

# IPSOS MORI POLITICAL PULSE

29 May – 3 June 2020

Ipsos MORI



# DIRECTION OF THE COUNTRY

29 May – 3 June 2020



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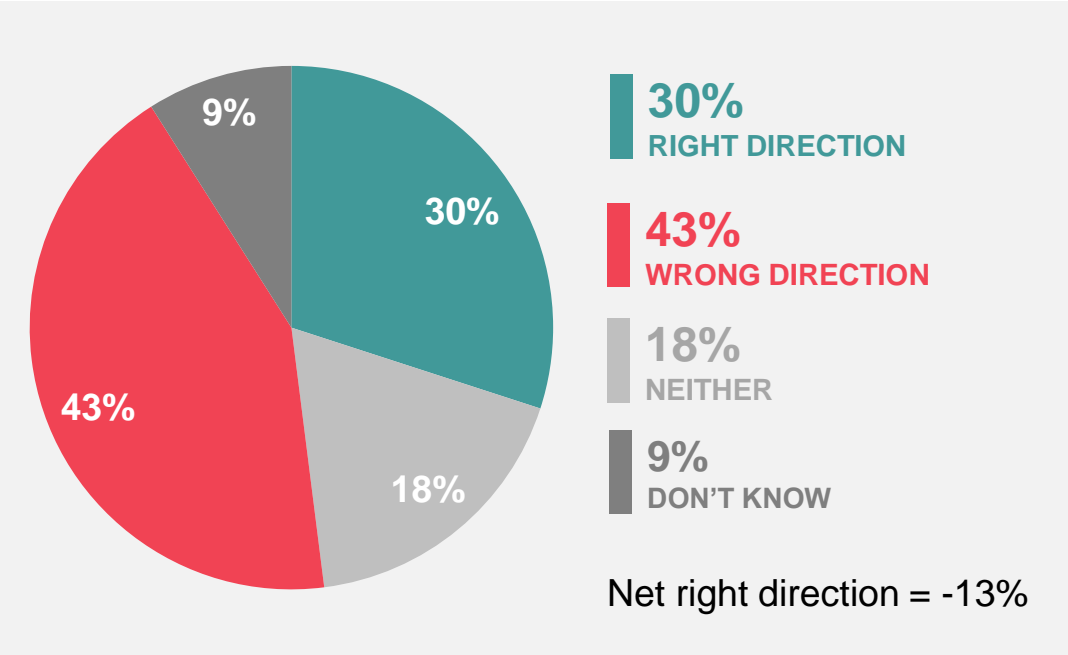




# Direction of the country

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

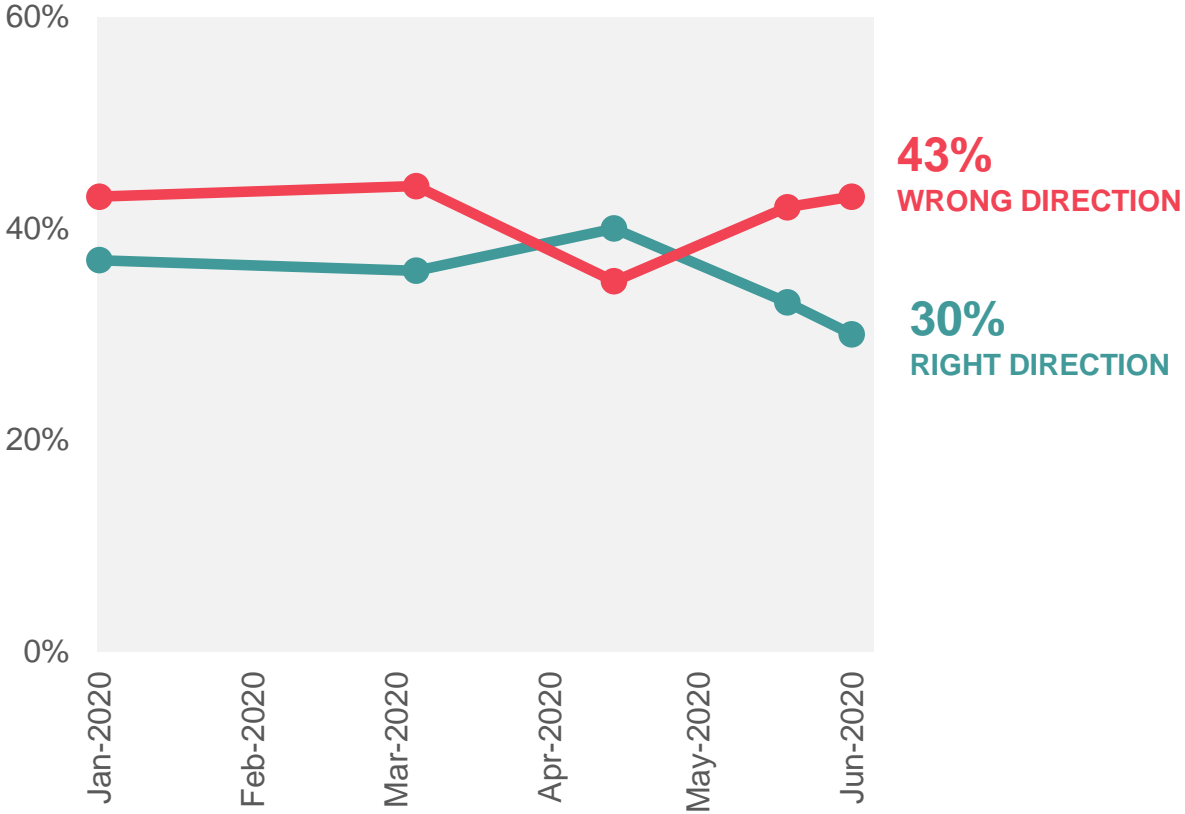
29 May – 3 June 2020



Base: 1,291 Online British adults 18+, 29 May - 3 June 2020.

