

IPSOS POLITICAL MONITOR

September 2022

VOTING INTENTION

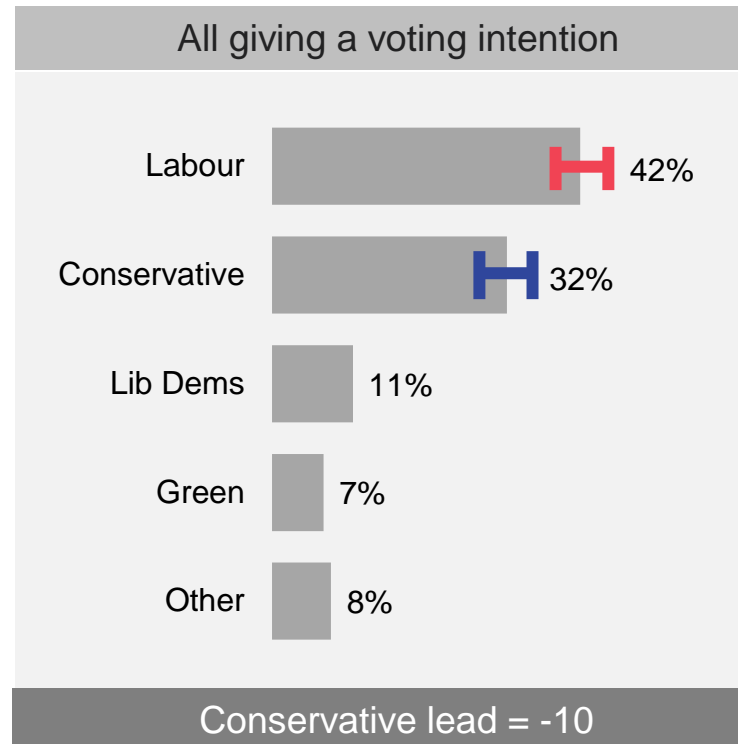
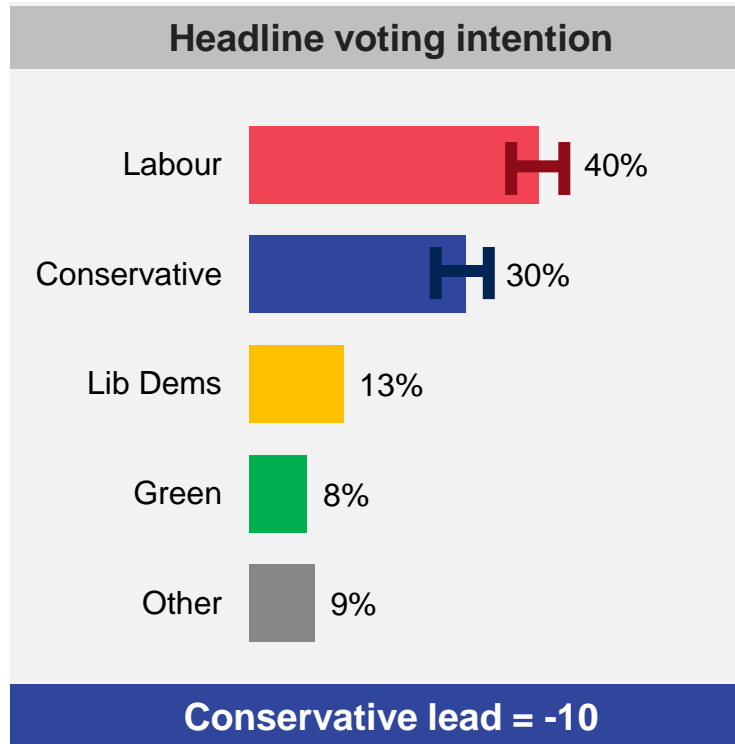
POLLING
STATION

WAY IN

WAY IN

Voting Intention: September 2022

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



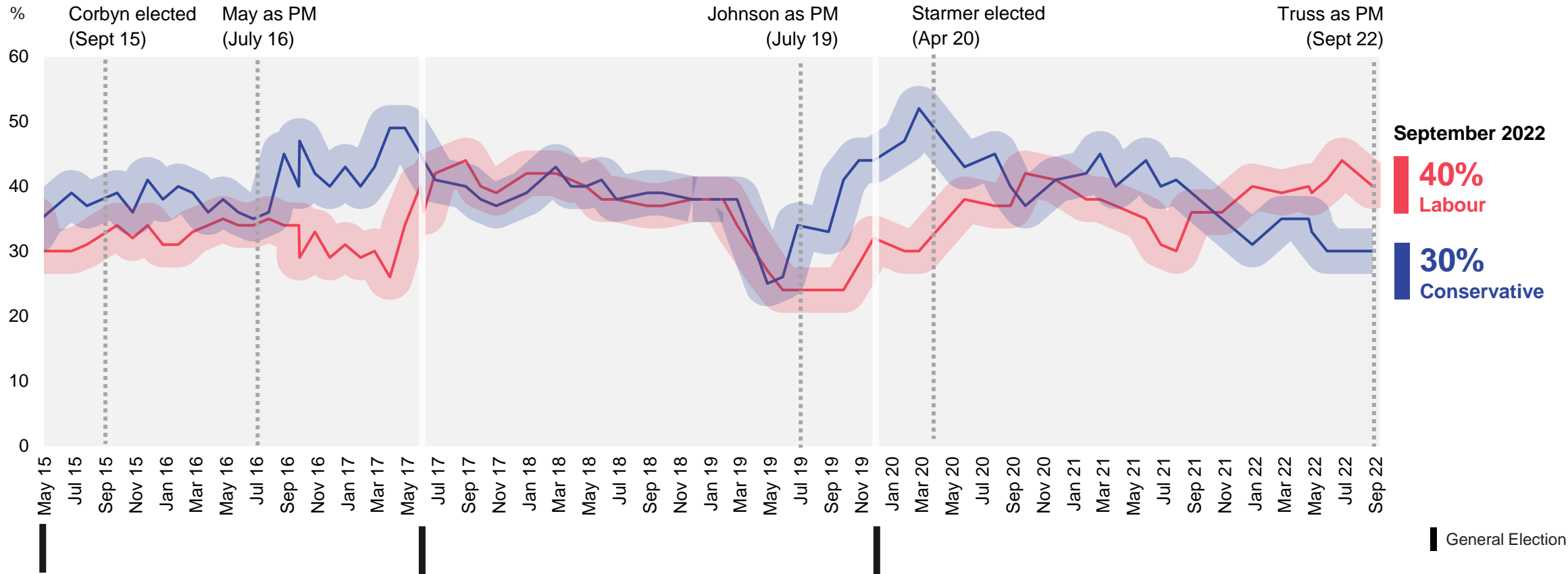
Base: 1,000 British adults 18+, 7th – 15th September 2022; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 655. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?



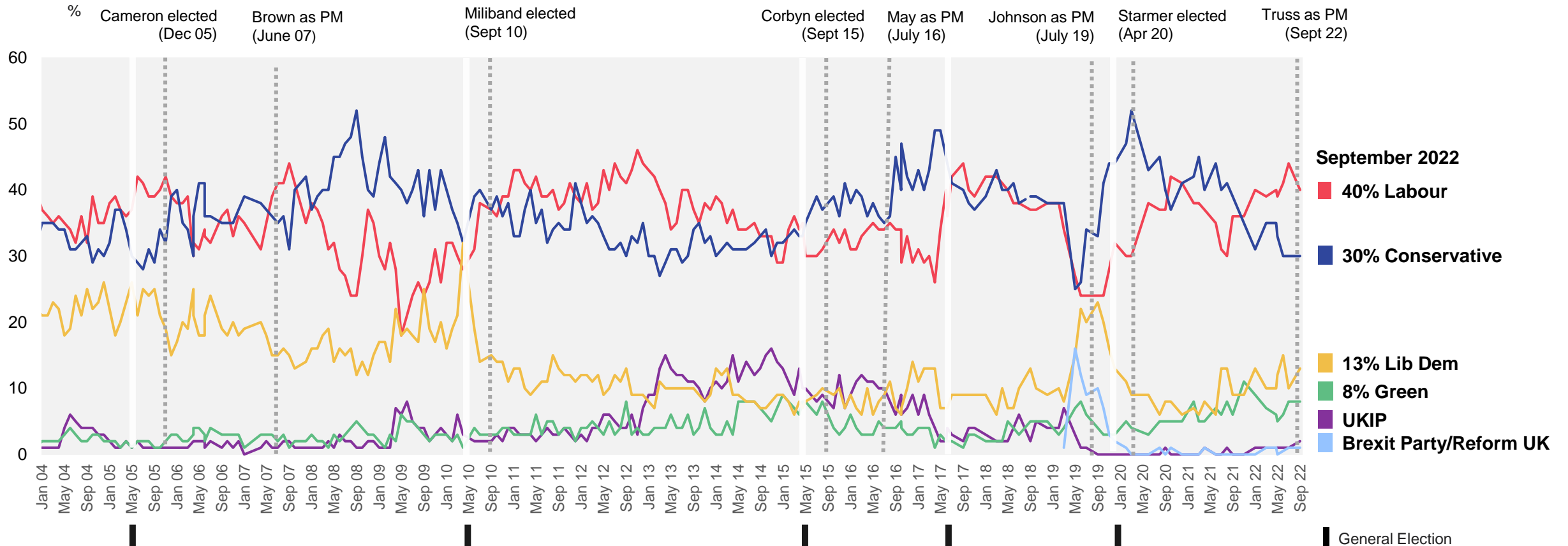
Base: c. 800 British adults 18; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



Headline voting intention: January '04 – September '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

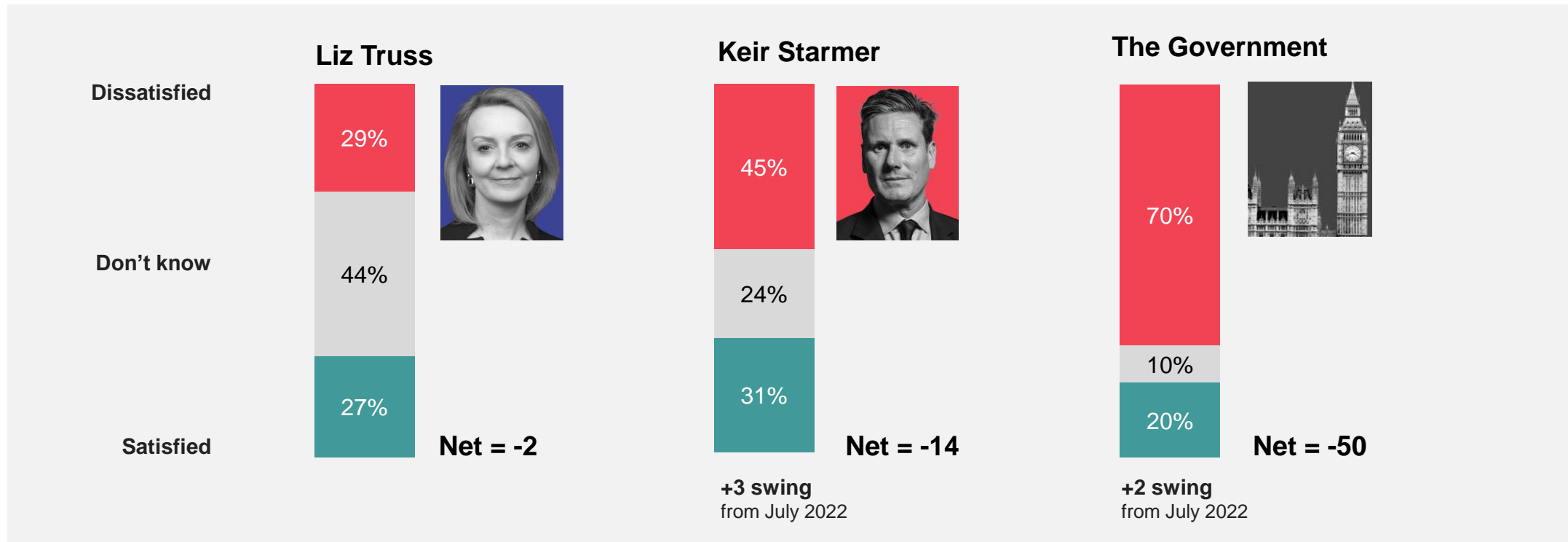
Source: Ipsos Political Monitor



SATISFACTION
WITH GOVERNMENT
AND PARTY LEADERS

Satisfaction with leaders and the Government: September 2022

Are you satisfied or dissatisfied with the way.... is running the country / doing her / his job as Prime Minister /Leader of the Labour Party?



