

IPSOS POLITICAL MONITOR

July 2022

VOTING INTENTION

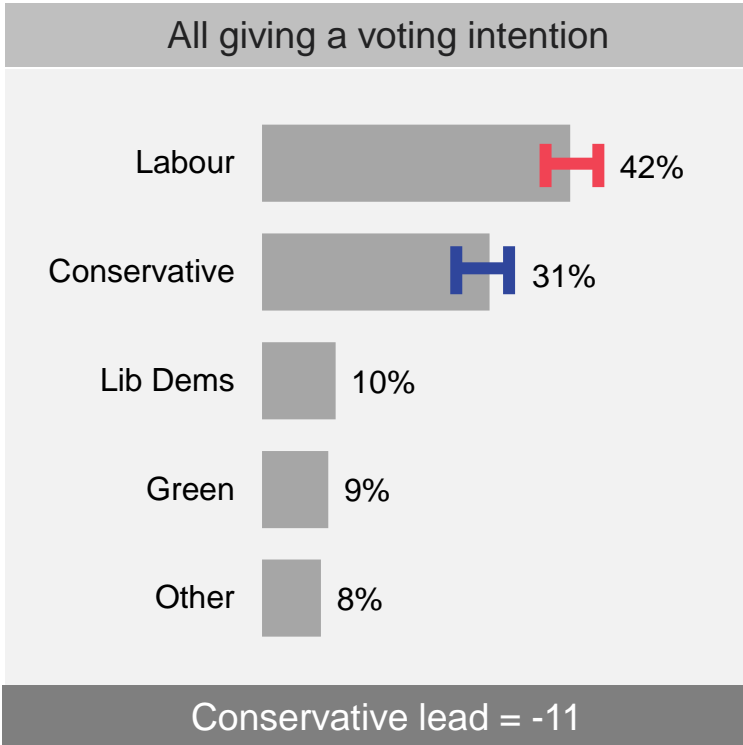
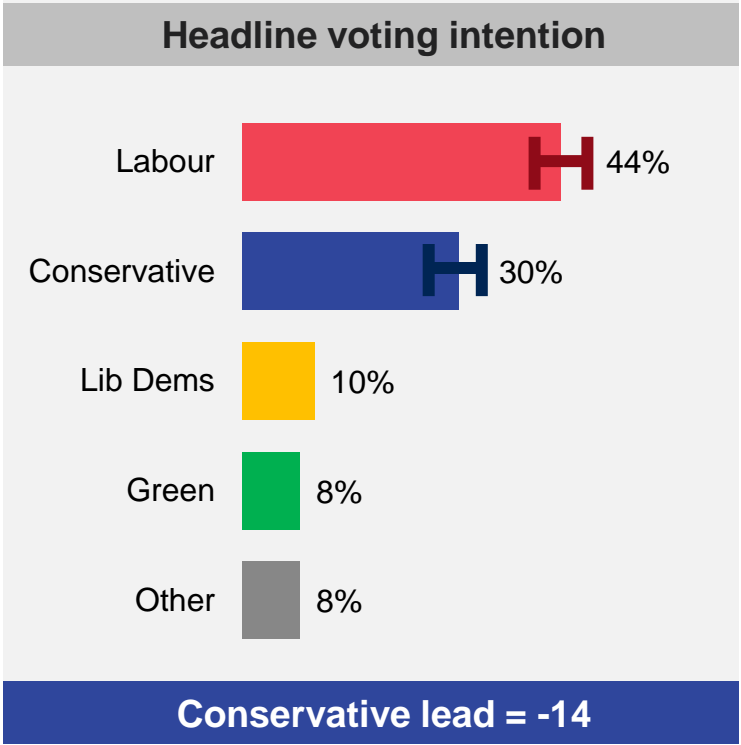
POLLING
STATION

WAY IN

WAY IN

Voting Intention: July 2022

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



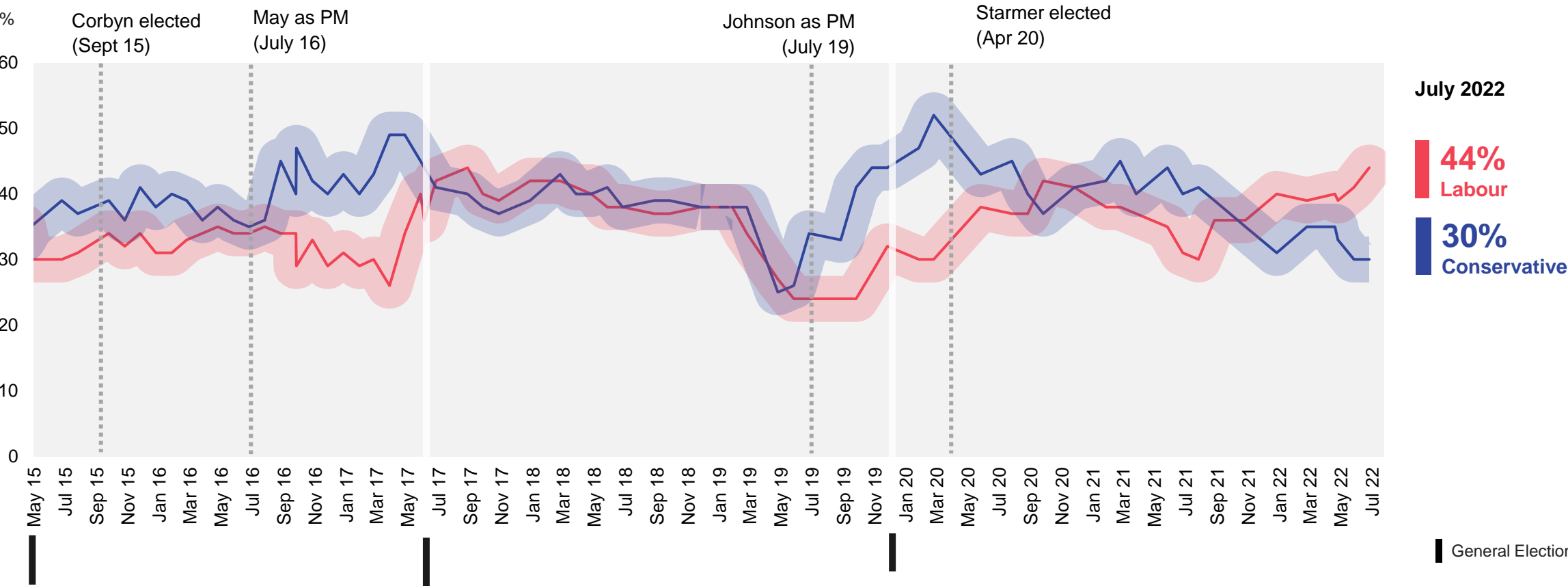
Base: 1,052 British adults 18+, 21st – 27th July 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 690. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



