

Ipsos MORI September 2021 Political Monitor Topline Results

4th October 2021

Fieldwork: 17th– 23rd September 2021

Technical Details

Ipsos MORI interviewed a representative sample of 1008 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 17th – 23rd September 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 (702)

	September 2021	August 2021
	%	%
Conservative	39	41
Labour	36	30
Liberal Democrats (Lib Dem)	9	13
Scottish National Party/Plaid Cymru	7	7
Green Party	6	8
Other	2	2
Conservative lead (\pm%)	+3	+11
<i>Would not vote</i>	1	1
<i>Undecided</i>	4	4
<i>Refused</i>	4	1

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	36
Labour	36
Liberal Democrats (Lib Dem)	10
Scottish National Party/Plaid Cymru	7
Green Party	8
Other	3
Conservative lead (\pm%)	0
<i>Would not vote</i>	13
<i>Undecided</i>	7
<i>Refused</i>	3

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	61
9	4
8	6
7	3
6	3
5	6
4	1
3	2
2	2
1 – absolutely certain not to vote	11
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) Sept '21	35	51	13	-16
<i>Aug '21</i>	<i>39</i>	<i>51</i>	<i>10</i>	<i>-12</i>
Johnson (Q7) Sept '21	39	51	9	-12
<i>Aug '21</i>	<i>41</i>	<i>52</i>	<i>8</i>	<i>-11</i>
Starmer (Q8) Sept '21	25	50	25	-25
<i>Aug '21</i>	<i>27</i>	<i>53</i>	<i>20</i>	<i>-26</i>
Davey (Q9) Sept '21	19	33	48	-14
<i>Aug '21</i>	<i>21</i>	<i>32</i>	<i>47</i>	<i>-11</i>

- 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)

		Satisfied	Dissatisfied	Don't know	Net satisfaction
	Base	%	%	%	±
Government (Q6) Sept '21	268	68	23	10	+45
Aug '21	350	75	16	10	+59
Johnson (Q7) Sept '21	268	76	20	5	+56
Aug '21	350	78	15	7	+63
Starmer (Q8) Sept '21	315	40	43	17	-3
Aug '21	295	41	42	17	-1

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?

	Sept '21	Aug '21
	%	%
Improve	31	44
Stay the same	13	12
Get worse	53	39
Don't know	3	5
Ipsos MORI Economic Optimism Index (EOI)	-22	+5

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										
Sept 2021	8	36	18	17	19	*	*	44	36	+8
<i>August 2021</i>	8	36	18	18	19	1	-	44	37	+7
<i>July 2021</i>	9	32	15	22	21	1	*	41	43	-2
<i>June 2021</i>	15	29	16	18	20	2	*	44	38	+6
<i>Apr 2021</i>	12	33	9	23	22	*	-	45	45	0
<i>Mar 2021</i>	10	31	13	22	22	1	*	41	44	-3
<i>Feb 2021</i>	10	28	15	18	28	1	*	38	46	-8
<i>Dec 2020</i>	6	31	15	23	24	1	*	37	47	-10
<i>October 2020</i>	5	25	16	24	26	2	1	30	50	-20
<i>Sept 2020</i>	7	25	18	23	27	*	*	32	50	-18
<i>August 2020</i>	9	33	16	20	20	2	*	42	40	+2
<i>June 2020</i>	8	32	14	21	23	1	*	40	44	-4
<i>March 2020</i>	10	39	13	20	15	2	1	49	35	+14

Party Image

Q13 I am going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these, if any, do you think apply to...?

a) the Labour Party b) the Conservative Party

	Lab (April 2015)	Lab (Sept 2015)	Lab (Oct 2016)	Lab (Nov 2017)	Lab (Nov 2019)	Lab (Oct 2020)	Lab (Sept 2021)	Con (April 2015)	Con (Sept 2015)	Con (Oct 2016)	Con (Nov 2017)	Con (Nov 2019)	Con (Oct 2020)	Con (Sept 2021)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Keeps its promises	24	26	23	25	26	20	18	23	30	26	22	25	17	14
Understands the problems facing Britain	52	51	41	54	47	51	39	45	48	48	40	46	34	30
Has a good team of leaders	28	27	21	31	22	30	20	44	49	47	27	37	24	24
Will promise anything to win votes	63	60	57	64	68	53	51	63	68	65	63	70	64	66
Divided	43	75	82	62	75	52	56	43	38	52	73	62	52	44
Extreme	14	36	38	37	50	20	16	23	29	27	28	33	28	22
Looks after the interests of people like me	43	43	33	45	39	40	33	33	37	38	32	36	28	22
Fit to govern	40	35	26	38	29	35	27	50	56	53	43	46	30	34
Out of date	36	55	61	47	51	36	41	44	48	45	58	44	42	39
Different to the other parties	39	62	59	64	59	41	35	42	62	53	55	55	45	42
Concerned about people in real need in Britain	N/A	61	56	66	59	60	48	N/A	32	37	28	34	26	17
None of these	2	1	1	1	2	2	3	3	*	1	1	1	2	4
Don't know	4	2	2	1	2	4	5	4	2	3	2	2	4	4