Base: 1,000 British adults 18+, 7th – 15th September 2022. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

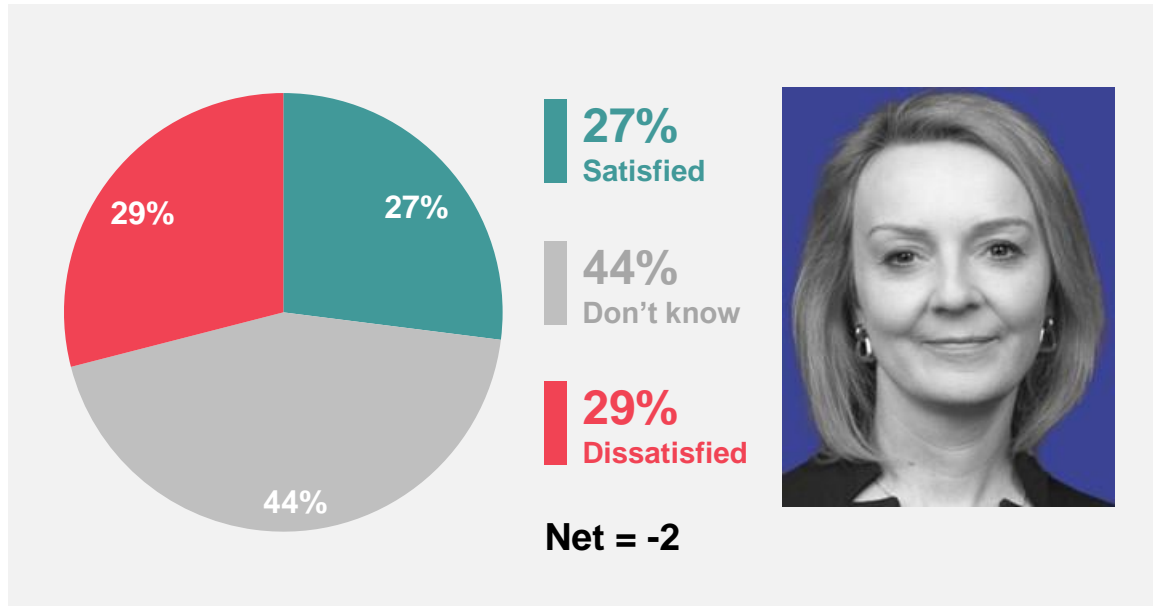


Liz Truss: Satisfaction

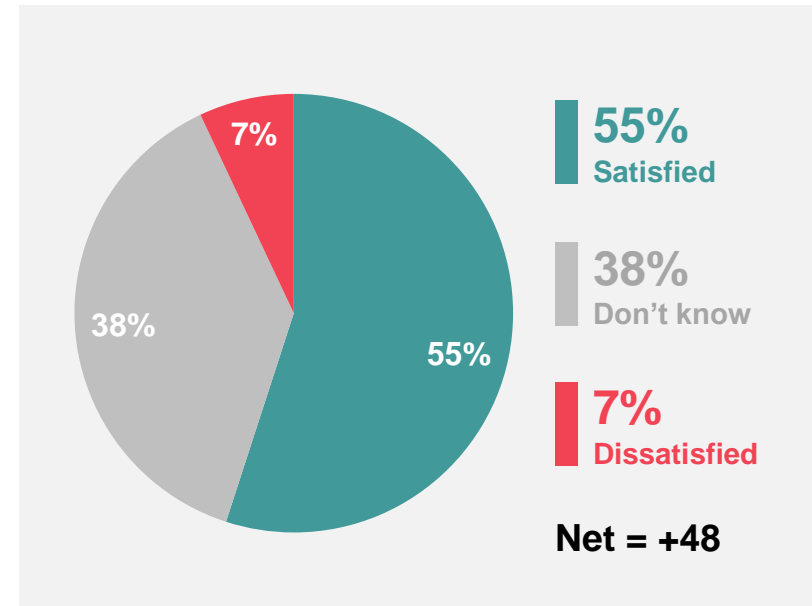
Are you satisfied or dissatisfied with the way Liz Truss is doing her job as prime minister?

September 2022

Among all



Among Conservative party supporters



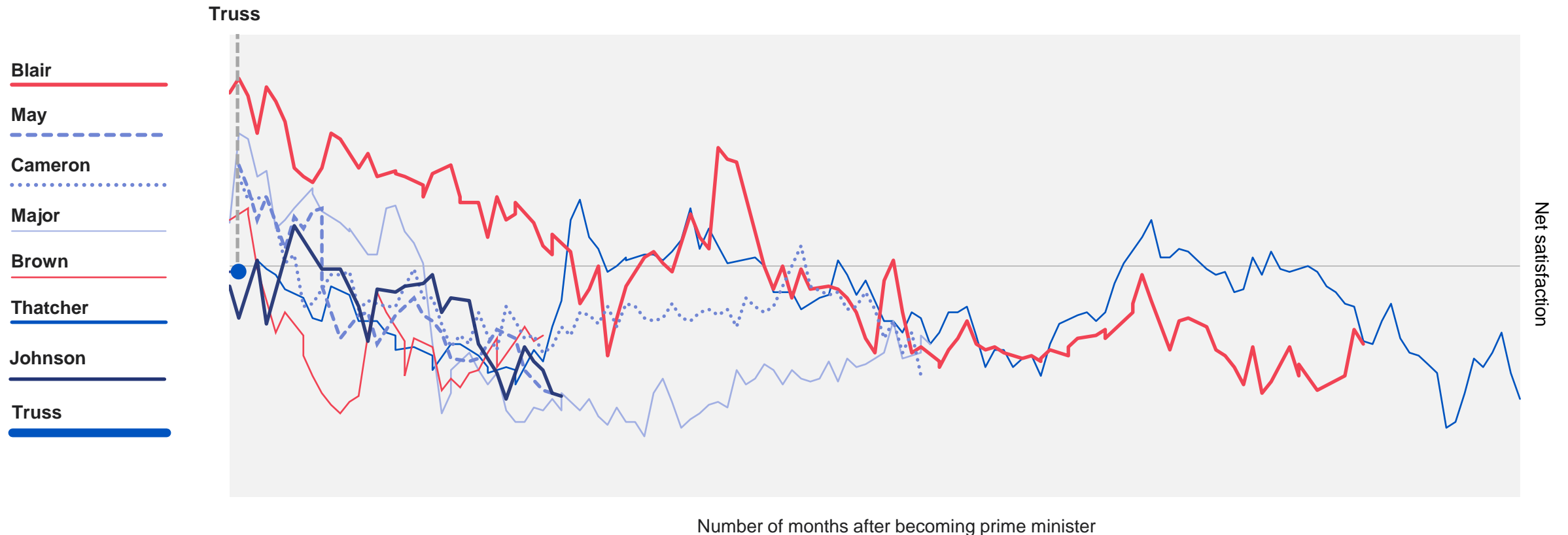
Base: 1,000 British adults 18+, 7th – 15th September 2022, including (253) Conservative Party Supporters

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?



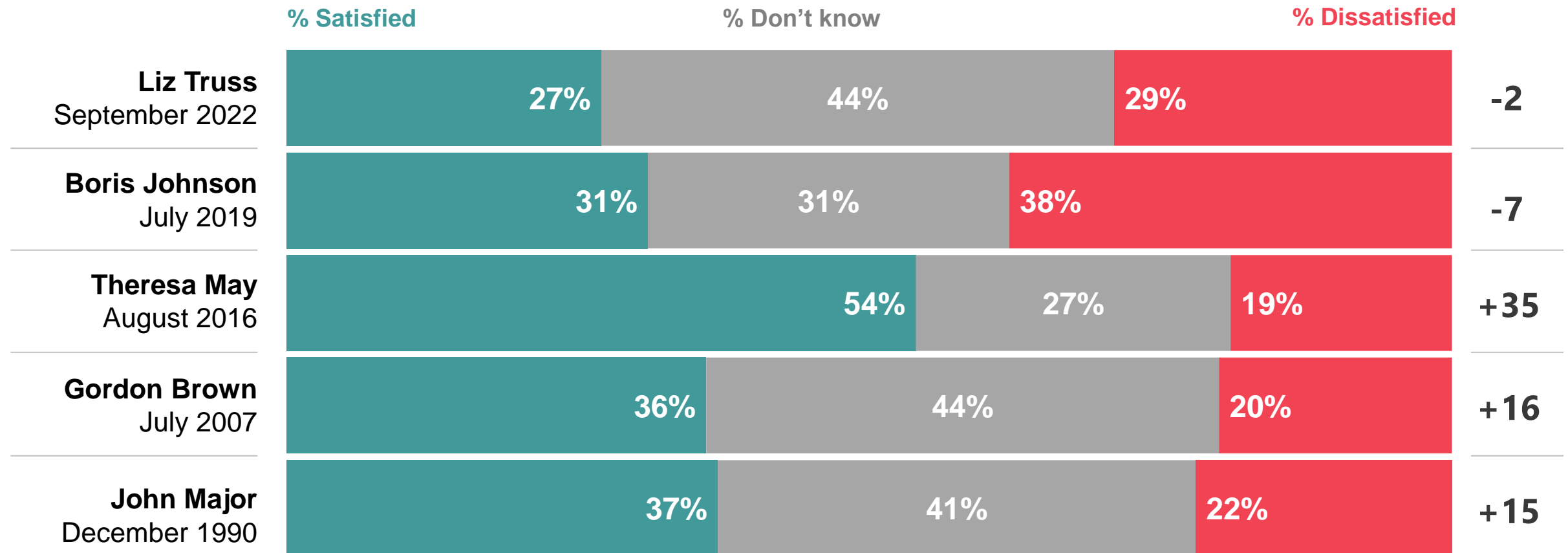
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos UK Political Monitor



Satisfaction with Prime Minister: First Ipsos rating after becoming Prime Minister

How satisfied or dissatisfied are you with the way ... is doing his/her job as prime minister?



Source: Ipsos Political Monitor

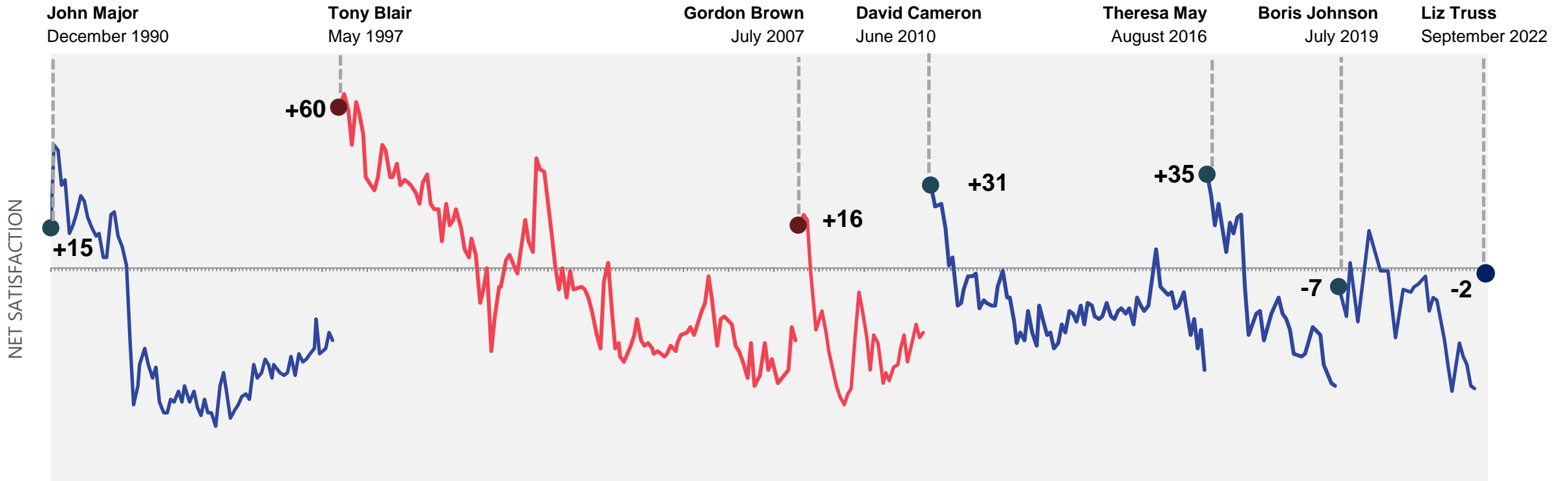
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month



Net Satisfaction with Prime Minister: *First Ipsos rating after becoming Prime Minister*

How satisfied or dissatisfied are you with the way ... is doing his/her job as prime minister?



