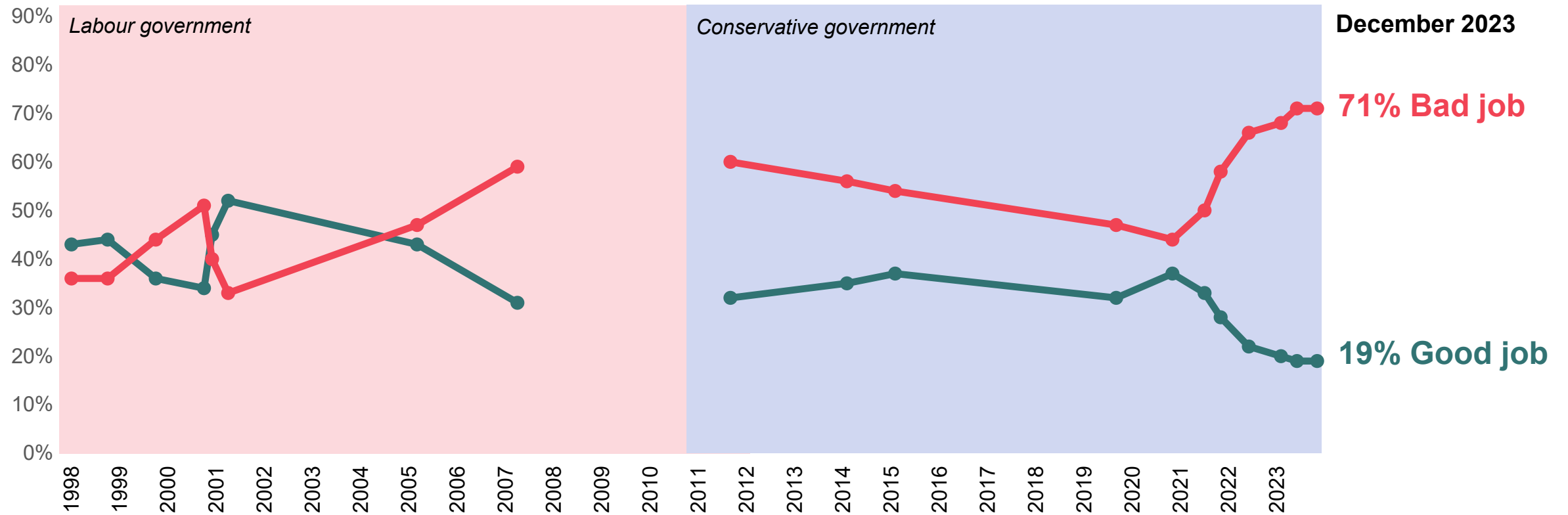
Source: Ipsos Political Monitor



# The Government's handling of taxation and public expenditure

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? handling taxation and public expenditure

