

# IPSOS POLITICAL MONITOR

June 2022



# VOTING INTENTION

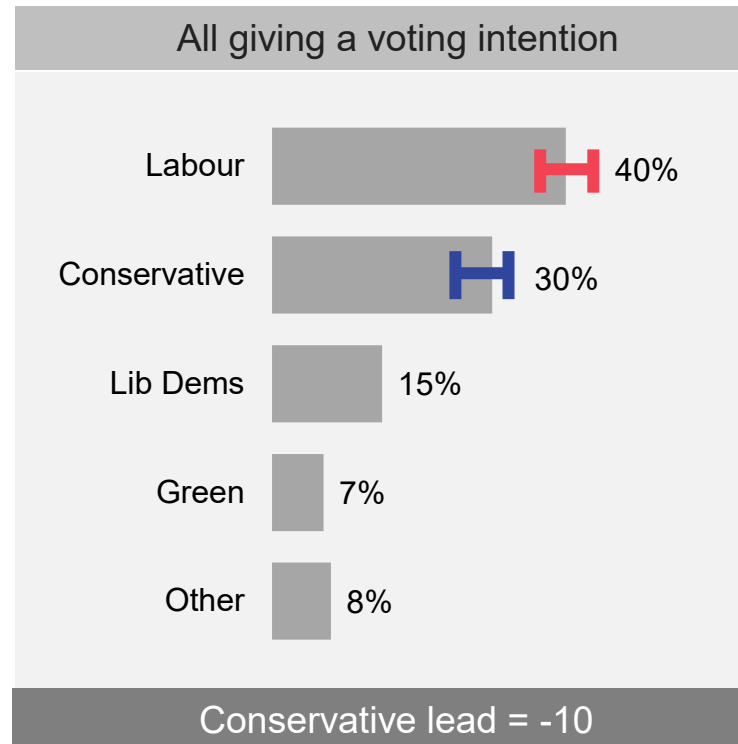
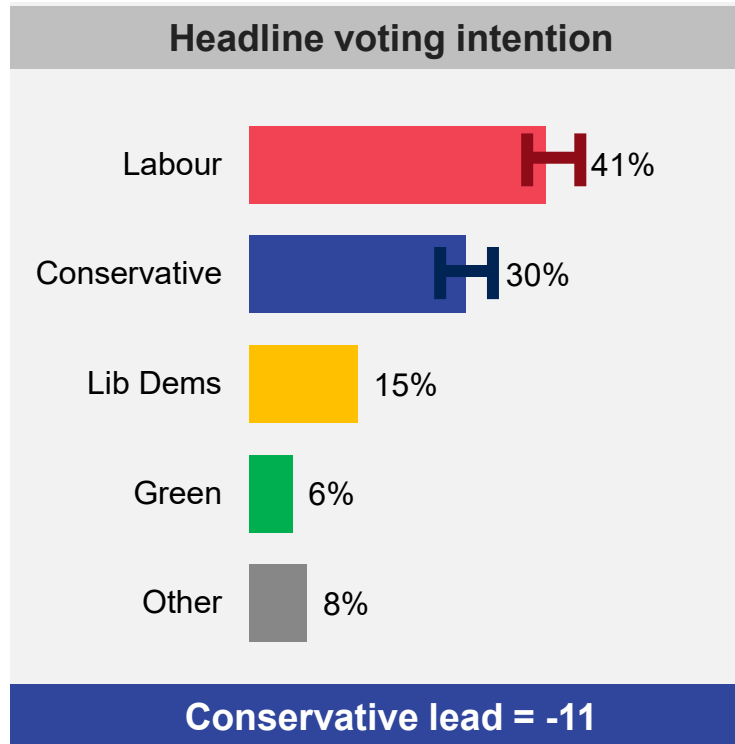
POLLING  
STATION

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.

