

# IPSOS MORI POLITICAL PULSE

10 – 13 July 2020

Ipsos MORI







# FAVOURABILITY OF POLITICIANS AND POLITICAL PARTIES

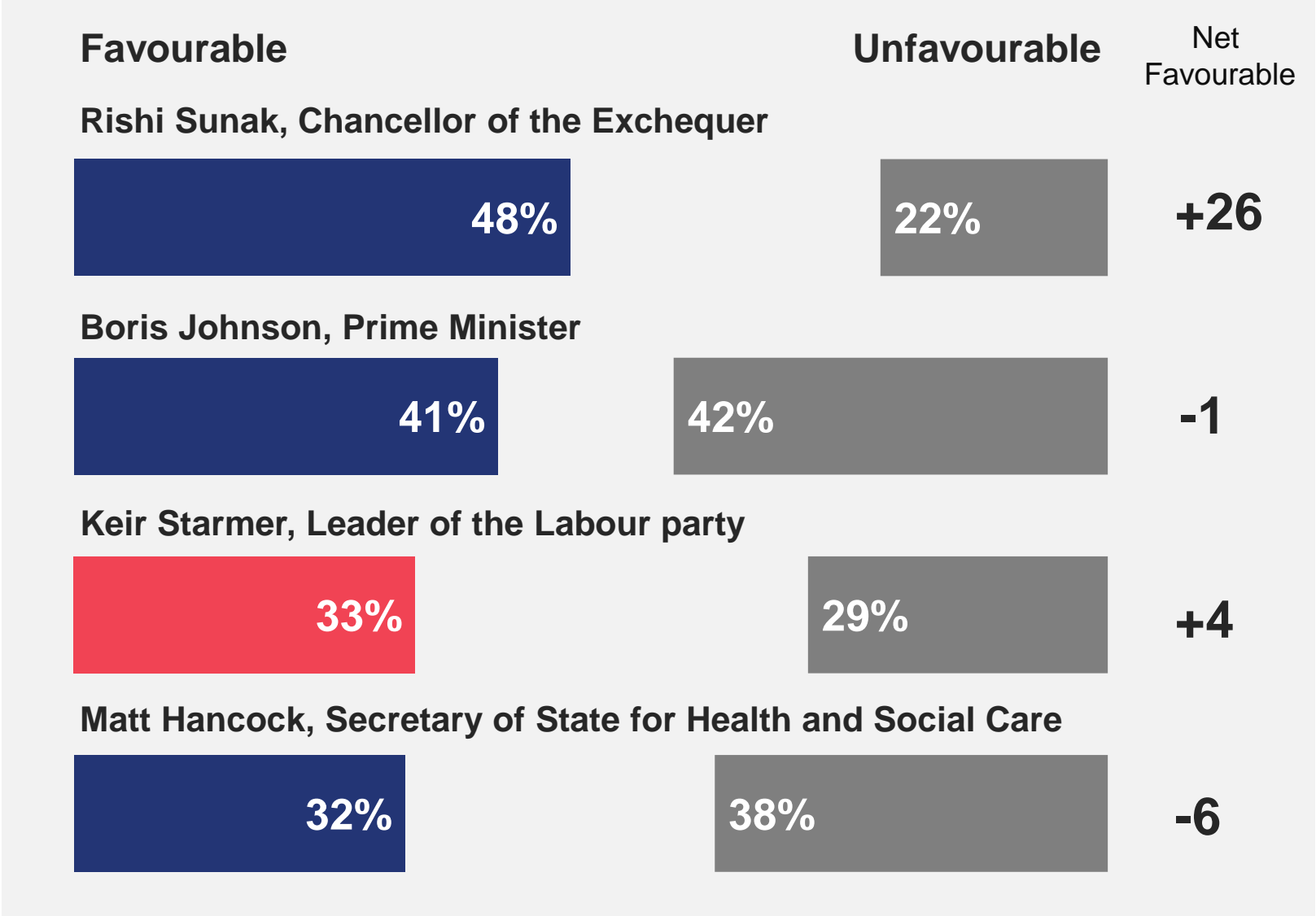
10-13 July 2020

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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?

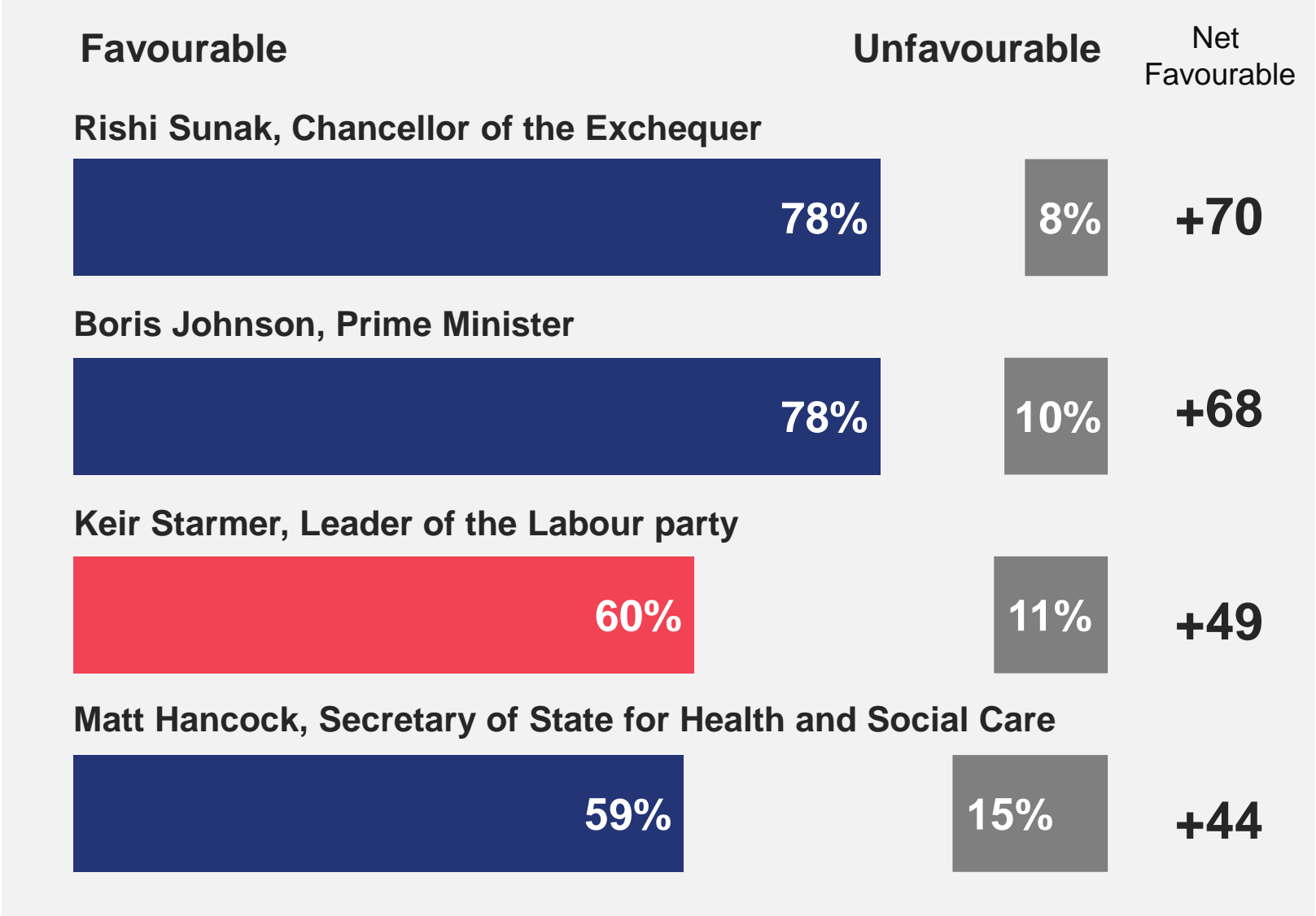


Base: 1,118 Online British adults 18+, 10 - 13 July 2020.