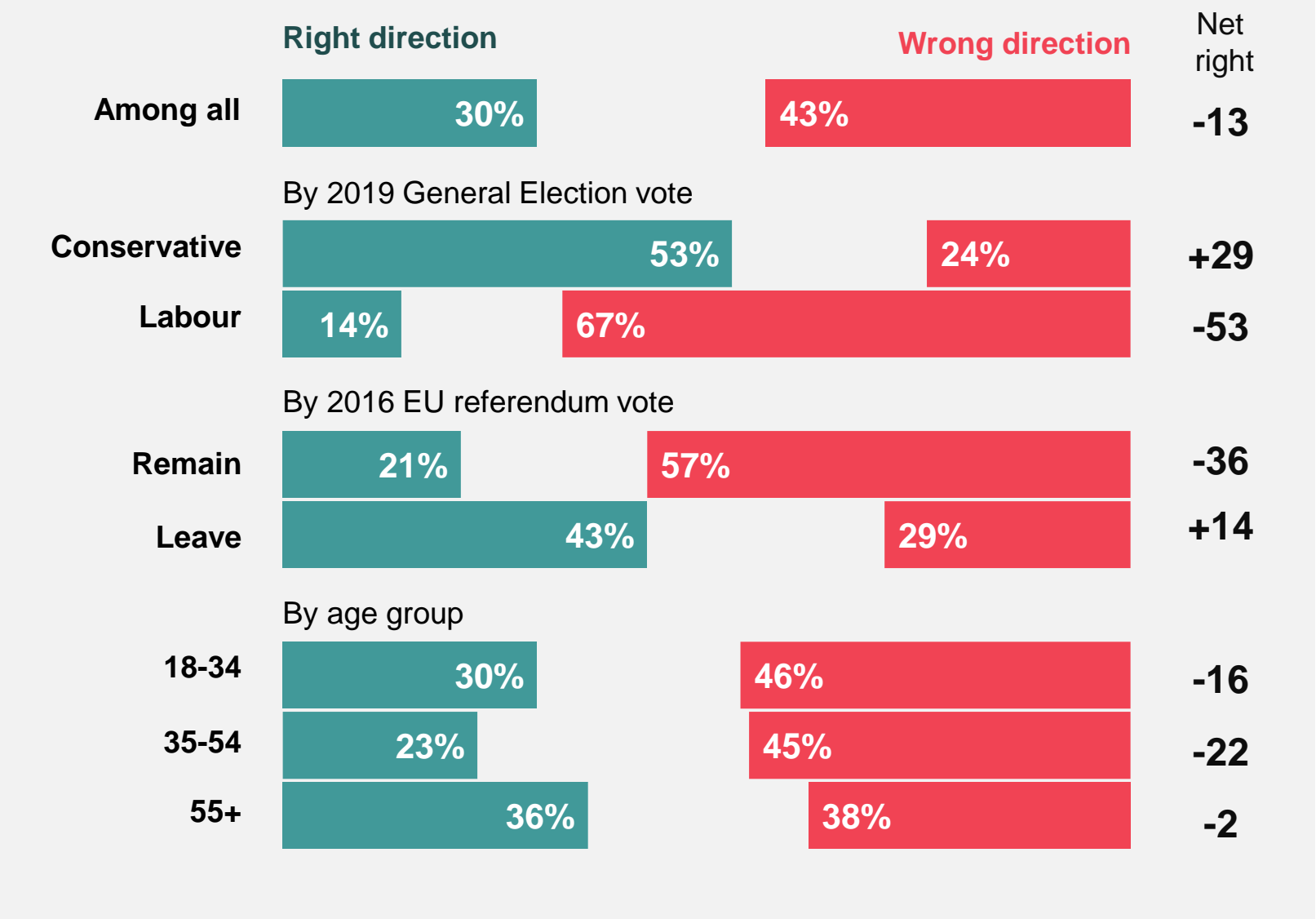
Source: Ipsos MORI

January – 3 June 2020



# Direction of the country

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

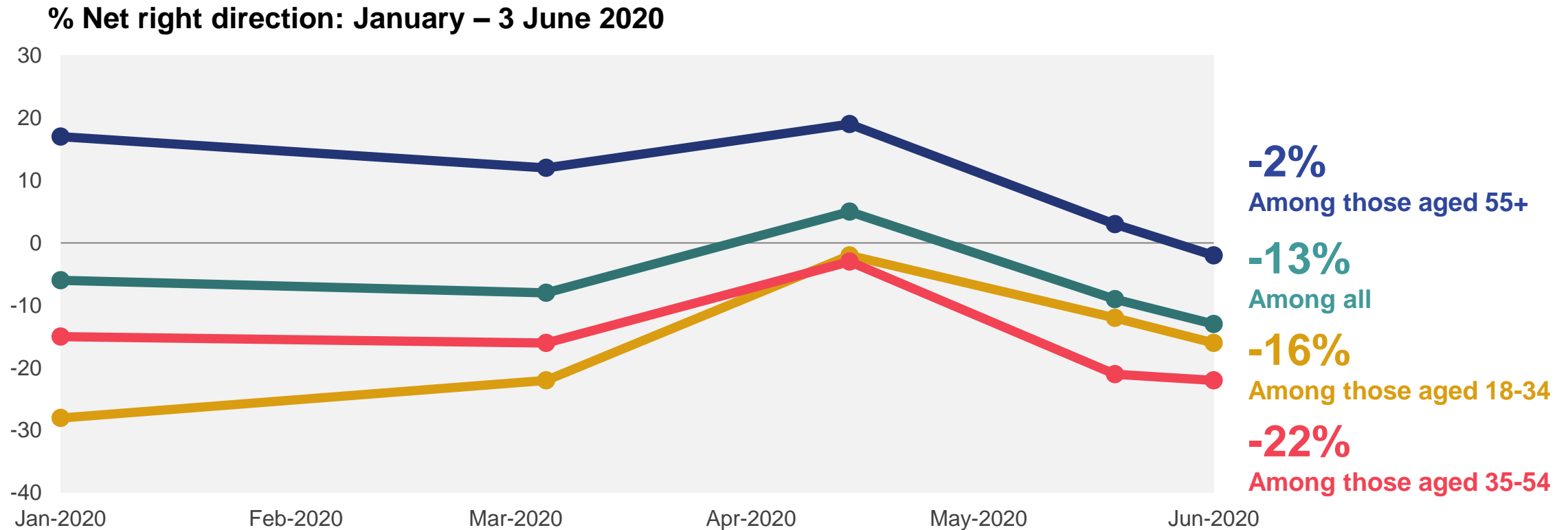


**Base:** 1,291 Online British adults 18+, 2019 Conservative voters (444), 2019 Labour voters (341), 2016 Remain voters (556), Leave voters (502), 18-34 year olds (363), 35-54 (394), 55+ (534), 29 May - 3 June 2020

Source: Ipsos MORI

# Direction of the country: By age group

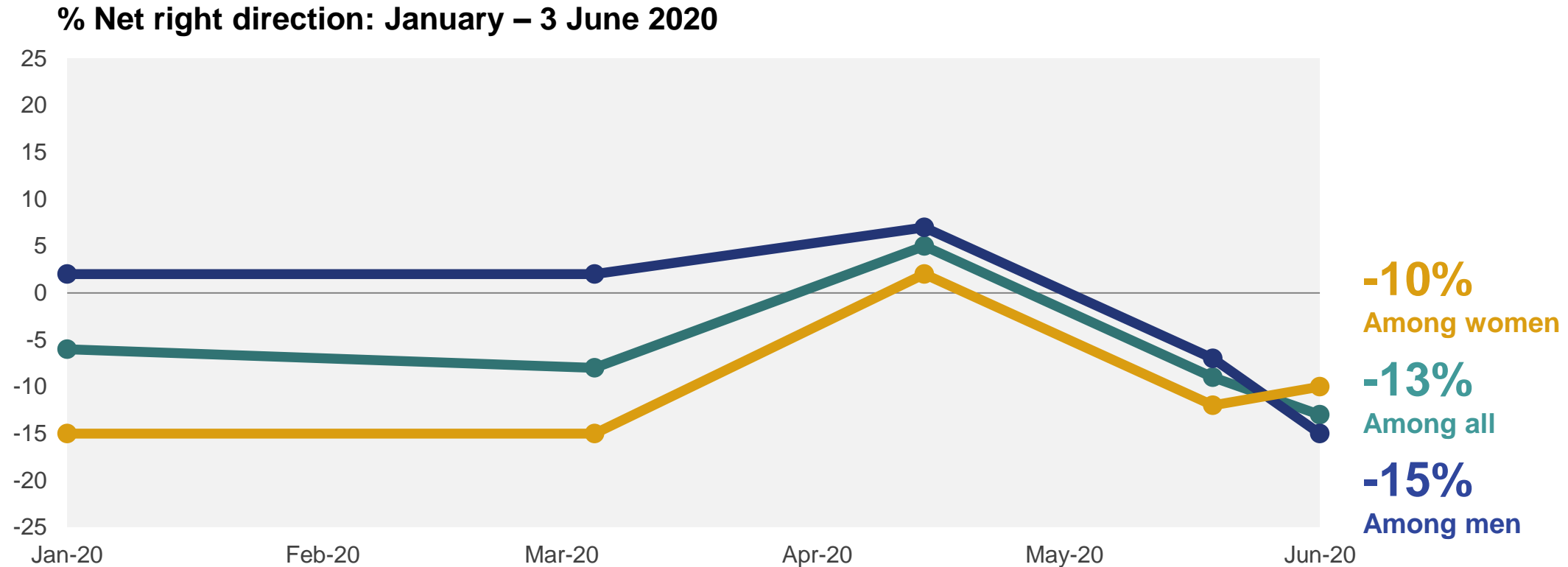
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

