

Ipsos December 2023 Political Monitor Topline Results

December 2023

Fieldwork: 1-7 December 2023

Technical Details

Ipsos interviewed a representative sample of 1,008 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 1-7 December 2023. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated

Voting Intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

Our headline indicator takes into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). We continually review our methods, and may make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

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.

Q1 How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED AT Q1a

Q1b Which party are you most inclined to support?

Base: All 9-10 certain to vote and always/usually/depends vote in General Elections (621)

	Dec 2023 %	Nov 2023 %
Conservative	24	25
Labour	41	46
Liberal Democrats (Lib Dem)	13	12
Scottish National Party/Plaid Cymru	3	5
Green Party	9	6
Reform UK	7	4
Other	3	1
Conservative lead (+%)	-17	-21
<i>Would not vote</i>	1	1
<i>Undecided</i>	6	7
<i>Refused</i>	1	1

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q1a How would you vote if there were a General Election tomorrow?

Q1b Which party are you most inclined to support?

	%
Conservative	25
Labour	41
Liberal Democrats (Lib Dem)	13
Scottish National Party/Plaid Cymru	3
Green Party	8
Reform UK	6
Other	2
Conservative lead (+%)	-16
<i>Would not vote</i>	14
<i>Undecided</i>	11
<i>Refused</i>	2

Certainty of voting

Q2 And how likely would you be to vote in the General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	55
9	5
8	5
7	3
6	2
5	7
4	2
3	3
2	3
1 – absolutely certain not to vote	13
Don't know	2

Q2a Have you definitely decided to vote for [party], or is there a chance you may change your mind before you vote?

Base: All giving a voting intention (762)

	December 2023 %	November 2023 %
Definitely decided	42	50
May change mind	53	45
Don't know	4	5

Satisfaction Ratings

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Dec '23	12	82	6	-70
Nov '23	13	80	6	-67
Sunak (Q4) Dec '23	21	69	11	-48
Nov '23	21	66	12	-45
Starmer (Q5) Dec '23	30	51	19	-21
Nov '23	29	50	21	-21
Davey (Q6) Dec '23	19	33	48	-14
Nov '23	23	31	47	-8

Satisfaction among party supporters

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?

Base: All party supporters (*Government is based on Conservative supporters)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) Dec '23	180	34	60	5	-26
Nov '23	191	40	51	9	-11
Sunak (Q4) Dec '23	180	52	41	7	+11
Nov '23	191	62	30	8	+32
Starmer (Q5) Dec '23	331	53	34	13	+19
Nov '23	325	54	34	13	+20

Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Dec '23	Nov '23
	%	%
Improve	22	19
Stay the same	24	21
Get worse	50	55
Don't know	4	5
Ipsos Economic Optimism Index (EOI)	-28	-36

Q9. Since Rishi Sunak's government was formed in October 2022, do you think the government has done a good or bad job at...? (for full trends go to www.ipsos.com/en.uk)

	Good job %	Bad job %	Don't know %	Net good job
Managing the economy				
Dec 2023	23	68	9	-45
July 2023	24	69	8	-45
February 2023	24	64	12	-40
July 2022	27	63	10	-36
December 2021	39	49	11	-10
August 2021	49	40	11	+9
December 2020	44	43	13	+1
October 2019	40	41	19	-1
November 2016	51	30	20	+21
May 2016	42	47	11	-5
March 2015	56	37	7	+19
March 2014	47	46	8	-1
October 2011	36	55	9	-19
April 2010	37	59	4	-22
May 2007	59	32	9	+27
April 2005	62	28	10	+34
May 2001	71	16	13	+55
November 2000	52	32	15	+29
November 1999	60	24	16	+36
November 1998	50	29	21	+21
April 1998	60	24	16	+36
Handling taxation and public expenditure				
December 2023	19	71	10	-52
July 2023	19	71	10	-52
February 2023	20	68	11	-48
July 2022	22	66	12	-44
December 2021	28	58	14	-30
August 2021	33	50	18	-17
December 2020	37	44	18	-7
October 2019	32	47	22	-15
March 2015	37	54	9	-17
March 2014	35	56	9	-21
October 2011	32	60	8	-28
April 2010	32	63	5	-31
May 2007	31	59	9	-28
April 2005	42	47	10	-4
May 2001	52	33	15	+19
January 2001	45	40	15	+5
November 2000	34	51	15	-17
November 1999	36	44	20	-8
November 1998	44	36	20	+8
April 1998	43	36	21	+7
Reducing inequalities between different regions of the country, also known as "levelling-up"				
December 2023	13	68	18	-55
July 2023	19	64	17	-45
February 2023	14	66	20	-52
July 2022	20	61	19	-41
December 2021	17	66	17	-49

