

IPSOS MORI POLITICAL MONITOR

January 2022

Ipsos MORI



VOTING INTENTION

POLLING
STATION

WAY IN

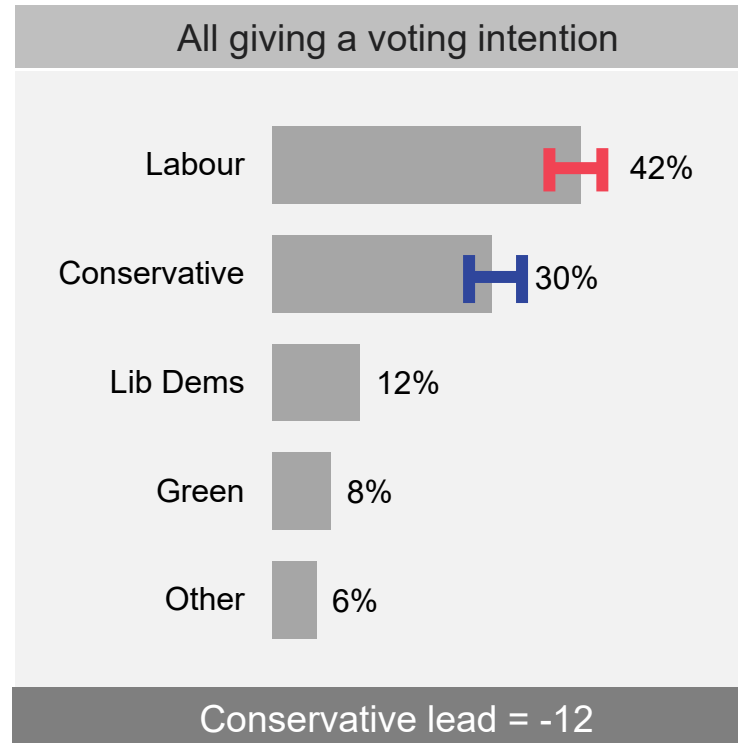
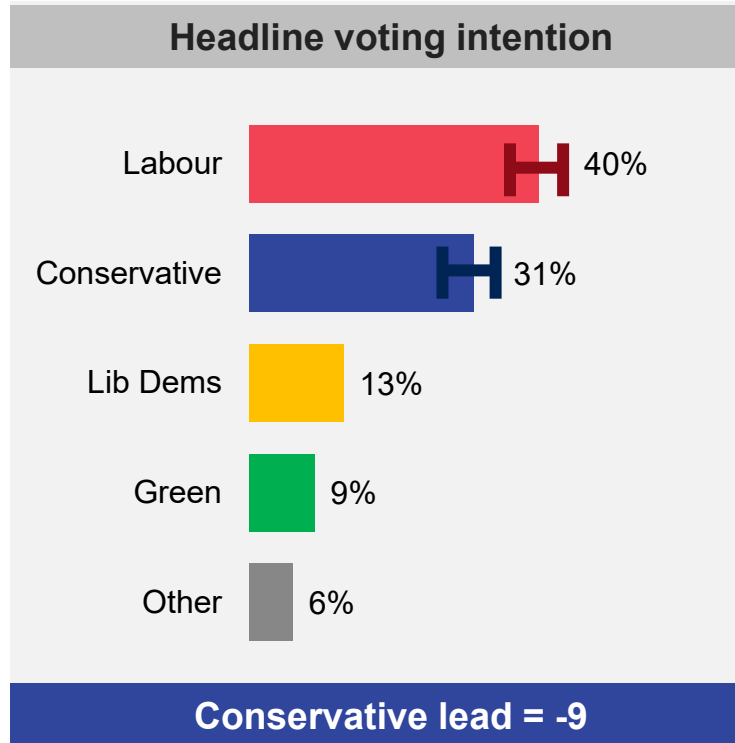
WAY IN

Ipsos MORI



Voting Intention: January 2022

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

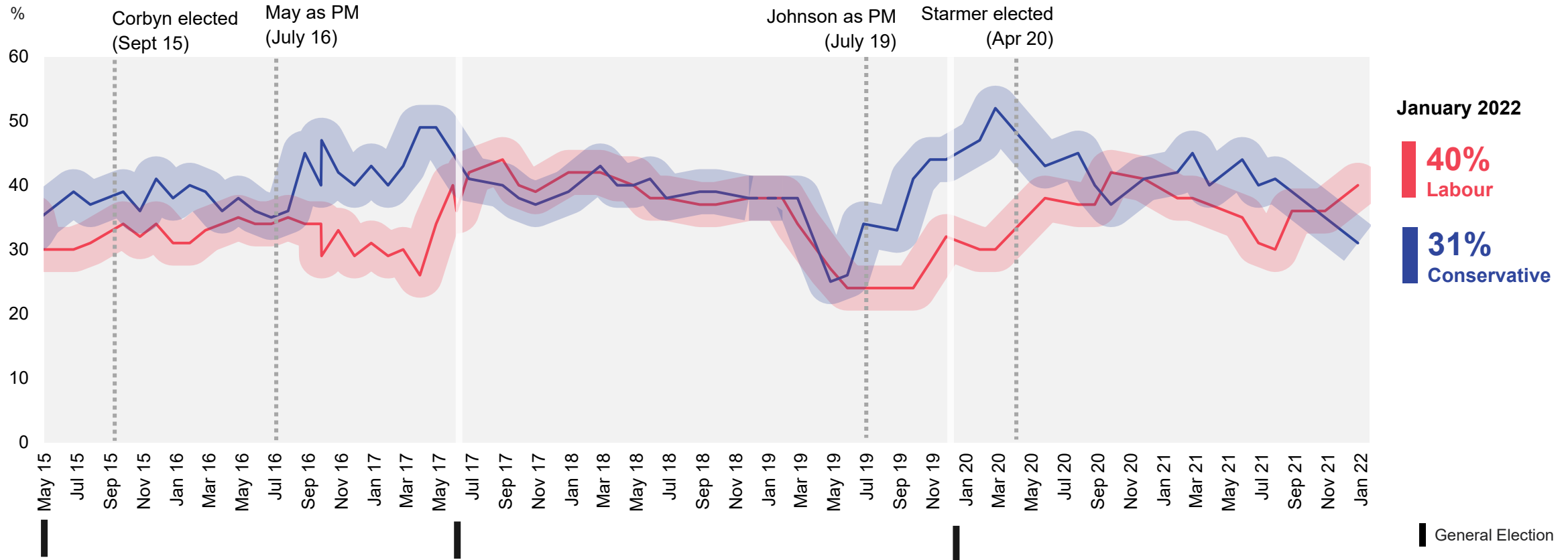


Base: 1,059 British adults 18+, 19th January – 25th January 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 716 . Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of 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 MORI Political Monitor

Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

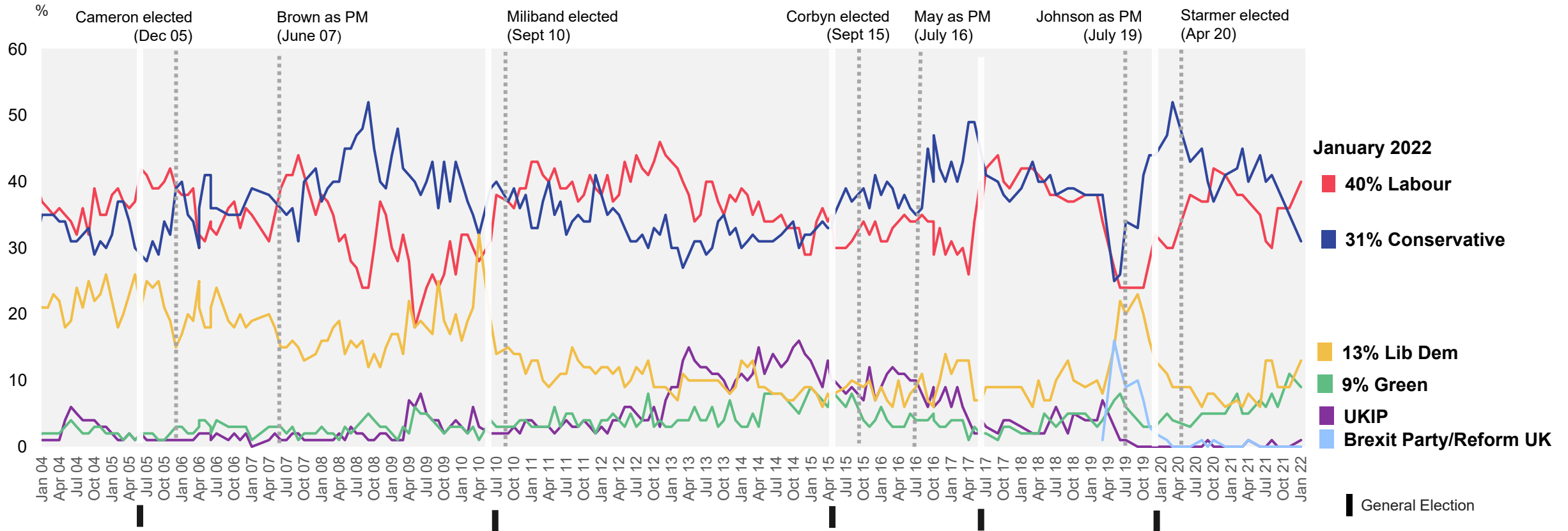


Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor

Headline voting intention: January '04 – January '22

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; Prior to July 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 MORI Political Monitor



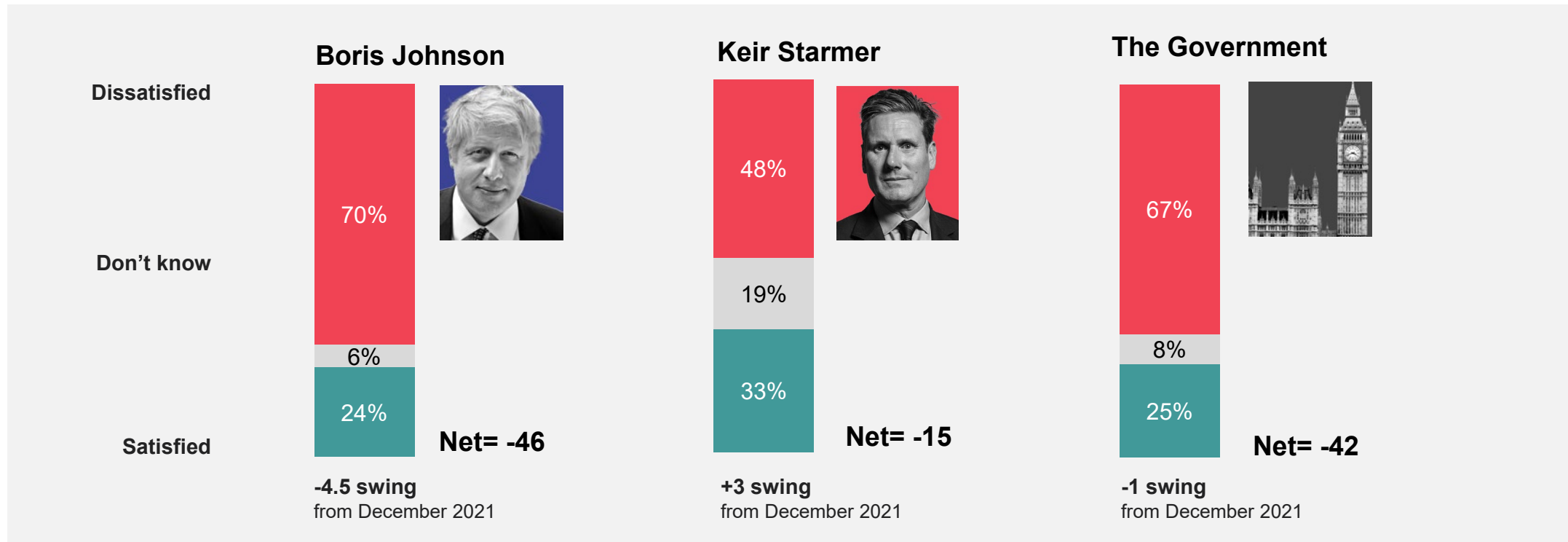
SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Ipsos MORI



Satisfaction with leaders and the Government: January 2022

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



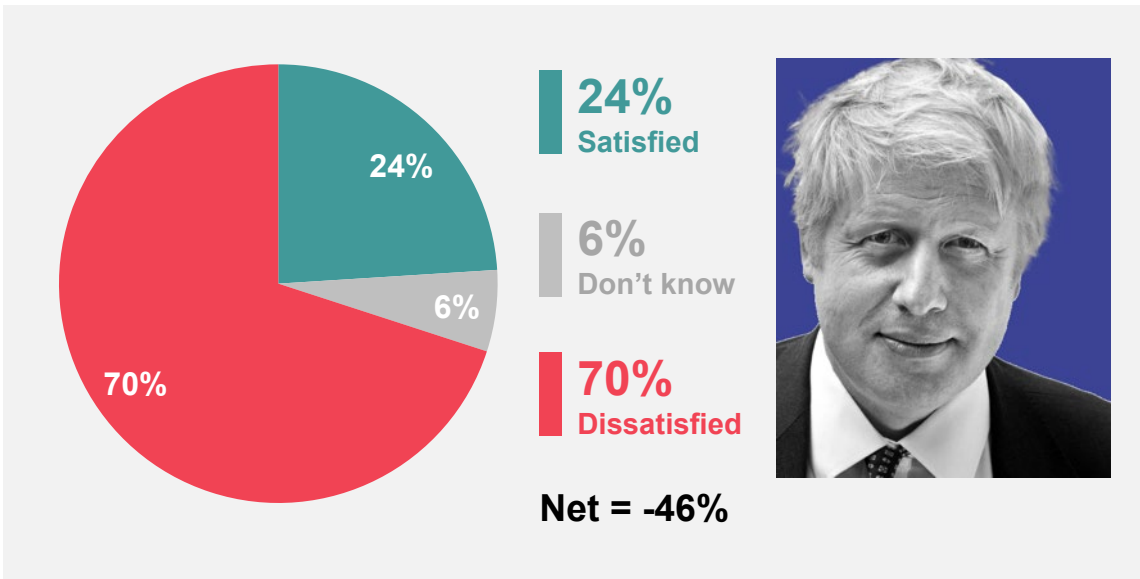
Base: 1,059 British adults 18+, 19th January – 25th January 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Boris Johnson: Satisfaction