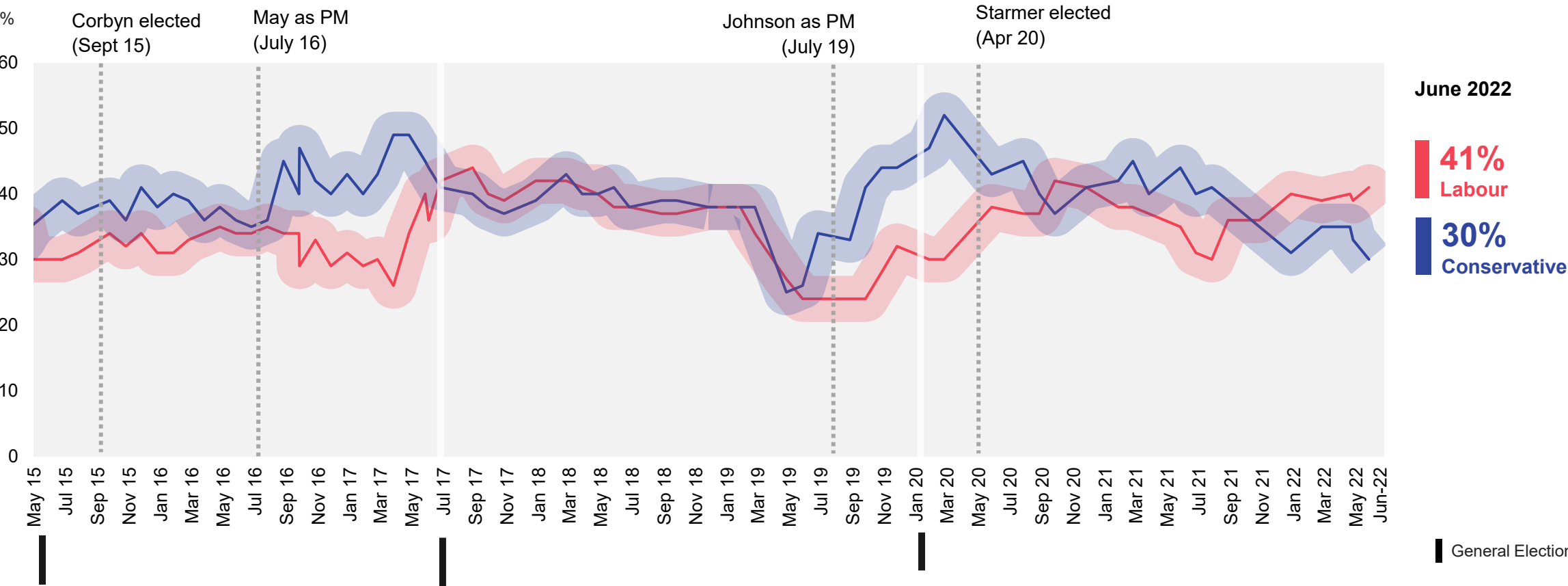
Source: Ipsos Political Monitor





# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



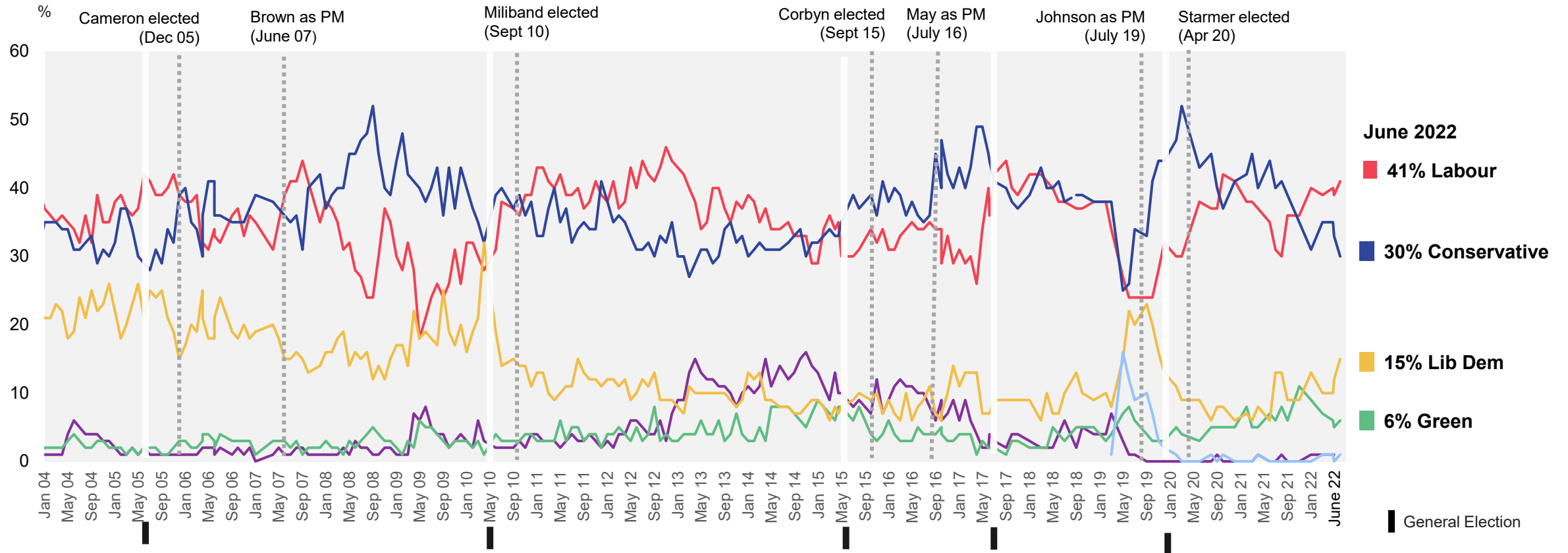
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

