

IPSOS MORI POLITICAL PULSE

May 2020

Ipsos MORI



DIRECTION OF THE COUNTRY

May 2020



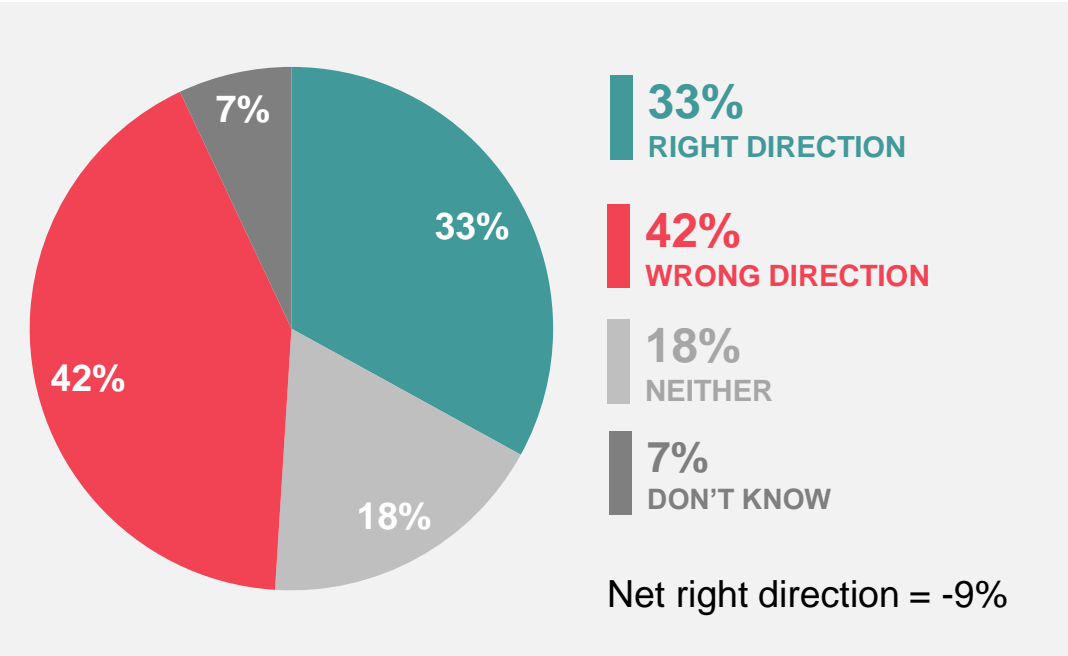
Ipsos MORI



Direction of the country

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

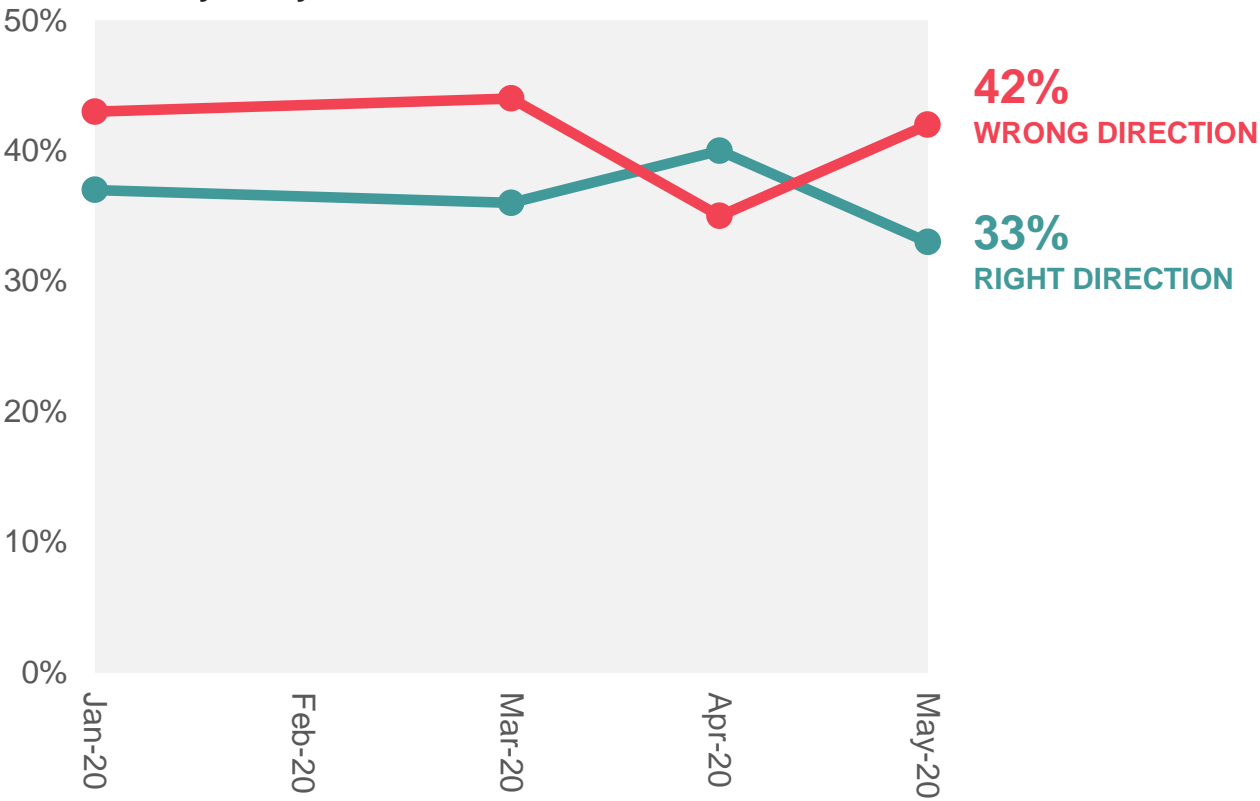
May 2020



Base: 1,126 Online British adults 18+, 15-18 May 2020.