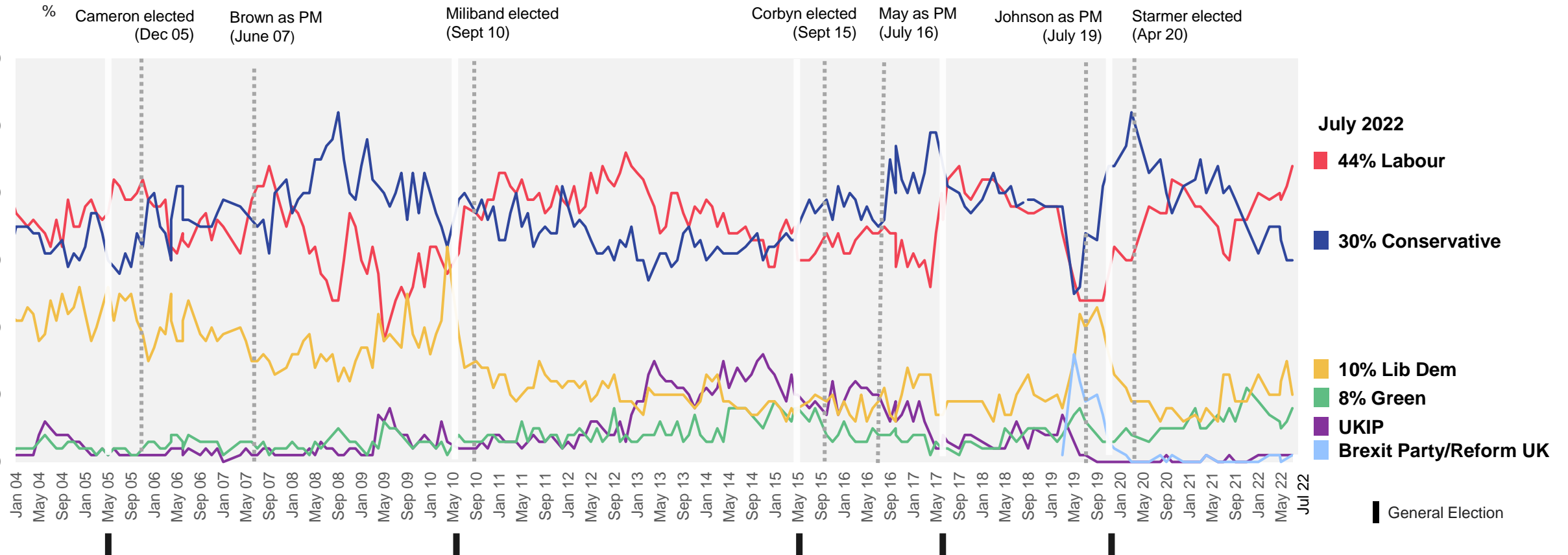
Base: c. :800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – July '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

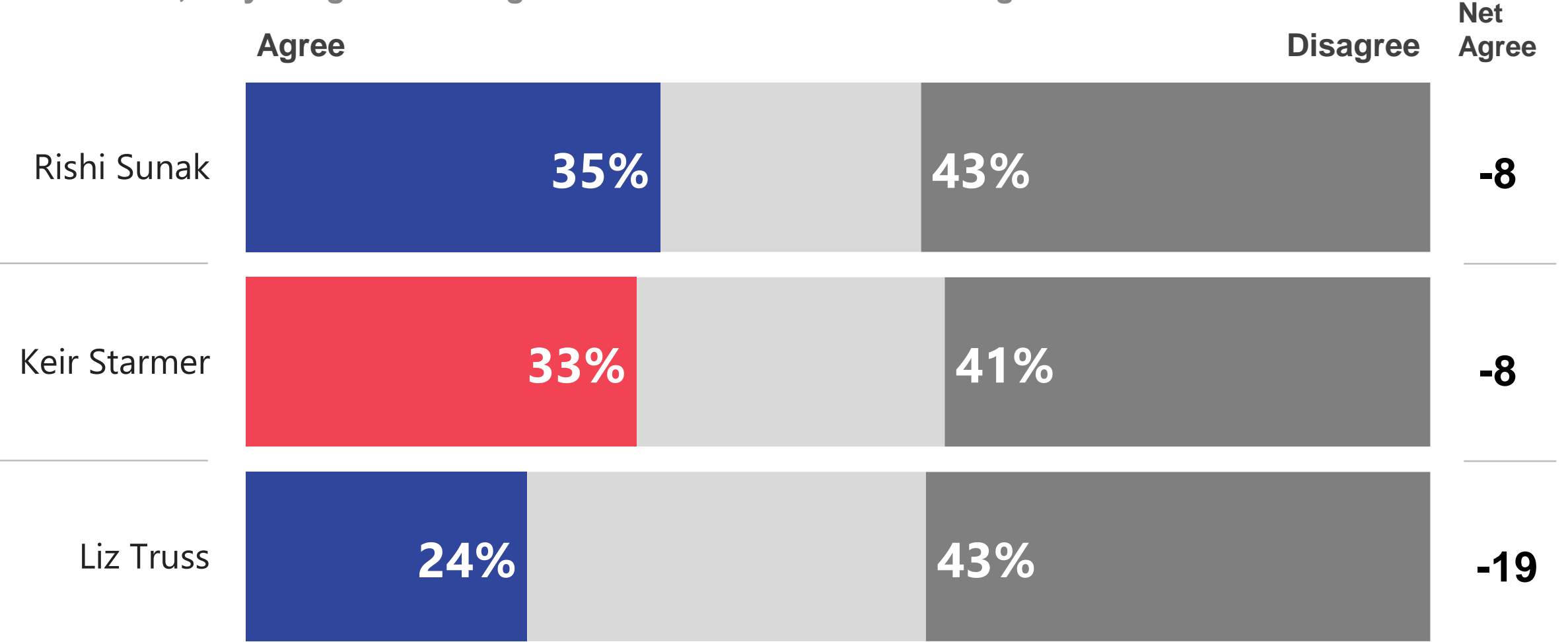




CONSERVATIVE PARTY LEADERSHIP RACE

Prime Minister material?