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







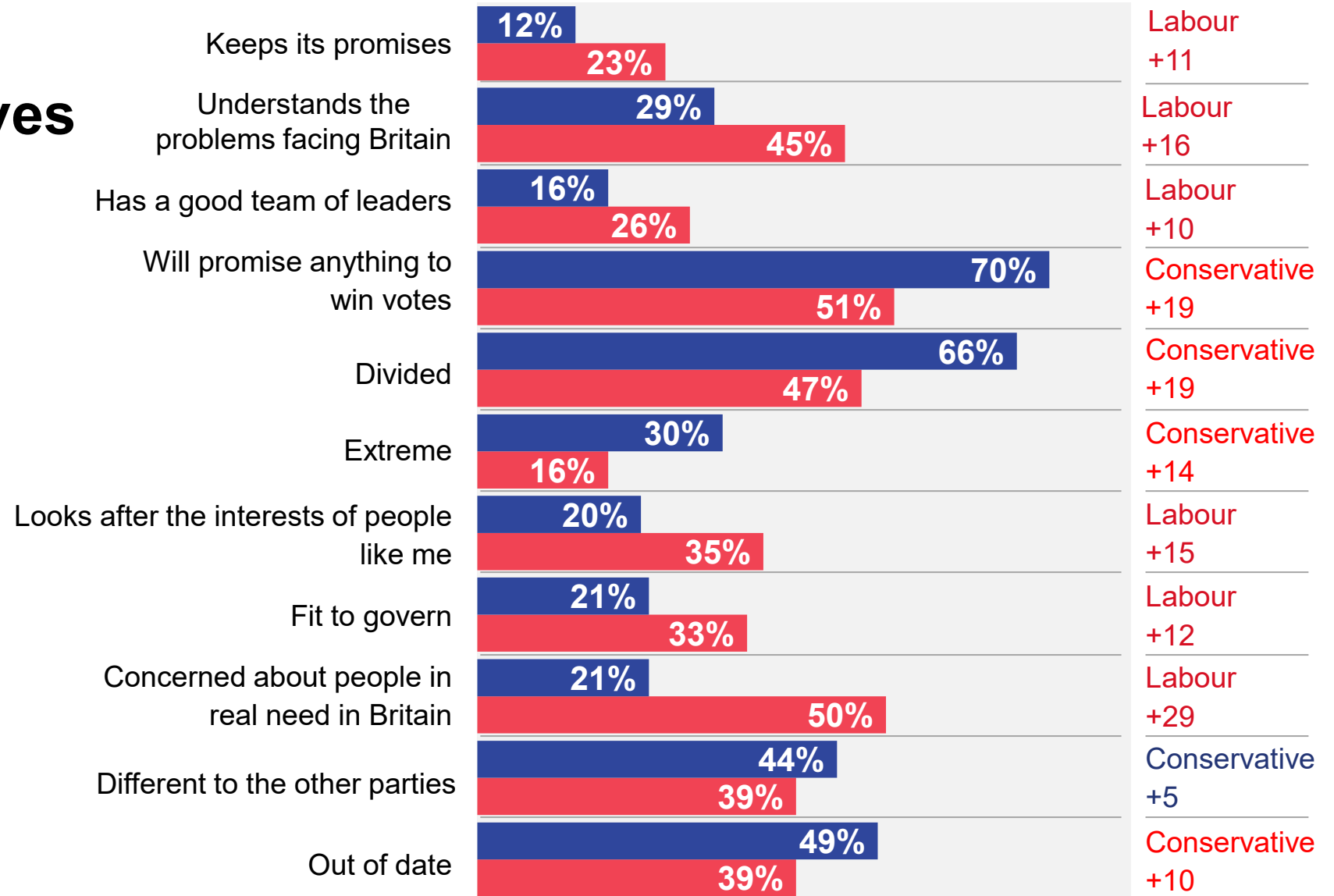
**PARTY  
IMAGE**

# 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



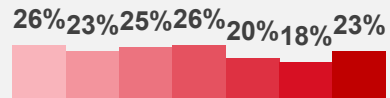
Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.

# Image of the Labour party: 2015-2022

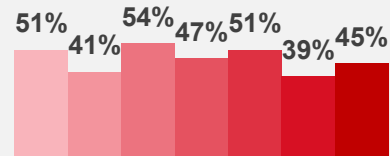
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

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

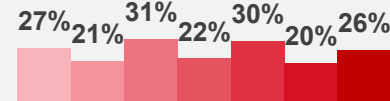
Keeps its promises



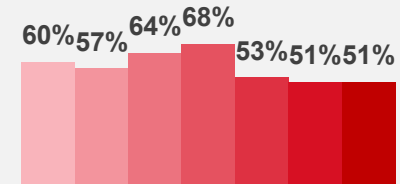
Understands problems facing GB



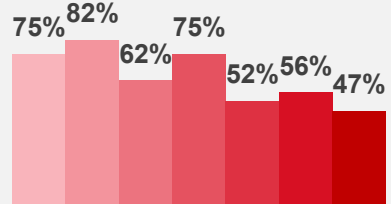
Has a good team of leaders



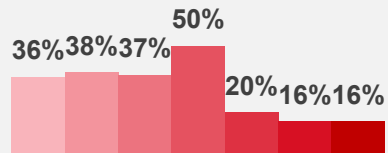
Will promise anything to win votes



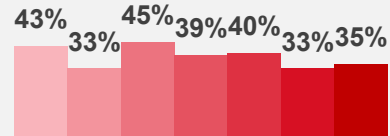
Divided



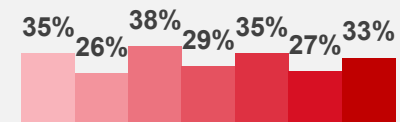
Extreme



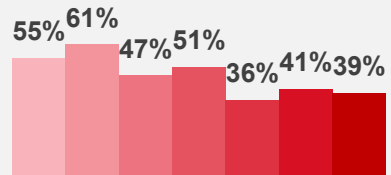
Looks after the interests of people like me



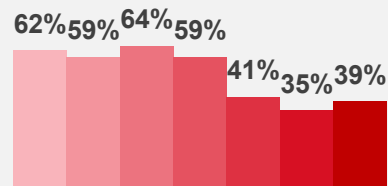
Fit to govern



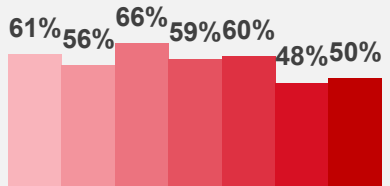
Out of date



Different to other parties



Concerned about people in need



Source: Ipsos Political Monitor

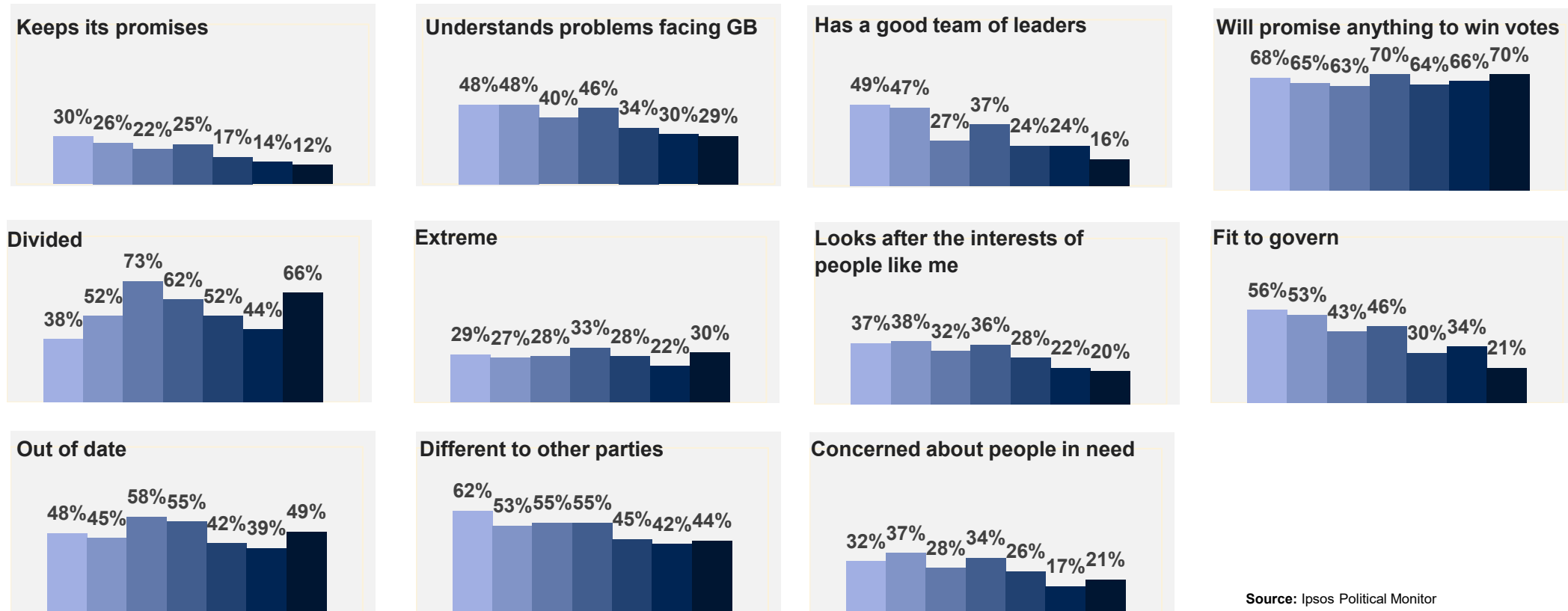
Base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.