# Direction of the country: By Gender

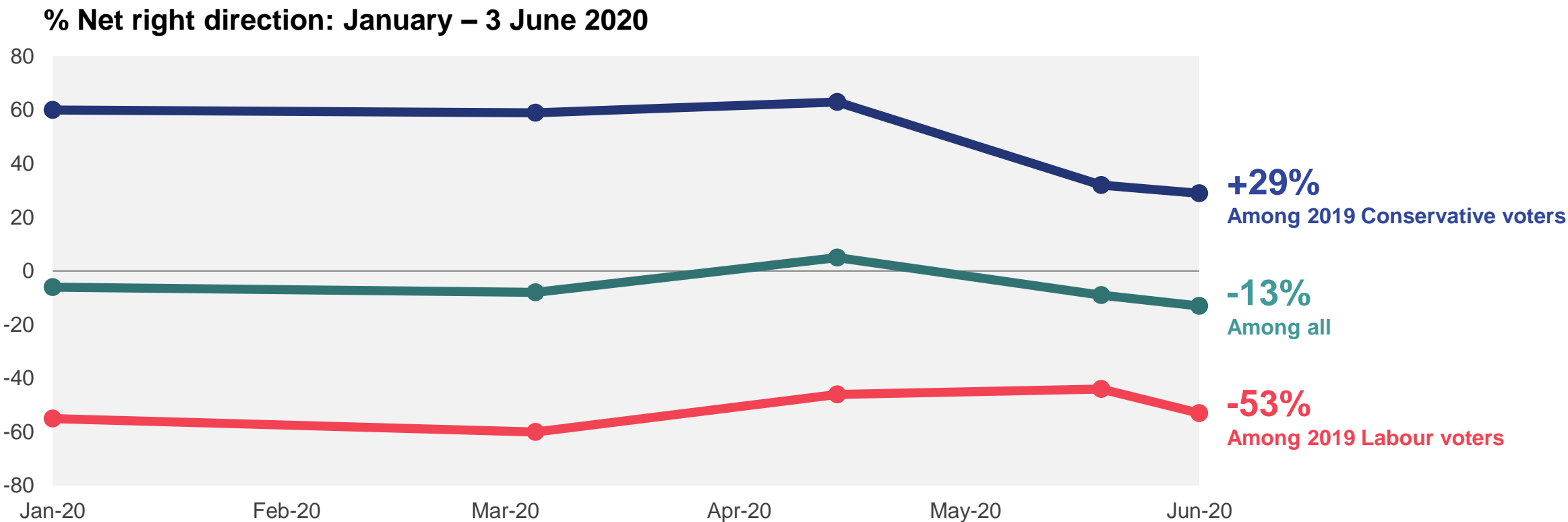
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

29 May – 3 June 2020

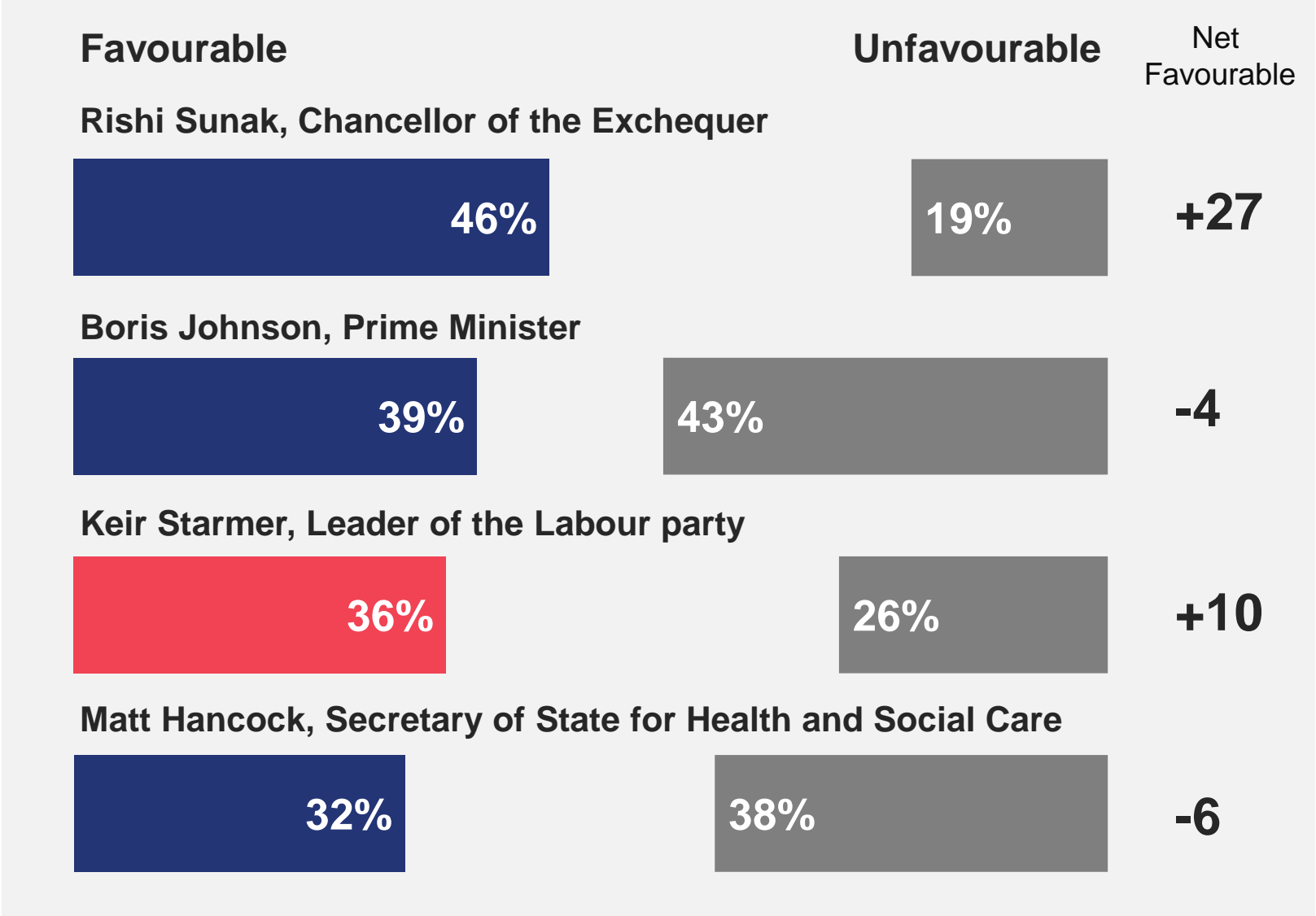
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# Favourability of leading politicians

