

IPSOS MORI POLITICAL PULSE

21- 24th August 2020

Ipsos MORI





FAVOURABILITY OF POLITICIANS AND POLITICAL PARTIES

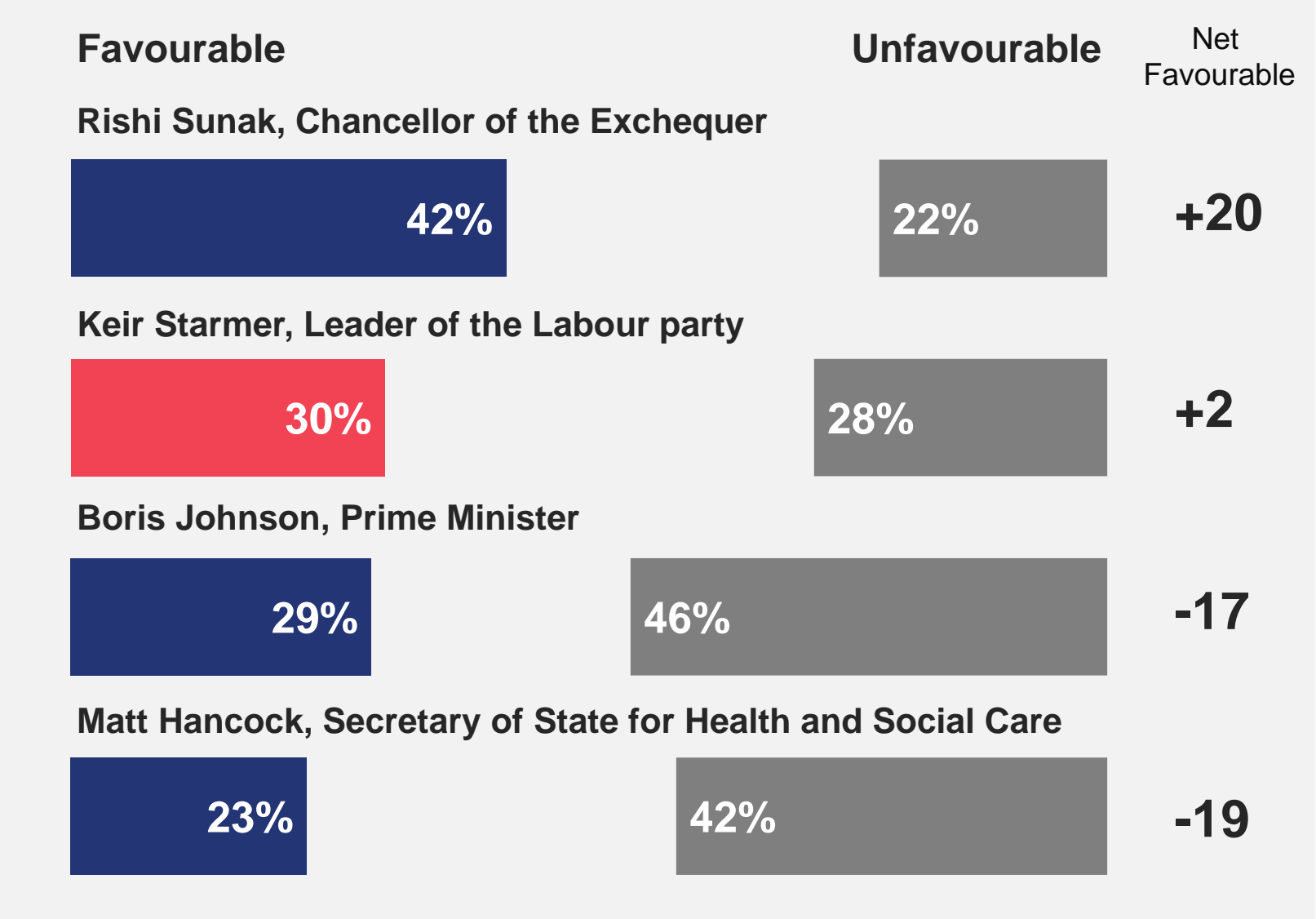
21- 24 August 2020

Ipsos MORI



Favourability of leading politicians

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

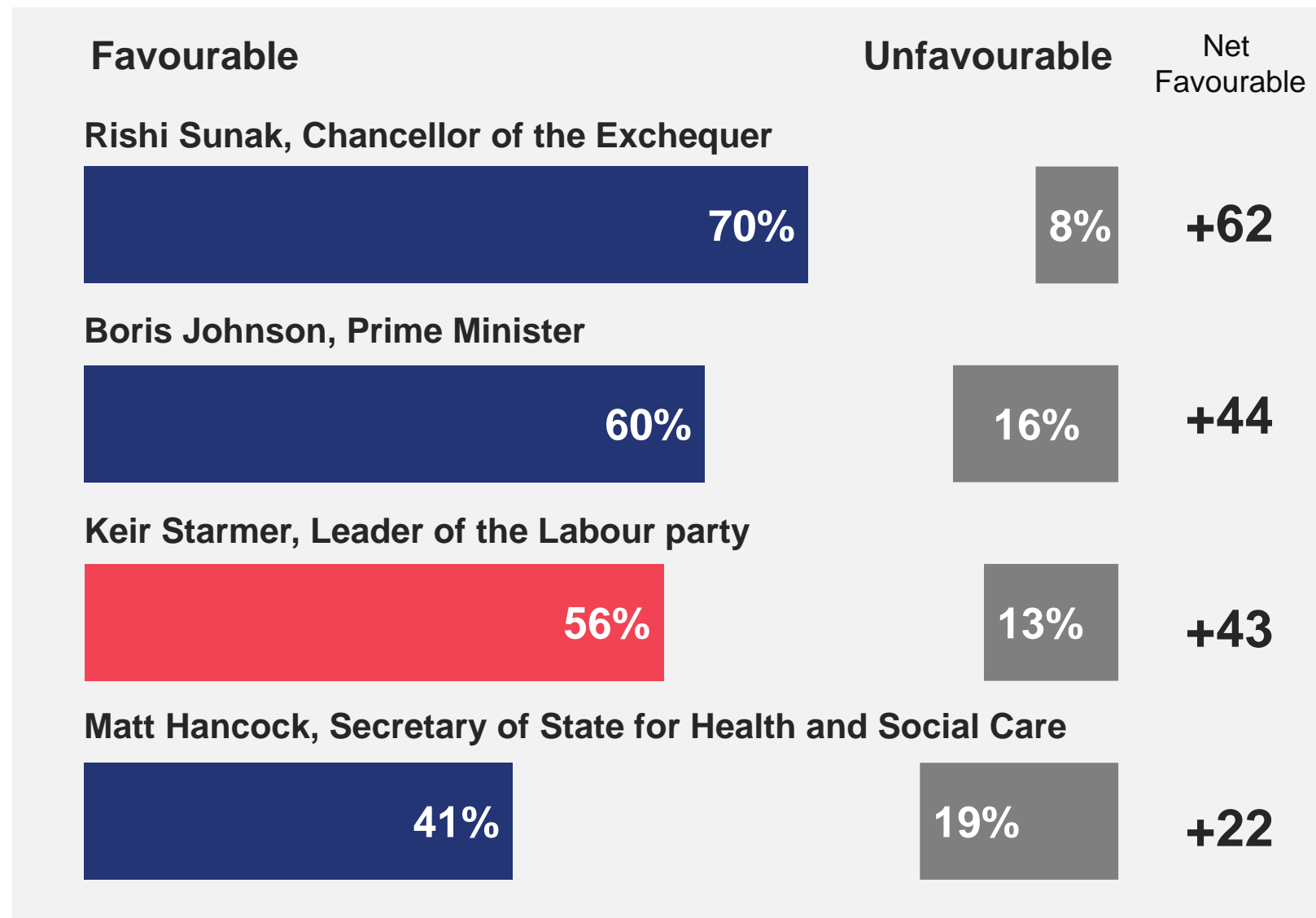


Base: 1119 Online British adults 18+, 21-24 August 2020.

