

## **Ipsos MORI November 2021 Political Monitor Topline Results**

**9<sup>th</sup> November 2021**

**Fieldwork: 29<sup>th</sup> October – 4<sup>th</sup> November 2021**

### **Technical Details**

Ipsos MORI interviewed a representative sample of 1,007 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 29<sup>th</sup> October – 4<sup>th</sup> 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
<b>Conservative lead (±%)</b>	<b>-1</b>	<b>+3</b>
<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
<b>Conservative lead (±%)</b>	<b>0</b>
<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	<b>60</b>
9	<b>7</b>
8	<b>7</b>
7	<b>4</b>
6	<b>3</b>
5	<b>8</b>
4	<b>2</b>
3	<b>1</b>
2	<b>1</b>
1 – absolutely certain not to vote	<b>7</b>
Don't know	<b>1</b>

## 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) <b>Nov '21</b>	<b>29</b>	<b>62</b>	<b>9</b>	<b>-33</b>
Sep '21	35	51	13	-16
Johnson (Q7) <b>Nov '21</b>	<b>34</b>	<b>61</b>	<b>5</b>	<b>-27</b>
Sep '21	39	51	9	-12
Starmer (Q8) <b>Nov '21</b>	<b>29</b>	<b>50</b>	<b>22</b>	<b>-21</b>
Sep '21	25	50	25	-25
Davey (Q9) <b>Nov '21</b>	<b>20</b>	<b>37</b>	<b>43</b>	<b>-17</b>
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

Q10 Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer? (only selected trends shown – see [www.ipsos-mori.com](http://www.ipsos-mori.com) for full list)

	Satisfied %	Dissatisfied %	Don't know %
Osborne March 2016	27	60	13
Hammond Nov 2016	39	28	34
Hammond March 2017	34	46	20
Hammond Nov 2017	36	45	19
Hammond Nov 2018	30	43	27
Sajid Javid Oct 2019	37	32	30
Sunak March 2020	45	17	37
Sunak Sept 2020	64	21	15
Sunak Dec 2020	61	19	21
Sunak Feb 2021	56	26	17
Sunak Mar 2021	59	27	14
Sunak Nov 2021	45	39	16

Base: Conservative party supporters (281)

	Satisfied %	Dissatisfied %	Don't know %
Osborne March 2016	58	31	10
Hammond Nov 2016	61	12	27
Hammond March 2017	60	26	14
Hammond Nov 2017	62	22	17

Hammond Nov 2018	51	31	18
Sajid Javid Oct 2019	66	9	25
Sunak March 2020	63	7	30
Sunak Sept 2020	83	8	9
Sunak Dec 2020	82	6	12
Sunak Feb 2021	87	8	4
Sunak Mar 2021	83	10	7
Sunak Nov 2021	72	19	9

## 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
	%	%	%	%	%	%	%	%	%	%
<b>The Government</b>										
<b>Nov 2021</b>	<b>7</b>	<b>29</b>	<b>16</b>	<b>23</b>	<b>25</b>	<b>1</b>	<b>*</b>	<b>36</b>	<b>48</b>	<b>-12</b>
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
<b>Boris Johnson</b>									
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
<b>Keir Starmer</b>	<b>Nov '21</b>	<b>6</b>	<b>19</b>	<b>21</b>	<b>17</b>	<b>24</b>	<b>13</b>	<b>25</b>	<b>41</b>	<b>-16</b>
	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
<b>Rishi Sunak</b>	<b>Nov '21</b>	<b>8</b>	<b>21</b>	<b>20</b>	<b>17</b>	<b>21</b>	<b>14</b>	<b>29</b>	<b>38</b>	<b>-9</b>
	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
<b>Liz Truss</b>	<b>Nov '21</b>	<b>3</b>	<b>7</b>	<b>31</b>	<b>12</b>	<b>22</b>	<b>25</b>	<b>10</b>	<b>34</b>	<b>-24</b>

