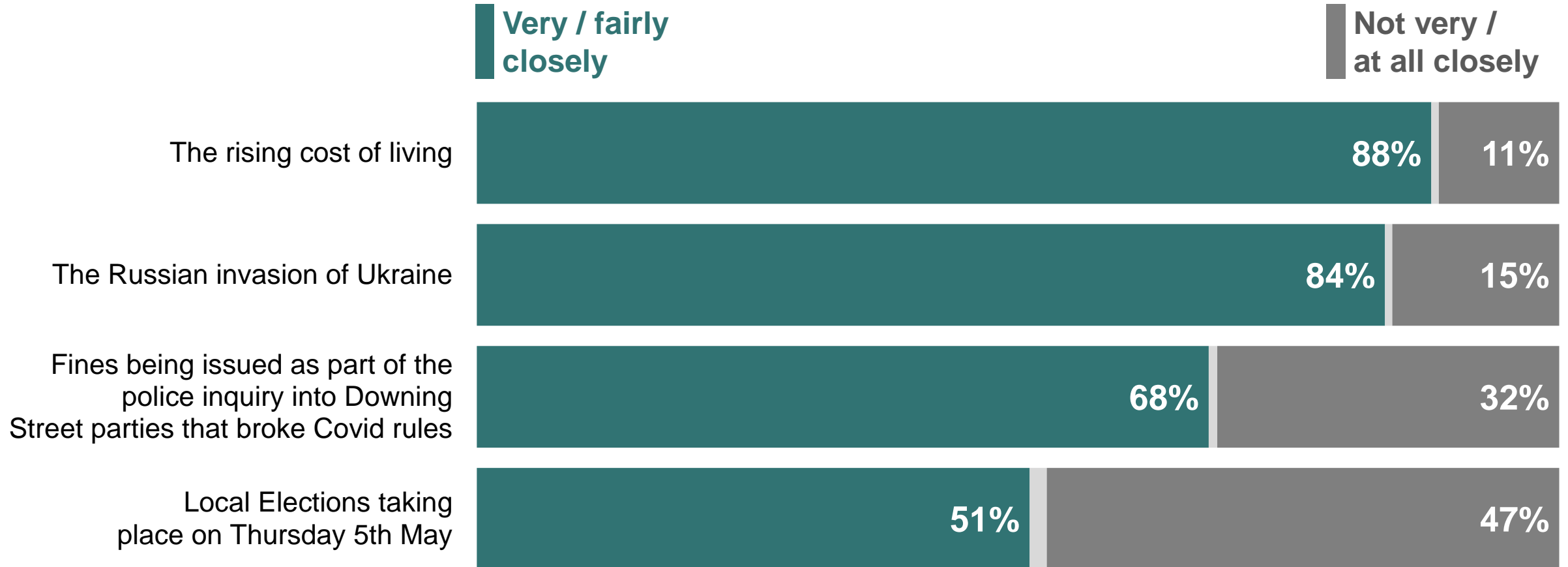


# Ipsos / Sky News Local Elections polling

May 2022

# Half of Britons say they are following news about local elections, as they are paying more attention to the rising of cost living and Ukraine

How closely, if at all, have you been following stories about...?

