

IPSOS MORI POLITICAL PULSE

March 2021

Ipsos MORI



DIRECTION OF THE COUNTRY



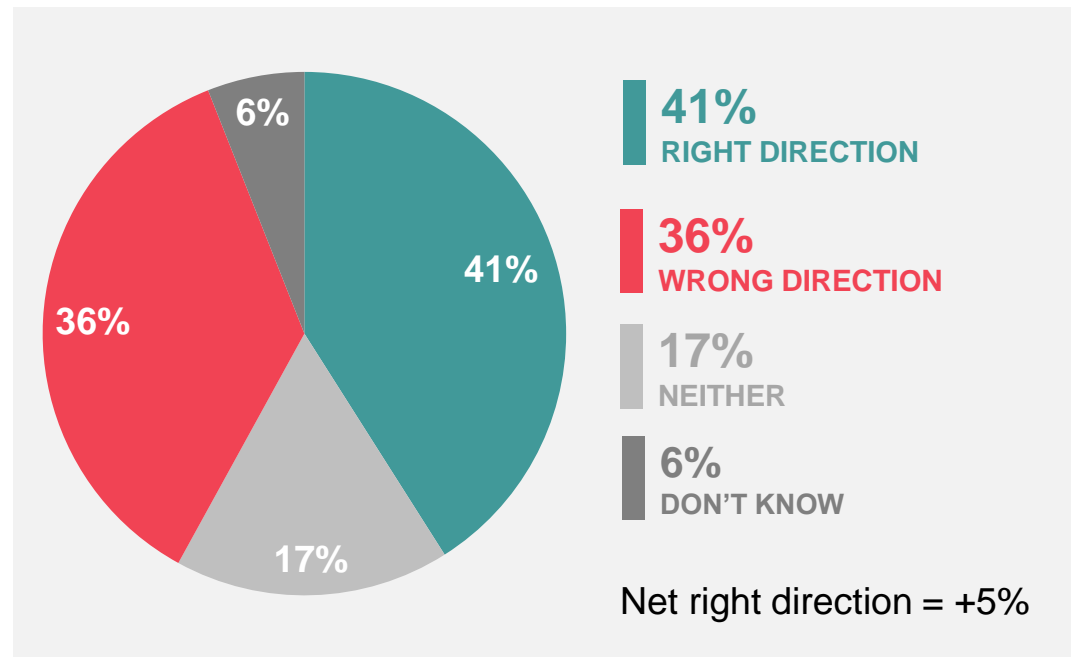
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Direction of the country

