

# IPSOS POLITICAL MONITOR

June 2022



# VOTING INTENTION

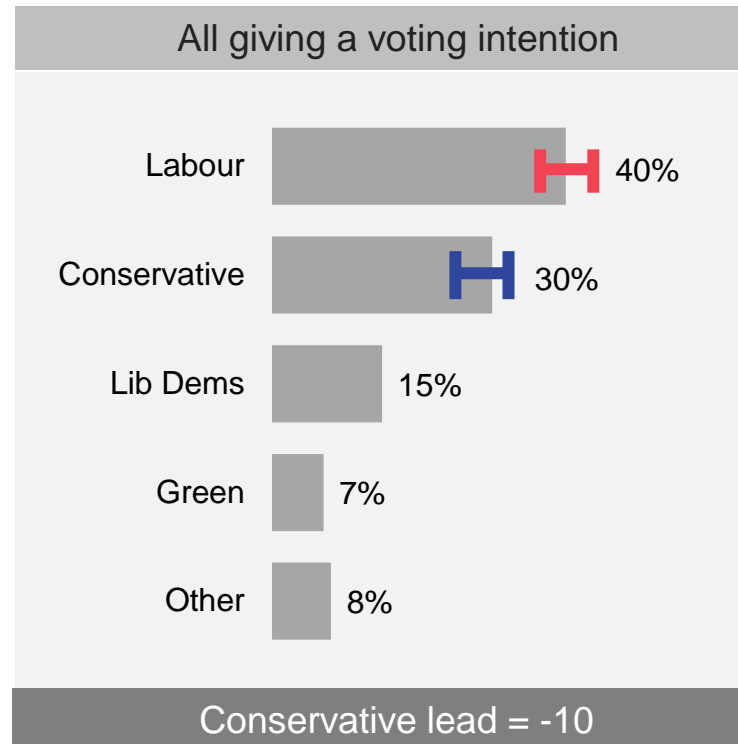
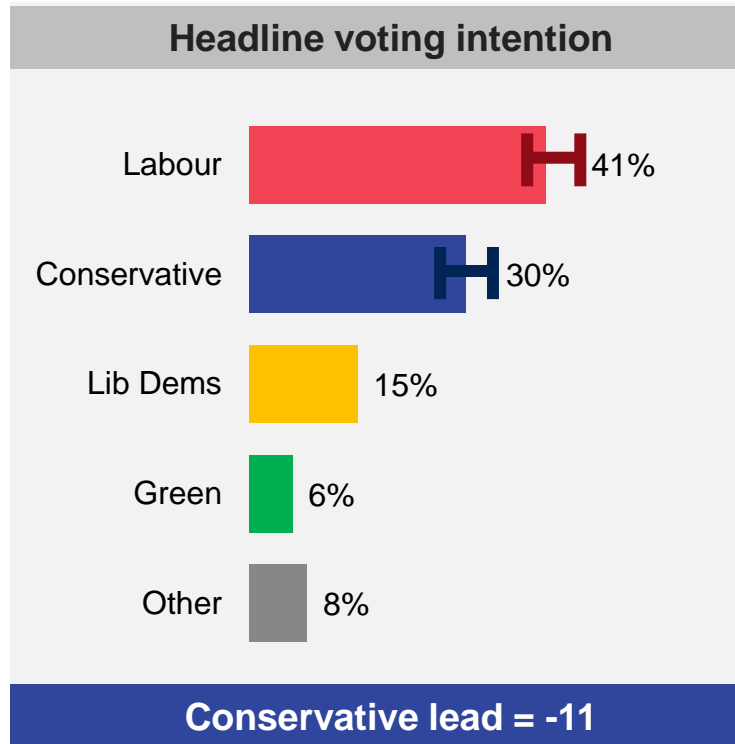
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: June 2022

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



**Base:** 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 666. 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.

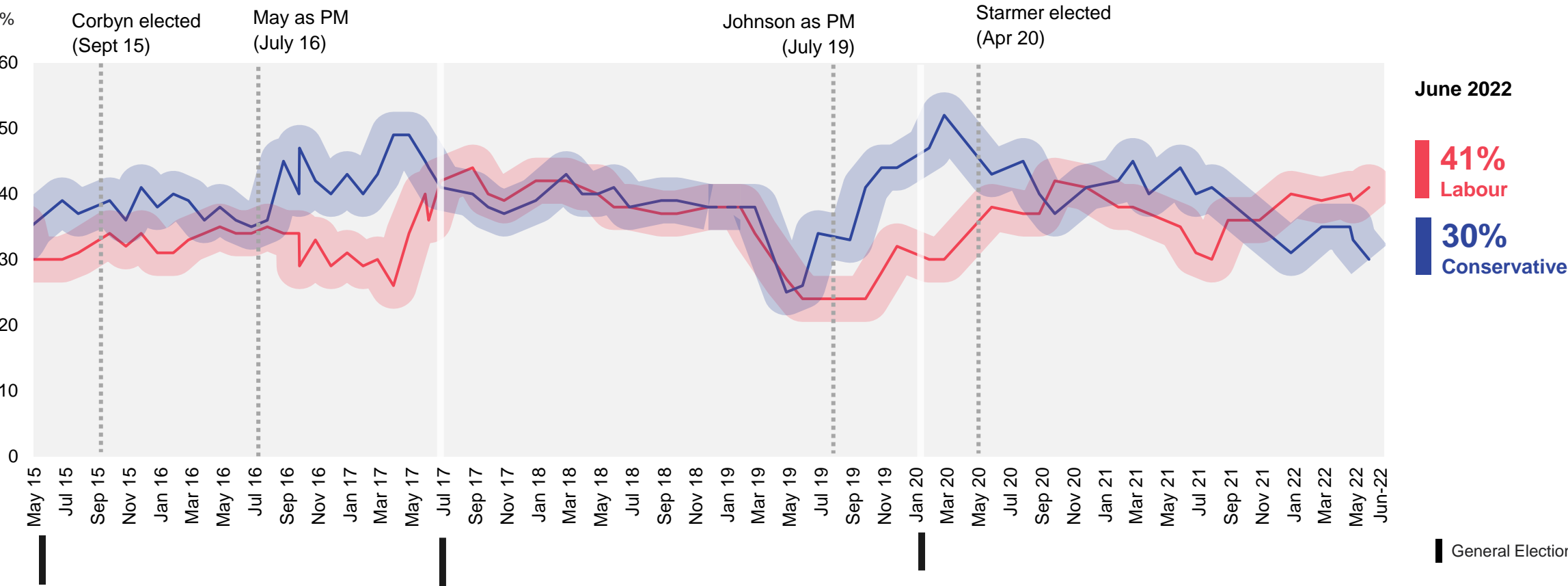
Source: Ipsos Political Monitor





# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



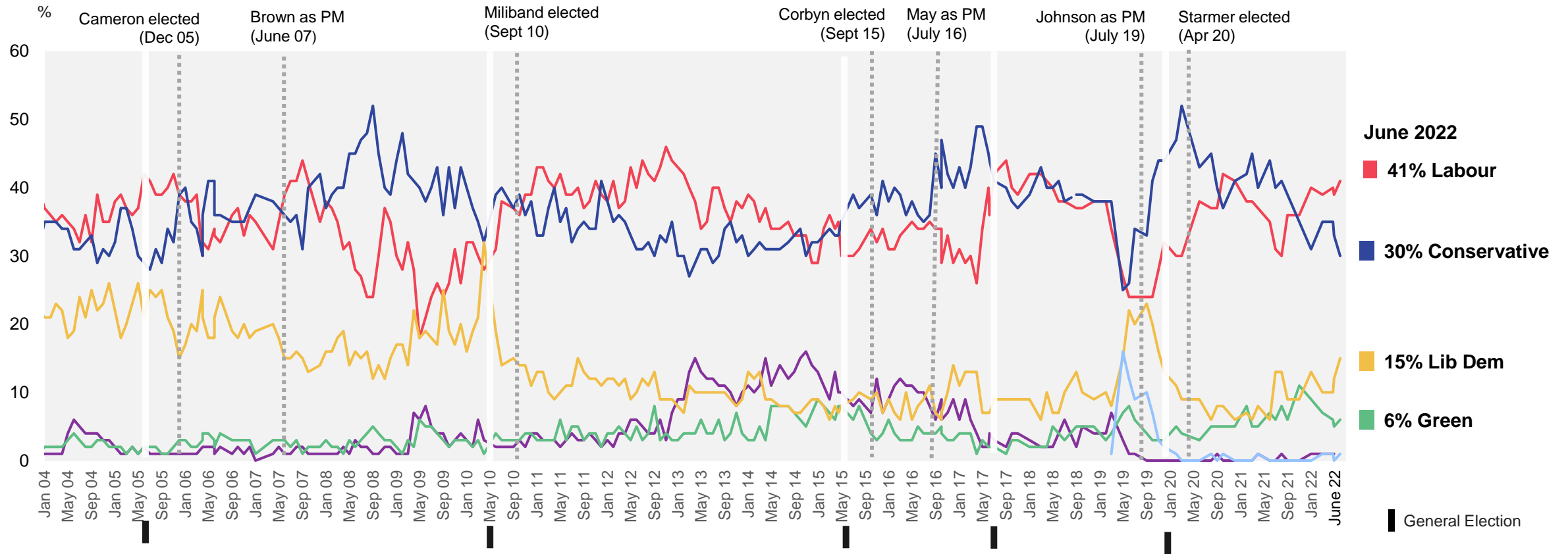
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – June '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





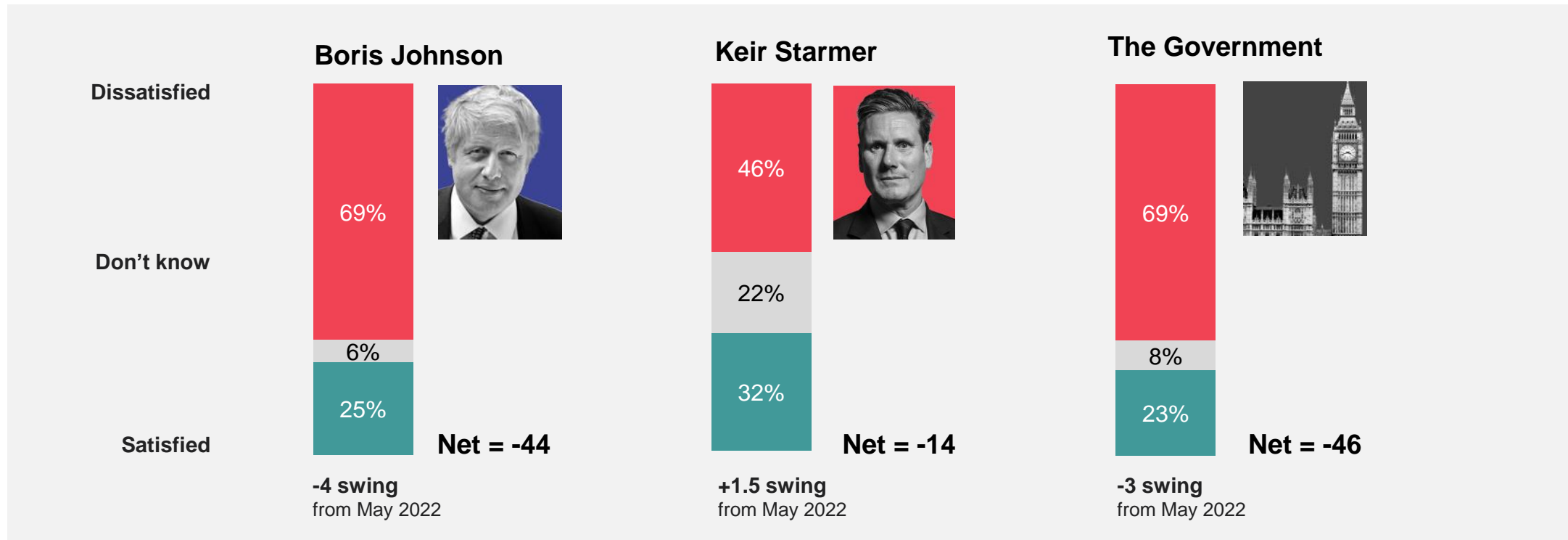
A row of six colorful beach huts (teal, red, blue, yellow, orange, and green) stands on a pebble beach under a clear blue sky. The huts are arranged in a line, and the text is overlaid on the first three huts.

# SATISFACTION

WITH GOVERNMENT  
AND PARTY LEADERS

# Satisfaction with leaders and the Government: June 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: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

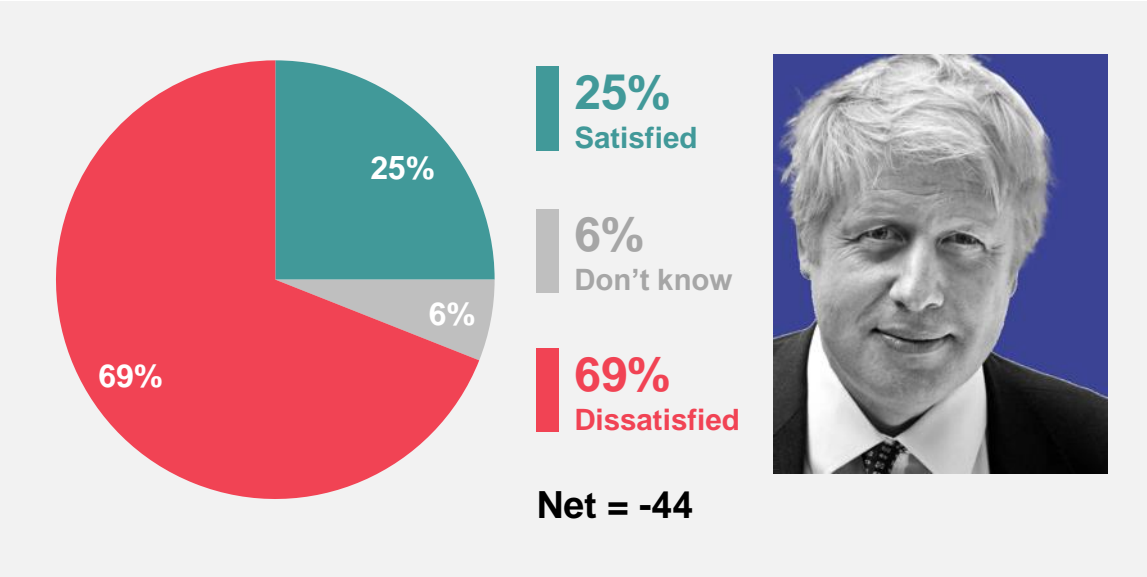




# Boris Johnson: Satisfaction

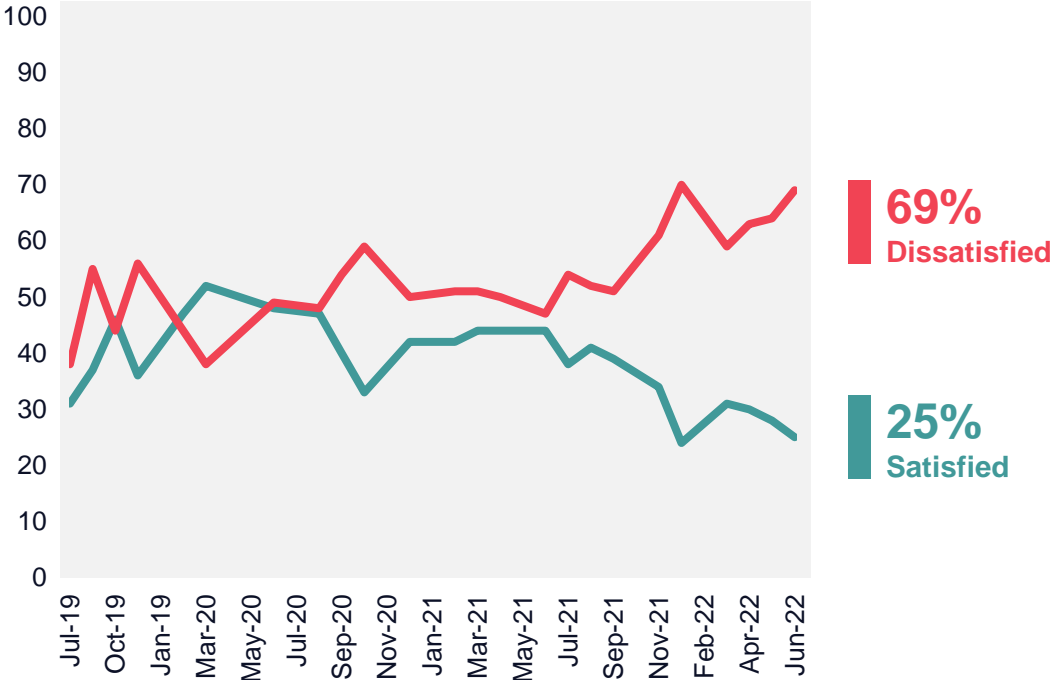
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

