

# IPSOS MORI POLITICAL PULSE

January 2021

Ipsos MORI







# FAVOURABILITY TOWARDS POLITICIANS AND POLITICAL PARTIES

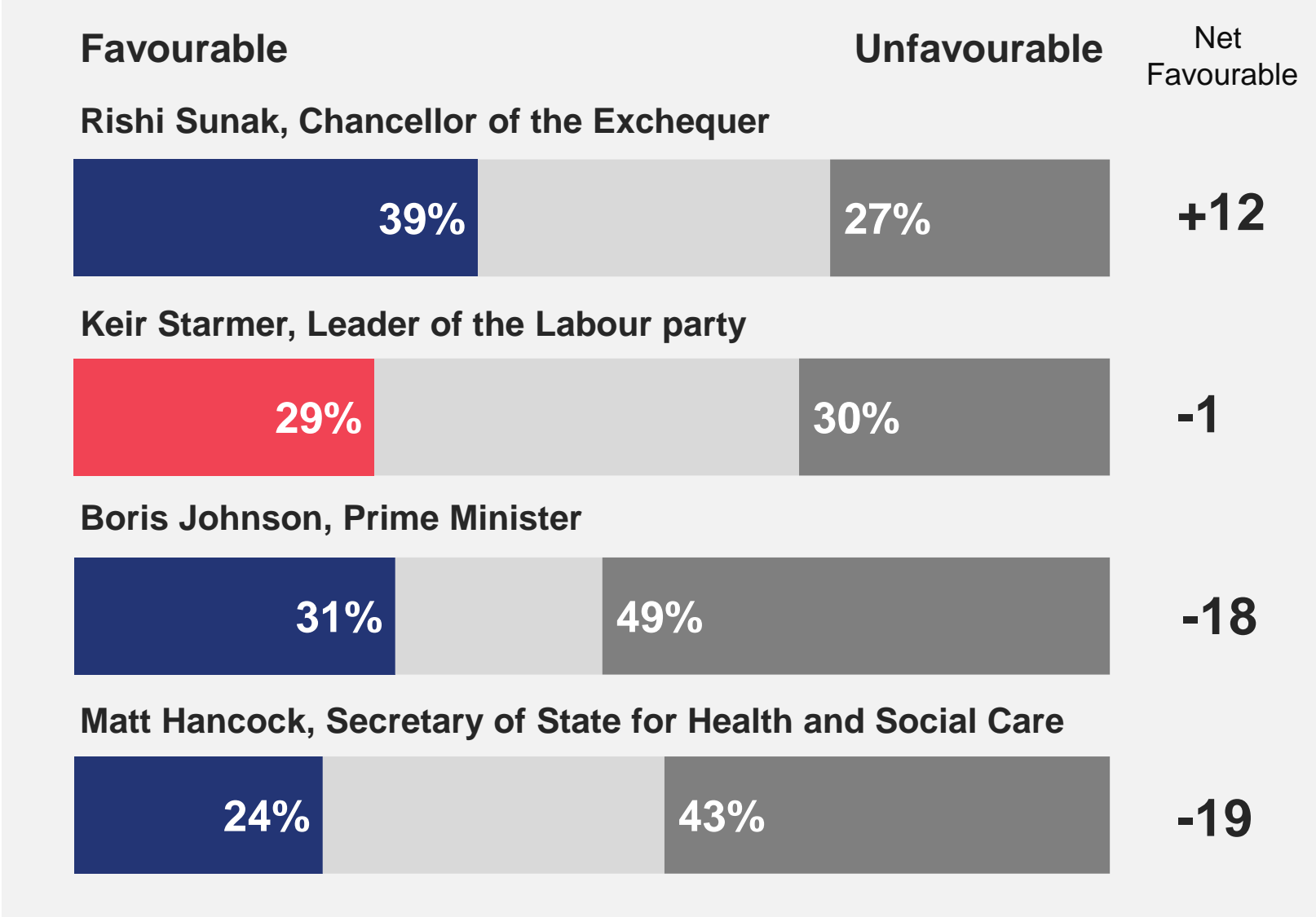
January 2021

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?

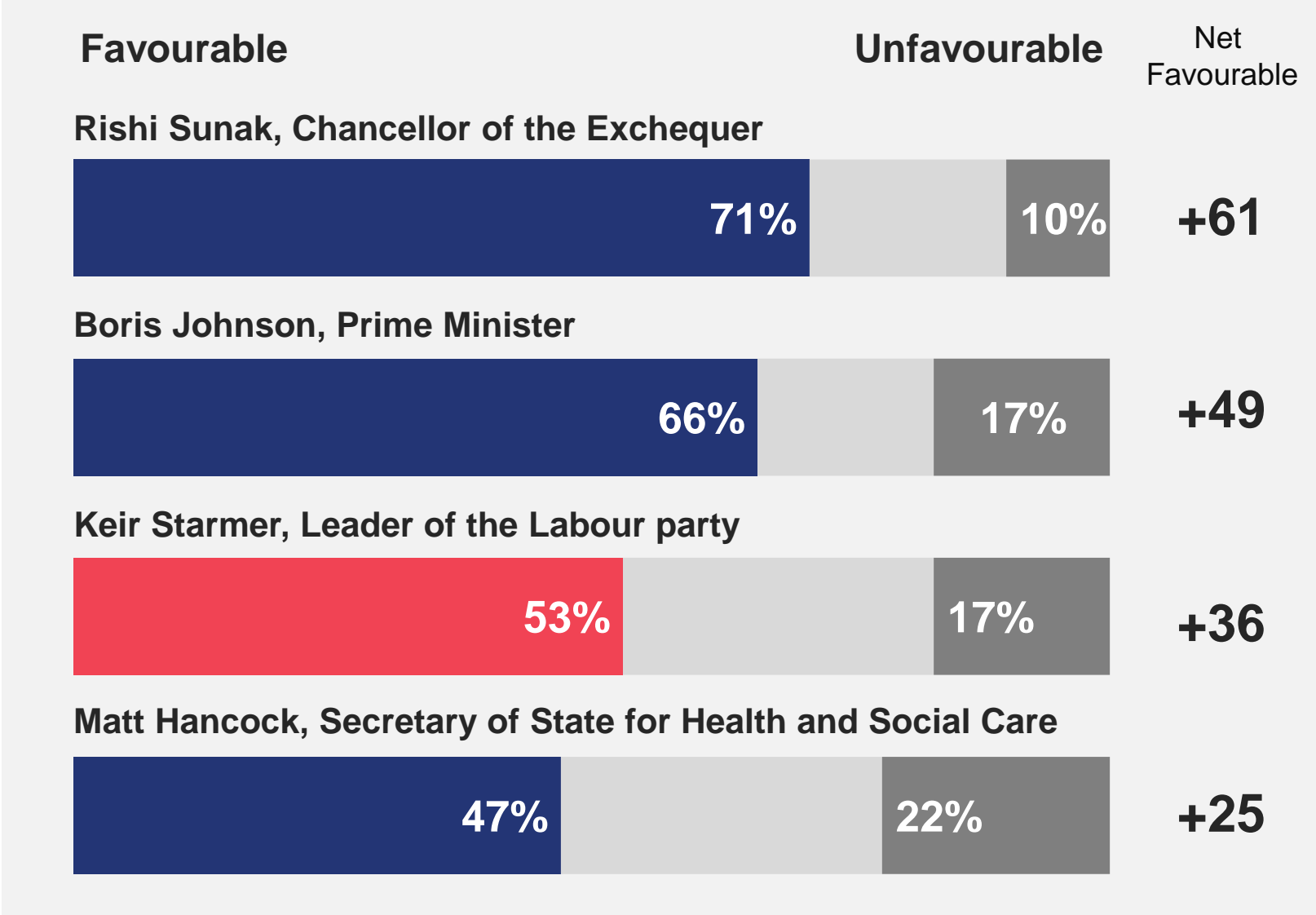


Base: 1,115 Online British adults aged 18+, 8-11 January 2021

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: 1,115 Online British adults 18+, 2019 Conservative party supporters (327), 2019 Labour party supporters (305), 8-11 January 2021.