April 1998 – December 2023



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

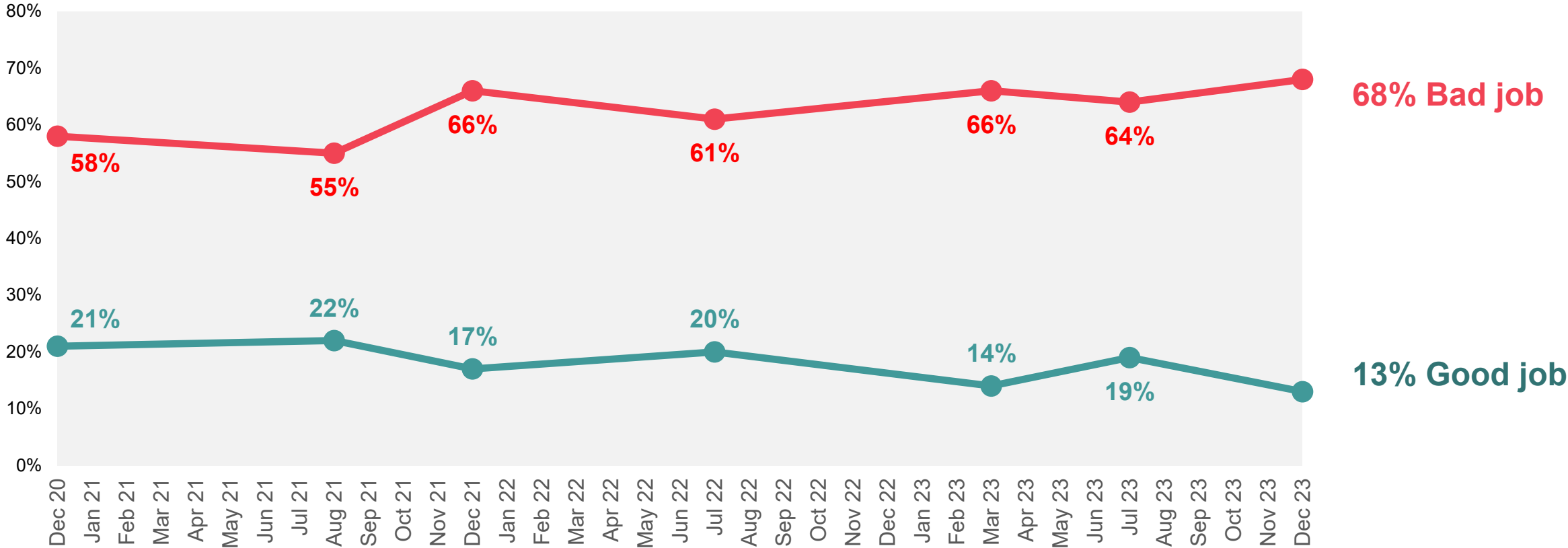
Source: Ipsos Political Monitor



# The Government's handling of levelling up

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Reducing inequalities between different regions, known as 'levelling-up'

December 2020 – December 2023

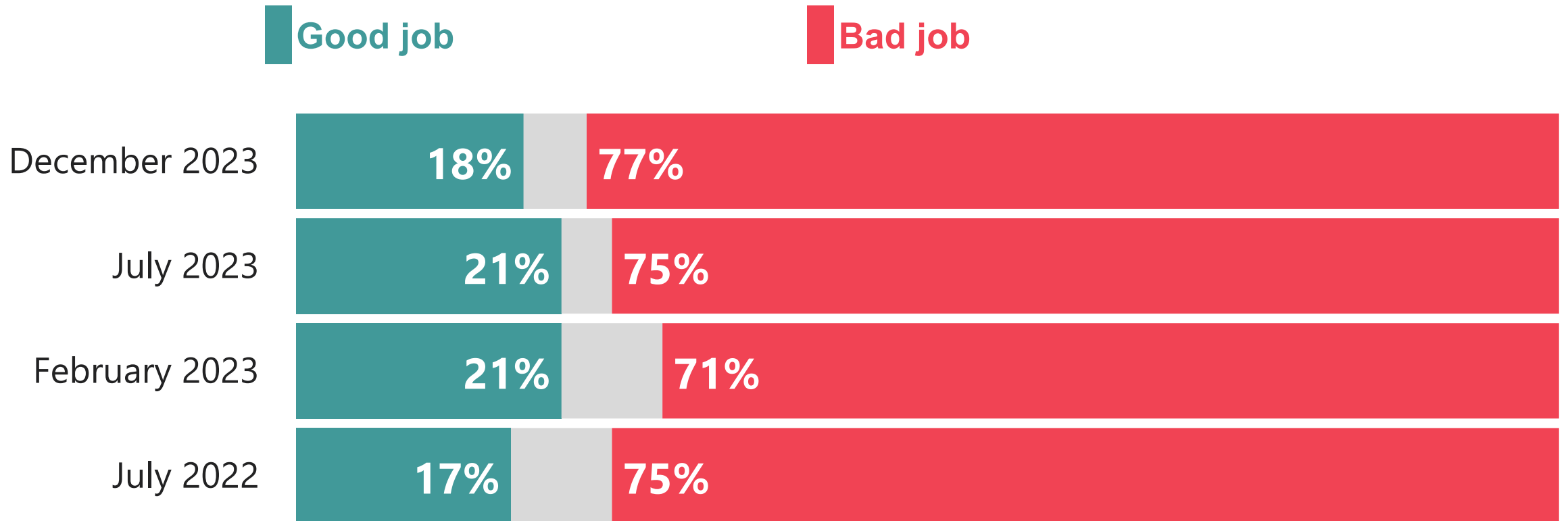


Base: 1,008 British adults 18+, 1-7 December 2023. c.1000 people asked each wave.  
 Date including and prior to July 2022 based upon the question:  
 Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



# The Government's handling of the cost of living

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Dealing with the cost of living



Base: 1,008 British adults 18+, 1-7 December 2023. Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?