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 and political parties?



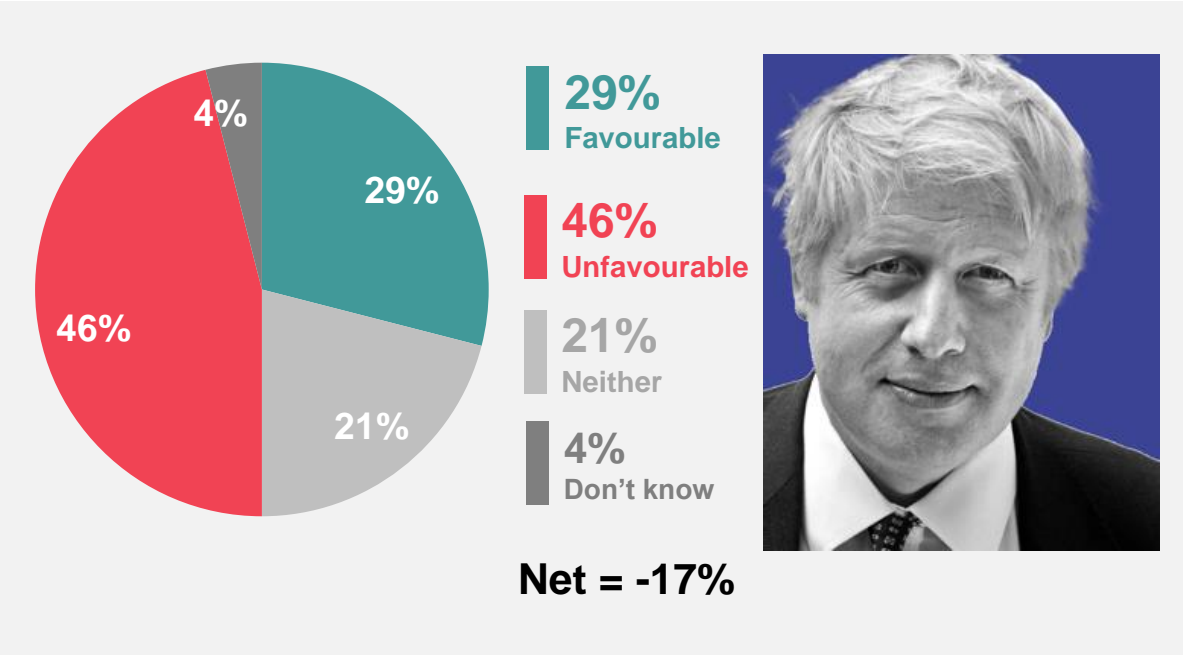
Base: 1119 Online British adults 18+, 2019 Conservative party supporters (329), 2019 Labour party supporters (321), 21 – 24 August 2020.

Source: Ipsos MORI

Boris Johnson: Favourability

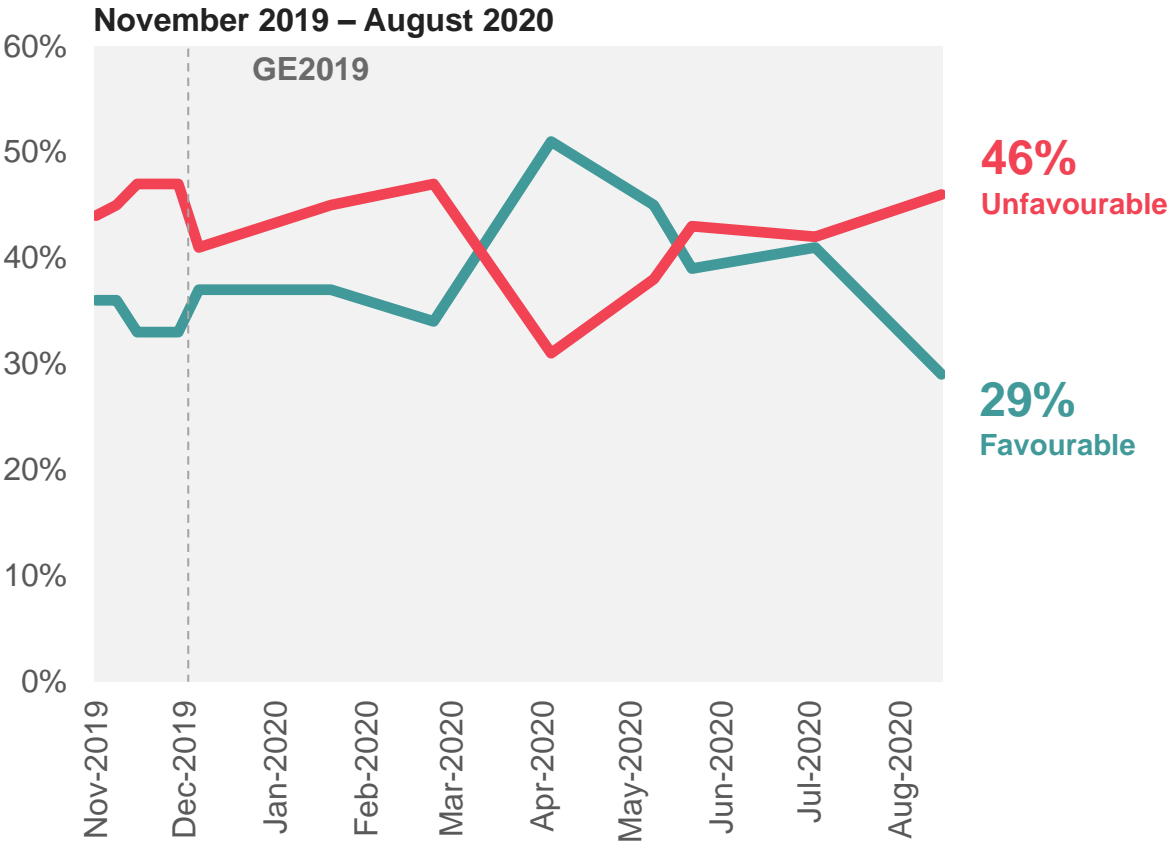
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Boris Johnson

