

# IPSOS MORI POLITICAL MONITOR

September 2020

Ipsos MORI





# VOTING INTENTION

POLLING  
STATION

WAY IN

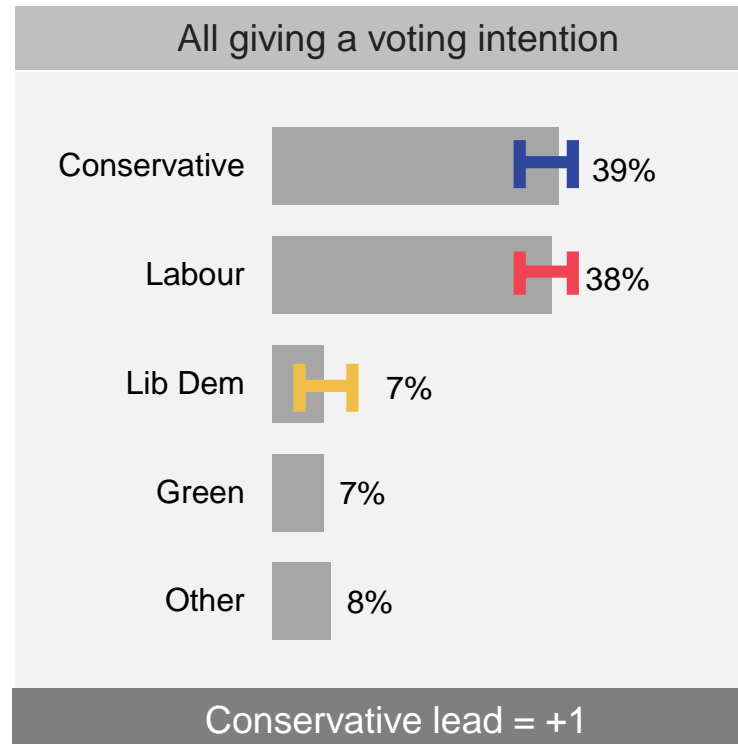
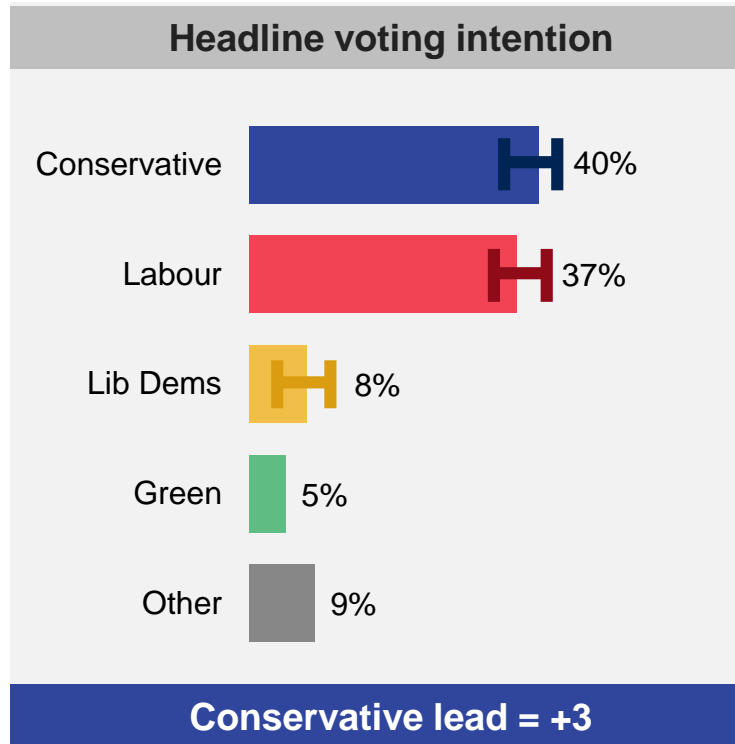
WAY IN

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# Voting Intention: September 2020

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



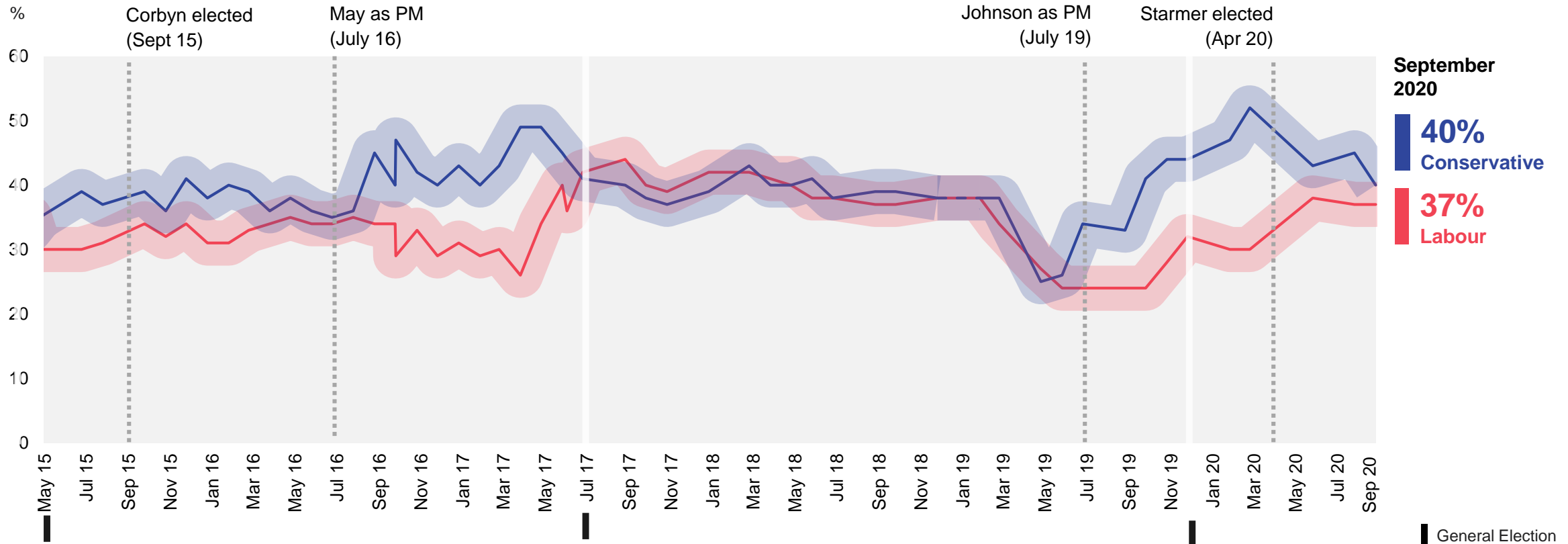
**Base:** 1,013 British adults 18+, 11-18 September 2020; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 780. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical 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?

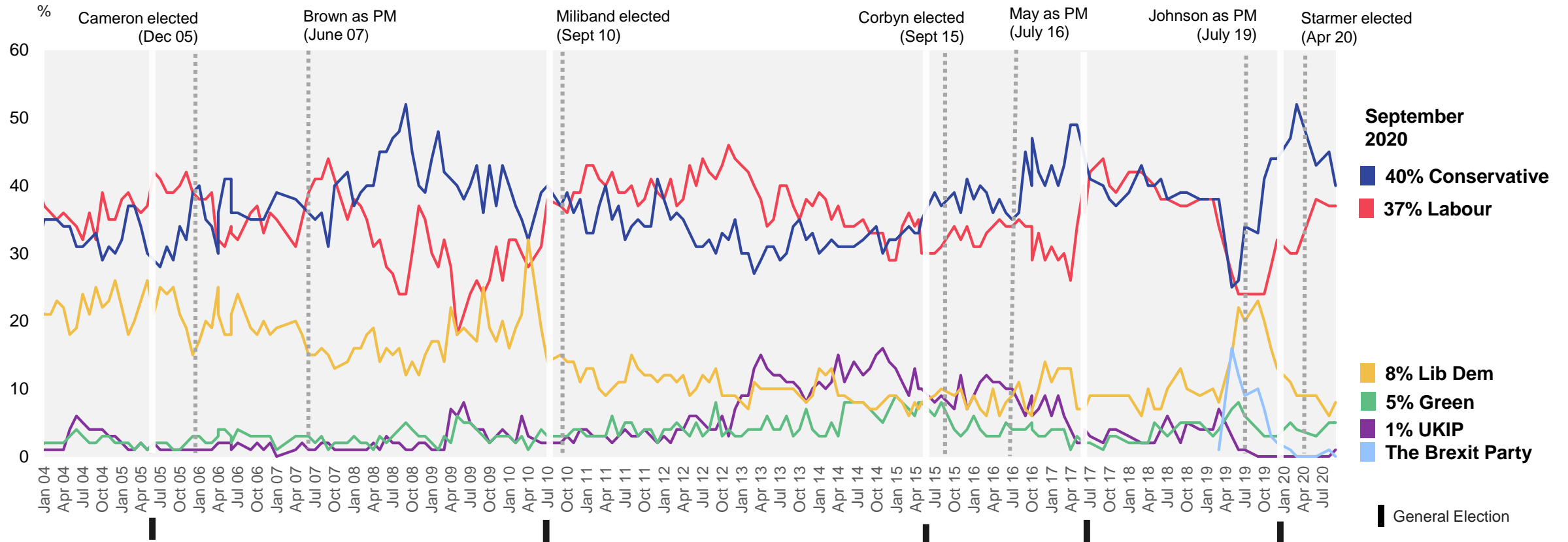


**Base:** c. 800 British adults; Prior to July 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos MORI Political Monitor

# Headline voting intention: January '04 – September '20

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

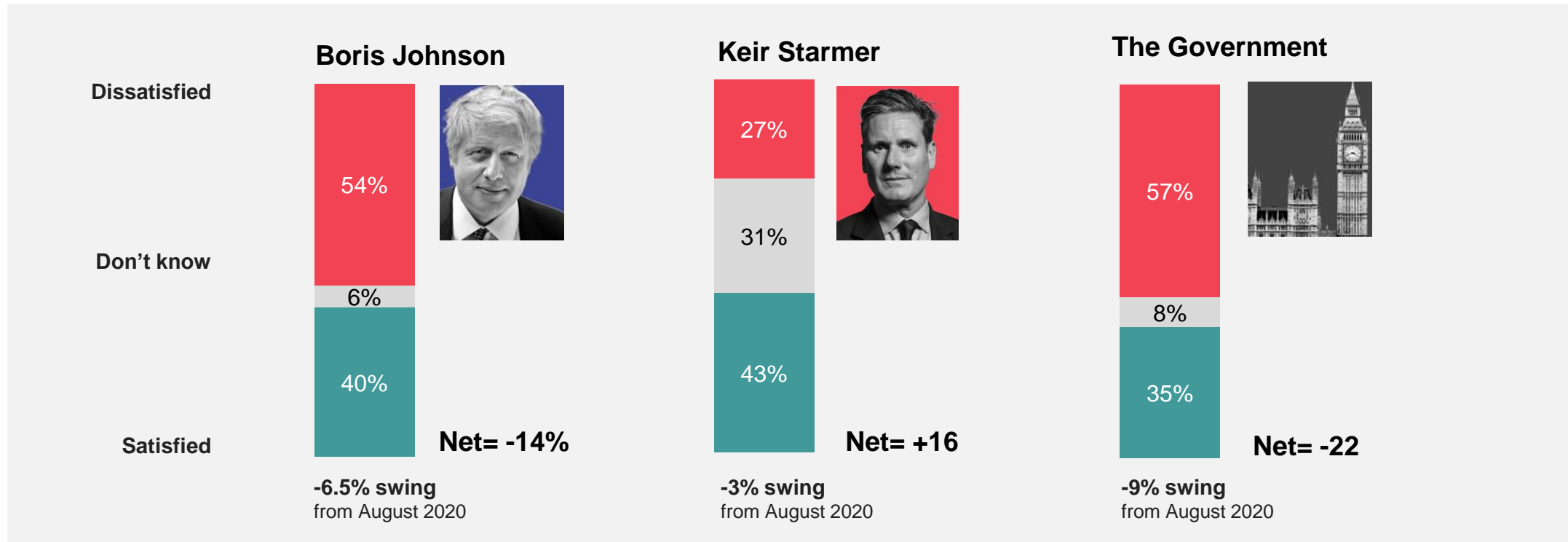
WITH GOVERNMENT  
AND PARTY LEADERS

Ipsos MORI



# Satisfaction with leaders and the Government: September 2020

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



Base: 1,013 British adults 18+, 11-18 September 2020. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