# 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



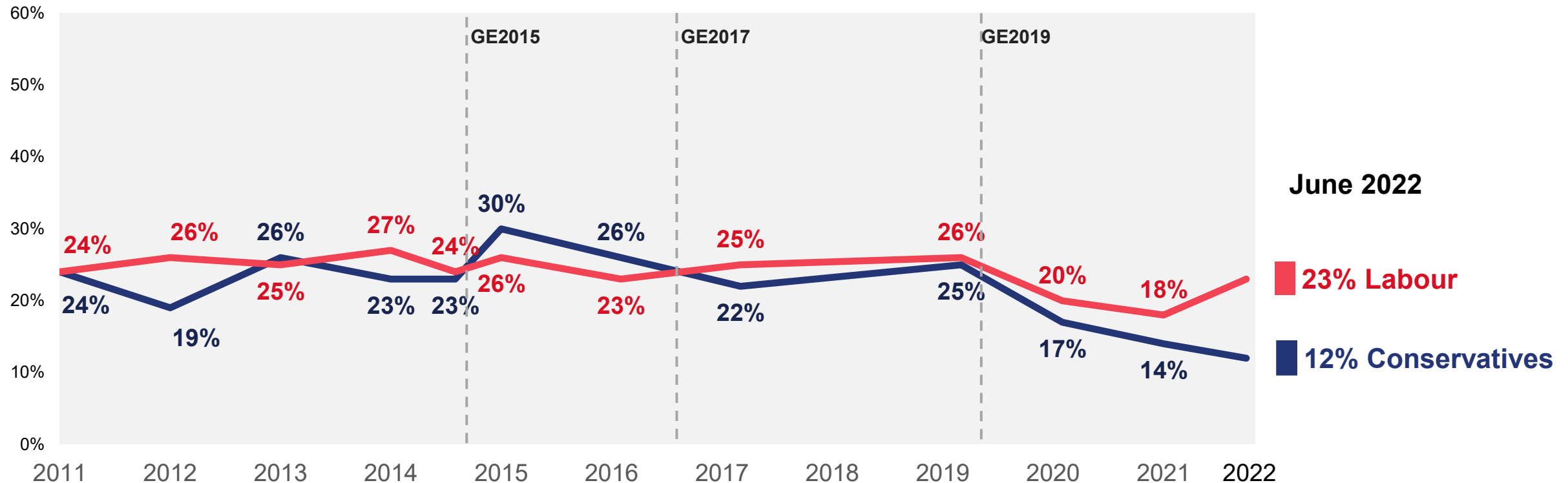
Source: Ipsos Political Monitor

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.