Note: Data was collected within a month of each individual becoming part leader. Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

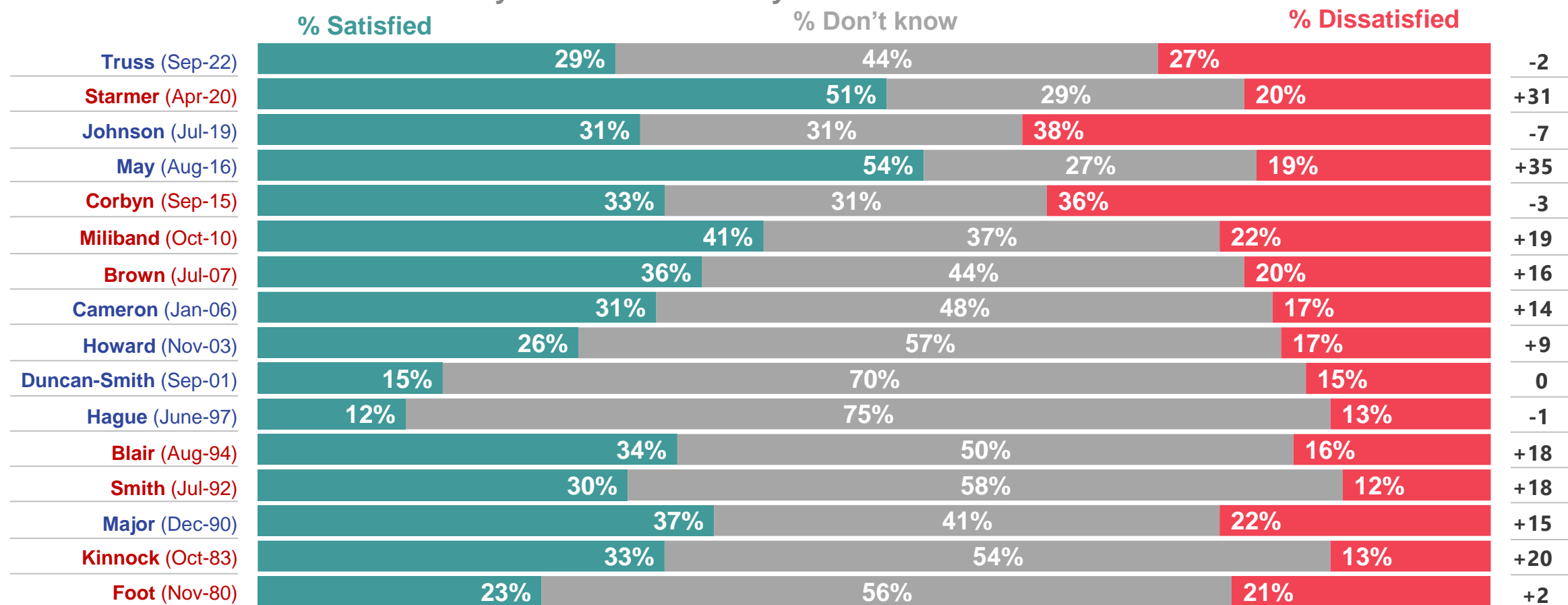
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Satisfaction with Party Leaders: First Ipsos rating after becoming Party Leader

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister / Leader of the Labour Party/ Conservative Party ?



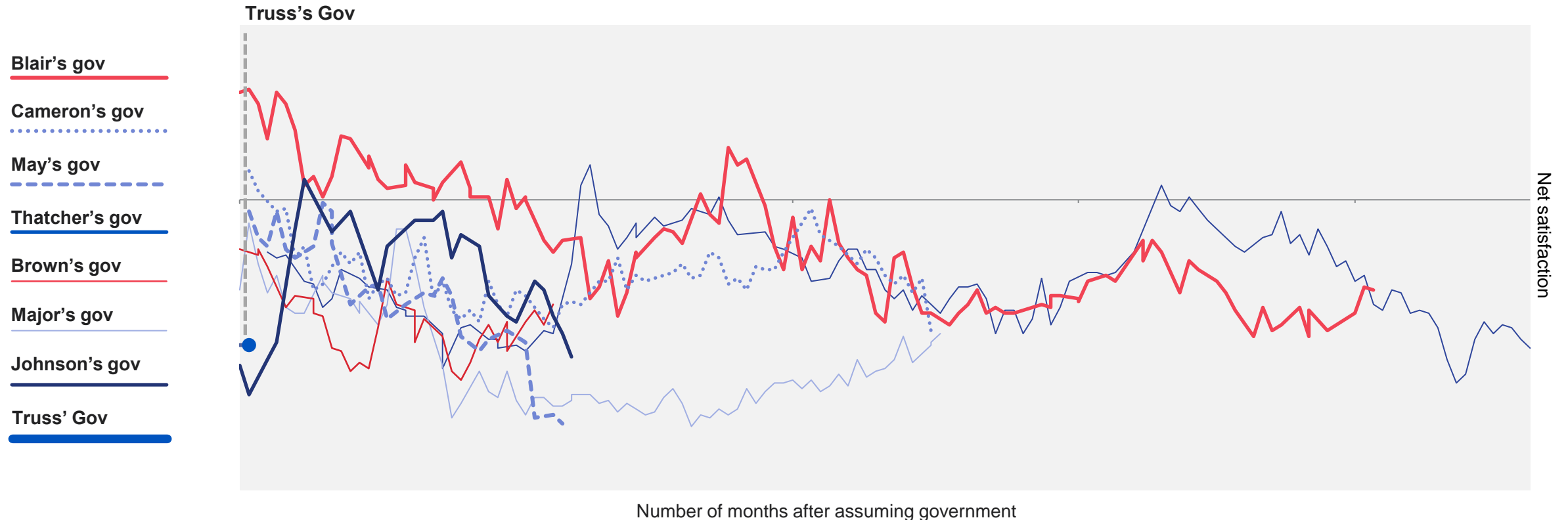
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Net satisfaction with the Government (1979 – 2022)

How satisfied or dissatisfied are you with the way the government is running the country?



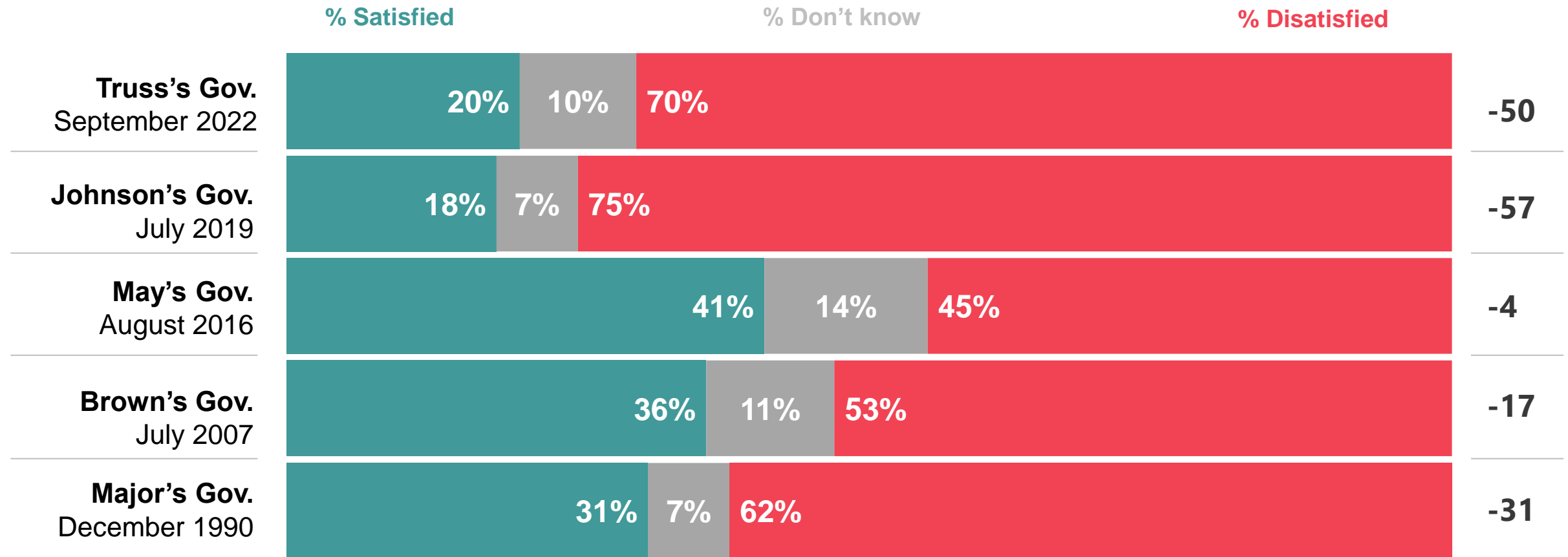
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos UK Political Monitor



Satisfaction with Government: *First Ipsos rating*

How satisfied or dissatisfied are you with the way the government is running the country?