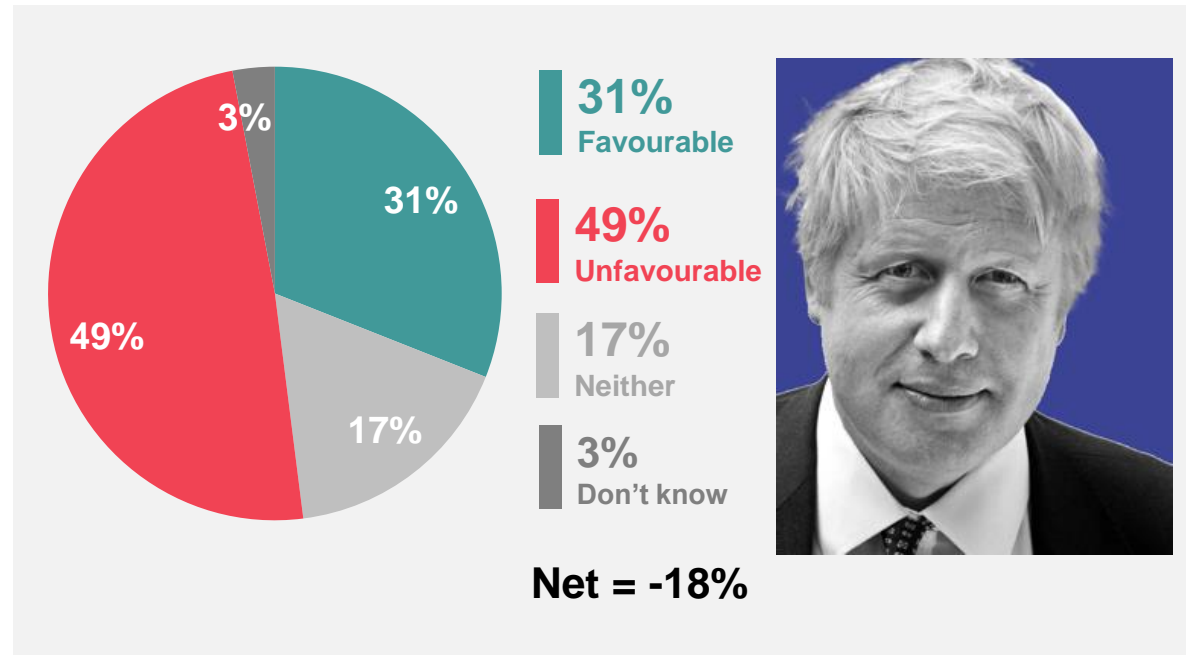
Source: Ipsos MORI



# 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

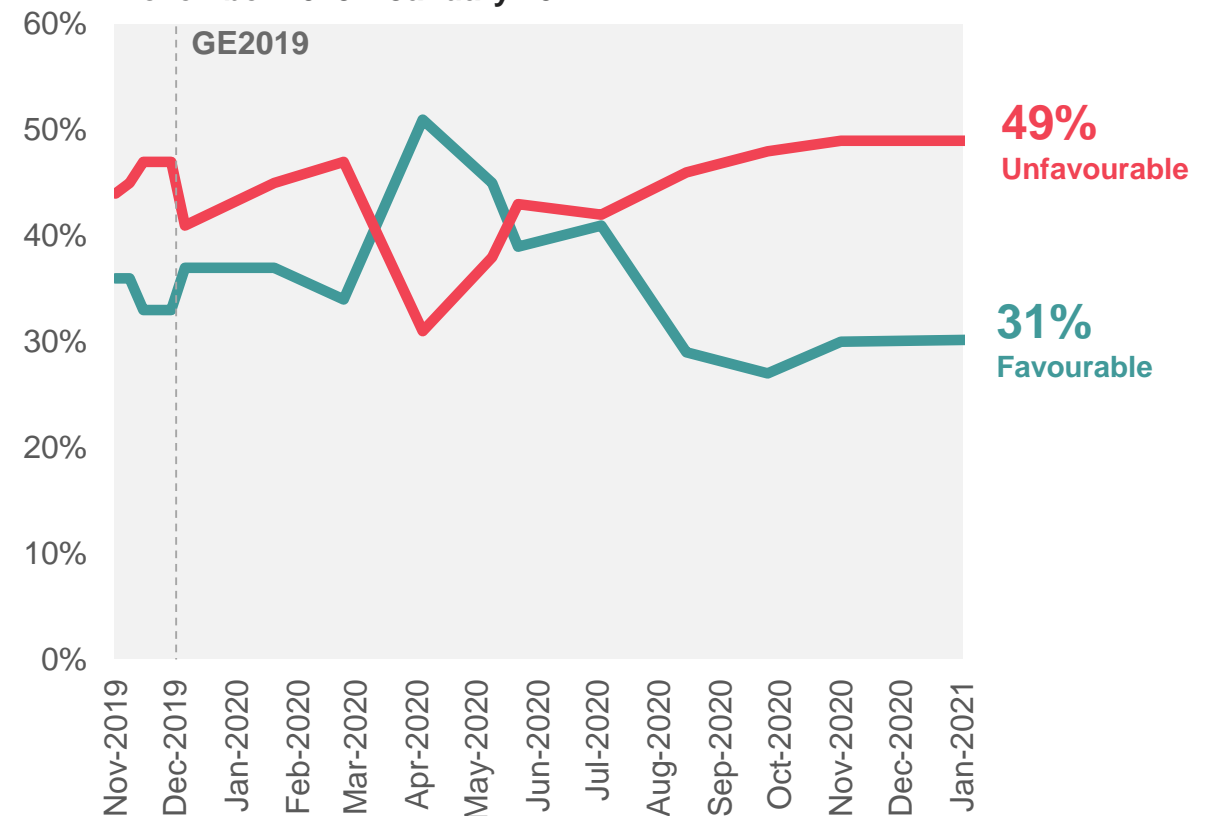
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

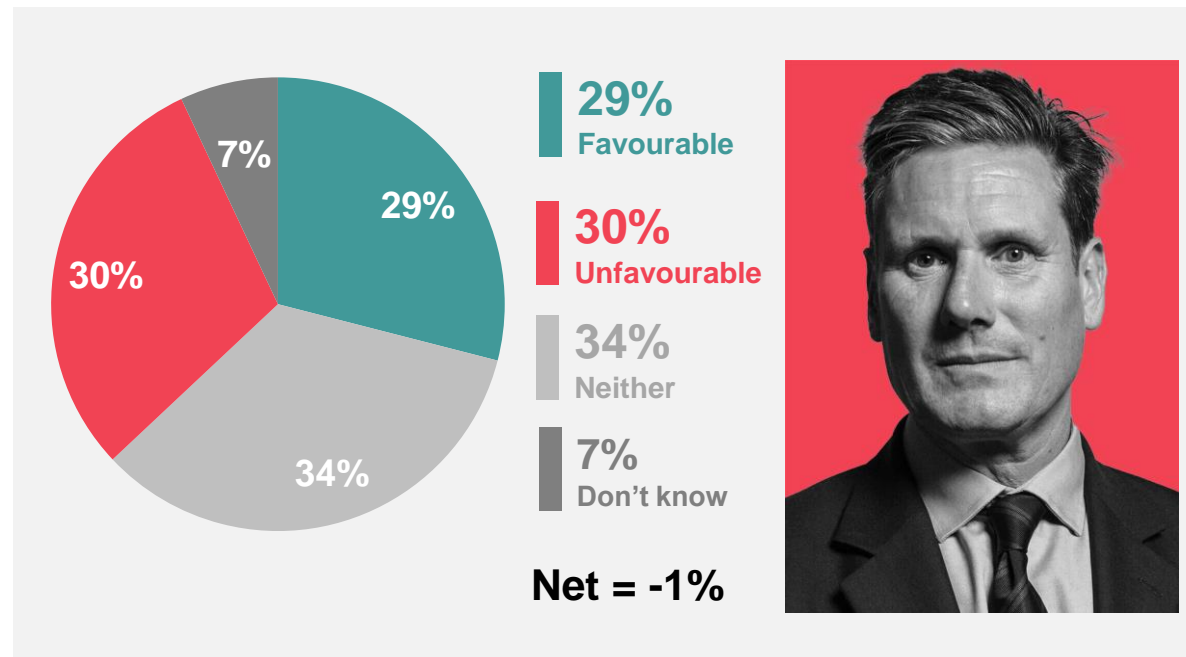
November 2019 – January 2021



# 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

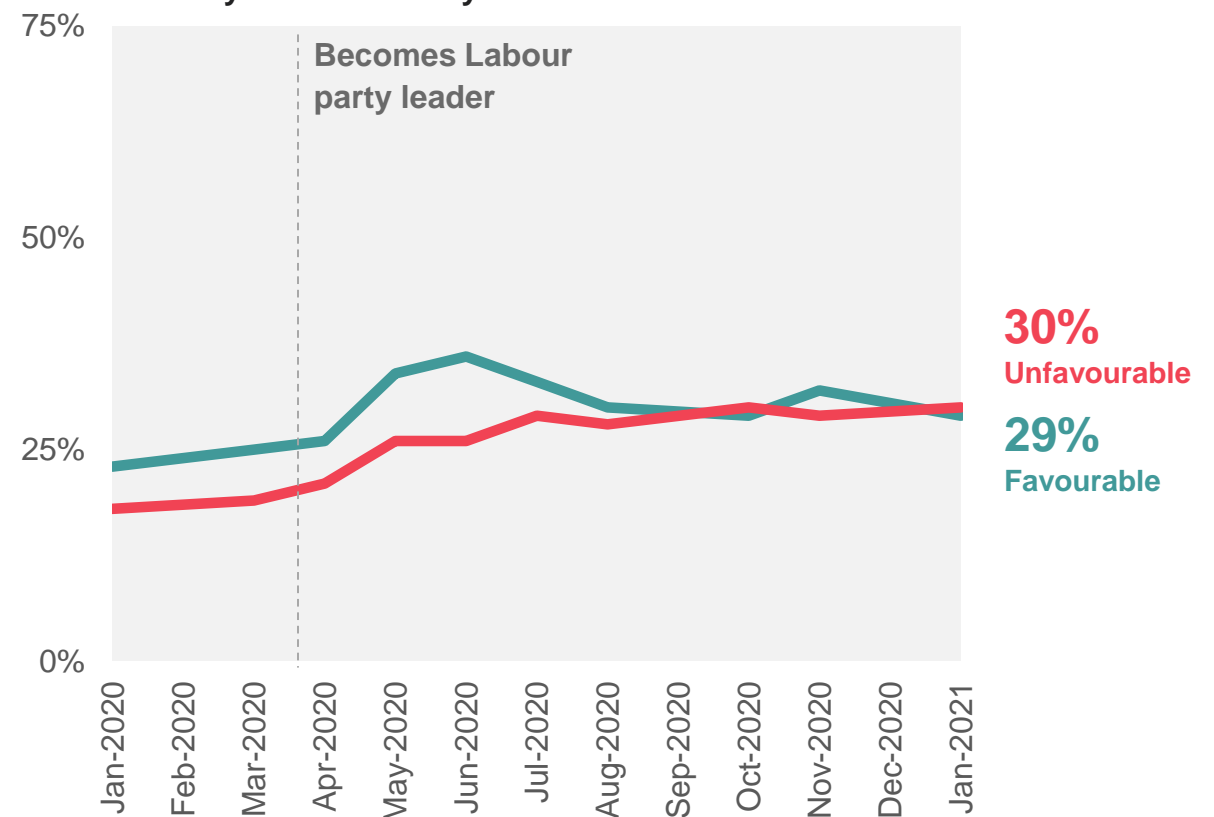
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