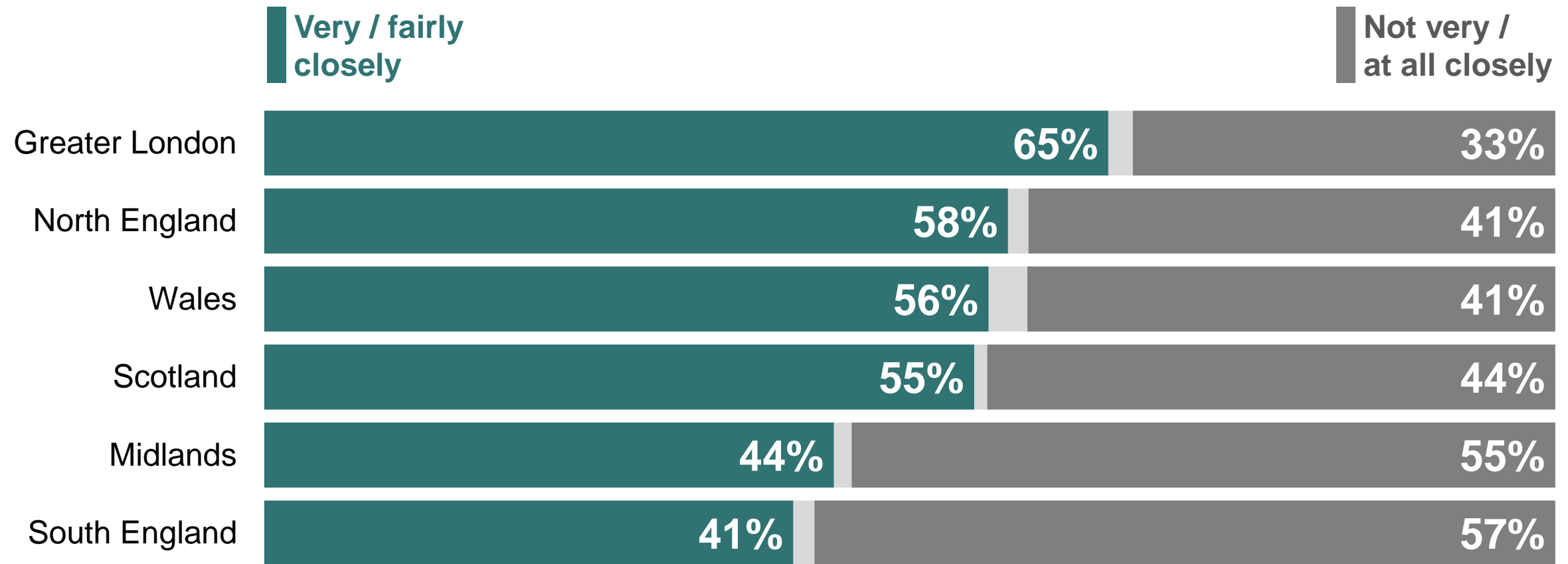


Base: 2,045 Online British adults aged 16-75, 28-29 April 2022.

# Around three in five in London and North England say they are following the local elections, whilst the Midlands and South England are less engaged

How closely, if at all, have you been following stories about...?

*Local elections taking place on Thursday 5<sup>th</sup> May*



Base: 2,045 Online British adults aged 16-75, 28-29 April 2022. Including those in North England (488), the Midlands (556), South England (454), London (237), Wales (116) and Scotland (194).

## Both local and national factors would be important to Britons if deciding how to vote in local elections

As you may know, local elections are taking place in some parts of the United Kingdom on Thursday 5th May, 2022. Please 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 local political parties are promising to do in your area e.g. housing, local transport, bin collections, planning and other issues of local significance

46%

How well the local council has run your area over the past few years

45%

Party policies on national issues e.g. the economy, NHS, immigration, climate and other issues of national significance

41%

How well the UK Government has run the country over the past few years

39%

What you think about national leaders such as Boris Johnson, Keir Starmer, Mark Drakeford/Nicola Sturgeon and others

37%

What you think about candidates standing in local elections in your area

35%

Base: 2,045 Online British adults aged 16-75, 28-29 April 2022.



# Labour voters would be more likely than Conservatives to focus on how well the UK Government has performed and what they think of national leaders when deciding how to vote

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?

**2019  
Conservative  
voters**

**2019  
Labour  
voters**

What local political parties are promising to do in your area e.g. housing, local transport, bin collections, planning and other issues of local significance



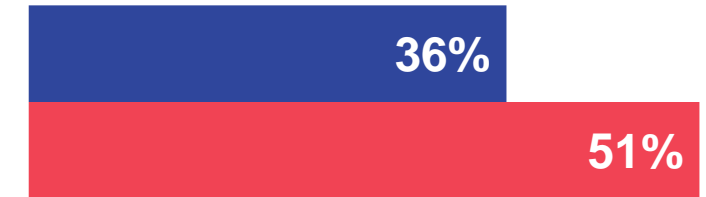
How well the local council has run your area over the past few years



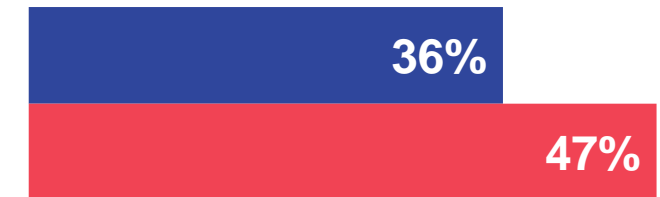
Party policies on national issues e.g. the economy, NHS, immigration, climate and other issues of national significance



How well the UK Government has run the country over the past few years



What you think about national leaders such as Boris Johnson, Keir Starmer, Mark Drakeford/Nicola Sturgeon and others



