

IPSOS MORI POLITICAL PULSE

APRIL 2020

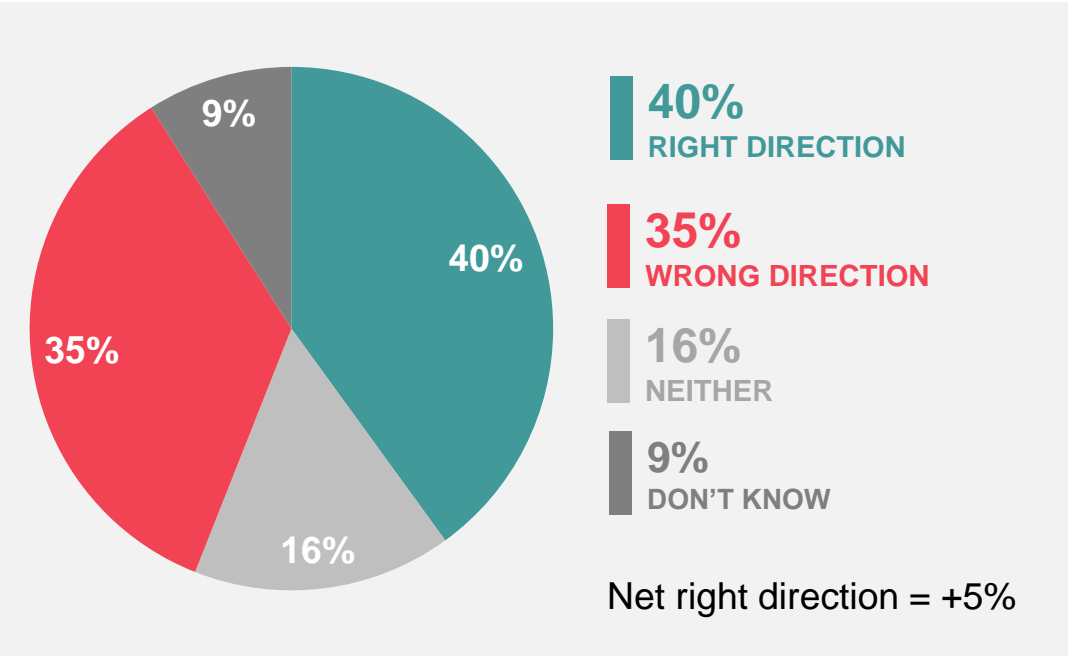
Ipsos MORI



Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

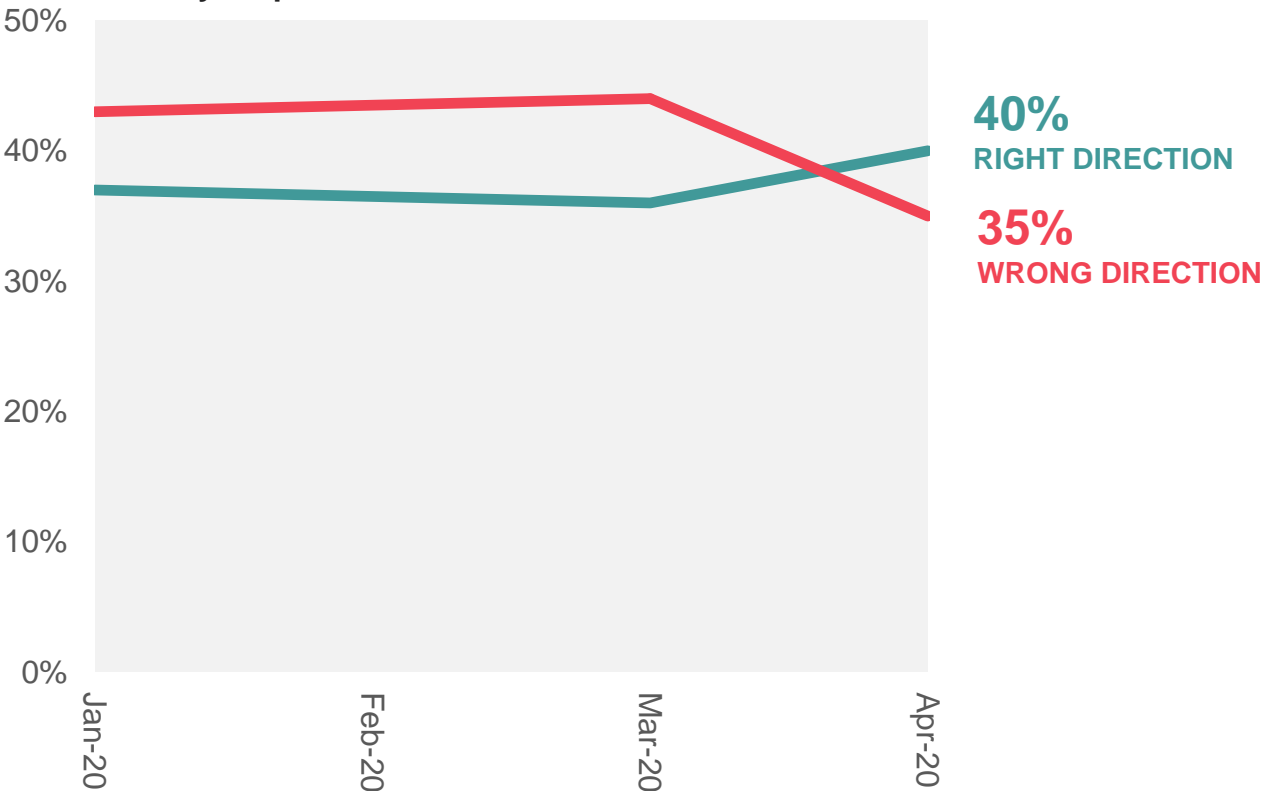
April 2020



Base: 1,069 Online British adults 18+, 10-13 April 2020.

