

Ipsos MORI March 2021 Political Monitor Topline Results

17th March 2021

Fieldwork: 5th – 12th March 2020

Technical Details

Ipsos MORI interviewed a representative sample of 1,009 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 5th - 12th March 2021. 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 (754)

	March 2021	February 2021
	%	%
Conservative	45	42
Labour	38	38
Liberal Democrats (Lib Dem)	6	7
Scottish National Party/Plaid Cymru	5	5
Green Party	5	8
Other	1	*
Conservative lead (\pm%)	+7	+4
<i>Would not vote</i>	*	1
<i>Undecided</i>	5	5
<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	42
Labour	39
Liberal Democrats (Lib Dem)	7
Scottish National Party/Plaid Cymru	5
Green Party	6
Other	1
Conservative lead (\pm%)	+3
<i>Would not vote</i>	9
<i>Undecided</i>	7
<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	69
9	4
8	5
7	3
6	*
5	4
4	2
3	2
2	1
1 – absolutely certain not to vote	8
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) Mar '21	42	49	10	-7
<i>Feb '21</i>	<i>41</i>	<i>51</i>	<i>8</i>	<i>-10</i>
Johnson (Q4) Mar '21	44	51	5	-7
<i>Feb '21</i>	<i>42</i>	<i>51</i>	<i>7</i>	<i>-9</i>
Starmer (Q5) Mar '21	33	42	26	-9
<i>Feb '21</i>	<i>40</i>	<i>35</i>	<i>24</i>	<i>+5</i>
Davey (Q6) Mar '21	15	28	57	-13
<i>Feb '21</i>	<i>14</i>	<i>40</i>	<i>47</i>	<i>-26</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)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q3) Mar '21	343	79	16	6	+63
Feb '21	342	78	19	3	+59
Johnson (Q4) Mar '21	343	83	13	3	+70
Feb '21	342	79	19	2	+60
Starmer (Q5) Mar '21	342	52	33	16	+19
Feb '21	354	58	25	17	+33

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?

	Mar '21	Feb '21
	%	%
Improve	43	29
Stay the same	14	9
Get worse	41	60
Don't know	3	2
Ipsos MORI Economic Optimism Index (EOI)	+2	-31

Q12 Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer? (only selected trends shown – see www.ipsos-mori.com for full list)

	Satisfied	Dissatisfied	Don't know
	%	%	%
Osborne March 2016	27	60	13
Hammond Nov 2016	39	28	34
Hammond March 2017	34	46	20
Hammond Nov 2017	36	45	19
Hammond Nov 2018	30	43	27
Sajid Javid Oct 2019	37	32	30
Sunak March 2020	45	17	37
Sunak Sept 2020	64	21	15
Sunak Dec 2020	61	19	21
Sunak Feb 2021	56	26	17

Sunak Mar 2021	59	27	14
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Base: Conservative party supporters (343)

	Satisfied %	Dissatisfied %	Don't know %
Osborne March 2016	58	31	10
Hammond Nov 2016	61	12	27
Hammond March 2017	60	26	14
Hammond Nov 2017	62	22	17
Hammond Nov 2018	51	31	18
Sajid Javid Oct 2019	66	9	25
Sunak March 2020	63	7	30
Sunak Sept 2020	83	8	9
Sunak Dec 2020	82	6	12
Sunak Feb 2021	87	8	4
Sunak Mar 2021	83	10	7

Coronavirus

Q9 Overall, how well or badly do you think each of the following have handled the coronavirus outbreak so far?

	Very well %	Fairly well %	Neither well nor badly %	Fairly badly %	Very badly %	Don't know %	Don't know who they are %	Very/fairly well %	Very/fairly badly %	Net well %
The Government										
Mar 2021	10	31	13	22	22	1	*	41	44	-3
Feb 2021	10	28	15	18	28	1	*	38	46	-8
Dec 2020	6	31	15	23	24	1	*	37	47	-10
October 2020	5	25	16	24	26	2	1	30	50	-20
Sept 2020	7	25	18	23	27	*	*	32	50	-18
August 2020	9	33	16	20	20	2	*	42	40	+2
June 2020	8	32	14	21	23	1	*	40	44	-4
March 2020	10	39	13	20	15	2	1	49	35	+14
Boris Johnson										
Mar 2021	15	28	10	17	29	1	*	43	46	-3
Feb 2021	13	26	12	16	30	1	1	39	46	-7
Dec 2020	8	29	15	19	27	*	*	37	46	-9
October 2020	10	22	11	23	33	1	*	32	56	-24
August 2020	12	31	12	17	26	1	*	43	43	0
June 2020	13	32	12	17	25	1	*	45	42	+3
March 2020	13	34	13	17	21	2	1	47	38	+9
Keir Starmer										
Mar 2021	4	22	29	14	12	7	12	26	26	0

