

IPSOS POLITICAL MONITOR

May 2022

VOTING INTENTION

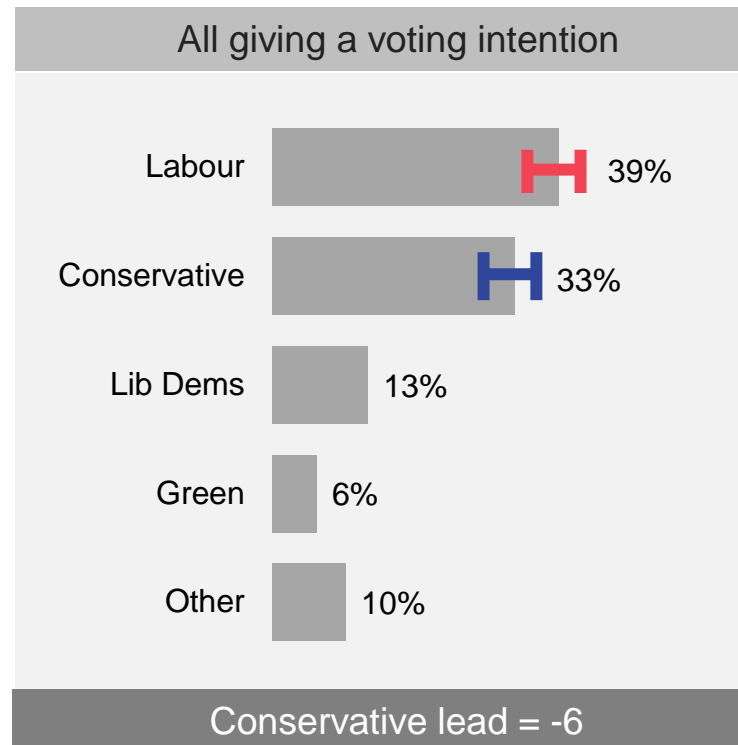
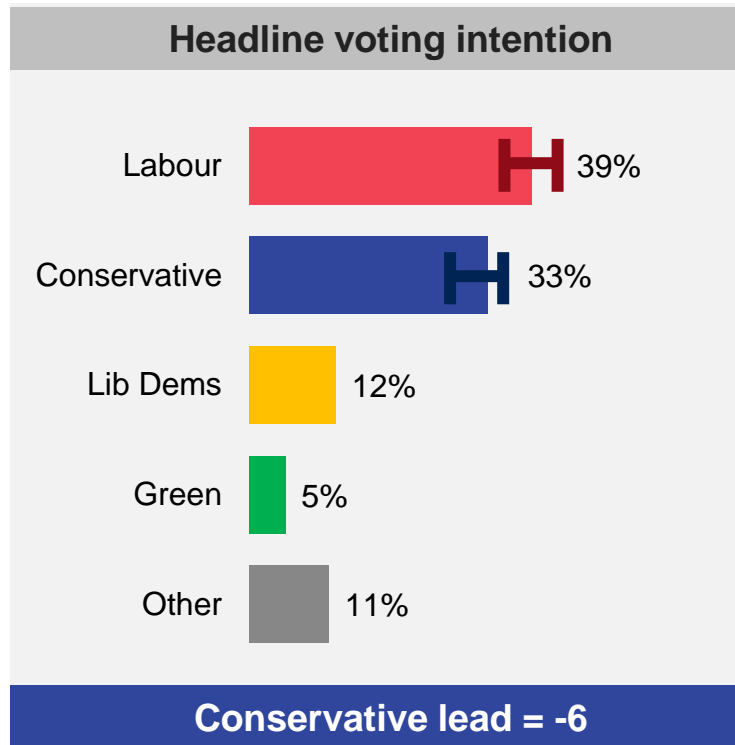
POLLING
STATION

WAY IN

WAY IN

Voting Intention: May 2022

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



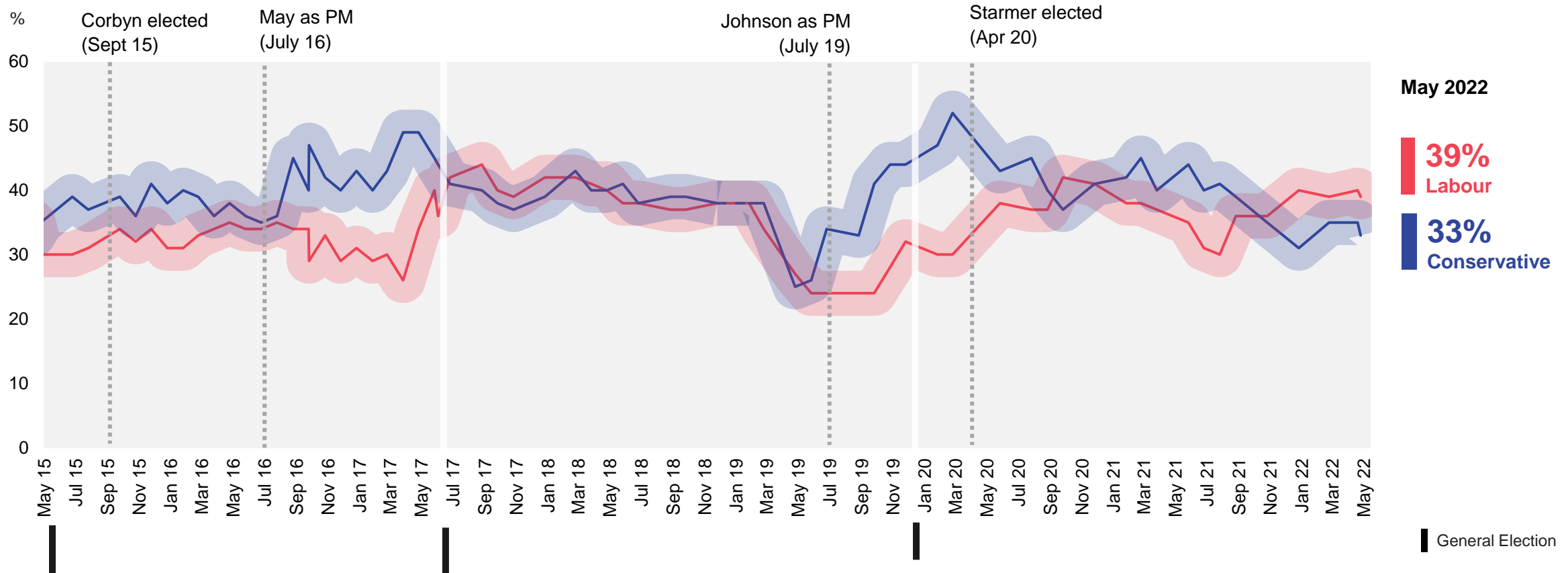
Base: 1,013 British adults 18+, 11th – 17th May 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 639. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



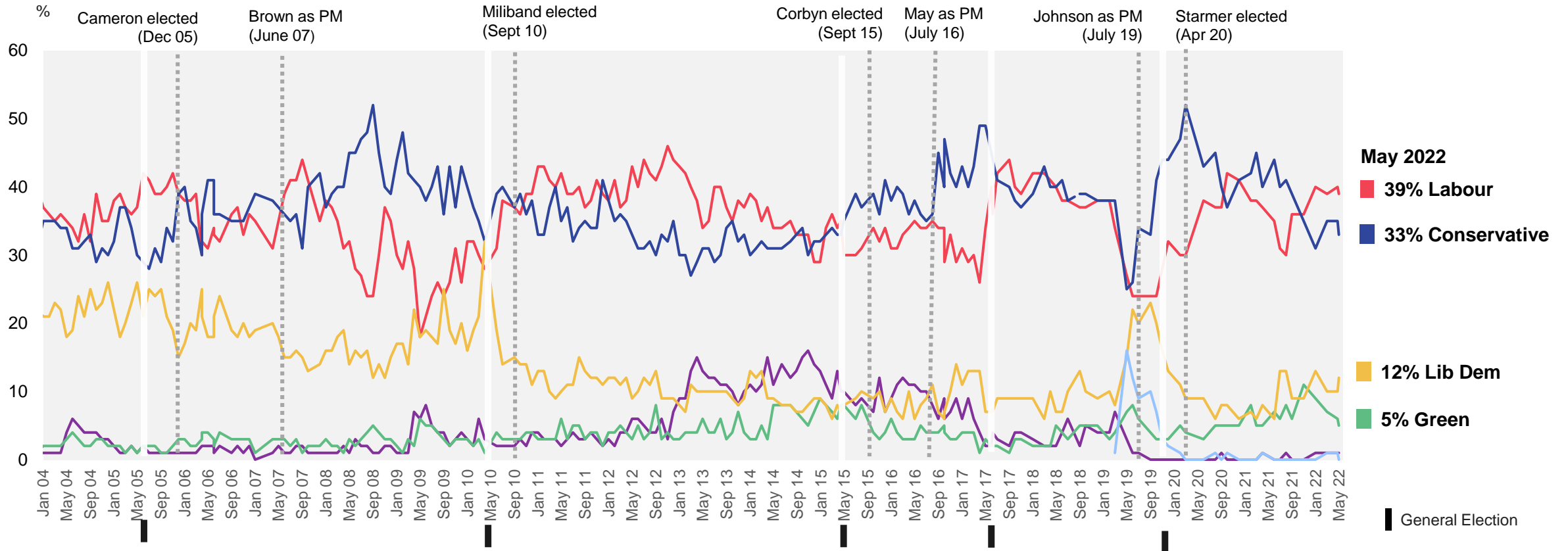
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – May '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



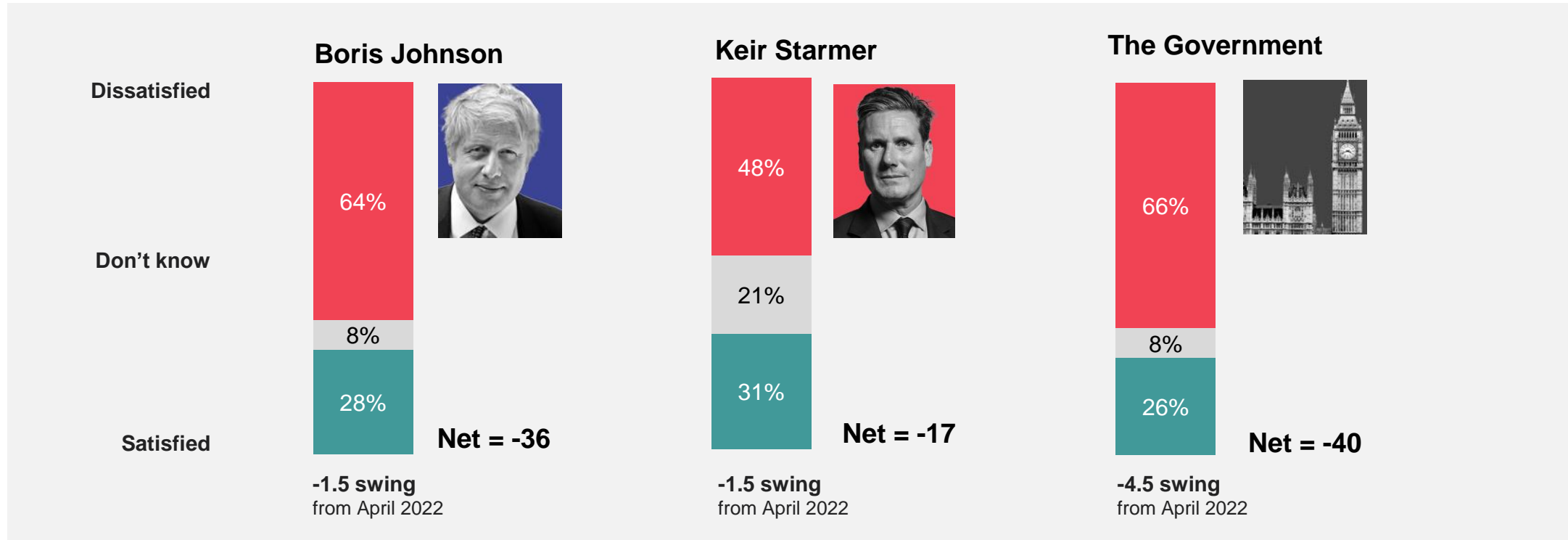
A row of six colorful beach huts (green, red, blue, yellow, orange, and green) stands on a pebbly beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the middle ones.

