

IPSOS POLITICAL MONITOR

April 2022

VOTING INTENTION

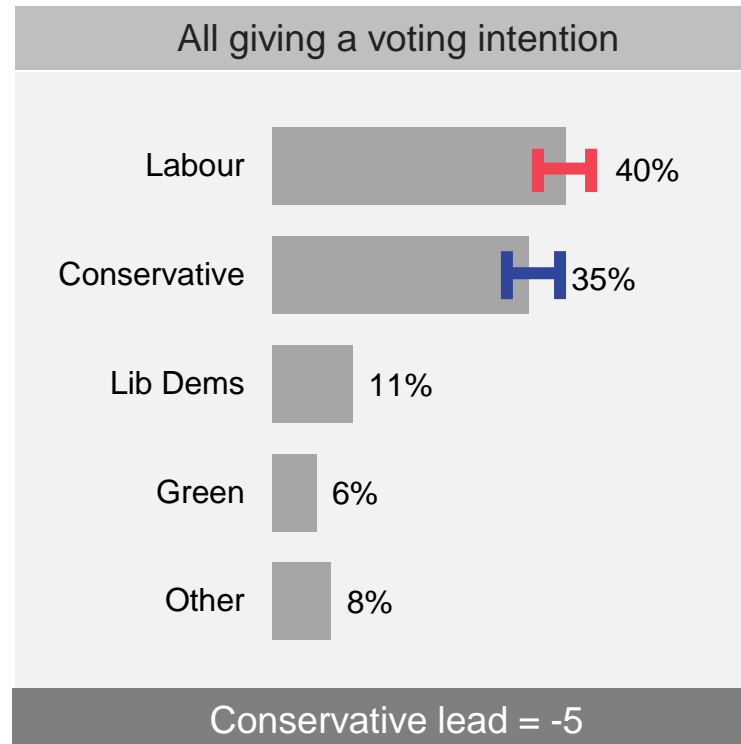
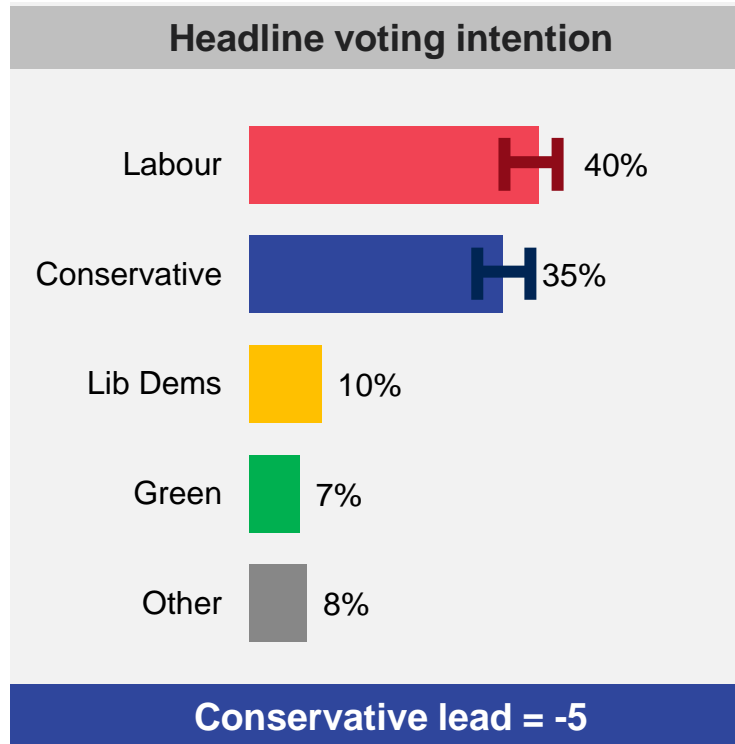
POLLING
STATION

WAY IN

WAY IN

Voting Intention: March 2022

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



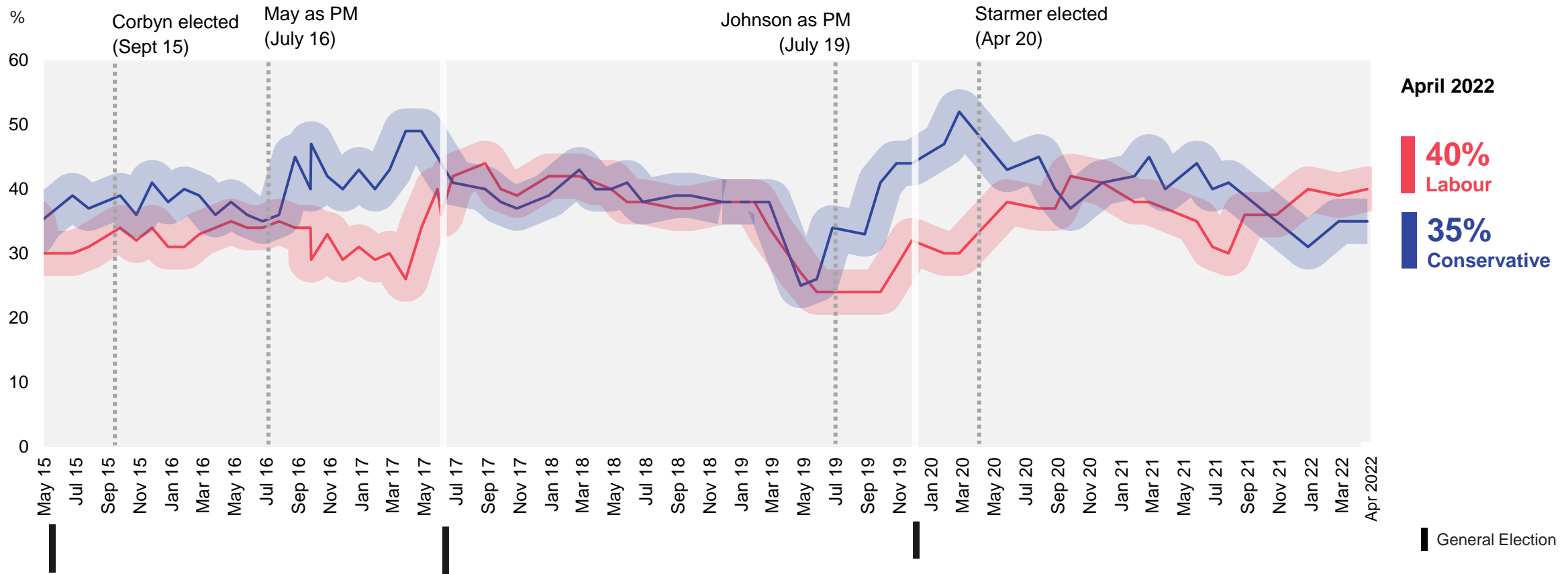
Base: 1,006 British adults 18+, 20th April– 28th April 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 681. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the 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?



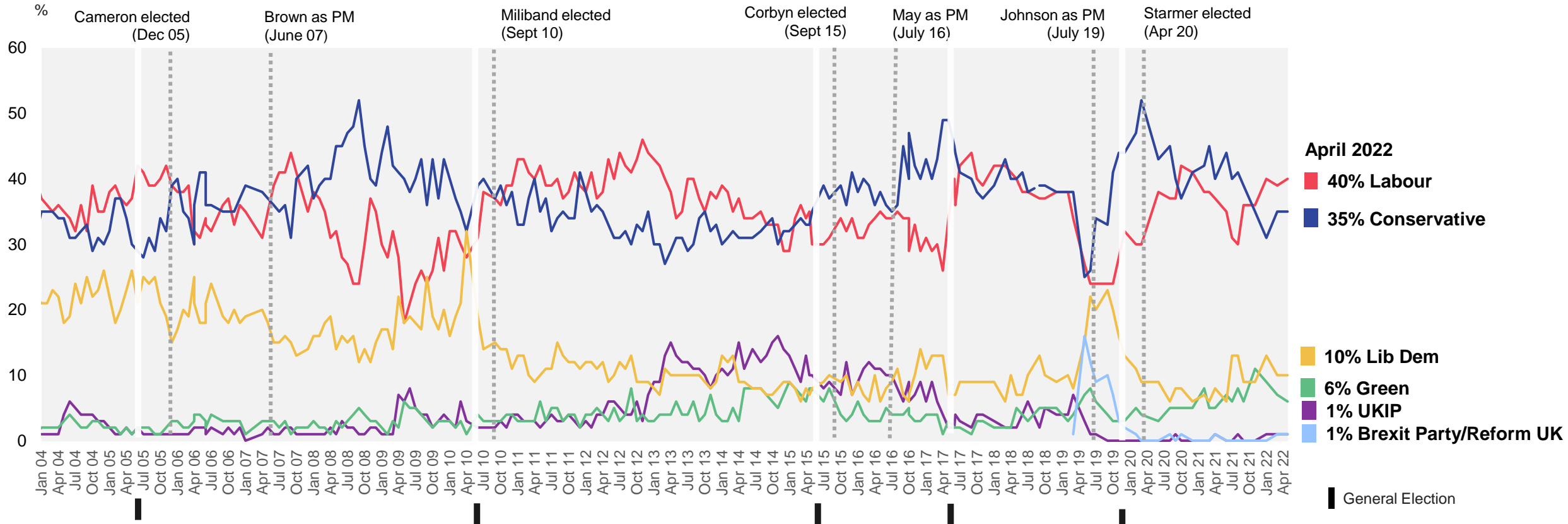
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – April '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

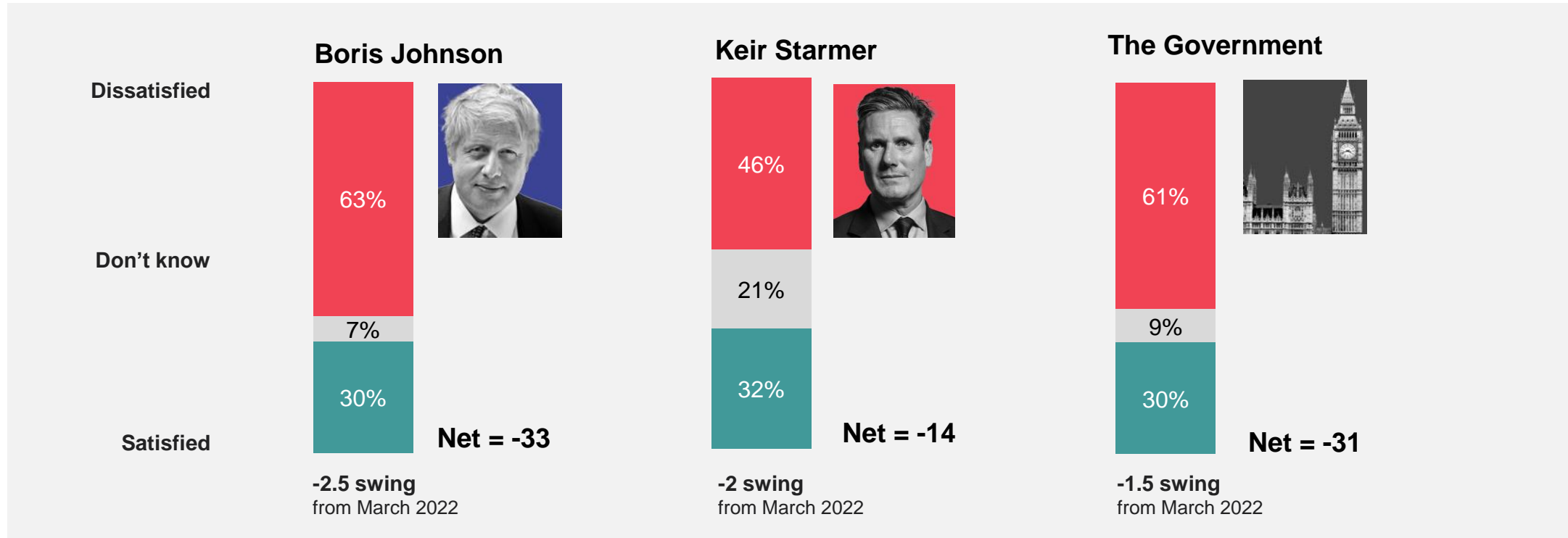




SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: April 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: 1,006 British adults 18+, 20th April – 28th April 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

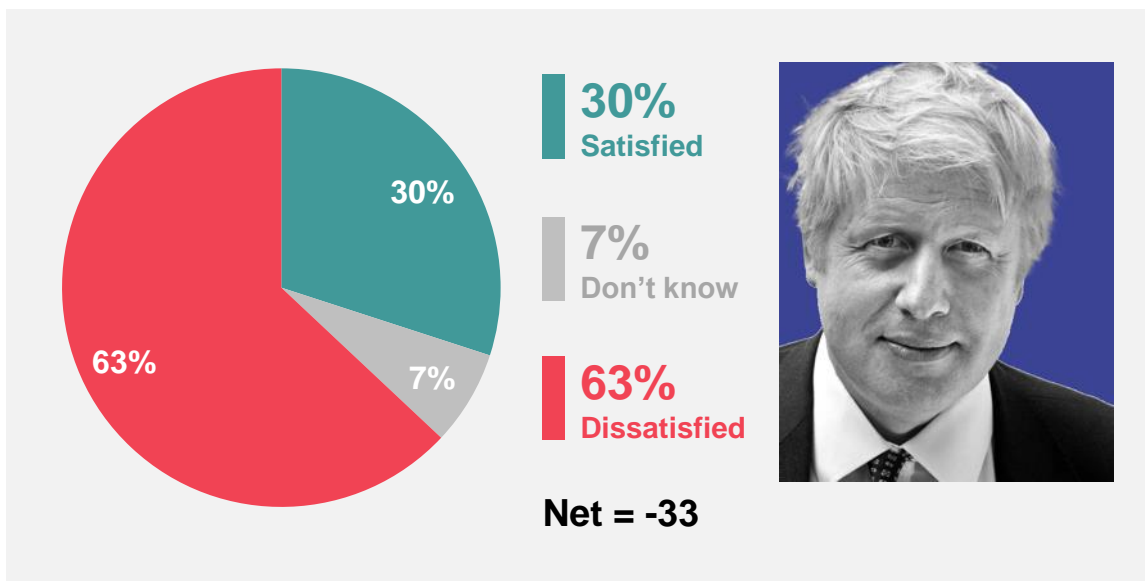
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction

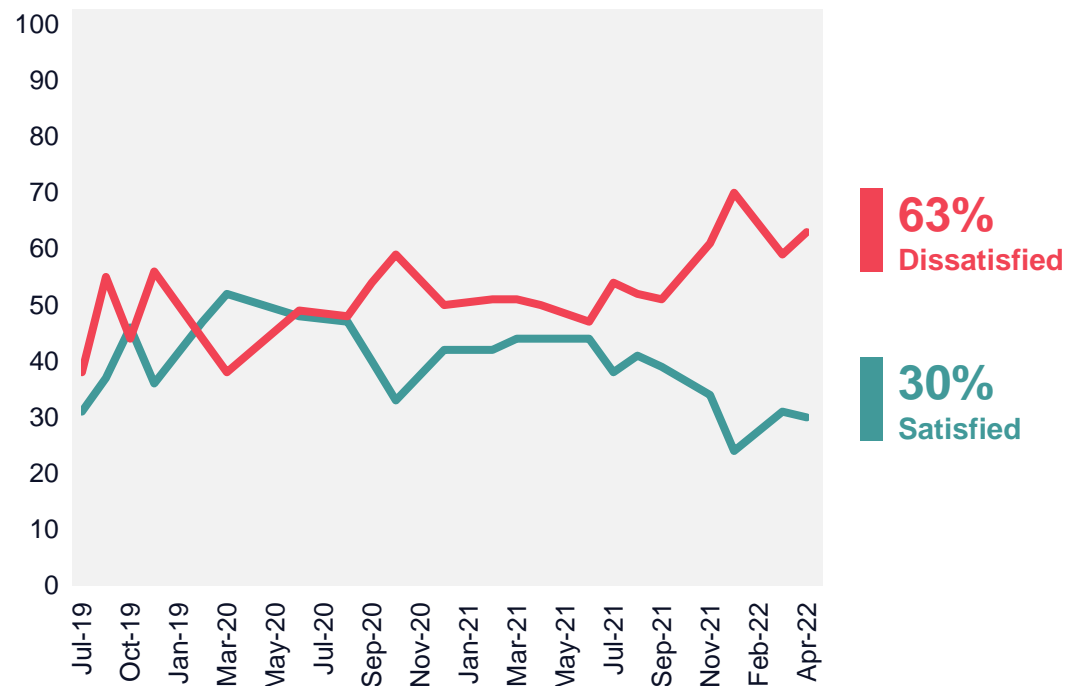
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

April 2022



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

July 2019 – April 2022



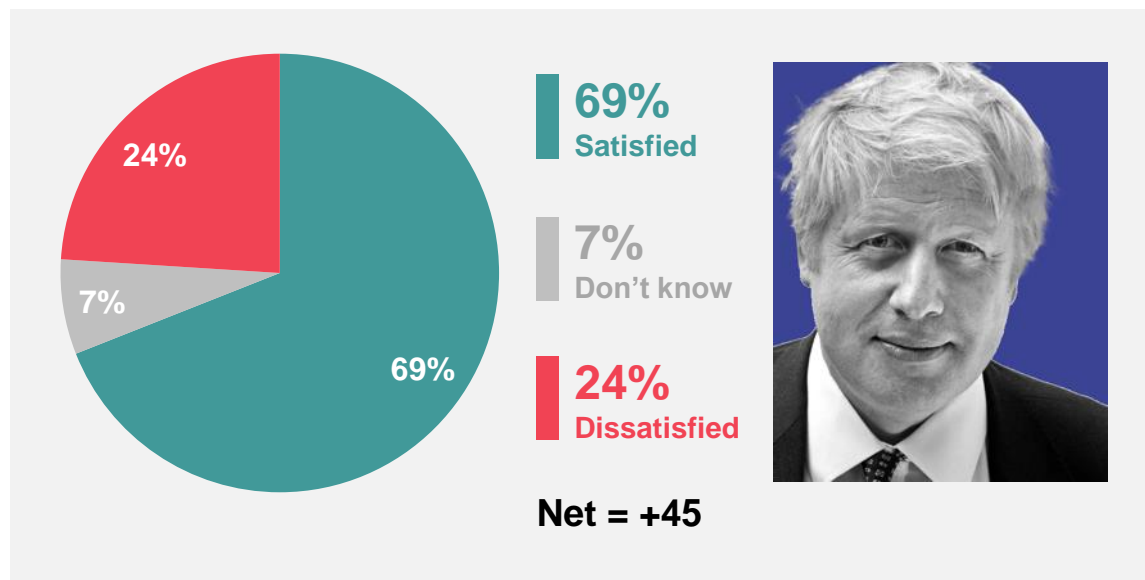
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction among Conservative supporters

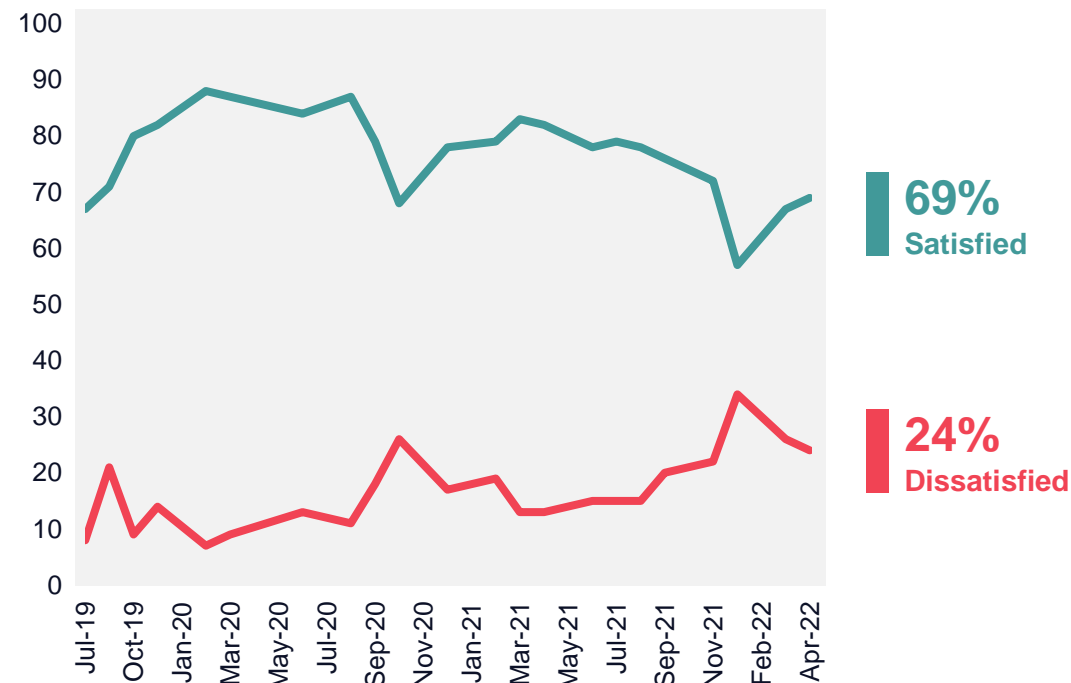
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

April 2022



Base: 263 Conservative party supporters aged 18+, 20th April -28th April 2022

July 2019 – April 2022

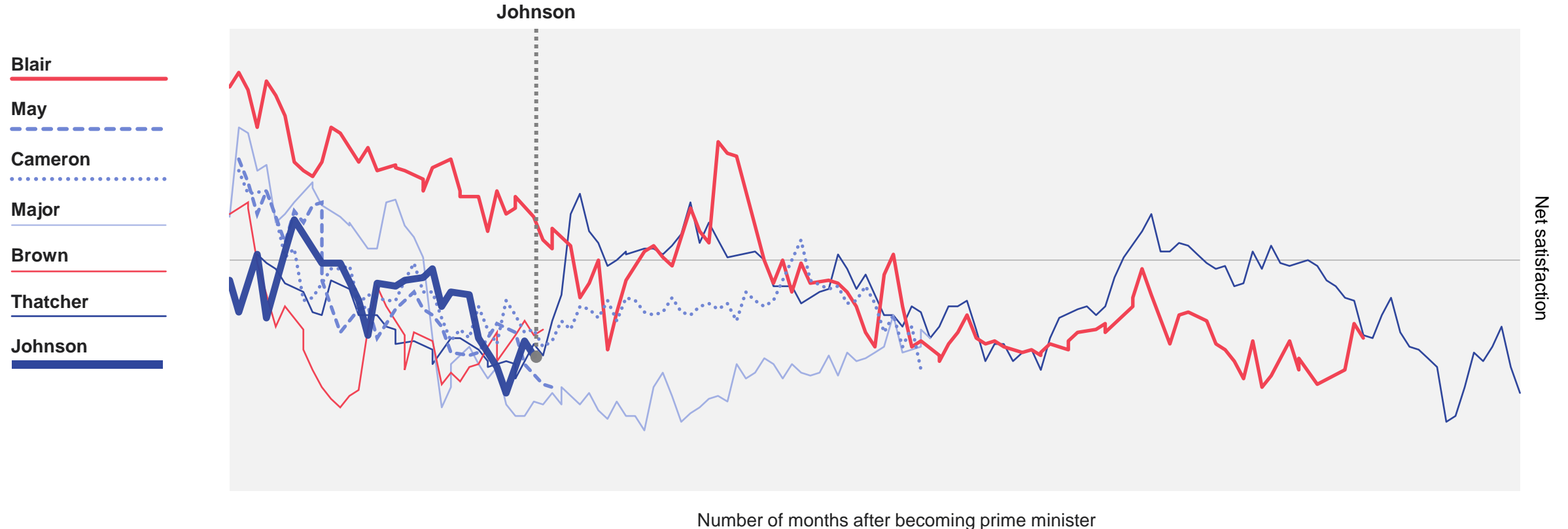


Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2022)

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



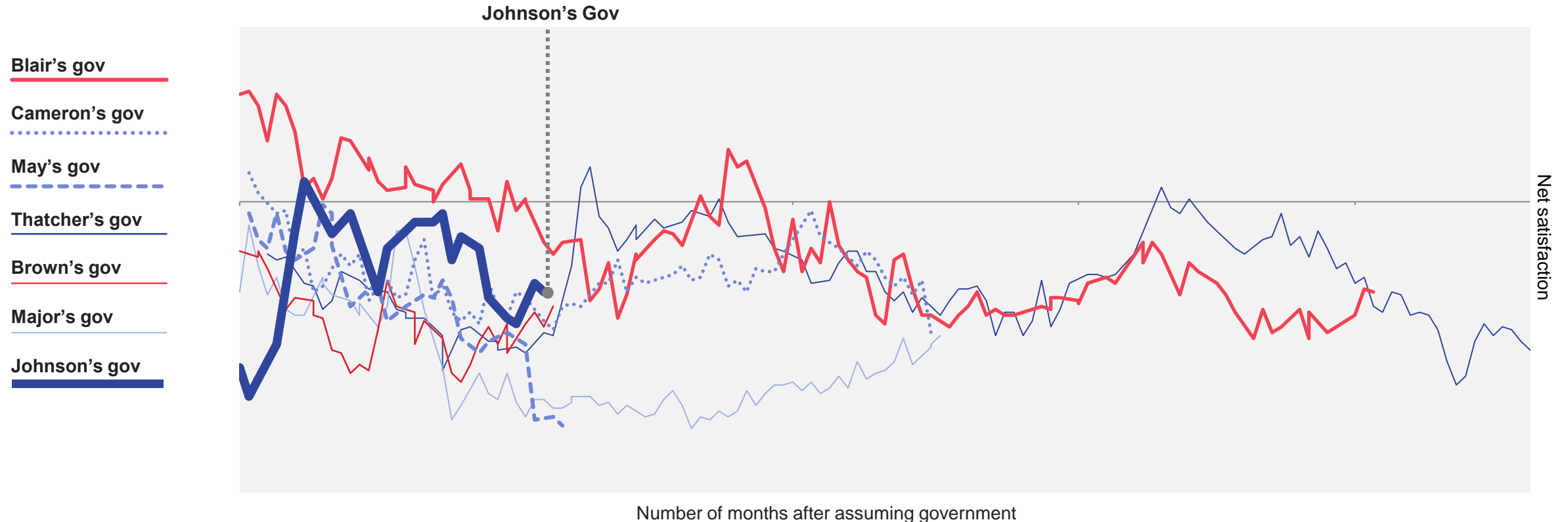
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

