

# IPSOS POLITICAL MONITOR

March 2022

# VOTING INTENTION

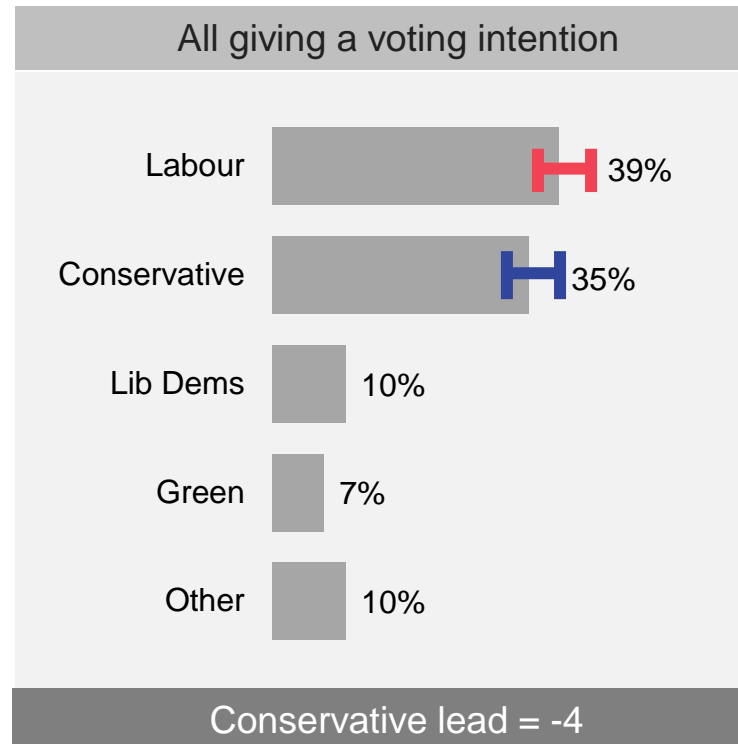
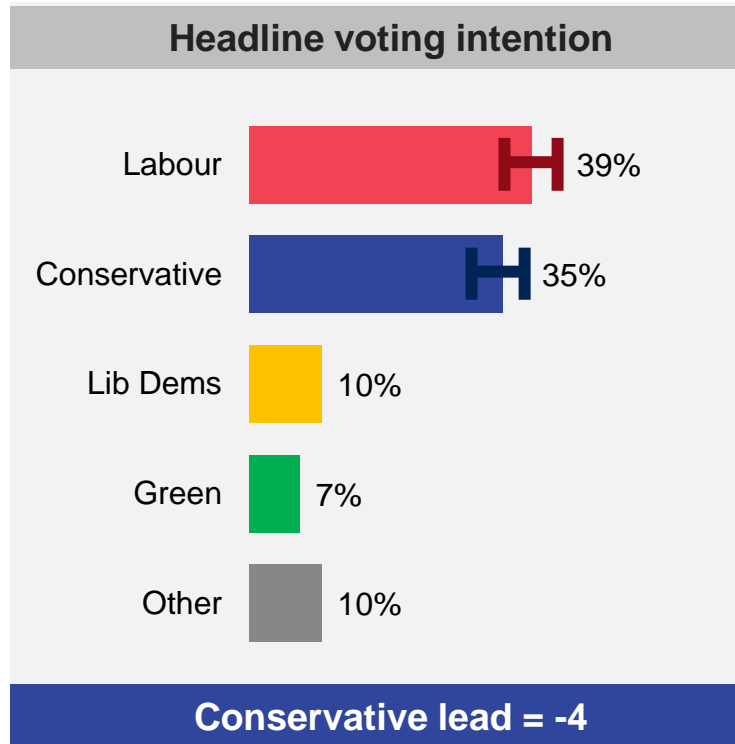
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: March 2022

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



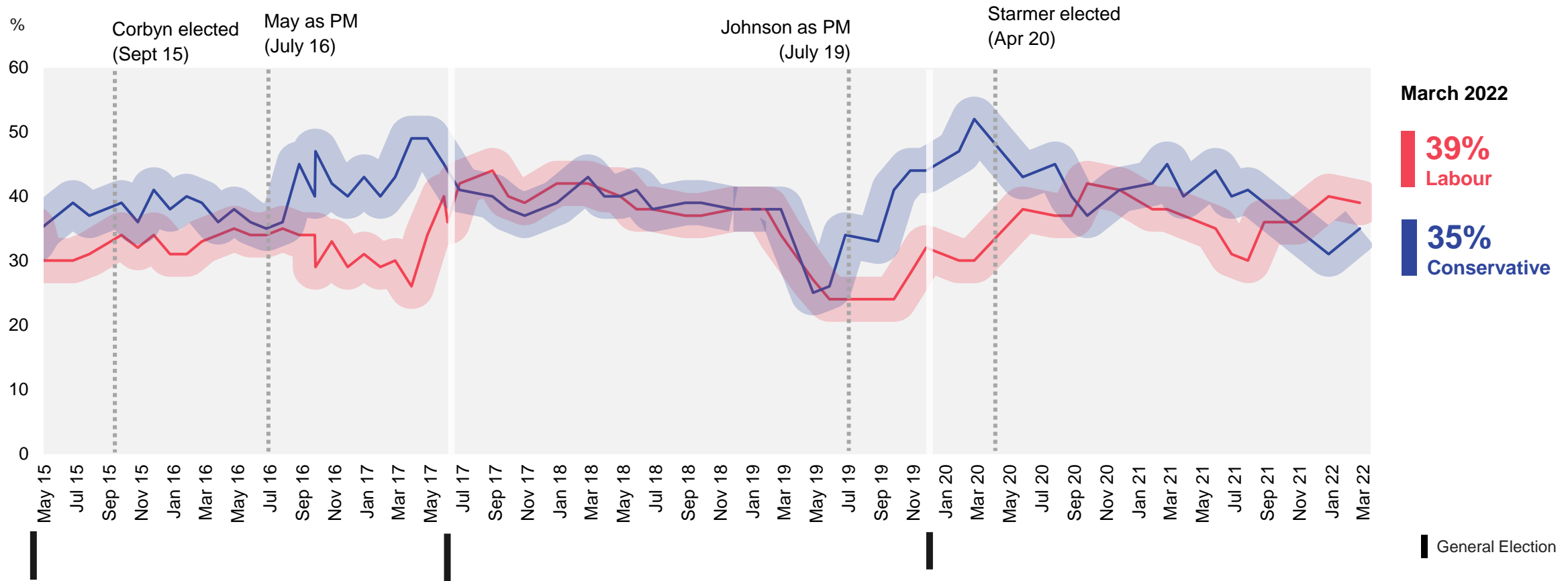
**Base:** 1,000 British adults 18+, 9th March – 16th March 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 668. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of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



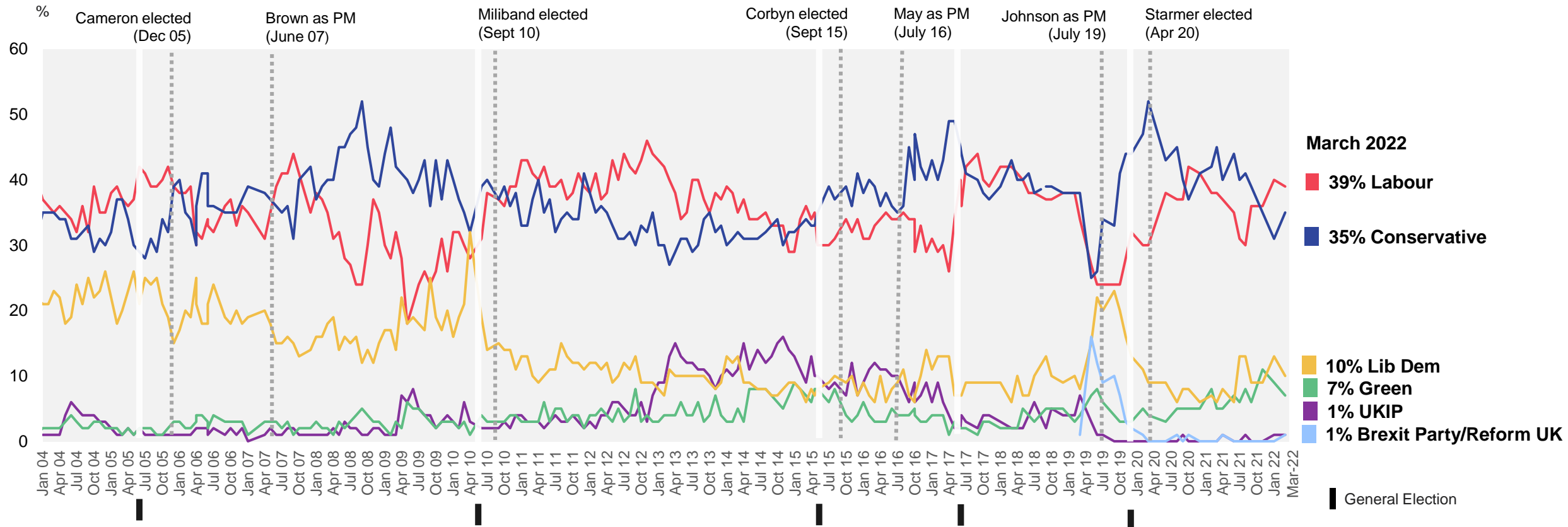
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