Q10a Which party, if any, do you think has the best policies ... the Conservatives, Labour, Liberal Democrats or some other party?

	Lab %	Con %	Lib Dems %	Other %	None %	Don't know %	Con lead ±
For Britain's businesses							
Sept 2021	17	41	5	8	9	20	+24
March 2018	25	43	5	5	4	17	+18

Q10b Which political party, if any, do you think would be best at ...?

	Lab %	Con %	Lib Dems %	Other %	None %	Don't know %	Con lead ±
Looking after the interests of working people							
Sept 2021	43	21	5	7	10	13	-22
Dec 2019	44	26	8	5	12	5	-18
Nov 2015	41	25	6	10	6	12	-16

Q19. To what extent, if at all, do you agree or disagree with the following statements?

(a) Labour is ready to form the next government

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	Don't know %	Agree %	Disagree %
Sept '21	8	17	20	22	29	4	25	51
Feb '21	9	23	16	19	24	8	32	43
Aug '20	9	20	19	20	27	6	29	47
Nov '19	12	20	8	13	46	1	32	59
Sep '19	12	15	9	16	46	2	27	62
May '17	12	18	6	17	43	4	30	60
May '16	13	14	5	22	41	6	27	63
Feb '15	11	22	12	19	33	3	33	52
Nov '14	7	16	12	26	35	4	23	61
June '14	12	23	9	21	31	4	35	52
Apr '13	10	19	8	23	35	6	29	58
May '11	12	19	7	24	33	5	31	57
Apr '97							55	33
Jan '96							56	33
Dec '94							66	25

(b) The Conservative Government deserves to be re-elected

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree
	%	%	%	%	%	%	%	%
Sept '21	15	17	18	12	34	4	32	46

Party leaders

Q12 Who do you think would make the most capable Prime Minister, Boris Johnson or Keir Starmer?