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

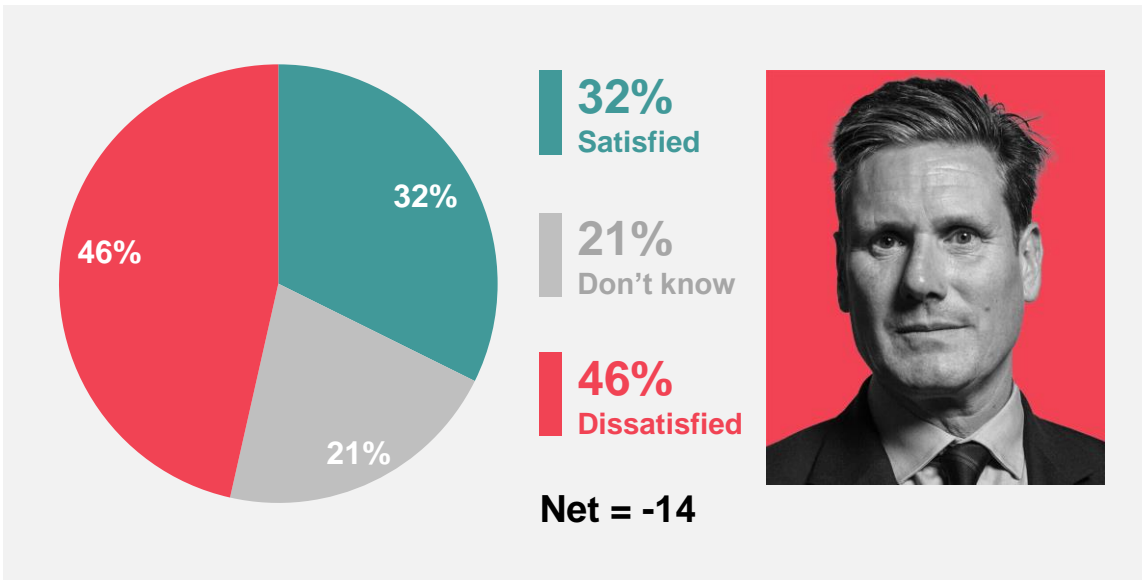
Source: Ipsos UK Political Monitor



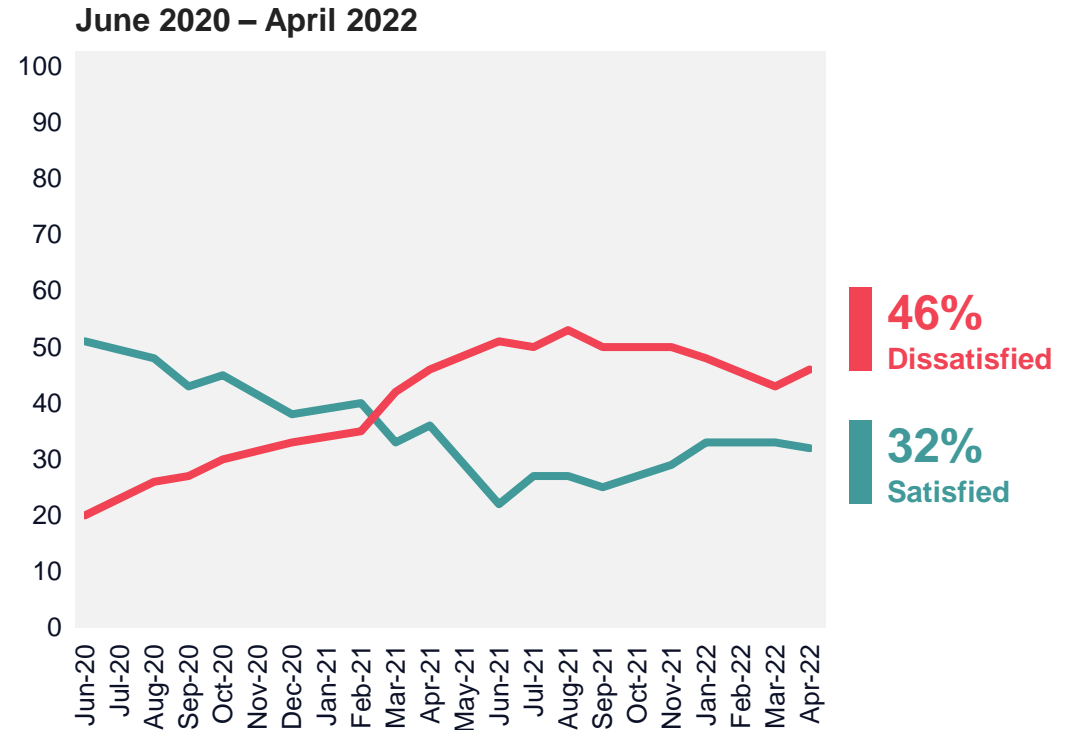
Keir Starmer: Satisfaction

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

April 2022



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

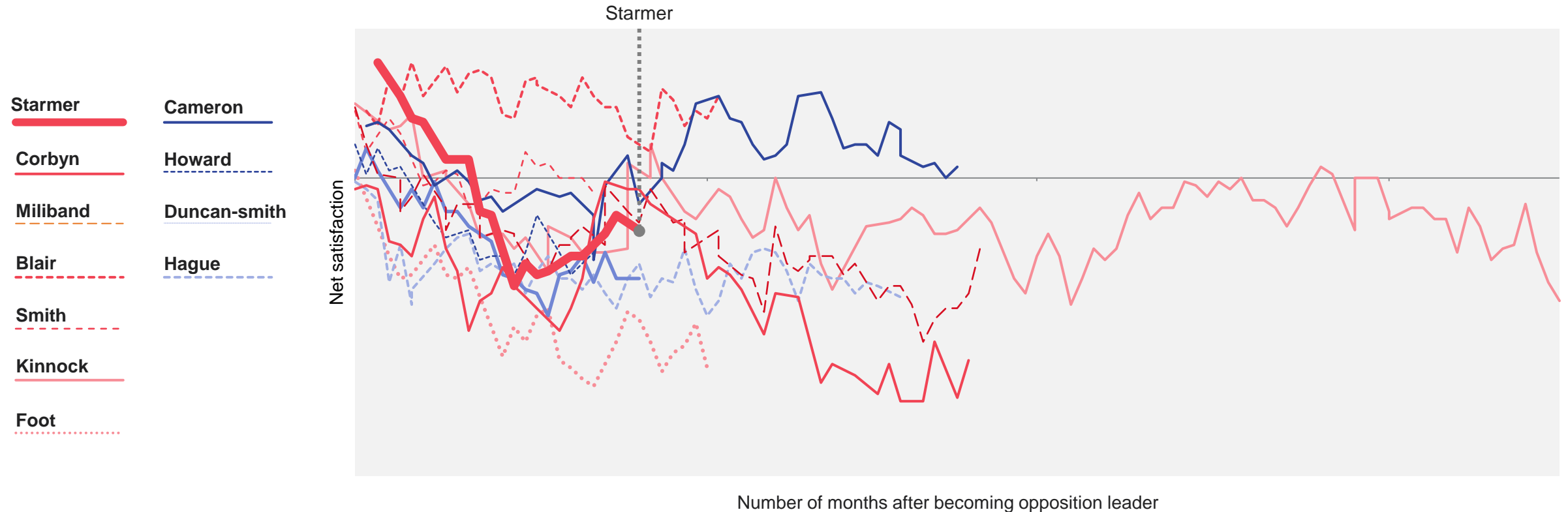


Source: Ipsos Political Monitor



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

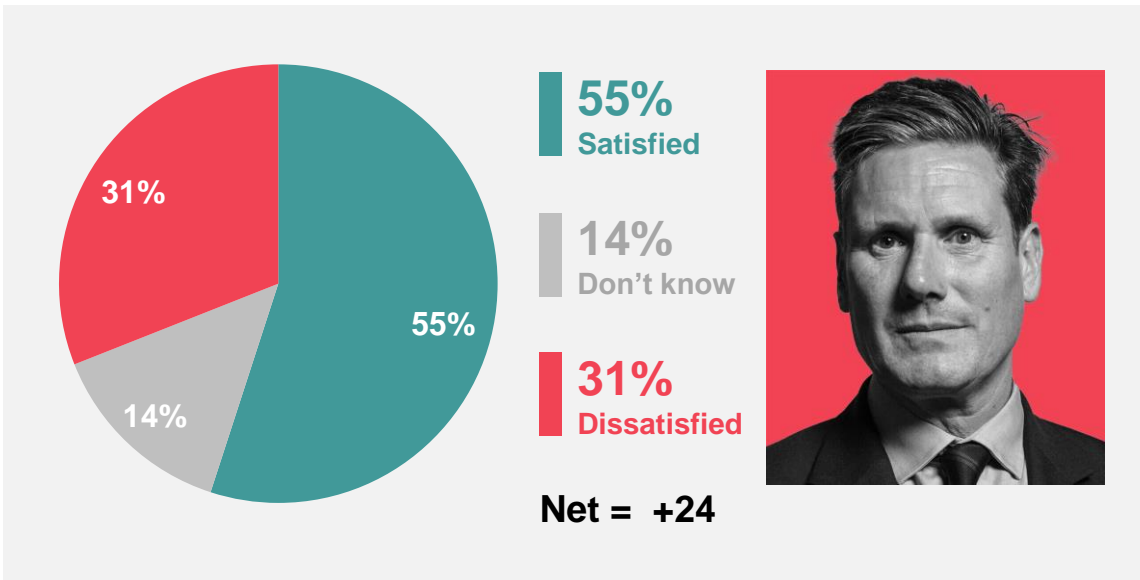
Source: Ipsos UK Political Monitor



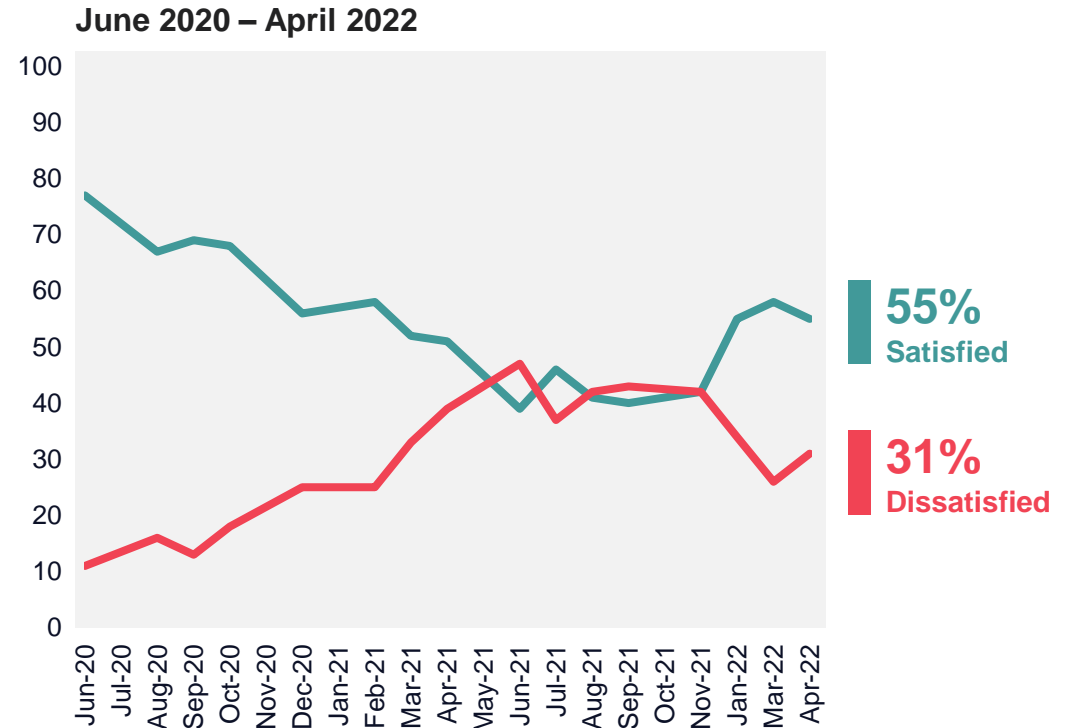
Keir Starmer: Satisfaction amongst Labour supporters

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

April 2022



Base: 342 Labour party supporters aged 18+, 20th April – 28th April 2022.



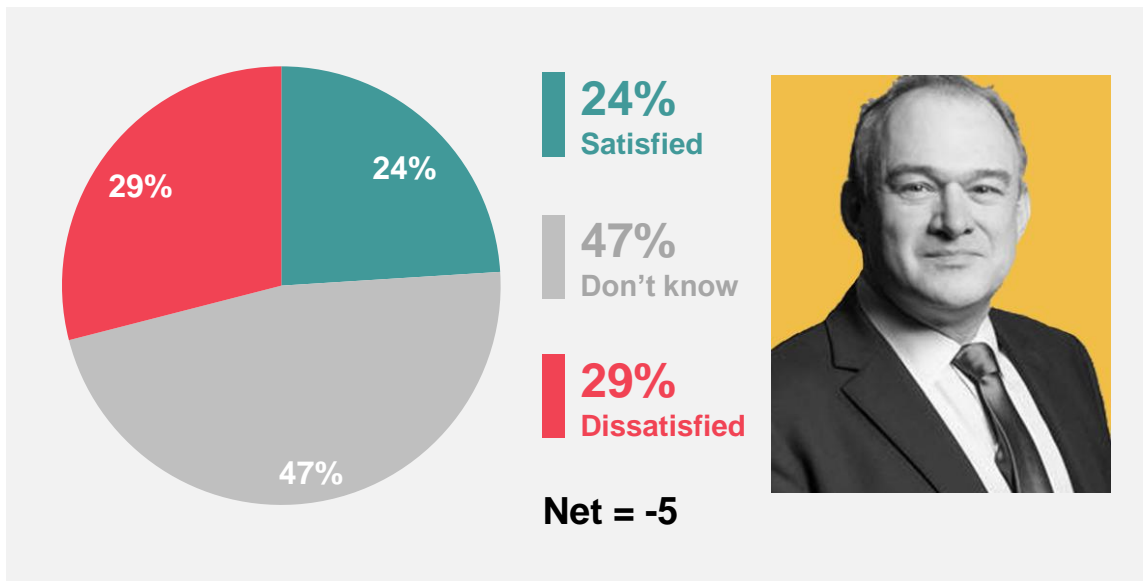
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

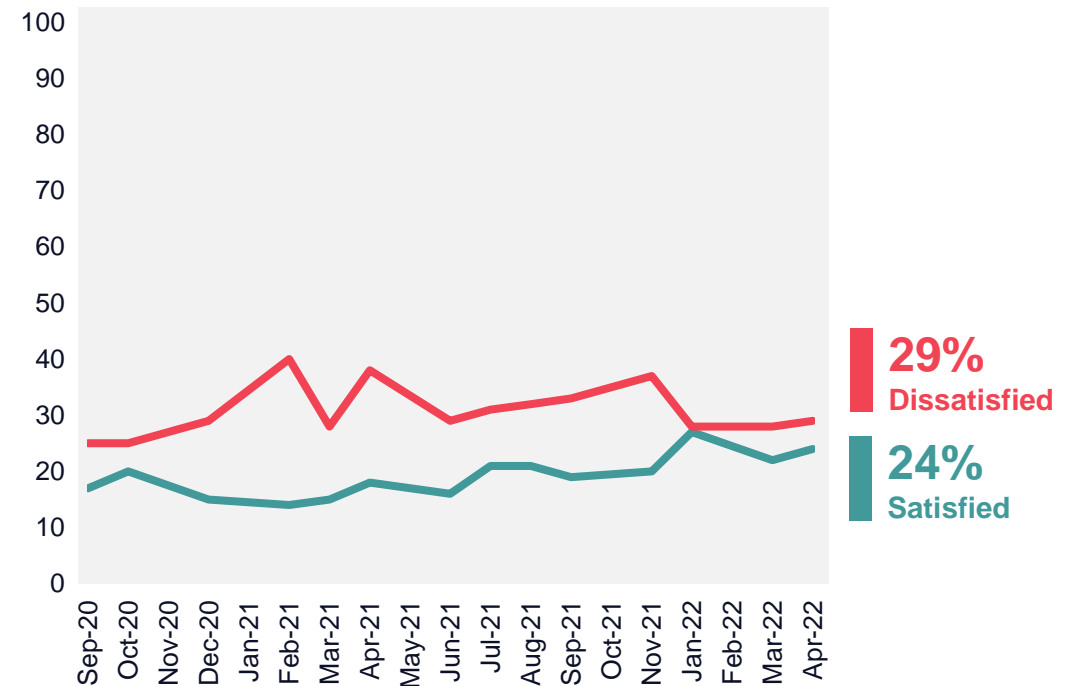
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