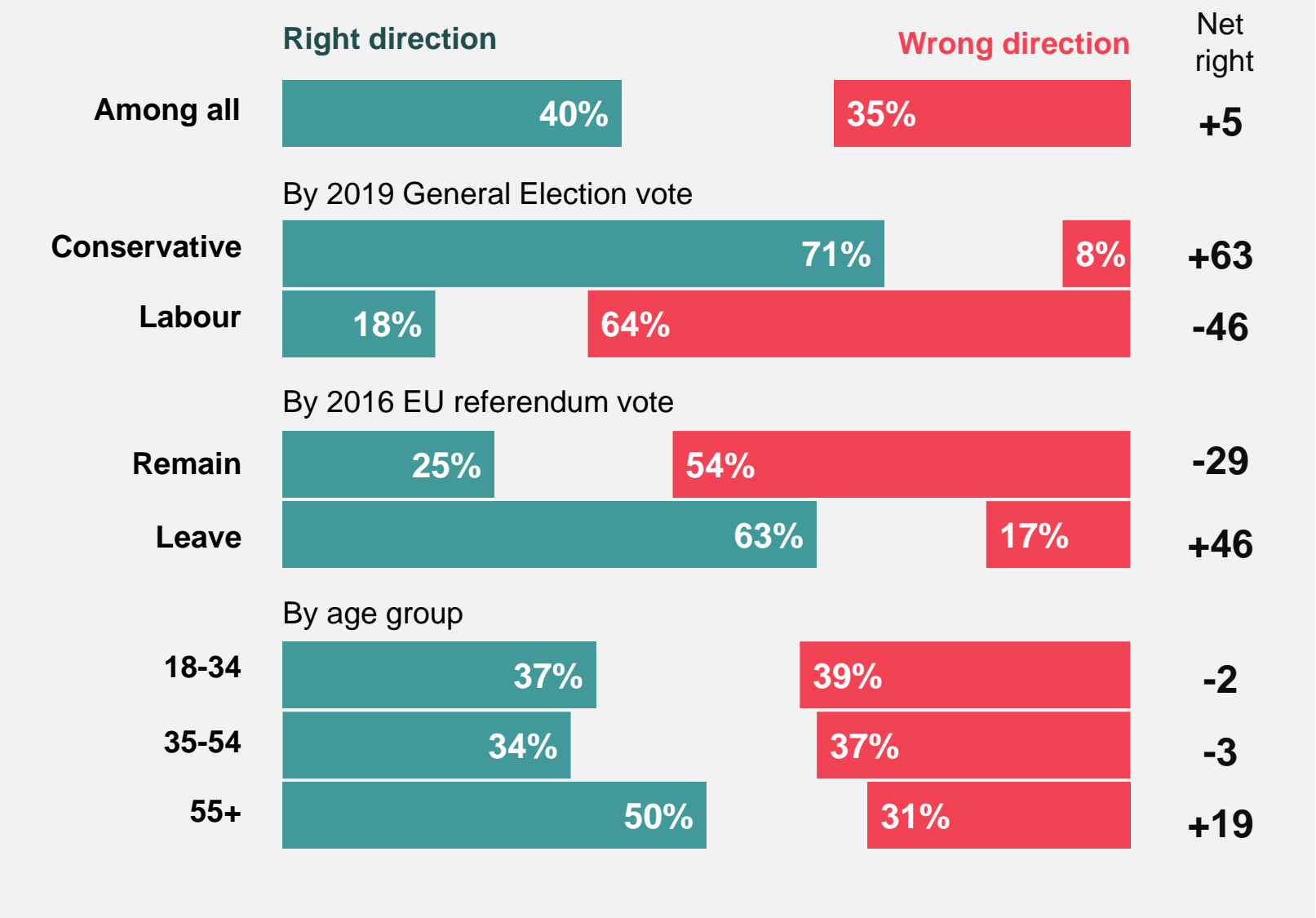
Source: Ipsos MORI

January – April 2020



Direction of the country

Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



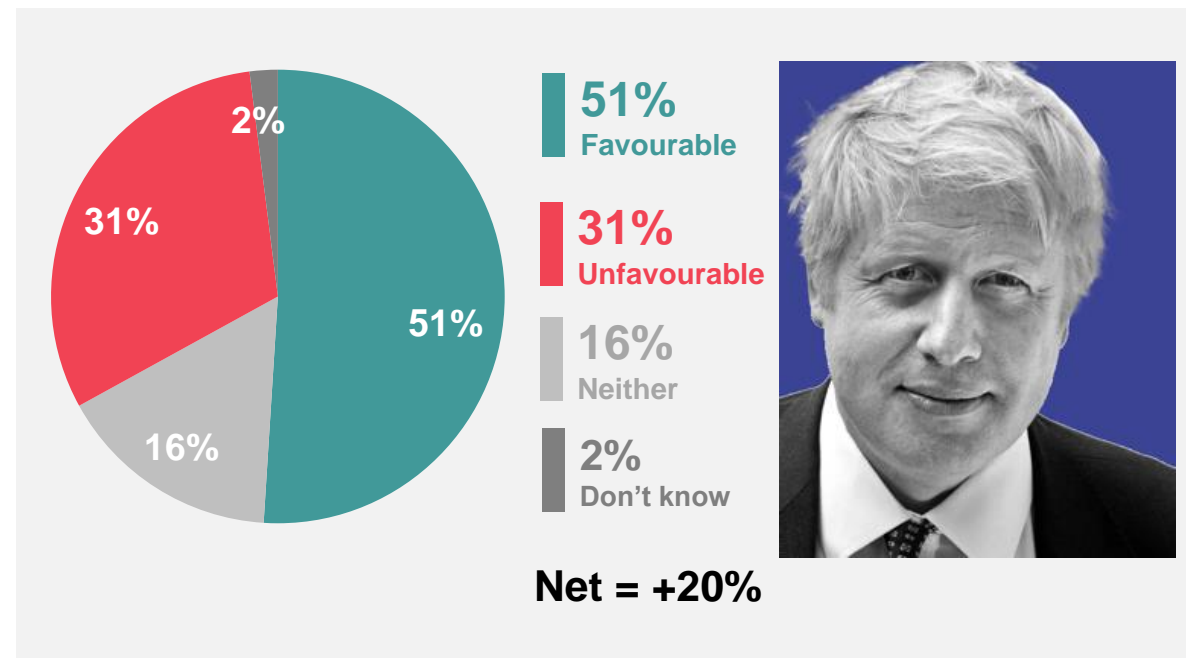
Base: 1,069 Online British adults 18+, 2019 Conservative voters (309), 2019 Labour voters (291), 2016 Remain voters (460), Leave voters (383), 18-34 year olds (352), 35-54 (392), 55+ (325), 10-13 April 2020