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

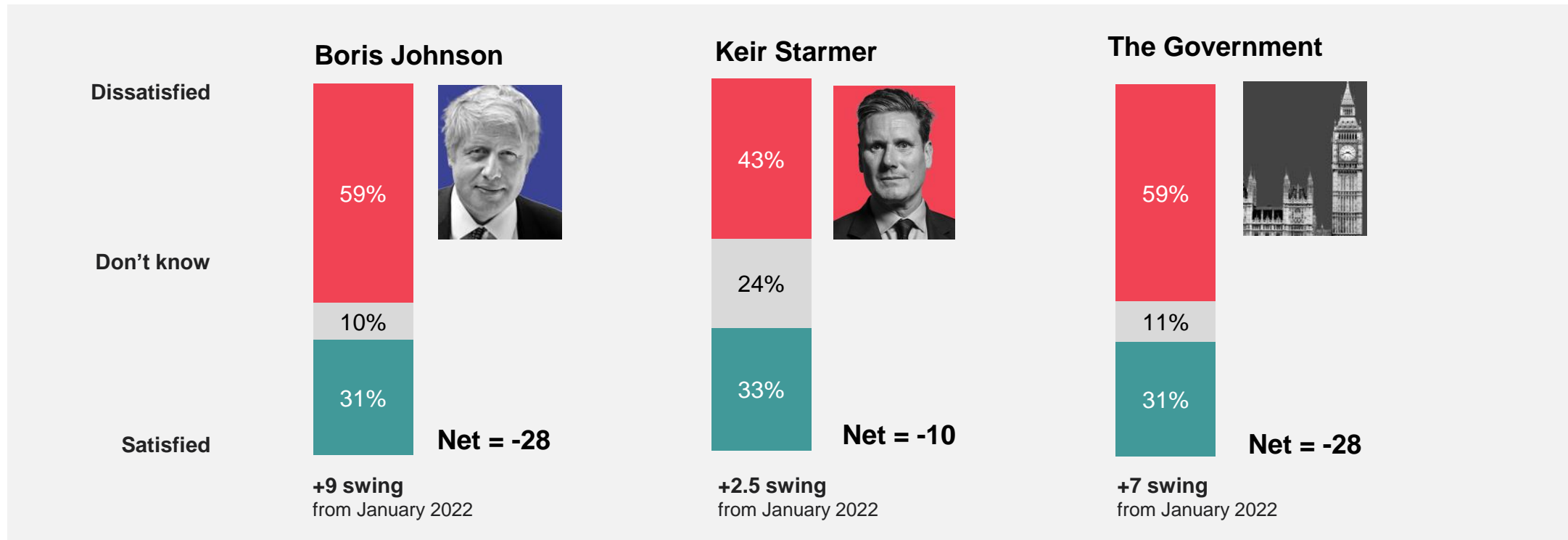




**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS

# 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"

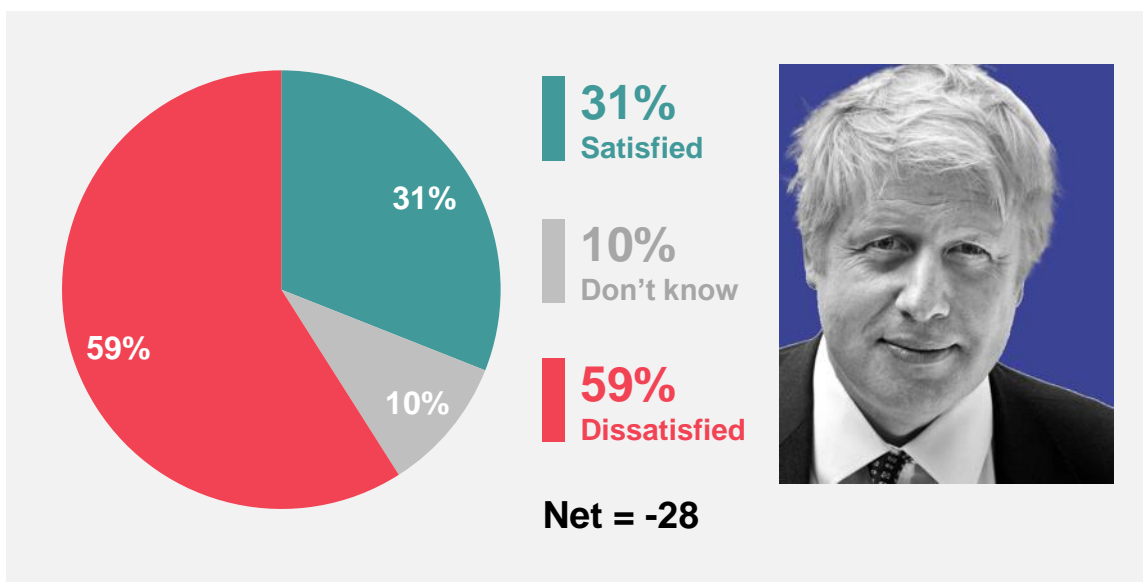
Source: Ipsos Political Monitor



# Boris Johnson: Satisfaction

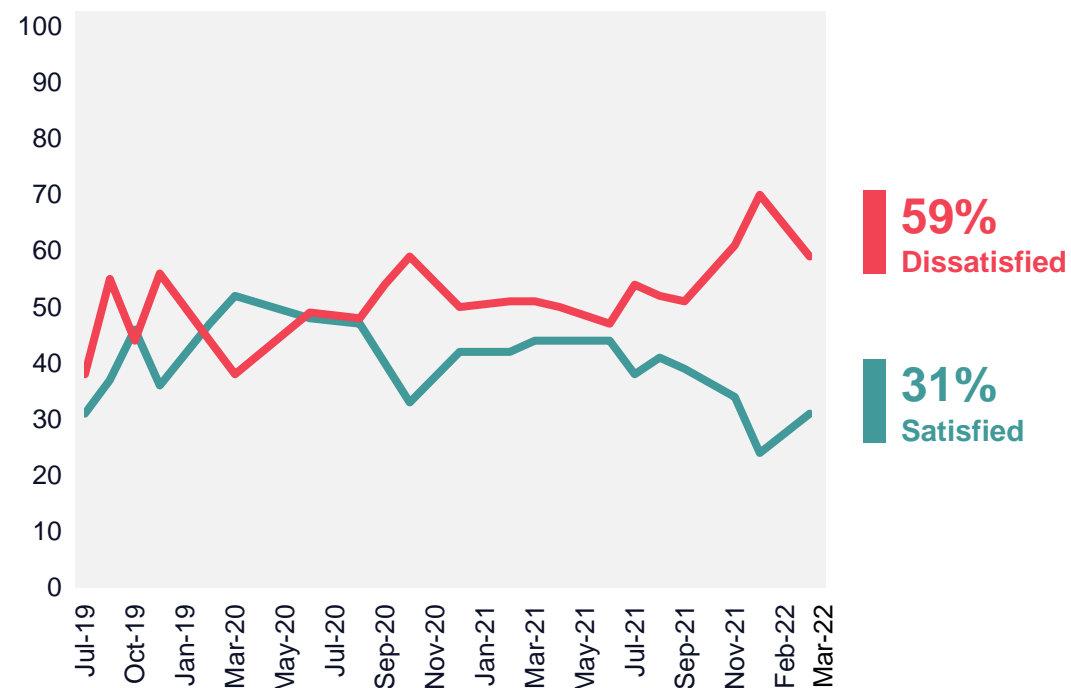
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

