

Ipsos MORI November 2021 Political Monitor Topline Results

8th November 2021

Fieldwork: 29th October – 4th November 2021

Technical Details

Ipsos MORI interviewed a representative sample of 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 29th October – 4th November 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 (685)

	November 2021	September 2021
	%	%
Conservative	35	39
Labour	36	36
Liberal Democrats (Lib Dem)	9	9
Scottish National Party/Plaid Cymru	6	7
Green Party	11	6
Other	3	2
Conservative lead (\pm%)	-1	+3
<i>Would not vote</i>	<i>*</i>	<i>1</i>
<i>Undecided</i>	<i>3</i>	<i>4</i>
<i>Refused</i>	<i>2</i>	<i>4</i>

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	34
Labour	34
Liberal Democrats (Lib Dem)	10
Scottish National Party/Plaid Cymru	7
Green Party	12
Other	3
Conservative lead (\pm%)	0
<i>Would not vote</i>	<i>10</i>
<i>Undecided</i>	<i>5</i>
<i>Refused</i>	<i>2</i>

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	60
9	7
8	7
7	4
6	3
5	8
4	2
3	1
2	1
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) Nov '21	29	62	9	-33
Sep '21	35	51	13	-16
Johnson (Q7) Nov '21	34	61	5	-27
Sep '21	39	51	9	-12
Starmer (Q8) Nov '21	29	50	22	-21
Sep '21	25	50	25	-25
Davey (Q9) Nov '21	20	37	43	-17
Sep '21	19	33	48	-14

- 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) Nov '21	281	61	28	10	+33
Sep '21	268	68	23	10	+45
Johnson (Q7) Nov '21	281	72	22	6	+50
Sep '21	268	76	20	5	+56
Starmer (Q8) Nov '21	293	42	42	16	0
Sep '21	315	40	43	17	-3

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										
Nov 2021	7	29	16	23	25	1	*	36	48	-12
Sept 2021	8	36	18	17	19	*	*	44	36	+8
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

Parties and leaders

Q12 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	Nov '21	11	23	10	18	37	2	34	55	-21
	Jun '21	23	22	10	12	31	2	45	43	+2
	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	Nov '21	6	19	21	17	24	13	25	41	-16
	Jun '21	6	18	13	19	29	16	24	48	-24
	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	Nov '21	8	21	20	17	21	14	29	38	-9
	Jun '21	11	25	17	12	17	18	36	29	+7
	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
Liz Truss	Nov '21	3	7	31	12	22	25	10	34	-24

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	Nov '21	281	26	45	11	10	8	*	71	18	+53
	Jun '21	324	48	31	8	7	5	1	79	12	+67
	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

	<i>Jul '18</i>	382	10	21	9	19	38	4	31	57	-26
	<i>Apr '18</i>	340	11	15	6	30	32	6	26	62	-36
	<i>Jul '16</i>	292	9	14	6	29	39	3	23	68	-45
	<i>Jul '15</i>	312	20	27	8	26	16	3	47	42	5
	<i>Jul '14</i>	242	21	26	12	18	19	4	47	37	10
Keir Starmer	Nov '21	293	13	35	22	13	10	7	48	23	+25
	<i>Jun '21</i>	272	18	30	12	16	14	10	48	30	+18
	<i>Mar '21</i>	342	21	32	20	10	7	10	53	17	+36
	<i>Feb '21</i>	354	23	37	26	7	2	5	60	9	+51
	<i>Aug '20</i>	320	25	35	23	5	4	8	60	9	+51
	<i>Feb '20</i>	278	20	25	23	9	4	19	45	13	+32
Rishi Sunak	Nov '21	281	17	33	15	11	13	11	50	24	+26
	<i>Jun '21</i>	324	24	34	13	7	12	10	58	19	+39
	<i>Mar '21</i>	343	23	27	27	10	6	8	50	16	+34
	<i>Feb '21</i>	342	21	33	25	6	4	11	54	10	+44
	<i>Aug '20</i>	370	22	24	23	10	5	16	46	15	+31
Liz Truss	Nov '21	281	9	11	31	14	10	25	20	24	-4