Source: Ipsos MORI

Boris Johnson: Favourability

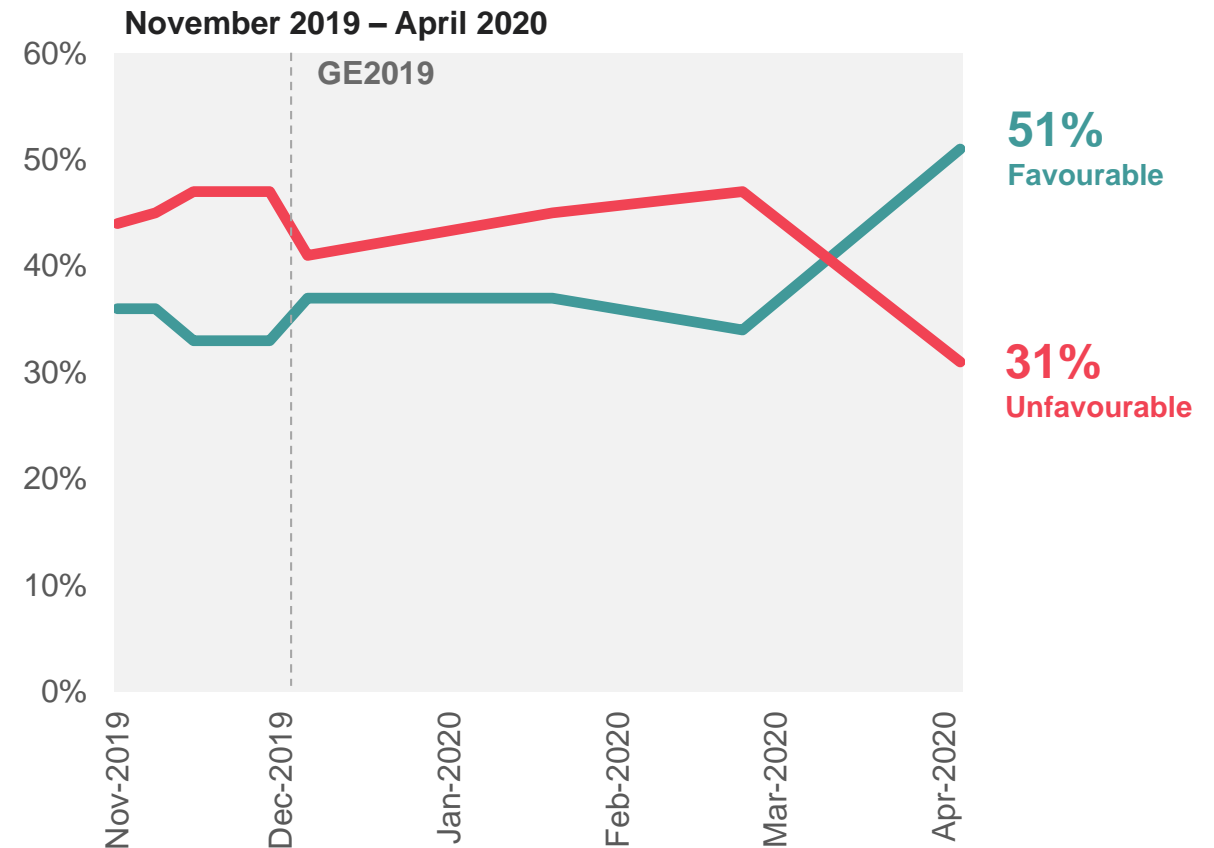
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