March 2022



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

July 2019 – March 2022



Source: Ipsos Political Monitor

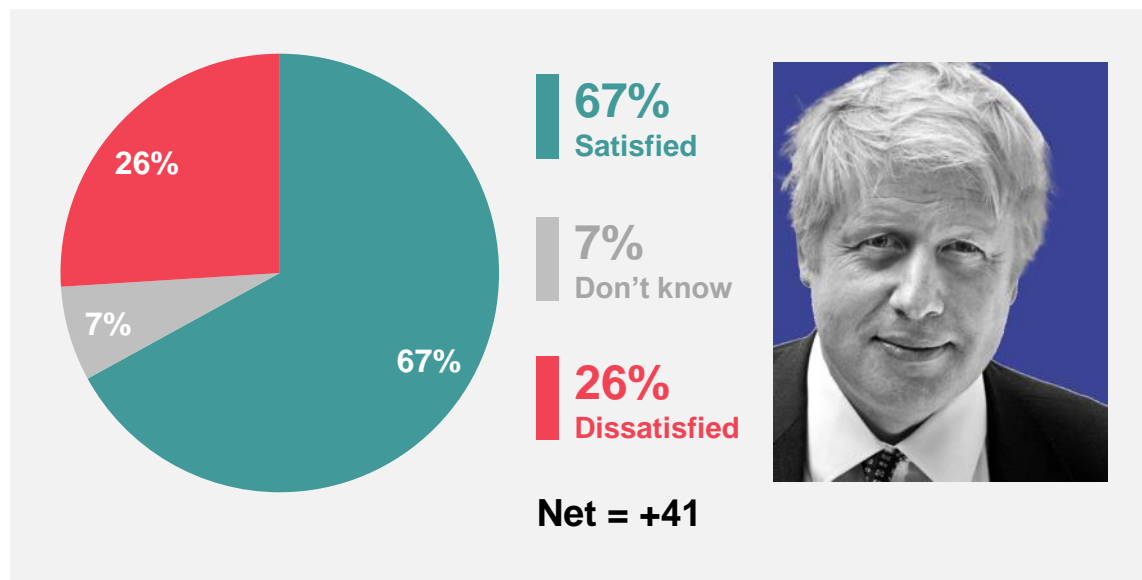




# Boris Johnson: Satisfaction among Conservative supporters

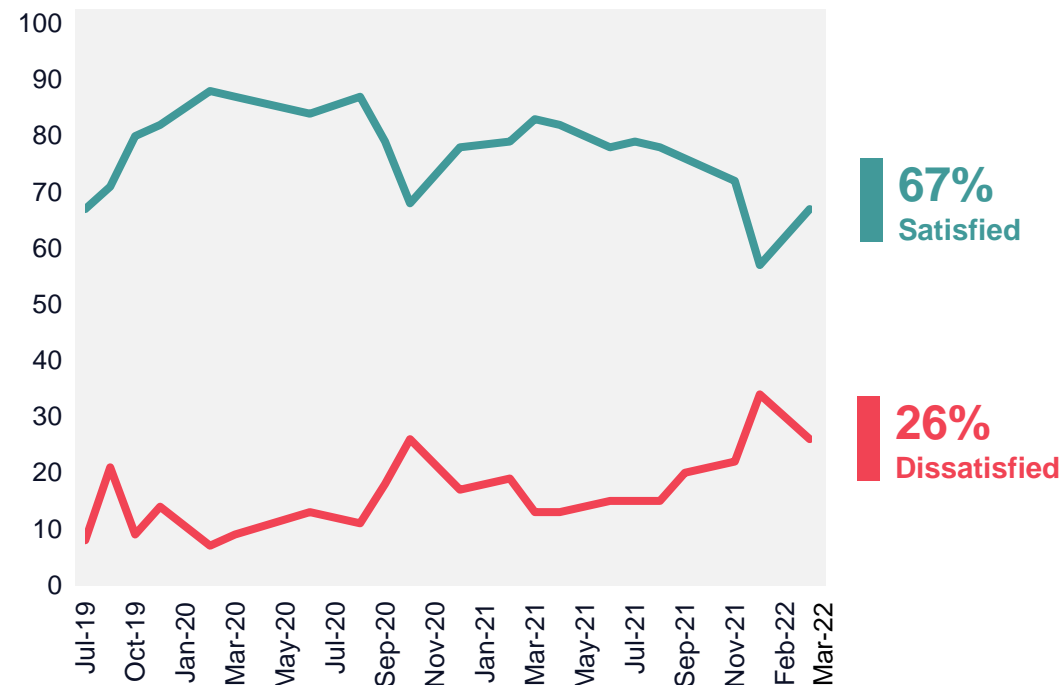
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

March 2022



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

July 2019 – March 2022

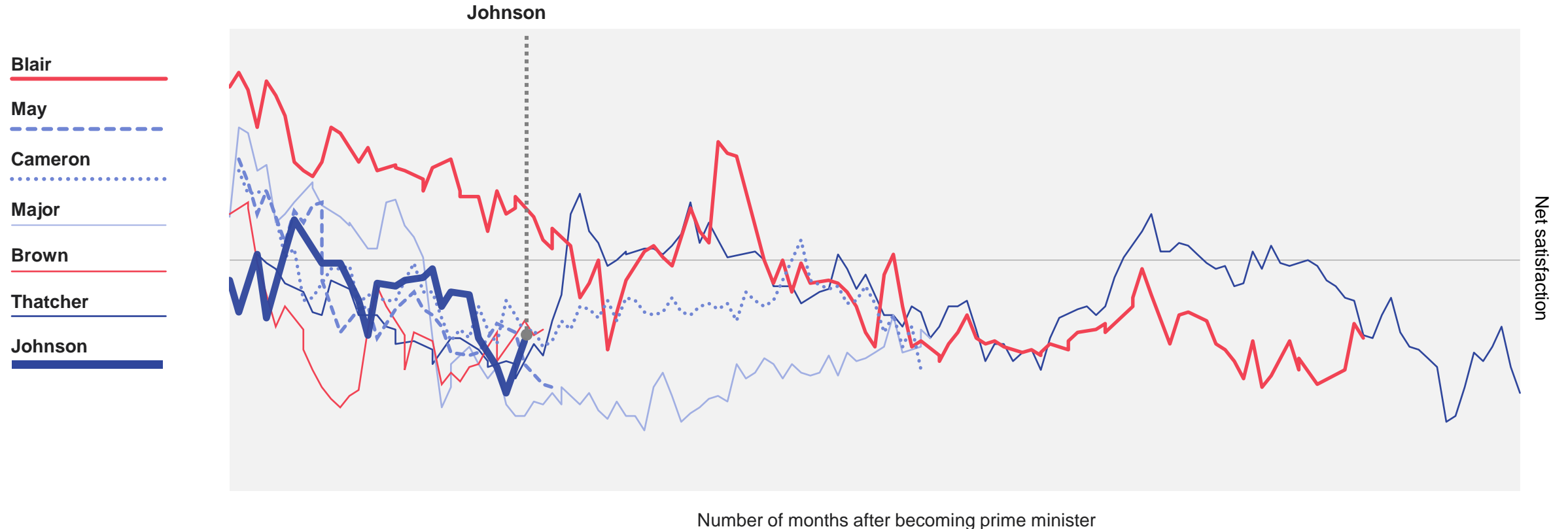


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2022)

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



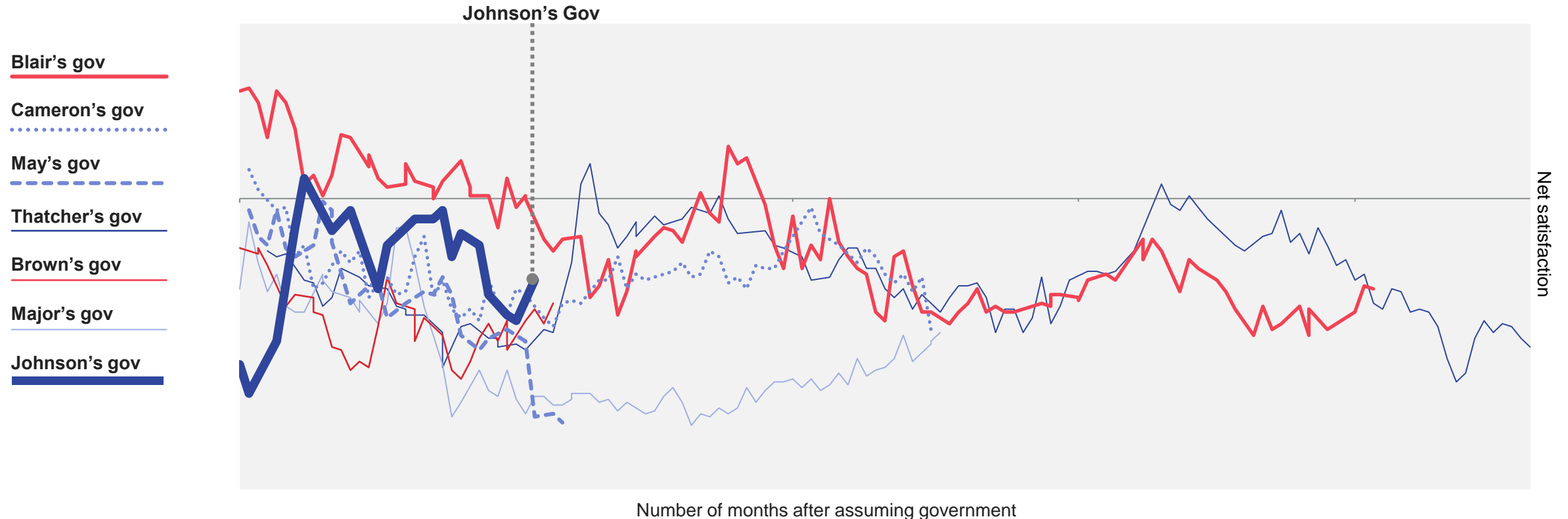
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

