

IPSOS POLITICAL MONITOR

March 2022

VOTING INTENTION

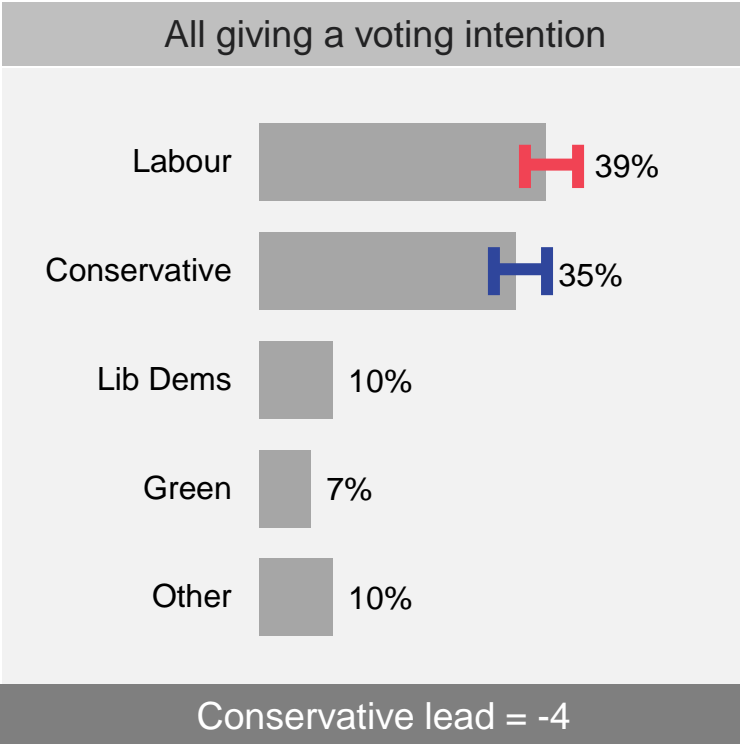
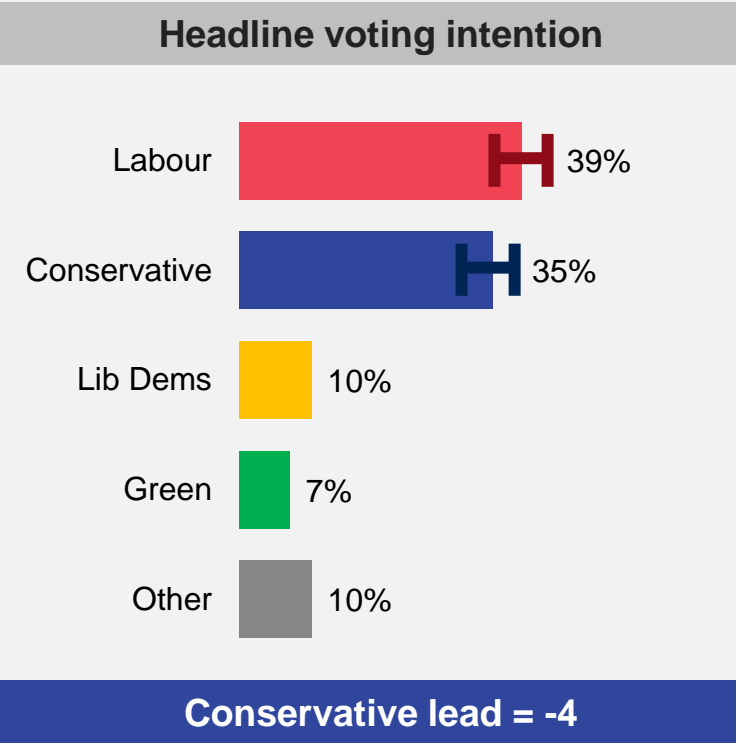
POLLING
STATION

WAY IN

WAY IN

Voting Intention: March 2022

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



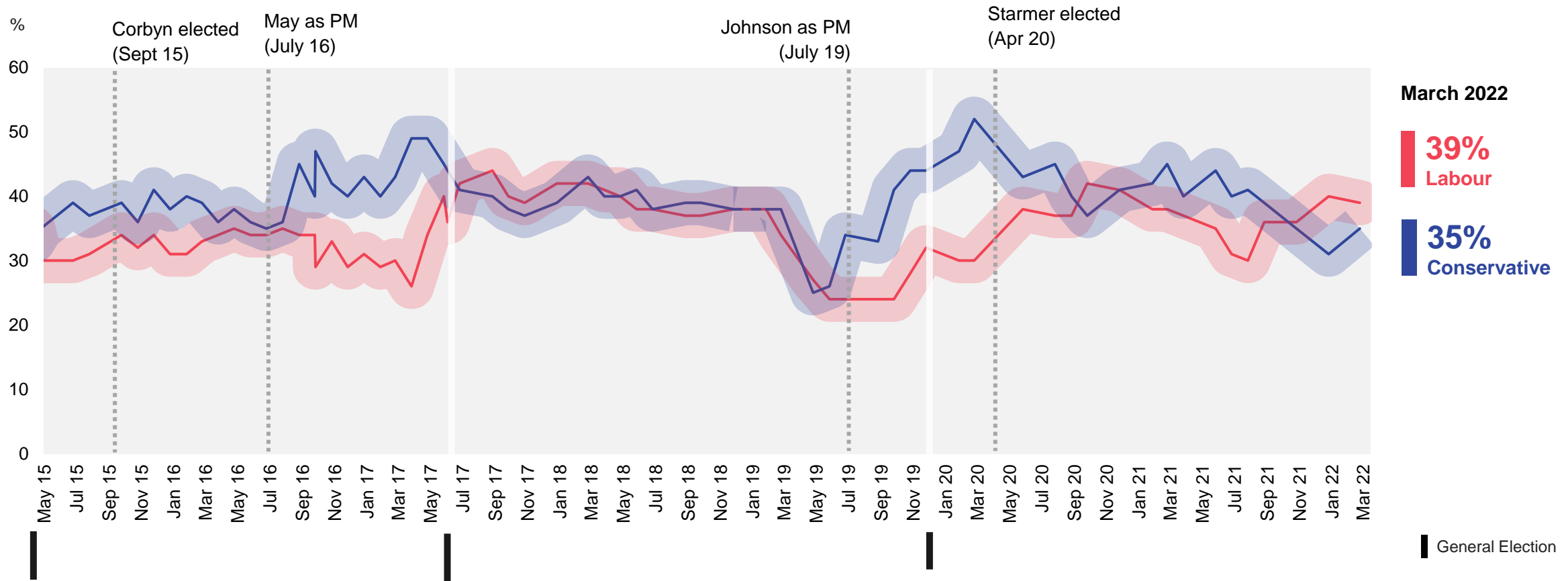
Base: 1,000 British adults 18+, 9th March – 16th March 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 668. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the 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?