SATISFACTION

WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: May 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: 1,013 British adults 18+, 11th – 17th May 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

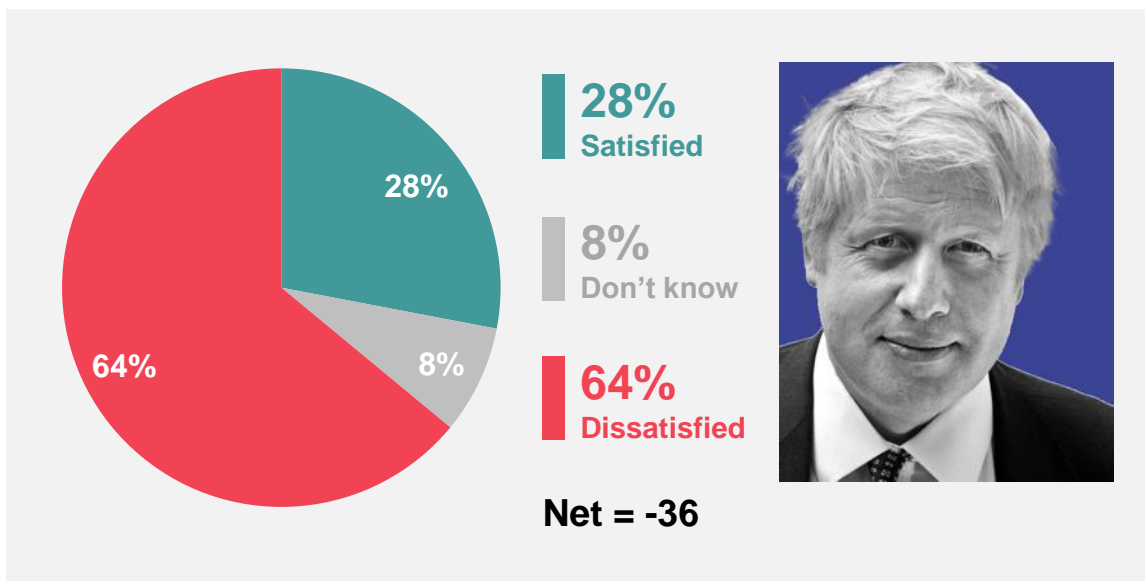
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction

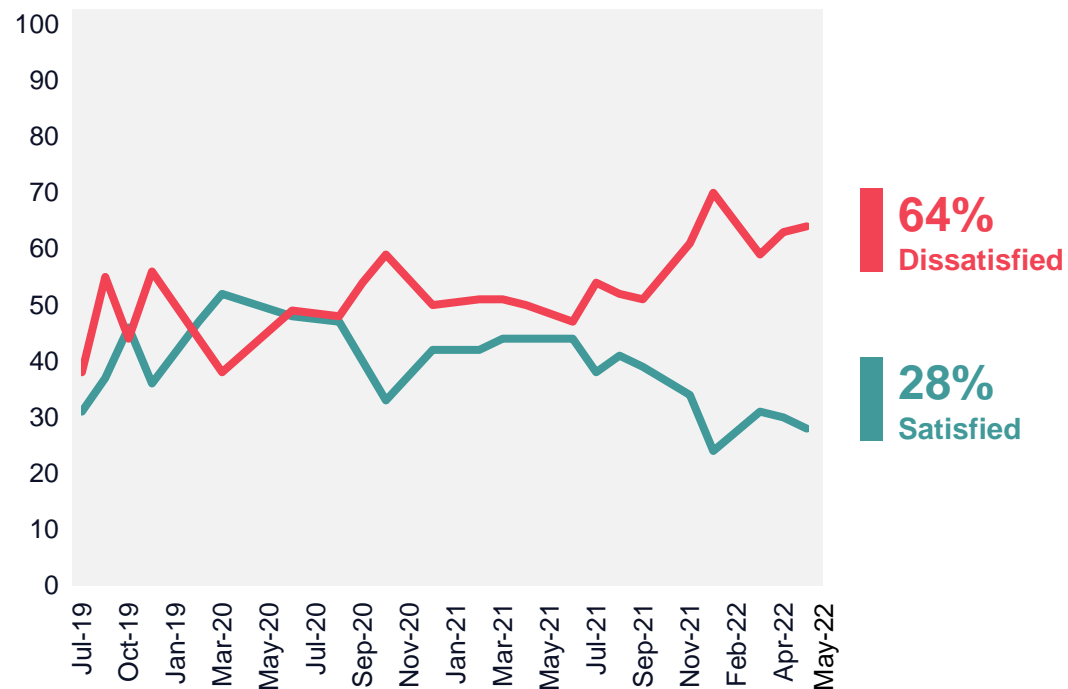
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

May 2022



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

July 2019 – May 2022



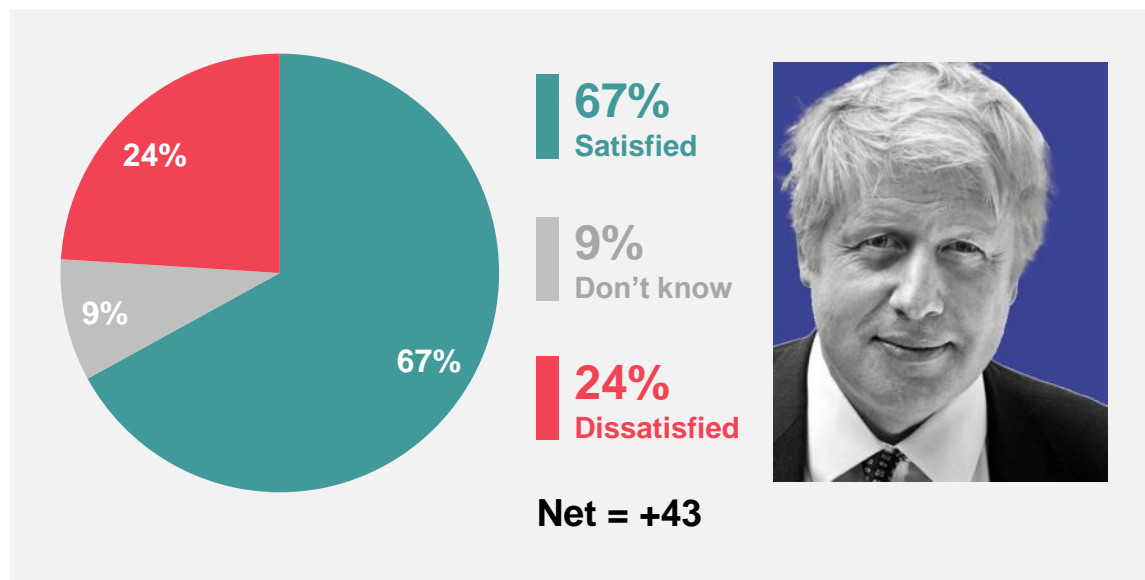
Source: Ipsos Political Monitor



Boris Johnson: Satisfaction among Conservative supporters

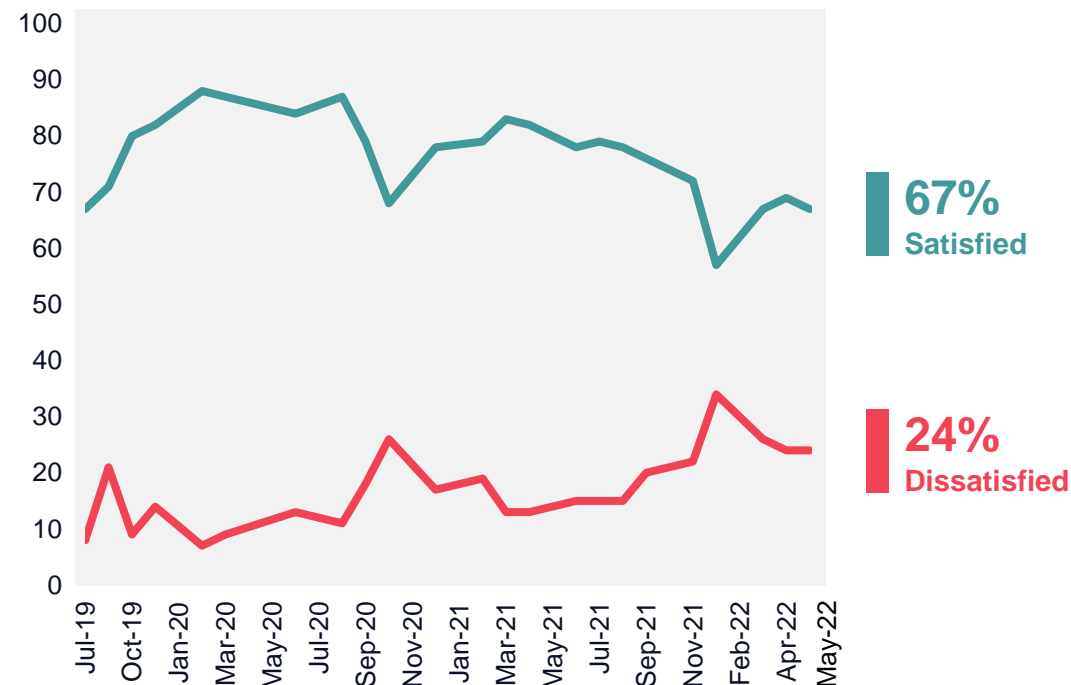
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

May 2022



Base: 251 Conservative party supporters aged 18+, 11th May – 17th May

July 2019 – May 2022

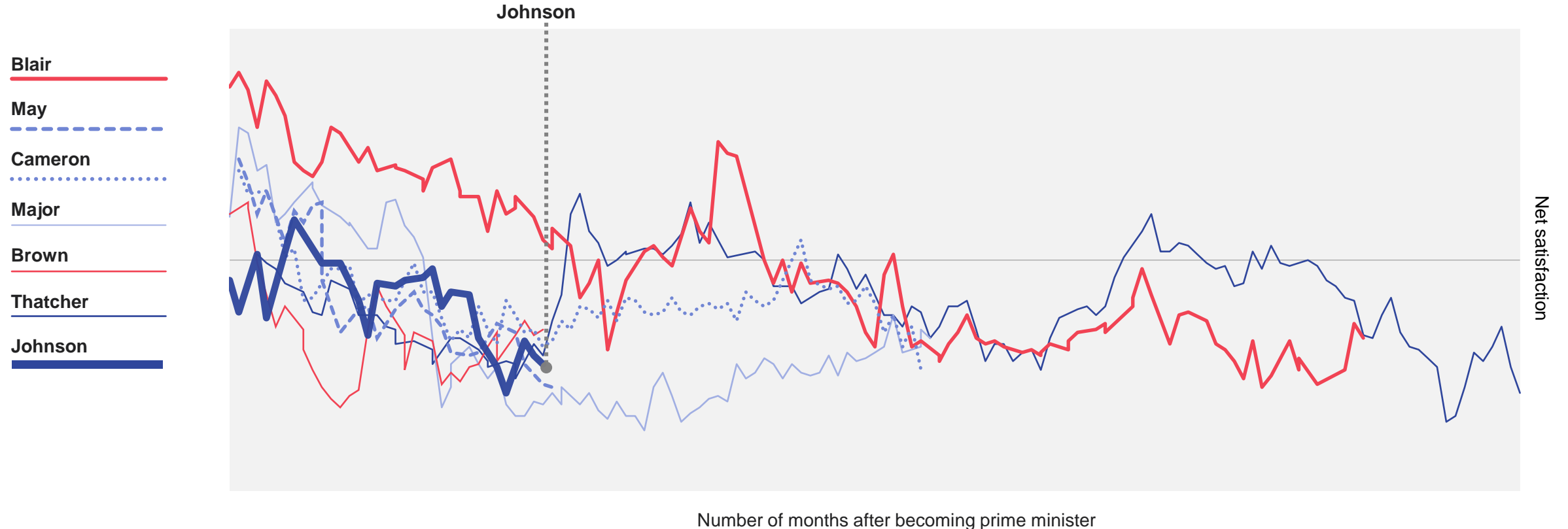


Source: Ipsos Political Monitor



Net satisfaction with Prime Ministers (1979-2022)