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: 1,118 Online British adults 18+, 2019 Conservative party supporters (368), 2019 Labour party supporters (309), 10 - 13 July 2020.

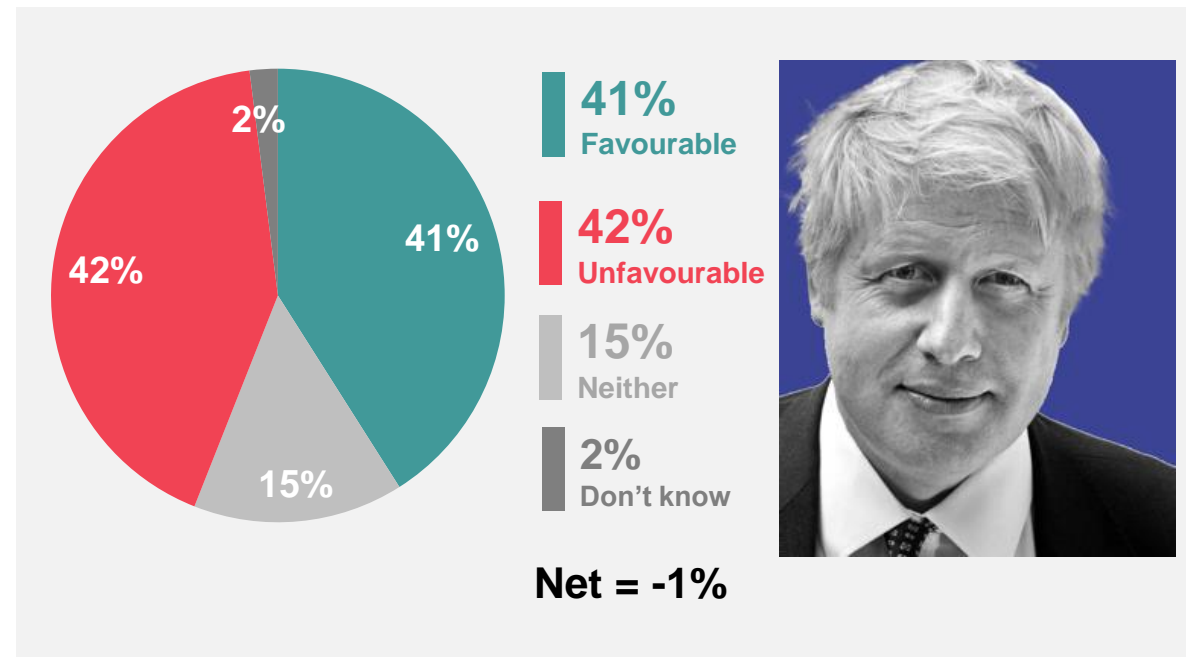
Source: Ipsos MORI



# Boris Johnson: Favourability

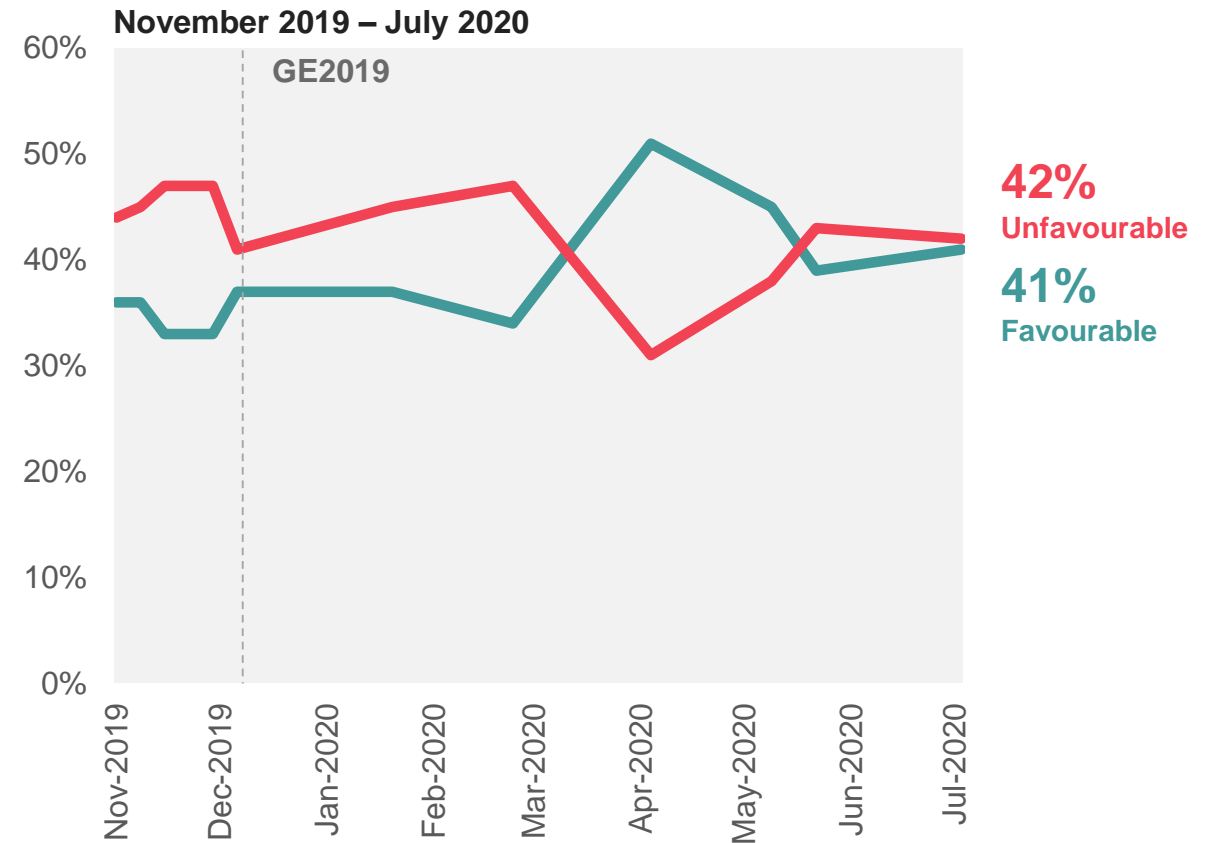
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