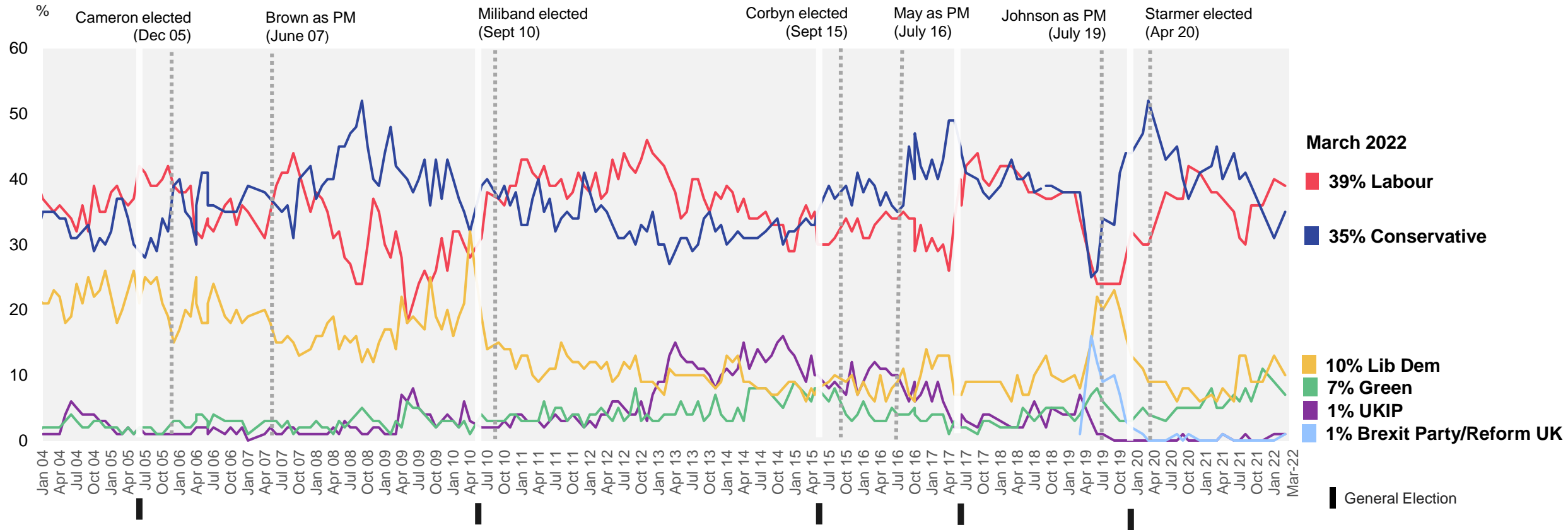
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – March '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 Political Monitor



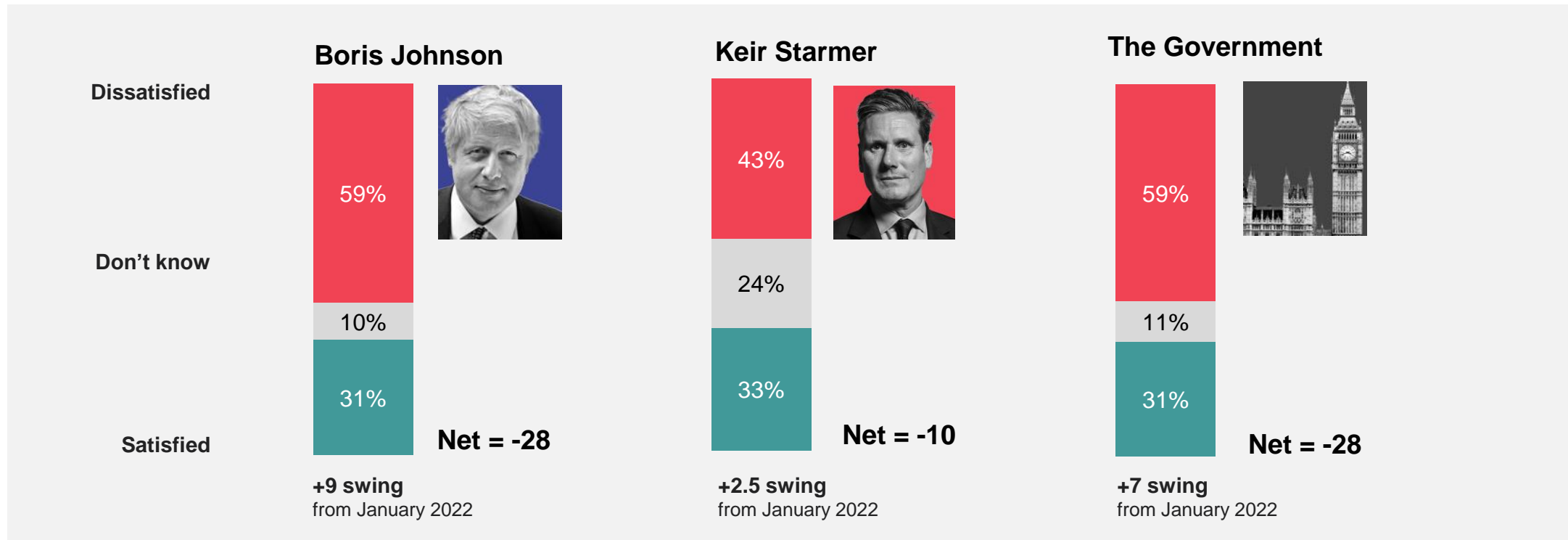
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebble beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the first three huts.

SATISFACTION

WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: March 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: 1,000 British adults 18+, 9th March – 16th March 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

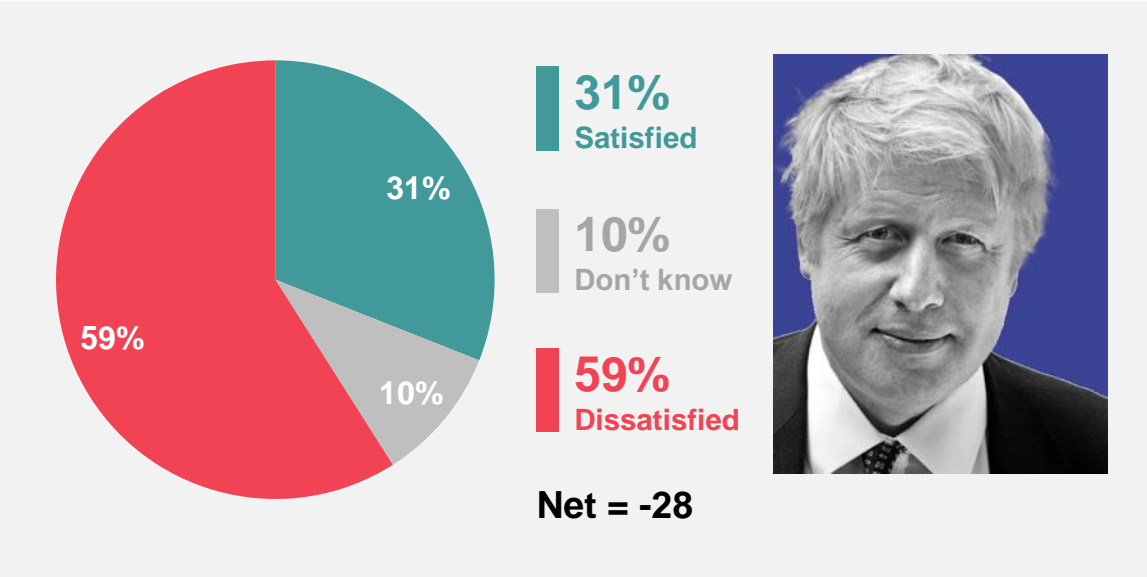
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction