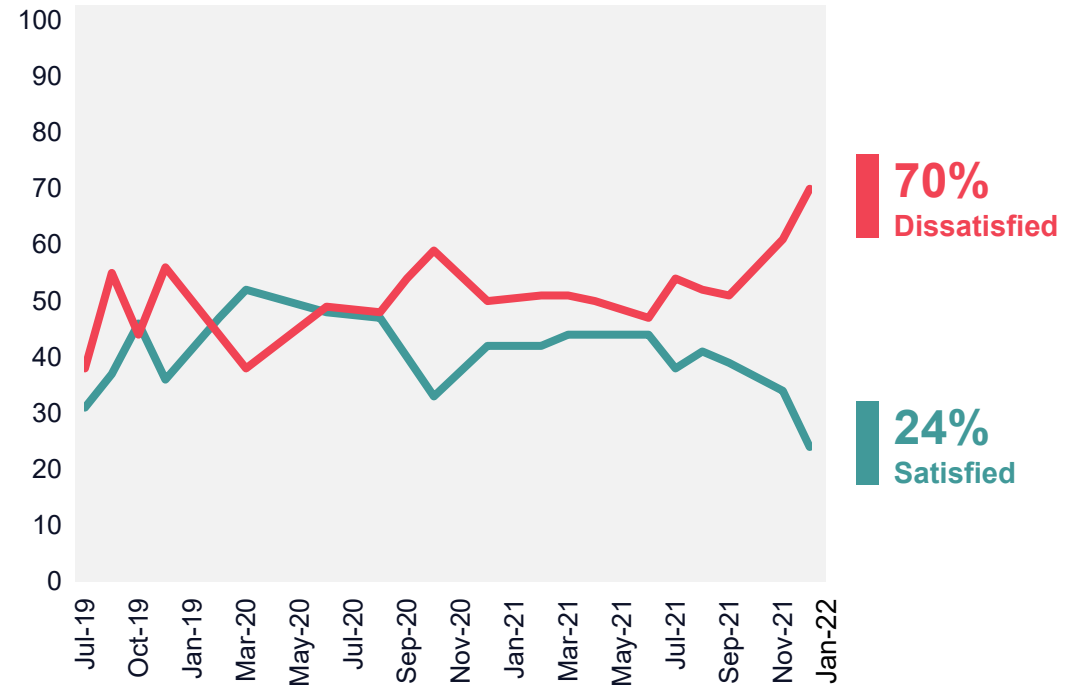
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

January 2022



Base 1,059 British adults 18+, 19th January – 25th January 2022

July 2019 – January 2022

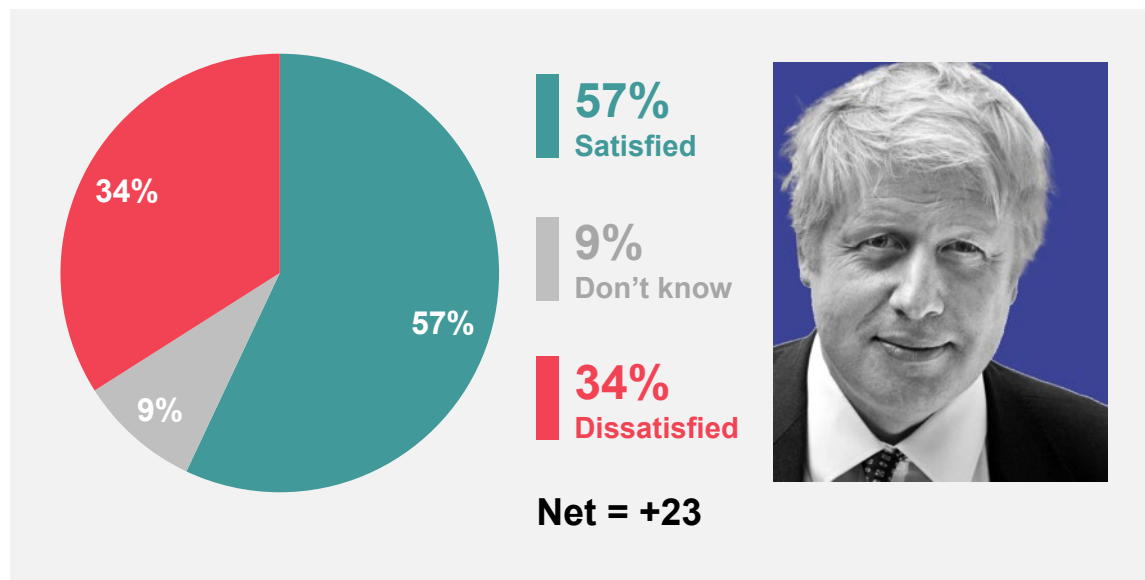


Source: Ipsos MORI Political Monitor

Boris Johnson: Satisfaction among Conservative supporters

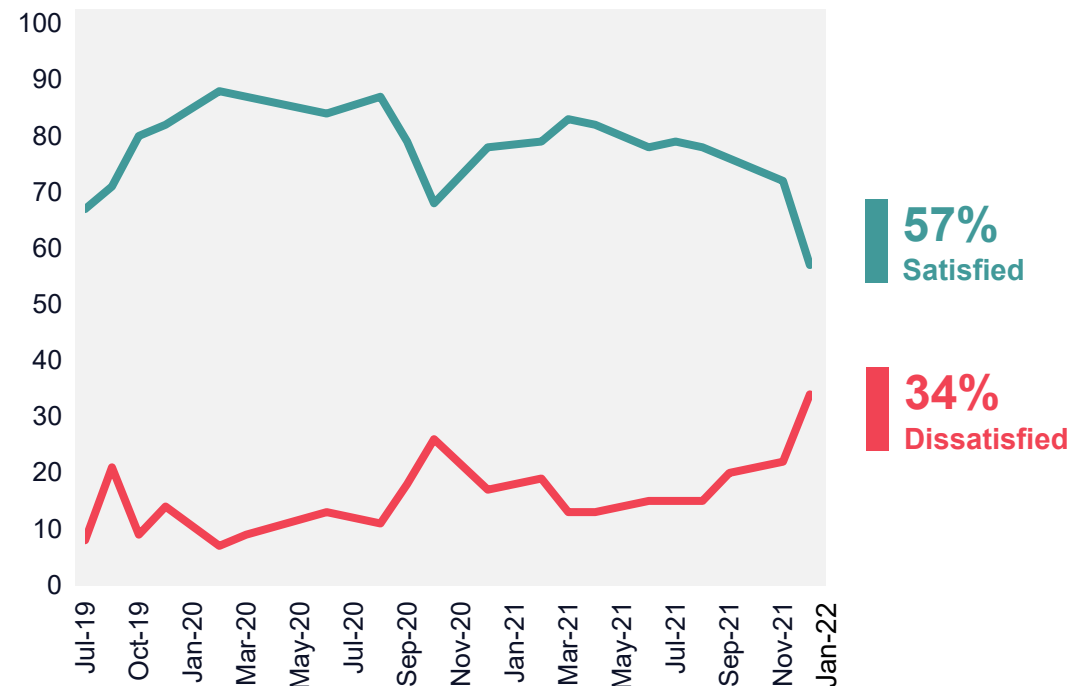
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

January 2022



Base: 250 Conservative party supporters aged 18+, 19th January – 25th January 2022.

