

IPSOS MORI POLITICAL MONITOR

August 2021

Ipsos MORI



VOTING INTENTION

POLLING
STATION

WAY IN

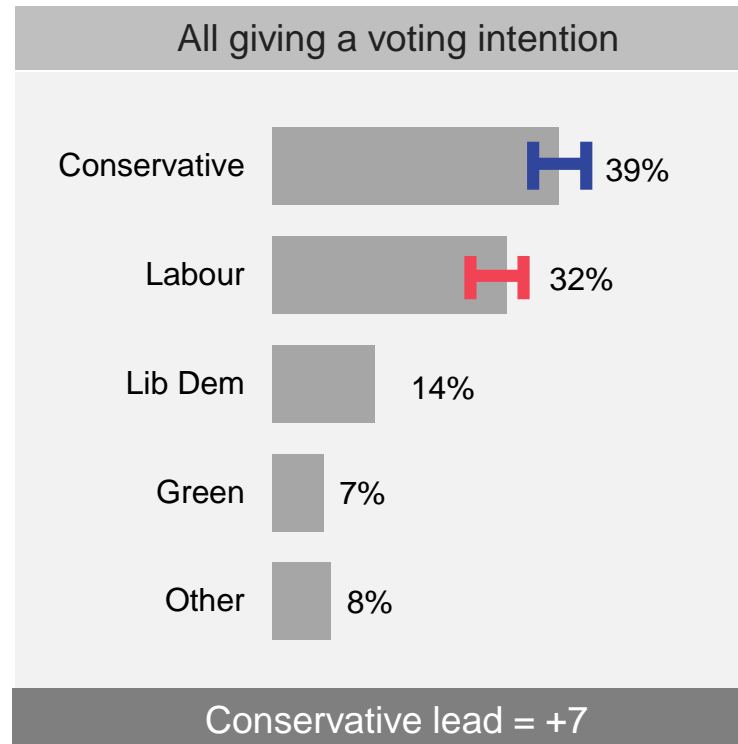
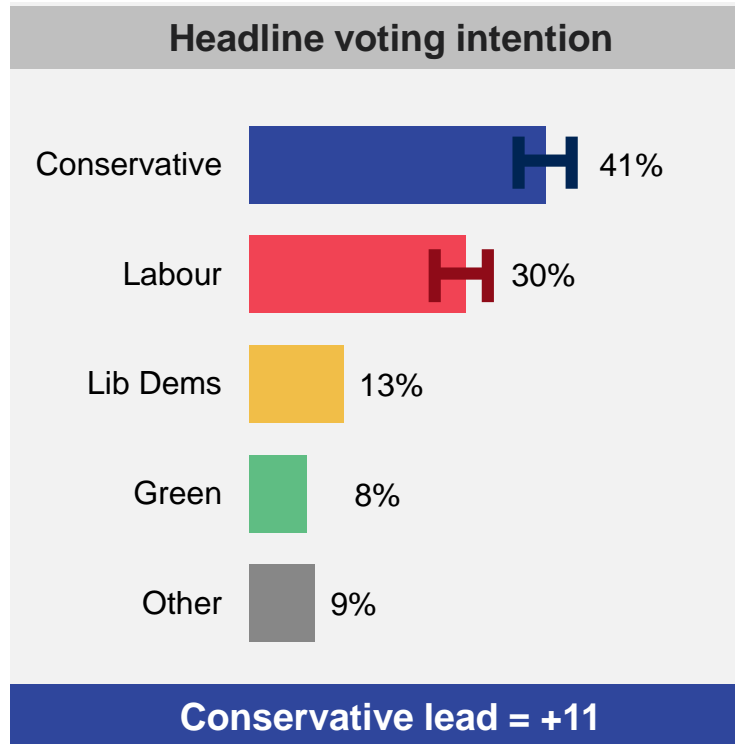
WAY IN

Ipsos MORI



Voting Intention: August 2021

How do you intend to vote in the General Election? Will you vote...?

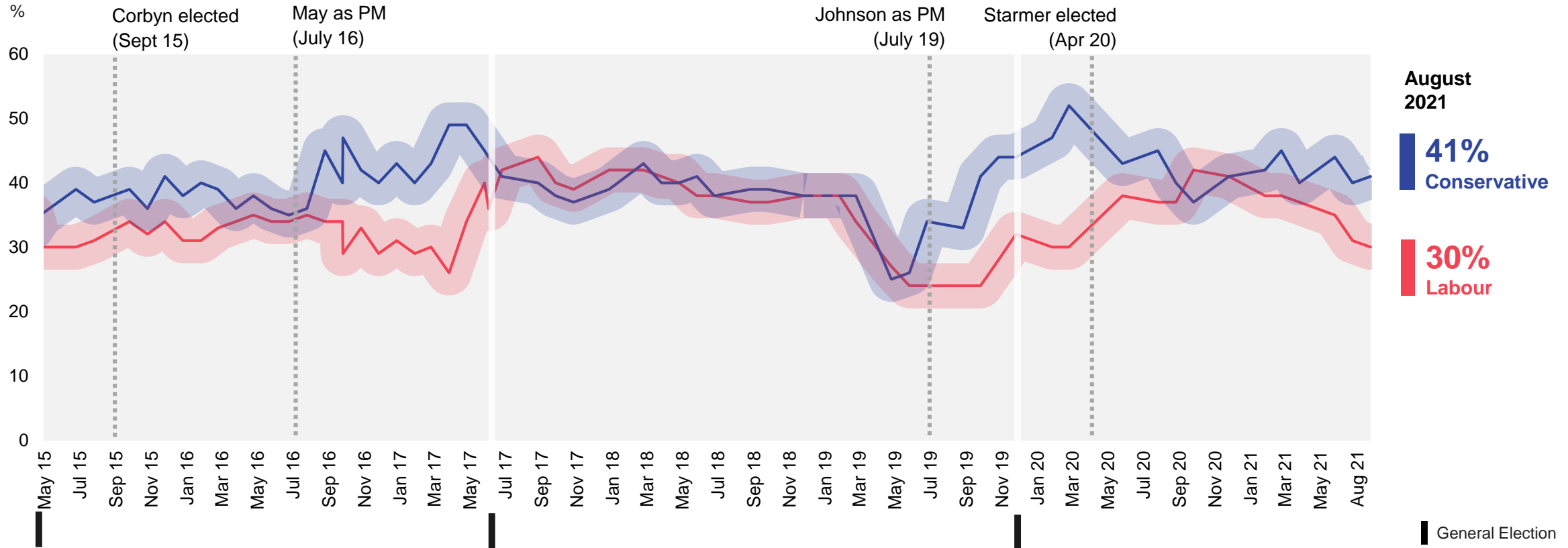


Base: 1,113 British adults 18+, 30 July – 9 August 2021; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 771. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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.

Source: Ipsos MORI Political Monitor

Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?

