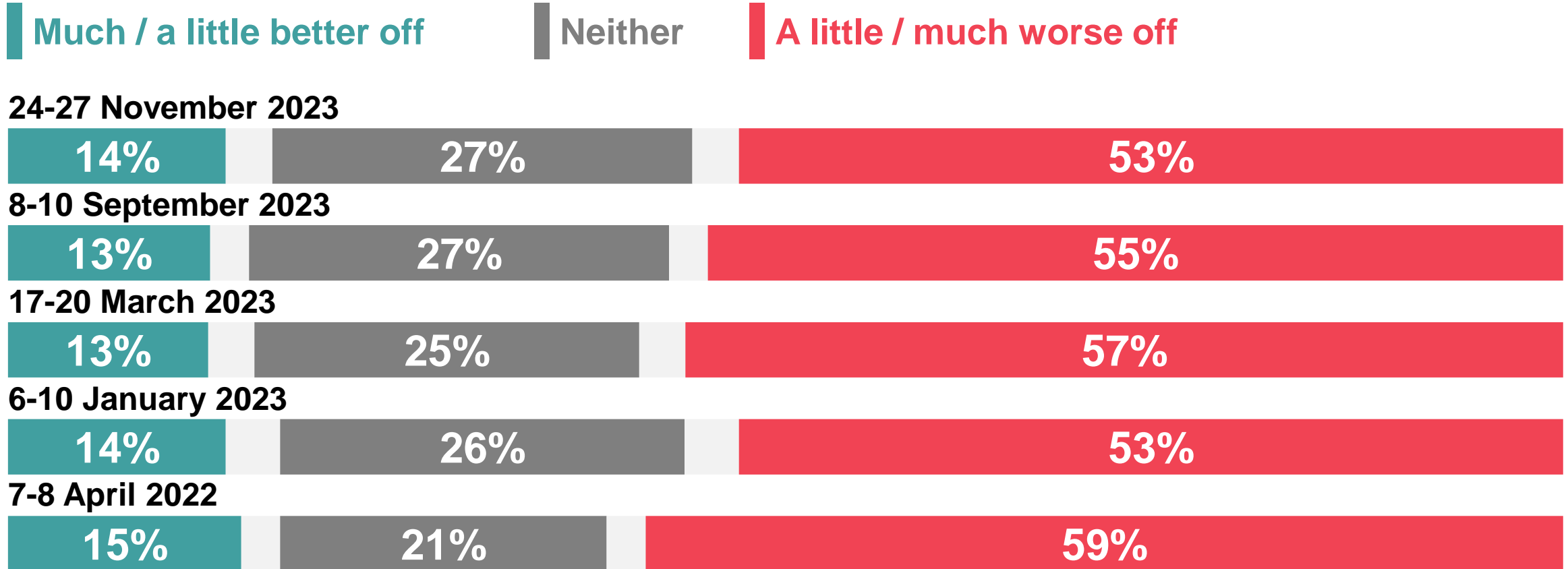


IPSOS UK POLITICAL PULSE

November 2023

A majority of Britons say they feel worse off than in 2019

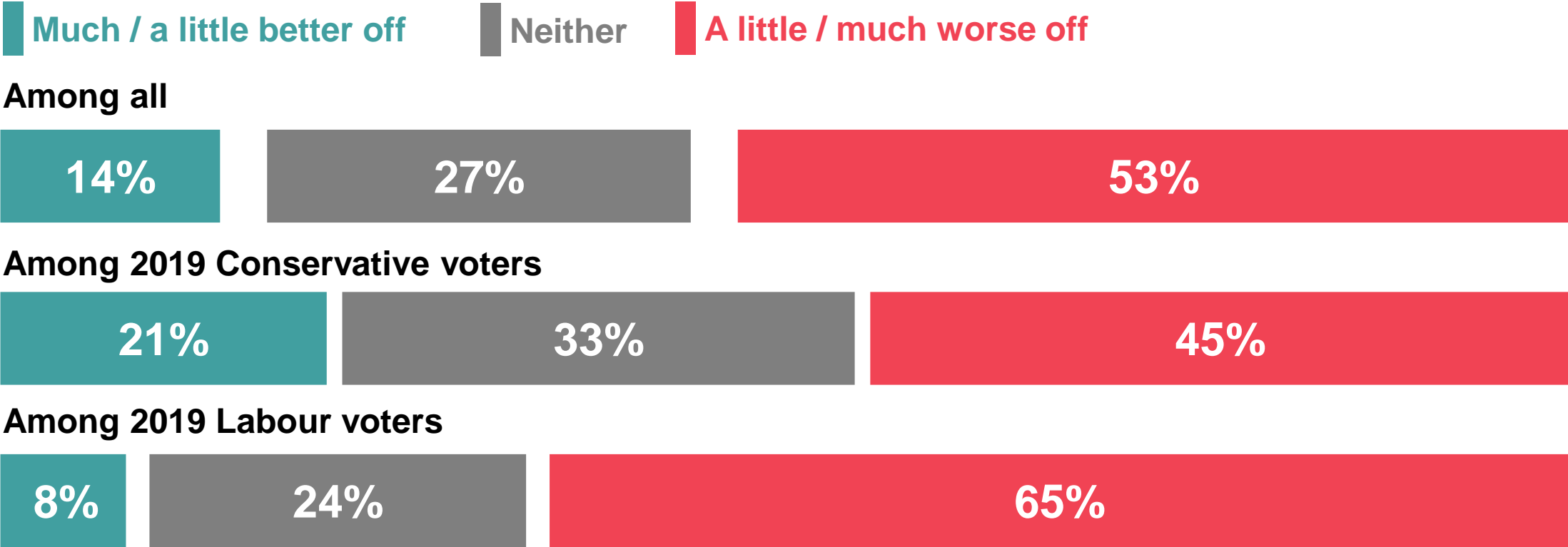
Do you think you are better or worse off, if either, than when Boris Johnson's Conservative government was re-elected in December 2019?