10-13 July 2020



Base: 1,118 Online British adults 18+, 10 - 13 July 2020

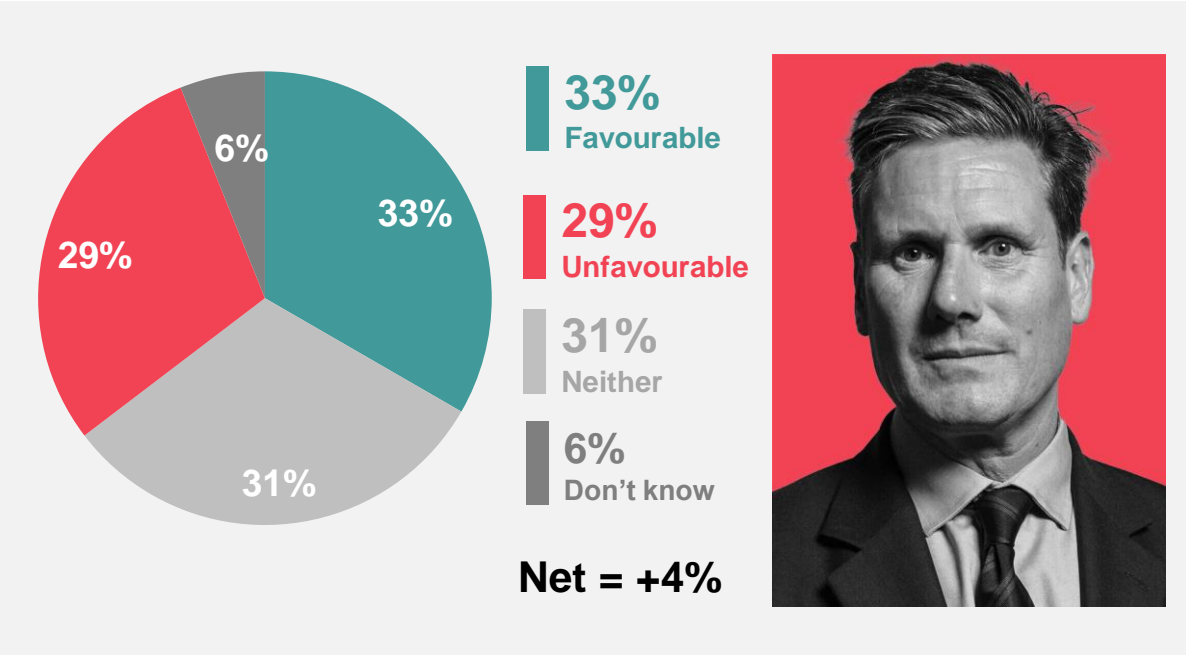
Source: Ipsos MORI



# Keir Starmer: Favourability

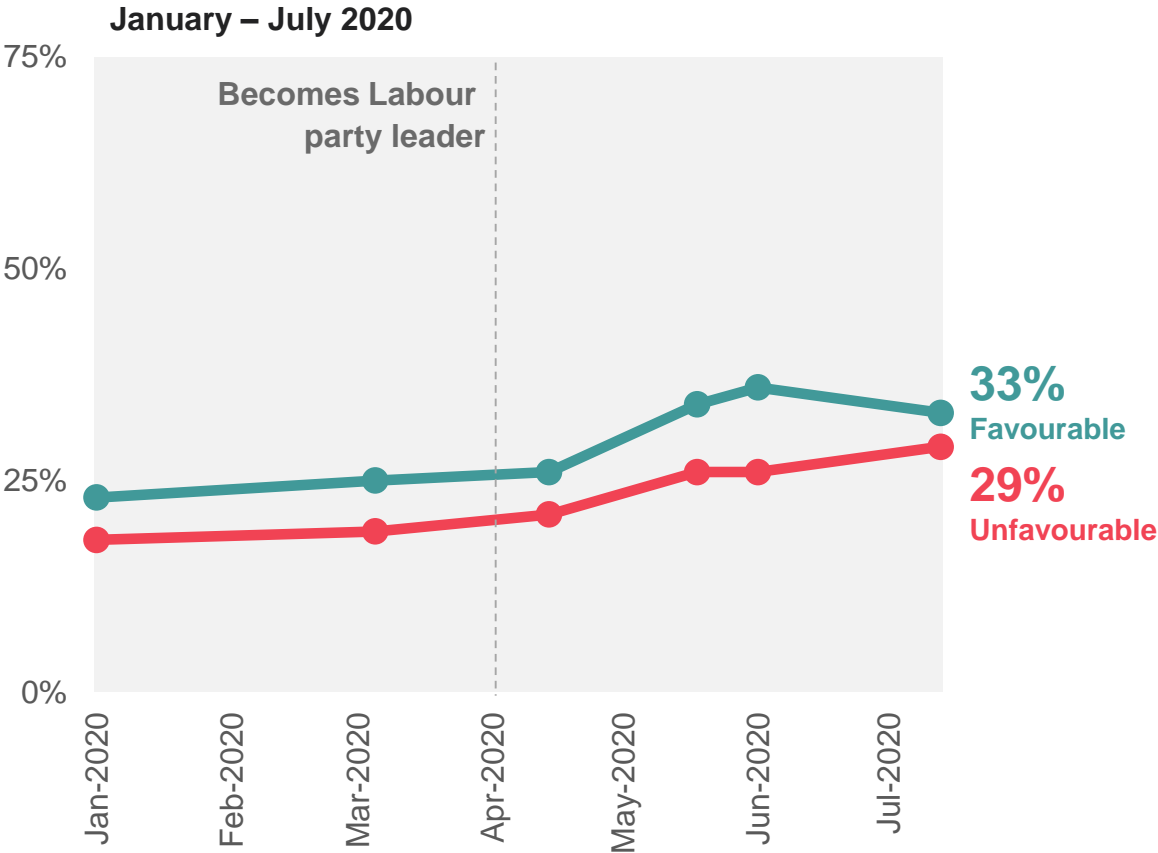
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer

10-13 July 2020



Base: 1,118 Online British adults 18+, 10 - 13 July 2020

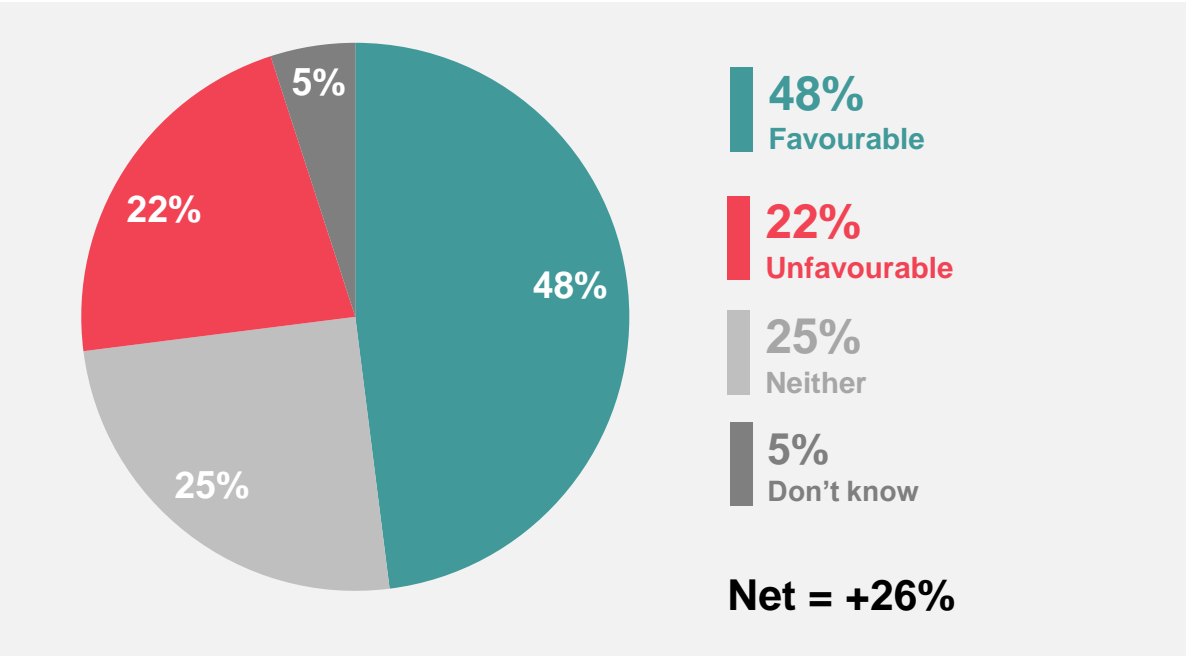
Source: Ipsos MORI



# Rishi Sunak: Favourability

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

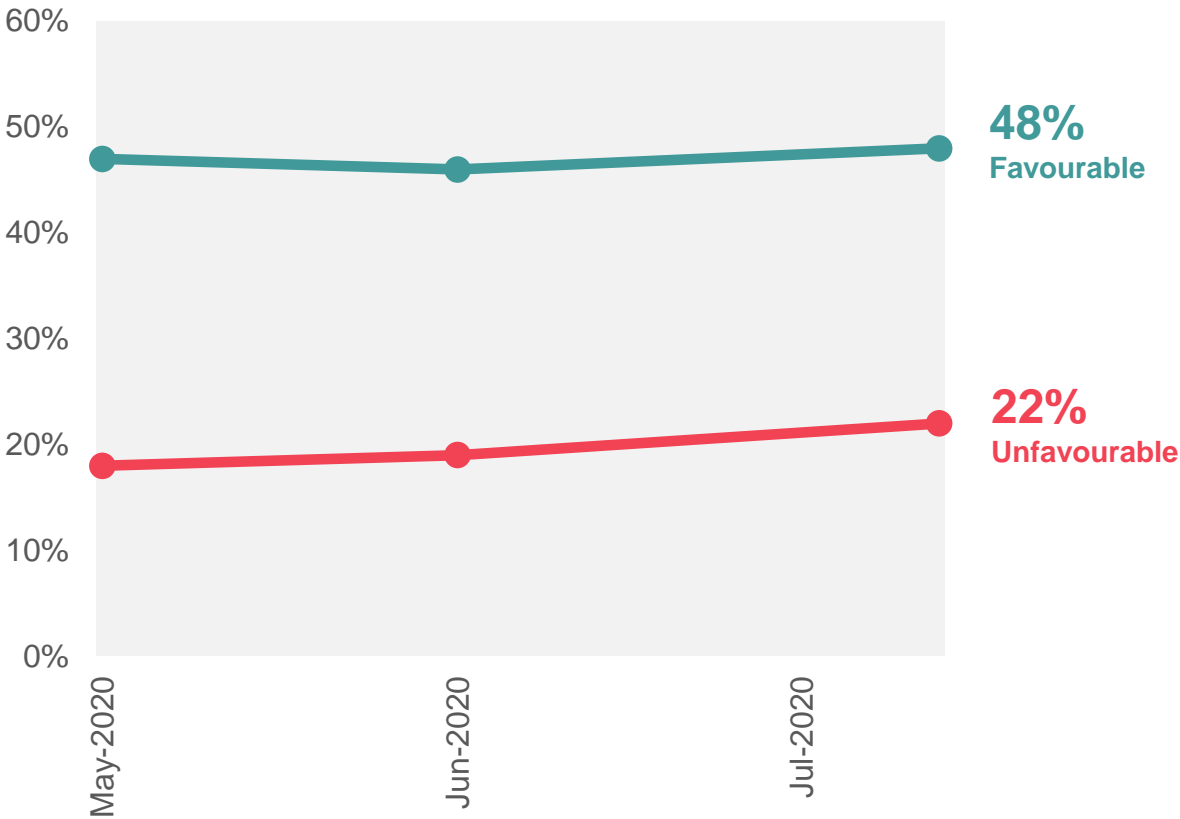
10-13 July 2020



Base: 1,118 Online British adults 18+, 10 - 13 July 2020

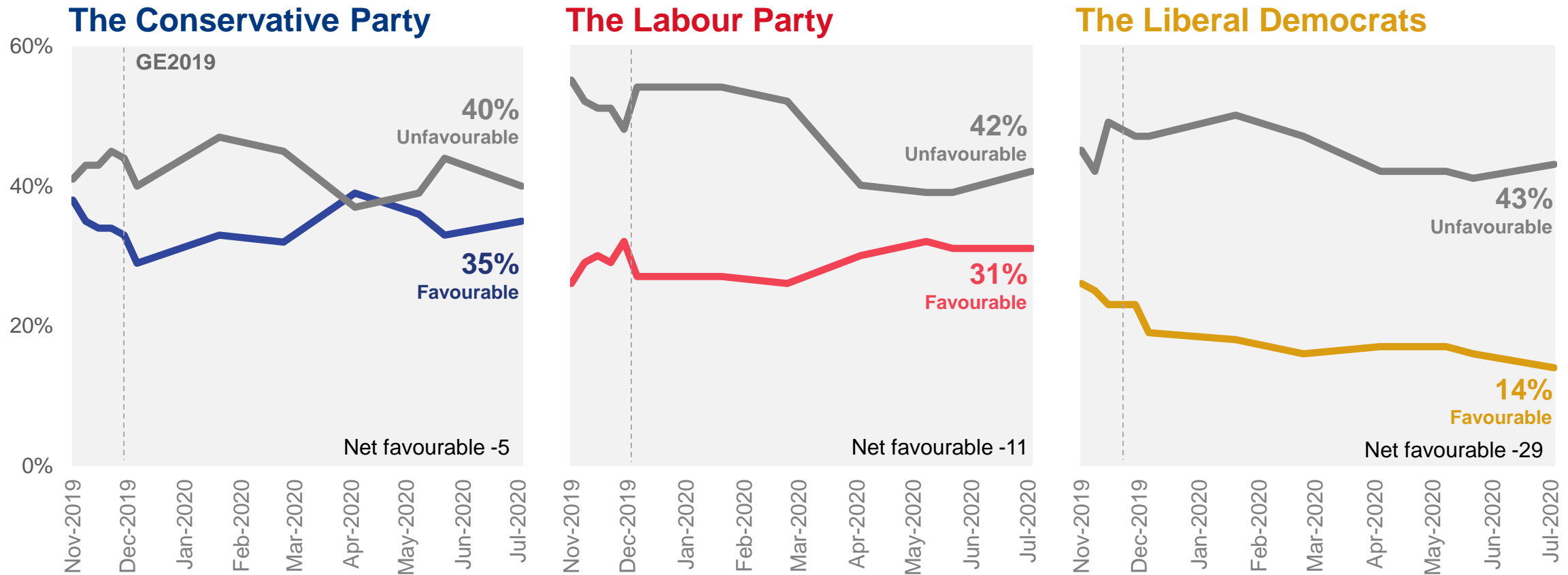
