

Ipsos May 2022 Political Monitor Topline Results

May 2022

Fieldwork: 11th – 17th May 2022

Technical Details

Ipsos interviewed a representative sample of 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 11th – 17th May 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 (638)

	May 2022	April 2022
	%	%
Conservative	33	35
Labour	39	40
Liberal Democrats (Lib Dem)	12	10
Scottish National Party/Plaid Cymru	7	5
Green Party	5	7
Other	4	3
Conservative lead (\pm%)	-6	-5
<i>Would not vote</i>	1	2
<i>Undecided</i>	3	4
<i>Refused</i>	1	2

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	33
Labour	39
Liberal Democrats (Lib Dem)	13
Scottish National Party/Plaid Cymru	6
Green Party	6
Other	4
Conservative lead (\pm%)	-6
<i>Would not vote</i>	13
<i>Undecided</i>	6
<i>Refused</i>	2

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	61
9	5
8	6
7	2
6	2
5	6
4	2
3	1
2	1
1 – absolutely certain not to vote	12
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) May '22	26	66	8	-40
<i>Apr '22</i>	<i>30</i>	<i>61</i>	<i>9</i>	<i>-31</i>
Johnson (Q4) May '22	28	64	8	-36
<i>Apr '22</i>	<i>30</i>	<i>63</i>	<i>7</i>	<i>-33</i>
Starmer (Q5) May '22	31	48	21	-17
<i>Apr '22</i>	<i>32</i>	<i>46</i>	<i>21</i>	<i>-14</i>
Davey (Q6) May '22	27	25	48	+2
<i>Apr '22</i>	<i>24</i>	<i>29</i>	<i>47</i>	<i>-5</i>

- 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)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) May '22	251	59	30	11	+29
Apr '22	263	67	25	7	+42
Johnson (Q4) May '22	251	67	24	9	+43
Apr '22	263	69	24	7	+45
Starmer (Q8) May '22	307	59	31	10	+28
Apr '22	342	55	31	14	+24

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?

	May '22	Apr '22
	%	%
Improve	15	14
Stay the same	10	12
Get worse	72	70
Don't know	3	4
Ipsos Economic Optimism Index (EOI)	-57	-56

Russian invasion of Ukraine

Q8. Are you satisfied or dissatisfied with the way the Government ...?

	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
...is handling the Russian invasion of Ukraine?				
May 2022	55	32	13	+23
<i>April 2022</i>	<i>58</i>	<i>30</i>	<i>12</i>	<i>+28</i>
<i>March 2022</i>	<i>46</i>	<i>38</i>	<i>16</i>	<i>+8</i>
.... is handling the crisis in Libya?				
<i>March 2011</i>	<i>42</i>	<i>42</i>	<i>16</i>	<i>0</i>
.... is handling the crisis in Yugoslavia?				
<i>1-2 April 1999</i>	<i>60</i>	<i>28</i>	<i>12</i>	<i>+32</i>
<i>26-27 March 1999</i>	<i>49</i>	<i>28</i>	<i>22</i>	<i>+21</i>
Is handling the situation in Bosnia				
<i>July 1995</i>	<i>14</i>	<i>65</i>	<i>21</i>	<i>-41</i>
<i>April 1993</i>	<i>20</i>	<i>60</i>	<i>20</i>	<i>-40</i>
is handling the situation in the Gulf				
<i>Jan '91</i>	<i>64</i>	<i>27</i>	<i>9</i>	<i>+37</i>
.... are now handling the situation in the Falkland Islands?				
<i>21-23 Jun '82</i>	<i>84</i>	<i>13</i>	<i>3</i>	<i>+71</i>
<i>25-26 May '82</i>	<i>84</i>	<i>14</i>	<i>2</i>	<i>+70</i>
<i>16 May '82</i>	<i>69</i>	<i>25</i>	<i>6</i>	<i>+44</i>
<i>3-5 May '82</i>	<i>71</i>	<i>25</i>	<i>4</i>	<i>+46</i>
<i>30 April '82</i>	<i>70</i>	<i>23</i>	<i>7</i>	<i>+57</i>
<i>23-24 April '82</i>	<i>76</i>	<i>20</i>	<i>4</i>	<i>+56</i>
<i>20-21 April '82</i>	<i>68</i>	<i>24</i>	<i>8</i>	<i>+44</i>
<i>14 April '82</i>	<i>60</i>	<i>30</i>	<i>10</i>	<i>+30</i>

Leadership

Q9. 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...