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



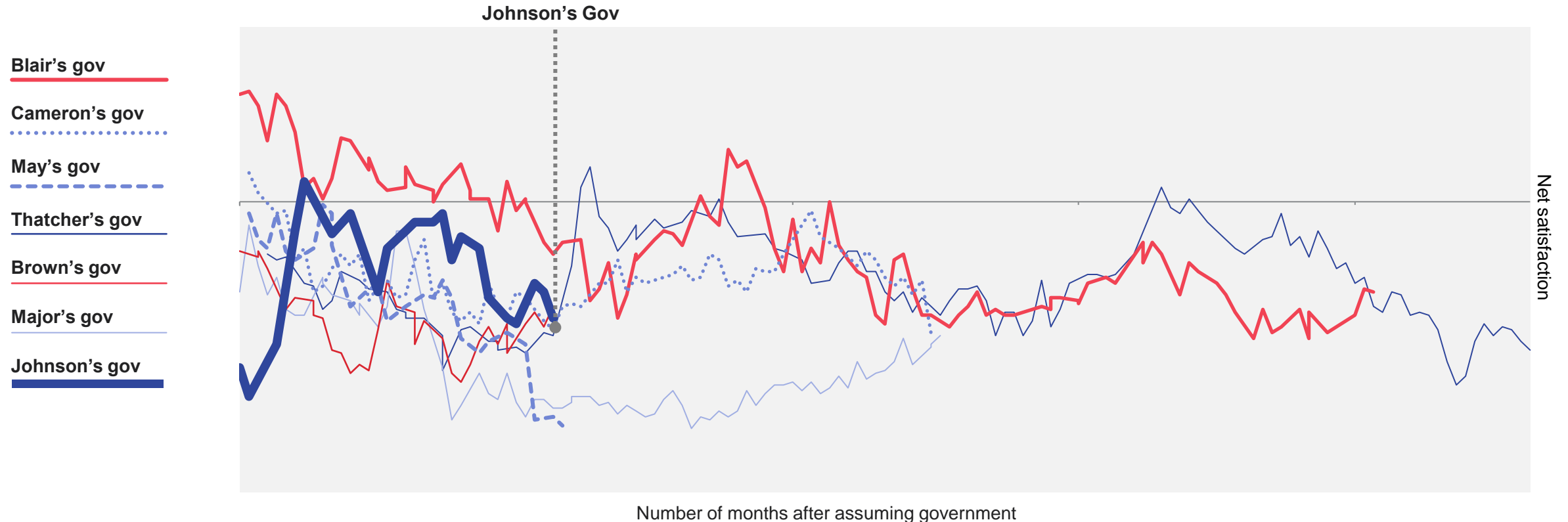
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

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

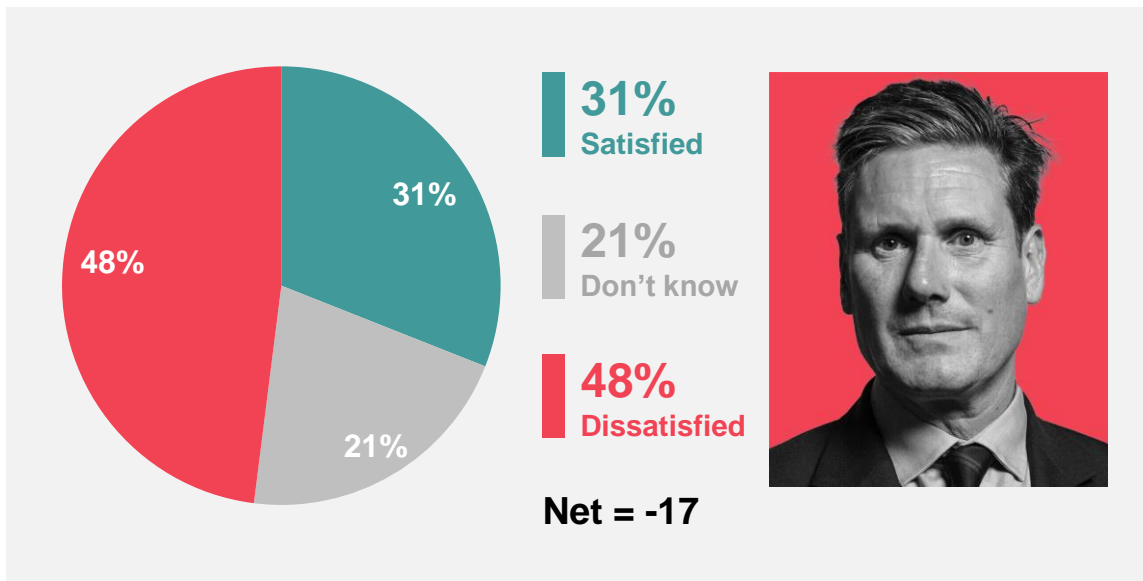
Source: Ipsos UK Political Monitor



Keir Starmer: Satisfaction

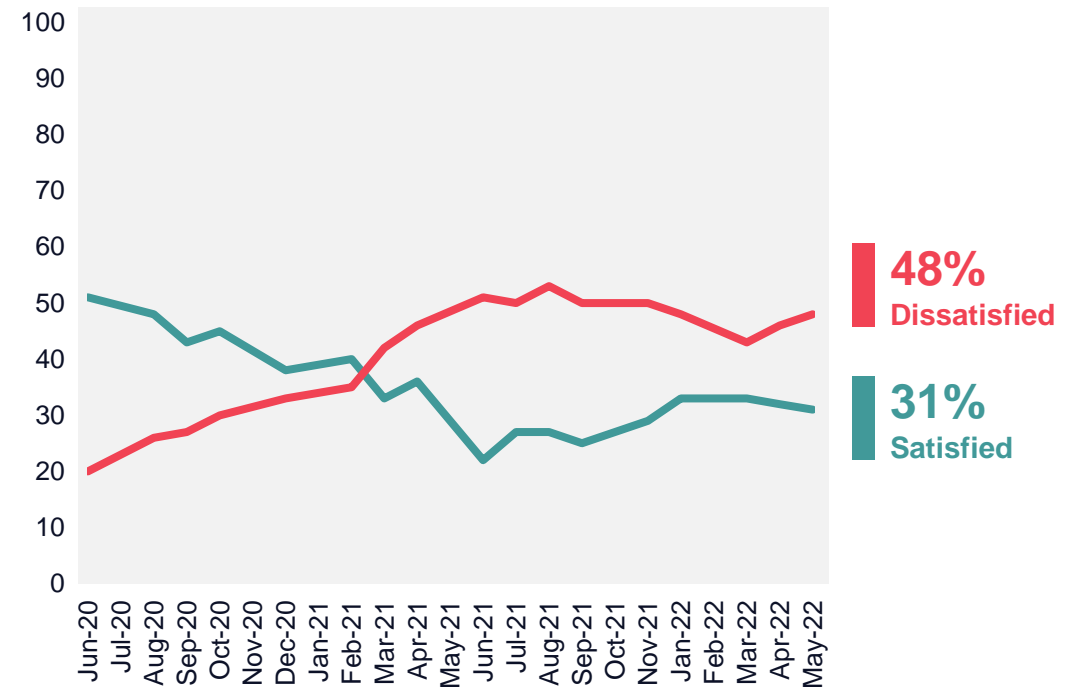
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