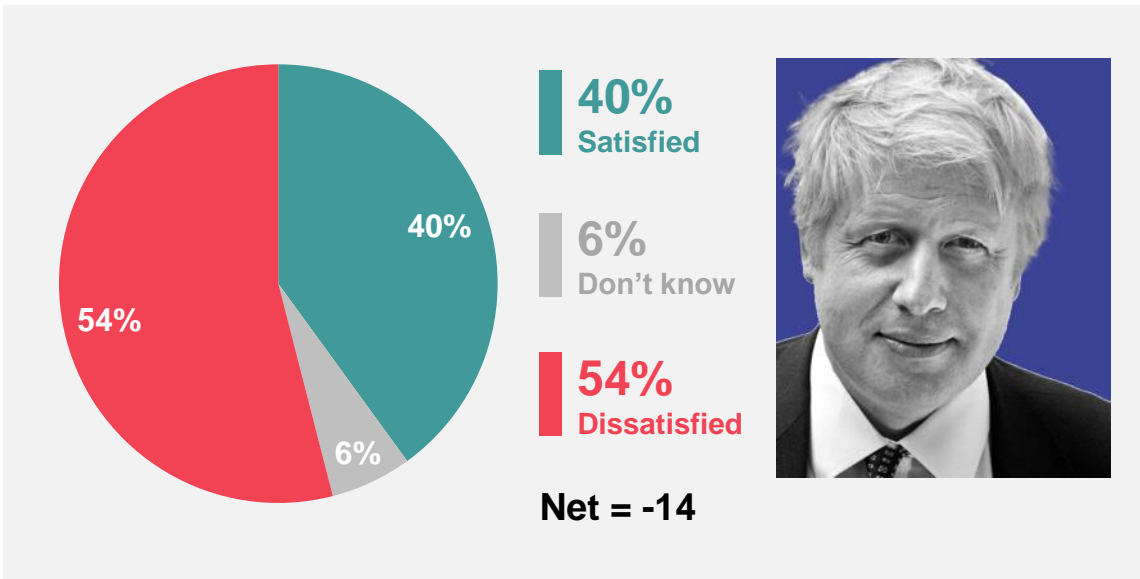
Source: Ipsos MORI Political Monitor



# Boris Johnson: Satisfaction

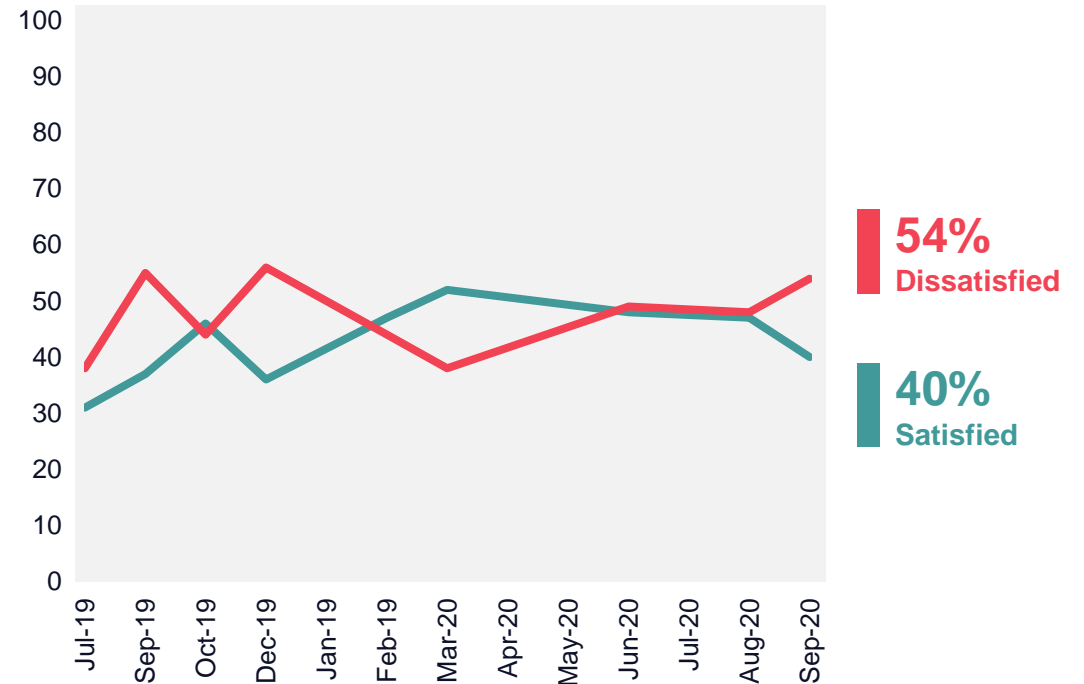
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

September 2020



Base: 1,013 British adults 18+, 11-18 September 2020

July 2019 – September 2020



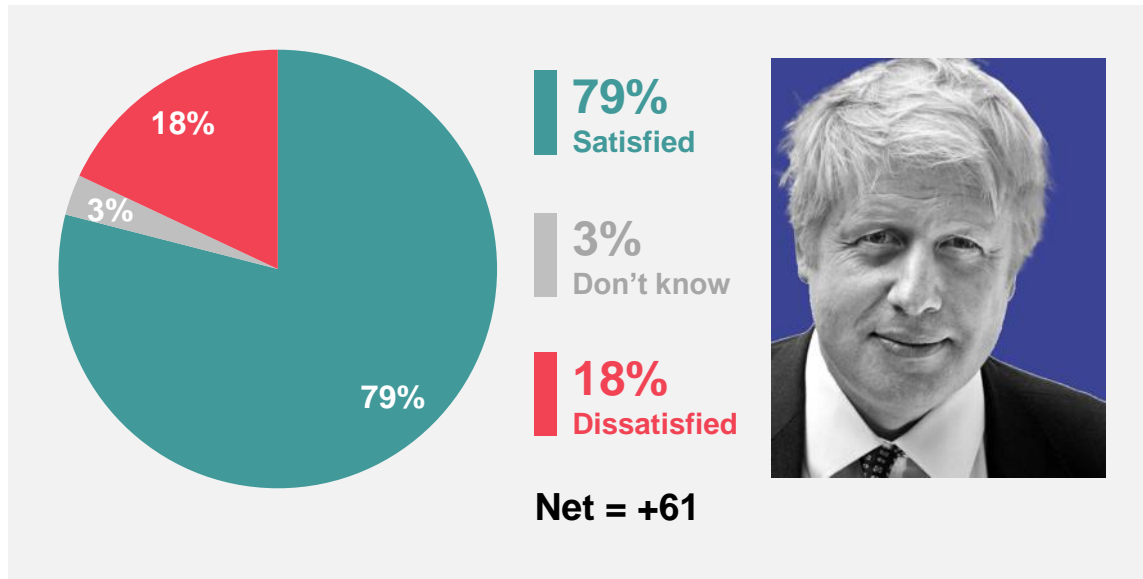
Source: Ipsos MORI Political Monitor



# Boris Johnson: Satisfaction among Conservative supporters

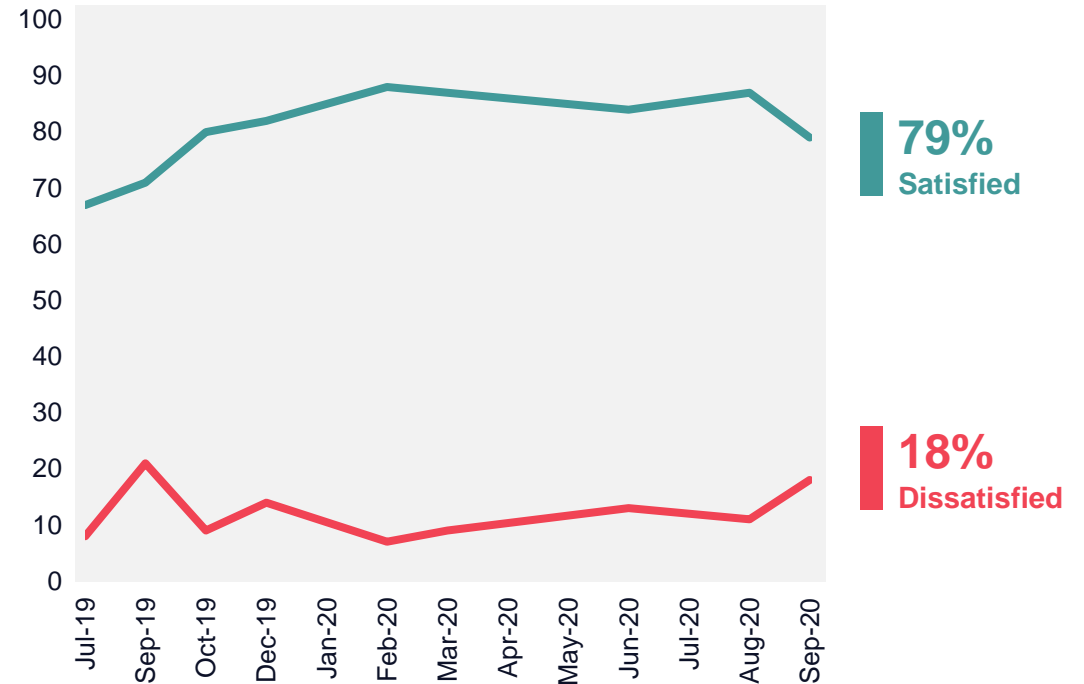
Are you satisfied or dissatisfied with the way Boris Johnson is doing his job as prime minister?

