

Ipsos MORI December 2021 Political Monitor Topline Results

13th December 2021

Fieldwork: 3rd – 10th December 2021

Technical Details

Ipsos MORI interviewed a representative sample of 1,005 adults aged 18+ across Great Britain. Interviews were conducted by telephone: 3rd – 10th December 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 (654)

	December 2021	November 2021
	%	%
Conservative	34	35
Labour	39	36
Liberal Democrats (Lib Dem)	11	9
Scottish National Party/Plaid Cymru	6	6
Green Party	7	11
Other	5	3
Conservative lead (\pm%)	-5	-1
<i>Would not vote</i>	1	*
<i>Undecided</i>	3	3
<i>Refused</i>	3	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	33
Labour	40
Liberal Democrats (Lib Dem)	12
Scottish National Party/Plaid Cymru	5
Green Party	6
Other	3
Conservative lead (\pm%)	-7
<i>Would not vote</i>	12
<i>Undecided</i>	7
<i>Refused</i>	4

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	4
8	7
7	3
6	2
5	6
4	1
3	1
2	1
1 – absolutely certain not to vote	11
Don't know	2

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) Dec '21	25	65	10	-40
Nov '21	29	62	9	-33
Johnson (Q7) Dec '21	28	65	7	-37
Nov '21	34	61	5	-27
Starmer (Q8) Dec '21	28	49	24	-21
Nov '21	29	50	22	-21
Davey (Q9) Dec '21	19	33	48	-14
Nov '21	20	37	43	-17

- 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) Dec '21	250	61	29	10	+32
Nov '21	281	61	28	10	+33
Johnson (Q7) Dec '21	250	67	28	5	+39
Nov '21	281	72	22	6	+50
Starmer (Q8) Dec '21	325	44	40	16	+4
Nov '21	293	42	42	16	0

Party leaders

Q12 I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

	Keir Starmer (Sept 2020) %	Keir Starmer (June 2021) %	Keir Starmer (Dec 2021) %	Boris Johnson (June 2019) %	Boris Johnson (Sept 2019) %	Boris Johnson (Sept 2020) %	Boris Johnson (June 2021) %	Boris Johnson (Dec 2021) %
A capable leader	44	26	33	33	36	37	40	26
Good in a crisis	31	18	23	27	32	32	35	26
Has sound judgement	43	26	38	27	31	30	28	18
Understands the problems facing Britain	50	37	46	40	43	43	43	34
Out of touch with ordinary people	27	41	33	62	60	58	56	63
Has got a lot of personality	25	16	17	79	76	67	61	60
Gives me confidence for Britain's future	29	15	22	28	30	30	34	17
Patriotic	43	38	45	64	63	68	60	59
More honest than most politicians	36	29	36	25	27	27	22	18

More style than substance	21	28	26	54	56	46	41	45
A good representative for Britain on the world stage	42	25	34	28	30	30	34	19
None of these	3	5	6	4	1	1	3	4
Don't know	20	19	14	3	2	1	3	4

Q13 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 %
Dec 2021	31	44	13	1	1	10
<i>Sept 2021</i>	<i>38</i>	<i>38</i>	<i>13</i>	<i>*</i>	<i>1</i>	<i>9</i>
<i>March 2021</i>	<i>47</i>	<i>37</i>	<i>6</i>	<i>*</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>*</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>*</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>*</i>	<i>1</i>	<i>3</i>
<i>July 2019</i>	<i>52</i>	<i>27</i>	<i>14</i>	<i>1</i>	<i>*</i>	<i>6</i>
<i>June 2019</i>	<i>51</i>	<i>33</i>	<i>11</i>	<i>1</i>	<i>*</i>	<i>4</i>
Theresa May v Jeremy Corbyn						
<i>Sep 2018</i>	<i>46</i>	<i>37</i>	<i>12</i>	<i>*</i>	<i>*</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>*</i>	<i>8</i>
<i>1 June 2017</i>	<i>50</i>	<i>35</i>	<i>6</i>	<i>*</i>	<i>*</i>	<i>8</i>
<i>May 2017</i>	<i>56</i>	<i>29</i>	<i>7</i>	<i>*</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>*</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>-</i>	<i>-</i>	<i>4</i>
<i>Apr 2011</i>	<i>45</i>	<i>25</i>	<i>-</i>	<i>-</i>	<i>7</i>	<i>23</i>
<i>Sep 2010</i>	<i>50</i>	<i>19</i>	<i>-</i>	<i>-</i>	<i>12</i>	<i>19</i>
Gordon Brown v David Cameron						
<i>May 2010</i>	<i>29</i>	<i>33</i>	<i>-</i>	<i>-</i>	<i>19</i>	<i>19</i>
<i>Apr 2010</i>	<i>28</i>	<i>32</i>	<i>-</i>	<i>-</i>	<i>17</i>	<i>23</i>
<i>Feb 2010</i>	<i>29</i>	<i>38</i>	<i>12</i>	<i>-</i>	<i>12</i>	<i>8</i>
<i>Sept 2009</i>	<i>24</i>	<i>41</i>	<i>14</i>	<i>-</i>	<i>16</i>	<i>5</i>
<i>Jan 2008</i>	<i>37</i>	<i>33</i>	<i>17</i>	<i>-</i>	<i>-</i>	<i>12</i>
<i>Oct 2007</i>	<i>45</i>	<i>29</i>	<i>16</i>	<i>-</i>	<i>-</i>	<i>9</i>
<i>Sept 2007</i>	<i>58</i>	<i>17</i>	<i>17</i>	<i>-</i>	<i>-</i>	<i>8</i>
<i>June 2007</i>	<i>40</i>	<i>22</i>	<i>14</i>	<i>-</i>	<i>5</i>	<i>19</i>