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

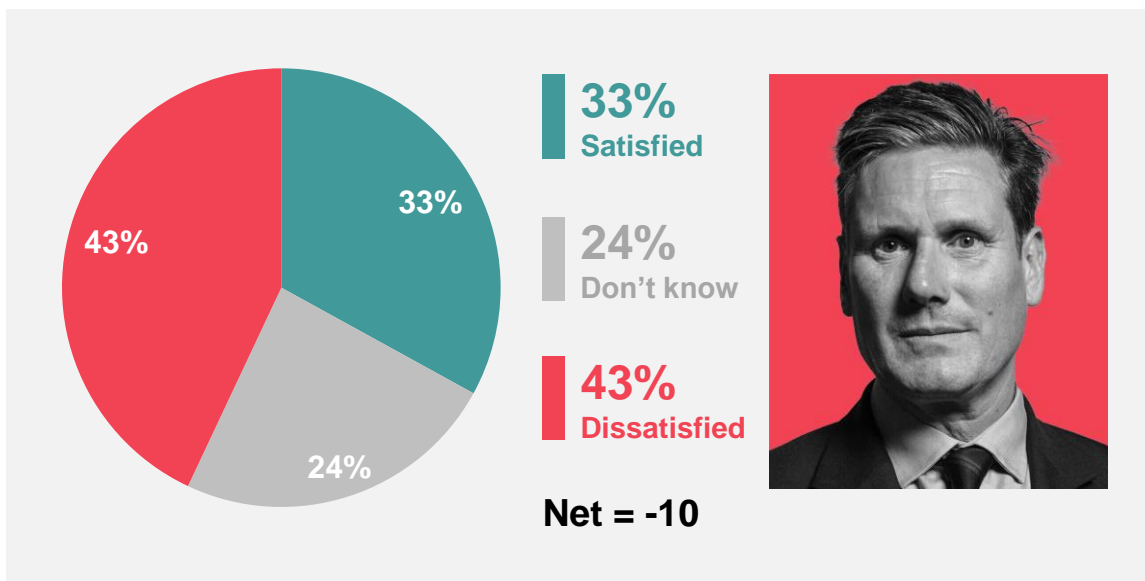
Source: Ipsos UK Political Monitor



# Keir Starmer: Satisfaction

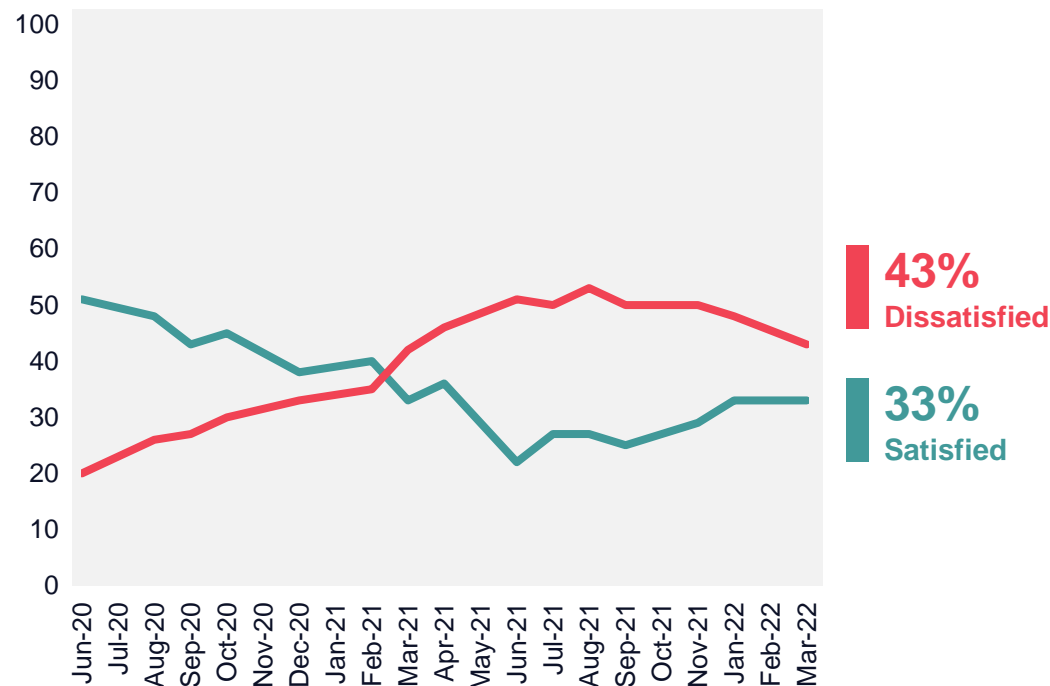
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

March 2022



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

June 2020 – March 2022

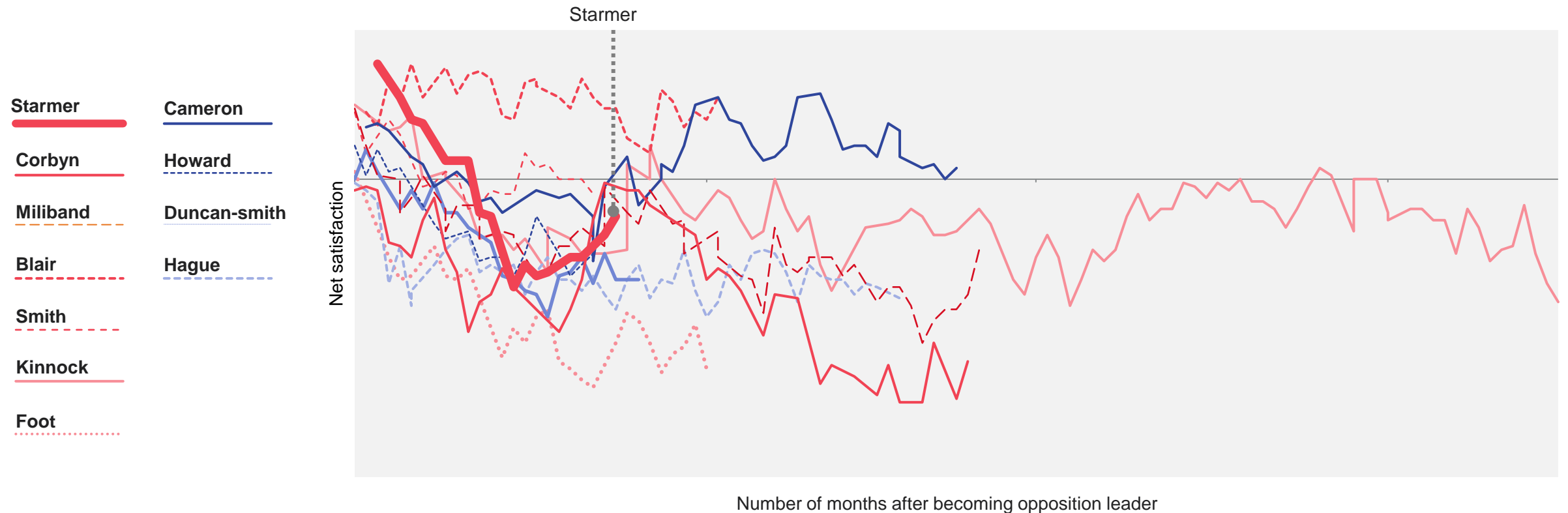


Source: Ipsos Political Monitor



# 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

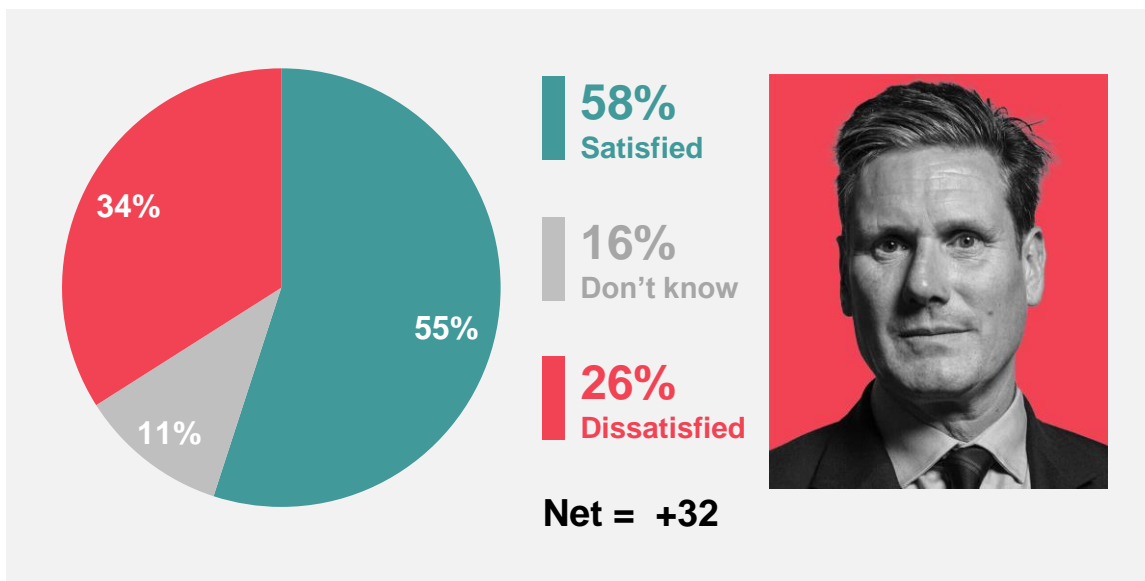
Source: Ipsos UK Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

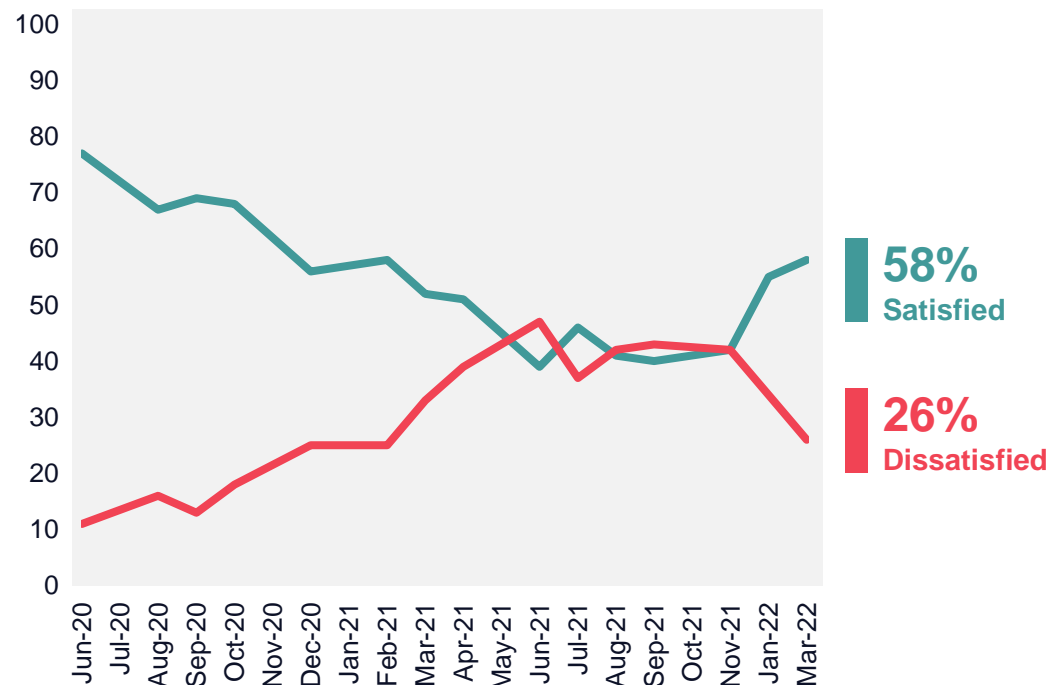
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

