

Ipsos June 2022 Political Monitor Topline Results

June 2022

Fieldwork: 22nd – 29th June 2022

Technical Details

Ipsos interviewed a representative sample of 1,059 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 22nd-29th June 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 (666)

	June 2022	May 2022
	%	%
Conservative	30	33
Labour	41	39
Liberal Democrats (Lib Dem)	15	12
Scottish National Party/Plaid Cymru	6	7
Green Party	6	5
Other	2	4
Conservative lead (±%)	-11	-6
<i>Would not vote</i>	2	1
<i>Undecided</i>	2	3
<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	30
Labour	40
Liberal Democrats (Lib Dem)	15
Scottish National Party/Plaid Cymru	5
Green Party	7
Other	3
Conservative lead (+%)	-10
<i>Would not vote</i>	14
<i>Undecided</i>	6
<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	59
9	5
8	5
7	3
6	3
5	6
4	2
3	3
2	2
1 – absolutely certain not to vote	11
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) Jun '22	23	69	8	-46
<i>May '22</i>	26	66	8	-40
Johnson (Q4) Jun '22	25	69	6	-44
<i>May '22</i>	28	64	8	-36
Starmer (Q5) Jun '22	32	46	22	-14
<i>May '22</i>	31	48	21	-17
Davey (Q6) Jun '22	28	28	43	0
<i>May '22</i>	27	25	48	+2

- 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) Jun '22	227	64	29	7	+35
May '22	251	59	30	11	+29
Johnson (Q4) Jun '22	227	67	29	4	+38
May '22	251	67	24	9	+43
Starmer (Q8) Jun '22	357	52	29	19	+23
May '22	307	59	31	10	+28

Economic Optimism Index

- Q7 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	June '22 %	May '22 %
Improve	13	15
Stay the same	8	10
Get worse	77	72
Don't know	2	3
Ipsos Economic Optimism Index (EOI)	-64	-57

Party Brands

Q8 I am 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...?

a) the Labour Party b) the Conservative Party

	Lab (April 2015) %	Lab (Sept 2015) %	Lab (Oct 2016) %	Lab (Nov 2017) %	Lab (Nov 2019) %	Lab (Oct 2020) %	Lab (Sept 2021) %	Lab (June 2022) %	Con (April 2015) %	Con (Sept 2015) %	Con (Oct 2016) %	Con (Nov 2017) %	Con (Nov 2019) %	Con (Oct 2020) %	Con (Sept 2021) %	Con (June 2022) %
Keeps its promises	24	26	23	25	26	20	18	23	23	30	26	22	25	17	14	12
Understands the problems facing Britain	52	51	41	54	47	51	39	45	45	48	48	40	46	34	30	29
Has a good team of leaders	28	27	21	31	22	30	20	26	44	49	47	27	37	24	24	16
Will promise anything to win votes	63	60	57	64	68	53	51	51	63	68	65	63	70	64	66	70
Divided	43	75	82	62	75	52	56	47	43	38	52	73	62	52	44	66
Extreme	14	36	38	37	50	20	16	16	23	29	27	28	33	28	22	30
Looks after the interests of people like me	43	43	33	45	39	40	33	35	33	37	38	32	36	28	22	20
Fit to govern	40	35	26	38	29	35	27	33	50	56	53	43	46	30	34	21
Out of date	36	55	61	47	51	36	41	39	44	48	45	58	44	42	39	49
Different to the other parties	39	62	59	64	59	41	35	39	42	62	53	55	55	45	42	44
Concerned about people in real need in Britain	N/A	61	56	66	59	60	48	50	N/A	32	37	28	34	26	17	21
None of these	2	1	1	1	2	2	3	4	3	*	1	1	1	2	4	3
Don't know	4	2	2	1	2	4	5	6	4	2	3	2	2	4	4	5

Q9 Which of these statements comes closest to your views of Boris Johnson, and the Conservative Party?