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

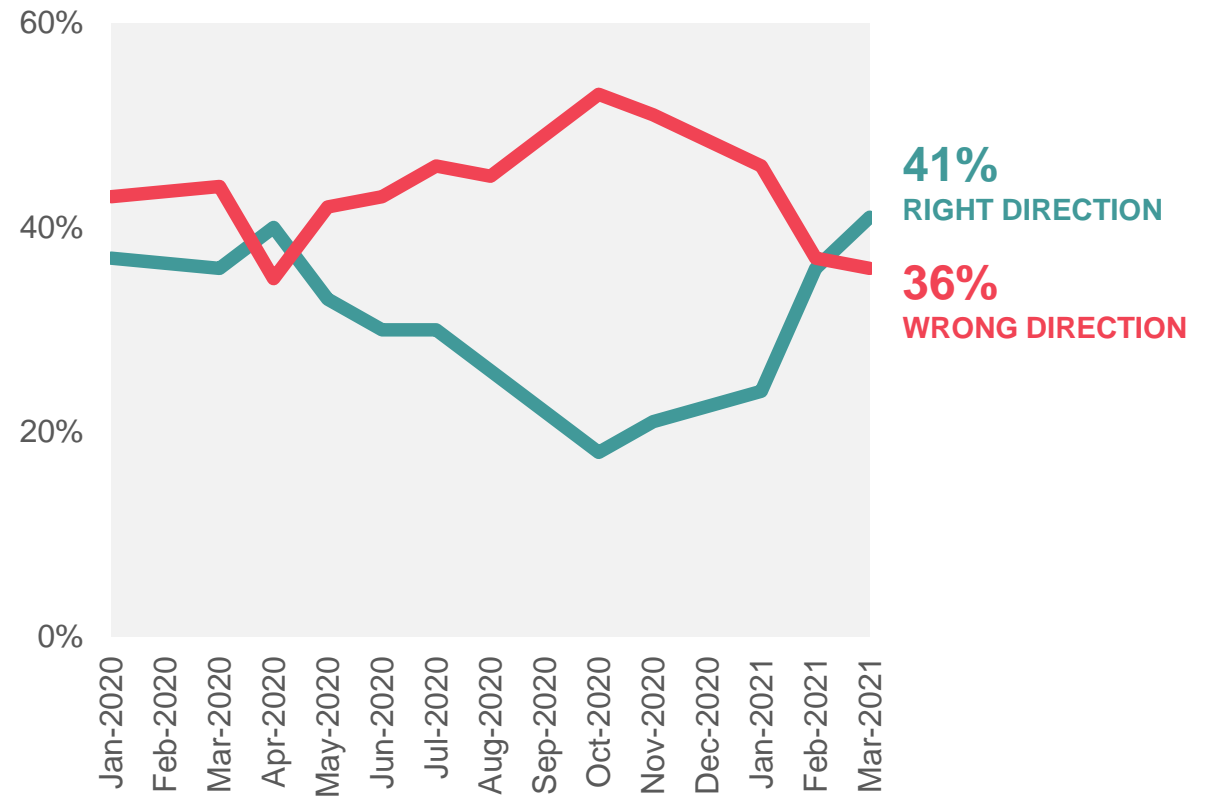
March 2021



Base: 1,128 Online British adults aged 18+, 26-29 March 2021

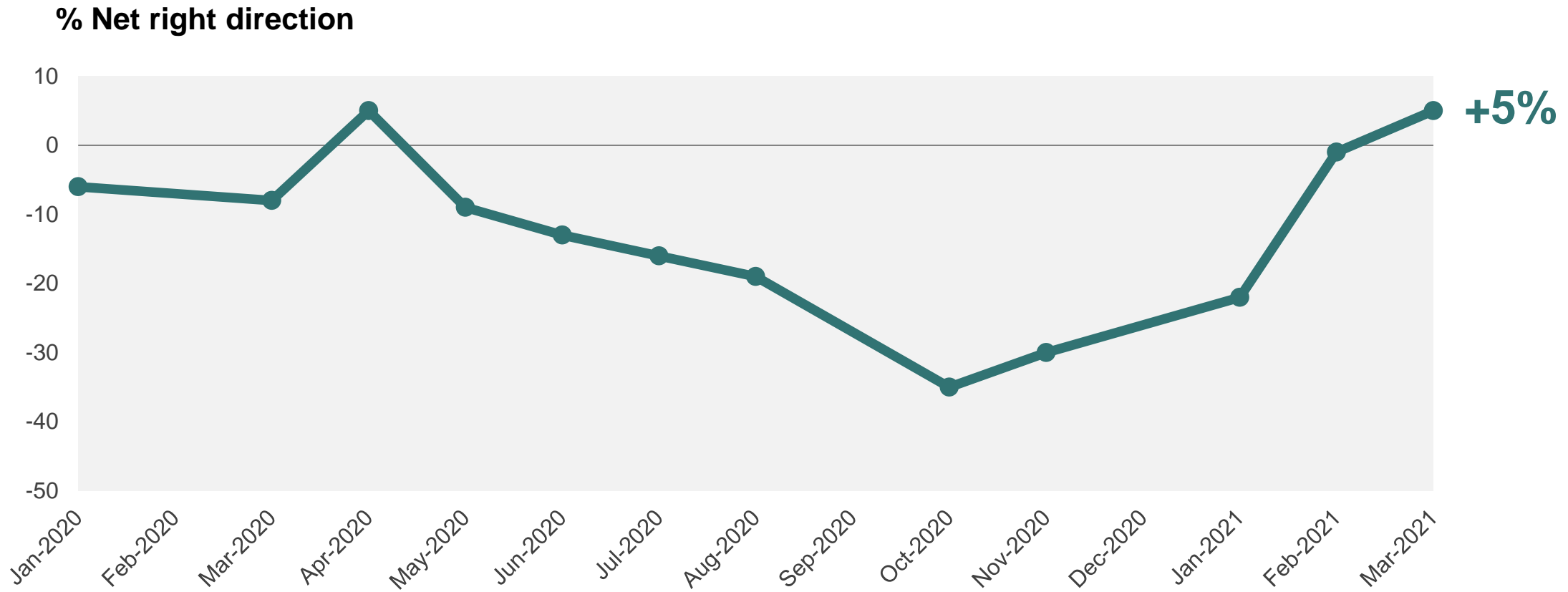