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



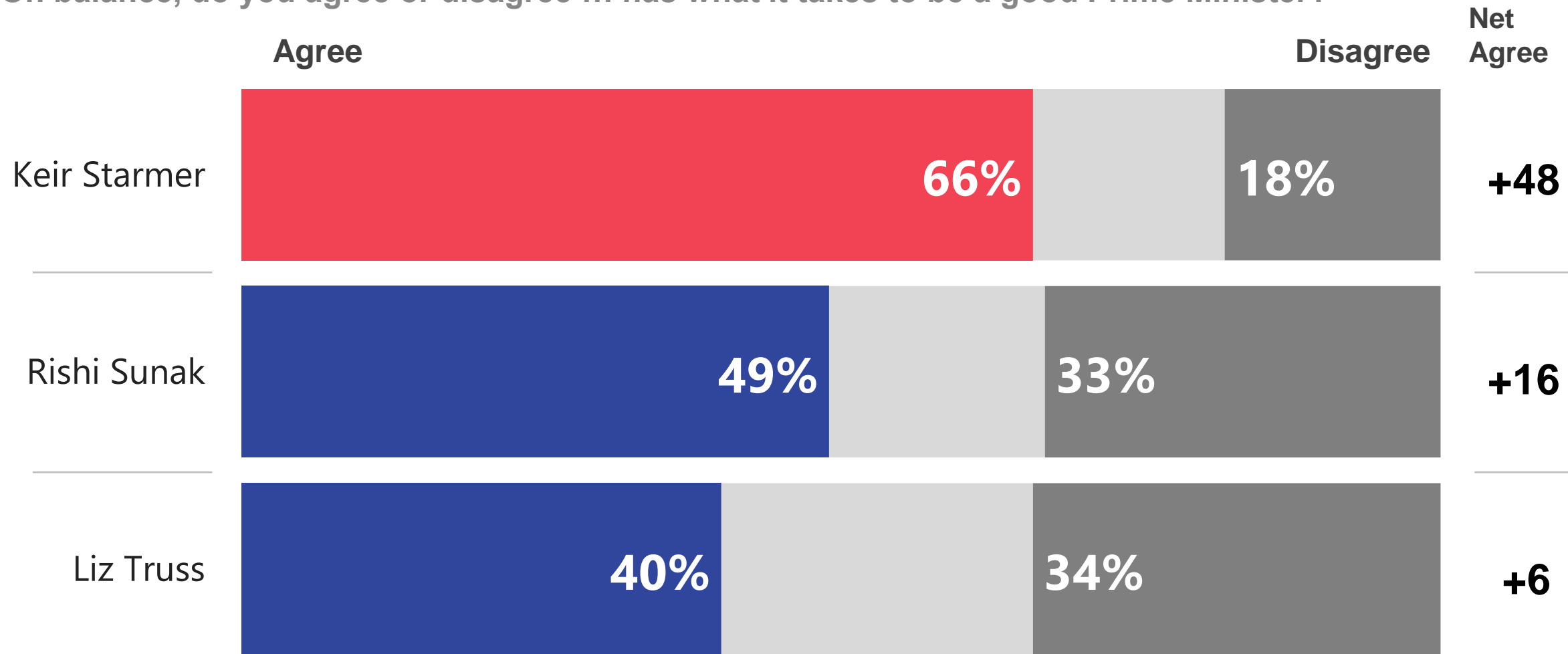
Base: 1,052 British adults 18+, 21st – 27th July 2022

Source: Ipsos Political Monitor



Prime Minister material? *Among own party supporters*

On balance, do you agree or disagree ... has what it takes to be a good Prime Minister?



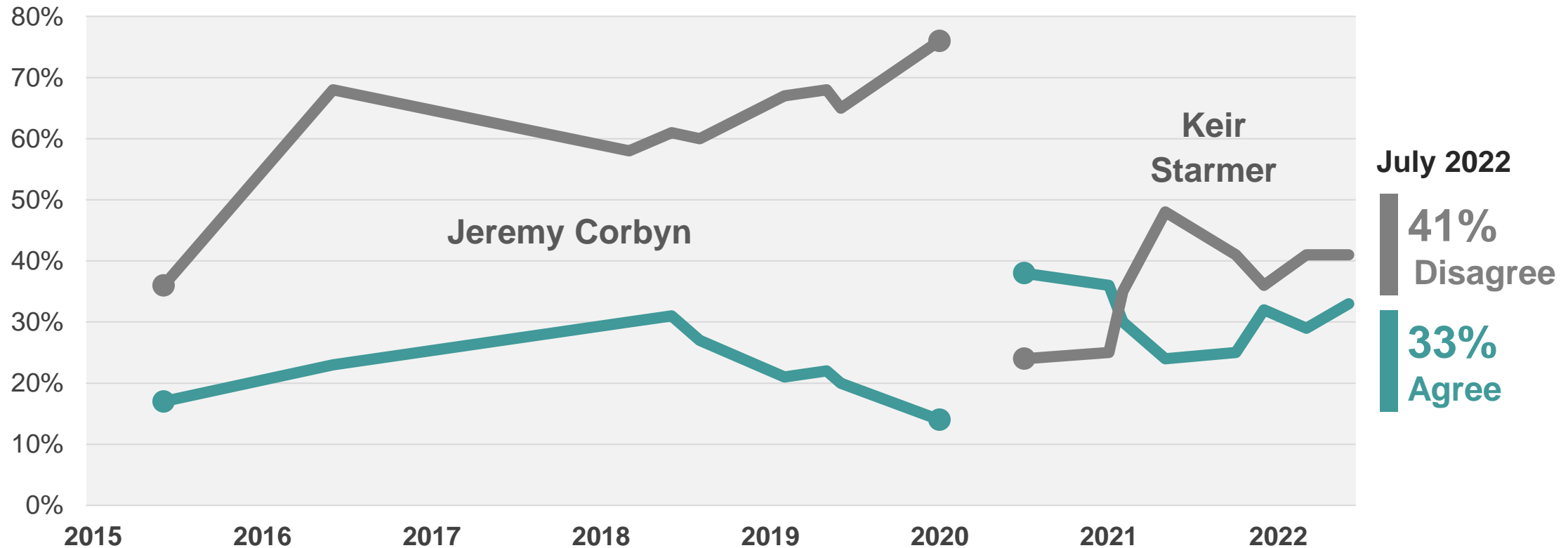
Base: 1,052 British adults 18+, 21st – 27th July 2022, including 260 Conservative Party Supporters, and 342 Labour Party Supporters