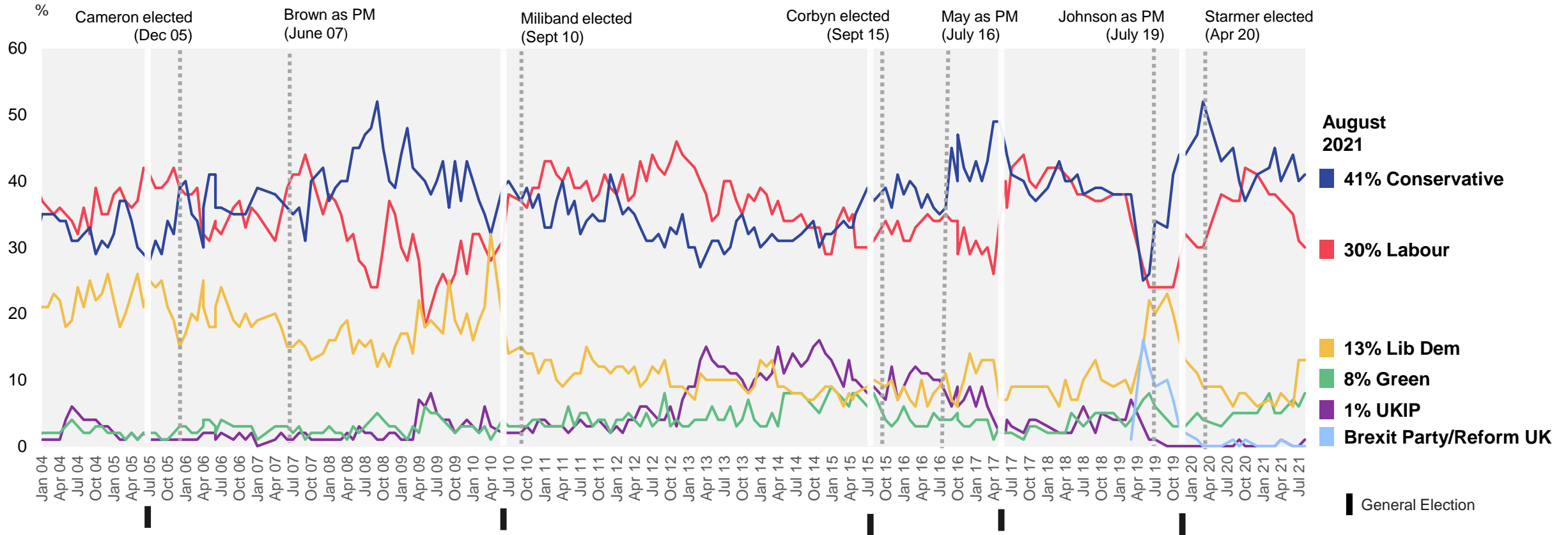


Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor

Headline voting intention: January '04 – August '21

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor



SATISFACTION

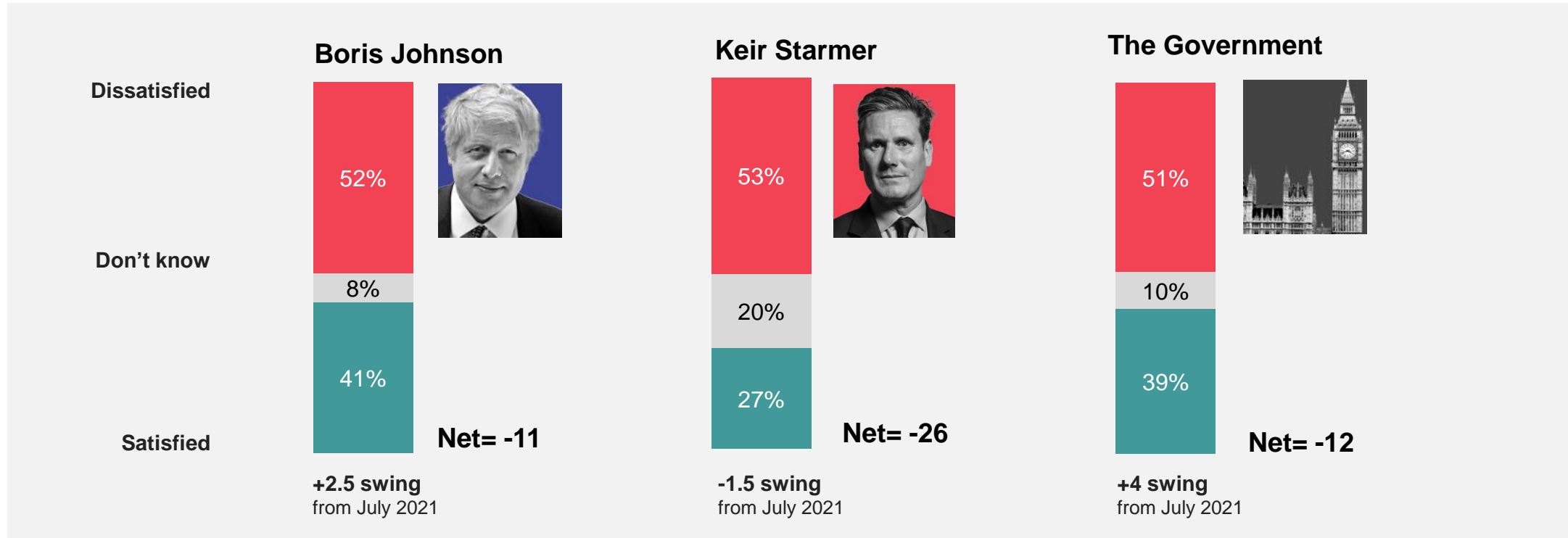
WITH GOVERNMENT
AND PARTY LEADERS

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Satisfaction with leaders and the Government: August 2021

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



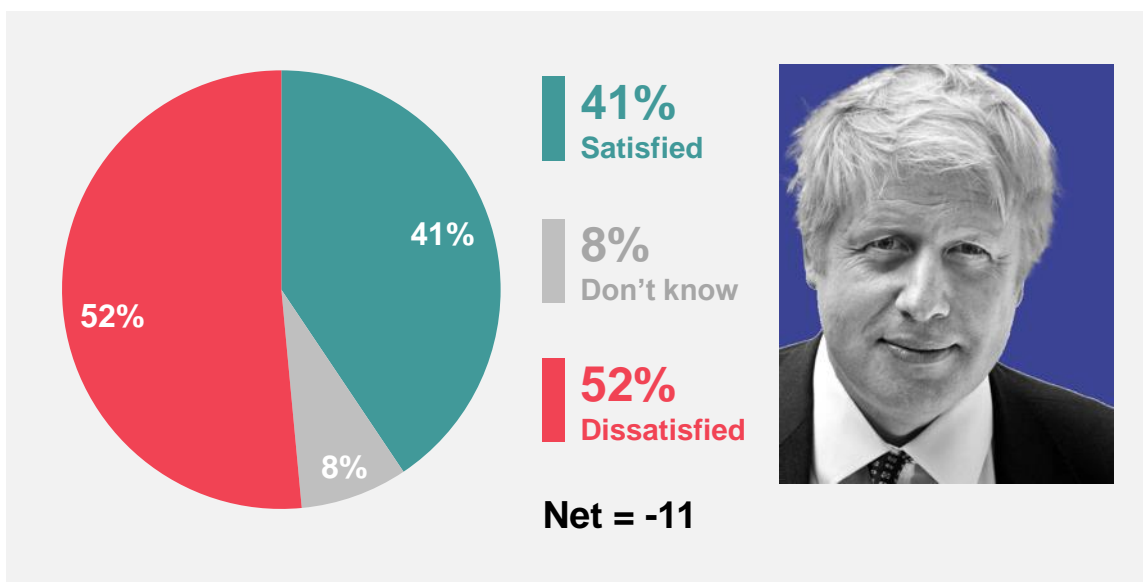
Base: 1,113 British adults 18+, 30 July – 9 August 2021. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Political Monitor

Boris Johnson: Satisfaction

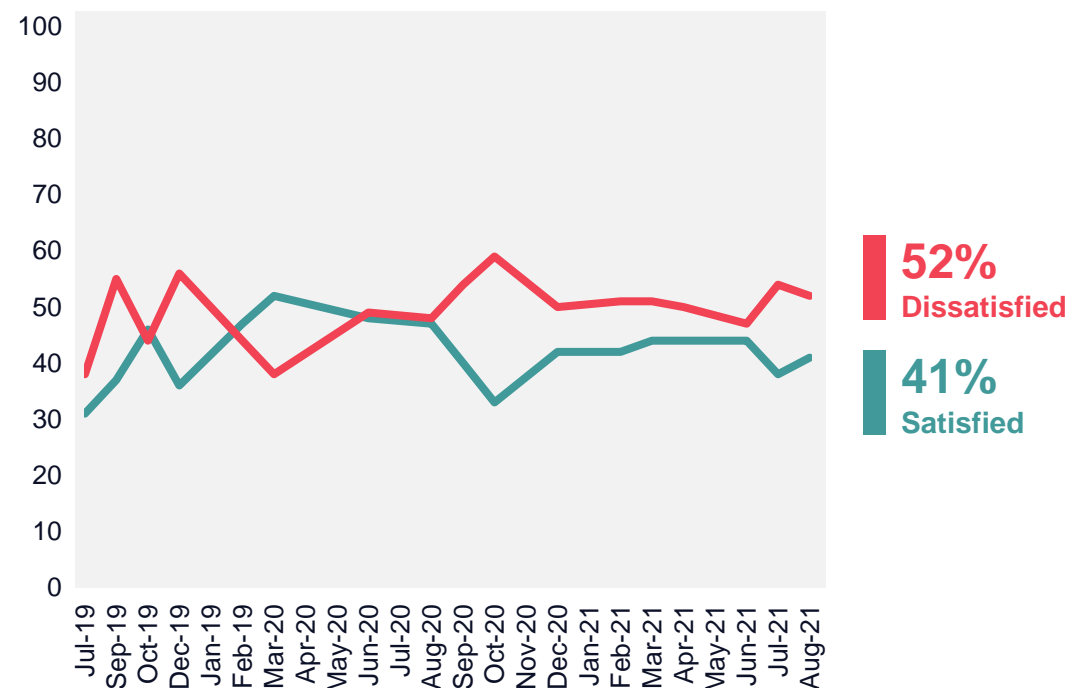
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