Source: Ipsos MORI

May – July 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?

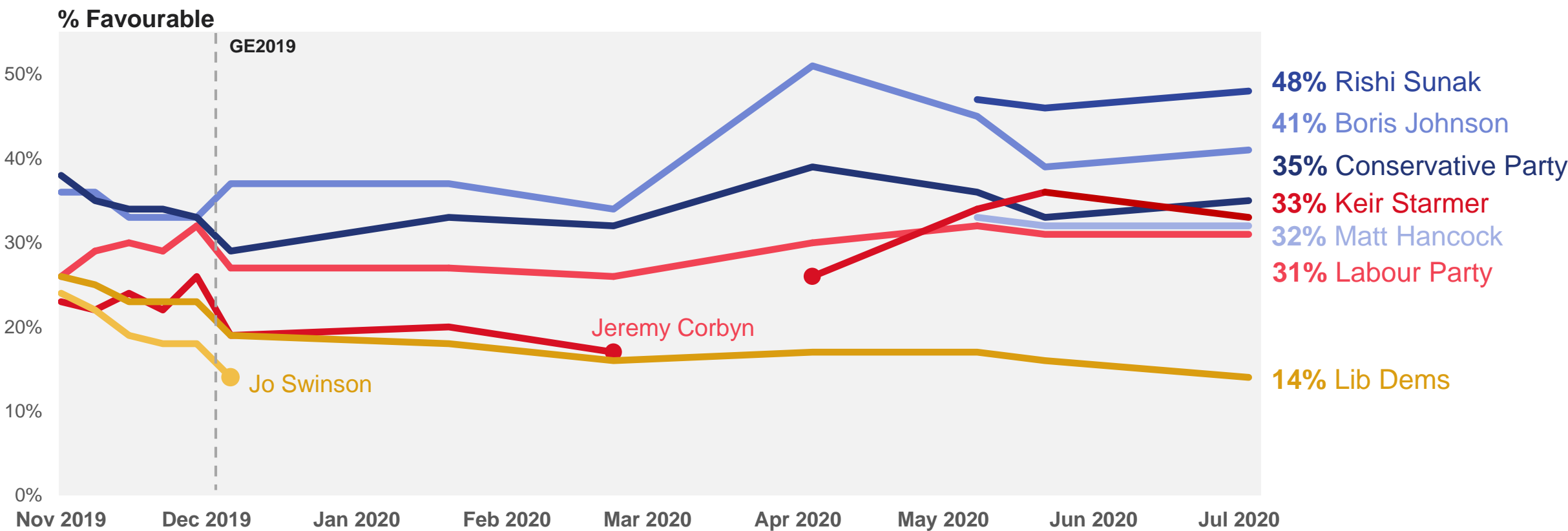


Base: 1,118 Online British adults 18+, 10 - 13 July 2020



# 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?

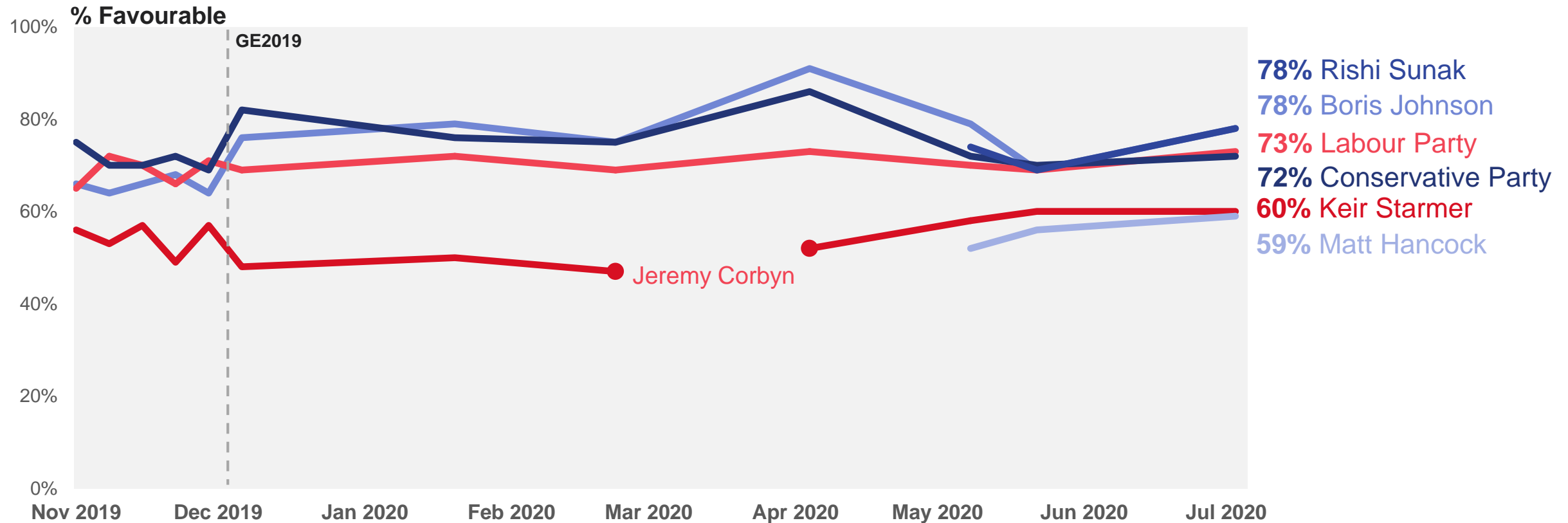


Base: c.1000 British adults each month.

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?