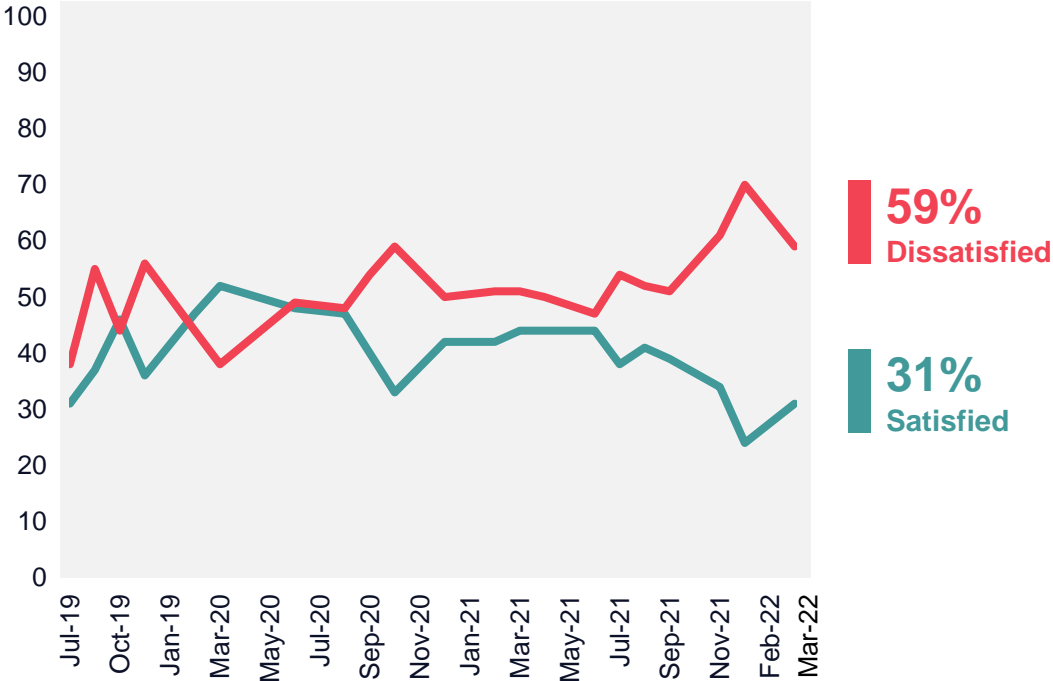
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

March 2022



1,000 British adults 18+, 9th March – 16th March 2022

July 2019 – March 2022



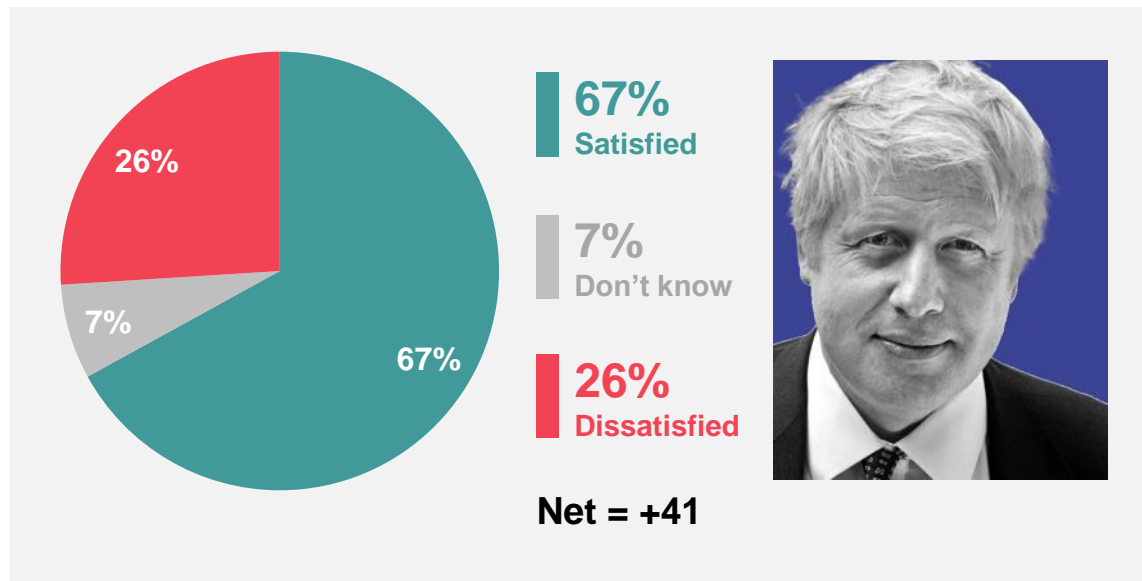
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction among Conservative supporters

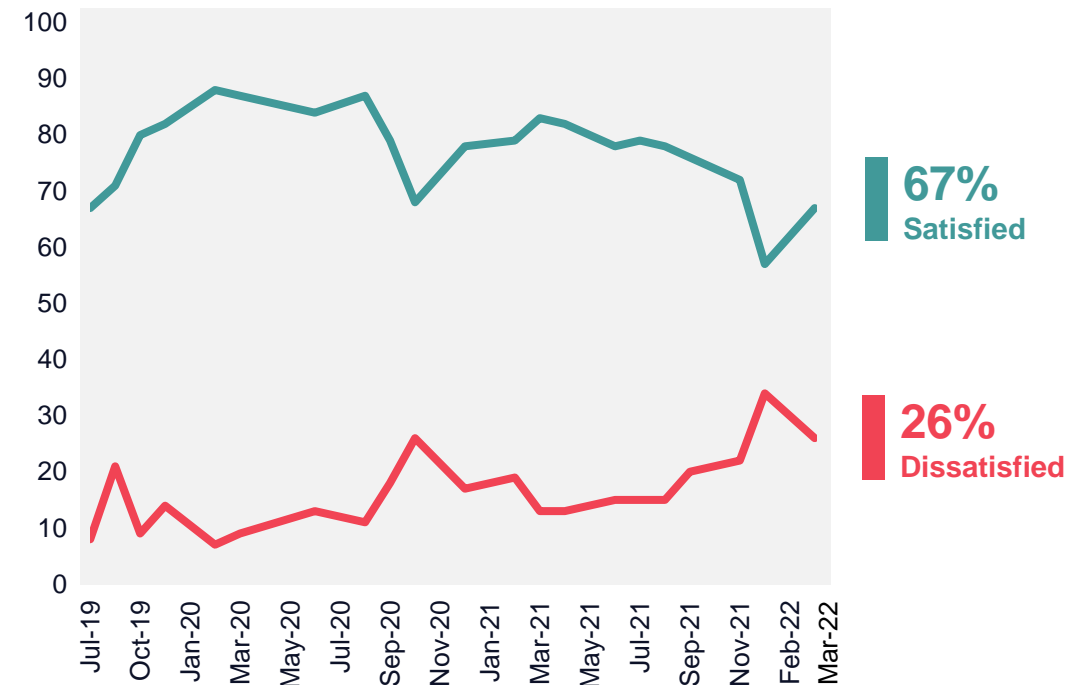
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

March 2022



Base: 264 Conservative party supporters aged 18+, 9th March – 16th March 2022.