Source: Ipsos MORI

January 2020 – March 2021



Direction of the country: January 2020 – March 2021

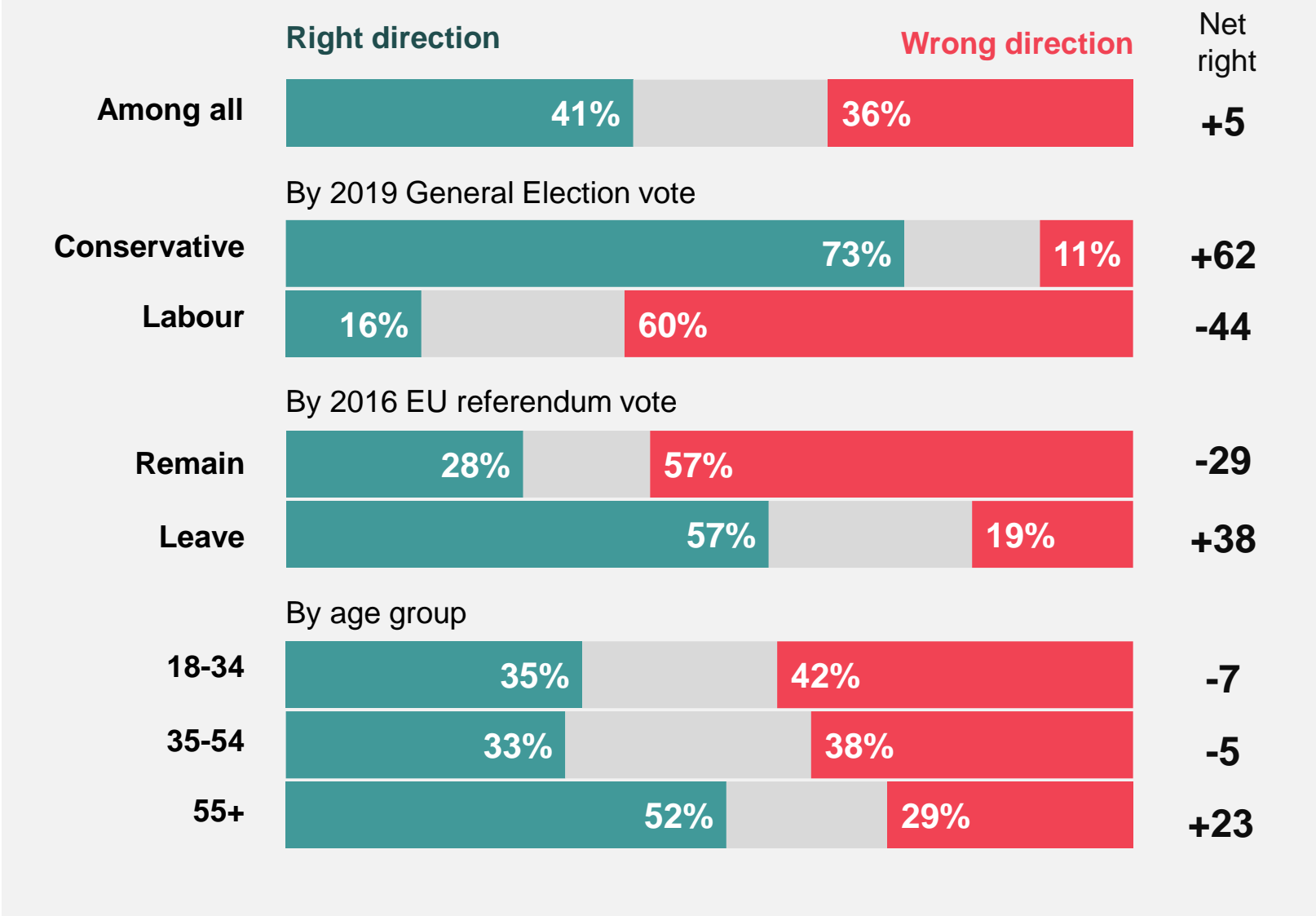
Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?