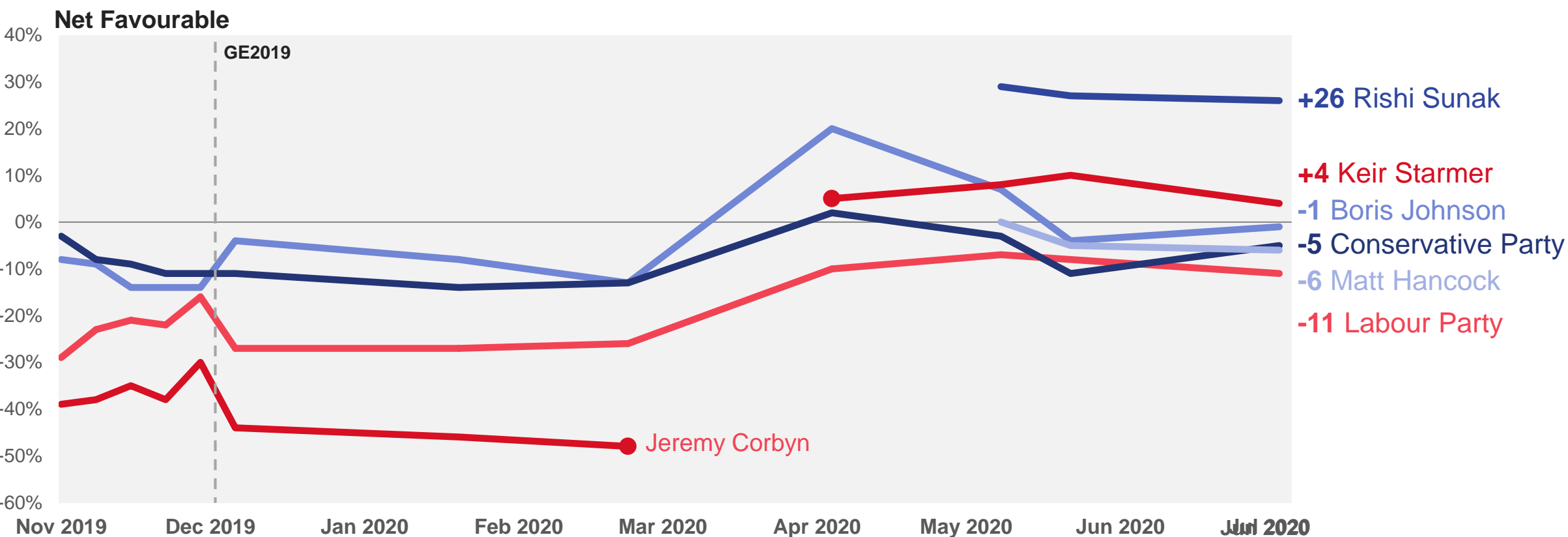


Base: c.300-400 British adults each month who voted for the respective party at the last General Election