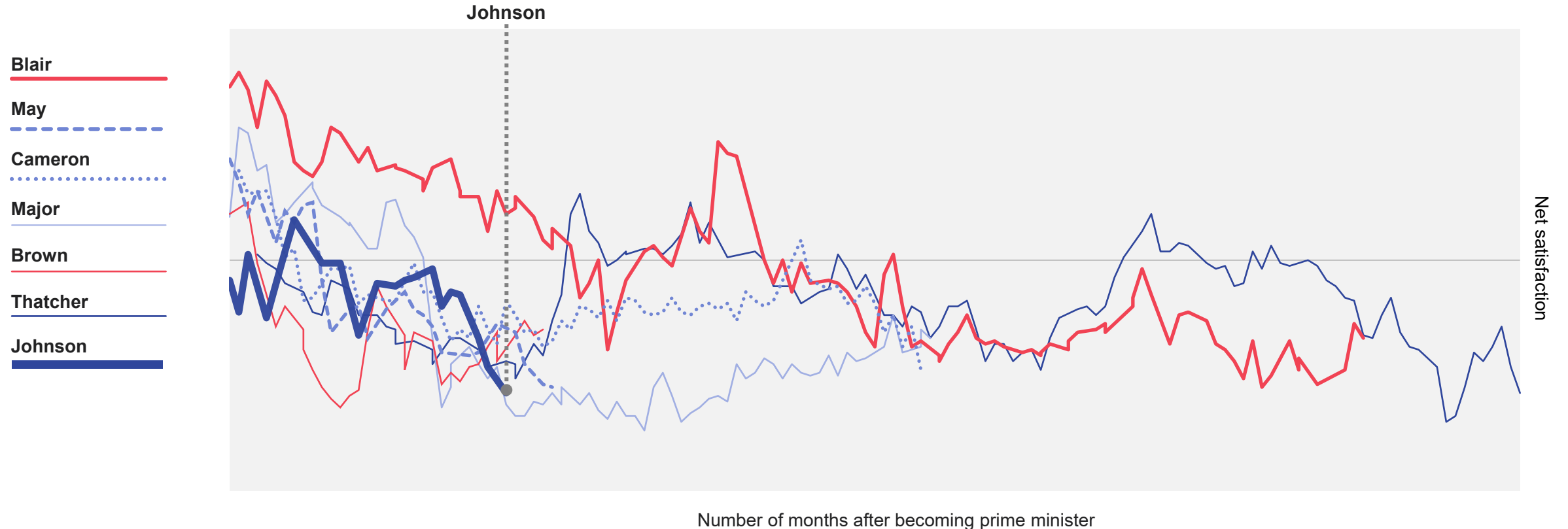
July 2019 – January 2022



Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979-2022)

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

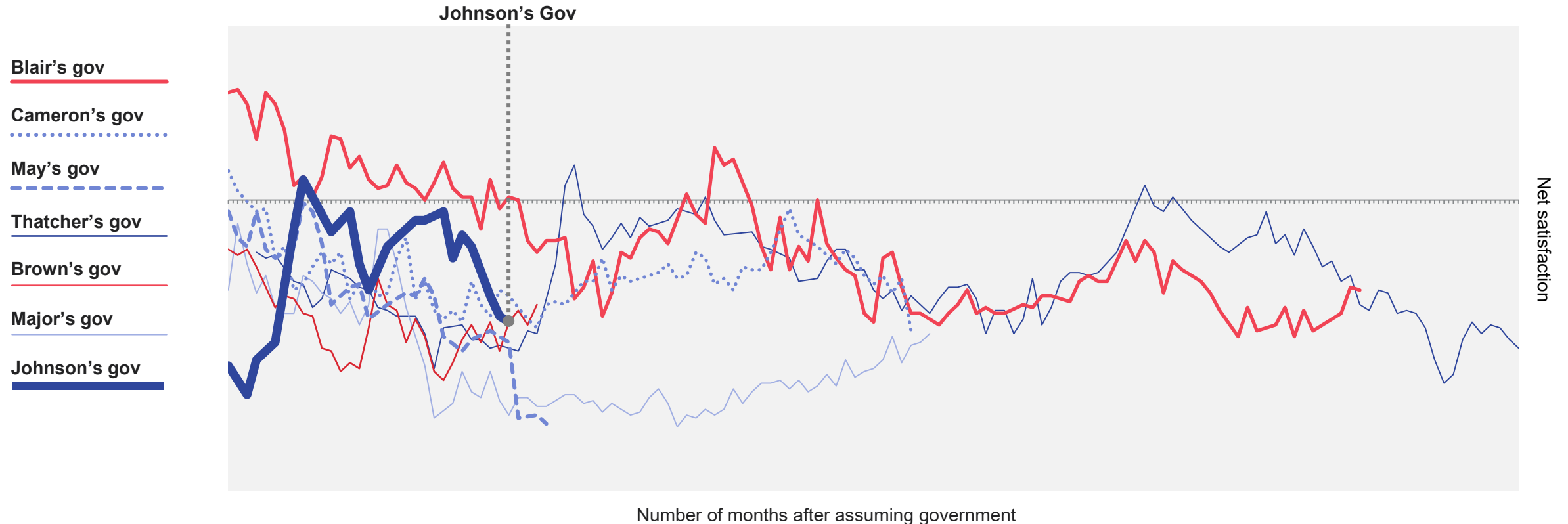


Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c. 1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with the Government (1979 – 2022)