July 2019 – March 2022

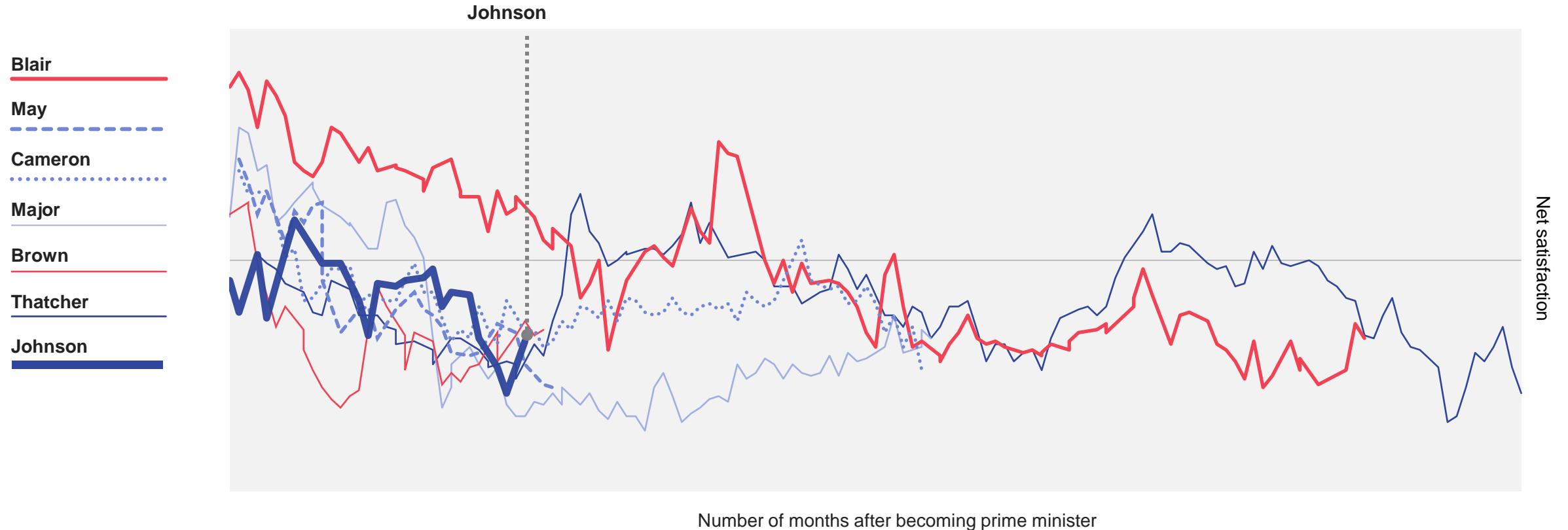


Source: Ipsos Political Monitor



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

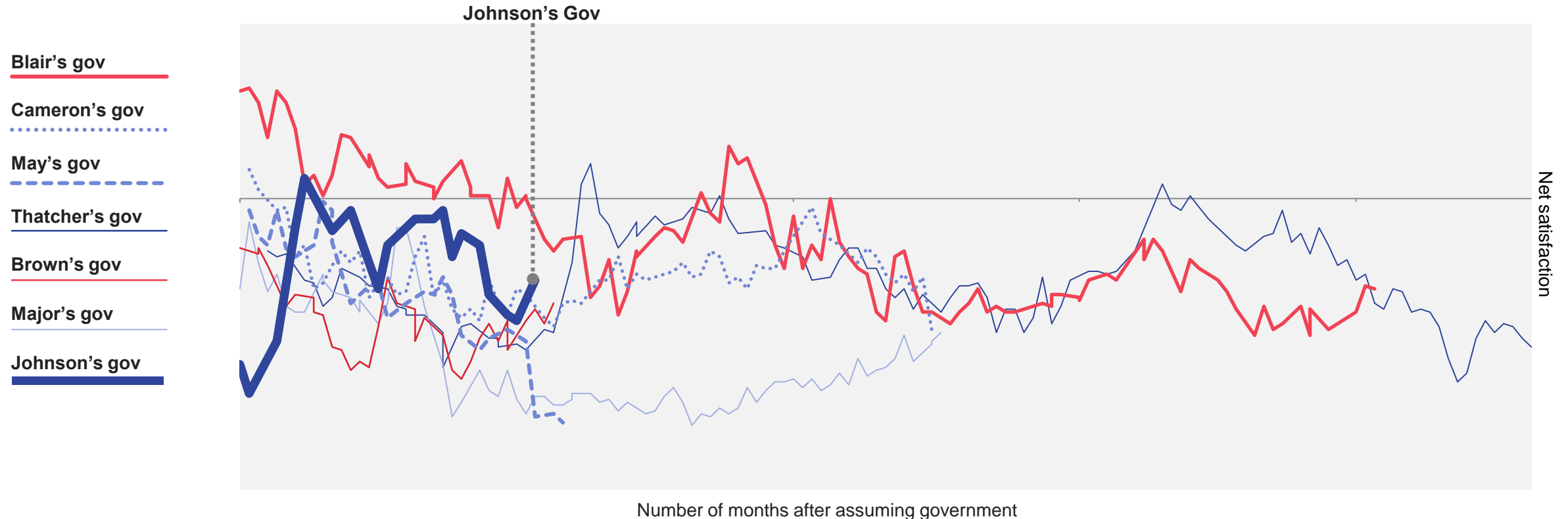
Base: c.1,000 British adults each month