March 2022



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

June 2020 – March 2022



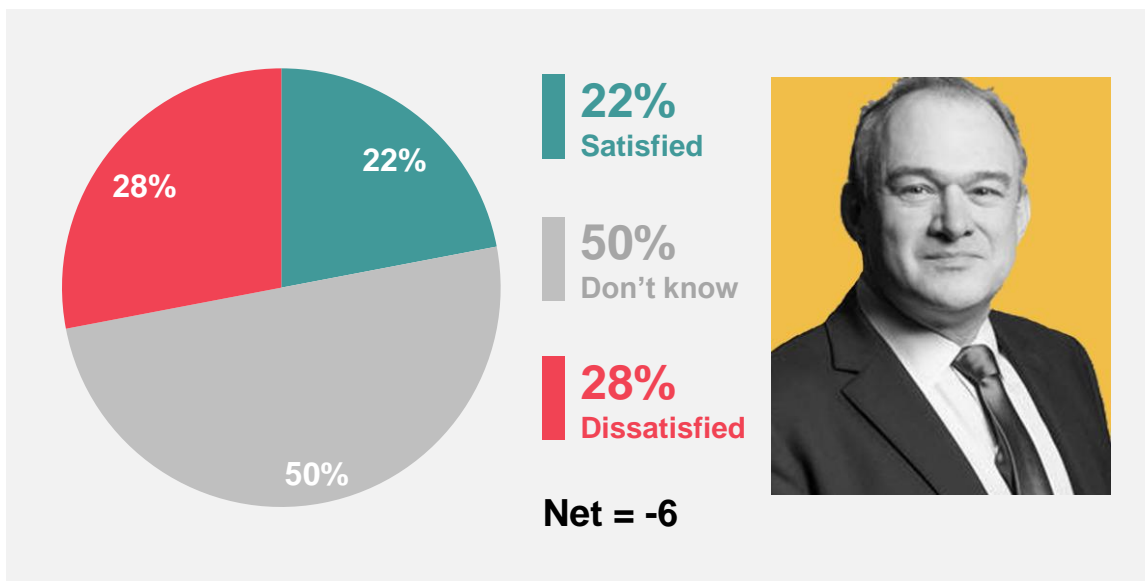
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

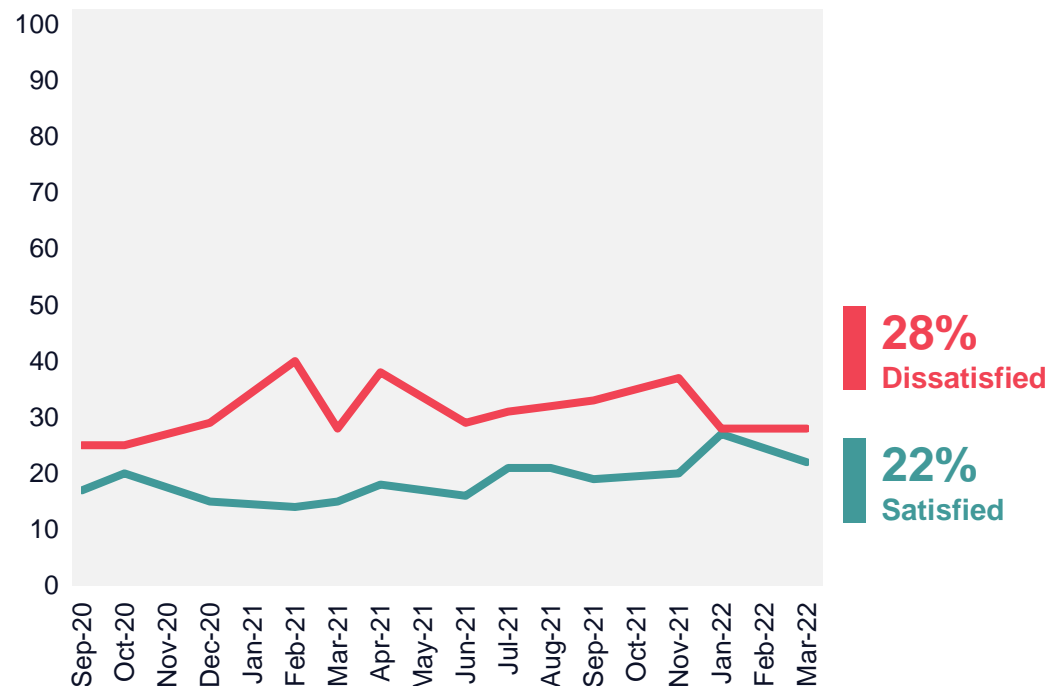
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

March 2022



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

September 2020 – March 2022



Source: Ipsos Political Monitor



# ECONOMIC OPTIMISM

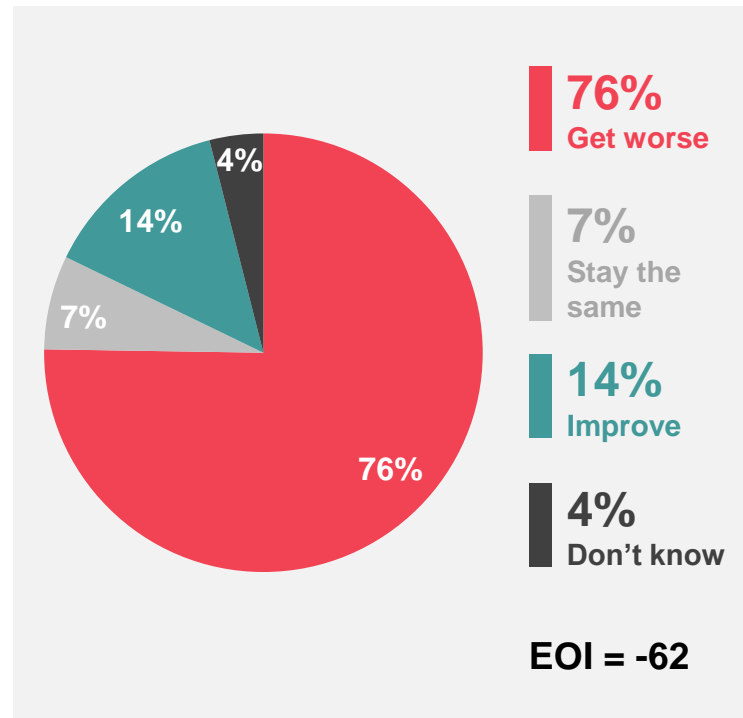




# Economic Optimism Index

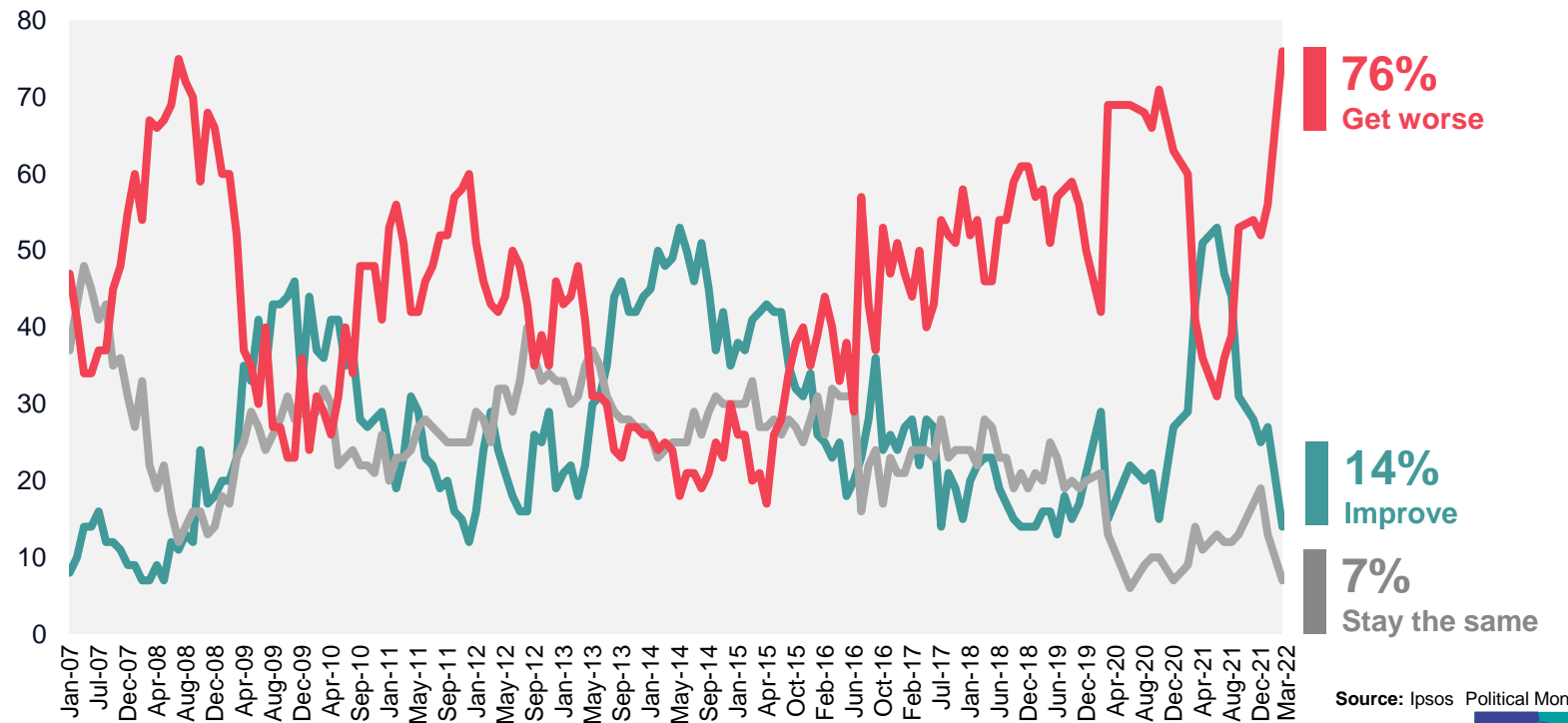
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