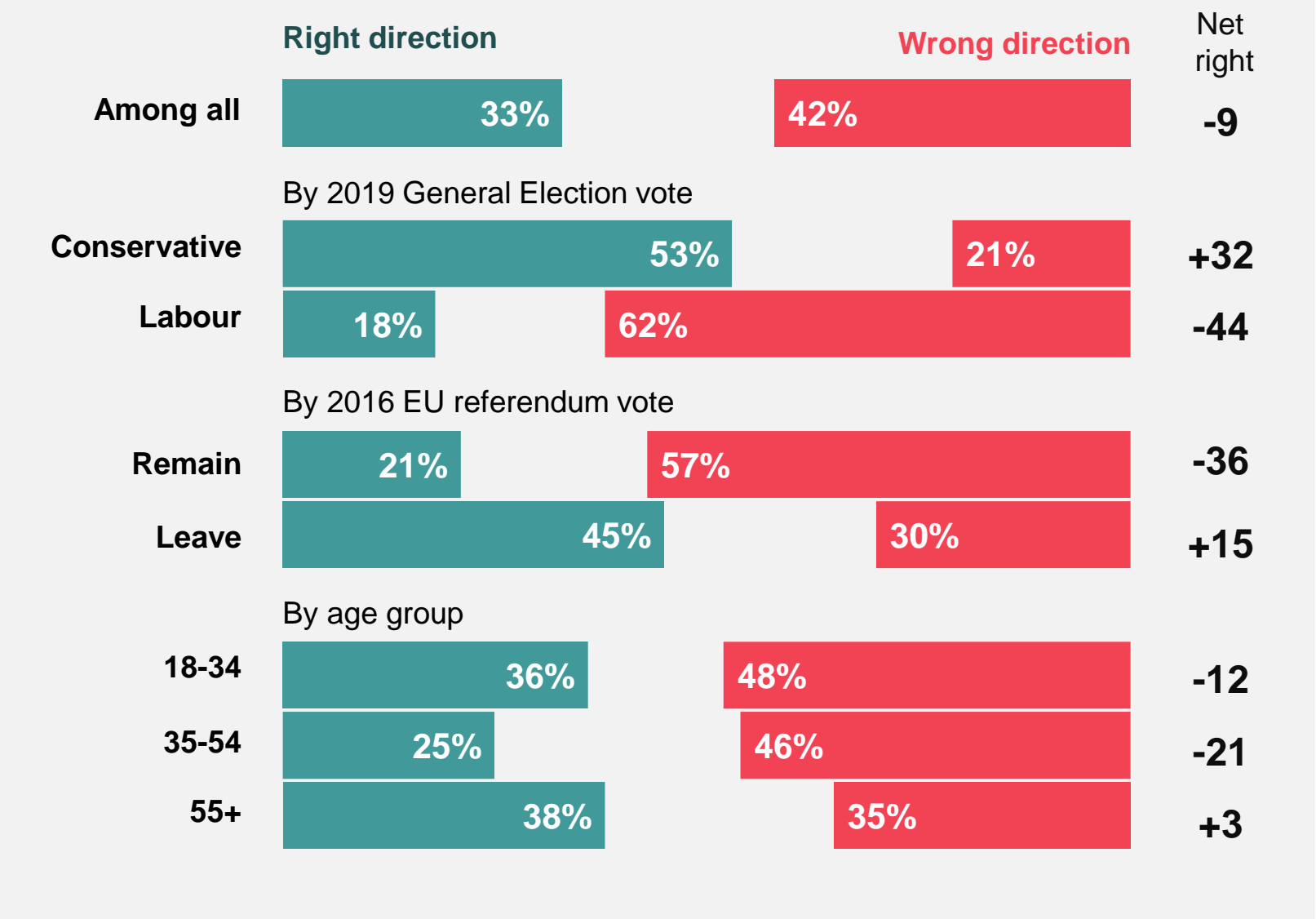
Source: Ipsos MORI

January – May 2020



Direction of the country

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

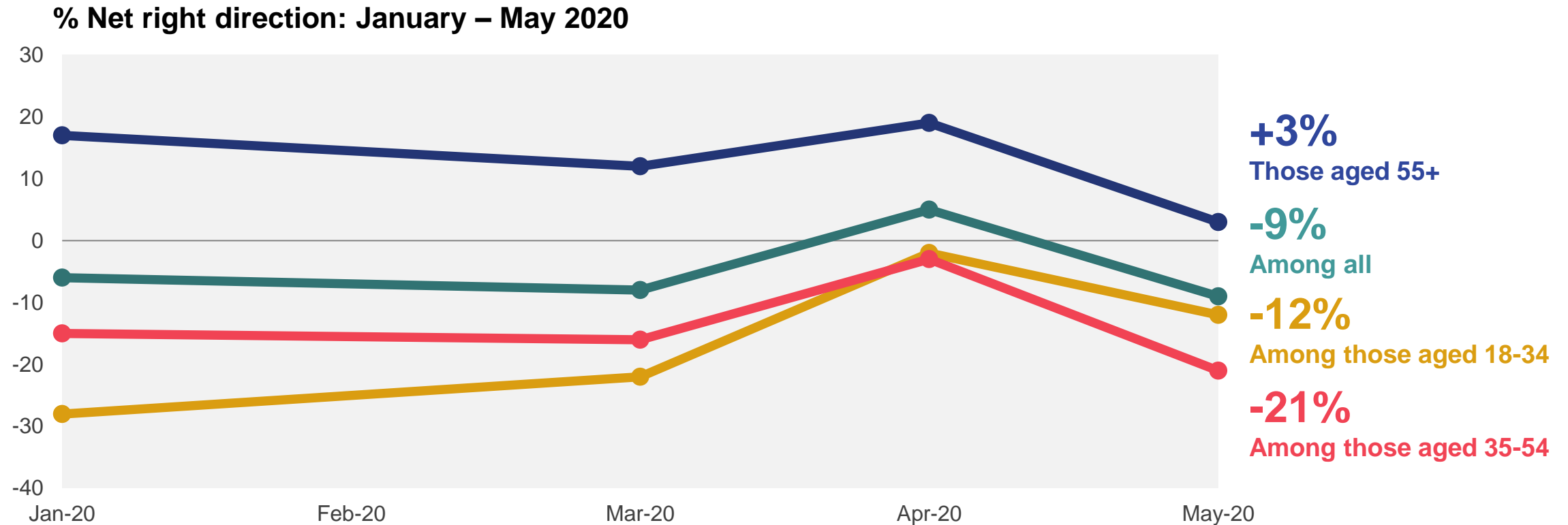


Base: 1,126 Online British adults 18+, 2019 Conservative voters (363), 2019 Labour voters (316), 2016 Remain voters (455), Leave voters (475), 18-34 year olds (357), 35-54 (394), 55+ (375), 15-18 May 2020