June 2022



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

July 2019 – June 2022



Source: Ipsos Political Monitor

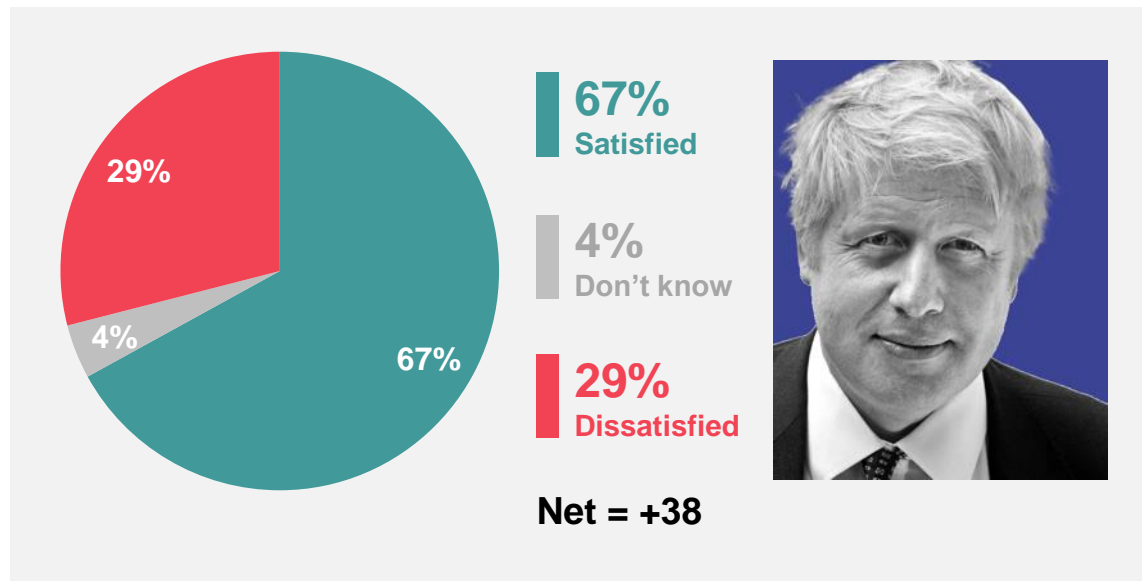




# Boris Johnson: Satisfaction among Conservative supporters

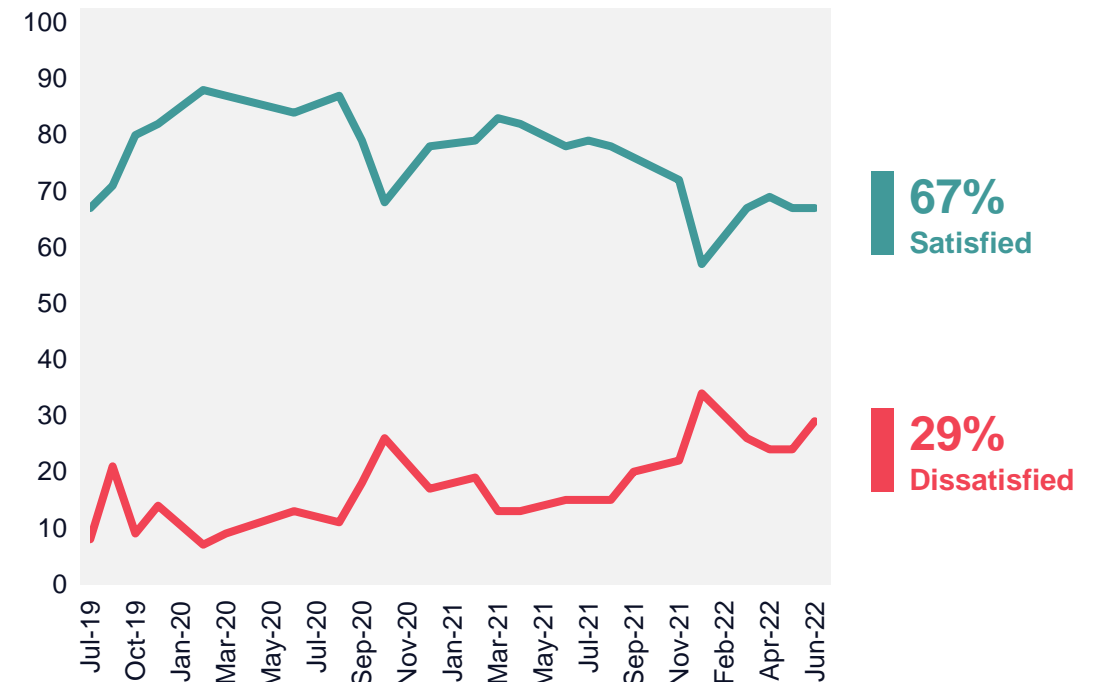
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

June 2022



Base: 227 Conservative party supporters aged 18+, 22<sup>nd</sup> – 29<sup>th</sup> June

July 2019 – June 2022

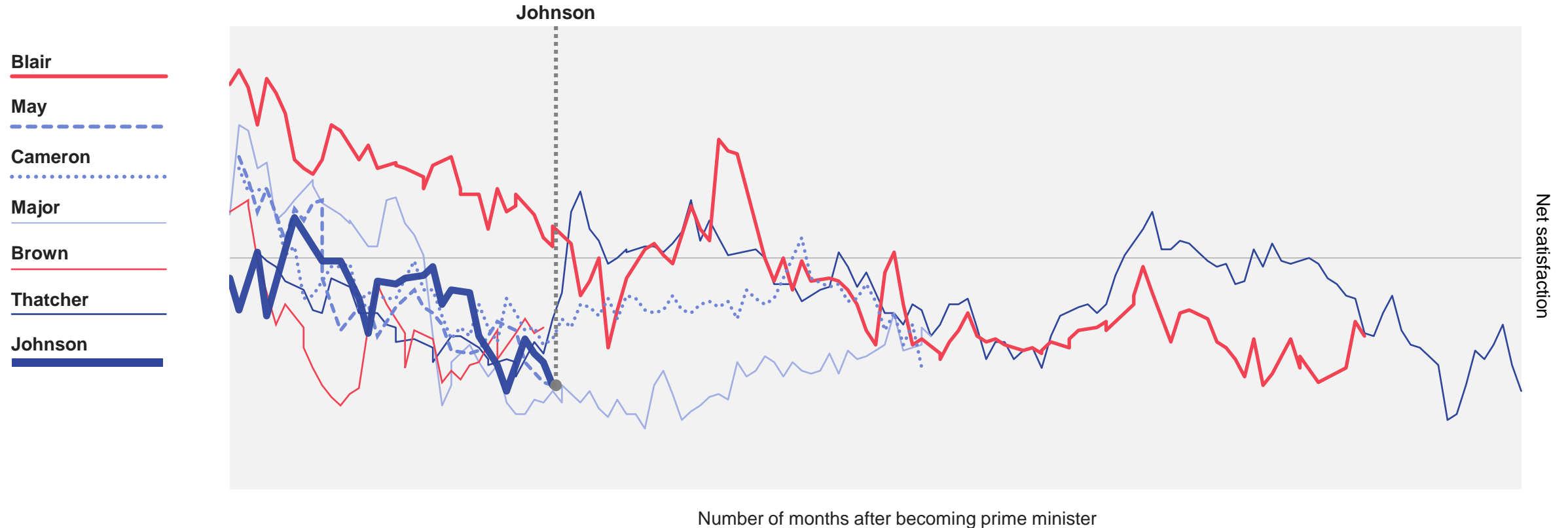


Source: Ipsos Political Monitor



# 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

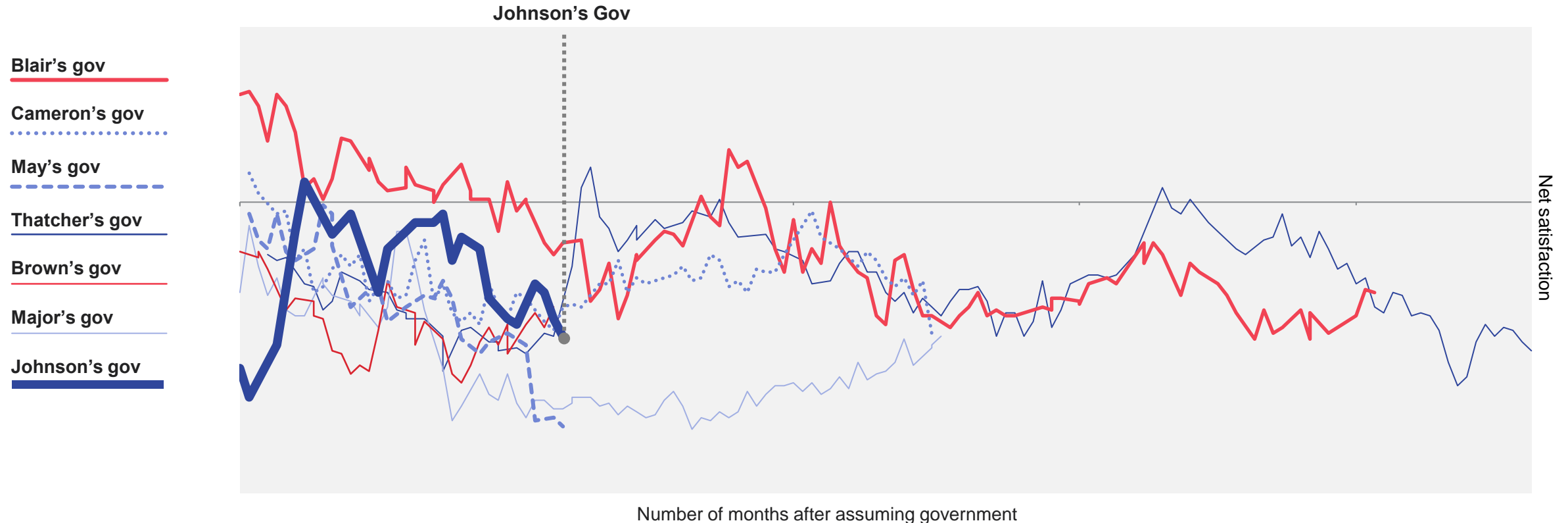
**Base:** c.1,000 British adults each month

**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

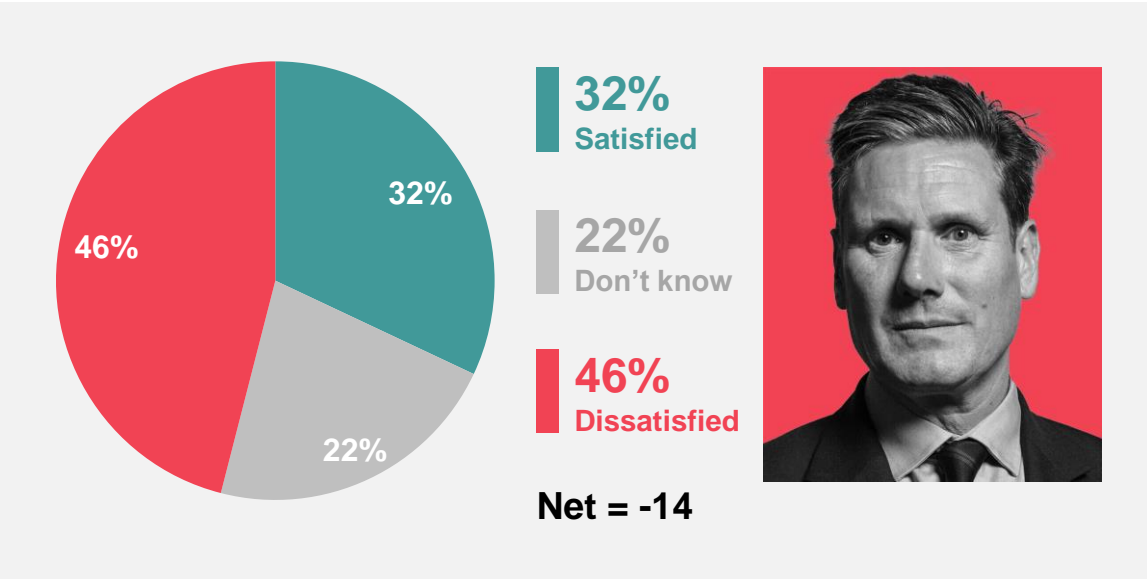




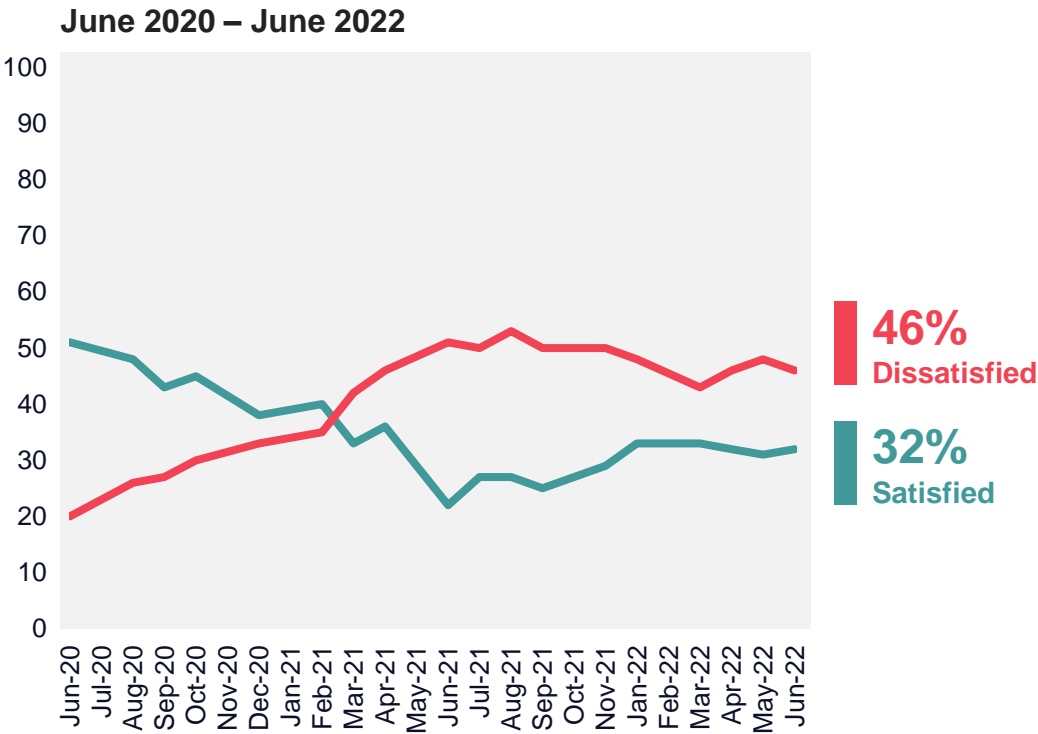
# Keir Starmer: Satisfaction

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

June 2022



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.