August 2021



Base: 1,113 British adults 18+, 30 July – 9 August 2021

July 2019 – August 2021

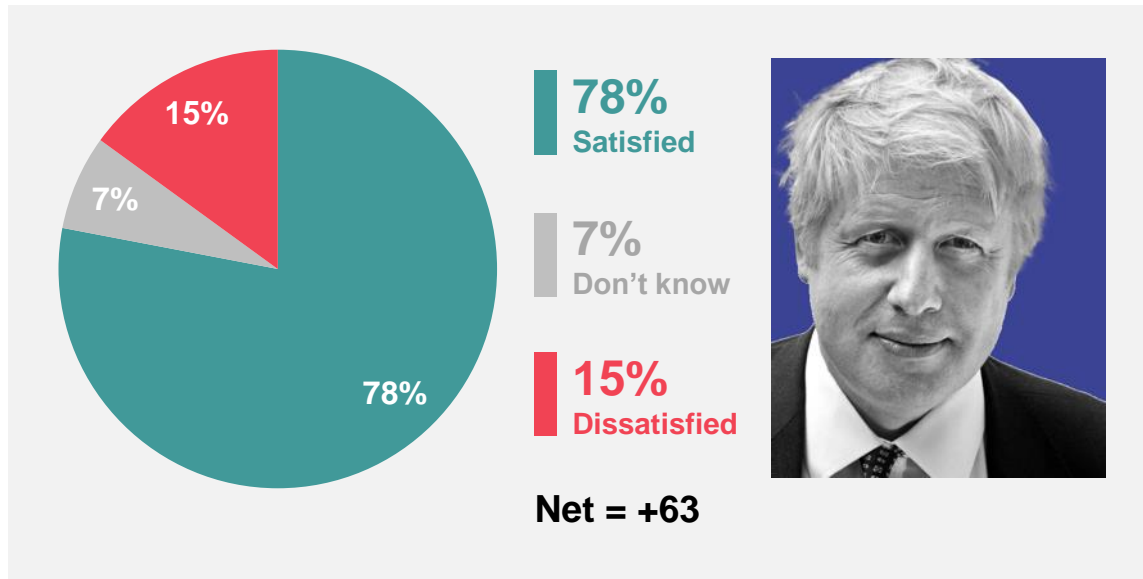


Source: Ipsos MORI Political Monitor

Boris Johnson: Satisfaction among Conservative supporters

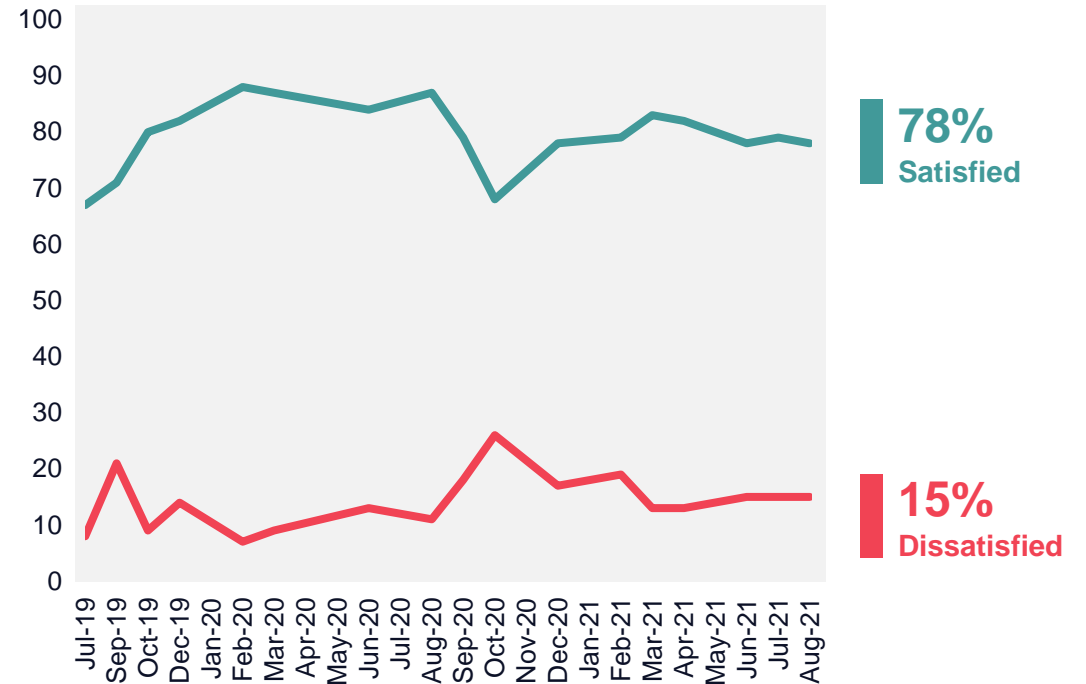
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

August 2021



Base: 350 Conservative party supporters aged 18+, 30 July – 9 August 2021.

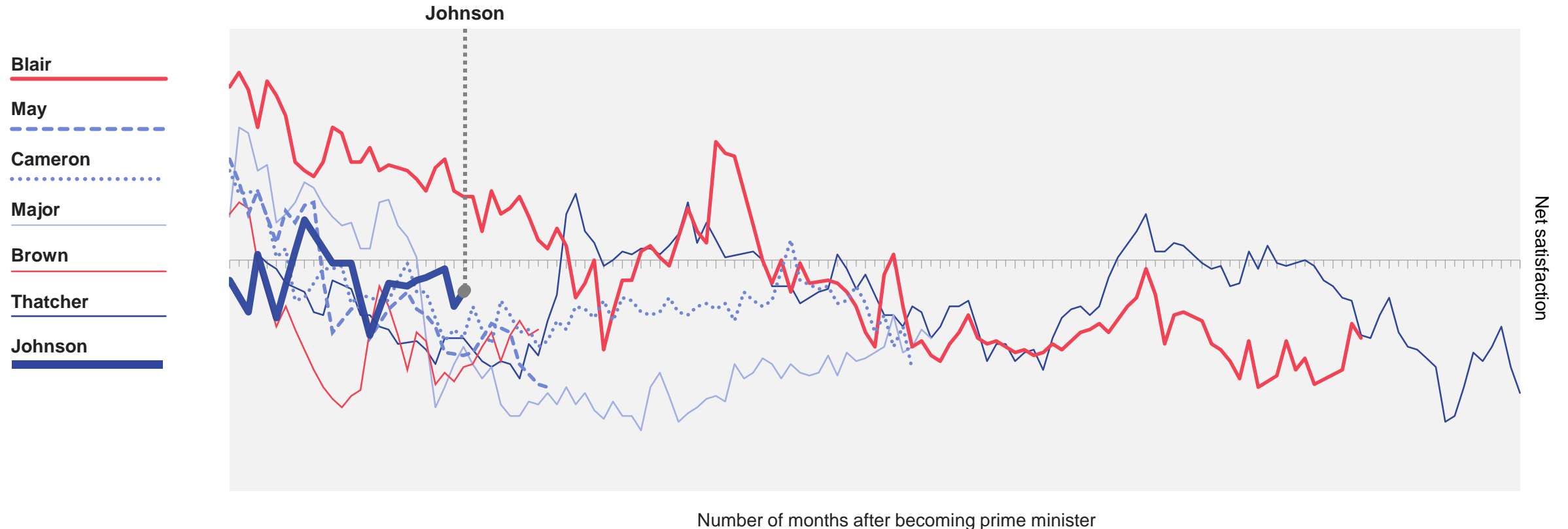
July 2019 – August 2021



Source: Ipsos MORI Political Monitor

Net satisfaction with Prime Ministers (1979-2021)

How satisfied or dissatisfied are you with the way ... is doing his/her job as prime minister?



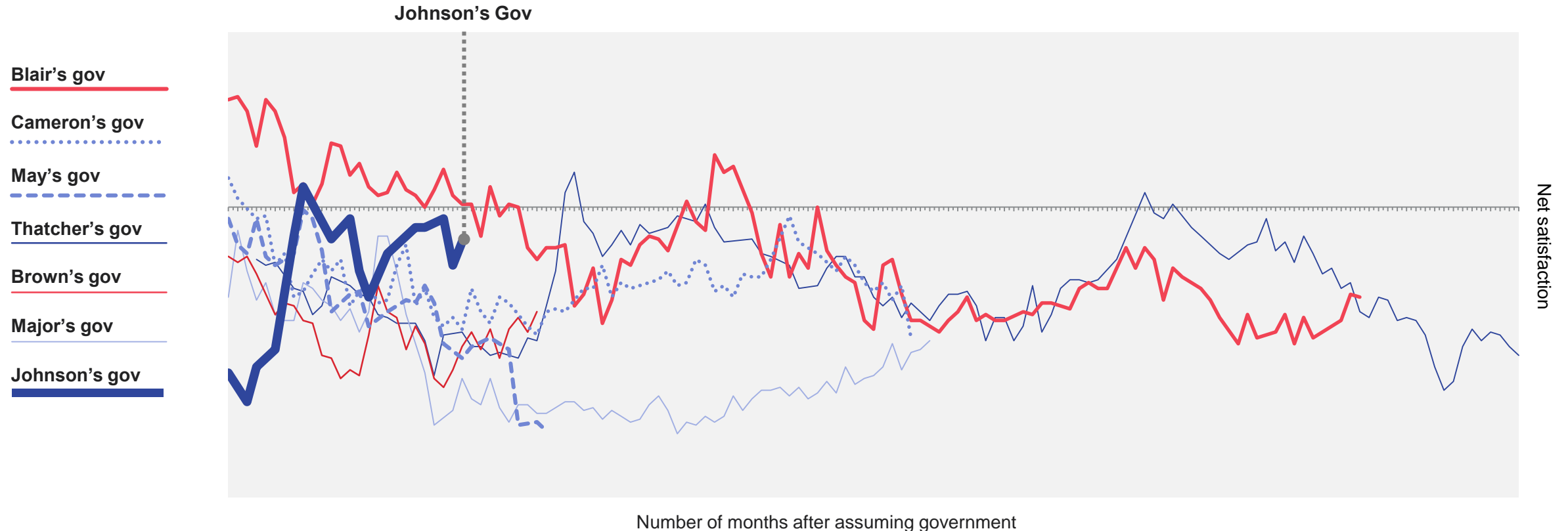
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Net satisfaction with the Government (1979 – 2021)

How satisfied or dissatisfied are you with the way the government is running the country?