What you think about candidates standing in local elections in your area

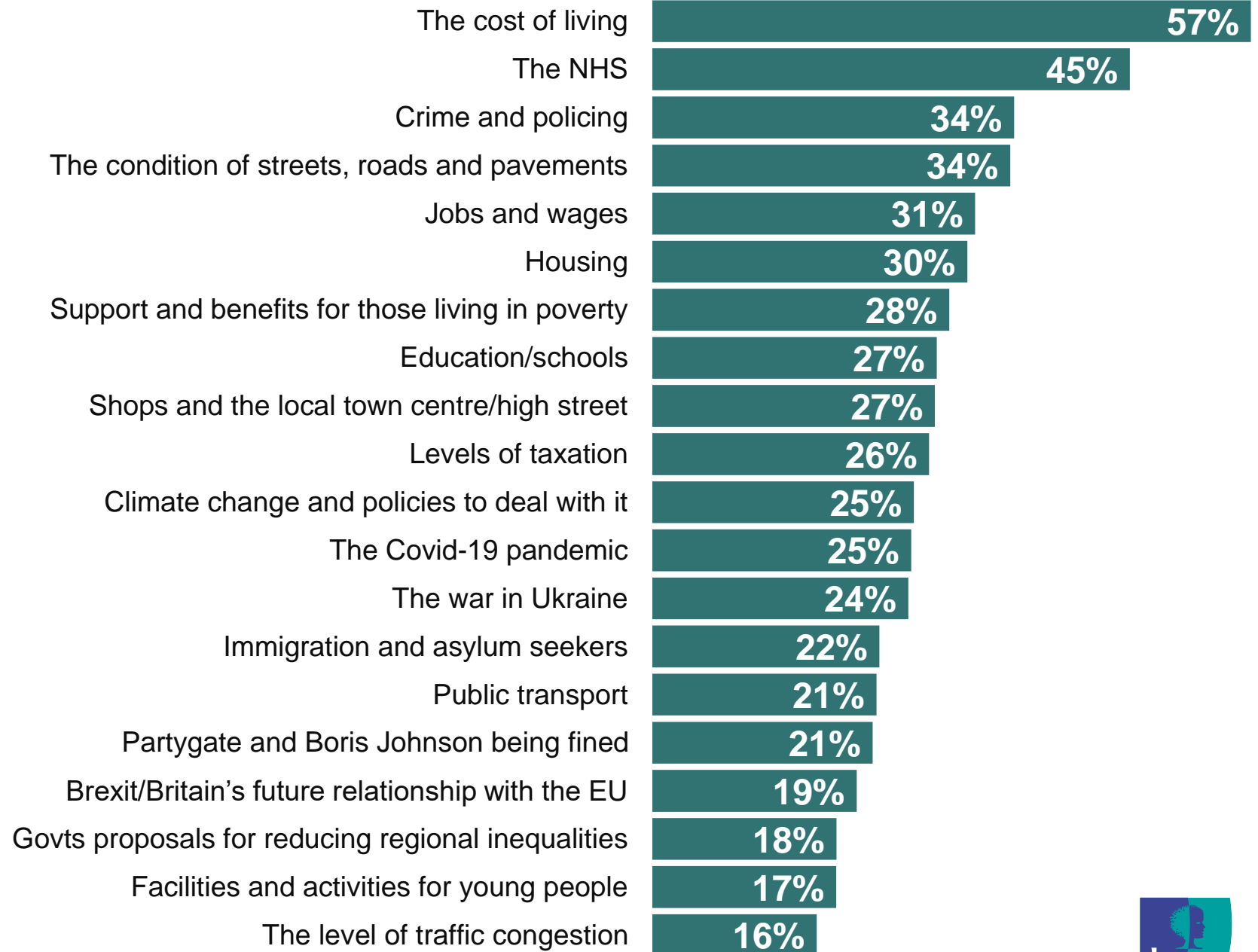


**Base: 2,045** Online British adults aged 16-75, 28-29 April 2022. Including 2019 Conservative (608) and Labour voters (610).