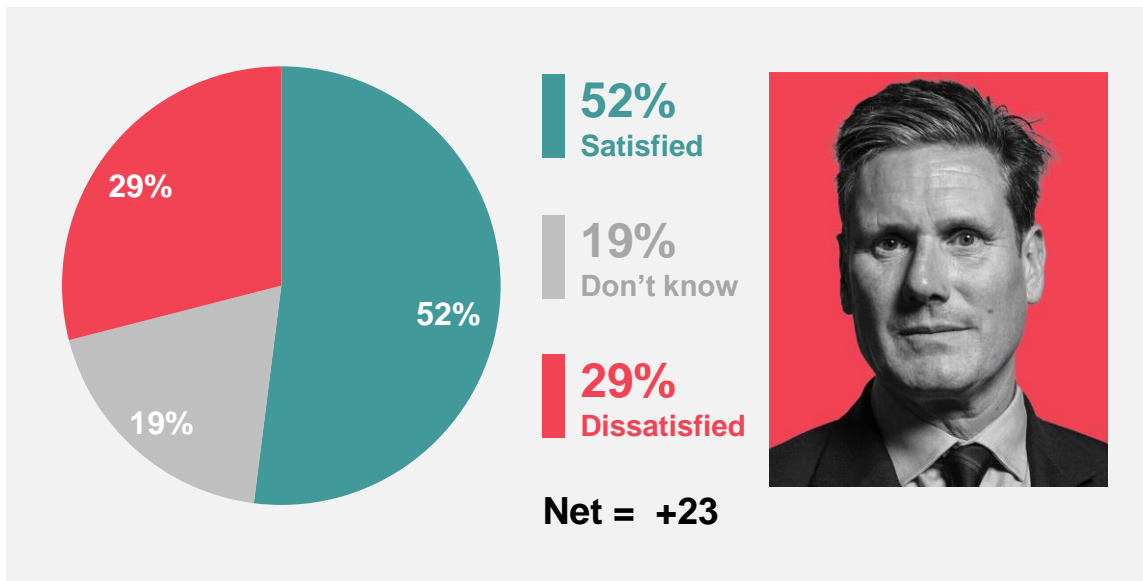
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

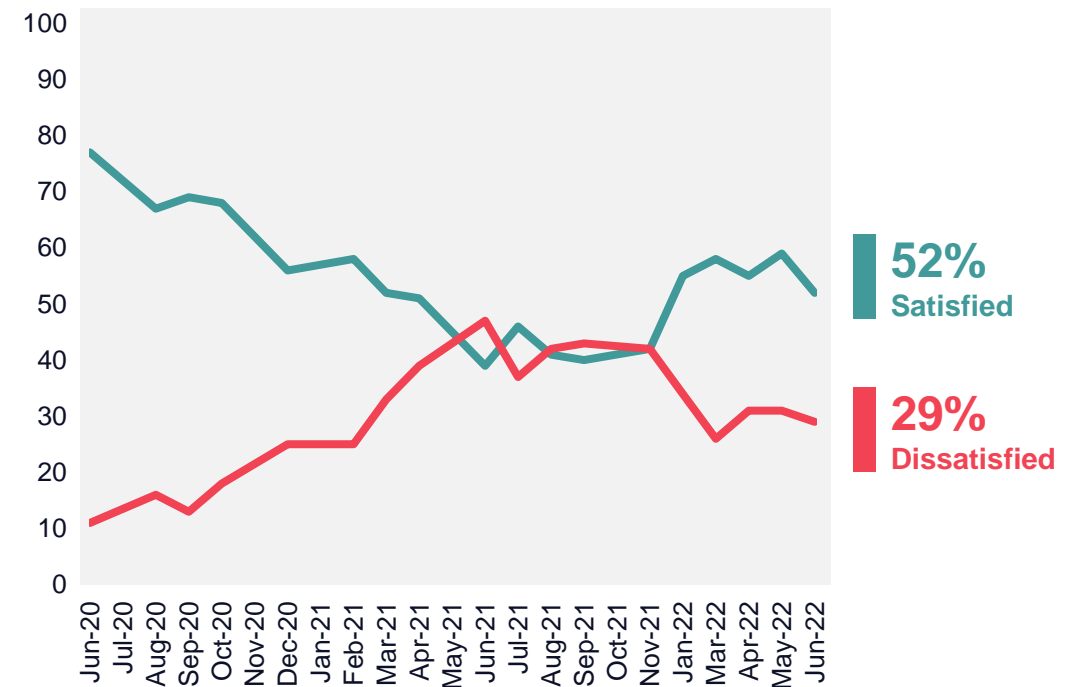
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

June 2022



Base: 357 Labour party supporters aged 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022

June 2020 – June 2022

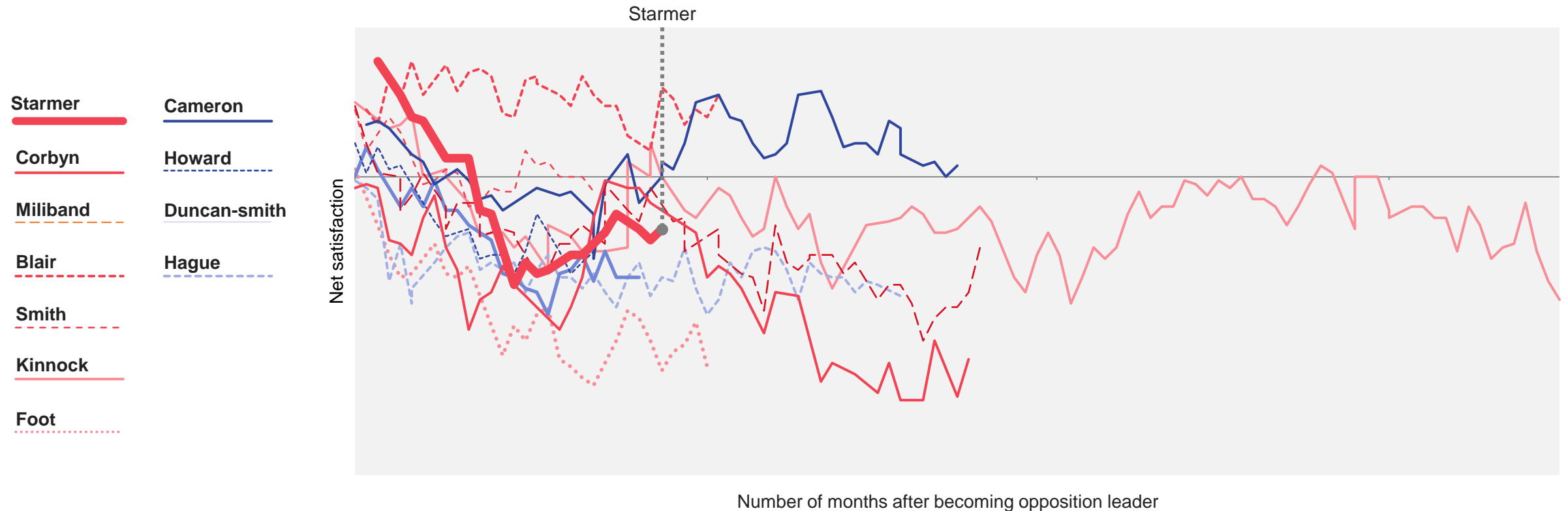


Source: Ipsos Political Monitor



# 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

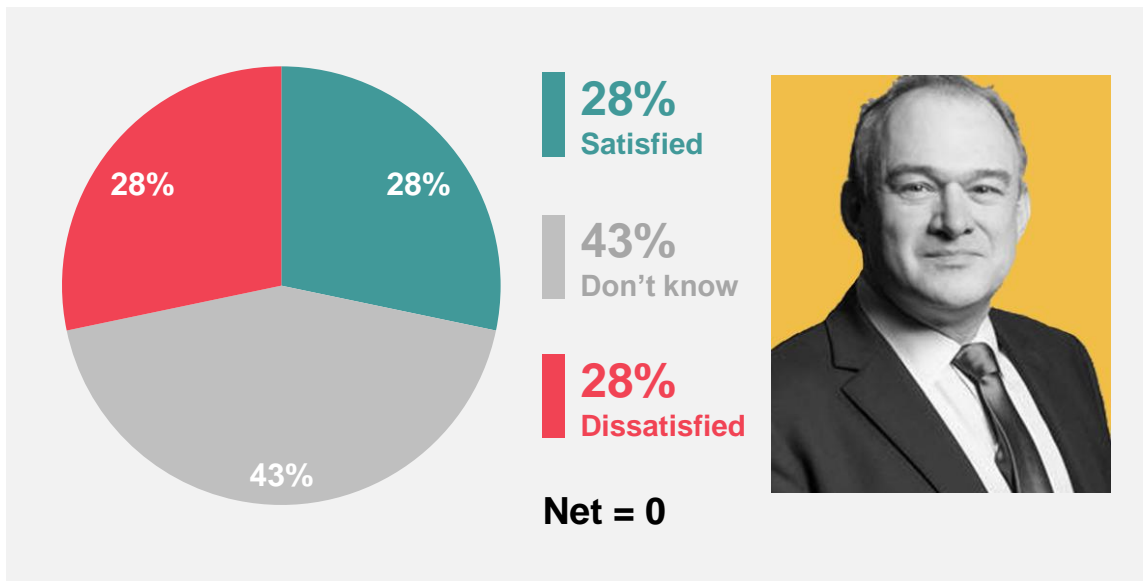




# Ed Davey: Satisfaction

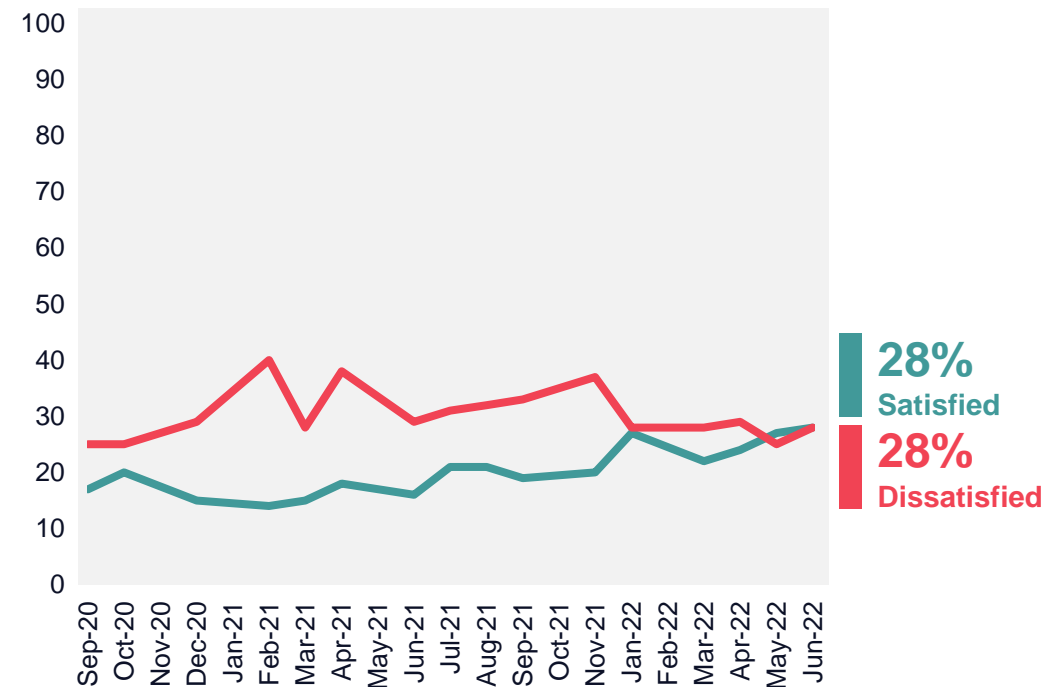
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