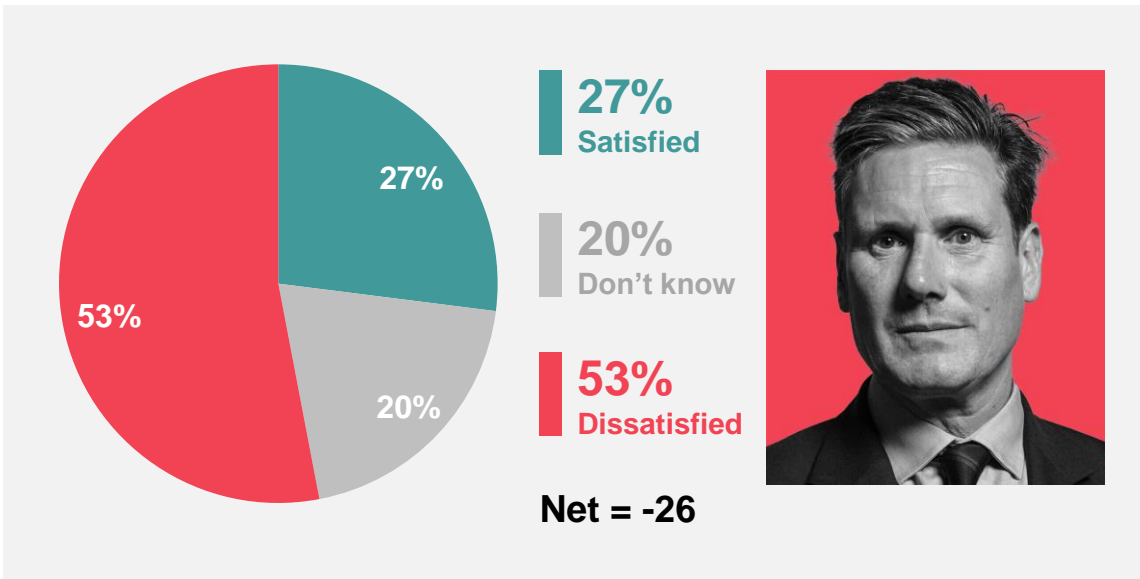
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Keir Starmer: Satisfaction

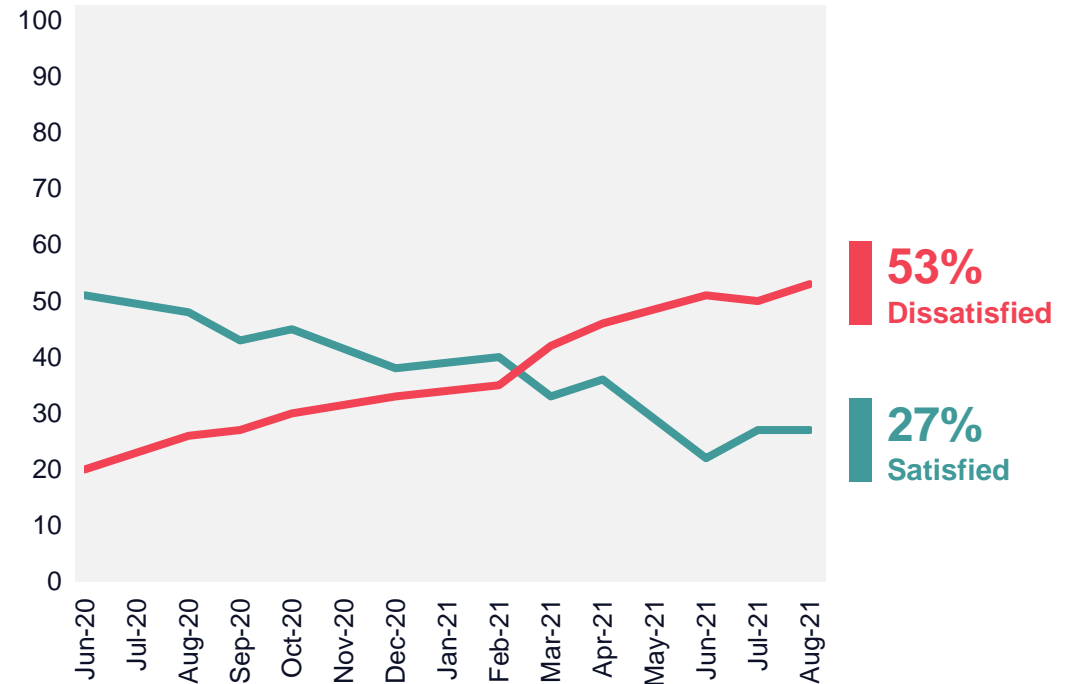
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

August 2021



Base: 1,113 British adults 18+, 30 July – 9 August 2021

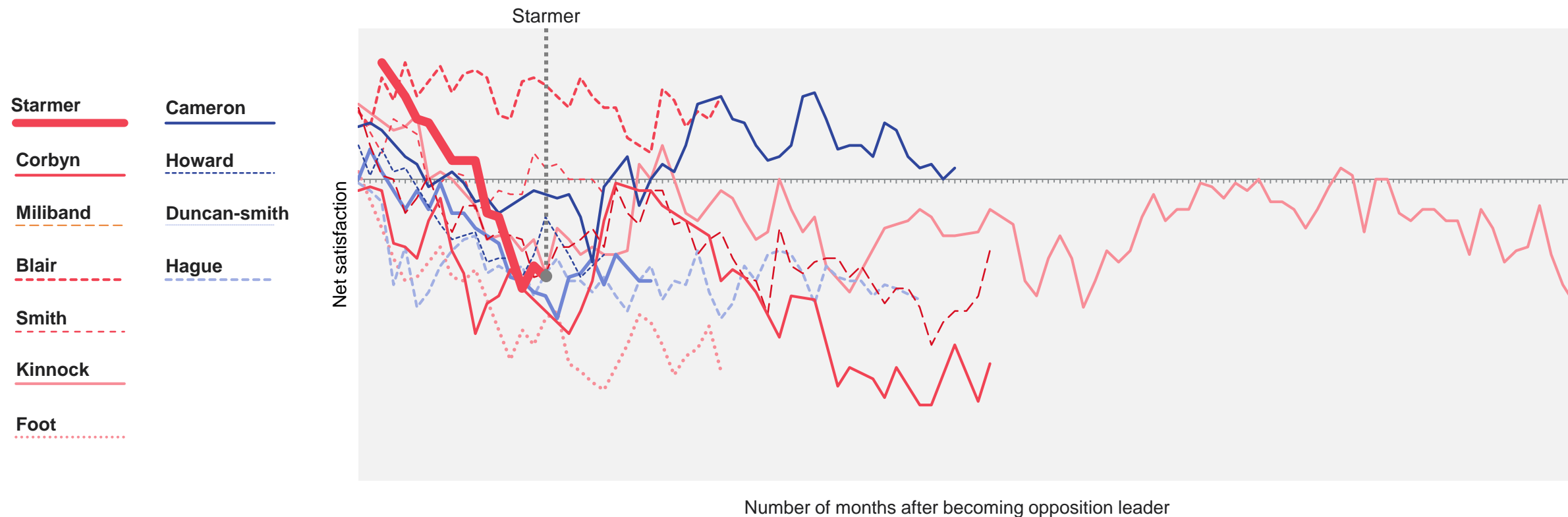
June 2020 – August 2021



Source: Ipsos MORI Political Monitor

Net satisfaction with Opposition Leaders (1980 – 2021)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



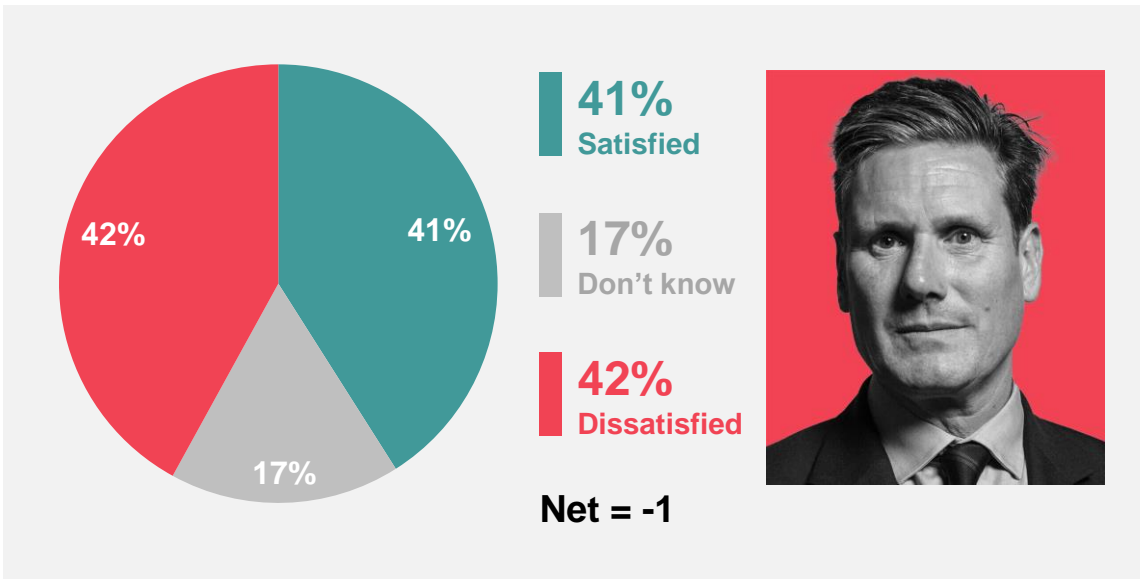
Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone
Base: c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

Keir Starmer: Satisfaction amongst Labour supporters

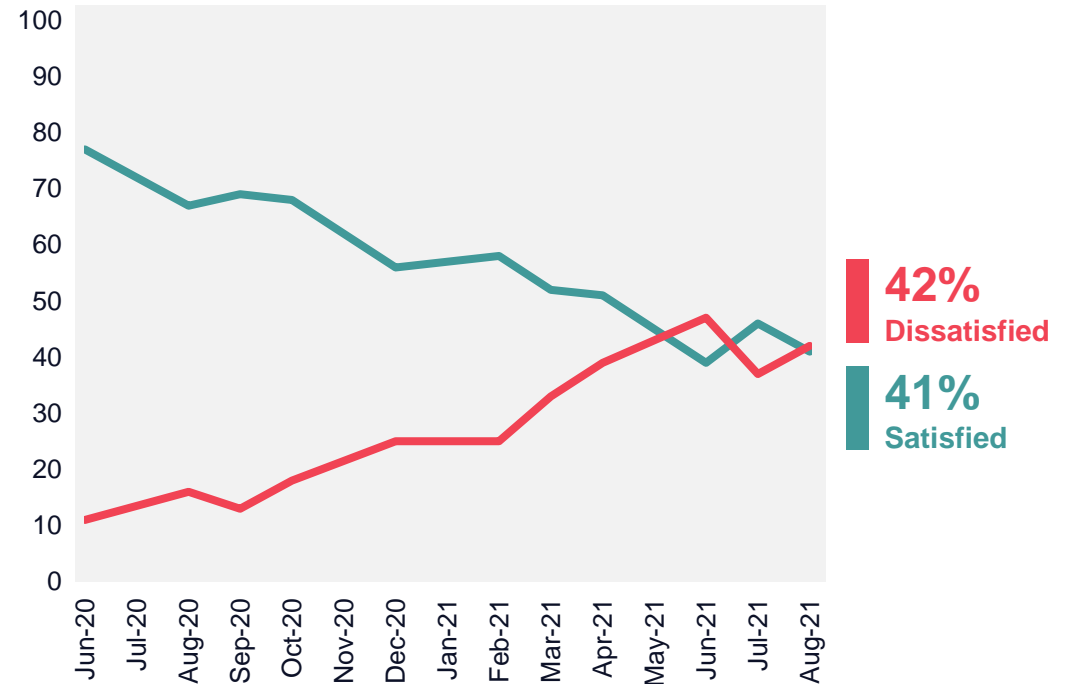
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