May 2022



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

June 2020 – May 2022

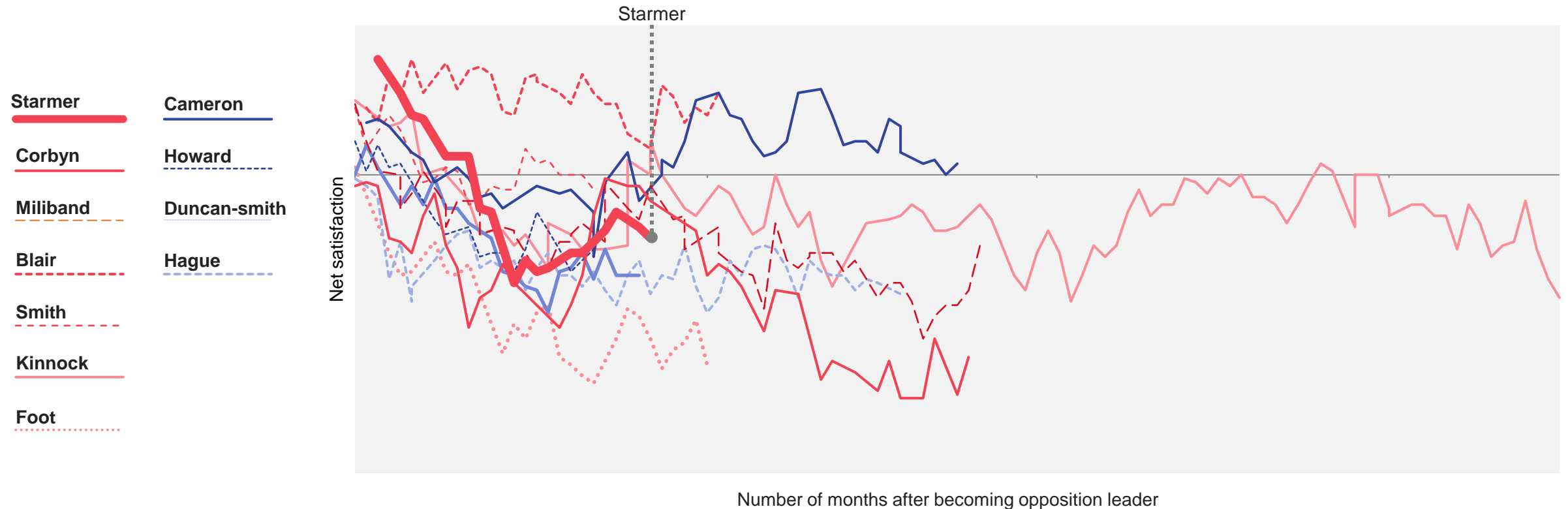


Source: Ipsos Political Monitor



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

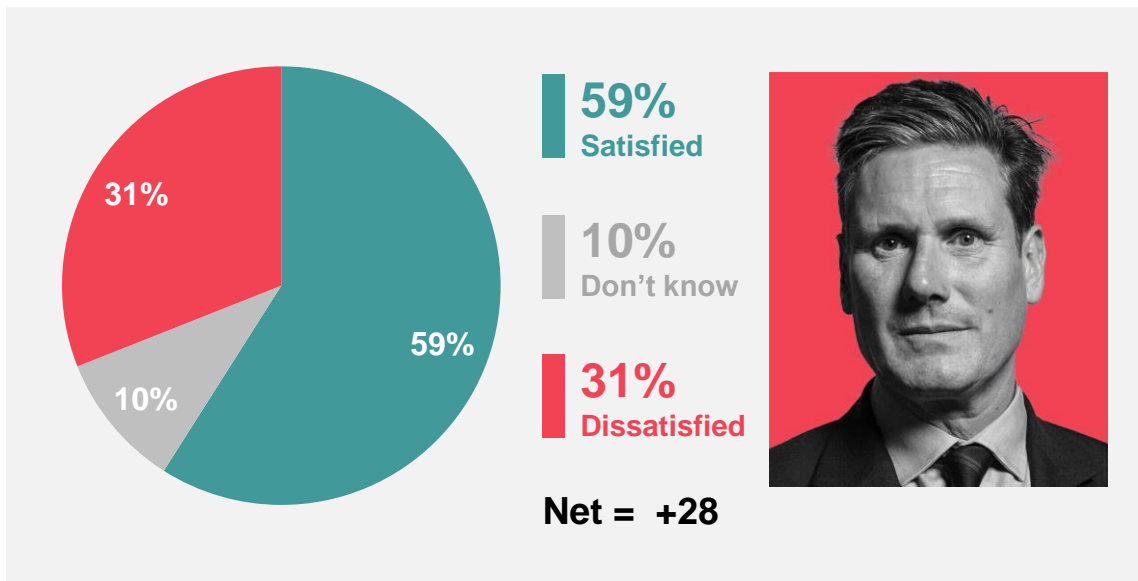
Source: Ipsos UK Political Monitor



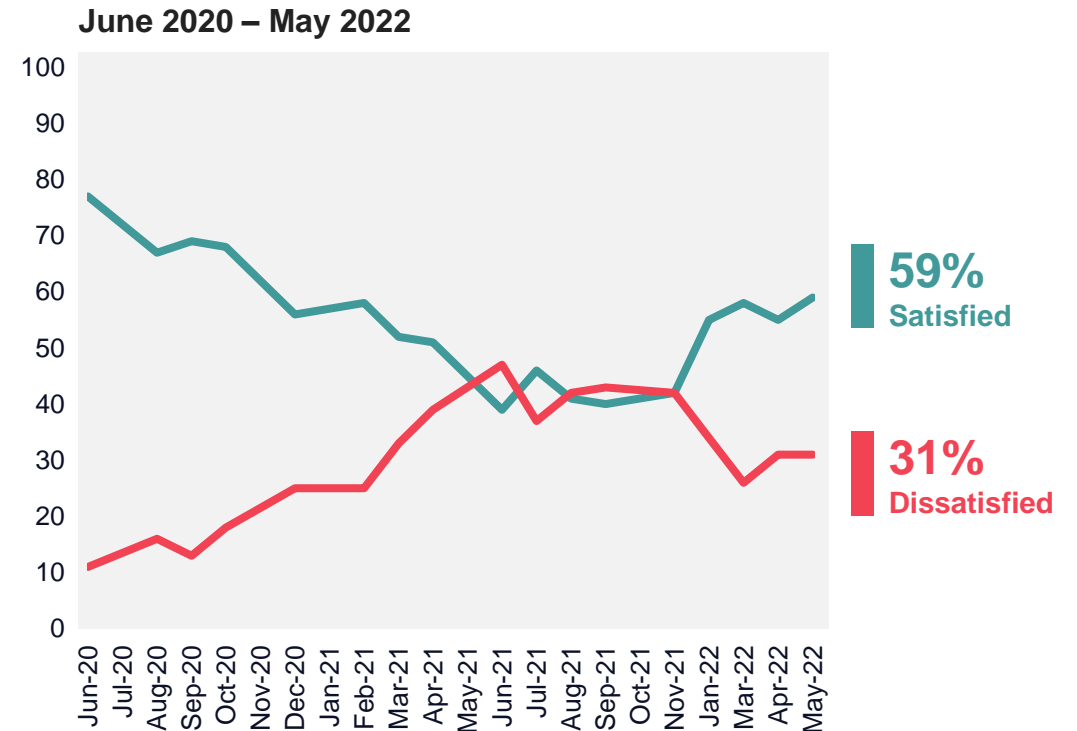
Keir Starmer: Satisfaction amongst Labour supporters

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

May 2022



Base: 307 Labour party supporters aged 18+, 11th May – 17th May 2022.



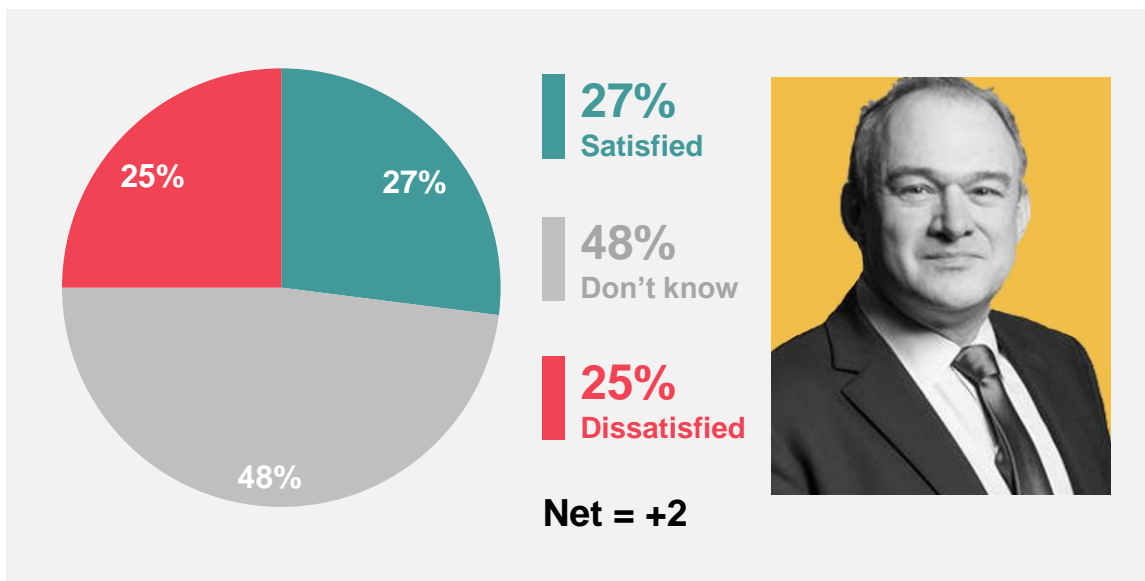
Source: Ipsos Political Monitor



Ed Davey: Satisfaction

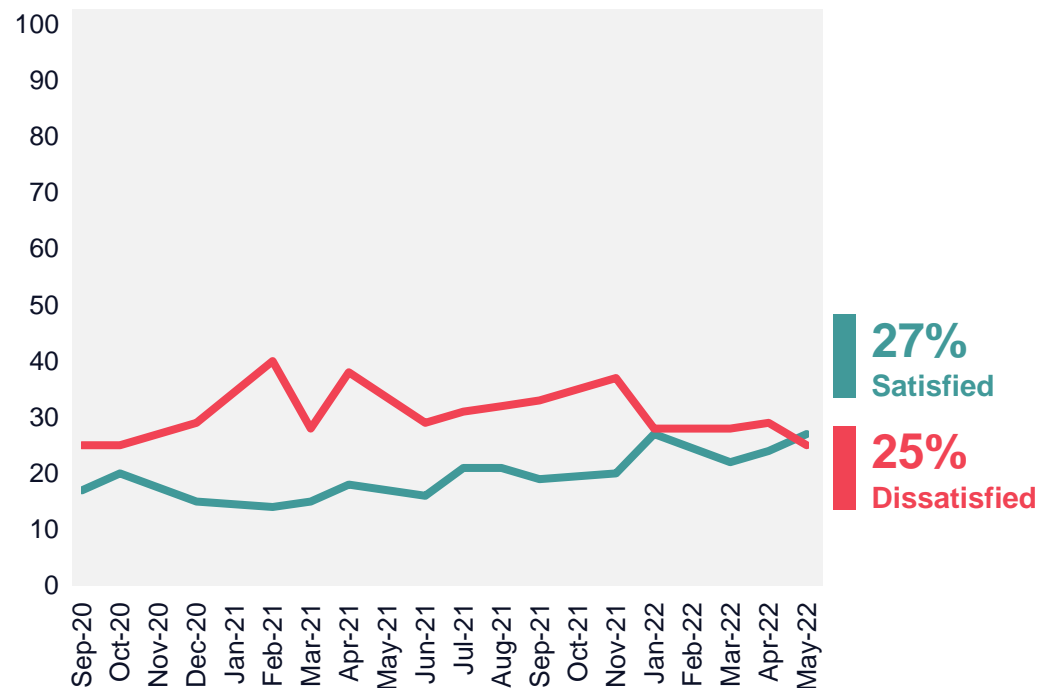
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

May 2022



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

September 2020 – May 2022



Source: Ipsos Political Monitor



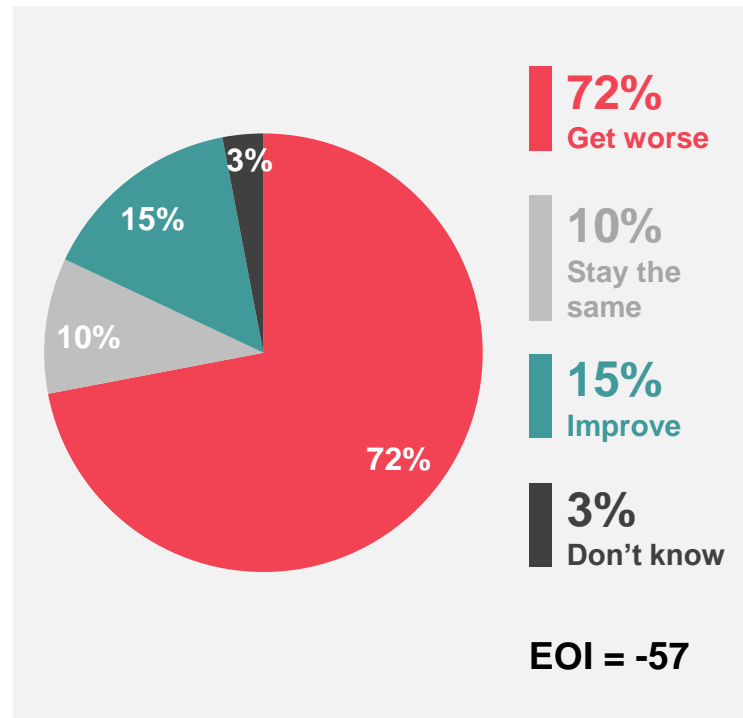
ECONOMIC OPTIMISM



Economic Optimism Index

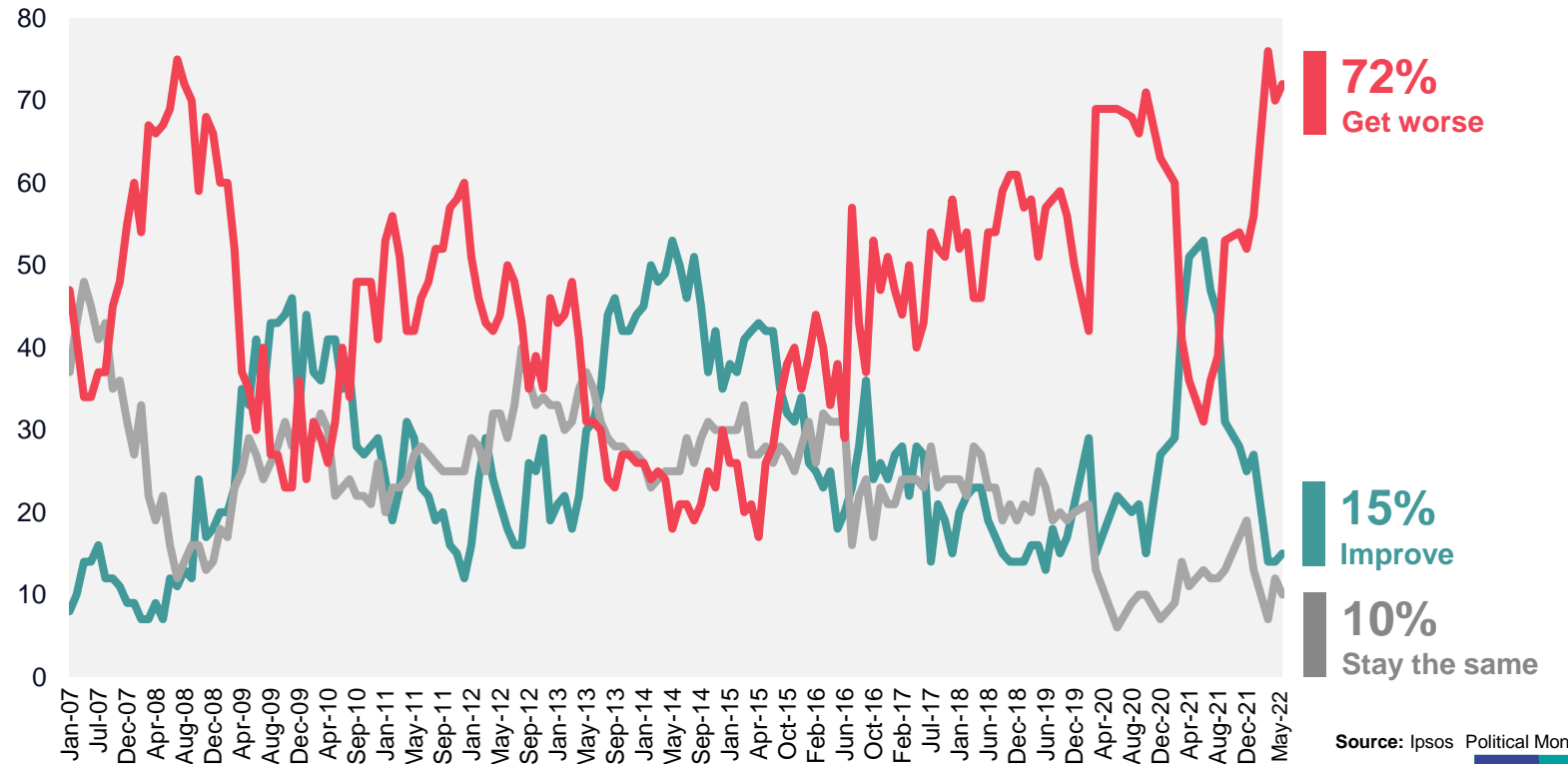
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