September 2020



Base: 305 Conservative party supporters aged 18+, 11-18 September 2020

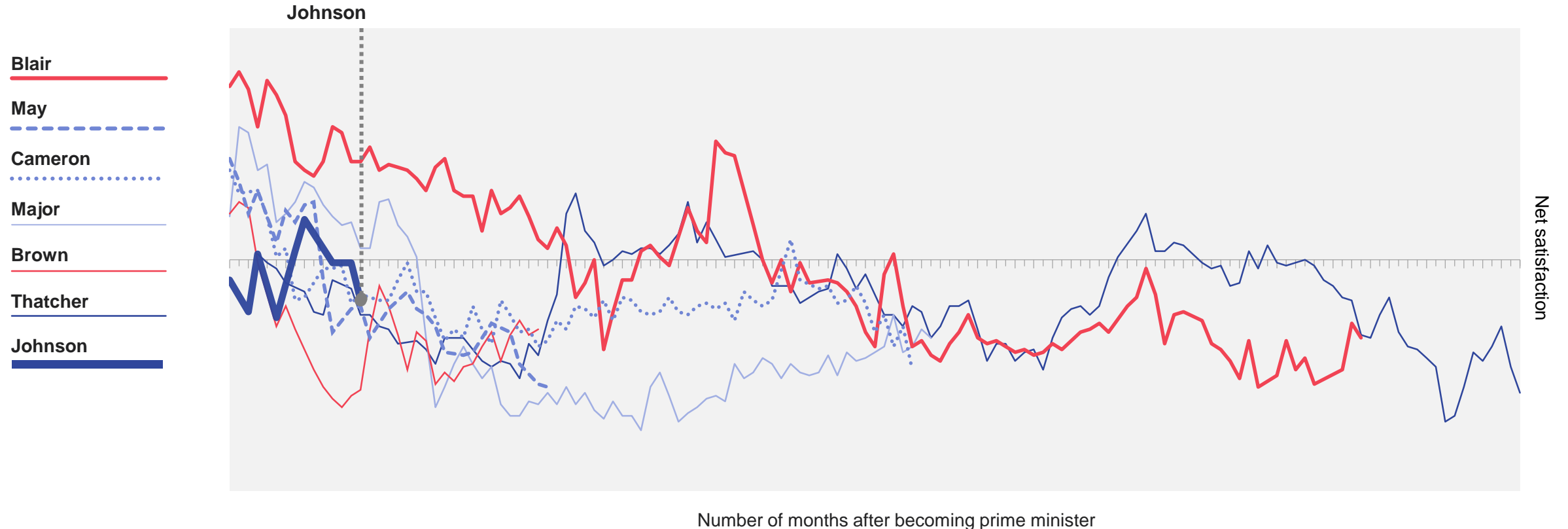
July 2019 – September 2020



Source: Ipsos MORI Political Monitor

# Net satisfaction with Prime Ministers (1979-2020)

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

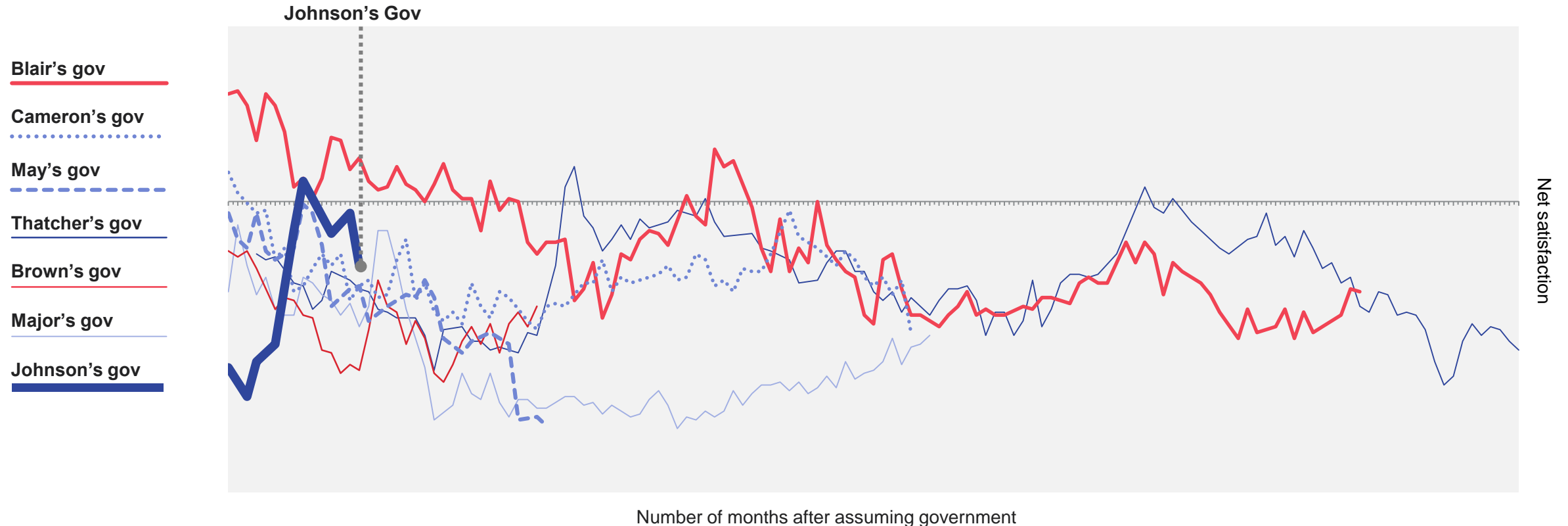


**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Net satisfaction with the Government (1979 – 2020)

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

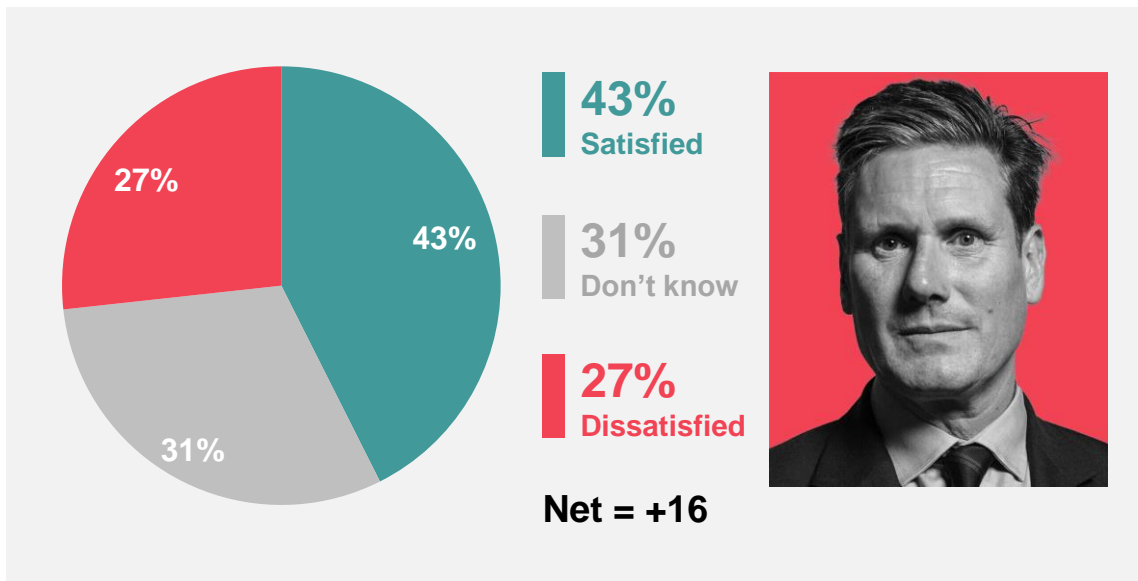
Source: Ipsos MORI Political Monitor



# Keir Starmer: Satisfaction

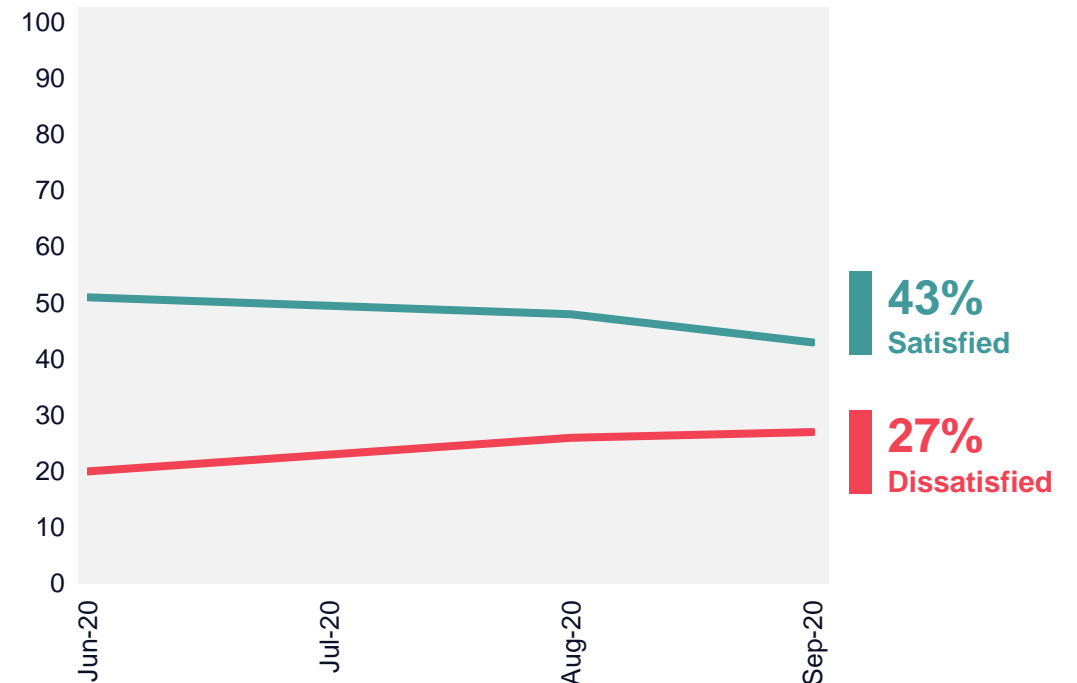
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2020



Base: 1,013 British adults 18+, 11-18 September 2020

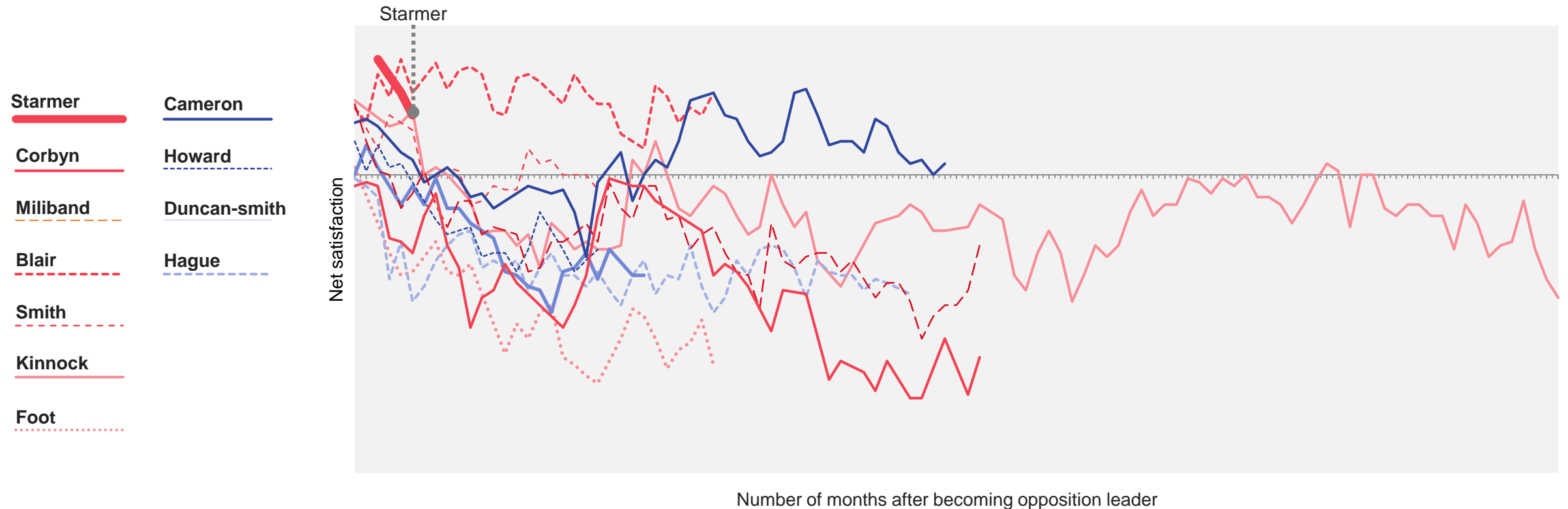
June – September 2020



Source: Ipsos MORI Political Monitor

# Net satisfaction with Opposition Leaders (1980 – 2020)

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



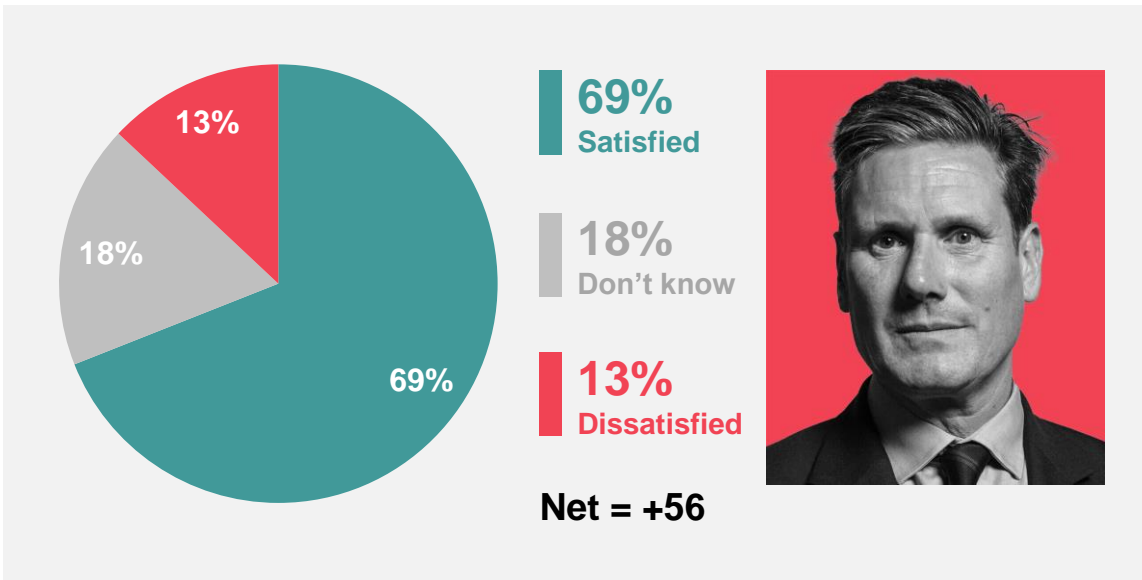
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

Source: Ipsos MORI Political Monitor

# Keir Starmer: Satisfaction amongst Labour supporters

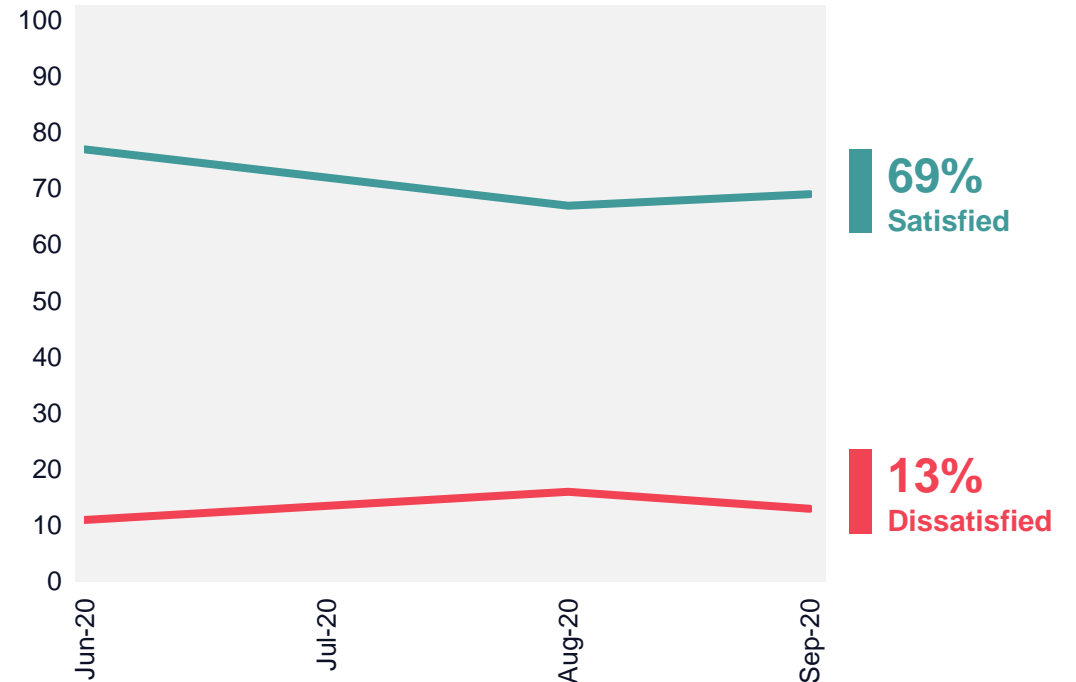
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2020