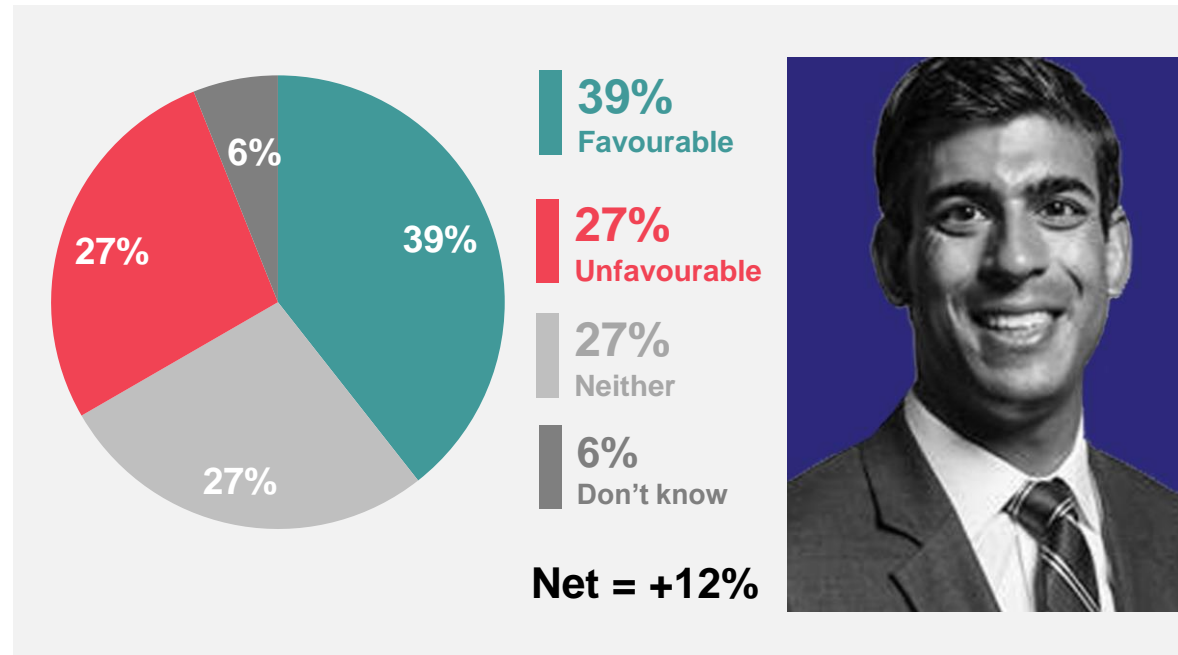
January 2020 – January 2021



# 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

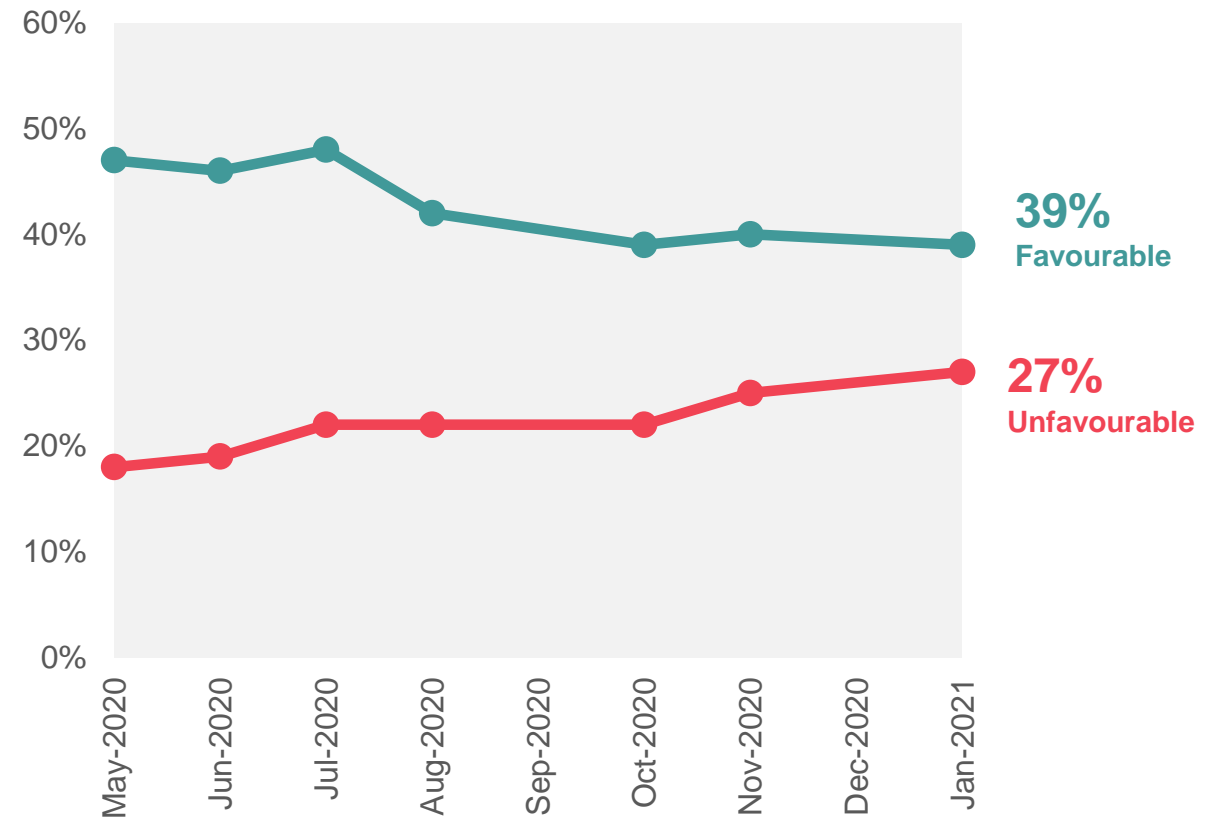
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

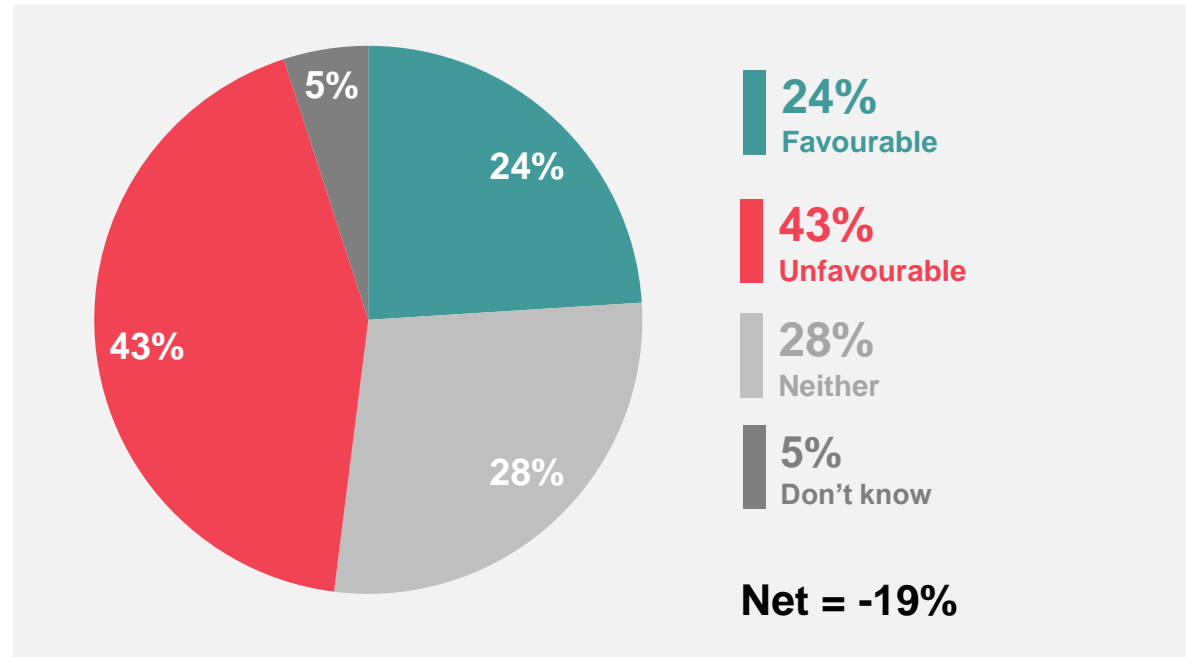
May 2020 – January 2021



# Matt Hancock: Favourability

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

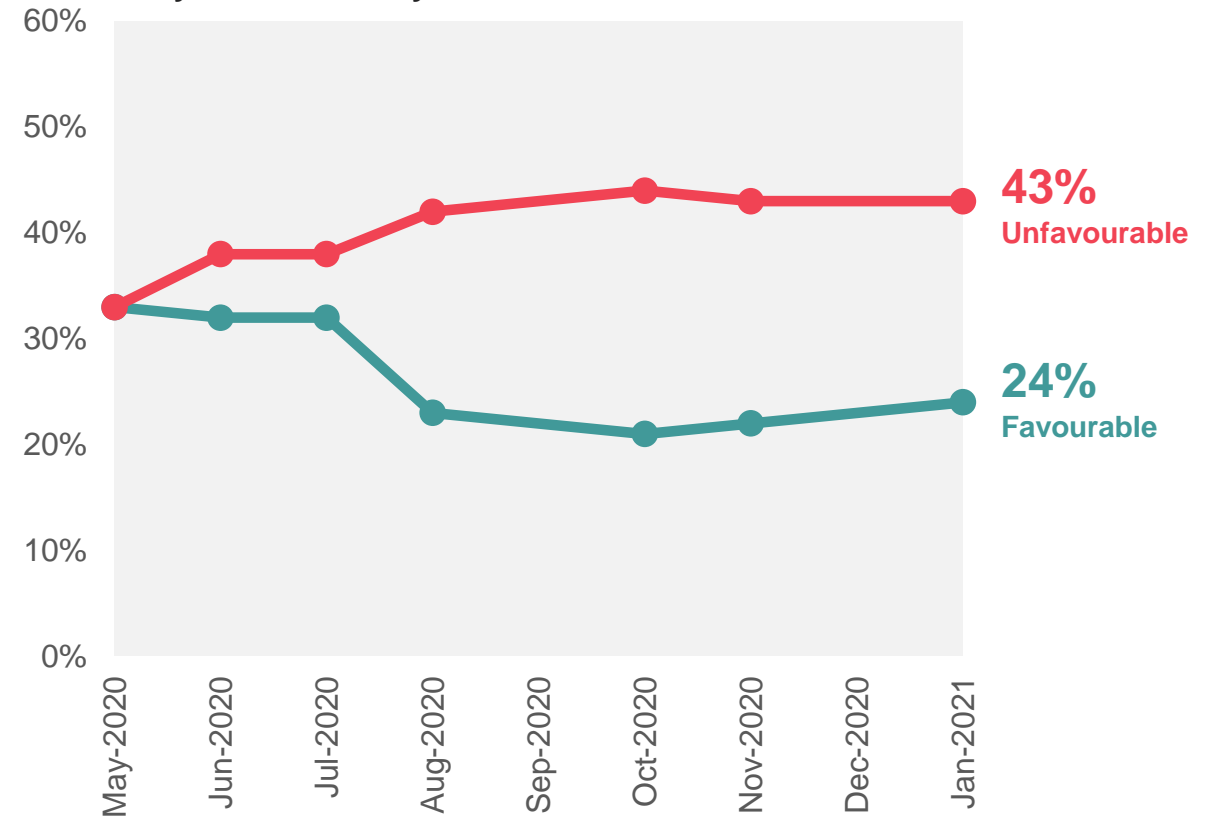
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