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

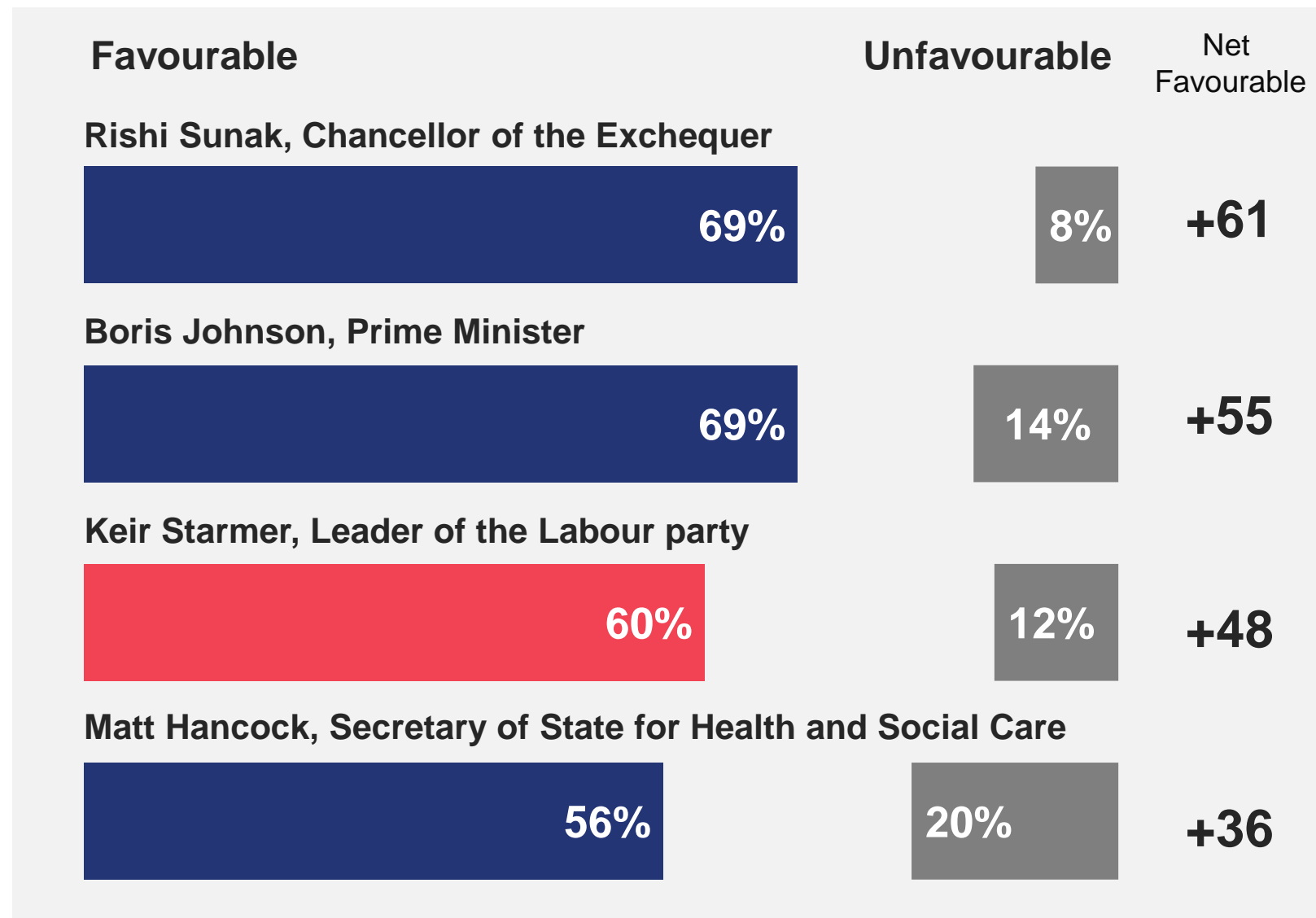


Base: 1,291 Online British adults 18+, 29 May - 3 June 2020.

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?



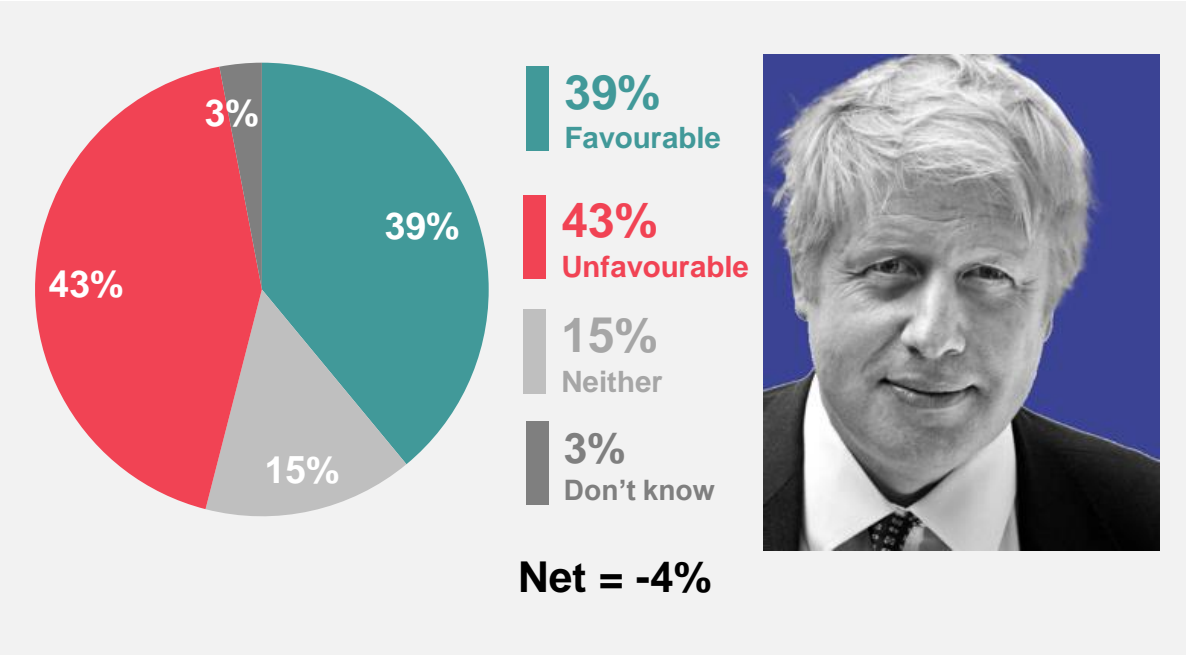
Base: 1,291 Online British adults 18+, 2019 Conservative party supporters (444), 2019 Labour party supporters (341), 29 May - 3 June 2020.