	Sept 2015 (David Cameron) %	Sept 2016 (Theresa May) %	Sept 2017 (Theresa May) %	Sept 2018 (Theresa May) %	Nov 2019 (Boris Johnson) %	Sept 2020 (Boris Johnson) %	Mar 2021 (Boris Johnson) %	Sept 2021 (Boris Johnson) %	June 2022 (Boris Johnson) %
I like Boris Johnson and I like the Conservative Party	31	32	25	24	30	30	32	25	18
I like Boris Johnson but I do not like the Conservative Party	13	28	13	15	14	15	14	14	9
I do not like Boris Johnson but I like the Conservative Party	10	6	13	14	12	12	9	11	14
I do not like Boris Johnson and I do not like the Conservative Party	42	27	43	43	42	39	40	42	53
Don't know	4	7	5	5	2	5	5	8	6
Like Boris Johnson	44	60	38	39	44	45	46	39	27
Like the Conservative Party	41	38	38	38	42	42	41	36	32
Do not like Boris Johnson	52	33	56	57	54	51	48	53	67
Do not like the Conservative party	55	55	56	58	56	54	54	56	62

Q10 Which of these statements comes closest to your views of Keir Starmer, leader of the Labour Party, and the Labour Party?

	Sept 2015 (Jeremy Corbyn) %	Sept 2016 (Jeremy Corbyn) %	Sept 2017 (Jeremy Corbyn) %	Sept 2018 (Jeremy Corbyn) %	Nov 2019 (Jeremy Corbyn) %	Sept 2020 (Keir Starmer) %	Mar 2021 (Keir Starmer) %	Sept 2021 (Keir Starmer) %	June 2022 (Keir Starmer) %
I like Keir Starmer and I like the Labour Party	23	23	33	25	20	26	27	25	25
I like Keir Starmer but I do not like the Labour Party	14	14	13	7	3	25	17	16	13
I do not like Keir Starmer but I like the Labour Party	17	23	21	32	29	12	18	20	19
I do not like Keir Starmer and I do not like the Labour Party	38	31	27	32	44	23	23	25	31
Don't know	9	8	5	5	4	14	15	14	12
Like Keir Starmer	37	37	46	32	23	51	44	41	38
Like the Labour Party	40	46	54	57	49	38	45	45	44
Do not like Keir Starmer	55	54	48	64	73	35	42	45	50

Do not like the Labour Party	52	45	40	39	47	48	40	41	44
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Q11. To what extent do you agree or disagree with the following statements?

I don't know what ... stands for

	Oct '13 David Cameron %	Apr '15 David Cameron %	Jun '22 Boris Johnson %	Oct '13 Ed Miliband %	Apr '15 Ed Miliband %	June '22 Keir Starmer %
Strongly agree	14	13	29	22	18	30
Tend to agree	20	21	18	23	20	23
Neither agree nor disagree	7	8	11	11	10	17
Tend to disagree	29	24	17	24	27	13
Strongly disagree	29	32	20	17	22	10
Don't know	2	2	4	3	3	7
Agree	34	34	47	45	38	53
Disagree	58	56	37	41	49	23

Q12. Which party, if any, do trust most to...? The Conservatives, Labour, Liberal Democrats, SNP, Plaid Cymru or some other party?

	Conservatives %	Labour %	Liberal Democrats %	Another party %	None %	Don't know %
Grow Britain's economy						
June 2022	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						
June 2022	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"						
June 2022	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						
June 2022	30	27	9	9	14	10

Q13 Which of the below, if any, best describes your current financial situation?

	%
I haven't had to make any changes to what I normally buy because of rising prices	27
I have had to make some reductions in what I normally buy because of rising prices but I can cope	50
I am finding it very difficult to cope with the rise in prices	20
Other	*
Don't know	2

As you may know, the rate of inflation refers to the overall change in the prices of goods and services over time. The current rate of inflation is 9.1%, which means that on average prices have increased by around 9% over the last 12 months. In June last year the rate of inflation was 2.4%. The Bank of England has recently forecast that the rate of inflation could rise to around 11% later this year, meaning that the price of goods and services would rise further.

Q14 If inflation does rise to around 11% later this year, which, if any, of the below would best describe your financial situation, assuming other things stay around the same?

	%
I would not have to make any changes to what I normally buy because of rising prices	15
I would have to make some reductions in what I normally buy because of rising prices but I could cope	52
I would find it very difficult to cope with the rise in prices	32
Other	*
Don't know	1
I do not think that inflation will rise to 11%	*

Q15 And if you were to cut back on what you buy if inflation rose to 11%, which of the below, if any, would you be most likely to cut back on?

	%
How many treats or luxuries you buy for yourself	63
How much you spend on premium or expensive brands (by switching to cheaper or value brands instead)	56
How much you use your heating, electricity, or water	52
Your holiday plans	50
Whether or not you purchase new large household items such as TVs, furniture, kitchen appliances	49
How much you go out/socialise with friends or family	47
How much you travel by car or train	41
How much food you buy	40
Other	*
None of these	6
I don't think inflation will rise to 11%	0
Don't know	1