

Ipsos September 2022 Political Monitor Topline Results

September 2022

Fieldwork: 7th– 15th September 2022

Technical Details

Ipsos interviewed a representative sample of **1,000** adults aged 18+ across Great Britain. Interviews were conducted by telephone: 7th-15th September 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

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 (655)

	September 2022	July 2022
	%	%
Conservative	30	30
Labour	40	44
Liberal Democrats (Lib Dem)	13	10
Scottish National Party/Plaid Cymru	5	5
Green Party	8	8
Other	4	3
Conservative lead (±%)	-10	-14
<i>Would not vote</i>	1	2
<i>Undecided</i>	3	5
<i>Refused</i>	2	1

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	32
Labour	42
Liberal Democrats (Lib Dem)	11
Scottish National Party/Plaid Cymru	4
Green Party	7
Other	4
Conservative lead (+%)	-10
<i>Would not vote</i>	12
<i>Undecided</i>	5
<i>Refused</i>	2

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	8
7	3
6	2
5	7
4	1
3	1
2	1
1 – absolutely certain not to vote	10
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 18+

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q6 Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) Sept '22	20	70	10	-50
<i>Jul '22</i>	20	74	6	-54
Truss (Q4) Sept '22	27	29	44	-2
<i>Boris Johnson July '22</i>	24	69	7	-45
Starmer (Q5) Sept '22	31	45	24	-14
<i>Jul '22</i>	29	49	22	-20
Davey (Q6) Sept '22	22	31	47	-9
<i>Jul '22</i>	25	29	45	-4

- Q3 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q4 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q5 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?

Base: All party supporters (*Government is based on Conservative supporters)

	Base	Satisfied %	Dissatisfied %	Don't know %	Net satisfaction ±
Government (Q3) Sept '22	253	49	37	13	+12
Jul '22	260	46	47	6	-1
Truss (Q4) Sept '22	253	55	7	38	+48
Boris Johnson July '22	260	56	37	7	+19
Starmer (Q5) Sept '22	349	50	36	14	+14
Jul '22	342	54	30	17	+24

LEADERSHIP QUESTIONS

Q8. As you may know, Liz Truss has become the new leader of the Conservative Party and Prime Minister of the United Kingdom. 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 Sep '22	10	24	20	17	23	7	34	40	-6
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
Liz Truss	Sep '22	8	19	24	17	25	7	27	42	-15
	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	Sep '22	349	23	38	15	11	8	5	61	19	+42
	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
Liz Truss	Sep '22	253	19	38	25	9	3	7	57	12	+45
	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

Q9 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...

	<i>Keir Starmer (Sept 2020) %</i>	<i>Keir Starmer (June 2021) %</i>	<i>Keir Starmer (Dec 2021) %</i>	<i>Keir Starmer (May 2022) %</i>	Keir Starmer (Sept 2022) %	Liz Truss (Sept 2022) %	<i>Boris Johnson (May 2022) %</i>
A capable leader	44	26	33	32	34	32	26
Good in a crisis	31	18	23	19	28	23	31
Has sound judgement	43	26	38	31	40	28	17
Understands the problems facing Britain	50	37	46	41	51	42	29
Out of touch with ordinary people	27	41	33	35	34	49	64
Has got a lot of personality	25	16	17	15	23	18	48
Gives me confidence for Britain's future	29	15	22	22	23	23	19
Patriotic	43	38	45	39	48	50	48
More honest than most politicians	36	29	36	31	36	21	9
More style than substance	21	28	26	25	26	26	37
A good representative for Britain on the world stage	42	25	34	29	31	29	21
None of these	3	5	6	8	6	6	6
Don't know	20	19	14	12	8	7	4

Q10. Who do you think would make the most capable Prime Minister, Liz Truss or Keir Starmer