Source: Ipsos UK 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

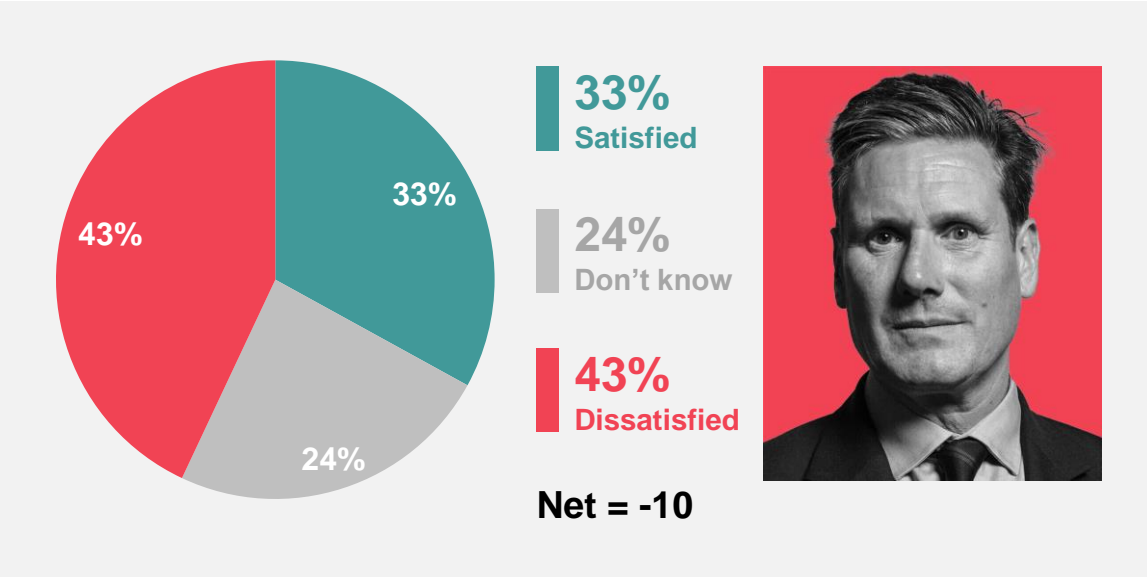
Source: Ipsos UK Political Monitor



Keir Starmer: Satisfaction

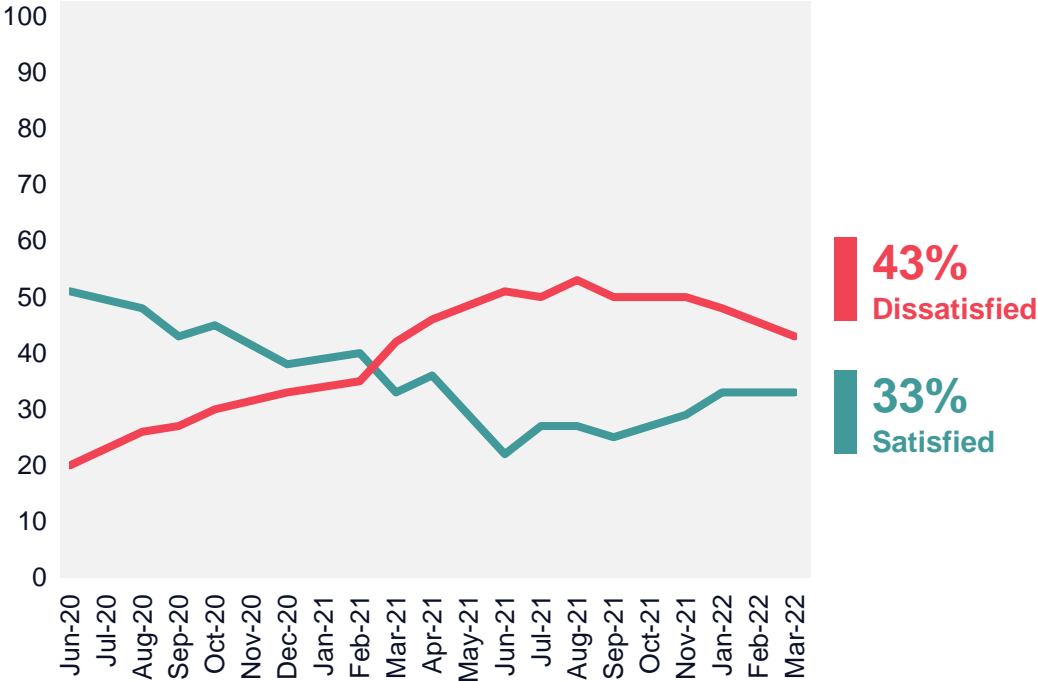
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