Source: Ipsos MORI

Direction of the country: By age group

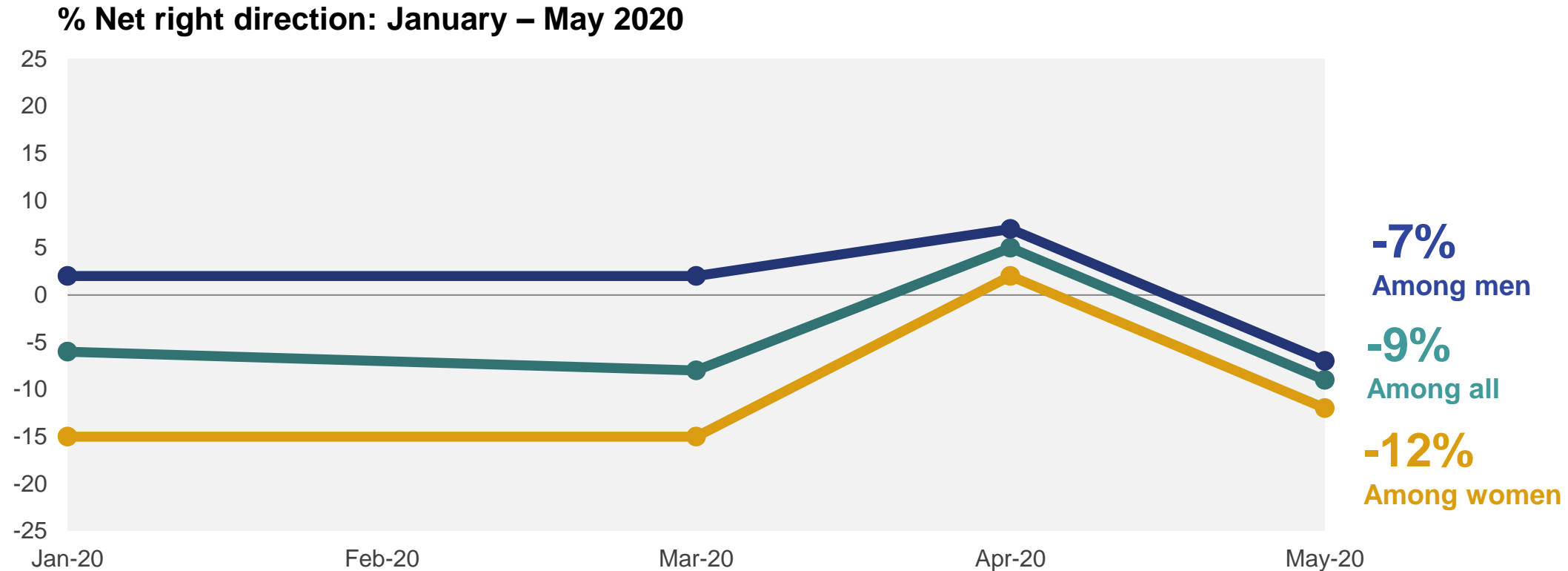
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

Direction of the country: By Gender

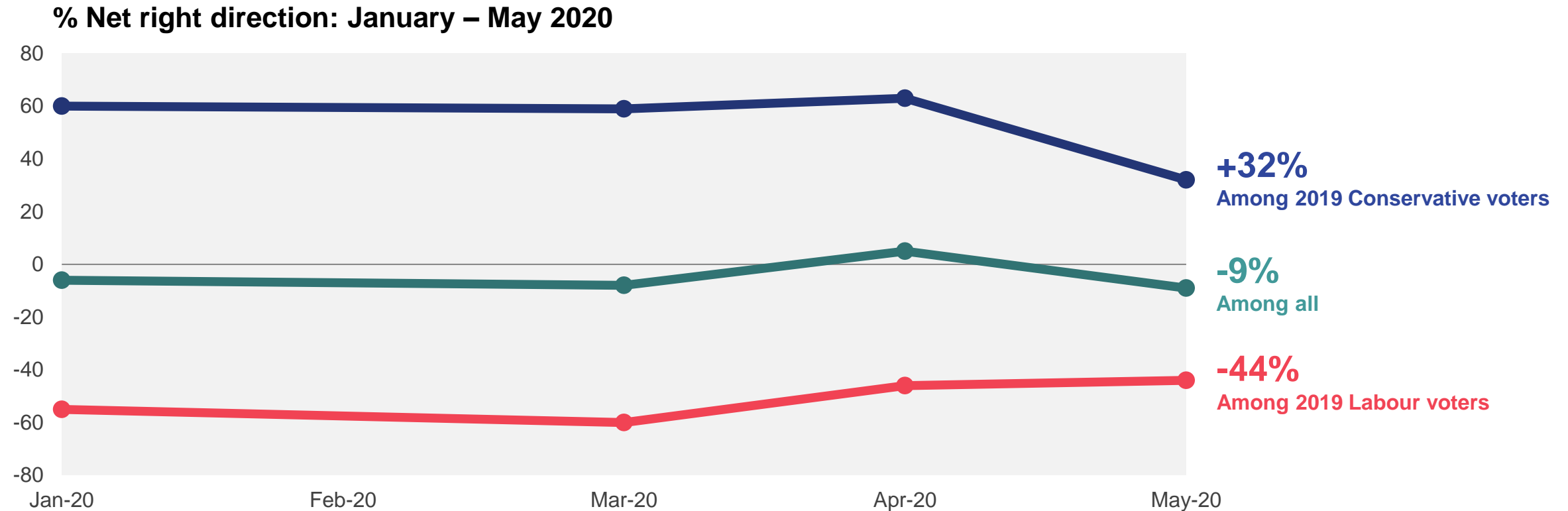
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