**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
<b>Boris Johnson</b>	<b>Nov '21</b>	281	<b>26</b>	<b>45</b>	<b>11</b>	<b>10</b>	<b>8</b>	*	<b>71</b>	<b>18</b>	<b>+53</b>
	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
	Jul '18	382	10	21	9	19	38	4	31	57	-26
	Apr '18	340	11	15	6	30	32	6	26	62	-36
	Jul '16	292	9	14	6	29	39	3	23	68	-45
	Jul '15	312	20	27	8	26	16	3	47	42	5
	Jul '14	242	21	26	12	18	19	4	47	37	10
<b>Keir Starmer</b>	<b>Nov '21</b>	293	<b>13</b>	<b>35</b>	<b>22</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>48</b>	<b>23</b>	<b>+25</b>
	Jun '21	272	18	30	12	16	14	10	48	30	+18
	Mar '21	342	21	32	20	10	7	10	53	17	+36
	Feb '21	354	23	37	26	7	2	5	60	9	+51
	Aug '20	320	25	35	23	5	4	8	60	9	+51
	Feb '20	278	20	25	23	9	4	19	45	13	+32
<b>Rishi Sunak</b>	<b>Nov '21</b>	281	<b>17</b>	<b>33</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>50</b>	<b>24</b>	<b>+26</b>
	Jun '21	324	24	34	13	7	12	10	58	19	+39

	Mar '21	343	23	27	27	10	6	8	50	16	+34
	Feb '21	342	21	33	25	6	4	11	54	10	+44
	Aug '20	370	22	24	23	10	5	16	46	15	+31
<b>Liz Truss</b>	<b>Nov '21</b>	<b>281</b>	<b>9</b>	<b>11</b>	<b>31</b>	<b>14</b>	<b>10</b>	<b>25</b>	<b>20</b>	<b>24</b>	<b>-4</b>

## The Budget

Q13 On balance, do you agree or disagree with the following statement.

a) In the long term, this government's policies will improve the state of Britain's economy?

	Mar '12 %	Mar '15 %	Nov '15 %	Mar '16 %	Mar '17 %	Nov '17 %	Nov '18 %	Nov '21 %
Agree	46	53	48	43	44	41	35	43
Disagree	47	39	47	49	50	54	56	48
Don't	6	7	5	8	7	4	9	8

b) In the long term, this government's policies will improve the state of Britain's public services?

	Oct '13 %	Mar '15 %	Aug '15 %	Nov '15 %	Nov '17 %	Nov '18 %	Nov '21 %
Agree	35	33	37	27	30	26	32
Disagree	59	60	56	67	64	66	60
Don't know	6	7	6	5	6	8	8

Q14 And do you think that a Labour Government with Keir Starmer as Prime Minister and Rachel Reeves as Chancellor of the Exchequer would do a better or worse job, or about the same, than the present government has done at managing the economy?

	Better job %	Worse job %	About the same %	Don't know %
<b>Keir Starmer and Rachel Reeves</b>				
Nov '21	25	27	37	11
<b>Jeremy Corbyn and John McDonnell</b>				
Nov '15	22	41	28	9
<b>Ed Miliband and Ed Balls</b>				
Mar '15	19	37	38	6
Mar '13	26	31	38	5

Q15 As you may know, the Government announced its 2021 budget this week/ last week. From what you know or have heard, do you think the Budget proposals are a good thing or a bad thing....?

- a) for you personally
- b) for the country

	Good thing %	Bad thing %	Don't know %
<b>For you personally (November 2021)</b>	<b>28</b>	<b>44</b>	<b>29</b>
<i>March 2021</i>	39	26	35
<i>March 2020</i>	45	24	31
<i>November 2017</i>	35	36	29
<i>March 2017</i>	33	39	28
<i>March 2016</i>	35	40	24
<i>July 2015</i>	45	38	17
<i>April 2014</i>	43	35	22
<i>April 2012</i>	25	60	16
<b>For the country (November 2021)</b>	<b>40</b>	<b>37</b>	<b>24</b>
<i>March 2021</i>	52	25	23
<i>March 2020</i>	54	22	25
<i>November 2017</i>	41	38	21
<i>March 2017</i>	38	42	21
<i>March 2016</i>	30	53	17
<i>July 2015</i>	46	44	10
<i>April 2014</i>	48	33	19
<i>April 2012</i>	33	53	14

**Q17 Suppose the government had to choose between reducing NHS waiting lists and cutting taxes. Which do you think they should prioritise?**

	%
Reducing NHS waiting lists	<b>83</b>
Cutting taxes	<b>13</b>
Both	<b>2</b>
Neither	<b>*</b>
Don't know	<b>2</b>