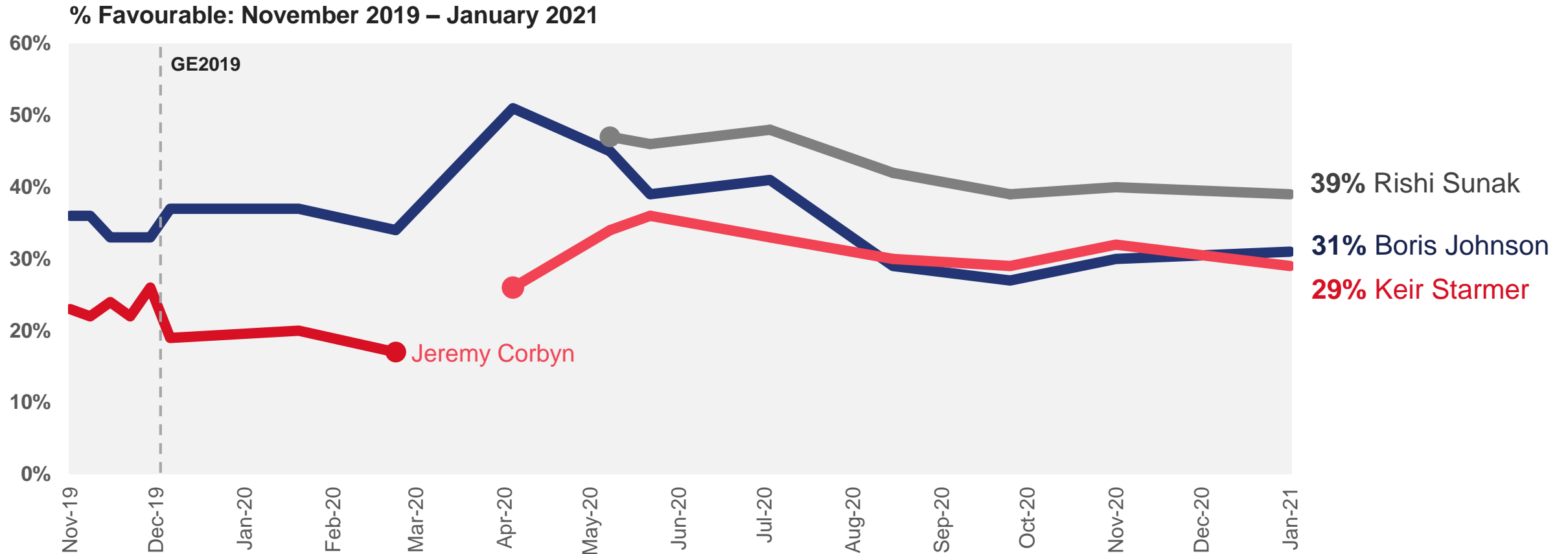
May 2020 – January 2021





# Political leaders: Favourability

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

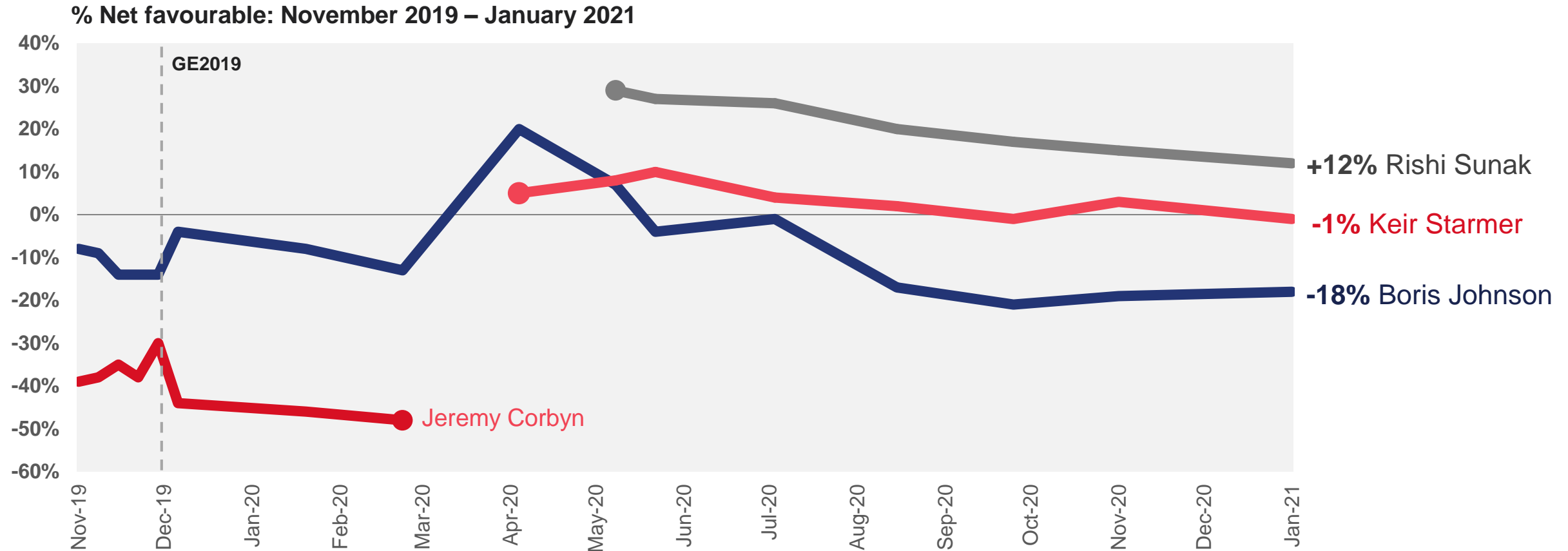


Base: c.1000 British adults each month.

Source: Ipsos MORI

# Political leaders: Net favourability

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

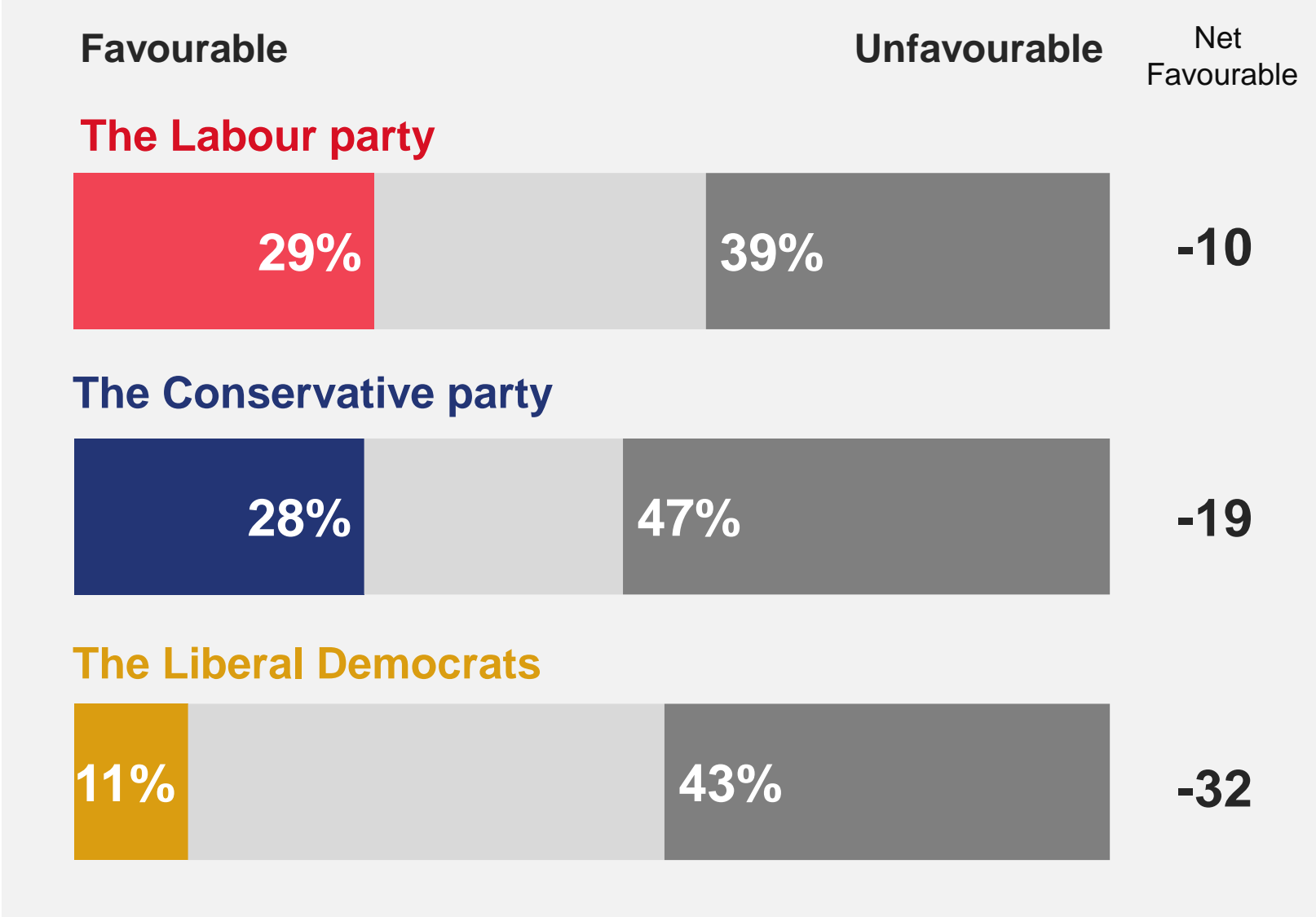


Base: c.1000 British adults each month.

Source: Ipsos MORI

# Favourability towards political parties

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



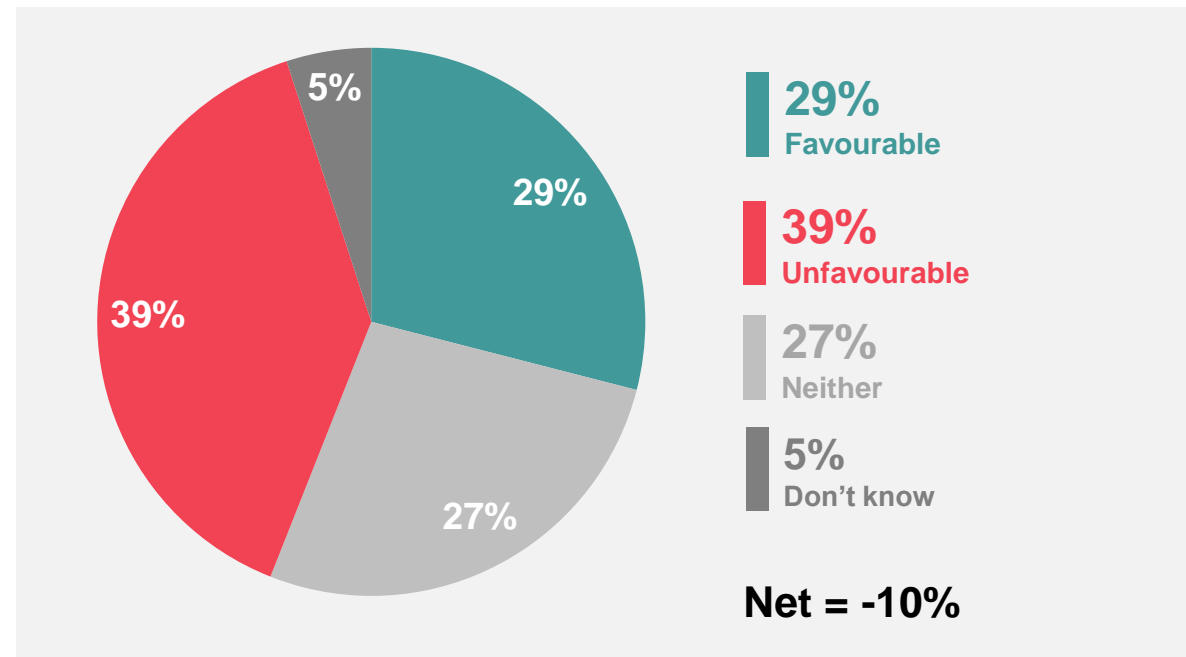
Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

# The Labour party: Favourability

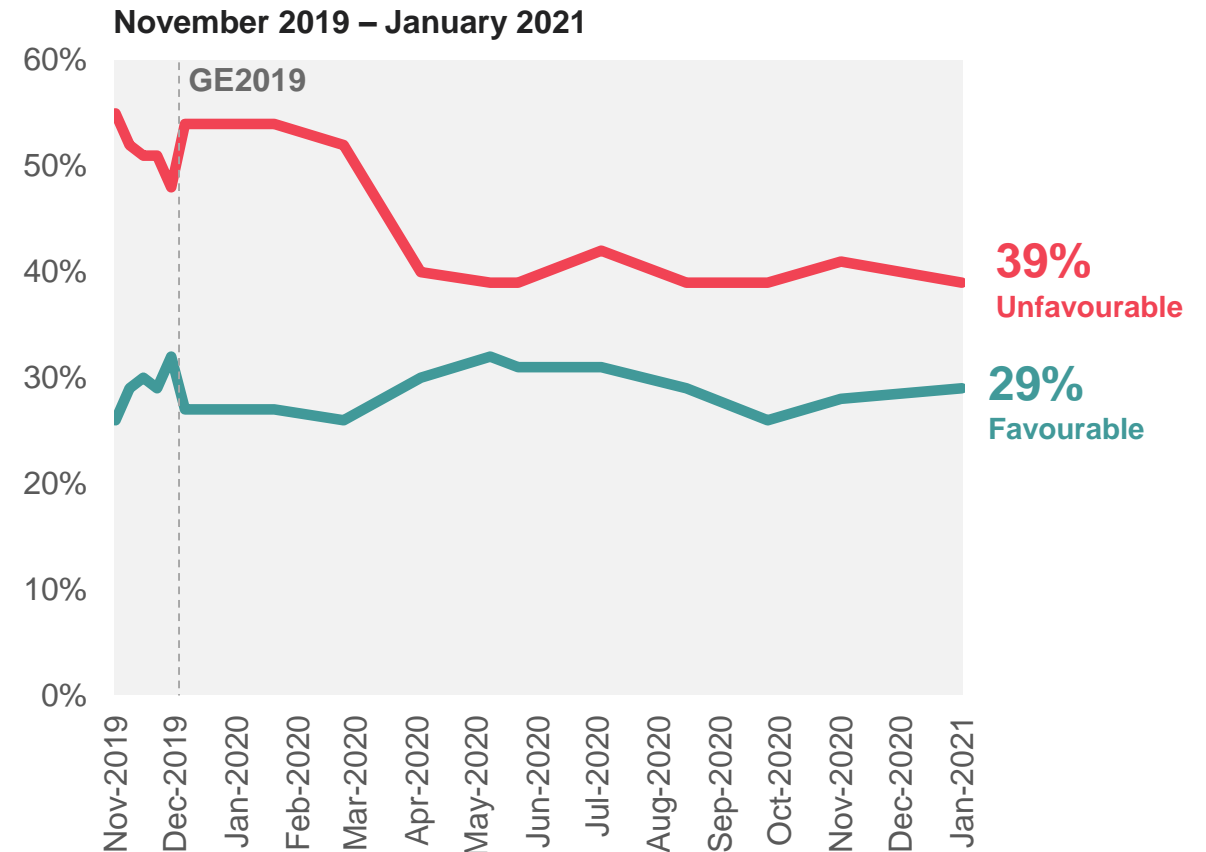
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour party