June 2022



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

September 2020 – June 2022



Source: Ipsos Political Monitor





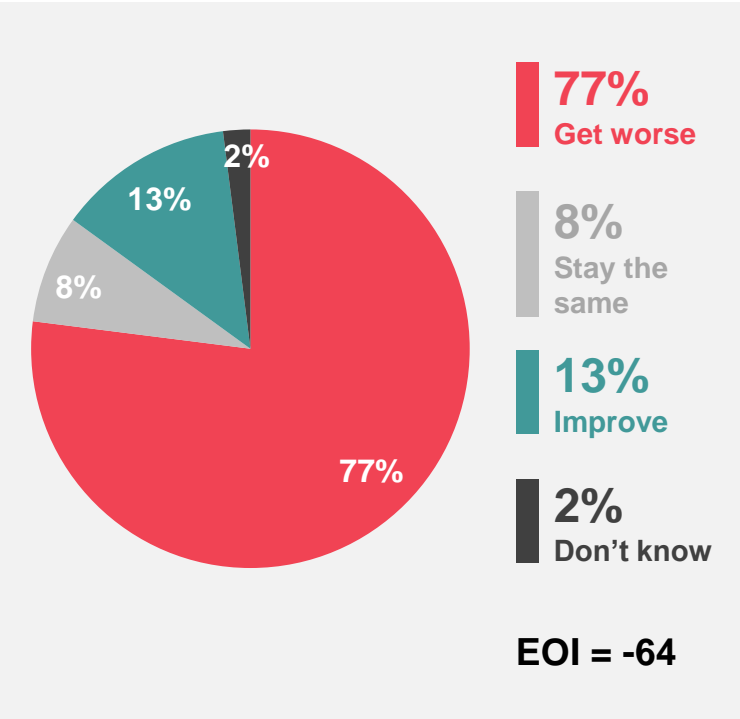
# ECONOMIC OPTIMISM



# Economic Optimism Index

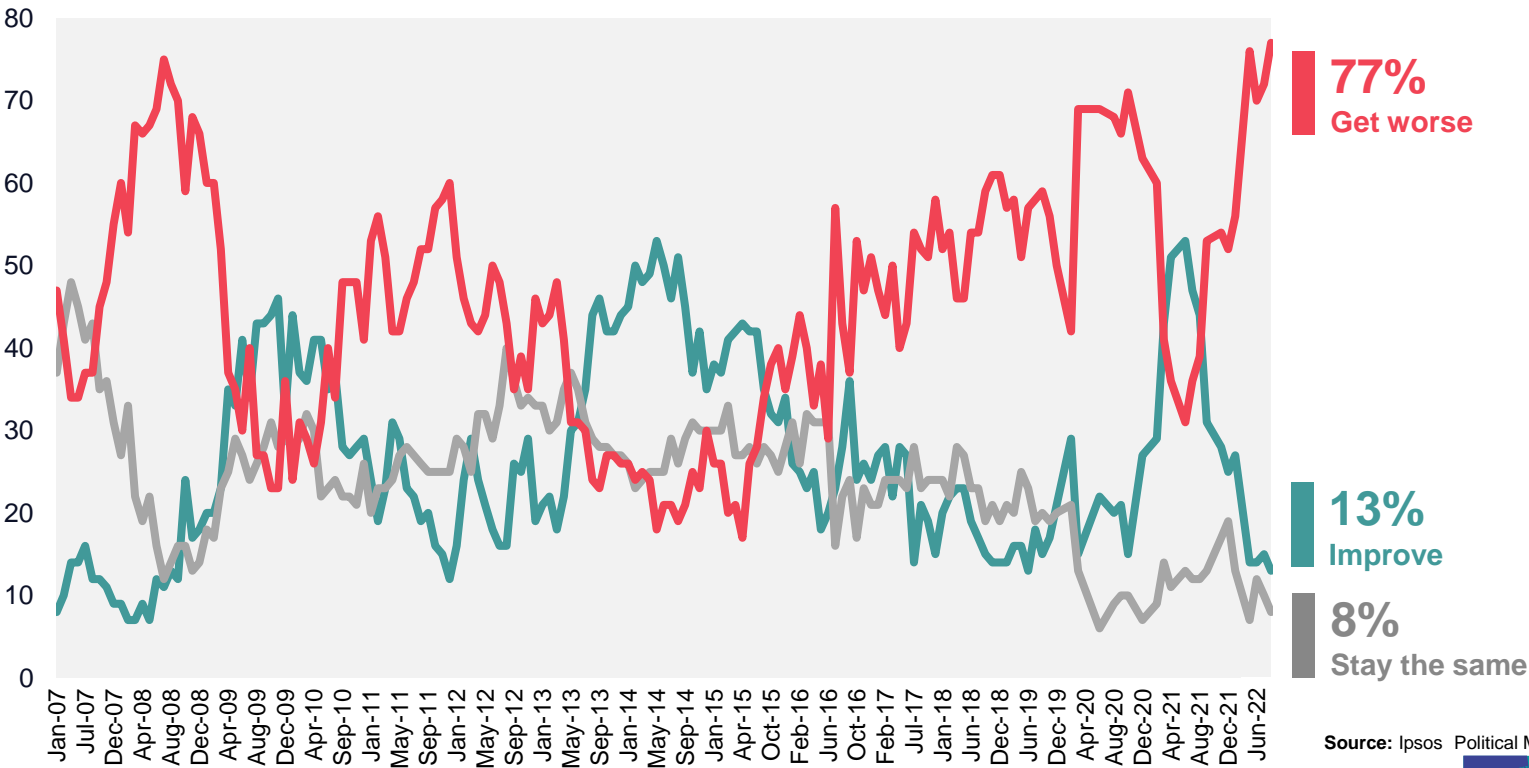
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

June 2022



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

January 2007 – June 2022



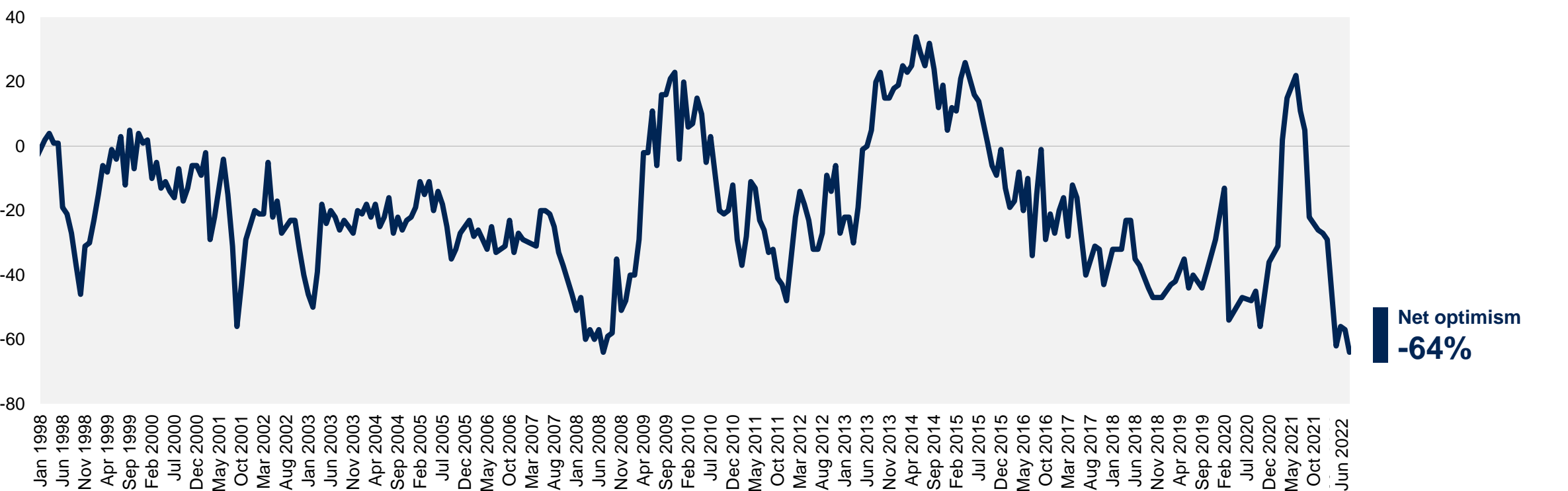
Source: Ipsos Political Monitor





# 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



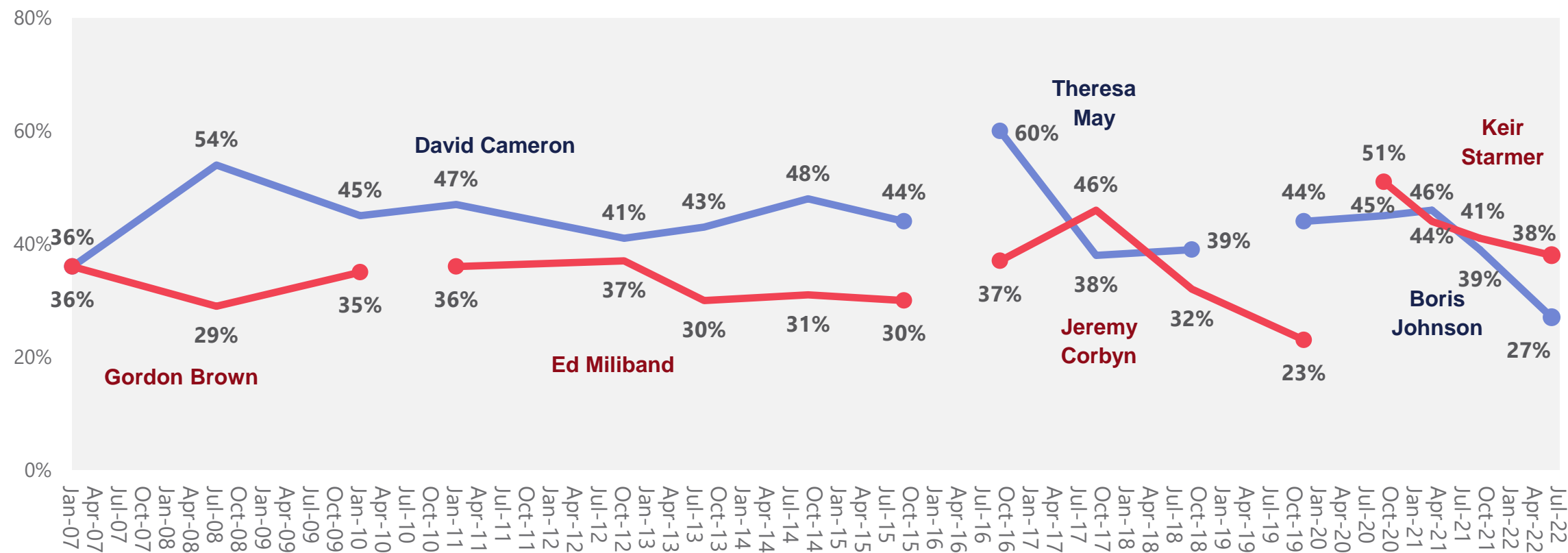


**PARTY  
IMAGE**

# Likeability of party leaders: 2007-2022

Which of these statements come closest to your views of ... and the ... party?

Like the leader of the Conservatives   Like the leader of the Labour party



Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor

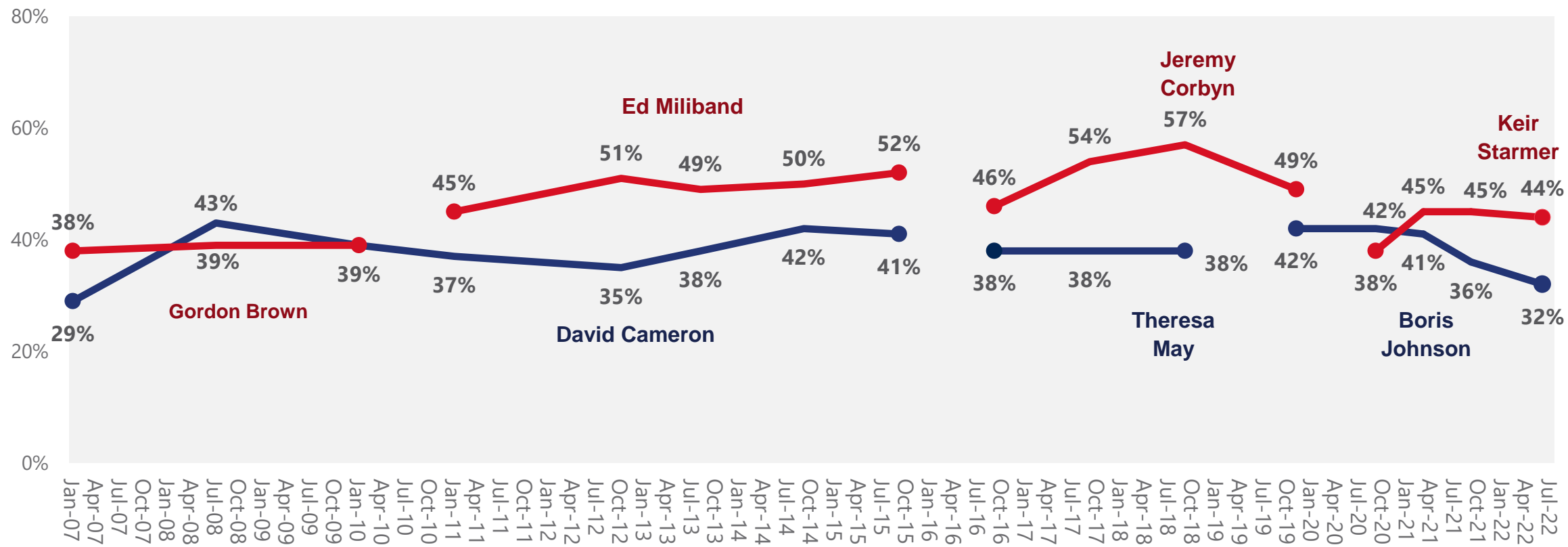




# Likeability of the parties: 2007-2022

Which of these statements come closest to your views of ... and the ... party?

■ Like the Labour party   ■ Like the Conservative party



Base: c.1000 British adults 18+ each month

Source: Ipsos Political Monitor



**Which of these statements come closest to your views of ... and the Labour party?**

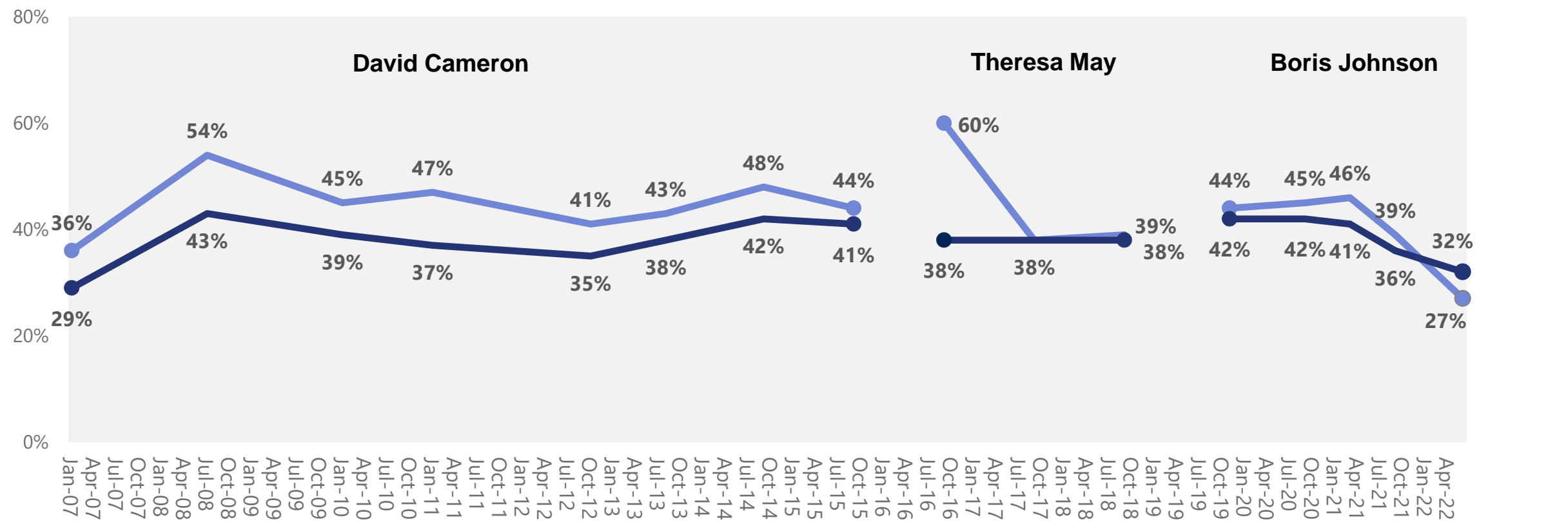
■ Like the Labour party      ■ Like the leader of the Labour party



# Likeability of the Conservative party and its leaders: 2007-2022

Which of these statements come closest to your views of ... and the Conservative party?