April 2022



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

September 2020 – April 2022



Source: Ipsos Political Monitor



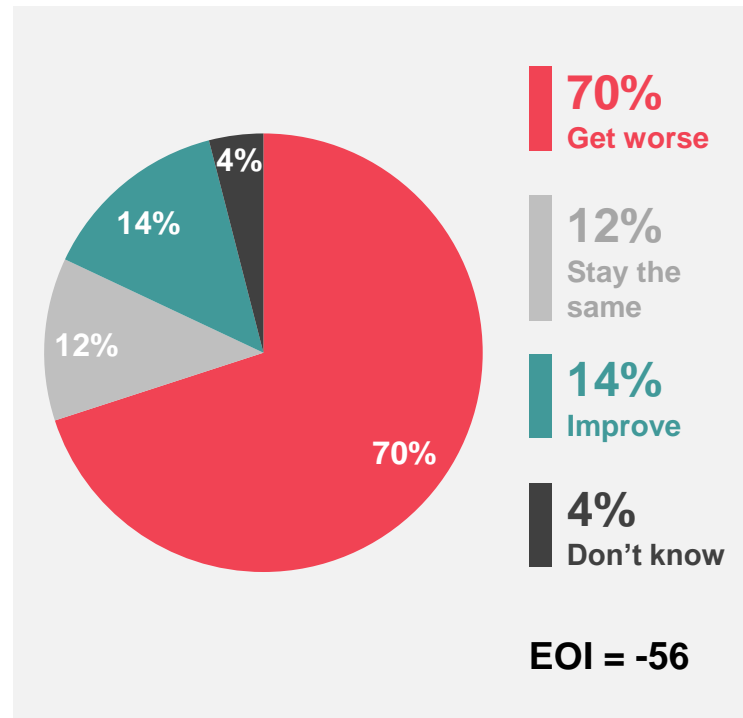
ECONOMIC OPTIMISM



Economic Optimism Index

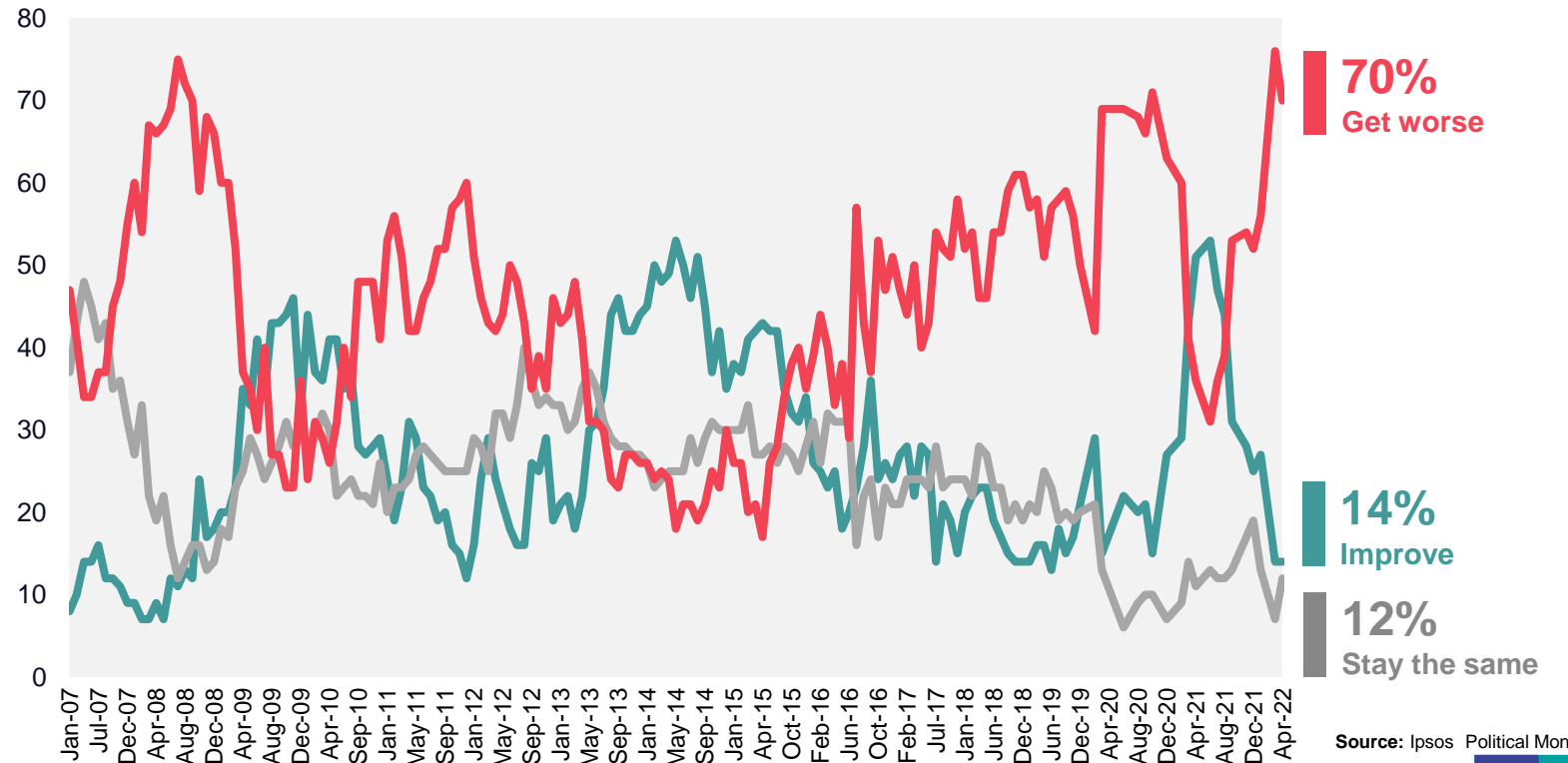
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

April 2022



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

January 2007 – April 2022

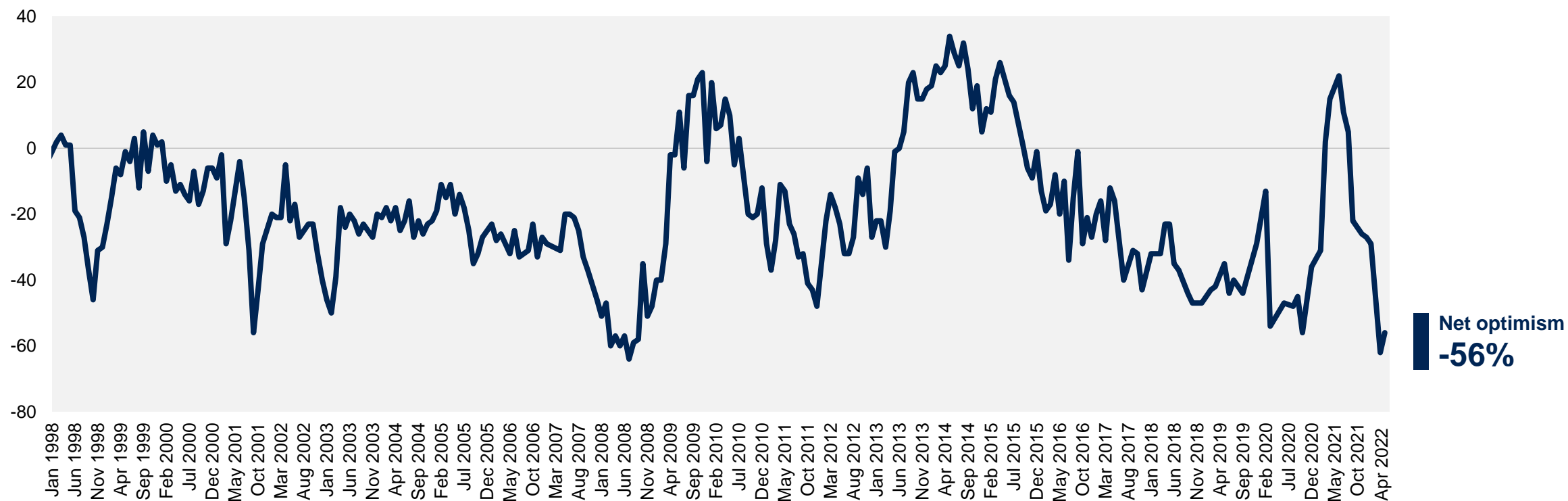


Source: Ipsos Political Monitor



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

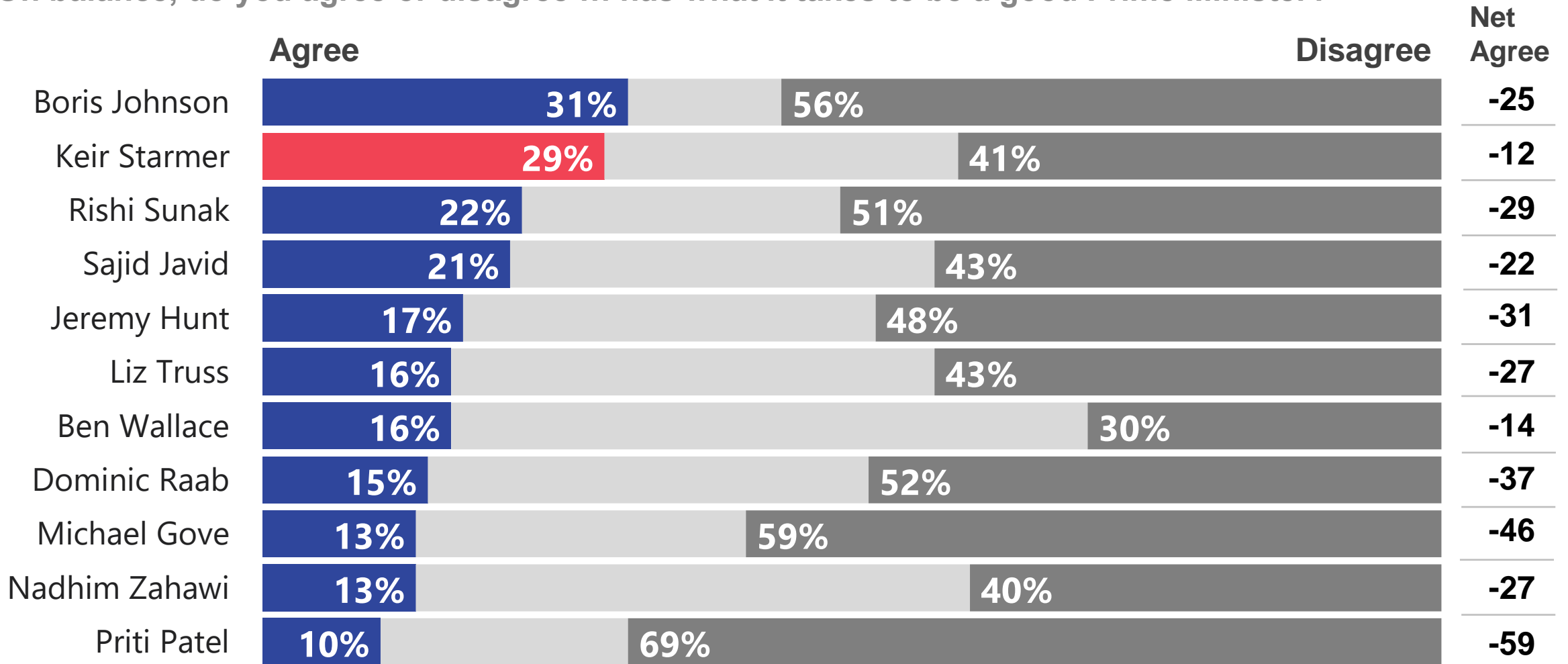




**WHO HAS WHAT
IT TAKE TO BE
PRIME MINISTER?**

Prime Minister material?

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



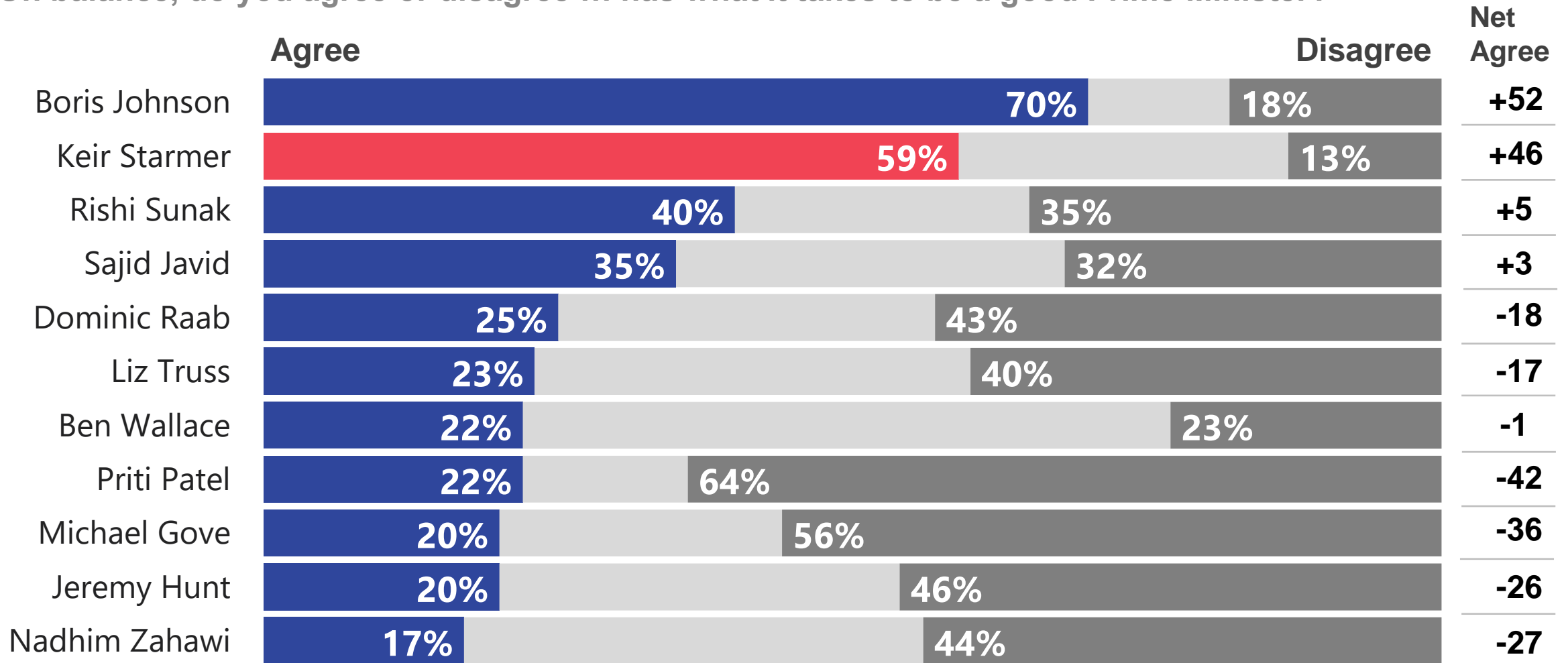
Base: 1,006 British adults 18+, 20th April – 28th April 2022.

Source: Ipsos Political Monitor



Prime Minister material? *Among own party supporters*

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



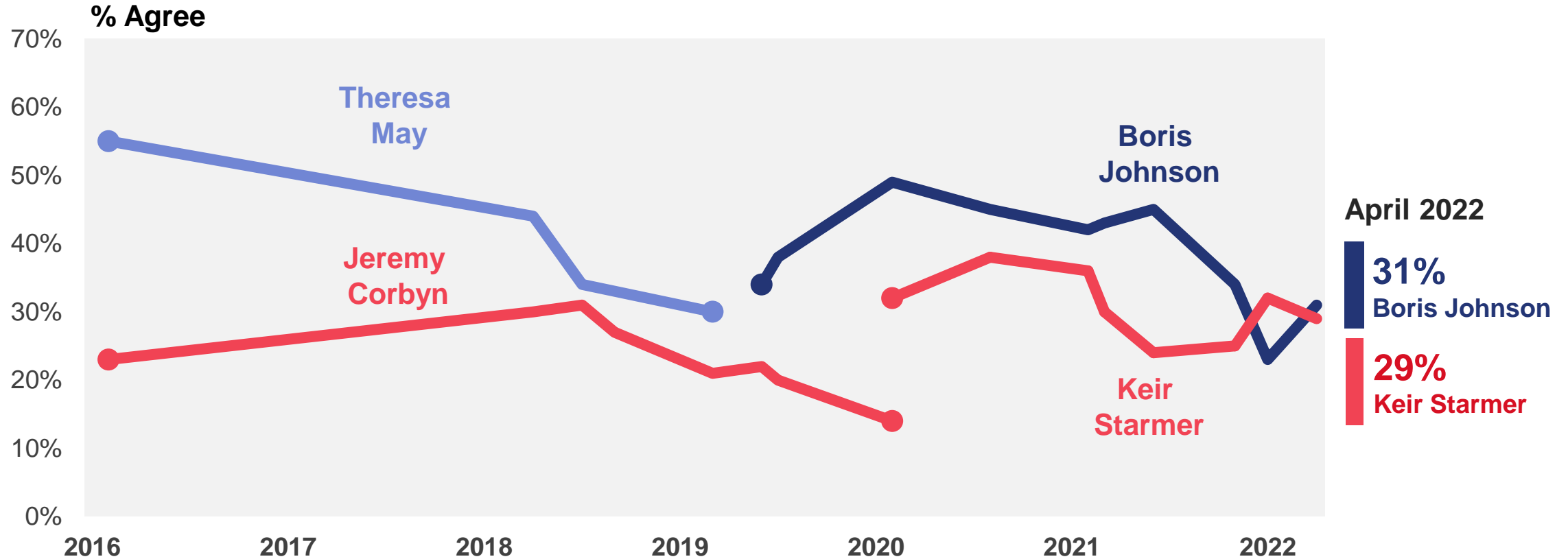
Base: 1,006 British adults 18+, 20th April – 28th April 2022. Including Conservative Party supporters (263) and Labour Party supporters (342)

Source: Ipsos Political Monitor



Having what it takes to be a good Prime Minister: 2016-2021

On balance, do you agree or disagree that ... has what it takes to be a good Prime Minister?