21-24 August 2020



Base: 1119 Online British adults 18+, 21- 24 August 2020

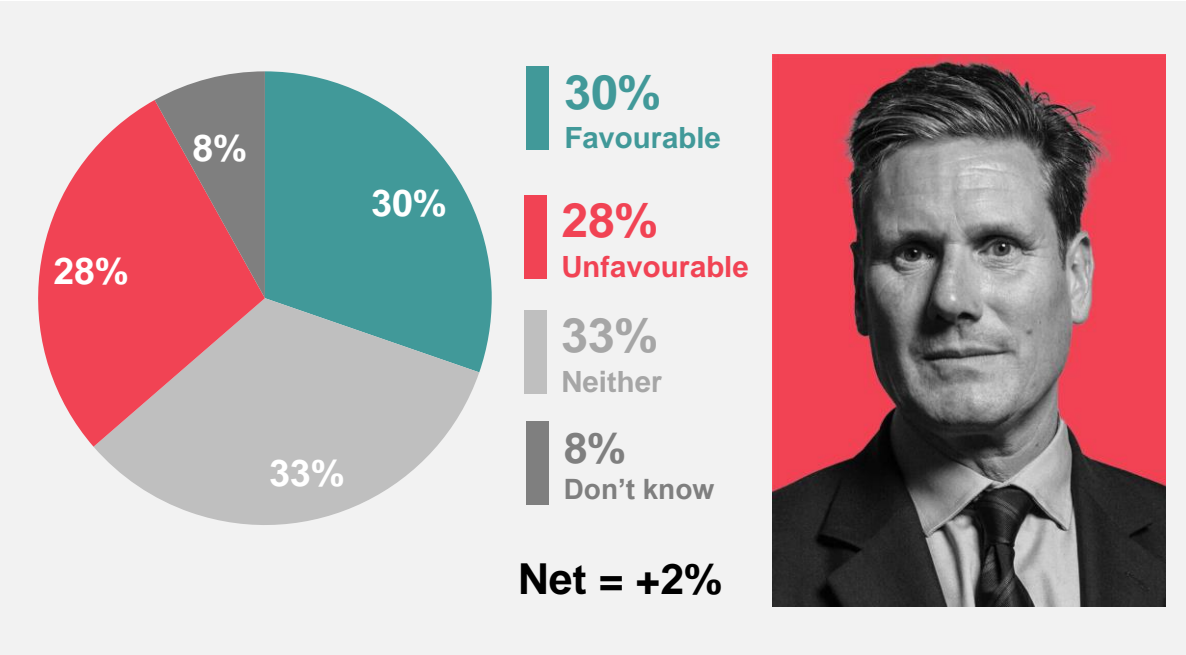
Source: Ipsos MORI



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

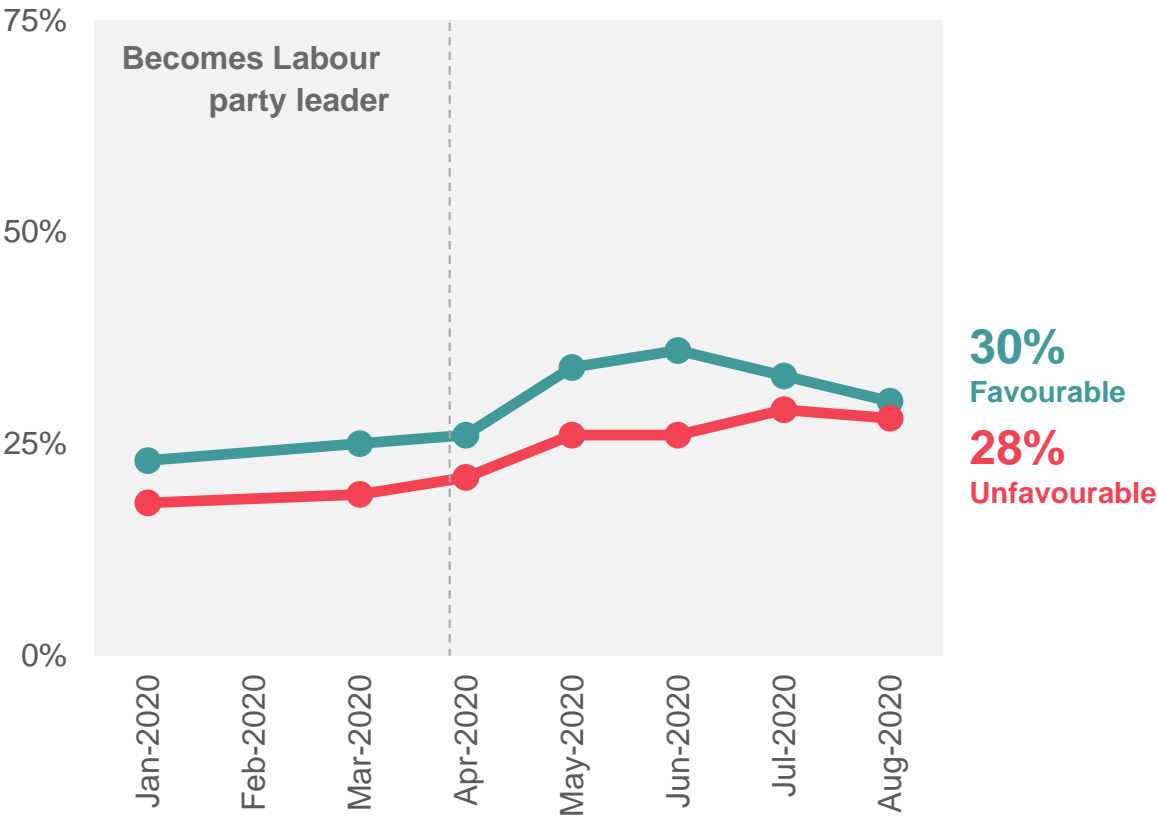
21 – 24 August 2020



Base: 1119 Online British adults 18+, 21 - 24 August 2020