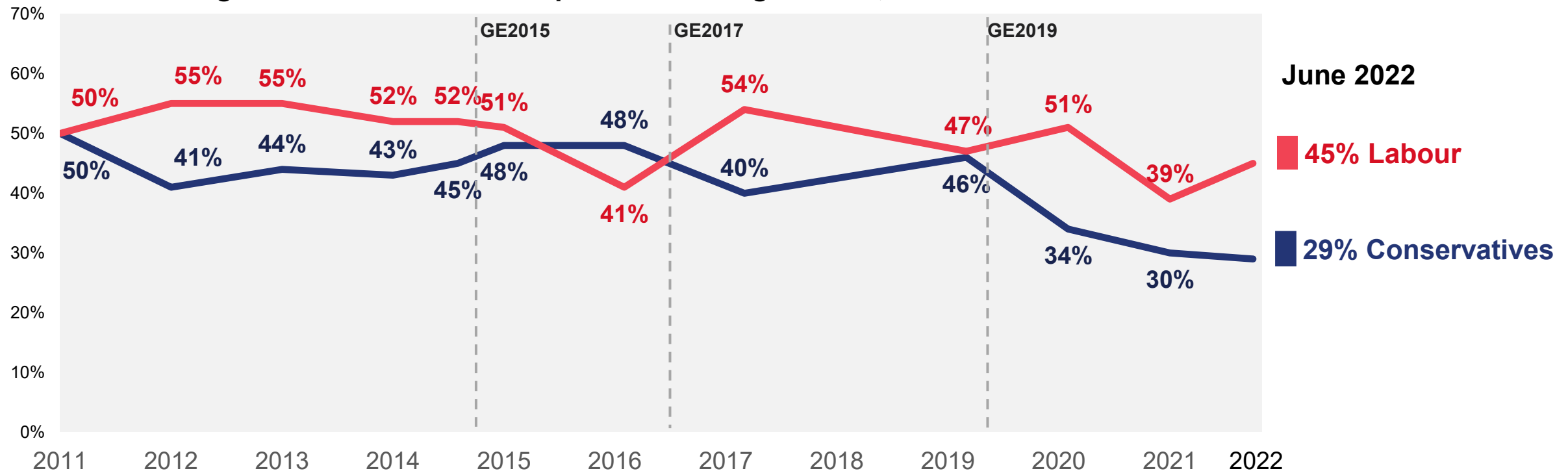
Source: Ipsos Political Monitor



# 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

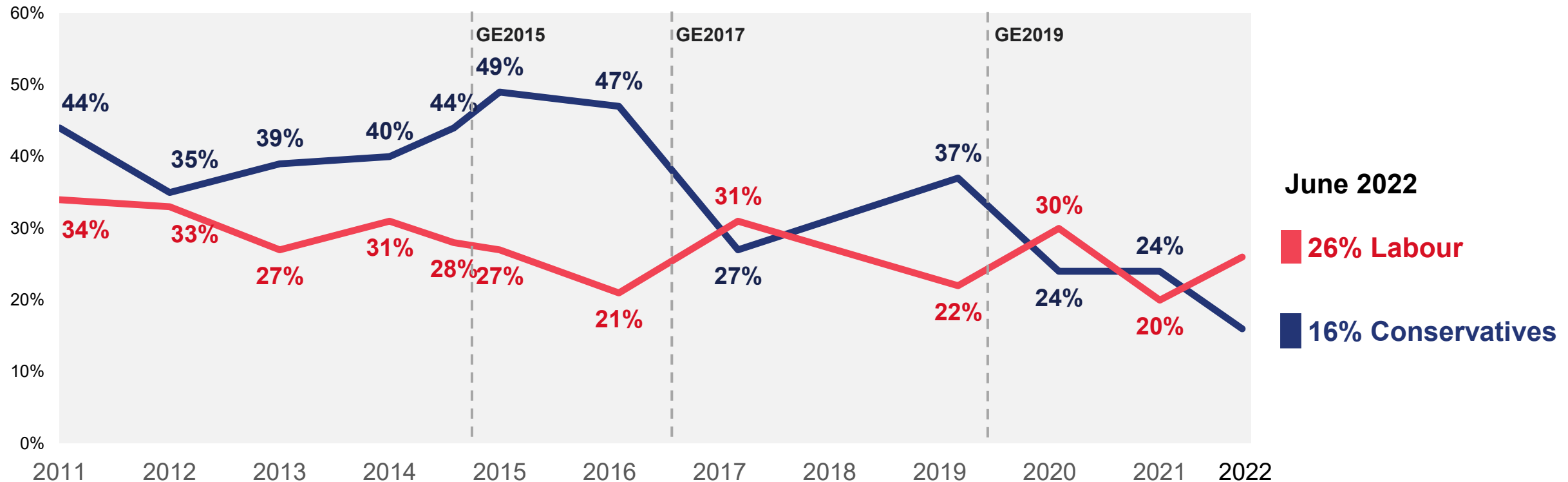




# Party image: Has a good team of leaders

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

% Describing ... as “has a good team of leaders”, 2011-2022



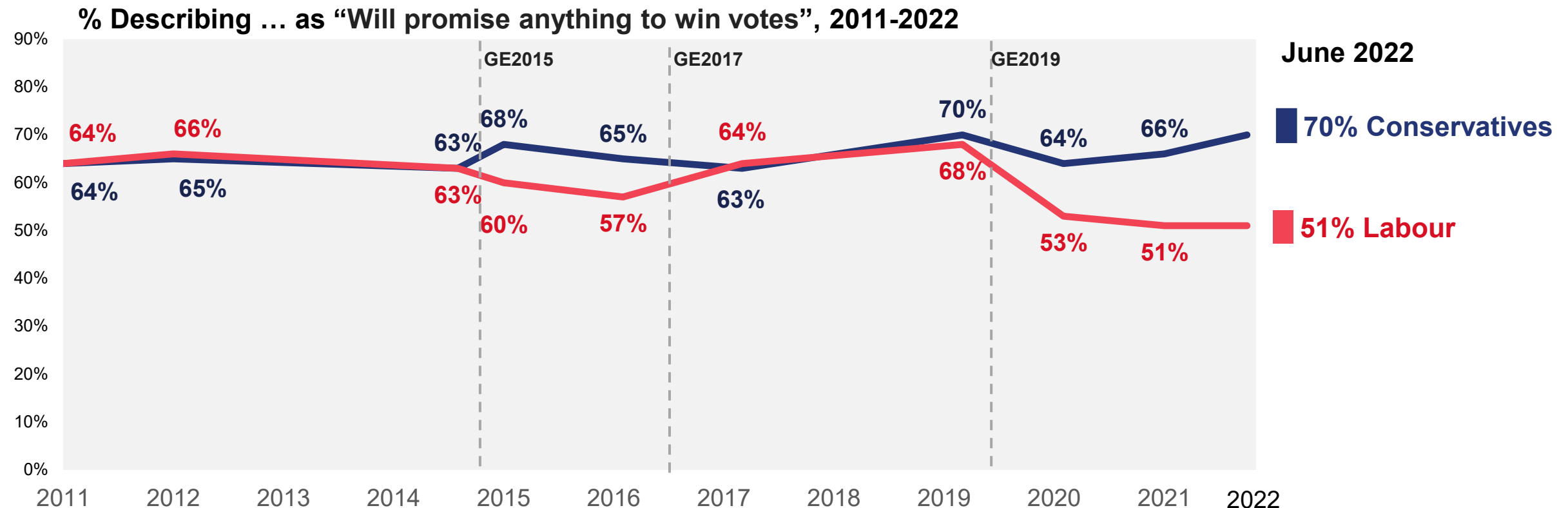
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: 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