August 2021



Base: 295 Labour party supporters aged 18+, 30 July – 9 August 2021

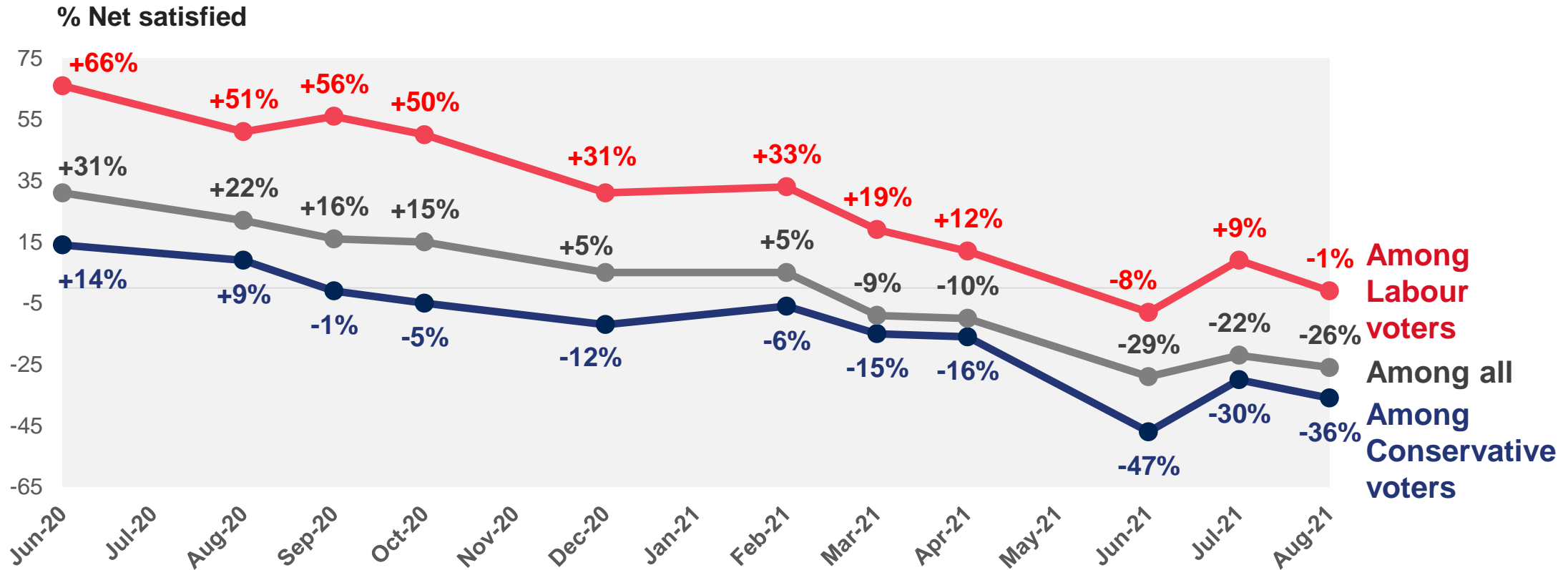
June 2020 – August 2021



Source: Ipsos MORI Political Monitor

Keir Starmer: Net satisfaction

Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?



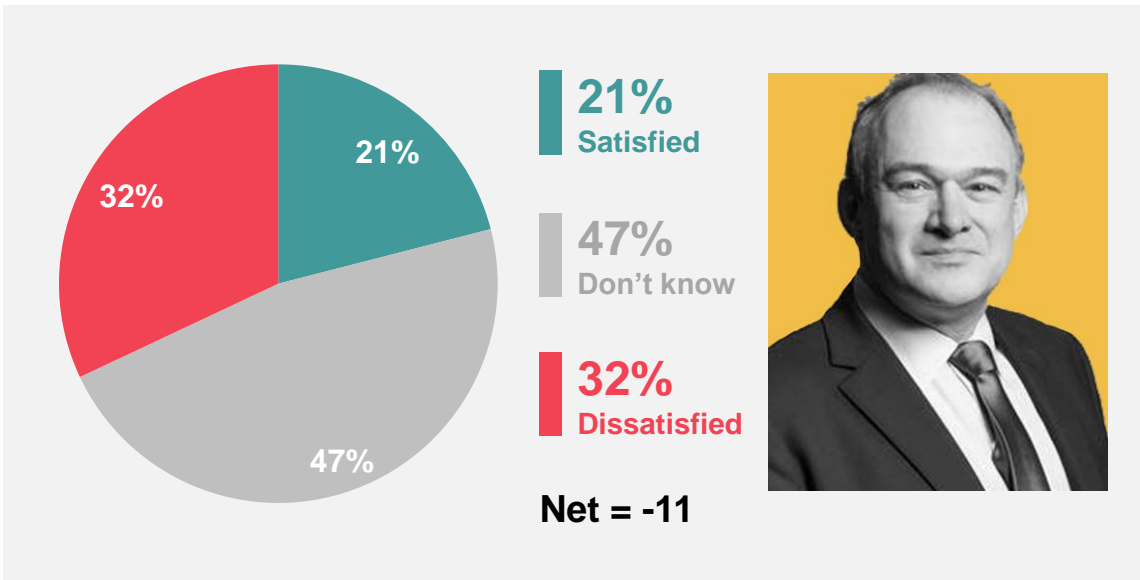
Base: c.1000 British adults each month.

Source: Ipsos MORI

Ed Davey: Satisfaction

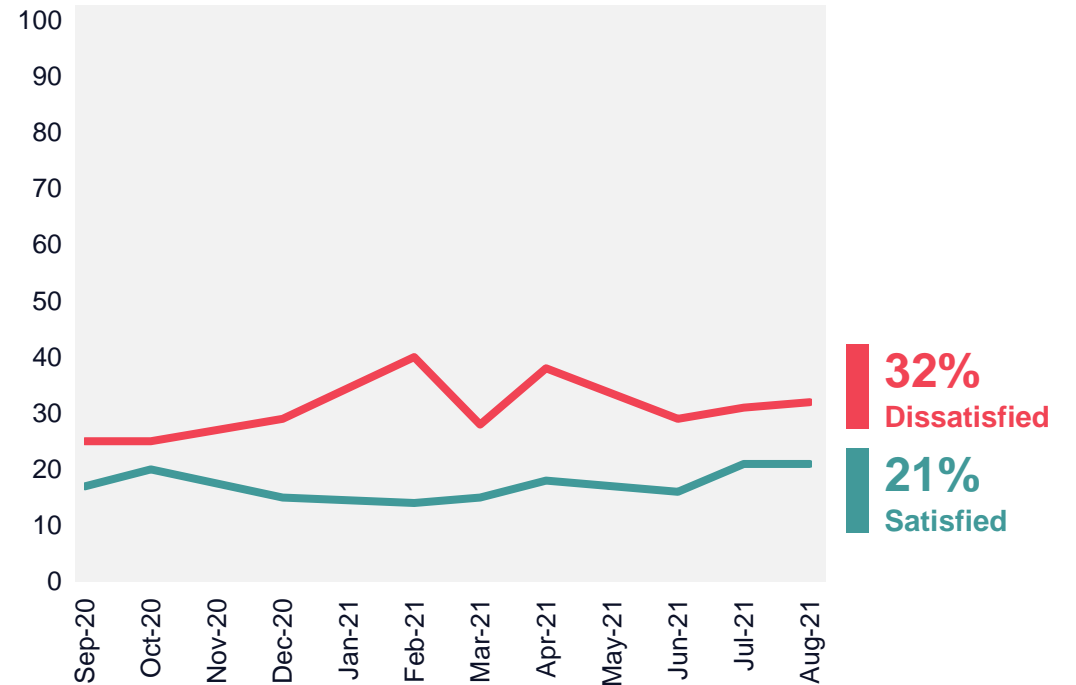
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