Base: 333 Labour party supporters aged 18+, 11-18 September 2020

June 2020 – September 2020



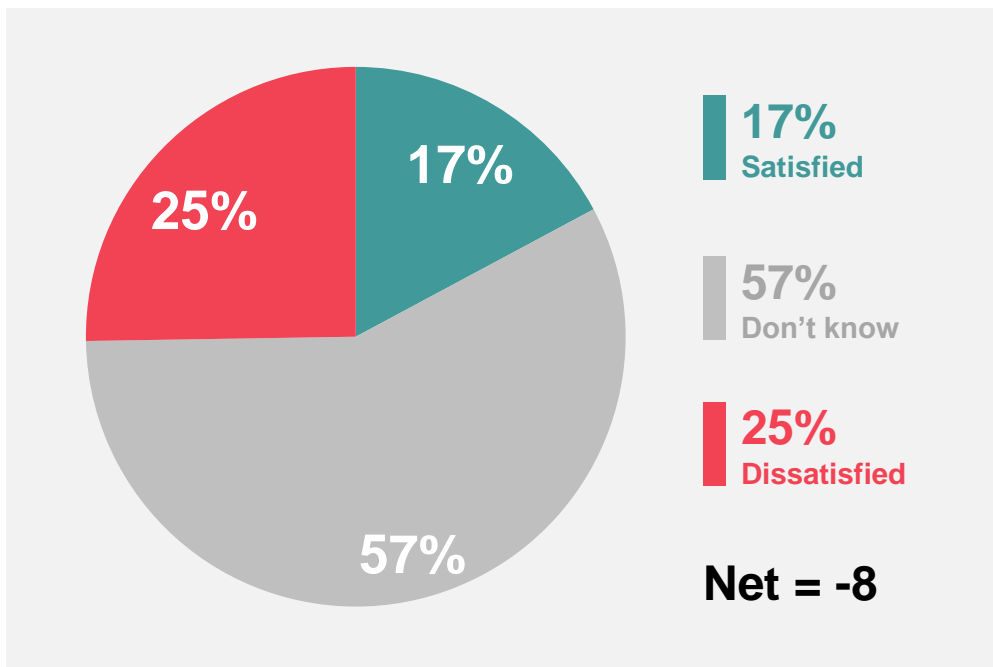
Source: Ipsos MORI Political Monitor



# Ed Davey: Satisfaction

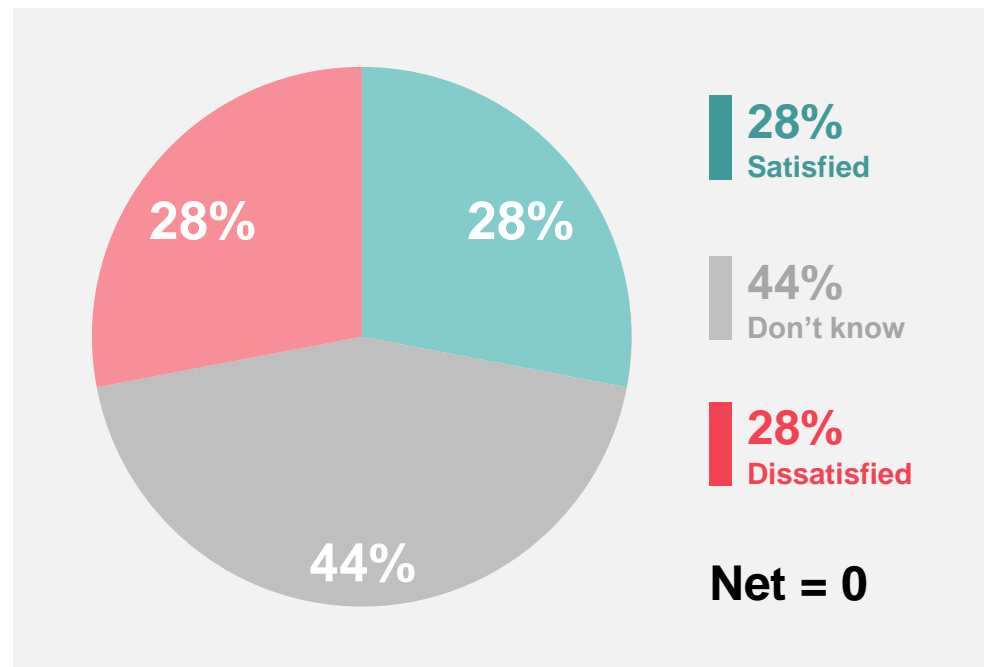
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

September 2020 (Ed Davey's first rating)



Base: 1,013 British adults 18+, 11-18 September 2020

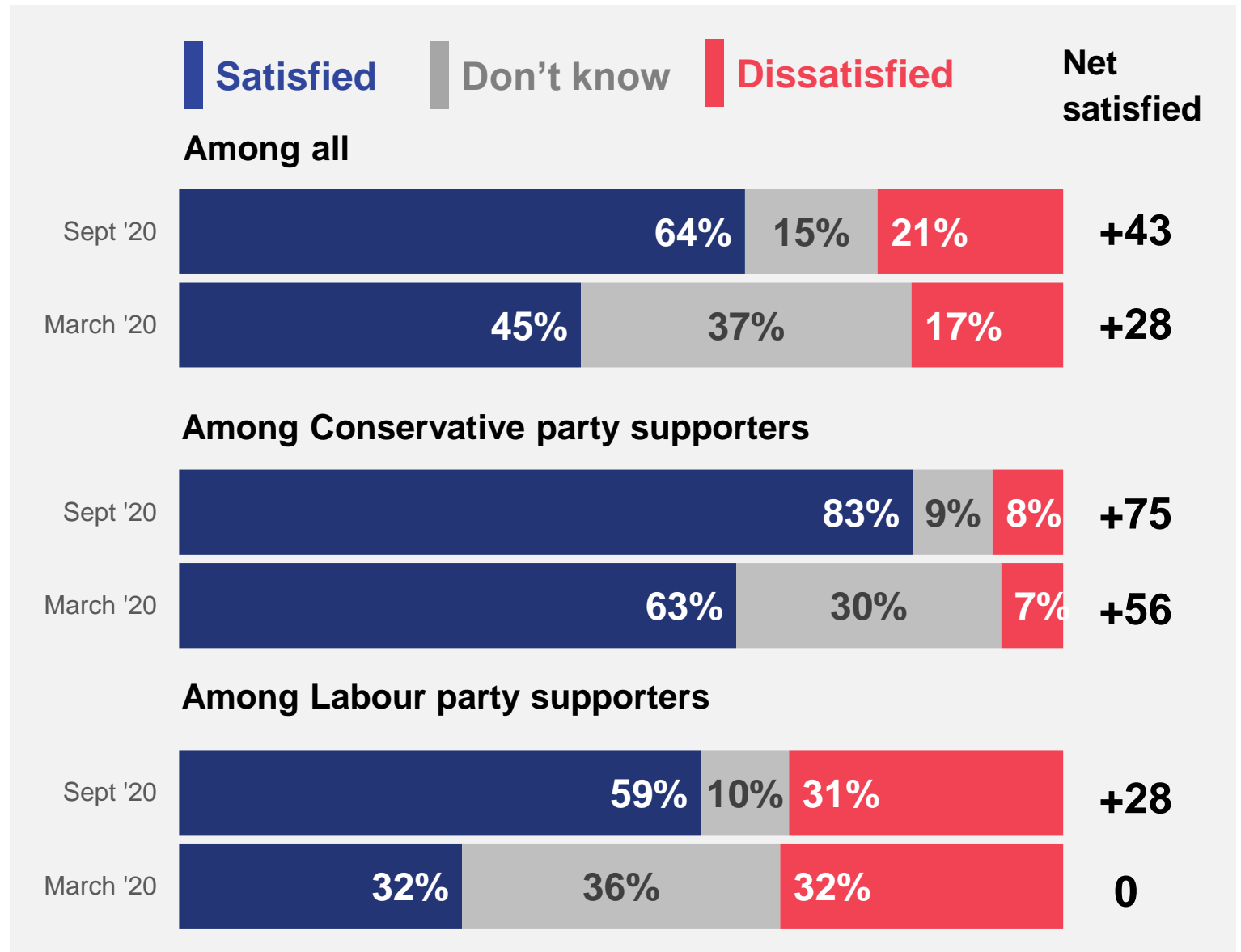
July 2019 (Jo Swinson's first rating)



Source: Ipsos MORI Political Monitor

# Rishi Sunak: Satisfaction

Can you tell me whether you are satisfied or dissatisfied with the way Rishi Sunak is doing his job as Chancellor of the Exchequer?

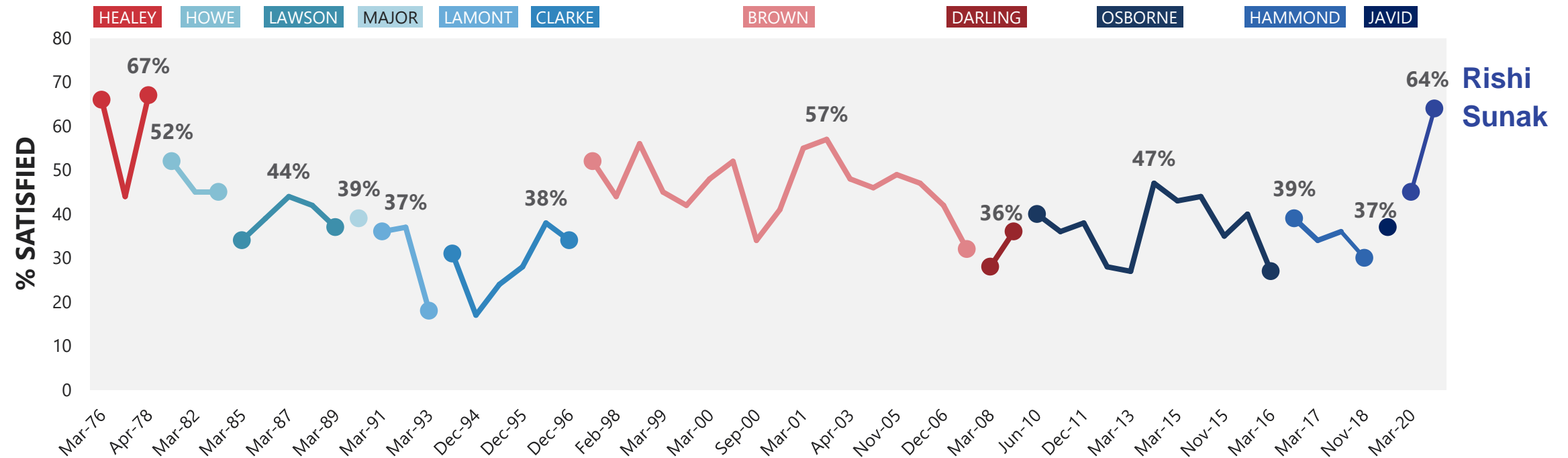


Base: 1,013 British adults 18+, 11-18 September 2020, Conservative party supporters (305), Labour party supporters (333)

Source: Ipsos MORI Political Monitor

# Satisfaction with the Chancellor of the Exchequer: 1976-2020

Can you tell me whether you are satisfied or dissatisfied with the way ... is doing his job as Chancellor of the Exchequer?