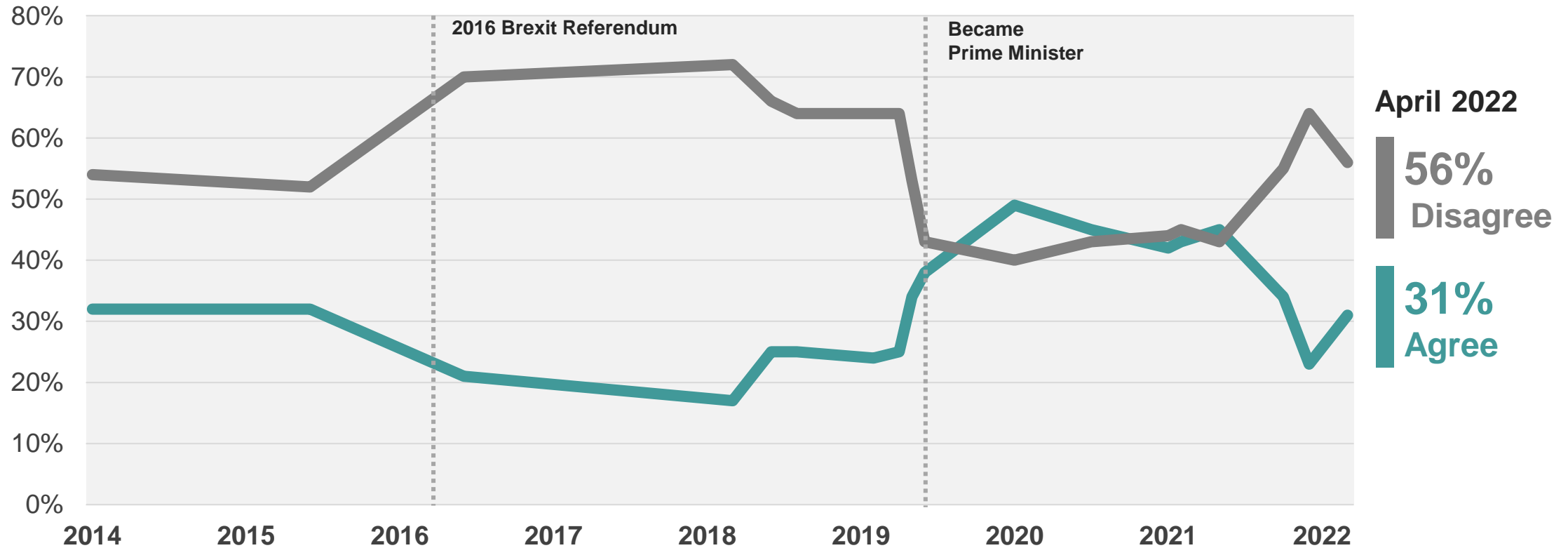


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Boris Johnson have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Boris Johnson has what it takes to be a good Prime Minister?

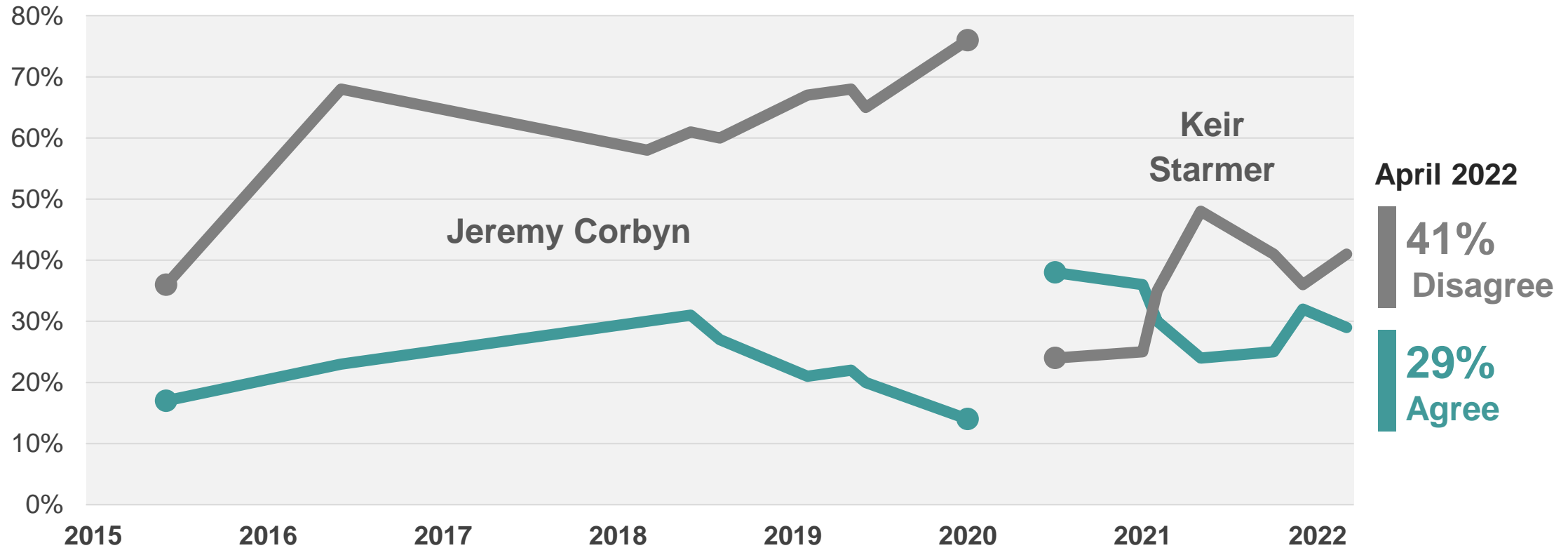


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does the Leader of the Opposition have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

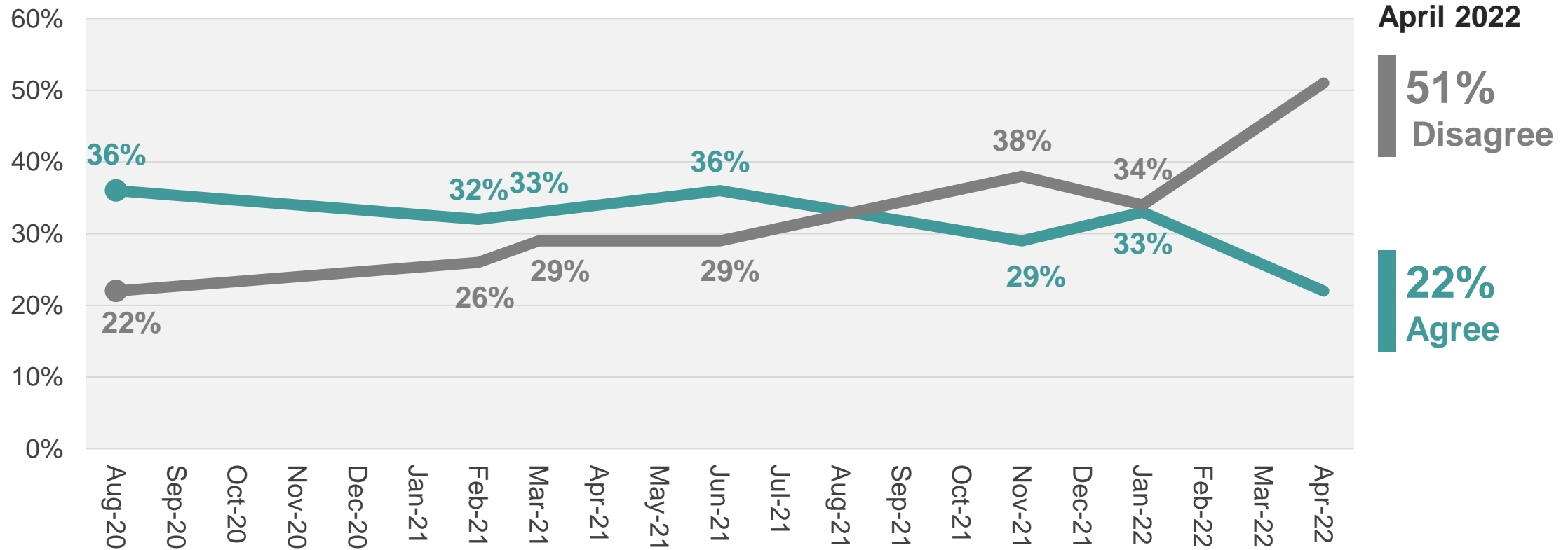


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Rishi Sunak have what it takes to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?

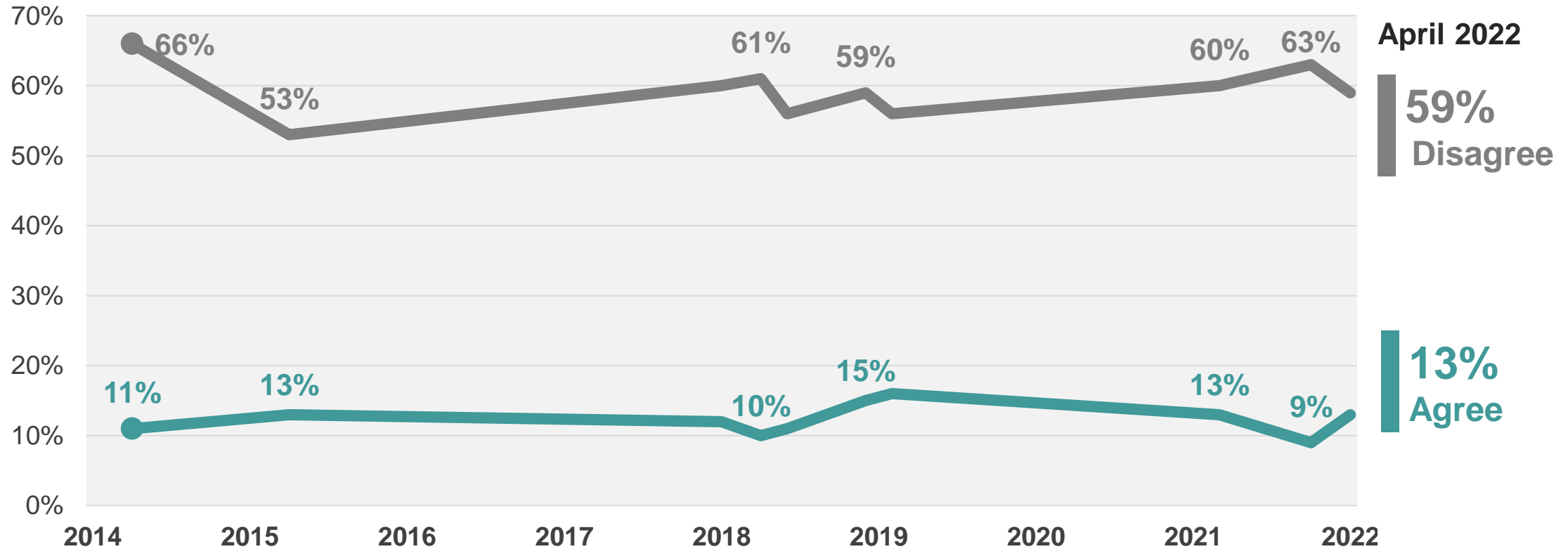


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Michael Gove have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Michael Gove has what it takes to be a good Prime Minister?



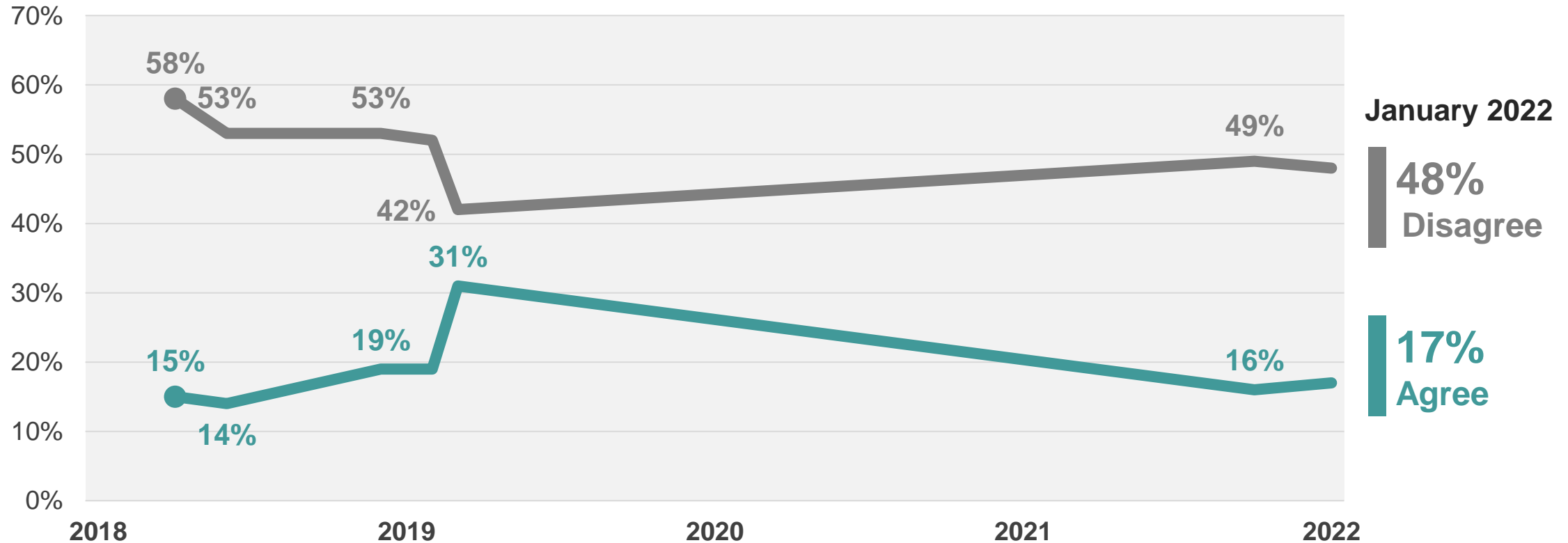
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Jeremy Hunt have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Jeremy Hunt has what it takes to be a good Prime Minister?