Source: Ipsos MORI

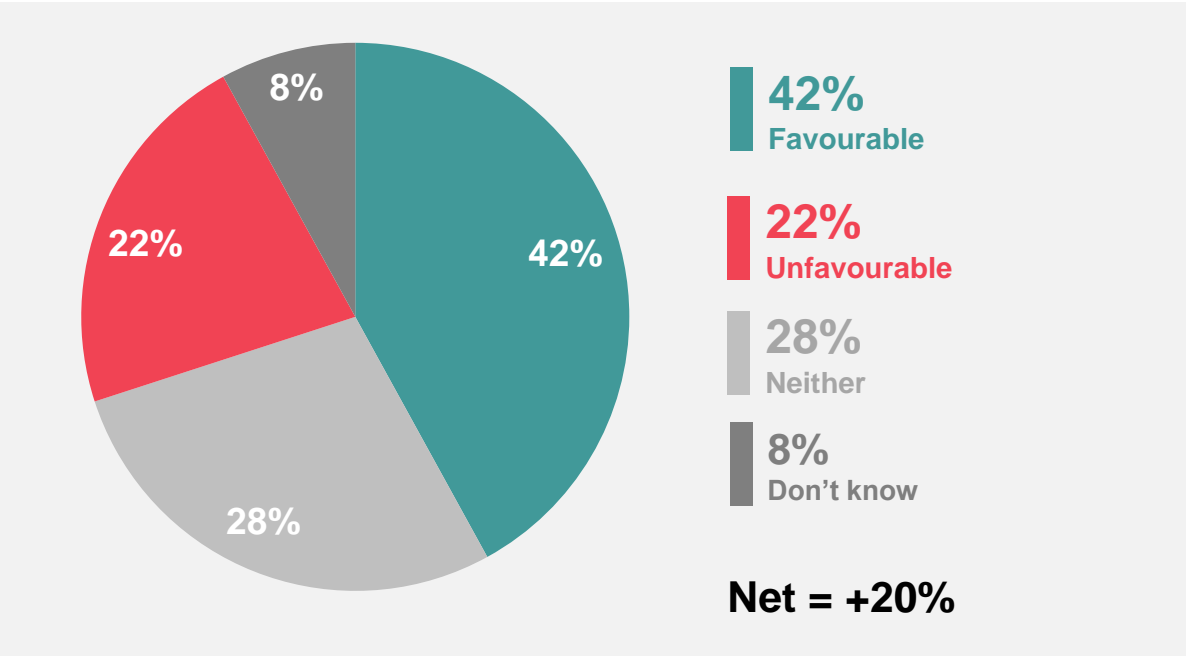
January – August 2020



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

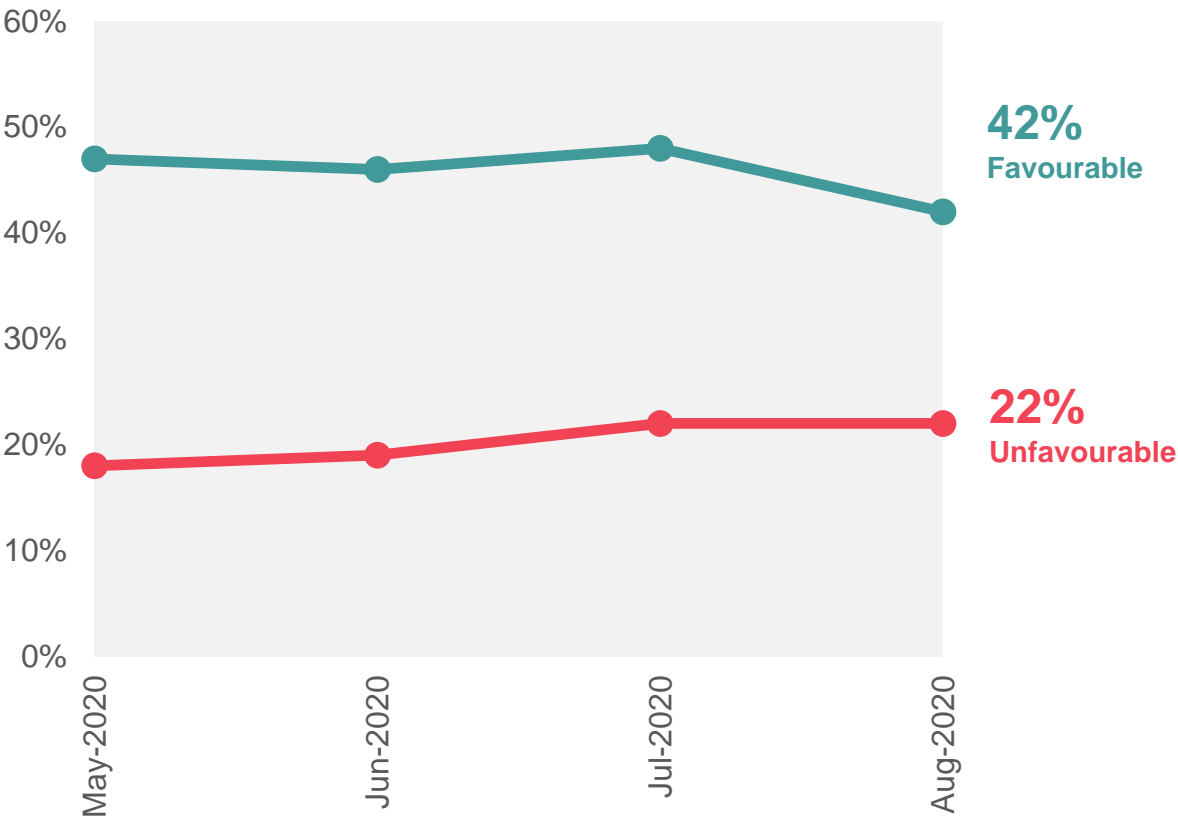
21 – 24 August 2020



Base: 1119 Online British adults 18+, 21 – 24 August 2020

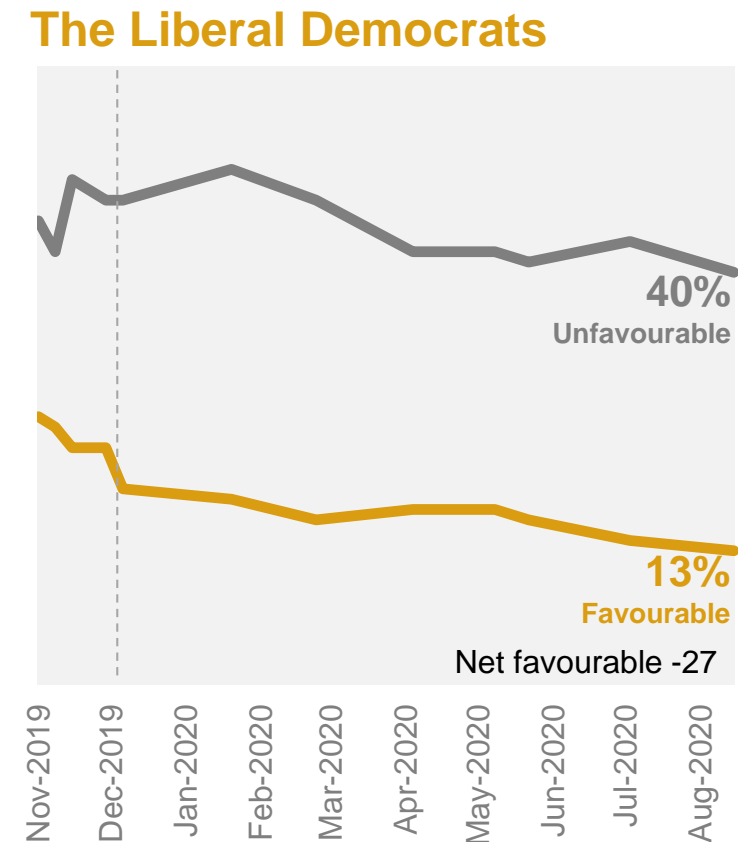
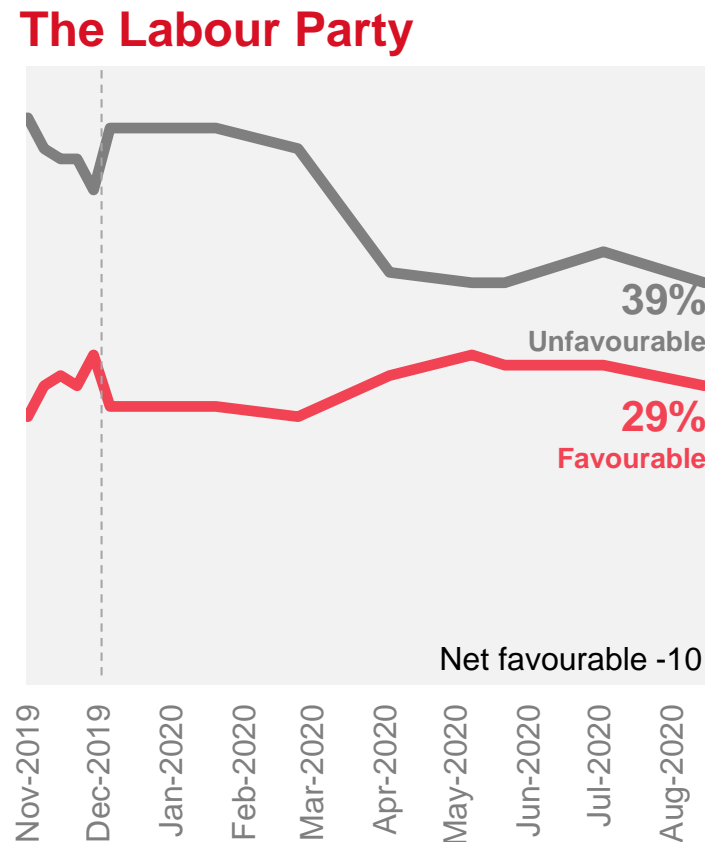