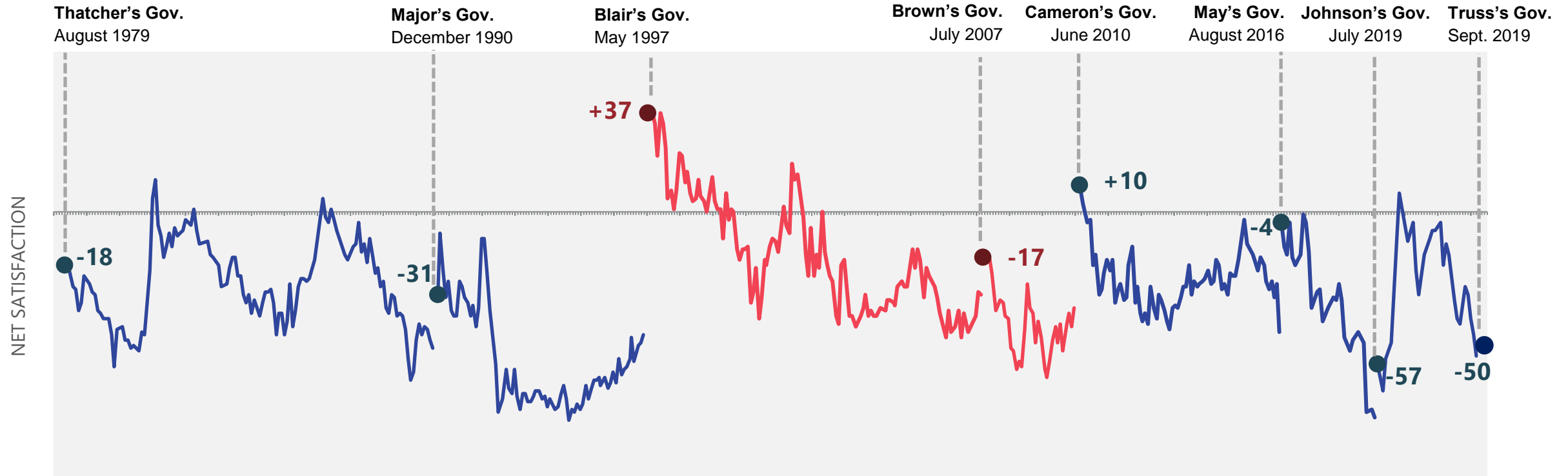


Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

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

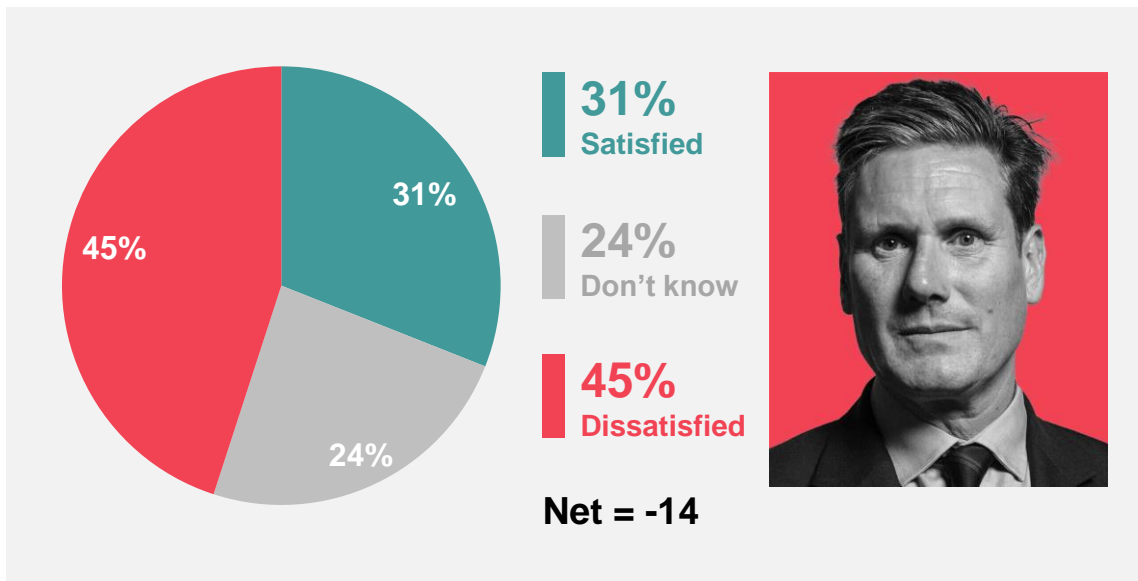
Source: Ipsos UK Political Monitor



Keir Starmer: Satisfaction

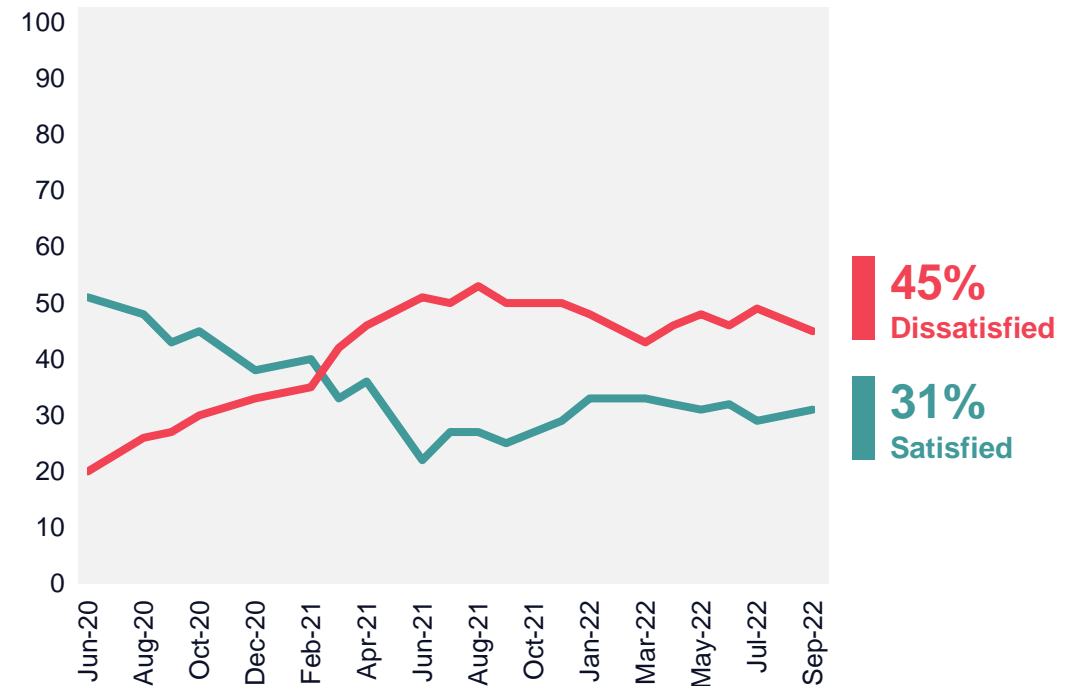
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2022



Base: 1,000 British adults 18+, 7th – 15th September 2022.

June 2020 – September 2022



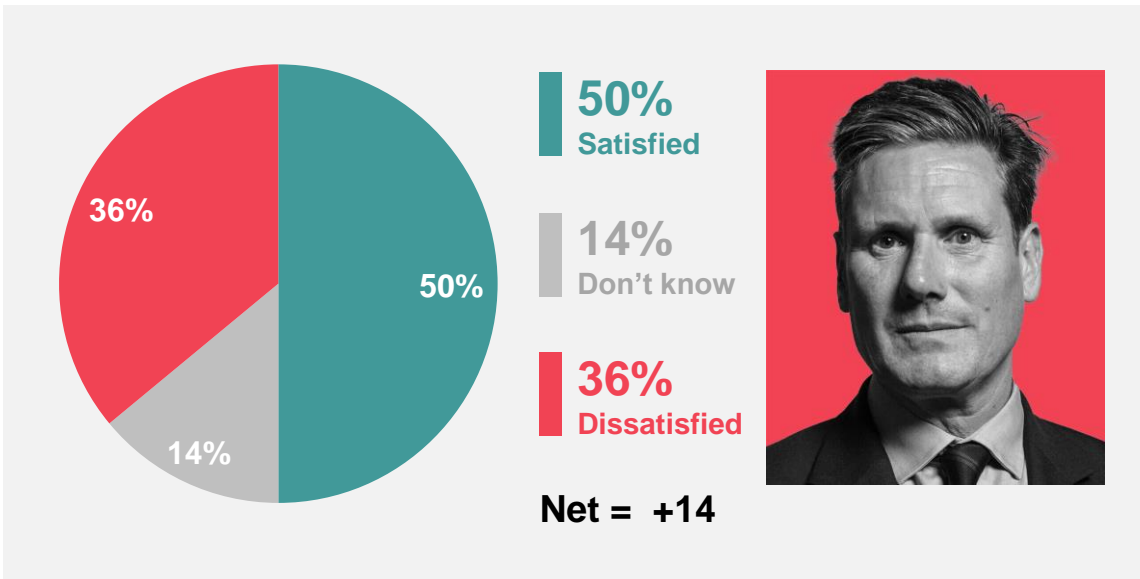
Source: Ipsos Political Monitor



Keir Starmer: Satisfaction amongst Labour supporters

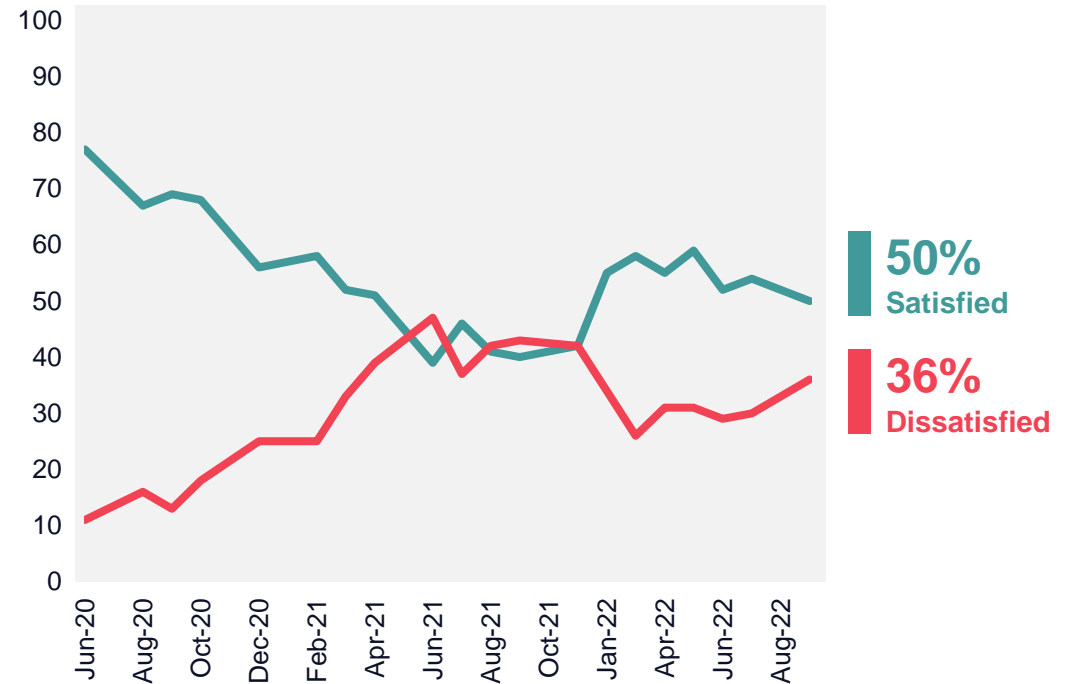
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2022