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

# DIRECTION OF THE COUNTRY

10 – 13 July 2020



Ipsos MORI

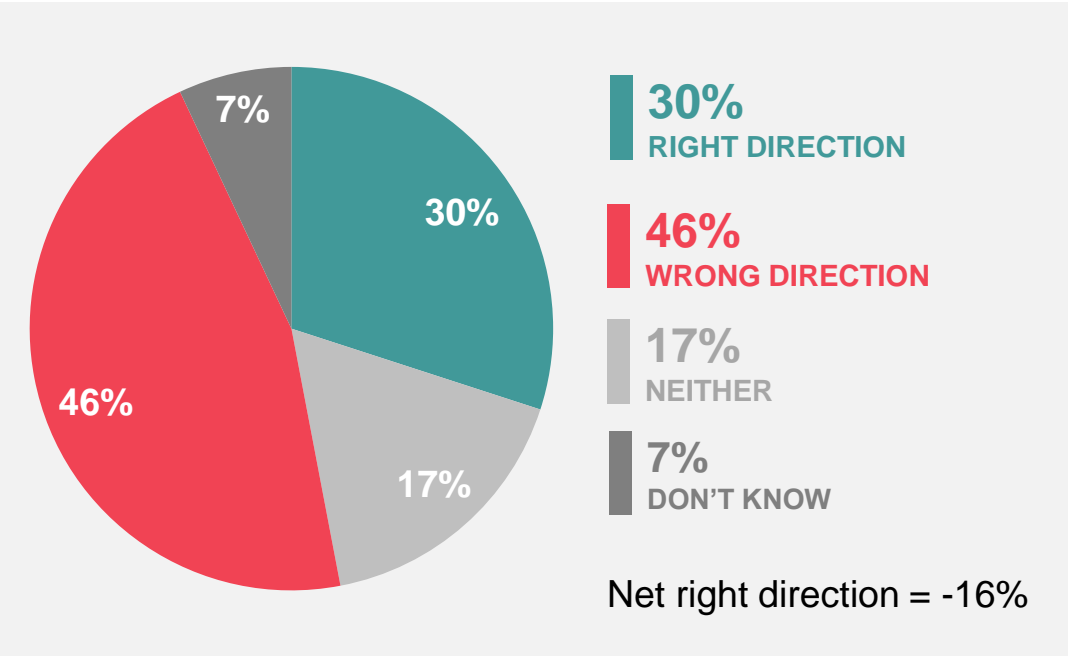




# Direction of the country

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

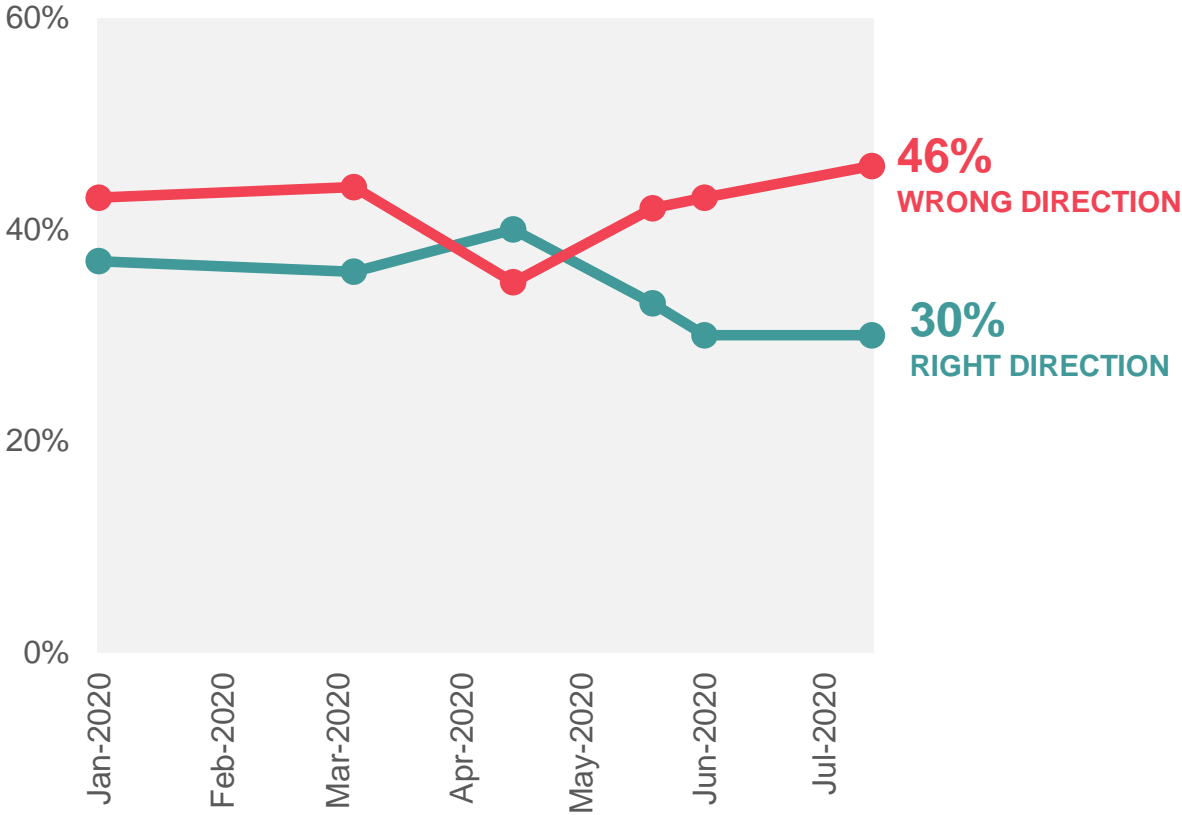
10-13 July 2020



Base: 1,118 Online British adults 18+, 10 - 13 July 2020.

