

Ipsos MORI July 2021 Political Monitor Topline Results

16th July 2021

Fieldwork: 2nd – 8th July 2021

Technical Details

Ipsos MORI interviewed a representative sample of 1,053 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 2nd – 8th July 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. Data are based on all adults unless otherwise stated

Satisfaction Ratings

Satisfaction among general public aged 18+

Q8 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
	%	%	%	±
Starmer (Q8) Jul '21	27	50	23	-23
Jun '21	22	51	27	-29

Satisfaction among own party supporters aged 18+

Q8 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
	Base	%	%	%	±
Starmer (Q8) Jul '21	297	46	37	17	+9
Jun '21	272	39	47	15	-8

Parties and leaders

Q15. We would now like to ask you some questions about Keir Starmer's leadership of the Labour Party. Would you say that the Labour Party led by Keir Starmer has done a good job or bad job at setting out a clear alternative to the current government to voters?

	Good job	Bad job	Don't know	Net good job
	%	%	%	
Among all	18	59	23	-41
2019 Lab voters	24	58	18	-34
2019 Con voters	11	70	19	-59

Q16. Please tell me to what extent, if at all, you agree or disagree with the following statement:
The ... Party should change its leader before the next general election

Base: All respondents.

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
The Labour Party should change its leader before the next general election									
<i>Keir Starmer as leader</i>									
Jul '21	21	13	27	14	17	9	34	31	+3
Jun '21	31	19	15	14	12	9	50	26	+24
<i>Jeremy Corbyn as leader</i>									
Jul '19	48	14	11	10	13	4	62	23	+39
Jul '18	37	17	14	10	17	5	55	27	+28
Sep '17	31	12	12	20	23	2	43	43	0
Jul '16	50	16	6	10	15	3	66	25	+41
Oct '15	30	12	21	12	19	6	42	31	+11
<i>Ed Miliband as leader</i>									
Jun '14	27	22	16	16	14	4	49	30	+19
The Conservative Party should change its leader before the next general election									
<i>Boris Johnson as leader</i>									
Jul '21	26	16	23	11	19	5	42	30	+12
Jun '21	27	13	14	15	24	7	40	39	-1
Jul '19	18	11	19	16	31	4	29	47	-18
<i>Theresa May as leader</i>									
Jul '18	28	18	18	15	16	4	46	31	+15
Sep '17	29	16	16	17	21	2	45	38	+7
<i>David Cameron as leader</i>									
Oct '15	22	17	25	13	19	5	39	32	+7
Jun '14	14	13	21	21	26	4	27	37	-10

Base: Own party supporters

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree
The Labour Party should change its leader before the next general election									
<i>Keir Starmer as leader</i>									
Jul '21	20	18	20	19	20	3	38	39	-1

Jun '21	25	23	10	18	21	3	48	39	+9
Jeremy Corbyn as leader									
Jul '19	21	16	11	24	26	3	37	50	-13
Jul '18	22	15	10	16	33	4	37	49	-12
Sep '17	11	10	11	29	37	1	21	37	-16
Jul '16	41	13	3	12	29	2	54	41	+13
Oct '15	16	11	22	17	30	5	27	47	-20
Ed Miliband as leader									
Jun '14	18	26	9	27	20	1	44	47	-3
The Conservative Party should change its leader before the next general election									
Boris Johnson as leader									
Jul '21	7	12	15	19	45	2	19	64	-45
Jun '21	10	12	6	20	50	1	22	70	-48
Jul '19	5	5	6	17	66	1	10	83	-73
Theresa May as leader									
Jul '18	15	19	12	19	32	2	34	51	-17
Sep '17	13	15	10	22	39	1	28	61	-33
David Cameron as leader									
Oct '15	12	13	16	18	37	5	25	55	-30
Jun '14	4	5	7	21	58	3	9	79	-70

Q17. Thinking about the following Labour politicians. Do you think they would do a better or worse job than Keir Starmer at leading the Labour Party, or would they make no difference?

	Better job %	Worse job %	Make no difference %	Don't know %	I don't know who they are %
Tony Blair	25	42	23	10	1
Jeremy Corbyn	15	60	17	7	1
Andy Burnham	43	12	24	11	10
Angela Rayner	17	22	33	14	14
Sadiq Khan	27	29	31	11	3
Yvette Cooper	25	14	31	13	16