August 2021



Base: 1,113 British adults 18+, 30 July – 9 August 2021

September 2020 – August 2021



Source: Ipsos MORI Political Monitor

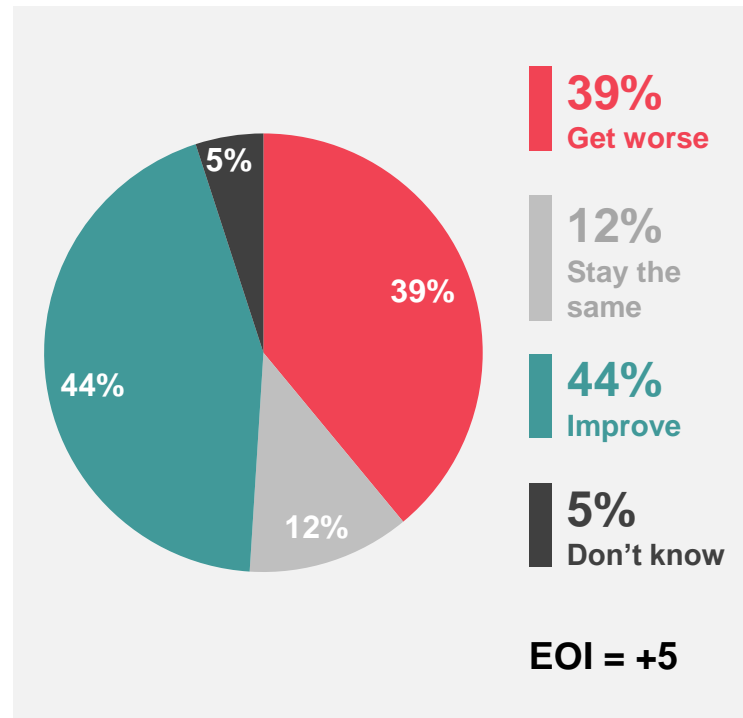
ECONOMIC OPTIMISM



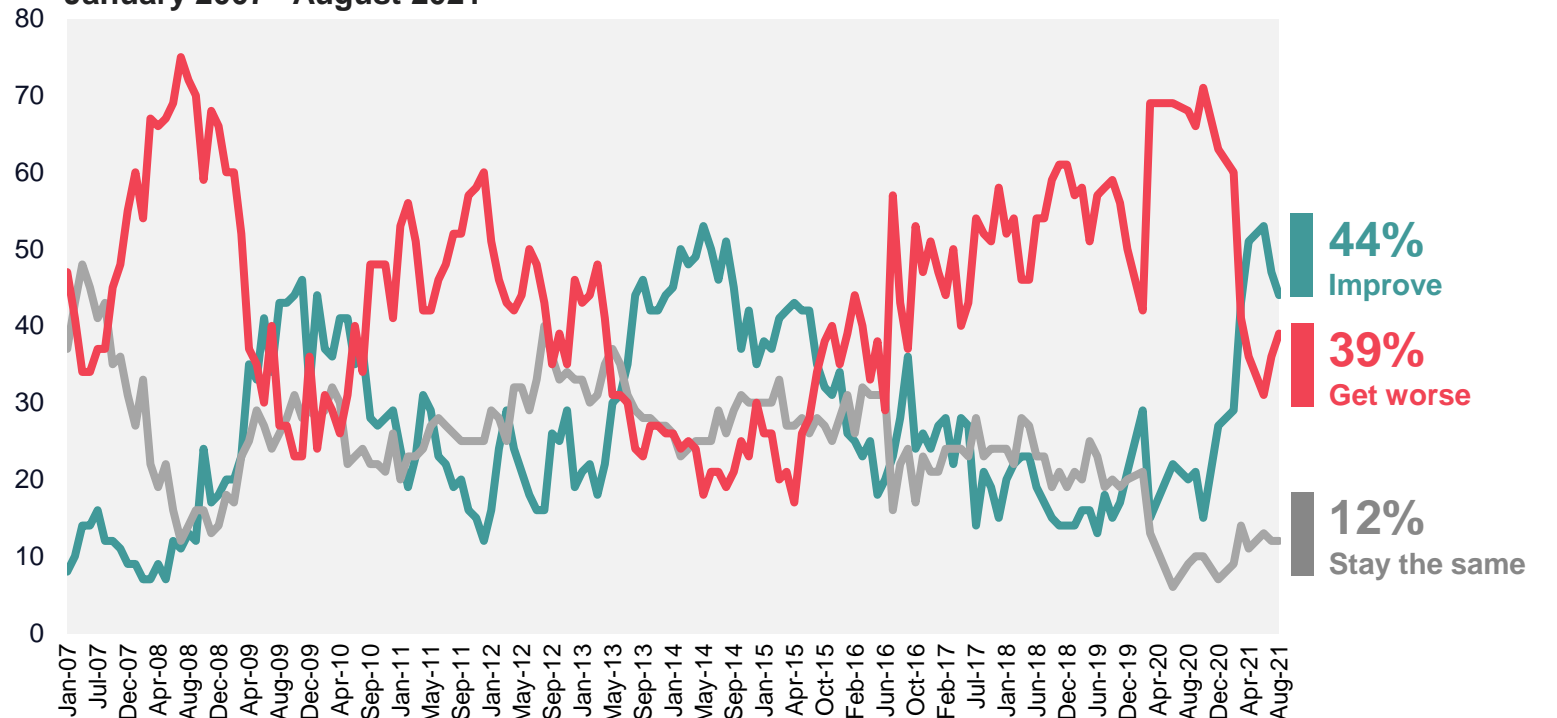
Economic Optimism Index

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

August 2021



January 2007– August 2021

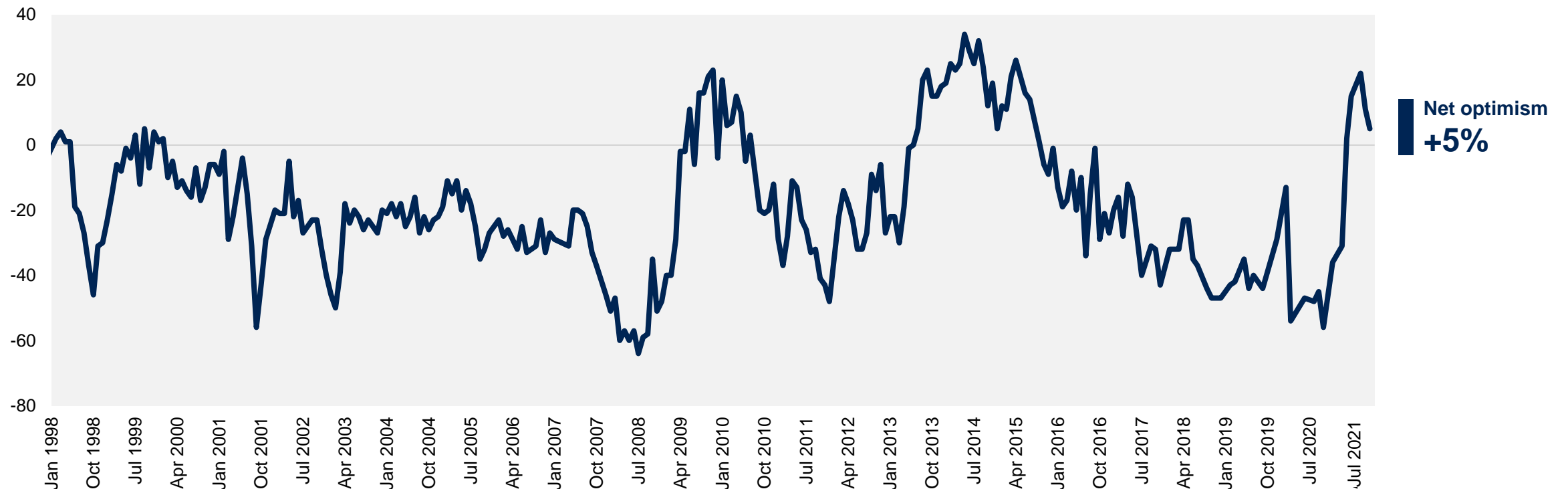


Base: 1,113 British adults 18+, 30 July – 9 August 2021

Source: Ipsos MORI Political Monitor

Economic Optimism Index (1998-2021)

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



Base: c.1,000 British adults 18+ each month

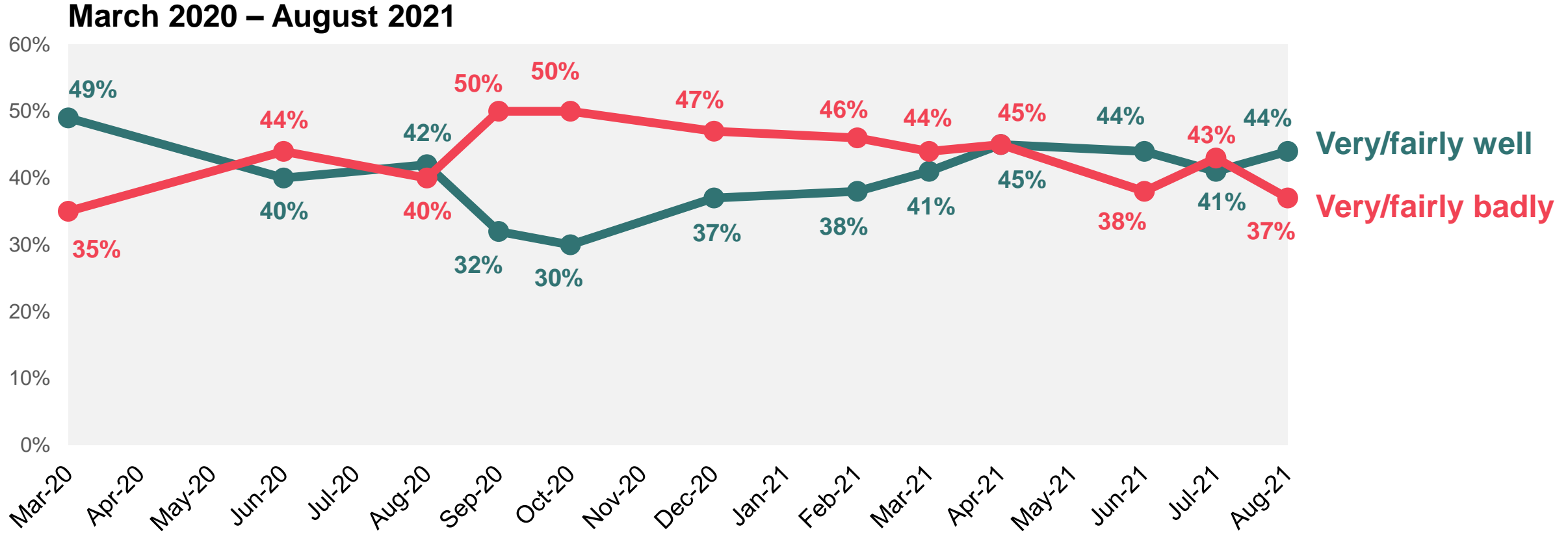
Source: Ipsos MORI Political Monitor

THE CORONAVIRUS

A microscopic view of several coronavirus particles. Each particle is spherical with a textured surface and numerous spike-like projections extending from it. The background is dark and filled with out-of-focus light spots and faint structural lines, suggesting a complex biological or molecular environment.