Note: Data labels denote each Chancellor's highest satisfaction score

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

Source: Ipsos MORI Political Monitor



# ECONOMIC OPTIMISM

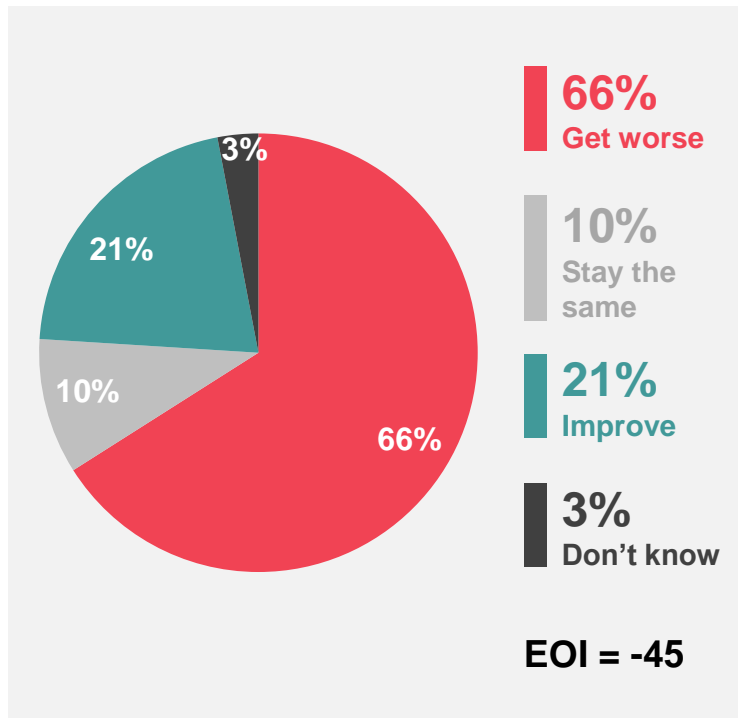




# Economic Optimism Index

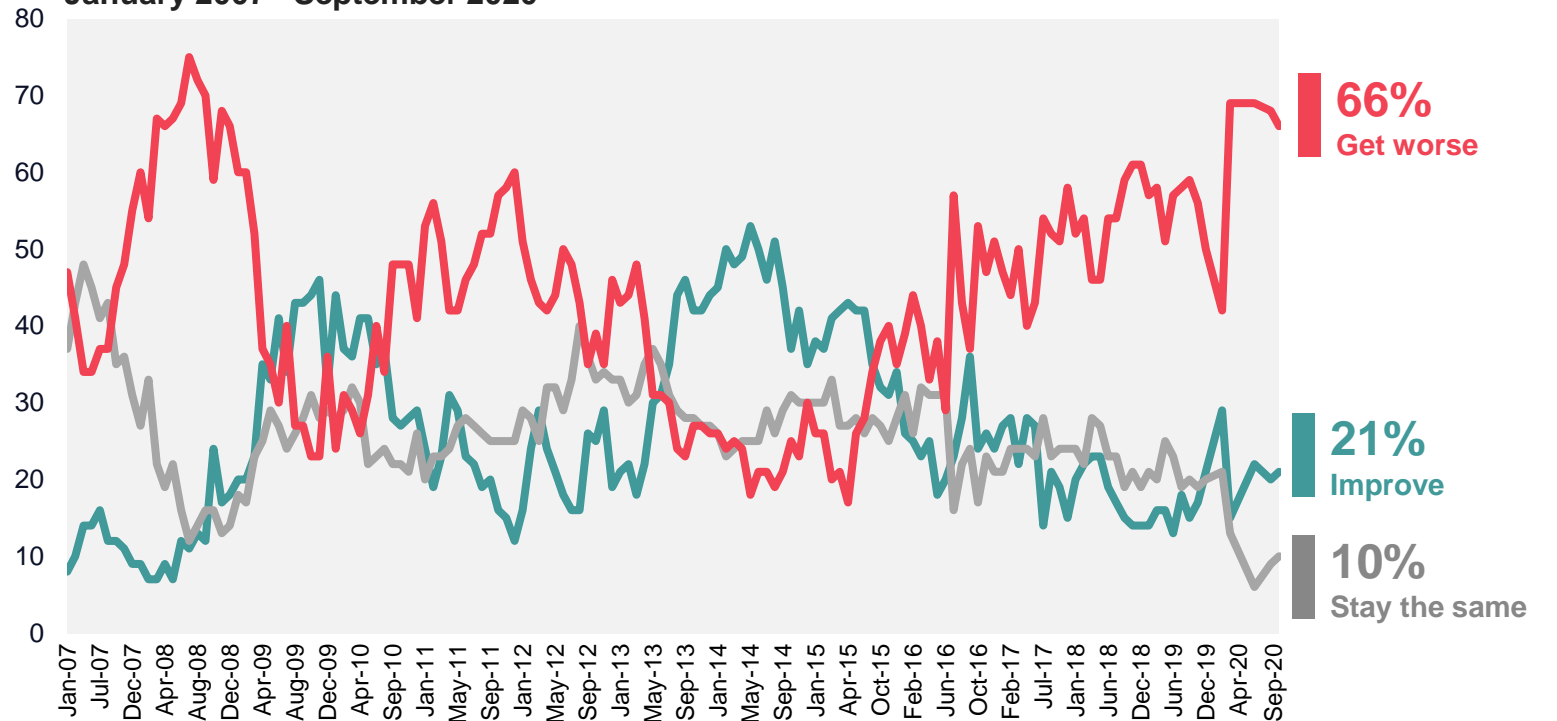
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

September 2020



Base: 1,013 British adults 18+, 11-18 September 2020

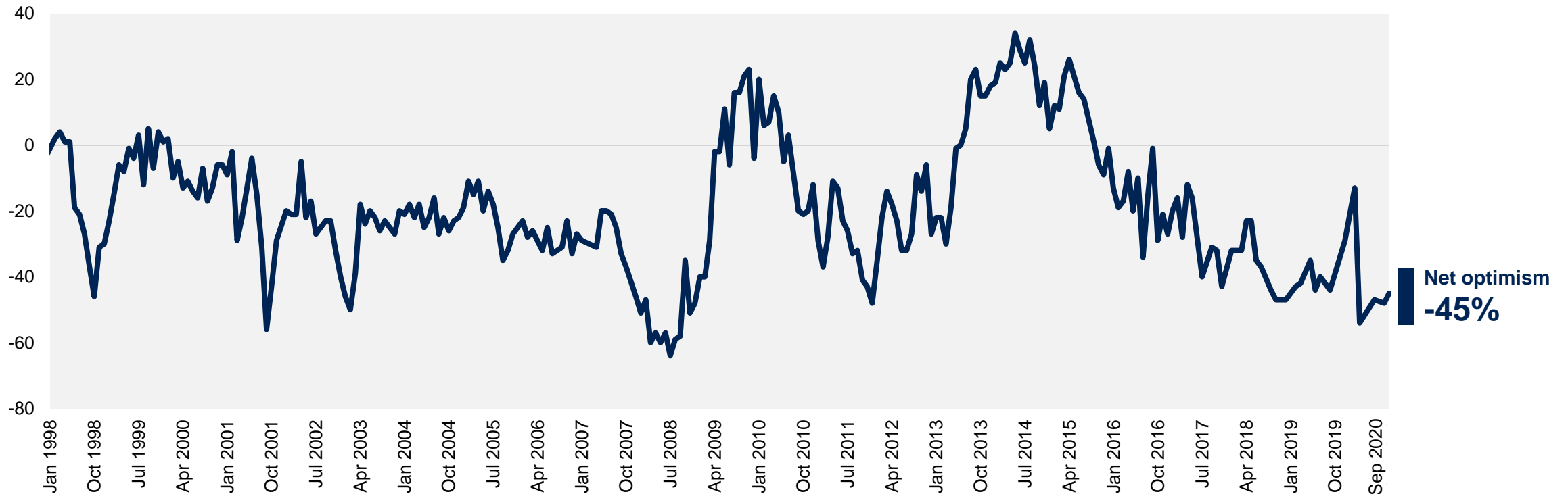
January 2007– September 2020



Source: Ipsos MORI Political Monitor

# Economic Optimism Index (1998-2020)

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





# LEADERS AND PARTIES

Ipsos MORI



# Leader image: Johnson v Starmer

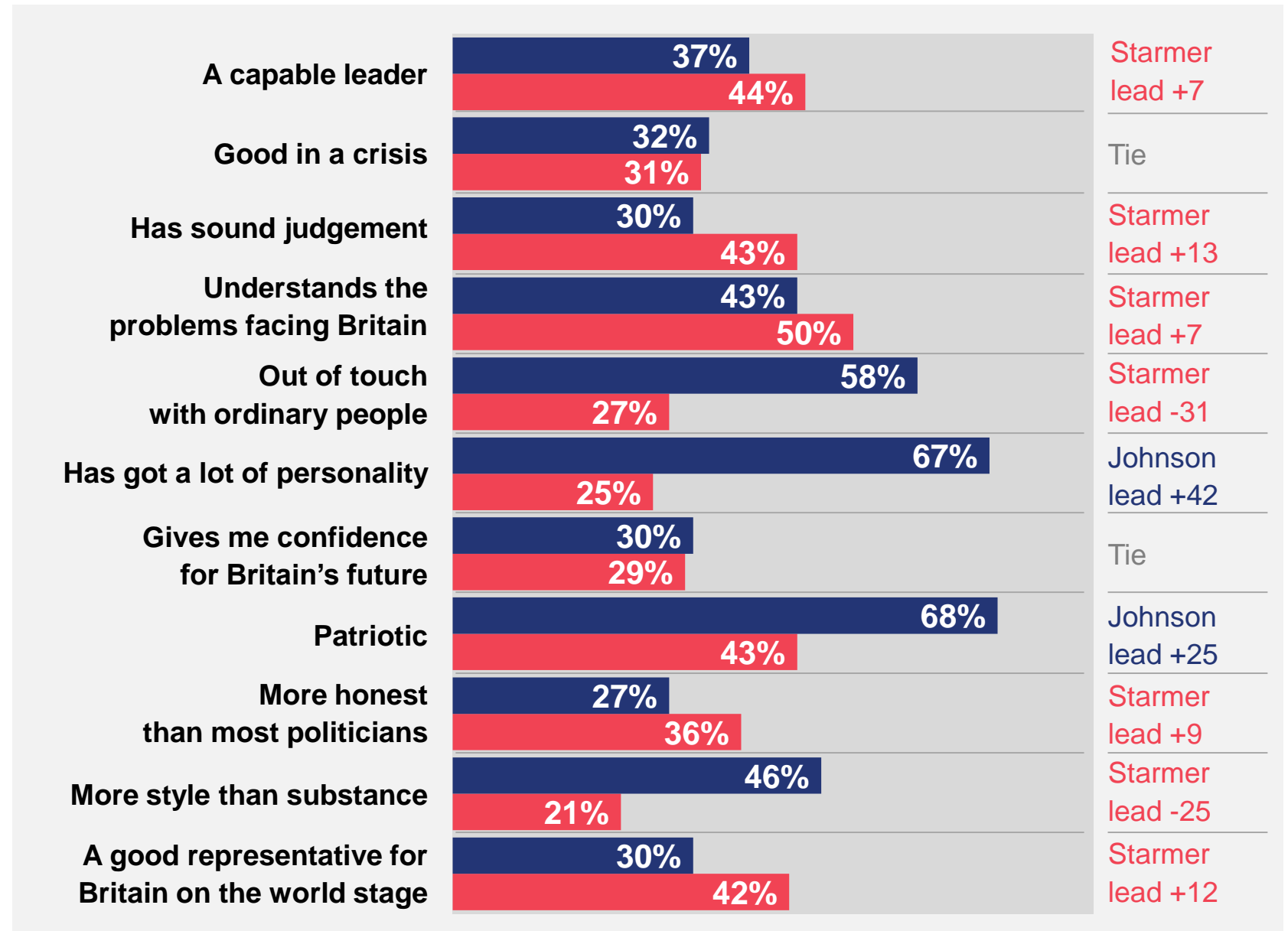
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Boris  
Johnson**



**Keir  
Starmer**



Base: 1,013 British adults 18+, 11-18 September 2020



# Leader image: Starmer v Corbyn

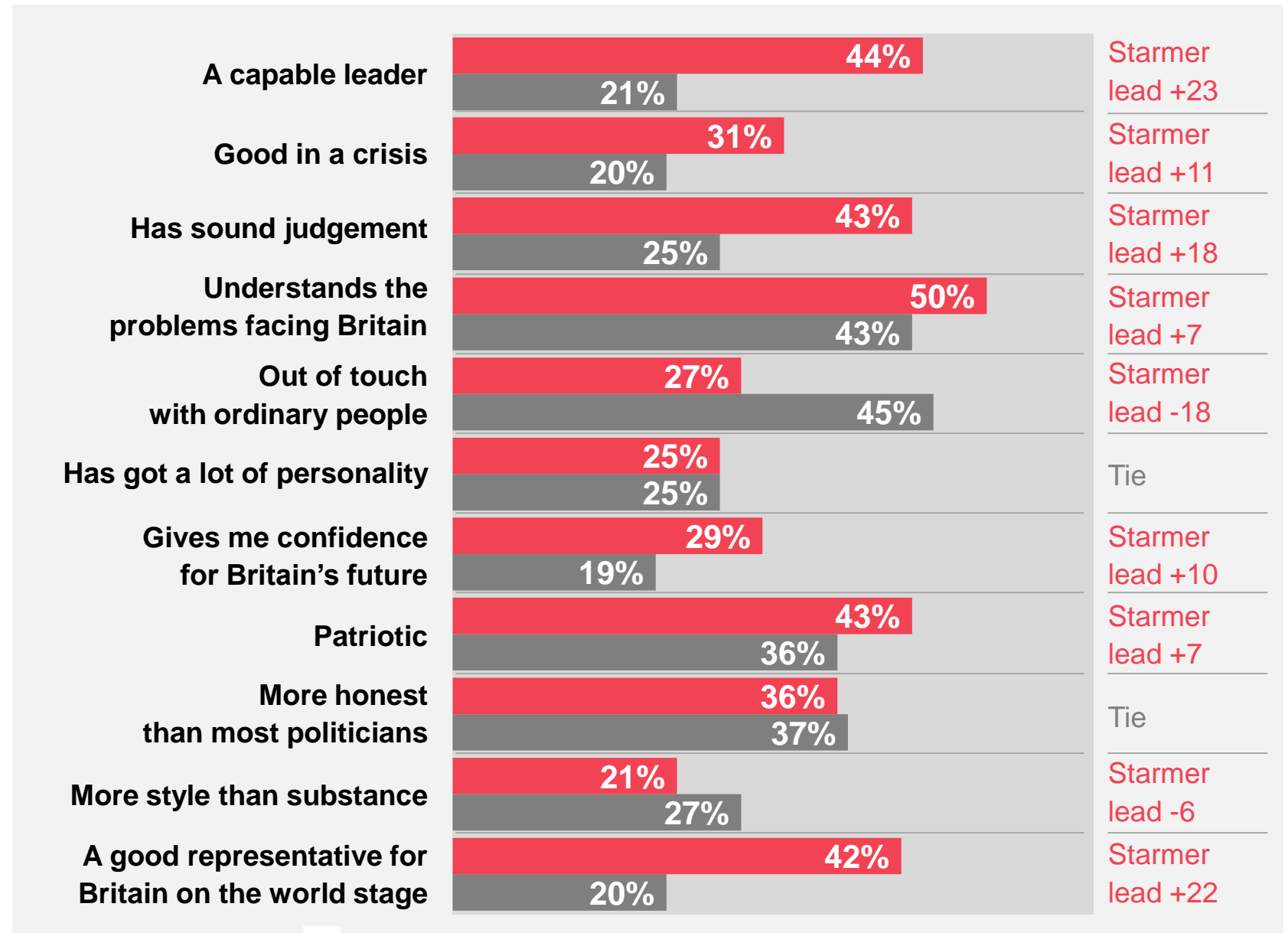
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Keir  
Starmer**  
Sept '20