## Three in five say the cost of living will be a very important issue when deciding who to vote for in the local elections, followed by the NHS

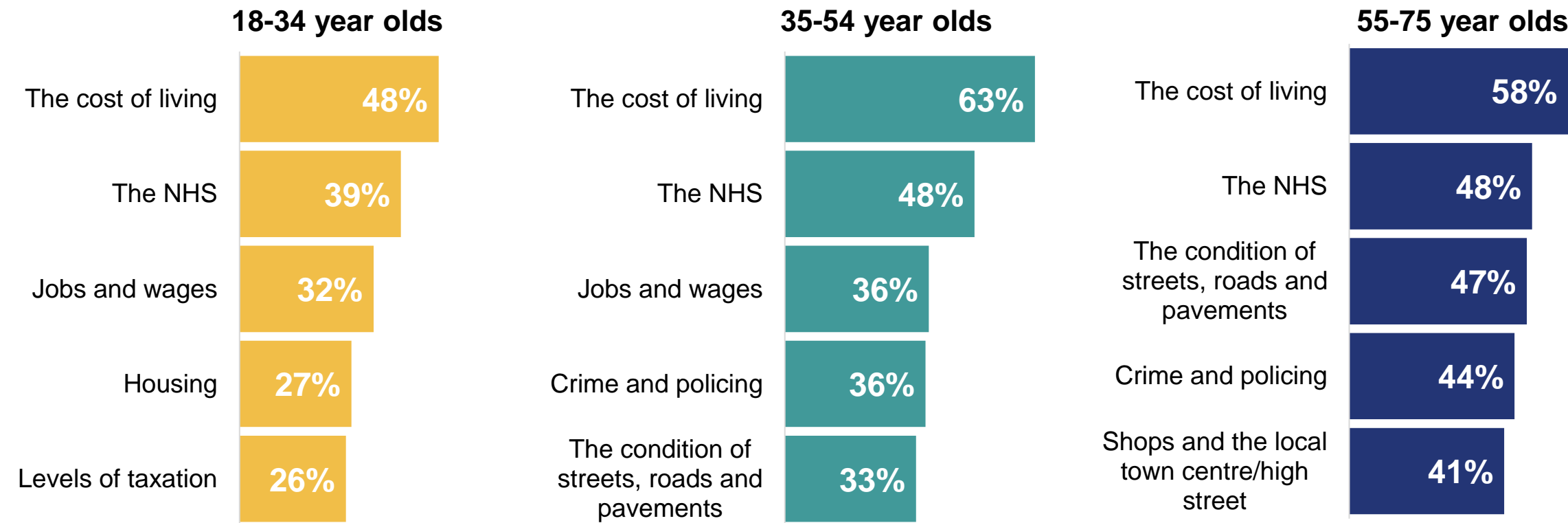
And still thinking about how you will decide to vote in the local elections, or about how you would decide to vote if there are no elections in your area. Which, if any, of the following issues would be very important to you when deciding who to vote for in local elections on the 5th May? Pick all that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



# There is little variation in top issues for age groups, with all prioritising the cost of living followed by the NHS

And 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 issues would be very important to you when deciding who to vote for in local elections on the 5th May? Pick all that you think would be very important.

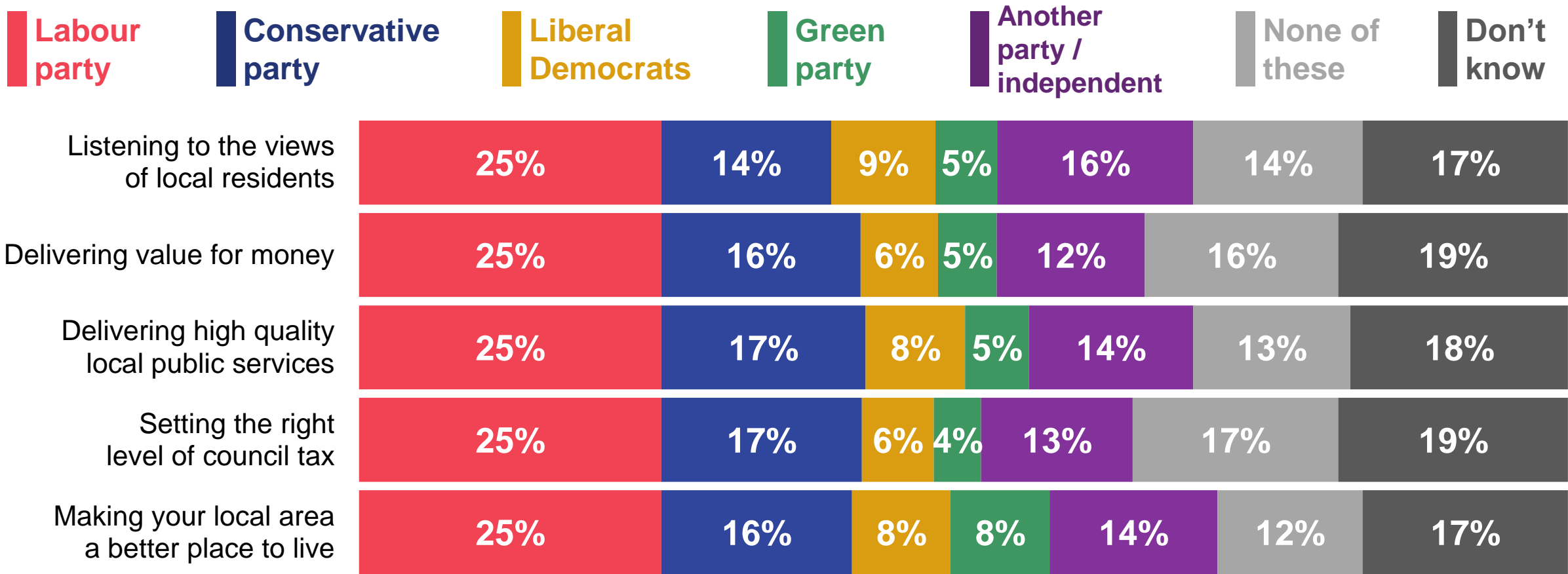
## Top five issues selected by each age group