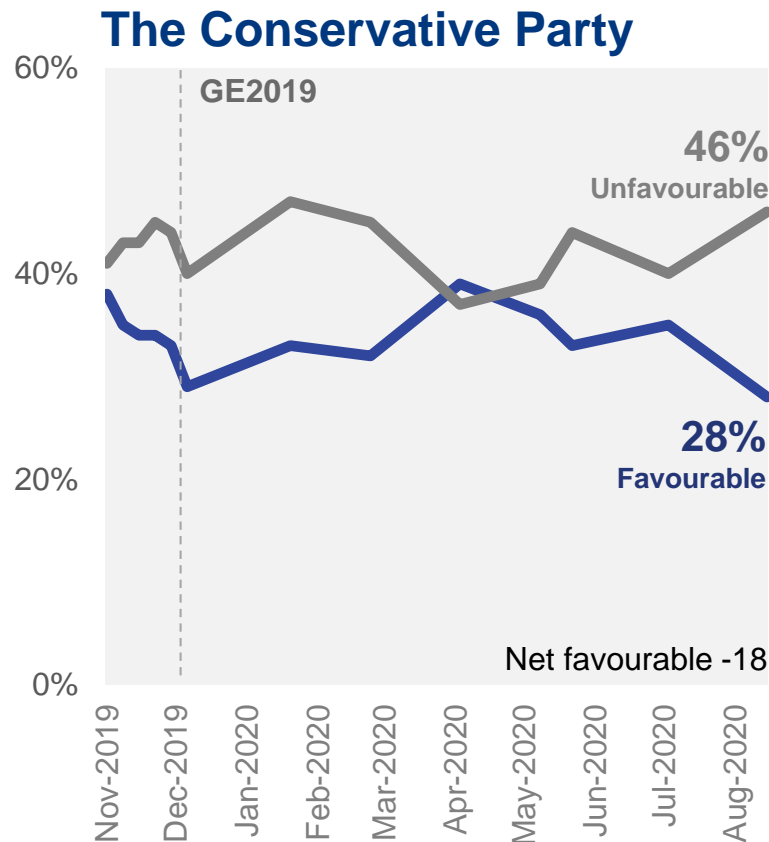
Source: Ipsos MORI

May –August 2020



Political parties: Favourability

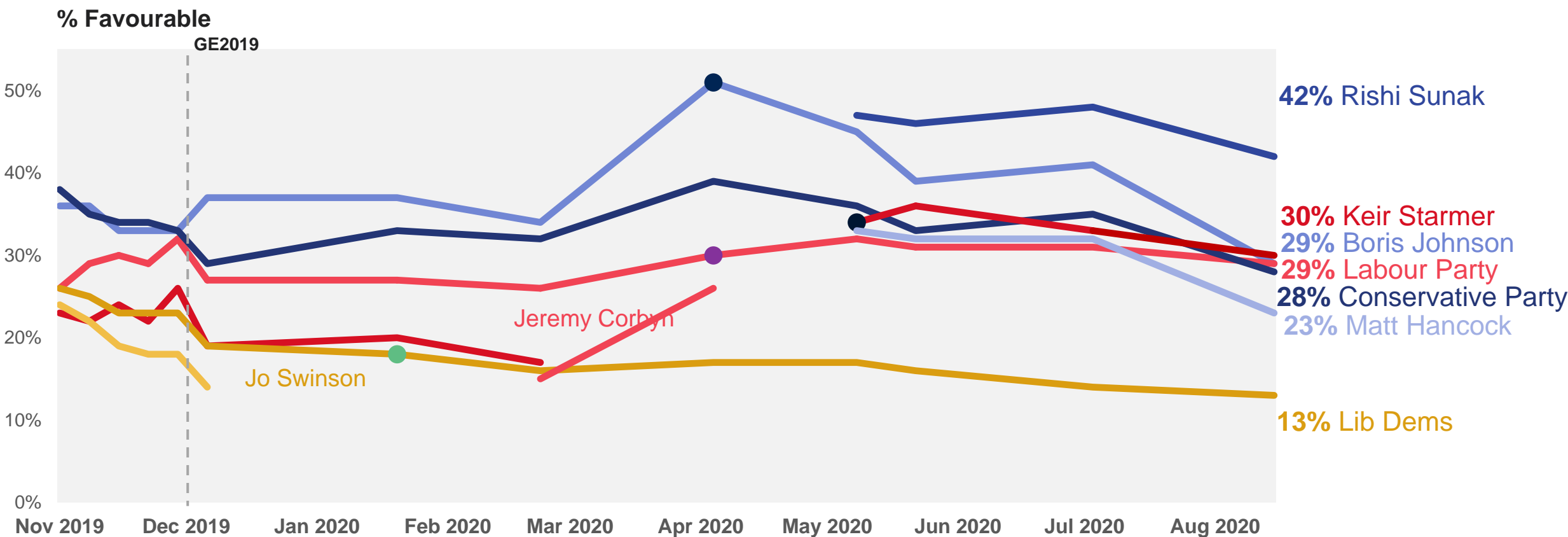
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



Base: 1119 Online British adults 18+, 21- 24 August 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?