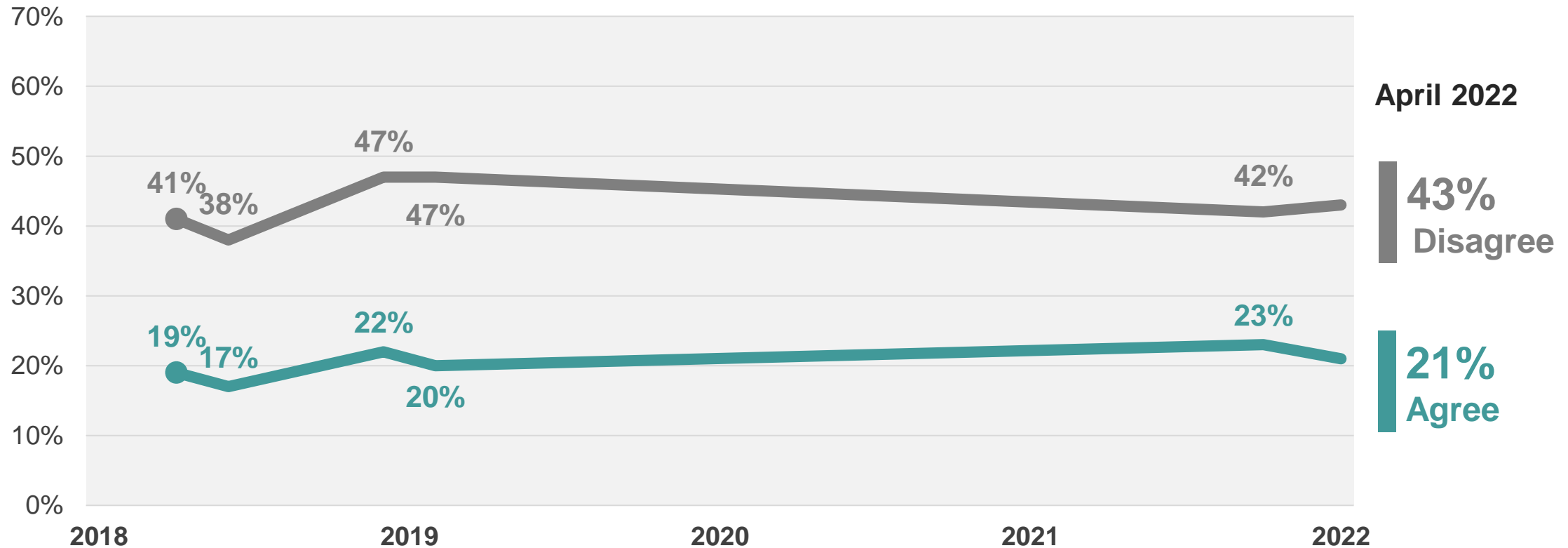
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Sajid Javid have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Sajid Javid has what it takes to be a good Prime Minister?



Base: c.1,000 British adults each month

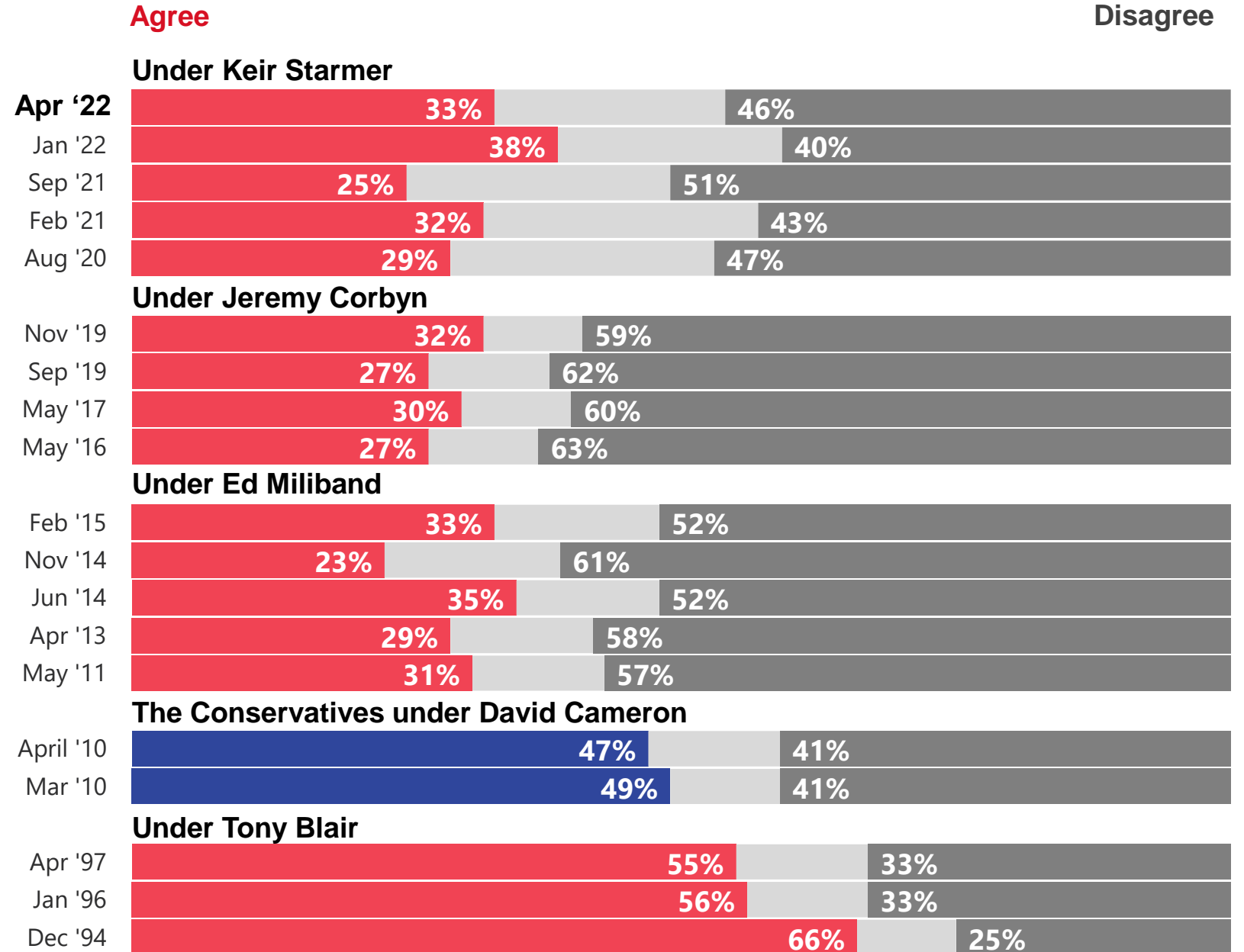
Source: Ipsos Political Monitor



Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

Source: Ipsos Political Monitor

Does the Conservative Government deserve to be re-elected?

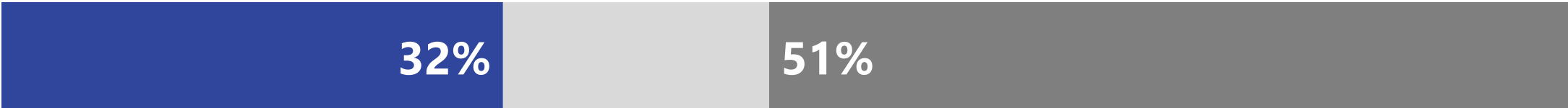
To what extent, if at all, do you agree or disagree with the following?

The Conservative Government deserves to be re-elected

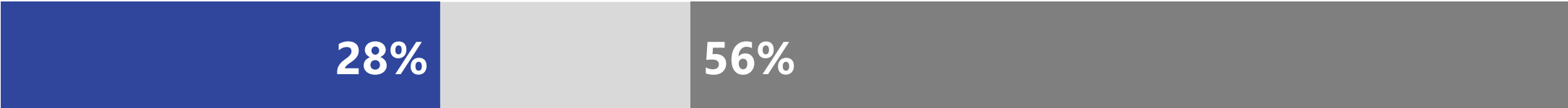
Agree

Disagree

April 2022



January 2022



September 2021



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

Source: Ipsos Political Monitor



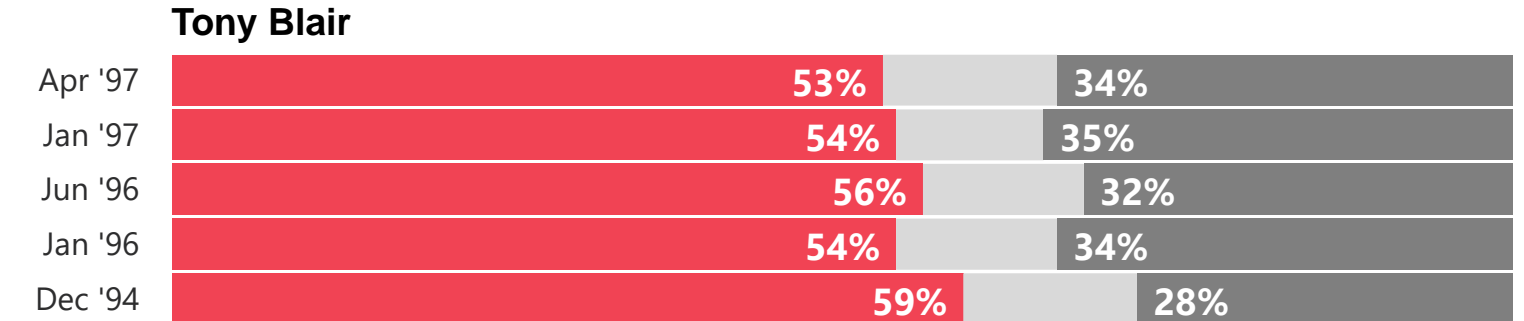
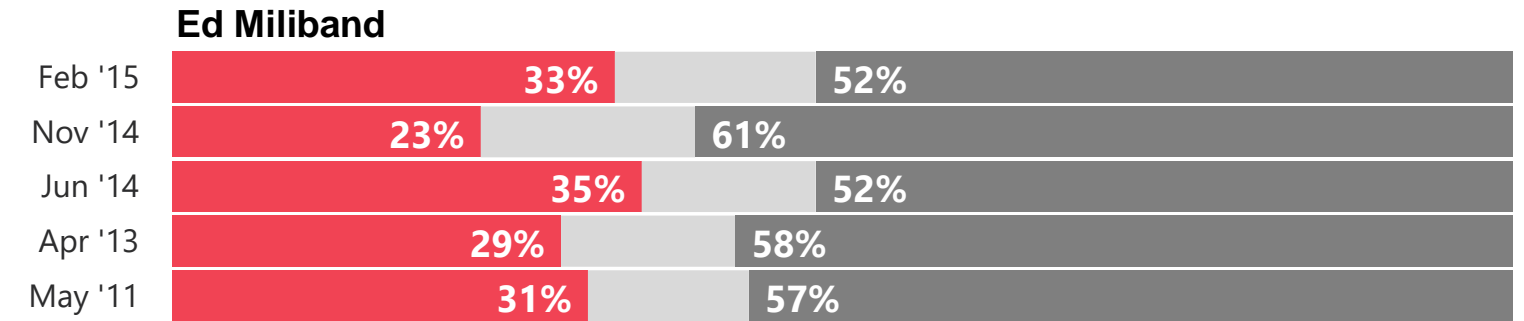
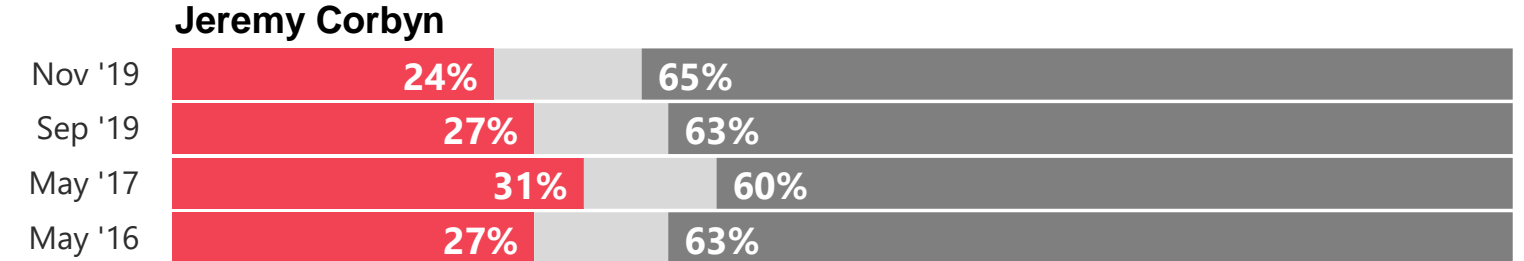
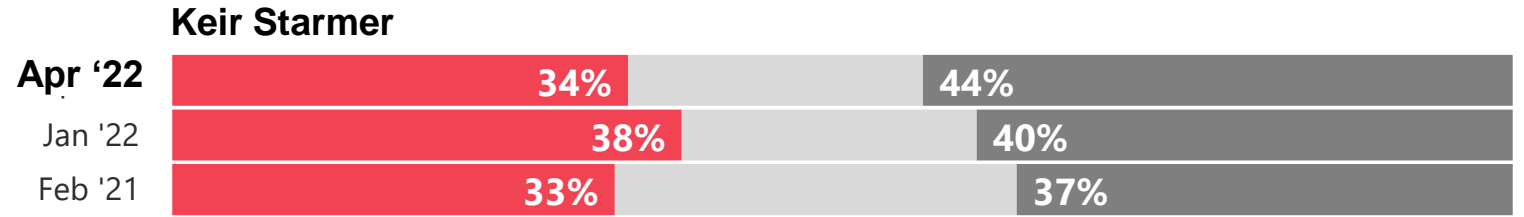
Is the leader of the opposition ready to be Prime Minister?

To what extent, if at all, do you agree or disagree with the following?

Keir Starmer is ready to be Prime Minister

Agree

Disagree



Base: 1,006 British adults 18+, 20th April – 28th April 2022.

