Ipsos July 2022 Political Monitor
Topline Results

July 2022

Fieldwork: 21st– 27th July 2022

Technical Details

Ipsos interviewed a representative sample of **1,052** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 21st-27th July 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

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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 (690)	**July 2022**	*June 2022*
	%	*%*
Conservative	**30**	*30*
Labour	**44**	*41*
Liberal Democrats (Lib Dem)	**10**	*15*
Scottish National Party/Plaid Cymru	**5**	*6*
Green Party	**8**	*6*
Other	**3**	*2*
Conservative lead (+%)	**-14**	*-11*
Would not vote	**2**	*2*
Undecided	**5**	*2*
Refused	**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	**31**
Labour	**42**
Liberal Democrats (Lib Dem)	**10**
Scottish National Party/Plaid Cymru	**5**
Green Party	**9**
Other	**3**
Conservative lead (+%)	**-11**
Would not vote	**14**
Undecided	**8**
Refused	**1**

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	**4**
8	**6**
7	**3**
6	**2**
5	**7**
4	**1**
3	**2**
2	**1**
1 – absolutely certain not to vote	**12**
Don't know	*

Conservative Party leadership race

Q10. On balance, do you agree or disagree that … has what it takes to be a good Prime Minister?
Base: All respondents.

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	**Agree**	**Disagree**	**Net agree**
Keir Starmer	**Jul '22**	**8**	**25**	**17**	**15**	**26**	**9**	**33**	**41**	**-8**
	Apr '22	*9*	*20*	*18*	*16*	*25*	*11*	*29*	*41*	*-12*
	Jan '22	*12*	*20*	*20*	*14*	*22*	*12*	*32*	*36*	*-4*
	Nov '21	*6*	*19*	*21*	*17*	*24*	*13*	*25*	*41*	*-16*
	Jun '21	*6*	*18*	*13*	*19*	*29*	*16*	*24*	*48*	*-24*
	Mar '21	*9*	*21*	*22*	*14*	*21*	*14*	*30*	*35*	*-5*
	Feb '21	*11*	*25*	*27*	*12*	*13*	*12*	*36*	*25*	*+11*
	Aug '20	*14*	*24*	*24*	*10*	*14*	*14*	*38*	*24*	*+14*
	Feb '20	*11*	*21*	*20*	*11*	*14*	*22*	*32*	*25*	*+7*
Rishi Sunak	**Jul '22**	**13**	**22**	**16**	**17**	**26**	**6**	**35**	**43**	**-8**
	Apr '22	*5*	*17*	*15*	*17*	*34*	*12*	*22*	*51*	*-29*
	Jan '22	*12*	*21*	*21*	*14*	*20*	*13*	*33*	*34*	*-1*
	Nov '21	*8*	*21*	*20*	*17*	*21*	*14*	*29*	*38*	*-9*
	Jun '21	*11*	*25*	*17*	*12*	*17*	*18*	*36*	*29*	*+7*
	Mar '21	*12*	*21*	*24*	*14*	*15*	*13*	*33*	*29*	*+4*
	Feb '21	*10*	*22*	*29*	*15*	*11*	*14*	*32*	*26*	*+6*
	Aug '20	*13*	*23*	*27*	*10*	*12*	*15*	*36*	*22*	*+14*
Liz Truss	**Jul '22**	**8**	**16**	**23**	**13**	**30**	**11**	**24**	**43**	**-19**
	Apr '22	*4*	*12*	*22*	*14*	*29*	*20*	*16*	*43*	*-27*
	Jan '22	*3*	*10*	*26*	*13*	*27*	*20*	*13*	*40*	*-27*
	Nov '21	*3*	*7*	*31*	*12*	*22*	*25*	*10*	*34*	*-24*

Base: Own party supporters

		Base	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
Keir Starmer	**Jul '22**	**342**	**18**	**48**	**12**	**11**	**7**	**4**	**66**	**18**	**+48**
	Apr '22	*342*	*21*	*38*	*20*	*7*	*6*	*8*	*59*	*13*	*+46*
	Jan '22	*349*	*22*	*31*	*24*	*11*	*6*	*6*	*53*	*17*	*+36*
	Nov '21	*293*	*13*	*35*	*22*	*13*	*10*	*7*	*48*	*23*	*+25*
	Jun '21	*272*	*18*	*30*	*12*	*16*	*14*	*10*	*48*	*30*	*+18*
	Mar '21	*342*	*21*	*32*	*20*	*10*	*7*	*10*	*53*	*17*	*+36*
	Feb '21	*354*	*23*	*37*	*26*	*7*	*2*	*5*	*60*	*9*	*+51*
	Aug '20	*320*	*25*	*35*	*23*	*5*	*4*	*8*	*60*	*9*	*+51*
	Feb '20	*278*	*20*	*25*	*23*	*9*	*4*	*19*	*45*	*13*	*+32*
Rishi Sunak	**Jul '22**	**260**	**21**	**28**	**15**	**15**	**18**	**2**	**49**	**33**	**+16**
	Apr '22	*263*	*15*	*25*	*15*	*16*	*19*	*10*	*40*	*35*	*+5*
	Jan '22	*250*	*19*	*32*	*18*	*10*	*13*	*8*	*51*	*23*	*+28*
	Nov '21	*281*	*17*	*33*	*15*	*11*	*13*	*11*	*50*	*24*	*+26*
	Jun '21	*324*	*24*	*34*	*13*	*7*	*12*	*10*	*58*	*19*	*+39*
	Mar '21	*343*	*23*	*27*	*27*	*10*	*6*	*8*	*50*	*16*	*+34*
	Feb '21	*342*	*21*	*33*	*25*	*6*	*4*	*11*	*54*	*10*	*+44*
	Aug '20	*370*	*22*	*24*	*23*	*10*	*5*	*16*	*46*	*15*	*+31*
Liz Truss	**Jul '22**	**260**	**16**	**24**	**19**	**17**	**17**	**7**	**40**	**34**	**+6**
	Apr '22	*263*	*8*	*15*	*20*	*19*	*21*	*16*	*23*	*40*	*-17*
	Jan '22	*250*	*5*	*16*	*30*	*17*	*18*	*14*	*21*	*35*	*-14*
	Nov '21	*281*	*9*	*11*	*31*	*14*	*10*	*25*	*20*	*24*	*-4*