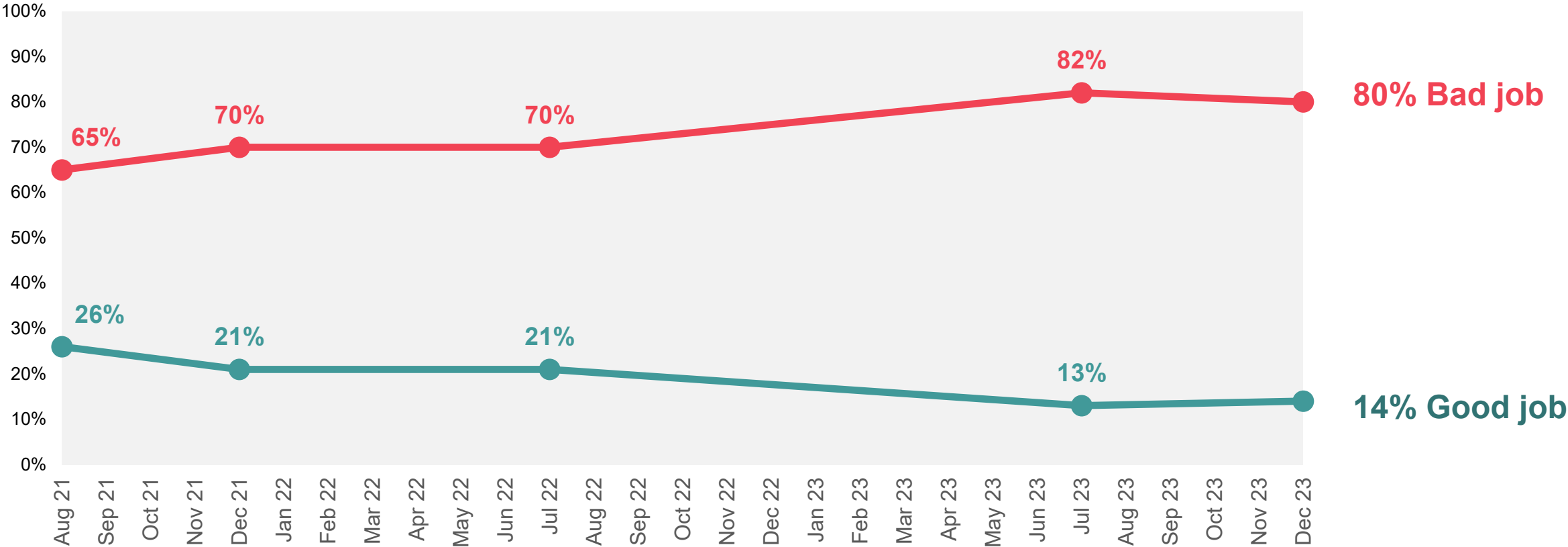
Source: Ipsos Political Monitor



# The Government's handling of the NHS

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Improving the National Health Service

## August 2021 – December 2023



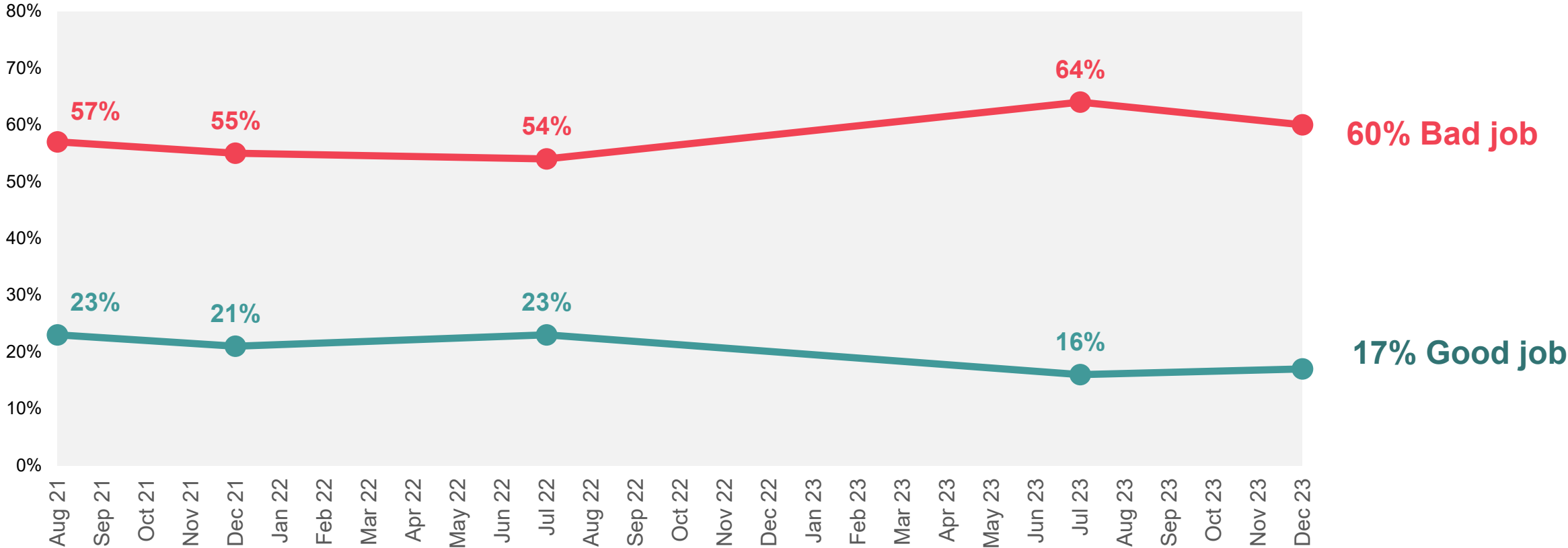
Base: 1,008 British adults 18+, 1-7 December 2023 \* Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