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?



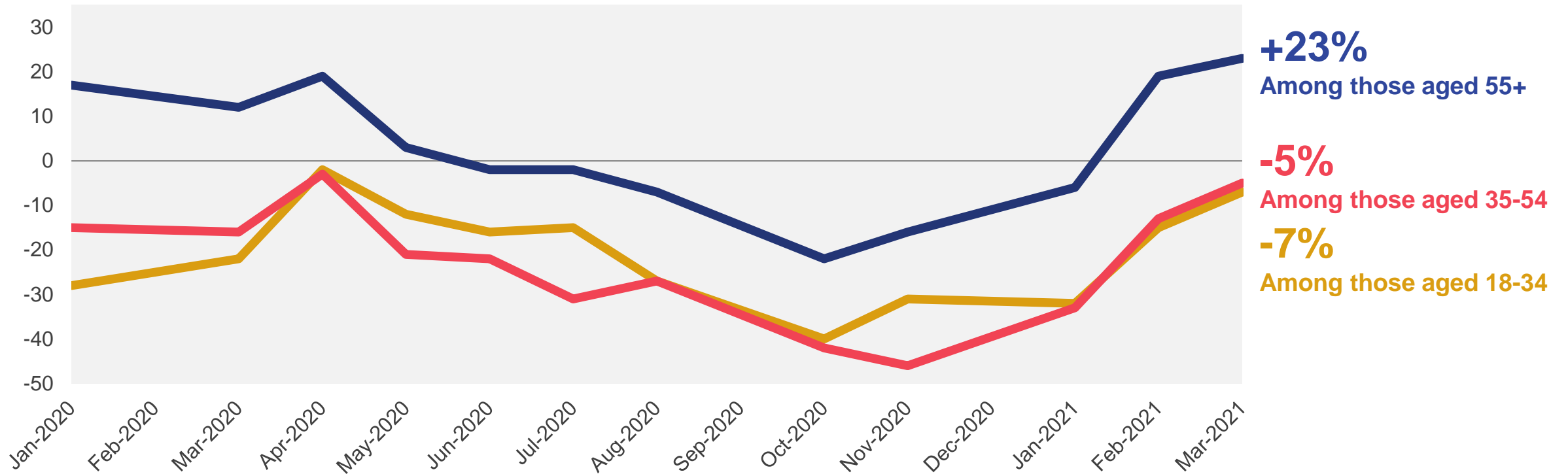
Base: 1,128 Online British adults 18+, 2019 Conservative voters (369), 2019 Labour voters (283), 2016 Remain voters (436), Leave voters (444), 18-34 years old (351), 35-54 (402), 55+ (375), 26-29 March 2021.

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?

