

Ipsos MORI March 2021 Political Pulse

PUBLIC

Fieldwork: 26-29 March 2021

Adults online aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 18+ in Great Britain

	Total		Gender		Age								Generation				Social grade				Region				Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459
Right direction	459 41%	242 44%	217 38%	111 35%	123 33%	226 52% DEGHIK	45 37%	67 34%	55 30%	67 35%	71 41%	155 59%	47 35%	90 31%	178 49%	46 69%	129 44%	140 42%	73 31%	117 44%	98 36%	130 44%	131 50%	62 40%	19 36%	19 20%	343 38%	116 53%	304 45%	85 30%	70 43%	114 39%	345 41%	128 37%	331 43%	253 38%	207 45%
Wrong direction	402 36%	201 37%	195 34%	133 42% FL	142 38% FL	127 29%	46 38%	87 45%	63 35%	78 40%	63 36%	64 24%	58 42%	113 39%	109 30%	16 24%	108 36%	126 38%	86 37%	82 31%	103 38%	91 31%	69 27%	58 38%	19 35%	62 63%	346 38%	56 25%	223 33%	121 42%	57 35%	98 34%	304 36%	153 44%	248 32%	257 38%	145 32%
Neither	194 17%	77 14%	117 20% B	52 17%	82 22% FL	60 14%	22 19%	30 15%	47 26%	35 18%	26 15%	34 13%	24 18%	65 23%	54 15%	2 2%	45 15%	43 13%	59 25% QR	48 18%	47 18%	57 19%	45 17%	27 17%	7 12%	12 12%	161 18%	33 15%	113 17%	58 20%	23 14%	64 22% g	130 16%	53 15%	142 18%	118 18%	77 17%
Don't know	73 6%	28 5%	44 8%	18 6%	30 8%	24 6%	7 6%	11 6%	17 9%	14 7%	14 8%	10 4%	8 6%	19 7%	22 6%	3 4%	14 5%	24 7%	16 7%	18 7%	21 8%	16 5%	15 6%	7 4%	9 17% UVWXZ*	5 5%	58 6%	15 7%	38 6%	23 8%	12 7%	14 5%	58 7%	15 4%	57 7%	42 6%	31 7%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F,G,H/I/J,K,L,M/N/O,P,Q/R/S/T,U,V/W/X/Y/Z,a/b,c/d/e,f/g,h,i/j,k Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A,B/C,D,E/F,G,H/I/J,K,L,M/N/O,P,Q/R/S/T,U,V/W/X/Y/Z,a/b,c/d/e,f/g,h,i/j,k Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1128	369	283	71	148	436	444
Weighted base	1128	404	262	71	141	404	495
Right direction	459 41%	294 73% CDE	42 16%	23 33% C*	31 22%	113 28%	281 57% F
Wrong direction	402 36%	44 11%	158 60% B	34 48% B*	82 58% B	230 57% G	96 19%
Neither	194 17%	52 13%	42 16%	10 14% *	23 16%	44 11%	87 17% F
Don't know	73 6%	13 3%	20 8% B	4 6% *	5 4%	18 5%	31 6%

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O,P/Q/R/S/T/U/V/W Minimum Base: 30(\*\*) Small Base: 100(\*)

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Adults online aged 18+ in GB

Q3. 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?