# The Government's handling of education

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Improving the education system

August 2021 – December 2023



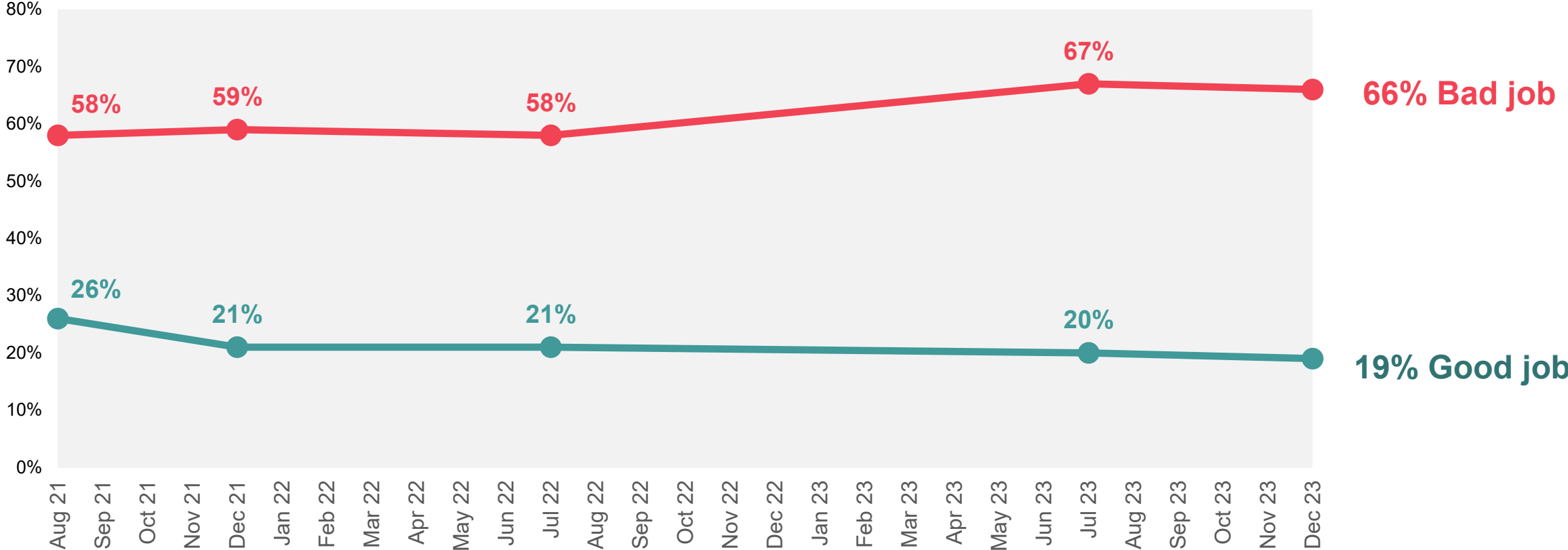
Base: 1,008 British adults 18+, 1-7 December 2023. c.1000 people asked each wave. Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



# The Government's handling of crime

Since Rishi Sunak's government was formed in October 2022 do you think the government has done a good or bad job at ...? Dealing with crime

August 2021 – December 2023



Base: 1,008 British adults 18+, 1-7 December 2023. c.1000 people asked each wave. Date including and prior to July 2022 based upon the question: Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?