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



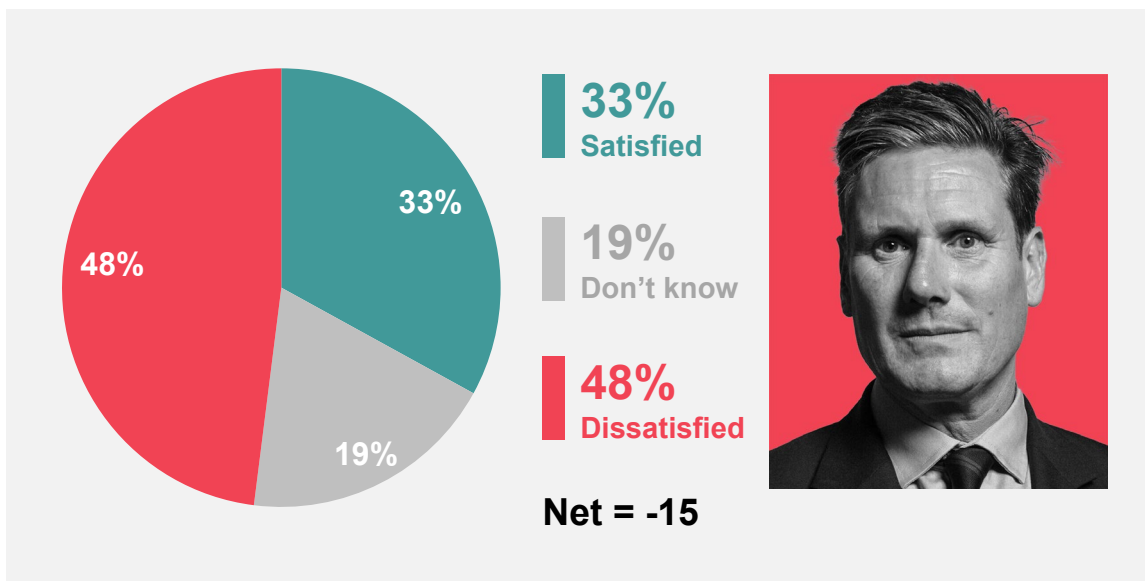
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Keir Starmer: Satisfaction

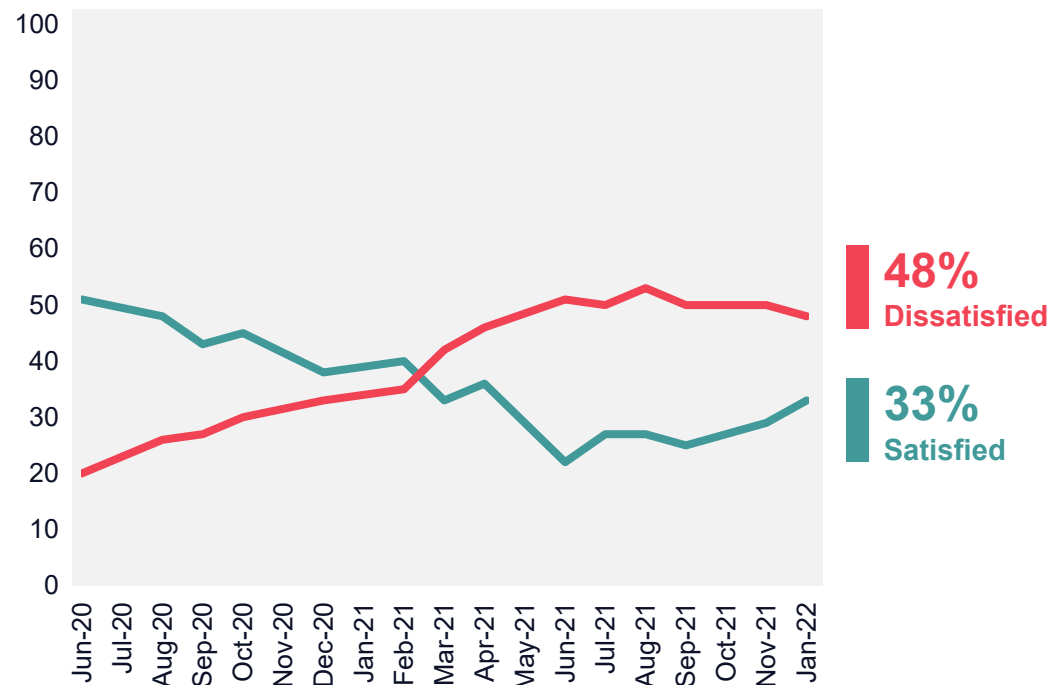
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

January 2022



Base: 1,059 British adults 18+, 19th January – 25th January 2022

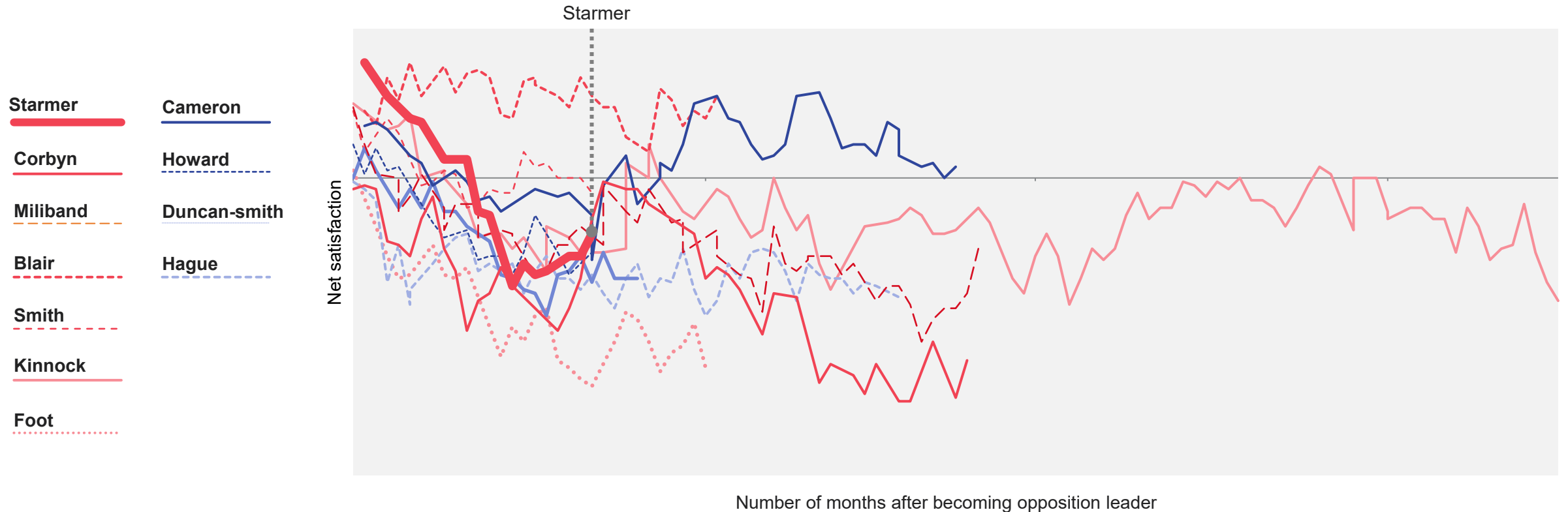
June 2020 – January 2022



Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1980 – 2022)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