Base: 349 Labour party supporters aged 18+, 7th – 15th September 2022

June 2020 – September 2022

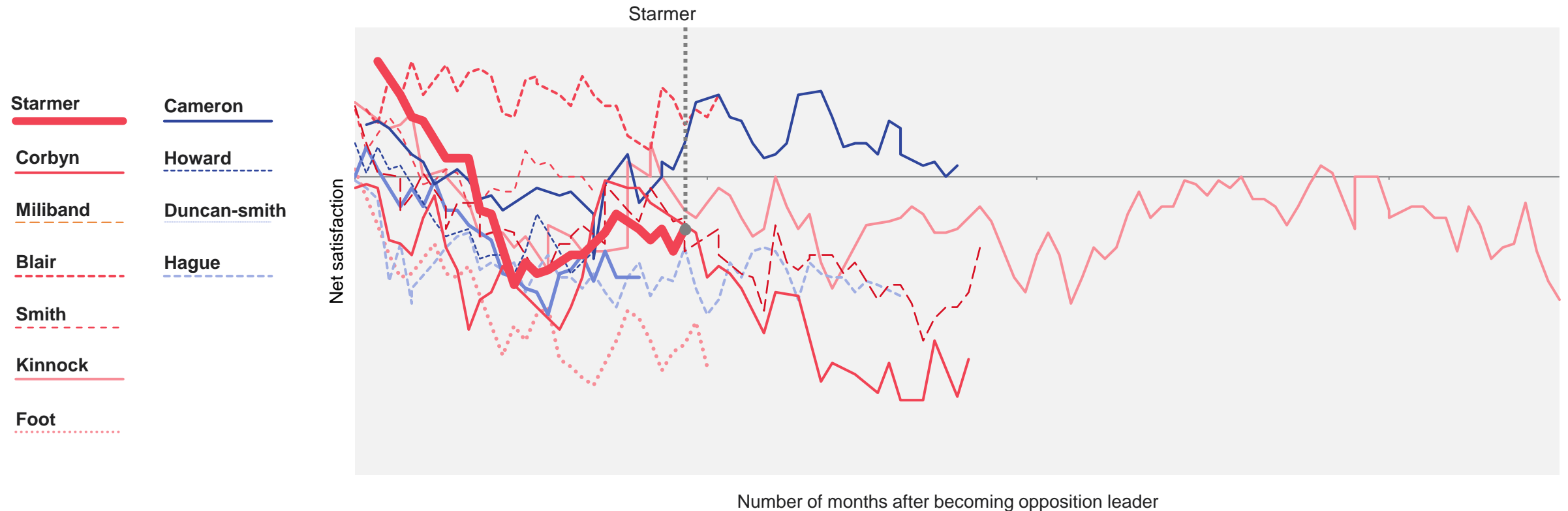


Source: Ipsos Political Monitor



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

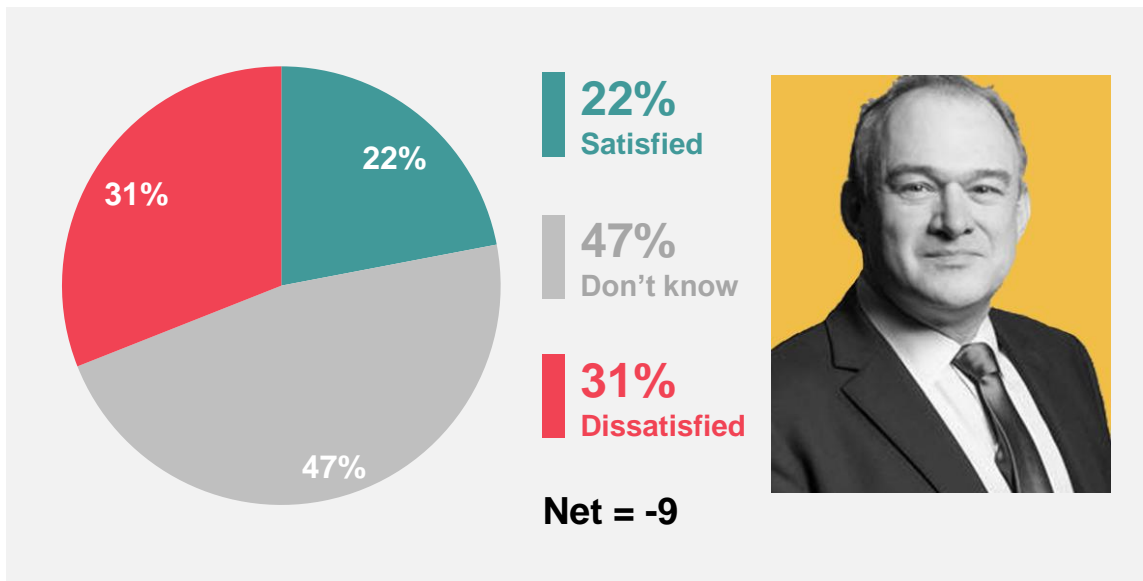
Source: Ipsos UK Political Monitor



Ed Davey: Satisfaction

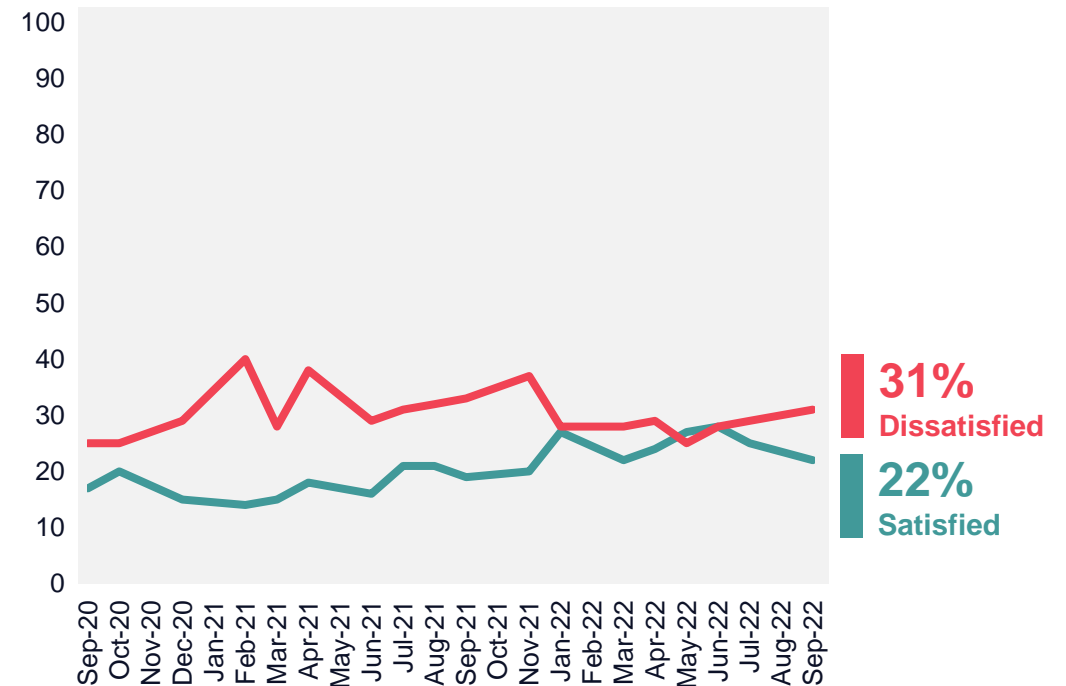
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

September 2022



Base: 1,000 British adults 18+, 7th – 15th September 2022.

September 2020 – September 2022



Source: Ipsos Political Monitor

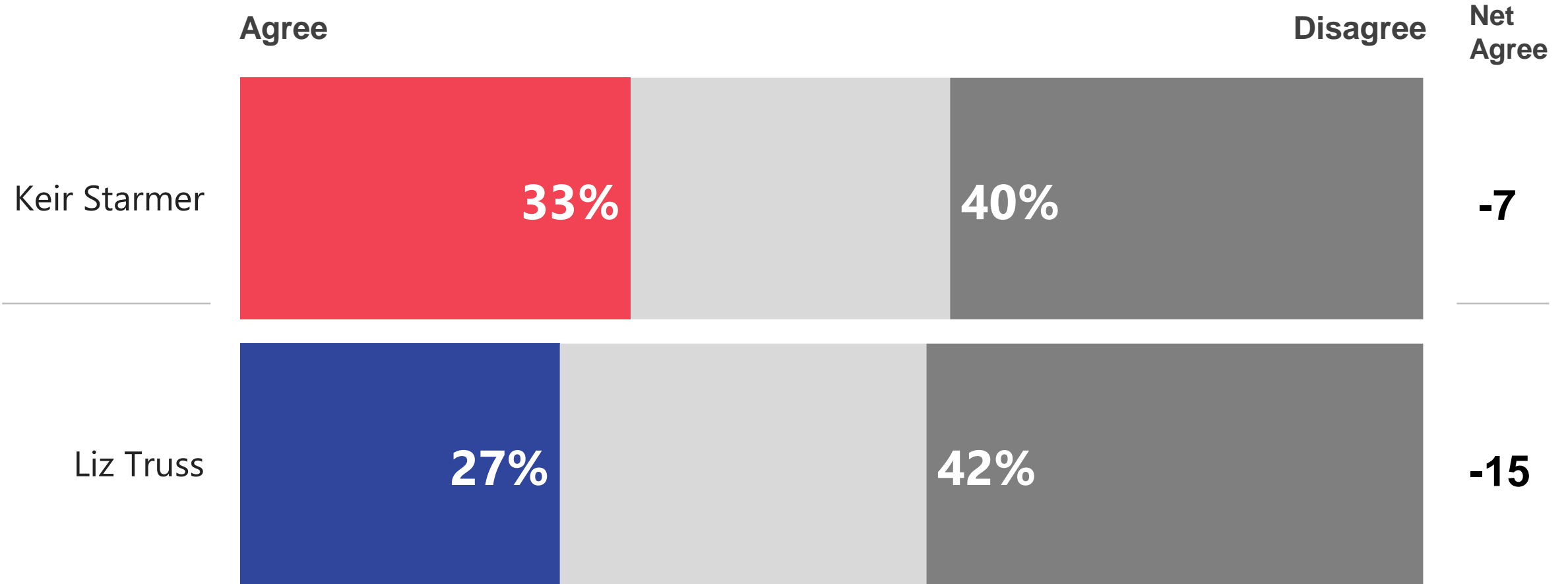




GOVERNMENT RECORD

Prime Minister material?

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



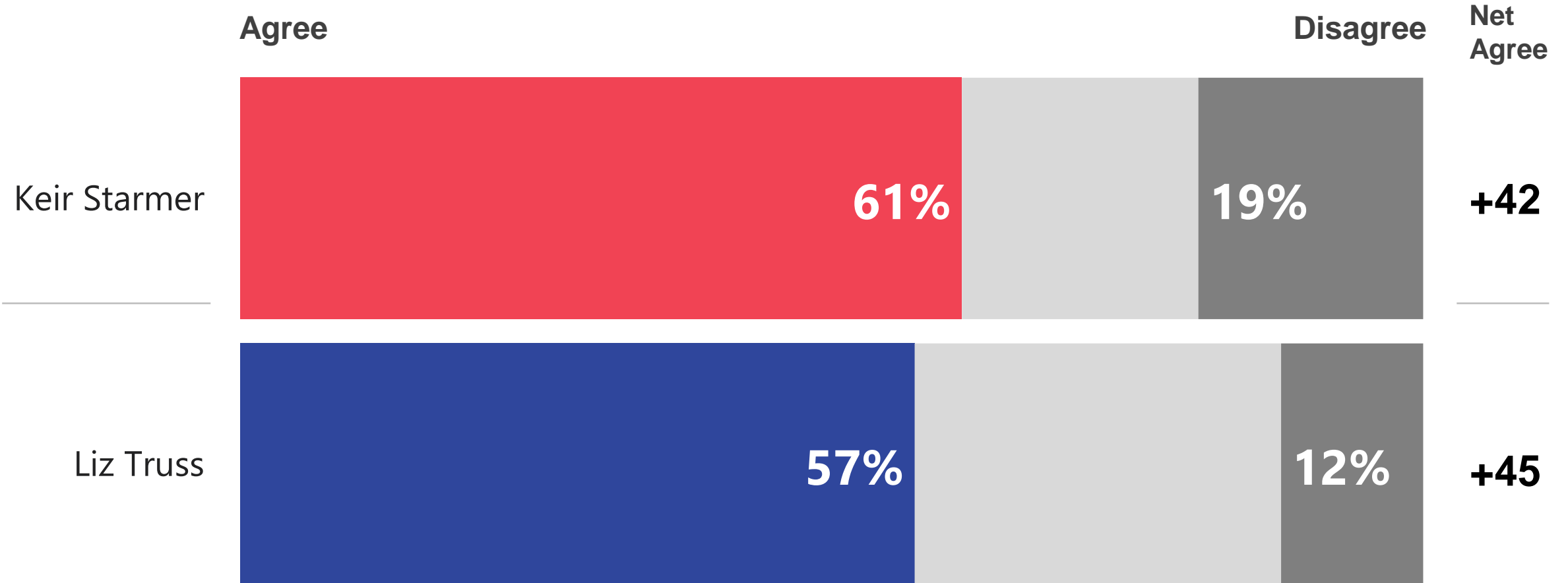
Base: 1,000 British adults 18+, 7th – 15th September 2022.

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?



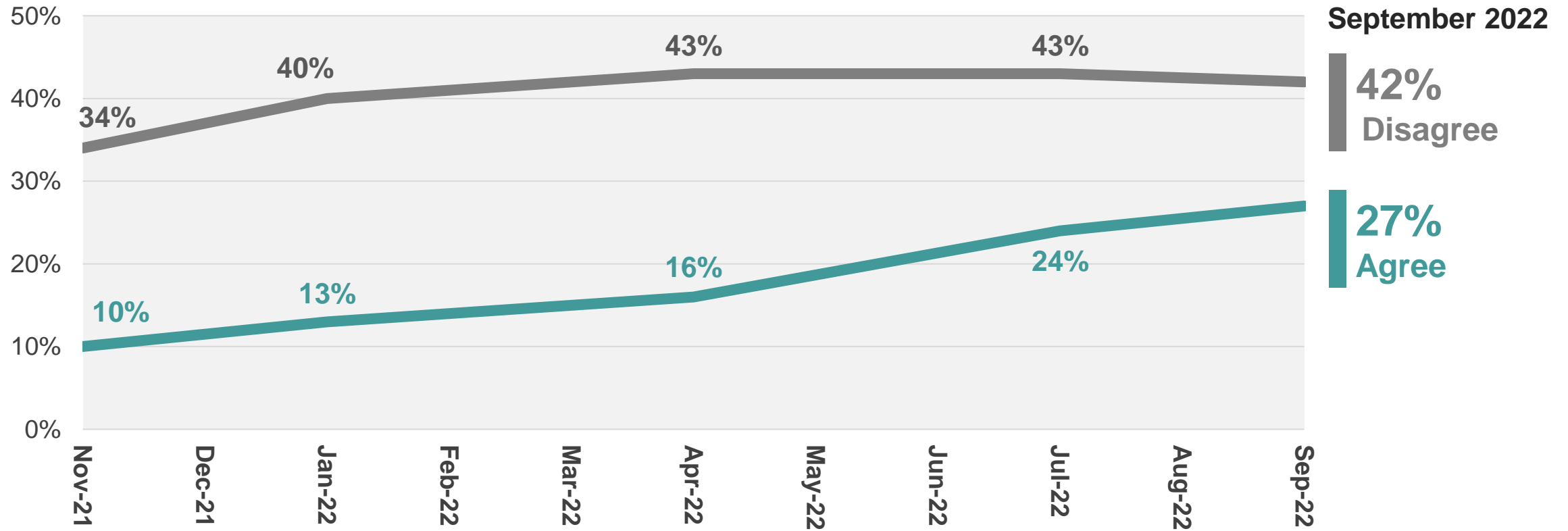
Base: 1,000 British adults 18+, 7th – 15th September 2022. Including Conservative party supporters (253) and Labour party supporters (349).

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?



