

Ipsos MORI August 2021 Political Monitor Topline Results

12th August 2021

Fieldwork: 30th July – 9th August 2021

Technical Details

Ipsos MORI interviewed a representative sample of 1,113 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 30th July – 9th August 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

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 (771)

	August 2021	July 2021
	%	%
Conservative	41	40
Labour	30	31
Liberal Democrats (Lib Dem)	13	13
Scottish National Party/Plaid Cymru	7	7
Green Party	8	6
Other	2	4
Conservative lead (±%)	+11	+9
<i>Would not vote</i>	1	1
<i>Undecided</i>	4	7
<i>Refused</i>	1	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	32
Liberal Democrats (Lib Dem)	14
Scottish National Party/Plaid Cymru	6
Green Party	7
Other	2
Conservative lead (+%)	+7
<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	62
9	6
8	6
7	4
6	2
5	6
4	1
3	2
2	2
1 – absolutely certain not to vote	7
Don't know	1

Satisfaction Ratings

Satisfaction among general public aged 18+

- Q6 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q7 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q8 Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour party?
- Q9 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 (Q6) Aug '21	39	51	10	-12
<i>Jul '21</i>	35	55	10	-20
Johnson (Q7) Aug '21	41	52	8	-11
<i>Jul '21</i>	38	54	8	-16
Starmer (Q8) Aug '21	27	53	20	-26
<i>Jul '21</i>	27	50	23	-23
Davey (Q9) Aug '21	21	32	47	-11
<i>Jul '21</i>	21	31	48	-10

- Q6 Are you satisfied or dissatisfied with the way the Government is running the country?
- Q7 Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as Prime Minister?
- Q8 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 (Q6) Aug '21	350	75	16	10	+59
Jul '21	339	70	22	8	+48
Johnson (Q7) Aug '21	350	78	15	7	+63
Jun '21	339	79	15	6	+64
Starmer (Q8) Aug '21	295	41	42	17	-1
Jul '21	297	46	37	17	+9

Economic Optimism Index

- Q10 Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

	Aug '21 %	Jul '21 %
Improve	44	47
Stay the same	12	12
Get worse	39	36
Don't know	5	5
Ipsos MORI Economic Optimism Index (EOI)	+5	+11

Coronavirus

Q11 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										
August 2021	8	36	18	18	19	1	-	44	37	+7
July 2021	9	32	15	22	21	1	*	41	43	-2
June 2021	15	29	16	18	20	2	*	44	38	+6
Apr 2021	12	33	9	23	22	*	-	45	45	0
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

Government performance

Q10. Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...? (for full trends go to www.ipsos-mori.com)

	Good job	Bad job	Don't know	Net good job
	%	%	%	
Managing the economy				
August 2021	49	40	11	+9
December 2020	44	43	13	+1
October 2019	40	41	19	-1
November 2016	51	30	20	+21
May 2016	42	47	11	-5
March 2015	56	37	7	+19
March 2014	47	46	8	-1
October 2011	36	55	9	-19
April 2010	37	59	4	-22
May 2007	59	32	9	+27
April 2005	62	28	10	+34
May 2001	71	16	13	+55
November 2000	52	32	15	+29
November 1999	60	24	16	+36
November 1998	50	29	21	+21
April 1998	60	24	16	+36
Handling taxation and public expenditure				
August 2021	33	50	18	-17
December 2020	37	44	18	-7