Source: Ipsos Political Monitor



Does the Leader of the Opposition have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

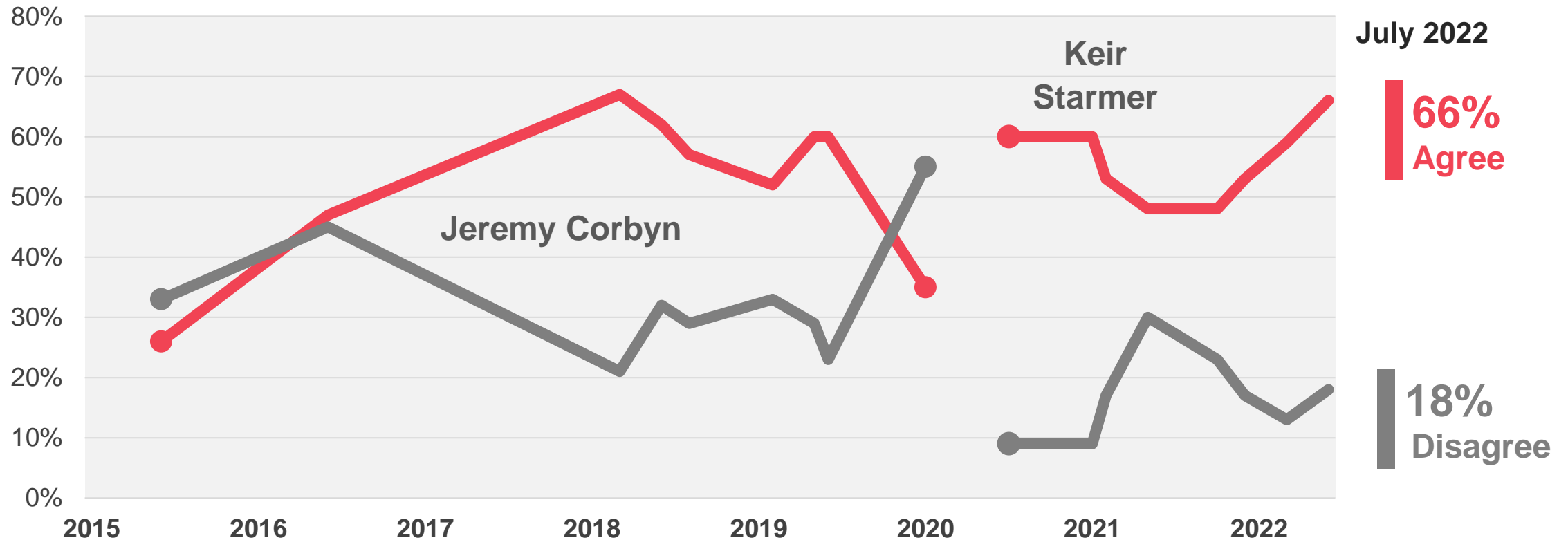


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does the Leader of the Opposition have what it takes it to be a good Prime Minister? *Among Labour Supporters only*

On balance, do you agree or disagree that Keir Starmer has what it takes to be a good Prime Minister?

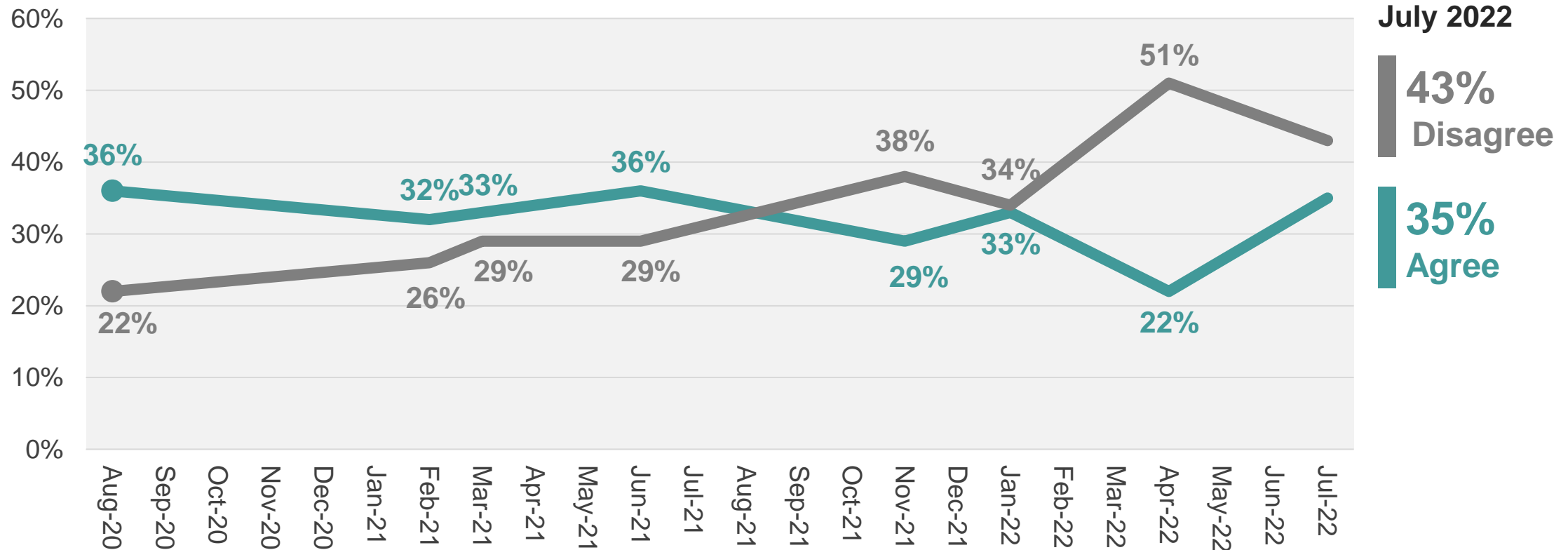


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Rishi Sunak have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?