March 2022



Base: 1,000 British adults 18+, 9th March – 16th March 2022

June 2020 – March 2022

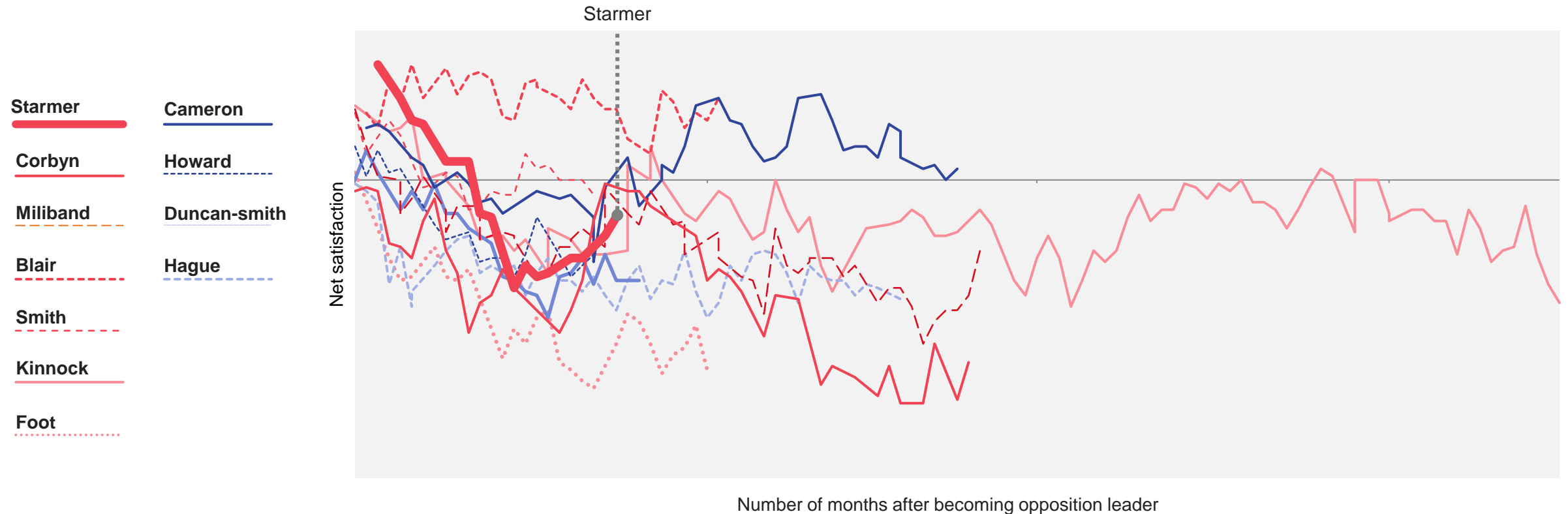


Source: Ipsos Political Monitor



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

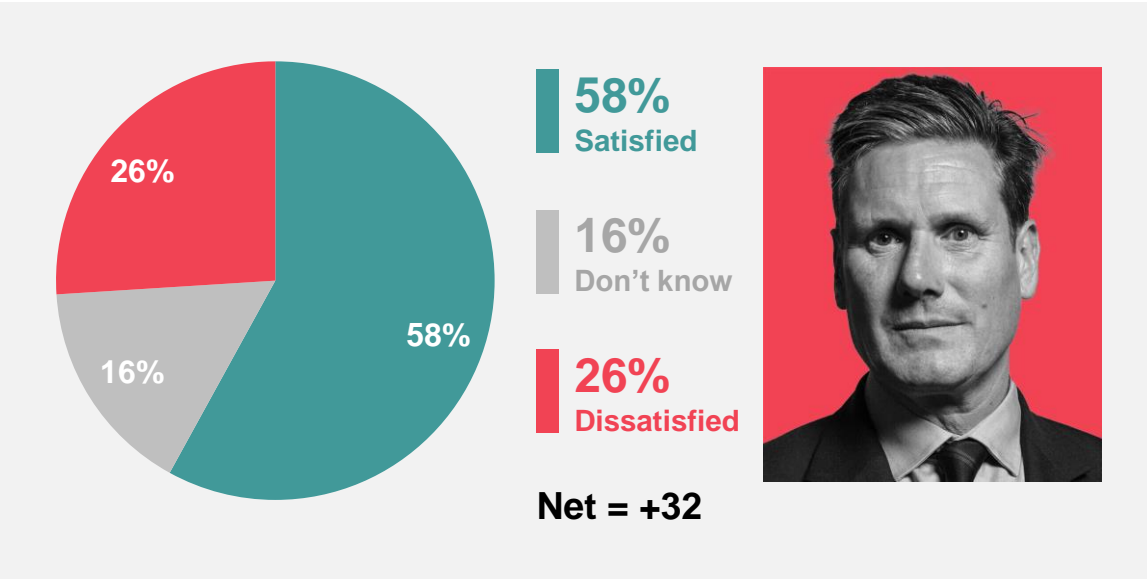
Source: Ipsos UK Political Monitor



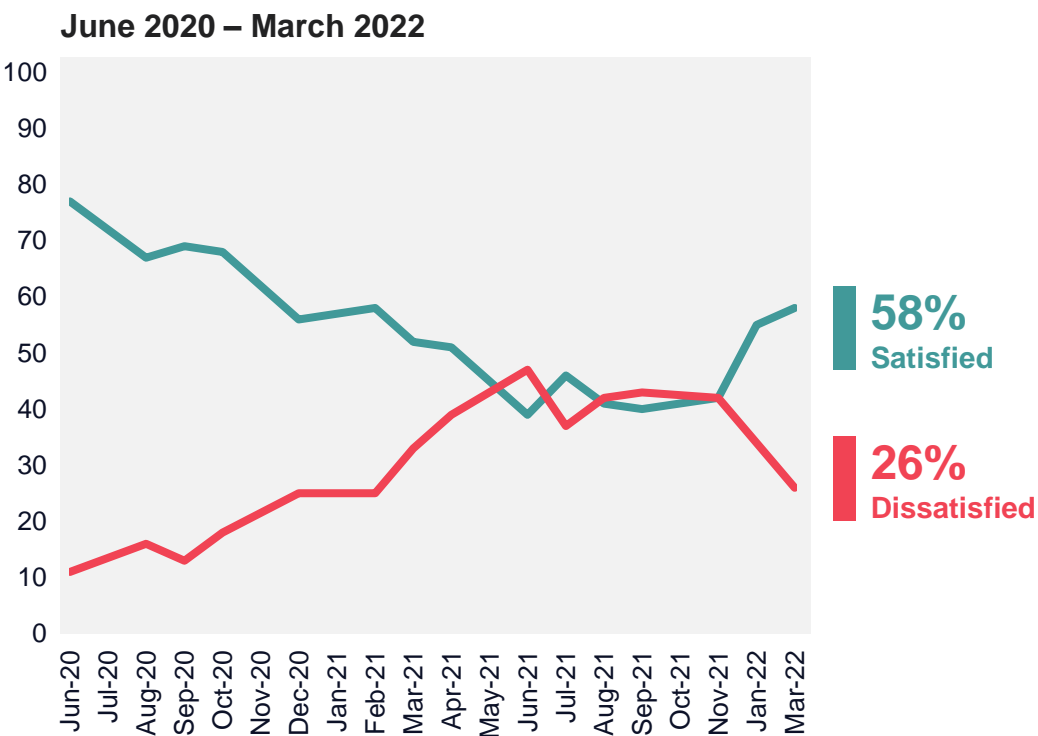
Keir Starmer: Satisfaction amongst Labour supporters

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

March 2022



Base: 301 Labour party supporters aged 18+, 9th March – 16th March 2022.



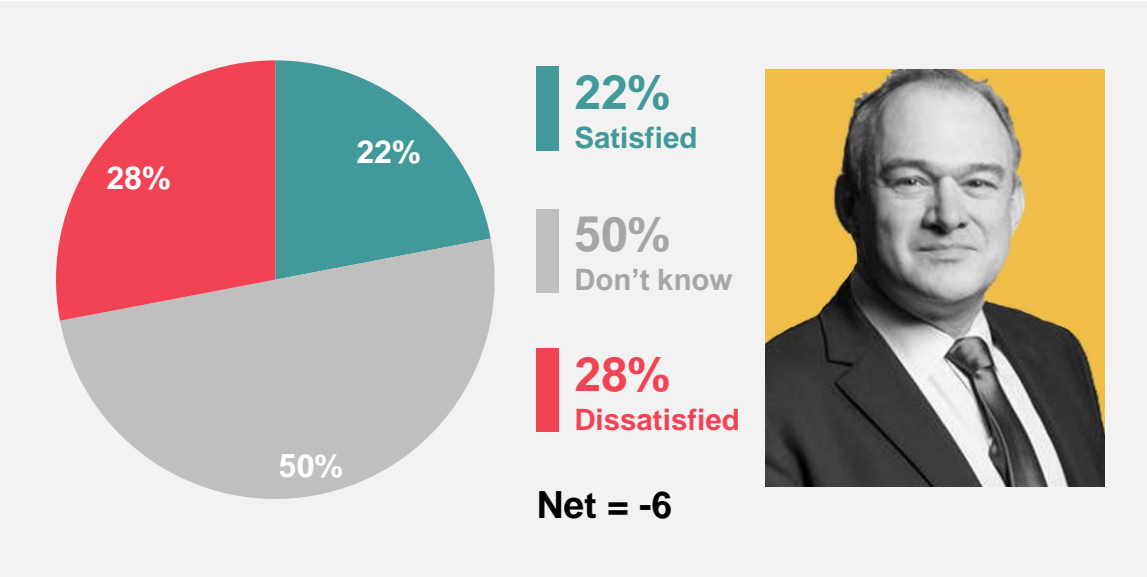
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