**Jeremy  
Corbyn**  
Sept '19



Base: 1,013 British adults 18+, 11-18 September 2020



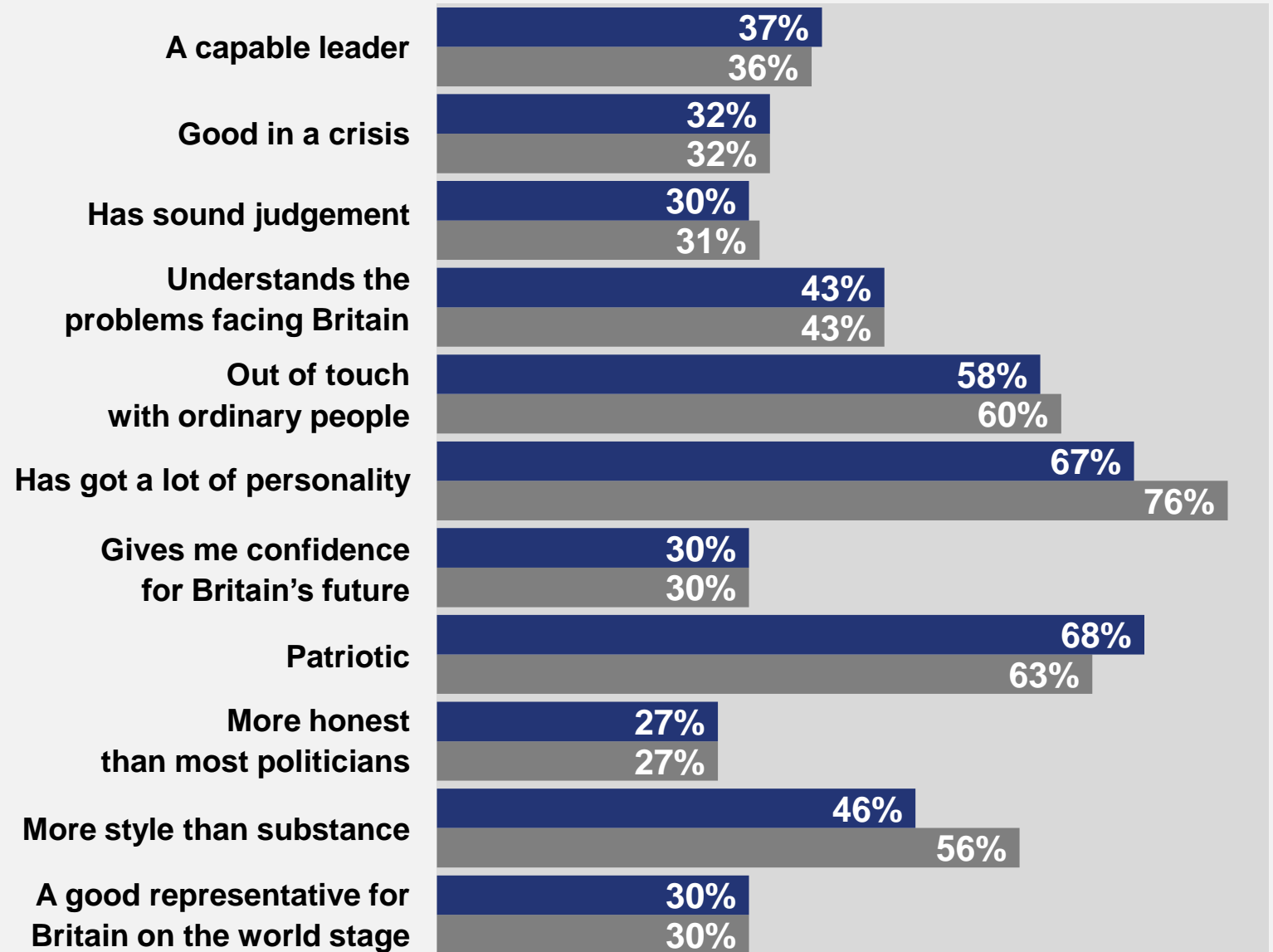
# Leader image: Johnson trend

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...



**Boris Johnson**  
Sept '20

**Boris Johnson**  
Sept '19



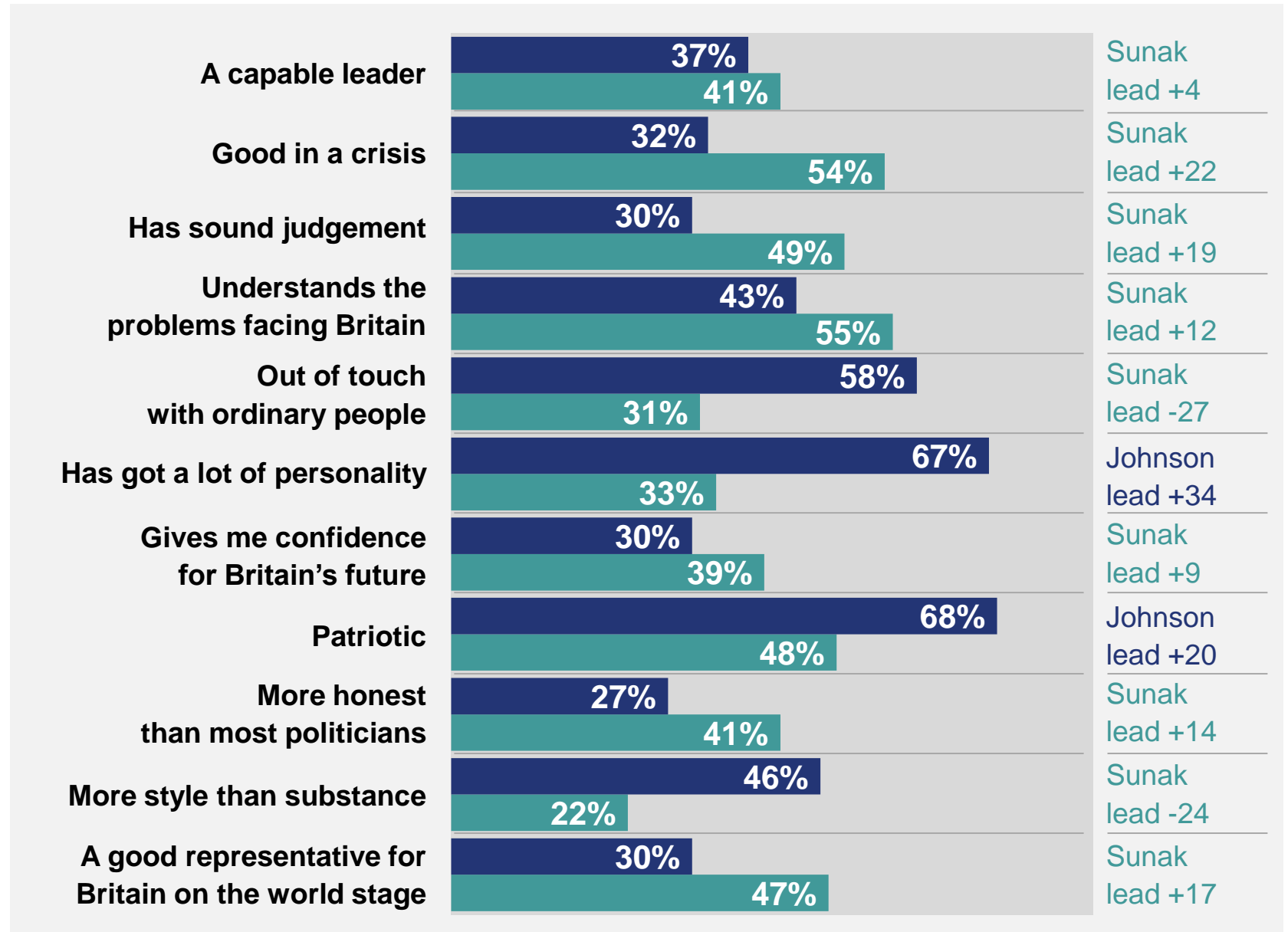
Base: 1,013 British adults 18+, 11-18 September 2020

# Leader image: Johnson v Sunak

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...

**Boris Johnson**

**Rishi Sunak**



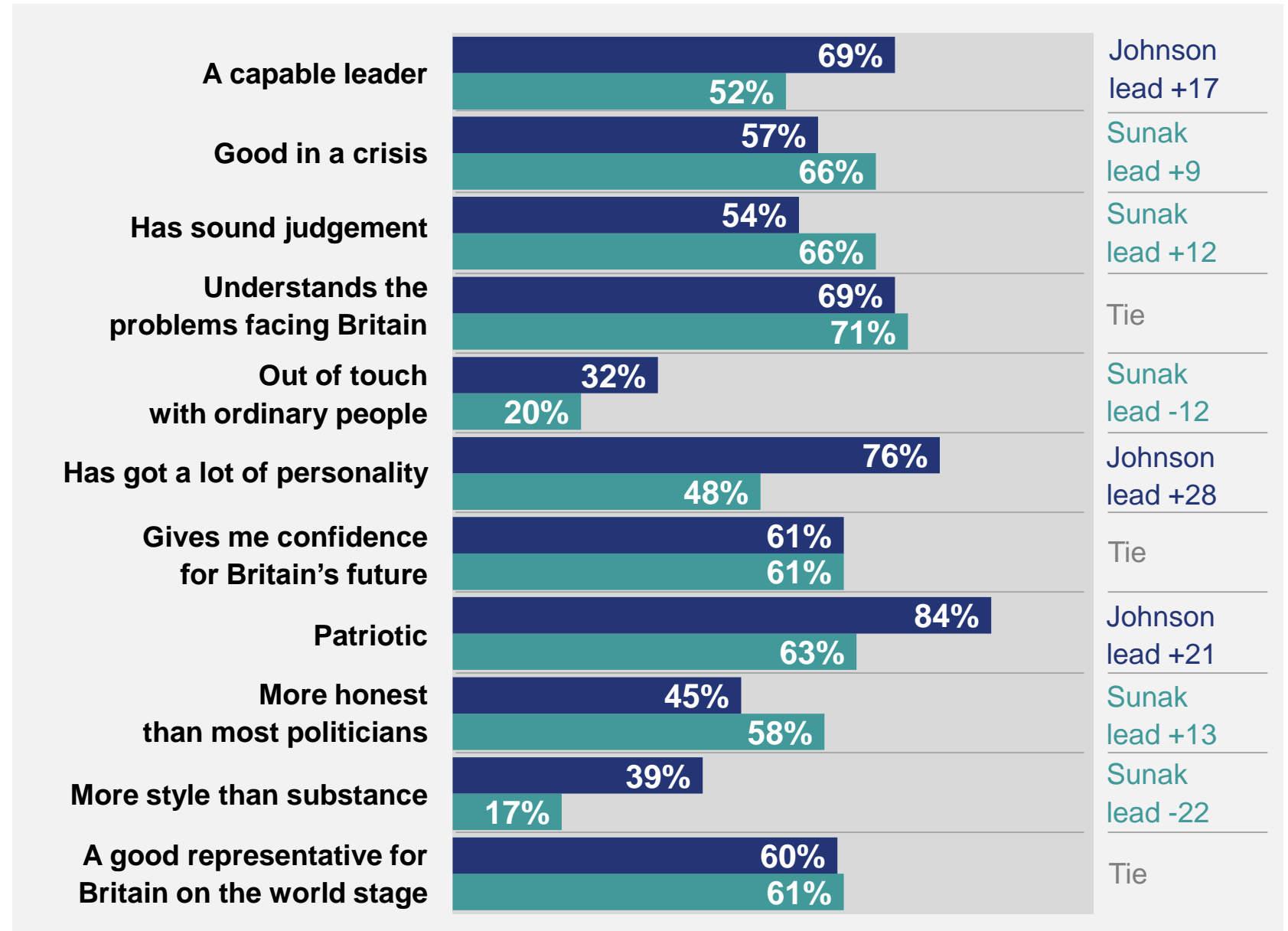
Base: 1,013 British adults 18+, 11-18 September 2020

# Leader image: Johnson v Sunak Among Conservative voters

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...

**Boris Johnson**

**Rishi Sunak**

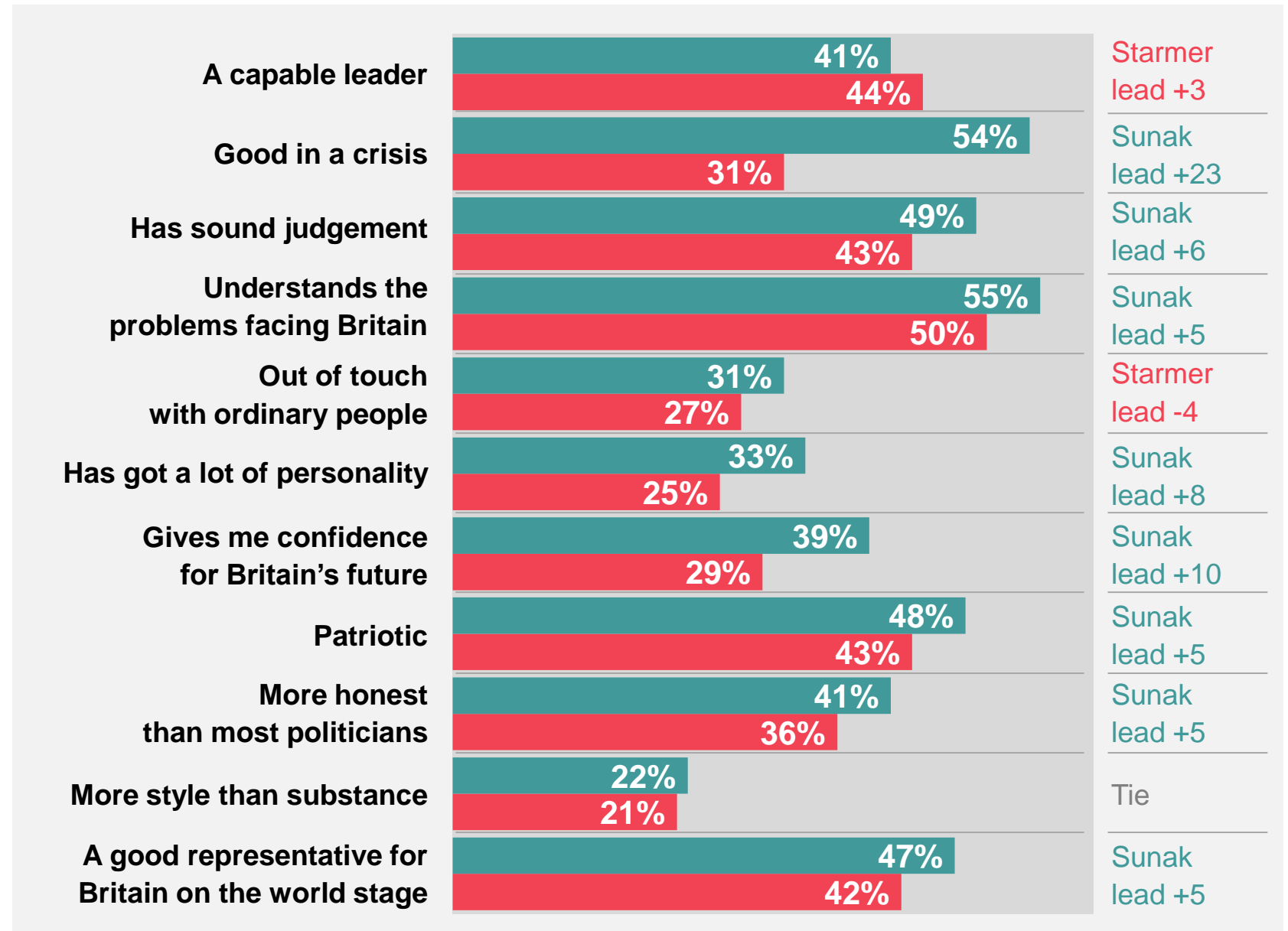


Base: 1,013 British adults 18+, 11-18 September 2020. Conservative party supporters (305)

# Leader image: Sunak v Starmer

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...