April 2020



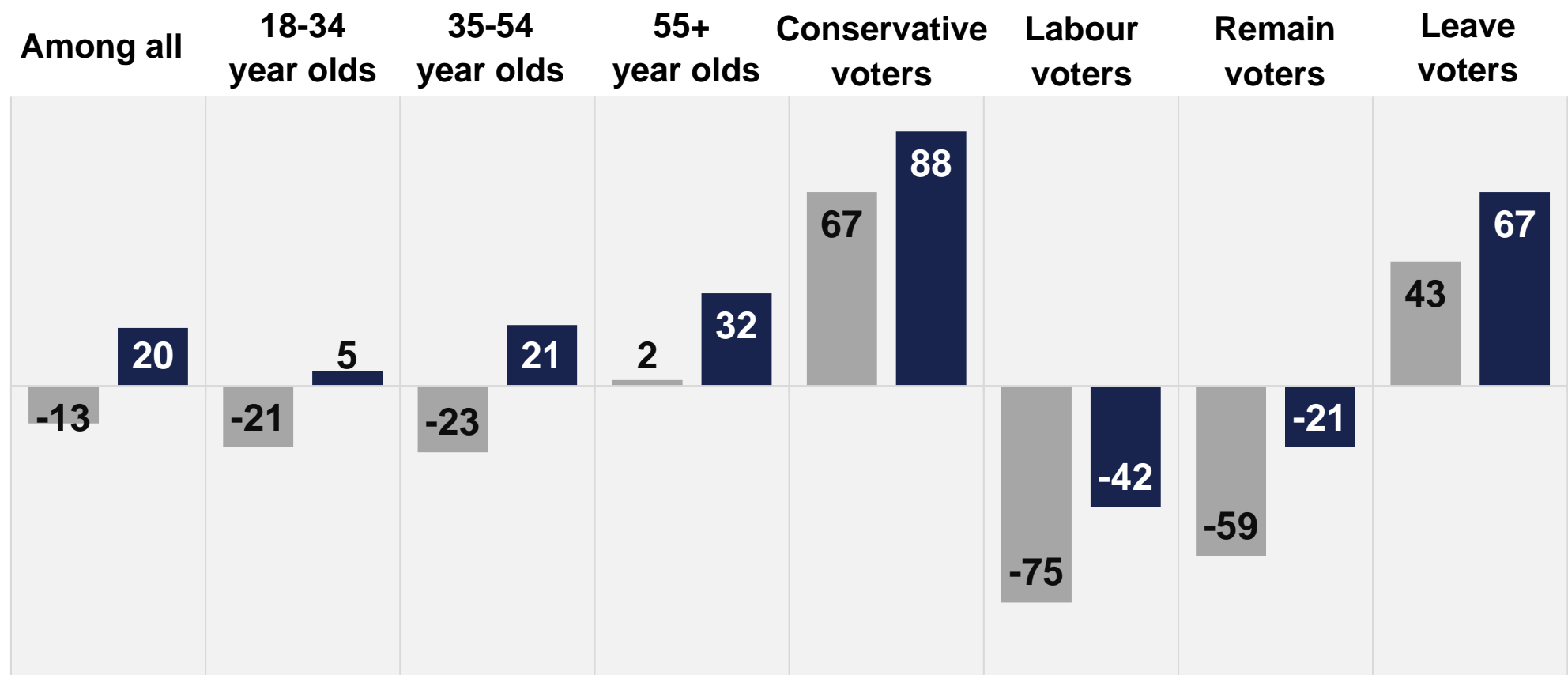
Base: 1,069 Online British adults 18+, 10-13 April 2020