Q11 **Who do you think would make the most capable Prime Minister:**

Boris Johnson or Keir Starmer?

	Boris Johnson /PM %	**Keir Starmer** /LoTO %	Neither %	No difference %	Other %	Don't know %
July 2022	**31**	**51**	**8**	**1**	*****	**9**
Jan 2022	31	49	10	1	1	9
Dec 2021	31	44	13	1	1	10
Sept 2021	*38*	*38*	*13*	***	*1*	*9*
March 2021	*47*	*37*	*6*	***	*1*	*10*
June 2020	*43*	*38*	*5*	*1*	*1*	*12*
Boris Johnson v Jeremy Corbyn						
11 Dec 2019	*43*	*29*	*19*	***	*2*	*6*
6 Dec 2019	*47*	*31*	*13*	*1*	***	*6*
Nov 2019	*49*	*30*	*14*	*1*	*2*	*5*
Sept 2019	*50*	*29*	*16*	***	*1*	*3*
July 2019	*52*	*27*	*14*	*1*	***	*6*
June 2019	*51*	*33*	*11*	*1*	***	*4*
Theresa May v Jeremy Corbyn						
Sep 2018	46	37	12	***	***	4
July 2017	*46*	*38*	*8*	*1*	*2*	*5*

7 June 2017	*47*	*36*	*7*	*1*	***	*8*
1 June 2017	*50*	*35*	*6*	***	***	*8*
May 2017	*56*	*29*	*7*	***	*1*	*6*
Apr 2017	*61*	*23*	*6*	*1*	*1*	*7*
David Cameron v Jeremy Corbyn						
Sept 2015	*57*	*28*	*2*	***	*2*	*9*
David Cameron v Ed Miliband						
Apr 2015	*52*	*31*	*12*	*-*	*-*	*4*
Apr 2011	*45*	*25*	*-*	*-*	*7*	*23*
Sep 2010	*50*	*19*	*-*	*-*	*12*	*19*
Gordon Brown v David Cameron						
May 2010	*29*	*33*	*-*	*-*	*19*	*19*
Apr 2010	*28*	*32*	*-*	*-*	*17*	*23*
Feb 2010	*29*	*38*	*12*	*-*	*12*	*8*
Sept 2009	*24*	*41*	*14*	*-*	*16*	*5*
Jan 2008	*37*	*33*	*17*	*-*	*-*	*12*
Oct 2007	*45*	*29*	*16*	*-*	*-*	*9*
Sept 2007	*58*	*17*	*17*	*-*	*-*	*8*
June 2007	*40*	*22*	*14*	*-*	*5*	*19*

Rishi Sunak vs Keir Starmer						
	Rishi Sunak %	**Keir Starmer %**	Neither %	No difference %	Other %	Don't know %
July 2022	**39**	**39**	**8**	**1**	**1**	**13**
March 2021	*39*	*37*	*7*	***	*1*	*17*

Liz Truss vs Keir Starmer						
	Liz Truss %	**Keir Starmer %**	Neither %	No difference %	Other %	Don't know %
July 2022	**35**	**41**	**9**	**1**	**1**	**14**

Q12. To what extent do you agree or disagree with the following statements?

a) I don't know what Keir Starmer Stands for
b) I don't know what Rishi Sunak stands for
c) I don't know what Liz Truss stands for

	Oct '13 David Cameron %	Apr '15 David Cameron %	Jun '22 Boris Johnson %	July '22 Liz Truss %	July '22 Rishi Sunak %	Oct '13 Ed Miliband %	Apr '15 Ed Miliband %	June '22 Keir Starmer %	July '22 Keir Starmer %
Strongly agree	14	13	29	27	19	22	18	30	28
Tend to agree	20	21	18	19	21	23	20	23	21
Neither agree/ disagree	7	8	11	14	11	11	10	17	12
Tend to disagree	29	24	17	19	25	24	27	13	21
Strongly disagree	29	32	20	14	19	17	22	10	12
Don't know	2	2	4	7	5	3	3	7	6
Agree	34	34	47	46	40	45	38	53	49
Disagree	58	56	37	33	44	41	49	23	33