	Boris Johnson /PM %	Keir Starmer /LoTO %	Neither %	No difference %	Other %	Don't know %
Sept 2021	38	38	13	*	1	9
<i>March 2021</i>	<i>47</i>	<i>37</i>	<i>6</i>	*	<i>1</i>	<i>10</i>
<i>June 2020</i>	<i>43</i>	<i>38</i>	<i>5</i>	<i>1</i>	<i>1</i>	<i>12</i>
Boris Johnson v Jeremy Corbyn						
<i>11 Dec 2019</i>	<i>43</i>	<i>29</i>	<i>19</i>	*	<i>2</i>	<i>6</i>
<i>6 Dec 2019</i>	<i>47</i>	<i>31</i>	<i>13</i>	<i>1</i>	*	<i>6</i>
<i>Nov 2019</i>	<i>49</i>	<i>30</i>	<i>14</i>	<i>1</i>	<i>2</i>	<i>5</i>
<i>Sept 2019</i>	<i>50</i>	<i>29</i>	<i>16</i>	*	<i>1</i>	<i>3</i>
<i>July 2019</i>	<i>52</i>	<i>27</i>	<i>14</i>	<i>1</i>	*	<i>6</i>
<i>June 2019</i>	<i>51</i>	<i>33</i>	<i>11</i>	<i>1</i>	*	<i>4</i>
Theresa May v Jeremy Corbyn						
<i>Sep 2018</i>	<i>46</i>	<i>37</i>	<i>12</i>	*	*	<i>4</i>
<i>July 2017</i>	<i>46</i>	<i>38</i>	<i>8</i>	<i>1</i>	<i>2</i>	<i>5</i>
<i>7 June 2017</i>	<i>47</i>	<i>36</i>	<i>7</i>	<i>1</i>	*	<i>8</i>
<i>1 June 2017</i>	<i>50</i>	<i>35</i>	<i>6</i>	*	*	<i>8</i>
<i>May 2017</i>	<i>56</i>	<i>29</i>	<i>7</i>	*	<i>1</i>	<i>6</i>
<i>Apr 2017</i>	<i>61</i>	<i>23</i>	<i>6</i>	<i>1</i>	<i>1</i>	<i>7</i>
David Cameron v Jeremy Corbyn						
<i>Sept 2015</i>	<i>57</i>	<i>28</i>	<i>2</i>	*	<i>2</i>	<i>9</i>
David Cameron v Ed Miliband						
<i>Apr 2015</i>	<i>52</i>	<i>31</i>	<i>12</i>	-	-	<i>4</i>
<i>Apr 2011</i>	<i>45</i>	<i>25</i>	-	-	<i>7</i>	<i>23</i>
<i>Sep 2010</i>	<i>50</i>	<i>19</i>	-	-	<i>12</i>	<i>19</i>
Gordon Brown v David Cameron						
<i>May 2010</i>	<i>29</i>	<i>33</i>	-	-	<i>19</i>	<i>19</i>
<i>Apr 2010</i>	<i>28</i>	<i>32</i>	-	-	<i>17</i>	<i>23</i>
<i>Feb 2010</i>	<i>29</i>	<i>38</i>	<i>12</i>	-	<i>12</i>	<i>8</i>
<i>Sept 2009</i>	<i>24</i>	<i>41</i>	<i>14</i>	-	<i>16</i>	<i>5</i>
<i>Jan 2008</i>	<i>37</i>	<i>33</i>	<i>17</i>	-	-	<i>12</i>
<i>Oct 2007</i>	<i>45</i>	<i>29</i>	<i>16</i>	-	-	<i>9</i>
<i>Sept 2007</i>	<i>58</i>	<i>17</i>	<i>17</i>	-	-	<i>8</i>
<i>June 2007</i>	<i>40</i>	<i>22</i>	<i>14</i>	-	<i>5</i>	<i>19</i>

Q13 Which of these statements comes closest to your views of Boris Johnson, and the Conservative Party?

	Sept 2015 (David Cameron) %	Sept 2016 (Theresa May) %	Sept 2017 (Theresa May) %	Sept 2018 (Theresa May) %	Nov 2019 (Boris Johnson) %	Sept 2020 (Boris Johnson) %	Mar 2021 (Boris Johnson) %	Sept 2021 (Boris Johnson) %
I like Boris Johnson and I like the Conservative Party	31	32	25	24	30	30	32	25
I like Boris Johnson but I do not like the Conservative Party	13	28	13	15	14	15	14	14
I do not like Boris Johnson but I like the Conservative Party	10	6	13	14	12	12	9	11
I do not like Boris Johnson and I do not like the Conservative Party	42	27	43	43	42	39	40	42
Don't know	4	7	5	5	2	5	5	8
Like Boris Johnson	44	60	38	39	44	45	46	39
Like the Conservative Party	41	38	38	38	42	42	41	36
Do not like Boris Johnson	52	33	56	57	54	51	48	53
Do not like the Conservative party	55	55	56	58	56	54	54	56

Q14 Which of these statements comes closest to your views of Keir Starmer, leader of the Labour Party, and the Labour Party?

	Sept 2015 (Jeremy Corbyn) %	Sept 2016 (Jeremy Corbyn) %	Sept 2017 (Jeremy Corbyn) %	Sept 2018 (Jeremy Corbyn) %	Nov 2019 (Jeremy Corbyn) %	Sept 2020 (Keir Starmer) %	Mar 2021 (Keir Starmer) %	Sept 2021 (Keir Starmer) %
I like Keir Starmer and I like the Labour Party	23	23	33	25	20	26	27	25
I like Keir Starmer but I do not like the Labour Party	14	14	13	7	3	25	17	16
I do not like Keir Starmer but I like the Labour Party	17	23	21	32	29	12	18	20
I do not like Keir Starmer and I do not like the Labour Party	38	31	27	32	44	23	23	25
Don't know	9	8	5	5	4	14	15	14
Like Keir Starmer	37	37	46	32	23	51	44	41
Like the Labour Party	40	46	54	57	49	38	45	45
Do not like Keir Starmer	55	54	48	64	73	35	42	45
Do not like the Labour Party	52	45	40	39	47	48	40	41