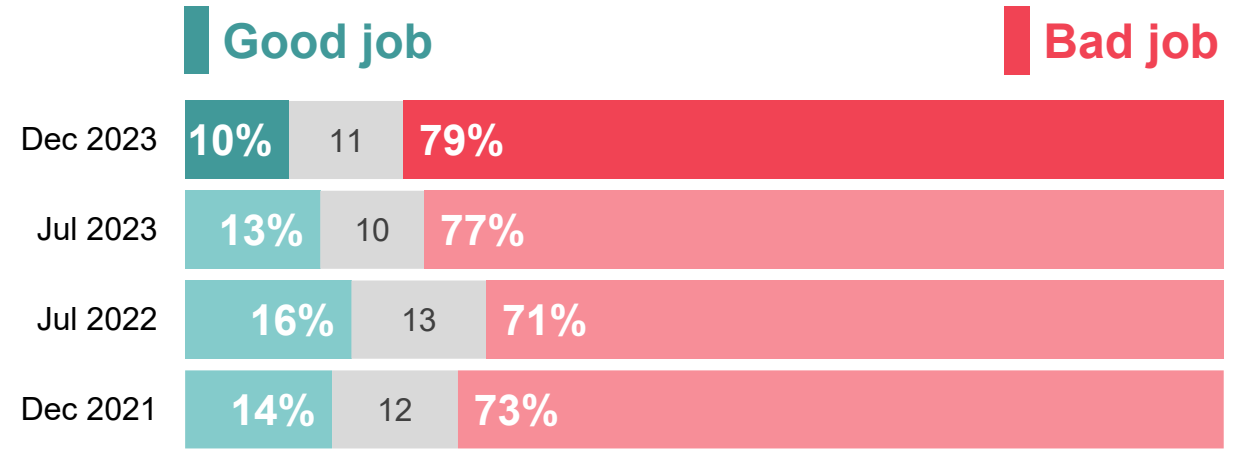




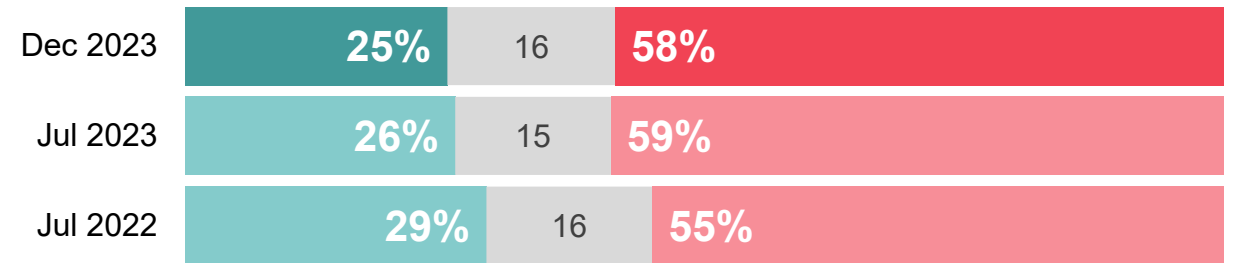
# Government's performance: Trends

Since Rishi Sunak's government was formed in October 2022, do you think the government has done a good or bad job at...?

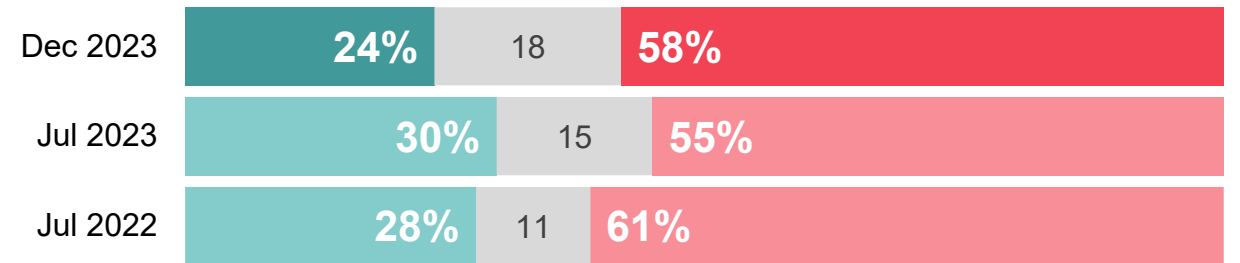
## Managing immigration



## Dealing with climate change



## Handling Britain's relationship with the European Union



**Base: 1,008** British adults 18+, 1-7 December 2023. Date including and prior to July 2022 based upon the question:  
 Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