**Rishi Sunak**  
**Keir Starmer**



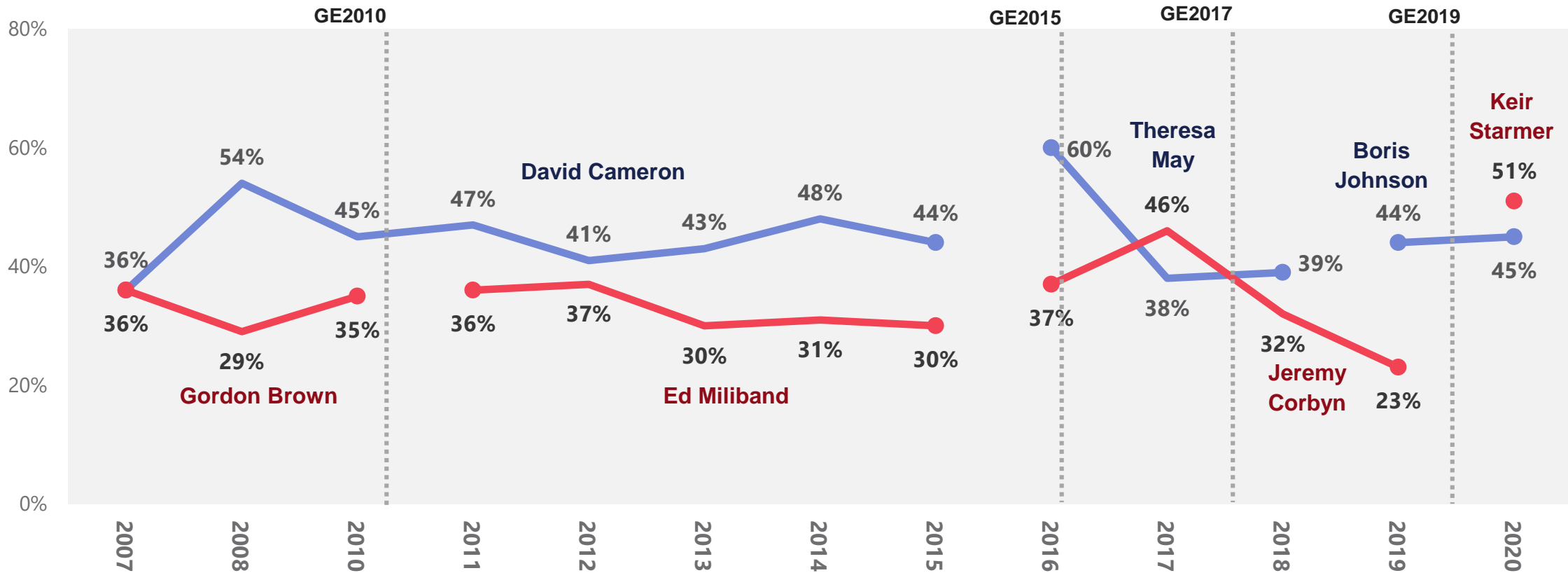
Base: 1,013 British adults 18+, 11-18 September 2020



# Likeability of party leaders: 2007-2020

Which of these statements come closest to your views of ... and the ... party?

Like the leader of the Conservatives | Like the leader of the Labour party



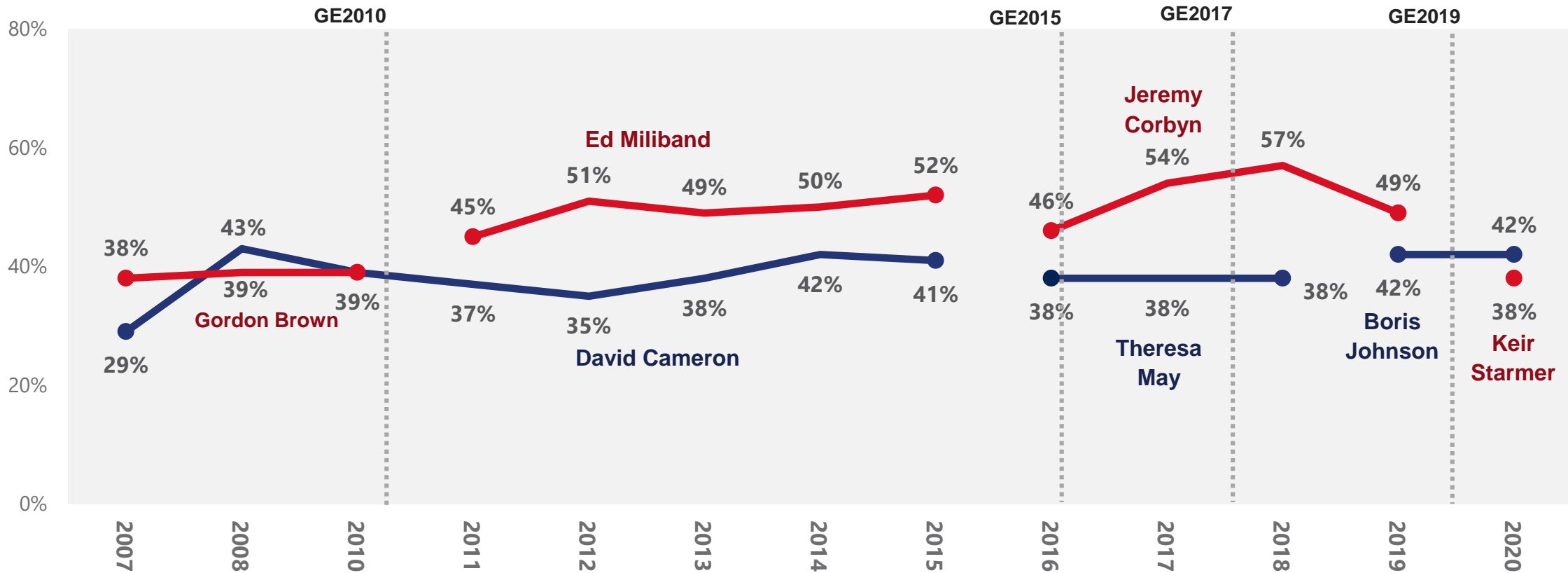
Base: c.1000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

# Likeability of the parties: 2007-2019

Which of these statements come closest to your views of ... and the ... party?

■ Like the Labour party ■ Like the Conservative party



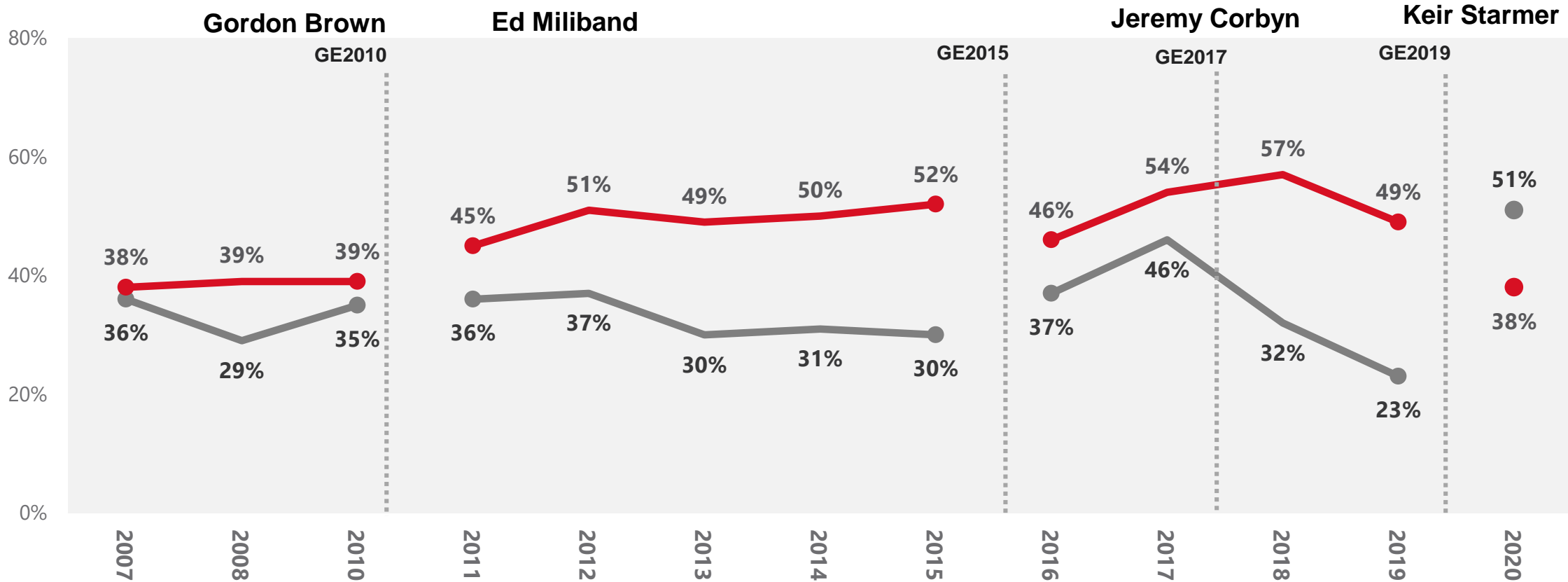
Base: c.1000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

# Likeability of the Labour party and its leaders: 2007-2019

Which of these statements come closest to your views of ... and the Labour party?

■ Like the Labour party    ■ Like the leader of the Labour party



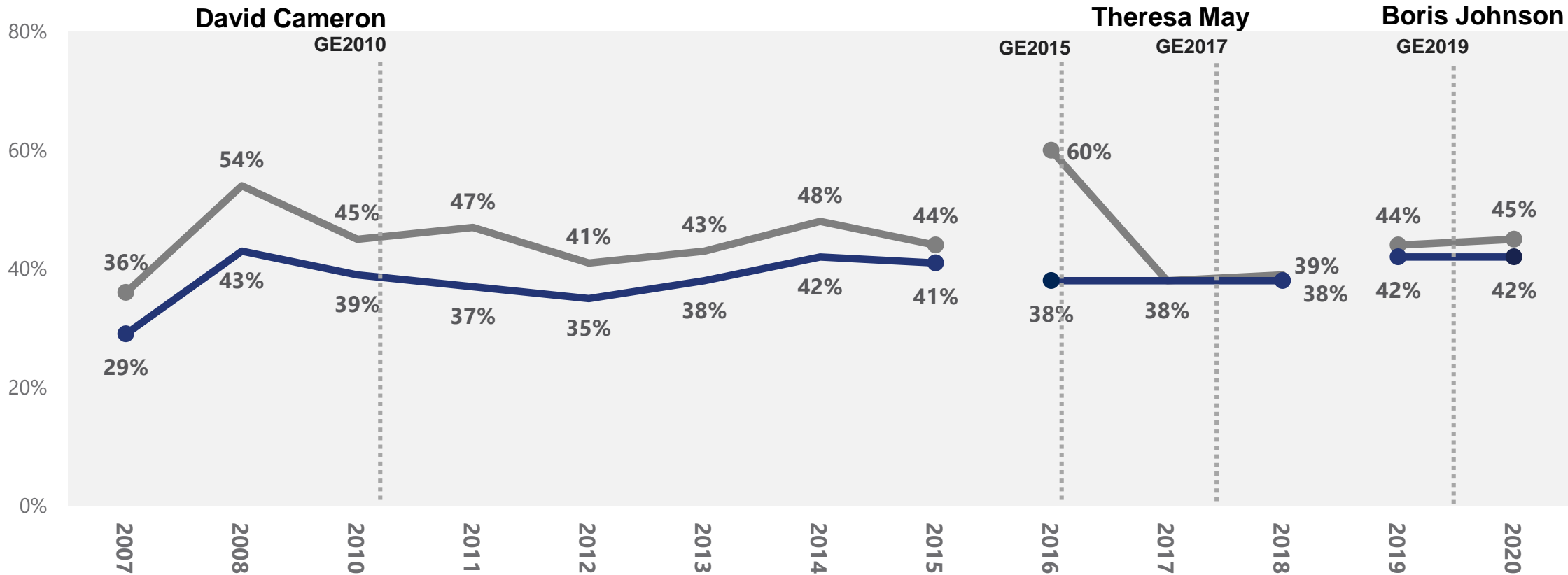
Base: c.1000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

# Likeability of the Conservative party and its leaders: 2007-2019

Which of these statements come closest to your views of ... and the Conservative party?