May 2022



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

January 2007 – May 2022

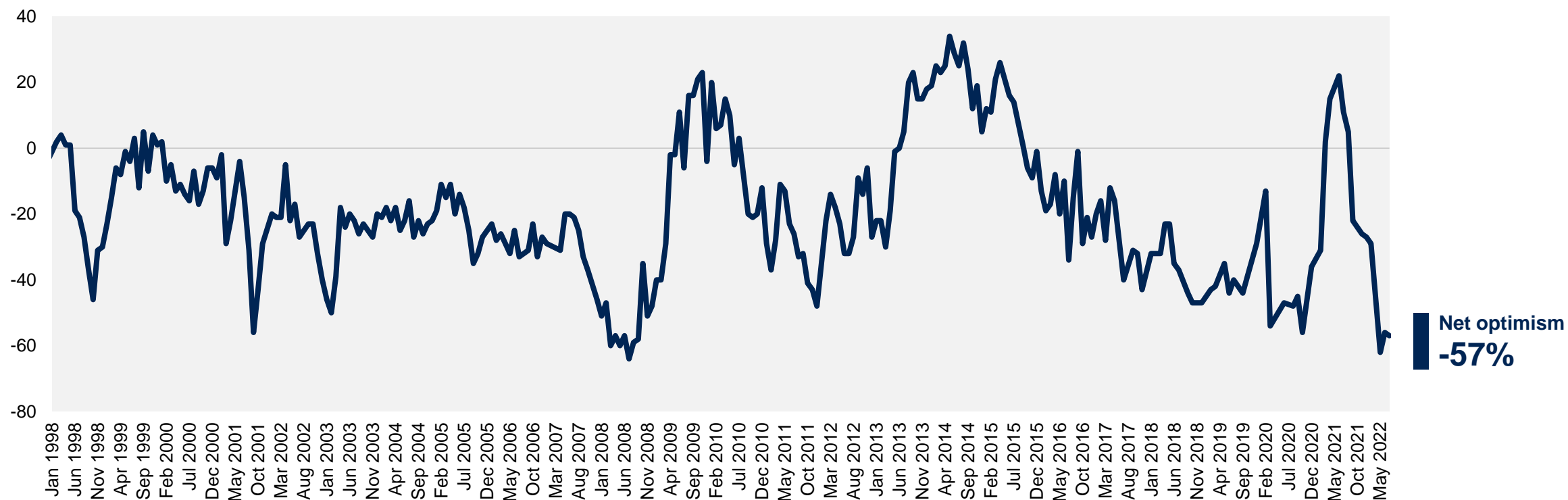


Source: Ipsos Political Monitor



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

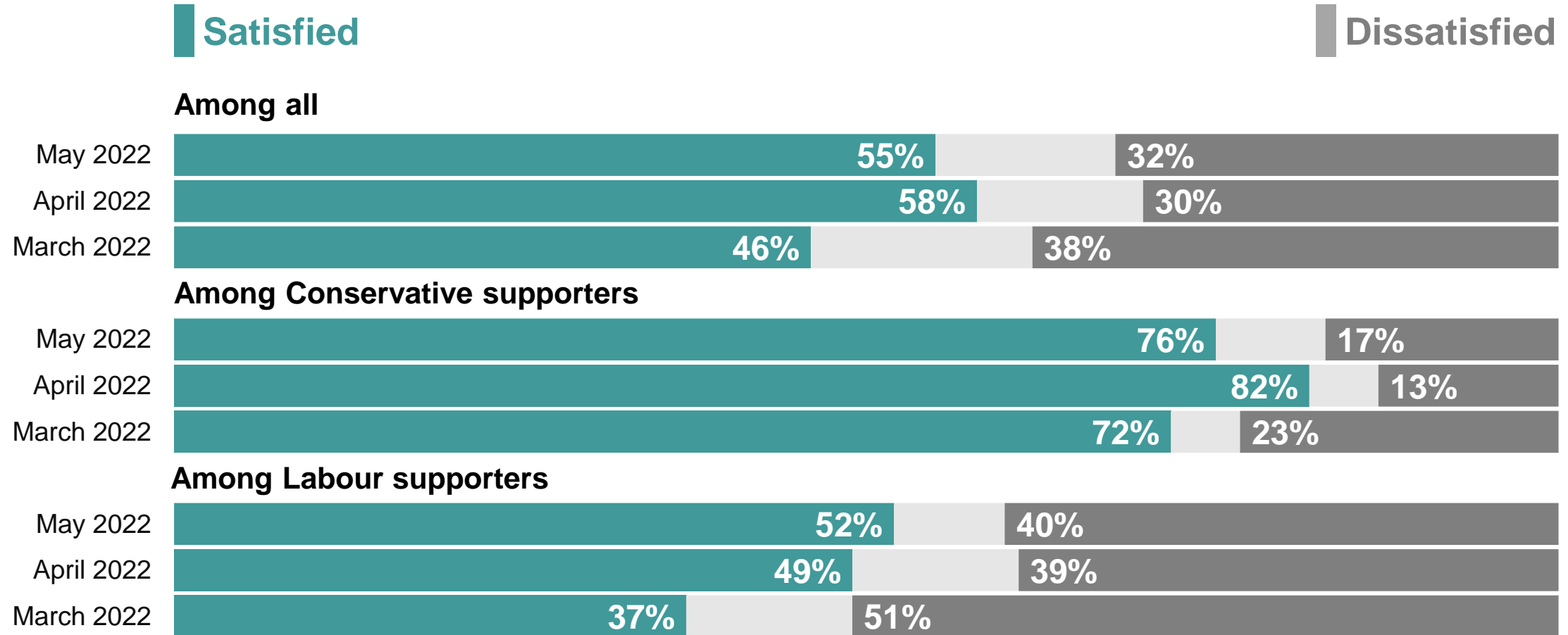
Source: Ipsos Political Monitor



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?



Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 251 Conservative Party supporters and 307 Labour Party Supporters



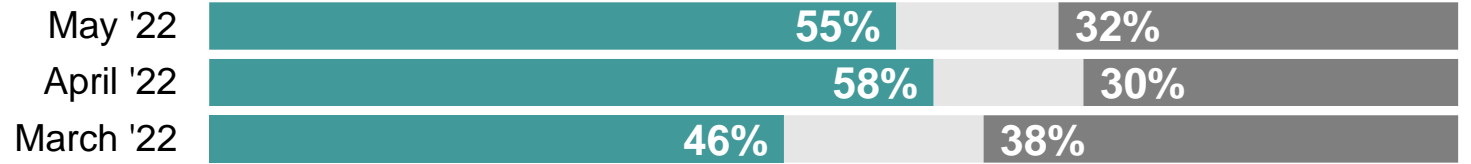
Trends: Government handling of foreign affairs

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

Satisfied

Dissatisfied

... is handling the Russian invasion of Ukraine?



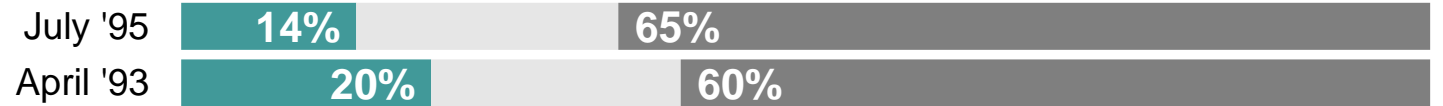
... is handling the crisis in Libya?



... is handling the crisis in Yugoslavia?



... is handling the situation in Bosnia?



... is handling the situation in the Gulf



... are now handling the situation in the Falkland Islands?



Base: 1,013 British adults 18+, 11th May – 17th May 2022.



PARTY LEADERS

Leader image: Johnson v Starmer

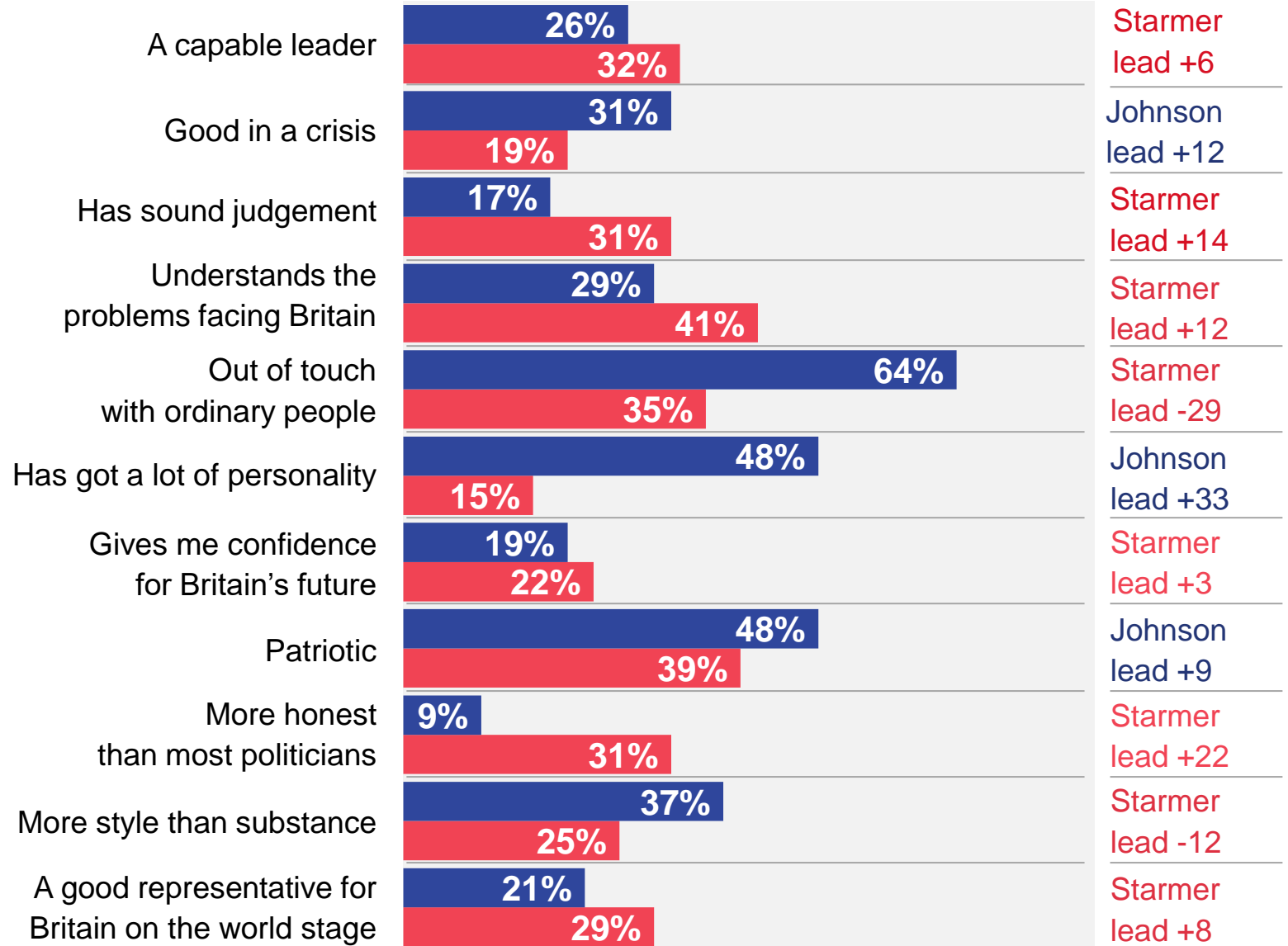
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