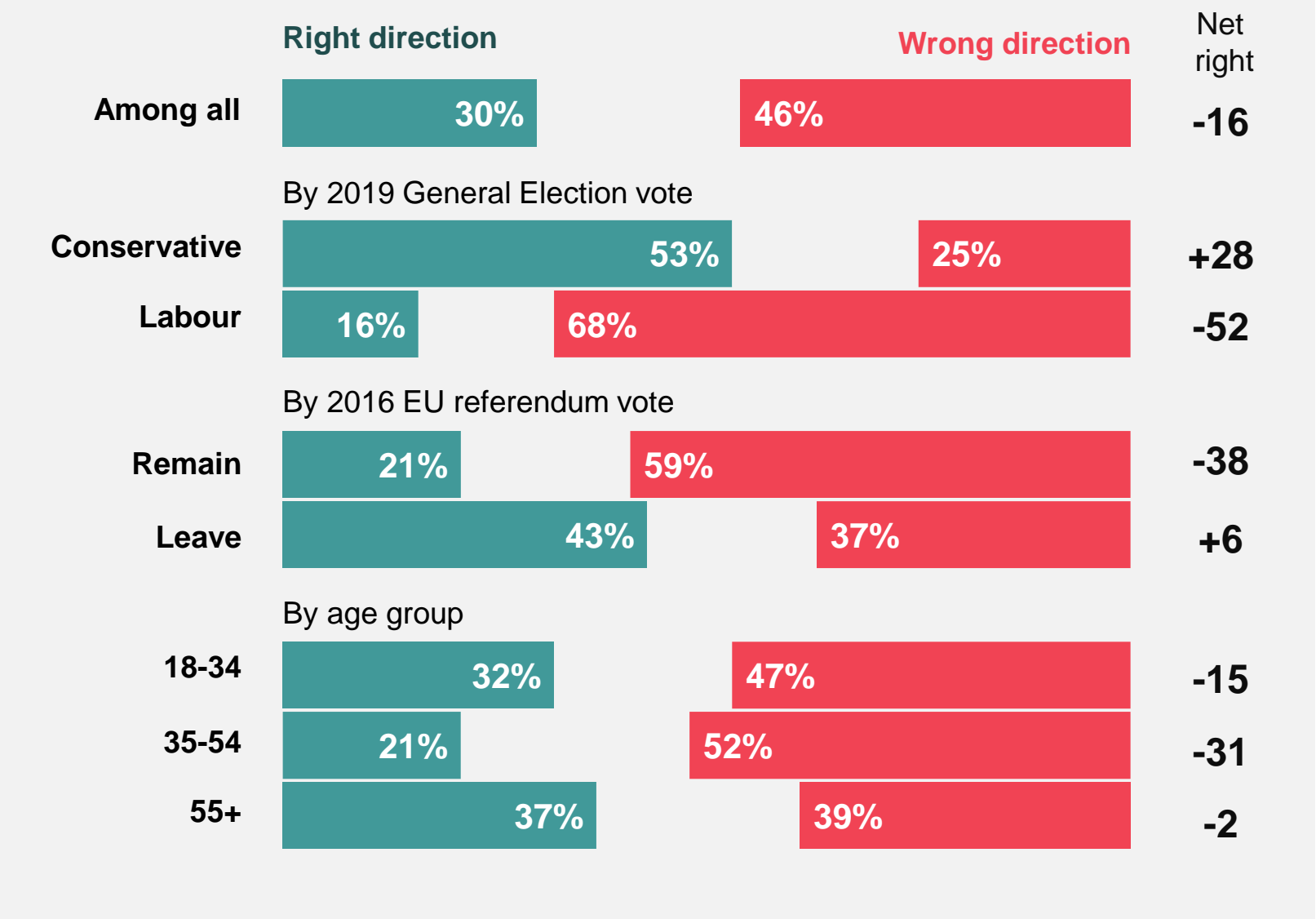
Source: Ipsos MORI

January - July 2020



# Direction of the country

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

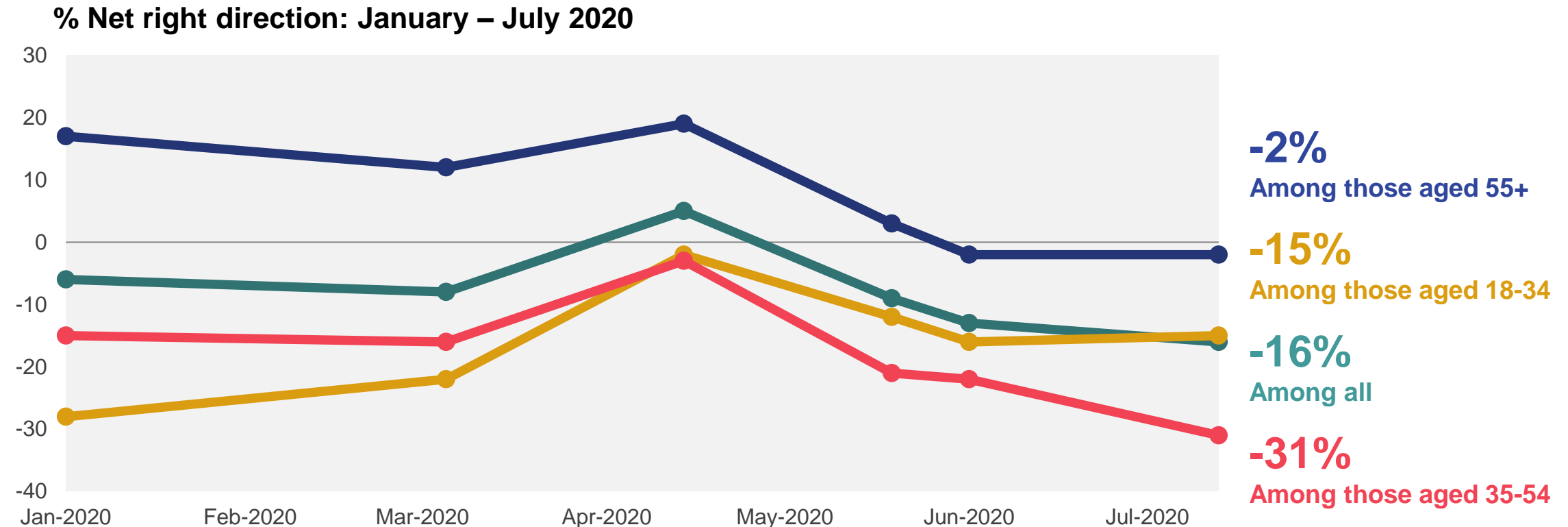


Base: 1,118 Online British adults 18+, 2019 Conservative voters (368), 2019, Labour voters (309), 2016 Remain voters (470), Leave voters (438), 18-34 year olds (357), 35-54 (386), 55+ (375), 10 - 13 July 2020

Source: Ipsos MORI

# Direction of the country: By age group

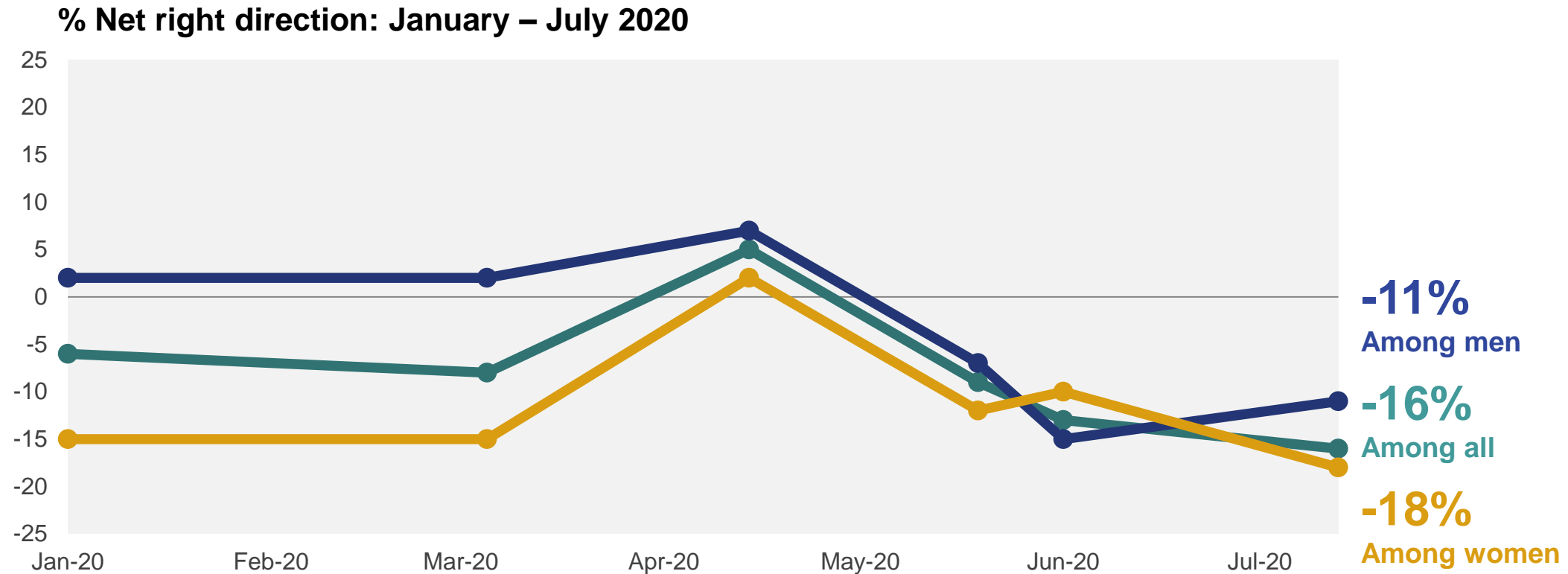
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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?

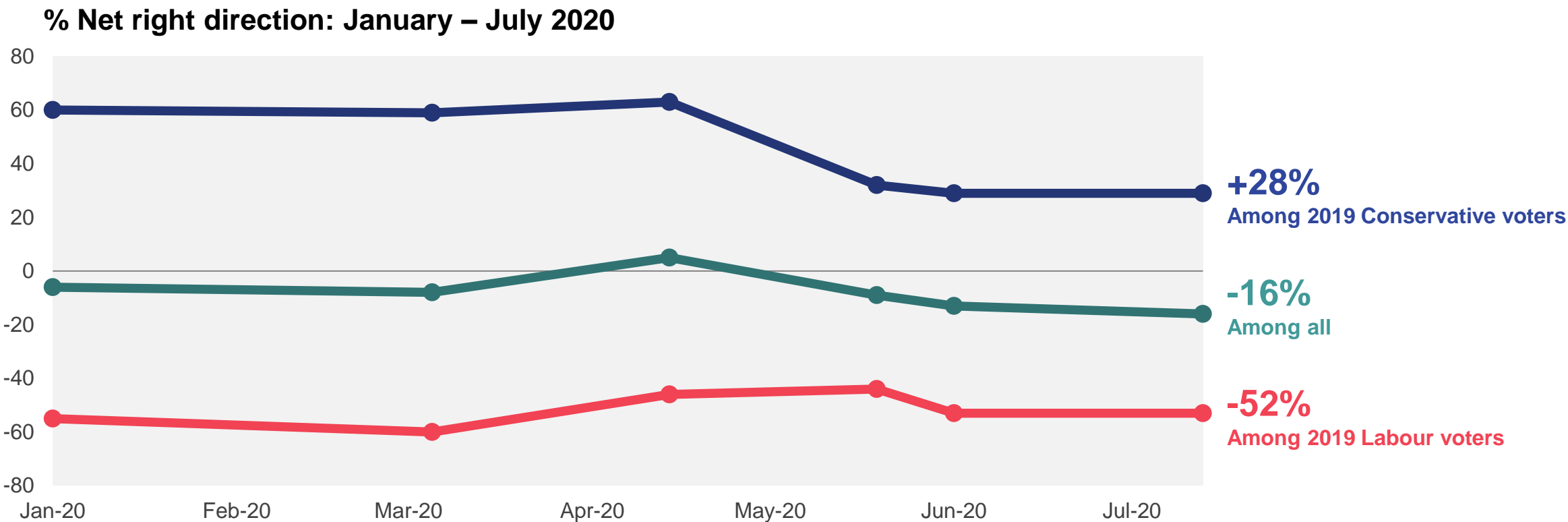


Base: c.1,000 Online British adults each month 18+



# 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+

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## Political Pulse July 2020

### For more information

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