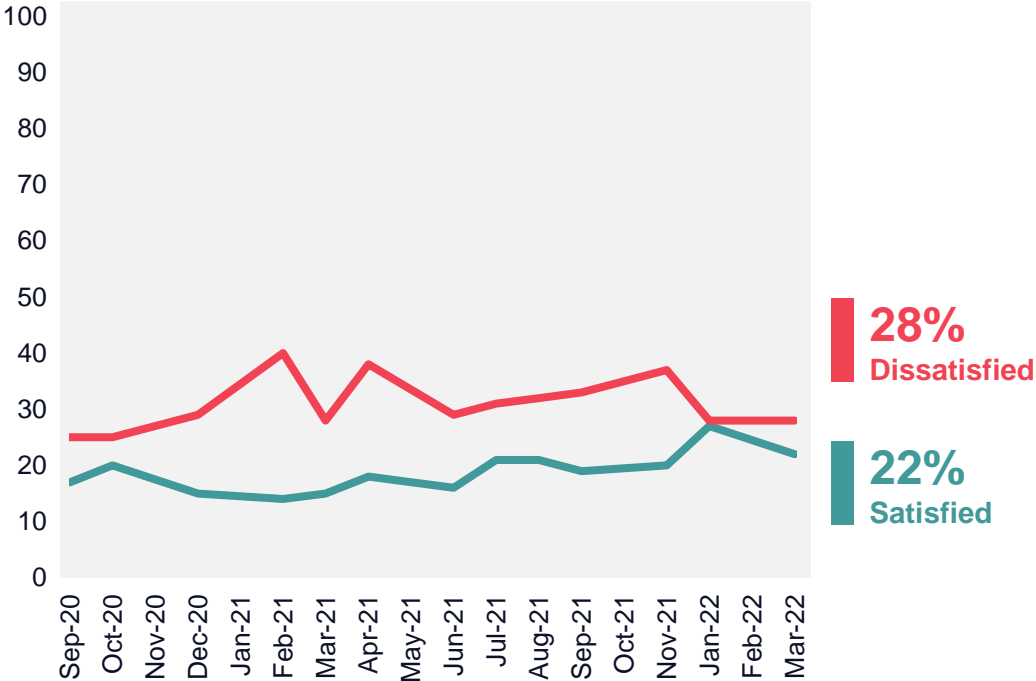
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

March 2022



Base: 1,000 British adults 18+, 9th March – 16th March 2022

September 2020 – March 2022



Source: Ipsos Political Monitor



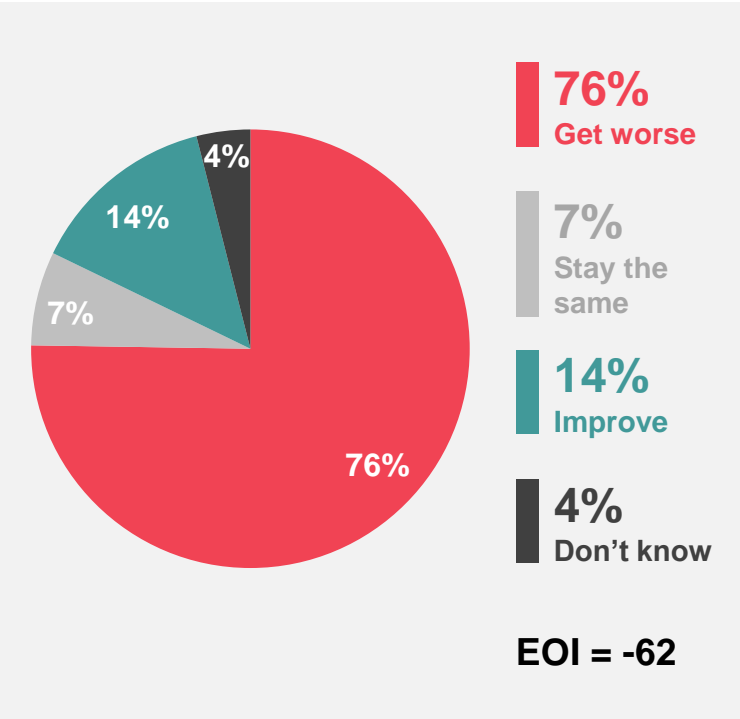
ECONOMIC OPTIMISM



Economic Optimism Index

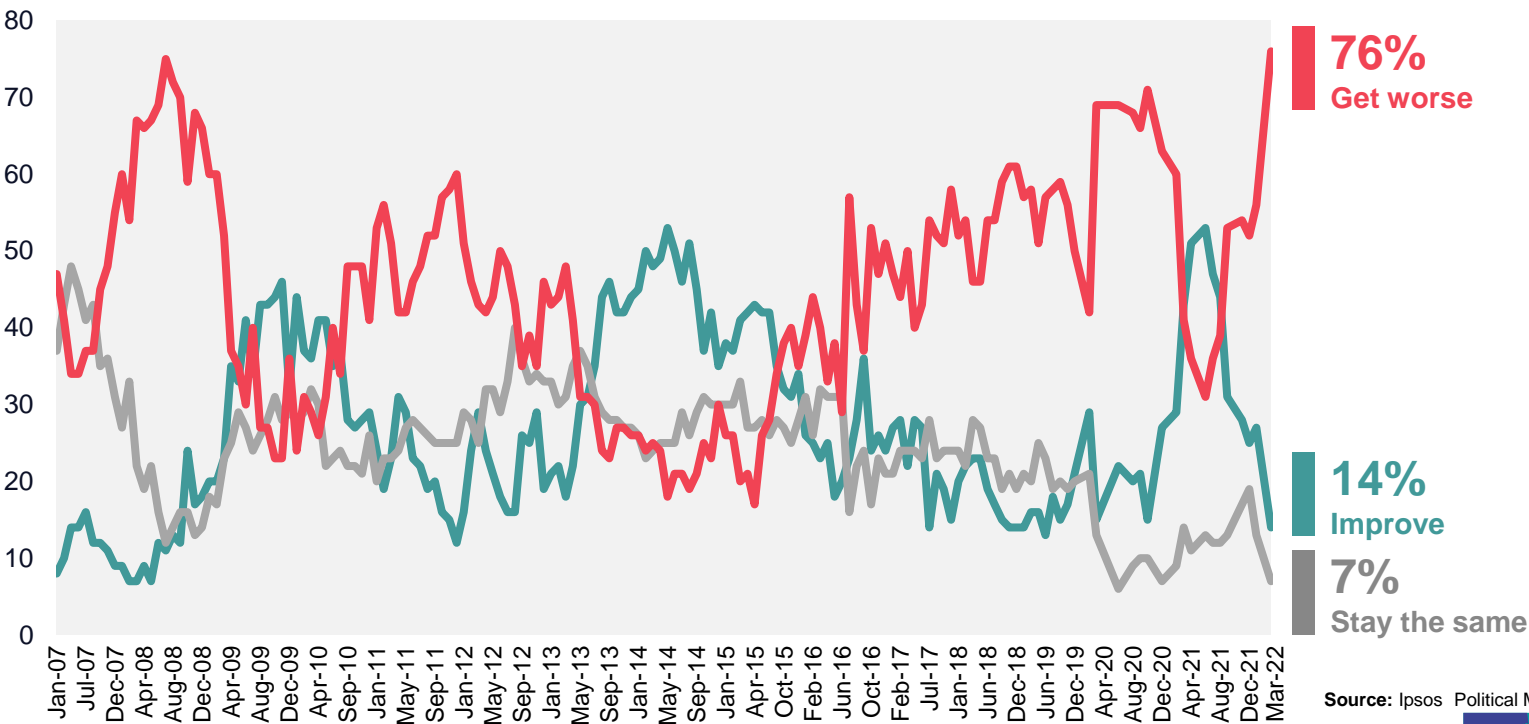
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