Direction of the country: By 2019 General Election Vote

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



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



FAVOURABILITY OF POLITICIANS AND POLITICAL PARTIES

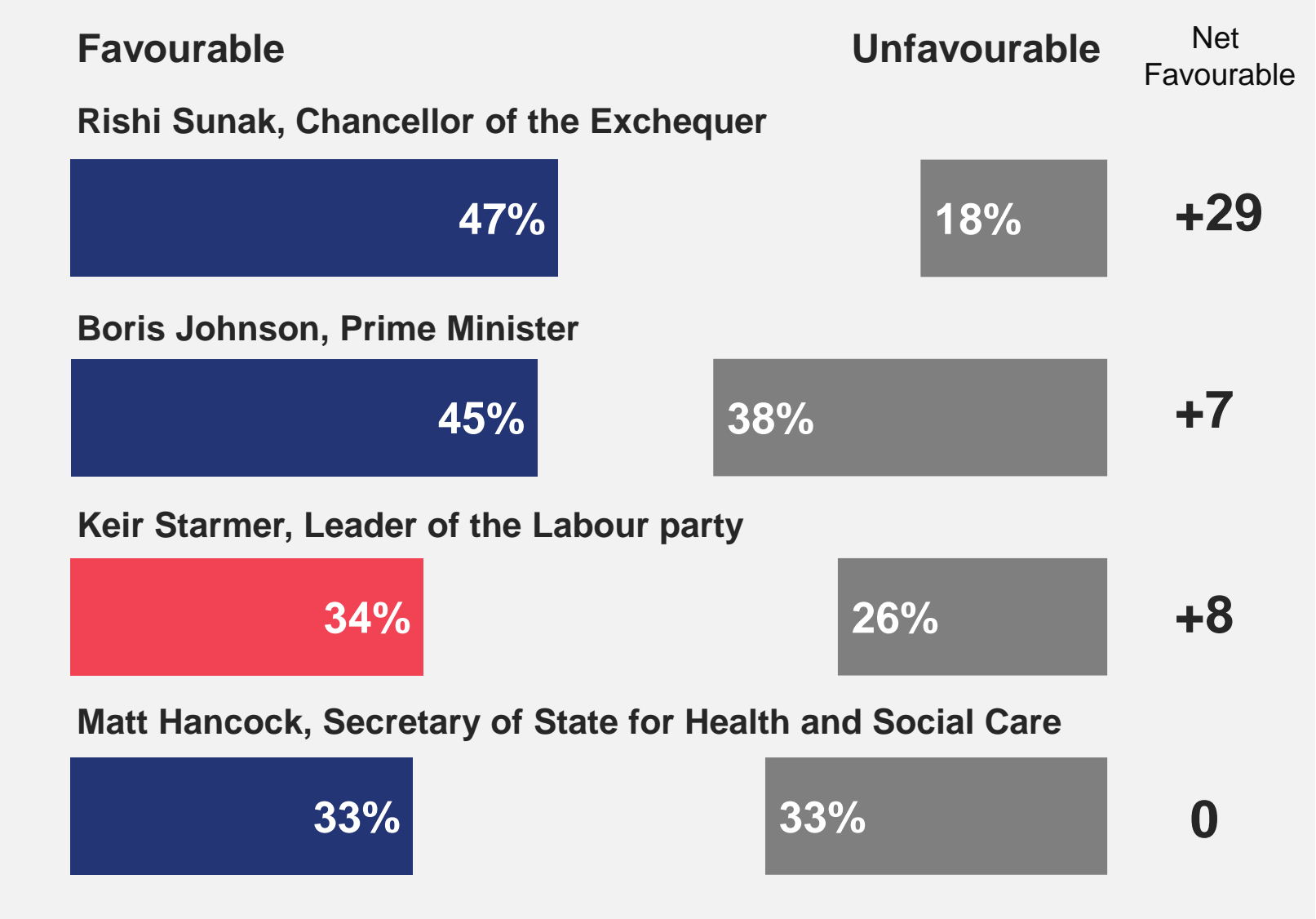
May 2020

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Favourability of leading politicians

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

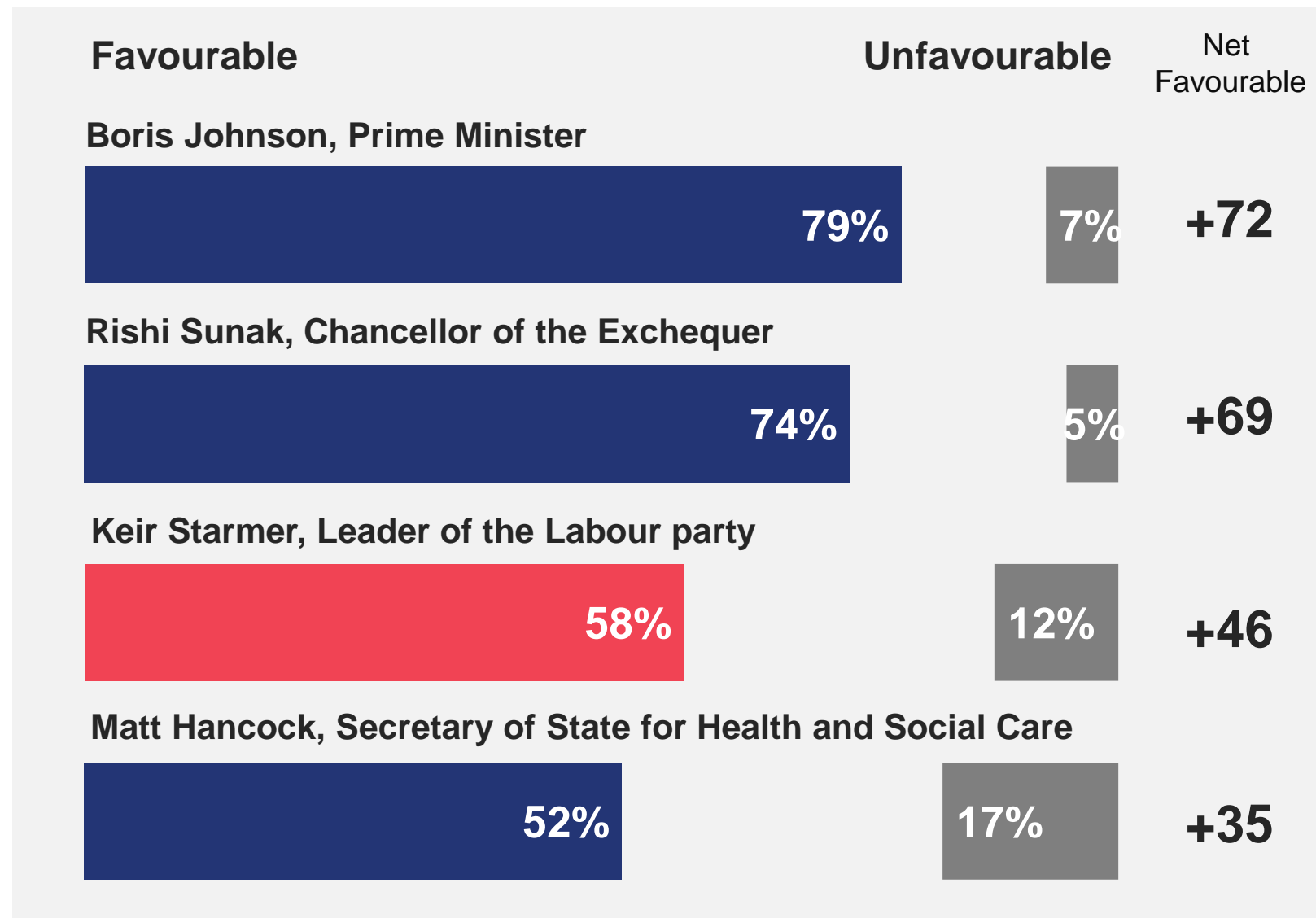


Base: 1,126 Online British adults 18+, 15-18 May 2020.

Source: Ipsos MORI

Favourability of leading politicians: Among those who voted for their party at GE2019