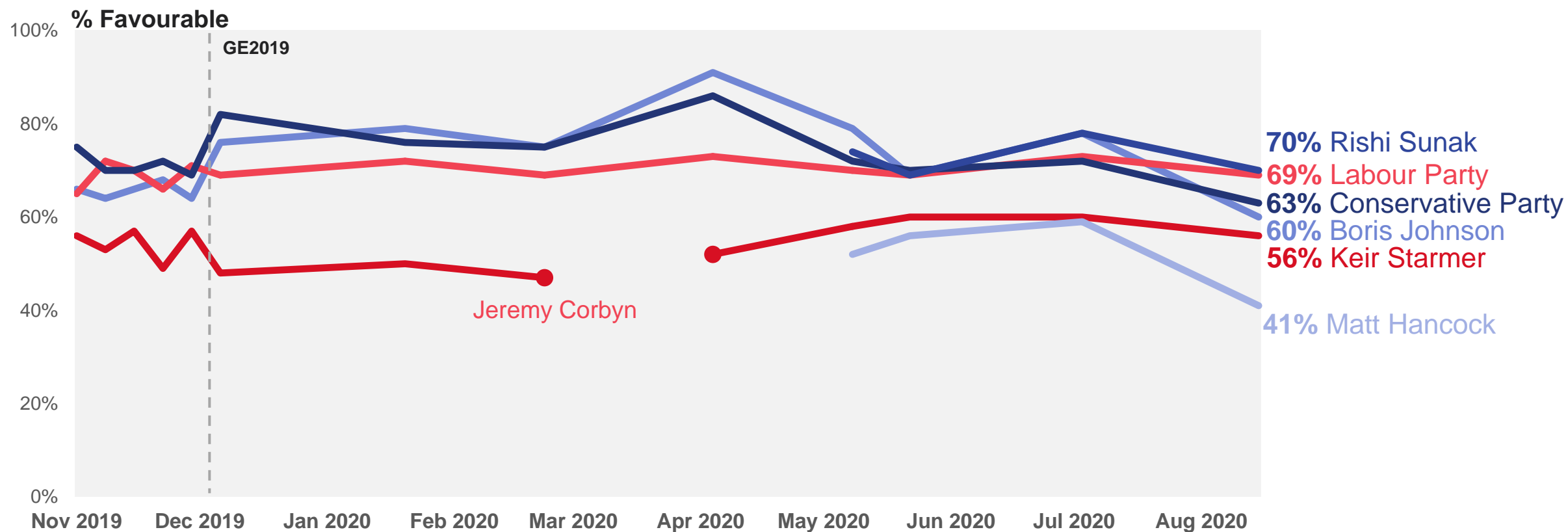


Base: c.1000 British adults each month.

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?

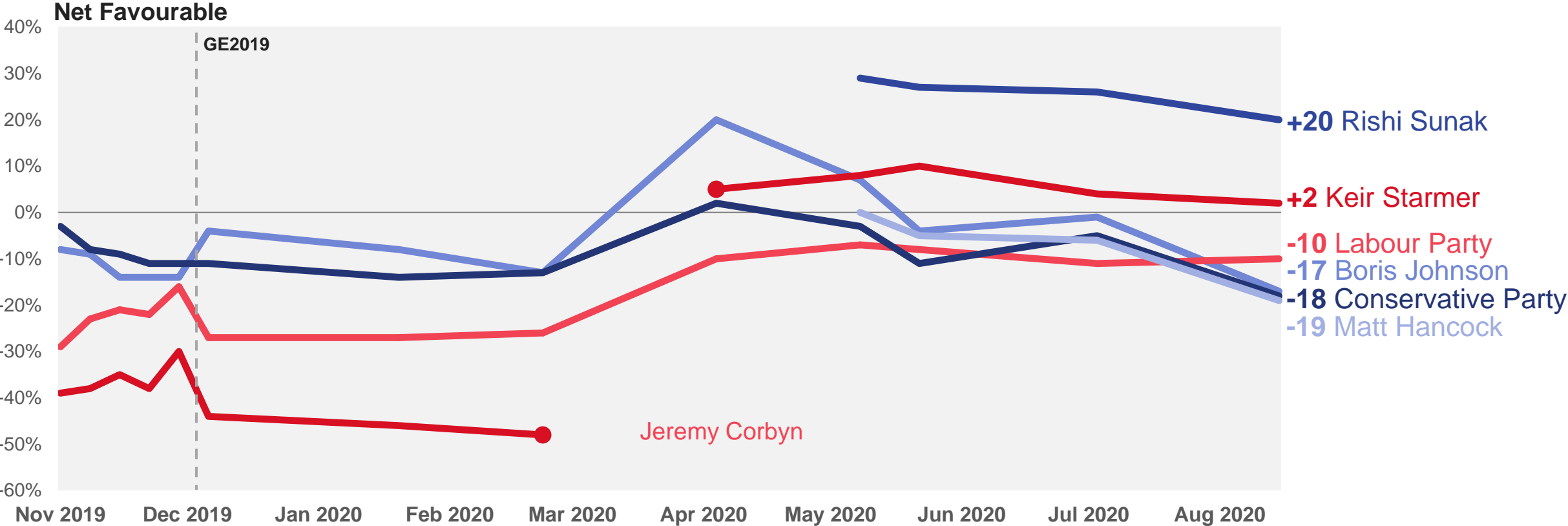


Base: c.300-400 British adults each month who voted for the respective party at the last General Election

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

21 – 24 August 2020



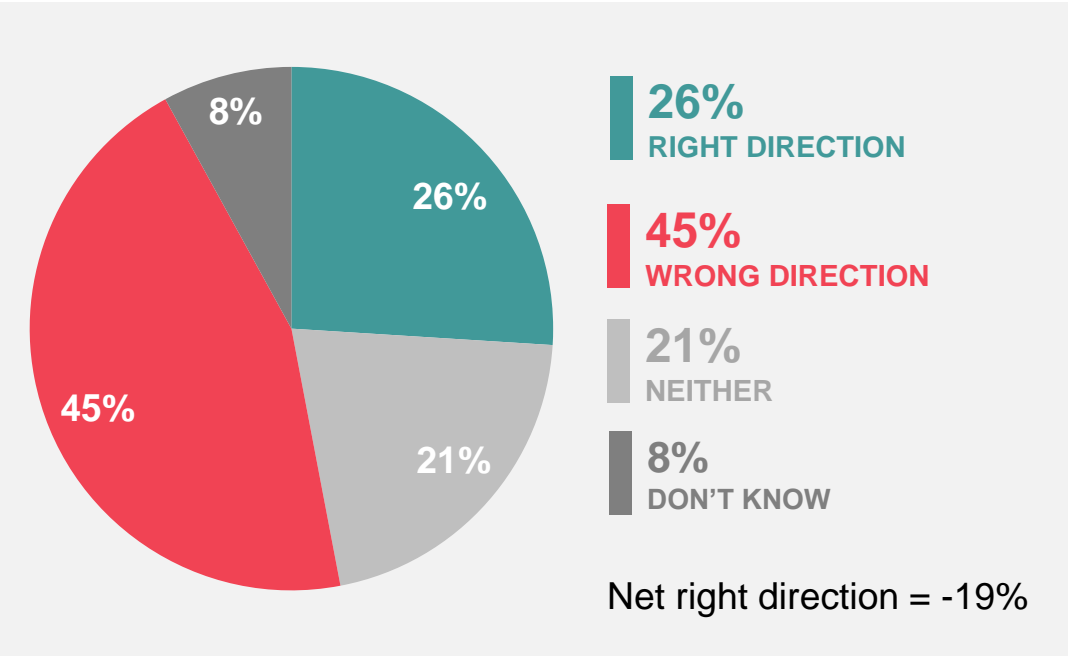
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Direction of the country