<i>August 2021</i>	22	55	23	-33
<i>December 2020</i>	21	58	22	-37
Dealing with the cost of living				
December 2023	18	77	5	-59
<i>July 2023</i>	21	75	5	-54
<i>February 2023</i>	21	71	7	-50
<i>July 2022</i>	17	75	8	-58
Improving the National Health Service				
December 2023	14	80	7	-66
<i>July 2023</i>	13	82	5	-69
<i>July 2022</i>	21	70	8	-49
<i>December 2021</i>	21	70	9	-49
<i>August 2021</i>	26	65	9	-39
<i>May 2007</i>	28	64	8	-36
<i>April 1998</i>	31	49	20	-18
Improving the education system				
December 2023	17	60	23	-43
<i>July 2023</i>	16	64	19	-48
<i>July 2022</i>	23	54	23	-31
<i>December 2021</i>	21	55	24	-34
<i>August 2021</i>	23	57	20	-34
<i>May 2007</i>	42	46	12	-4
<i>April 1998</i>	47	33	20	+14
Dealing with crime				
December 2023	19	66	15	-47
<i>July 2023</i>	20	67	13	-47
<i>July 2022</i>	21	58	21	-37
<i>December 2021</i>	21	59	19	-38
<i>August 2021</i>	26	58	16	-32
<i>May 2007</i>	34	58	8	-24
Managing immigration				
December 2023	10	79	11	-69
<i>July 2023</i>	13	77	10	-64
<i>July 2022</i>	16	71	13	-55
<i>December 2021</i>	14	73	12	-59
Dealing with climate change				
December 2023	25	58	16	-33
<i>July 2023</i>	26	59	15	-33
<i>July 2022</i>	29	55	16	-26
Handling Britain's relationship with the European Union				
December 2023	24	58	18	-34
<i>July 2023</i>	30	55	14	-25
<i>July 2022</i>	28	61	11	-33

Q10. 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 %	Worse job %	About the same %	Don't know	Net better job
Managing the economy					
Dec' 2023	29	28	34	9	+1
<i>July 2023</i>	30	30	33	7	0
Handling taxation and public expenditure					
Dec' 2023	31	28	34	8	+3
<i>July 2023</i>	31	30	31	8	+1
Reducing inequalities between different regions of the country, also known as "levelling-up"					
Dec' 2023	38	15	38	9	+23
<i>July 2023</i>	38	15	38	9	+23
Dealing with the cost of living					
Dec '2023	36	20	36	7	+16
<i>July 2023</i>	36	21	38	6	+15
Handling Britain's relationship with the European Union					
Dec '2023	33	20	36	10	+13
<i>July 2023</i>	32	21	37	10	+11
Improving the National Health Service					
Dec '2023	43	15	34	8	+28
<i>July 2023</i>	47	13	34	6	+34
Improving the education system					
Dec' 2023	37	15	38	10	+22
<i>July 2023</i>	37	15	39	9	+22
Dealing with crime					
Dec' 2023	25	19	46	10	+6
<i>July 2023</i>	26	18	46	9	+8
Managing immigration					
Dec' 2023	24	26	40	9	-2
<i>July 2023</i>	29	26	37	8	+3
Dealing with climate change					
Dec' 2023	28	16	45	10	+12
<i>July 2023</i>	28	15	48	9	+13

Q.11 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?

	%
Much more	9
A little more	23
About the same	40
A little less	14
Much less	*
Don't know	7
I don't currently pay tax	6
More	32
Less	14

Q12. 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?

	%
Much better off	3
A little better off	12
About the same	42
A little worse off	27
Much worse off	13
Don't know	3
Better off	15
Worse off	40