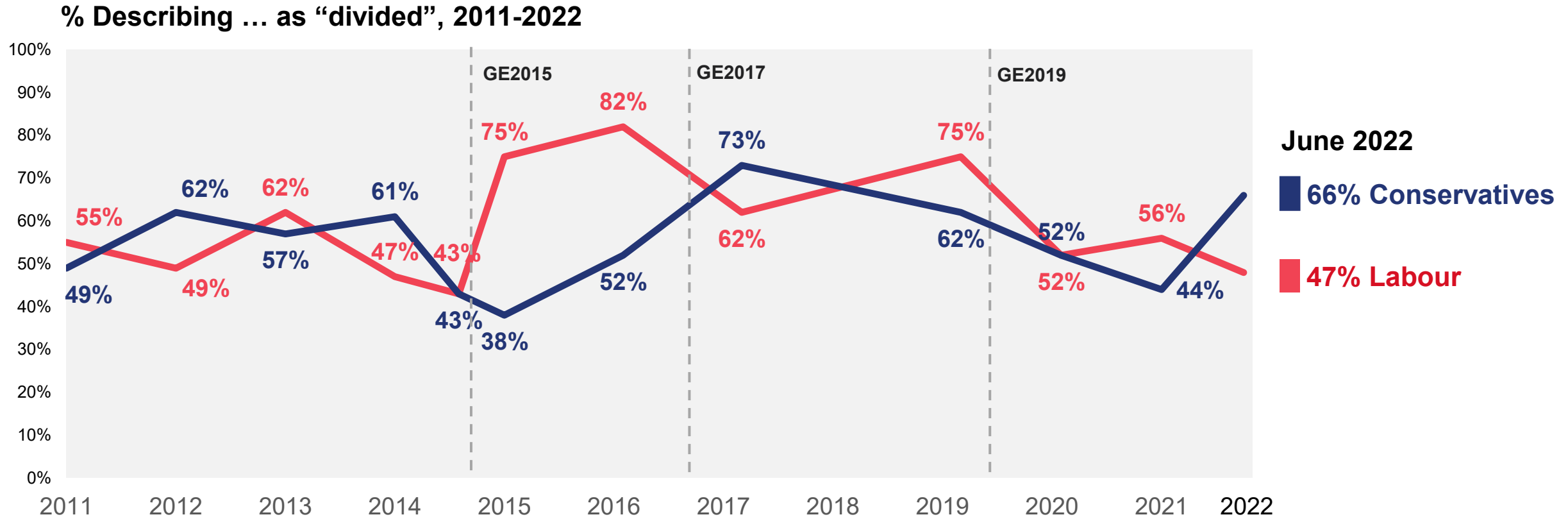
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

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



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

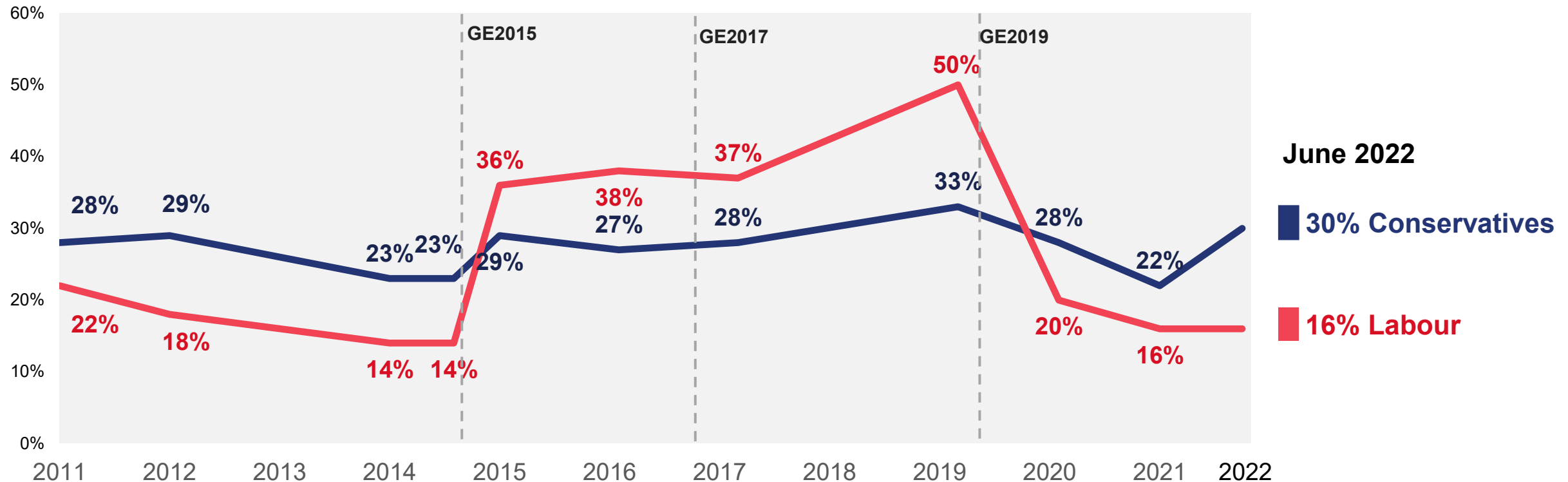




# Party image: Extreme

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



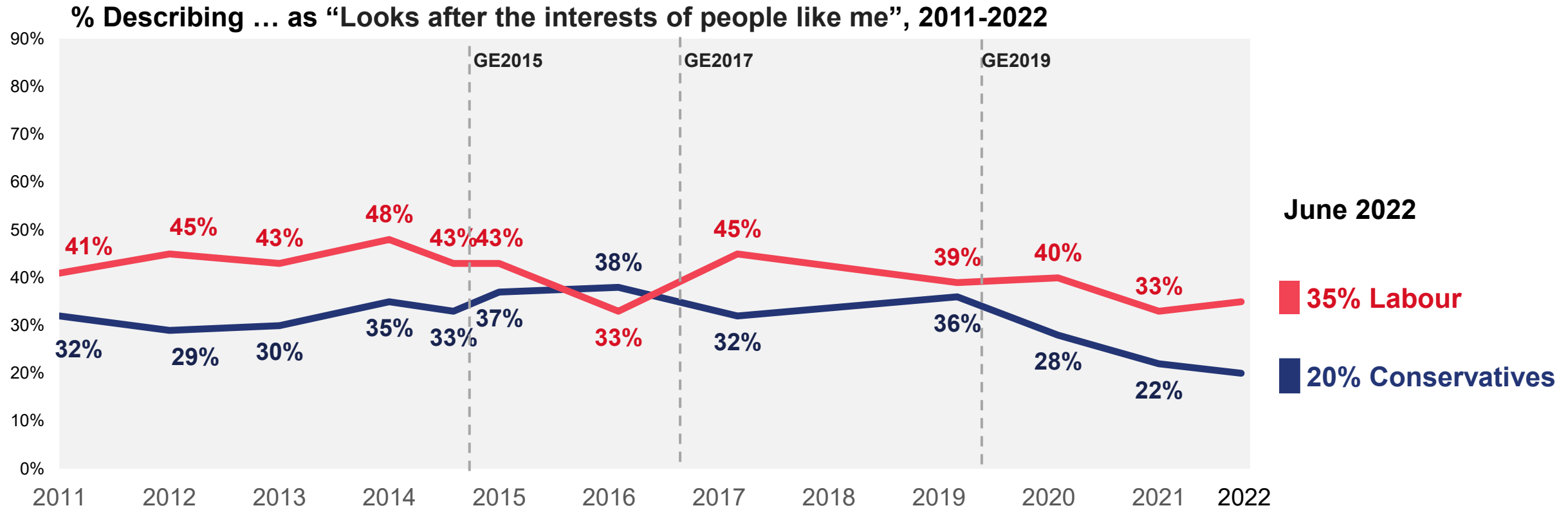
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

