Ipsos MORI March 2021 Political Monitor
Topline Results

15th 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

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<u>Voting Intention</u>

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 <u>will</u> 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 (+%)	**+7**	*+4*
Would not vote	***	*1*
Undecided	*5*	*5*
Refused	*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 (+%)	**+3**
Would not vote	**9**
Undecided	**7**
Refused	**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**
Feb '21	*41*	*51*	*8*	*-10*
Johnson (Q4) **Mar '21**	**44**	**51**	**5**	**-7**
Feb '21	*42*	*51*	*7*	*-9*
Starmer (Q5) **Mar '21**	**33**	**42**	**26**	**-9**
Feb '21	*40*	*35*	*24*	*+5*
Davey (Q6) **Mar '21**	**15**	**28**	**57**	**-13**
Feb '21	*14*	*40*	*47*	*-26*

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) **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*

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**
Feb 2021	*5*	*27*	*28*	*13*	*9*	*8*	*11*	*32*	*22*	*+10*
Dec 2020	*5*	*26*	*23*	*14*	*9*	*8*	*16*	*31*	*23*	*+8*
October 2020	*5*	*28*	*24*	*13*	*9*	*9*	*12*	*33*	*22*	*+11*
August 2020	*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**
Feb 2021	*10*	*30*	*11*	*18*	*23*	*2*	*6*	*40*	*41*	*-1*
October 2020	*6*	*20*	*17*	*22*	*26*	*4*	*5*	*26*	*48*	*-22*
August 2020	*10*	*28*	*16*	*18*	*20*	*4*	*5*	*38*	*38*	*0*
June 2020	*13*	*29*	*12*	*19*	*18*	*3*	*7*	*42*	*37*	*+5*
March 2020	*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**
Feb 2021	*18*	*37*	*12*	*10*	*10*	*3*	*9*	*55*	*20*	*+35*
October 2020	*20*	*31*	*16*	*10*	*8*	*5*	*10*	*51*	*18*	*+33*
August 2020	*23*	*37*	*11*	*7*	*6*	*3*	*13*	*60*	*13*	*+47*
June 2020	*29*	*31*	*11*	*8*	*6*	*4*	*12*	*60*	*14*	*+46*
March 2020	*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*