Boris Johnson



Keir Starmer

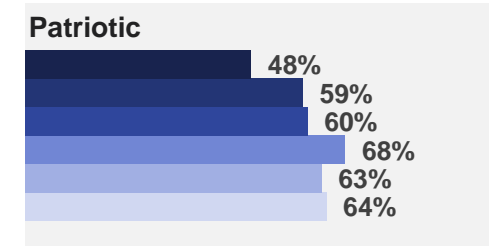
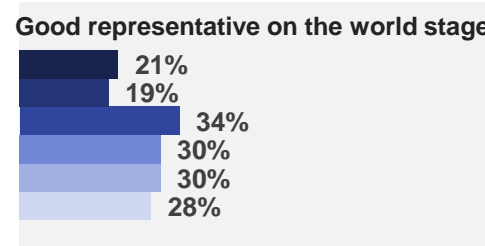
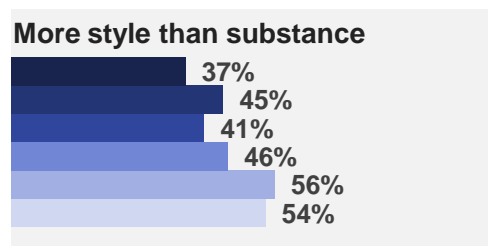
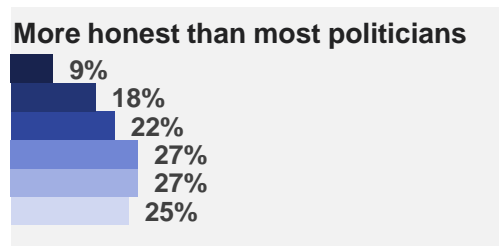
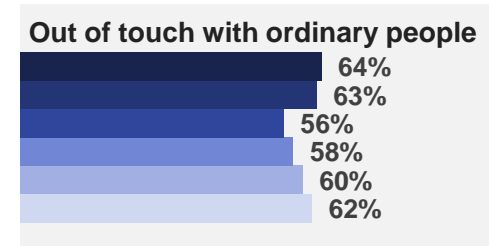
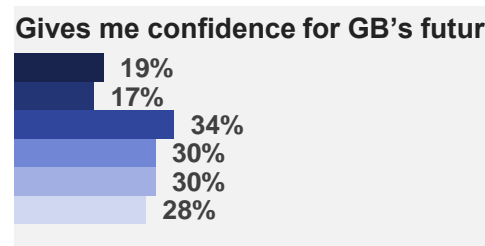
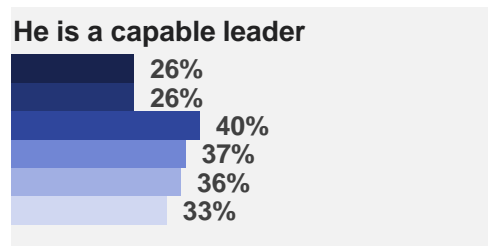
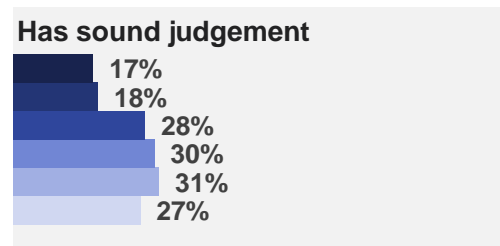
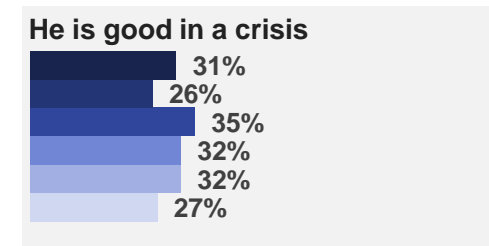
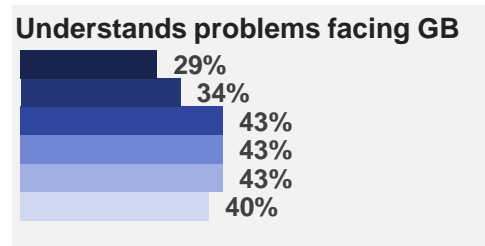
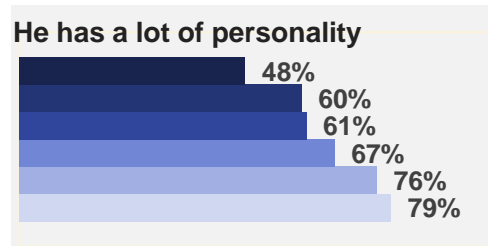


Base: 1,013 British adults 18+, 11th May – 17th May 2022.



Leader image: Johnson trend

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to Boris Johnson?



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

Leader image: Starmer trend

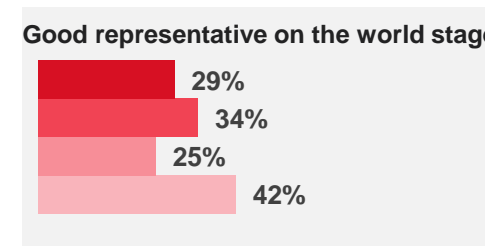
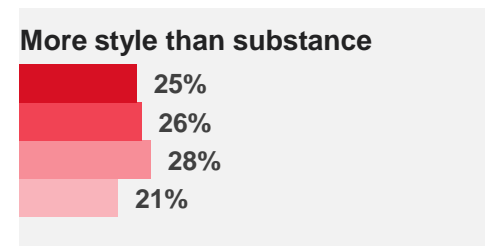
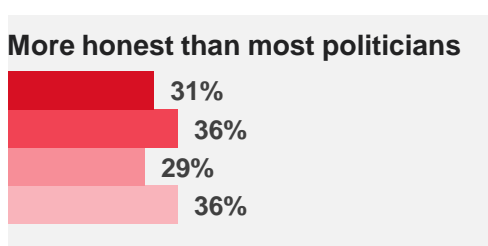
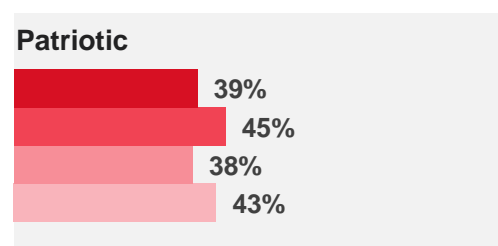
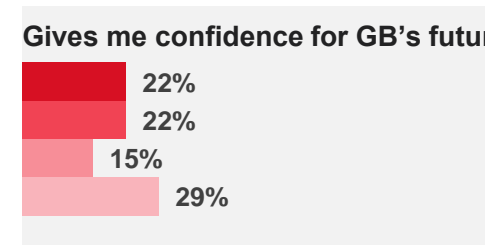
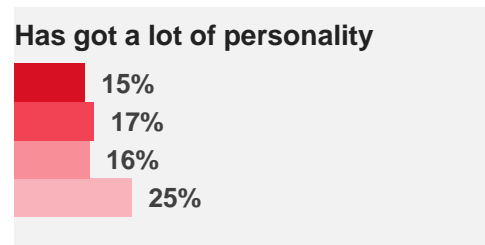
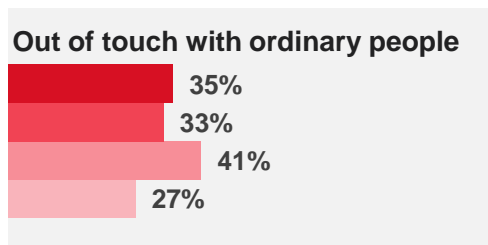
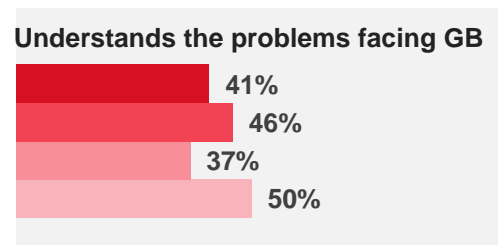
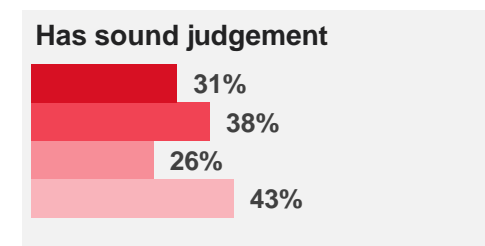
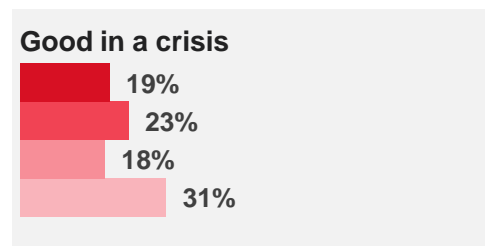
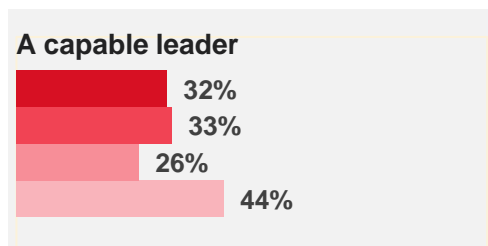
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

■ May 2022

■ Dec 2021

■ June 2021

■ Sept 2020



Base: 1,013 British adults 18+, 11th May – 17th May 2022.

Changing party leader: Conservatives

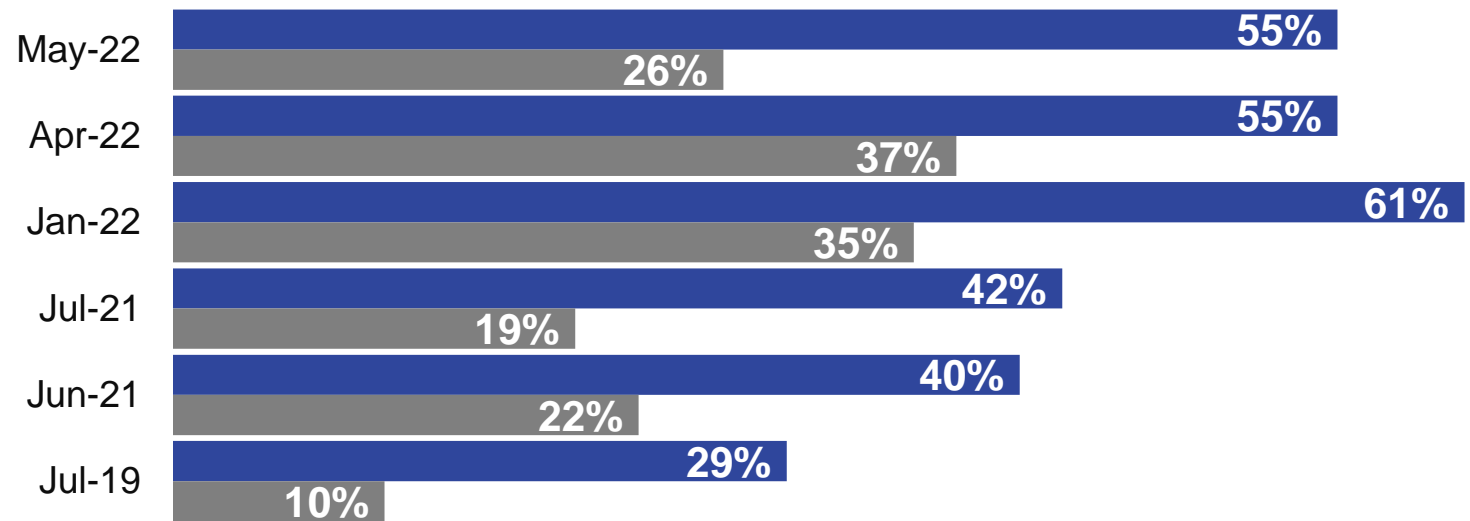
Please tell me to what extent, if at all, you agree or disagree with the following statement:

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

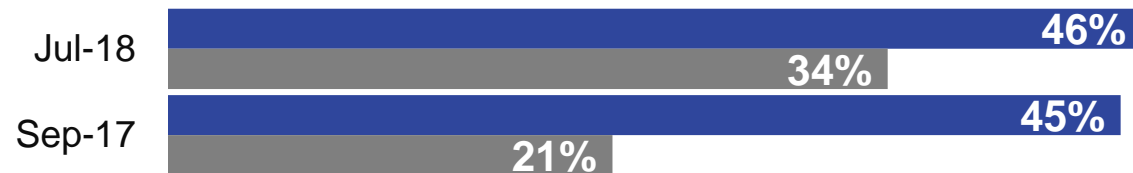
Among all

Among Conservative party supporters

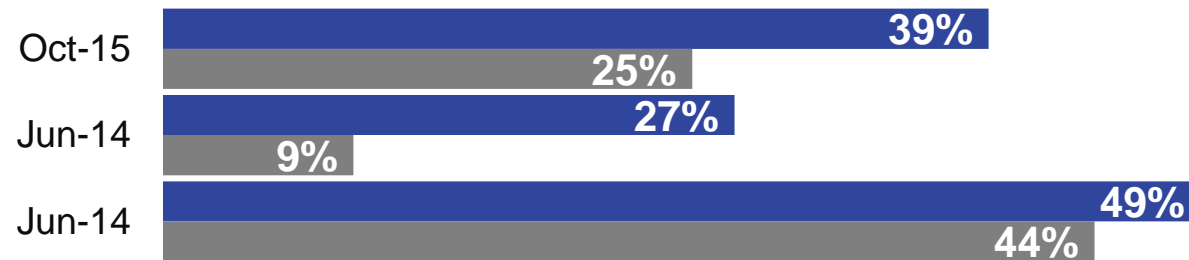
Boris Johnson: % Agree



Theresa May



David Cameron



Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 251 Conservative Party Supporters



Changing party leader: Labour

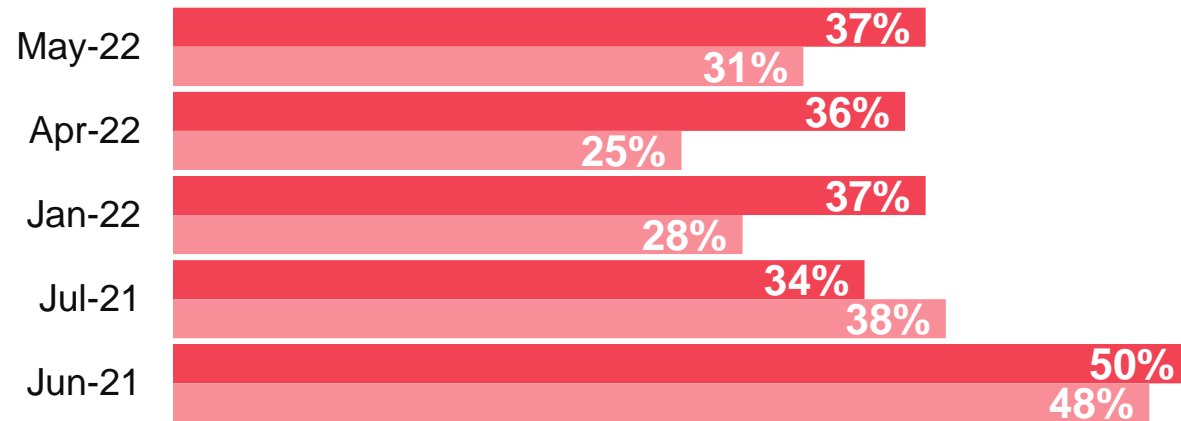
Please tell me to what extent, if at all, you agree or disagree with the following statement:

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

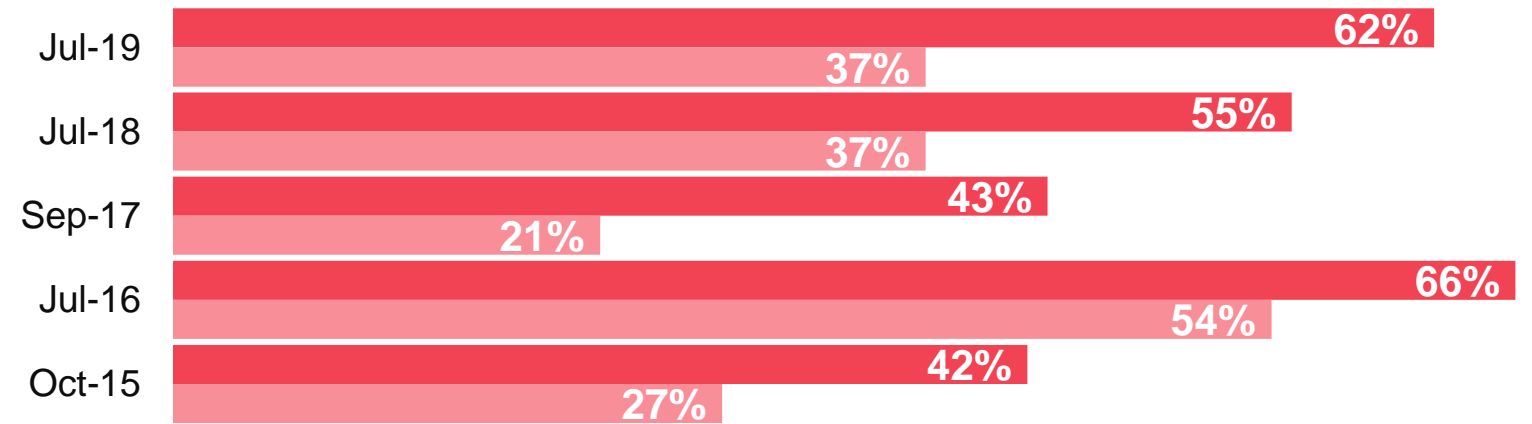
Among all

Among Labour party supporters

Keir Starmer: % Agree



Jeremy Corbyn



Ed Miliband



Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 307 Labour Party Supporters.



Should Starmer resign if issued with a fixed penalty notice?

Do you think Keir Starmer should or should not resign if the police issue him with a fixed penalty notice fine for breaking Covid laws

Should resign

Should not resign

Among all



Among Conservative supporters



Among Labour supporters



Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 251 Conservative Party supporters and 307 Labour Party Supporters



Should Starmer resign if not issued with a fixed penalty notice but found to have broken guidance?

And do you think Keir Starmer should or should not resign, if he is not issued with a fixed penalty notice fine for breaking Covid laws but is found to have broken official guidance and recommendations?

Should resign

Should not resign

Among all



Among Conservative supporters



Among Labour supporters

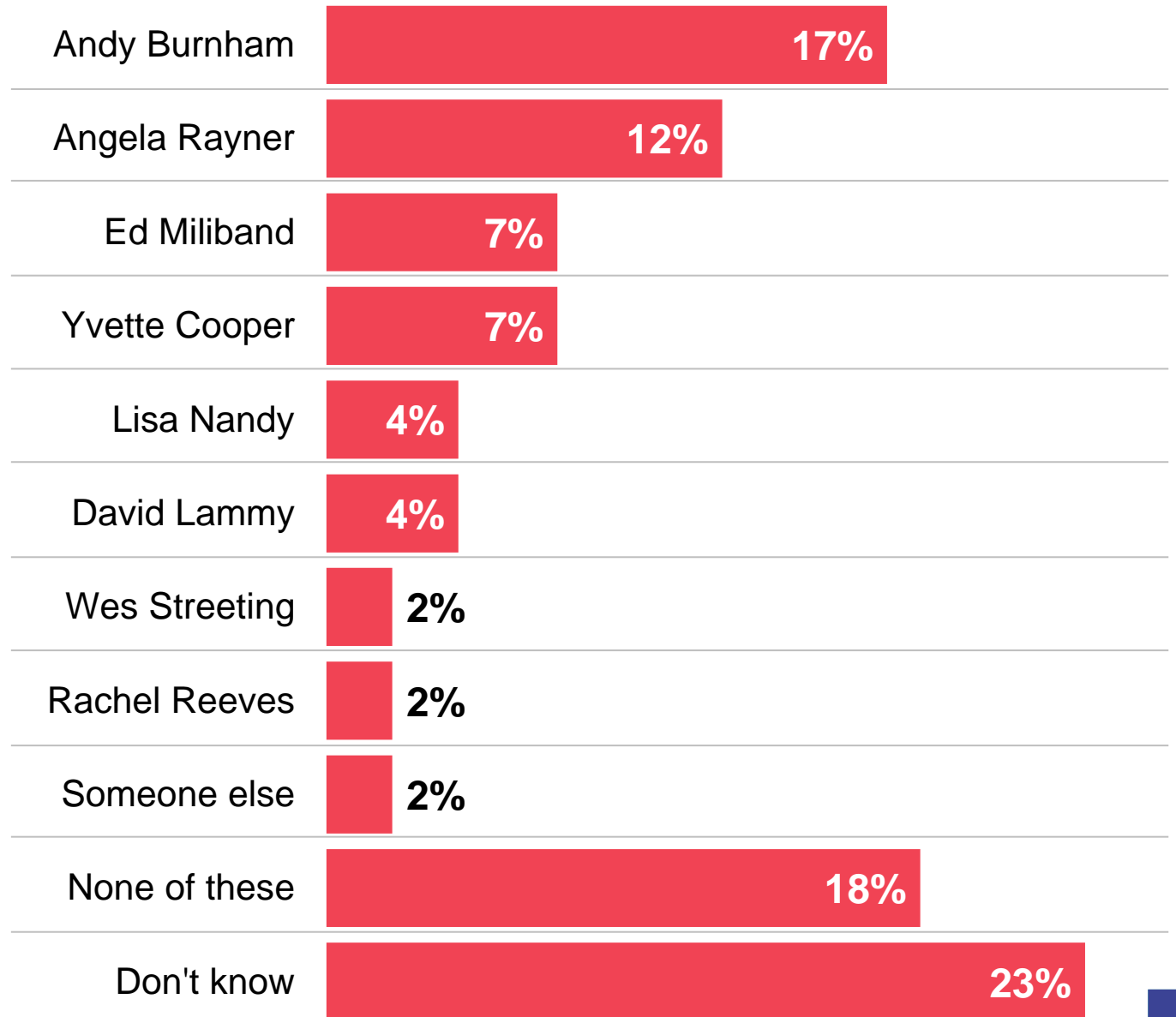


Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 251 Conservative Party supporters and 307 Labour Party Supporters



Who should be next Labour leader if Starmer resigns?

Should Keir Starmer resign, which one of the following Labour politicians, if any, would make you most likely to vote for the Labour Party if they were leader?