October 2019	32	47	22	-15
March 2015	37	54	9	-17
March 2014	35	56	9	-21
October 2011	32	60	8	-28
April 2010	32	63	5	-31
May 2007	31	59	9	-28
April 2005	42	47	10	-4
May 2001	52	33	15	+19
January 2001	45	40	15	+5
November 2000	34	51	15	-17
November 1999	36	44	20	-8
November 1998	44	36	20	+8
April 1998	43	36	21	+7
Keeping unemployment down				
August 2021	48	36	16	+12
December 2020	41	46	12	-5
March 2015	49	43	8	+6
March 2014	44	48	8	-4
October 2011	15	77	8	-62
May 2007	61	30	9	+31
November 2000	65	21	14	+41
November 1999	61	24	15	+37
November 1998	43	36	21	+7
April 1998	55	23	22	+32
Handling Britain's exit from the European Union				
August 2021	35	57	9	-22
December 2020	28	63	8	-35
October 2019	18	76	6	-68
March 2019	9	85	6	-76
March 2018	38	54	8	-16
July 2017	31	58	12	-27
March 2017	36	52	12	-16
December 2016	33	53	14	-20
November 2016	37	48	15	-11
Reducing inequalities between different regions of the country, also known as "levelling-up"				
August 2021	22	55	23	-33
December 2020	21	58	22	-37
Ensuring the public are vaccinated as soon as possible				
August 2021	87	9	3	+78
Jun 2021	82	10	8	+72
Apr 2021	86	10	4	+76
Mar 2021	88	7	5	+81
Feb 2021	78	16	6	+62
Maximising Britain's influence in the world				
August 2021	38	45	17	-7
December 2020	33	49	18	-16
Improving the National Health Service				
August 2021	26	65	9	-39
May 2007	28	64	8	-36
April 1998	31	49	20	-18
Improving the Education system				
August 2021	23	57	20	-34
May 2007	42	46	12	-4
April 1998	47	33	20	+14
Handling Scottish and Welsh devolution				
August 2021	25	44	31	-19

<i>May 2007</i>	42	28	31	+14
<i>April 1998</i>	45	23	32	+22
Handling race relations				
August 2021	27	56	17	-29
<i>May 2007</i>	41	47	11	-6
Dealing with crime				
August 2021	26	58	16	-32
<i>May 2007</i>	34	58	8	-24

Q13. As may know from Monday 16th August in England if someone is double-vaccinated then they will no longer have to self-isolate if “pinged” by the NHS track and trace mobile phone app, as long as they receive a negative Coronavirus test.

Do you think this rule change is happening too soon, too late or at about the right time?

	%
Too soon	23
Too late	17
At about the right time	55
Don't know	4

Taxation and spending

Q14a I'd now like you to think about how much the government spends on public services, which is funded by taxation or government borrowing. Which of the following options, if any, do you think the government should do?

b) And which one of the following, if any, do you think the government will do?

	The Government <u>should</u> %			The Government <u>will</u> %		
	August 2021	October 2019	October 2018	August 2021	October 2019	October 2018
Increase spending on public services, even if that means higher taxes or more government borrowing	49	56	66	27	35	24
Keep spending on public services at the current level	34	31	20	34	28	36
Reduce spending on public services, to allow for tax cuts or less government borrowing	9	10	8	32	30	33
Don't know	8	3	6	7	7	7

Q15. As you may know, National Insurance contributions are a tax on earnings and self-employed profits paid by employees, employers and the self-employed. To what extent, if at all, would you support or oppose ...?

	Strongly support %	Tend to support %	Neither support nor oppose %	Tend to oppose %	Strongly oppose %	Don't know %	Strongly/ tend to support %	Strongly/ tend to oppose %	Net support %
Increasing the amount people pay in national insurance by one percentage point to help pay for social care reform									
Aug 2021	34	30	14	8	10	4	64	18	+46
Increasing the amount people pay in national insurance by one percentage point to help pay for reducing the backlog in the NHS caused by the pandemic									
Aug 2021	39	26	12	7	12	4	65	19	+46

Q16. And to what extent, if at all, would you personally be willing or unwilling to pay more in taxes to...?

	Very willing %	Fairly willing %	Neither willing nor unwilling %	Fairly unwilling %	Very unwilling %	Don't know %	Very/ fairly willing %	Very/ fairly willing %	Net willing %
Help pay for the cost of turning Britain into a “net zero” economy, meaning significantly reducing carbon emissions from many different activities, such as driving cars, producing food, and use of electricity, and balancing out the remaining emissions by technologies and actions that reduce greenhouse gases.									
Aug 2021	31	29	15	10	12	3	60	22	+38
Help pay for the cost of reducing inequalities between different regions of the country, also known as “levelling-up”									
Aug 2021	17	34	18	12	13	7	51	25	+26
To reduce the deficit in Britain’s public finances caused by the increase in Government spending during the pandemic									
Aug 2021	11	33	17	15	20	4	44	35	+9