■ Like the Conservative party ■ Like the leader of the Conservatives

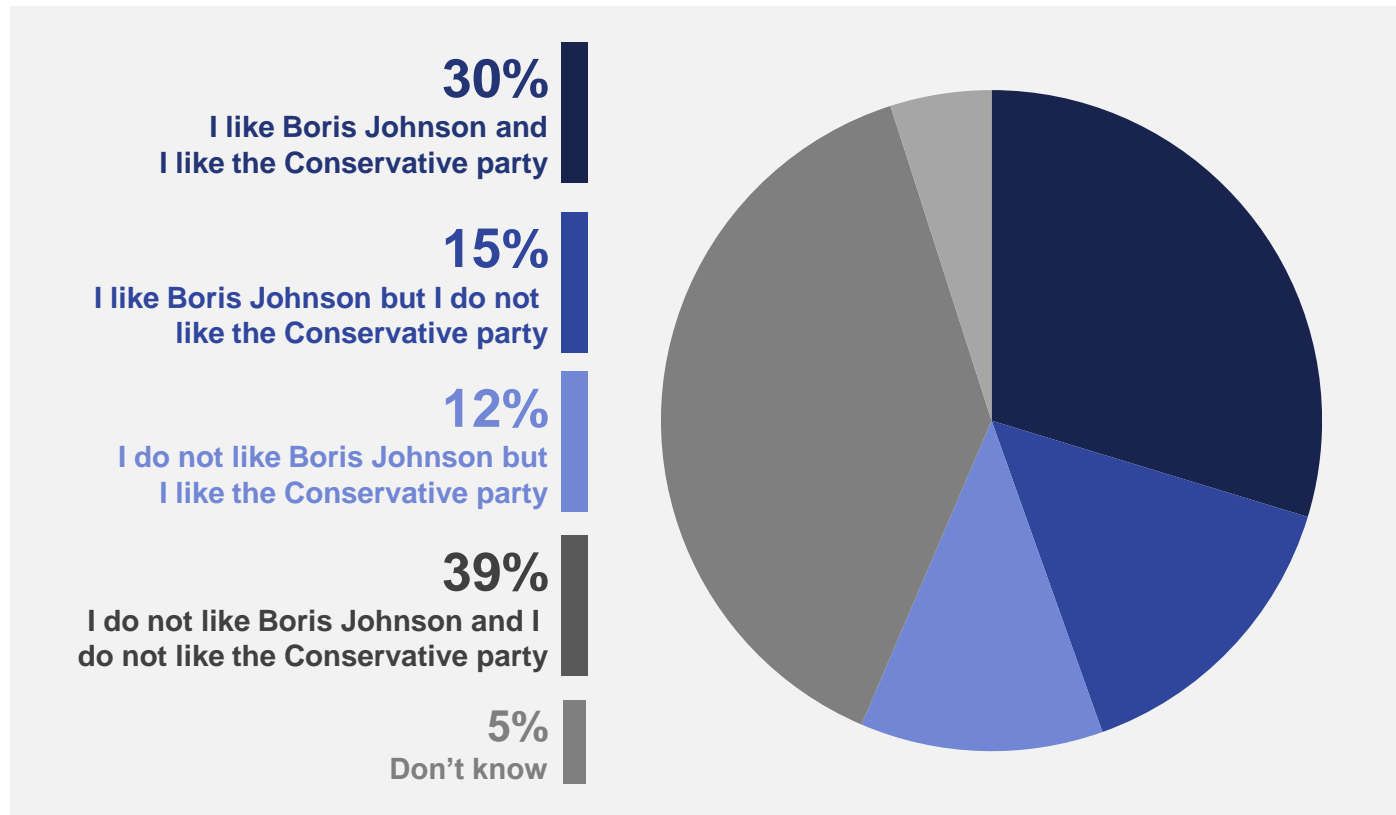


Base: c.1000 British adults 18+ each month

Source: Ipsos MORI Political Monitor

# Likeability: Boris Johnson and the Conservative party

Which of these statements come closest to your views of Boris Johnson, and the Conservative party?



Boris Johnson and the Conservative party	
Total like Boris Johnson	45%
.....	
Total do not like Boris Johnson	51%
.....	
Total like the Conservative party	42%
.....	
Total do not like the Conservative party	54%

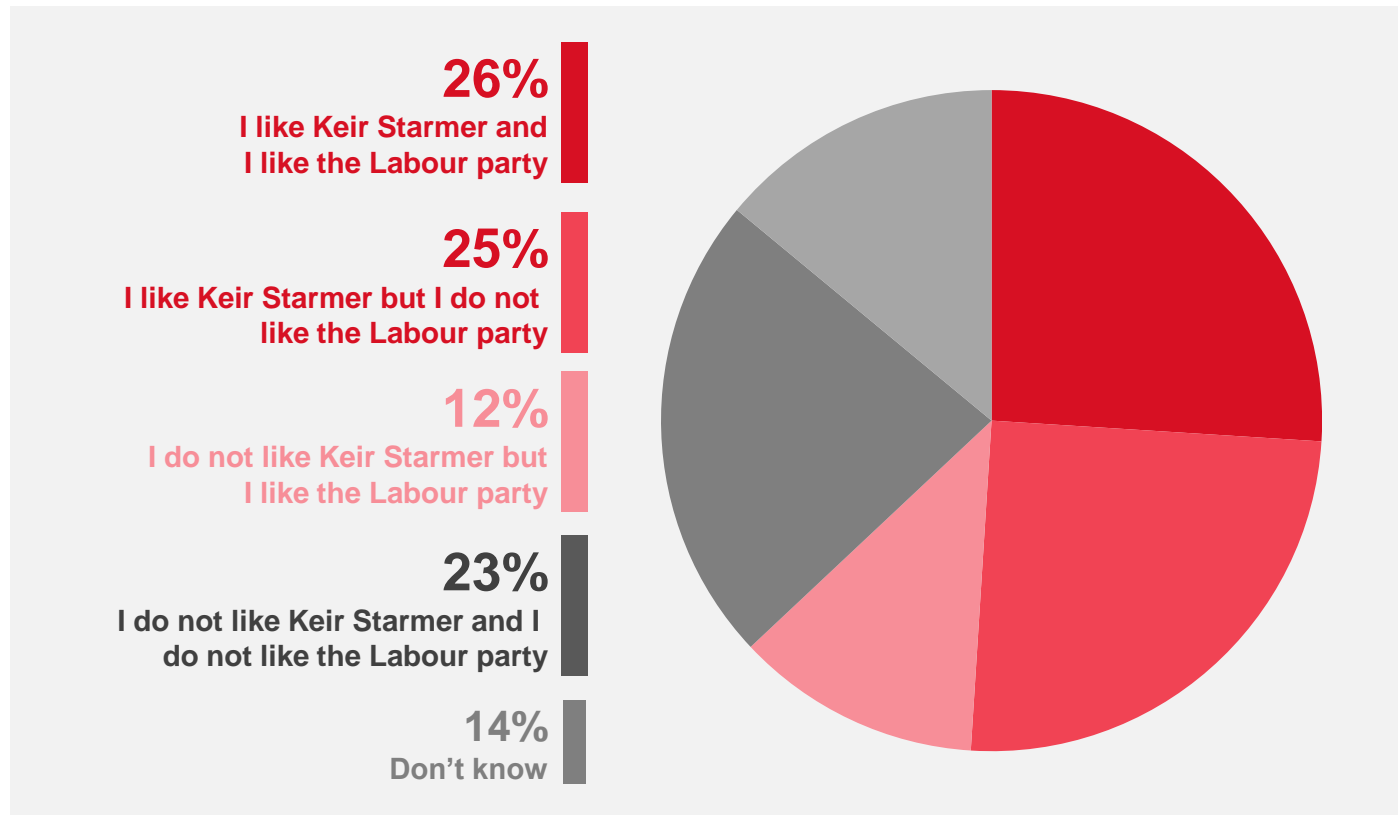
Base: 1,013 British adults 18+, 11-18 September 2020

Source: Ipsos MORI Political Monitor



# Likeability: Keir Starmer and the Labour party

Which of these statements come closest to your views of Keir Starmer, and the Labour party?



Keir Starmer and the Labour party	
Total like Keir Starmer	51%
.....	
Total do not like Keir Starmer	35%
.....	
Total like the Labour party	38%
.....	
Total do not like the Labour party	48%

Base: 1,013 British adults 18+, 11-18 September 2020

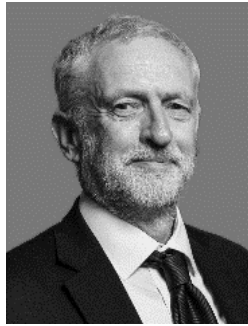
Source: Ipsos MORI Political Monitor

# Likeability: Labour leader and party

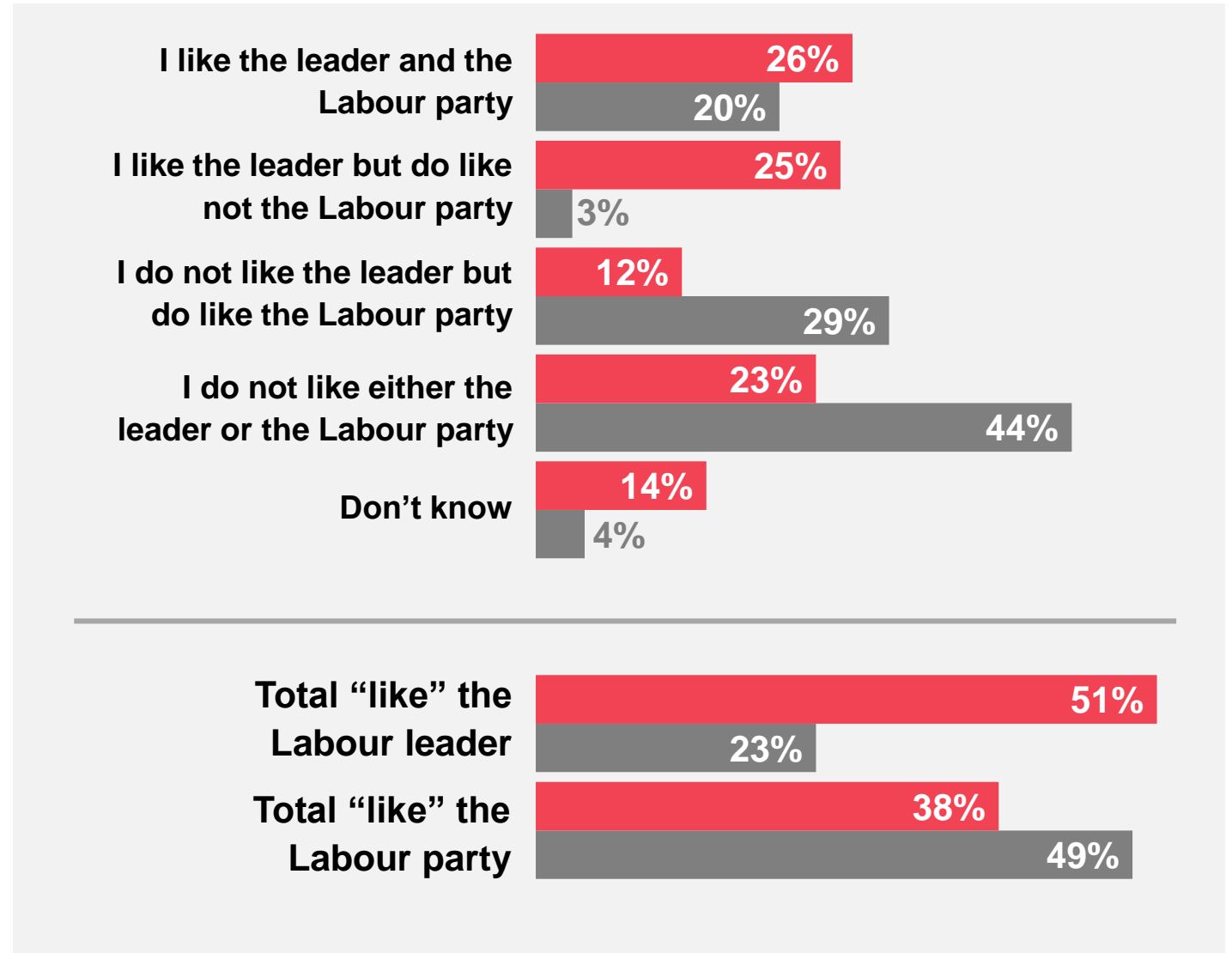
Which of these statements come closest to your views of Keir Starmer/Jeremy Corbyn, and the Labour party?



**Keir Starmer**  
Sept '20



**Jeremy Corbyn**  
Nov '19



Base: 1,013 British adults 18+, 11-18 September 2020

Source: Ipsos MORI Political Monitor

# Ipsos MORI

## September 2020 Political Monitor

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