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



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

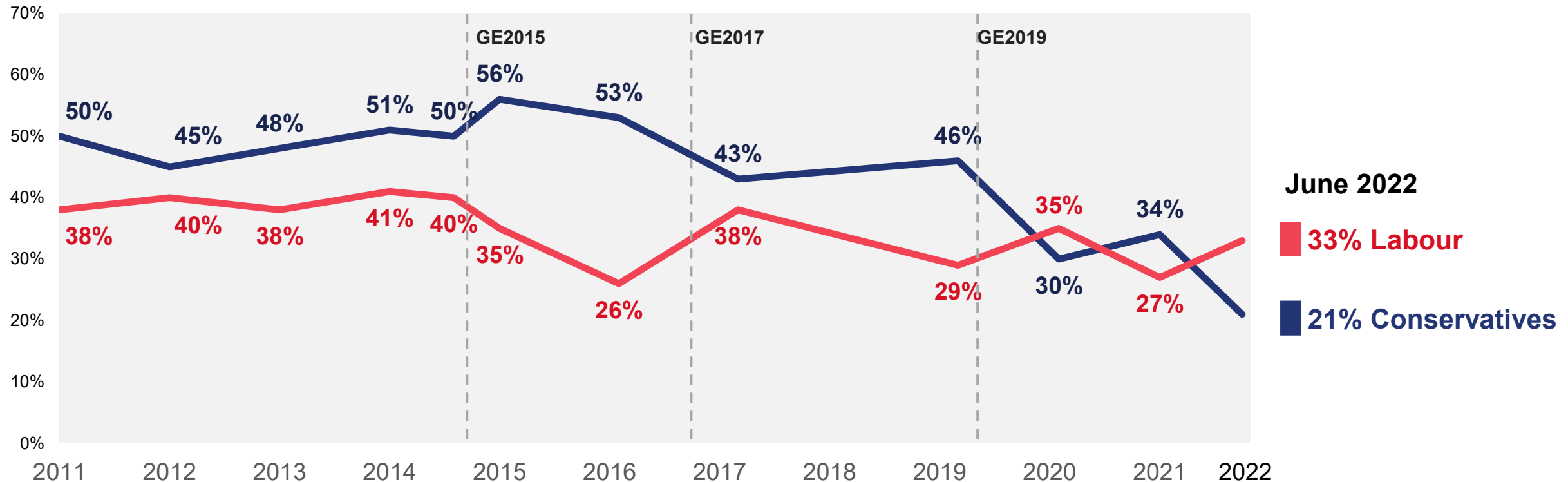
Source: Ipsos Political Monitor



# 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.

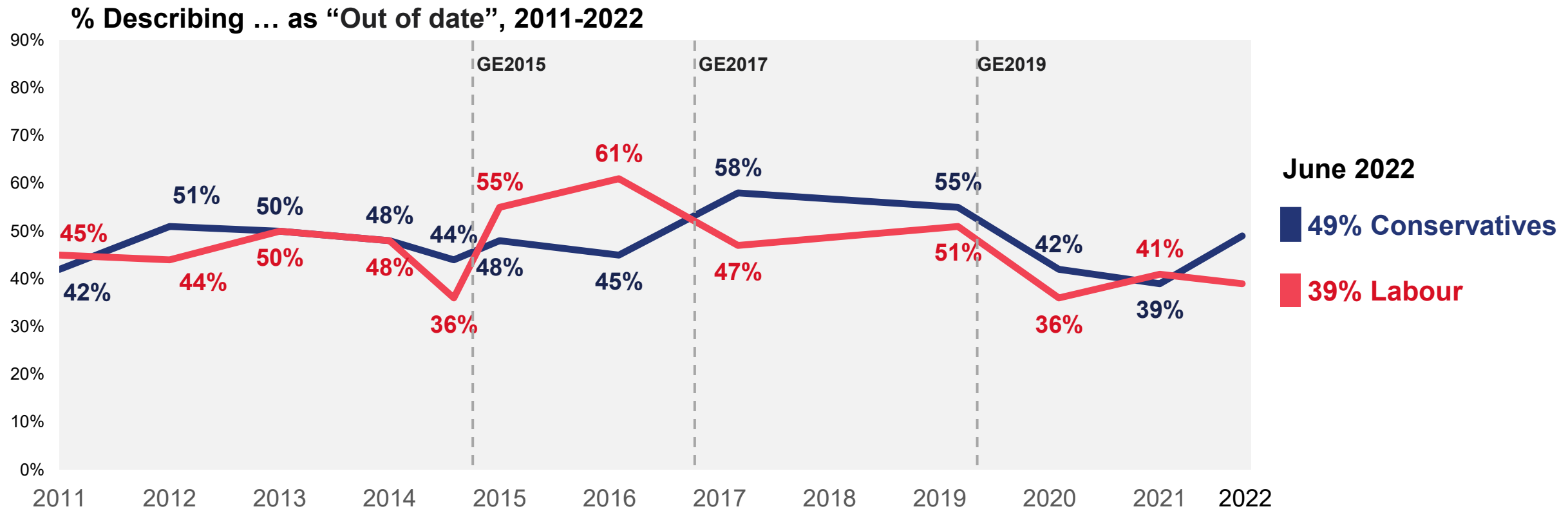
Source: Ipsos Political Monitor





# 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



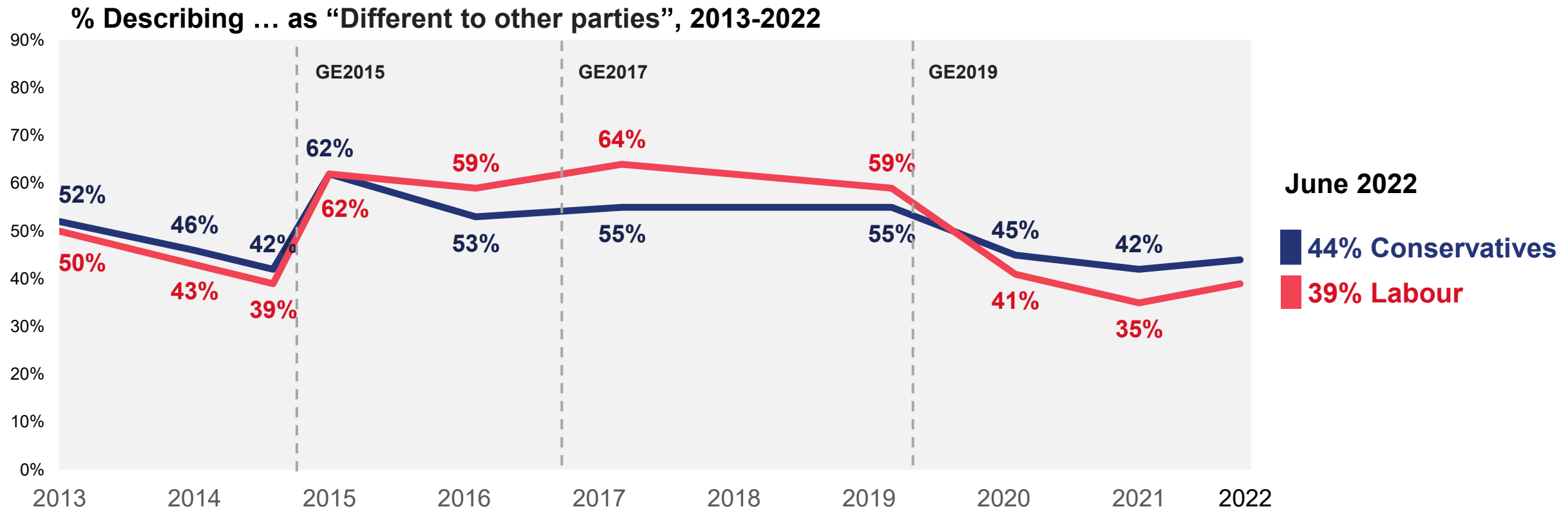