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

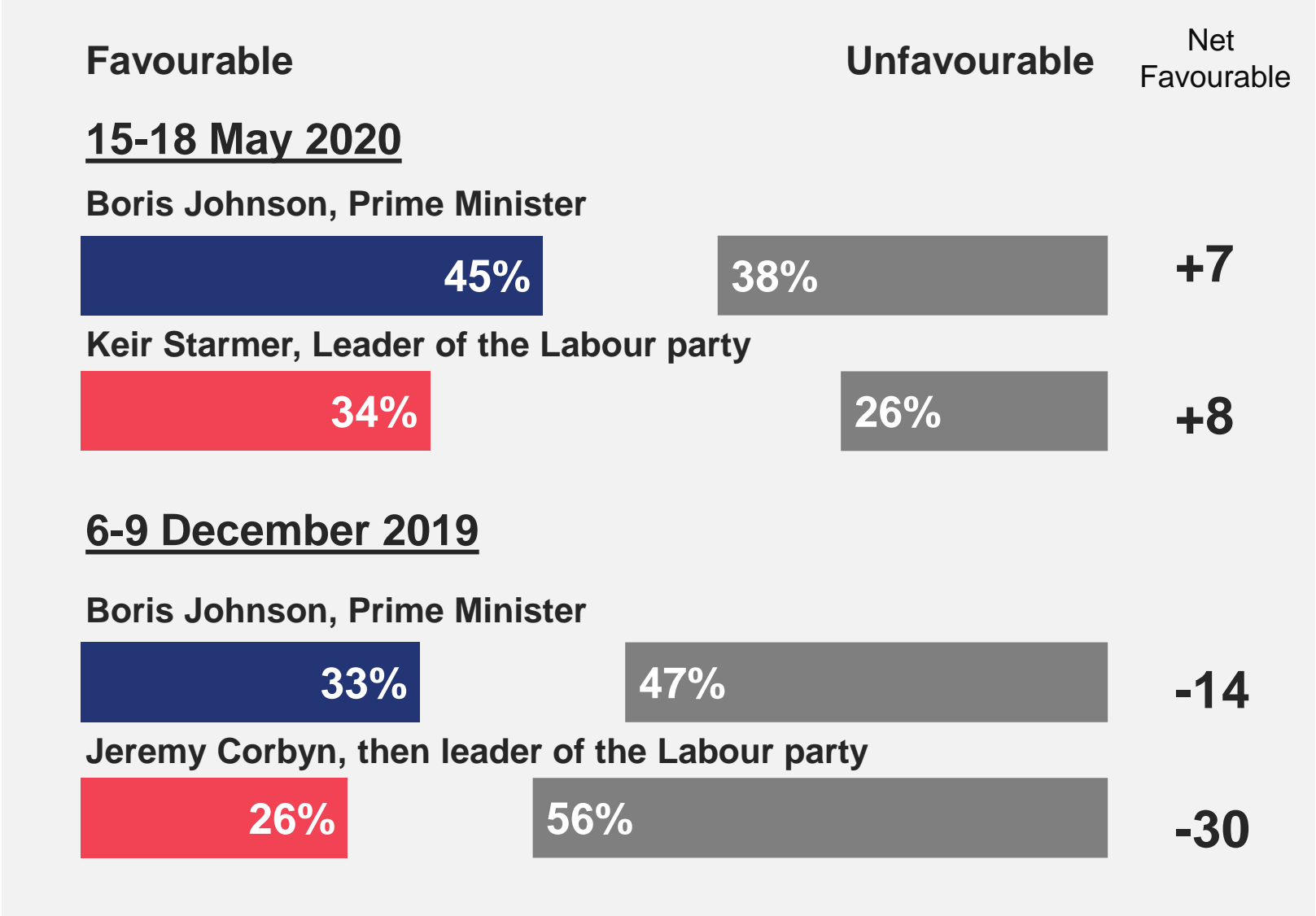


Base: 1,126 Online British adults 18+, 2019 Conservative party supporters (363), 2019 Labour party supporters (316), 15-18 May 2020.

Source: Ipsos MORI

Favourability of party leaders

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



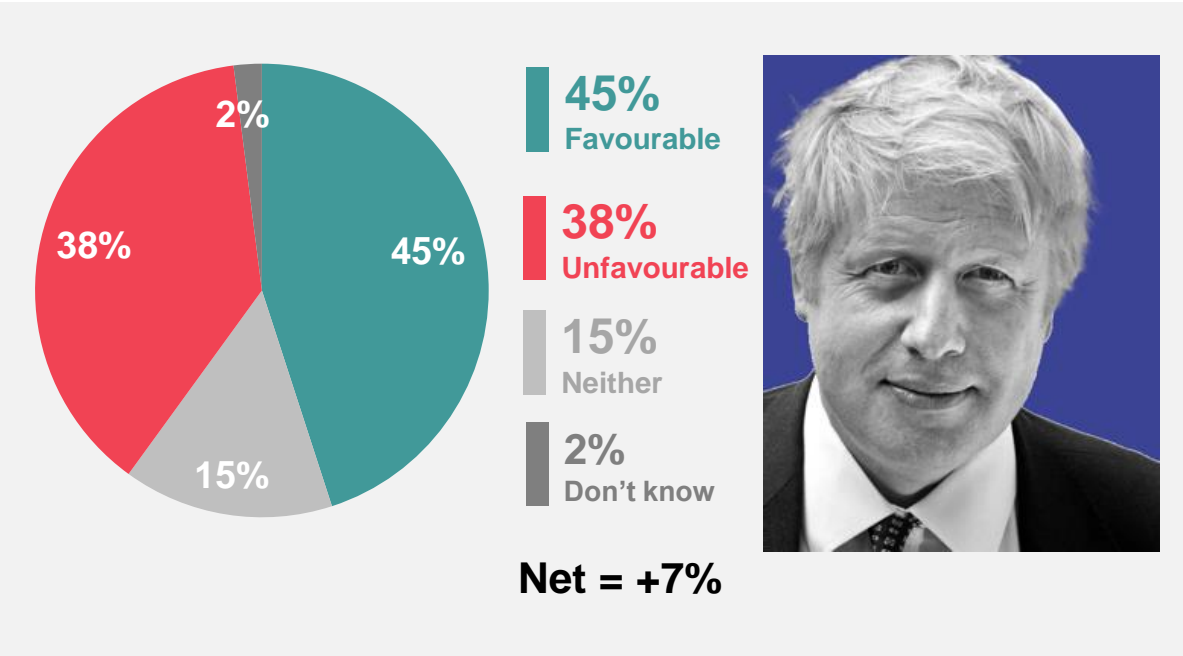
Base: 1,126 Online British adults 18+, 15-18 May 2020.

Source: Ipsos MORI

Boris Johnson: Favourability

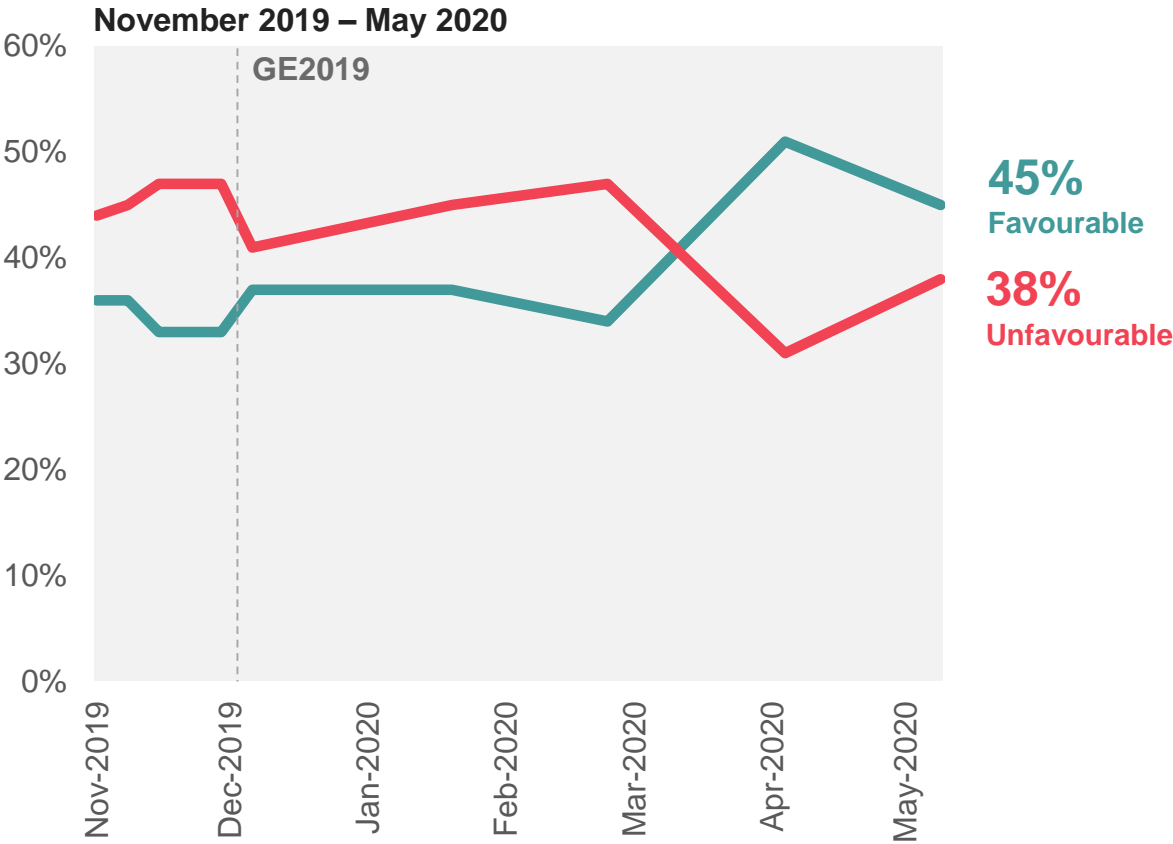
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

