

Ipsos March 2022 Political Monitor Topline Results

March 2022

Fieldwork: 9th – 16th March 2022

Technical Details

Ipsos interviewed a representative sample of 1000 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 9th – 16th March 2022. 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 (668)

	March 2022	January 2022
	%	%
Conservative	35	31
Labour	39	40
Liberal Democrats (Lib Dem)	10	13
Scottish National Party/Plaid Cymru	5	4
Green Party	7	9
Other	5	2
Conservative lead (±%)	-4	-9
<i>Would not vote</i>	2	*
<i>Undecided</i>	3	5
<i>Refused</i>	3	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	35
Labour	39
Liberal Democrats (Lib Dem)	10
Scottish National Party/Plaid Cymru	6
Green Party	7
Other	4
Conservative lead (+%)	4
<i>Would not vote</i>	13
<i>Undecided</i>	6
<i>Refused</i>	3

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	60
9	7
8	4
7	3
6	3
5	7
4	2
3	3
2	1
1 – absolutely certain not to vote	10
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 18+

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Boris Johnson 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) Mar '22	31	59	11	-28
<i>Jan '22</i>	25	67	8	-42
Johnson (Q4) Mar '22	31	59	10	-28
<i>Jan '22</i>	24	70	6	-46
Starmer (Q5) Mar '22	33	43	24	-10
<i>Jan '22</i>	33	48	19	-15
Davey (Q6) Mar '22	22	28	50	-6
<i>Jan '22</i>	27	28	45	-1

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Boris Johnson 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)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q3) Mar '22	264	69	25	6	+44
Jan '21	250	58	31	11	+27
Johnson (Q4) Mar '22	264	67	26	7	+41
Jan '21	250	57	34	9	+23
Starmer (Q8) Mar '22	301	58	26	16	+32
Jan '21	349	55	34	11	+21

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?

	Mar '22 %	Jan '22 %
Improve	14	27
Stay the same	7	13
Get worse	76	56
Don't know	4	3
Ipsos Economic Optimism Index (EOI)	-62	-29

Russian invasion of Ukraine

- Q9. Are you satisfied or dissatisfied with the way the Government ...?

	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
...is handling the Russian invasion of Ukraine?				
March 2022	46	38	16	+8
.... is handling the crisis in Libya?				
March 2011	42	42	16	0
.... is handling the crisis in Yugoslavia?				
1-2 April 1999	60	28	12	+32
26-27 March 1999	49	28	22	+21
Is handling the situation in Bosnia				
July 1995	14	65	21	-41
April 1993	20	60	20	-40

<i>is handling the situation in the Gulf</i>				
Jan '91	64	27	9	+37
<i>... are now handling the situation in the Falkland Islands?</i>				
21-23 Jun '82	84	13	3	+71
25-26 May '82	84	14	2	+70
16 May '82	69	25	6	+44
3-5 May '82	71	25	4	+46
30 April '82	70	23	7	+57
23-24 April '82	76	20	4	+56
20-21 April '82	68	24	8	+44
14 April '82	60	30	10	+30

Q11. 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...?

Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know/ N/A	Support	Oppose	Net support
%	%	%	%	%	%	%	%	%
£100 a year								
60	14	7	5	12	3	74	17	+57
£250 a year								
53	16	8	4	15	4	69	19	+50
£500 a year								
41	18	9	7	21	5	59	28	+31
£1000 a year								
32	19	11	8	26	4	51	34	+17

Q13. Which party, if any, do trust most...? The Conservatives, Labour, Liberal Democrats, SNP, Plaid Cymru or some other party?

	Conservatives	Labour	Liberal Democrats	Another party	None	Don't know
	%	%	%	%	%	%
Grow Britain's economy						
March 2022	36	23	4	7	16	14
January 2022	37	31	5	7	7	13
Nov 2013	36	24	4	10	16	11
Reduce you and your family's cost of living						
March 2022	22	31	5	8	17	16
January 2022	21	38	6	8	12	14
Nov 2013	23	31	5	11	19	11

The Economy

Q15. Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer?

	Satisfied %	Dissatisfied %	Don't know %
<i>Osborne March 2016</i>	27	60	13
<i>Hammond Nov 2016</i>	39	28	34
<i>Hammond March 2017</i>	34	46	20
<i>Hammond Nov 2017</i>	36	45	19
<i>Hammond Nov 2018</i>	30	43	27
<i>Sajid Javid Oct 2019</i>	37	32	30
<i>Sunak March 2020</i>	45	17	37
<i>Sunak Sept 2020</i>	64	21	15
<i>Sunak Dec 2020</i>	61	19	21
<i>Sunak Feb 2021</i>	56	26	17
<i>Sunak Mar 2021</i>	59	27	14
<i>Sunak Nov 2021</i>	45	39	16
Sunak Mar 2022	44	34	21

Base: Conservative party supporters (264)

	Satisfied %	Dissatisfied %	Don't know %
<i>Osborne March 2016</i>	58	31	10
<i>Hammond Nov 2016</i>	61	12	27
<i>Hammond March 2017</i>	60	26	14
<i>Hammond Nov 2017</i>	62	22	17
<i>Hammond Nov 2018</i>	51	31	18
<i>Sajid Javid Oct 2019</i>	66	9	25
<i>Sunak March 2020</i>	63	7	30
<i>Sunak Sept 2020</i>	83	8	9
<i>Sunak Dec 2020</i>	82	6	12
<i>Sunak Feb 2021</i>	87	8	4
<i>Sunak Mar 2021</i>	83	10	7
<i>Sunak Nov 2021</i>	72	19	9
Sunak Mar 2022	70	16	14

Q16. 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?

	Better job %	Worse job %	About the same %	Don't know %
Keir Starmer and Rachel Reeves				
Mar '22	26	27	34	13
<i>Nov '21</i>	25	27	37	11
Jeremy Corbyn and John McDonnell				
<i>Nov '15</i>	22	41	28	9
Ed Miliband and Ed Balls				
<i>Mar '15</i>	19	37	38	6
<i>Mar '13</i>	26	31	38	5

Q17. On balance do you agree or disagree with the following statements?

a) In the long term, this government's policies will improve the state of Britain's economy?

	Mar '12 %	Mar '15 %	Nov '15 %	Mar '16 %	Mar '17 %	Nov '17 %	Nov '18 %	Nov '21 %	Mar '22 %
Agree	46	53	48	43	44	41	35	43	41
Disagree	47	39	47	49	50	54	56	48	48
Don't	6	7	5	8	7	4	9	8	10

b) In the long term, this government's policies will improve the state of Britain's public services?

	Oct '13 %	Mar '15 %	Aug '15 %	Nov '15 %	Nov '17 %	Nov '18 %	Nov '21 %	Mar '22 %
Agree	35	33	37	27	30	26	32	31
Disagree	59	60	56	67	64	66	60	60
Don't know	6	7	6	5	6	8	8	9