<i>Feb 2021</i>	5	27	28	13	9	8	11	32	22	+10
<i>Dec 2020</i>	5	26	23	14	9	8	16	31	23	+8
<i>October 2020</i>	5	28	24	13	9	9	12	33	22	+11
<i>August 2020</i>	5	26	30	8	6	9	17	31	14	+17
Matt Hancock, Secretary of State for Health and Social Care										
Mar 2021	11	27	12	20	22	3	5	38	42	-4
<i>Feb 2021</i>	10	30	11	18	23	2	6	40	41	-1
<i>October 2020</i>	6	20	17	22	26	4	5	26	48	-22
<i>August 2020</i>	10	28	16	18	20	4	5	38	38	0
<i>June 2020</i>	13	29	12	19	18	3	7	42	37	+5
<i>March 2020</i>	7	32	15	15	8	7	15	39	23	+16
Rishi Sunak, Chancellor of the Exchequer										
Mar 2021	20	35	15	13	7	3	7	55	20	+35
<i>Feb 2021</i>	18	37	12	10	10	3	9	55	20	+35
<i>October 2020</i>	20	31	16	10	8	5	10	51	18	+33
<i>August 2020</i>	23	37	11	7	6	3	13	60	13	+47
<i>June 2020</i>	29	31	11	8	6	4	12	60	14	+46
<i>March 2020</i>	10	31	19	9	4	10	17	41	13	+28

Q10. Do you think the government has done a good job or bad job at...?

	Good job %	Bad job %	Don't know %	Net good job
Ensuring the public are vaccinated as soon as possible				
Mar 2021	88	7	5	+81
Feb 2021	78	16	6	+62

Parties and leaders

Q13 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
Boris Johnson	Mar '21	19	24	10	14	31	2	43	45	-2
	Feb '21	17	25	12	16	28	2	42	44	-2
	Aug '20	20	25	11	11	32	1	45	43	+2
	Feb '20	25	24	8	10	30	3	49	40	+9
	July '19	19	19	13	13	30	5	38	43	-5
	June '19	14	20	10	13	40	3	34	53	-19
	May '19	11	14	7	12	52	3	25	64	-39
	Mar '19	8	16	7	15	49	5	24	64	-40
	Sep '18	9	16	8	13	51	3	25	64	-39
	Jul '18	12	13	6	13	53	3	25	66	-41
	Apr '18	7	10	5	19	53	6	17	72	-55
	Jul '16	11	10	5	22	48	4	21	70	-49
	Jul '15	13	19	11	21	31	6	32	52	-20
	Jul '14	12	20	9	20	34	5	32	54	-22
Keir Starmer	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	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

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
Boris Johnson	Mar '21	343	39	42	7	9	3	1	81	12	+69
	Feb '21	342	41	38	8	5	7	1	79	12	+67
	Aug '20	370	46	41	4	6	2	1	87	8	+79
	Feb '20	413	53	35	6	2	2	1	88	4	+84
	July '19	323	46	31	9	6	4	4	77	10	+67
	June '19	252	29	30	11	15	13	1	59	28	+31
	May '19	322	13	23	9	20	33	2	36	53	-17
	Mar '19	324	12	20	7	18	40	4	32	58	-26
	Sep '18	334	13	26	7	16	35	4	39	51	-12
	Jul '18	382	10	21	9	19	38	4	31	57	-26
	Apr '18	340	11	15	6	30	32	6	26	62	-36
	Jul '16	292	9	14	6	29	39	3	23	68	-45
	Jul '15	312	20	27	8	26	16	3	47	42	5
	Jul '14	242	21	26	12	18	19	4	47	37	10
Keir Starmer	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	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

Q9 Who do you think would make the most capable Prime Minister...?

A. ... Boris Johnson, or Keir Starmer?

	Boris Johnson /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
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						
Sep 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

B. ... Boris Johnson, or Rishi Sunak?

Boris Johnson %	Rishi Sunak %	Neither %	No difference %	Other %	Don't know %
41	42	6	*	*	10

C. ... Keir Starmer, or Rishi Sunak?

Keir Starmer %	Rishi Sunak %	Neither %	No difference %	Other %	Don't know %
37	39	7	*	1	17

Budget

Q8 As you may know, the Government announced its 2021 budget this week/ last week. From what you know or have heard, do you think the Budget proposals are a good thing or a bad thing....?