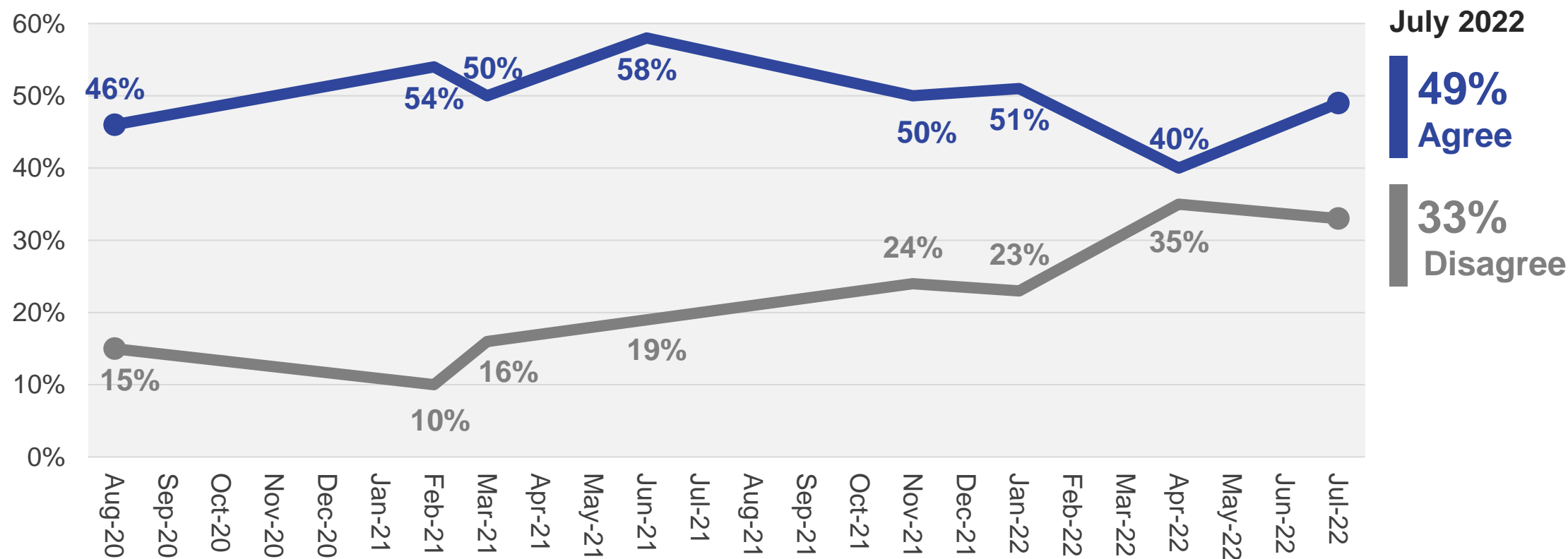


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Does Rishi Sunak have what it takes to be a good Prime Minister? *Among Conservative supporters only*

On balance, do you agree or disagree that Rishi Sunak has what it takes to be a good Prime Minister?



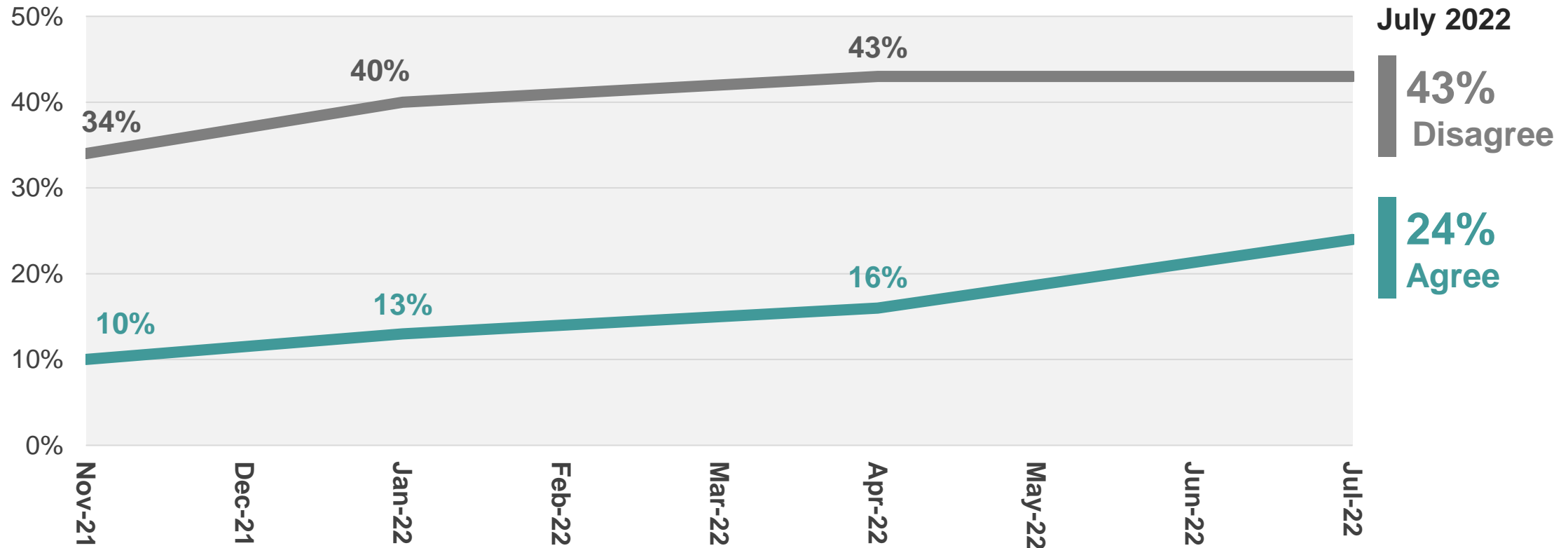
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Liz Truss have what it takes it to be a good Prime Minister?