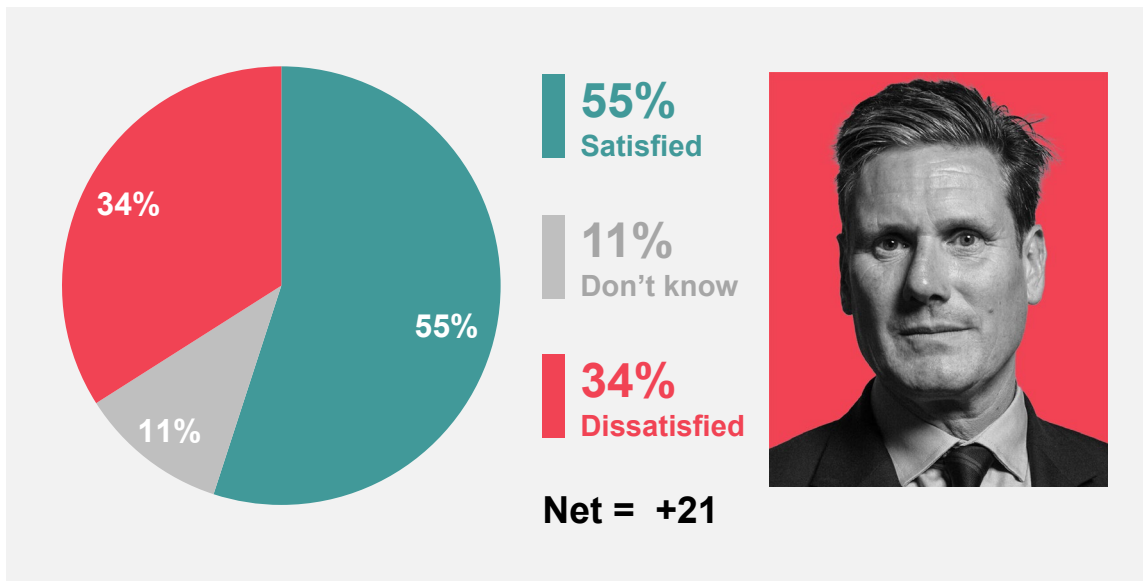
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Keir Starmer: Satisfaction amongst Labour supporters

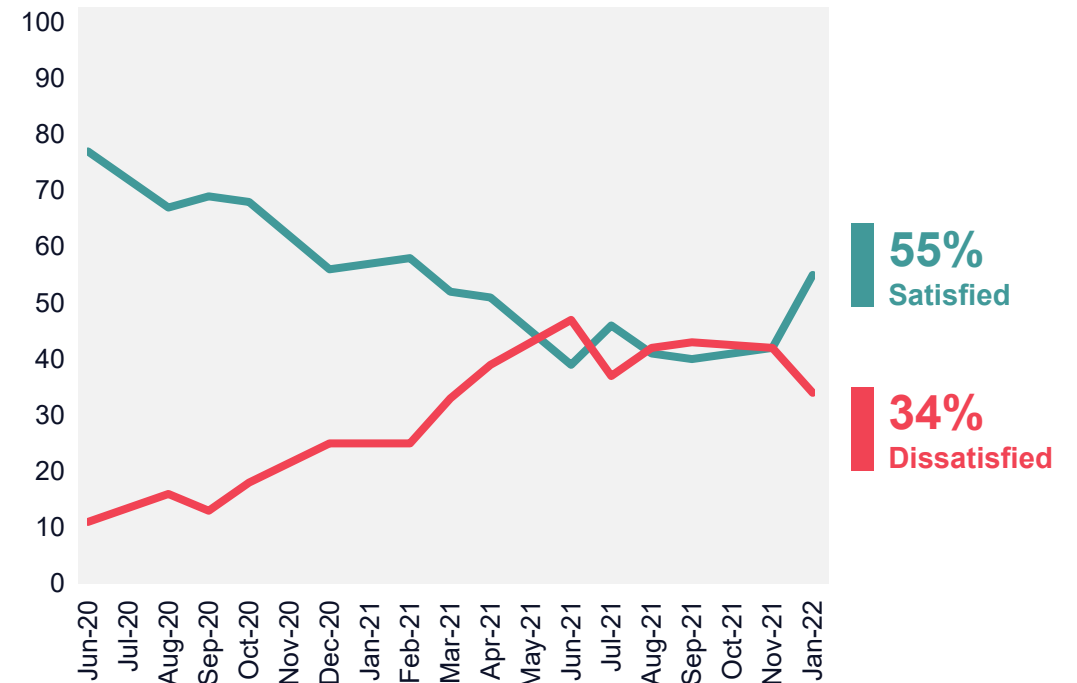
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

January 2022



Base: 349 Labour party supporters aged 18+, 19th January 2022 – 25th January 2022