- a) for you personally
- b) for the country

	Good thing %	Bad thing %	Don't know %
For you personally (March 2021)	39	26	35
<i>March 2020</i>	45	24	31
<i>November 2017</i>	35	36	29
<i>March 2017</i>	33	39	28
<i>March 2016</i>	35	40	24
<i>July 2015</i>	45	38	17
<i>April 2014</i>	43	35	22
<i>April 2012</i>	25	60	16
For the country (March 2021)	52	25	23
<i>March 2020</i>	54	22	25
<i>November 2017</i>	41	38	21
<i>March 2017</i>	38	42	21
<i>March 2016</i>	30	53	17
<i>July 2015</i>	46	44	10
<i>April 2014</i>	48	33	19
<i>April 2012</i>	33	53	14

Q16 Please tell me how strongly you agree or disagree with the following arguments about public services and public spending? IF AGREE/DISAGREE: Is that strongly or tend to agree/disagree?

There is a real need to cut spending on public services in order to pay off the very high national debt we now have

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
Mar '21	8	18	10	24	37	3	26	61	-35
<i>Aug '18</i>	<i>4</i>	<i>15</i>	<i>21</i>	<i>28</i>	<i>30</i>	<i>2</i>	<i>19</i>	<i>58</i>	<i>-39</i>
<i>Aug '17</i>	<i>5</i>	<i>17</i>	<i>21</i>	<i>28</i>	<i>29</i>	<i>1</i>	<i>21</i>	<i>57</i>	<i>-36</i>
<i>Feb '11</i>	<i>22</i>	<i>26</i>	<i>9</i>	<i>16</i>	<i>25</i>	<i>1</i>	<i>48</i>	<i>41</i>	<i>+7</i>
<i>Nov '10</i>	<i>28</i>	<i>28</i>	<i>9</i>	<i>14</i>	<i>19</i>	<i>2</i>	<i>56</i>	<i>33</i>	<i>+23</i>
<i>Oct '10</i>	<i>28</i>	<i>31</i>	<i>7</i>	<i>14</i>	<i>18</i>	<i>2</i>	<i>59</i>	<i>32</i>	<i>+27</i>
<i>Sep '10</i>	<i>28</i>	<i>29</i>	<i>5</i>	<i>17</i>	<i>20</i>	<i>1</i>	<i>57</i>	<i>37</i>	<i>+20</i>
<i>Jun '10</i>	<i>31</i>	<i>27</i>	<i>6</i>	<i>14</i>	<i>21</i>	<i>2</i>	<i>58</i>	<i>35</i>	<i>+23</i>
<i>Mar '10</i>	<i>24</i>	<i>25</i>	<i>5</i>	<i>23</i>	<i>22</i>	<i>2</i>	<i>49</i>	<i>45</i>	<i>+4</i>
<i>Nov '09</i>	<i>17</i>	<i>26</i>	<i>10</i>	<i>23</i>	<i>21</i>	<i>2</i>	<i>43</i>	<i>44</i>	<i>-1</i>
<i>June '09</i>	<i>18</i>	<i>22</i>	<i>7</i>	<i>22</i>	<i>29</i>	<i>3</i>	<i>40</i>	<i>51</i>	<i>-11</i>

Q17A Do you think the Government has spent too much money, too little or about the right amount on supporting ordinary people during the pandemic?

	%
Too much	12
Too little	29
About the right amount	54
Don't know	5

Q17B And thinking ahead as Britain begins to recover from the pandemic, do you think the Government will spend too much money, too little or about the right amount on supporting ordinary people during the recovery from the pandemic?

	%
Too much	7
Too little	45
About the right amount	40
Don't know	7

Q18 To what extent, if at all, do you support or oppose each of the following policies?

Strongly support	Tend to support	Neither support nor oppose	Tend to oppose	Strongly oppose	Don't know	Support	Oppose	Net support
%	%	%	%	%	%	%	%	%
Raising corporation tax on company profits above £250,000 from 19% to 25% in April 2023								
43	26	10	7	8	5	69	15	+54
Increasing the amount raised in income tax by freezing the threshold for paying 20% tax at earnings above £12,750 until April 2026								
21	26	13	16	17	8	47	33	+14
Increasing the amount raised in income tax by freezing the threshold for paying 40% tax at earnings above £50,270 until April 2026								
21	32	15	13	10	9	53	23	+30

Q19 As you may know, the Government has proposed a pay rise of 1% for most NHS staff in England. Do you think this is too much, too little, or about the right amount?

	%
Too much	1
Too little	78
About the right amount	20
Don't know	1