On balance, do you agree or disagree that Liz Truss has what it takes to be a good Prime Minister?



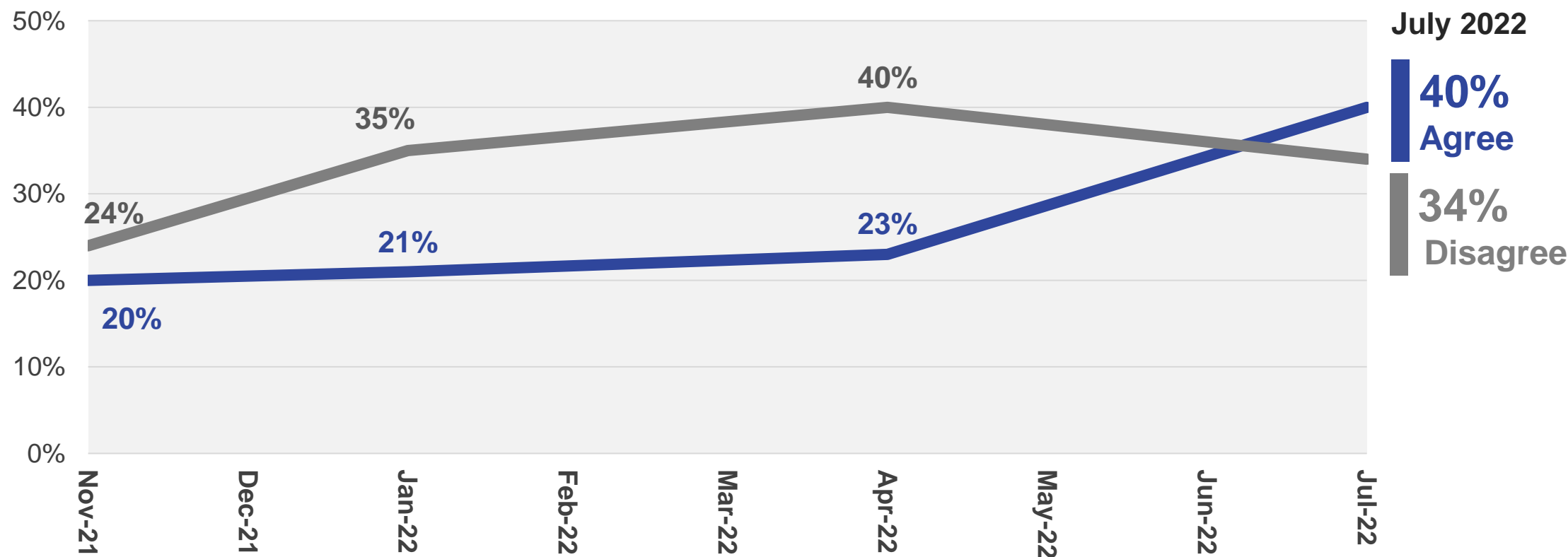
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does Liz Truss have what it takes to be a good Prime Minister? *Among Conservative supporters only*

On balance, do you agree or disagree that Liz Truss has what it takes to be a good Prime Minister?



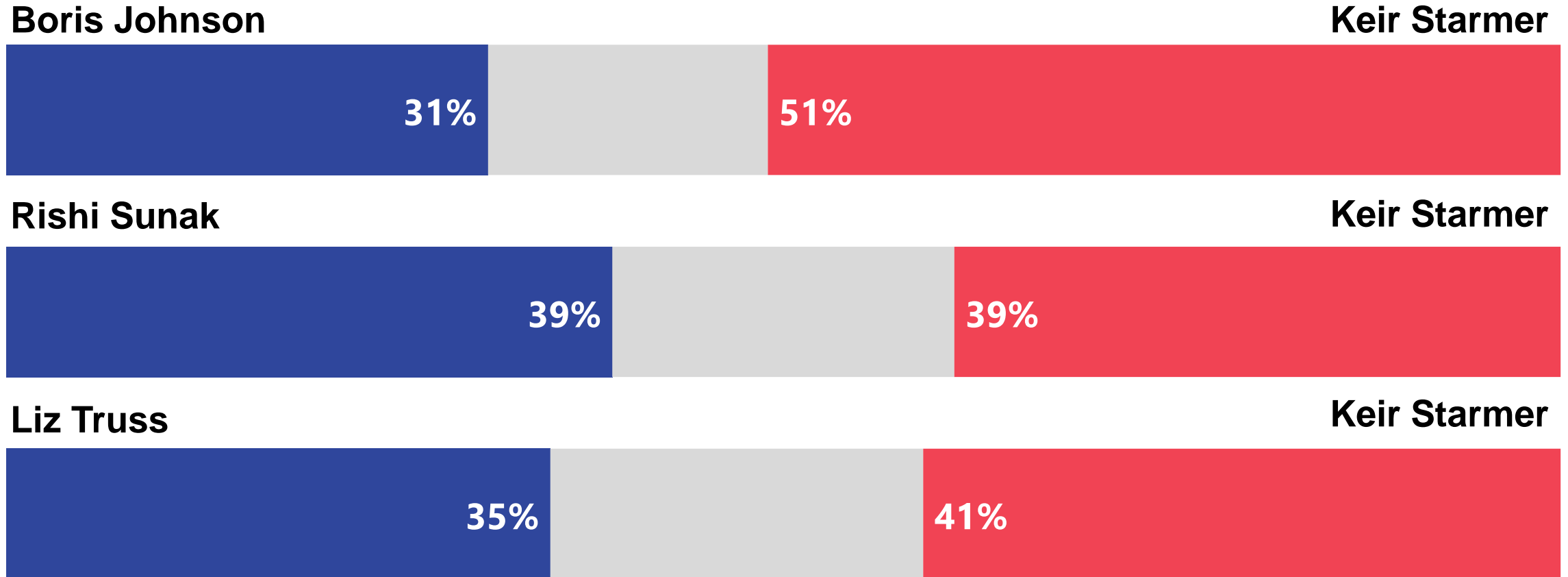
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Boris Johnson/ Rishi Sunak/ Liz Truss or Labour's Keir Starmer ?