Source: Ipsos Political Monitor

Changing party leader: Conservatives

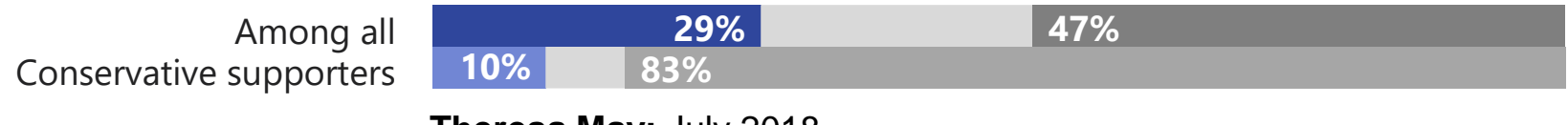
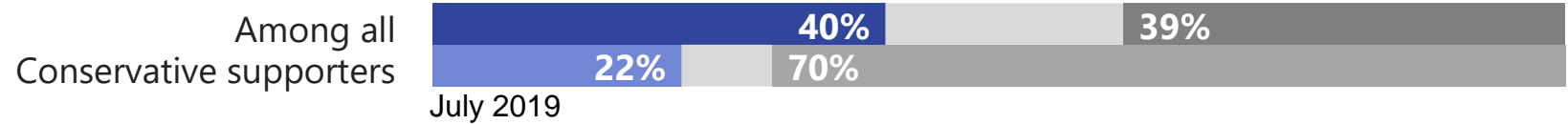
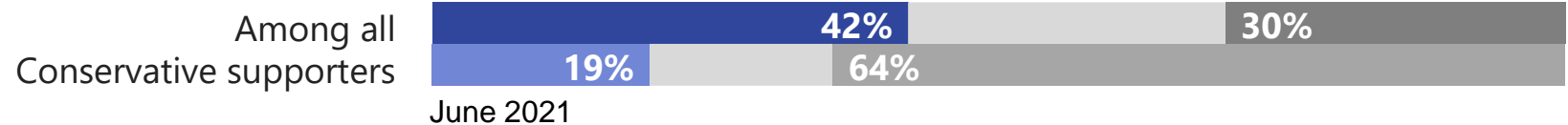
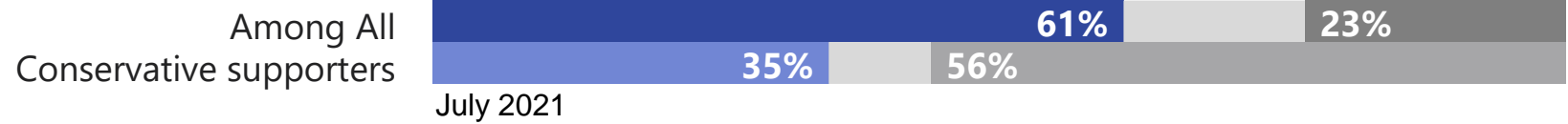
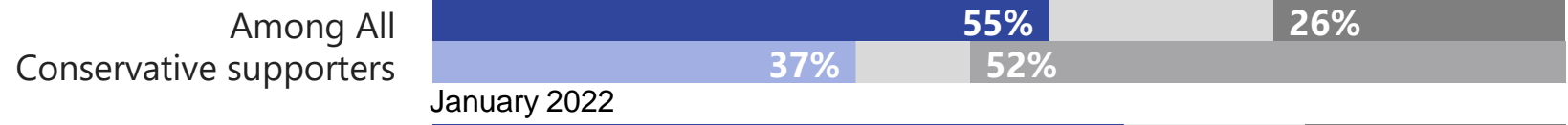
Please tell me to what extent, if at all, you agree or disagree with the following statement:

The Conservative Party should change its leader before the next general election

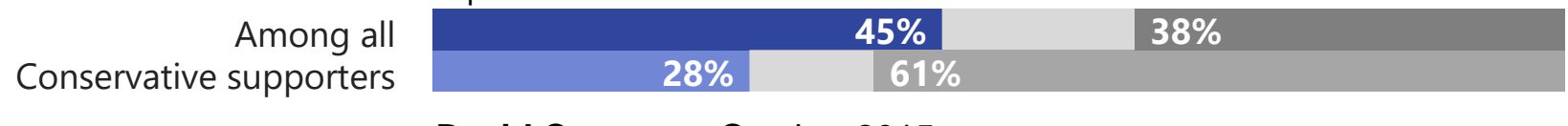
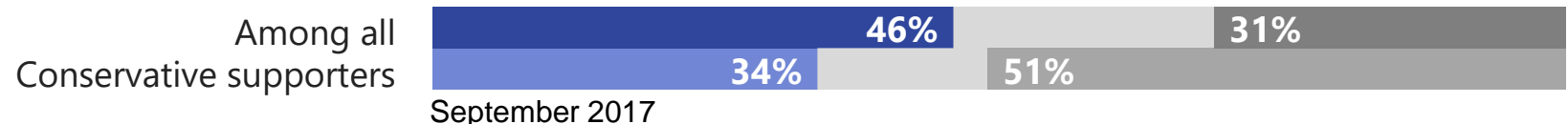
Agree

Disagree

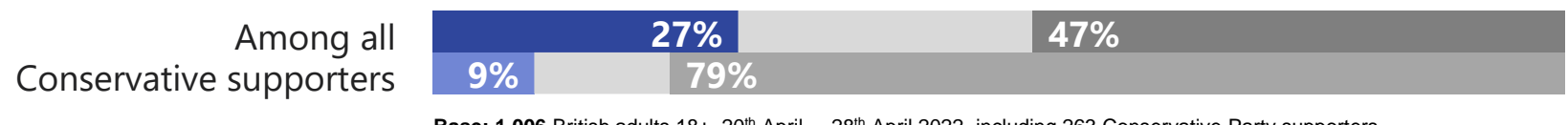
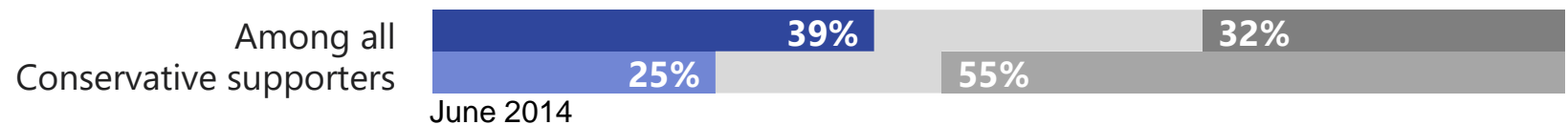
Boris Johnson: April 2022



Theresa May: July 2018



David Cameron: October 2015



Base: 1,006 British adults 18+, 20th April – 28th April 2022. including 263 Conservative Party supporters

Changing party leader: Labour

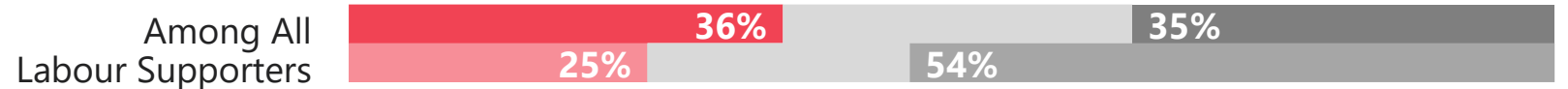
Please tell me to what extent, if at all, you agree or disagree with the following statement:

The Labour Party should change its leader before the next general election

Agree

Disagree

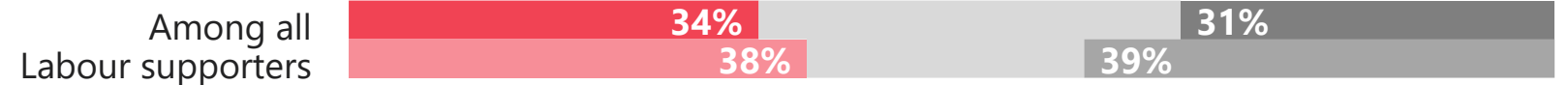
Keir Starmer: April 2022



January 2022



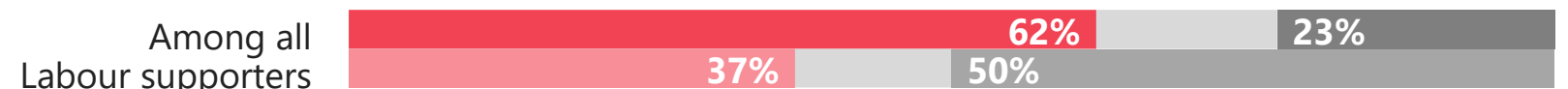
July 2021



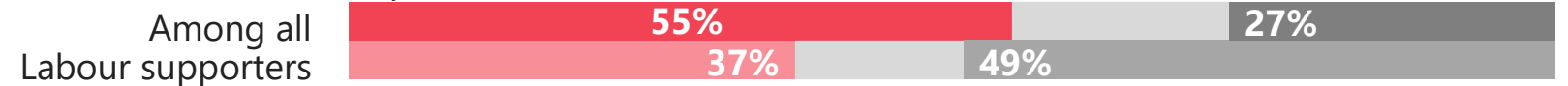
June 2021



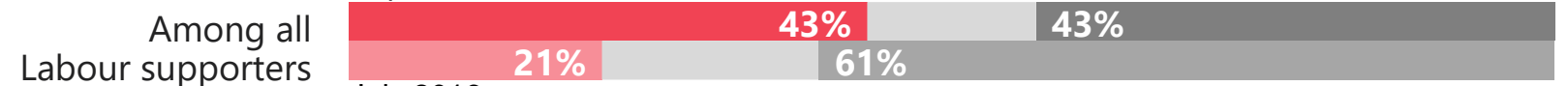
Jeremy Corbyn: July 2019



July 2018



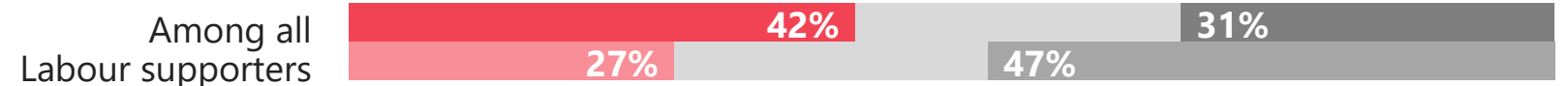
September 2017



July 2016



October 2015



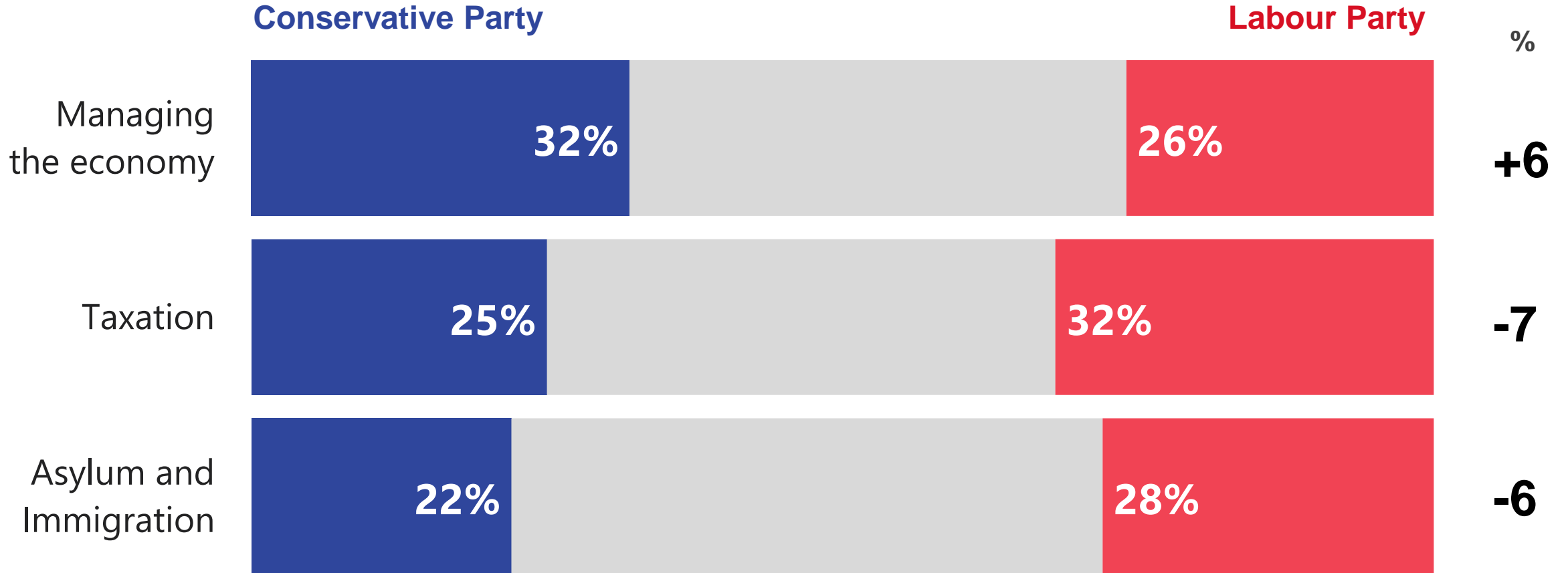
Ed Miliband: June 2014



Base: 1,006 British adults 18+, 20th April – 28th April 2022, including 342 Labour Party supporters

Best party on key issues

Which party do you think has the best policies on ... the Conservatives, Labour, Liberal Democrats, or some other party?

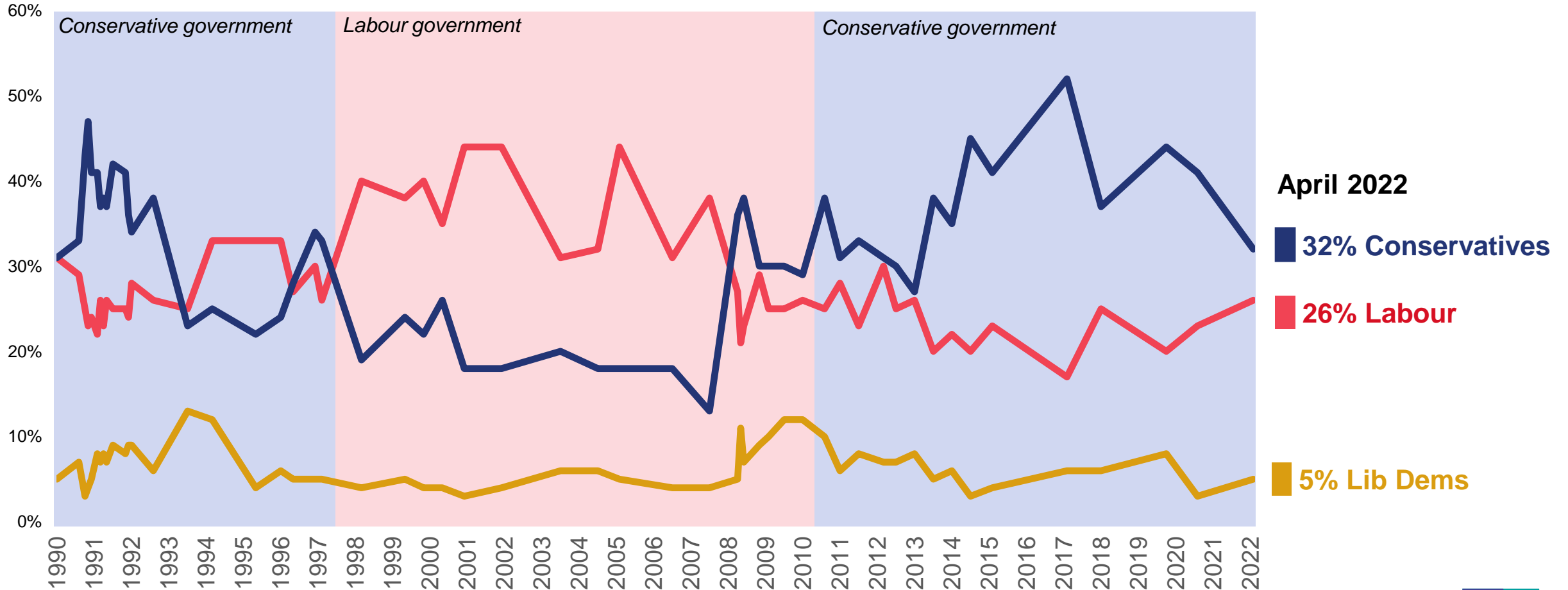


Base: 1,006 British adults 18+, 20th April – 28th April 2022.