Source: Ipsos MORI



Boris Johnson: Net favourability by subgroups, March v April 2020

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson



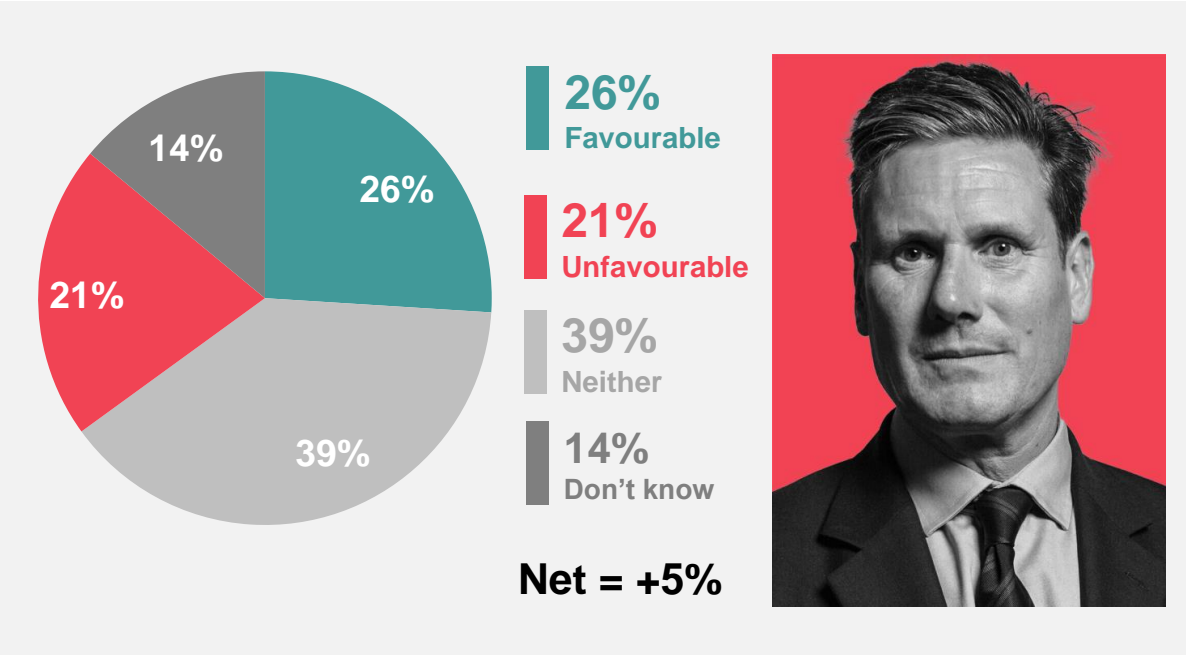
April 2020
March 2020

Base: 1,069 Online British adults 18+, 10-13 April 2020

Keir Starmer: Favourability

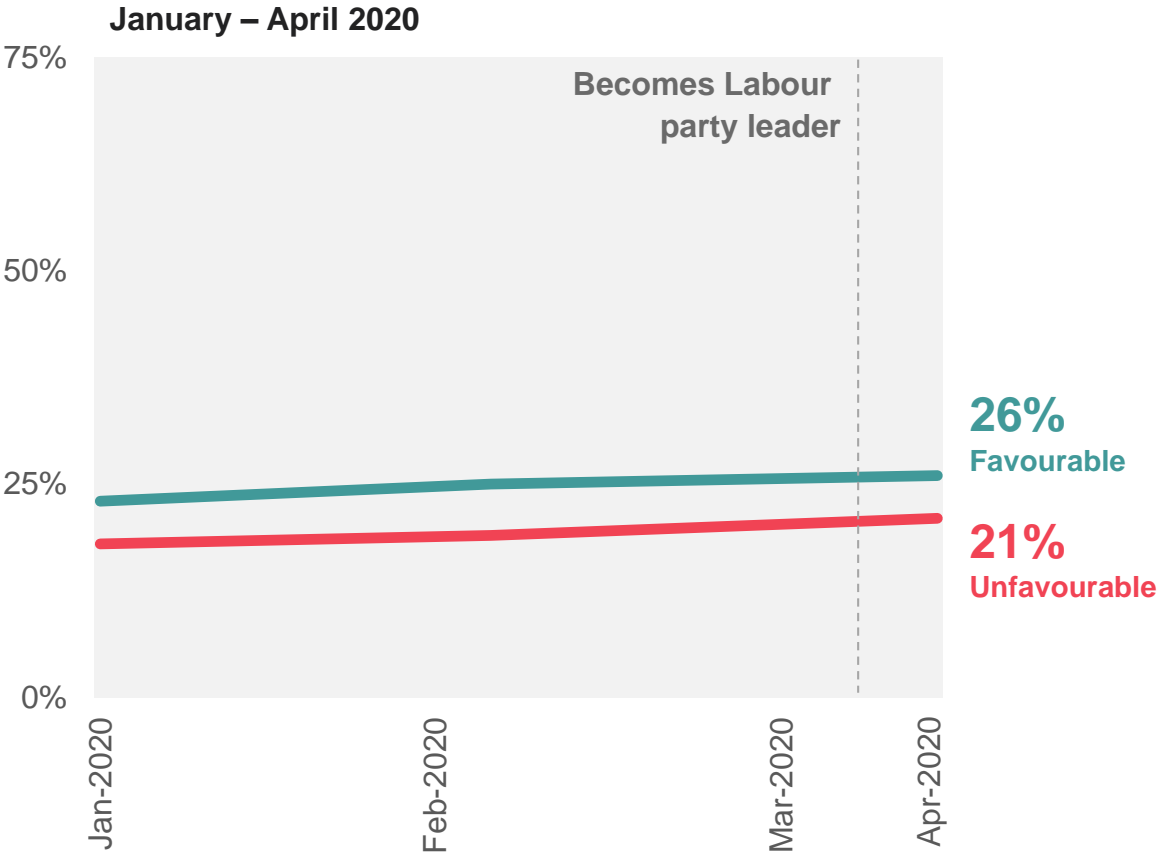
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