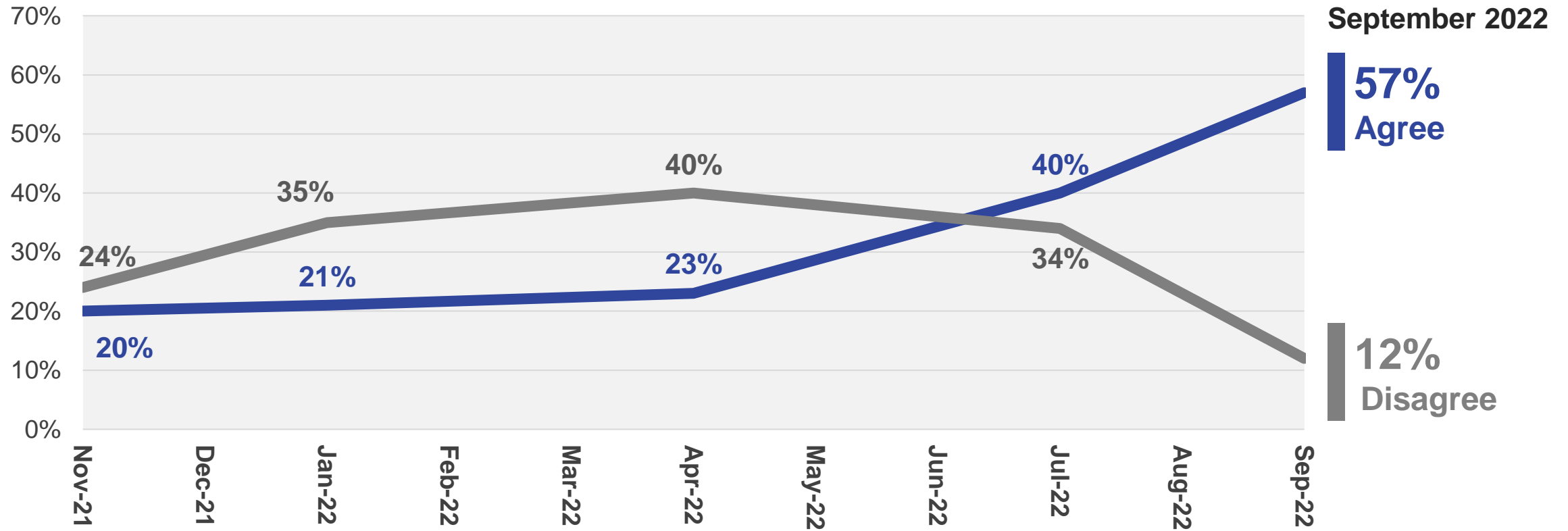
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



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

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



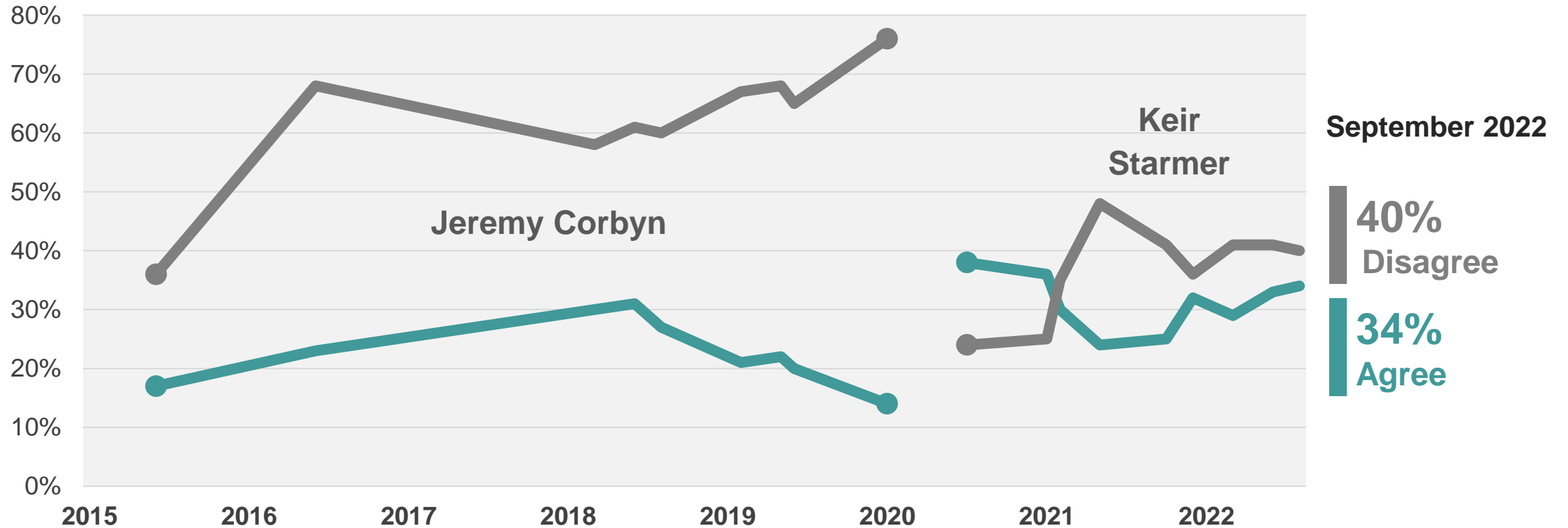
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



Does 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?



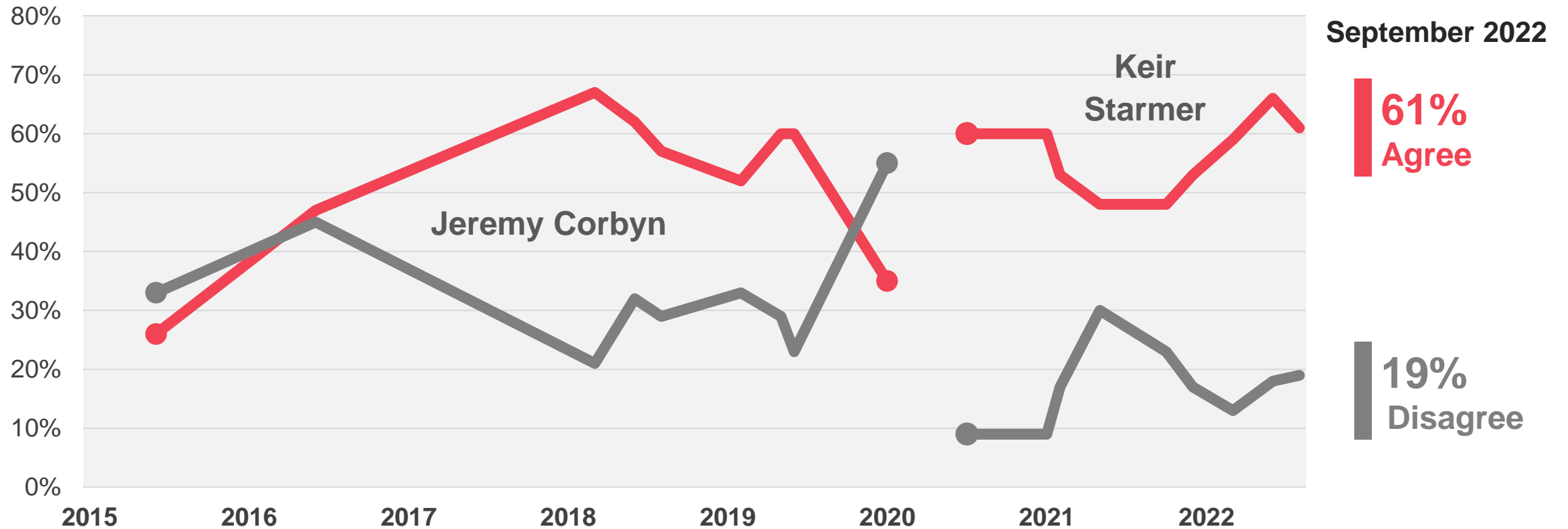
Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



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

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



Leader image: Truss v Starmer

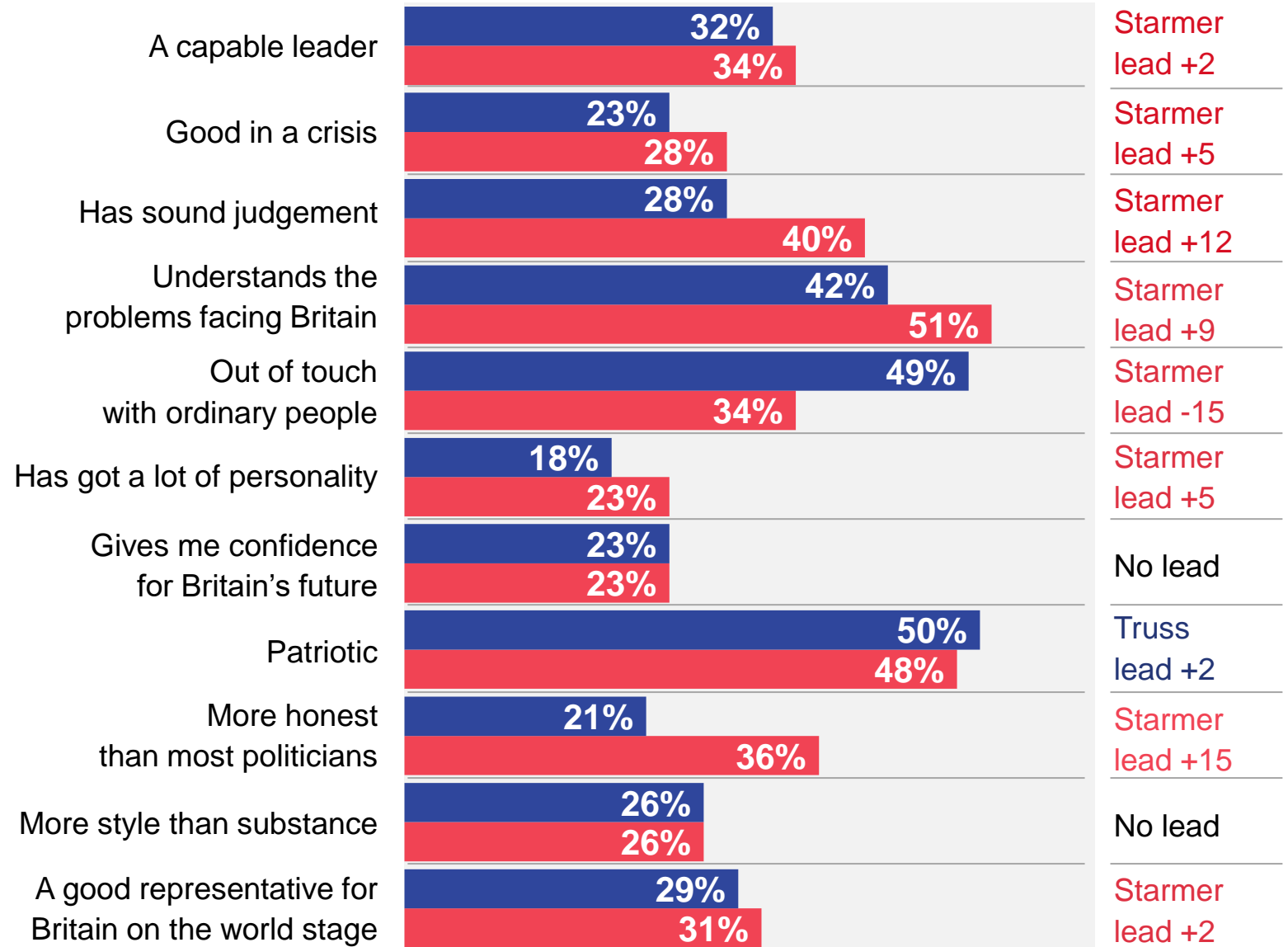
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Liz
Truss**



**Keir
Starmer**



Base: 1,000 British adults 18+, 7th – 15th September 2022.