January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

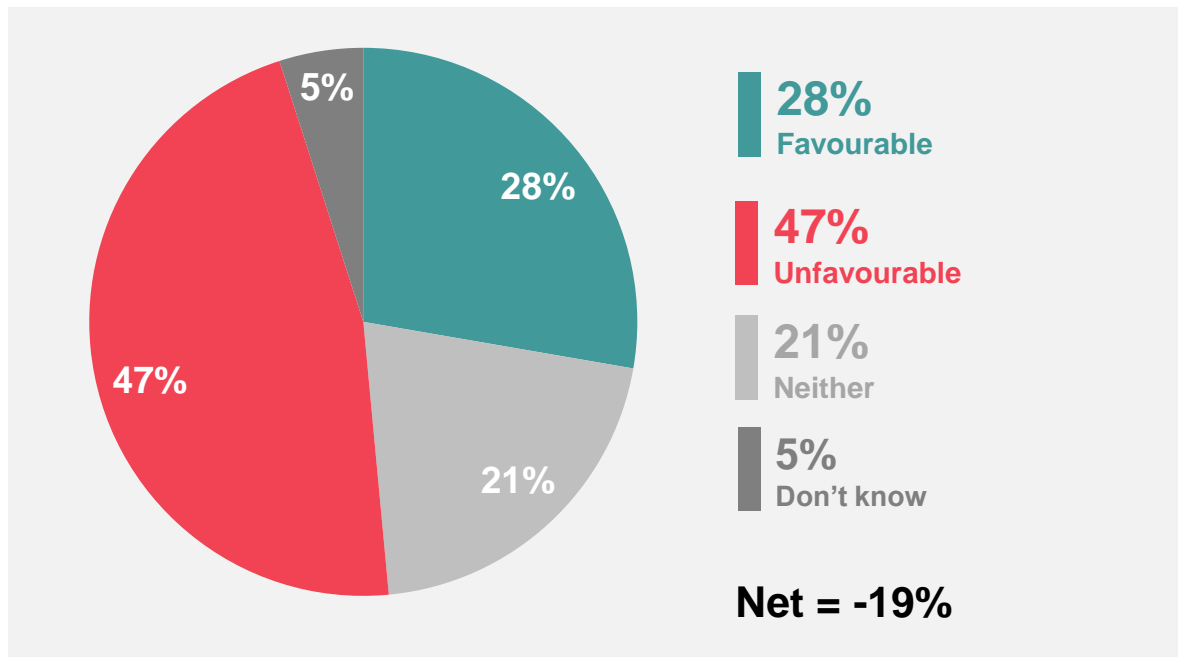




# The Conservative party: Favourability

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

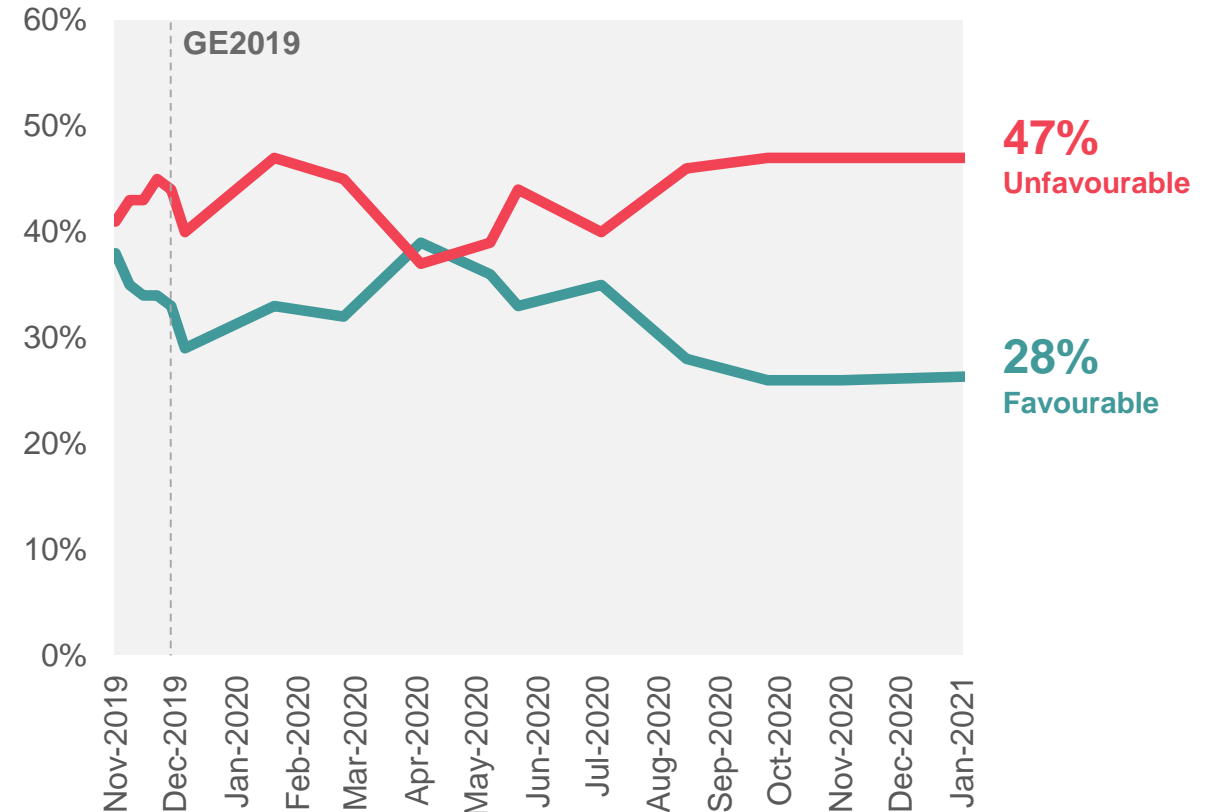
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