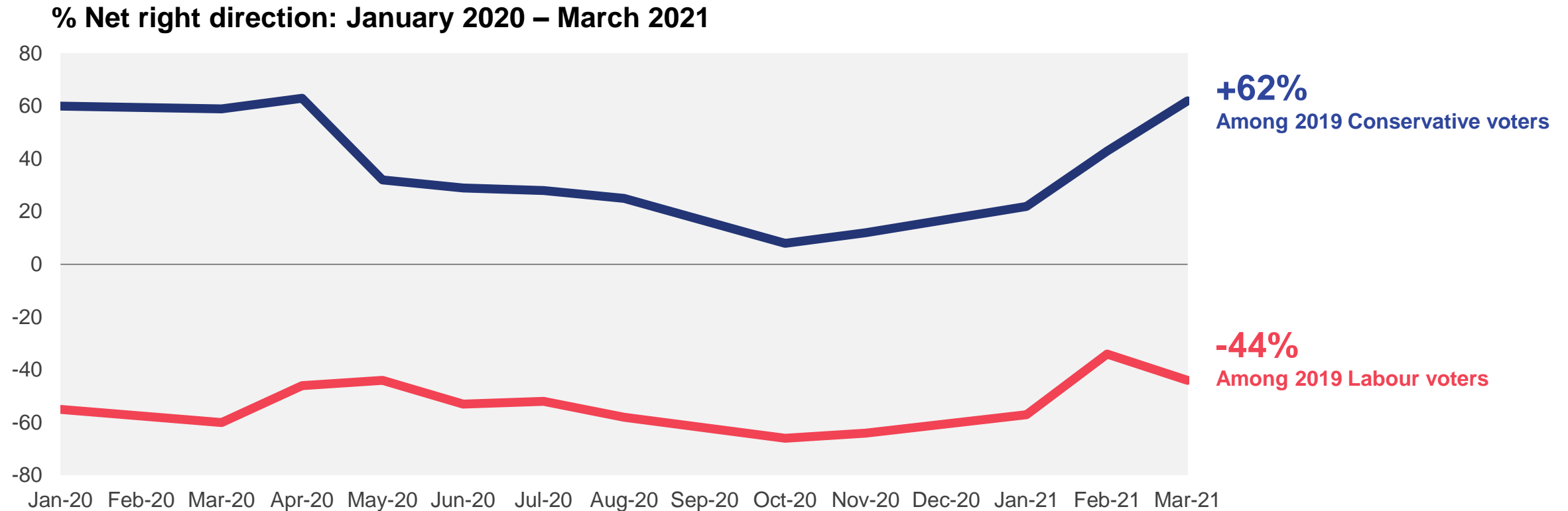
% Net right direction: January 2020 – March 2021



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

March 2021



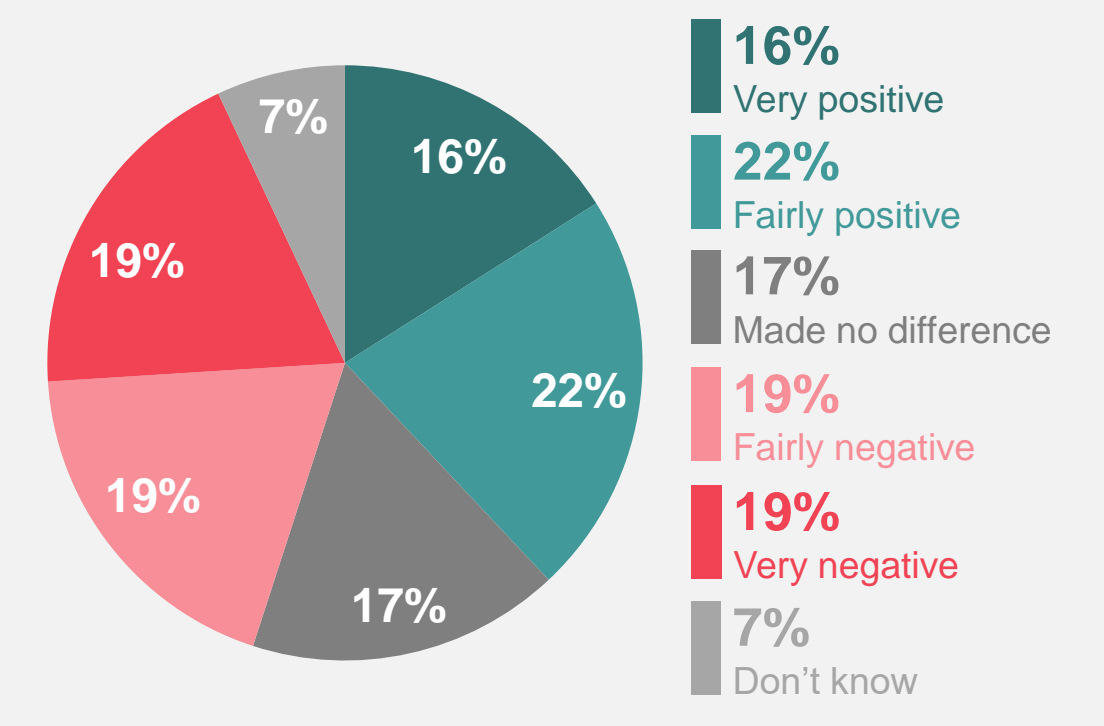
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Impact of the UK's decision to leave the European Union