Source: Ipsos MORI

# Boris Johnson: Favourability

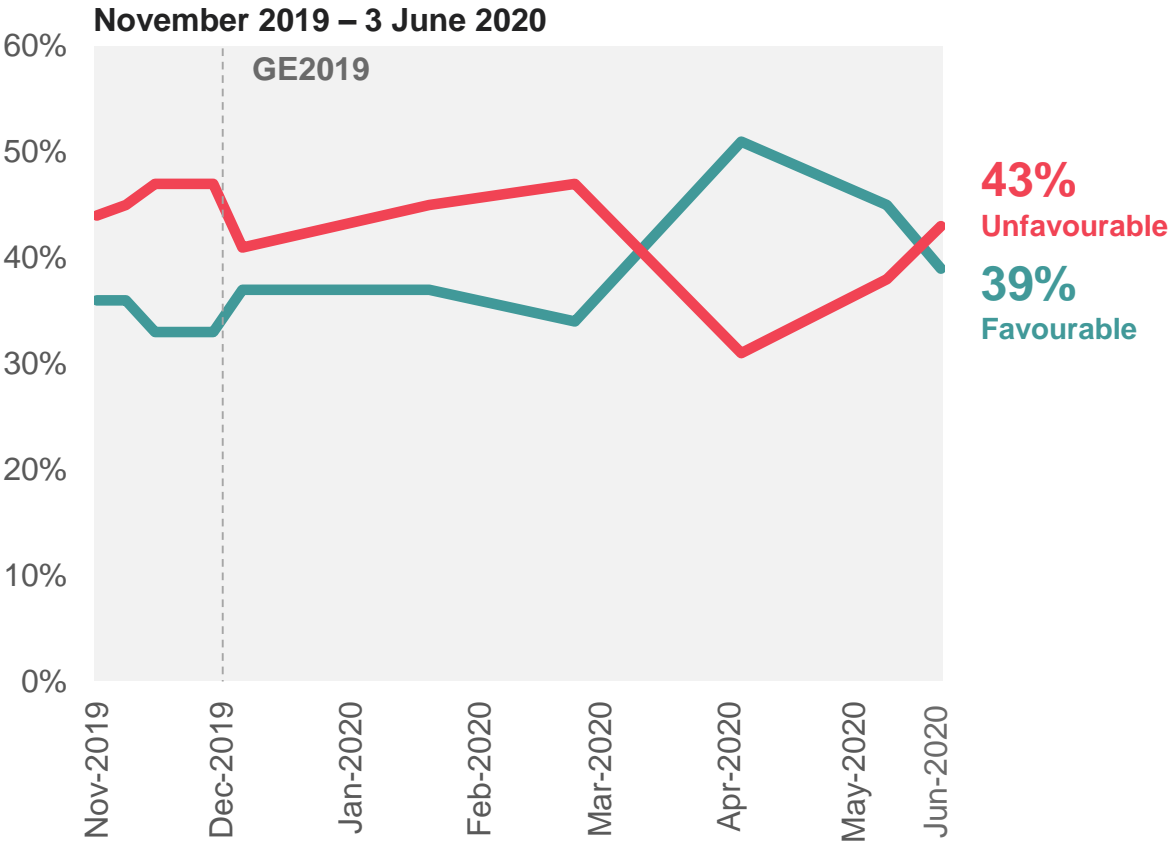
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