Source: Ipsos MORI

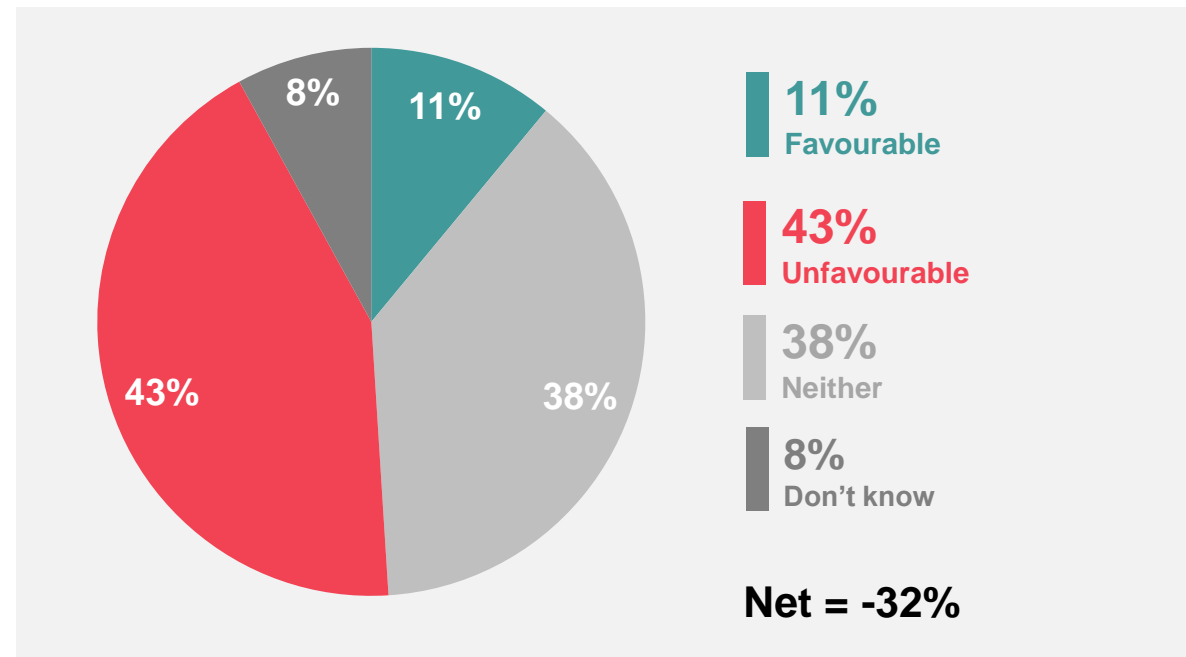
November 2019 – January 2021



# The Liberal Democrats: Favourability

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

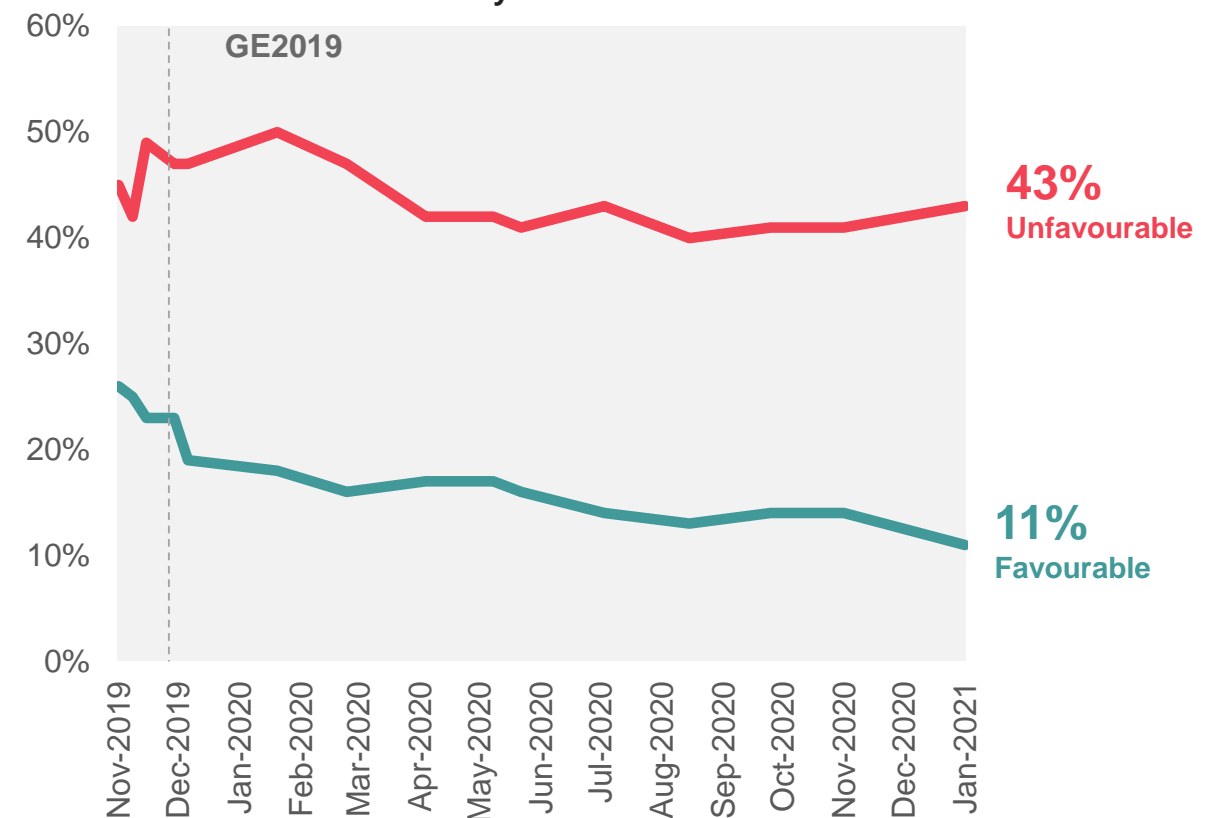
January 2021



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

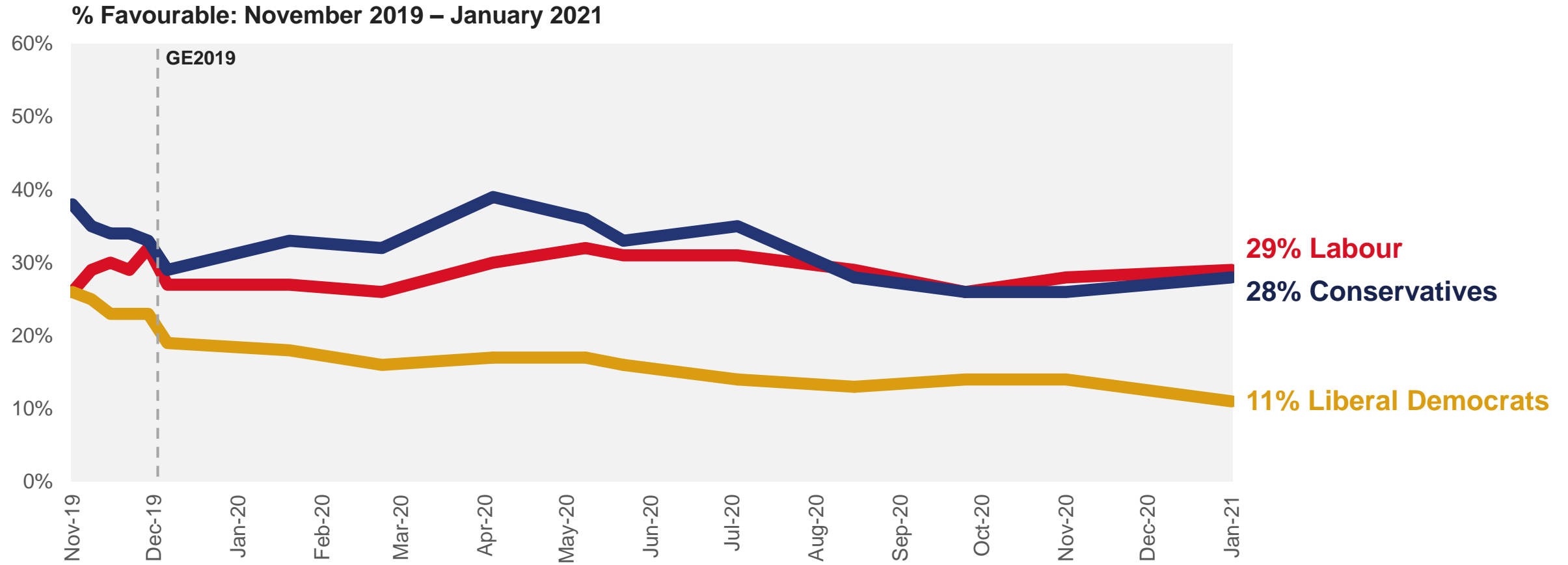
Source: Ipsos MORI

November 2019 – January 2021



# Political parties: Favourability

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

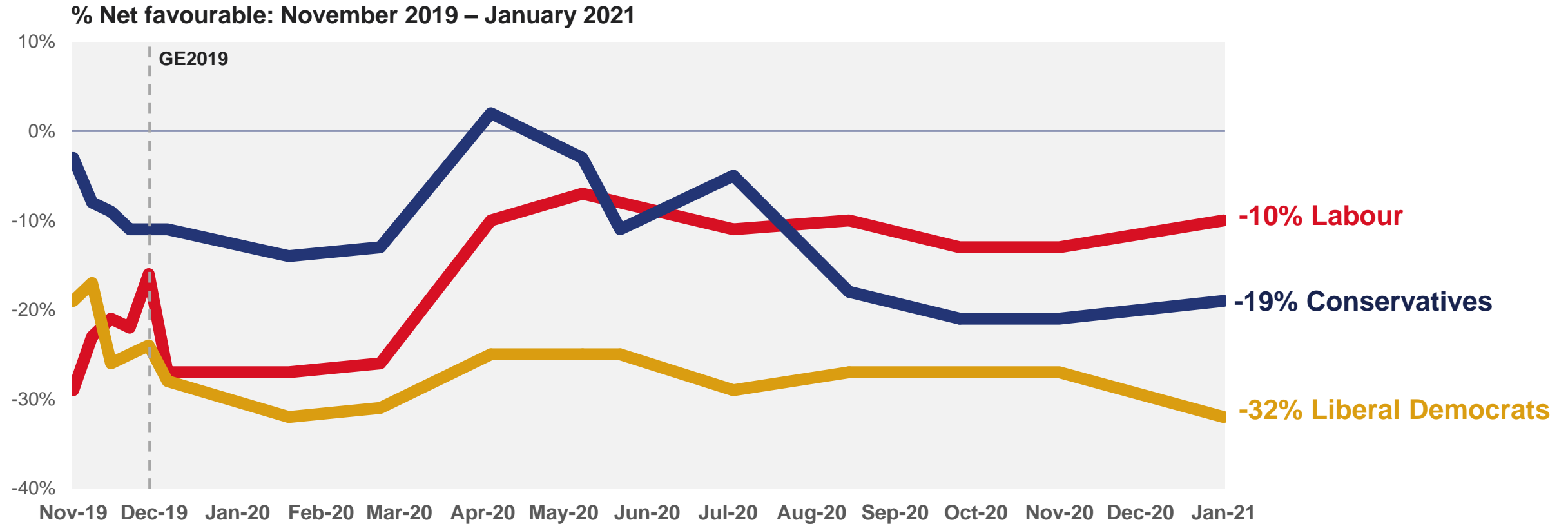


Base: c.1000 British adults each month.