Leader image: Truss v Johnson (May 2022)

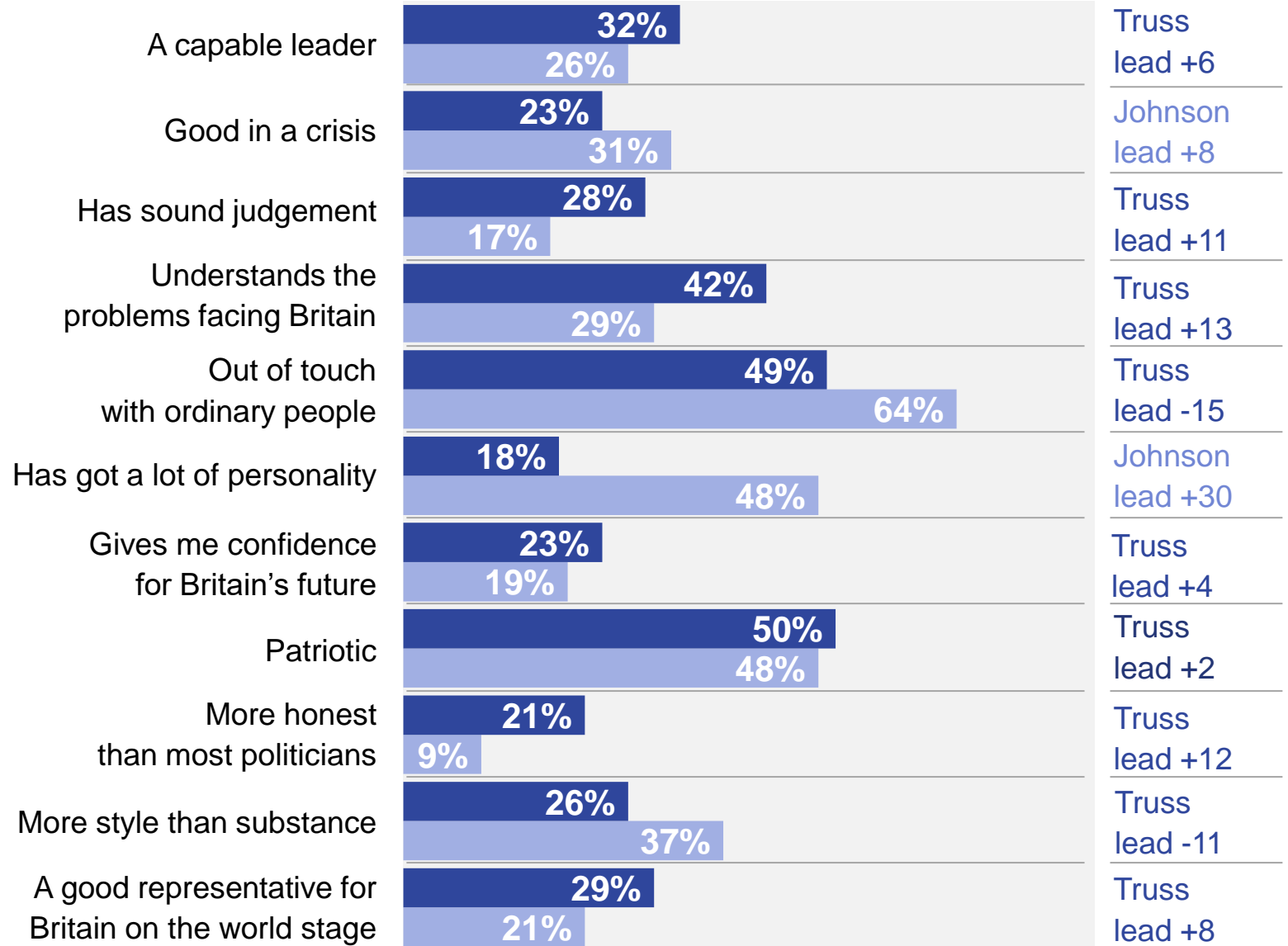
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Liz
Truss**



**Boris
Johnson
(May 2022)**



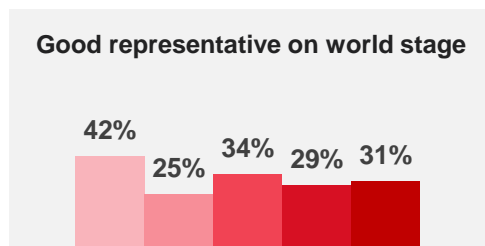
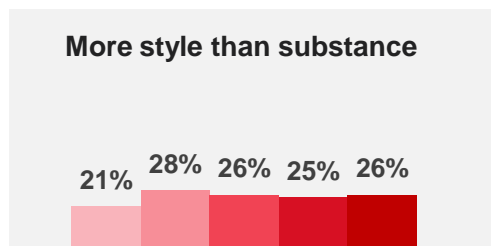
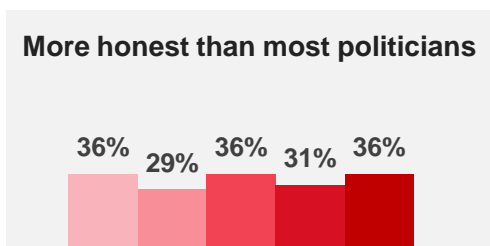
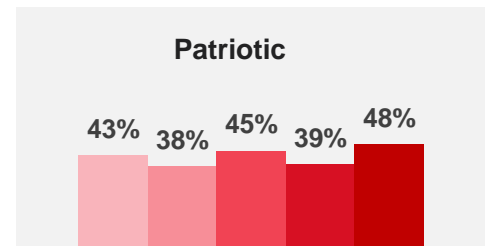
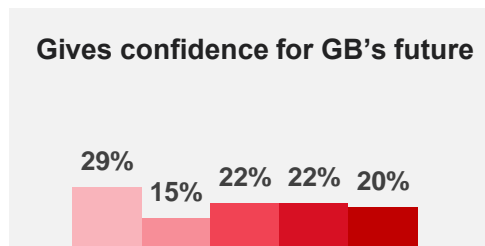
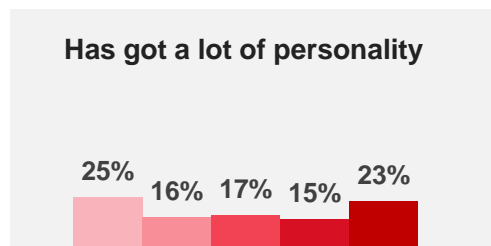
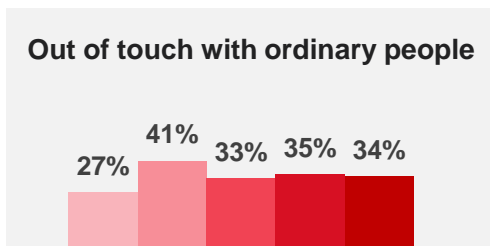
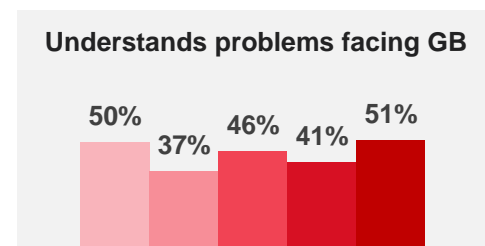
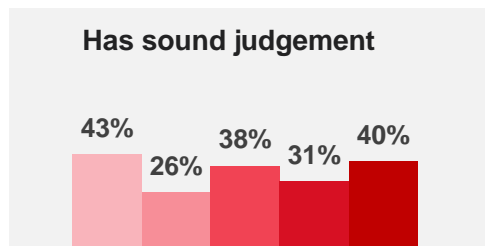
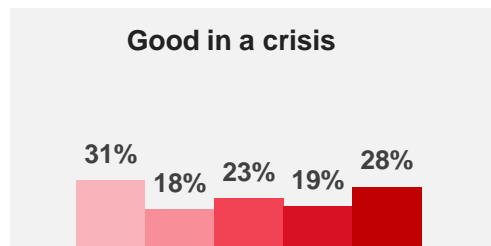
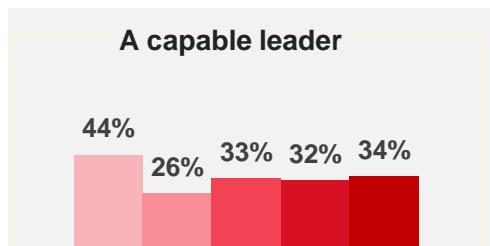
Base: 1,000 British adults 18+, 7th – 15th September 2022.
Base: 1,013 British adults 18+, 11th May – 17th May 2022



Leader image: Starmer trend

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...

■ Sept 2020
 ■ June 2021
 ■ Dec 2021
 ■ May 2022
 ■ Sept 2022



Base: 1,000 British adults 18+, 7th – 15th September 2022.



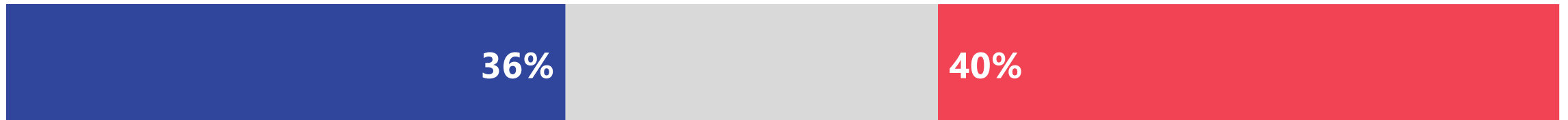
Who would make the most capable Prime Minister?

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

Liz Truss

Keir Starmer

Among all



Among Conservative party supporters



Among Labour party supporters



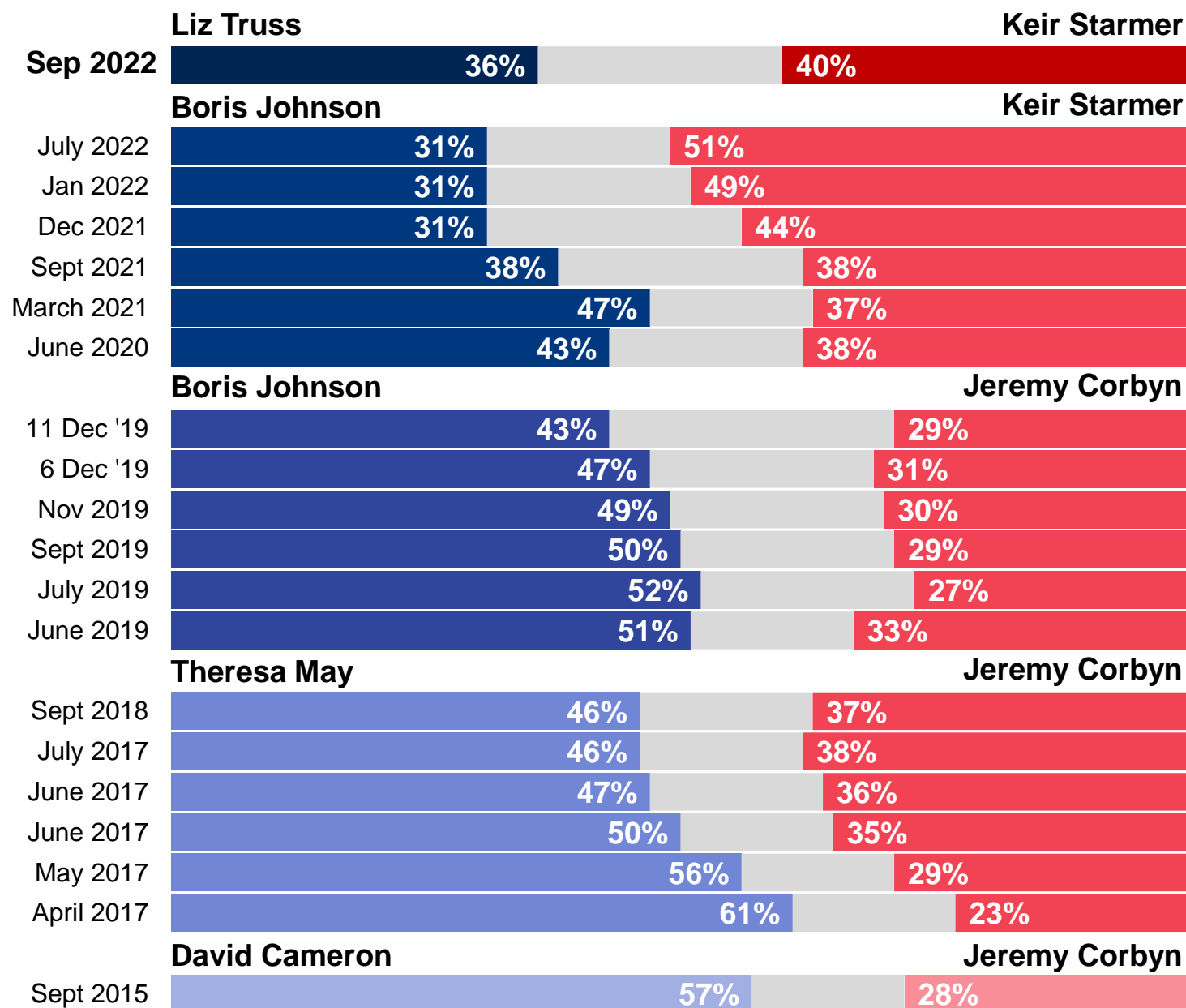
Base: 1,000 British adults 18+, 7th – 15th September 2022. Including Conservative party supporters (253) and Labour party supporters (349).

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 Liz Truss, or Labour's Keir Starmer?