29 May – 3 June 2020



Base: 1,291 Online British adults 18+, 29 May - 3 June 2020

Source: Ipsos MORI

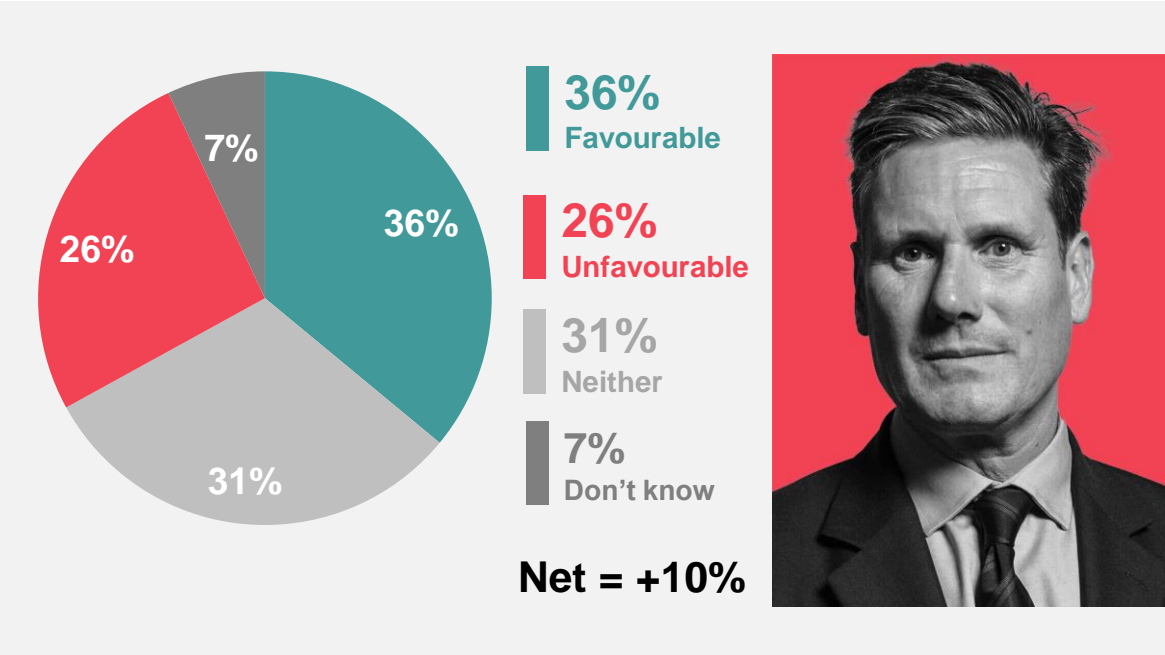




# Keir Starmer: Favourability

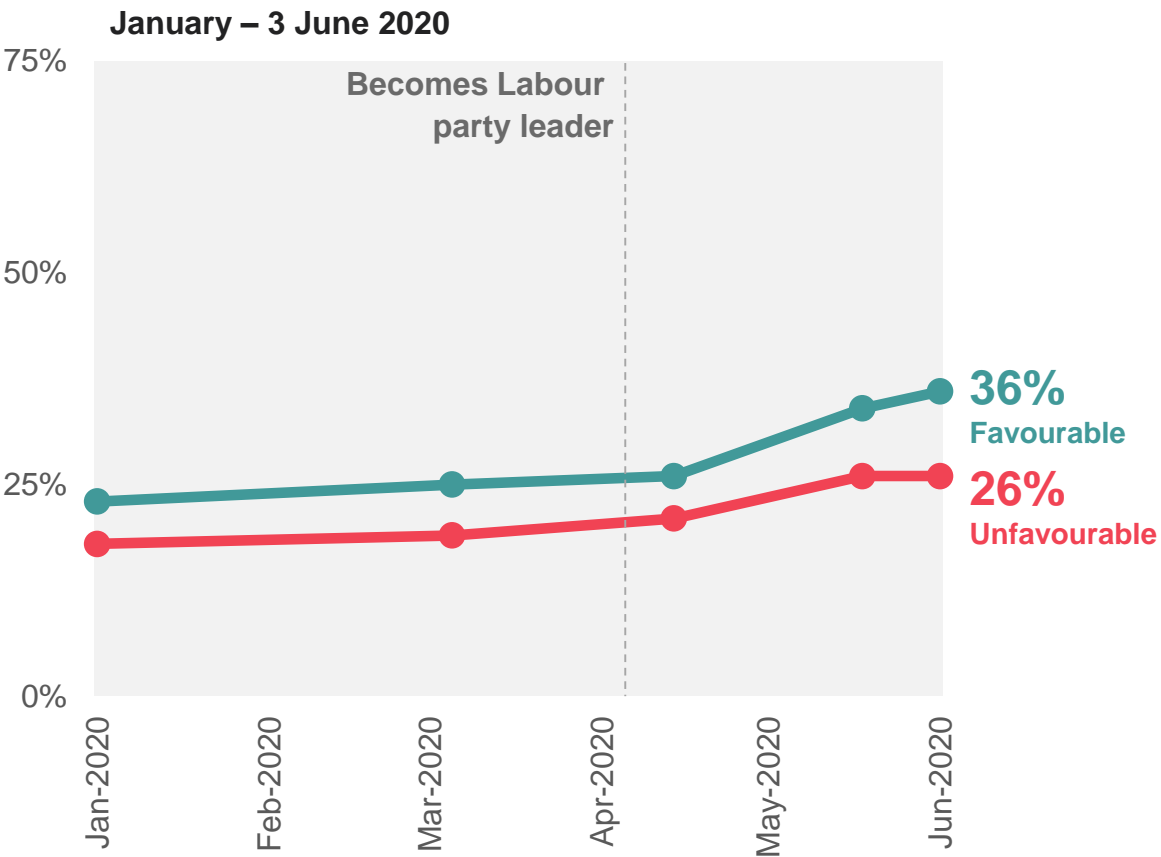
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

29 May – 3 June 2020



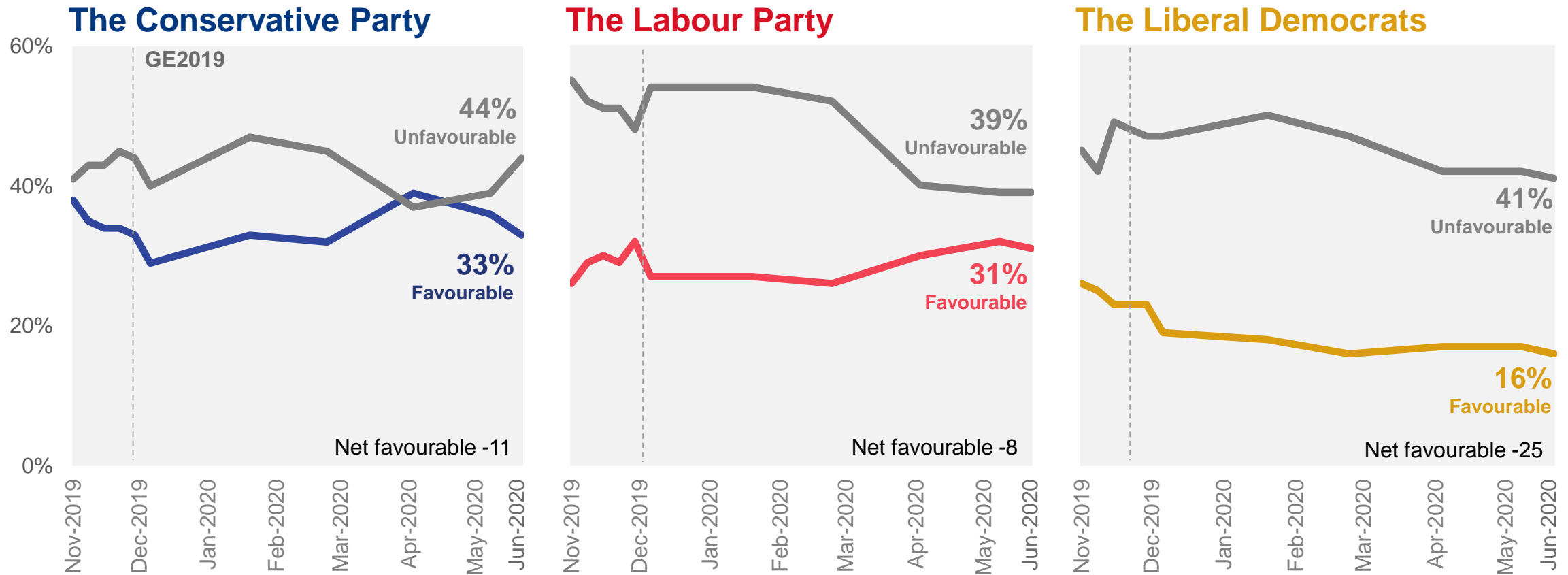
Base: 1,291 Online British adults 18+, 29 May - 3 June 2020

Source: Ipsos MORI



# Political parties: Favourability

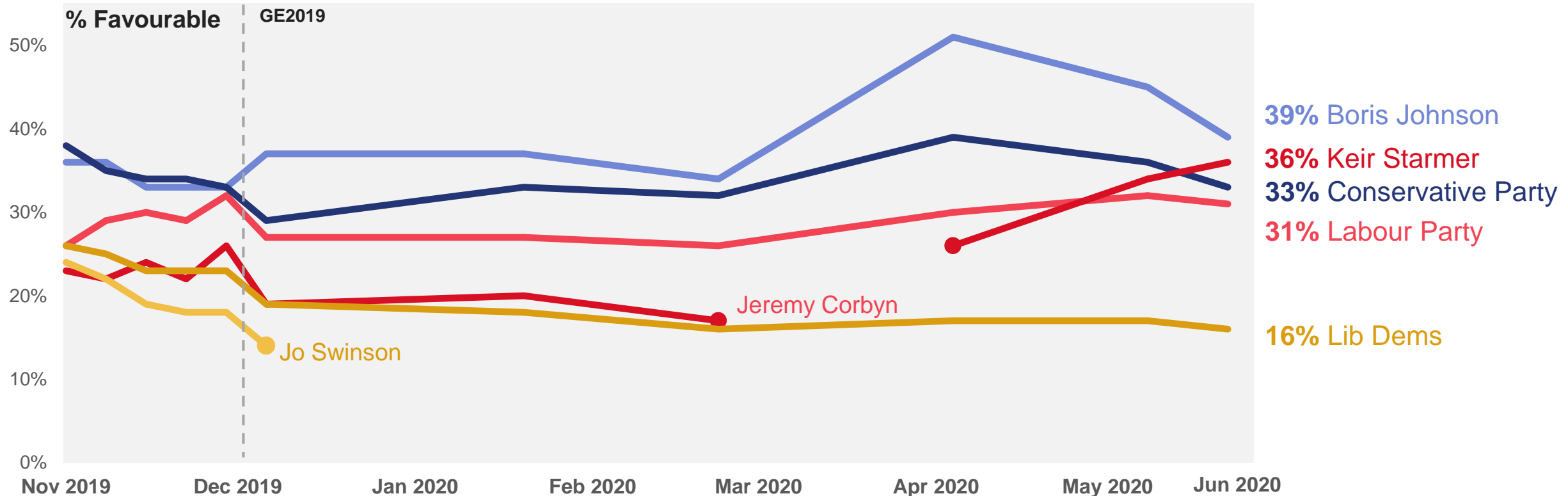
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1,291 Online British adults 18+, 29 May - 3 June 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?