■ Like the Conservative party   ■ Like the leader of the Conservatives



Base: c.1000 British adults 18+ each month

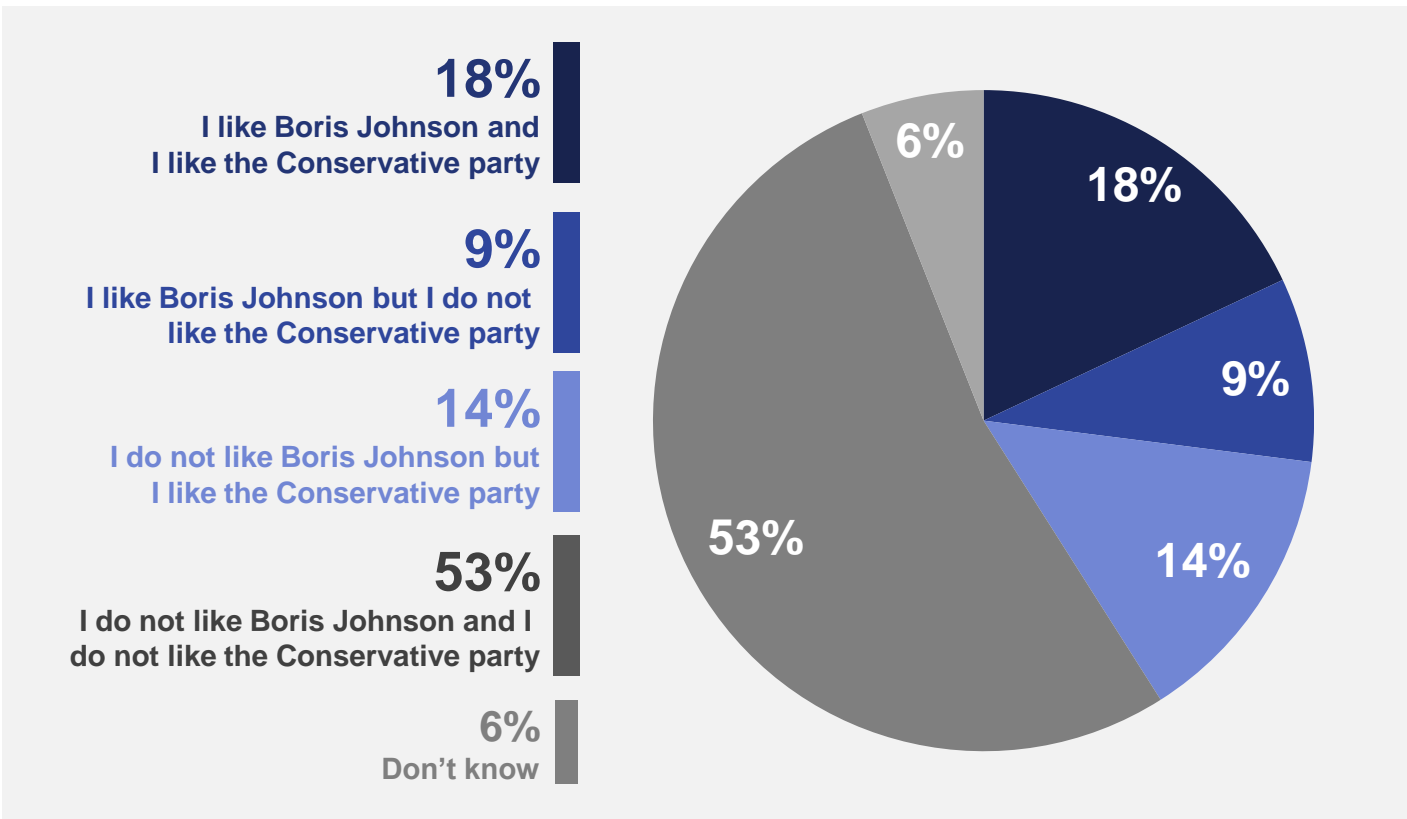
Source: Ipsos Political Monitor





# Likeability: Boris Johnson and the Conservative party

Which of these statements come closest to your views of Boris Johnson, and the Conservative party?



| Boris Johnson and the Conservative party |     |
|--|-----|
| Total like Boris Johnson                 | 27% |
| <hr/>                                    |     |
| Total do not like Boris Johnson          | 67% |
| <hr/>                                    |     |
| Total like the Conservative party        | 32% |
| <hr/>                                    |     |
| Total do not like the Conservative party | 62% |

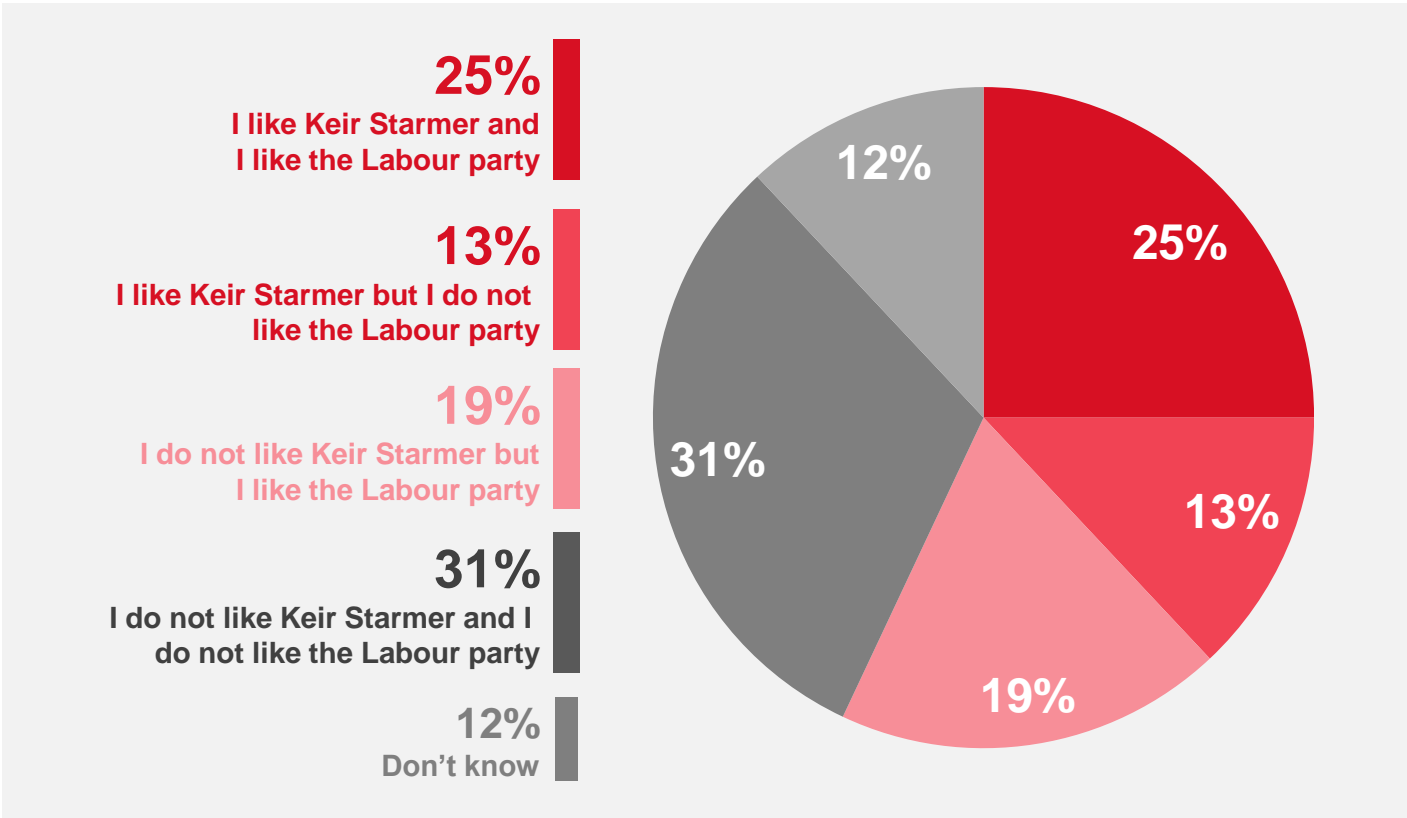
Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

Source: Ipsos Political Monitor



# Likeability: Keir Starmer and the Labour party

Which of these statements come closest to your views of Keir Starmer, and the Labour party?



| Keir Starmer and the Labour party  |     |
|------------------------------------|-----|
| Total like Keir Starmer            | 38% |
| <hr/>                              |     |
| Total do not like Keir Starmer     | 50% |
| <hr/>                              |     |
| Total like the Labour party        | 44% |
| <hr/>                              |     |
| Total do not like the Labour party | 44% |

Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

Source: Ipsos Political Monitor



# What do the party leaders stand for?

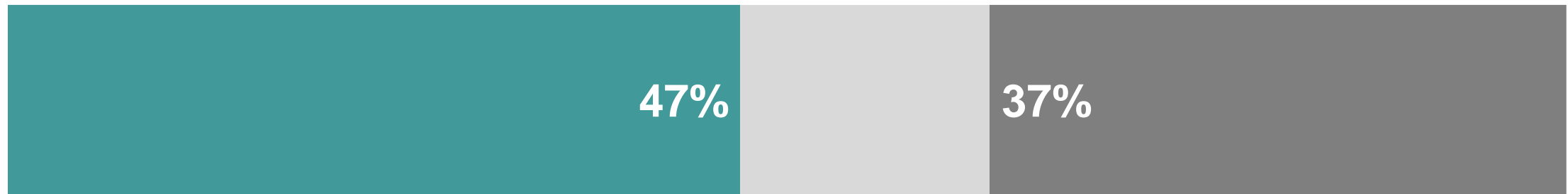
To what extent do you agree or disagree with the following statements?

I don't know what Boris Johnson / Keir Starmer stands for

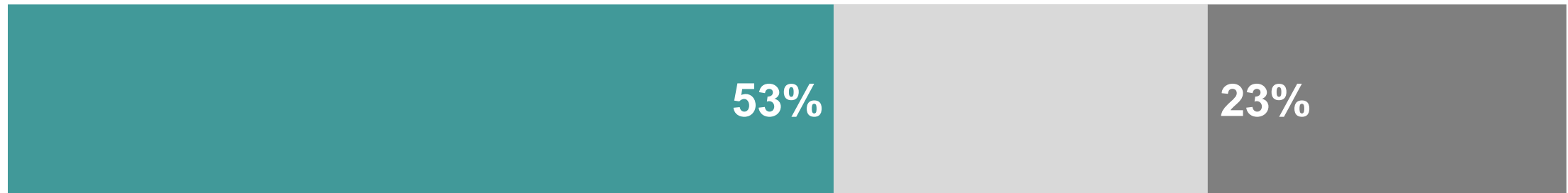
Agree

Disagree

**Boris Johnson**



**Keir Starmer**

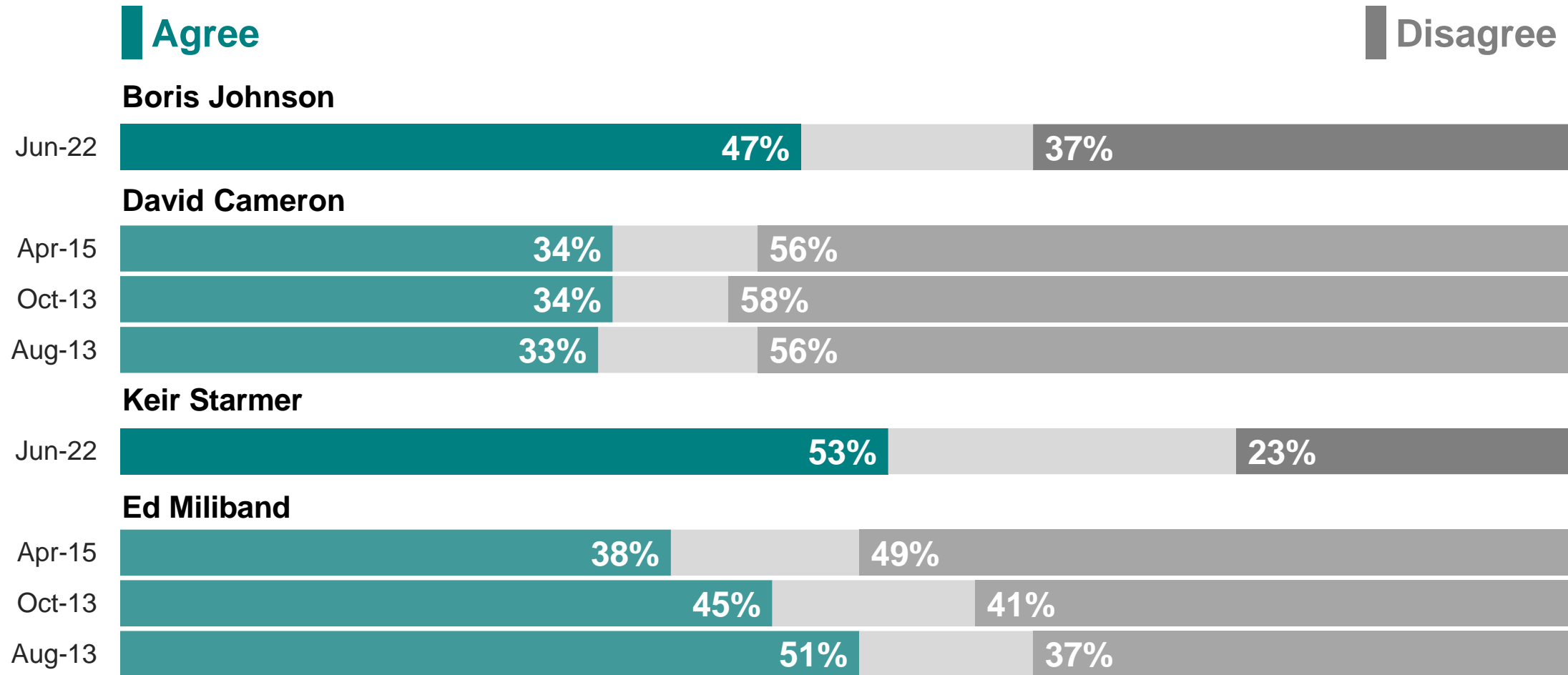


Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# What do the party leaders stand for: Trends

To what extent do you agree or disagree with the following statements?

I don't know what ... stands for



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

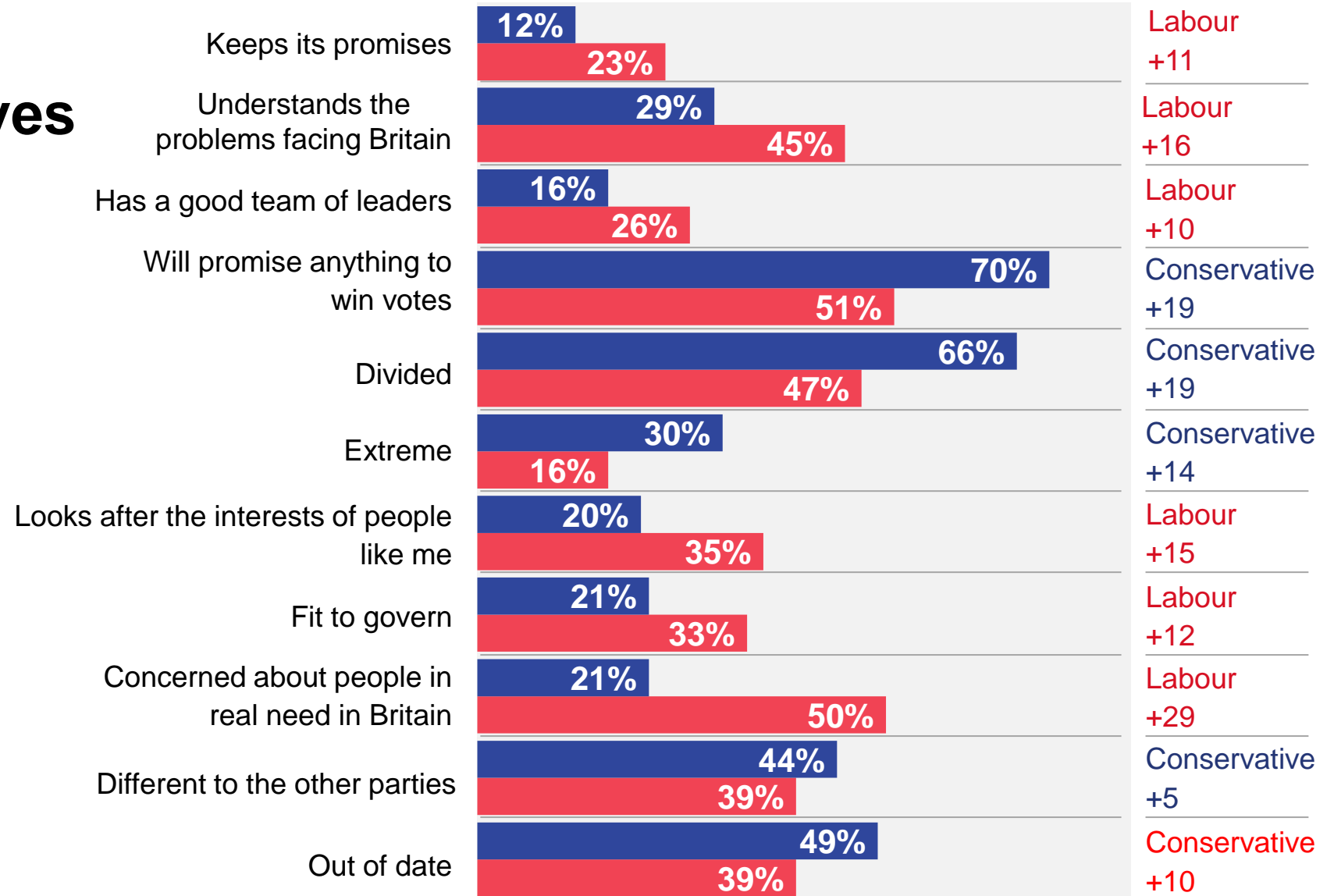


# Images of political parties: Conservatives vs Labour

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

 The Conservative party

 The Labour party



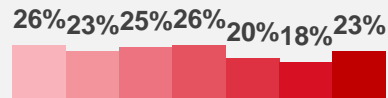
Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# Image of the Labour party: 2015-2022