# The Labour party are perceived to perform slightly better in local government than other parties, but large proportions say they don't know / none of the parties

When in local government, from which political party, if any, do you think local councillors are best at...?

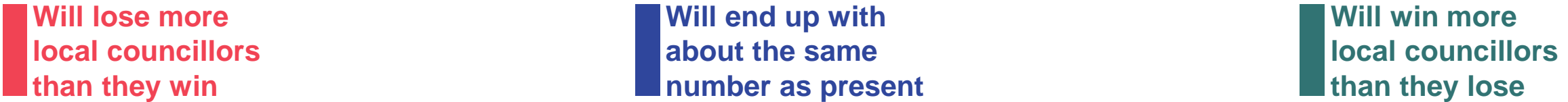


Base: 2,045 Online British adults aged 16-75, 28-29 April 2022.



# The majority expect a bad night for the Conservatives during local elections, with them losing more local councillors than they win

Thinking ahead to the local elections on Thursday 5th May, and the total number of councillors across the country that each party will win or lose. Do you think in total each of the following political parties will win more local councillors than they currently have, will lose more local councillors than they win, or will end up with about the same number as present?



## The Conservative party



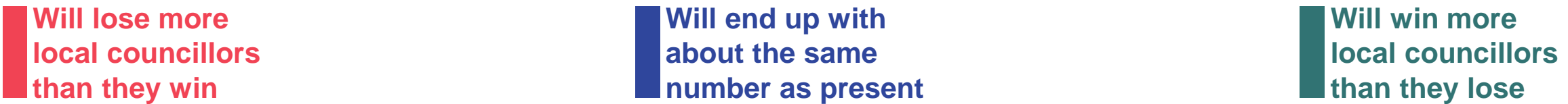
## The Labour party



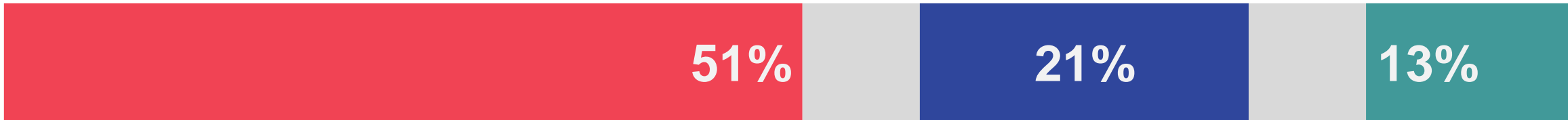
Base: 2,045 Online British adults aged 16-75, 28-29 April 2022.

# Even 2019 Conservatives are predicting their party will lose more councillors than they win, whilst Labour voters are more optimistic

Thinking ahead to the local elections on Thursday 5th May, and the total number of councillors across the country that each party will win or lose. Do you think in total each of the following political parties will win more local councillors than they currently have, will lose more local councillors than they win, or will end up with about the same number as present?



## The Conservative party (Among 2019 Conservative voters)



## The Labour party (Among 2019 Labour voters)



Base: 2,045 Online British adults aged 16-75, 28-29 April 2022. Including 2019 Conservative voters (608) and 2019 Labour voters (610).





**May 2022**

**For more information**

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