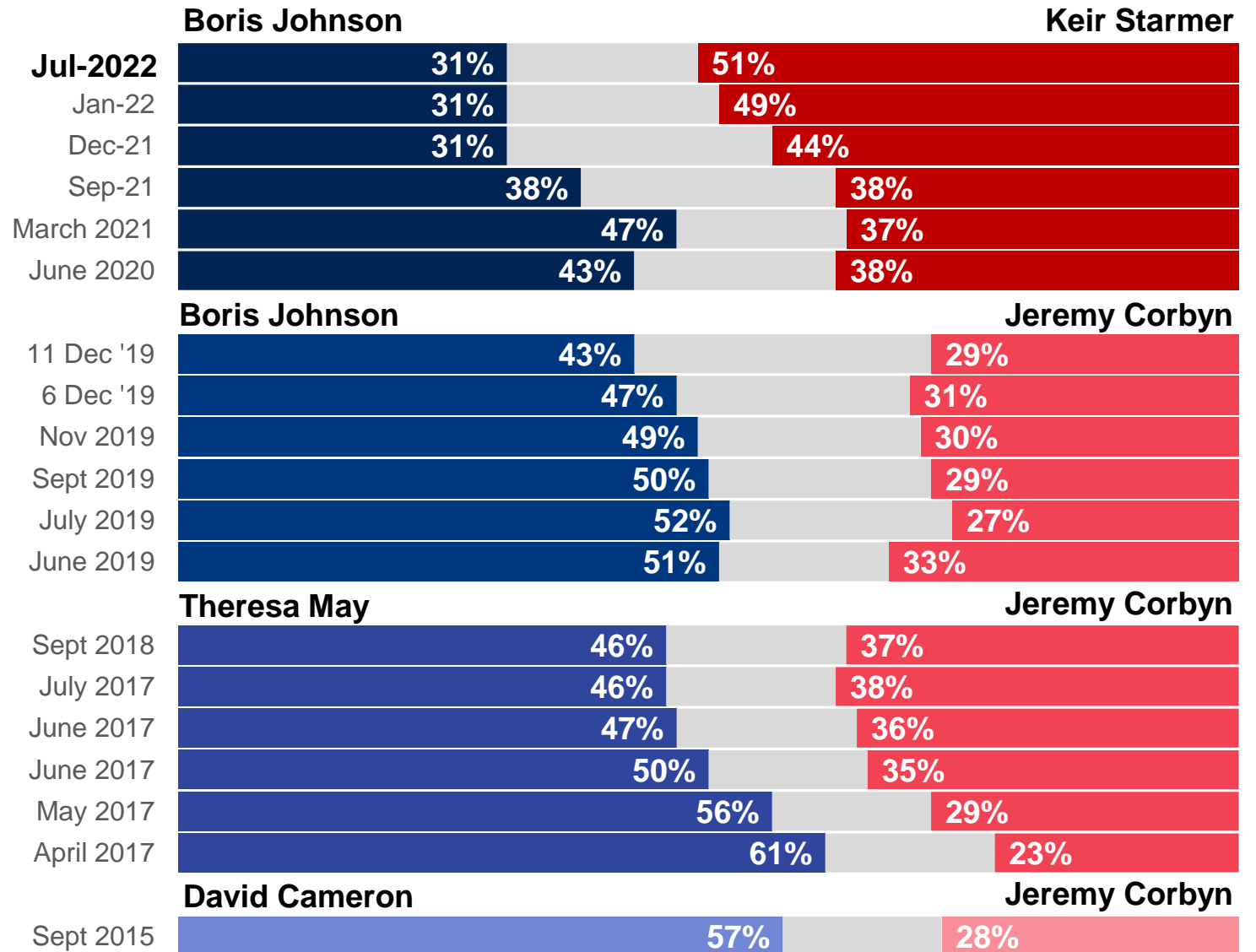
Base: 1,052 British adults 18+, 21st – 27th July 2022

Source: Ipsos Political Monitor



Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Boris Johnson, or Labour's Keir Starmer ?



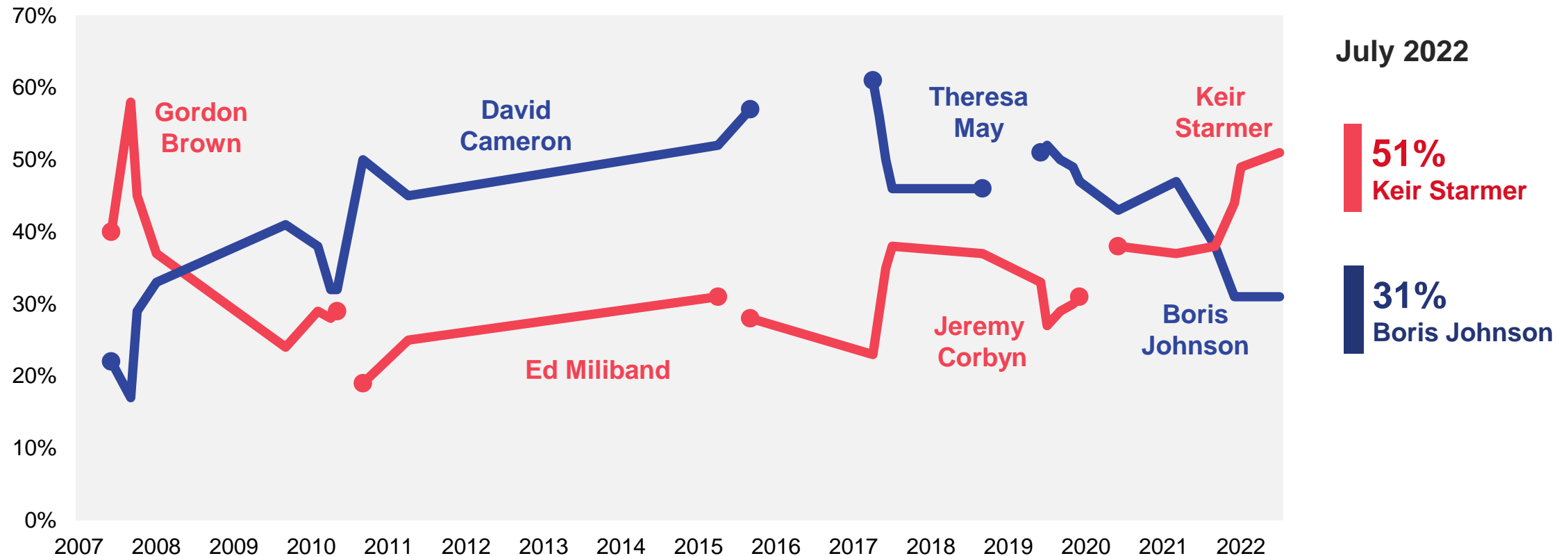
Base: 1,052 British adults 18+, 21st – 27th July 2022