March 2022



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

January 2007 – March 2022

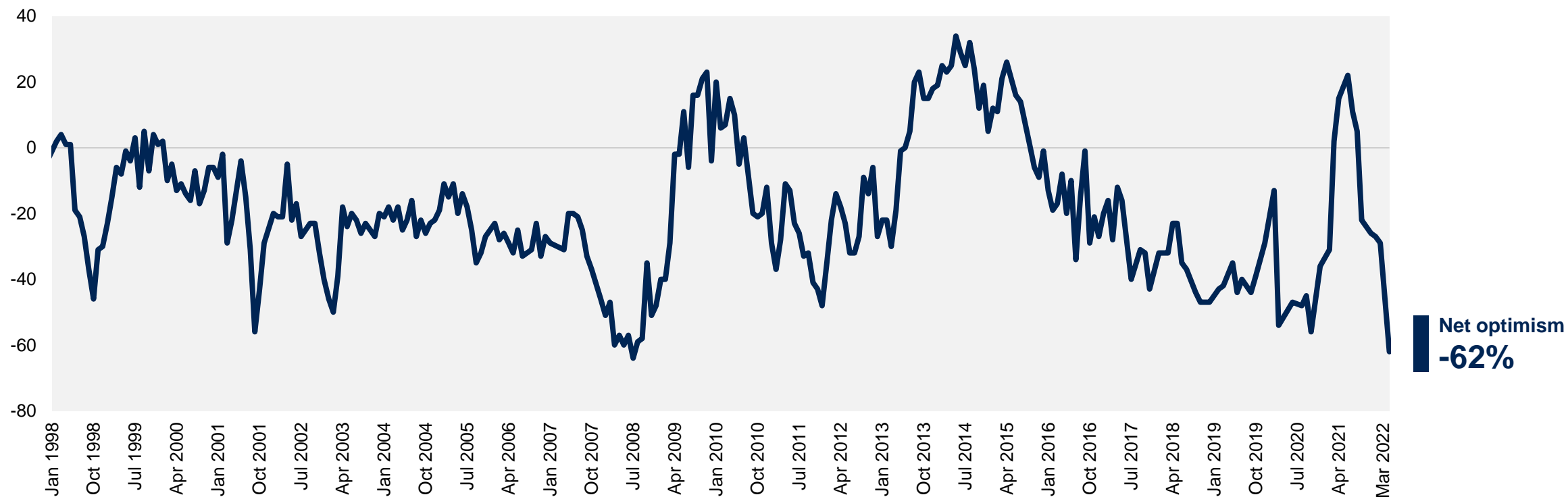


Source: Ipsos Political Monitor



# 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



# RUSSIAN INVASION OF UKRAINE

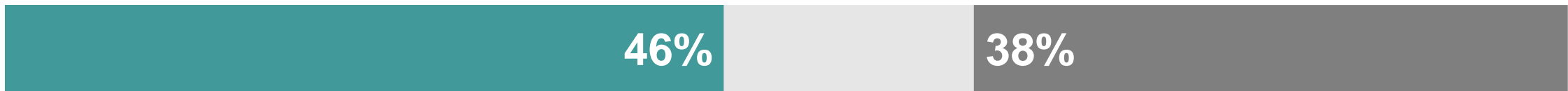
# Government handling of the Russian invasion of Ukraine

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

**Satisfied**

**Dissatisfied**

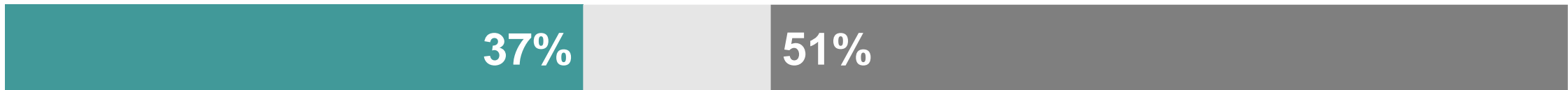
**Among all**



**Among Conservatives supporters**



**Among Labour supporters**



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



# Trends: Government handling of foreign affairs

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

**Satisfied**

**Dissatisfied**

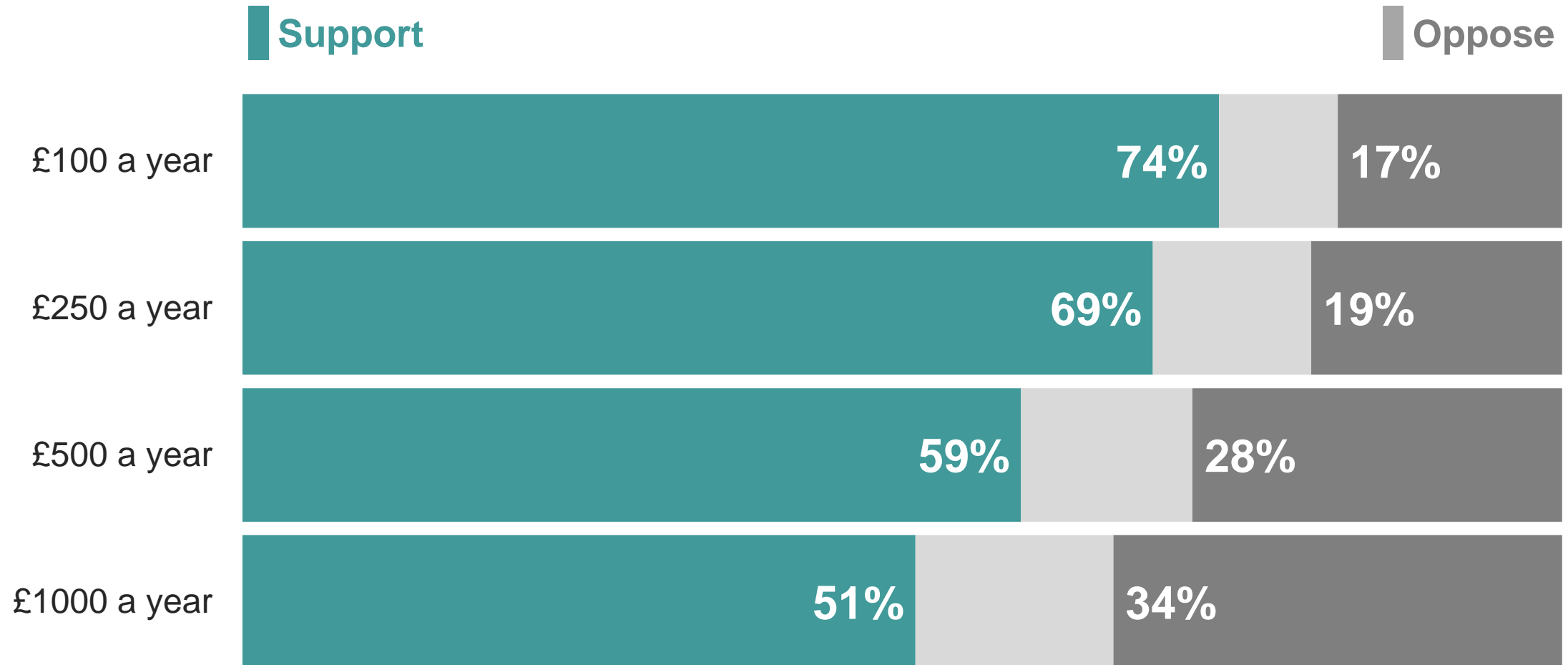


Base: 1,000 British adults 18+, 9th March – 16th March 2022



# Financial consequences of Britain and other countries stopping buying oil + gas from Russia

To what extent, if at all, would you support or oppose, Britain and other countries stopping buying oil and gas from Russia, if it were to personally cost you or your family an extra...?



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

# THE ECONOMY



# Party trust on key issues: Trends

Which party, if any, do you trust most to....? The Conservatives, Labour, Liberal Democrats  
SNP (Scotland Only), Plaid Cymru (Wales only) or some other party?