Source: Ipsos Political Monitor

Best party on managing the economy: 1990-2022

Which party do you think has the best policies on managing the economy, the Conservatives, Labour, Liberal Democrats or some other party?



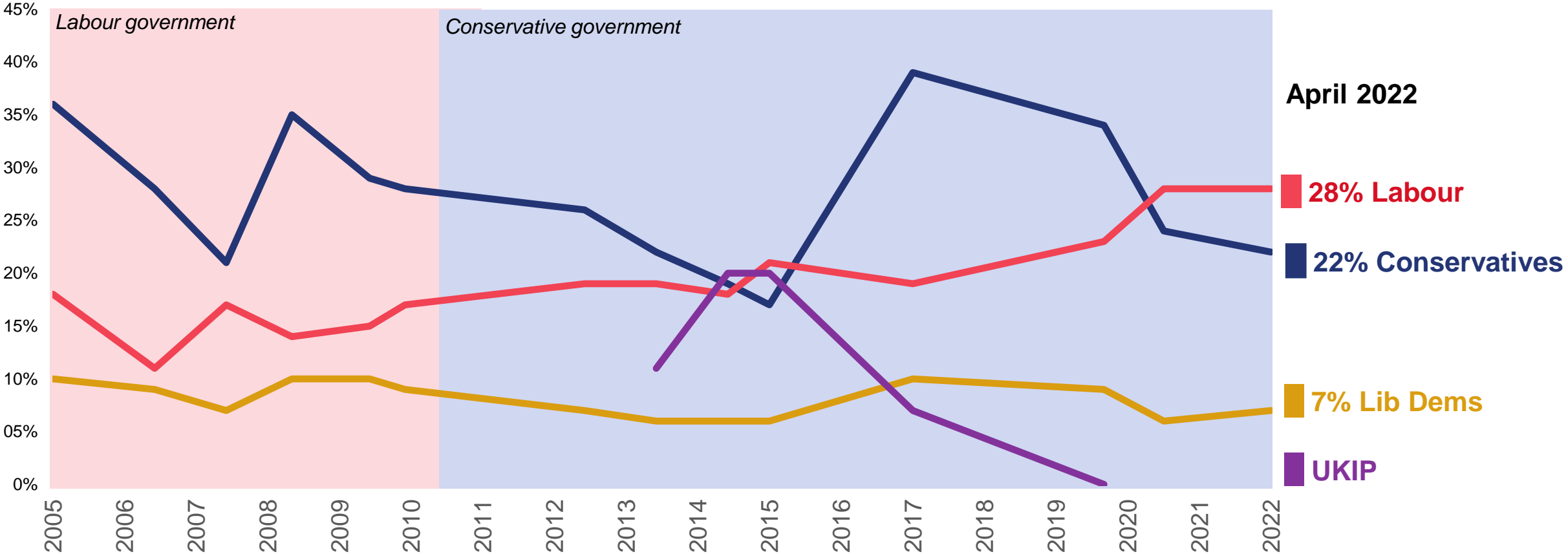
Latest wave base: 1,006 British adults 18+, 20th April – 28th April 2022.. c.1000 people asked each wave.
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



Best party on asylum and immigration: 2005-2022

Which party do you think has the best policies on asylum and immigration, the Conservatives, Labour, Liberal Democrats or some other party?



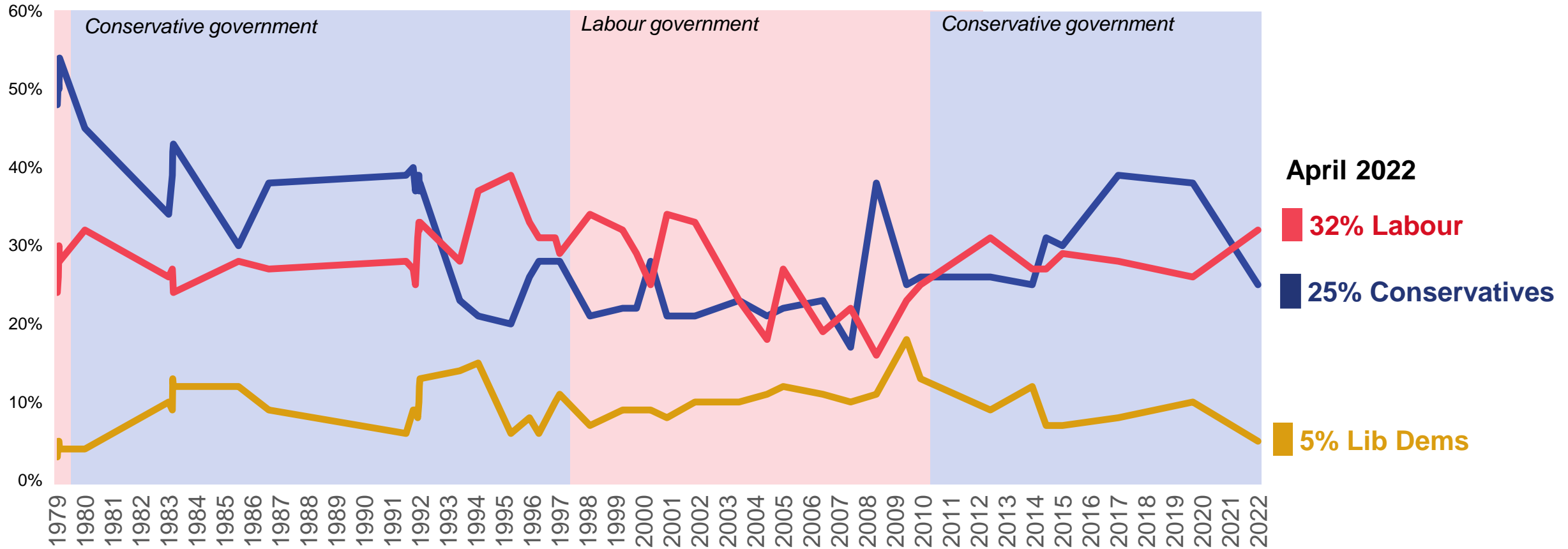
Latest wave base: 1,006 British adults 18+, 20th April – 28th April 2022.. c.1000 people asked each wave.
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



Best party on taxation: 1979-2022

Which party do you think has the best policies on taxation, the Conservatives, Labour, Liberal Democrats or some other party?



Latest wave base: 1,006 British adults 18+, 20th April – 28th April 2022.. c.1000 people asked each wave.
Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Source: Ipsos Political Monitor



LOCAL ELECTIONS

POLLING
STATION

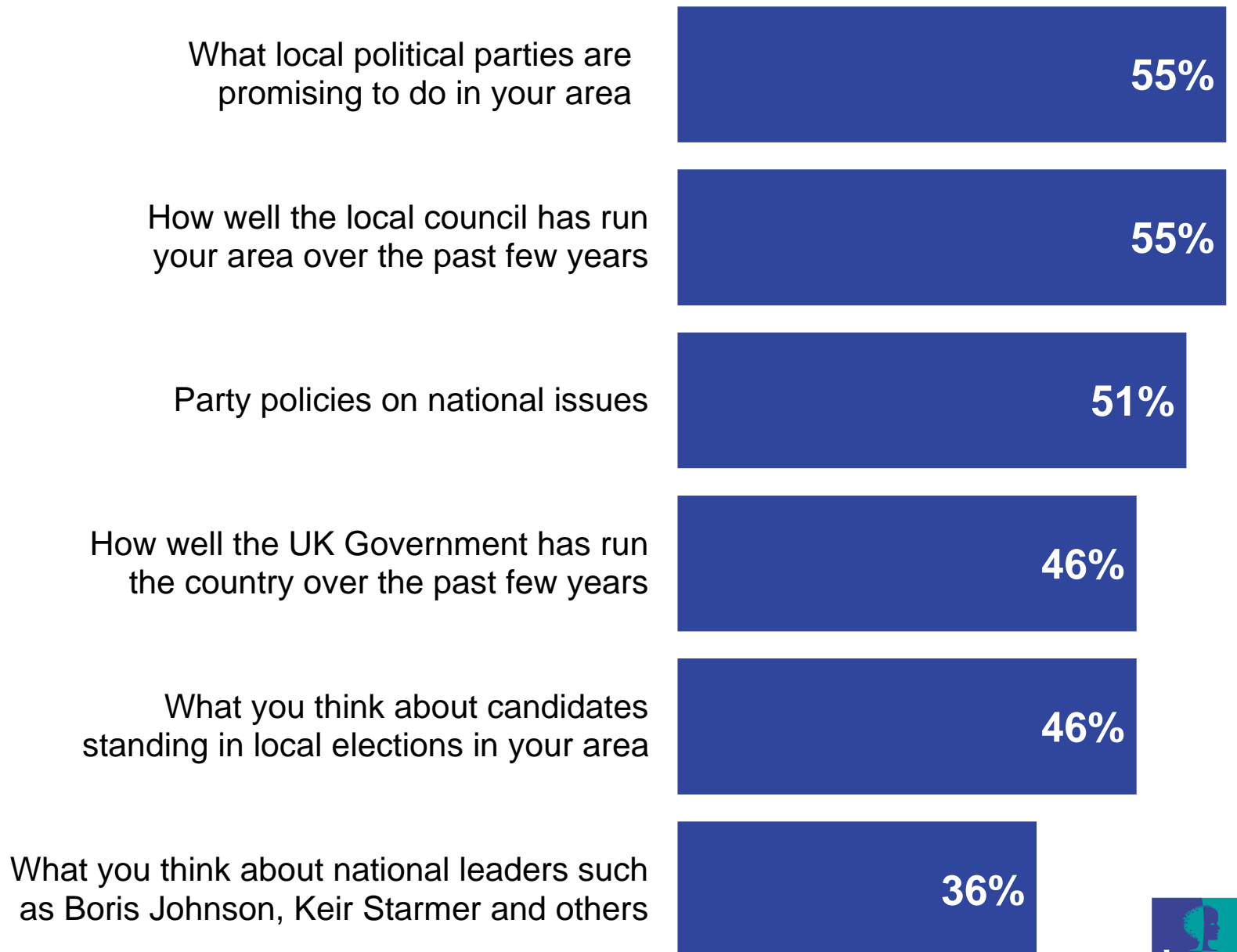
WAY IN

WAY IN

What will be important in deciding your vote in the local elections?

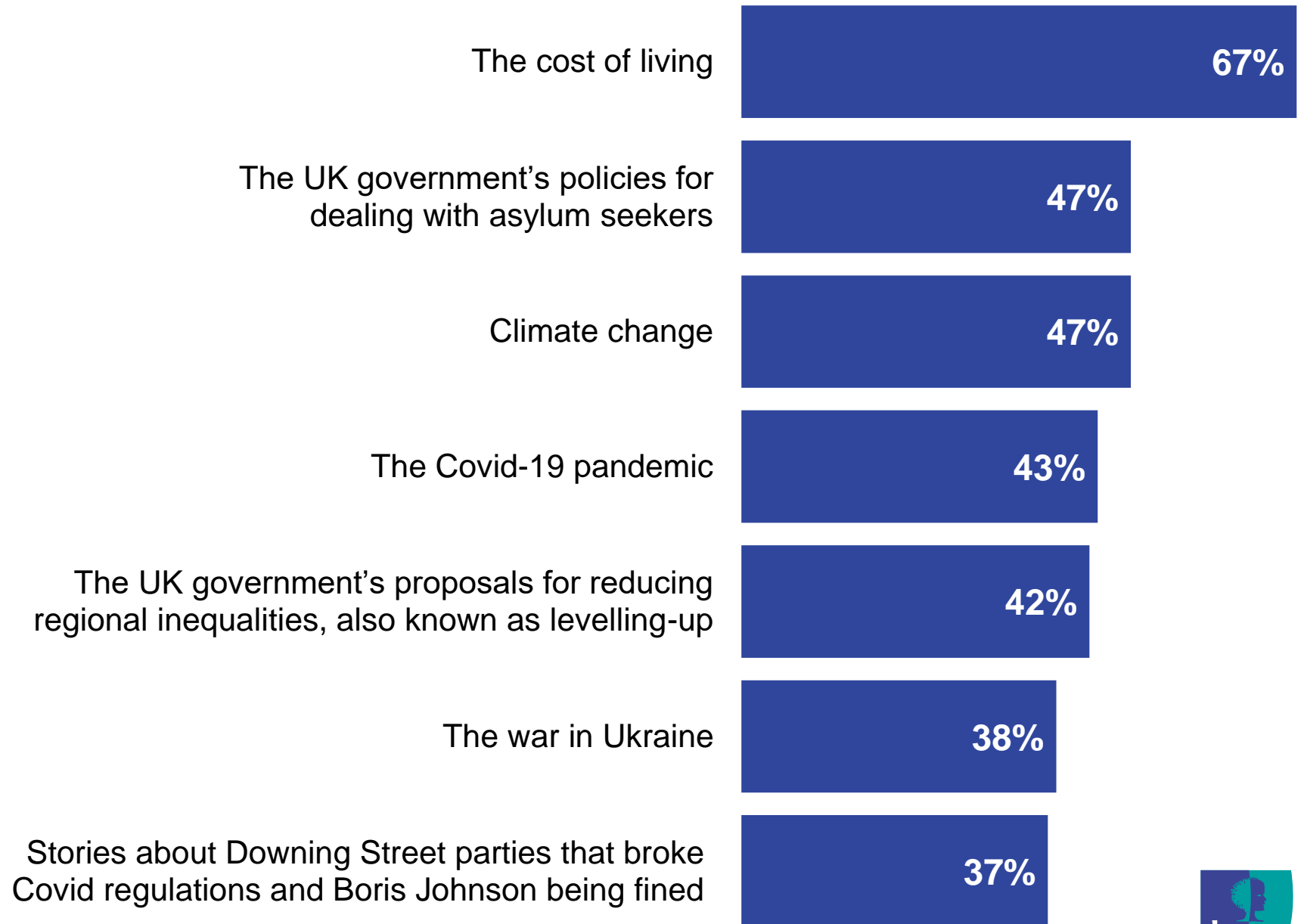
As you may know, local elections are taking place in some parts of the United Kingdom on Thursday 5th May, 2022. I would like you to think about how you will decide to vote in these elections, or about how you would decide to vote if there are no elections in your area.

Which, if any, of the following, would be very important to you when deciding who to vote for in local elections on the 5th May?



What will be important in deciding your vote in the local elections?

Still thinking about how you will decide to vote in the local elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following recent issues would be very important to you when deciding who to vote for in local elections on the 5th May?





April 2022 Political Monitor

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