The Government's handling of the Coronavirus outbreak

Overall, how well or badly do you think the Government has handled the coronavirus outbreak so far?



Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

Attitudes towards Government relaxing isolation rules

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?

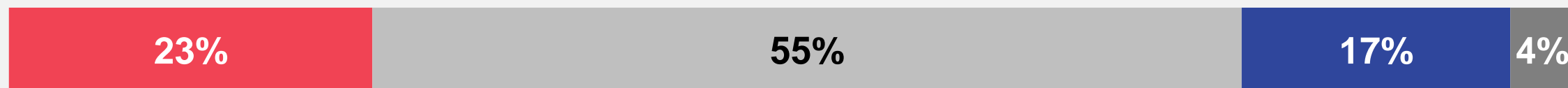
Too soon

About the right time

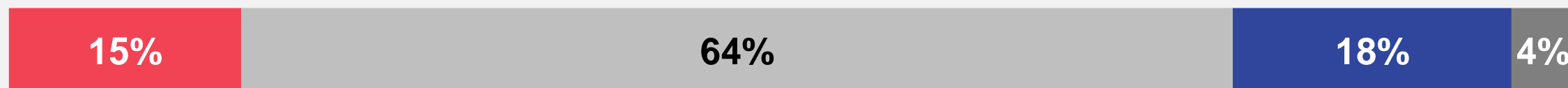
Too late

Don't know

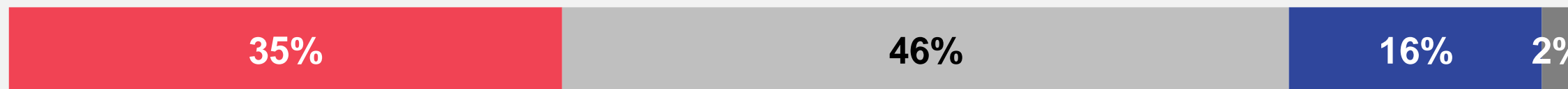
Among all



Among Conservative supporters



Among Labour supporters



Base: 1,113 British adults 18+, 30 July – 9 August 2021, Conservative supporters (350) Labour (295).



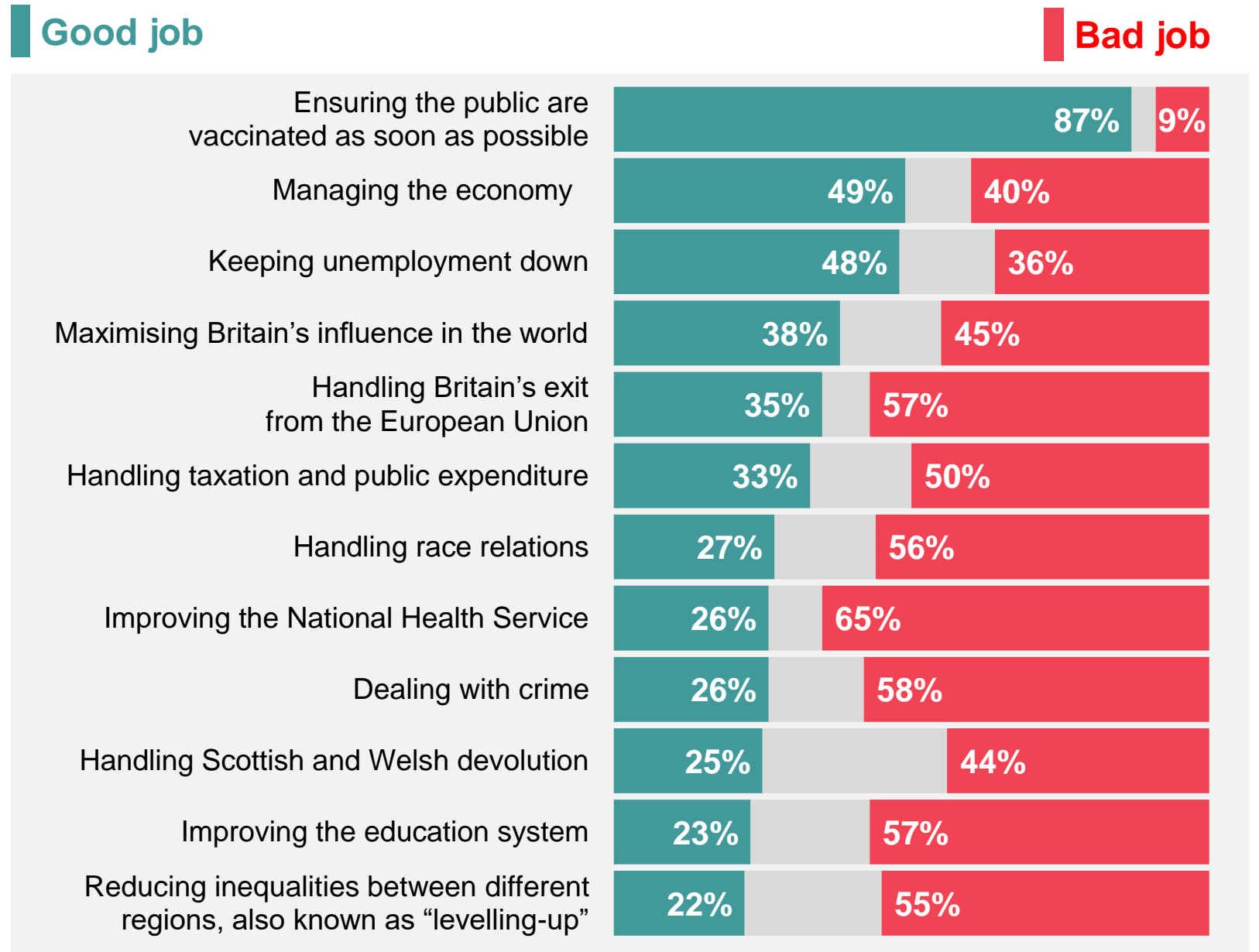
GOVERNMENT PERFORMANCE

Ipsos MORI



The Government's performance

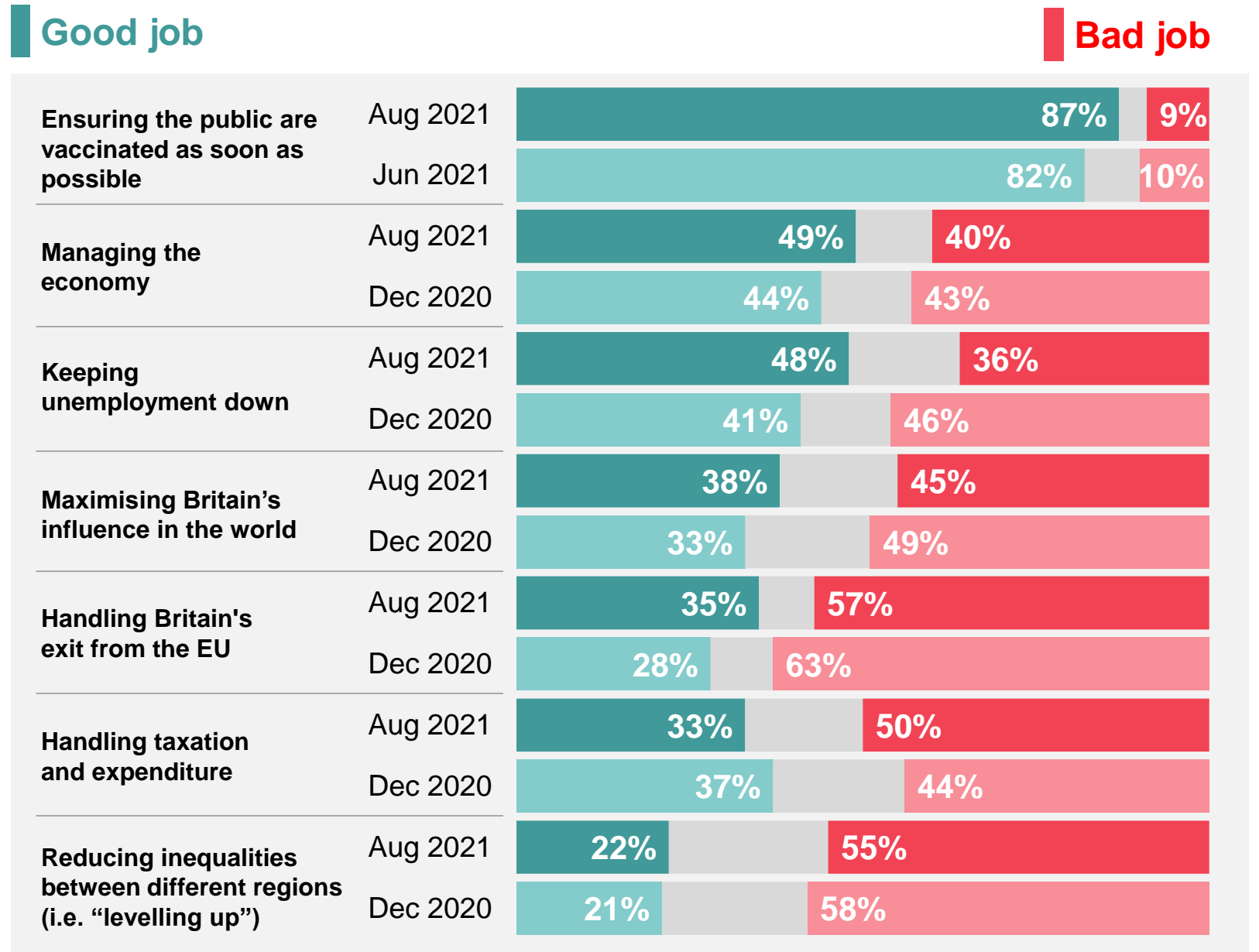
Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?