Base: 1,016 Online British adults aged 18-75, 24-27 November 2023

Twice as many 2019 Conservatives say they are worse off than better off since the last election

Do you think you are better or worse off, if either, than when Boris Johnson’s Conservative government was re-elected in December 2019?



Base: 1,016 Online British adults aged 18-75, 24-27 November 2023
Including (301) 2019 Conservative voters and (301) 2019 Labour voters.

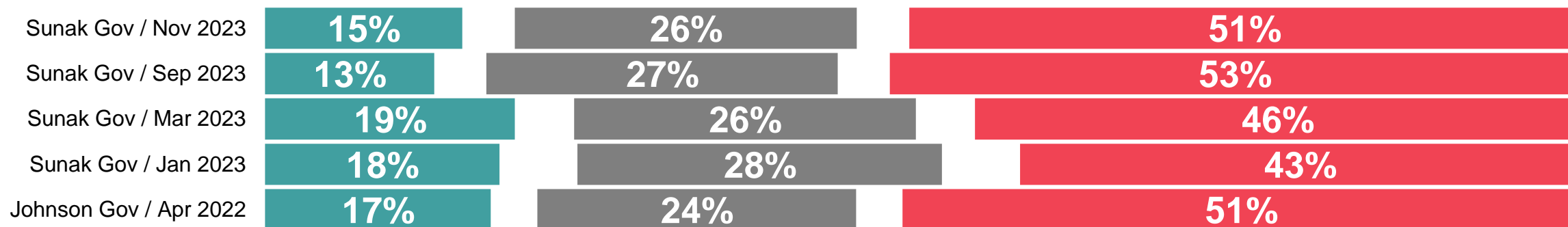


Would you be better off under the Conservatives or Labour?

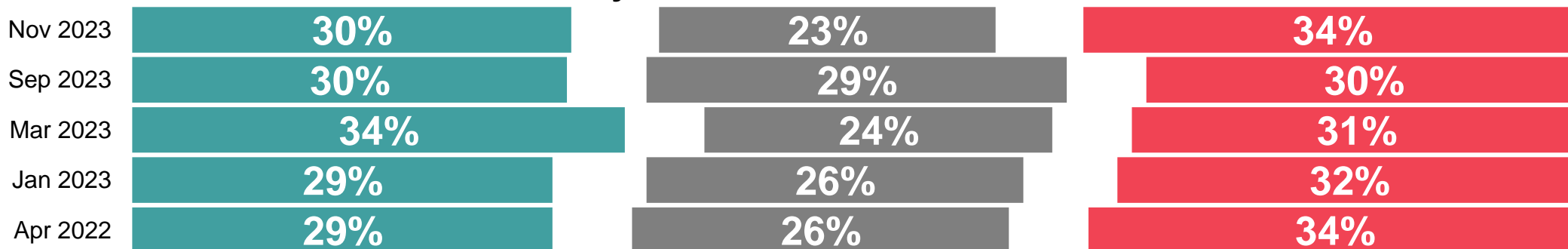
And do you think you will be better or worse off, if either, in the future...

Much / a little better off **Neither** **A little / much worse off**

... If Rishi Sunak's Conservatives win the next General Election?



... If Keir Starmer's Labour Party win the next General Election?



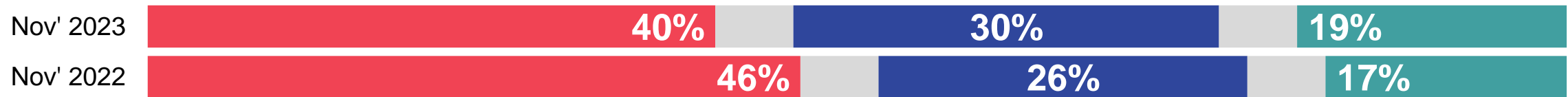
Base: 1,016 Online British adults aged 18-75, 24-27 November 2023

Almost half of Britons feel more concerned about Britain's public services following the Autumn Statement

As you may know the Autumn Statement was announced by Chancellor Jeremy Hunt on Wednesday. From what you may have seen, read or heard about the Statement, would you say it makes you feel more reassured or concerned, if either, about the following?

More concerned **Neither** **More reassured**

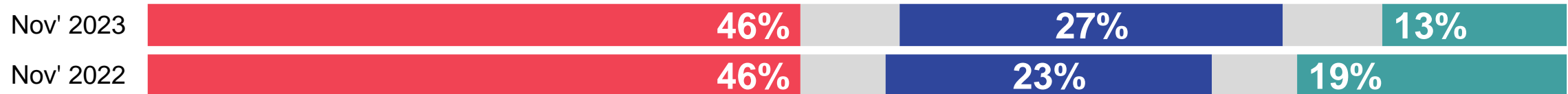
Your own financial circumstances



Britain's economy



Britain's public services



Base: 1,016 Online British adults aged 18-75, 24-27 November 2023



Political Pulse November 2023

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