	Liz Truss /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
Sept 2022	36	40	10	*	1	13
<i>July 2022</i>	35	41	9	1	1	14
Boris Johnson v Keir Starmer						
<i>July 2022</i>	31	51	8	1	*	9
<i>Jan 2022</i>	31	49	10	1	1	9
<i>Dec 2021</i>	31	44	13	1	1	10
<i>Sept 2021</i>	38	38	13	*	1	9
<i>March 2021</i>	47	37	6	*	1	10
<i>June 2020</i>	43	38	5	1	1	12
Boris Johnson v Jeremy Corbyn						
<i>11 Dec 2019</i>	43	29	19	*	2	6
<i>6 Dec 2019</i>	47	31	13	1	*	6
<i>Nov 2019</i>	49	30	14	1	2	5
<i>Sept 2019</i>	50	29	16	*	1	3
<i>July 2019</i>	52	27	14	1	*	6
<i>June 2019</i>	51	33	11	1	*	4
Theresa May v Jeremy Corbyn						
<i>Sep 2018</i>	46	37	12	*	*	4
<i>July 2017</i>	46	38	8	1	2	5
<i>7 June 2017</i>	47	36	7	1	*	8
<i>1 June 2017</i>	50	35	6	*	*	8
<i>May 2017</i>	56	29	7	*	1	6
<i>Apr 2017</i>	61	23	6	1	1	7
David Cameron v Jeremy Corbyn						
<i>Sept 2015</i>	57	28	2	*	2	9
David Cameron v Ed Miliband						
<i>Apr 2015</i>	52	31	12	-	-	4
<i>Apr 2011</i>	45	25	-	-	7	23
<i>Sep 2010</i>	50	19	-	-	12	19
Gordon Brown v David Cameron						
<i>May 2010</i>	29	33	-	-	19	19
<i>Apr 2010</i>	28	32	-	-	17	23
<i>Feb 2010</i>	29	38	12	-	12	8
<i>Sept 2009</i>	24	41	14	-	16	5
<i>Jan 2008</i>	37	33	17	-	-	12
<i>Oct 2007</i>	45	29	16	-	-	9
<i>Sept 2007</i>	58	17	17	-	-	8
<i>June 2007</i>	40	22	14	-	5	19

Q11. Which party, if any, do trust most to...? The Conservatives, Labour, Liberal Democrats, SNP, Plaid Cymru or some other party?

	Conservat- ives %	Labour %	Liberal Democrats %	Another party %	None %	Don't know %
Grow Britain's economy						
Sept 2022	42	27	4	5	10	12
<i>June 2022</i>	32	26	9	10	13	9
<i>May 2022</i>	36	27	7	6	11	13
<i>March 2022</i>	36	23	4	7	16	14
<i>January 2022</i>	37	31	5	7	7	13
<i>Nov 2013</i>	36	24	4	10	16	11
Reduce you and your family's cost of living						
Sept 2022	25	40	4	7	13	11
<i>June 2022</i>	21	33	10	12	17	8
<i>May 2022</i>	22	37	7	9	15	11
<i>March 2022</i>	22	31	5	8	17	16
<i>January 2022</i>	21	38	6	8	12	14
<i>Nov 2013</i>	23	31	5	11	19	11
Reduce inequalities between different regions of the country, also known as "levelling-up"						
Sept 2022	19	42	6	9	11	13
<i>June 2022</i>	18	34	13	11	14	9
<i>May 2022</i>	18	39	9	8	12	14
<i>January 2022</i>	14	44	9	8	9	16
Manage inflation						
Sept 2022	34	28	5	7	12	15
<i>June 2022</i>	30	27	9	9	14	10
Manage Britain's relationship with the EU						
Sept 2022	30	32	9	9	9	10
<i>May 2022</i>	29	28	13	8	9	13
Set the right level of taxation						
Sept 2022	28	34	6	6	12	14
<i>January 2022</i>	27	37	8	9	7	12
Improve the NHS						
Sept 2022	20	42	7	7	12	12
<i>January 2022</i>	18	45	6	8	9	13
Manage immigration						
Sept 2022	25	27	9	8	16	14
<i>January 2022</i>	23	32	6	12	10	15
Reduce crime						
Sept 2022	25	30	6	6	17	16
<i>January 2022</i>	25	29	7	8	11	19
Protect the environment						
Sept 2022	13	18	13	37 (Greens: 29%)	8	9
<i>January 2022</i>	15	17	12	37 (Greens: 26%)	7	12