June 2020 – January 2022

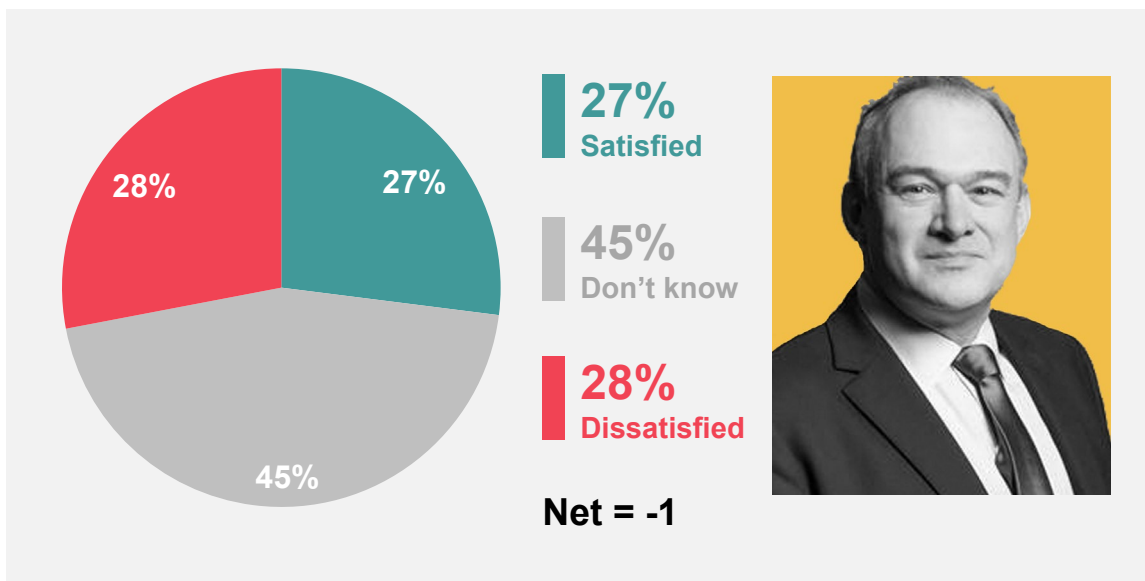


Source: Ipsos MORI Political Monitor

Ed Davey: Satisfaction

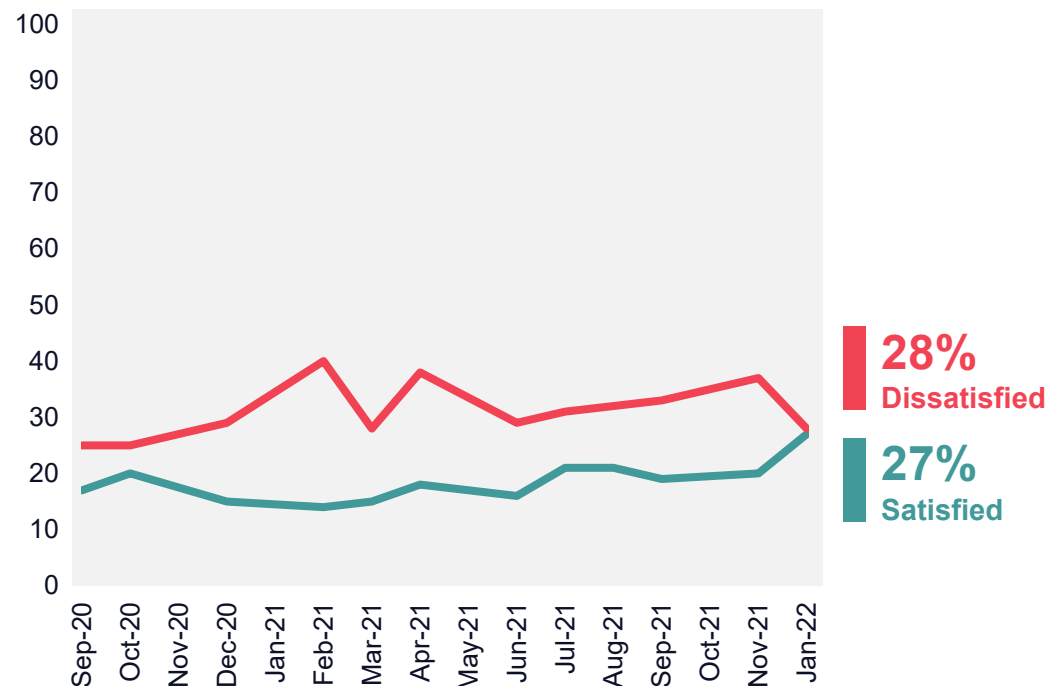
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

January 2022



Base: 1,059 British adults 18+, 19th January – 25th January 2022

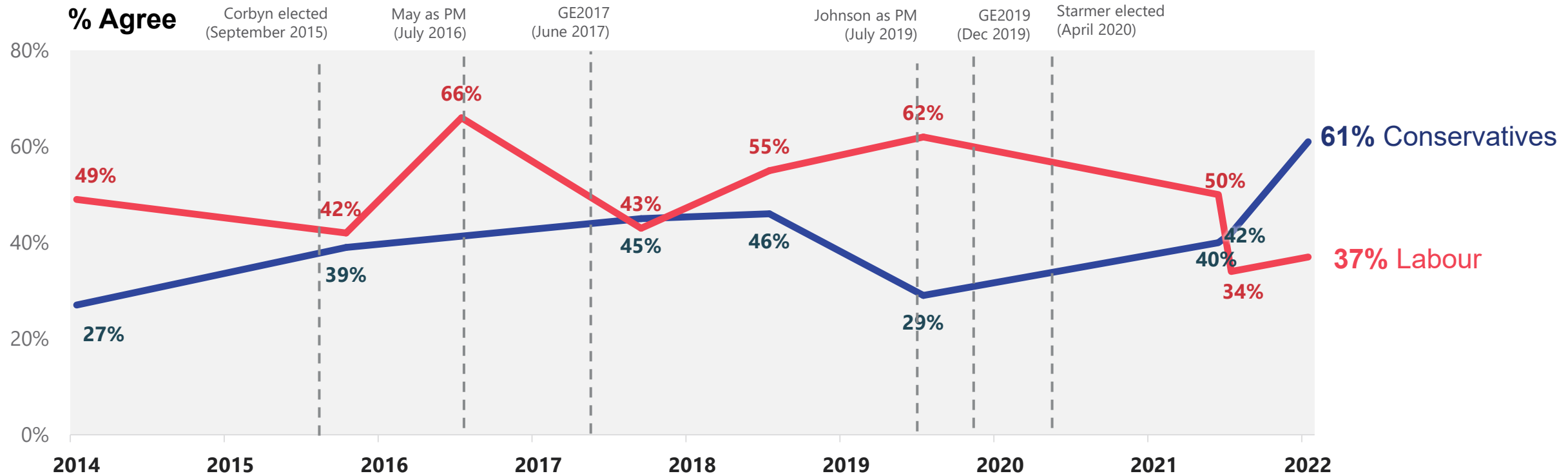
September 2020 – January 2022



Source: Ipsos MORI Political Monitor

Changing Party leader

Please tell me to what extent, if at all, you agree or disagree with the following statement:
The Labour/Conservative Party should change its leader before the next general election

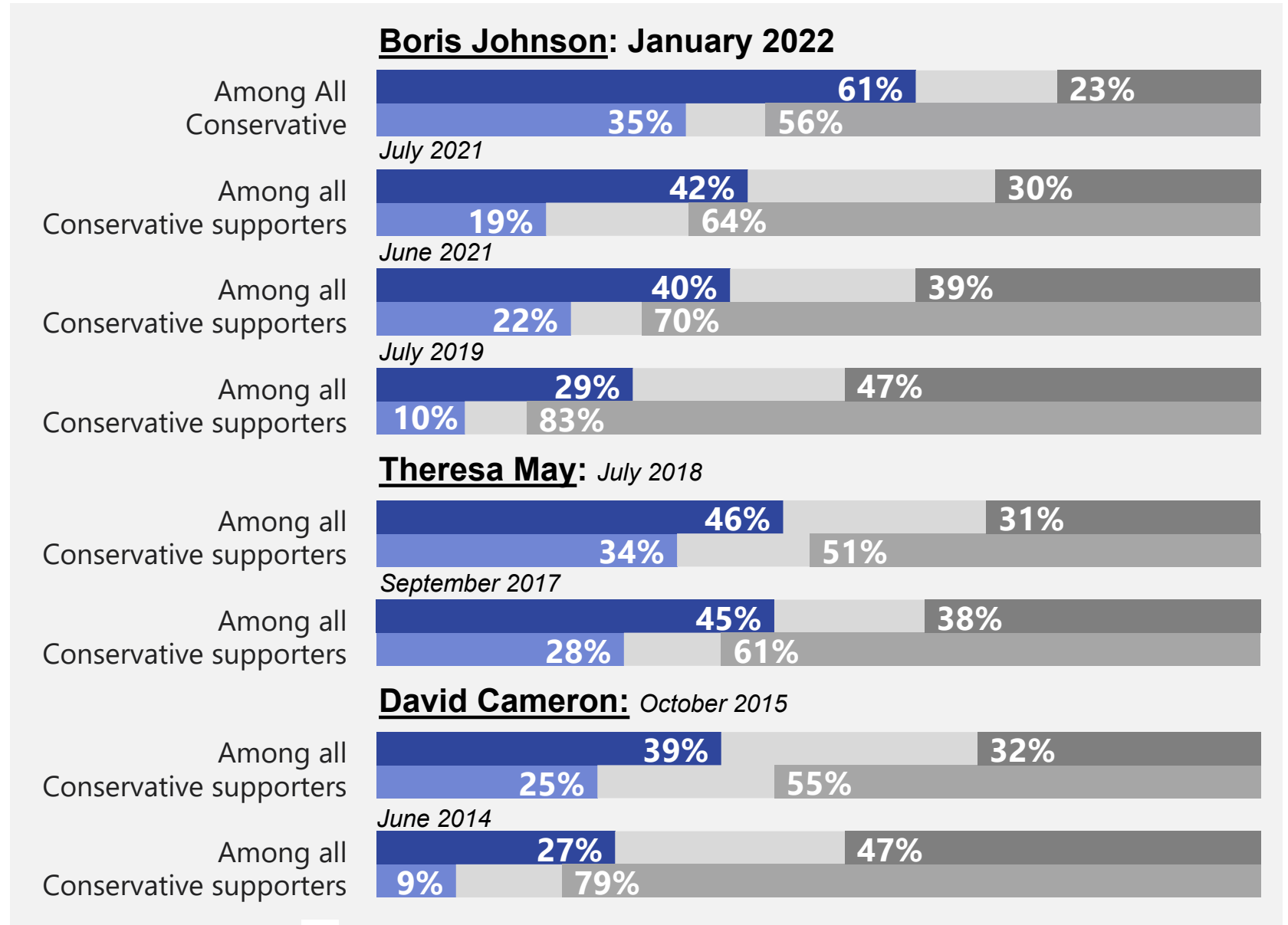


Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Changing party leader: Conservatives