Source: Ipsos MORI

# Political parties: 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

January 2021



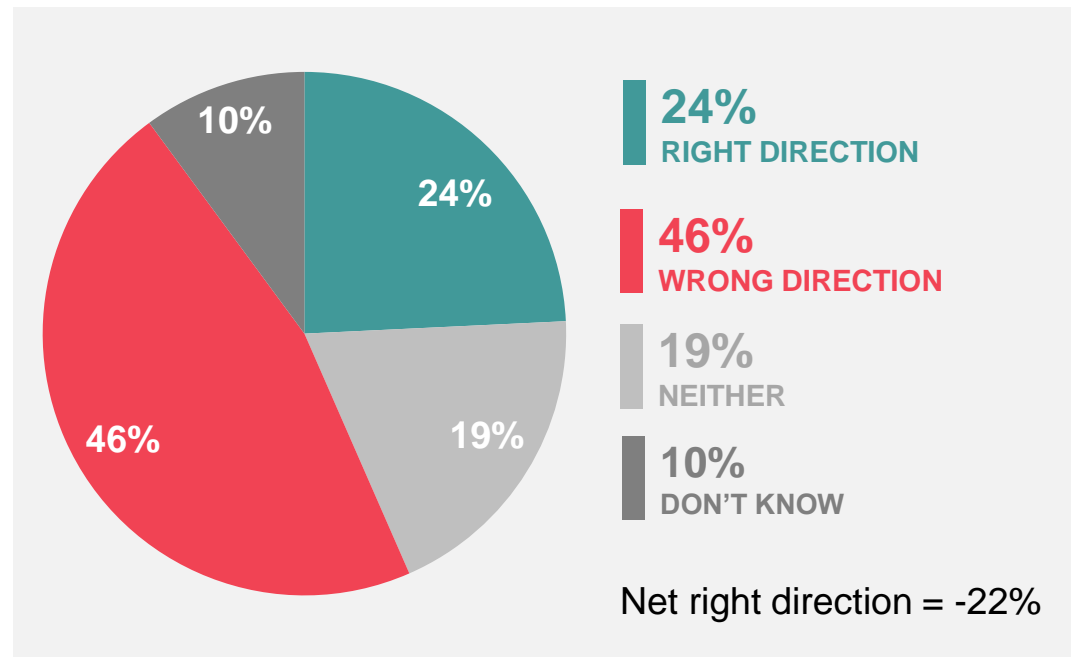
Ipsos MORI



# Direction of the country

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

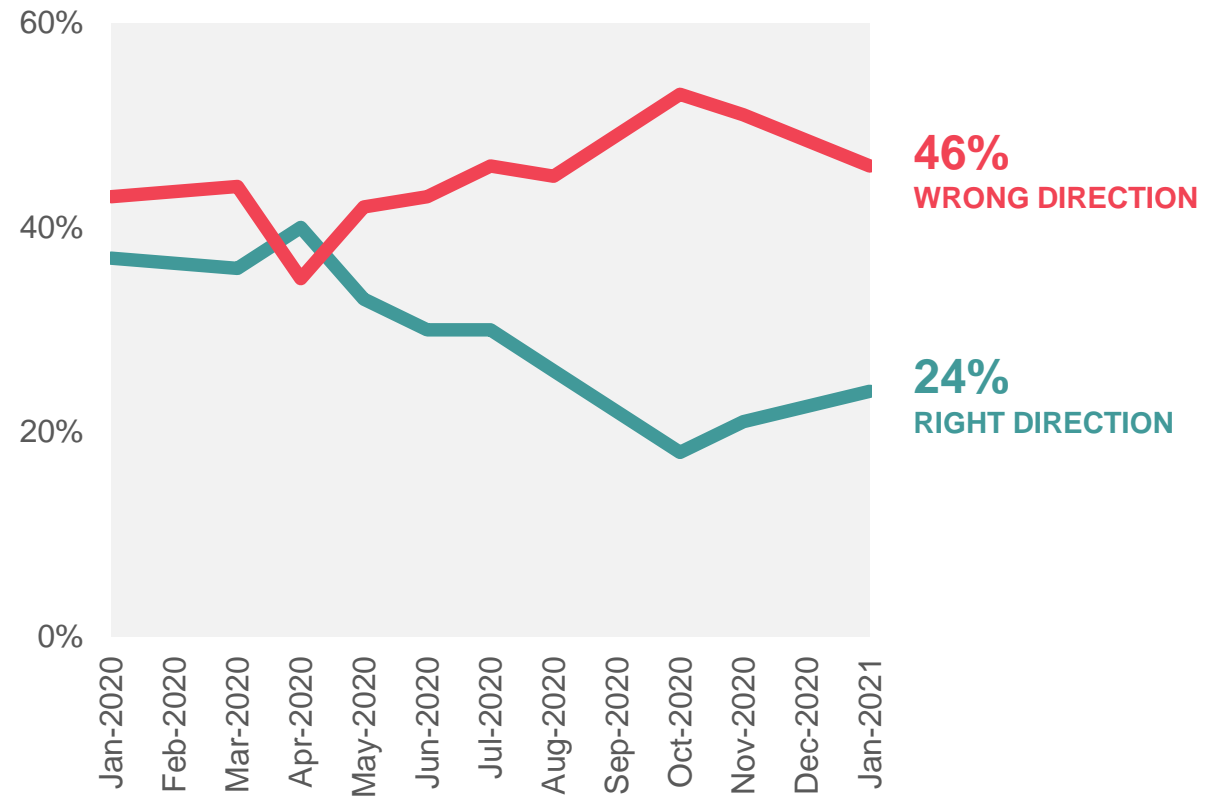
January 2020



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

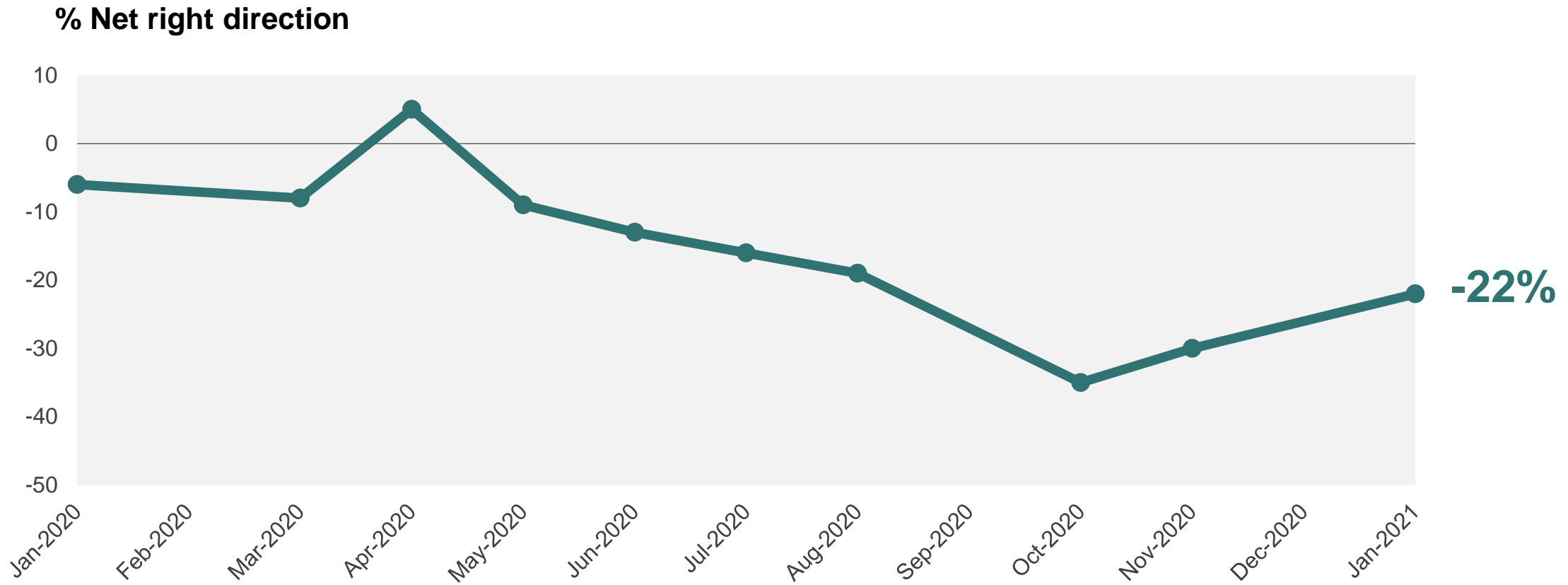
Source: Ipsos MORI

January 2020 – January 2021



# Direction of the country: January 2020 – January 2021

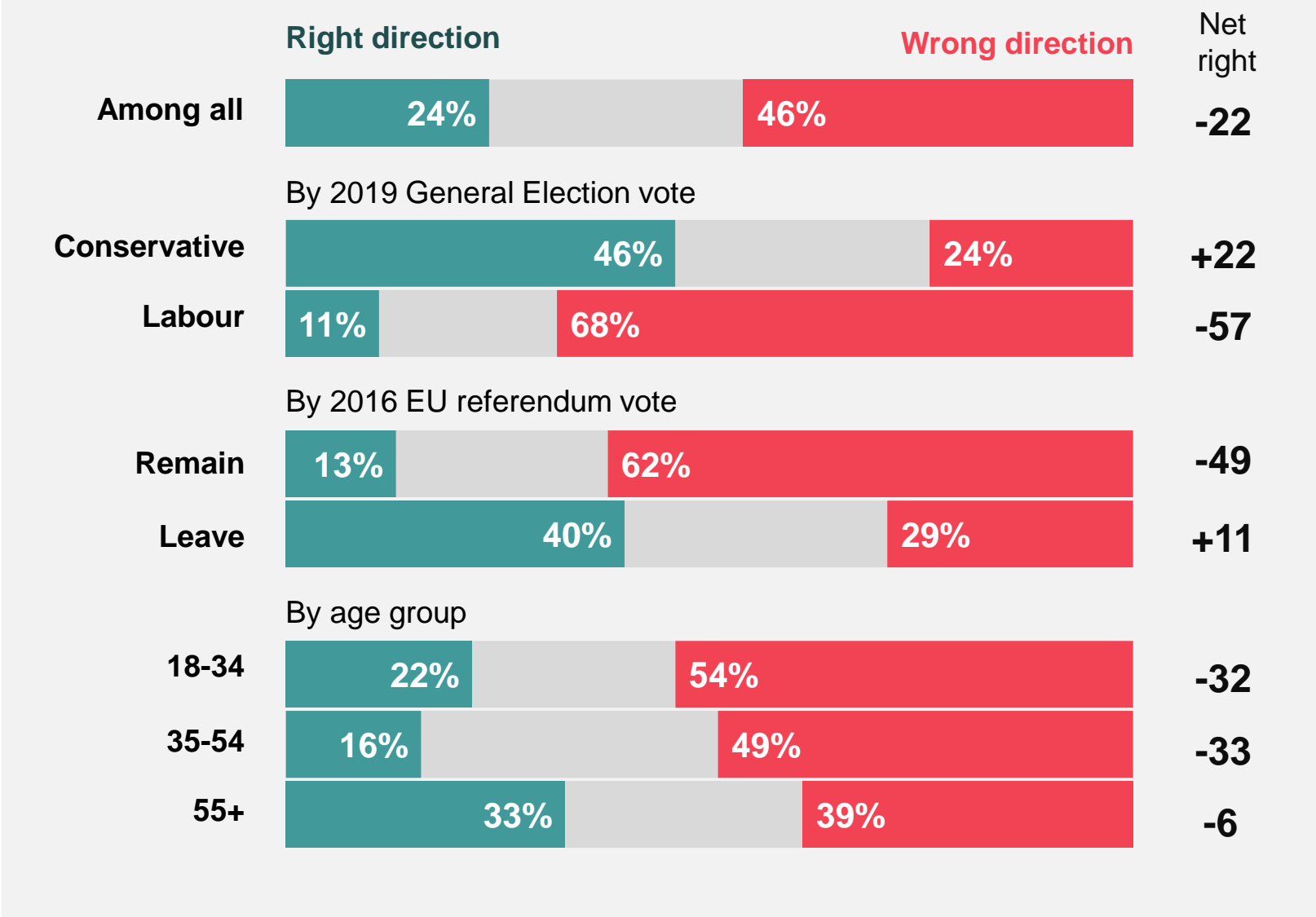
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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

# Direction of the country

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



Base: 1,115 Online British adults 18+, 2019 Conservative voters (327), 2019 Labour voters (305), 2016 Remain voters (462), Leave voters (406), 18-34 years old (360), 35-54 (380), 55+ (375), 8-11 January 2021.

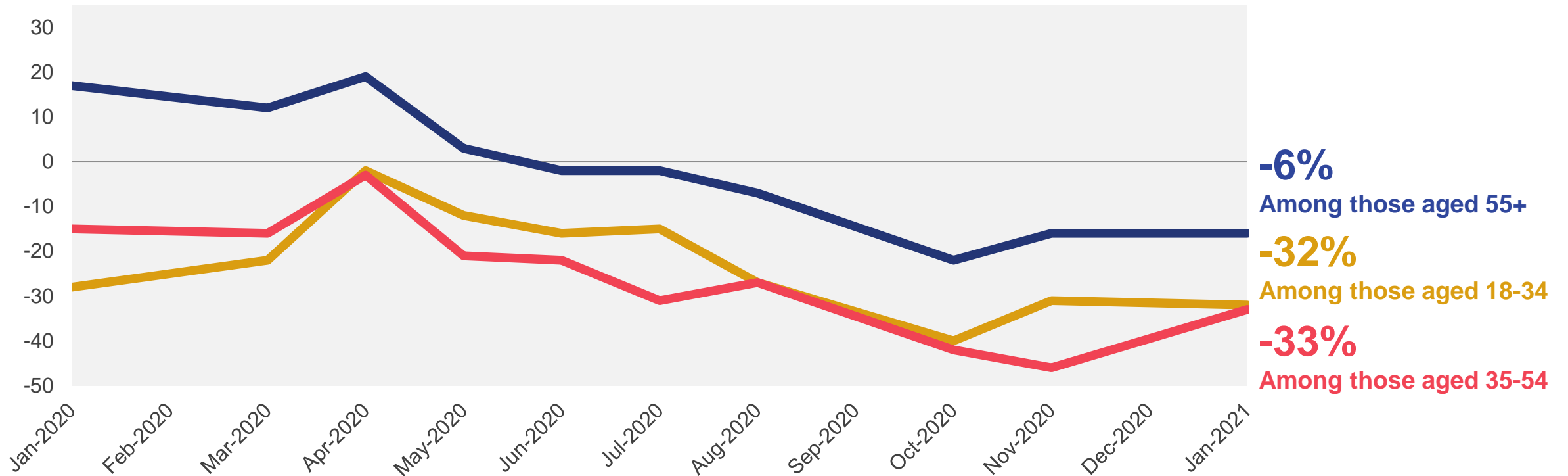
Source: Ipsos MORI



# 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?

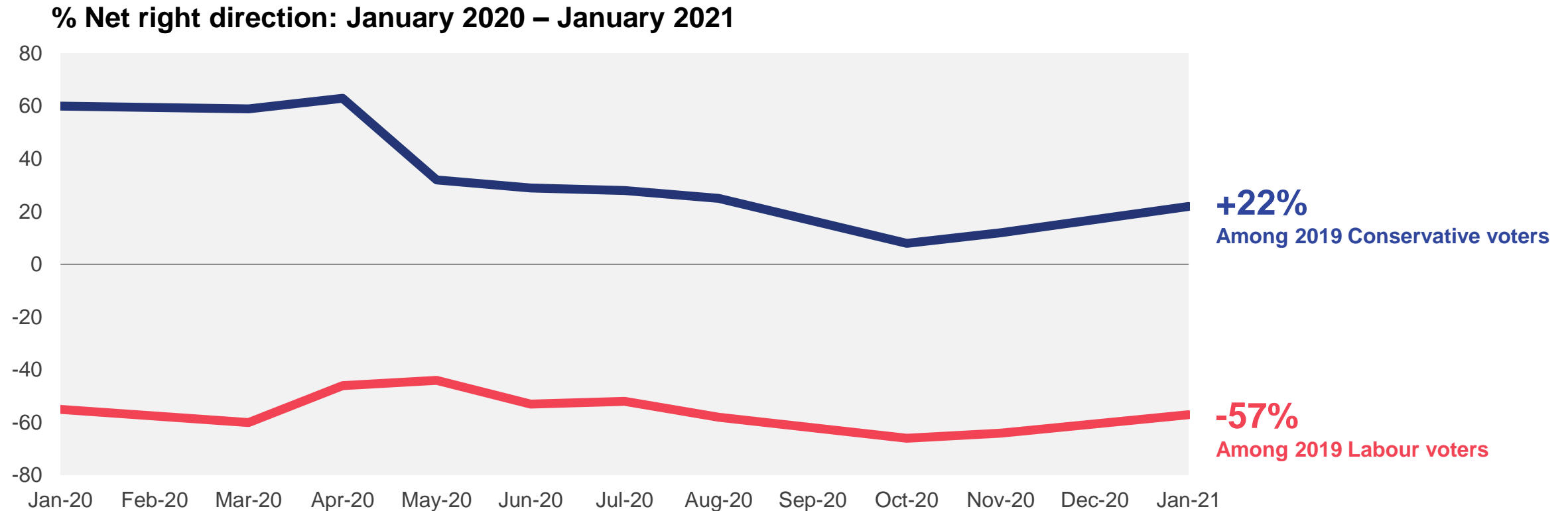
% Net right direction: January 2020 – January 2021