May 2020



Base: 1,126 Online British adults 18+, 15-18 May 2020

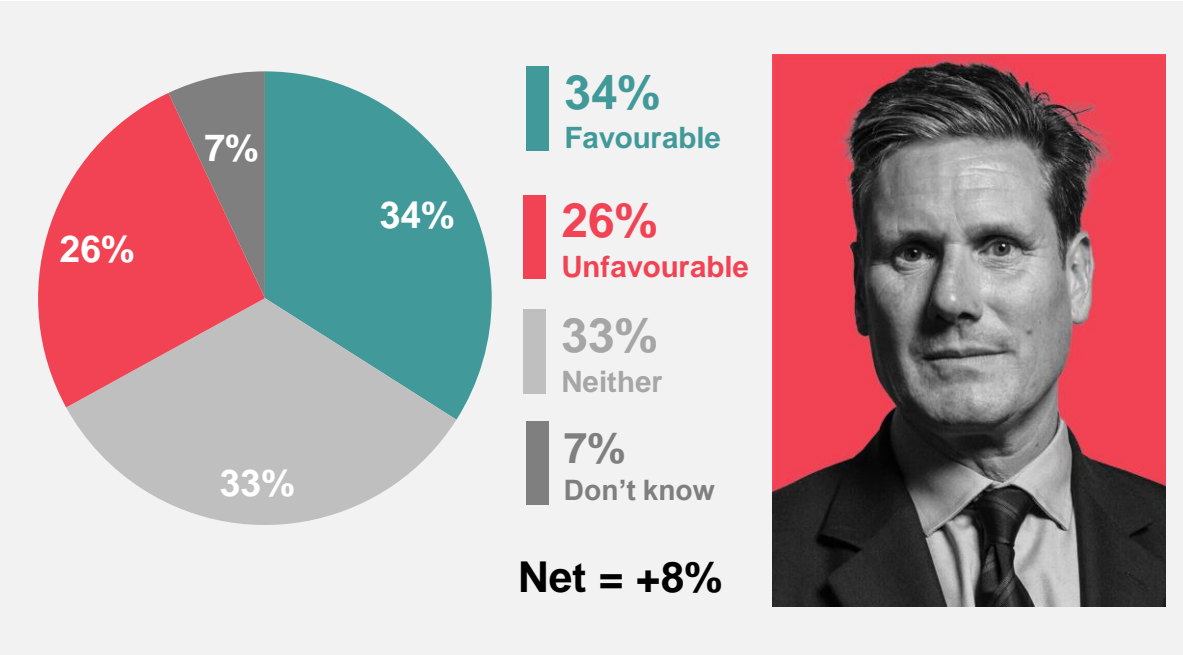
Source: Ipsos MORI



Keir Starmer: Favourability

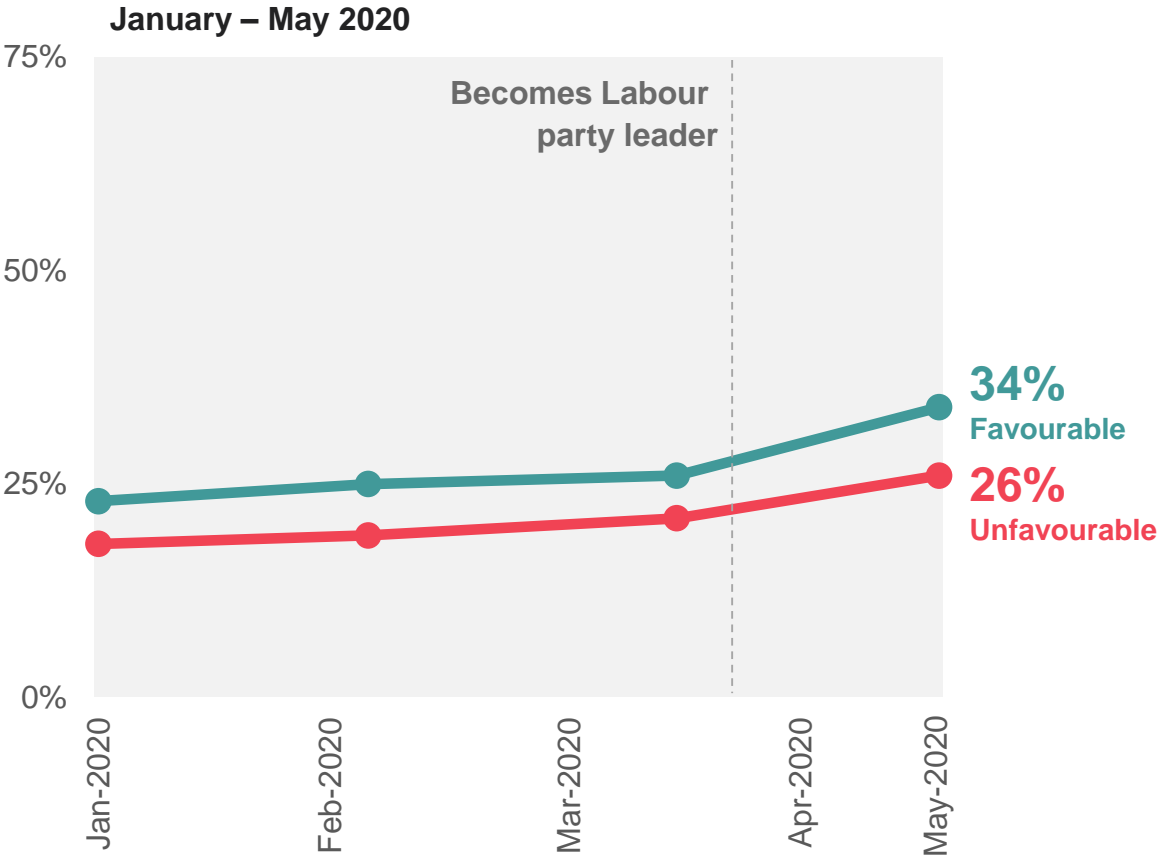
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