Please tell me to what extent, if at all, you agree or disagree with the following statement: The Conservative Party should change its leader before the next general election



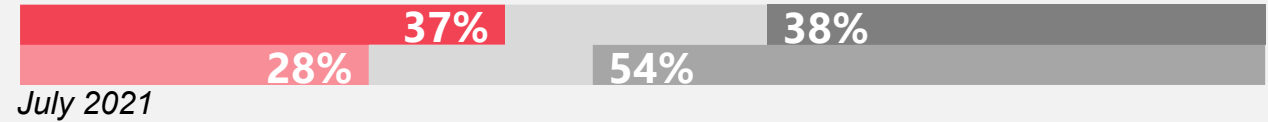
Base: 1,059 British adults 18+, including Conservative supporters (250), 19th – 25th January 2022

Changing party leader: Labour

Please tell me to what extent, if at all, you agree or disagree with the following statement: The Labour Party should change its leader before the next general election

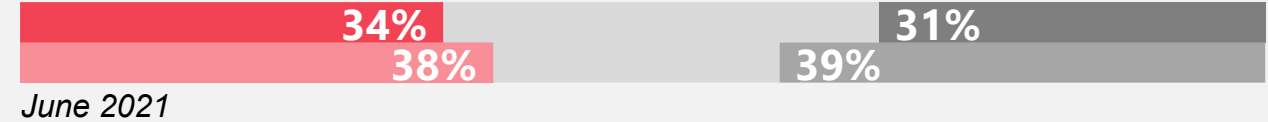
Keir Starmer: January 2022

Among All Labour Supporters



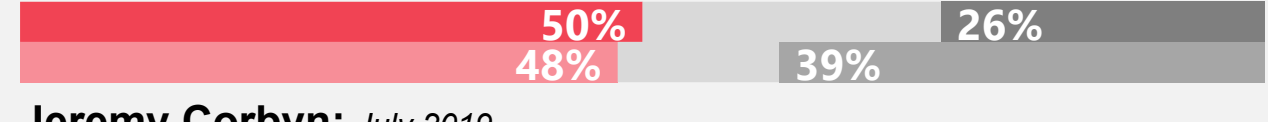
July 2021

Among all Labour supporters



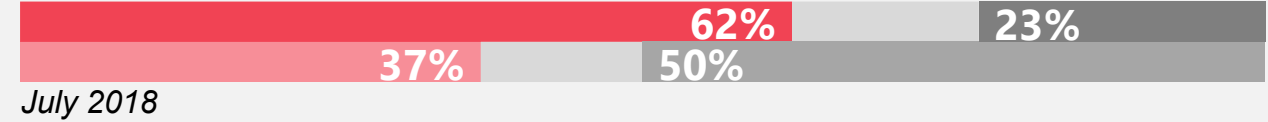
June 2021

Among all Labour supporters



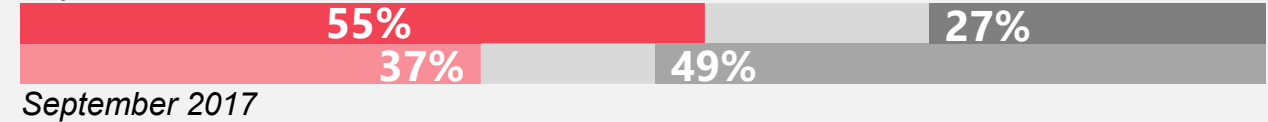
Jeremy Corbyn: July 2019

Among all Labour supporters



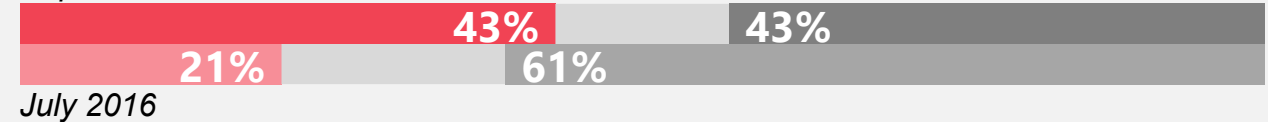
July 2018

Among all Labour supporters



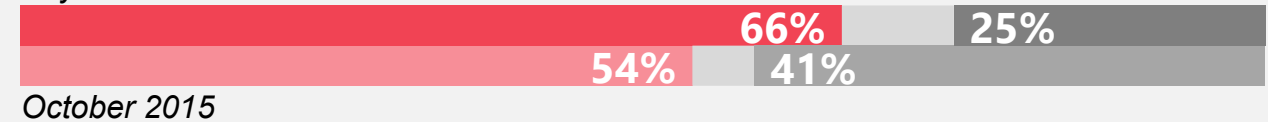
September 2017

Among all Labour supporters



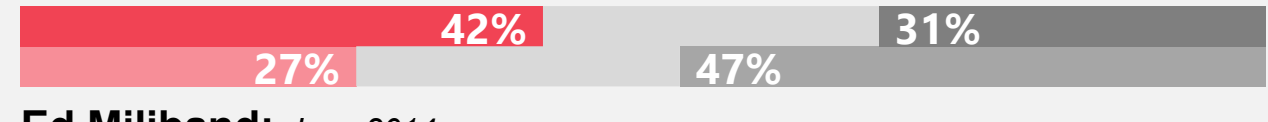
July 2016

Among all Labour supporters



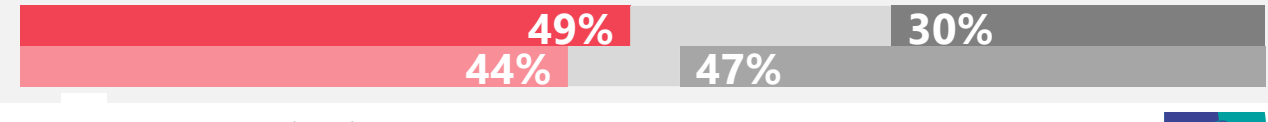
October 2015

Among all Labour supporters



Ed Miliband: June 2014

Among all Labour supporters



Base: 1,059 British adults 18+, including Labour supporters (349), 19th – 25th January 2022

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