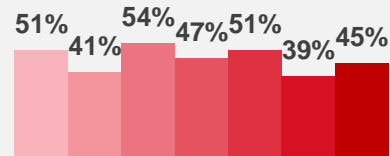
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

■ September 2015 
 ■ October 2016 
 ■ November 2017 
 ■ November 2019 
 ■ October 2020 
 ■ September 2021 
 ■ June 2022

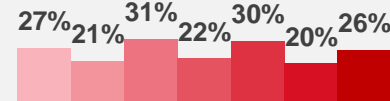
Keeps its promises



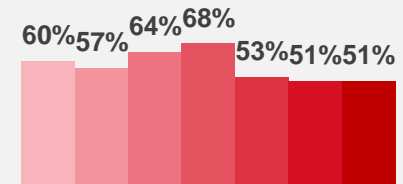
Understands problems facing GB



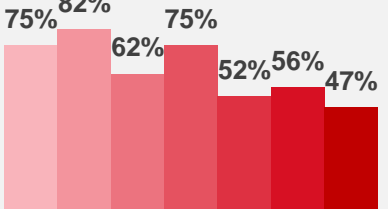
Has a good team of leaders



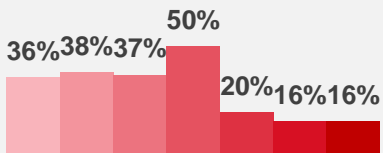
Will promise anything to win votes



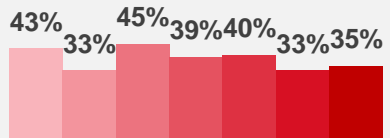
Divided



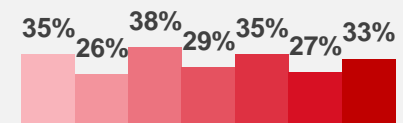
Extreme



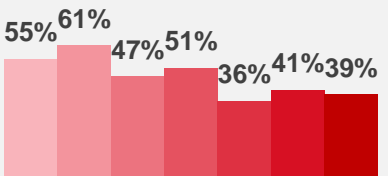
Looks after the interests of people like me



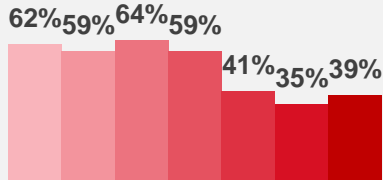
Fit to govern



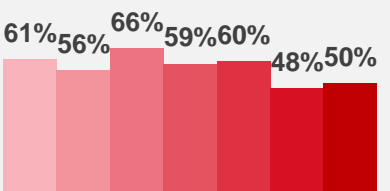
Out of date



Different to other parties



Concerned about people in need



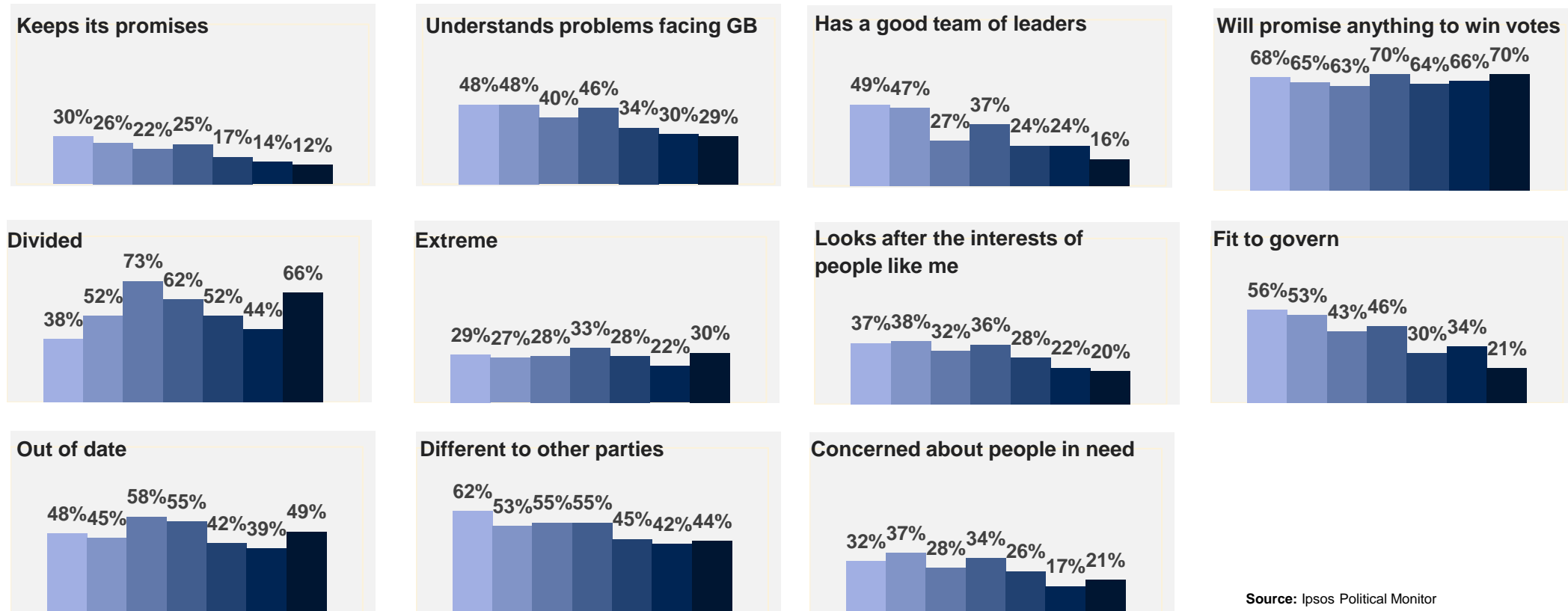
Source: Ipsos Political Monitor

Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# Image of the Conservative party: 2015-2022

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

■ September 2015 ■ October 2016 ■ November 2017 ■ November 2019 ■ October 2020 ■ September 2021 ■ June 2022



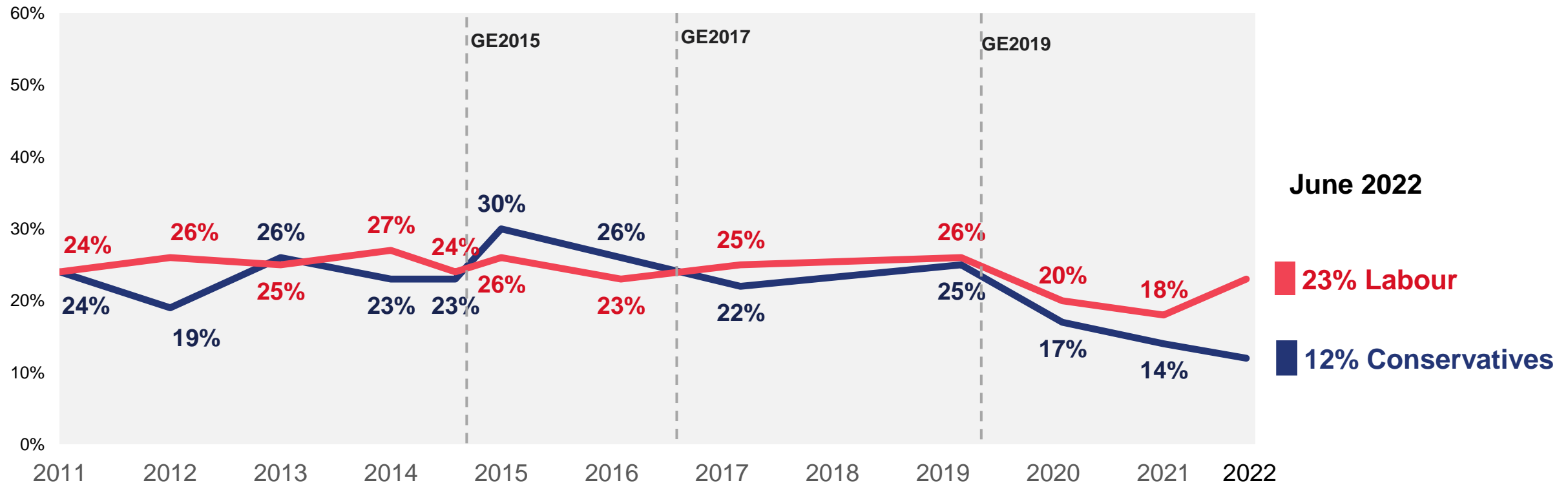
Source: Ipsos Political Monitor

Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises

% Describing ... as “it keeps its promises”, 2011-2022



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor

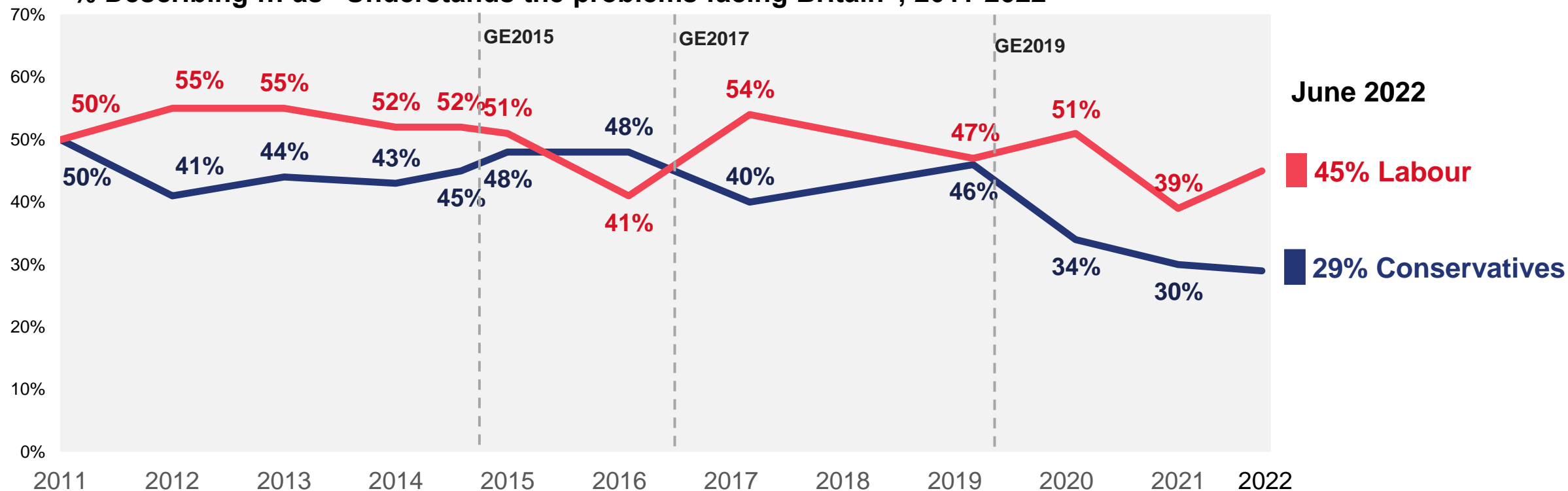




# Party image: Understands the problems facing Britain

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing Britain

% Describing ... as “Understands the problems facing Britain”, 2011-2022



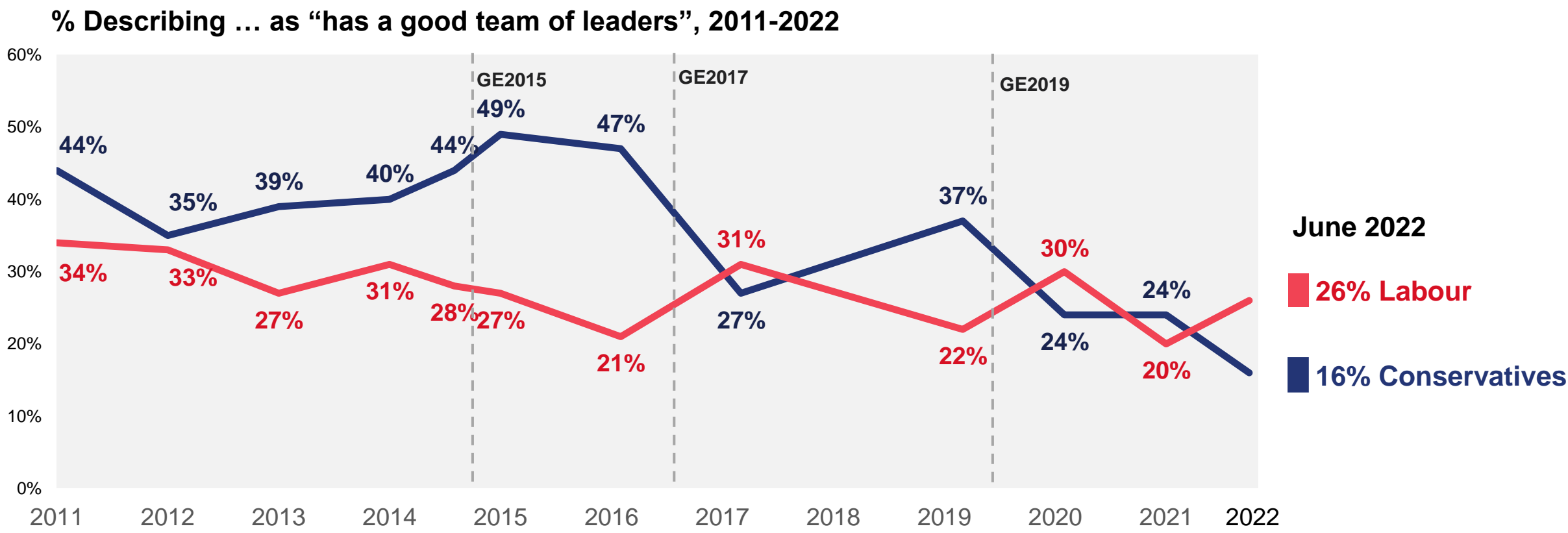
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders



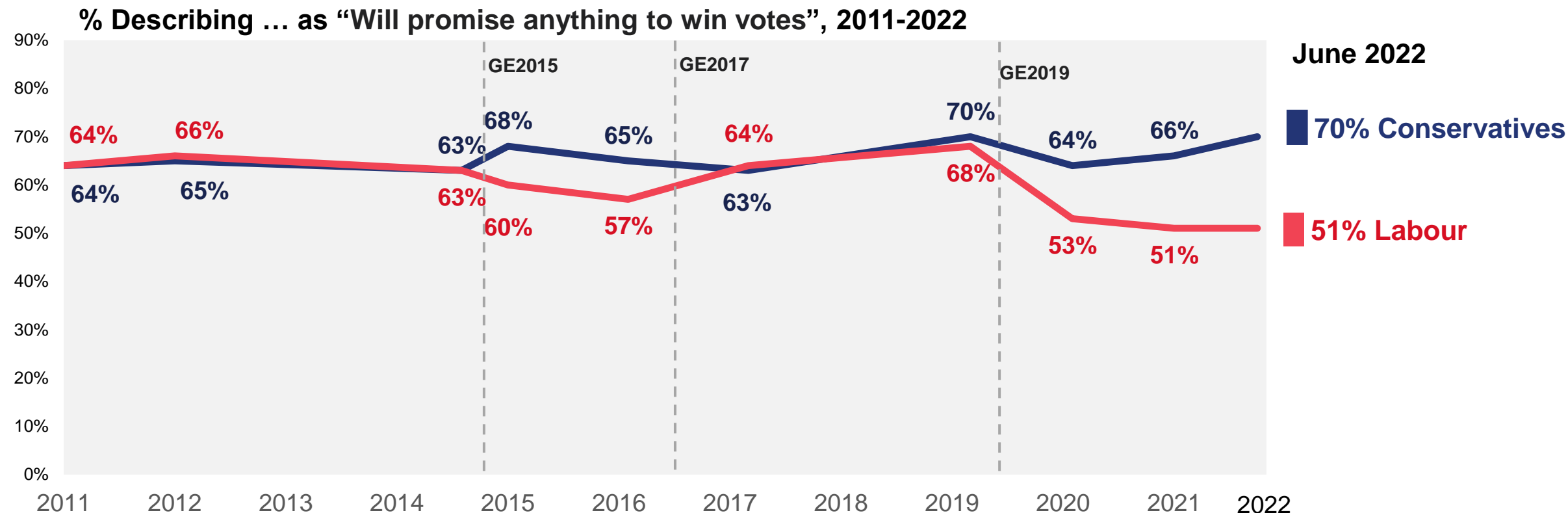
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

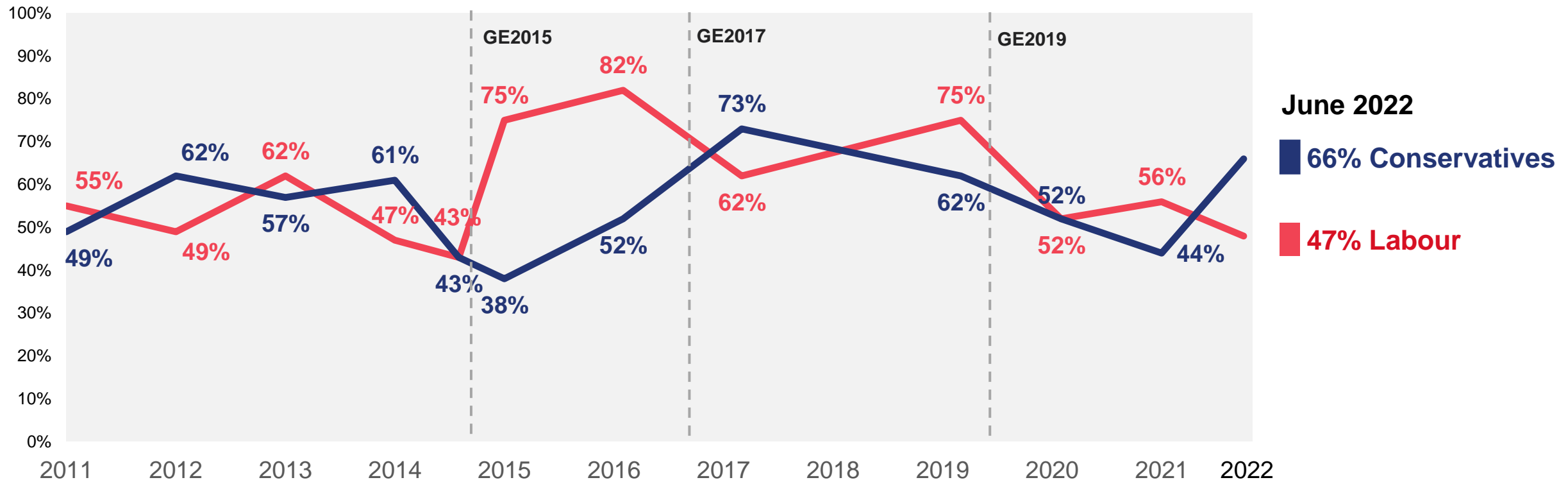
Source: Ipsos Political Monitor



# Party image: Divided

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

% Describing ... as “divided”, 2011-2022



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

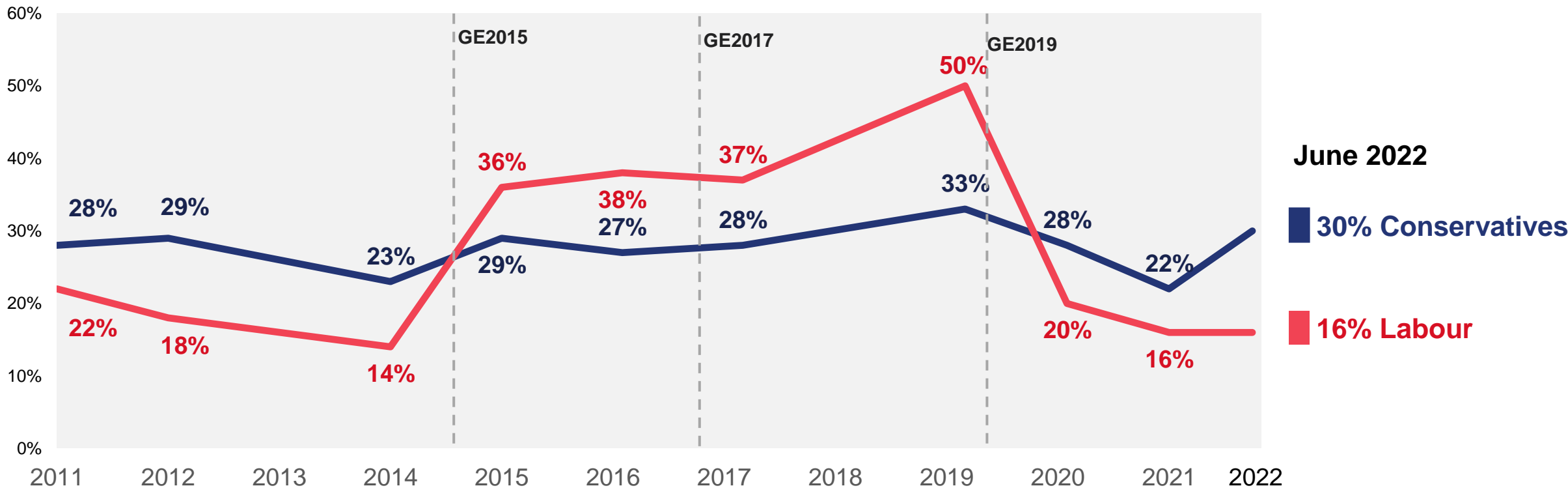
Source: Ipsos Political Monitor



# Party image: Extreme

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

% Describing ... as “extreme”, 2011-2022



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

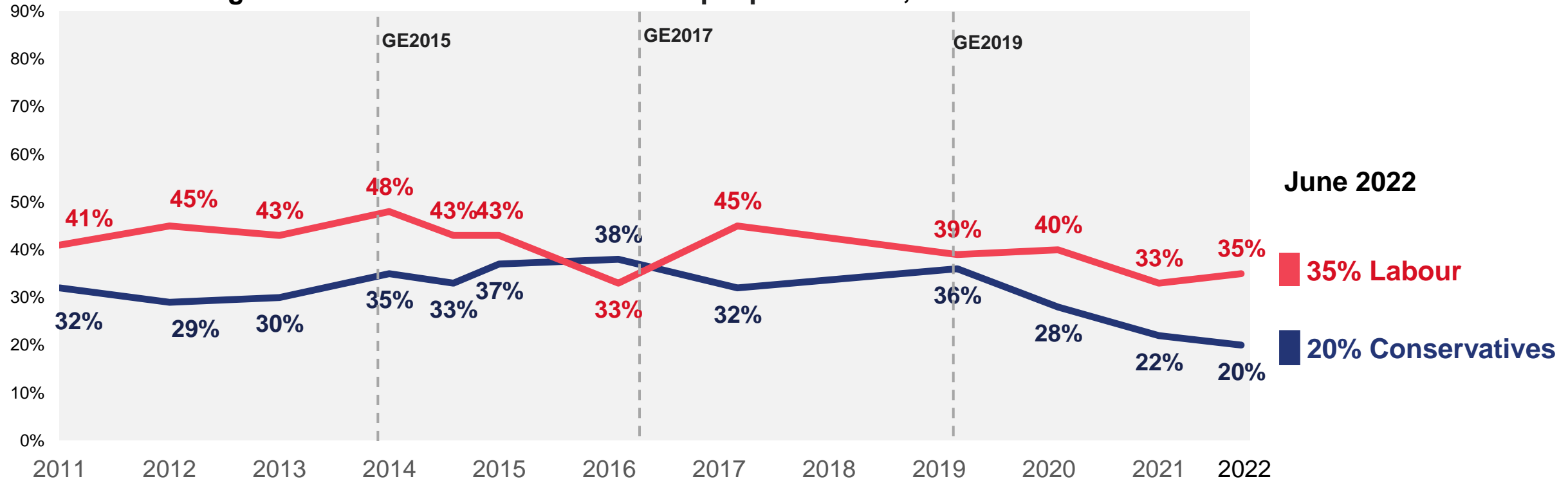
Source: Ipsos Political Monitor



# Party image: Looks after the interests of people like me

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Looks after the interests of people like me

% Describing ... as “Looks after the interests of people like me”, 2011-2022



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

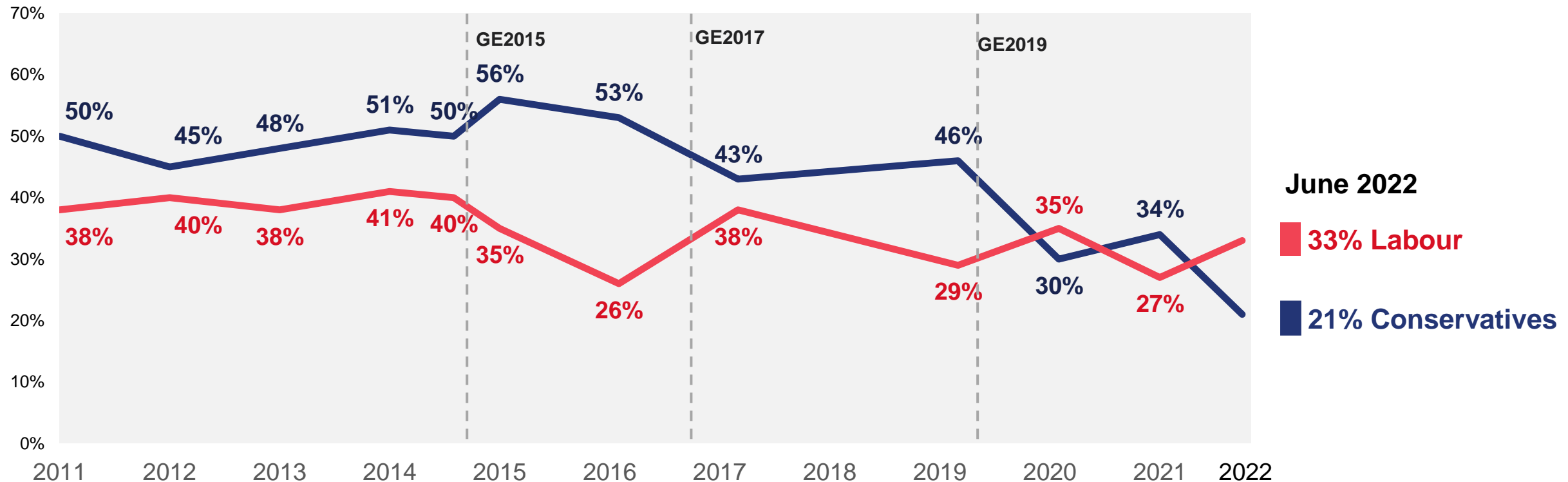
Source: Ipsos Political Monitor



# Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

% Describing ... as “fit to govern”, 2011-2022



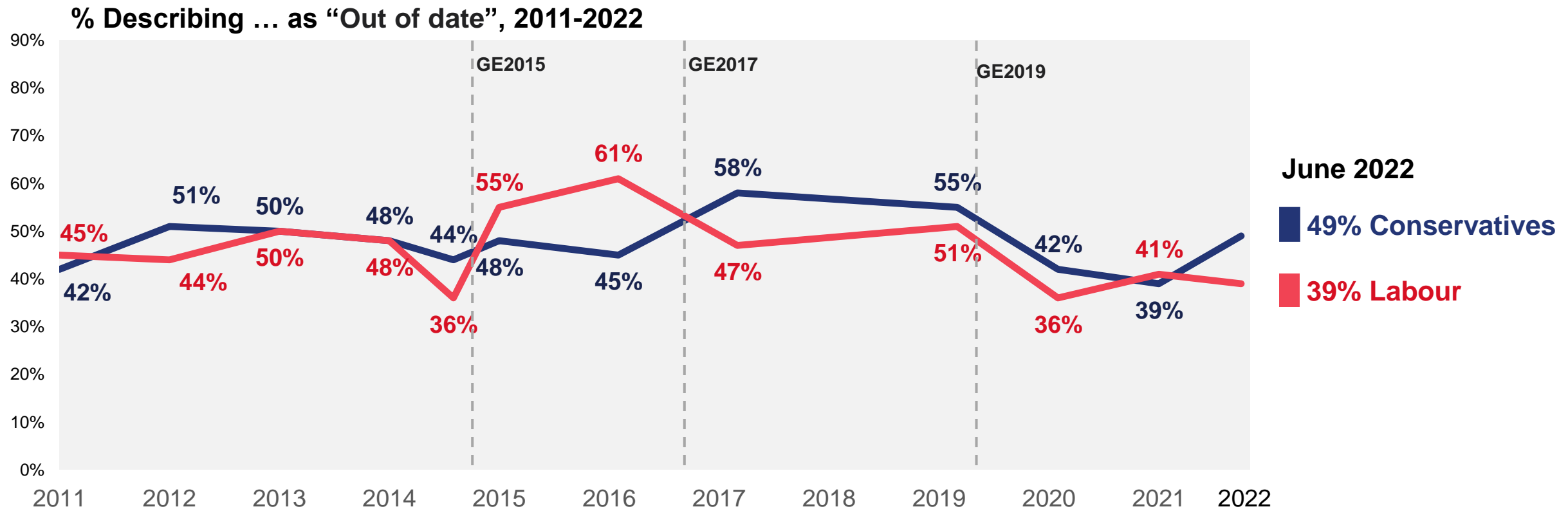
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