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

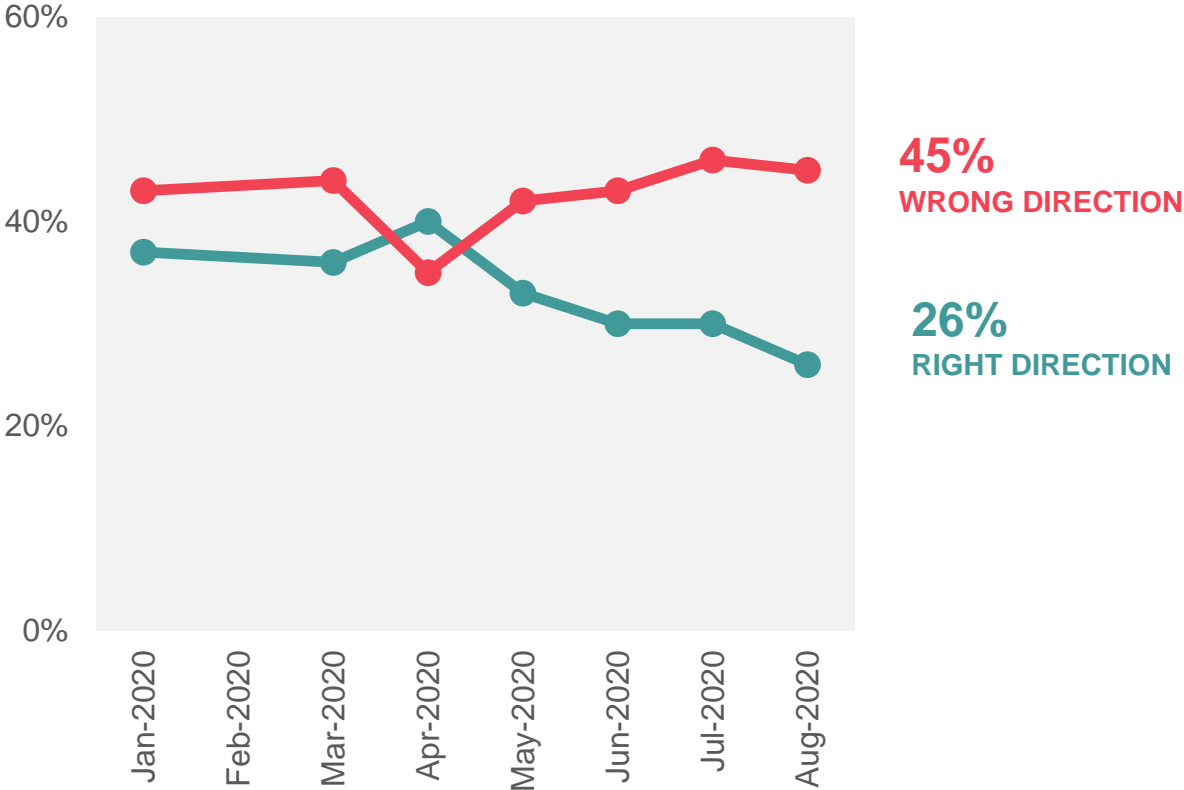
21 – 24 August 2020



Base: 1119 Online British adults 18+, 21 – 24 August 2020.