**Latest wave base:** 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

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



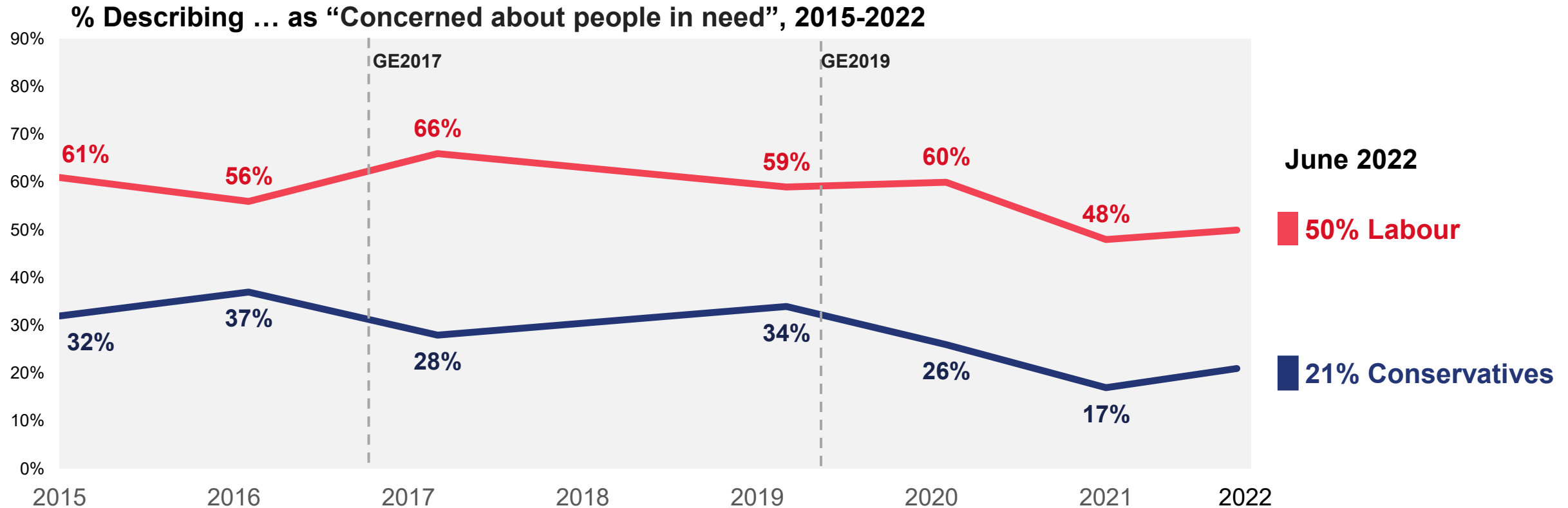
Latest wave base: 1059 British adults 18+, 22<sup>nd</sup> – 29<sup>th</sup> June 2022.  
c.1000 people asked each wave.

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







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