**The Conservative party**

**The Labour party**

## Grow Britain's economy



## Reduce you and your family's cost of living



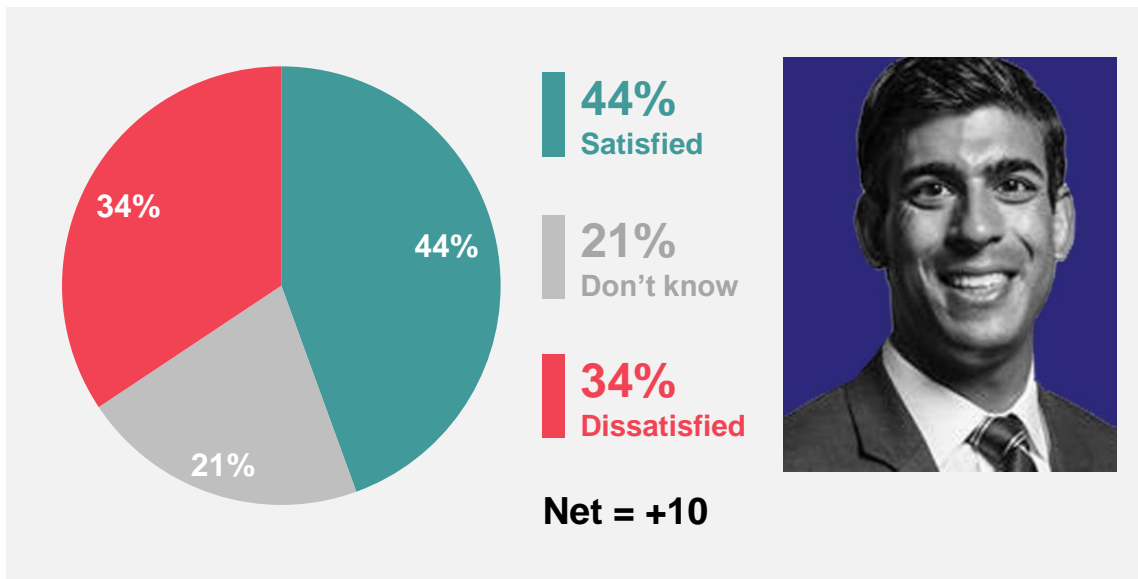
Base: 1,000 British adults 18+, 9th March – 16th March 2022



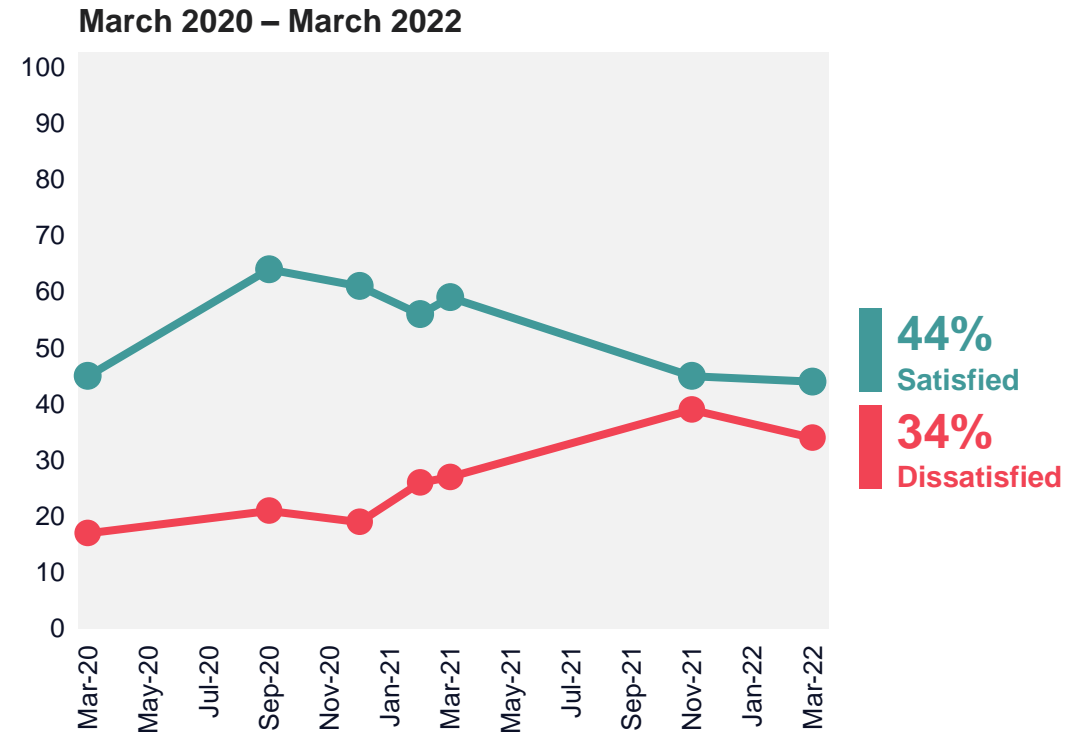
# Rishi Sunak: Satisfaction

Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer?

March 2022



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

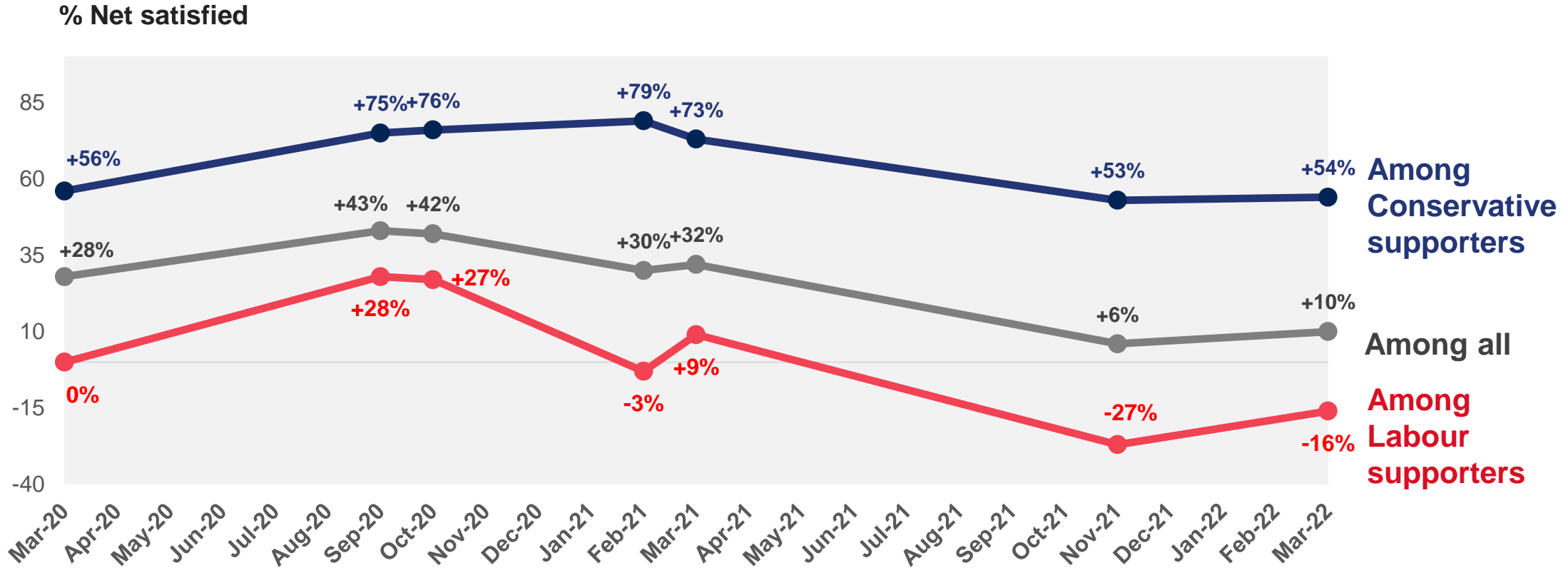


Source: Ipsos Political Monitor



# Rishi Sunak: Net satisfaction

Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer?



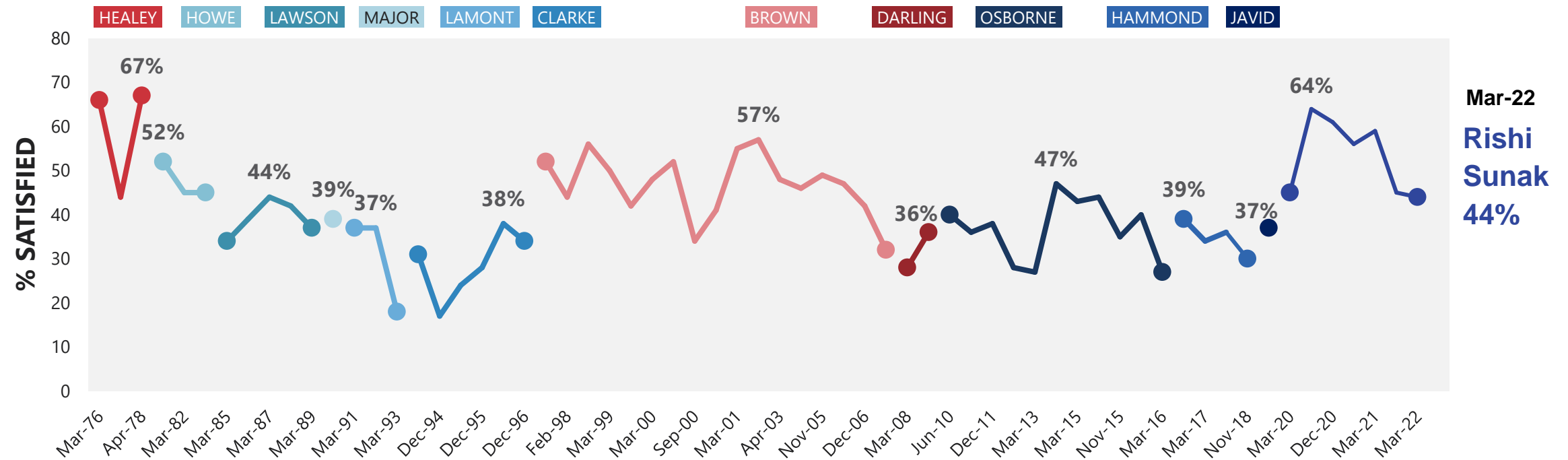
Base: c.1000 British adults each month.