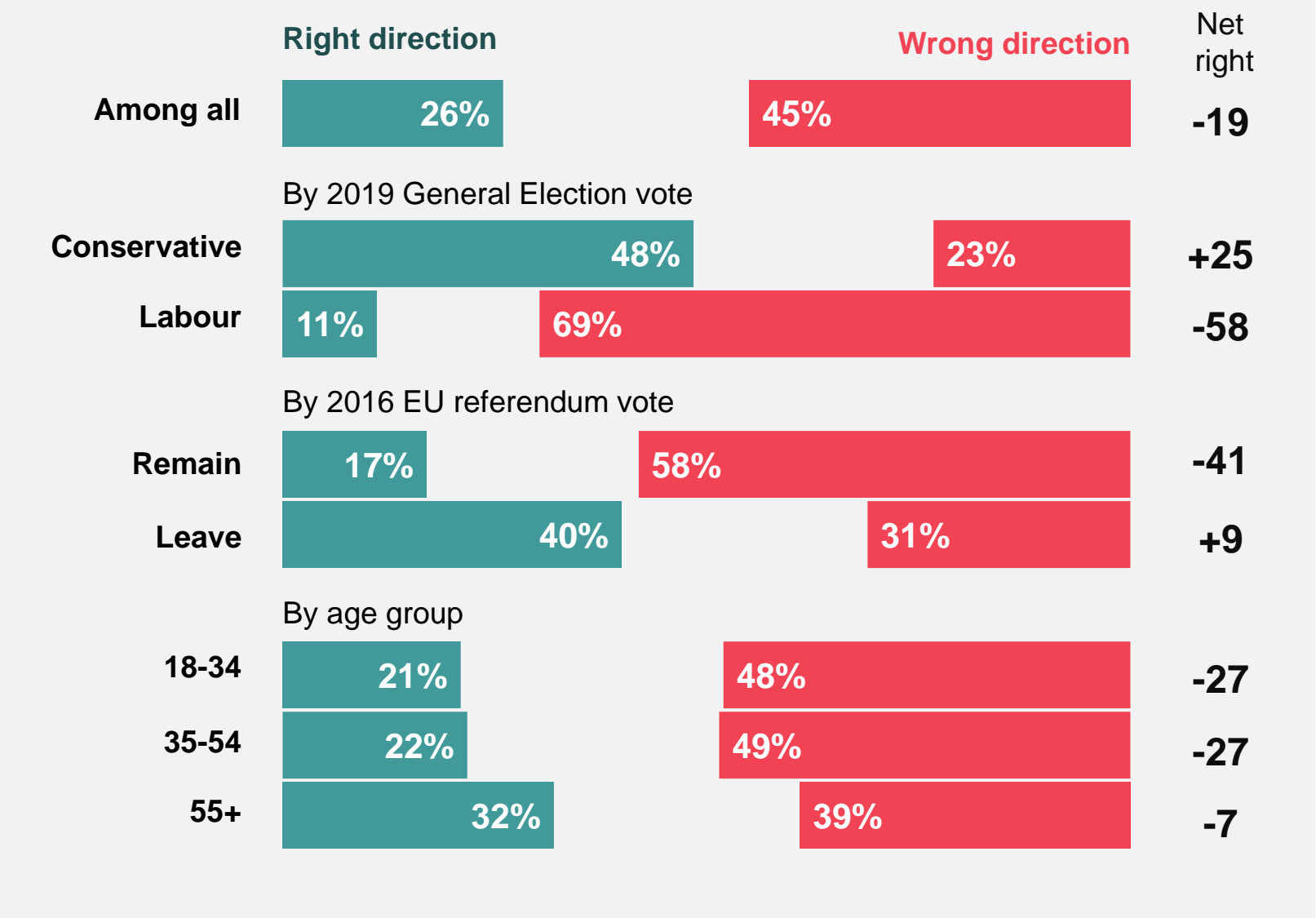
Source: Ipsos MORI

January - August 2020



Direction of the country

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

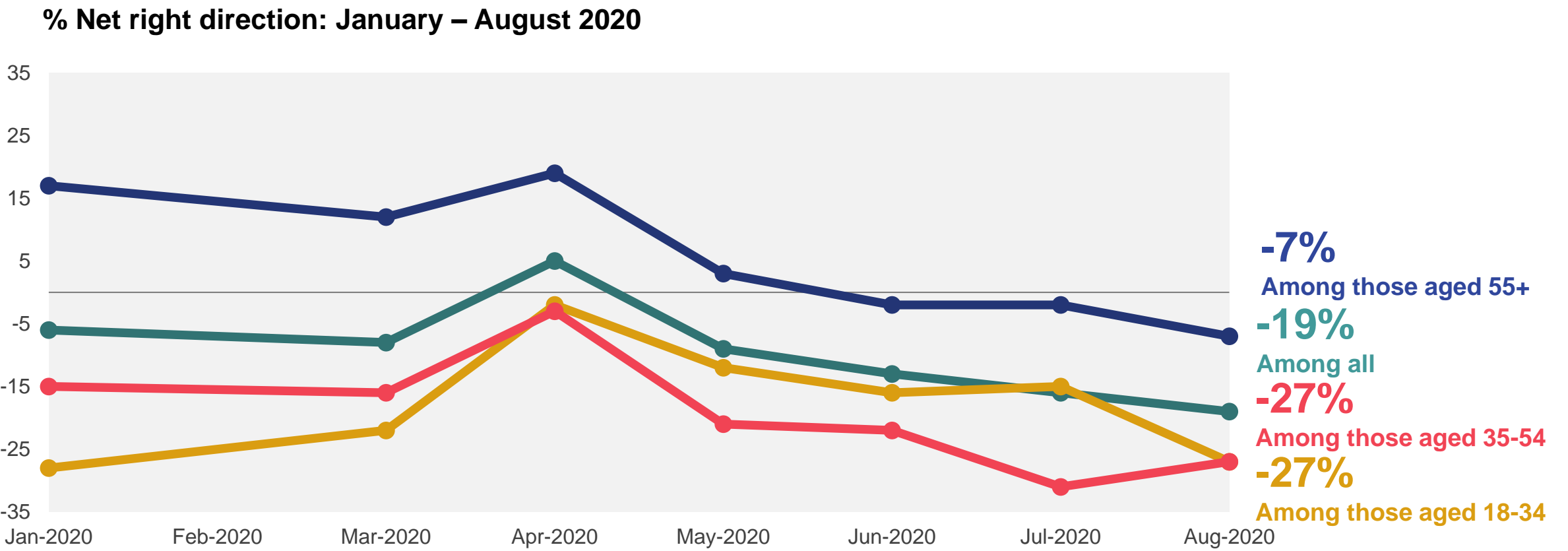


Base: 1119 Online British adults 18+, 2019 Conservative voters (329), 2019, Labour voters (321), 2016 Remain voters (496), Leave voters (403), 18-34 year olds (344), 35-54 (401), 55+ (374), 21 – 24 August 2020

Source: Ipsos MORI

Direction of the country: By age group

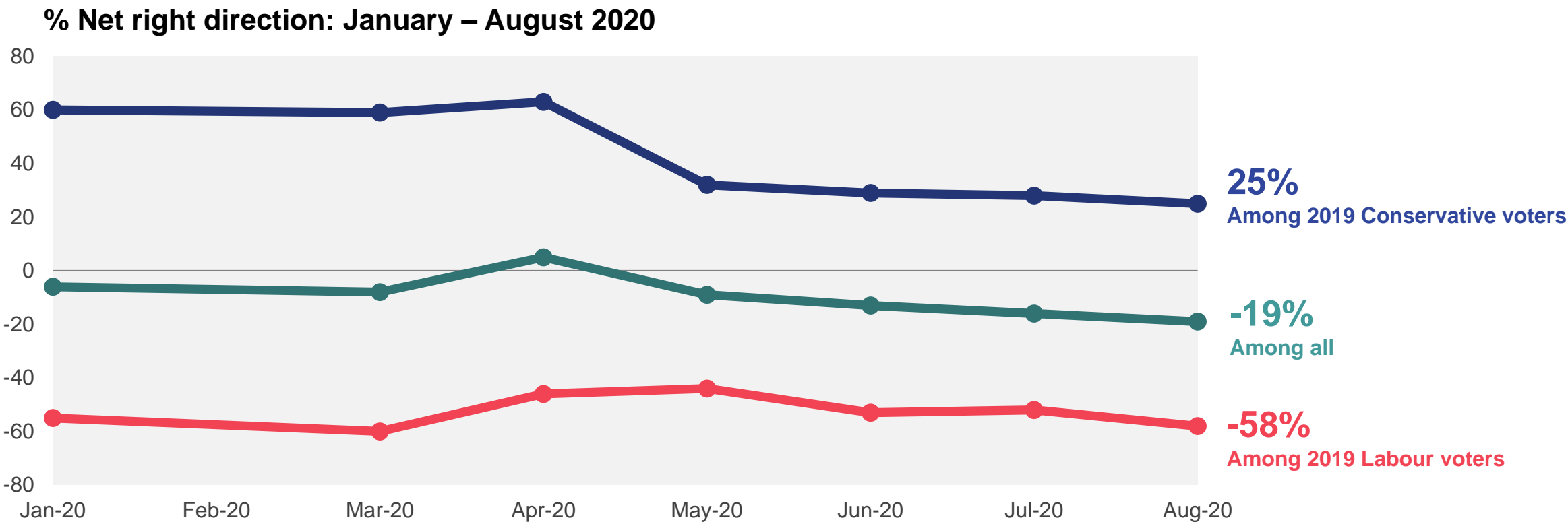
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

Direction of the country: By 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 August 2020

For more information

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