April 2020



Base: 1,069 Online British adults 18+, 10-13 April 2020

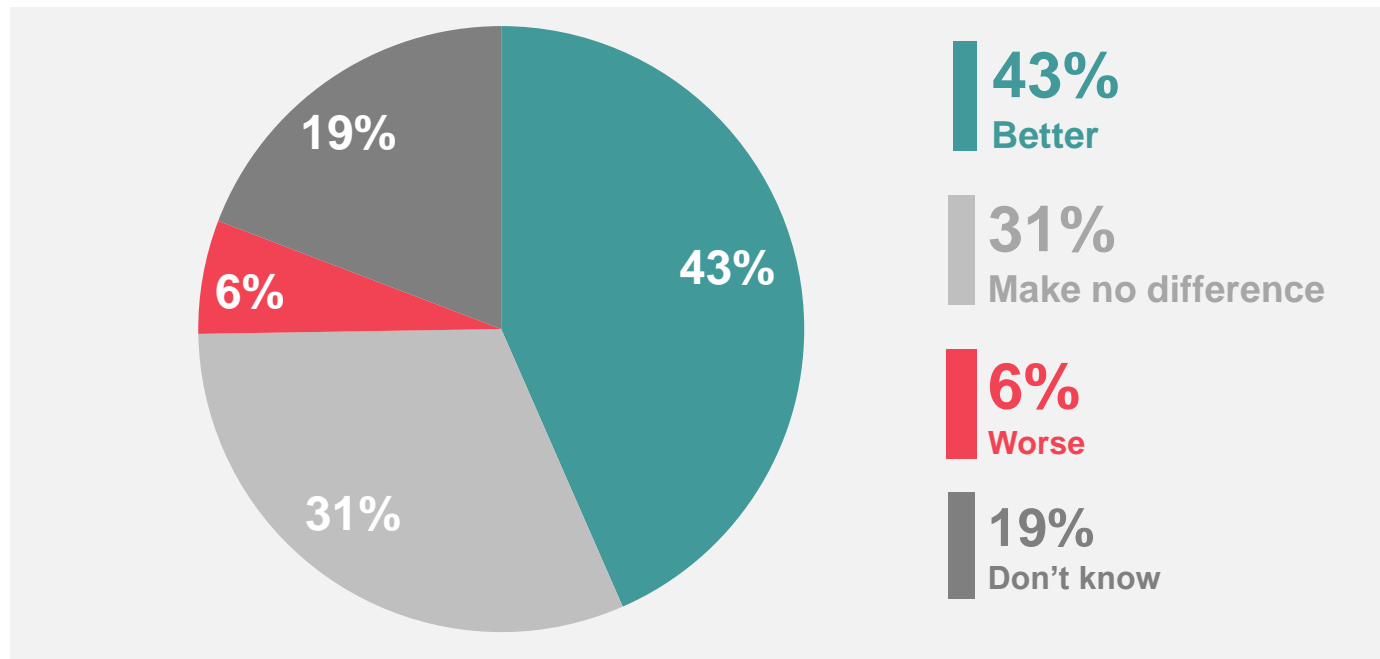
Source: Ipsos MORI



Keir Starmer: Impact on the Labour party

As you may already know, Keir Starmer has recently been elected as leader of the Labour party. From what you've seen or heard about Keir Starmer, if anything, do you think he will change the Labour party for the better, worse, or will he make no difference?