May 2020



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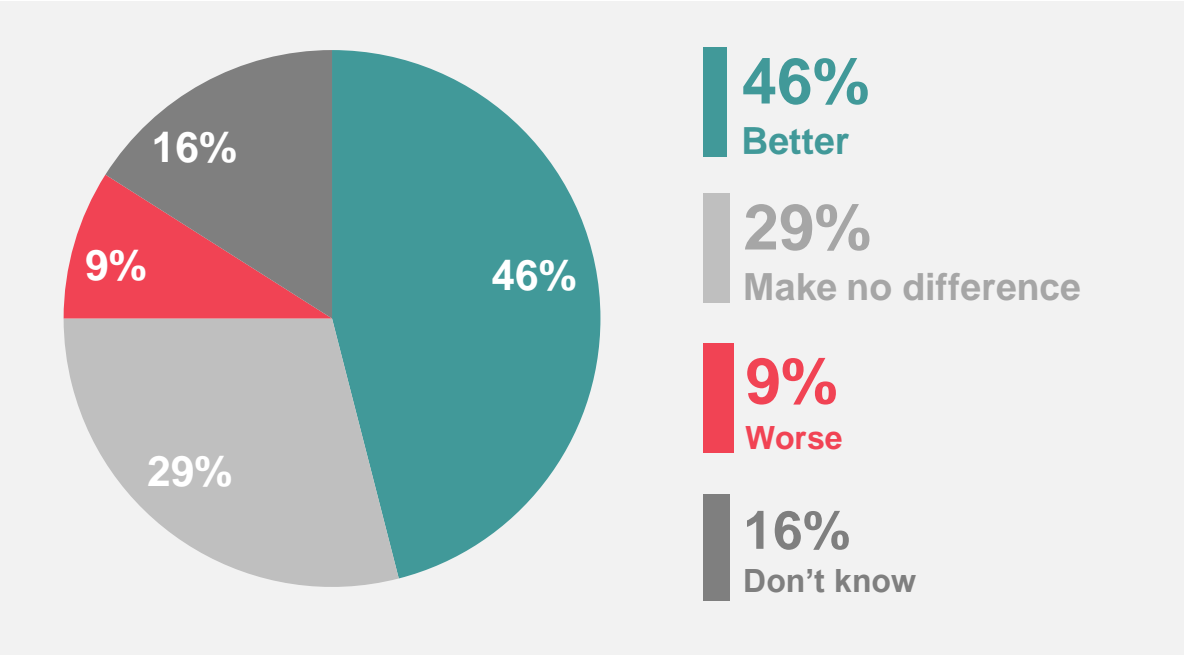
Source: Ipsos MORI



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?