Source: Ipsos



# Satisfaction with the Chancellor of the Exchequer: 1976-2022

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

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

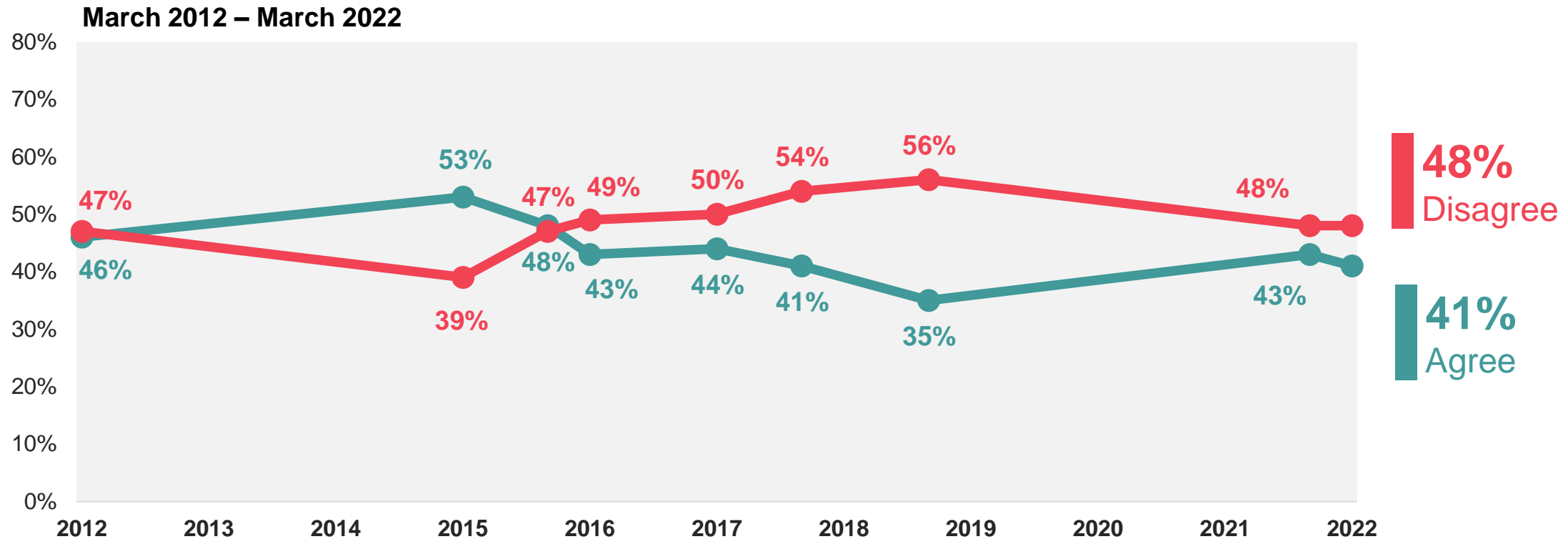
Source: Ipsos Political Monitor



# Impact of Government policies: Britain's economy

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's economy”**



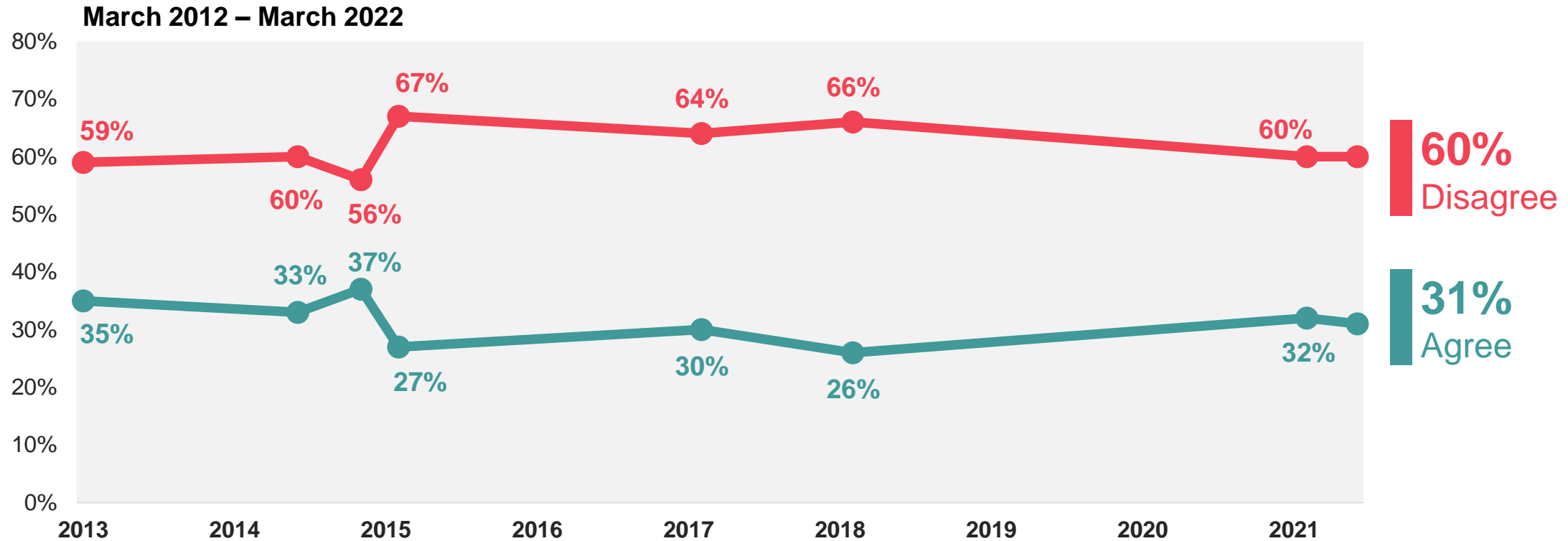
Base: 1,000 British adults 18+, 9th March – 16th March 2022

Source: Ipsos Political Monitor

# Impact of Government policies: Britain's public services

On balance, do you agree or disagree with the following statement.

**“In the long term, this government's policies will improve the state of Britain's public services”**



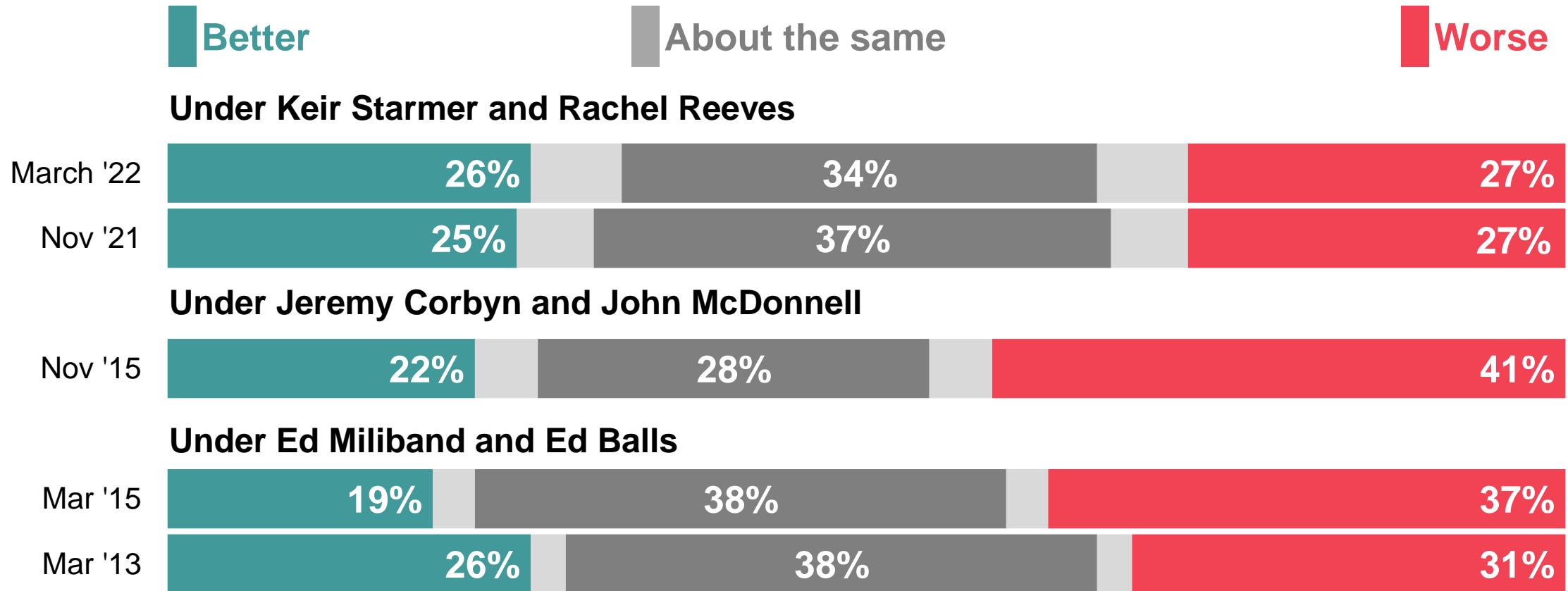
Base: 1,000 British adults 18+, 9th March – 16th March 2022

Source: Ipsos Political Monitor



# Would Labour manage the economy better than the Government?

And do you think that a Labour Government with Keir Starmer as Prime Minister and Rachel Reeves as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?



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





## March 2022 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)

Glenn Gottfried  
Research Manager  
[glenn.gottfried@ipsos.com](mailto:glenn.gottfried@ipsos.com)