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+

# BREXIT

January 2021



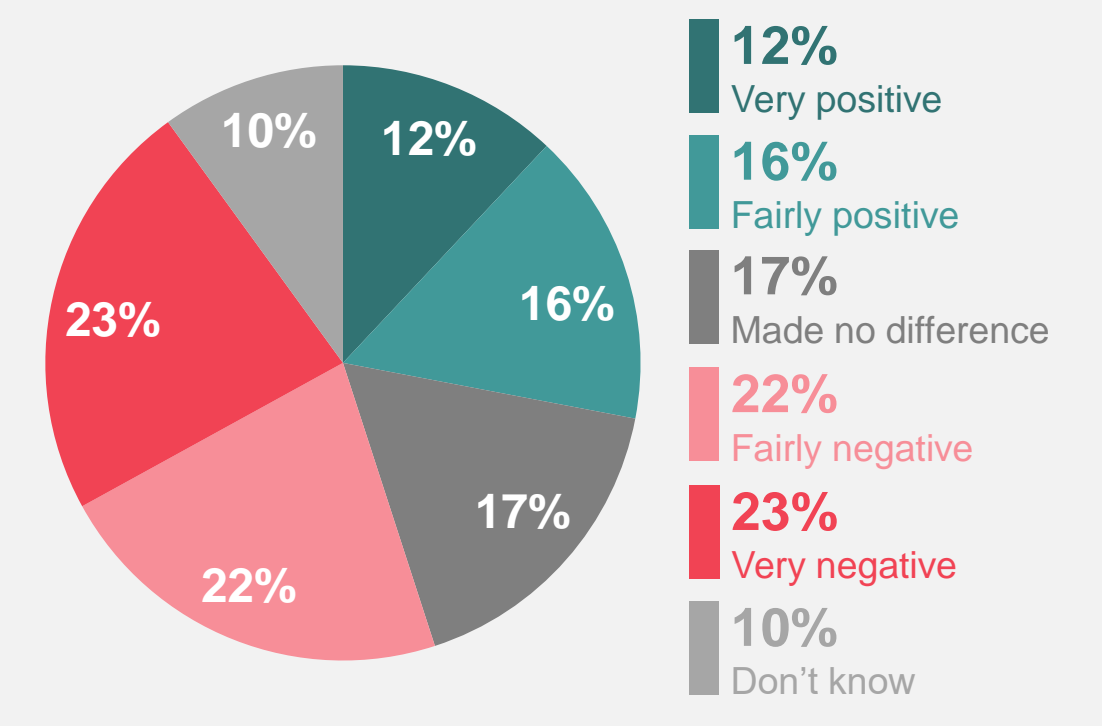
Ipsos MORI



# Impact of the UK's decision to leave the European Union

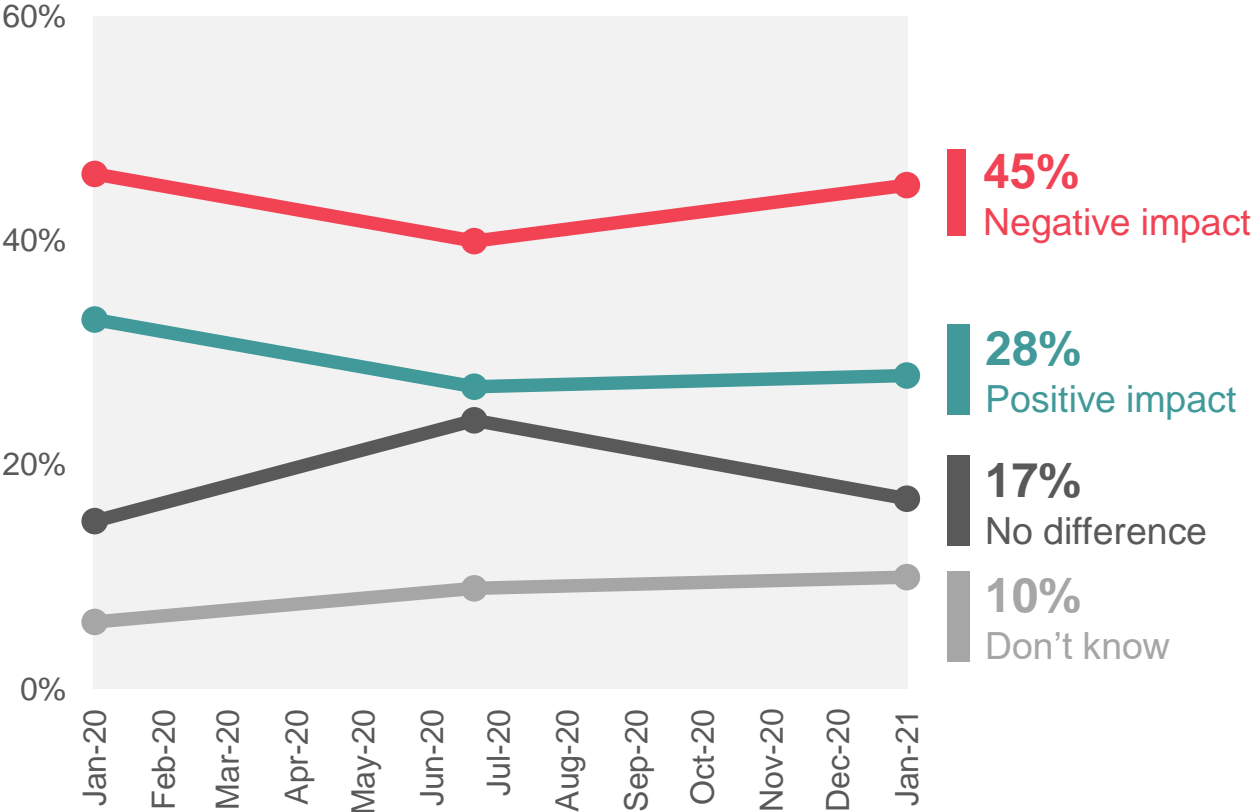
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

January 2021



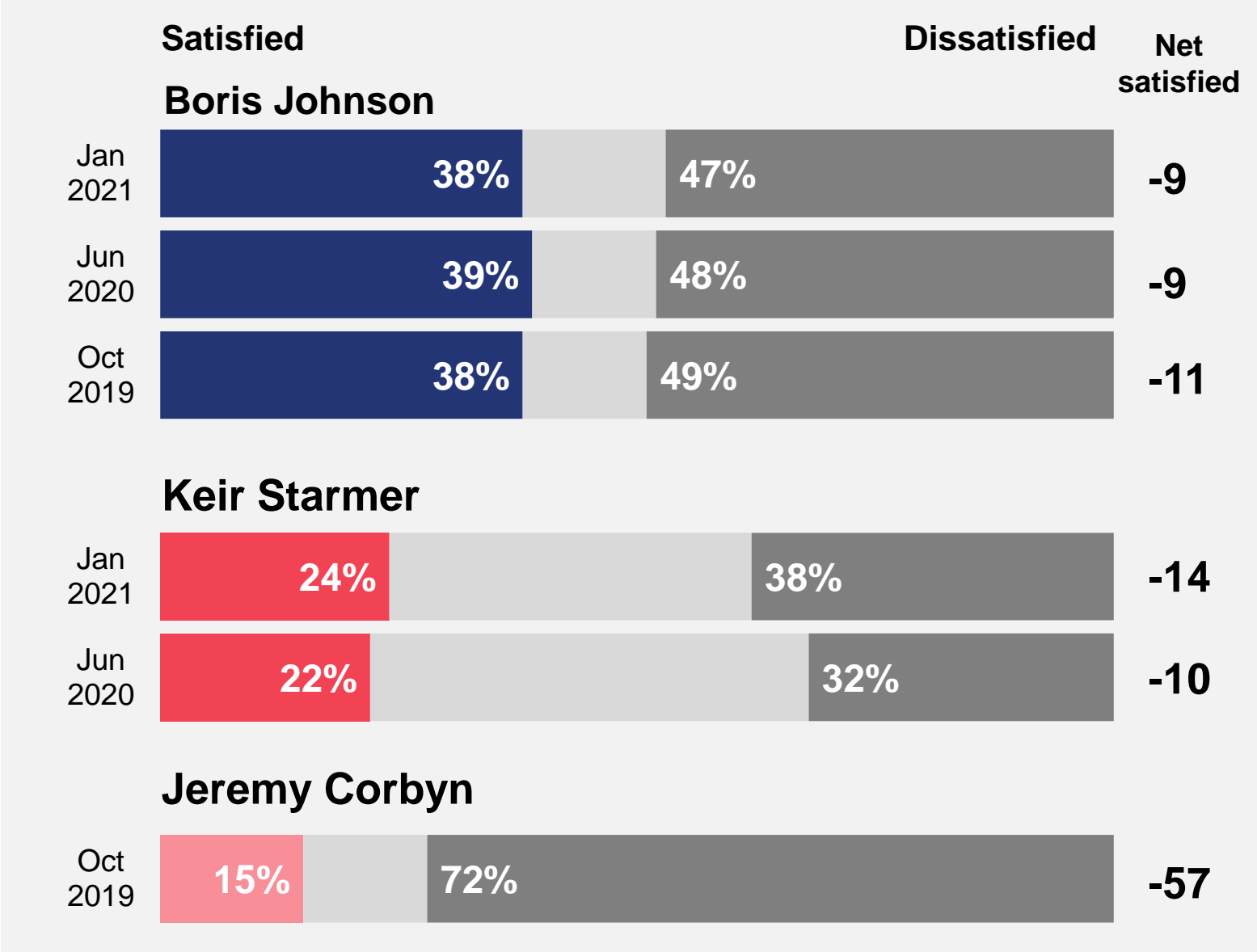
Base: 1,115 Online British adults aged 18+, 8-11 January 2021

January 2020 - January 2021



# Satisfaction with party leaders' handling of Brexit

Are you satisfied or dissatisfied with the way ... is handling Britain's exit from the European Union?



Base: 1,115 Online British adults aged 18+, 8-11 January 2021

# Ipsos MORI

## Political Pulse January 2021

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Cameron Garrett  
Senior Research Executive  
[cameron.garrett@ipsos.com](mailto:cameron.garrett@ipsos.com)

Keiran Pedley  
Research Director  
[keiran.pedley@ipsos.com](mailto:keiran.pedley@ipsos.com)

Holly Day  
Research Executive  
[holly.day@ipsos.com](mailto:holly.day@ipsos.com)