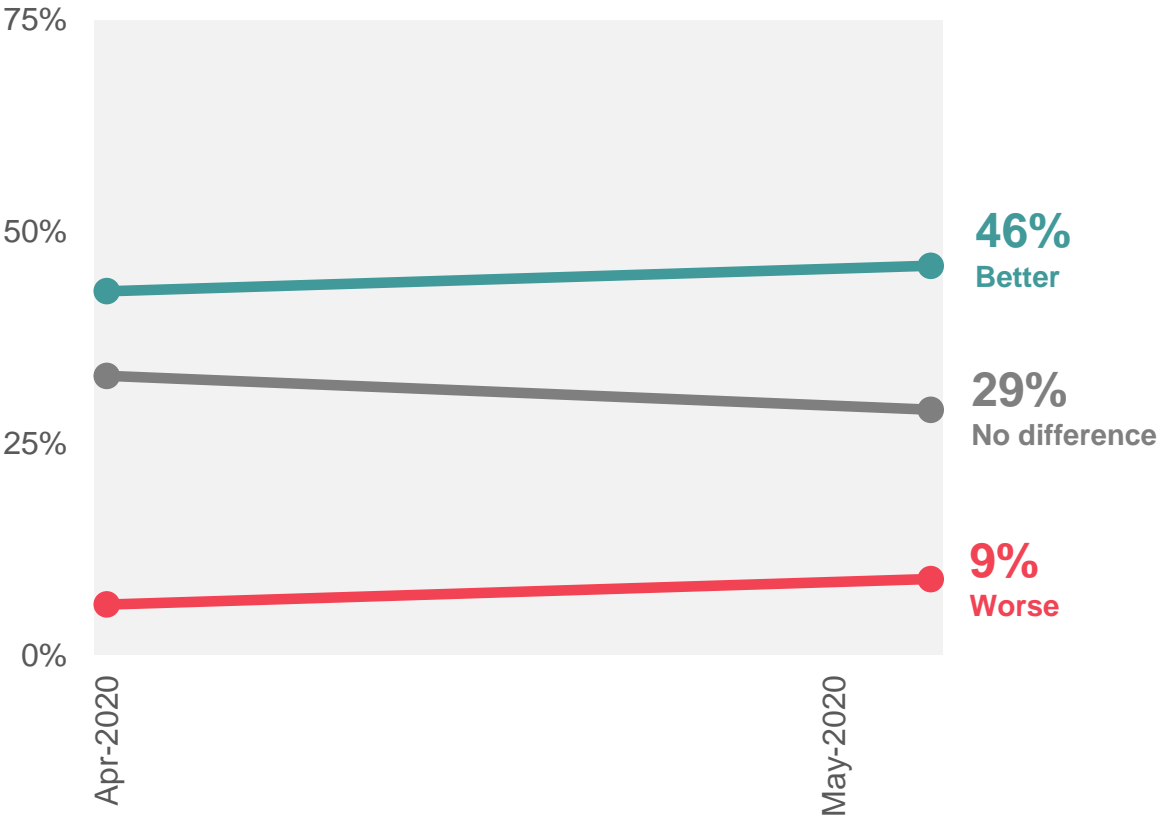
May 2020



Base: 1,126 Online British adults 18+, 15-18 May 2020

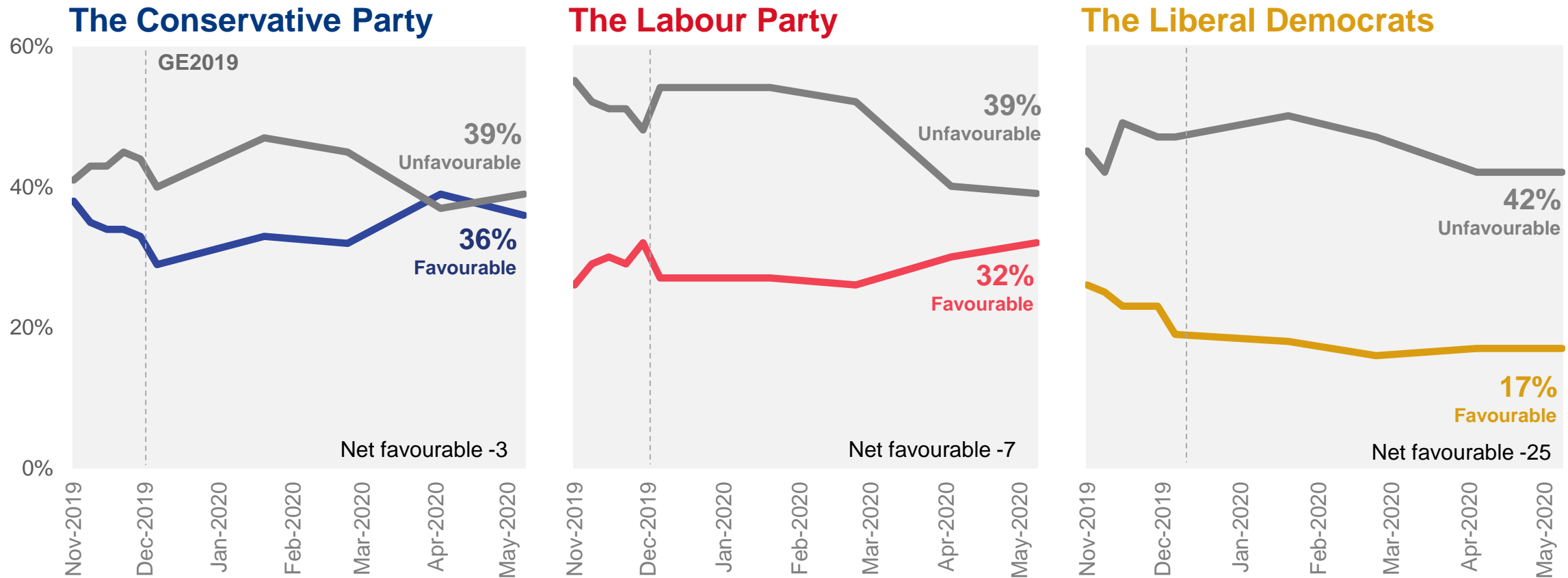
Source: Ipsos MORI

April – May 2020



Political parties: Favourability

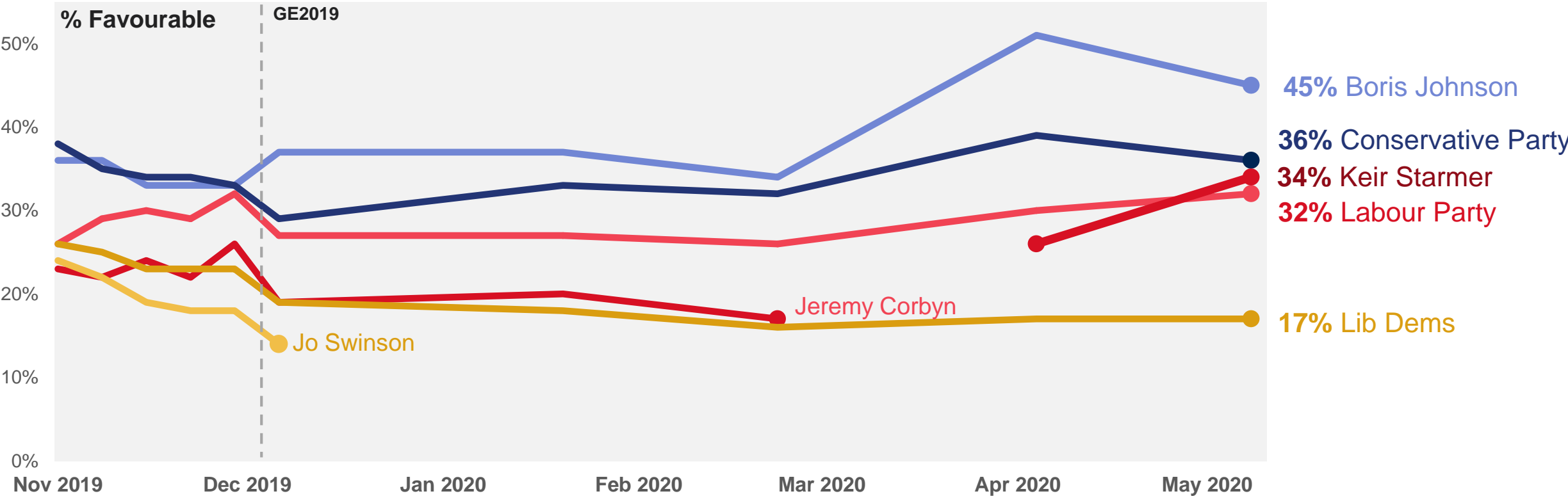
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,126 Online British adults 18+, 15-18 May 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?

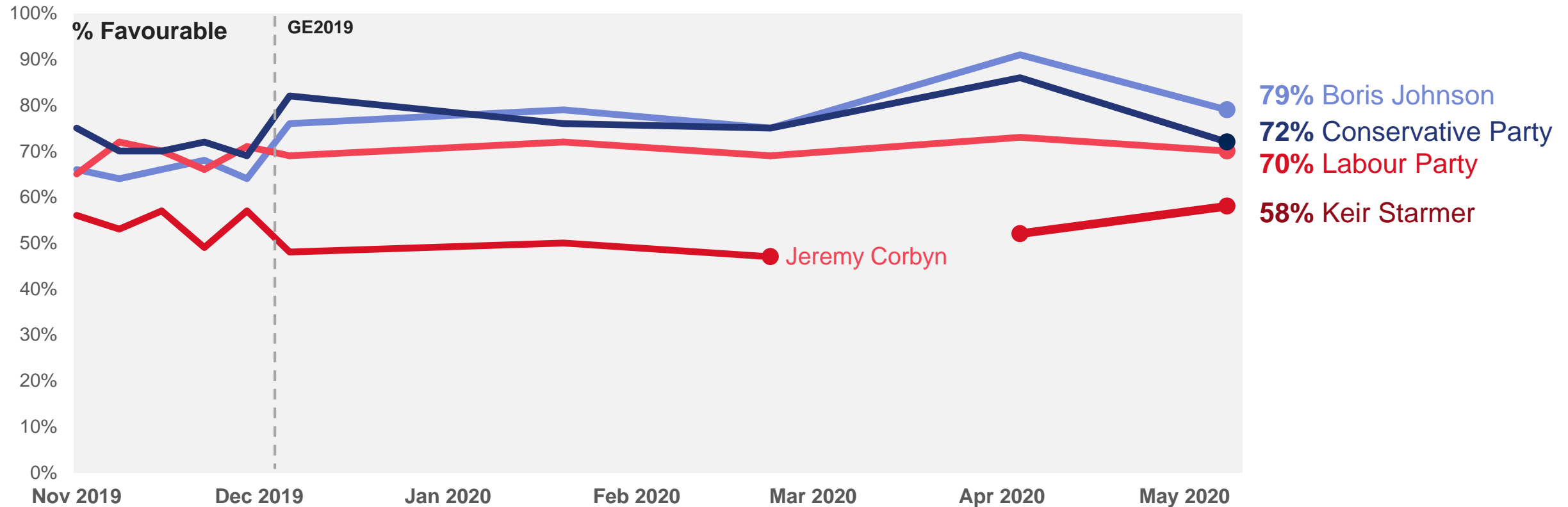


Base: c.1000 British adults each month.

Source: Ipsos MORI

Favourability of party leaders and parties: Among those who voted for their parties at the last General Election

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



Base: c.300-400 British adults each month who voted for the respective party at the last General Election

Source: Ipsos MORI

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Political Pulse May 2020

For more information

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