	<i>Keir Starmer (Sept 2020) %</i>	<i>Keir Starmer (June 2021) %</i>	<i>Keir Starmer (Dec 2021) %</i>	Keir Starmer (May 2022) %	<i>Boris Johnson (June 2019) %</i>	<i>Boris Johnson (Sept 2019) %</i>	<i>Boris Johnson (Sept 2020) %</i>	<i>Boris Johnson (June 2021) %</i>	<i>Boris Johnson (Dec 2021) %</i>	Boris Johnson (May 2022) %
A capable leader	44	26	33	32	33	36	37	40	26	26
Good in a crisis	31	18	23	19	27	32	32	35	26	31
Has sound judgement	43	26	38	31	27	31	30	28	18	17
Understands the problems facing Britain	50	37	46	41	40	43	43	43	34	29
Out of touch with ordinary people	27	41	33	35	62	60	58	56	63	64
Has got a lot of personality	25	16	17	15	79	76	67	61	60	48
Gives me confidence for Britain's future	29	15	22	22	28	30	30	34	17	19
Patriotic	43	38	45	39	64	63	68	60	59	48
More honest than most politicians	36	29	36	31	25	27	27	22	18	9
More style than substance	21	28	26	25	54	56	46	41	45	37
A good representative for Britain on the world stage	42	25	34	29	28	30	30	34	19	21
None of these	3	5	6	8	4	1	1	3	4	6
Don't know	20	19	14	12	3	2	1	3	4	4

**Q.10 Please tell me to what extent, if at all, you agree or disagree with the following statement:
The ... Party should change its leader before the next general election**

Base: All respondents.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
The Labour Party should change its leader before the next general election									
<i>Keir Starmer as leader</i>									
May '22	22	15	22	17	16	8	37	33	+4
Apr '22	20	16	19	16	19	10	36	35	+1
Jan '22	19	18	18	20	18	8	37	38	-1
Jul '21	21	13	27	14	17	9	34	31	+3
Jun '21	31	19	15	14	12	9	50	26	+24
<i>Jeremy Corbyn as leader</i>									
Jul '19	48	14	11	10	13	4	62	23	+39
Jul '18	37	17	14	10	17	5	55	27	+28
Sep '17	31	12	12	20	23	2	43	43	0
Jul '16	50	16	6	10	15	3	66	25	+41
Oct '15	30	12	21	12	19	6	42	31	+11
<i>Ed Miliband as leader</i>									
Jun '14	27	22	16	16	14	4	49	30	+19

The Conservative Party should change its leader before the next general election									
<i>Boris Johnson as leader</i>									
May '22	36	19	15	11	13	6	55	24	+31
Apr '22	36	19	14	11	15	6	55	26	+29
Jan '22	45	16	12	10	13	5	61	23	+38
Jul '21	26	16	23	11	19	5	42	30	-12
Jun '21	27	13	14	15	24	7	40	39	+1
Jul '19	18	11	19	16	31	4	29	47	-18
<i>Theresa May as leader</i>									
Jul '18	28	18	18	15	16	4	46	31	+15
Sep '17	29	16	16	17	21	2	45	38	+7
<i>David Cameron as leader</i>									
Oct '15	22	17	25	13	19	5	39	32	+7
Jun '14	14	13	21	21	26	4	27	47	-20

AMONG PARTY SUPPORTERS (Base: 307 Labour, 251 Conservative)