April 2020

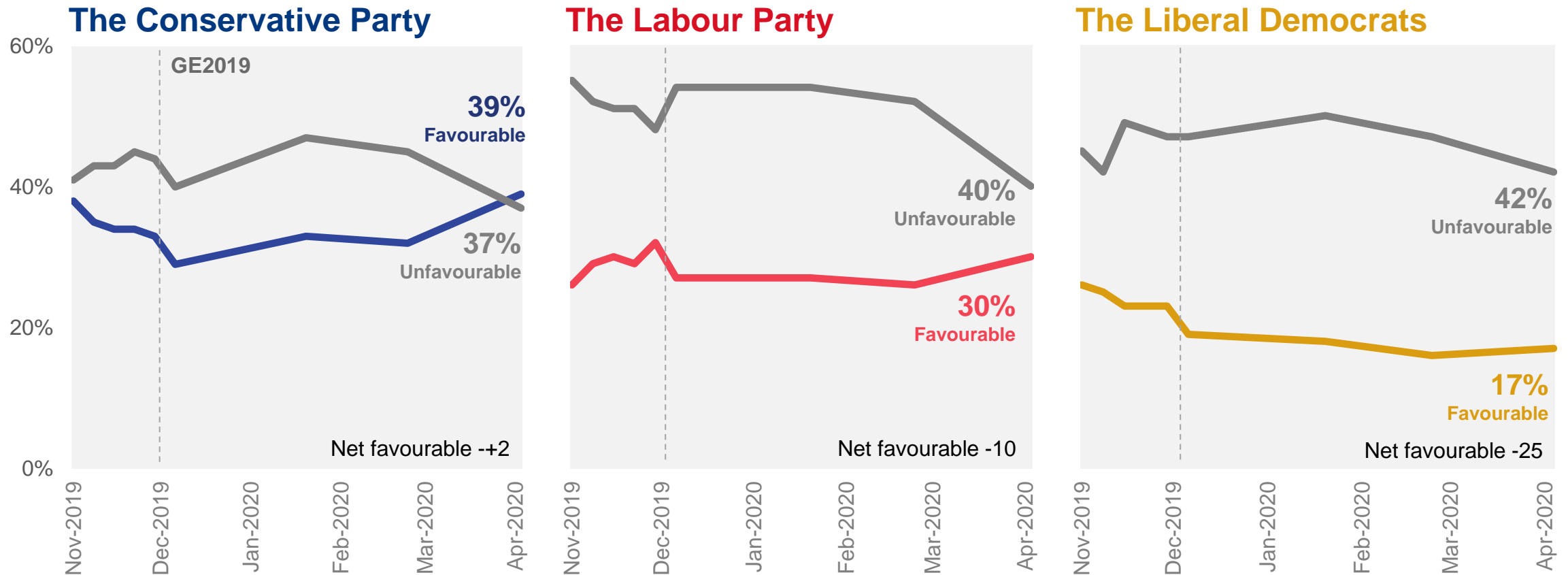


Base: 1,069 Online British adults 18+, 10-13 April 2020

Source: Ipsos MORI

Political parties: Favourability

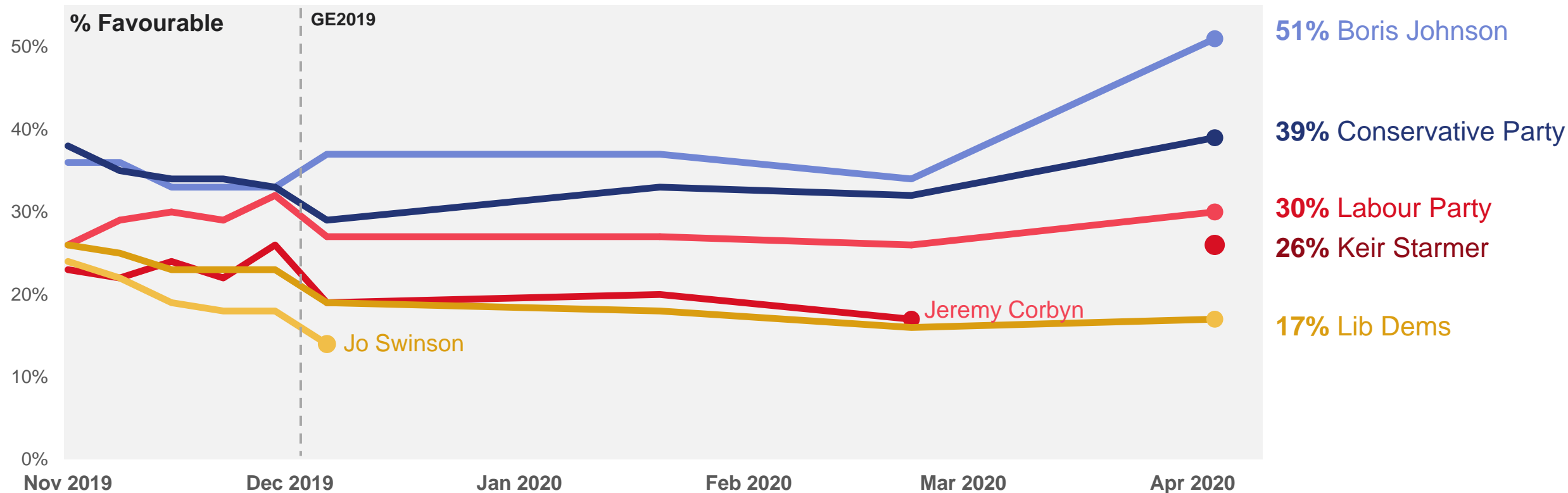
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,069 Online British adults 18+, 10-13 April 2020

Political parties and leaders: Favourability

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,069 Online British adults 18+, 10-13 April 2020. c.1000 British adults each month.

Source: Ipsos MORI

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Political Pulse April 2020

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com

Glenn Gottfried
Research Manager
glenn.gottfried@ipsos.com

Dylan Spielman
Research Executive
dylan.spielman@ipsos.com