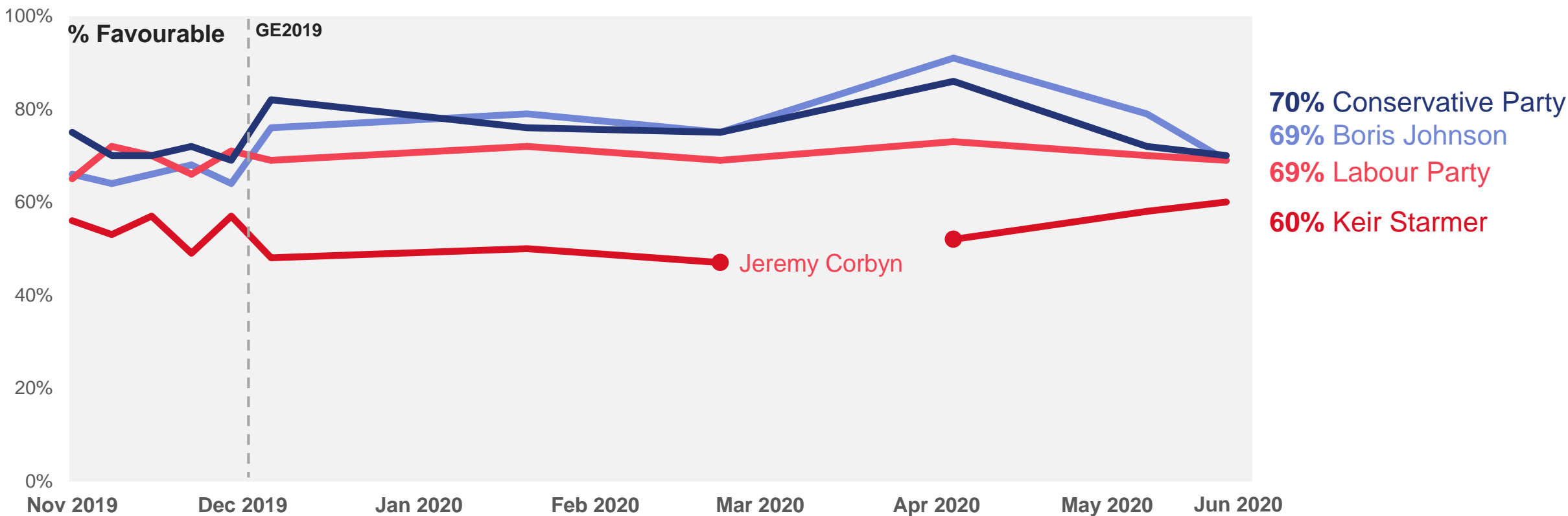
Base: c.1000 British adults each month.

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?

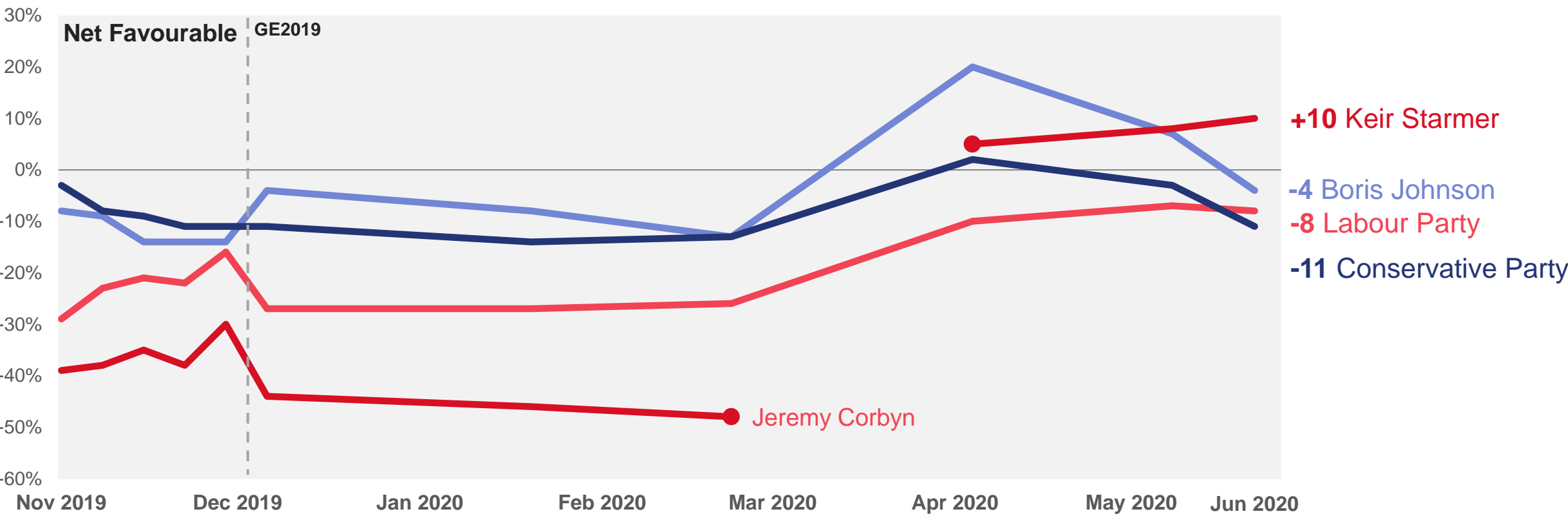


Base: c.300-400 British adults each month who voted for the respective party at the last General Election