Base: 1,113 British adults 18+, 30 July – 9 August 2021.

Johnson's Government's performance: Trends

Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...?

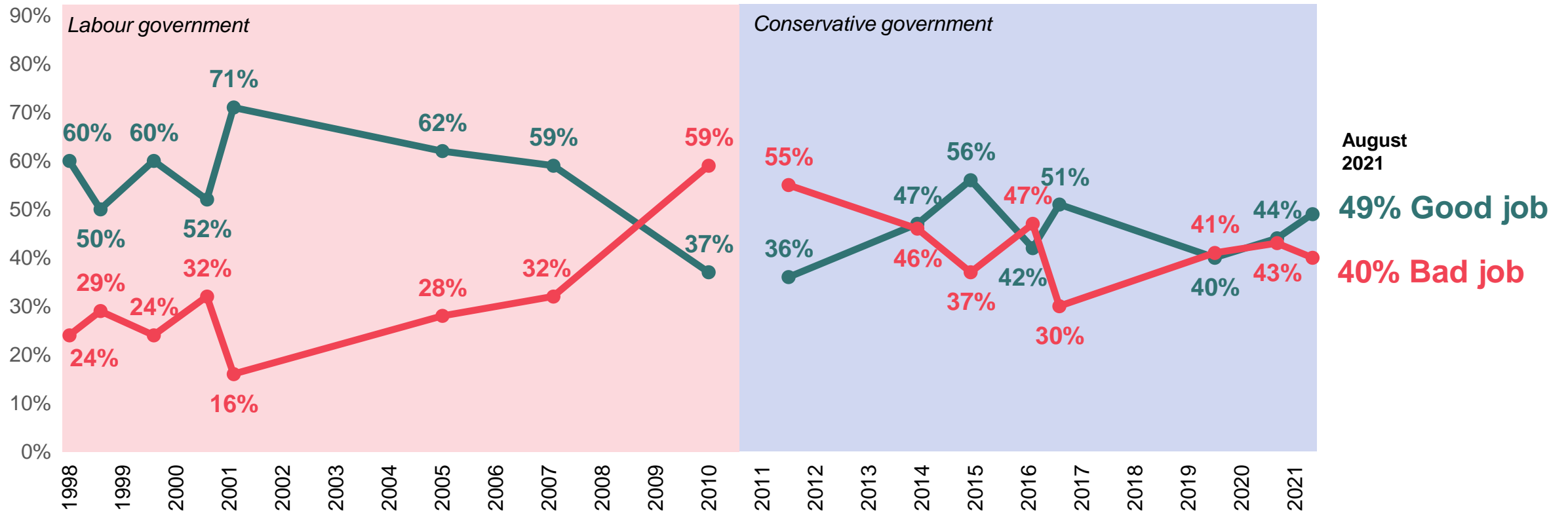


Base: 1,113 British adults 18+, 30 July – 9 August 2021.

The Government's handling of managing the economy

Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...? Managing the economy

April 1998 – August 2021



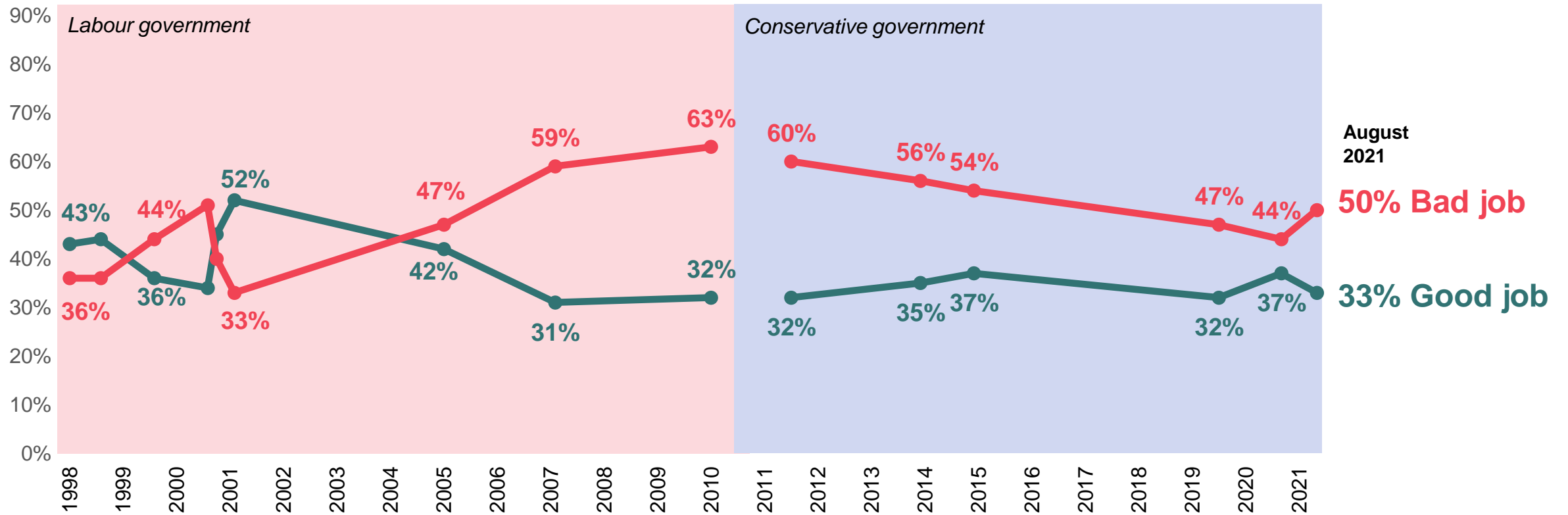
Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

The Government's handling of taxation and public expenditure

Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...? handling taxation and public expenditure

April 1998 – August 2021



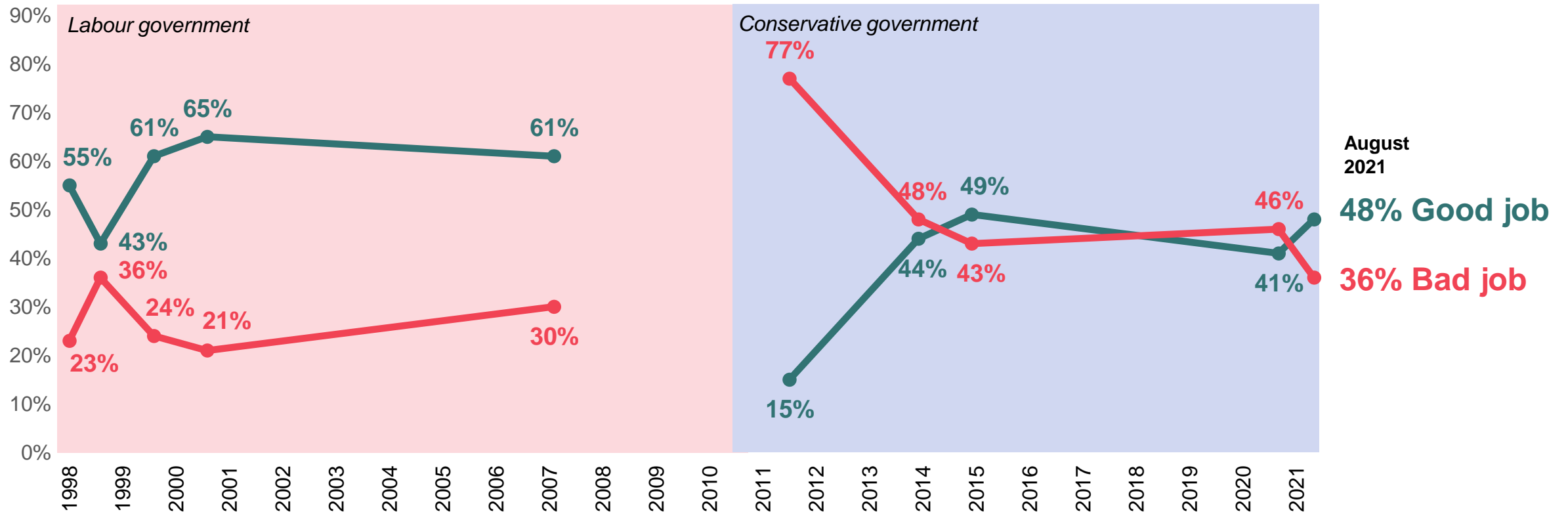
Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

The Government's handling of keeping unemployment down

Since Boris Johnson's government was re-elected in December 2019, do you think the government has done a good or bad job at...? Keeping unemployment down

April 1998 – August 2021



Base: c.1,000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

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For more information

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