Source: Ipsos Political Monitor



Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Boris Johnson, or Labour's Keir Starmer ?



Base: c.1,000 British adults each month

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 ... stands for

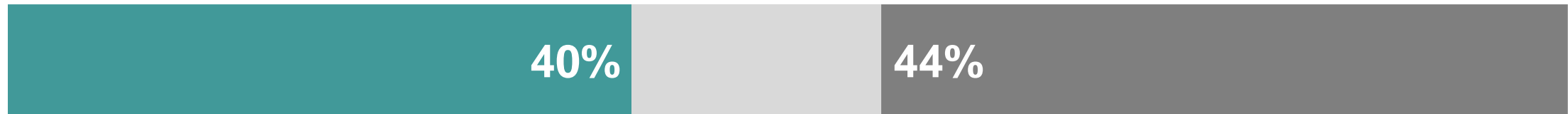
 Agree

 Disagree

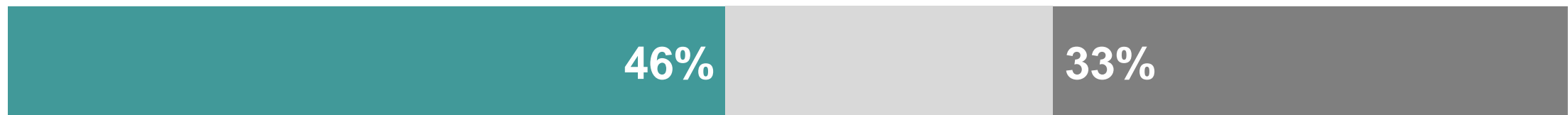
Keir Starmer



Rishi Sunak



Liz Truss

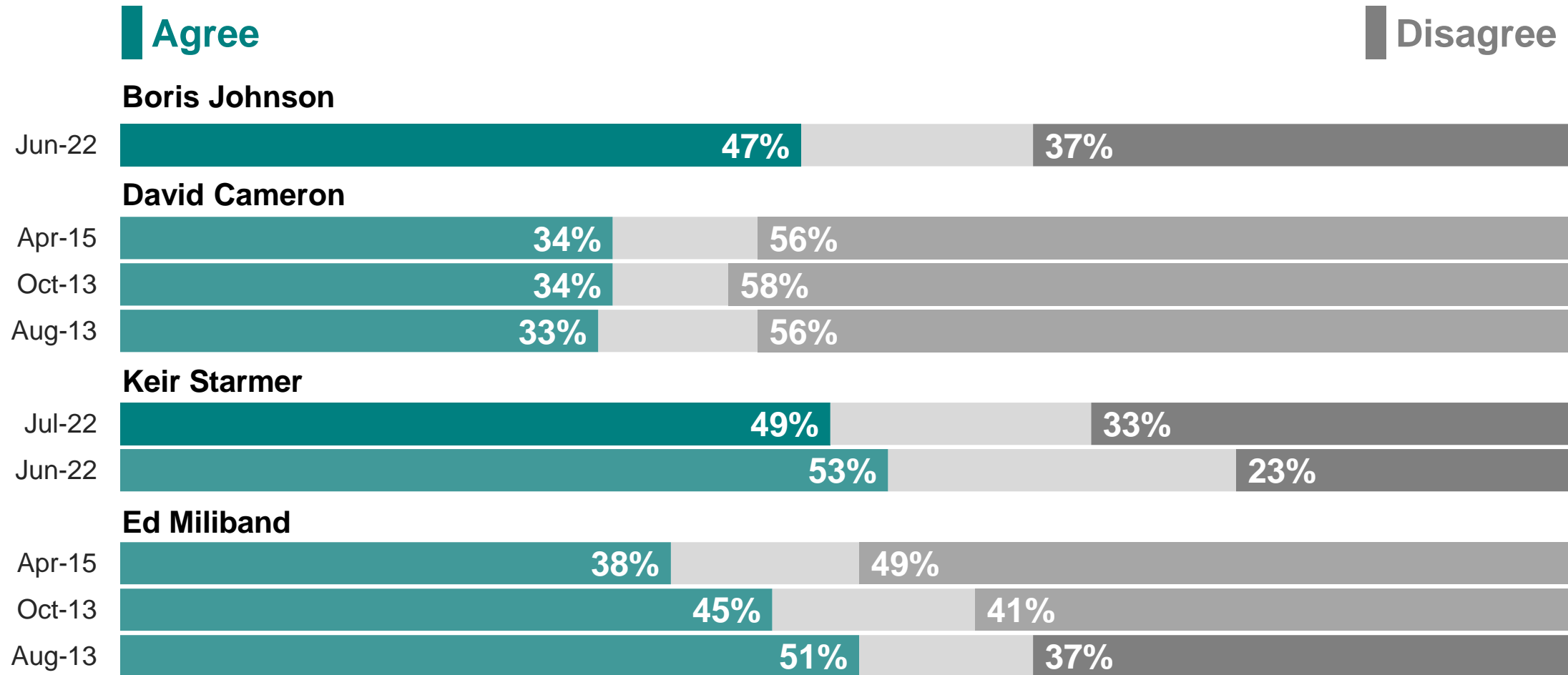


Base: 1,052 British adults 18+, 21st – 27th July 2022

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: 1,052 British adults 18+, 21st – 27th July 2022



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For more information

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