Source: Ipsos MORI

# Political parties and leaders: Net 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.

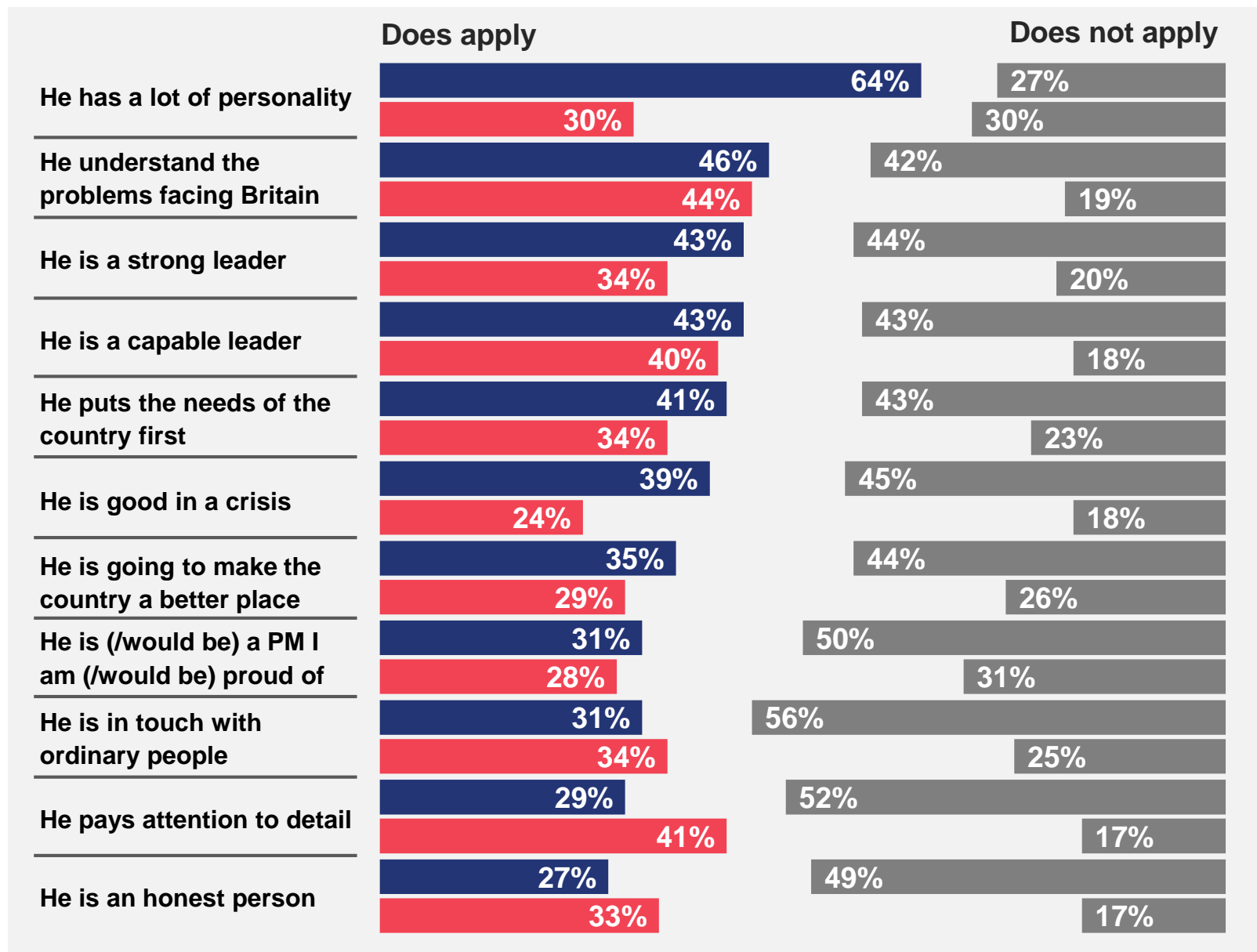
Source: Ipsos MORI

# Image of party leaders: Boris Johnson versus Keir Starmer

Do you think each of the following statements does or does not apply to...?

**The Prime Minister, Boris Johnson**

**Leader of the Labour party, Keir Starmer**



Base: 1,291 Online British adults 18+, 29 May - 3 June 2020.

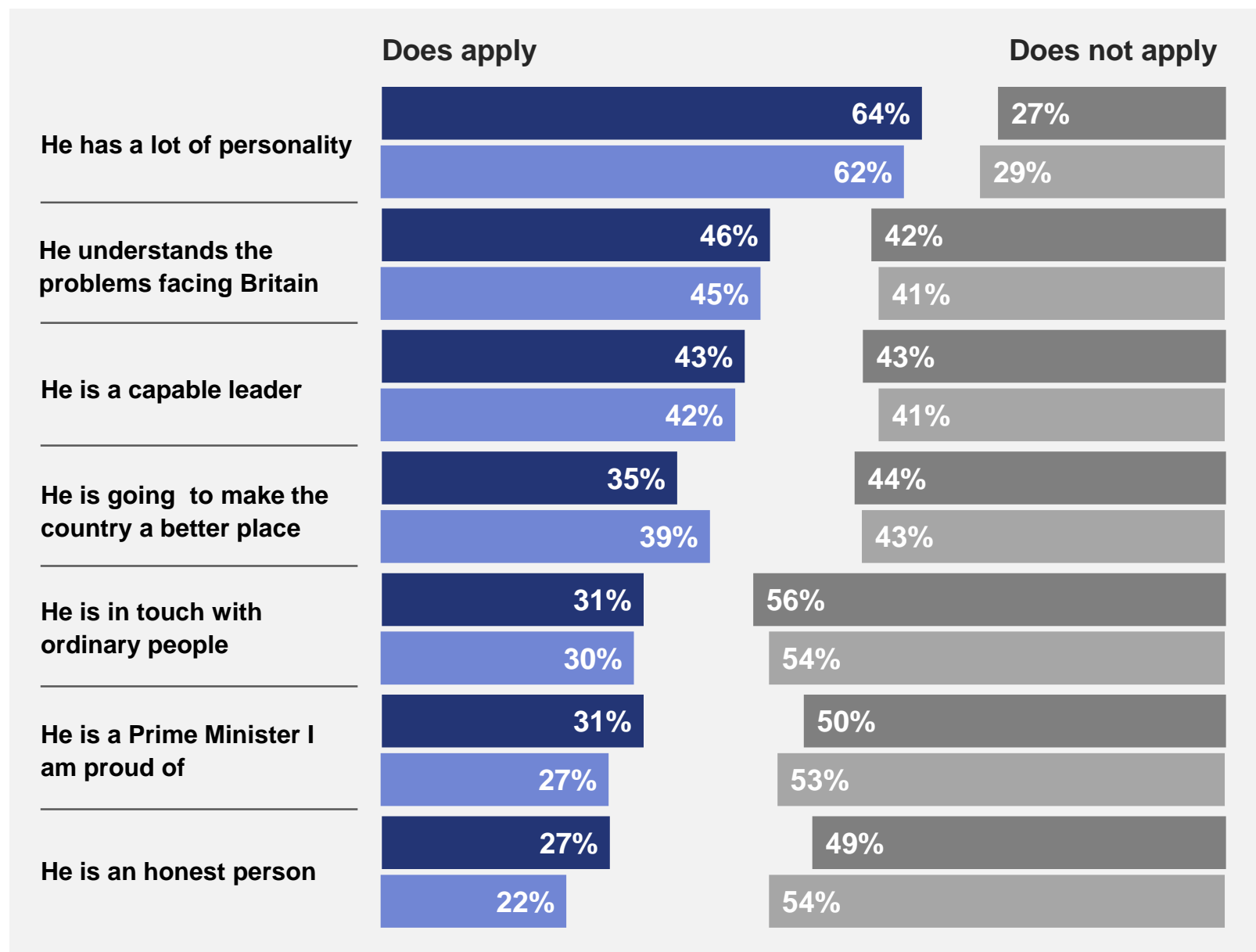


# Image of party leaders: Boris Johnson

Do you think each of the following statements does or does not apply to the Prime Minister, Boris Johnson?

29 May – 3 June 2020

13 – 16 December 2019



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## Political Pulse June 2020

### For more information

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