

## Ipsos MORI September 2020 Political Monitor Topline Results

22<sup>nd</sup> September 2020

Fieldwork: 11– 18 September 2020

### Technical Details

Ipsos MORI interviewed a representative sample of 1,013 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 11 – 18 September 2020. 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. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, are filtered as discussed below. 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 (780)

	September 2020	August 2020
	%	%
Conservative	40	45
Labour	37	37
Liberal Democrats (Lib Dem)	8	6
Scottish National Party/Plaid Cymru	7	5
Green Party	5	5
The Brexit Party	*	1
Other	2	1
<b>Conservative lead (±%)</b>	<b>+3</b>	<b>+8</b>
<i>Would not vote</i>	1	1
<i>Undecided</i>	5	6
<i>Refused</i>	2	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	39
Labour	38
Liberal Democrats (Lib Dem)	7
Scottish National Party/Plaid Cymru	6
Green Party	7
The Brexit Party	*
Other	2
<b>Conservative lead (±%)</b>	<b>+1</b>
<i>Would not vote</i>	9
<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	<b>68</b>
9	<b>3</b>
8	<b>6</b>
7	<b>4</b>
6	<b>1</b>
5	<b>6</b>
4	<b>1</b>
3	<b>2</b>
2	<b>1</b>
1 – absolutely certain not to vote	<b>8</b>
Don't know	<b>1</b>

### 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?

	Satisfied	Dissatisfied	Don't know	Net satisfaction
	%	%	%	±
Government (Q3) <b>Sept '20</b>	<b>35</b>	<b>57</b>	<b>8</b>	<b>-22</b>
<i>Aug '20</i>	<i>44</i>	<i>48</i>	<i>8</i>	<i>-4</i>
Johnson (Q4) <b>Sept '20</b>	<b>40</b>	<b>54</b>	<b>6</b>	<b>-14</b>
<i>Aug '20</i>	<i>47</i>	<i>48</i>	<i>5</i>	<i>-1</i>
Starmer (Q5) <b>Sept '20</b>	<b>43</b>	<b>27</b>	<b>31</b>	<b>+16</b>
<i>Aug '20</i>	<i>48</i>	<i>26</i>	<i>27</i>	<i>+22</i>

- 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) <b>Sept '20</b>	305	70	24	7	+46
Aug '20	370	80	16	4	+64
Johnson (Q4) <b>Sept '20</b>	305	79	18	3	+61
Aug '20	370	87	11	2	+76
Starmer (Q5) <b>Sept '20</b>	333	69	13	18	+56
Aug '20	320	67	16	17	+51

## Economic Optimism Index

- Q8 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Sept '20 %	Aug '20 %
Improve	21	20
Stay the same	10	9
Get worse	66	68
Don't know	3	2
<b>Ipsos MORI Economic Optimism Index (EOI)</b>	<b>-45</b>	<b>-48</b>

## Party leaders

- Q11 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...

	Jeremy Corbyn (Sept 2019) %	Keir Starmer (Sept 2020) %	Boris Johnson (June 2019) %	Boris Johnson (Sept 2019) %	Boris Johnson (Sept 2020) %
A capable leader	21	44	33	36	37
Good in a crisis	20	31	27	32	32
Has sound judgement	25	43	27	31	30

Understands the problems facing Britain	43	<b>50</b>	40	43	<b>43</b>
Out of touch with ordinary people	45	<b>27</b>	62	60	<b>58</b>
Has got a lot of personality	25	<b>25</b>	79	76	<b>67</b>
Gives me confidence for Britain's future	19	<b>29</b>	28	30	<b>30</b>
Patriotic	36	<b>43</b>	64	63	<b>68</b>
More honest than most politicians	37	<b>36</b>	25	27	<b>27</b>
More style than substance	27	<b>21</b>	54	56	<b>46</b>
A good representative for Britain on the world stage	20	<b>42</b>	28	30	<b>30</b>
None of these	10	<b>3</b>	4	1	<b>1</b>
Don't know	3	<b>20</b>	3	2	<b>1</b>

**Q12 Which of these statements comes closest to your views of Boris Johnson, and the Conservative Party?**

	September 2015 (David Cameron) %	September 2016 (Theresa May) %	September 2017 (Theresa May) %	September 2018 (Theresa May) %	November 2019 (Boris Johnson) %	<b>September 2020 (Boris Johnson) %</b>
I like Boris Johnson and I like the Conservative Party	31	32	25	24	30	<b>30</b>
I like Boris Johnson but I do not like the Conservative Party	13	28	13	15	14	<b>15</b>
I do not like Boris Johnson but I like the Conservative Party	10	6	13	14	12	<b>12</b>
I do not like Boris Johnson and I do not like the Conservative Party	42	27	43	43	42	<b>39</b>
Don't know	4	7	5	5	2	<b>5</b>
<b>Like Boris Johnson</b>	<b>44</b>	<b>60</b>	<b>38</b>	<b>39</b>	<b>44</b>	<b>45</b>
<b>Like the Conservative Party</b>	<b>41</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>42</b>	<b>42</b>
<b>Do not like Boris Johnson</b>	<b>52</b>	<b>33</b>	<b>56</b>	<b>57</b>	<b>54</b>	<b>51</b>
<b>Do not like the Conservative party</b>	<b>55</b>	<b>55</b>	<b>56</b>	<b>58</b>	<b>56</b>	<b>54</b>

**Q12 Which of these statements comes closest to your views of Keir Starmer, leader of the Labour Party, and the Labour Party?**

	September 2015 (Jeremy Corbyn) %	September 2016 (Jeremy Corbyn) %	September 2017 (Jeremy Corbyn) %	September 2018 (Jeremy Corbyn) %	November 2019 (Jeremy Corbyn) %	September 2020 (Keir Starmer) %
I like Keir Starmer and I like the Labour Party	23	23	33	25	20	26
I like Keir Starmer but I do not like the Labour Party	14	14	13	7	3	25
I do not like Keir Starmer but I like the Labour Party	17	23	21	32	29	12
I do not like Keir Starmer and I do not like the Labour Party	38	31	27	32	44	23
Don't know	9	8	5	5	4	14
<b>Like Keir Starmer</b>	<b>37</b>	<b>37</b>	<b>46</b>	<b>32</b>	<b>23</b>	<b>51</b>
<b>Like the Labour Party</b>	<b>40</b>	<b>46</b>	<b>54</b>	<b>57</b>	<b>49</b>	<b>38</b>
<b>Do not like Keir Starmer</b>	<b>55</b>	<b>54</b>	<b>48</b>	<b>64</b>	<b>73</b>	<b>35</b>
<b>Do not like the Labour Party</b>	<b>52</b>	<b>45</b>	<b>40</b>	<b>39</b>	<b>47</b>	<b>48</b>