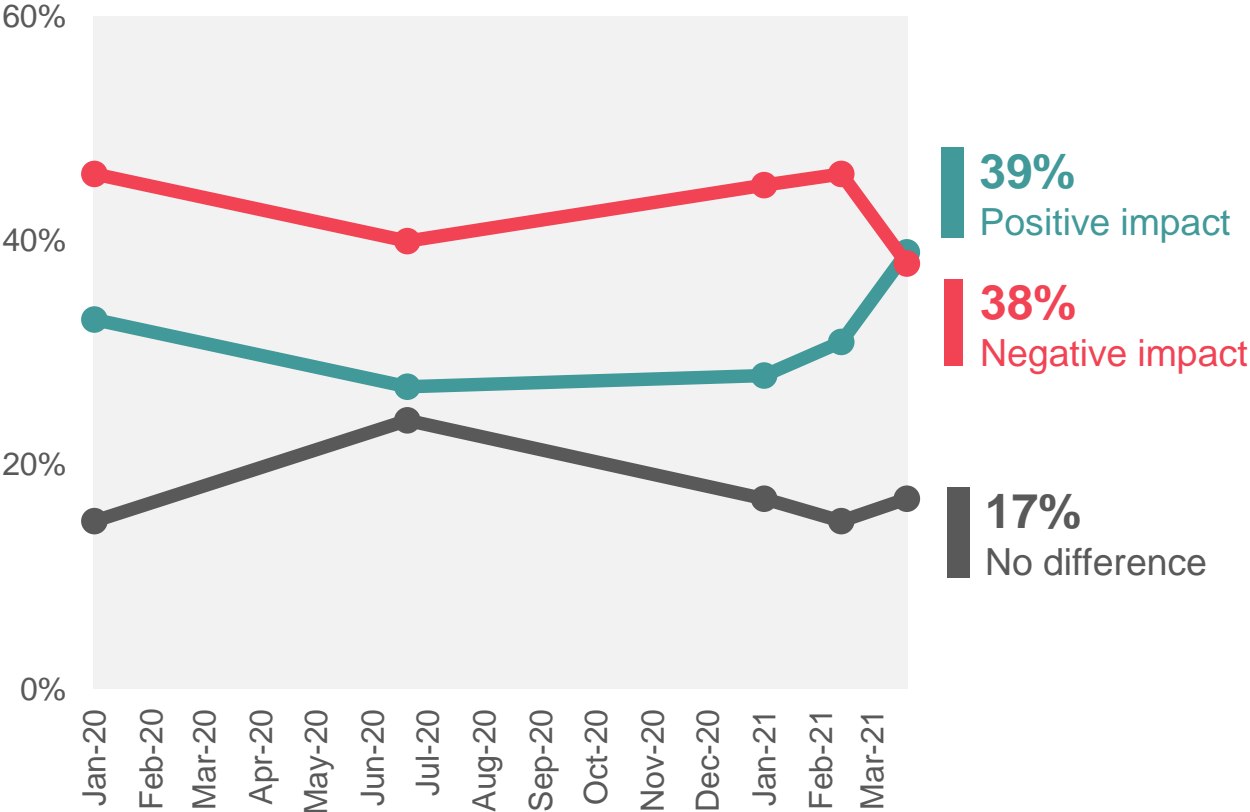
Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

March 2021



Base: 1,128 Online British adults aged 18+, 26-29 March 2021

January 2020 – March 2021



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Political Pulse February 2021

For more information

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