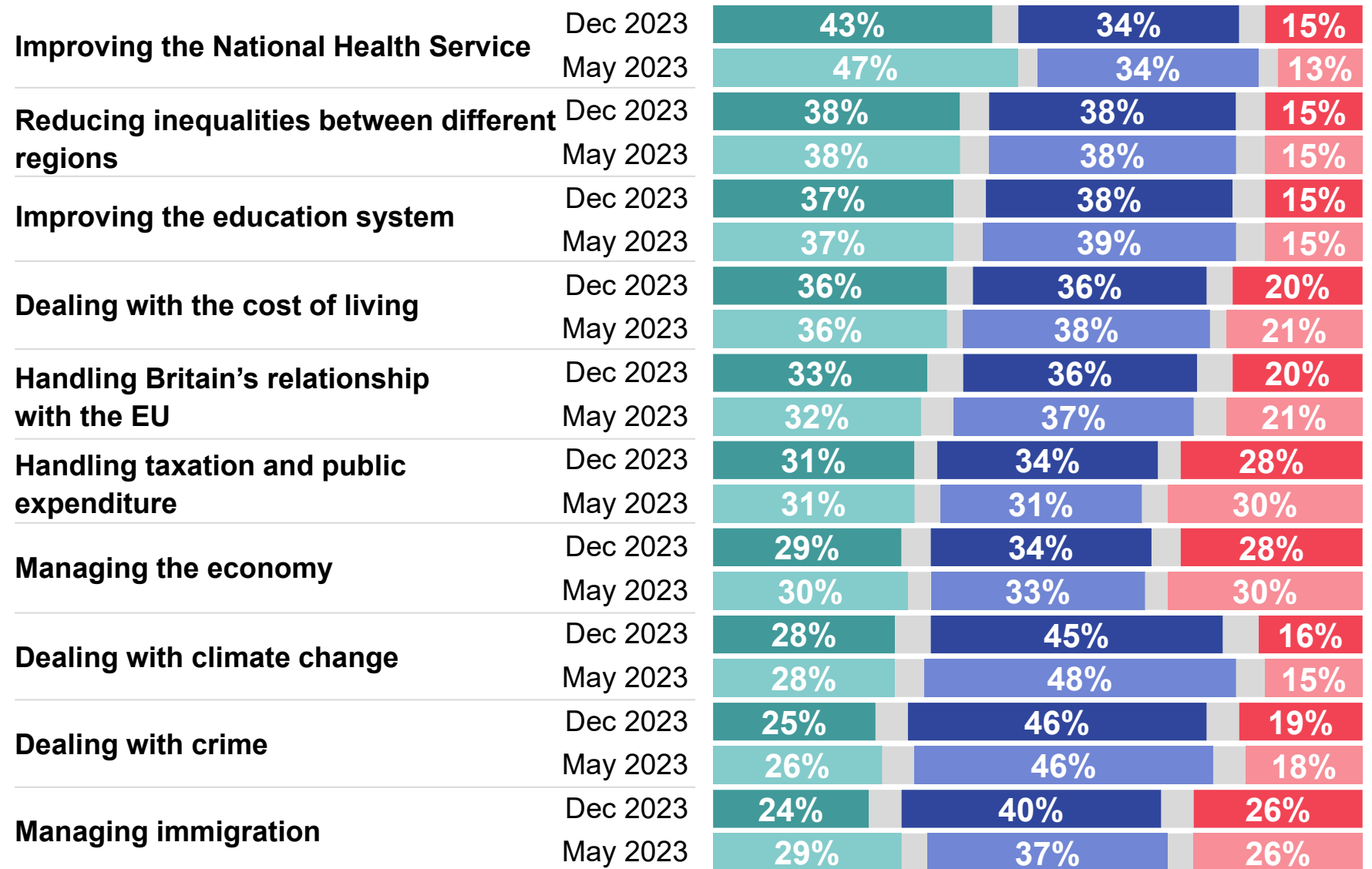
# Would Labour do a better job in office?

And do you think that a Labour Government with Keir Starmer as Prime Minister would do a better or worse job, or about the same at...?

**Better job**

**About the same**

**Worse job**



Base: 1,008 British adults 18+, 1-7 December 2023



# Ipsos

## December 2023 Political Monitor

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Research Manager  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Ben Roff  
Research Executive  
[ben.roff@ipsos.com](mailto:ben.roff@ipsos.com)