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
The Labour Party should change its leader before the next general election									
<i>Keir Starmer as leader</i>									
May '22	16	15	17	23	26	3	31	49	-18
Apr '22	10	15	16	22	32	6	25	54	-29
Jan '22	15	13	14	24	30	3	28	54	-26
Jul '21	20	18	20	19	20	3	38	39	-1
Jun '21	25	23	10	18	21	3	48	39	+9
<i>Jeremy Corbyn as leader</i>									
Jul '19	21	16	11	24	26	3	37	50	-13
Jul '18	22	15	10	16	33	4	37	49	-12
Sep '17	11	10	11	29	37	1	21	37	-16
Jul '16	41	13	3	12	29	2	54	41	+13

Oct '15	16	11	22	17	30	5	27	47	-20
<i>Ed Miliband as leader</i>									
Jun '14	18	26	9	27	20	1	44	47	-3
The Conservative Party should change its leader before the next general election									
<i>Boris Johnson as leader</i>									
May '22	11	15	13	23	33	5	26	56	-30
Apr '22	17	20	8	20	32	2	37	52	-15
Jan '22	17	18	8	22	34	2	35	56	-21
Jul '21	7	12	15	19	45	2	19	64	-45
Jun '21	10	12	6	20	50	1	22	70	-48
Jul '19	5	5	6	17	66	1	10	83	-73
<i>Theresa May as leader</i>									
Jul '18	15	19	12	19	32	2	34	51	-17
Sep '17	13	15	10	22	39	1	28	61	-33
<i>David Cameron as leader</i>									
Oct '15	12	13	16	18	37	5	25	55	-30
Jun '14	4	5	7	21	58	3	9	79	-70

Q 11, 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?

	Definitely should resign %	Probably should resign %	Probably should not resign %	Definitely should not resign %	Don't know %	Should resign %	Should not resign %	Net should
May 2022	38	20	18	18	5	58	36	+22

Q12. 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?

	Definitely should resign %	Probably should resign %	Probably should not resign %	Definitely should not resign %	Don't know %	Should resign %	Should not resign %	Net should
May 2022	15	16	27	34	8	31	61	-30

Q13 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?

	%
Andy Burnham, Mayor of Greater Manchester	17
Angela Rayner, Deputy leader of the Labour Party	12
Yvette Cooper, Shadow Home Secretary	7
Ed Miliband, Shadow Secretary of State for Climate Change and Net Zero	7
Lisa Nandy, Shadow secretary of state for Levelling up, Housing, Communities & Local government	4
David Lammy, Shadow Secretary of State for Foreign, Commonwealth and Development Affairs	4
Wes Streeting, Shadow Secretary of State for Health and Social Care	2
Rachel Reeves, Shadow Chancellor of the Exchequer	2
Someone else	2
None of these/ no-one	18
Don't know	23

Policies

Q14. Which party, if any, do trust most to...? The Conservatives, Labour, Liberal Democrats, SNP, Plaid Cymru or some other party?

	Conservat- ives %	Labour %	Liberal Democrats %	Another party %	None %	Don't know %
Grow Britain's economy						
May 2022	36	27	7	6	11	13
<i>March 2022</i>	36	23	4	7	16	14
<i>January 2022</i>	37	31	5	7	7	13
<i>Nov 2013</i>	36	24	4	10	16	11
Reduce you and your family's cost of living						
May 2022	22	37	7	9	15	11
<i>March 2022</i>	22	31	5	8	17	16
<i>January 2022</i>	21	38	6	8	12	14
<i>Nov 2013</i>	23	31	5	11	19	11
Reduce inequalities between different regions of the country, also known as "levelling-						
May 2022	18	39	9	8	12	14
<i>January 2022</i>	14	44	9	8	9	16
Manage Britain's relationship with the EU						
May 2022	29	28	13	8	9	13

Q15, 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.

	%
How much you use your heating, electricity or water	56
How many treats or luxuries you buy for yourself	39
How much you spend on premium or expensive brands (by switching to cheaper or value brands instead)	38
How much food you buy	36
How much you go out/socialise with friends or family	34
How much you travel by car or train	31
Your holiday plans	31
Buying new large household items such as TVs, furniture, kitchen appliances	27
Other	2
None	21
Don't know	2