All Adults aged 18+ in Great Britain

	Total	Gender			Age								Generation				Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65+ (L)	Gen Z (M)	Gen X (N)	Baby Boomers (O)	Pre-War (P)	AB (Q)	C1 (R)	C2 (S)	DE (T)	North (U)	Midlands (V)	South (W)	London (X)	Wales (Y)	Scotland (Z)	Urban (a)	Rural (b)	Married/Living as Married (c)	Single (d)	Widowed/Divorced/Separated (e)	At least one child present (f)	No children present (g)	Graduate (h)	Non-graduate (i)	Working (j)	Not working (k)	
Unweighted base	1128	544	575	351	402	375	149	202	192	210	205	170	168	303	323	39	302	320	167	339	279	295	242	149	61	102	922	206	657	318	153	307	821	443	685	716	412		
Weighted base	1128	547	572	314	377	437	120	194	183	194	173	263	137	286	362	66	296	333	234	265	269	294	260	154	54	98	908	220	678	288	162	291	837	350	778	669	459		
Very positive	185 16%	94 17%	90 16%	26 8%	39 10%	119 27% DEGHU	11 9%	15 8%	17 9%	23 12%	43 25% DEGHU	77 29% DEGHU	11 8%	33 12%	98 27% MN	20 31% MN*	44 15%	51 15%	33 14%	58 22%	42 16%	52 18%	50 19%	24 16%	10 18%	6 7%	151 17%	34 16%	123 18%	28 10%	34 21%	32 11%	153 18%	44 13%	141 18%	83 12%	102 22%		
Fairly positive	252 22%	121 22%	131 23%	59 19%	83 22%	110 25% H	28 23%	31 16%	39 21%	44 23%	73 21% DH	37 28% DH	30 22%	64 22%	86 24%	23 35% *	73 25%	77 23%	39 17%	62 23%	52 19%	81 28%	30 25%	16 19%	9 29%	178 20%	74 34% a	167 25%	54 19%	64 22%	188 22%	64 18%	188 24% h	188 24% h	145 22%	106 23%			
Made no difference	189 17%	91 17%	97 17%	66 21% FIL	64 17% J	59 13% H	30 19% FKL	36 21% F	39 13% F	25 13% F	25 15% F	34 13% NOP	34 25% P	43 15% P	55 15% P	1 2% *	48 16% T	48 14% T	52 22% T	41 16% T	51 19% T	57 19% T	41 16% T	20 13% T	7 12% T	14 14% T	160 18% T	28 13% T	109 16% T	57 20% T	22 14% T	67 23% T	122 15% T	38 11% T	150 19% T	120 18% T	69 15% T		
Fairly negative	211 19%	103 19%	106 18%	72 23% FL	79 21% FL	60 14% FL	24 20% FL	49 25% FL	35 19% FL	44 23% FL	28 16% FL	32 12% O	29 21% O	62 22% O	49 14% O	11 16% *	58 20% T	63 19% T	53 22% T	38 14% T	47 17% T	48 16% T	51 20% T	34 22% T	8 15% *	23 24% *	166 18% T	46 21% T	129 19% T	95 19% T	27 17% T	63 22% T	148 18% T	83 24% i	128 16% i	135 20% i	76 17% i		
Very negative	212 19%	115 21%	94 16%	66 21% FL	80 21% FL	66 15% FL	19 16% FL	47 24% FL	32 18% FL	47 24% FL	30 17% FL	36 14% FL	23 17% FL	62 22% FL	55 15% FL	10 16% *	59 20% T	73 22% T	42 18% T	39 15% T	52 19% T	32 11% T	37 14% T	34 22% T	12 22% v*	44 45% UVWXY*	181 20% T	31 14% T	107 16% T	63 22% T	42 26% T	44 15% T	168 20% T	107 31% i	105 13% i	143 21% k	69 15% k		
Don't know	79 7%	24 4%	53 9%	25 8% B	33 9% J	22 5% J	9 7% J	16 8% J	22 12% FL	11 6% FL	10 6% FL	12 4% FL	10 7% FL	22 8% FL	20 6% FL	- *	15 5% Q	21 6% Q	16 7% Q	27 10% Q	25 9% Q	24 8% Q	15 6% Q	12 3% Q	2 1% *	72 8% b	7 3% b	43 6% ce	30 11% ce	5 3% ce	21 7% ce	58 7% ce	13 4% ce	66 9% ce	43 6% ce	36 8% ce			
Net: Positive	437 39%	214 39%	222 39%	85 27% H	122 32% DEGHJK	230 32% DEGHJK	39 24% H	46 30% H	55 34% H	67 46% DEGHU	80 57% DEGHU	150 57% DEGHU	41 30% MN	97 34% MN	183 51% MN	44 66% MN*	117 39% MN	128 39% MN	72 31% MN	120 45% S	94 35% z	133 45% uz	115 44% z	54 35% z	26 47% z*	16 16% *	329 36% a	108 49% d	290 43% d	82 28% d	65 40% d	96 33% f	341 41% f	108 31% f	329 42% h	228 34% h	208 45% j		
Net: Negative	423 38%	217 40%	200 35%	138 44% FGKL	158 42% FL	126 29% FL	43 36% DFGKLL	96 49% DFGKLL	67 37% DFGKLL	91 47% DFGKLL	58 33% DFGKLL	68 26% DFGKLL	52 38% O	124 43% O	104 29% O	21 32% T	116 39% T	136 41% T	94 40% T	77 29% T	99 37% V	80 27% V	88 34% V	68 44% V	20 37% v*	68 69% UVWXY*	347 38% T	77 35% T	236 35% T	118 41% T	69 43% T	107 37% T	316 38% i	190 54% i	233 30% i	278 41% k	146 32% k		
Net Difference	14 1%	-3 -1%	22 4%	-53 -17% B	-36 -10% J	103 24% H	-4 -3% H	-49 -25% H	-12 -6% H	-25 -13% H	22 13% H	81 31% H	-11 -8% H	-27 -9% H	80 22% H	23 34% H	* *	-8 -2% Q	-23 -10% Q	44 16% Q	-5 -2% Q	52 18% Q	27 10% Q	-14 -9% Q	5 10% Q	-52 -53% Z	-18 -2% b	31 14% T	54 8% T	-36 -13% T	-4 -3% T	-11 -4% T	25 3% T	-82 -24% ce	96 12% ce	-49 -7% ce	63 14% ce		

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Very positive	185 16%	137 34% CDE	11 4%	6 9% *	15 11% c	12 3%	168 34% F
Fairly positive	252 22%	151 37% CDE	36 14%	6 9% *	21 15%	38 9%	178 36% F
Made no difference	189 17%	59 15%	54 21%	7 10% *	25 18%	53 13%	84 17%
Fairly negative	211 19%	41 10%	56 21% B	19 26% B*	36 26% B	107 26% G	44 9%
Very negative	212 19%	8 2% B	86 33% B	32 45% BE*	38 27% B	169 42% G	5 1%
Don't know	79 7%	7 2% B	20 7% B	1 1% *	6 4%	25 6% G	15 3%

Net: Positive	437 39%	288 71% CDE	46 18%	13 18% *	36 25%	50 12%	347 70% F
Net: Negative	423 38%	49 12% B	142 54% B	51 71% BCE*	74 53% B	276 68% G	49 10%
Net Difference	14 1%	239 59%	-95 -36%	-38 -53%	-38 -27%	-226 -56%	298 60%

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