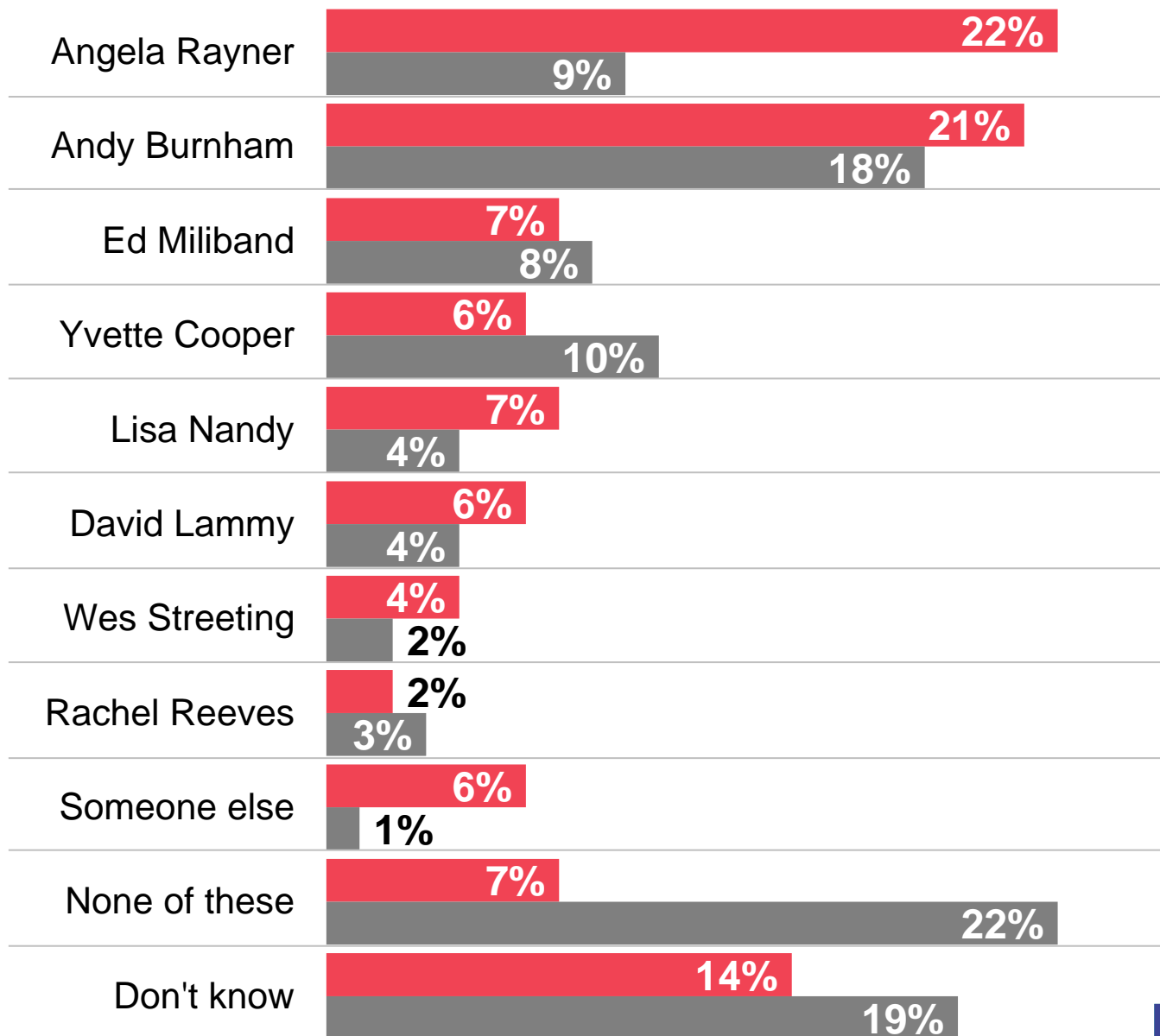
Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 307 Labour Party Supporters

Who should be next Labour leader if Starmer resigns?

Should Keir Starmer resign, which one of the following Labour politicians, if any, would make you most likely to vote for the Labour Party if they were leader?

Among Labour party supporters

Among supporters of a party other than the Labour party



Base: 1,013 British adults 18+, 11th May – 17th May 2022. Including 307 Labour Party Supporters and 491 Non-Labour Party Supporters

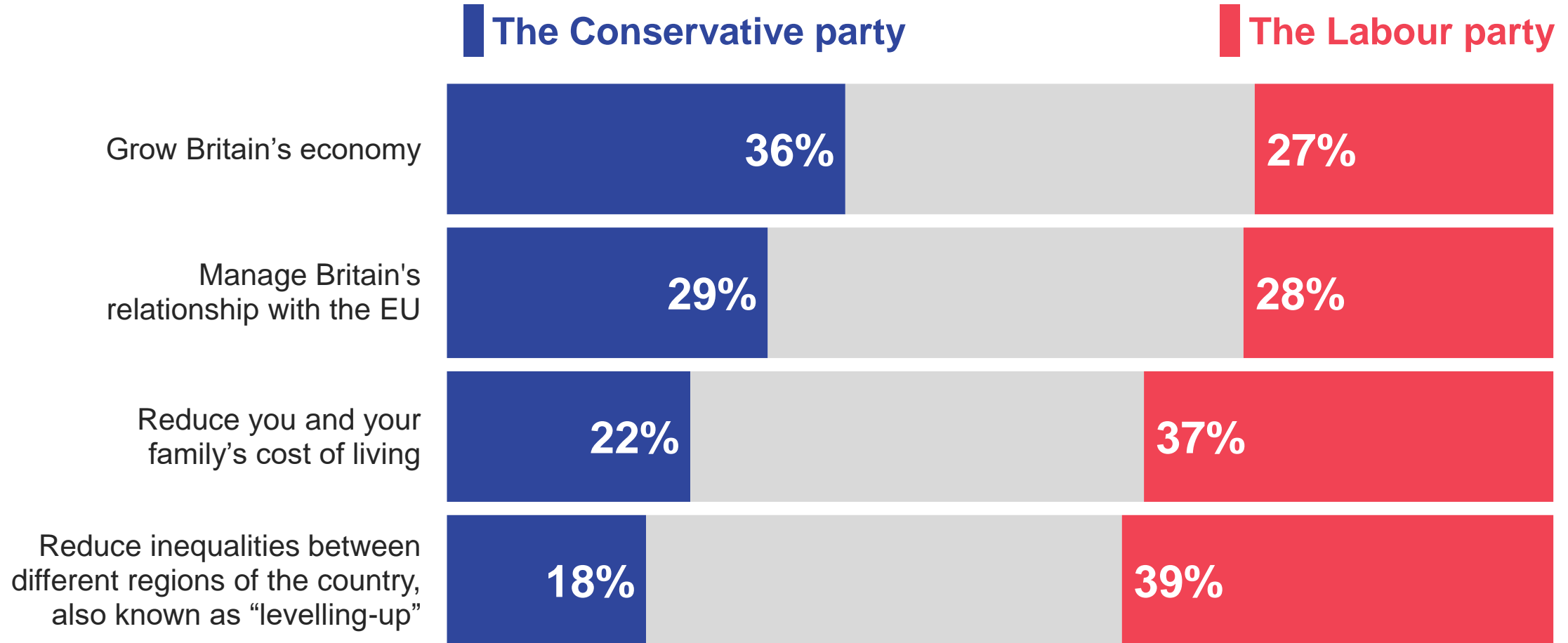


COST OF LIVING AND THE ECONOMY



Party trust on key issues: May 2022

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?



Base: 1,013 British adults 18+, 11th May – 17th May 2022.



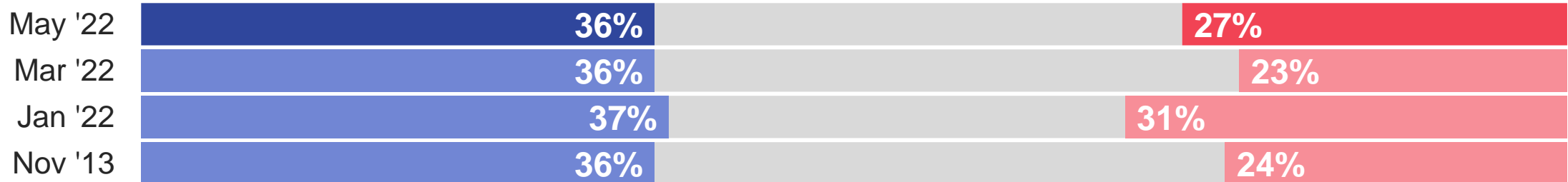
Party trust on key issues: Trends

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?

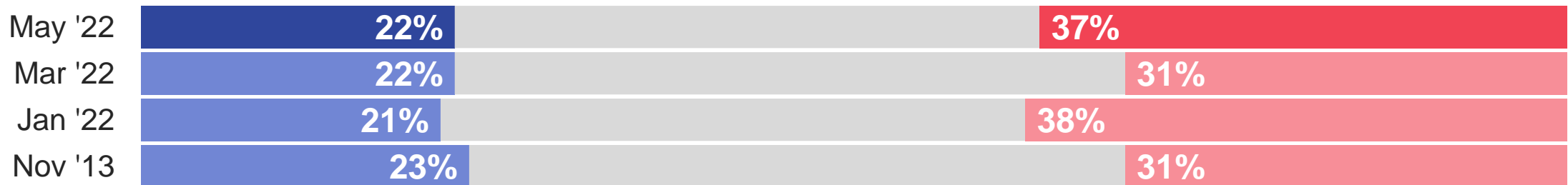
The Conservative party

The Labour party

Grow Britain's economy



Reduce you and your family's cost of living



Reduce the inequalities between different regions of the country, also known as "levelling up"

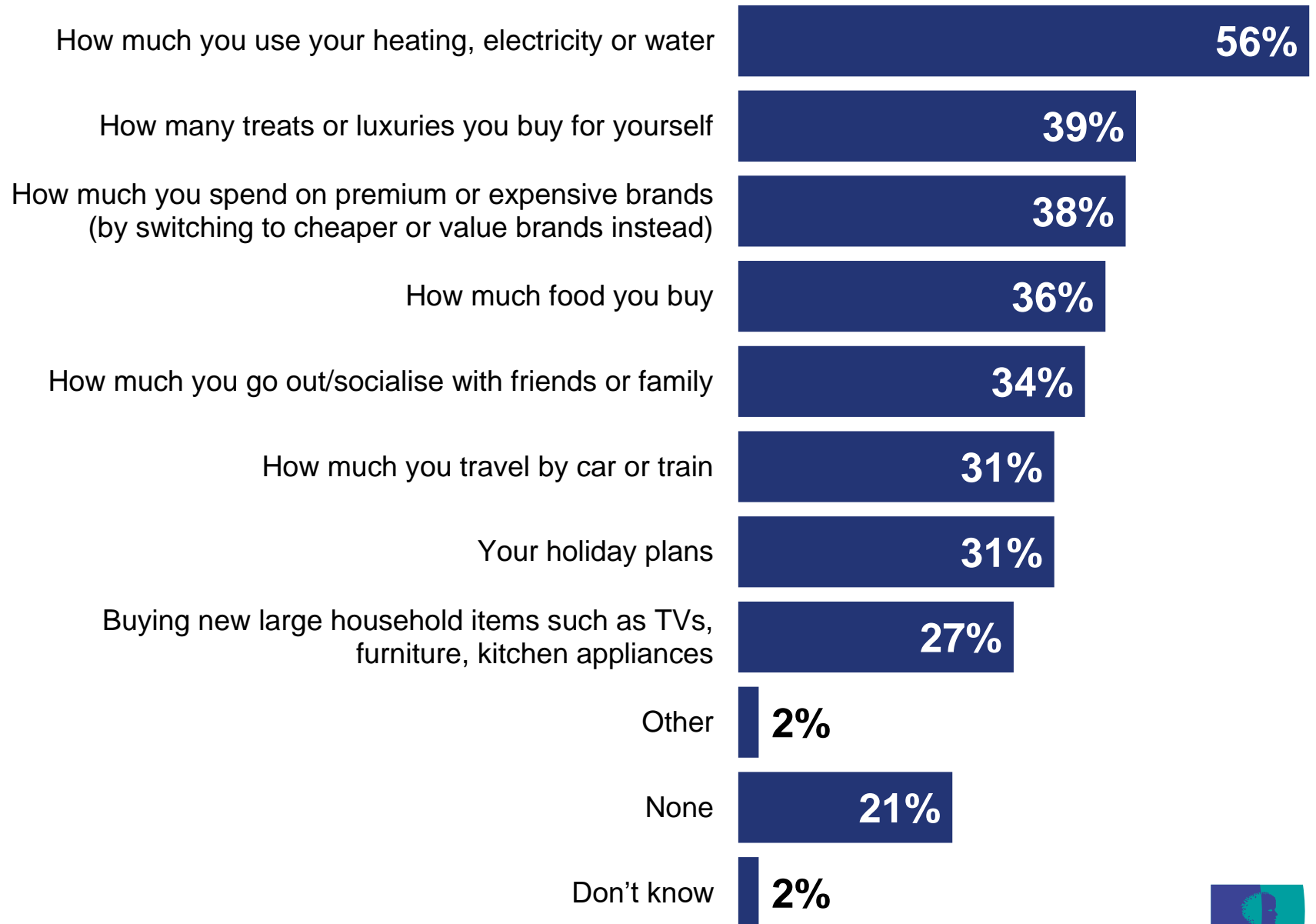


Base: 1,013 British adults 18+, 11th May – 17th May 2022.



What cutbacks have you made due to rises in the cost of living?

Since the start of the year, have you cut back in any of the following areas because of rises in the cost of living, or not? Please only pick areas where you have made noticeable reductions this year to save money compared with what you normally do.



Base: 1,013 British adults 18+, 11th May – 17th May 2022.



Ipsos

May 2022 Political Monitor

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com

Glenn Gottfried
Research Manager
glenn.gottfried@ipsos.com