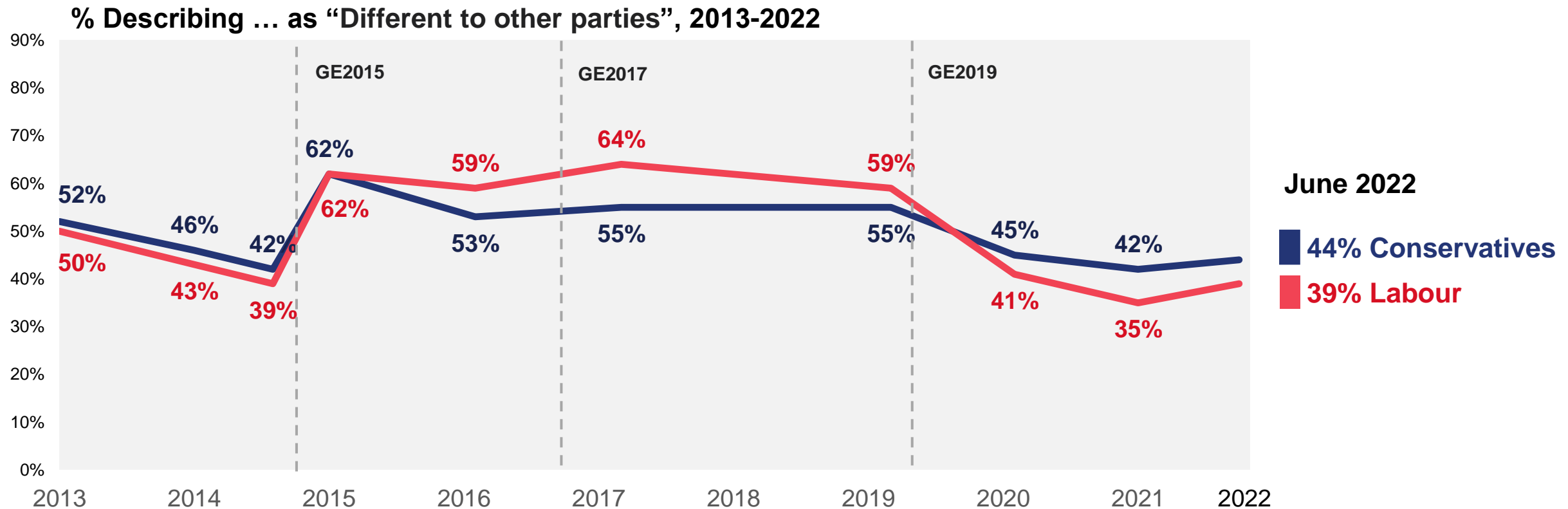
Source: Ipsos Political Monitor





# Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

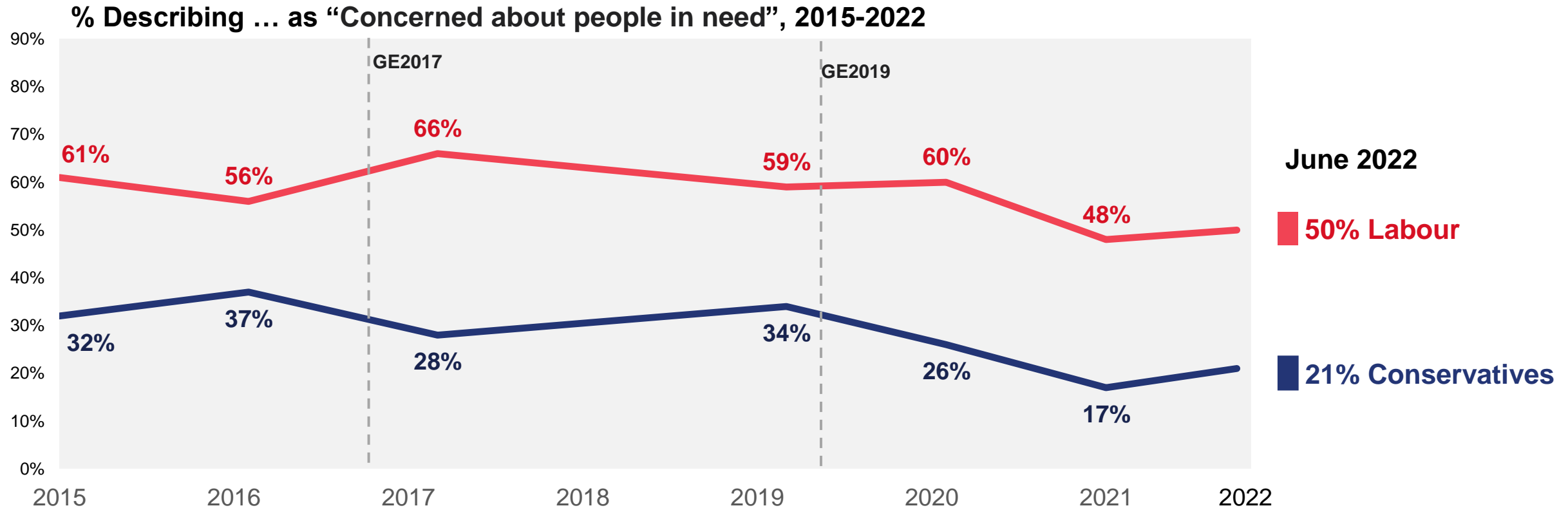


Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor

# Party image: Concerned about people in need

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor

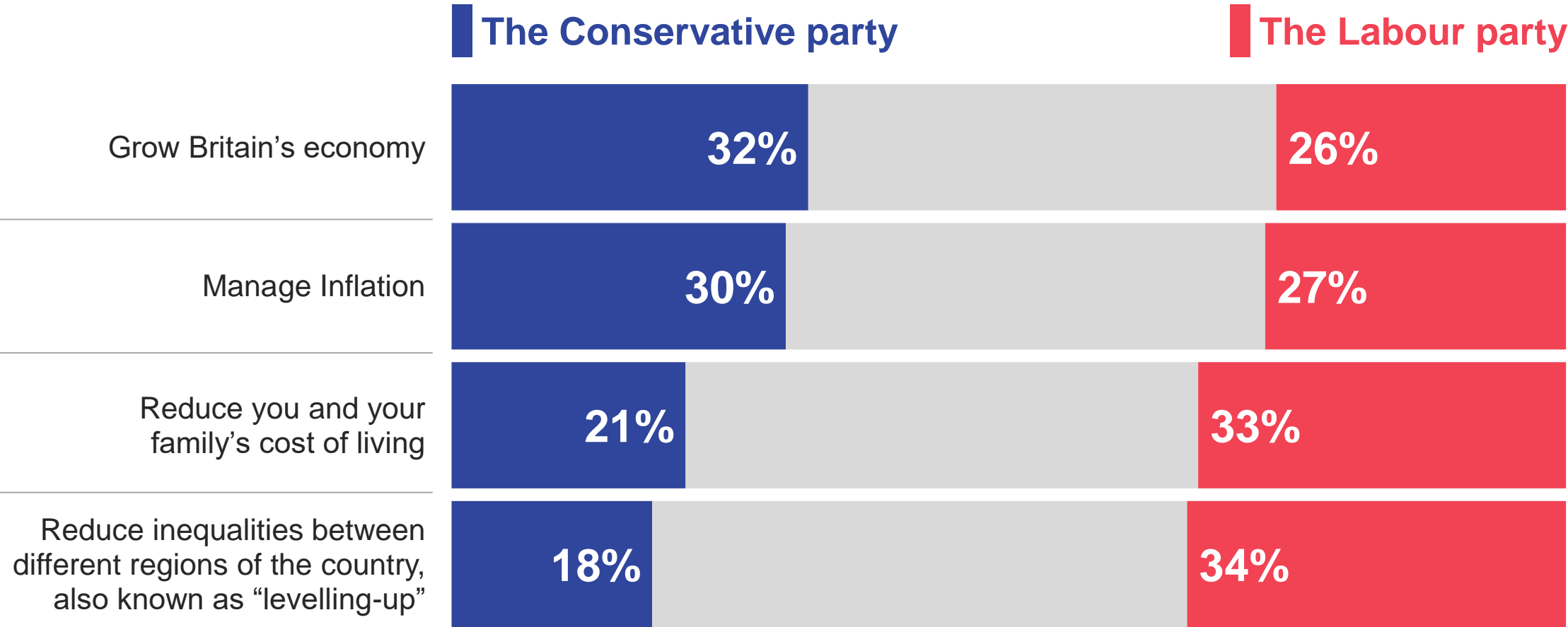


# **COST OF LIVING AND THE ECONOMY**



# Party trust on key issues: June 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: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.



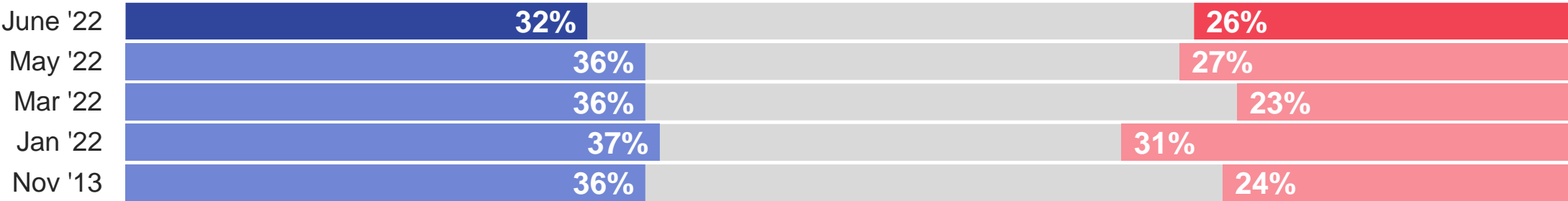


# Party trust on key issues: Trends

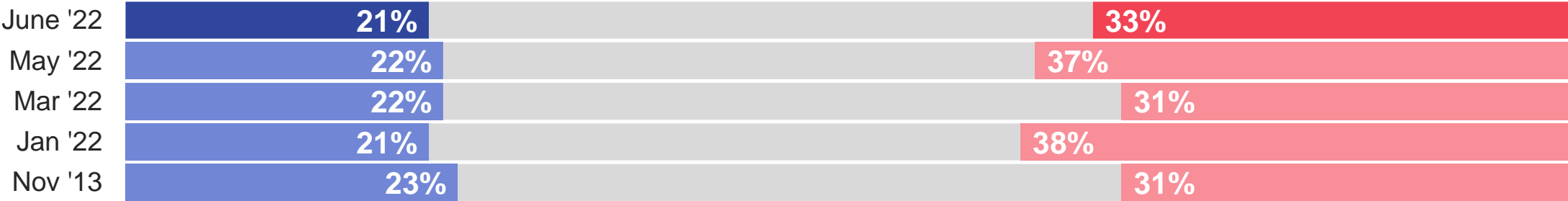
Which party, if any, do you trust most to....? The Conservatives, Labour, Liberal Democrats  
SNP (Scotland Only), Plaid Cymru (Wales only) or some other party?

**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: 1059 British adults 18+, 22nd – 29th June 2022.



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

Which of the below, if any, best describes your current financial situation?

I have had to make some reductions in what I normally buy because of rising prices but I can cope

50%

I haven't had to make any changes to what I normally buy because of rising prices

27%

I am finding it very difficult to cope with the rise in prices

20%

Don't know

2%

# What cutbacks will you make if inflation rose to 11%?

As you may know, the rate of inflation refers to the overall change in the prices of goods and services over time. The current rate of inflation is 9.1%, which means that on average prices have increased by around 9% over the last 12 months. In June last year the rate of inflation was 2.4%. The Bank of England has recently forecast that the rate of inflation could rise to around 11% later this year, meaning that the price of goods and services would rise further.

If inflation does rise to around 11% later this year, which, if any, of the below would best describe your financial situation, assuming other things stay around the same?

I would have to make some reductions in what I normally buy because of rising prices but I could cope

52%

I would find it very difficult to cope with the rise in prices

32%

I would not have to make any changes to what I normally buy because of rising prices

15%

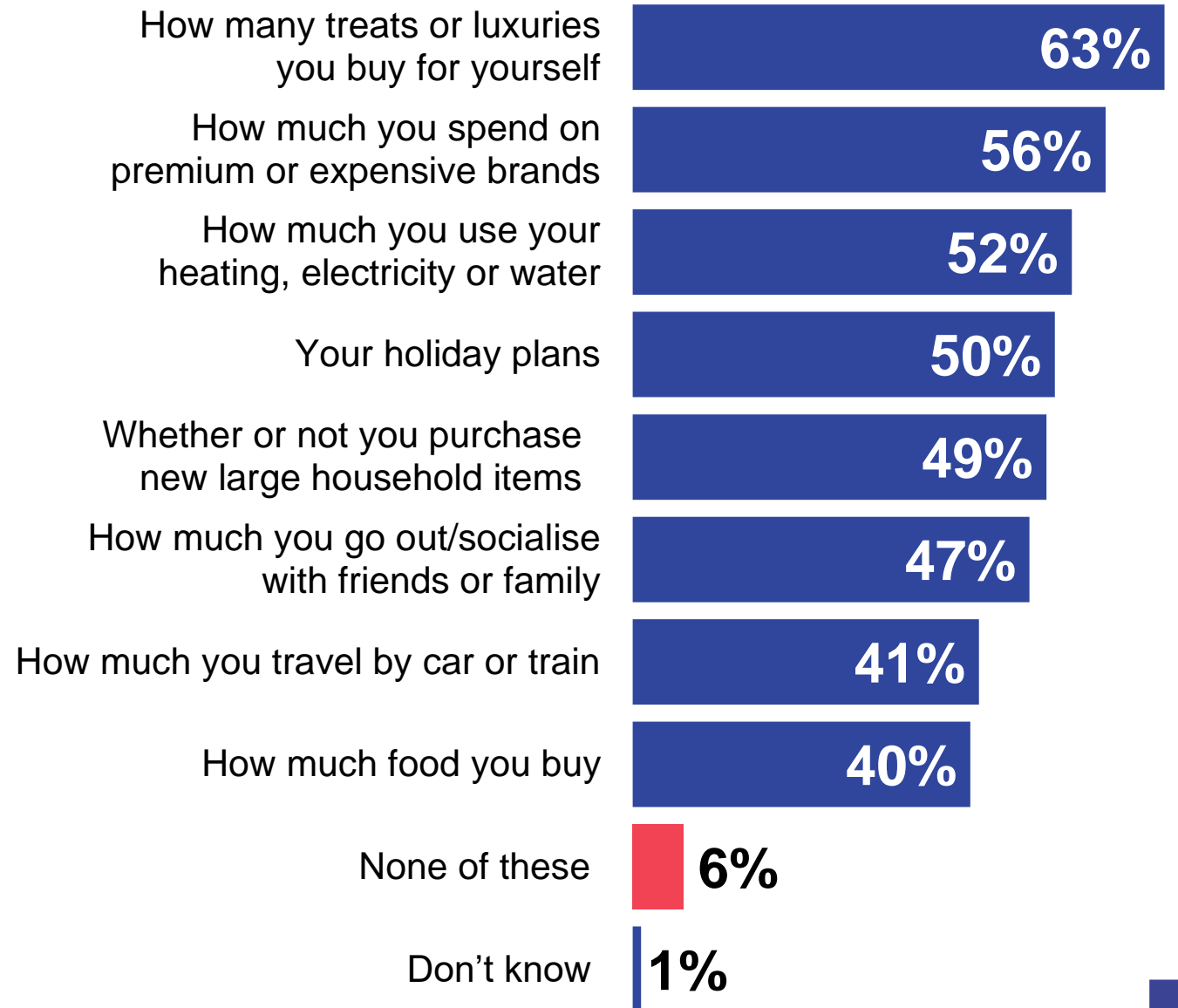
Don't know

1%

Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# What cutbacks will you make if inflation rose to 11%?

And if you were to cut back on what you buy if inflation rose to 11%, which of the below, if any, would you be most likely to cut back on?



Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.



## June 2022 Political Monitor

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