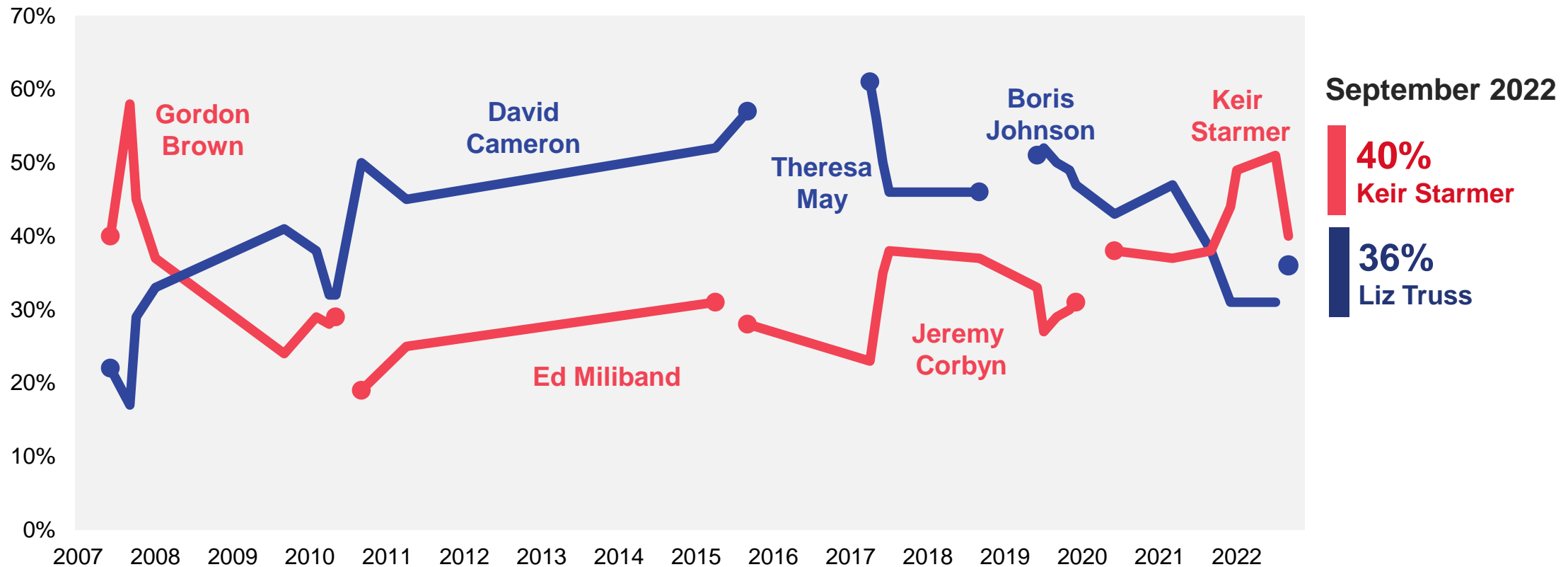


Base: 1,000 British adults 18+, 7th – 15th September 2022.

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 Liz Truss, or Labour's Keir Starmer?

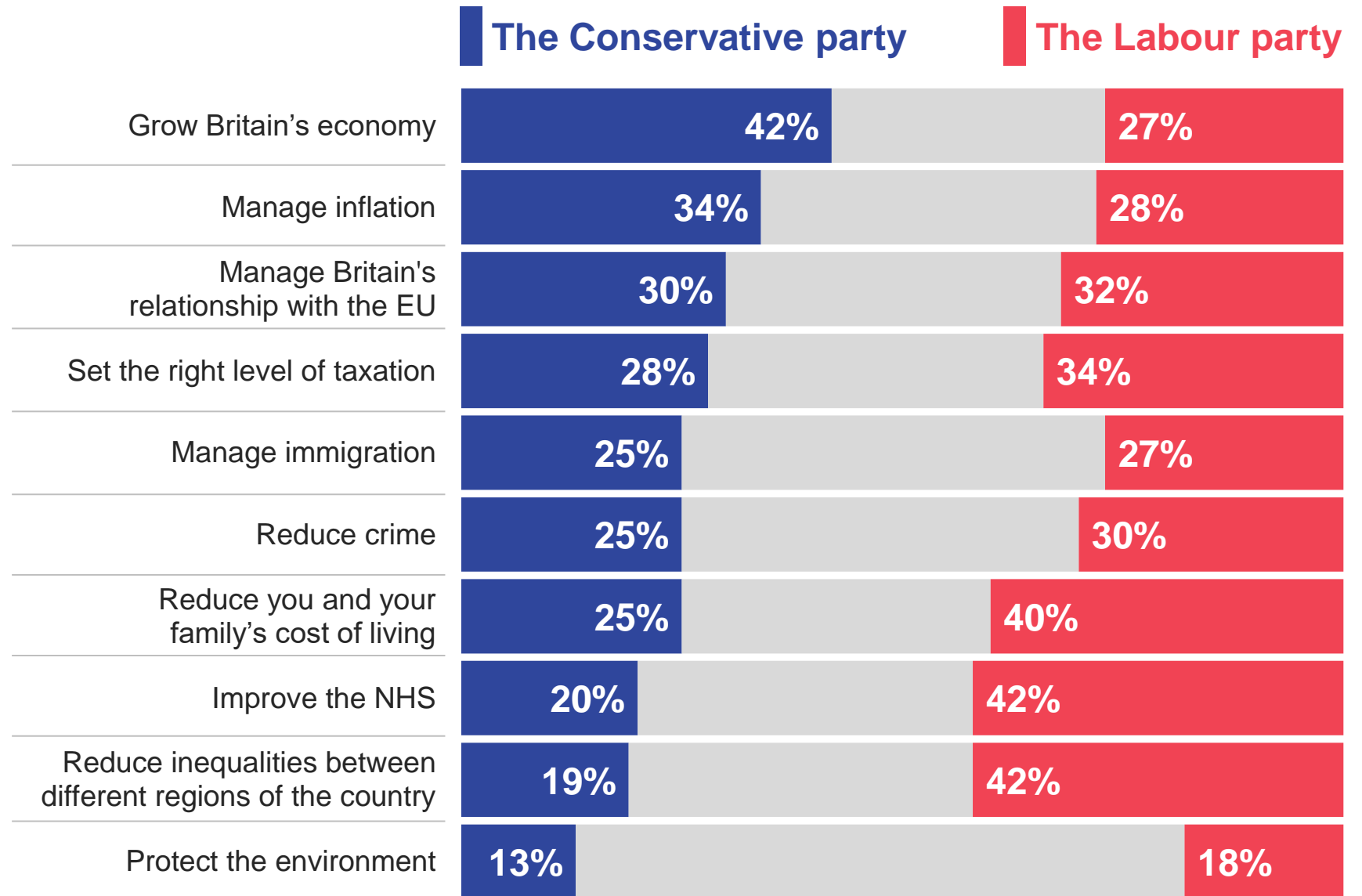


Base: c.1,000 British adults each month

Source: Ipsos Political Monitor

Party trust on key issues: September 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: 1,000 British adults 18+, 7th – 15th September 2022.



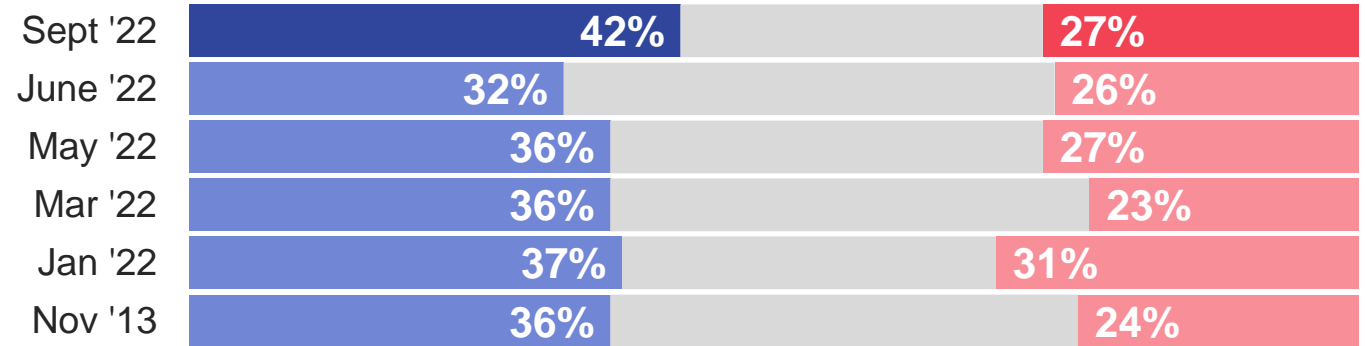
Party trust on key issues: Economic trends

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?

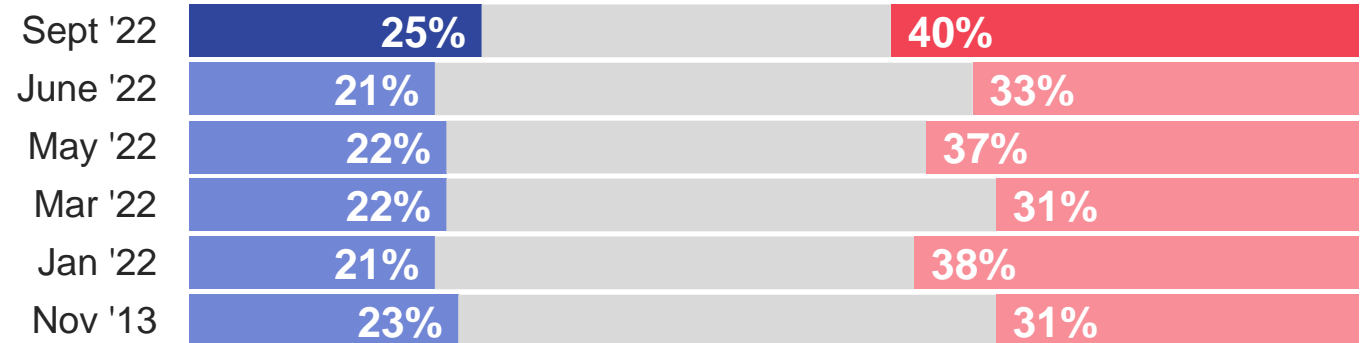
The Conservative party

The Labour party

Grow Britain's economy



Reduce you and your family's cost of living



Set the right level of taxation



Manage inflation



Base: 1,000 British adults 18+, 7th – 15th September 2022.



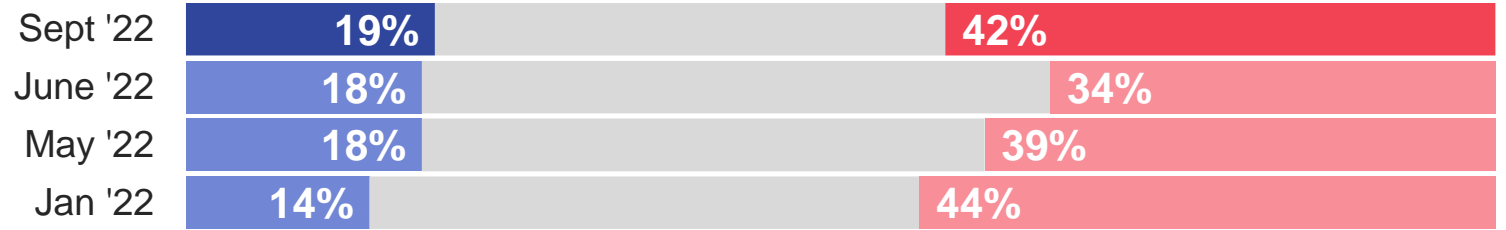
Party trust on key issues: Trends

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

Reduce the inequalities between different regions of the country



Manage Britain's relationship with the EU



Improve the NHS



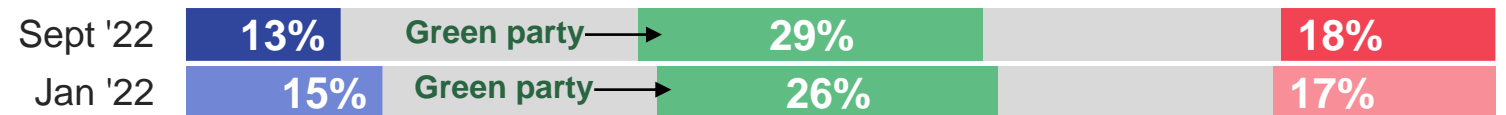
Manage immigration



Reduce crime



Protect the environment



Base: 1,000 British adults 18+, 7th – 15th September 2022.





September 2022 Political Monitor

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Research Manager
cameron.garrett@ipsos.com

Keiran Pedley
Research Director
keiran.pedley@ipsos.com

Ben Roff
Research Executive
ben.roff@ipsos.com