March 2022



Base: 1,000 British adults 18+, 9th March – 16th March 2022

January 2007 – March 2022

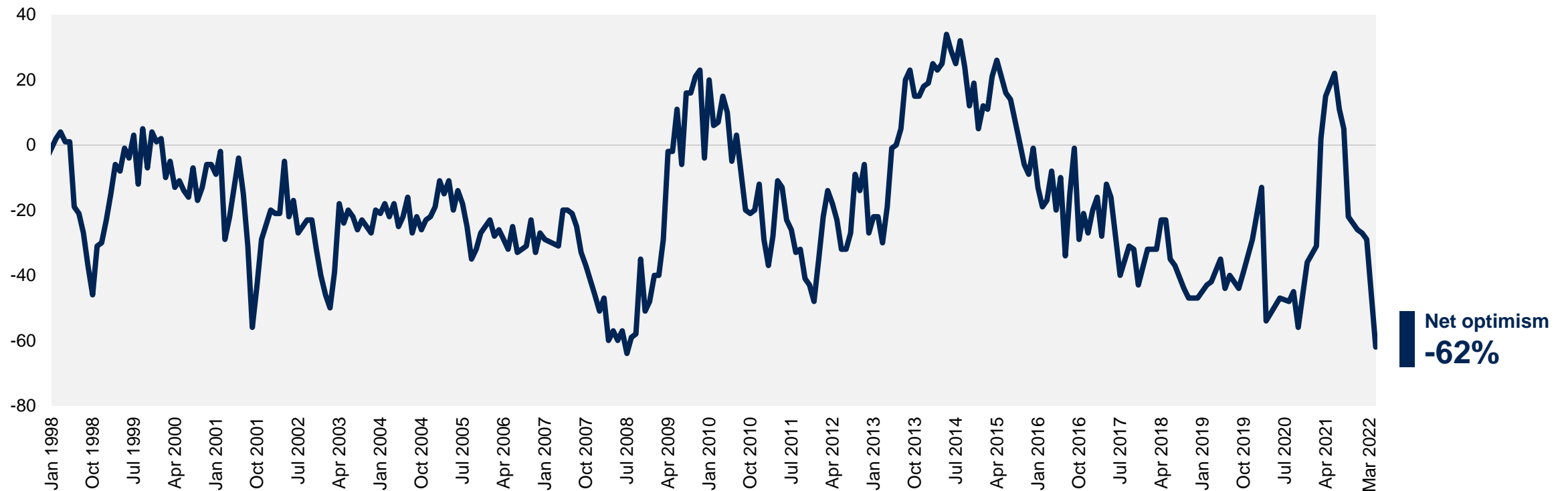


Source: Ipsos Political Monitor



Economic Optimism Index (1998-2022)

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



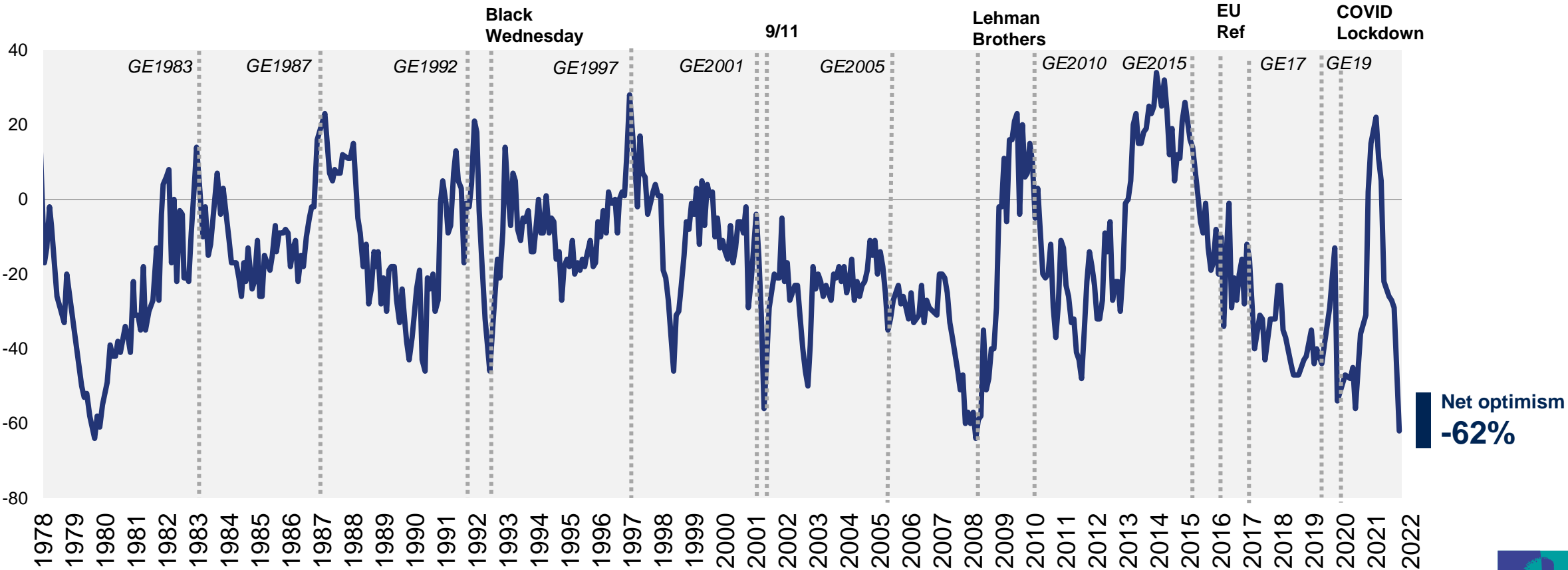
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



Economic Optimism Index (1978-2022)

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



RUSSIAN INVASION OF UKRAINE

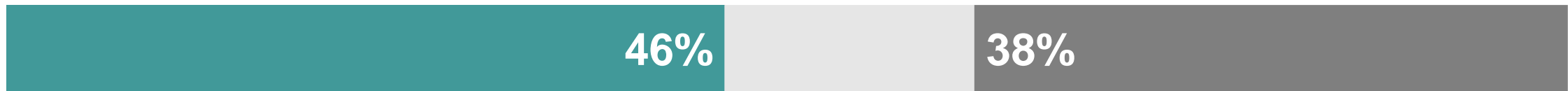
Government handling of the Russian invasion of Ukraine

Are you satisfied or dissatisfied with the way the Government is handling the Russian invasion of Ukraine?

Satisfied

Dissatisfied

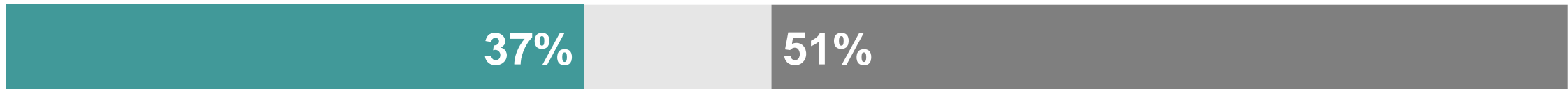
Among all



Among Conservatives supporters



Among Labour supporters



Base: 1,000 British adults 18+, 9th March – 16th March 2022. Including Conservative party supporters (264) and Labour party supporters (301).

Trends: Government handling of foreign affairs

Are you satisfied or dissatisfied with the way the Government ...?

Satisfied

Dissatisfied



Base: 1,000 British adults 18+, 9th March – 16th March 2022



March 2022 Political Monitor

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